

Television Factbook

STANDARD REFERENCE of the Television, Electronics & Associated Arts and Industries

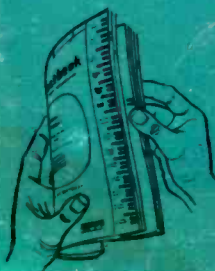
**Complete Index
on pages 2-20**

MAP OF STATIONS & NETWORK ROUTES

Included as Insert in this Factbook

INSTRUCTIONS FOR USE: This volume supersedes Television Factbook No. 23 (Fall-Winter, 1956) and all Addenda thereto (weekly blue sheets). This Factbook also starts a new series of weekly Addenda, reporting on new stations starting, current FCC grants, applications, allocations, changes, etc. Weekly Addenda 24-A, 24-B, et seq., are furnished only to subscribers to the full services of Television Digest (including weekly Newsletter) to enable them to keep the station section of TV Factbook No. 24 current.

Television Digest WITH ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. STERLING 3-1755



Bend the pages of the Factbook nearly double and hold them that way with your left hand as shown. Locate the listing you want in the Edge Index. Match up the 1- or 2-line symbol next to the listing you have selected with the corresponding 1- or 2-line symbol on the page edge.

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PRACTICAL ELECTRONICS—THROUGH CREATIVE ENGINEERING

New **FILM EQUIPMENT** shows you the "Rushes" while you're shooting!

More and more, today's television programs and commercials are being produced on film. And getting it right—getting top-quality film "in the can"—has always been an expensive and time-consuming business.

Now, the Electronicam Film System, developed by Du Mont, makes it possible to get it right with minimum time and cost. This happy fact has been discovered by production studios, program packagers, agencies and advertisers.

During set-up and rehearsal, everyone on the creative team can see—on Electronicam monitors—exactly how the shot will look. If it isn't right, you know it—*before* you shoot.

And during shooting, the monitors show you what is being filmed. If something is wrong, you no longer have to wait for the rushes to find it out. The monitors tell you immediately.

By adapting electronic principles to the needs of the motion picture industry, Du Mont has shown once again, the *practical* way in which it solves pressing, everyday problems.

The Electronicam is another reason why more and more people—in business, defense, research and the entertainment industries—look to Du Mont for new ways of doing things... *electronically*.



VISION is the  **DIMENSION**

RESEARCH • COMMUNICATION PRODUCTS • CATHODE-RAY TUBES •
INSTRUMENTS • DEFENSE EQUIPMENT • TELEVISION RECEIVERS • RADIO AND HI-FI

Allen B. Du Mont Laboratories, Inc., Executive Offices, 750 Bloomfield Avenue, Clifton, N. J.
West Coast Plant, 11800 West Olympic Blvd., Los Angeles 64, Calif.

An aerial, black and white photograph of the Manhattan skyline, showing numerous skyscrapers and buildings under a cloudy sky. The text is overlaid on the right side of the image.

MIGHTY MANHATTAN

the world's advertising capital

but more

a monument to the American system

of free enterprise

the **STORER BROADCASTING COMPANY**

advertising leader in each

of its communities

but more

a company composed of fine radio

and television stations

each the center of civic service

and responsibility

In the tradition of the

American system of broadcasting

THE STORER BROADCASTING COMPANY

NEW YORK—625 Madison Avenue, New York 22

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

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 8-8689

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This semi-annual Factbook (\$4.50 per copy; \$3 each for 5 or more) is a service of Radio News Bureau, publisher of *Television Digest* with *Electronics Reports*, Wyatt Building, Washington 5, D.C. Telephone: Sterling 3-1755. *Editor & Publisher*: Martin Codel. *Senior Editor*: Albert Warren. *Associate Editors*: David Lachenbruch, Gershon W. Fishbein, William J. McMahon, Paul Stone, Wilbur H. Baldinger. *Editorial Assistants*: Ruth E. Vaughn, Anne G. Bjarbu, Carmen Mauro. *Business Manager*: Robert Cadel. *Advertising Production Manager*: Harry Soghigian. *Circulation*: Ruby K. Phillips, Florence G. Herman, F. Evelyn Doherty, Jo Chuvala. *Composition*: Richard R. Hoover, Robert R. Orth.

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'Spot-TV made Gateway Chevrolet tops from San Francisco to Canada'



says Carroll Mincher, who credits KGO-TV as big factor in bringing his dealership to Number One position

That spells leadership over a large territory, Mr. Mincher. How long did it take to reach the top spot?

Four years from scratch—but we packed double effort into those years—and matched top effort with top-flight advertising.

Then you started in '52?

Yes, in September—with 24 employes, 14,000 feet of building space and a modest outside lot. Today we occupy 71,000 square feet of property, including Show Room, Used Car Area, Service Shops, Body Shops and Storage Area. And we employ 110 people.

Opening a dealership isn't any bed of roses, is it?

You're so right. Since Daly City hadn't had a Chevrolet franchise in three years, folks in that area just weren't thinking 'Chevrolet.' After studying the situation very closely, we decided to bet our advertising chips on KGO-TV.

They were blue chips?

They certainly were. We bought a five-a-week strip for a test-period of thirteen weeks—and we've been with KGO-TV ever since.

Within thirteen weeks you could feel the pull?

We felt it almost at once—so we kept right at it. In sales volume we were fourth dealership in the Bay Area by the end of '53. Knowing that was no time to let up, we increased our facilities, added KGO-radio, and stepped up our advertising on KGO-TV. In 1954 we became the largest Chevrolet dealership in the Bay Area.

A spot you've held ever since?

I'm informed we now have the largest Chevrolet dealership from San Francisco to the Canadian border—thanks to a hard-hitting sales organization, thanks also to a competent shop crew, and thanks above all to the pulling power of KGO-TV.

ONE OF A FULL-PAGE SERIES appearing regularly during 1955-1957 in Food Field Reporter, Drug Trade News, Automotive News, Advertising Age, and the business press of the television industry.

CARROLL MINCHER, Vice President and General Manager of Gateway Chevrolet, Daly City, California.

For sales building availabilities on these major-market stations... Call

BLAIR-TV

Television's
First Exclusive
National
Representative

WTVR—Richmond WBNS-TV—Columbus WBKB—Chicago WFIL-TV—Philadelphia WPRO-TV—Providence WEWS—Cleveland WABC-TV—New York
 WDSU-TV—New Orleans KING-TV—Seattle-Tacoma WXYZ-TV—Detroit KVOO-TV—Tulsa WJIC—Pittsburgh WCPQ-TV—Cincinnati KFRE-TV—Fresno WFBG-TV—Altoona
 WOW-TV—Omaha KTTV—Los Angeles WABT—Birmingham WFLA-TV—Tampa-St. Petersburg WNBFTV—Binghamton WMCT—Memphis KGO-TV—San Francisco KGW-TV—Portland
 OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS • JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE
 Templeton 8-5800 Superior 7-5540 Hubbard 2-3163 Woodr'd 1-6030 Chestnut 1-5688 Elgin 6-5770 Riverside 4228 DuKirk 1-3811 YUkon 2-7068 Elliott 6270

Now! Remote Switching of COLOR OR MONOCHROME...

10
Inputs

6
Outputs
(3 modules)

Module design permits "building block" expansion. Each module handles ten inputs—two outputs.

CineScanner—Superior for Monochrome . . . and Color!

- ★ Designed for studio/master control applications—Low voltage D.C. relays eliminate costly video cabling.
- ★ Effects substantial savings on video processing equipment costs—as little as one-tenth the equipment required in some cases.
- ★ Control panel and switching chassis designed to fit various station layouts—provides utmost flexibility in station design.
- ★ Switching chassis designed for standard rack installation—minimum rack space required.
- ★ Module design (10 inputs x 2 outputs) permits ease of expansion.
- ★ Permits multiple control points.
- ★ Built-in tally lights and order wire circuits—auxiliary contacts for program audio.



PHILCO CORPORATION

Any TV Program Source

COMPOSITE OR NON-COMPOSITE

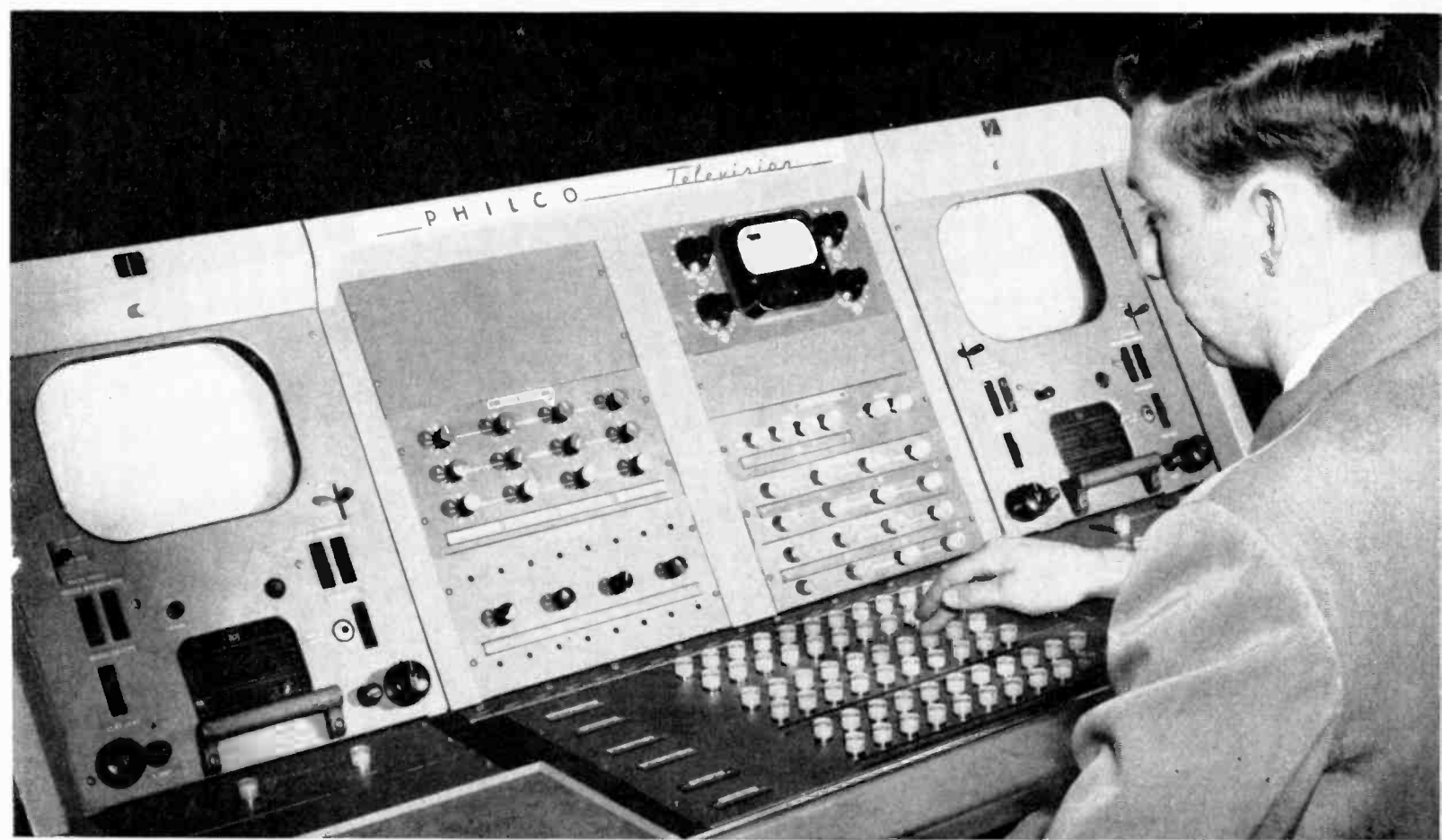
HERE is a compact, versatile TV switch that can be interconnected anywhere in your TV broadcast system. It will handle "simultaneous" (RGB), encoded color and monochrome—composite or non-composite... by remote control! This feature alone means big savings in encoding and distribution equipment.

But, this is only one of many important advantages. For example, by use of special color-coded patch plugs, video control of film, slide or

live source can be transferred from studio to master control or to transmitter room *in a matter of seconds*. Studio and master control switching functions can be accomplished by a single switching chassis at the console or in a relay rack. In addition, the system will control wipes, splits, fades, dissolves and other special effects.

Get full technical data on this newest addition to Philco CineScanner Color Equipment. Write Philco, Dept. FB today.

New TV Switching System proves "simultaneous" switching practical and desirable



GOVERNMENT AND
INDUSTRIAL DIVISION

**PHILADELPHIA 44
PENNSYLVANIA**

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

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M-G-M IS KING ON TV!

CHICAGO
42.4

WBBM-TV—TRENDEX
Sat. Dec. 15
10 P.M. to Midnight

NEW YORK
28.4

WCBS-TV—TRENDEX
Sat. Dec. 1
11:15 P.M. to 1:15 A.M.

LOS ANGELES
30.8

KTTV—SPECIAL A. R. B.
Fri. Oct. 12
8 to 10:30 P.M.

DENVER
20.3

KTVR—SPECIAL A. R. B.
Thur. Nov. 8
9 to 10 P.M.

Minneapolis—St. Paul
25.3

KMGM-TV—TRENDEX
Sat. Dec. 8
9 to 11 P.M.

SEATTLE
26.2

KING-TV—A. R. B.
Sat. Oct. 13
10:45 P.M. to Midnight

PHILADELPHIA
17.9

WFIL-TV—TRENDEX
Sun. Oct. 28
5 to 6:30 P.M.

When the lion roars—the ratings soar. The story's the same from coast to coast!

MGM-TV has been making trade history since its inception. In every city, on every station, where M-G-M pictures have been programmed, results run true to form. The ratings devastate all competition. Billings are upped. Profits and prestige are enhanced. Independent stations find it's the answer to networks. Network stations find it's a blockbuster in terms of sponsors and new business. If you haven't done so yet, this is the time to ask about availability of the M-G-M library in your area.

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED

Write, wire or phone Charles C. Barry,
Vice-President, 1540 Broadway, New York

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FINANCING

KIDDER, PEABODY & CO.—

- Has underwritten over \$1,000,000,000 of publicly offered securities in the past ten years.
- Has negotiated private financings in excess of \$700,000,000 in the past five years.

— *We Invite You to Call Upon Our Experience.*

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

— *We invite the station owner to take advantage of this dual coverage when considering the sale of his property.*

Address inquiries to:

ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.

FOUNDED 1865

NEW YORK

BOSTON

PHILADELPHIA

CHICAGO

SAN FRANCISCO

*Offices and correspondents in thirty other principal cities
in the United States*

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Let's
look
at
the

Facts

Today's sales philosophy in Spot TV representation is a far cry from that of a few short years ago.

Take Petry salesmen, for example. Behind them is the largest Promotion-Research-Special Services department of any independent representative in the country. The facts they have at their fingertips about Petry represented stations and their entire markets are nothing short of phenomenal.

What do you need to know?

County-by-county set data? Detailed program information? Availabilities? Merchandising aids? Ratings? Costs? Competitive product coverage? Or the types of audiences each station caters to—and sells?

All Petry salesmen have all this information—and more.

Ask us *first for the facts* for the most effective results from your Spot TV advertising.

IN SPOT TV...

it takes *Facts* to be sure!

Television Division

Edward Petry & Co. Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

1957 Spring-Summer Edition

LOOK! ZIV

NO. 1 NO. 2 NO. 3 NA

IN TWO CONSECUTIVE PULSE *REP

"HIGHWAY PATROL"
Starring BRODERICK CRAWFORD



NATIONALLY

NO. 1 SYNDICATED PROGRAM
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

The Man Called X
Starring BARRY SULLIVAN



NATIONALLY

NO. 2 SYNDICATED PROGRAM
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"I LED 3 LIVES"
Starring RICHARD CARLSON



NATIONALLY

NO. 3 SYNDICATED PROGRAM
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

SHOWS RATE

TIONALLY!

ORTS

*TELEPULSE MULTI-MARKET SURVEYS

AUG. 1956
22 - MARKET AVERAGE

17.8

SEPT. 1956
22 - MARKET AVERAGE

17.9

AUG. 1956
14 - MARKET AVERAGE

16.8

SEPT. 1956
14 - MARKET AVERAGE

17.8

AUG. 1956
21 - MARKET AVERAGE

16.1

SEPT. 1956
19 - MARKET AVERAGE

17.3

NOW! READY!
**ZIV'S NEXT BIG
RATING
WINNER!**

**"MEN OF
Annapolis"**
STARRING THE U.S. MIDSHIPMEN AND TOPFLIGHT HOLLYWOOD STARS



HURRY!

Write or phone today for a pulse quickening audition of our new rating winner "MEN OF ANNAPOLIS"!

AMPEX

MEMO

To: The Television Industry
From: Audio Division, Ampex Corporation

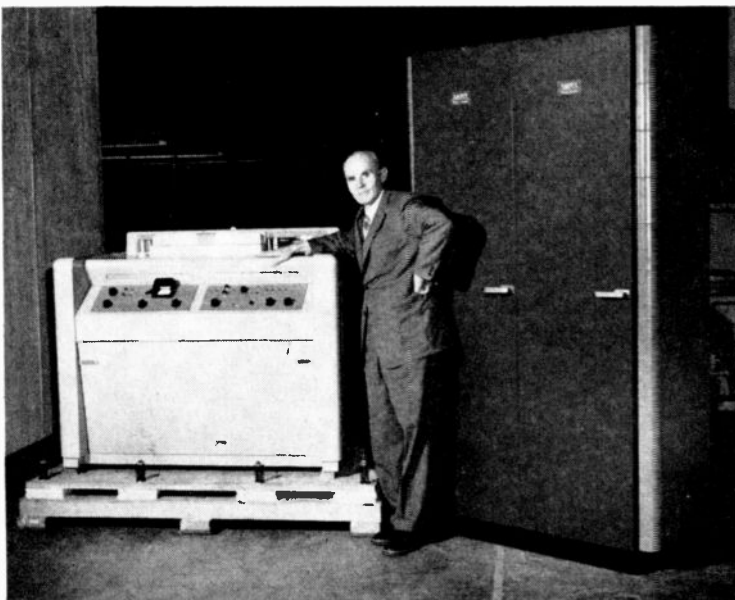
Ampex VR-1000, the world's first commercial magnetic tape recorder for video, was introduced in April, 1956, and was immediately given an overwhelming vote of confidence by the television industry. For the first time, up to 64 minutes of television sight and sound entertainment could be instantaneously recorded on a 12-1/2 inch reel of two inch magnetic tape and played back immediately with such clarity that most persons could not tell the Videotape recording from the live show.

Since November 30, this revolutionary development has been used by the networks on regularly scheduled shows each weekday night. Engineering-prototype Ampex Videotape Recorders, being delivered to the three major networks for regular service, immediately improve picture quality for the viewer and make large cost savings for their owners. Audiences in large areas of the country are already seeing this bright new live look on delayed telecasts.

The growing schedule of regular program use has afforded Ampex the opportunity to demonstrate in nationwide performances the advantages of Ampex Videotape. This severe test has re-emphasized Ampex's reputation for consistent quality and reliability and shows the flexibility of programming to which veteran broadcast users of the Ampex Audio Recorder have become accustomed.

Television programming of tomorrow is now being seen on West Coast television screens. The inclusion of an Ampex Videotape Recorder in your equipment plans will assure participation in television programming of the future for your station.

Phillip L. Gundy
Phillip L. Gundy
Vice President



Alexander M. Poniatoff,
Founder and Chairman of the Board of Ampex,
with one of the pre-production
Ampex Videotape Recorders (VR-1000)
just before shipment.

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BERT: Greetings to everybody out there in Advertising Land!

HARRY: You may know us . . .

BERT: May?

HARRY: You know us as the Piel Bros. We sell our delicious Piel's Beer on television and radio. Spot television and radio.

BERT: **PIEL'S IS
SOLD ON SPOT!**

. . . Yesterday we were nobodies! Today we're hotter than hot cakes!

HARRY: Yes. You see, our advertising agency, Young and Rubicam, Inc. . . .

BERT: A bunch of hep operators!

HARRY: . . . decided to create a new personality for our fine product. So, they persuaded Bert and I to go on Spot television and radio as personal salesmen for Piel's Beer. Well, it worked out and . . .

BERT: And today, we can't brew the stuff fast enough! Once we talked him into trying our suds, John Q. Public flipped!

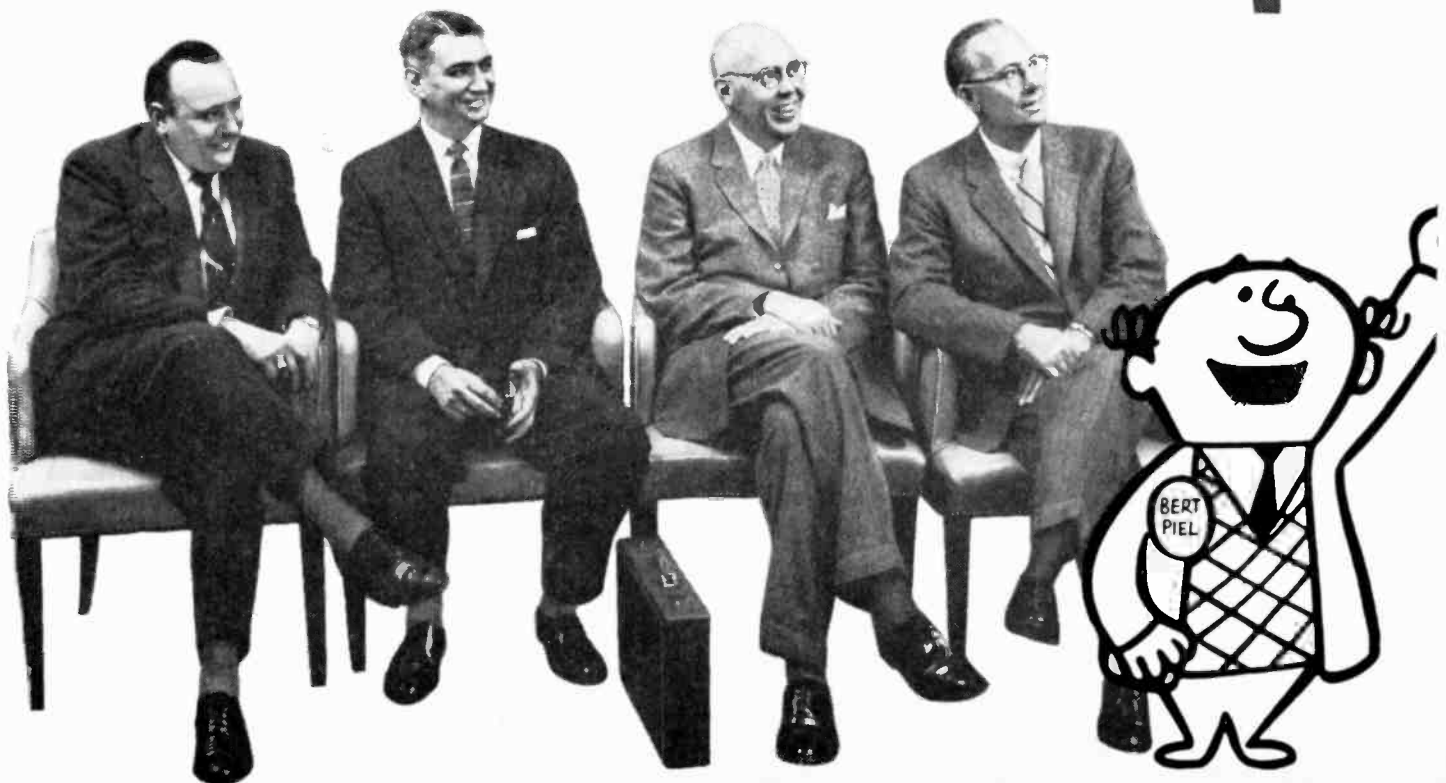
HARRY: Young and Rubicam really utilize Bert and myself very well. They use us on Spot television and radio for an awful lot of different Piel's sales approaches.

BERT: The boys over there write Harry's stuff. He works better with a script. Personally, I ad-lib.

HARRY: And not badly, either, boy.

BERT: But to continue our story, Mr. Advertiser, Harry and I were faced with a multitude of messages to put across our first year on the cable.

HARRY: But through Spot radio and television, we achieved what you might call saturation coverage quickly and easily. That was because we could schedule our messages wherever we chose and at times we chose. It works out grand. Really.



BERT: Through Spot, we reached everybody, including your Aunt Maggie!

HARRY: Yes, all the consumers came to know us well. And I guess they like us and our lovely Piel's, because the sales have risen.

BERT: Risen? You mean, skyrocketed!

HARRY: Oh, if you people now reading this ad have the time, I'd like to read a quotation from Henry J. Muessen. He's the President and Chairman of the Board of Piel's.

BERT: A big wheel and plenty savvy.

HARRY: Mr. Muessen says, "There's no doubt that Bert and Harry sold themselves. However, without Spot's flexibility and great cumulative audience, they never would have made the grade so fast. They are established salesmen and stars in their own right, thanks to Y & R and Spot radio and television."

BERT: Pretty nice of Hank, eh there, Harry?

HARRY: Indeed.

BERT: I'll remember the kid when raise time rolls around.

HARRY: So, fellow friendly advertisers, we sure recommend Spot. And the stations represented by NBC Spot Sales certainly play a major role in Y & R's saturation campaign for us.

BERT: Along with independent stations. And *that other network's stations*.

HARRY: Bert!

BERT: (CHUCKLES)



SPOT SALES

REPRESENTS THESE LEADERSHIP STATIONS

HARTFORD-NEW BRITAIN—WNBC
NEW YORK—WRCA, WRCA-TV
SCHENECTADY-ALBANY-TROY—WRGB
PHILADELPHIA—WRCV, WRCV-TV
WASHINGTON—WRC, WRC-TV
MIAMI—WCKT
BUFFALO—WBUF
CLEVELAND—WHK

LOUISVILLE—WAVE, WAVE-TV
CHICAGO—WMAQ, WNBQ
ST. LOUIS—KSD, KSD-TV
DENVER—KOA, KOA-TV
SEATTLE-TACOMA—KOMO, KOMO-TV
LOS ANGELES—KRCA
PORTLAND, ORE.—KPTV
SAN FRANCISCO—KNBC
HONOLULU—KGU, KONA-TV

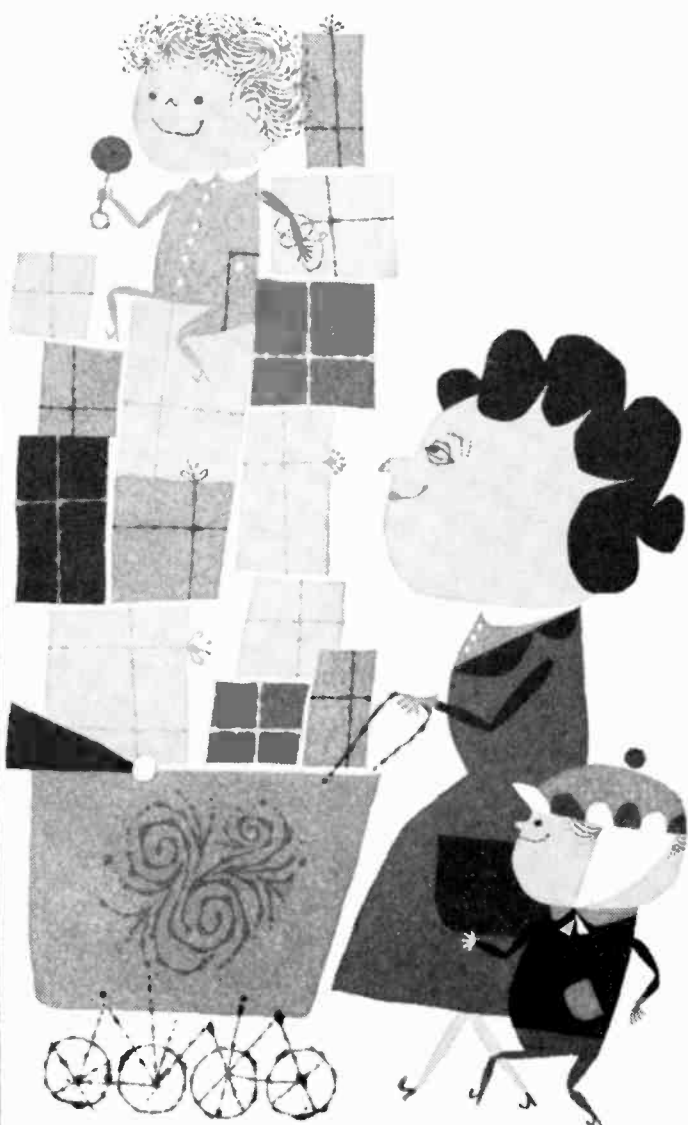


Left to right:
Stephen J. Schmidt,
Director of Advertising,
Piel Bros.;
Archie Ignatow,
General Sales Manager,
Piel Bros.;
Thomas P. Hawkes,
Vice President and
Director of Marketing,
Piel Bros.;
Henry J. Muessen, President
and Chairman of the Board,
Piel Bros.
Next to Harry Piel:
Bernard Pagenstecher,
Vice President and
Account Supervisor,
Young & Rubicam;
Joseph C. Elliff,
Contact Man,
Young & Rubicam;
Dick Bergh, TV Sales
Representative,
NBC Spot Sales.

CAPITAL BOOM ..



..... ALL THROUGH 1956 !



The Washington consumer market is zooming ahead at a remarkable rate. In just five years, population has increased 21%. At the same time total retail sales have shot up 37%, to a whopping \$2,314,000,000 for 1956.

Advertisers have spotted the D. C. market as a key area for their selling efforts. And they have turned in ever-increasing numbers to the two media that sell Washington best—WRC and WRC-TV.

WRC and WRC-TV, Washington's *Leadership Stations*,

show an increase in advertising billings of 132% during the same five years, 1951 to 1956!

All the numbers mean just this—more advertisers are selling in the Washington area, and more and more of them are turning to WRC and WRC-TV for best sales results.

It's a simple story, but a story of prime importance to you. If you want to move your product into more Washington homes, move forward with the biggest guns in the Washington selling boom—

WRC AND WRC-TV ... SOLD BY  **SPOT SALES**

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

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1957 Spring-Summer Edition



Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help in protecting music ownership rights
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV

TELEVISION Sketch BOOK



A regular monthly service of pre-tested musical sketches for the producer, director and artist.

... practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion. The very latest popular song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments. Look for the BMI TV Sketchbook when it reaches your station each month.

Let BMI give you the TV Music Story
Call or write BMI TV SERVICE department.

BROADCAST MUSIC, INC.
589 FIFTH AVENUE, NEW YORK 17, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

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TV's Alphabet Soup:

Commonly Used Initials & Abbreviations

- AAA—American Association of Advertising Agencies
AAA—Associated Actors & Artistes of America
AAP—Associated Artists Productions Inc.
ABC—ABC Television Ltd. (formerly Associated British Cinemas)
ABC—American Broadcasting Company
ABC—Australian Broadcasting Commission
ACA—American Communications Association
ACC—Air Coordinating Committee
ACL—Adler Communications Laboratories
AFA—Advertising Federation of America
AFCEE—Association of Federal Communications Consulting Engineers
AFCEA—Armed Forces Communications & Electronics Assn.
AFM—American Federation of Musicians
AFRS—Armed Forces Radio Service
AFTRA—American Federation of Television & Radio Artists
AFTS—Armed Forces Television Service
AGMA—American Guild of Musical Artists
AGVA—American Guild of Variety Artists
AIEE—American Institute of Electrical Engineers
AIR—All India Radio
AIR—Asociación Interamericana de Radiodifusión (same as IABB)
AMST—Association of Maximum Service Telecasters
ANA—Association of National Advertisers
ANPA—American Newspaper Publishers Assn.
AP—Associated Press
APBE—Association for Professional Broadcasting Education
A-R—Associated-Rediffusion Ltd. (British)
ARB—American Research Bureau
ARF—Advertising Research Foundation
ARRL—American Radio Relay League
ASCAP—American Society of Composers, Authors & Publishers
ASP—Airspace Panel
ATAS—Academy of Television Arts & Sciences
ATFP—Alliance of Television Film Producers
AT&T—American Telephone & Telegraph Co.
ATFD—Association of Television Film Distributors
ATV—Associated Television Ltd. (British)
AWRT—American Women in Radio & TV
- BBC—British Broadcasting Corporation
BDAA—Business & Defense Services Administration, Dept. of Commerce
BMI—Broadcast Music Inc.
BOTV—Box Office Television Inc.
BR—Bayerischer Rundfunk, Munich (Germany)
- CARTA—Catholic Apostolate of Radio, Television & Advertising
CARTB—Canadian Association of Radio & Television Broadcasters
CATV—community TV antenna
CBC—Canadian Broadcasting Corporation
CBS—Columbia Broadcasting System
CCBS—Clear Channel Broadcasting Service
CCIR—International Radio Consultative Committee
CCT—Committee for Competitive Television
CCTV—closed-circuit television
CLT—Compagnie Luxembourgeoise de Télédiffusion (Luxembourg)
CNP—California National Productions (NBC subsidiary)
COMPO—Council of Motion Picture Organizations
CP—construction permit
CTS—Closed-circuit Telecasting System Inc.
- DBA—Daytime Broadcasters Association
DBC—DuMont Broadcasting Corp.
DFS—Deutsches Fernsehen (Germany)
DSR—Statsradiofonien (Denmark)
- EBU—European Broadcasting Union
ECA—Electronics Corporation of America
EMP—Extended Market Plan (CBS)
ETV—educational television
- FAE—Fund for the Advancement of Education
FCBA—Federal Communications Bar Assn.
FCC—Federal Communications Commission
FTC—Federal Trade Commission
FTL—Federal Telecommunication Laboratories
- GE—General Electric Co.
GPE—General Precision Equipment Corp.
GPL—General Precision Laboratory Inc.
- HR—Hessischer Rundfunk, Frankfurt (Germany)
- IAAB—Inter-American Association of Broadcasters (same as AIR)
IATSE—International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators
IBEW—International Brotherhood of Electrical Workers
ICA—Insuline Corp. of America
IERT—Institute for Education by Radio-Television
IMPPA—Independent Motion Picture Producers Association
INR—Institute National de Radio Communication (Belgium)
INS—International News Service
IRAC—Interdepartment Radio Advisory Committee, Office of Defense Mobilization
IRC—International Resistance Corp.
IRE—Institute of Radio Engineers
ITA—Independent Television Authority (Britain)
ITU—International Telecommunication Union
- ITV—Industrial television
IT&T—International Telephone & Telegraph Co.
IUE—International Union of Electrical, Radio & Machine Workers
- JCET—Joint Council on Educational TV
JETEC—Joint Electron Tube Engineering Council
JIGTSC—Joint Industry-Government Tall Structures Committee
JTAC—Joint Technical Advisory Committee
- kc—kilocycle
- MBS—Mutual Broadcasting System
mc—megacycle
MCA—Music Corporation of America
MGM—Metro-Goldwyn-Mayer
MPAA—Motion Picture Assn. of America
- NAB—National Audience Board
NABET—National Association of Broadcast Employees & Technicians
NABUG—National Association of Broadcast Unions & Guilds
NAEB—National Association of Educational Broadcasters
NAED—National Association of Electrical Distributors
NAPBRAT—National Association for Better Radio & Television
NAM—National Association of Manufacturers
NMM—National Assn. of Music Merchants
NARDA—National Appliance & Radio-TV Dealers Association
NARTB—National Association of Radio & Television Broadcasters
NATFSA—National Alliance of Television & Electronic Service Associations
NBC—National Broadcasting Company
NBS—National Bureau of Standards
NCTA—National Community TV Assn.
NEDA—National Electronic Distributors Association
NEMA—National Electrical Manufacturers Association
- NETTC—National Exhibitors Theatre Television Committee
NHK—Japanese Broadcasting Corporation
NRDGA—National Retail Dry Goods Assn.
NSTP—National Society of TV Producers
NTA—National Telefilm Associates Inc.
NTFC—National Television Film Council
NTS—Nederlandse Televisie Stichting (Netherlands)
NTSC—National TV System Committee
NWDR—Nordwestdeutscher Rundfunk (see NWRV)
NWRV—Nord- und Westdeutscher Rundfunkverband (Germany)
- ODM—Office of Defense Mobilization
- PEP—Program Extension Plan (NBC)
PIB—Publishers Information Bureau
PMA—Phonograph Manufacturers Assn.
PSP—Program Service Plan (NBC)
- QRG—Quality Radio Group
- RAH—Radio Advertising Bureau
RAI—Radiotelevisione Italiana
RCA—Radio Corporation of America
RDF—Radiodiffusion-Television Francaise
RETMA—Radio-Electronics-Television Manufacturers Association
RFE—Radio Free Europe
RIAA—Record Industry Assn. of America
RIAS—Rundfunk im amerikanischen Sektor (U.S. radio in Germany)
RMC—Radio Monte-Carlo
RTDG—Radio & Television Directors Guild
RTES—Radio & Television Executives Society
RTF—See RDF
RTNDA—Radio-TV News Directors Assn.
- SAG—Screen Actors Guild
SCG—Screen Cartoonists Guild
SDG—Screen Directors Guild
SDR—Süddeutscher Rundfunk, Stuttgart (Germany)
SDX—Sigma Delta Chi
SIMPP—Society of Independent Motion Picture Producers
SRA—Station Representatives Association
SRG—Schweizerische Rundspruch Gesellschaft (Switzerland)
SSR—Société Suisse de Radiodiffusion (Switzerland)
STA—special temporary authorization
STL—studio-transmitter link
SWF—Südwestfunk, Baden-Baden (Germany)
- TASO—Television Allocations Study Organization
TvB—Television Bureau of Advertising
TNT—Theatre Network Television Inc.
TOA—Theatre Owners of America
TPA—Television Programs of America Inc.
- UE—United Electrical, Radio & Machine Workers of America
UER—See EBU
UIH-ICC—UHF Industry Coordinating Committee
U-I—Universal-International Pictures Co.
UIR—International Broadcasting Union
UIT—See ITU
UP—United Press
URSI—International Scientific Radio Union
USIA—United States Information Agency
USIS—United States Information Service
- VOA—Voice of America
- WBC—Westinghouse Broadcasting Co.
WCEMA—West Coast Electronic Manufacturers Association
Wescon—Western Electronic Show & Convention
WGA—Writers Guild of America

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CHICAGO, ILL. 35 EAST WACKER DRIVE RANDOLPH 6-3688

Regional Breakdowns

Status of Television Households in U.S.

Estimates as of August 1956 Compiled by Advertising Research Foundation Inc.
Projected from Census Bureau Data, Released January 16, 1957
(000 Omitted)

	All Households		TV Households		One-Set TV Households		Multiple-set TV Households		Total TV Sets in Households	Non-TV Households	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
United States	49,150		37,410	76.1	35,350	94.5	2,060	5.5	39,568	11,740	23.9
Standard Metropolitan Areas:											
Inside Standard Metropolitan Areas	30,080		25,311	84.1	23,502	92.9	1,809	7.1	27,210	4,769	15.9
Outside Standard Metropolitan Areas	19,070		12,099	63.4	11,848	97.9	251	2.1	12,358	6,971	36.6
Urban and Rural Residence:											
Urban	32,351		26,009	80.4	24,344	93.6	1,665	6.4	27,771	6,342	19.6
Rural Nonfarm	11,157		8,194	73.4	7,842	95.7	352	4.3	8,547	2,963	26.6
Rural Farm	5,642		3,207	56.8	3,164	98.7	43	1.3	3,250	2,435	43.2
Type of Household:											
Husband-Wife	37,320		30,677	82.2	28,886	94.2	1,791	5.8	32,565	6,642	17.8
All Other Households	11,830		6,733	56.9	6,464	96.0	269	4.0	7,003	5,097	43.1
Census Geographic Regions:											
Northeast	12,956		10,989	84.8	10,132	92.2	857	7.8	11,894	1,967	15.2
North Central	14,927		11,809	79.1	11,165	94.5	641	5.5	12,464	3,118	20.9
South	13,826		9,045	65.4	8,793	97.2	252	2.8	9,308	4,781	34.6
West	7,441		5,567	74.8	5,260	94.5	307	5.5	5,902	1,874	25.2

Television Ownership October, 1956 Quarterly Report of Market Research Corp. of America

Percent of Families in Each Group With Television Sets	Jan. 1956	April 1956	July 1956	Oct. 1956
	74%	75%	76%	78%
UNITED STATES TOTAL				
Regions:				
Northeast	86%	88%	88%	88%
South	61	63	64	68
North Central	77	77	79	80
Mountain & Southwest	60	60	62	65
Pacific	74	74	76	77
City Size:				
Farm	51%	53%	54%	57%
Under 2500	63	64	67	69
2500 to 50,000	62	62	65	66
50,000 to 500,000	80	80	82	83
500,000 and Over	89	89	89	90
Total Family Income:				
Upper Fourth	86%	86%	87%	89%
Next Fourth	81	82	85	86
Next Fourth	75	75	76	77
Lowest Fourth	54	56	58	59
Education of Family Head:				
Grade School	67%	68%	70%	71%
High School	82	82	83	85
College	79	79	79	81
Size of Families:				
1 & 2 Members	66%	67%	69%	70%
3 Members	77	78	81	83
4 & 5 Members	84	84	85	86
6 Members & Over	74	74	74	74
Age of Housewife:				
Under 35 Years	81%	81%	82%	84%
35 thru 44 Years	79	79	82	84
45 Years & Over	67	68	70	71
Presence of Children:				
5 Years & Under	80%	80%	81%	84%
6-12 Years	82	82	83	84
13-20 Years	76	76	78	80
No Children	68	68	70	71

Total Sets-in-Use, U.S.: 1946-57

Estimates by NBC Research Dept.

January 1, 1946	10,000
January 1, 1947	16,000
January 1, 1948	190,000
January 1, 1949	1,000,000
January 1, 1950	4,000,000
January 1, 1951	10,600,000
January 1, 1952	15,800,000
January 1, 1953	21,200,000
January 1, 1954	27,300,000
January 1, 1955	32,500,000
January 1, 1956	36,900,000
January 1, 1957	42,600,000

Editor's Note: A continuing market-by-market or county-by-county census of TV set ownership that is wholly acceptable to the industry is still one of TV's most conspicuous voids. NARTB committees have been working on such a project for about 4 years, hope to get it under way in 1957. It tentatively envisions monthly county-by-county figures. Meanwhile, various compilations have been undertaken individually—by networks, by advertising agencies, by trade publications. First, there were the monthly NBC figures on sets-in-use in markets covered by NBC affiliates, which are still being compiled but are not made public. Last public NBC county-by-county compilation, dated May 1, 1953, was published in *TV Factbook No. 17* of July 15, 1953, covering radio as well as TV ownership.

CBS's last county-by-county TV figures, based on a Nielsen study and dated Nov. 1, 1953, was released by that network in Feb. 1954 and published by *Television Digest* as a Special Report, Feb. 27, 1954. J. Walter Thompson has compiled 4 surveys titled "Where the TV Sets Are," giving TV household figures for 340 top markets as delineated by U. S. Census Bureau. Each was published by *Television Digest*; the 4th brought preceding ones up-to-date, was dated Jan. 1954 and published in full in *TV Factbook No. 19* of July 15, 1954.

U. S. Census Bureau, as part of its 1954 Census of Agriculture, surveyed nation's 4,782,395 farms for TV ownership, and issued county-by-county reports on TV penetration as of Oct.-Nov. 1954, which were published weekly by *Television Digest* starting in July 1955 and reprinted in a compilation in Special Report of Dec. 10, 1955.

Under contract with Advertising Research Foundation, Census Bureau undertook surveys of TV ownership in nation's households in June 1955, Feb.-March 1956 and Aug. 1956 as part of its monthly Current Population Survey. Using data obtained from the first 2 surveys, ARF projected county-by-county estimates of TV households, which were published by *Television Digest* as Special Reports of April 28, 1956 and Sept. 29, 1956. The latter projection, which also utilizes Second Nielsen Coverage Service Report and is latest available in industry, is published herewith on pages 27-41. In addition, an ARF projection of TV households by regions (not county-by-county) as of Aug. 1956 is printed above.

The trade journals *Broadcasting-Telecasting*, *Television Age* and *Standard Rate & Data* regularly publish sets-in-use figures, based on "certified" coverage data provided by the stations themselves. The magazine *Television* makes its own county estimates, revising them monthly, based on ARF and CBS-Nielsen data and monthly RETMA shipment reports.

Sylvania Research Estimates*

Television Sets Produced, Sold and In Use

Including Screen Sizes, Receivers Scrapped, Portables and Color Sets

By Quarters 1954 through 1956
(000 Omitted)

	1954 Totals				1955 Totals				1956 Totals			
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.†
FACTORY PRODUCTION (No. Sets)												
Portables 15-in. & Less.....						47	141	96	109	217	465	655
Portables 16-in. & Over.....										171	128	210
Regular 15-in. & Less.....			20	25	3							
Regular 16 - 18-in.....	237	249	297	305	273	237	137	138	181	129	15	115
Regular 19 - 21-in.....	1,168	1,110	1,478	2,156	1,803	1,290	1,407	1,395	1,372	956	1,037	1,060
Regular 22-in. & Over.....	42	39	94	127	109	68	247	368	183	98	198	170
Total Black-&-White.....	1,447	1,398	1,888	2,613	2,188	1,641	1,932	1,996	1,845	1,571	1,844	2,210
Color.....	1	7	6	7	2	5	15	28	30	35	40	45
TOTAL.....	1,448	1,405	1,894	2,620	2,190	1,646	1,947	2,024	1,875	1,606	1,884	2,255
DISTRIBUTOR SALES TO DEALERS												
Portables 15-in. & Less.....						23	77	152	97	126	294	480
Portables 16-in. & Over.....										56	121	265
Regular 15-in. & Less.....			15	15	6	4						
Regular 16 - 18-in.....	303	228	248	372	243	146	188	216	177	129	50	130
Regular 19 - 21-in.....	1,243	755	1,463	2,178	1,614	867	1,646	1,539	1,234	671	1,158	1,215
Regular 22-in. & Over.....	102	36	76	127	105	76	178	340	194	90	192	210
Total Black-&-White.....	1,648	1,019	1,802	2,692	1,968	1,116	2,090	2,247	1,702	1,073	1,815	2,300
Color.....	1	4	3	2	1	3	12	24	30	25	35	40
TOTAL.....	1,649	1,023	1,805	2,694	1,969	1,119	2,102	2,271	1,732	1,098	1,850	2,340
DEALER SALES TO PUBLIC												
Portables 15-in. & Less.....						13	81	143	90	117	260	490
Portables 16-in. & Over.....										44	113	245
Regular 15-in. & Less.....			15	10	6	6				1	1	
Regular 16 - 18-in.....	365	230	303	409	245	153	176	230	190	139	56	125
Regular 19 - 21-in.....	1,306	766	1,457	2,117	1,605	1,015	1,524	1,585	1,191	801	1,116	1,135
Regular 22-in. & Over.....	102	36	64	137	88	71	167	313	217	77	189	205
Total Black-&-White.....	1,773	1,032	1,839	2,672	1,944	1,259	1,947	2,271	1,689	1,179	1,735	2,200
Color.....	1	4	3	5	1	2	10	22	20	25	30	45
TOTAL.....	1,773	1,032	1,839	2,677	1,945	1,261	1,957	2,293	1,709	1,204	1,765	2,245
NO. SETS SCRAPPED												
Portables 15-in. & Less.....											1	2
Portables 16-in. & Over.....												
Regular 15-in. & Less.....	149	158	169	178	165	170	170	170	160	185	212	221
Regular 16 - 18-in.....	142	162	182	205	205	212	213	214	217	251	290	302
Regular 19 - 21-in.....	45	59	78	103	127	132	133	132	168	193	223	231
Regular 22-in. & Over.....			1	1	3	3	3	4	6	7	8	9
Total Black-&-White.....	336	379	430	487	500	517	519	520	551	636	734	765
Color.....												1
TOTAL.....	336	379	430	487	500	517	519	520	551	636	734	766

Sets-in-Use—10-Year Accumulative

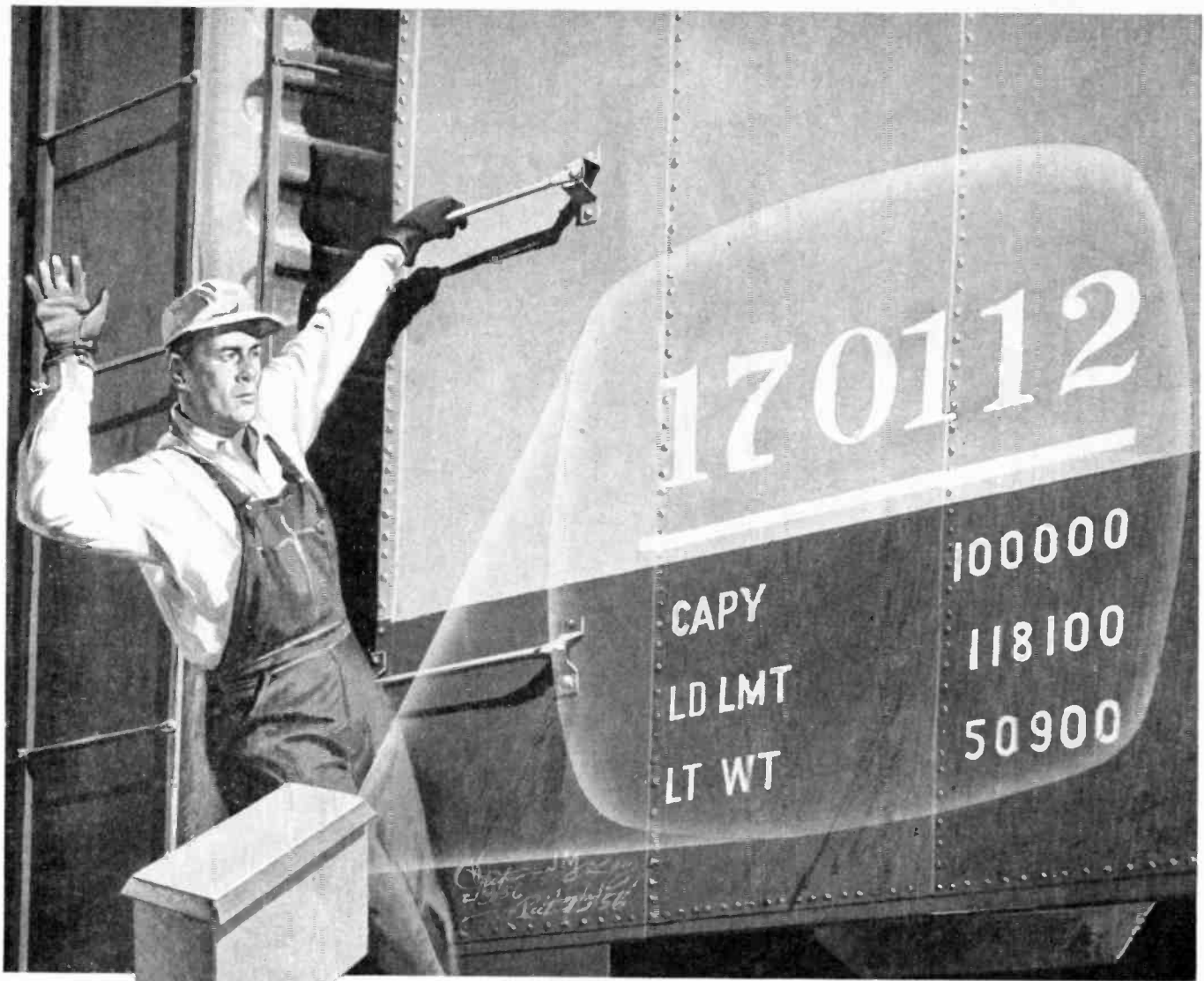
NO. OF SETS IN USE (End of Period)	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966
Portables 15-in. & Less.....						13	94	238	328	445	704	1,192	
Portables 16-in. & Over.....										44	157	400	
Regular 15-in. & Less.....	5,538	5,380	5,226	5,058	4,899	4,735	4,565	4,395	4,235	4,052	3,841	3,620	
Regular 16 - 18-in.....	12,095	12,163	12,284	12,488	12,528	12,469	12,432	12,447	12,421	12,308	12,075	11,896	
Regular 19 - 21-in.....	9,681	10,388	11,767	13,781	15,259	16,143	17,533	18,986	20,009	20,617	21,510	22,412	
Regular 22-in. & Over.....	263	299	362	498	583	651	815	1,124	1,335	1,405	1,585	1,785	
Total Black-&-White.....	27,577	28,230	29,639	31,825	33,269	34,011	35,439	37,190	38,328	38,871	39,872	41,305	
Color.....				5	6	8	18	40	60	85	115	159	
TOTAL.....	27,577	28,230	29,639	31,830	33,275	34,019	35,457	37,230	38,388	38,956	39,987	41,465	
SETS IN USE (Pct. of Total)													
Portables 15-in. & Less.....							3%	6%	8%	1.2%	1.8%	2.9%	
Portables 16-in. & Over.....										.1	.4	1.0	
Regular 15-in. & Less.....	20.1	19.0	17.6	15.9	14.7	13.9	12.9	11.9	11.0	10.4	9.6	8.7	
Regular 16 - 18-in.....	43.9	43.1	41.5	39.2	37.6	36.7	35.1	33.4	32.4	31.6	30.2	28.7	
Regular 19 - 21-in.....	35.1	36.8	39.7	43.3	45.9	47.5	49.4	51.0	52.1	52.9	53.8	54.0	
Regular 22-in. & Over.....	.9	1.1	1.2	1.6	1.8	1.9	2.3	3.0	3.5	3.6	3.9	4.3	
Total Black-&-White.....	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.8%	99.8%	99.7%	99.6%	
Color.....								.1	.2	.2	.3	.4	
TOTAL.....	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

* Prepared by Frank W. Mansfield, director of sales research, Sylvania Electric Products, Inc., and used with permission. For further details (RETMA figures) on TV-radio receiver production, factory-distributor-retail sales, factory & distributor inventories,

see pp. 444-445; for TV shipments to dealers by states, see p. 451.

† Preliminary—subject to revision.

Note: For 1953 totals, see TV Factbook No. 22, p. 19.



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successive year, TV GUIDE has added a million
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And, by the look of things, the end is not yet in sight.
Five million in '57—and the ceiling's unlimited!

America's Television Magazine



Census, Nielsen Data Projected

TV Households by Regions, States & Counties

Estimates as of March 1956 Compiled by Advertising Research Foundation Inc.

Derived from Bureau of Census Data and Second Nielsen Coverage Service Report

Underwritten by ABC, CBS, NBC, NARTB and TvB, Released Oct. 1, 1956

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as Supplement to Sept. 29, 1956 *Television Digest*

ARF Definitions

Household: A household includes all the persons who occupy a dwelling unit, such as a house, apartment, or other group of rooms, or a single room that constitutes a dwelling unit. Quasi-households, such as groups of persons living in large rooming houses, transient hotels, institutions, and military establishments, are not included.

TV Household: A TV household is a household having one

or more TV sets. A TV set, according to the TV supplement to the Current Population Survey of the Bureau of the Census for February 1956, is any type or model of TV set in a household at the time of the interview, without regard to working order.

Geographic Region: The regions used in this report are the 4 geographic regions defined by the Bureau of the Census.

SUMMARY FOR GEOGRAPHIC REGIONS BY STATES

Region and State	Total Households	TV Households Percent	Number	Region and State	Total Households	TV Households Percent	Number	Region and State	Total Households	TV Households Percent	Number
Northeast	12,859,800	82	10,548,160	Missouri	1,332,500	73	973,720	Oklahoma	668,500	67	444,930
Connecticut	688,800	82	565,490	Nebraska	433,100	67	290,390	South Carolina	559,500	55	308,190
Maine	263,200	72	188,510	North Dakota	169,900	50	84,400	Tennessee	899,000	60	536,000
Massachusetts	1,474,200	82	1,212,460	Ohio	2,670,500	87	2,328,000	Texas	2,488,000	64	1,586,210
New Hampshire	164,200	76	124,510	South Dakota	199,400	43	86,550	Virginia	927,900	66	614,850
New Jersey	1,672,100	84	1,404,970	Wisconsin	1,082,700	75	812,110	West Virginia	502,400	61	304,030
New York	5,011,400	83	4,139,470	South	13,723,000	62	8,440,010	West	7,385,700	66	4,876,400
Pennsylvania	3,226,500	82	2,629,320	Alabama	803,200	55	444,070	Arizona	292,200	58	168,460
Rhode Island	249,800	85	213,390	Arkansas	509,600	46	234,610	California	4,312,300	74	3,177,350
Vermont	109,600	64	70,040	Delaware	108,300	86	92,960	Colorado	465,900	58	271,050
North Central	14,816,100	79	11,630,760	Dis. of Columbia	253,000	83	209,990	Idaho	173,800	50	87,570
Illinois	2,983,300	82	2,445,000	Florida	1,089,900	63	687,440	Montana	200,400	32	63,260
Indiana	1,348,000	80	1,073,630	Georgia	948,900	62	584,880	Nevada	71,200	46	33,010
Iowa	830,600	77	635,180	Kentucky	811,900	57	463,810	New Mexico	210,100	43	89,830
Kansas	688,900	63	435,330	Louisiana	804,400	61	488,110	Oregon	537,700	53	285,550
Michigan	2,148,000	84	1,805,000	Maryland	748,700	81	607,820	Utah	209,400	70	145,630
Minnesota	929,200	71	661,450	Mississippi	558,600	38	211,820	Washington	820,600	65	530,940
				North Carolina	1,041,200	60	620,290	Wyoming	92,100	26	23,750
								GRAND TOTAL	48,784,600	73	35,495,330

SUMMARY OF TELEVISION HOUSEHOLDS BY STATES

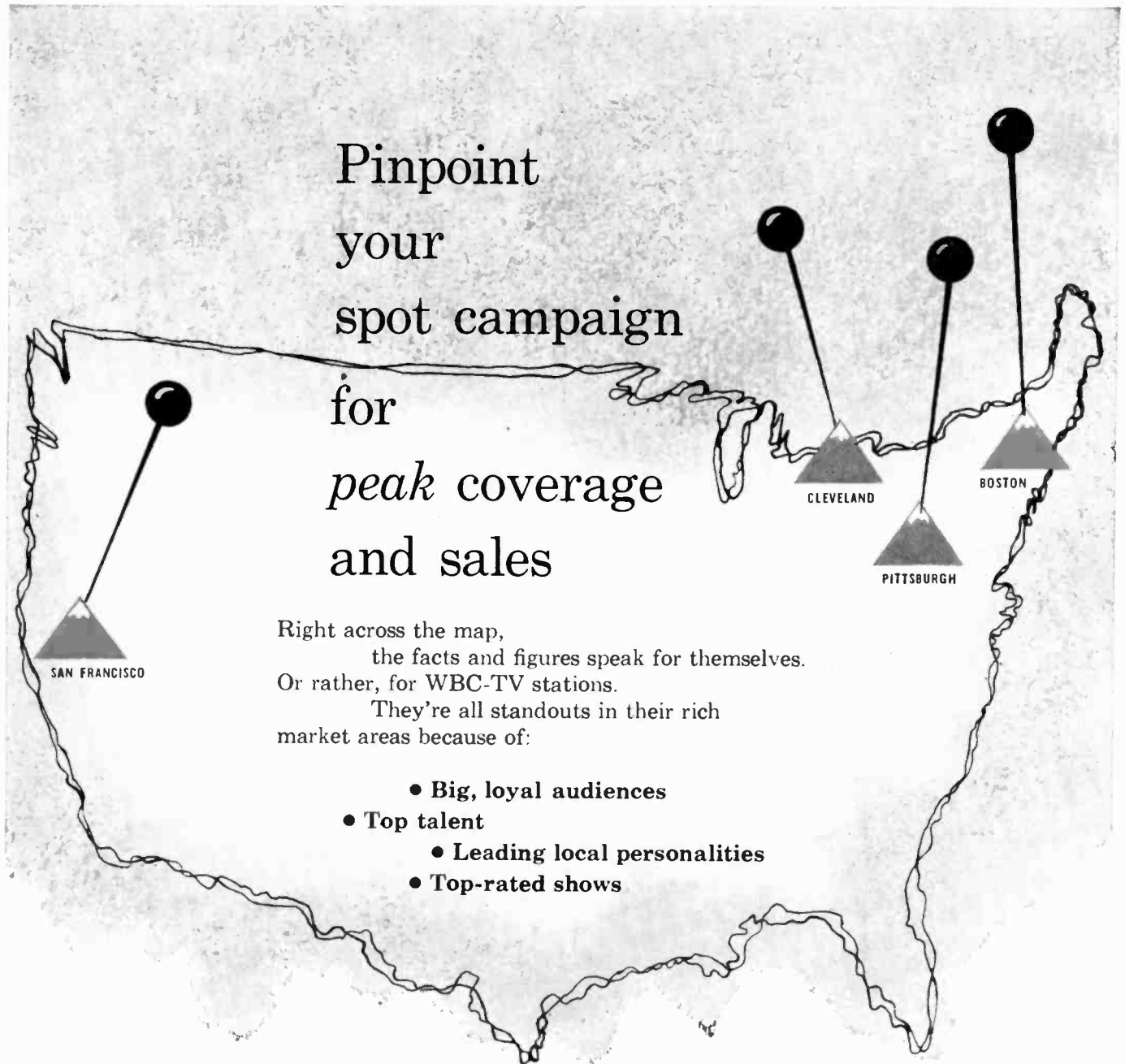
State	Total Households	TV Households Percent	Number	State	Total Households	TV Households Percent	Number	State	Total Households	TV Households Percent	Number
Alabama	803,200	55	444,070	Maine	263,200	72	188,510	Oklahoma	668,500	67	444,930
Arizona	292,200	58	168,460	Maryland	748,700	81	607,820	Oregon	537,700	53	285,550
Arkansas	509,600	46	234,610	Massachusetts	1,474,200	82	1,212,460	Pennsylvania	3,226,500	82	2,629,320
California	4,312,300	74	3,177,350	Michigan	2,148,000	84	1,805,000	Rhode Island	249,800	85	213,390
Colorado	465,900	58	271,050	Minnesota	929,200	71	661,450	South Carolina	559,500	55	308,190
Connecticut	688,800	82	565,490	Mississippi	558,600	38	211,820	South Dakota	199,400	43	86,550
Delaware	108,300	86	92,960	Missouri	1,332,500	73	973,720	Tennessee	899,000	60	536,000
Dis. of Columbia	253,000	83	209,990	Montana	200,400	32	63,260	Texas	2,488,000	64	1,586,210
Florida	1,089,900	63	687,440	Nebraska	433,100	67	290,390	Utah	209,400	70	145,630
Georgia	948,900	62	584,880	Nevada	71,200	46	33,010	Vermont	109,600	64	70,040
Idaho	173,800	50	87,570	New Hampshire	164,200	76	124,510	Virginia	927,900	66	614,850
Illinois	2,983,300	82	2,445,000	New Jersey	1,672,100	84	1,404,970	Washington	820,600	65	530,940
Indiana	1,348,000	80	1,073,630	New Mexico	210,100	43	89,830	West Virginia	502,400	61	304,030
Iowa	830,600	77	635,180	New York	5,011,400	83	4,139,470	Wisconsin	1,082,700	75	812,110
Kansas	688,900	63	435,330	North Carolina	1,041,200	60	620,290	Wyoming	92,100	26	23,750
Kentucky	811,900	57	463,810	North Dakota	169,900	50	84,400				
Louisiana	804,400	61	488,110	Ohio	2,670,500	87	2,328,000	U. S. Total	48,784,600	73	35,495,330

TELEVISION HOUSEHOLDS BY STATES AND COUNTIES

State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number
ALABAMA	803,200	55	444,070	Chambers	9,400	46	4,300	Conecuh	4,400	28	1,250
Autauga	4,100	35	1,420	Cherokee	3,800	51	1,920	Coosa	2,500	42	1,060
Baldwin	11,500	62	7,120	Chilton	6,400	48	3,070	Covington	9,900	30	2,960
Barbour	6,400	32	2,050	Choctaw	4,200	31	1,320	Crenshaw	4,400	39	1,720
Bibb	3,800	46	1,740	Clarke	6,200	34	2,120	Cullman	11,600	73	8,490
Blount	6,700	58	3,910	Clay	2,900	42	1,220	Dale	4,700	36	1,680
Bullock	3,500	39	1,350	Cleburne	2,600	51	1,320	Dallas	14,200	40	5,680
Butler	6,400	35	2,240	Coffee	7,100	30	2,120	De Kalb	11,000	37	4,040
Calhoun	22,600	58	13,140	Colbert	11,300	26	2,920	Elmore	7,100	45	3,170

(Continued on next page)

Pinpoint
your
spot campaign
for
peak coverage
and sales



Right across the map,
the facts and figures speak for themselves.
Or rather, for WBC-TV stations.
They're all standouts in their rich
market areas because of:

- Big, loyal audiences
- Top talent
 - Leading local personalities
 - Top-rated shows

in **BOSTON**, WBZ-TV, Channel 4, New England's first TV station delivers America's 6th TV market, 1,420,000 TV homes. (NBC)

in **CLEVELAND**, KYW-TV, Channel 3, Northern Ohio's new Sight and Sound delivers America's 7th TV market, 1,217,000 TV homes. (NBC)

in **PITTSBURGH**, KDKA-TV, Channel 2, Number One TV station in western Pennsylvania delivers America's 8th TV market, 1,200,000 TV homes. (NBC)

in **SAN FRANCISCO**, KPIX, Channel 5, Northern California's pioneer TV station delivers America's 9th TV market, 1,100,000 TV homes. (CBS)

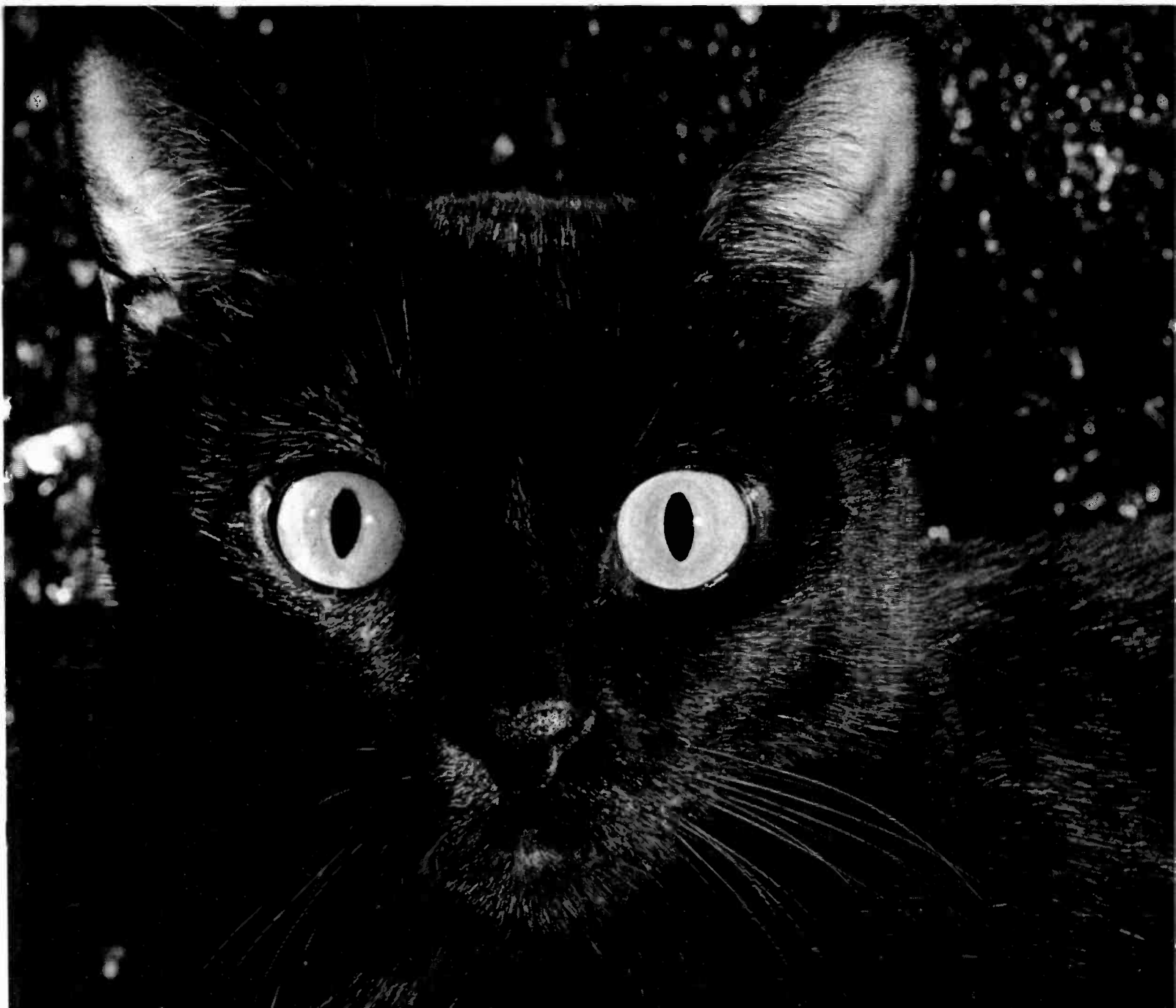
*No selling campaign is complete without **WBC-TV** stations*



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWO;
CHICAGO, WIND; PORTLAND, KEX . . . TELEVISION—BOSTON, WBZ-TV;
PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



How to shoot a black cat . . . in a coal mine

Here is an intriguing idea—and no longer impossible—thanks to Eastman Tri-X Reversal Safety Film, Type 7278 (available in 16mm only).

Twice as fast as Super-X Reversal, Tri-X is of greatest value for shots when light is

at a premium, for jobs like newsreel service. Process it without a hitch—interchangeably with familiar Plus-X Reversal Film.

Here again is manifest Kodak's stated policy to provide an Eastman Motion Picture Film for every purpose.

For complete information—type of film to use, latest processing technics—write to

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

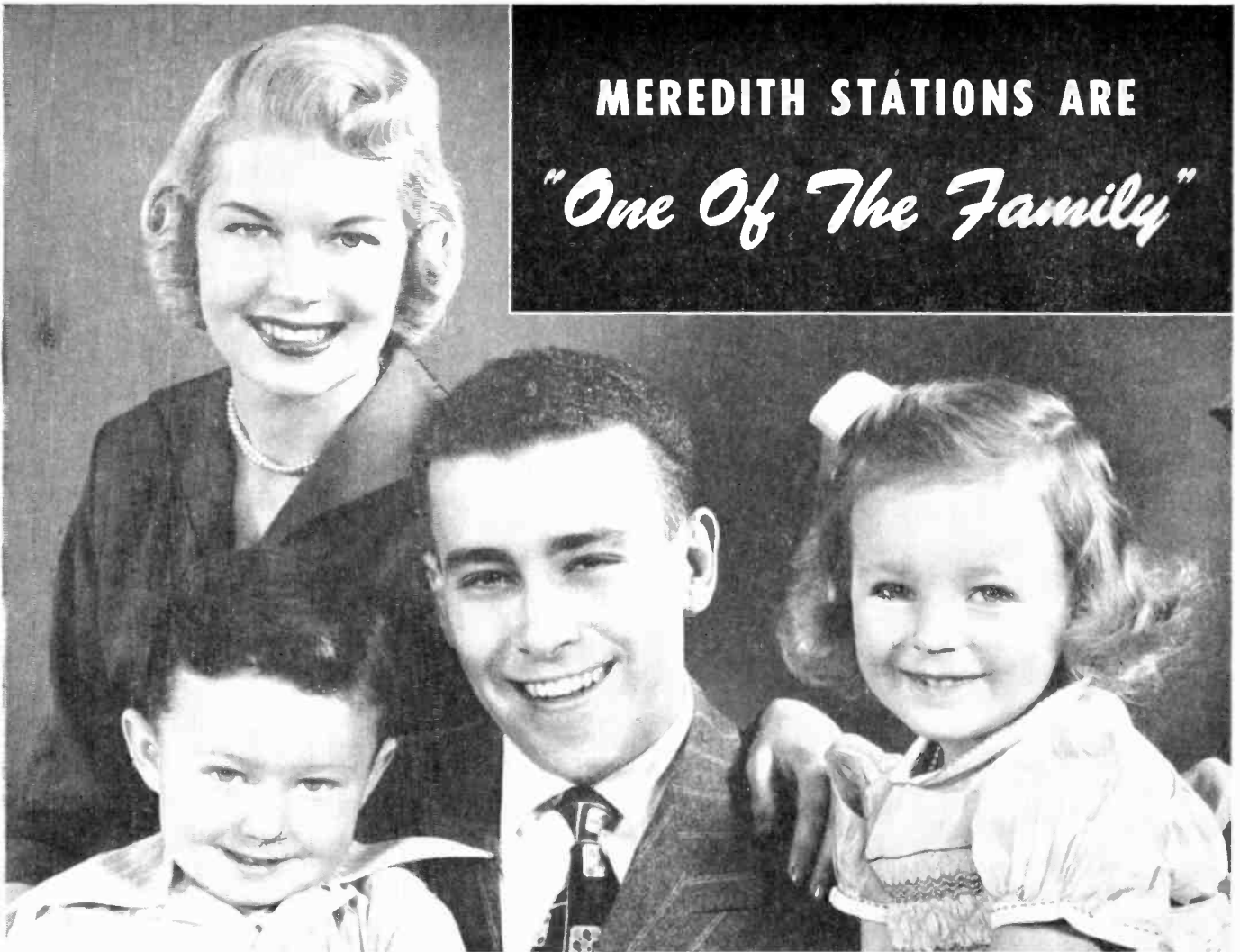
Midwest Division
130 East Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. GERMAN, Inc.**

Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

MEREDITH STATIONS ARE
"One Of The Family"

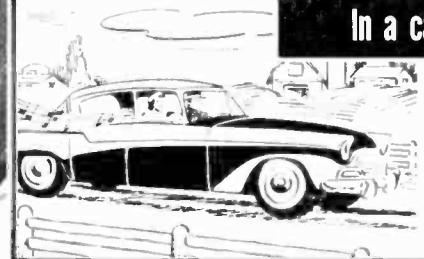


In a game room in **KANSAS CITY**



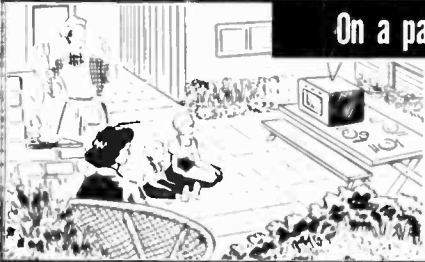
15th
RANKING
MARKET*

In a car near **OMAHA**



55th
RANKING
MARKET*

On a patio in **PHOENIX**



51st
RANKING
MARKET*

In a kitchen in **SYRACUSE**



57th
RANKING
MARKET*

*Total Dollar Volume Retail Sales, Metropolitan County Areas, Sales Management, May 10, 1956

KANSAS CITY
 SYRACUSE
 PHOENIX
 OMAHA

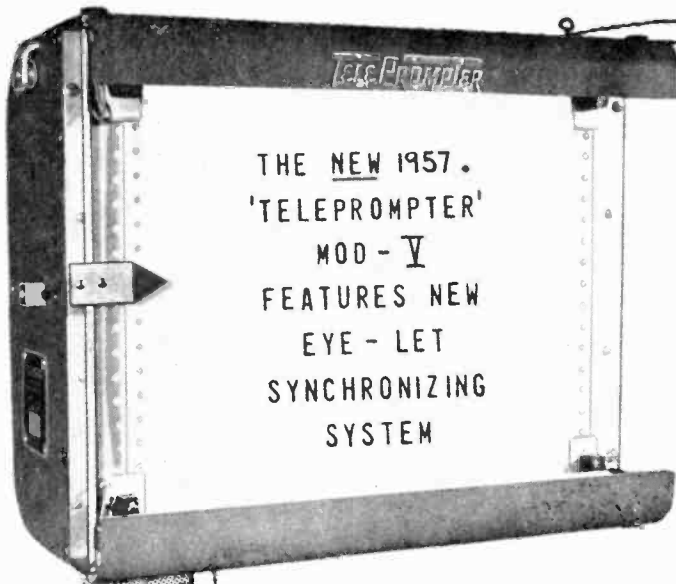
KCMO
 WHEN
 KPHO
 WOW

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

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

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

1957 Spring-Summer Edition



THE NEW 1957.
'TELEPROMPTER'
MOD - V
FEATURES NEW
EYE - LET
SYNCHRONIZING
SYSTEM

One million hours in the making

THE NEW **TELEPROMPTER** **MOD V** FOR 1957!



NOW AVAILABLE TO THE TELEVISION INDUSTRY

NEW DESIGN

NEW FLEXIBILITY

NEW PERFORMANCE

ADVERTISERS PREFER TELEPROMPTER STATIONS!

For further details or to arrange an immediate installation write or call collect:

JAMES BLAIR, Equipment Sales Mgr.
HERBERT W. HOBLER, V. Pres., Sales

LOS ANGELES • CHICAGO • WASHINGTON, D.C. • DETROIT • MIAMI • PHILADELPHIA • TORONTO • LONDON

1957 Spring-Summer Edition

To perfect the new TelePrompTer Mod V, it required more than one million hours of extensive TelePrompTer Performances covering thousands of Network Telecasts . . . UHF, VHF, Network Affiliate and Independent TV station operations!

NEWEST OF ALL . . . THE NEW EYE-LET SYNCHRONIZING SYSTEM. New high impedance electronic contact enables simplified design, with no moving parts, Easy loading, Quiet Operation.

NEW MASTER CONTROL SYSTEMS . . . Smaller built-in Multi-controls for greater adaptability. All controls electrically isolated.

RACK MOUNTING . . . Space saving compact power panel permits optional standard rack installation for easier handling and portability.

DUAL HAND CONTROL . . . Instantaneous master and slave controls permit greater performance flexibility . . . additional production freedom for TV Director and key studio personnel.

FOOT PEDAL CONTROL . . . Hand free control, ideal for Newscasts and Product Demonstrations where hand motion is indispensable.

RING CONTROL . . . Undetectable ring control regulates TelePrompTer with slight finger pressure. Ideal for Professional Commercial Delivery.

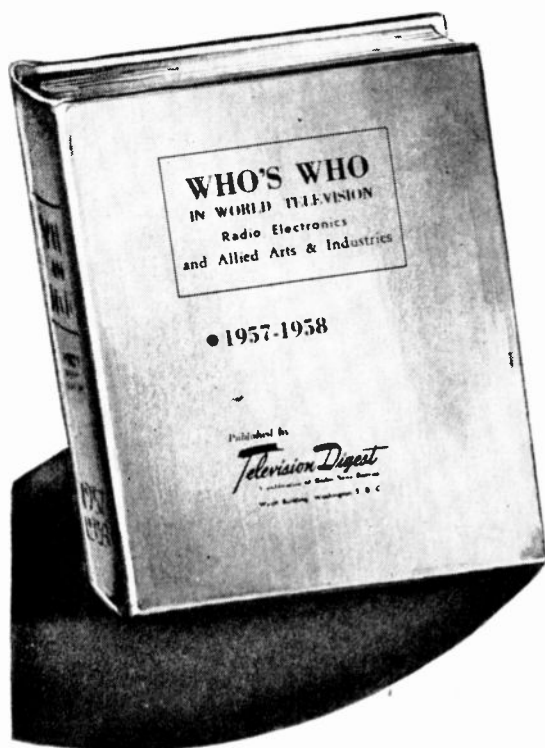
INDUSTRY CAMERA MOUNT . . . Simple, Instantaneous Mount and Dismount of TelePrompTer Unit. Designed specifically at request of Networks and Stations.

TELEPROMPTER CORPORATION

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Television Digest announces the
forthcoming publication of

WHO'S WHO IN WORLD TELEVISION Radio, Electronics and Allied Arts & Industries



• *Edited by* Martin Codel and staff

The first edition is being compiled now. It will contain essential biographical reference data on foremost personalities in telecasting and broadcasting (networks, stations, production, advertising and related fields): in TV-radio manufacture, supply and distribution; in electronics development and production; in civil and military telecommunications—in the United States, Canada, Britain and the rest of the world.

Listing is by invitation and questionnaire, and involves no cost or obligation. All listings are subject to the approval of our Board of Editors.

Published by

Television Digest

A publication of Radio News Bureau

WYATT BUILDING, WASHINGTON 5, D. C.

Annual Volume of Advertising in United States

By Media, 1947-1956 †

Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used with Permission
(In Millions of Dollars)

MEDIUM		1947	1948	1949	1950	1951	1952	1953	1954	1955	1956*
TELEVISION	Network	57.8	170.8	332.3	453.9	606.1	809.2	1,025.3	1,255.0
	Total	29.4	85.0	180.8	256.4	319.9	422.2	540.2	660.0
	Spot	9.2	30.8	69.9	93.8	145.5	206.8	260.4	325.0
	Local	19.2	55.0	81.6	103.7	140.7	180.2	224.7	270.0
RADIO	Total	506.4	561.6	571.4	605.4	606.3	624.1	611.2	558.7	539.3	565.0
	Network	201.2	210.6	203.0	196.3	179.3	161.5	141.2	114.4	82.9	70.0
	Spot	106.4	121.1	123.4	135.8	138.3	141.5	145.6	134.9	129.7	145.0
	Local	198.8	229.9	245.0	273.3	288.5	321.1	324.4	309.4	326.7	350.0
NEWSPAPERS	Total	1,475.0	1,749.6	1,915.7	2,075.6	2,257.7	2,472.8	2,644.8	2,695.3	3,087.8	3,305.0
	National	335.6	393.7	475.7	533.4	548.9	562.4	642.7	635.1	743.3	805.0
	Local	1,139.4	1,355.9	1,440.0	1,542.2	1,708.8	1,910.4	2,002.1	2,060.2	2,344.5	2,500.0
MAGAZINES	Total	492.9	512.7	492.5	514.9	573.7	615.8	667.4	667.9	729.4	782.0
	Weeklies	245.5	257.5	245.4	261.1	296.8	325.3	350.7	362.7	396.4	425.0
	Women's	132.9	133.4	128.6	129.4	143.6	148.8	158.2	151.9	161.1	165.0
	General	85.3	86.5	83.6	87.5	95.0	101.2	117.9	114.3	133.4	155.0
	Farm	29.2	35.3	34.9	36.9	38.3	40.5	40.6	39.0	38.5	37.0
	FARM PUBLICATIONS (other than those under Magazines).	Total	19.5	20.4	20.5	21.2	25.7	29.4	30.8	31.8	33.8
DIRECT MAIL	Total	579.0	689.1	755.6	803.2	923.7	1,024.3	1,099.1	1,202.4	1,298.9	1,400.0
BUSINESS PAPERS	Total	232.5	250.9	248.1	251.1	292.1	365.2	395.0	407.5	446.2	480.0
OUTDOOR	Total	121.4	132.1	131.0	142.5	149.2	162.1	176.3	186.9	192.4	200.0
	National	78.9	89.2	88.4	96.2	100.7	109.4	119.0	126.2	129.9	135.0
	Local	42.5	42.9	42.6	46.3	48.5	52.7	57.3	60.7	62.5	65.0
MISCELLANEOUS	Total	833.2	947.2	1,009.6	1,125.3	1,256.4	1,408.6	1,524.6	1,604.4	1,741.3	1,960.0
	National	460.8	508.8	539.8	610.1	693.1	766.0	845.4	894.5	1,045.9	1,105.0
	Local	372.2	438.4	469.8	515.2	572.3	642.6	679.2	709.9	795.4	855.0
TOTAL	National	2,487.3	2,776.1	2,965.1	3,256.8	3,700.7	4,096.3	4,520.8	4,811.9	5,406.8	5,902.0
	Local	1,772.4	2,087.5	2,237.1	2,453.2	2,725.4	3,059.9	3,234.5	3,352.2	3,787.6	4,080.0
GRAND TOTAL		4,259.7	4,863.6	5,202.2	5,710.0	6,426.1	7,156.2	7,755.3	8,164.1	9,194.4	9,982.0

† For 1946 Figures, see TV Factbook No. 23, page 24.
* Preliminary.



The shortest, surest steps
to AM-FM STATION DATA

1957 AM-FM Station Directory \$7.50
(Completely Revised to January 1, 1957) a copy

PART 1 AM-FM Broadcasting Stations by States and Cities

Stations licensed or authorized in United States, Canada, Mexico, Cuba, etc. with company names and addresses, frequencies, powers, FM antenna heights, network affiliations.

PART 2 AM Broadcasting Stations by Frequencies

Same list as Part 1, tabulated by frequencies.

PART 3 FM Broadcasting Stations by Frequencies

Same list as Part 1, tabulated by frequencies.

PART 4 Applications for AM-FM Facilities, by States

New stations or changed facilities applied for in United States and Possessions, listed by States and Cities, with company names, addresses and FCC file numbers.

PART 5 Applications for AM-FM Facilities by Frequencies

Same list as Part IV, tabulated by frequencies.

PART 6 AM-FM Broadcasting Stations by Call Letters

Alphabetical lists for quick reference.

Published by *Television Digest* with ELECTRONICS REPORTS

WYATT BUILDING

WASHINGTON 5, D. C.

Revenues, Expenses and Earnings

Of TV & Radio Stations: 1946-1955

Summaries of the Financial Data Compiled Annually by FCC Economics Division
(Dollar Figures in Millions)

Year	No. of Stations Reporting	No. of Networks	Networks and Owned-and-Operated Stations			Other Stations				Total			
			No. of Stations	Broad-cast Revenues	Broad-cast Expenses	Earnings Before Federal Tax ¹	No. of stations Reporting	Broad-cast Revenues	Broad-cast Expenses	Earnings Before Federal Tax ¹	Broad-cast Revenues	Broad-cast Expenses	Earnings before Federal Tax ¹
TELEVISION													
1946 ²	10										\$.5		
1947 ²	15										1.9		
1948	50	4	10	\$4.8	\$11.2	(\$6.4)	40	\$3.9	\$12.4	(\$8.5)	8.7	\$23.6	(\$14.9)
1949	98	4	14	19.3	31.4	(12.1)	84	15.0	29.0	(13.5)	34.3	59.6	(25.3)
1950	107	4	14	55.5	65.5	(10.0)	93	50.4	49.6	.8	105.9	115.1	(9.2)
1951	108	4	15	128.4	117.4	11.0	93	107.3	76.7	30.6	235.7	194.1	41.6
1952 (total)	122	4	15	180.2	170.3	9.9	107	144.0	98.4	45.6	324.2	268.7	55.5
Pre-freeze	93						93	143.4	97.6	45.8			
Post-freeze	14						14	0.6	0.8	(0.2)			
1953 (total)	334	4	16	231.7	213.7	18.0	318	201.0	151.0	50.0	432.7	364.7	68.0
Pre-freeze	92						92	174.5	114.0	60.5			
Post-freeze VHF	114						114	16.1	20.3	(4.2)			
UHF	112						112	10.4	16.7	(6.3)			
1954 (total)	410	4	16	306.7	270.2	36.5	394	286.3	232.5	53.8	593.0	502.7	90.3
Pre-freeze	92						92	200.9	133.3	67.6			
Post-freeze VHF	177						177	60.0	63.8	(3.8)			
UHF	125						125	25.4	35.4	(10)			
1955 (total)	437	4 ⁵	16 ⁶	374.0	306.0	68.0	421	370.0	288.5	81.5	741.7	591.5	150.2
Pre-freeze	93						93	230.0	148.1	81.9			
Post-freeze VHF	225						225	112.2	107.4	4.8			
UHF	103						103	28.5	33.0	(4.5)			
RADIO													
1946	1025	8 ³	29	\$102.0	82.6	19.4	996	220.6	163.5	57.1	322.6	246.1	76.5
1947	1464	7 ³	27	104.4	84.8	19.6	1437	259.3	207.1	52.2	363.7	291.9	71.8
1948	1824	7 ³	27	109.1	91.0	18.1	1797	298.0	252.0	46.1	407.0	342.9	64.1
1949 ⁴	2021	7 ³	27	108.1	90.6	17.5	1994	305.7	266.9	38.8	413.8	357.5	56.3
1950 ⁴	2229	7 ³	26	110.5	91.5	19.0	2203	334.0	284.8	49.2	444.5	376.3	68.2
1951 ⁴	2266	7 ³	25	104.0	93.9	10.1	2241	346.4	299.0	47.4	450.4	392.9	57.5
1952 ⁴	2380	7 ³	25	100.6	89.4	11.2	2355	369.1	320.2	48.9	469.7	409.6	60.1
1953 ⁴	2479	7 ³	22	97.3	86.9	10.4	2457	378.0	333.4	44.6	475.3	420.3	55.0
1954 ⁴	2598	7 ³	21	88.6	80.4	8.2	2577	361.0	327.3	33.7	449.5	407.7	41.8
1955 ⁴	2742	7 ³	19	78.3	72.4	5.9	2724	375.0	335.0	40.0	453.4	407.4	46.0

Note: Revenues are net amounts received by stations and networks from all broadcast sources, including time, talent, programs; in case of TV, non-time revenues run as much as one-third; in case of radio, around 10%.

¹ Parenthesis denotes loss. ² No figures available for blank columns. ³ Four national networks plus regional networks. ⁴ Includes AM only, FM only and AM-FM stations. ⁵ Three networks after Sept. 15, 1955 when DuMont ceased network operations. ⁶ Includes one post-freeze station (UHF).



Lambda *LPF* Pacific

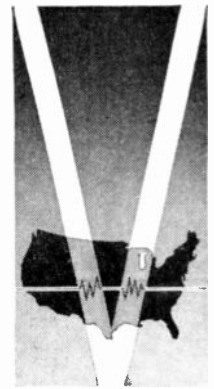
50 Watts (7,000 mc) Amplifier

- Over 600,000 Watts ERP with 6 ft. dishes
- Increases fade margin 27db over 0.1 watt relay.
- Increases fade margin 17db over 1.0 watt relay.

See your Visual Electronics Sales Engineer
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VISUAL ELECTRONICS CORP.

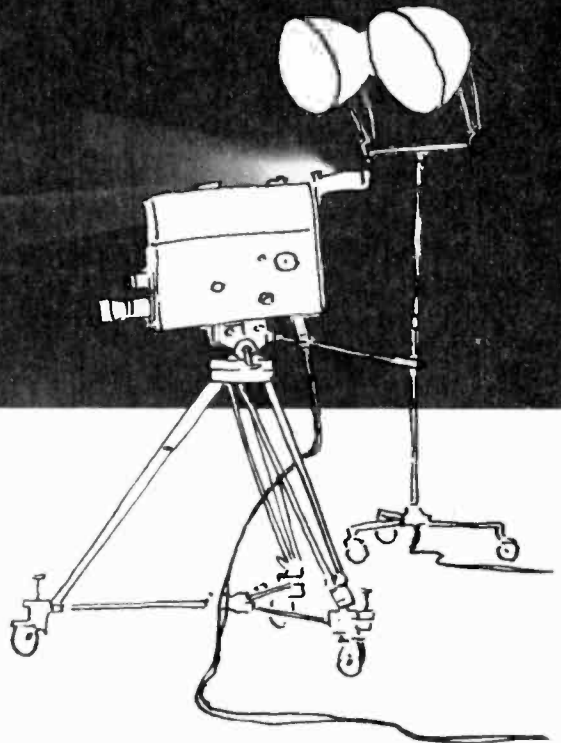
342 West 40th Street, New York, N.Y.



"STAND BY"

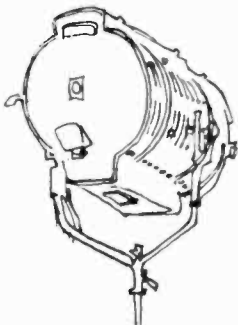


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of **JACK FROST**
lights your TV Production



NAME YOUR TV LIGHTING NEEDS! Incandescent . . . arc light equipment . . . switchboards . . . dimmerboards . . . footlights . . . borderlights . . . grip or boom equipment . . . or any of a thousand others? Jack Frost can supply them from his vast rental inventory, one of the largest in the U.S. and Canada. In addition, you can depend on the skills of Frost's talented staff of lighting experts who have been servicing top shows for years. Service includes rental equipment, installation and removal.

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Television Networks: Rates and Data

Intercity Hookups Presently Available via Coaxial-Microwave Connections

All data as furnished by networks.

Map of Present and Projected Interconnections Published as Insert with This Directory

AMERICAN BROADCASTING CO.

(A division of American Broadcasting-Paramount Theatres, Inc.)

Executive Offices: 7 West 66th St., New York 23, N.Y. Susquehanna 7-5000.

Business Offices and Studios: 7 W. 66th St., New York. Susquehanna 7-5000. (Studios also at Elysee Theatre, and Ritz Theatre.)

Other Affiliations: ABC owns and operates TV stations WABC-TV, New York; WBKB, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco. Its owned and operated AM stations are: WABC, New York; WXYZ, Detroit; KGO, San Francisco; KABC, Los Angeles. It also owns 40% of radio WLS, Chicago. ABC operates sales rep firm for its Western Regional TV Network. It also owns 22% of nucleonics-electronics firm, Technical Operations Inc., Arlington, Mass.

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Edward Graessle, *mgr. of treasury affairs*
Marie McWilliams, *director of personnel*
Richard L. Freund, *director of labor relations.*

Legal

Mortimer Weinbach, *vice president & general counsel*
Omar Elder, *secretary & asst. general counsel*

News, Special Events, Sports & Public Affairs

John Daly, *v.p. in charge of news, special events, sports & public affairs*
Thomas Velotta, *v.p. & administrative officer—news, special events, sports & public affairs*
Don Coe, *director of special events and operations*
Francis Littlejohn, *director of news and public affairs*
William Whitehouse, *director of sports*
Ruth Crawford, *librarian*

Press Information & Advertising

Michael J. Foster, *v.p. in charge of press information & advertising*
John H. Eckstein, *director of advertising*
Hank Warner, *director of press information*

Continuity Acceptance

Grace Johnsen, *director of continuity acceptance*

Television

ABC-TV Affiliates Assn.: Frederick Houwink, *chairman*, WMAL, Washington; Harry LaBrun, *vice-chairman*, WLWA, Atlanta; Joseph Hladky, *secy.*, KCRG, Cedar Rapids; Joseph Drilling, *treas.*, KGEO, Fresno; Joseph Bernard, WGR, Buffalo; Donald Davis, KMBC, Kansas City; Joseph Herald, KBTU, Denver; Robert Lemon, WTTU, Indianapolis; William Walbridge, KTRK-TV, Houston.

TV Programming & Services

Oliver Treyz, *vice president in charge of TV network*
James T. Aubrey Jr., *vice president, programming & talent*
Ruth K. Blainey, *operations manager*
Richard Depew, *manager of program operations*
Theodore H. Fetter, *director of program department*
Freelon Fowler, *film program manager*
Frederick P. Laffey, *administrative mgr. & budget officer*
Leonard Maskin, *production services manager*
James McNaughton, *executive art director*
Daniel Melnick, *program development manager*
Charles Mortimer, *manager of program production*
Bernard Paulson, *director of production services*
Jason Rabinovitz, *in charge of business management*
Frederick Schuhmann, *studio services coordinator*
William Seaman, *program service manager*

Station Relations

Alfred Beckman, *station relations director for TV network.*

Network Sales

Slocum Chaplin, *v.p. in charge of TV network sales.*
Eugene C. Wyatt, *national program sales manager.*
Wm. C. Gillogly, *eastern sales manager.*
Henry T. Hede, *business manager.*
Alice Stamatis, *mgr. of order processing.*

Station Clearance

Donald S. Shaw Jr., *director of station clearance.*
Joseph Glaquinto, *mgr. of station clearance.*

Research & Sales Development

Donald Coyle, *director of research & sales development*
Julius Barnathan, *manager of research*
Bert Briller, *manager of sales development*

Owned Television Stations

WABC-TV, New York: Robert L. Stone, *general manager*;
Joseph Stamler, *sales manager*; George Rice, *program manager*

WBKB, Chicago: Sterling C. Quinlan, *v.p.*; Mathew Vleracher *gen. mgr.*; Manuel Fingerhut, *controller*; Clar Heider, *national spot sales mgr.*; Daniel Schuffman, *program manager*

KABC-TV, Los Angeles: Selig J. Sellman, *manager*; Elton H. Rule, *sales manager*; Peter G. Robinson, *program director*

KGO-TV, San Francisco: John H. Mitchell, *v.p. in charge*
David Sacks, *sales manager*; Russ Baker, *program manager.*

WXYZ-TV, Detroit: James G. Riddell, *pres. & general manager*;
John F. Pival, *v.p. in charge of TV*; Joseph C. Cassel, *controller*; Ralph Dawson, *TV sales manager*; Peter Strand, *TV executive producer*; Harold Christian, *v.p. merchandising & research*

Central Division (Chicago)

James W. Beach, *v.p. & director of TV network for Central Division*
Elliott Henry Jr., *director of publicity & promotion*
William P. Kusack, *mgr. of engineering dept.*
Harold Wettersten, *TV sales mgr., central div.*

Western Division (Los Angeles)

Earl J. Hudson, *vice president in charge*
J. Clifford Anderson, *director of labor relations*
Dorothy L. Brown, *continuity acceptance editor*
Sanford C. Cummings, *ABC coordinator, Disney-TV*
Theodore Grenier, *chief engineer*
Thomas Lufkin, *program manager national TV network*
Courtney McLeod, *director network traffic, station clearance & TV sales service, Western Division*
Allan E. Maynard, *purchasing agent & building maintenance supervisor*
Robert P. Myers, *Pacific Coast counsel, ABC*
Norma T. Olsen, *director TV program operations*
Daniel P. O'Reilly, *news director*
Frank G. Ralston, *network film director, ABC-TV*
Louis F. Sanman, *TV network production coordinator*
Florence T. Schiro, *personnel director*
J. English Smith, *director national TV network programming*
Ernest E. Stern, *director of promotion-publicity*
John C. Wagner, *controller*

(Continued on page 50)

INDIVIDUAL,

KGO-TV is the SAN FRANCISCO BAY AREA

It is the only station in the San Francisco Bay Area which has been consistently rated as the most popular station in the area by the San Francisco Chronicle. It is the only station in the area which has been consistently rated as the most popular station in the area by the San Francisco Chronicle.

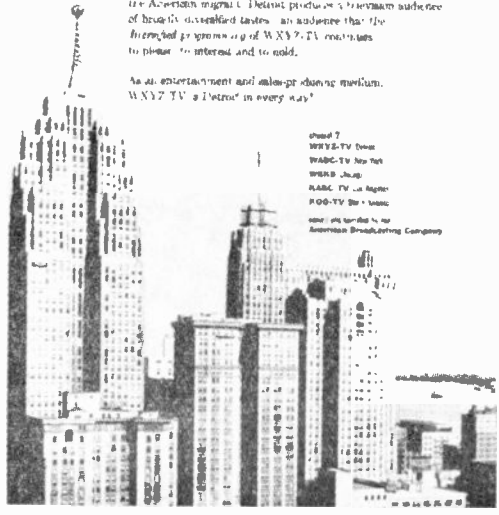
KGO-TV KABC-TV
KABC-TV KABC-TV
KABC-TV KABC-TV
KABC-TV KABC-TV

WXYZ-TV is Detroit

From its great inland waterfront to the lawns of its wealthy suburbs, Detroit is a city of contrasts and contrasts.

It constantly attracts the foreign-born and the American migrant. Detroit produces a television audience of broad, diversified tastes - an audience that the diversified programs of WXYZ-TV reactivate to please, to interest and to hold.

As an entertainment and image-showing medium, WXYZ-TV is Detroit in every way.



WXYZ-TV Detroit
KABC-TV Los Angeles
KABC-TV Los Angeles
KABC-TV Los Angeles
KABC-TV Los Angeles



YET INSEPARABLE

WBKB IS CHICAGO

7 WBKB WABC-TV
WBKB-TV WABC-TV
WABC-TV WABC-TV



WABC-TV IS NEW YORK

*Metropolitan WABC-TV is
a leading New York radio and
television station, a part of
a single, unified path
that encompasses both the
art and the science of
television.*

*It is a channel that does
the job of a channel.
The actual WABC-TV is
a channel and its
production and its
production in that it is
is New York in every way.*

7
WABC-TV WBKB WABC-TV
WABC-TV WABC-TV WABC-TV
American Broadcasting Company

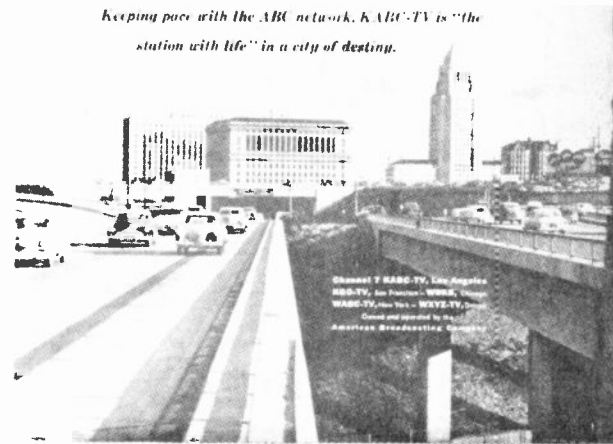
KABC-TV IS LOS ANGELES

*Every month America's number one retail
market continues to magnify in size and importance.*

... And like the mighty city that it serves,

KABC-TV grows in stature and rated position.

*Keeping pace with the ABC network, KABC-TV is "the
station with life" in a city of destiny.*



Channel 7 KABC-TV, Los Angeles
WBKB-TV, San Francisco, WBKB-TV
WABC-TV, New York, WABC-TV
Owned and operated by the
American Broadcasting Company

*In New York, Chicago, Los Angeles, San Francisco and
Detroit, ABC ownership and operation means
dedicated service to both advertiser and community.*

*Combining local tastes with increasingly popular
ABC Television Network shows, each operation
strives to reflect its market in every way.*

*Thus, the credo for Channel 7 in these key markets
of our country means business and entertainment
for the communities which they serve.*



COLUMBIA BROADCASTING SYSTEM, INC.

CBS Television Division

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

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

Studios: CBS-TV has these studios in New York: Studios 41, 42, 43 and 44 in the Grand Central Bldg.; Studio 50, 1697 Broadway; Studio 51, 109 West 39th St.; Studio 52, 254 West 54th St.; Studios 53, 54, 55 & 56 at 111 East 58th St.; Studio 57, 1280 Fifth Ave.; Studio 58, 841 Ninth Ave.; Studio 59, 256 West 47th St.; Studio 60, 1945 Broadway; Studio 61, 1456 First Ave.; Studio 62, 261 West 47th St.; Studios 63 & 64, 205 E. 67th St.; Studio 72, Broadway & 81st St.; in Los Angeles at Don Lee Studios and Television City; in Chicago at the Garrick Theatre & State Lake Bldg.; in Milwaukee at 5445 N. 27th St.

Other Affiliations: Columbia Broadcasting System Inc. (William S. Paley, chairman, Frank Stanton, president) owns and CBS Television Division (Merle S. Jones, president) operates WCBS-TV, New York; WBBM-TV, Chicago; KNXT, Los Angeles; WXIX, Milwaukee; WHCT, Hartford; CBS Television Spot Sales and CBS Television Film Sales Inc. CBS Inc. also owns and CBS Radio Division operates AM stations WCBS, New York; KCBS, San Francisco; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WEEL, Boston.

Board of Directors, CBS Inc.: William S. Paley, Leon Levy, Samuel Paley, J. A. W. Iglehart, Ralph F. Collin, Frank Stanton, Merle S. Jones, Goddard Lieberson, Arthur Hull Hayes, J. L. Van Volkenburg, Robert A. Lovett, Charles F. Stromeyer, H. C. Bonfig, Mrs. Millicent C. McIntosh.

Operating Subsidiaries and Divisions of Columbia Broadcasting System Inc. include CBS Laboratories Division (Peter Goldmark, president); CBS Radio Division (Arthur Hull Hayes, president); Columbia Records (Goddard Lieberson, president); CBS-Hytron (Arthur L. Chapman, president); CBS International (Lewis Gordon, president).

CBS Television Affiliate Advisory Board: Paul Adanti, WHEN-TV, Syracuse, N. Y.; Richard A. Borel, WBNS-TV, Columbus, O.; Frank E. Busby, WTVY, Dothan, Ala.; Rex Howell, KREX-TV, Grand Junction, Colo.; C. Howard Lane (chairman), KOIN-TV, Portland, Ore.; T. B. Lanford, WJTV, Jackson, Miss.; Glenn Marshall Jr., WMBR-TV, Jacksonville, Fla.; C. Bruce McConnell, WISH-TV, Indianapolis, Ind.; William B. Quarton, WMT-TV, Cedar Rapids, Ia.; Clyde Rembert, KRLD-TV, Dallas, Tex.; James D. Russell, KKTU, Colorado Springs, Colo.

OFFICERS

Merle S. Jones, *president*
Hubbell Robinson Jr., *executive v.p. in charge of network programs*
William H. Hylan, *v.p. in charge of network sales*
H. Leslie Atlass, *v.p. in charge of Central Division*
Howard S. Meighan, *v.p. in charge of Western div.*
Alfred J. Scalpone, *v.p. in charge, network programs, Hollywood*
Harry G. Ommeler, *v.p. in charge of network programs, N.Y.*
Robert M. Weitman, *v.p. in charge of program development*
Oscar Katz, *v.p. in charge of daytime programs*
Edward L. Saxe, *v.p. in charge of operations*
W. Spencer Harrison, *v.p. and business mgr. of talent & contract properties*
Herbert V. Akerberg, *v.p. in charge of station relations*
Craig Lawrence, *v.p. in charge of CBS-owned TV stations*
William B. Lodge, *v.p. in charge of engineering*
Leslie Harris, *v.p. & gen. mgr., CBS Television Film Sales Inc.*
Tom Fisher, *v.p. & general attorney*
William J. Flynn, *controller*

NETWORK SALES

William H. Hylan, *v.p. in charge of network sales*
Thomas H. Dawson, *general manager of network sales*
George E. Klayer, *Eastern sales manager*
Sam K. Maxwell Jr., *Chicago sales manager*
Frank Samuels, *Pacific Coast sales manager*
Charles R. Sterritt, *Detroit sales manager*
William J. Fagan, *business manager*
Edward F. Lethen Jr., *manager of network sales development*
Robert F. Jamieson, *sales service manager*
Terrence McGuirk, *sales manager, EMP*
George A. Kolpin, *contract manager*
Jack Purves, *sports sales manager*

NETWORK PROGRAMS

Hubbell Robinson Jr., *exec. v.p. in charge of network programs*
Harry G. Ommeler, *v.p. in charge of network programs, N.Y.*
Alfred J. Scalpone, *v.p. in charge, network programs, Hollywood*
Robert M. Weitman, *v.p. in charge of program development*
Oscar Katz, *v.p. in charge daytime programs*
Lester Gottlieb, *general executive*
Bertrom Berman, *director of daytime programs*
Marlo Lewis, *executive producer*
Richard Lewine, *executive producer*
William Morwood, *executive producer*
Gilbert A. Ralston, *director of network programs, N.Y.*
Robert Dale Martin, *casting director*
John Hundley, *manager service*
Robert Milford, *production manager*
Edward J. Montagne, *exec. producer, charge of film operations*
Charles Holden, *production manager, Hollywood*
Guy della Cioppa, *director of network programs, Hollywood*

OPERATIONS

Edward L. Saxe, *v.p. in charge of operations*
Henry Grossman, *director of operations*
H. Grant Theis, *director of operations—Hollywood*
H. C. Meier, *manager of network operations*
E. Carlton Winckler, *director of production operations*
Walter R. Pierson, *manager of production operations*
Albert J. Raymond, *asst. manager, production operations*
Anthony Boschettl, *manager of design services*
John Burrell, *exec. art director*
Gilbert DeStefano, *chief lighting director*
George Lehmann, *manager of scenic construction*
Georg Olden, *manager graphic arts dept.*
Paul Wittlig, *manager of production development*
C. H. Rylander, *chief special effects director*
Paul Wilson, *manager operations information center*
R. G. Thompson, *director of technical operations*
Orville Sather, *manager of technical operations*
Clay Adams, *manager of film production operations*
Ira DeLumen, *business manager*
L. B. Gumbinner, *traffic manager*
Gordon Shadwick, *manager of film service operations*
Harry Murray, *manager theatre & studio operations*
Leslie Renfield, *manager costume design*
Janet Waterman, *manager set decoration*
Warren Harr, *manager scenery design*

STATION RELATIONS

Herbert V. Akerberg, *v.p. in charge of station relations*
Edward P. Shurick, *national director of station relations*
Robert Wood, *asst. director of station relations*
Bert Lown, *western manager, Los Angeles*
Ed Scovill, *Midwest manager*
David Williams, *eastern manager*
Donald E. Clancy, *business manager*

ADVERTISING & SALES PROMOTION

William Golden, *creative director*
John P. Cowden, *operations director*
Robert Strunsky, *copy chief*
Alex Kennedy, *director of program promotion*
George Bristol, *director of presentations*
Thomas Means, *director of CBS-owned TV stations promotion service*
Edward Side, *production manager*

PRESS INFORMATION

Charles J. Oppenheim, *director of information services*
Larry Lowenstein, *director of press information, N.Y.*
Arthur Perles, *asst. to the director*
James Kane, *director, press information, Hollywood*
Dorothy Leffler, *director of magazine division*
Harry Feeney, *trade news editor*
Robert Blake, *exploitation director, Hollywood*

RESEARCH

Jay Ellasberg, *acting director*
Leonard DeNooyer, *manager of coverage*
Rose Marle O'Reilly, *manager of ratings*
Tore Hallonquist, *manager of program analysis*

ENGINEERING

William B. Lodge, *v.p. in charge of engineering*
A. B. Chamberlain, *chief engineer*
H. A. Chinn, *chief audio-video engineer*
J. D. Parker, *chief radio engineer*

EDITING

Herbert A. Carlborg, *director*

BUSINESS AFFAIRS

W. Spencer Harrison, *v.p. and business mgr. of talent & contract properties*
Merritt H. Coleman, *director of business affairs*
Philip Feldman, *director of business affairs, Hollywood*
Henry Howard, *director of music operations*
Louis Stone, *director of talent commitments*

ACCOUNTING

Norman C. Hadley, *director*

WASHINGTON OFFICE

1735 De Sales St., NW, Washington 6, D. C.
Emerson 2-9300

Ralph W. Hardy, *v.p.*
Leon R. Brooks, *attorney*

CBS TELEVISION SPOT SALES

John A. Schneider, *general manager*
Ben Margolis, *business manager*
Frank C. Elliott Jr., *director, sales development*
Robert Davis, *director of research*
Byington F. Colvig, *director of sales promotion*
Bruce R. Bryant, *eastern sales manager*
Arthur C. Elliot, *midwestern sales manager*
Edward A. Larkin, *Los Angeles sales manager*
John H. White, *San Francisco sales manager*
Richard R. Loftus, *Detroit sales manager*
H. H. Holtshouser, *Atlanta sales manager*

CBS TELEVISION FILM SALES INC.

Leslie Harris, *v.p. & general manager*
Thomas W. Moore, *general sales manager*
Fred J. Mahlstedt, *director of operations & production*
Eugene Moss, *sales promotion manager*
Walter A. Scanlon, *merchandising manager*
John C. Sebastian, *manager of publicity*
Gloria Lesser, *manager, sales service department*

CBS-OWNED TELEVISION STATIONS

Craig Lawrence, *vice president, CBS-owned TV stations*

WCBS-TV, 485 Madison Ave., New York 22: Sam Cook Digges, *general manager*; Clarence Worden, *assistant to the general manager*; Frank Shakespeare Jr., *general sales manager*

WBBM-TV, 410 N. Michigan Ave., Chicago 11: H. Leslie Atlass, *r.p. & general manager, central division*; C. W. Doebler, *executive assistant*; E. H. Shomo, *assistant general manager*; George J. Arkedis, *sales manager*

KNXT, 1313 North Vine St., Los Angeles 28: Clark B. George, *general manager*; Robert D. Wood, *general sales manager*

WXIX, 5445 North 27th St. Milwaukee 9: Edmund C. Bunker, *general manager*; Theodore F. Shaker, *general sales manager*

WHCT, 555 Asylum St., Hartford 5: Harvey J. Struthers, *general manager*; Lamont L. Thompson, *general sales manager*.

Note: See station listings for executives and details.

CBS INC. DEPARTMENTS**NEWS AND PUBLIC AFFAIRS**

Sig Mickelson, *vice president in charge*
Elmer W. Lower, *director of special projects*
John F. Day, *director of news*
Irving Gitlin, *director of public affairs*
Robert E. Lang, *director of program sales*
William C. MacPhail, *director of sports*
James Connors, *budget control officer*
Malcolm R. Johnson, *asst. director of news for TV*
John Jefferson, *asst. director of public affairs*
James Burke, *managing editor*
Robert Skedgell, *executive producer, radio news*
David Zellmer, *executive producer, TV news*
Jack Bush, *manager, film production*
Howard Kany, *manager of newsfilm*
Ralph Backlund, *executive producer, radio public affairs*
George Crothers, *director of public service broadcasts*
Pamela Hott, *director of religious broadcasts*
Helen J. Sloussat, *director of talks*

Washington News Bureau

Broadcast House, 40th & Brandywine Sts. N. W., Washington, D. C. Emerson 2-9300
Ted Koop, *director of news & public affairs*
James E. Roper, *news editor*
Lewis Shollenberger, *associate director, public affairs*
William Corrigan, *manager of newsfilm*
Ted Ayers, *producer, television*

Foreign Offices

Argentina—Peter H. Hahn, Mendoza 3565, Buenos Aires.
Austria—Seymour Freidin, Nusswald Gasse 22, Vienna 19.
Egypt—Frank Kearns, A. Masrafi, Flat 44, Badrowi Bldg., 8 Sh. Salah Ayoub, Zamalek, Cairo.
England—Howard K. Smith, Alexander Kendrick, Cyril Bliss, Frank Binney, 26 Hallam St., London W1.
France—David Schoenbrun, Louis Cioffi, George Markman, 33 Champs Elysees, Paris 8.
Germany—Richard C. Hottalet, Jerry Schwartzkopf, Gernot Anderle, Harry Jensen, Presshaus VI/81, Bonn.
Hong Kong—Guy Searles, 517 Jaffe Rd.
Italy—Winston Burdett, Joseph Falletta, Piazza Grazioli 5, Rome
Japan—Robert C. Pierpoint, Wade Bingham, Foreign Correspondents Club, Marunouchi, Tokyo.
Lebanon—Paul Bruck, Hotel Riviera, Beirut.
Russia—Daniel Schorr, Hotel Metropole, Moscow.
Singapore—Richard Kallsen, Hotel de l'Europe.
Sweden—Wilfrid Fleisher, 18 Sturegatan, Stockholm, Sweden.

CONSTRUCTION & BUILDING OPERATIONS

Louis R. LaPorte, *gen. mgr., construction & building operations*
H. W. Van Wagenen, *manager, construction department*
James Swenson, *manager, building operations*
Jack Page, *manager, office administration & building services for construction & building operations*

GENERAL PURCHASING

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

OFFICE SERVICES

A. H. Bryant, *manager*
Maud Stubner, *supervisor, program typing*
Emily Schiener, *supervisor, program transcripts*
Laurette Banks, *supervisor, ticket bureau*
Harry Kestenbaum, *supervisor, general files & record center*
Marie Dunn, *supervisor, transportation*

PERSONNEL RELATIONS

Robert Kalaldjian, *director*
Charles Burt, *personnel administrator*
Dr. Jack Nelson, *director, medical office*
John Anderson, *personnel records & research manager*
Richard Stanley, *employment manager*

PHOTOGRAPHY

Walter I. Selgal, *manager*

REFERENCE

William C. Ackerman, *director*
May Dowell, *manager, general information and library*
Esther H. Dobbins, *manager, program information division*
Dorothy E. Boyle, *manager, program statistics division*

Network Rates and Data**CBS Radio Network****OFFICERS**

Arthur Hull Hayes, *president*
James M. Seward, *executive vice president*
H. Leslie Atlass, *r.p. in charge of Central Division*
Howard G. Barnes, *r.p. in charge of network programs*
I. S. Becker, *r.p. in charge of business affairs*
Jules Dundes, *r.p. in charge of station administration*
Horace Guillotte, *r.p. in charge of operations*
William Froug, *r.p. in charge of network programs, Hollywood*
Louis Hausman, *r.p., advertising & promotion*
John J. Karol, *r.p. in charge of network sales*
William A. Schudt Jr., *r.p. in charge of station relations*
Geraldine B. Zorbaugh, *r.p. & general attorney*
Walter P. Rozett, *director, administrative operations*

NETWORK SALES

John J. Karol, *r.p. in charge*
Ben S. Lochridge, *network sales manager*
William W. Firman, *eastern sales manager*

Chicago: 410 Michigan Ave. Roger K. Huston, mgr.
Los Angeles: 6121 Sunset Blvd. J. Donahue, Pacific Coast mgr.
San Francisco: Sheraton-Palace Hotel. R. Price, account exec.
Detroit: Fisher Bldg. Cornelius Knox, mgr.

CBS Radio Spot Sales

Gordon Hayes, *general mgr.*
Milton Allison, *eastern sales mgr.*
Richard Hess, *research mgr.*
Fred Heywood, *sales promotion mgr.*
Ray Kremer, *sales development mgr.*

NETWORK PROGRAMS

Howard G. Barnes, *r.p. in charge*
Gerald Maulsby, *manager, network broadcasts*
Harlan Dunning, *program supervisor*
James Fassett, *director, serious music*
Charles S. Monroe, *manager, program writing*

NEWS AND PUBLIC AFFAIRS

Sig Mickelson, *r.p. in charge*
John F. Day, *director of news*
Irving Gitlin, *director of public affairs*
Theodore Koop, *director, news & public affairs, Washington*
William MacPhail, *director of sports*
Helen Sloussat, *director of talks*
Lewis Shollenberger, *director, special events, Washington*

OPERATIONS

Horace Guillotte, *r.p. in charge*
Arthur G. Peck, *manager, network operations*
Davidson Vorhies, *mgr. technical operations*
Lawrence Gumbelner, *traffic manager*
Julius Mattfeld, *director, music library*

AUDIENCE PROMOTION-PRESS INFORMATION

Charles S. Steinberg, *director*
Melvin Spiegel, *publicity manager*
Sidney Garfeld, *director of exploitation*
Lloyd Brownfield, *director, Hollywood*
Howard Berk, *trades news editor*

CBS-OWNED RADIO STATIONS

WCBS & WCBS-FM, 485 Madison Ave., New York 22: Carol Ward, *gen. mgr.*; G. E. Hurst, *sales mgr.*; Sam Slate, *program mgr.*

KCBS & KCBS-FM, Sheraton-Palace Hotel, San Francisco: Henry Untermyer, *gen. mgr.*; Roland Kay, *sales mgr.*; E. Whitney, *program director.*

KMOX, 401 S. 12th Blvd., St. Louis: Robert Hyland, *gen. mgr.*; Charles Burge, *sales mgr.*

KNX & KNX-FM and Columbia Pacific Radio Network, 6121 Sunset Blvd., Hollywood: Fred Ruegg, *gen. mgr.*; Donald Ross, *sales mgr.*; Robert Sutton, *director of programs.*

WBBM & WBBM-FM, 410 N. Michigan Ave., Chicago: H. Leslie Atlass, *r.p. in charge of Central Div. & WBBM gen. mgr.*; E. H. Shono, *asst. gen. mgr.*; James Hensley, *sales mgr.*; Art Mercier, *program mgr.*

WEEI & WEEI-FM, 182 Tremont St., Boston: Thomas Gorman, *gen. mgr.*; Robt. Sinnett, *sales mgr.*; Ken Ovenden, *program mgr.*

Housewives' Protective League

Edward W. Wood Jr., *director*

STATION RELATIONS

William A. Schudt Jr., *v.p. in charge*; Eric Salline, *mgr.*

RESEARCH

Harper Carraine, *director*
Edward Reeve, *sales & promotion research mgr.*

SALES PROMOTION & ADVERTISING

Louis Dorfsman, *director*
Murry Salberg, *director, program promotion*
Arnold Benson, *director, station program service*
Richard Golden, *director, sales presentations*

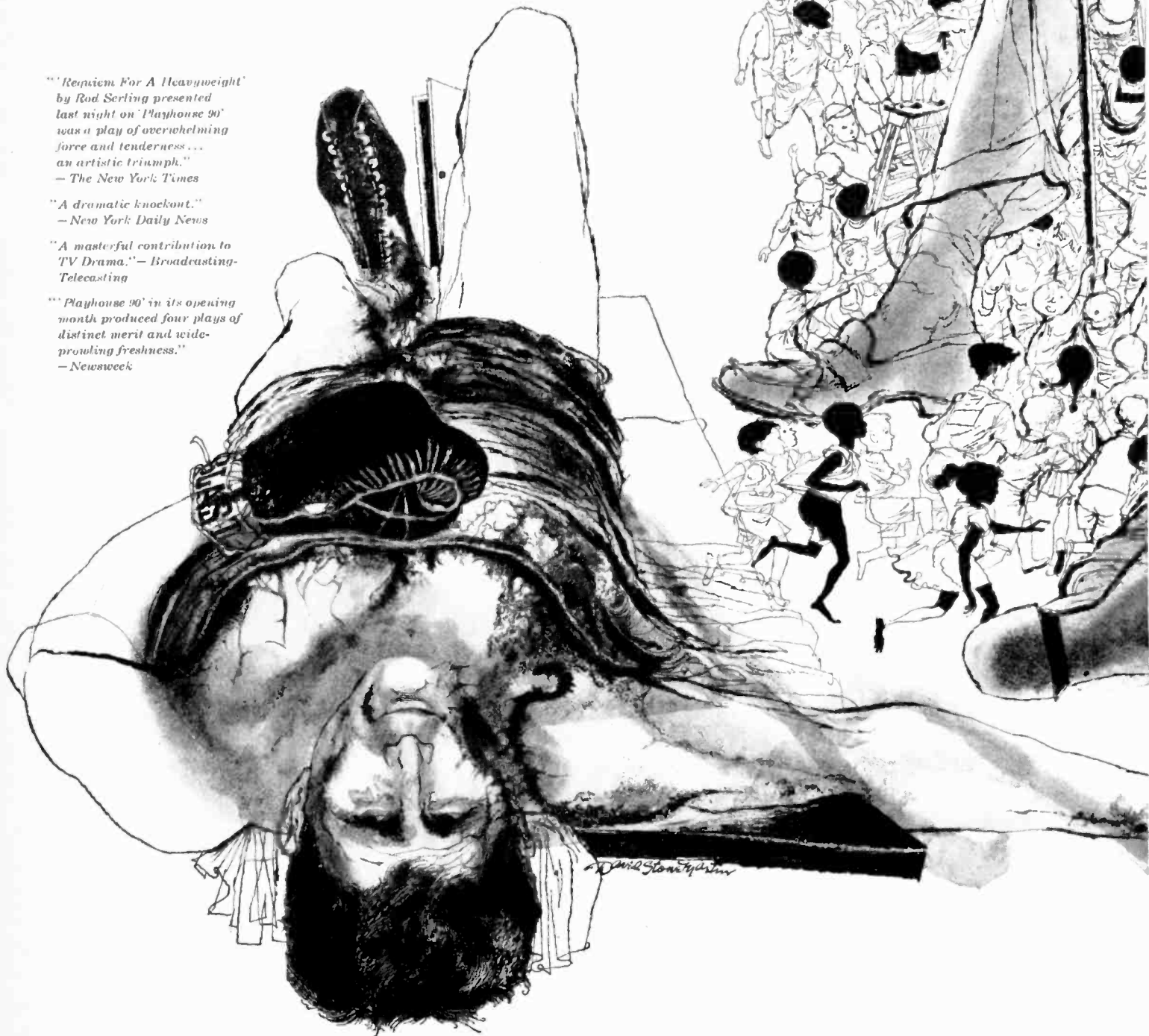
programs for

"'Requiem For A Heavyweight' by Rod Serling presented last night on 'Playhouse 90' was a play of overwhelming force and tenderness... an artistic triumph."
— The New York Times

"A dramatic knockout."
— New York Daily News

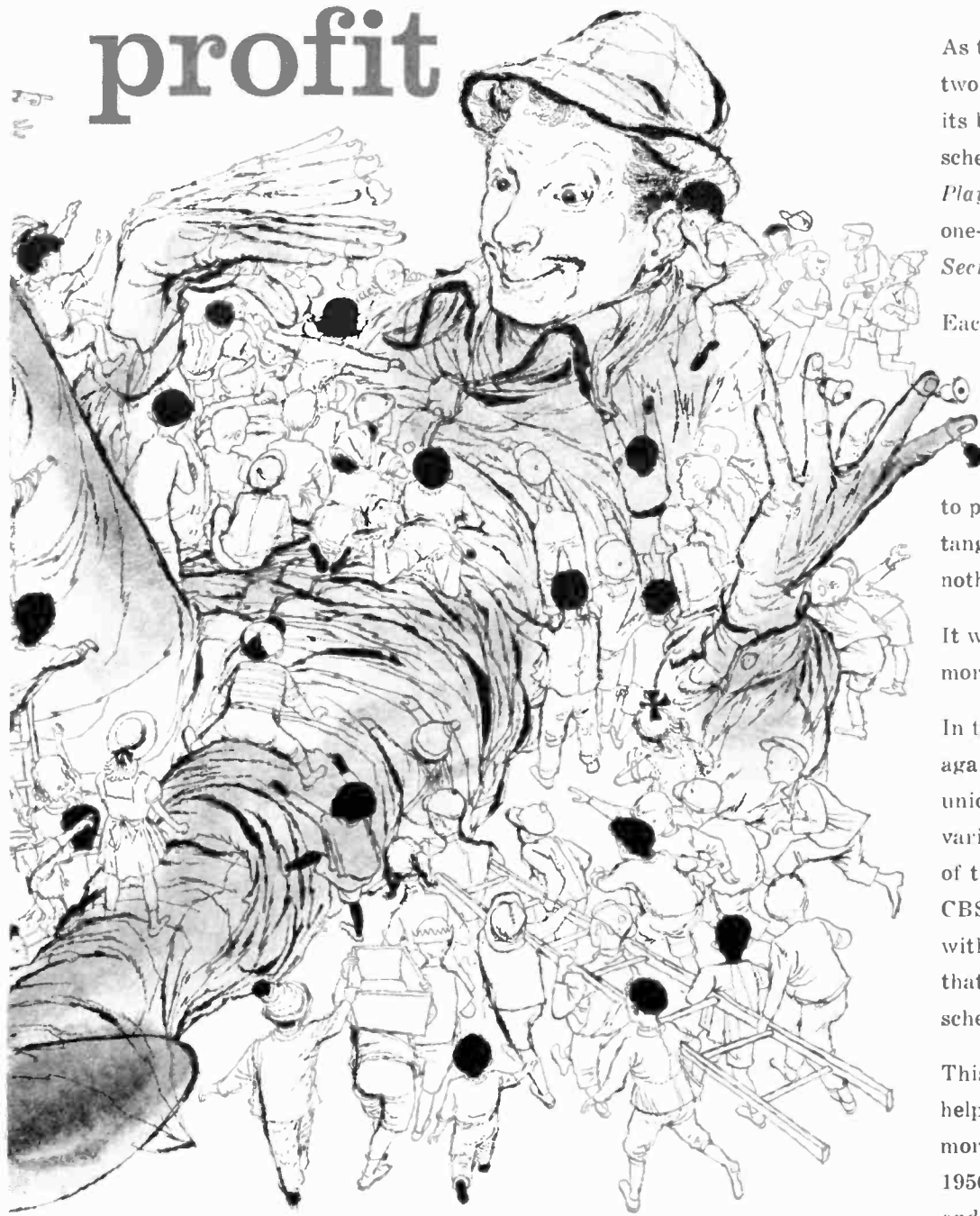
"A masterful contribution to TV Drama."
— Broadcasting-Telecasting

"'Playhouse 90' in its opening month produced four plays of distinct merit and wide-proving freshness."
— Newsweek



David Stone Martin

profit



"Moving, heartwarming and funny... Kaye, Murrow and Friendly did their work for nothing; the money that would have gone to them went to UNICEF." — *New York Post*

"... Not only grand television ... but ... great statesmanship." — *Variety*

"In months to come it will probably win all the awards, scrolls and citations there are. It will deserve every last one of them." — *New York World-Telegram and Sun*

As television ended its first decade two programs eloquently testified to its boundless vitality: the regularly scheduled weekly dramatic series *Playhouse 90* and the hour-and-a-half one-time special broadcast, "*The Secret Life of Danny Kaye*."

Each presented a great actor in a stunning performance, won vast audiences and unstinted praise as a major television contribution, took infinite pains to produce. One yielded its producers tangible financial reward; the other nothing but critical acclaim.

It would be difficult to say which was more profitable to television.

In these two programs the medium again brilliantly demonstrated its unique capacity to respond to the varied needs, interests and aspirations of the American people. Broadcast on CBS Television, they were produced with the enthusiasm and imagination that characterize the entire program schedule of the network.

This kind of programming for profit helps explain why Americans spent more time watching television during 1956 than during any previous year, and why they spent as much time watching CBS Television as the other two networks combined.

CBS TELEVISION

CBS-TV SUPPLEMENTARY GROUP—(Continued)

Lubbock, Tex.	KDUB-TV	300	180	120
Mason City, Ia.	KGLO-TV	250	150	100
Medford, Ore.	KBES-TV	150	90	60
Meridan, Miss.	WTOK-TV	225	135	90
Minot, N.D.	KCJB-TV	150	90	60
Monroe, La.	KNOE-TV	250	150	100
Mt. Washington, N.H.	WMTW	300	90	60
Odessa, Tex.	KOSA-TV	150	90	60
Peoria, Ill.	WTVH	350	210	140
Quincy-Hannibal, Ill.	KHQA-TV	350	210	140
Raleigh, N.C.	WNAO-TV	200	120	80
Reno, Nev.	KZTV	150	90	60
Saginaw, Mich.	WKNX-TV	250	150	100
St. Joseph, Mo.	KFEQ-TV	350	210	140
Salinas-Monterey, Cal.	KSBW-TV	250	150	100
San Angelo, Tex.	KTXL	200	120	80
Santa Barbara, Cal.	KEY-T	350	210	140
Savannah, Ga.	WTOC-TV	200	120	80
Texarkana, Tex.	KCMC-TV	200	120	80
Tucson, Ariz.	KOPO-TV	200	120	80
Valley City, N.D.	KXJB-TV	300	120	80
Waco, Tex.	KWTX-TV	250	150	100
Watertown-Carthage, N.Y.	WCNY-TV	200	120	80
Wausau, Wis.	WSAU-TV	200	120	80
Wichita Falls, Tex.	KSYD-TV	250	150	100
Yakima, Wash.	KIMA-TV	200	120	80

SUPPLEMENTARY—NON-INTERCONNECTED GROUP

City & State	Call Letters	Class A Hr. Rate	30 Min.	15 Min.
Billings, Mont.	KOOK-TV	\$ 150	\$ 90	\$ 60
Great Falls, Mont.	KFBB-TV	150	90	60
Tallahassee, Fla.-Thomasville, Ga.	WCTV	175	105	70

CANADIAN GROUP, INTERCONNECTED—(9 STATIONS)

Barrie, Ontario	CKVR-TV	\$ 230	\$ 138	\$ 92
Kitchener, Ontario	CKCO-TV	390	234	156
London, Ontario	CFPL-TV	450	270	180
Montreal, Quebec	CBMT	750	450	300
Ottawa, Ontario	CBOT	400	240	160
Peterboro, Ontario	CHEX-TV	250	150	100
Quebec City, Quebec	CFCM-TV	450	270	180
Toronto, Ontario	CBLT	1,000	600	400
Wingham, Ontario	CKNX-TV	220	132	88

CANADIAN GROUP, NON-INTERCONNECTED—(20 STATIONS)

Brandon, Manitoba	CKX-TV	\$ 170	\$ 102	\$ 68
Calgary, Alberta	CHCT-TV	280	168	112
Charlottetown, P. E. Island	CFCY-TV	160	96	64
Edmonton, Alberta	CFRN-TV	320	192	128
Halifax, Nova Scotia	CBHT	300	180	120
Lethbridge, Alberta	CJLH-TV	160	96	64
Moncton, New Brunswick	CKCW-TV	240	144	96
North Bay, Ontario	CKGN-TV	160	96	64
Port Arthur, Ontario	CFPA-TV	180	108	72
Regina, Saskatchewan	CKCK-TV	260	156	104
Rimouski, Quebec	CJBR-TV	240	144	96
Saulte Ste. Marie, Ontario	CJIC-TV	170	102	68
St. John, New Brunswick	CHSJ-TV	280	168	112
St. John's, Newfoundland	CJON-TV	200	120	80
Saskatoon, Saskatchewan	CFQC-TV	240	144	96
Sudbury, Ontario	CKSO-TV	220	132	88
Sydney, Nova Scotia	CJCB-TV	250	150	100
Timmins, Ontario	CFCL-TV	160	96	64
Vancouver, British Columbia	CBUT	580	348	232
Winnipeg, Manitoba	CBWT	400	240	160

ALASKA-CUBA-HAWAII-MEXICO-PUERTO RICO GROUP

Anchorage, Alaska	KTVA	\$ 150	\$ 90	\$ 60
Fairbanks, Alaska	KTVF	150	90	60
Havana, Cuba	CMAB-TV	300	180	120
Honolulu, Hawaii	KGMB-TV	350	210	140
Hilo, Hawaii	KHBC-TV	No Charge	No Rebate	
Wailuku, Hawaii	KMAU-TV	"	"	"
Mayaguez, Puerto Rico	WORA-TV	150	90	60
Mexico City, Mexico	XHTV	350	210	140
San Juan, Puerto Rico	WKAQ-TV	250	150	100

Network Rates and Data

Extended Market Plan Group (28 Stations)

City & State	Inter-connection	Call Letters	Channel	Class A Hour Rate
Aaana, Guam, M.I.	Non-Inter.	KUAM-TV	8	\$ 50
Bellingham, Wash.	Inter.	KVOS-TV	12	100
Big Spring, Texas	"	KBST-TV	4	50
Carlsbad, N.M.	"	KAVE-TV	6	50
Clovis, N.M.	"	KICA-TV	12	50
Columbus, Miss.	"	WCBI-TV	4	50
Decatur, Ala.	"	WMSL-TV	23	50
Dickinson, N.D.	"	KDIX-TV	2	50
Dothan, Ala.	"	WTVV	9	100
Fayetteville, N.C.	"	WFLB-TV	18	50
Fort Myers, Fla.	Non-Inter.	WINK-TV	11	50
Grand Junction, Colo.	"	KREX-TV	5	100
Montrose, Colo.	"	KFPX-TV	10	No Charge
Jackson, Tenn.	Inter.	WDXI-TV	7	125
Juneau, Alaska	Non-Inter.	KINY-TV	8	50
Kalspell, Mont.	"	KGEZ-TV	8	50
Klamath Falls, Ore.	Inter.	KOTI-TV	2	50
Lafayette, Ind.	"	WFAM-TV	59	85
Lafayette, La.	"	KLFY-TV	10	125
Lake Charles, La.	"	KTAG-TV	25	60
Laredo, Texas	Non-Inter.	KHAD-TV	8	50
Las Vegas, Nev.	Inter.	KLAS-TV	8	100
Marquette, Mich.	"	WDMJ-TV	6	100
Missoula, Mont.	"	KMSO-TV	13	70
Ottumwa, Iowa	"	KTVO	3	85
Panama City, Fla.	"	WJDM-TV	7	70
Parkersburg, W.Va.	"	WTAP	15	100
Presque Isle, Me.	Non-Inter.	WAGM-TV	8	60
Rapid City, S.D.	"	KOTA-TV	3	50
Salisbury, Md.	Inter.	WBOC-TV	16	70
San Luis Obispo, Calif.	"	KVEC-TV	6	60
Sweetwater-Abilene, Tex.	"	KPAR-TV	12	150
Twin Falls, Idaho	"	KLIX-TV	11	50
Yuma, Ariz.	"	KIVA	11	100
Grand Total				\$2,410

COMBINATION RATES

Station Group	Class A Hour Rate
KJEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore.	\$250
KOTI-TV, Klamath Falls, Ore.	No Charge—No Rebate with above
KTVA, Anchorage, Alaska & KTVF, Fairbanks, Alaska	250
WBAY-TV, Green Bay, Wis. & WDMJ-TV, Marquette, Mich.	650
KPAR-TV, Sweetwater-Abilene, Tex. & KDUB-TV, Lubbock, Tex.	425

CBS-TV PACIFIC NETWORK—1313 No. Vine St., Los Angeles 28, Cal. Telephone: Webster 8-3000. Interconnected Group: KGGM-TV, Albuquerque, N.M.; KERO-TV, Bakersfield, Cal.; KVOS-TV, Bellingham, Wash.; KAVE-TV, Carlsbad, N.M.; KFBC-TV, Cheyenne, Wyo.; KHSL-TV, Chico, Cal.; KKTU, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KROD-TV, El Paso, Tex.; KIEM-TV, Eureka, Cal.; KFRE-TV, Fresno, Cal.; KID-TV, Idaho Falls, Ida.; KLAS-TV, Las Vegas, Nev.; KNXT, Los Angeles, Cal.; KBES-TV, Medford, Ore.; KSBW-TV, Salinas-Monterey, Cal.; KGVO-TV, Missoula, Mont.; KOOL-TV, Phoenix, Ariz.; KOIN-TV, Portland, Ore.; KOLO-TV, Reno, Nev.; KBET-TV, Sacramento, Cal.; KSL-TV, Salt Lake City, Utah; KFMB-TV, San Diego, Cal.; KEYT, Santa Barbara, Cal.; KPIX, San Francisco, Cal.; KVEC-TV, San Luis Obispo, Cal.; KXLY-TV, Spokane, Wash.; KTNT-TV, Tacoma-Seattle, Wash.; KOPO-TV, Tucson, Ariz.; KIMA-TV, Yakima, Wash.; KIVA-Yuma, Ariz. Non-Inter-connected Group: KTVA, Anchorage, Alaska; KOOK-TV, Billings, Mont.; KBOI-TV, Boise, Ida.; KTVF, Fairbanks, Alaska; KREX-TV, Grand Junction, Colo.; KFBB-TV, Great Falls, Mont.; KGMB-TV, Honolulu, T.H.; KINY-TV, Juneau, Alaska; KLIX-TV, Twin Falls, Ida. Executives: Clark B. George, gen. mgr.; Robert D. Wood, gen. sales mgr.; Donald M. Hine, program mgr.; Don Roscnquest, operations mgr.; Dean D. Linger, promotion & publicity director.

BLACKBURN-HAMILTON COMPANY

• NEGOTIATIONS • FINANCING • APPRAISALS
• RADIO • TELEVISION • NEWSPAPER

★ WASHINGTON, D. C.
JAMES W. BLACKBURN
JACK V. HARVEY
WASHINGTON BLDG.
STERLING 3-4341-2

★ ATLANTA
CLIFFORD B. MARSHALL
HEALEY BLDG.
JACKSON 5-1576-7

★ CHICAGO
RAY V. HAMILTON
TRIBUNE TOWER
DELAWARE 7-2755-6

★ SAN FRANCISCO
WILLIAM T. STUBBLEFIELD
W. R. TWINING
111 SUTTER ST.
EXBROOK 2-5671-2

NATIONAL BROADCASTING CO.

Executive & Business Offices: RCA Building, New York 20, N.Y. Telephone: Circle 7-8300. Telegraphic Address: NATBROCAST, N.Y.

Studios: RCA Bldg. and 106th St. & Park Ave. Color TV studios in RCA Bldg., Colonial & Ziegfeld Theatres and Brooklyn studios in New York. Burbank studios in Cal. NBC also has studios at RCA Exhibition Hall, RCA Bldg. and 67th St. & Columbus Ave. in New York; Merchandise Mart, Chicago; Sunset & Vine, El Capitan Theatre & Moulin Rouge, Hollywood. NBC-TV network originates programs from its TV studios in Burbank, Cal., and from the TV studios at each of the owned and operated TV station locations.

Corporate Affiliations: NBC is subsidiary of Radio Corp. of America. It owns and operates TV stations WRCA-TV, New York; WNBC, New Britain-Hartford; WBUF, Buffalo; WRC-TV, Washington; WNBQ, Chicago; WRCV-TV, Philadelphia; KRCA, Los Angeles. Its owned & operated AM stations are: WRCA, New York; WRC, Washington, WKNB, New Britain; WMAQ, Chicago; WRCV, Philadelphia; KNBC, San Francisco. NBC also owns California National Productions Inc. (100%) and has 50% interest in Figaro Inc. (see below).

NBC-TV Affiliates Executive Committee—Walter J. Damm, WTMJ-TV, Milwaukee, Wis., chairman; Lawrence H. Rogers II, WSAZ-TV, Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV, Detroit, Mich.; Joe H. Bryant, KCBD-TV, Lubbock, Tex.; John H. DeWitt Jr., WSM-TV, Nashville, Tenn.; Harold Essex, WSJS-TV, Winston-Salem, N. C.; Ralph Evans, WOC-TV, Davenport, Ia.; Joe Floyd, KELO-TV, Sioux Falls, S. D.; Ewing C. Kelly, KCRA-TV, Sacramento, Cal.

BOARD OF DIRECTORS

John T. Cahill	Harry C. Ingles
Charles R. Denny	Charles B. Jolliffe
Frank M. Folsom	Edward F. McGrady
Harry C. Hagerty	William E. Robinson
George L. Harrison	David Sarnoff
Joseph V. Heffernan	Robert W. Sarnoff
Mrs. Douglas Horton	Walter Bedell Smith

John K. West

OFFICERS

Robert W. Sarnoff, *President*

David C. Adams, <i>exec. v.p.</i>	Thomas C. McCray, <i>v.p.</i>
Harry Bannister, <i>v.p.</i>	William K. McDaniel, <i>v.p.</i>
Hugh M. Beville Jr., <i>v.p.</i>	Thomas B. McFadden, <i>v.p.</i>
Kenneth W. Bilby, <i>v.p.</i>	Richard A. R. Pinkham, <i>v.p.</i>
J. M. Clifford, <i>exec. v.p.</i>	H. Earl Rettig, <i>v.p.</i>
Charles H. Colledge, <i>v.p.</i>	Frank M. Russell, <i>v.p.</i>
Matthew J. Culligan, <i>v.p.</i>	Emanuel Sacks, <i>v.p.</i>
Michael H. Dann, <i>v.p.</i>	Walter D. Scott, <i>v.p.</i>
Jerry A. Danzig, <i>v.p.</i>	Carleton D. Smith, <i>v.p.</i>
Charles R. Denny, <i>exec. v.p.</i>	Carl M. Stanton, <i>v.p.</i>
Sydney H. Elges, <i>v.p.</i>	Davidson Taylor, <i>v.p.</i>
Thomas E. Ervin, <i>v.p.</i>	Mort Werner, <i>v.p.</i>
William R. Goodheart Jr., <i>v.p.</i>	John K. West, <i>v.p.</i>
Andrew L. Hammerschmidt, <i>v.p.</i>	Frederic W. Wile Jr., <i>v.p.</i>
William S. Hedges, <i>v.p.</i>	Lloyd E. Yoder, <i>v.p.</i>
Joseph V. Heffernan, <i>v.p.</i>	William A. Williams, <i>assist. treas.</i>
Jules Herbeveaux, <i>v.p.</i>	George D. Matson, <i>controller</i>
Edward H. Hitz, <i>v.p.</i>	John Q. Cannon, <i>secy.</i>
Robert E. Kintner, <i>exec. v.p.</i>	Paul B. Lynch, <i>assist. secy.</i>
Robert F. Lewine, <i>v.p.</i>	John V. Shute, <i>asst. secy.</i>
Thomas A. McAvity, <i>exec. v.p.</i>	Raymond E. Simonds, <i>asst. secy.</i>

Divisions and Departments

Executive Division

Robert W. Sarnoff, *president*.
Joseph V. Heffernan, *staff vice president*.
Thomas A. McAvity, *executive vice president, staff*.

Administration

J. M. Clifford, *executive vice president, administration*.

Controllers

George D. Matson, *controller*.
Aaron Rubin, *assistant controller*.
Robert H. Barnaby, *manager, capital budgets*.
Helen Davis, *manager, general office services*.
Dick T. Hollands, *mgr., operating budgets & financial evaluation*.
Charles J. Ochsenreiter, *manager, audits & systems*.
Richard J. Raburn Jr., *chief accountant*.

Engineering & Facilities Administration

Andrew L. Hammerschmidt, *v.p., engineering & facilities administration*.
Joseph J. Arnone, *manager, design & construction*.
William A. Clarke, *mgr., engineering administration & services*.
George K. Graham, *liaison engineer*.
Raymond F. Guy, *director, radio frequency engineering*.
Albert Humbert, *manager, building maintenance*.
Edward M. Lowell, *manager, administration*.
Robert F. McCaw, *director, facilities administration*.
George M. Nixon, *director, engineering development*.
Chester A. Rackey, *director, audio-video engineering*.

Law

Thomas E. Ervin, *vice president & general attorney*.
Joseph A. McDonald, *assistant general attorney*.
John V. Shute, *assistant general attorney*.
Benjamin D. Raub, *senior attorney*.

Personnel

B. Lowell Jacobsen, *director of personnel*.
Charles Boylan, *manager, publications & communications*.
David Broadfoot, *manager, salary administration & records*.
Richard Connell, *manager, employee benefits & services*.
William H. Craig, *manager, employment*.
George H. Fuchs, *manager, labor relations*.
Dr. Bernard Handler, *company physician*.
Eugene J. Hayman, *labor relations administrator*.
H. O. Lumb, *manager, personnel*.
Harvey Stackman, *manager, organization development*.
Edwin Stolzenberger, *labor relations administrator*.
Drew Van Dam, *manager, training & procedures*.
Milton E. Williams, *manager, safety*.

Talent

James E. Denning, *v.p., talent & program contract administration*.
Gerald Adler, *coordinator, talent & program contract operations*.
Martin J. Begley, *casting director*.
Thomas H. Belviso, *manager, music & literary rights*.
John E. Ghilain, *coordinator, talent & program contract administration*.
Ralph Mann, *coordinator, talent & program contract operations*.
James P. McCann, *coordinator, talent & program contract operations*.
Charles J. Moos, *manager, talent & program contract operations*.

Treasurer's Office

H. Earl Rettig, *vice president & treasurer*.
Harry F. McKeon, *director, tax office*.
Randall R. McMillin, *director, purchasing & materials*.
Albert E. Walker, *manager, transportation*.
William A. Williams, *assistant treasurer*.

Corporate Relations

David Adams, *executive vice president, corporate relations*.

Research & Planning

Hugh M. Beville, *vice president research & planning*.
Dr. Thomas E. Coffin, *director, research*.
Allen R. Cooper, *director, corporate planning*.
James Cornell, *staff asst., corporate planning*.
Barry Rumpel, *manager, plans*.

Station Relations

Harry Bannister, *vice president for station relations*.
Donald J. Mercer, *director of station relations*.

WASHINGTON OFFICE

Commonwealth Building, 1625 "K" Street, N.W.
Washington, D. C.
Adams 4-5400, District 7-1260
Frank M. Russell, *vice president, Washington*.

Operations

Charles R. Denny, *executive vice president, operations*.

International Operations

Alfred Stern, *director, international operations*.
Romney Wheeler, *director, European operations*.

NBC Owned Stations & NBC Spot Sales

Thomas B. McFadden, *v.p., NBC owned stations & NBC spot sales*.
Donald E. Bishop, *director, publicity & community services*.
Thomas S. O'Brien, *director, business affairs*.

NBC Spot Sales

John H. Reber, *director, NBC spot sales*.
Walter B. Davison, *manager, western television spot sales*.
Edwin T. Jameson, *director, television spot sales*.
John W. Mulholland, *division sales manager, television spot sales*.
John J. Ryan, *manager, eastern television spot sales*.
John C. Treacy, *division sales manager, television spot sales*.
William Buschgen, *division manager, radio spot sales*.
Richard H. Close, *director, represented stations*.
George Dietrich, *director, radio spot sales*.
Morton Gallin, *director, new business & promotion*.
Anthony C. Krayer, *business manager*.
Frederick Lyons, *manager, central radio spot sales*.
Edward H. Macaulay, *manager, western radio spot sales*.
Loren C. Surles Jr., *manager, eastern radio spot sales*.

NBC Owned Stations

(See station listings for executives and details)
WRCA-TV, WRCA, WRCA-FM, New York; William N. Davidson, *general manager*.
WBUF, Buffalo, N. Y.; Charles C. Bevis Jr., *general manager*.
WNBC, WKNB, New Britain-Hartford; Thomas B. McFadden, *president*; Peter B. Kenney, *vice president & general manager*.
WRC-TV, WRC, WRC-FM, Washington; Carleton D. Smith, *vice president & general manager*.
WNBQ, WMAQ, WMAQ-FM, Chicago; Jules Herbeveaux, *vice president & general manager*.
WRCV-TV & WRCV, Philadelphia; Lloyd E. Yoder, *vice president & general manager*.
KRCA, Los Angeles; Thomas C. McCray, *vice president & general manager & sales manager*.
KNBC, KNBC-FM, San Francisco; George W. Fuerst, *general manager & sales manager*.

Facilities Operations

Charles H. Colledge, *vice president, facilities operations*.
Nicholas C. Gilles, *manager, business affairs*.
Sherman Hildreth, *director, station operations*.
Gerald M. Sellar, *director, radio network operations*.

Production

Anthony M. Hennig, *director, television production*.
Norman H. Grant, *associate director, television production*.

Technical Operations

George McElrath, *manager, technical operations.*
Reid R. Davis, *manager, television technical operations.*
William R. Ahern, *administrator, television technical operations.*
Paul J. Gallant, *mgr., technical operations—international stations.*
Arthur A. Garbade, *business manager, technical operations.*
Howard C. Gronberg, *supervisor, TV master control & transmission.*
Frederick G. Knopfke, *manager, sound effects.*
Thomas H. Phelan, *mgr., tech. operations—plant & maintenance.*
Albert W. Protzman, *supervisor, TV studio technical operations.*
John B. Rogers, *mgr., television studio—field technical operations.*
Fernando R. Rojas, *manager, TV technical scheduling.*
John Schaller, *supervisor, training.*
Courtney A. Snell, *supervisor, TV field technical operations.*
Charles L. Townsend, *manager of film-kine technical operations.*
Edwin Wilbur, *supervisor, network technical operations.*

Production Operations

Ernest W. Theiss, *manager, production operations.*
Stanley Parlan, *manager, broadcast film.*
Edward A. Whitney, *manager, broadcast operations.*

Plant Operations

James A. Glenn, *manager, plant operations.*
Humbert Rodomista, *supervisor, studio & theatre operations.*
Thomas Tart, *business manager, plant operations.*

Studio & Plant Planning

Sol Cornberg, *director, studio & plant planning.*

Design, Art & Scenic Production

Walter Giebelhaus, *manager, design, art & scenic production.*
Peter Bonardi, *supervisor, scenic shops.*
John L. Kelly, *manager, production services.*
Daniel H. Levitt, *business mgr., design, art & scenic production.*
Robert MacKichan, *manager, design & art.*
Cliff Stiegelbauer, *chief estimator.*

Integrated Services

William S. Hedges, *vice president, integrated services.*
Edwin L. Dunham, *manager, music library & services.*
Willard Frech, *chief accountant.*
Mildred Joy, *chief librarian.*
J. Robert Myers, *manager, traffic.*

Radio Network

Matthew J. Culligan, *vice president, radio network.*
Jerry A. Danzig, *vice president, radio network programs.*
William K. McDaniel, *vice president, radio network sales.*
Albert L. Capstaff, *director, "Monitor" & special programs.*
George Diefenderfer, *manager, central sales.*
David A. Engles, *manager, radio network sales, San Francisco.*
William F. Falrbanks, *manager, eastern sales.*
Howard Gardner, *director, radio network sales development.*
George A. Graham, *director, radio network sales service.*
Robert C. Hitchens, *manager, radio sales presentation.*
Frederic L. Horton, *director, radio network sales.*
Norman S. Livingston, *director, network programs.*
William A. Loudon, *manager, radio network sales, Los Angeles.*
Paul Mensing, *manager, radio network sales Detroit.*
Sackett Miles, *manager, radio sales service & traffic.*
Theodore Zaer, *manager, business affairs, radio network.*

CALIFORNIA NATIONAL PRODUCTIONS, INC.

633 Fifth Avenue, New York 22, N. Y.
(Wholly-owned subsidiary)

Board of Directors

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Thomas E. Ervin
Charles R. Denny, *chairman.*
H. Earl Rettig
Thomas W. Sarnoff
Robert Levitt

Officers

Robert D. Levitt, *president.*
George D. Matson, *vice president & treasurer.*
Alfred R. Stern, *vice president.*
Thomas E. Ervin, *secretary.*
Howard Monderer, *assistant secretary.*
Joseph L. Kublin, *assistant treasurer.*

Executive and Services

Robert D. Levitt, *vice president & general manager.*
Robert A. Anderson, *director, business & administration.*
Robert Cinader, *director, program planning & development.*
Norman Ginsburg, *manager, advertising & promotion.*
Frederick A. Jacobl, *manager, publicity.*
Harold W. Shepard, *director, business development.*
Franklin C. Ellis, *manager, business affairs.*

NBC Television Film

Daniel Curtis, *manager, eastern sales.*
H. Weller Keever, *director, sales.*
Edward Montanus, *manager, central sales.*
Clifford Ogden, *manager, western sales.*

Theatrical

Alfred R. Stern, *vice president, NBC theatrical division.*
Chandler Cowles, *general manager, NBC Opera Touring Company.*

Film Services

Arthur Bruckman, *mgr., film & kinescope operations, Hollywood.*
Frank Lepore, *mgr., film & kinescope operations and services.*
Theodore Markovic, *mgr., film exchange services.*

Film Production—Hollywood

William Fenton Coe, *manager, film production.*
Milton Trager, *business manager, film production.*

Network Rates and Data

Public Relations Division

Kenneth W. Bilby, *vice president for public relations.*

Continuity Acceptance

Stockton Helffrich, *director, continuity acceptance.*
Carl Watson, *manager, continuity acceptance.*

Advertising

Richard A. R. Pinkham, *vice president, advertising.*
Charles A. Henderson, *manager, field representatives.*
Alexander S. Rylander, *director, exploitation.*
Peter M. Tittle, *manager, guest relations.*

National Advertising and Promotion

John H. Porter, *director, national advertising & promotion.*
J. Donald Foley, *manager, national sales promotion.*
John Graham, *art director.*
Edwin Vane, *manager, national audience promotion.*

Press and Publicity

Sydney H. Elges, *vice president, press & publicity.*
William E. Anderson, *manager, business & trade publicity.*
Milton Brown, *manager, program publicity.*
Robert R. Brown, *manager, institutional publicity.*
Kathryn Cole, *manager, information.*
Sidney Desfor, *manager, photo unit.*
Mike Horton, *director, information.*
William Burke Miller, *night executive officer.*
Ellis Moore, *director, press department.*
Cornelius K. Sullivan, *public relations representative.*

Foreign Representatives

England—Edwin Newman, Robert Abernathy, National Broadcasting Co. Inc., 2 Mansfield Street, London W. 1.
France—Leif Eld, Paul Archinard, 52 Avenue des Champs Elysees, Room 533, Paris 8.
Hong Kong—James G. Robinson, 26 Island Road, Hong Kong.
Japan-Korea—George Thomas Folster, Nikkatsu Building, Number 1-1, Yura Kuchō Chiyodaku, Tokyo.
Germany—Frank Bourgholtzer, Press Center (American), APO 757, c o PM, New York, N. Y.
Italy—Robert A. Hecox, Secondo Piano AP, Piazza Grazioli 5, Rome.

Television Network Programs and Sales

Robert E. Kintner, *exec. v.p., TV network programs & sales.*
William V. Sargent, *director, administration, television network.*

Television Network Business Affairs

Carl M. Stanton, *v.p., TV network programs and sales, business affairs.*
John J. Heywood, *director, business affairs.*
Edward J. Stegeman, *associate director, business affairs.*
Joseph M. Milroy, *manager, program services.*
Francis X. O'Shea, *manager, business administration.*

Public Affairs

Davidson Taylor, *vice president, public affairs.*
Benjamin K. Park, *director, public affairs.*
Thomas S. Gallery, *manager of sports.*
Donald B. Hyatt, *production supervisor, special film unit.*
John W. Kiermaler, *director, administration.*
William McAndrew, *director of NBC news.*
James H. Nelson, *manager, programs, special film unit.*
Arch Robb, *manager of special events.*
Edward Stanley, *manager of public service programs.*
Leslie C. Vaughan, *business manager, public affairs.*
Barry Wood, *director of special events.*

Television Network Programs

Emanuel Sacks, *vice president, television network programs.*
Robert F. Lewine, *vice president, TV network program dept.*

National Program

Mort Werner, *vice president, national programs.*
Giraud Chester, *general program executive.*
John P. Cleary, *general program executive.*
Alvin Cooperman, *program supervisor.*
Samuel Fuller, *director, special projects.*
Richard B. Jackson, *manager, participating programs.*
Richard L. Linkroom, *executive producer, participating programs.*
Thomas O. Loeb, *manager, television network programs.*
Albert McCleary, *executive producer.*
George McGarrett, *general programming executive.*
John McPherrin, *general program executive.*
E. Roger Muir, *executive producer.*
LeRoy Passman, *manager of program administration.*
George M. Rogers Jr., *business manager, participating programs.*

Music

Samuel Chotzinoff, *general music director.*

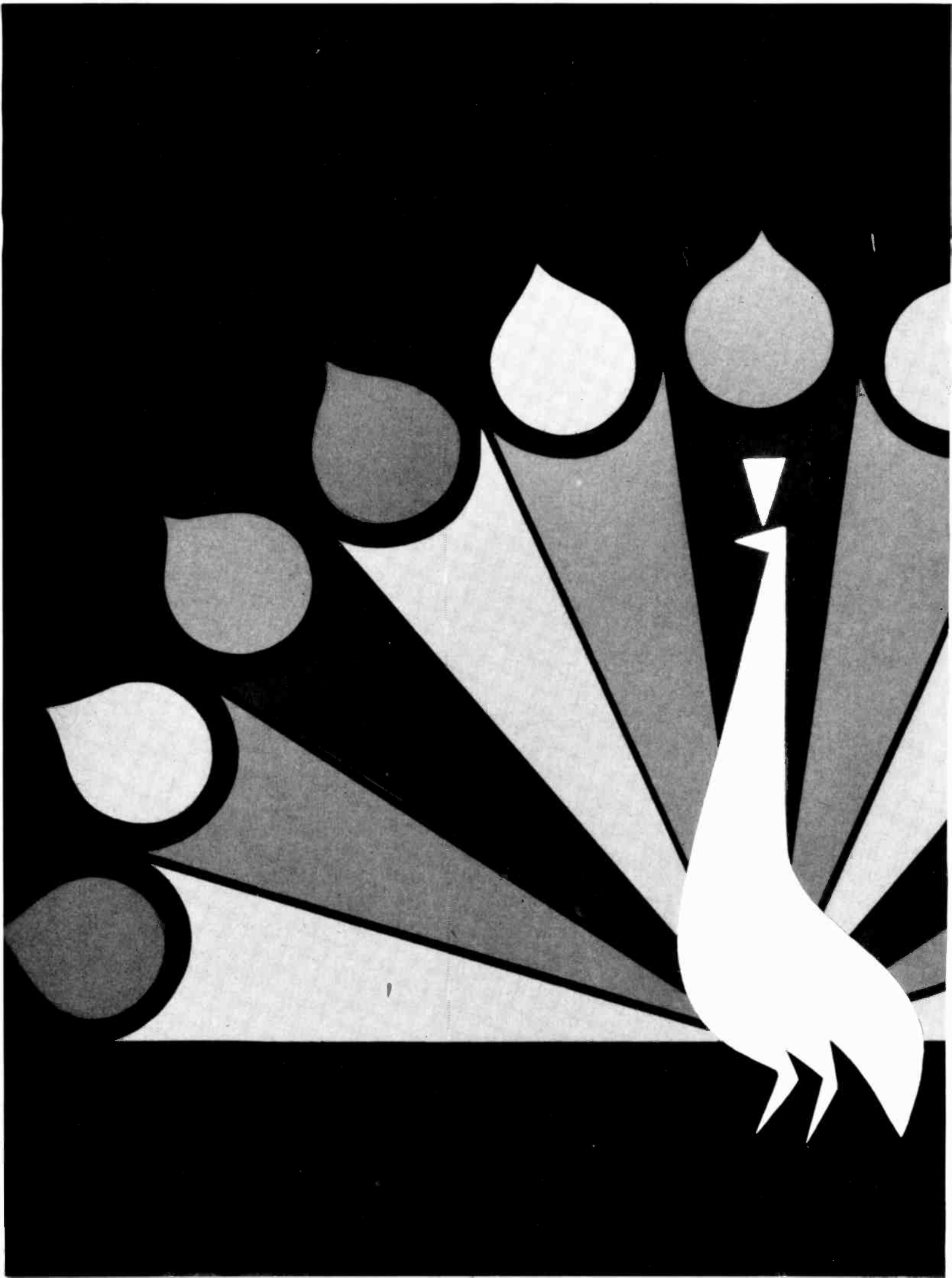
Program Development

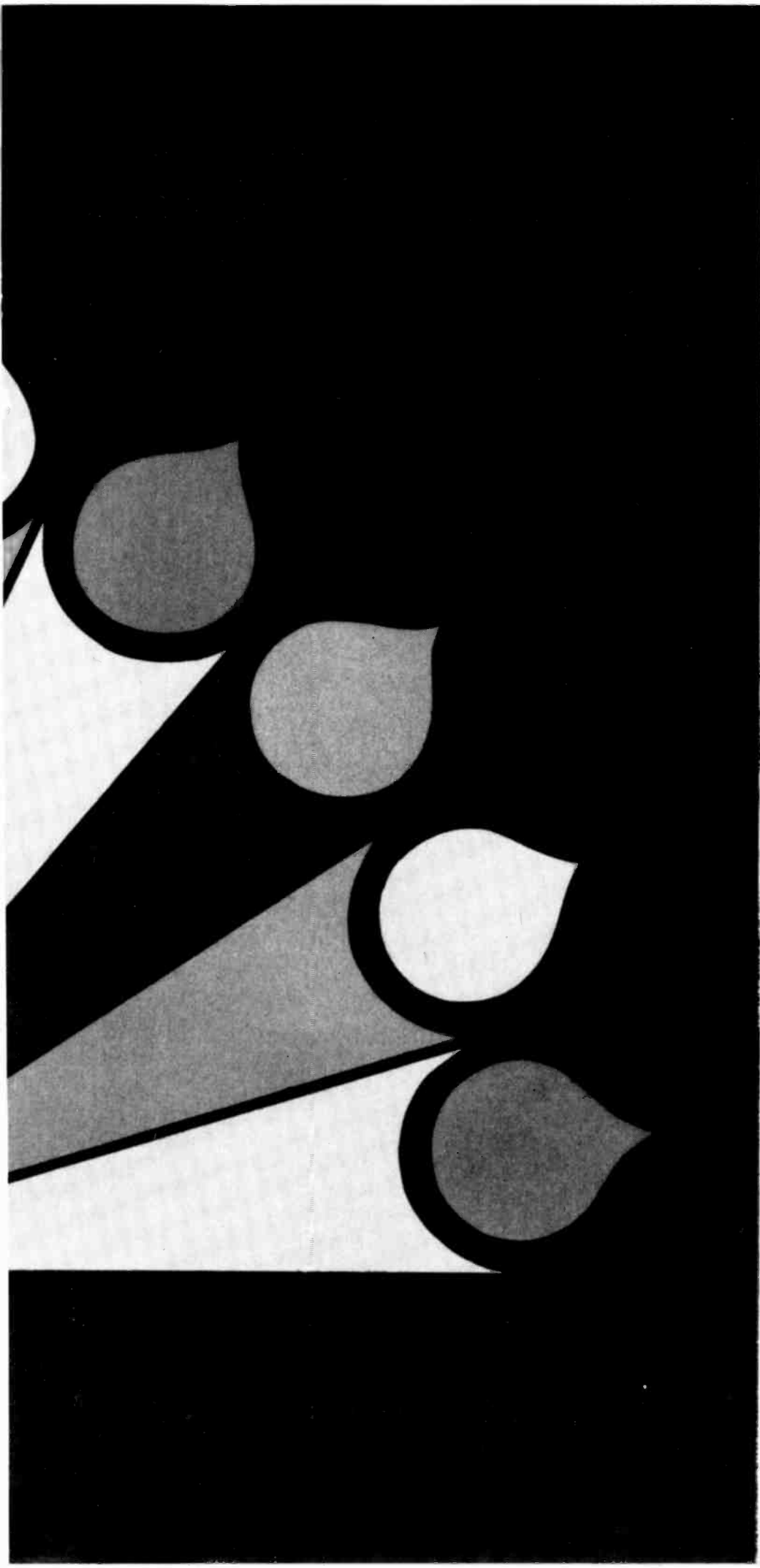
Leonard H. Hole, *director of program development.*
Tadeusz Danielewski, *manager, program development production.*
Ross Donaldson, *manager, writing services.*
Robert Garthwalte, *coordinator, program development.*

Program Planning

Nat Wolff, *director, program planning.*
David W. Tebet, *general program executive.*

(Continued on page 63)





more and more

advertisers

are selling in

COLOR


every night

of the

week on

NBC

television

a service of 

YOUR Q FOR COLOR



COLOR doubles the audience of TV programs among **COLOR**set owners, and more than doubles the impact of commercial messages, according to a new study conducted jointly by NBC and BBD&O.

This study is confirmation of what **COLOR** advertisers using WNBQ, Chicago, already know. The first all-**COLOR**TV station is now presenting more than 30 hours of local **COLOR**weekly, and is selling in **COLOR** for more than 40 local and national spot advertisers.

One example of WNBQ **COLOR**-selling is "Adults Only," 55 minutes of delightful variety for Chicago grown-ups at the five o'clock hour usually reserved for children. "Adults Only" features Joe Gallicchio and his orchestra, the songs of Nancy Wright and Michael Douglas, and the deft emceeing of popular d.j. Tom Mercein.

In compatible **COLOR** and black-and-white, "Adults Only" can sell for YOU at a cost-per-thousand-viewers as low as 99¢. Take a "Q" from us and get the details today!

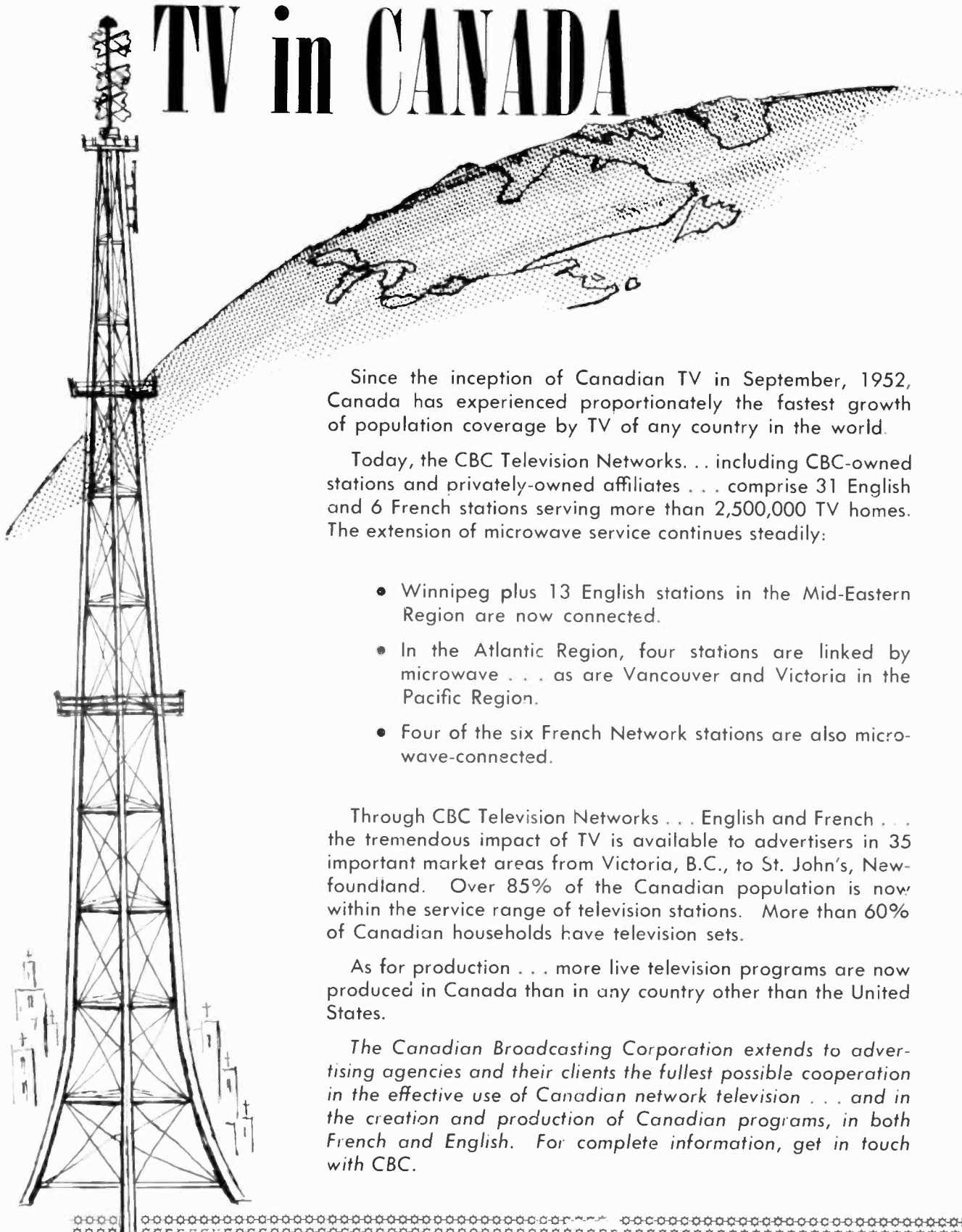
WNBQ

NBC Television leadership station in Chicago

SOLD BY

NBC SPOT SALES

TV in CANADA



Since the inception of Canadian TV in September, 1952, Canada has experienced proportionately the fastest growth of population coverage by TV of any country in the world.

Today, the CBC Television Networks . . . including CBC-owned stations and privately-owned affiliates . . . comprise 31 English and 6 French stations serving more than 2,500,000 TV homes. The extension of microwave service continues steadily:

- Winnipeg plus 13 English stations in the Mid-Eastern Region are now connected.
- In the Atlantic Region, four stations are linked by microwave . . . as are Vancouver and Victoria in the Pacific Region.
- Four of the six French Network stations are also microwave-connected.

Through CBC Television Networks . . . English and French . . . the tremendous impact of TV is available to advertisers in 35 important market areas from Victoria, B.C., to St. John's, Newfoundland. Over 85% of the Canadian population is now within the service range of television stations. More than 60% of Canadian households have television sets.

As for production . . . more live television programs are now produced in Canada than in any country other than the United States.

The Canadian Broadcasting Corporation extends to advertising agencies and their clients the fullest possible cooperation in the effective use of Canadian network television . . . and in the creation and production of Canadian programs, in both French and English. For complete information, get in touch with CBC.

CANADIAN BROADCASTING CORPORATION

Commercial Division

354 Jarvis Street, Toronto 5, Ont.

1425 Dorchester Street, Montreal 25, P.Q.

MANAGEMENT - ENGINEERS - THE ANSWER TO 1-

140 Studio ZOOMARS used by stations
 35 *Universal* ZOOMARS used by network -

SPEED: F:3/9 • ZOOM RANGE: 2½ TO 16 INCHES
 WEIGHT: TEN POUNDS • LENGTH: FOURTEEN INCHES
 THIS LENS DOES NOT TIE UP A CAMERA.
 CONVERTS TO ALL AMERICAN ORTHICON CAMERAS
 COLOR BALANCED & CORRECTED, MONOCHROME, COLOR
 MOUNTED OR REMOVED IN LESS THAN A MINUTE

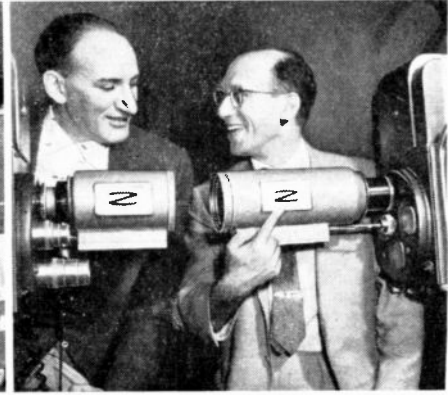
Superior... because they are faster, lighter, and more flexible—used everywhere on most important local and network television productions and commercials



Mel Allen, famous sports announcer, covers the World Series with Universal Zoomar.



Harvey J. Aderhold, Chief Engineer, W'LV-A, Atlanta, Georgia, the first station to take delivery on a UNIVERSAL ZOOMAR.



Lionel Wittenberg and Dr. Frank G. Back, inventor of the STUDIO ZOOMAR and UNIVERSAL ZOOMAR LENSES, at Station WISN-TV, Milwaukee.

USERS of UNIVERSAL ZOOMAR

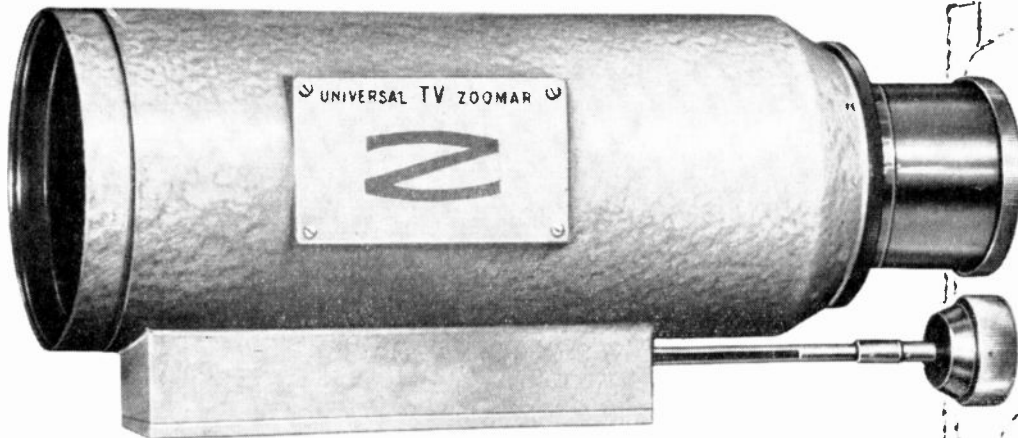
WLW-T, Cincinnati, Ohio..... Howard Lepple
 WISN-TV, Milwaukee, Wisc..... Lionel Wittenberg
 WITN, Washington, N. C..... Hal Wilson
 NBC New York
 WLW-A, Atlanta, Ga..... Harvey Aderhold
 WCPO-TV, Cincinnati, Ohio..... Paul Adams
 WWLP, Springfield, Mass..... Donald Shaw
 NBC New York

KUTV, Salt Lake City, Utah..... Herbert Holtshouser
 NBC, New York..... Dick Aimone
 Board of Education, Hato Rey, P. R..... Don Rafael Delgado Marquez
 NBC, New York..... James Glenn
 Radio Belgrano, Buenos Aires, Argentina..... Max Koelble
 WPIX, New York..... Otis Freeman
 KSTP, St. Paul, Minn..... William Sadler
 WTMJ, Milwaukee, Wisc..... Phil Loeser
 WHO, Des Moines, Iowa..... Reed Snyder

WHCT, Hartford, Conn..... Rogers Hol
 CBS New York
 WCKT, Miami, Fla..... M. C. Scott, Jr
 WRAL..... Raleigh, N. C
 NBC New York
 WBBM, Chicago, Ill..... CBS
 NBC New York
 WSLS, Roanoke, Va..... George Chernaui

CAMERA OPERATION, IMPROVES PICTURE, REDUCES COSTS!

everywhere for monochrome and color independent stations—studio and remote



THE NEW *Universal* ZOOMAR

We are now accepting orders for UNIVERSAL ZOOMARS and can make delivery soon. The UNIVERSAL ZOOMAR is similar in appearance to the STUDIO ZOOMAR. This lens is a great contribution to the color camera. Imagine a ZOOMAR LENS with a speed of F:3/9 and zoom range of 2½ to 16 inches!

You have seen its studio use on leading network participation shows where they pan and zoom from stage to audience. It has speed and range for any show where only one camera is used, such as church services, boxing, wrestling, bullfights, bowling, etc.

HARVEY J. ADERHOLD, CHIEF ENGINEER, WLW-A, ATLANTA, writes:

As for night baseball, it's just wonderful. We are able to carry over two-thirds of the action on the camera that is equipped with the UNIVERSAL ZOOMAR LENS. It is easy to handle and gets wonderful pictures under various lighting conditions.

LIONEL WITTENBERG, CHIEF ENGINEER OF WISN-TV, MILWAUKEE, writes:

We have used it for both night and day baseball games with good success. It is the first lens of its type that has been satisfactory for night games in the Braves ball park. We have used the lens for wrestling and bowling remotes where we were working with extremely low light levels. Up to the present we have been able to produce good pictures with our ZOOMAR LENS in any installation where they were obtainable with standard lenses."

HAL WILSON, DIRECTOR OF OPERATIONS, WITN, WASHINGTON, NORTH CAROLINA:

We find its effectiveness equal for both indoor and outdoor work. Personally, I sometimes wonder how we got along without it in the past."

HOWARD LEPPLE, CHIEF ENGINEER, WLW-T, CINCINNATI,

It's the finest lens we have."

STUDIO ZOOMAR



More than 140 STUDIO ZOOMARS are now used by television stations in the United States, all Italian Government television stations, all Canadian Broadcasting Company stations, all stations in Japan, also stations in the Philippines, Mexico, Cuba, Venezuela, and Puerto Rico.

STUDIO ZOOMAR zooms from 2½ to 7 inches.

Speed of F:2/8.

Twelve inches long.

Weight six pounds.

Color balanced and corrected.

Suitable for both monochrome and color.

Can be removed from camera to camera in less than a minute.

No camera need be tied up with the STUDIO ZOOMAR LENS.

THIS IS THE ACCEPTED LENS FOR COLOR.

Stations with color everywhere acclaim the STUDIO ZOOMAR because of its light weight, speed, and flexibility. Stations with the STUDIO ZOOMAR say it pays for itself many times over each year.



RCA, GE, or Du Mont sell Zoomars
For demonstration and further information contact
JACK A. PEGLER, President

TELEVISION ZOOMAR CORPORATION

500 Fifth Avenue, New York 36, New York • BR 9-5835

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- ADVERTISING CHECKING BUREAU Inc.**, 79 Madison Ave., New York 16, N. Y. Murray Hill 5-7302. W. B. Katzenberger, president; Earl Swanson, v.p. (Chicago); Bertram Isaacs, v.p. (N.Y.).
- ADVERTISING RESEARCH BUREAU Inc. (ARBI)**, Central Bldg., Seattle 4, Wash. Eliot 4489. Joseph B. Ward, president.
- ADVERTISING RESEARCH FOUNDATION**, 3 E. 54th St., New York City. Plaza 1-5656. William A. Hart, pres.; W. H. Wulfeck, board chairman; Edward F. Herrick, secy.; E. P. Seymour, treas.; A. W. Lehman, managing dir.; D. B. Lucas, technical dir.
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- AUDIENCE RESEARCH Inc.**, 53 Bank St., Princeton, N. J. Telephone: 1-0335. Dr. George Gallup, president; Paul K. Perry, v.p.; Arthur L. Keiser, v.p.
- BENSON & BENSON Inc.**, Princeton, N.J. Telephone: 1-3540. Lawrence E. Benson, president; Gerald A. Bramwell, v.p.; Irving Van Zandt Jr., v.p.
- BUREAU OF BROADCAST MEASUREMENT**, 96 Eglinton Ave. E., Toronto 12, Canada. Mayfair 9464. Charles R. Vint, president; Horace N. Stovin, v.p.; Charles J. Follett, secy.-treas.; Clyde H. McDonald, research & development dir.
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- ROBERT S. CONLAN ASSOCIATES Inc.**, 1715 Wyandotte, Kansas City, Mo. Victor 2-3038.
- CORE RESEARCH**, 30 Bloor St. W., Toronto, Canada. Walnut 1-4163. Albert Shea, director.
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- ELLIOTT-HAYNES Ltd.**, 515 Broadview Ave., Toronto 6, Ont., Canada. Gerrard 1144. Walter E. Elliott, president; J. Myles Leckie, v.p.; Ernest R. Comte, secy.-treas.
- FACT FINDERS ASSOCIATES Inc.**, 400 Madison Ave., New York 17, N. Y. Plaza 9-3710. Frank R. Coutant, chairman; Charles B. Emde, pres.; William Larzelere, exec. v.p.; M. Cooke, secy.
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- HOWARD S. FRAZIER**, Television and Radio Management Consultants, Trans-Lux Bldg., Washington 5, D. C. National 8-2173. Howard W. Gross, associate.
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- MARKET RESEARCH CORP. OF AMERICA**, 122 East 42nd St., New York 17, N.Y. OXford 7-3540; 425 N. Michigan Ave., Chicago, Ill. MOhawk 4-4600; 2 Pine St., San Francisco, Cal. SUTter 1-2289. Sam G. Barton, president; John E. Rhodes, operations exec. v.p.; Kenneth H. Baker, v.p. media studies; Curtis C. Rogers, Eastern div. exec. v.p.; Arden B. Crawford, Central div. exec. v.p.; Larkin Osborn, secy.-treas.-controller; Palmer Waterbury, research v.p.; Donald Connell, v.p.-San Francisco mgr.
- MARKETSCOPE RESEARCH Co.**, 156 Washington St., Newark 2, N. J. Mitchell 2-1753. Robert E. Spinner, pres.; Gerald Levitt, statistician; Rosemary Pelkey, field dir.
- MOFFETT RESEARCH Co.**, 6253 Hollywood Blvd., Los Angeles 28, Cal. Hollywood 3-5633. Jessie Locke Moffett, pres.; Samuel Kneale Bell, v.p.; Keith Ainsley, treas.; Cecile Bernard, secy.
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- OFFICE OF RADIO & TELEVISION RESEARCH Inc.**, 3470 Broadway, New York 31, N. Y. Audubon 6-7455. Dr. John G. Peatman, director; Victoria M. McGee, asst. director.
- O'CONNOR RADIO & TV AUDIENCE SURVEYS**, Veterans Bldg., Knoxville, Tenn. Telephone: 5-2272. Bernice M. O'Connor, director.
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- ELMO ROPER & ASSOCIATES**, 30 Rockefeller Plaza, New York City. PLaza 7-4900. Elmo Roper, Burnis W. Roper, Carolyn Crusius, partners; Joel Brooke and Gerhart D. Wiebe, research executives.
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- TELEVISION MEASUREMENT BUREAU**, 570 Fifth Ave., New York 36, N. Y. Plaza 7-1865. A. Edwin Fein, managing director.
- TRENDEX Inc.**, 535 Fifth Ave., New York 17, N.Y. MURray Hill 2-1182. E. G. Hynes Jr., pres.; R. B. Rogers, exec. v.p.; Mary Smith, v.p.
- VIDEODEX Inc.**, 342 Madison Ave., New York 17, N.Y. MURray Hill 7-8837. Allan V. Jay.

Don't limit your performer to one camera, Give him the freedom of synchronized prompting with . . .

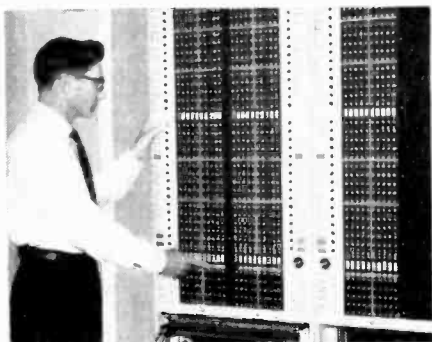


TELEPROMPTER[®]
SERVICE

SEE PAGE 35



Latest Bell System control units speed accurate network switching



New Bell System control unit permits network switches to be set up and double-checked in advance.

Network switches can be set up *in advance* and double-checked, thanks to new Bell System control units.

Ten or 15 minutes before actual switching time, buttons representing incoming and outgoing circuits are punched on the control panel. Then, at the appointed split second, one master button is pushed and all switches are performed at once.

The first new operating center utilizing the control unit began oper-

ation in Chicago during the summer of 1956, followed by similar installations in Los Angeles and New York. In the near future, operating centers will be added in Des Moines, Dallas and Washington, D. C.

This development, which makes switching faster and more accurate, is another example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.



BELL TELEPHONE SYSTEM

Providing intercity channels for network radio and television throughout the nation

TELEVISION STATION DIRECTORY

Rate Digests, Personnel, Facilities and Other Data as of February, 1957

Covering All Commercial Stations in Operation in the United States, Territories and Canada

Plus CP Holders Reported Due to Begin Operation by Spring of 1957

For UHF Translators Operating and CPs Outstanding, see p. 274.

EXPLANATORY NOTES

Digests of Rates cover basic one-time charges only. Most one-minute-or-less rates here quoted apply to films or slides only. Most rates are subject to frequency discounts, separate or additional rehearsal charges, talent & production charges, etc. For further details, including film and remote rate schedules, and for contract conditions, specifications, etc., consult complete station rate cards, available from stations on request.

TV NETWORK SERVICE REFERS TO INTERCONNECTIONS AND/OR KINESCOPE OR FILM AFFILIATIONS

All rates, personnel and other data supplied by stations

Powers are Effective Radiated Powers (ERP).

STA means Special Temporary Authority pending license.

ALABAMA

WAIQ Andalusia

(Ch. 2)

Non-Commercial Educational Station

Grantee (STA): Alabama Educational Television Commission, Protective Life Bldg., Birmingham.

Studios: U. of Alabama, Tuscaloosa; Alabama Polytechnic Institute, Auburn; Birmingham Area ETV, Birmingham.

Transmitter: Mervillis Mill Rd., Dozier, Ala.

Telephone: 54-2741, Birmingham.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 695-ft. above av. terrain, 566-ft. above ground, 1052-ft. above sea level, lat. 31° 33' 16", long. 86° 23' 32".

Ownership: State of Alabama. Commission members: Vincent Kilborn, Mrs. Lennard Thomas, Maynard Layman, Mrs. T. S. Acker, Rex Sikes. Commission also operates WBIQ, Birmingham, and WTIQ, Munford.

Began Operation: Aug. 8, 1956.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Raymond Hurlbert, *general manager*.
Elsbeth Corley, *program & public information coordinator*.
Al Renfro, *chief engineer*.

WABT Birmingham

(Ch. 13)

Licensee: Alabama Bestg. System, Inc., Box 2553, Birmingham 2, Ala.

Studio and Transmitter: Atop Red Mt.

Telephone: 4-3506. TWX No.: BH 96.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum and 302-kw horizontal visual, 158-kw maximum and 151-kw horizontal aural. Antenna: 840-ft. above av. terrain, 505-ft. above ground, 1525-ft. above sea level using .5° electrical beam tilt, lat. 33° 29' 27", long. 86° 47' 48".

Network Service: NBC, ABC.

AM Affiliate: WAPI, 10-kw (D), (5-kw night) 1070 kc (NBC). FM Affiliate: WAFM, 72-kw, 99.5 mc (No. 258), 780-ft. antenna height.

Ownership: Samuel I. Newhouse interests. See WSYR-TV, Syracuse, N.Y. for details.

Began Operation: July 1, 1949. Sold to the Birmingham News Co. July 1953 (see *Television Digest*, Vol. 9:15, 24). Transfer of stations to Samuel I. Newhouse interests approved by FCC Jan. 25, 1956 (*Television Digest*, Vol. 11:48 & 12:4).

Represented (sales) by Blair-TV.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Gautney & Jones.

Personnel:

Henry P. Johnston, *president & managing director*.
Charles F. Grisham, *v.p. television sales*.
Tom M. Percer, *local sales manager*.
Ray A. Furr, *v.p. programming & program development*.
J. V. Sanderson, *chief engineer*.
J. B. Chenoweth, *promotion director*.
Nod Nelson, *film director*.
Johnny Johnson, *production manager*.

DIGEST OF RATE 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	\$125.00
Class A—6:30-7 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	90.00
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	49.00
Class C—Noon-5 p.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	33.00
Class D—Sign-on-noon, daily.						
250.00	150.00	100.00	88.00	63.00	50.00	25.00

Subject to frequency discounts.

WBRC-TV Birmingham

(Ch. 6)

Licensee: Storer Broadcasting Co., Birmingham 9, Ala.

Studio and Transmitter: Atop Red Mt.

Telephone: 4-4701. TWX No.: BH 260.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 880-ft. above av. terrain, 546-ft. above ground, 1580-ft. above sea level, lat. 33° 29' 20", long. 86° 47' 59".

Network Service: CBS.

AM Affiliate: WBRC, 5-kw, 960 kc (CBS).

Ownership: Storer Bestg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Major Regional Networks and Group-Owned Stations.

Began Operation: July 1, 1949. Sold to Storer Bestg. Co. Inc. May, 1953 (see *Television Digest*, Vol. 9:13, 21).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president*.
J. Robert Kerns, *v.p. & managing director*.
Peter Storer, *N.Y. sales manager*.
Olliver V. Naylor, *sales manager*.
Richard Stephen, *local sales manager*.
Robert L. DuPriest, *chief engineer*.
M. D. Smith, *program director*.
Ralph C. Runyan, *sales promotion manager*.
Lola Montez, *community projects director*.
Leo Willette, *news director*.

(Continued on next page)

Alabama

BIRMINGHAM: WBRC-TV—(Continued)

DIGEST OF RATE CARD NO. 9 (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.						
\$850.00	\$510.00	\$340.00	\$300.00	\$270.00	\$250.00	\$125.00
Class A—6:30-7 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	90.00
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	60.00
Class C—9 a.m.-5:30 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sun.; 10:30-11:15 p.m., daily.						
325.00	195.00	130.00	115.00	98.00	70.00	35.00
Class D—Sign-on-9 a.m., Sun.-Fri.; sign-on-1 p.m., Sat.; 11:15 p.m.-sign-off, daily.						
250.00	150.00	100.00	90.00	75.00	50.00	25.00

Also has Class E rate (applying only to CBS Morning Show and Captain Kangaroo), at 50% of Class D rates.

* May not be combined with other announcements for frequency discounts.

Subject to frequency discounts.

WBIQ Birmingham

(Ch. 10)

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, Protective Life Bldg.

Studios: U. of Alabama, Tuscaloosa; Alabama Polytechnic Institute, Auburn; Birmingham Area ETV, Birmingham.

Transmitter: Red Mt.

Telephone: 54-2741.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 30.8-kw visual, 18.5-kw aural. Antenna: 530-ft. above av. terrain, 187-ft. above ground, 1187-ft. above sea level, lat. 33° 29' 20", long. 86° 47' 59".

Ownership: State of Alabama. Commission members: Vincent Kilborn, Mrs. Lennard Thomas, Mrs. T. S. Acker, Rex Sikes, Maynard Layman. Commission also operates WTIQ, Munford, and WAIQ, Andalusia, both Ala.

Began Operation: April 28, 1955.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Raymond Hurlbert, *general manager*.
Elspeth Corley, *program & public information coordinator*.
Al Renfro, *chief engineer*.

WMSL-TV Decatur

(Ch. 23)

Grantee (STA): Tennessee Valley Radio & TV Corp., Mutual Savings Life Bldg.

Studio and Transmitter: Mutual Savings Life Bldg.

Telephone: 802.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 15.8-kw visual, 8.52-kw aural. Antenna: 350-ft. above av. terrain, 383-ft. above ground, 973-ft. above sea level, lat. 34° 36' 44.5", long. 86° 59' 08". Requests change to show directional powers.

Network Service: NBC, CBS.

AM Affiliate: WMSL, 25-kw, 1400 kc (MBS).

Ownership: Frank Whisenant, pres., 64.5%; William B. McAfee, v.p., 2.5%; Alice A. Whisenant, treas., 5%; Noble J. Russell, secy., .5%; following directors: James E. King, 5%; Reduc C. Collier, 1.25%; Roy Fite Jr., 1.25%; Ned Frazier, 1.25%; John R. Hutson, .5%; Clyde Hendrix, .7%; Louis Blizzard, .5%; 9 others, none owning over 2.5%.

Began Operation: July 4, 1954.

Represented (sales) by Joseph Hershey McGillvra Inc.; Dora-Clayton Agency Inc. (South).

Represented (legal) by Harry J. Daly.

Represented (engineering) by John H. Mullaney.

Personnel:

Frank Whisenant, *president*.
Louis C. Blizzard, *manager*.
Alice A. Whisenant, *program director*.
Alvin Millwood, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(May 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	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	\$20.00
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	17.00
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	13.00

Subject to frequency discounts.

WTVY Dothan

(Ch. 9)

Grantee (STA): WTVY, Inc., Box 1242.

Studio & Transmitter: Cottonwood Rd.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 550-ft. above av. terrain, 457-ft. above ground, 835-ft. above sea level, lat. 31° 10' 50", long. 85° 22' 13".

Network Service: CBS, ABC.

Ownership: Charles Woods, pres., 15.66%; J. T. Throver, v.p., 9.64%; Dr. Paul Flowers, treas., 12.05%; Alto V. Lee III, secy., .6%; Huey D. McInish, asst. secy., .6%; F. E. Busby, exec. v.p., 9.04%; 24 other stockholders, each owns less than 3.33%.

Began Operation: Feb. 12, 1955.

Represented (sales) by Young Television Corp.; Clarke Brown Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

F. E. Busby, *executive v.p.*
Art Creamer, *sales manager*.
Daryl Griffin, *program director & production manager*.
Ellis Anderson, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(June 1, 1955)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 1-10:30 p.m., Sat. & Sun.							
\$150.00	\$90.00	\$75.00	\$60.00	\$45.00	\$37.50	\$30.00	\$15.00
Class B—5-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily.							
120.00	72.00	60.00	48.00	36.00	30.00	24.00	12.00
Class C—Sign on-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.							
90.00	54.00	45.00	36.00	27.00	22.50	18.00	9.00

Subject to frequency discounts.

WALA-TV Mobile

(Ch. 10)

Licensee: Pape Television Co. Inc., 210 Government St.

Studio: 210 Government St. Transmitter: 9-mi. East of Mobile.

Telephone: Hemlock 3-3756. TWX No.: MO 185.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 620-ft. above av. terrain, 573-ft. above ground, 732-ft. above sea level, lat. 30° 39' 33", long. 87° 53' 22".

Network Service: ABC, NBC.

AM Affiliate: WALA, 5-kw, 1410 kc (NBC).

Ownership: W. O. Pape, pres., 99.6%; W. B. Pape, exec. v.p. & gen. mgr., .2%; W. F. Joseph, treas., .2%.

Began Operation: Jan. 14, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by L. J. N. du Treil.

Personnel:

W. O. Pape, *president*.
W. B. Pape, *exec. v.p. & general manager*.
Jim McNamara, *national sales manager*.
Al Holman, *program director*.
C. C. Badger, *publicity director*.
A. R. Bell, *chief engineer*.

DIGEST OF RATE CARD NO. 5—(Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class AA—7-9:30 p.m., Mon.-Sat.; 6-9:30 p.m., Sun.					
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00
Class A—6:30-7 p.m., Mon.-Sat.; 9:30-10:30 p.m., daily.					
400.00	240.00	160.00	140.00	100.00	80.00
Class B—5-6:30 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.					
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

Subject to frequency discounts.

WCOV-TV Montgomery

(Ch. 20)

Licensee: Capitol Broadcasting Co., Box 2505.

Studio and Transmitter: Adrian Lane.

Telephone: 5-3561. TWX No.: MG 98.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 440-ft. above av. terrain, 460-ft. above ground, 680-ft. above sea level, lat. 32° 20' 27.5", long. 86° 17' 50".

AM Affiliate: WCOV, 10-kw (1-kw night), 1170 kc (CBS).

Network Service: CBS.

Ownership: Oscar P. Covington, pres., 20.13%; Clara R. Covington, v. p., 13.89%; Hugh M. Smith, secy.-treas., 9.02%; Margaret Covington Milwee, director, 6.94%; Ethel Covington, director, 13.89%; Peggy Milwee Carlton, director, 13.89%; Earl B. Covington, 13.89%; W. I. Milwee, 6.94%. All stockholders have same proportionate interest in WGWC, Selma.

Began Operation: April 17, 1953.

Represented (sales) by Young Television Corp.; James S. Ayers Co. (Southeast).

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by W. J. Holey, Atlanta, Ga.

Personnel:

O. P. Covington, *president*.
Hugh M. Smith, *general manager*.
Morris South, *local sales manager*.
Henry Amerson, *operations manager*.
Caldwell Stewart, *program director*.
W. D. Weatherly, *chief engineer*.
Robert House, *film editor*.
Bob Underwood, *news editor*.
Martha Hall, *women's director*.

DIGEST OF RATE CARD NO. 3—(Jan. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7-10 p.m., daily.					
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00
Class B—2-6:30 p.m., Sat. & Sun.; 6-6:30 p.m., Mon.-Fri.; 10-10:30 p.m. daily.					
150.00	90.00	60.00	50.00	40.00	30.00
Class C.—10:30 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-2 p.m., Sat. & Sun.; 10 p.m.-midnight, daily.					
100.00	60.00	40.00	35.00	25.00	20.00
Class D—Sign-on-10 a.m., Mon.-Fri.					
75.00	45.00	30.00	22.00	15.00

Subject to frequency discounts.

Alabama

WKRK-TV

Mobile

(Ch. 5)

Licensee: WKRK-TV Inc., Box 1184.

Studio: 162 St. Louis St. Transmitter: Cottage Hill Rd., .58 mi. W of Azalea Rd.

Telephone: Hemlock 2-6789. TWX No.: MO 97.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 534-ft. above av. terrain, 459-ft. above ground, 644-ft. above sea level, lat. 30° 39' 12", long. 88° 08' 59". Holds CP for 940-ft. above av. terrain, 859-ft. above ground, 1046-ft. above sea level, lat 30° 40' 24.4", long. 87° 53' 54.4".

Network Service: CBS.

AM Affiliate: WKRK, 1-kw (500-watts night), 710 kc (CBS). FM Affiliate: 3-kw, 99.9 mc (No. 260), 310-ft. antenna height.

Ownership: Kenneth R. Giddens, pres., 20%; Joseph H. Little, v.p., 6.66%; Andrew C. Smith, treas.; Shirley R. Konrad, 10%; T. J. Rester Jr., 10%; Spring Hill College, 6.66%; Alfred F. Delchamps, 4.44%; Louie Brannan, 6.66%; O. H. May, 4.44%; Wm. H. Arm-brecht Jr., secy., 4%; T. K. Jackson Jr., 8.88%; 9 others, none owns more than 3.33%. Andrew Smith is pres. of Spring Hill College.

Began Operation: Aug. 29, 1955.

Represented (sales) by Avery Knodel Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

C. P. Persons Jr., *v.p. and general manager*.
George Layne, *production manager*.
James Evans, *chief engineer*.

DIGEST OF RATE 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	\$45.00
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	40.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.						
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.; 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	56.00	40.00	35.00	20.00



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Alabama - Arizona

WSFA-TV Montgomery (Ch. 12)

Licensee: WKY Television System Inc., Box 2566.
Studio: Delano & Perry Sts. Transmitter: Mt. Carmel, 21 mi. S of city.

Telephone: Amherst 5-1251.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1040-ft. above av. terrain, 823-ft. above ground, 1483-ft. above sea level, lat 32° 01' 15", long. 86° 20' 56".

Network Service: NBC.

AM Affiliate: WSFA, 5-kw (1-kw, night), 1440 kc (NBC).

Ownership: See WKY-TV, Oklahoma City.

Began Operation: Dec. 25, 1954. Sale to present owner by Judge David E. Dunn-H. S. Durden-R. F. Hudson group—latter publisher of *Montgomery Advertiser and Journal*—approved by FCC Feb. 16, 1955 (*Television Digest*, Vol. 10:38 & 11:8).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Eugene B. Dodson, *general manager*.
Robert L. Tuttle, *national sales & promotion manager*.
Gene R. Jacobsen, *production manager & film buyer*.
Crawford Rice, *news director*.
Robert M. Hayward, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$144.00	\$112.50	\$100.00	\$50.00
Class B—6-7 p.m., Mon.-Fri.; 5-7 p.m., Sat. & Sun.; 10-10:30 p.m., daily.						
300.00	180.00	120.00	96.00	75.00	60.00	30.00
Class C—10 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-5 p.m., Sat. & Sun.; 10:30 p.m.-sign-off, daily.						
250.00	150.00	100.00	80.00	62.50	50.00	25.00
Class D—Sign-on-10 a.m., daily.						
125.00	75.00	50.00	40.00	32.00	25.00	12.50

Subject to frequency discounts.

WTIQ Munford (Ch. 7)

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission Protective Life Bldg., Birmingham.

Studios: U. of Alabama studios, Tuscaloosa; Alabama Polytechnic Institute studios, Auburn; Birmingham Area ETV, Birmingham.

Transmitter: Mt. Cheaha, near Munford.

Telephone: 54-2741, Birmingham.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 2000-ft. above av. terrain, 574-ft. above ground, 2981-ft. above sea level, lat. 33° 29' 06", long. 85° 48' 32".

Began Operation: Jan. 7, 1955.

Ownership: State of Alabama. Commission members: Vincent Kilborn, Mrs. Lennard Thomas, Maynard Layman, Mrs. T. S. Acker, Rex Sikes. Commission also operates WBIQ, Birmingham, and WAIQ, Andalusia.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Raymond Hurlbert, *general manager*.
Elspeth Corley, *program & public information coordinator*.
Al Renfro, *chief engineer*.

The electronic page turner for
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TELEPROMPTER SERVICE



See Page 35

ARIZONA

KOOL-TV Phoenix (Ch. 10)

Licensee: KOOL Radio-Television Inc., 511 W. Adams St.

Studio: 511 W. Adams St. Transmitter: Mt. Suapooa.

Telephone: Alpine 3-3121. TWX No.: PX 171.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw max. and 302-kw horizontal visual, 158-kw max. and 151-kw horizontal aural. Antenna: 1700-ft. above av. terrain, 264-ft. above ground, 2905-ft. above sea level, lat. 33° 20' 02", long. 112° 03' 42".

Network Service: CBS.

AM Affiliate: KOOL, 5-kw, 960 kc (CBS).

Ownership: Gene Autry, chairman, 55.38%; Thomas Chauncey, pres., 19.19%; Frank Beer, v.p., 4.96%; Tom & Ann Kerney, 19.47%; Mr. Autry also owns 51% of KMPC, Los Angeles, 48%; of KOPO-TV, Tucson, and 50% of KSFO, San Francisco. Mr. Chauncey owns 20% of KOPO-TV. Messrs. Autry and Kerney each own 12.5% of *Phoenix Republic and Gazette*.

Began Operation: Oct. 19, 1953 as share-time outlet with KOY-TV; on May 5, 1954 bought and merged KOY-TV (*Television Digest*, Vol. 10:12, 19).

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Maurice R. Barnes.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Gene Autry, *chairman*.
Thomas Chauncey, *president & general manager*.
Kenneth Morton, *station manager*.
Homer Lane, *asst. general manager*.
Robert W. Miller, *sales manager*.
Jack Murphy, *program director*.
Edward Zumach, *news director*.
Jack Ware, *farm director*.
Milford Richey, *chief engineer*.

DIGEST OF RATE CARD NO. 5 (Jan. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min.	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	\$50.00
Class A—5:59-6:59 p.m., Mon.-Fri.; 2:59-5:59 p.m., Sat.; 2:59-4:59 p.m., Sun.; 10-10:59 p.m., daily.					
450.00	270.00	180.00	135.00	96.00	48.00
Class B—All other times.					
300.00	180.00	120.00	90.00	57.60	28.80

KPHO-TV Phoenix (Ch. 5)

Licensee: Meredith Engineering Co., 631 N. First Ave.

Studio: 631 N. First Ave. Transmitter: Westward Ho Hotel.

Telephone: Alpine 8-4511. TWX No.: PX 70.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 17.5-kw visual, 8.7-kw aural. Antenna: 400-ft. above av. terrain, 497-ft. above ground, 1585-ft. above sea level, lat. 33° 27' 12", long. 112° 04' 30".

AM Affiliate: KPHO, 5-kw, 910 kc (ABC).

Ownership: Meredith Engineering Co., 100% owned by Meredith Publishing Co., Des Moines, Ia., publisher of *Better Homes & Gardens* and *Successful Farming*. Officers of Meredith Engineering Co.: E. T. Meredith Jr., pres.; F. O. Bohlen, v. p.; Payson Hall, v.p. of TV-radio. Same interests own WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV & KCMO, Kansas City, Mo.; WOW-TV & WOW, Omaha, Neb.

Began Operation: Dec. 4, 1949; sold to present owner (Meredith Engineering Co.) in June 1952 (see *Television Digest*, Vol. 8:18 & 26).

Represented (sales) by Katz Agency Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Richard B. Rawls, *general manager*.
Howard Stalnaker, *asst. station manager & film buyer*.
Les Lindvig, *local sales manager*.
Robert T. Martin, *program director*.
Stephen Q. Shannon, *publicity & promotion manager*.
John Green, *news director*.
Tom Sherlock, *film director*.
Al Rau, *operations manager*.
Ruth Dunlop, *director of women's activities*.
George L. McClanathan, *director of engineering*.

(Continued on page 78)

Montgomeryland



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Montgomery, Alabama

Arizona

PHOENIX: KPHO-TV—(Continued)

DIGEST OF RATE CARD NO. 9 (Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$158.00	\$113.00	\$100.00	\$50.00
Class B—6-7 p.m., 10 p.m.-11:30 p.m., daily.						
360.00	216.00	144.00	126.00	90.00	72.00	36.00
Class C—4-6 p.m., Mon.-Fri.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class D—Sign-on-4 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily; sign-on-6 p.m., Sat. & Sun.						
270.00	162.00	108.00	95.00	68.00	54.00	27.00

Subject to frequency discounts. Two or more announcements purchased within any 7 consecutive days earn these additional discounts from earned frequency: 2 per week, 10%; 3, 20%; 4, 30%; 5, 40%.

Above rates do not include M-G-M film rates.

KTVK Phoenix (Ch. 3)

Grantee (STA): Arizona Television Co., 3435 N. 16th St.

Studio: 3435 N. 16th St.

Telephone: Amhurst 6-5691. TWX No.: PX 353.

Transmitter: South Mt., 7-mi. south of Phoenix.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1670-ft. above av. terrain, 228-ft. above ground, 3018-ft. above sea level, lat. 33° 20' 01", long. 112° 03' 45".

Network Service: ABC.

Ownership: Ernest W. McFarland, pres., 40% (Arizona Governor); Leon M. Nowell, v.p., 20%; Ralph Watkins, v.p.-treas., 20%; Henry Larson, secy., 5%; Edward Cooper, 2%; Lo Wright, 10%; Bassett Wright, 14%; Delbert Lewis, 12.56%; Roland Bibolet, 2%.

Began Operation: Feb. 28, 1955.

Represented (sales) by Weed Television Corp.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Leon M. Nowell, *general manager.*
 Roger Van Duzer, *station manager.*
 Burton B. LaDow, *commercial manager.*
 Don Tuckwood, *program director.*
 Lloyd Steinkamp, *production manager.*
 Bob Latham, *chief engineer.*

DIGEST OF RATE 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	\$40.00
Class B—All other times.					
300.00	180.00	120.00	90.00	60.00	30.00

Subject to frequency discounts.

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TELEPROMPTER[®] SERVICE

SEE PAGE 35



KVAR Mesa-Phoenix

(Ch. 12)

Licensee: KTAR Bcstg. Co., 1101 N. Central Ave., Phoenix.

Studios: Mesa-Phoenix Highway and 1101 N. Central Ave., Phoenix. Note: Grant to change main studio location to Phoenix postponed pending outcome of hearing.

Transmitter: Top of Mt. Suapooa, Phoenix South Mt.

Telephone: Alpine 4-4161. TWX No.: PX 592.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 31.6-kw visual, 15.8-kw aural. Antenna: 1550-ft. above av. terrain, 97-ft. above ground, 2757-ft. above sea level, lat. 33° 19' 54", long. 112° 03' 52".

Network Service: NBC.

AM Affiliate: KTAR, 5-kw, 620 kc (NBC).

Ownership: John J. Louis, chairman, and family, 68.23%; Richard O. Lewis, pres., 17.47%; E. W. Harvey, v.p., 1.55%; B. R. Fulbright, secy.-treas., 1.39%; Sam Kahan, 7.73%; 3 other dept. heads, each holding under 2% interest. KTAR owns KYUM, Yuma, and KYCA, Prescott.

Began Operation: April 23, 1953. Sale to present owners by Harry L. Nace interests approved by FCC June 16, 1954 (*Television Digest*, 10:18, 25).

Represented (sales) by Paul H. Raymer Co.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Richard O. Lewis, *president and general manager.*
 E. William Harvey, *commercial manager.*
 William B. Robb Jr., *program director.*
 Woody Hertzog, *production manager.*
 Charles Wallace, *special events director.*
 Hal Ackerman, *continuity director.*
 John Beck, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (Sept. 10, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
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	\$45.00
Class B—All other times.						
270.00	162.00	108.00	95.00	68.00	54.00	27.00

Subject to frequency discounts.

KDWI-TV Tucson

(Ch. 9)

Grantee (STA): Tucson Television Co. Inc., Box 5147.

Studio: 2175 N. Sixth Ave. Transmitter: Mt. Bigelow.

Telephone: 3-3633.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 63.1-kw visual, 31.6-kw aural. Antenna: 3660-ft. above av. terrain, 237-ft. above ground, 8737-ft. above sea level, lat. 32° 24' 25", long. 110° 42' 59".

Ownership: H. U. Garrett, chairman, 40%; Tom E. Foster, pres., 10%; Tolbert Foster, v.p., 10%; Taylor Milton, 15%; W. E. Dyche Jr., secy., 11%; C. M. Peters, 8%; D. E. Whittenberg, 6%. Tom E. Foster and son Tolbert Foster also own East Texas (radio) Network and radio KDET, Center, Tex.

Began Operation: May 5, 1956. Sale to present owners by D. W. Ingram approved Dec. 19, 1956 by FCC (*Television Digest*, Vol. 12:51).

Represented (sales) by Headley-Reed TV.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Page, Cruetz, Steel & Waldschmitt

Personnel:

Tolbert Foster, *v.p. & general manager.*
 James W. Hays, *station manager.*
 Don Peterson, *director of engineering.*

DIGEST OF RATE CARD NO. 1 (May 15, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-9:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$55.00	\$30.00
Class A—6-7 p.m., 9:30-11 p.m., daily.						
250.00	150.00	100.00	75.00	50.00	45.00	25.00
Class B—All other times.						
150.00	90.00	60.00	40.00	30.00	25.00	15.00

Subject to frequency discounts.

KOPO-TV

Tucson

(Ch. 13)

Licensee: Old Pueblo Broadcasting Co., 115 W. Drachman St.

Studio and Transmitter: 115 W. Drachman St.

Telephone: Main 4-2511. TWX No.: TS 3401.

Technical Facilities: Channel 13 (210-216 mc). Authorized power: 30-kw visual, 15-kw aural. Antenna: 100-ft. above av. terrain, 205-ft. above ground, 2573-ft. above sea level, lat. 32° 14' 22", long. 110° 58' 13".

Network Service: CBS.

AM Affiliate: KOPO, 25-kw, 1450 kc (CBS).

Ownership: Harold C. Tovrea, pres., 10%; Tom Chauncey, v. p., 20%; Tom Kerney, 20%; Gene Autry, 48%; E. S. Mittendorf, secy.-treas. Interlocking ownership with KOOL-TV, Phoenix. Mr. Autry also chief stockholder in KMPC, Los Angeles and owns 50% of KSFO, San Francisco.

Began Operation: Jan. 13, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Maurice Barnes.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Tom Chauncey, *managing director*.
E. S. Mittendorf, *general manager*.
Paul Plunkett, *assistant general manager*.
Bernie Perlin, *sales manager*.
Budd Wiener, *program manager*.
Bob Shriner, *chief engineer*.

DIGEST OF RATE CARD NO. 4—(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.					
\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$30.00
Class A—5:59-6:59 p.m., Mon.-Fri.; 2:59-5:59 p.m., Sat.; 2:59-4:59 p.m., Sun.; 10-10:59 p.m., daily.					
250.00	150.00	100.00	75.00	50.00	25.00
Class B—All other times.					
162.50	97.50	65.00	48.75	32.50	16.25

Subject to frequency discounts.

KVOA-TV

Tucson

(Ch. 4)

Licensee: Arizona Bcstg. Co. Inc., 209 W. Elm St., Box 5188.

Studio & Transmitter: 209 W. Elm St. Box 5188.

Telephone: Main 3-2555. TWX No.: TS 1961.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 5.37-kw visual, 2.69-kw aural. Antenna: 30-ft. above av. terrain, 263-ft. above ground, 2627-ft. above sea level, lat. 32° 14' 32", long. 110° 58' 30".

Network Service: NBC, ABC.

AM Affiliate: KVOA, 1-kw, 1290 kc (NBC).

Ownership: Clinton McKinnon, pres., 25%; Bernard Weinberg, v.p., 25%; Harold B. Garfield, treas., 25%; Arthur A. Desser, secy., 25%. Mr. McKinnon is former Congressman and controls California weeklies *San Diego North Shores Sentinel* and *Coronado Journal*. Clinton McKinnon's purchase of KOAT-TV, Albuquerque, N.M. pends FCC approval (*Television Digest*, Vol. 13:2).

Began Operation: Sept. 27, 1953. Sale to present owners by John J. Louis group (Needham, Louis & Brorby, Chicago), approved June 29, 1955 (*Television Digest*, Vol. 11:11, 21, 27).

Represented (sales) by The Branham Co.

Represented (legal) by Cohn & Marks.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Clinton D. McKinnon, *president and general manager*.
Otis Cowan, *station manager*.
R. H. Rogers, *business manager*.
W. R. Ducey DuBois, *sales manager*.
Henry M. Hubbard, *program director*.
James H. Malze, *news director*.
Raymond H. Holsclaw, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Jan. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—6:59-10 p.m., Mon.-Fri.; 5:59-10 p.m., Sat. & Sun.					
\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$30.00
Class A—5:59-6:59 p.m., 10-10:59 p.m., Mon.-Fri.; 3-5:59 p.m., 10:01-11 p.m., Sat. & Sun.					
250.00	150.00	100.00	62.50	50.00	25.00
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	37.50	30.00	15.00
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

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Arizona - Arkansas

KIVA

Yuma

(Ch. 11)

Licensee: Valley Telecasting Co., Box 1708.

Studio and Transmitter: 8-mi. W. of Yuma on U.S. 80.

Telephone: State 6-8311.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 29-kw visual, 16-kw aural. Antenna: 440-ft. above av. terrain, 485-ft. above ground, 733-ft. above sea level, lat. 32° 44' 42", long. 114° 44' 19".

Network Service: NBC, CBS, ABC.

Ownership: Donald Ellsworth, pres., 16.88%; Howard L. Roberts, v.p., 16.88%; William S. Porter, 16.88%; Alvin S. Reber, 16.88%; remainder held by 3 others.

Began Operation: Oct. 8, 1953.

Represented (sales) Paul H. Raymer Co. Inc.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by John H. Mullaney.

Personnel:

Donald Ellsworth, *president*.
Ray C. Smucker, *general manager*.
Leavenworth Wheeler, *station manager*.
Len Burkland, *commercial manager*.
Richard J. Smith, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(Aug. 1, 1956)

Hour	30 Min.	15 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

Subject to frequency discounts.

ARKANSAS

KRBB

El Dorado

(Ch. 10)

Grantee (STA): South Arkansas Television Co. Inc., Box 791.

Studio & Transmitter: U.S. Hwy. 167, 5.3 mi. S of El Dorado.

Telephone: 2-3488.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 24-kw visual, 12-kw aural. Antenna: 630-ft. above av. terrain, 637-ft. above ground, 855-ft. above sea level, lat. 33° 07' 40", long. 92° 38' 28".

Network Service: NBC, ABC.

Ownership: Dr. Joe F. Rushton, pres., 33.3%; W. C. Blewster Jr., v.p., 33.3%; Wm. M. Bigley, secy.-treas., 33.3%. Ownership interlocks with radio KVMA, Magnolia, Ark.

Began Operation: Nov. 18, 1955.

Represented (sales) by John E. Pearson Television Inc.; Richard O'Connell (New York & Illinois); Clarke Browne Co. (South & Southwest).

Represented (engineering) by Robert M. Silliman & Assoc.

Personnel:

William Bigley, *general manager*.
Bruce B. Compton, *station manager*.
Pat Williams, *promotion manager*.
Larry Self, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$40.00	\$20.00
Class B—5-6 p.m., Sat.; noon-5:59 p.m., Sun.; 10:30-11 p.m., daily.						
150.00	90.00	60.00	45.00	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	30.00	25.00	20.00	10.00

Subject to frequency discounts.

Arkansas

KFSA-TV Fort Smith (Ch. 22)

Grantee (STA): Southwestern Radio & Television Co. Box 569.
Studio and Transmitter: Southwestern House, 920 Rogers Ave.
Telephone: Sunset 2-9125. TWX No.: FS 84.

Technical Facilities: Channel No. 22 (518-524 mc). Operating under special temporary authorization with 22-kw visual, 12-kw aural. Authorized power: 265-kw visual, 145-kw aural. Antenna: 270-ft. above av. terrain, 349-ft. above ground, 783-ft. above sea level, lat. 36° 23' 02", long. 94° 25' 22".

Network Service: NBC, ABC.

AM Affiliate: KFSA, 1-kw (.5-kw night), 950 kc (ABC & MBS).

Ownership: Donald W. Reynolds, pres., 100%; C. W. Parkinson, secy. Mr. Reynolds owns KOLO-TV Reno (KOLO) & KLRJ-TV Henderson-Las Vegas (KORK); has controlling interest in KHBG, Okmulgee, Okla., and KBRB, Springdale, Ark. Southwestern Publishing also is applicant for Ch. 10, Elko, Nev. Principals also own Southwestern Publishing Co., publisher of *Fort Smith Southwest American* and *Times-Record*, *Las Vegas Review Journal* and other newspapers in Arkansas, Nevada and Oklahoma.

Began Operation: July 10, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Lohnes & Culver.

Personnel:

William Slates, *general manager*.
John D. Whitt, *administrative asst.*
Roland Hundley, *sales manager*.
Paschal Porta, *program director*.
Alma Duncan, *traffic manager*.
Robert W. Platt Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 3-G (June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$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	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KNAC-TV Fort Smith (Ch. 5)

Grantee (STA): American Television Co. Inc., 200 Kelley Bldg.
Studio & Transmitter: Mount Vista, 5.3 mi. NNE of Fort Smith business center.
Telephone: Sunset 3-3131. TWX No.: FS 68.

Technical Facilities: Channel No. 5 (76-82 mc). Operating under special temporary authorization with 28.8-kw visual, 14.4-kw aural. Authorized power: 50.1-kw visual, 25.1-kw aural. Antenna: 645-ft. above av. terrain, 448-ft. above ground, 1231-ft. above sea level, lat. 35° 27' 11", long. 94° 22' 26".

Network Service: CBS.

Ownership: Estate of H. S. Nakdimen, Mrs. Salome Nakdimen, executrix.

Began Operation: Dec. 3, 1956.

Represented (sales) by H. R. Television Inc.

Represented (legal) by Cottone & Schelner.

Represented (engineering) by L. H. Carr & Assoc.

Personnel:

Cecil M. Sansbury, *general manager*.
Roger Garrett, *asst. manager for operations*.
Claude Scott, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Amended Feb. 1, 1957)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10 p.m., daily.					
\$250.00	\$150.00	\$100.00	\$60.00	\$50.00	\$25.00
Class B—6-7 p.m., 10-10:30 p.m., daily.					
187.50	112.50	75.00	45.00	37.50	18.75
Class C—All other times.					
125.00	75.00	50.00	30.00	25.00	12.50

Subject to frequency discounts.

KARK-TV Little Rock (Ch. 4)

Grantee (STA): Arkansas Radio & Equipment Co., 10th & Spring Sts.

Studio: 10th & Spring Sts. Transmitter: On Shinall Mt., 9 mi. W. of Little Rock.

Telephone: Franklin 6-2481. TWX No.: LR 141.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 1693-ft. above av. terrain, 1175-ft. above ground, 2209-ft. above sea level, lat. 34° 47' 55", long. 92° 29' 58".

Network Service: NBC.

AM Affiliate: KARK, 5-kw, 920 kc (NBC).

Ownership: T. H. Barton, pres., 80%; T. K. Barton, v.p., 20%.

Began Operation: March 24, 1954.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Lohnes & Culver.

Personnel:

T. K. Barton, *v.p. & general manager*.
Douglas Romlne, *asst. general manager*.
H. Lee Bryant, *commercial manager*.
Fred Schmutz, *program director*.
Bob Bulce, *public relations & farm director*.
Shirley R. Kennedy, *promotion director*.
Champ Smith, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (June 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.; 6-10 p.m., Sun.						
\$450.00	\$270.00	\$180.00	\$158.00	\$113.00	\$100.00	\$50.00
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	38.00
Class C—Noon-5 p.m., 11 p.m.-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

*20 Sec.; Class A, \$90; Class B, \$68; Class C, \$45; Class D, \$23. Subject to frequency discounts.

KTHV Little Rock (Ch. 11)

Grantee (STA): Arkansas Television Co., Box 269.

Studio: 8th & Izard Sts. Transmitter: Shinall Mt.

Telephone: Franklin 4-3764.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1756-ft. above av. terrain, 1158-ft. above ground, 2205-ft. above sea level, lat. 34° 47' 55", long. 92° 29' 58".

Network Service: CBS.

AM Affiliate: KTHS, 50-kw, 1090 kc (CBS).

Ownership: Radio Bcstg. Inc., operator of KTHS, 42%; *Arkansas Democrat*, 32%; National Equity Life Insurance Co., 16%; K. August Engel, 10%. KTHV officers: William H. Bronson, chairman; K. August Engel, pres.; Henry B. Clay, exec. v.p. KTHV is subsidiary of *Shreveport Times*, also operator of Shreveport's KWKH. Mr. Clay owns 11% of KTRE-TV, Lufkin, Tex. and 1/2 of CP for Ch. 40, Baton Rouge, La.

Began Operation: Nov. 27, 1955.

Represented (sales) by The Branham Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Henry B. Clay, *exec. v.p.*
B. G. Robertson, *general manager*.
W. V. Hutt, *sales manager*.
Jack Bomar, *program manager & film director*.
Ernie Byrne, *production manager*.
Cecil Sutt, *chief engineer*.

DIGEST OF RATE CARD No. 2—(June 1, 1956)

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	\$50.00
Class B—5-6:30 p.m., 10-11 p.m., daily.						
338.00	203.00	135.00	118.00	85.00	75.00	38.00
Class C—Noon-5 p.m., 11 p.m.-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

KATV Pine Bluff-Little Rock

(Ch. 7)

Licensee: Central South Sales Co., 100 Williams Rd., Pine Bluff.
Studios: 100 Williams Rd., Pine Bluff; 620 Beech St., Little Rock.
Transmitter: Jefferson Springs, Ark.

Telephones: Jefferson 4-2051, Pine Bluff; Mohawk 6-9401, Little Rock. TWX No.: LR-572.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 170-kw visual, 91.2-kw aural. Antenna: 1010-ft. above av. terrain, 922-ft. above ground, 1322-ft. above sea level, lat. 34° 22' 12", long. 92° 10' 07".

Network Service: ABC.

Ownership: John T. Griffin, pres., 45%; James C. Leake, v.p., 45%; Bryan Mathes, secy.-treas., 10%. Also own 50% of KWTU, Oklahoma City, and control radio stations KTUL, Tulsa; KFPW, Fort Smith, Ark. Messrs. Leake and Mathes hold minority interest in KTVX (TV), Muskogee, Okla. Central South Sales Co. also holds CP for Ch. 8, Jonesboro, Ark.

Began Operation: Dec. 18, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Paul Godley Co.

Personnel:

John T. Griffin, *president*.
James C. Leake, *v.p.*
Bryan Mathes, *secretary-treasurer*.
Mike Shapiro, *managing director* (Tulsa, Okla.)
John H. Fugate, *general manager*.
Don Curran, *program director*.
Joe Myers, *promotion manager*.
A. R. Garrett, *chief engineer*.

DIGEST OF RATE CARD NO. 4-A—(Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$150.00	\$112.50	\$90.00	\$45.00
Class A—6-7 p.m., Mon.-Sat.; 4-7 p.m., Sun.; 10-10:30 p.m., daily.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-4 p.m., Sun.						
250.00	150.00	100.00	80.00	60.00	50.00	25.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

KCMC-TV Texarkana

(See Texarkana, Tex.)

CALIFORNIA

KBAK-TV Bakersfield

(Ch. 29)

Grantee (STA): Bakersfield Broadcasting Co., Box 1448.

Studio and Transmitter: Top of Mount TV.

Telephone: Export 9-1761.

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 19-kw visual, 10.5-kw aural. Antenna: 630-ft. above av. terrain, 396-ft. above ground, 1326-ft. above sea level, lat. 35° 27' 55", long. 119° 01' 15".

Network Service: CBS, ABC.

Ownership: Chronicle Publishing Co. (KRON-TV, San Francisco), 97½%. KBAK-TV officers: H. P. See, pres., 1% (KRON-TV general manager); Charles Thleriot, v.p., 1½% (pres. of San Francisco Chronicle).

Began Operation: Aug. 20, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by John P. Hearne, Hollywood, Cal.

Represented (engineering) by Robert Hammett, San Francisco.

Personnel:

Harold P. See, *president*.
A. H. Constant, *v.p. & general manager*.
James Garner, *chief engineer*.
Jim Hayden, *program manager*.
Helen Smythe, *traffic*.

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DIGEST OF RATE CARD NO. 4—(Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Fri.; 5-6 p.m., Sat. & Sun.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

KERO-TV Bakersfield

(Ch. 10)

Grantee (STA): Kern County Broadcasters, 1420 Truxtun Ave.

Studio: 1420 Truxtun Ave. Transmitter: Breckenridge Mt., 22 mi E. of Bakersfield.

Telephone: Fairview 7-1441. TWX No.: BK 47.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 110-kw max. and 39.8-kw horizontal visual, 56-kw max. and 21.9-kw horizontal aural. Antenna: Directional, 3710-ft. above av. terrain, 183-ft. above ground, 7668-ft. above sea level lat. 35° 27' 11", long. 118° 35' 26".

Network Service: NBC.

Ownership: Albert E. DeYoung, pres., 51%; Gordon L. Harlan, v.p., 29%; B. J. Coleman, secy.-treas., .066%; Edward E. Urner, 10%; Edwin A. Address, 6.933%; Kenneth R. Croes, 3%. Note: Sale to owners of KFMB-TV, San Diego, pends FCC approval (*Television Digest*, Vol. 13:2).

Began Operation: Sept. 26, 1953.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Robert L. Hammett, San Francisco.

Personnel:

Gene DeYoung, *president & general manager*.
Edward Urner, *v.p. & national sales manager*.
John Barrett, *local sales manager*.
Kenneth Croes, *program manager*.
Edwin A. Address, *engineering director*.

DIGEST OF RATE CARD NO. 7—(June 1, 1956)

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	\$50.00
Class A—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-10:59 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class B—4-6 p.m., Mon.-Fri.; noon-5 p.m., Sun.; 11 p.m.-midnight, daily.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
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	37.50	18.75

KHSL-TV Chico

(Ch. 12)

Licensee: Golden Empire Bcstg. Co., Box 303.

Studio: 180 E. 4th St. Transmitter: Cohasset Road.

Telephone: Fireside 2-0141. TWX No.: CZ 71.

Technical Facilities: Channel No. 12 (204-210 mc). Operating under special temporary authorization with 316-kw max. and 232.5-kw horizontal visual, 158-kw max. and 116.26-kw horizontal aural using 1 electrical beam tilt. Antenna: 1287-ft. above av. terrain, 284-ft. above ground, 3779-ft. above sea level, lat. 39° 57' 30", long. 121° 42' 48".

Network Service: CBS, ABC.

AM Affiliate: KHSL, 5-kw, 1290 kc (CBS).

Ownership: Mrs. Hugh McClung, pres., 92.5%; Martha McClung Roberts, v.p., 2.5%; Hugh McClung Jr., treas., 5%; Dorothy Hawke, secy. Also operates KVCV, Redding, Cal. (AM).

Began Operation: Aug. 22, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Kear & Kennedy.

Personnel:

M. F. Woodling, *manager*.
George Ross, *national sales manager*.
Jerry Pero, *sales manager*.
Martin Jacobsen, *production manager*.
Russel Pope, *technical director*.

(Continued on next page)

California

CHICO: KHSL-TV—(Continued)

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-9:30 p.m., daily.							
\$250.00	\$150.00	\$100.00	\$42.50	\$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	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	16.00	12.00
Class C—All other times.							
120.00	72.00	48.00	39.00	30.00	17.00	12.00	8.00

Subject to frequency discounts.

KIEM-TV

Eureka

(Ch. 3)

Grantee (STA): California-Oregon Television Inc., Box 1021.

Studio: Foot of Bay St. Transmitter: Redwood Peak, 12-mi. SE of Eureka.

Telephone: Hillside 3-3123. TWX No.: EK 16.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 14.1-kw visual, 7.59-kw aural. Antenna: 1655-ft. above av. terrain, 249-ft. above ground, 3049-ft. above sea level, lat. 40° 43' 52", long. 123° 57' 06". CP for 100-kw visual, 50-kw aural, 1653-ft. above av. terrain; transmitter to Lundgren Peak, approx. 12-mi. E. of Eureka.

Network Service: CBS, ABC, NBC.

AM Affiliate: KIEM, 5-kw, 1480 kc (MBS). FM Affiliate: KRED, 4.6-kw, 96.3 mc (No. 242), 1520-ft. antenna height.

Ownership: Subsidiary of Redwood Bcstg. Co. Inc.; William B. Smullin, pres., 100%; Donald H. Telford, v.p.; John G. Bauriedel, v.p. Redwood Bcstg. Co. owns 100% of radio KIEM & KRED (FM); 50% of KBES-TV, Medford, Ore., and KUIN & KGPO. AM & FM affiliates in Grants Pass, Ore., KBES-TV also owns 50% of KPIC, Roseburg, Ore.; and 50% of KOTI-TV, Klamath Falls, Ore.

Began Operation: Oct. 25, 1953.

Represented (sales) by Blair Television Associates.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

Donald H. Telford, *manager*.
W. Edwin Smith, *program supervisor*.
Doug Pine, *farm director*.
Kenneth Baker, *research & development v.p. for KIEM-TV, KBES-TV, KOTI-TV*.

DIGEST OF RATE CARD NO. 3—(June 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.; 6-10 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—Noon-1 p.m., 5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10-11 p.m., daily.						
180.00	108.00	72.00	63.00	45.00	36.00	18.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Combination Rates: KIEM-TV, KBES-TV, Medford & KOTI-TV, Klamath Falls, Ore.

Class A—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.						
\$552.50	\$331.50	\$221.00	\$191.25
Class B—Noon-1 p.m., 5-6:30 p.m., Mon.-Fri.; 10-11 p.m., daily; noon-6 p.m., Sat. & Sun.						
408.00	244.80	163.20	142.80
Class C—All other times.						
255.00	153.00	102.00	89.25

Subject to frequency discounts.

KFRE-TV

Fresno

(Ch. 12)

Licensee: California Inland Broadcasting Co., 733 L St.

Studio: 733 L St. Transmitter: Meadow Lake, Cal.

Telephone: 8-6444. TWX No.: FR 58.

Technical Facilities Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum and 219-kw horizontal visual, 160.2-kw maximum and 112-kw horizontal aural. Antenna: directional antenna 2000-ft. above av. terrain, 241-ft. above ground, 4720-ft. above sea level, lat. 37° 04' 37.6", long. 119° 26' 0.482".

Network Service: CBS.

AM Affiliate: KFRE, 50-kw, 940 kc (CBS). FM Affiliate: KRFM, 68-kw, 93.7 mc (No. 229), 1880-ft. antenna height.

Ownership: Paul R. Bartlett, pres., 55%; Wm. C. Crossland, secy.-treas., 38%; Keith L. Mealey, engineering v.p., 2.38%; Edward J. Frech, programming v.p., 2.38%; Helen Johnson, 2.24%.

Began Operation: May 10, 1956.

Represented (sales) by Blair-TV.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Lohnes & Culver.

Personnel:

Paul R. Bartlett, *president*.
Edward J. Frech, *v.p. & manager*.
Robert Klein, *national sales manager*.
Keith L. Mealey, *engineering v.p.*

DIGEST OF RATE CARD NO. 1—(June 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-10:30 p.m., daily.					
\$650.00	\$390.00	\$260.00	\$195.00	\$150.00	\$75.00
Class A—6-7 p.m. & 10:30-11 p.m., daily.					
500.00	300.00	200.00	150.00	100.00	50.00
Class B—Noon-6 p.m. & 11 p.m.-midnight, daily.					
300.00	180.00	120.00	90.00	60.00	30.00
Class C—All other times.					
250.00	150.00	100.00	75.00	50.00	25.00

Subject to frequency discounts.

KJEO

Fresno

(Ch. 47)

Grantee (STA): O'Neill Bcstg. Co., Box 1708.

Studio: Shaw at Cedar. Transmitter: Bald Mt.

Telephone: Baldwin 7-8405. TWX No.: FR 271.

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 440-kw maximum visual with directional antenna and tilt, 269-kw maximum horizontal and 178-kw average horizontal visual, 220-kw maximum aural. Antenna: 1789-ft. above av. terrain, 138-ft. above ground, 4596-ft. above sea level, lat. 37° 04' 13", long. 119° 25' 31".

Network Service: ABC.

Ownership: J. E. O'Neill, pres. 100%.

Began Operation: Sept. 20, 1953.

Represented (sales) by The Branham Co.

Represented (legal) by Joseph Brenner, Beverly Hills, Cal.

Personnel:

Joe Drilling, *v.p. & general manager*.
W. O. Edholm, *commercial manager*.
Ray Jacobs, *production manager*.
Francis Quinn, *traffic manager*.
Phil McPherson, *farm & news editor*.
Jack McElwain, *chief engineer*.
Patli Johns, *promotion manager*.

DIGEST OF RATE CARD NO. 5—(Oct. 1, 1955)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.					
\$500.00	\$300.00	\$200.00	\$150.00	\$125.00	\$62.50
Class B—5-6:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.					
375.00	225.00	150.00	112.50	75.00	37.50
Class C—10:30 a.m.-5 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.					
250.00	150.00	100.00	75.00	50.00	25.00
Class D—Sign-on-10:30 a.m., Mon.-Fri.					
125.00	75.00	50.00	37.50	25.00	12.50

Subject to frequency discounts. Color—Live commercial partic. in 21 shows at no additional cost; live commercials elsewhere in schedule require \$25 net camera cost; no facilities for color film.

KMJ-TV

Fresno

(Ch. 24)

Licensee: McClatchy Bcstg. Co., 1117 N St.

Studio: 1117 N St. Transmitter: Bear Mountain.

Telephone: Amherst 8-6666. TWX No.: FR 221.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 447-kw maximum visual with directional antenna and tilt, 282-kw maximum horizontal and 170-kw average horizontal visual, 240-kw maximum aural. Antenna: 3385-ft. above valley floor, 242-ft. above ground, 3638-ft. above sea level, lat. 36° 44' 45.5", long. 119° 16' 52".

Network Service: NBC.

AM Affiliate: KMJ, 5-kw, 580 kc (NBC). FM Affiliate: KMJ-FM, 7.3-kw, 97.9 mc (No. 250), 630-ft. antenna height.

Ownership: McClatchy Newspapers, 100%; same officers for both companies. Eleanor McClatchy, pres.; J. Brown Maloney, v.p.; James B. McClatchy, secy.-treas.; Walter P. Jones & John J. Hamlyn, directors. McClatchy Bcstg. Co. owns KFBK, Sacramento; KERN, Bakersfield; KBOX, Modesto; KOH, Reno, Nev. McClatchy Newspapers publish *Fresno Bee*, *Sacramento Bee*, *Modesto Bee*.

Began Operation: June 1, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Perry Nelson, *manager*.
Wilson Lefler, *national sales & service manager*.
Orbie Sullivan, *sales manager*.
Tom Flynn, *production manager*.
Joe Tomes, *program manager*.
Marlon Anderson, *traffic manager*.
William Curtis, *film editor*.
Edward C. Sturgeon, *farm editor*.
James B. Hancock, *chief engineer*.
Dean Mell, *news editor*.

DIGEST OF RATE CARD NO. 7
(Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$550.00	\$330.00	\$220.00	\$192.50	\$165.00	\$150.00*	\$75.00*
Class A—6:30-7:30 p.m., Mon.-Sat.						
500.00	300.00	200.00	175.00	150.00	100.00	50.00
Class BB—4:30-6:30 p.m., 10:30-11 p.m., daily.						
375.00	225.00	150.00	131.25	112.50	75.00	37.50
Class B—Noon-4:30 p.m., 11-11:30 p.m., daily.						
375.00	225.00	150.00	131.25	112.50	65.00	32.50
Class C—7 a.m.-noon, 4:30 p.m.-sign-off, daily.						
250.00	150.00	100.00	87.50	75.00	60.00	30.00

* 7:30 spot takes Class A rate.
Subject to frequency discounts.

KVVG
Fresno
(See Tulare, Cal.)

KABC-TV
Los Angeles
(Ch. 7)

Licensee: American Broadcasting-Paramount Theatres Inc., 7 West 66th St., New York 23, N.Y.

Studio: Prospect & Talmadge Sts., Hollywood 27, Cal. Transmitter: Mt. Wilson.

Telephone: Normandy 3-3311. TWX No.: LA 353.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 165-kw visual, 82.5-kw aural. Antenna: directional, electrically tilted 3°, 2970-ft. above av. terrain, 234-ft. above ground 5940-ft. above sea level, lat. 34° 13' 29.4", long. 118° 03' 57".

Network Service: ABC.

AM Affiliate: KABC, 5-kw, 790 kc (ABC). FM Affiliate: KABC-FM, 3.8-kw, 95.5 mc (No. 238), 40-ft. antenna height.

Ownership: See WABC-TV, New York.

Began Operation: Sept. 16, 1949 as KECA-TV.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Earl J. Hudson, *v.p., Western Division, ABC*.
Selig J. Seligman, *general manager*.
Elton H. Rule, *general sales manager*.
Malcolm Klein, *asst. sales manager*.
Norman Sloane, *sales service manager*.
Peter Robinson, *program director*.
Norma Olsen, *director of program operations*.
Jack F. Brembeck, *promotion manager*.
Howard Lipstone, *film director*.
Theodore Grenier, *chief engineer, Western Division, ABC*.

DIGEST OF RATE CARD NO. 7
(March 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$2000.00	\$1200.00	\$800.00	\$675.00	\$565.00	\$500.00	\$250.00
Class B—5-7 p.m., 10:30-11 p.m., daily.						
1400.00	840.00	560.00	475.00	350.00	250.00	125.00

Class C—Noon-5 p.m., daily.						
800.00	480.00	320.00	275.00	200.00	125.00	65.00
Class D—Sign-on-noon, 11 p.m.-sign-off, daily.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00

Subject to frequency discounts.

KCOP
Los Angeles
(Ch. 13)

Licensee: Copley Press Inc., 1000 Cahuenga Blvd.

Studio: 1000 Cahuenga Blvd. Transmitter: Mt. Wilson.

Telephone: Hollywood 2-7311. TWX No.: LA 1479.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 83.2-kw aural. Antenna: 2920-ft. above av. terrain, 200-ft. above ground, 5880-ft. above sea level, lat. 34° 13' 42", long. 118° 04' 02".

Ownership: Copley Press Inc. Publishers of *Alhambra Post-Advocate*, *Burbank Daily Review*, *Culver City Star-News*, *Glendale News-Press*, *Monrovia News-Post*, *Redondo Daily Breeze*, *Venice Evening Vanguard*, all California; *Aurora Beacon-News*, *Elgin Courier-News*, *Joliet Herald News*, *Springfield Illinois State Journal*, all Illinois. Also owns 60% of *San Pedro (Cal.) News-Pilot* and publishes *Springfield (Ill.) State Register* under lease.

Began Operation: Sept. 17, 1948. Acquired by Copley Press Inc., Dec. 23, 1953. (See *Television Digest*, Vol. 9:49, 52.)

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by John P. Hearne, Hollywood, Cal.

Personnel:

Jack Heintz, *v.p. & general manager*.
A. G. Flanagan, *asst. general manager*.
Dan Lindquist, *production director*.
Amos T. Baron, *sales manager*.
Al Fischler, *asst. sales manager*.
Joe Coffin, *research & sales development manager*.
Helen McDermott, *business manager*.
Al Browdy, *chief engineer*.

DIGEST OF RATE CARD NO. 2
(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.						
\$1250.00	\$750.00	\$500.00	\$375.00	\$312.50	\$250.00	\$120.00
Class B—5:30-6:59 p.m., Mon.-Sat.; sign-on-5:59 p.m., Sun.; 10 p.m.-midnight, daily.						
800.00	480.00	320.00	240.00	200.00	175.00	85.00
Class C—All other times.						
600.00	360.00	240.00	180.00	150.00	80.00	50.00

Subject to frequency discounts.

KHJ-TV
Los Angeles
(Ch. 9)

Licensee: RKO Teleradio Pictures Inc., 1313 N. Vine St. (Don Lee Div.).

Studio: 1313 N. Vine St. Transmitter: Mt. Wilson.

Telephone: Hollywood 2-2133. TWX No.: LA 64.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 162-kw visual, 81.3-kw aural. Antenna: 2960-ft. above av. terrain, 199-ft. above ground, 5929-ft. above sea level, lat. 34° 13' 38", long. 118° 04' 00".

AM Affiliate: KHJ, 5-kw, 930 kc (MBS). FM Affiliate: KHJ-FM, 16.8-kw, 101.1 mc (No. 266), 2950-ft. antenna height.

Ownership: RKO Teleradio Pictures Inc. Officers of Don Lee Div.: Willet H. Brown, pres.; C. J. Marshall, asst. treas.; A. M. Quinn, secy. & treas.; Norman Boggs, v.p.; Norman Ostby, v.p.; John Reynolds, v.p.; James Richards, v.p. For other affiliates of RKO Teleradio see WOR-TV, New York.

Began Operation: Aug. 25, 1948, as KFT-TV. Sold to present licensee Aug. 1951 (see *Television Digest*, Vol. 7:23, 32, 36).

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

Thomas F. O'Neill, *president, RKO Teleradio Pictures Inc.*
Willet H. Brown, *president, Don Lee Div.*
Ward D. Ingram, *general manager, Don Lee Div.*
James Richards, *v.p. & eastern sales manager*.
John Reynolds, *v.p. & general manager, KHJ-TV*.
Howard Wheeler, *sales manager*.
Robert Light, *sales promotion manager*.
Bill Barron, *public relations director*.
James D. Higson, *program manager*.
Bill White, *film director*.
Robert Arne, *chief engineer*.

(Continued on next page)

California

LOS ANGELES: KIJ-TV (Continued)

DIGEST OF RATE CARD NO. 4—(Oct. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$1500.00	\$900.00	\$600.00	\$525.00	\$375.00	\$300.00	\$250.00	\$150.00
Class B—5-7 p.m., Mon.-Sat.; noon-7 p.m., Sun.; 10:30 p.m.-midnight, daily.							
1000.00	600.00	400.00	350.00	250.00	200.00	165.00	100.00
Class C—Sign-on-5 p.m., Mon.-Sat.; sign-on-noon, Sun.							
600.00	360.00	240.00	210.00	150.00	120.00	100.00	60.00

Subject to frequency discounts.

KNXT Los Angeles (Ch. 2)

Grantee (STA): Columbia Broadcasting System Inc., 1313 N. Vine. Studio: 1313 N. Vine St. Transmitter: Mt. Wilson.

Telephone: Webster 8-3000. TWX No.: LA 7252.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 3140-ft. above av. terrain, 466-ft. above ground, 6126-ft. above sea level, lat. 34° 13' 57", long. 118° 04' 18".

Network Service: CBS.

AM Affiliate: KNX, 50-kw, 1070 kc (CBS). FM Affiliate: KNX-FM, 67-kw, 93.1 mc (No. 226), 2870-ft. antenna height.

Ownership: See WCBS-TV, New York.

Began Operation: May 6, 1948 as KTSL. Sold to present owner December 1950 (see *Television Digest*, Vol. 6:46, 52).

Represented (sales) by CBS Television Spot Sales.

Represented (engineering) by CBS Engineering Dept., N. Y.

Personnel:

Clark George, *general manager*.
Robert D. Wood, *general sales manager*.
Van Rubenstein, *national spot sales representative*.
Dean Linger, *sales promotion & publicity manager*.
Larry Lazarus, *business manager*.
Donald M. Hine, *program manager*.
Donald B. Cook, *executive producer*.
Bill L. Alcine, *production manager*.
Alberta Hackett, *production coordinator*.
William Whitley, *public affairs director*.
Herbert W. Pangborn, *manager of technical operations*.
Sam Zelman, *director of news & special events*.
Rudy Wissler, *traffic coordinator*.
Henry J. Schaefer, *operations & traffic manager*.

DIGEST OF RATE CARD NO. 6—(Jan. 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	10 Sec.*
Class A—7:30-10 p.m., Mon.-Sat.; 7-10 p.m., Sun.						
\$3200.00	\$1920.00	\$1280.00	\$600.00	\$300.00
Class B—7-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-10:30 p.m., daily.						
2000.00	1200.00	800.00	666.67	600.00	400.00	200.00
Class C—9:30 a.m.-7 p.m., Mon.-Fri.; Noon-7 p.m., Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.						
1600.00	960.00	640.00	533.33	480.00	210.00	105.00
Class D—Sign-on-9:30 a.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.						
800.00	480.00	320.00	266.67	240.00	125.00	62.50

* Class AA (7:29-10 p.m., daily; 6:59-10 p.m., Sun.) Min. \$800, 10 Sec. \$400. Class A (6:59-7:29 p.m., 10-10:30 p.m., daily; 5:29-6:59 p.m., Sun.). Class B (5:59-6:59 p.m., Mon.-Sat.; 4:59-6:29 p.m., Sun.; 10:30-11 p.m., daily). Class C (7 a.m.-5:59 p.m., Mon.-Fri.; 11:59 a.m.-5:59 p.m., Sat.; 11:59 a.m.-4:59 p.m., Sun.; 11 p.m.-midnight, daily). Class D (sign-on-7 a.m., Mon.-Fri.; sign-on-11:59 a.m., Sat. & Sun.; midnight-sign-off, daily).

Subject to consecutive weeks discounts. Color—Rates on request.

KRCA Los Angeles (Ch. 4)

Licensee: National Broadcasting Co. Inc., Sunset & Vine.

Studios: Sunset & Vine. Transmitter: Mt. Wilson.

Telephone: Hollywood 9-6161. TWX No.: LA 790.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 42.7-kw visual, 21.4-kw aural. Antenna: Directional, electrically tilted 2.5°, 3200-ft. above av. terrain, 490-ft. above ground, 6170-ft. above sea level, lat. 34° 13' 33", long. 118° 03' 55".

Network Service: NBC. AM Affiliate: None locally.

Ownership: See WRCA-TV, New York.

Began Operation: Jan. 16, 1949.

Represented (sales) by NBC Spot Sales.

Personnel:

Thomas C. McCray, *v.p. & general manager*.
George Greaves, *staff executive*.
James Parks, *sales manager*.
John M. Wehrheim, *business manager*.
Noyes Scott, *sales service manager*.
John C. Kenaston, *advertising & promotion manager*.
Joseph Mertens, *sales promotion director*.
Robert Pelgram, *publicity manager*.
Harry Camp, *merchandising director*.
Dean Craig, *program manager*.
George Burke, *film operations supervisor*.
John Knight, *station engineer*.
James Damon, *operations supervisor*.
Robert Livingston, *remote director*.
Cleve Hermann, *sports director*.
Norvell Gillespie, *farm director*.

DIGEST OF RATE CARD NO. 11—(Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—7:30-10:30 p.m., Mon.-Sat., 5-10:30 p.m., Sun.						
\$3600.00	\$2160.00	\$1440.00	\$1260.00	\$900.00	\$800.00	\$375.00
Class A—10:30-11 p.m., daily.						
3200.00	1920.00	1280.00	1120.00	800.00	450.00	195.00
Class B—6-7:30 p.m., Mon.-Sat.						
1700.00	1020.00	680.00	595.00	425.00	250.00	95.00
Class C—Sign-on-6 p.m., Mon.-Sat.; Sign-on-5 p.m., Sun.						
1600.00	960.00	640.00	560.00	400.00	150.00	60.00
Class D—All other times.						
825.00	495.00	330.00	288.75	206.25	125.00	50.00

* Class AA—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. Class A—6:59-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily. Class B—6-6:59 p.m., Mon.-Sat.; 5-6 p.m., Sun. Class C—11 p.m.-sign-off, daily. Class D—all other times.

Subject to frequency discounts. Color—Rates on request.

KTLA Los Angeles (Ch. 5)

Licensee: Paramount Television Productions Inc., 5800 Sunset Blvd. Studio: 5800 Sunset Blvd. Transmitter: Mt. Wilson.

Telephone: Hollywood 9-3181.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 50.1-kw visual, 25.1-kw aural. Antenna: 2921-ft. above av. terrain, 250-ft. above ground, 5936-ft. above sea level, lat 34° 13' 35", long. 118° 03' 56".

Ownership: Paramount Pictures Inc., 100%.

Began Operation: Jan. 22, 1947.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Arnold, Fortas & Porter.

Personnel:

Paul Raibourn, *president* (New York)
Lew Arnold, *general manager*.
Henry Flynn, *asst. general manager*.
Robert Mohr, *general sales manager*.
Stanley H. Chambers, *asst. sales manager*.
James J. Rue, *advertising & promotion manager*.
Howard Wormser, *publicity director*.
Leland G. Muller, *film director*.
Jerry Rogers, *film program director*.
Gilbert Martyn, *news director*.
Harry P. Warner, *legal director*.
Bill Martin, *talent director*.
John Silva, *chief engineer*.
Roy A. White, *engineering operations supervisor*.
Bernie Ebert, *production coordinator*.

DIGEST OF RATE CARD NO. 7 (Oct. 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$1500.00	\$900.00	\$600.00	\$450.00	\$375.00	\$300.00	\$270.00	\$150.00
Class B—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-11 p.m., Sun.-Thur.; 10:30 p.m.-midnight, Fri. & Sat.							
1000.00	600.00	400.00	300.00	250.00	200.00	175.00	100.00
Class C—Noon-6 p.m., Mon.-Fri.; 9 a.m.-6 p.m., Sat.; 9 a.m.-5 p.m., Sun.; midnight-2 a.m., Fri. & Sat.; 11 p.m.-2 a.m., Mon.-Thur.							
600.00	360.00	240.00	180.00	150.00	120.00	108.00	60.00
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	90.00	50.00

Subject to frequency discounts

Color—Add to regular time & facility rates: Hour, \$750; 30 min. or less, \$500; commercial rates on request.

KTTV Los Angeles (Ch. 11)

Licensee: KTTV Inc., 5746 Sunset Blvd.

Studio: 5746 Sunset Blvd. Transmitter: Mt. Wilson.

Telephone: Hollywood 2-7111. TWX No.: LA 228.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 165-kw visual, 85-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level, lat. 34° 13' 29", long. 118° 03' 47.1".

Ownership: The Times-Mirror Co., 75%; publisher of *Los Angeles Times* and *Mirror*. Norman Chandler, chairman; Richard A. Moore, pres.; Harrison Chandler, exec. v.p.; Omar F. Johnson, v.p.-asst. secy.; Harry W. Bowers, treas.; Richard G. Adams, secy. Loew's Inc. (MGM) owns 25%. It also owns 25% of KMGH-TV, Minneapolis, and holds option for 25% of KTVR, Denver, Colo. (*Television Digest*, Vol. 12:36).

Began Operation: Jan. 1, 1949.

Represented (sales) by Blair TV.

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by Lohnes & Culver.

Personnel:

Richard A. Moore, *president*.
John R. Vrba, *v.p., sales*.
Leslie H. Norins, *local sales manager*.
George T. Ruby, *controller*.
Robert Breckner, *v.p., programming*.
Bill Welsh, *director of special events*.
Jack O'Mara, *director merchandising & promotion*.
Irmi Sofroniew, *traffic manager*.
Dick Woollen, *film & asst. program director*.
Reavis Winckler, *publicity director*.
Val Conte, *sales service manager*.
Edward Benham, *chief engineer*.
Ernest Lee, *personnel manager*.
Alvin Bowen, *production manager*.

DIGEST OF RATE CARD NO. 8—(April 1, 1956)

Hour	30 Min.	15 Min. or Less	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.					
\$2000.00	\$1200.00	\$800.00	\$600.00	\$500.00*	\$290.00*
Class A—6-7 p.m., 10-11:15 p.m., daily.					
1500.00	900.00	600.00	400.00**	325.00**	200.00**
Class B—5-5:59 p.m., 11:15 p.m.-midnight, daily.					
1000.00	600.00	400.00	300.00***	250.00***	125.00***
Class C—All other times.					
600.00	260.00	240.00	200.00	150.00	75.00

* Class AA—(7-10:15 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.).
** Class A—(6-7 p.m., daily; 10:15-11:45 p.m., Mon.-Fri.; 10-11:15 p.m., Sat. & Sun.).
*** Class B—(5-5:59 p.m., daily; 11:45 p.m.-1 a.m., Mon.-Fri.; 11:15 p.m.-midnight, Sat. & Sun.).
Subject to frequency discounts.

**KVIP
Redding
(Ch. 7)**

Grantee (STA): Shasta Telecasting Corp., 2770 Pioneer Dr.
Studio: Pioneer Dr. Transmitter: Mt. Shasta-Bally, 13 mi. W of Redding.
Telephone: 1401. TWX No.: RG 75.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 30-kw visual, 15-kw aural. Antenna: 3600-ft. above av. terrain, 97-ft. above ground, 6306-ft. above sea level, lat. 40° 36' 10", long. 122° 39' 00". Holds CP for 117-kw visual, 58.9-kw aural.

Network Service: NBC.

AM Affiliate: CP for 1-kw, 540 kc.

Ownership: George C. Fleharty (mayor of Redding), pres., 19 2/3%; Laurence W. Carr, 19 2/3%; Wm. B. Nystrom, 14 2/3%; Morris K. Cohen, 9 2/3%; Robert L. Hammett, 13 2/3%; Carl R. McConnell, 9 2/3%; C. T. Ross, 9 2/3%; Russell K. Olsen, 5%. Mr. Fleharty also publishes weekly *Anderson Valley News*.

Began Operation: Aug. 1, 1956.

Represented (sales) by The Branham Co.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by Robert L. Hammett, San Francisco.

Personnel:

George C. Fleharty, *president & general manager*.
Russell K. Olsen, *asst. manager*.
John Dadiw, *local sales manager*.
Ted Dooley, *program director*.

DIGEST OF RATE CARD NO. 1
(Aug. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 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., 10:00-10:30 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	9.00

Subject to frequency discounts.

**KBET-TV
Sacramento
(Ch. 10)**

Grantee (STA): Sacramento Telecasters Inc., 601 7th Ave.
Studio: 601 7th Ave. Transmitter: 3.5 mi. S of El Dorado, Cal.
Telephone: Gilbert 1-4041.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1120-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level, lat. 38° 37' 39", long. 120° 51' 20".

Network Service: CBS.

Ownership: Wm. P. Wright, pres., 6.85%; John H. Schacht, v.p., 15.48%; Henry Teichert, secy., 5.01%; Charles C. Inks, treas., 3.66%; Edward M. Wright, 6.85%; W. C. Wright, 6.85%; Alan Pollock, 5.48%; Thomas H. Richards Jr., 5.48%; Andrew M. Henderson Jr., 5.48%; Nelson B. Morse, 5.48%; Robert A. Breuner, 5.48%; Clarence H. Breuner, 3.39%; Wm. R. Breuner, 2.10%; James J. Inks, 3.66%; Russell R. Inks, 3.66%; Russell Galloway Jr., 2.67%; Alan H. Galloway, 2.10%; Robert R. Galloway, 2.10%; A. J. Affleck, 2.74%; M. V. Sarkisian, 2.74%; P. K. Onnigian, 2.74%. Mr. Pollock also owns KVNI, Coeur d'Alene, Ida.

Began Operation: March 20, 1955.

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Robert Hammet Assoc.

Personnel:

John H. Schacht, *v.p., & general manager*.
George J. Kapel, *sales manager*.
Harvey A. Tepfer, *promotion manager*.
Hank Thornley, *news director*.
Ralph Herbert, *public service director*.
Peter K. Onnigian, *chief engineer*.

DIGEST OF RATE CARD NO. 3
(Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:29 p.m., Mon.-Sat.; 6-10:29 p.m., Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$175.00	\$87.50
Class B—6-7 p.m., Mon.-Sat.; 3:30-6 p.m., Sun.; 10:30-11 p.m., daily.						
525.00	315.00	210.00	183.75	131.25	105.00	52.50
Class C—Sign-on-6 p.m., Mon.-Sat.; Sign-on-3:30 p.m., Sun.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

Subject to frequency discounts.

**KCCC-TV
Sacramento
(Ch. 40)**

Licensee: Capital City TV Corp., Box 1596.
Studios and Transmitter: Garden Highway.
Telephone: Wabash 2-3466. TWX No. SC 122.

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 182-kw visual, 95.5-kw aural. Antenna: 480-ft. above av. terrain, 500-ft. above ground, 528-ft. above sea level, lat. 38° 36' 35", long. 121° 33' 15". Requests change to Ch. 13, 141.2-kw max. and 114.3-kw horizontal visual, 70.8-kw max. and 57.3-kw horizontal aural, 3220-ft. above av. terrain, 398-ft. above ground, 4012-ft. above sea level, lat. 37° 52' 49", long. 121° 55' 10"; transmitter to Mt. Diablo, 8.5-mi. E. of Walnut Creek.

Network Service: ABC.

AM Affiliate: KXOA, 1-kw, 1470 kc (MBS.) FM Affiliate: KXOA, 12.5-kw, 107.9 mc (No. 300), 170-ft. antenna height.

Ownership: Lincoln Dellar, 100%. Also owns KXL, Portland, Ore.; KHMO, Hannibal, Mo.; 50% of KJR, Seattle; is buying 50% of KNEW, Spokane.

Began Operation: Sept. 30, 1953. Sale to present owner by Ashley Robison and Harry W. McCart approved Oct. 3, 1956 by FCC (*Television Digest*, Vol. 12:36, 37, 40).

Represented (sales) by Weed Television Corp.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Lincoln Dellar, *owner*.
A. J. Richards, *general manager*.
Theodore F. Hardy, *sales promotion director*.
William R. Furnell, *program director*.
Harvey Chester, *news & special events director*.
Harry Bartholomew, *engineering director*.

DIGEST OF RATE CARD NO. 3
(Feb. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$110.00	\$100.00	\$50.00

(Continued on next page)

California

SACRAMENTO: KCCV-TV—(Continued)

Class B—5-7 p.m., 10:30-11 p.m., daily.							
300.00	180.00	120.00	105.00	90.00	75.00	60.00	30.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily.							
225.00	135.00	90.00	79.00	56.50	50.00	45.00	22.50

Subject to frequency discounts.

KCRA-TV Sacramento

(Ch. 3)

Licensee: KCRA Inc., 310 10th St.
 Studio and Transmitter: 310 10th St.
 Telephone: Gilbert 1-4631. TWX No.: SC 111.
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 490-ft. above av. terrain, 553-ft. above ground, 573-ft. above sea level, lat. 38° 35' 16", long. 121° 29' 22".
Network Service: NBC.
AM Affiliate: KCRA, 5-kw (1-kw night), 1320 kc (NBC). FM Affiliate: KCRA-FM, 11-kw, 96.1 mc (No. 241), 380-ft.
Ownership: Ewing C. Kelly, pres., 50%; C. Vernon Hansen, v.p., 16.66%; Gerald Hansen, secy., 16.66%; K. W. Hansen, treas., 16.66%.
Began Operation: Sept. 2, 1955.
Represented (sales) by Edward Petry & Co. Inc.
Represented (legal) by Loucks, Zias, Young & Jansky.
Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Ewing C. Kelly, *president & general manager.*
 Howard J. Smiley, *station manager.*
 Robert E. Kelly, *program & national sales manager.*
 Irma Davis, *business manager.*
 Tom Breen, *operations director & film buyer.*
 W. Herbert Hartman, *chief engineer.*
 Jeanne Hill, *traffic manager.*
 John Kuhlman, *educational director.*
 Richard Block, *continuity & promotion director.*
 Milly Sullivan, *women's director.*
 Ruth Ward, *news director.*
 John Mackenzie, *farm director.*

DIGEST OF RATE CARD NO. 2—(June 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.; 6-10:30 p.m., Sun.						
\$750.00	\$450.00	\$300.00	\$262.50	\$187.50	\$150.00	\$75.00
Class B—6-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class C—Noon-6 p.m., 11-11:30 p.m., daily.						
390.00	234.00	156.00	136.50	97.50	78.00	39.00
Class D—11:30 p.m.-noon, daily.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

Subject to frequency discounts.

KSBW-TV Salinas-Monterey

(Ch. 8)

Grantee (STA): Salinas Valley Bcstg. Corp., Box 1651, Salinas.
Studio: 238 John St. **Transmitter:** Fremont Peak, 10-mi. NE of Salinas.

Telephone: Harrison 2-6422. **TWX No.:** ZL89.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 240-kw visual, 120-kw aural. Antenna: 2330-ft. above av. terrain, 251-ft. above ground, 3328-ft. above sea level, lat. 36° 45' 20", long. 121° 30' 00".

Network Service: CBS, ABC, NBC.

AM Affiliate: KSBW, 1-kw, 1380 kc (MBS)

Ownership: John C. Cohan, pres., 25%; William M. Oates, secy.-treas., 25%; group of local stockholders, 50%. Cohan owns 50% of KVEC-TV, San Luis Obispo (Ch. 6) & KVEC.

Began Operation: Sept. 11, 1953 as share-time outlet with KMBY-TV, Monterey; on Feb. 2, 1955 FCC approved deal whereby it bought and merged KMBY-TV (*Television Digest*, Vol. 10:45 & 11:6).

Represented (sales) by H-R Television, Inc.

Represented (legal) by John P. Hearne, Hollywood.

Represented (engineering) by Robert L. Hammett, San Francisco

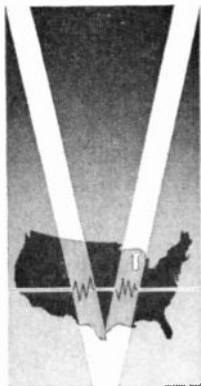
Personnel:

John Cohan, *president and general manager.*
 William M. Oates, *secy.-treas. and asst. manager.*
 Gary Ferlisi, *operations supervisor.*
 Lutz Winkler, *film director.*
 Graham Moore, *sales manager.*
 Bill Hargan, *chief engineer.*

DIGEST OF RATE CARD NO. 4 (Nov. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$120.00	\$90.00	\$75.00	\$38.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
260.00	156.00	104.00	95.00	68.00	55.00	28.00
Class C—All other times.						
175.00	105.00	70.00	62.00	45.00	38.00	19.00
Combination Rates—KSBW-TV & KVEC-TV, San Luis Obispo.						
Class A—6:30-10:30 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$170.00	\$130.00	\$104.00	\$52.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
375.00	225.00	150.00	132.00	98.00	78.00	39.00
Class C—All other times.						
250.00	150.00	100.00	85.00	65.00	52.00	26.00

Subject to frequency discounts.



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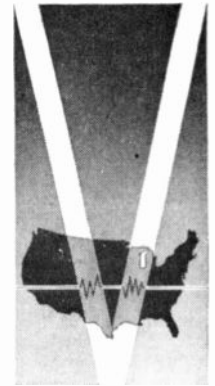
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VISUAL ELECTRONICS CORP.

342 West 40th Street

New York, N.Y.



Talk About Daytime Audience Dominance

KCRA-TV Has More Adult Daytime Viewers Than All Competing Stations COMBINED!



63.6%

**ARB Share of Audience*
Sign-on to 5 p.m., Monday-Friday
Daytime Adult Viewing Hours**
(Avg. Sets in Use: 15.1)

From 7 a. m. to 5 p. m. Clear Channel 3 has 190 quarter-hour "firsts" out of a possible 200. In share of Audience, KCRA-TV has more than twice that of the second station:

	Sign-on To Noon	Noon-5 p. m.	Avg. Daytime Share Audience
KCRA-TV	60.0%	67.2%	63.6%
Station "B"	37.7%	18.0%	27.9%
Station "C"	1.3%	3.1%	2.8%
Station "D"	---	13.9%	13.9%

(On Air at 2 p.m.)

KCRA-TV has 21.3% more audience than the second station in the big Sacramento TV Market from Sign-on to Signoff, Sunday through Saturday:

	Total Share of Audience
KCRA-TV	43.8%
Station "B"	36.1%
Station "C"	12.9%
Station "D"	9.2%

**Call Petry for more information about
The Highest Rated NBC Station in the West**

*All figures from Sacramento Television Audience. ARB: November 15-21, 1956

KCRA-TV

SERVING 28 NORTHERN CALIFORNIA AND NEVADA COUNTIES

Sacramento, California

CLEAR

3

CHANNEL

California

KFMB-TV San Diego (Ch. 8)

Licensee: Wrather-Alvarez Broadcasting, Inc., Fifth and Ash St.
 Studio: Fifth and Ash St. Transmitter: Mt. Soledad.
 Telephone: Belmont 2-2114. TWX No.: SD 6277.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum and 245-kw horizontal visual, 158-kw maximum and 123-kw horizontal aural. Antenna: Directional, 760-ft. above av. terrain, 284-ft. above ground, 1049-ft. above sea level, lat. 32° 50' 17", long. 117° 14' 56".

Network Service: CBS.

AM Affiliate: KFMB, 5-kw, 540-kc (CBS).

Ownership: Maria Helen Alvarez, 38.89%; Jack D. Wrather, 38.89%; Edward Petry & Co., 22.22%. Mrs. Alvarez owns 25% of application for Corpus Christi. Mr. Wrather holds CP for WJDW, Boston (TV); and is part owner of radio WNEW, New York. Wrather-Alvarez Bcstg. also holds CP for Ch. 13, Yuma, Ariz. and has application pending for approval of purchase of KERO-TV, Bakersfield, Cal. (Ch. 10).

Began Operation: May 16, 1949. Sold to Kennedy Bcstg. Co. April 25, 1951 (Television Digest, Vol. 7:18); sold to present owners March 25, 1953 (Television Digest, Vol. 9:5, 13).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Robert L. Hammett.

Personnel:

J. D. Wrather, *president*.
 George Whitney, *v.p. & general manager*.
 Bill Fox, *general sales manager*.
 John Cummins, *asst. sales manager*.
 Dan Bellus, *sales development & promotion director*.
 Byron Dowty, *program manager*.
 Charles Abel, *chief engineer*.

DIGEST OF RATE CARD NO. 11 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—8-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.							
\$900.00	\$540.00	\$360.00	\$315.00	\$270.00	\$230.00	\$200.00	\$100.00
Class A—7-8 p.m., Mon.-Fri.							
800.00	480.00	320.00	280.00	240.00	200.00	160.00	80.00

Class B—5-6 p.m., Sat. & Sun.; 10-10:30 p.m., daily.							
700.00	420.00	280.00	245.00	210.00	160.00	140.00	70.00
Class C—5-7 p.m., Mon.-Fri.; 10:30-11 p.m., daily; noon-5 p.m., Sat. & Sun.							
600.00	360.00	240.00	210.00	180.00	140.00	120.00	60.00
Class D—Noon-5 p.m., Mon.-Fri.							
500.00	300.00	200.00	175.00	150.00	100.00	80.00	40.00
Class E—7 a.m.-noon, 11 p.m.-sign-off, daily.							
400.00	240.00	160.00	140.00	120.00	80.00	60.00	30.00

Subject to frequency discounts.

KFSD-TV San Diego (Ch. 10)

Licensee: KFSD Inc., 3642 Enterprise St.

Studio: 3642 Enterprise St. Transmitter: Enterprise & Frontier Sts.

Telephone: Cypress 8-7151. TWX No.: SD 6309.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw maximum and 214-kw horizontal visual, 158-kw maximum and 107-kw horizontal aural, 750-ft. above av. terrain, 252-ft. above ground, lat. 32° 50' 20.5" long. 117° 14' 56.5".

Network Service: NBC.

AM Affiliate: KFSD, 5-kw, 600 kc (NBC). FM Affiliate: KFSD-FM, 33-kw, 94.1 mc (No. 231), 425-ft. antenna height.

Ownership: Fox, Wells & Co. (95.5%). KFSD Inc. officers: James G. Rogers, pres.; Glen McDaniel, exec. secy., 3%; William E. Goetze, exec. v.p. & director; E. Eloise Mills, treas.; William Lane, director, 1.5%; Tom Sharp, director.

Began Operation: Sept. 9, 1953. Sale to present owners by Tom Sharp, Charles E. Salk and TBC group approved by FCC Oct. 13, 1954 (Television Digest, Vol. 10:31-32, 34, 38, 42).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Lundgren, Lincoln, Peterson & McDaniel.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

William E. Goetz, *exec. v.p. & general manager*.
 Jay Grill, *sales manager*.
 Grant Recksieck, *promotion & publicity director*.
 Sig Smith, *news editor*.
 Harold Boone, *director of merchandising*.
 Leroy Bellwood, *chief engineer*.
 Mildred Fenton, *public service director*.
 Jean Phythian, *operations manager*.

Still **FIRST** in America's Fastest-Growing Billion-Dollar-Market!...

*You must buy KFMB-TV....
to reach all of San Diego County*

KFMB-TV



SAN DIEGO, California

WRATHER - ALVAREZ BROADCASTING, INC.

San Diego 1, California

Represented by EDWARD PETRY & CO., INC.

DIGEST OF RATE 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	\$300.00	\$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	130.00	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	90.00	50.00
Class C—Noon-6 p.m., 11 p.m.-midnight, Mon.-Fri.; noon-5 p.m., 11 p.m.-midnight, Sat. & Sun.						
400.00	240.00	160.00	140.00	120.00	80.00	40.00
Class D—Sign-on-noon, midnight-sign-off, daily.						
250.00	150.00	100.00	90.00	80.00	50.00	30.00

Subject to frequency discounts.

XETV
Tijuana-San Diego

(Ch. 6)

Licensee: Radio-Television, S.A.
Business Address: 4229 Park Blvd., San Diego 3, Cal.
Studio and Transmitter: Mount San Antonio, Tijuana, B.C. Mexico
Telephone: Cypress 8-7191. TWX No.: SD 6234.
Technical Facilities: Channel 6 (82-88 mc). Authorized power: 38-kw visual, 17-kw aural. Antenna: 1000-ft. above av. terrain, 550-ft. above ground, 1423-ft. above sea level, lat. 32° 30' 49", long. 117° 01' 08".
Network Service: ABC.

Ownership: Emilio Azcarraga, principal stockholder.

Began Operation: Feb. 18, 1953.

Represented (sales) by Weed Television Corp.

Personnel:

Julian M. Kaufman, *v.p. & general manager.*
Alejandro Nervo, *manager of operations.*
William G. Mueller, *business manager.*
Patricia Carey, *traffic manager.*
Harrison W. H. Eagles, *merchandising promotion manager.*
Marvin Schulman, *chief engineer.*
Jose Marquez, *engineer in charge of operations.*

DIGEST OF RATE CARD NO. 5—(April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10
Class AA—8-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$70.00
Class A—7-8 p.m., 10-10:30 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-7 p.m., 10:30-11 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class C—All other times.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00

Subject to frequency discounts.

KQED
San Francisco

(Ch. 9)

Non-Commercial Educational Station

Grantee (STA): Bay Area Educational Television Assn., 525 Fourth St.

Studio: 525 Fourth St. Transmitter: Crocker Estate Radio Center, San Bruno Peak.

Telephone: Sutter 1-8861.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 30.9-kw visual, 15.5-kw aural. Antenna: 1262-ft. above av. terrain, 187-ft. above ground, 1412-ft. above sea level, lat. 37° 41' 21", long. 122° 26' 11.6".

Ownership: Following are officers: J. Paul Leonard, chairman; Mortimer Fleishhacker Jr., pres.; Raymond Reeves, treas.; George A. Pettitt, v.p.

Began Operation: April 2, 1954.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by R. A. Isberg.

Personnel:

James Day, *general manager.*
Jonathan C. Rice, *program manager.*
Gerald Marens, *production manager.*
Marianne Goldman, *publicity director.*
Robert Katz, *film director.*

KGO-TV
San Francisco
(Ch. 7)

Licensee: American Broadcasting Co., 277 Golden Gate Ave.

Studio: 277 Golden Gate Ave. Transmitter: Mt. Sutro.

Telephone: Underhill 3-0077. TWX No.: SF 147.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1210-ft. above av. terrain, 517-ft. above ground, 1348-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05".

Network Service: ABC.

AM Affiliate: KGO, 50-kw, 810 kc (ABC). FM Affiliate: KGO-FM, 3.8-kw, 103.7 mc (No. 279), 1180-ft. antenna height.

Ownership: See WABC-TV, New York.

Began Operation: May 5, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

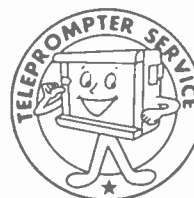
John H. Mitchell, *v.p. & general manager.*
David Sacks, *general sales manager.*
Alan Gilman, *asst. sales manager.*
Victor P. Reed, *manager, promotion-publicity.*
John D. Hymes, *merchandising manager.*
Russell Baker, *program manager.*
Robert Mitchell, *film manager.*
Edith Kirby, *traffic manager.*
Mary Jean Wolfe, *sales service manager.*
Harry Jacobs, *chief engineer.*
Edward Smith, *production manager.*
Lorraine Duchene, *continuity acceptance editor.*

DIGEST OF RATE CARD NO. 10
(April 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.						
\$1700.00	\$1020.00	\$680.00	\$595.00	\$510.00	\$375.00	\$188.00
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.						
1250.00	750.00	500.00	417.00	334.00	270.00	135.00
Class B—5-7 p.m., Mon.-Fri.; 4-6 p.m., Sat.; noon-4 p.m., Sun.; 11-11:30 p.m., daily.						
800.00	480.00	320.00	264.00	216.00	160.00	80.00
Class C—All other times.						
500.00	300.00	200.00	167.00	134.00	100.00	50.00

Subject to frequency discounts.

The surest way for your audience to get the sponsor's message is to first record it on TelePrompTer . . .



TELEPROMPTER[®]
SERVICE

SEE PAGE 35

**KPIX
San Francisco
(Ch. 5)**

Licensee: Westinghouse Broadcasting Co. Inc. (Cal.), 2655 Van Ness Ave.

Studio: 2655 Van Ness Ave.

Transmitter: Mt. Sutro Television Center.

Telephone: Prospect 6-5100. TWX No. SF 168.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1140-ft. above av. terrain, 400-ft. above ground, 1231-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05".

Network Service: CBS.

AM Affiliate: None locally.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers E. V. Huggins, chairman; Donald H. McGannon, pres.; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; Alexander W. Dannenbaum Jr., vice president, sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); WBZ-TV, Boston (WBZ); KYW-TV, Cleveland (KYW); and radio stations KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind.; WBZA, Springfield, Mass. Also owns WIND, Chicago, and CP for WIND-TV (Ch. 20).

Began Operation: Dec. 25, 1948. Sold to present owner by Associated Bcstrs. Inc. (Television Digest, Vol. 9:45, 10:11, 15, 19, 27).

Represented (sales) by the Katz Agency Inc.

Personnel:

- Donald H. McGannon, *president.*
- Philip G. Lasky, *general manager.*
- George Mathiesen, *asst. general manager.*
- Louis Simon, *sales manager.*
- William H. Ryan, *advertising & sales promotion manager.*
- Al Baccarl, Jr., *publicity director.*
- William Dempsey, *program manager & film buyer.*
- John P. Highlander, *asst. program manager.*
- Thomas T. Ely, *director of engineering.*
- Wm. Burgess, *asst. chief engineer.*

DIGEST OF RATE CARD NO. 11—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$1700.00	\$1020.00	\$680.00	\$595.00	\$510.00	\$425.00	\$213.00
Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 4-7 p.m., Sun.; 10-11 p.m., daily.						
1250.00	750.00	500.00	438.00	375.00	270.00	135.00
Class B—6-6:30 p.m., Mon.-Fri.; 4-6 p.m., Sat.; noon-4 p.m., Sun.; 11-11:30 p.m., daily.						
850.00	510.00	340.00	298.00	255.00	180.00	90.00
Class C—11 a.m.-6 p.m., Mon.-Fri.; sign-on-4 p.m., Sat.; sign-on-noon, Sun.; 11:30 p.m.-sign-off, daily.						
600.00	360.00	240.00	210.00	180.00	130.00	65.00
Class D—Sign-on-11 a.m., Mon.-Fri.						
500.00	300.00	200.00	175.00	150.00	95.00	48.00

Subject to frequency discounts.

**KRON-TV
San Francisco
(Ch. 4)**

Licensee: Chronicle Publishing Co., 901 Mission St.

Studio: 929 Mission St. Transmitter: Television Peak, San Bruno Mt.

Telephone: Garfield 1-1100. TWX No.: SF 283 & SF 1063.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1310-ft. above av. terrain, 200-ft. above ground, 1441-ft. above sea level, lat. 37° 41' 12", long. 122° 26' 03". Requests change to 2000-ft. above av. terrain, 981-ft. above ground, 2229-ft. above sea level, lat. 37° 41' 19", long. 122° 26' 07".

Network Service: NBC.

AM Affiliate: None.

Ownership: Chronicle Publishing Co., publisher of *San Francisco Chronicle*; Charles deYoung Thieriot, pres. Also owns 97.3% of KBAK-TV, Bakersfield, Cal.

Began Operation: Nov. 15, 1949.

(Continued on page 92)

*no selling campaign is complete
without the WBC stations . . .*

KPIX channel 5

THE SAN FRANCISCO STATION FOR THE CBS TELEVISION NETWORK

WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO: BOSTON, WBZ-WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX. . . .

TELEVISION: BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX.

WIND REPRESENTED BY A M RADIO SALES * KPIX REPRESENTED BY THE KATZ AGENCY, INC. * ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



KRON is TV in SF



San Franciscans are sold on KRON-TV

**BUGS BUNNY
PRESENTS**
Mon.-Fri. 5:45-6:20
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

California

SAN FRANCISCO: KRON-TV—(Continued)

Represented (sales) by Peters, Griffin, Woodward, Inc.
 Represented (legal) by John P. Hearne (San Francisco).
 Represented (engineering) by Robert L. Hammett (San Francisco).
Personnel:
 Charles Thierlot, *president*.
 Harold P. See, *general manager*.
 Norman Louvain, *sales manager*.
 John W. Reavis Jr., *merchandising & advertising manager*.
 Thomas Mulhalley, *public affairs director*.
 Roland D. Irving, *promotion manager*.
 Douglas Elleson, *program manager*.
 James Bentley, *asst. program manager*.
 J. L. Berryhill, *chief engineer*.

DIGEST OF RATE CARD NO. 11—(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$1700.00	\$1020.00	\$680.00	\$595.00	\$510.00	\$425.00	\$212.50
Class A—7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.; 4-7:30 p.m., Sun.; 10:30-11 p.m., daily.						
1250.00	750.00	500.00	437.50	375.00	275.00	137.50
Class B—6-7 p.m., Mon.-Fri.; 4-6 p.m., Sat.; noon-4 p.m., Sun.; 11-11:30 p.m., daily.						
850.00	510.00	340.00	297.50	255.00	180.00	90.00
Class C—All other times.						
600.00	360.00	240.00	210.00	180.00	120.00*	60.00*

* All other times, noon-midnight. All other times, midnight-noon: 20 Sec. \$85; 8 Sec. \$42.50. Also has Class C Min. rate: noon-midnight, \$130; midnight-noon, \$95.
 Subject to frequency discounts.
 Color—Rates on request.

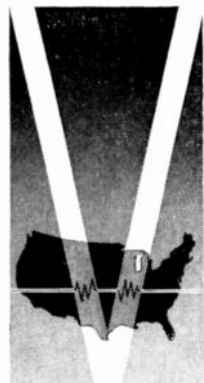
KSAN-TV San Francisco (Ch. 32)

Grantee (STA): S. H. Patterson, 1111 Market St.
 Studio: 1111 Market St. Transmitter: Claradon Heights, between Mt. Sutro & Twin Peaks.
 Telephone: Market 1-8171.
Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 1080-ft. above av. terrain, 372-ft. above ground, 1203-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05". Note: Requests change to Ch. 13.
 AM Affiliate: KSAN, .25-kw, 1450 kc.
Ownership: S. H. Patterson, 100%.
Began Operation: March 1, 1954.
 Represented (sales) by Stars National Inc.; Tracy Moore & Assoc., Inc. (West Coast).
 Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.
 Represented (engineering) by Radio Engineering Co., San Francisco.
Personnel:
 Norwood J. Patterson, *executive director*.
 Richard P. Bott, *general manager*.

DIGEST OF RATE CARD NO. 6 (Oct. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-10:01 p.m., daily.						
\$115.00	\$65.00	\$40.00	\$30.00	\$23.00	\$12.00	\$7.20
Class B—All other times.						
108.00	60.00	37.00	27.00	20.00	9.50	5.50

Subject to frequency discounts.



Lambda Pacific

50 Watts (7,000 mc) Amplifier

Over 600,000 Watts erp with 6 ft. dishes
 Increases fade margin
 27db over 0.1 watt relay.
 17db over 1.0 watt relay.

See your Visual Electronics Sales Engineer

VISUAL ELECTRONICS CORP.
 342 W. 40th Street, New York, N. Y.

KNTV San Jose (Ch. 11)

Licensee: Standard Radio & Television Co., 645 Park Ave.
 Studio: 645 Park Ave. Transmitter: 4.6 mi. SSW of New Almaden, Peak Loma Prieta.
 Telephone: Cypress 7-5577.
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 5.37-kw visual, 2.69-kw aural. Antenna: 2769-ft. above av. terrain, 273-ft. above ground, 4079-ft. above sea level, lat. 37° 06' 40", long. 121° 50' 34".
Ownership: Sunlite Bakery, 100% owned by A. T. Gilliland.
Began Operation: July 21, 1955.
 Represented (sales) by Weed Television Corp.
 Represented (legal) by Krieger & Jorgensen.
 Represented (engineering) by George P. Adair Engineering Co.
Personnel:
 Fran Conrad, *general manager*.
 Hal E. Chase, *general sales manager*.
 Robert I. Guy, *operations manager*.
 Russell Ireland, *news director*.
 Bruce Joyner, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (April 1, 1956)

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	\$30.00
Class B—5-7 p.m., daily.						
175.00	105.00	70.00	60.00	55.00	40.00	20.00
Class C—All time before 5 p.m., daily.						
125.00	75.00	50.00	42.50	37.50	30.00	15.00

Subject to frequency discounts.

KVEC-TV San Luis Obispo (Ch. 6)

Grantee (STA): Valley Enterprises Co., Mt. View & Hill Sts.
 Studio: Mt. View & Hill Sts. Transmitter: Los Padres Forest.
 Telephone: Liberty 3-0920.
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 16-kw visual, 8.9-kw aural. Antenna: 1260-ft. above av. terrain, 140-ft. above ground, 2390-ft. above sea level, lat. 35° 21' 37", long. 120° 38' 57".
 Network Service: ABC, CBS.
 AM Affiliate: KVEC, 1-kw (.5-kw night) 920 kc (MBS).
Ownership: John C. Cohan, 50%; Jerome Kantro, 50%. Cohan is pres. & 25% owner of KSBW-TV, Salinas-Monterey, in which Kantro has minority interest also.
Began Operation: May 25, 1953. Sale to present owners by Christina M. Jacobson & Leslie H. Hacker approved June 13, 1956 (*Television Digest*, Vol. 12:24).
 Represented (sales) by H-R Television Inc.
 Represented (legal) by Dow, Lohnes & Albertson.
 Represented (engineering) by Robert L. Hammett (San Francisco).
Personnel:
 John C. Cohan, *general manager*.
 Fred Beck, *manager & operations supervisor*.
 Graham Moore, *executive sales manager*.
 Hill Carruth, *local sales manager*.
 Ted Warner, *program director*.
 Bill Hargan, *director of engineering*.
 Lew Jones, *chief engineer*.

DIGEST OF RATE CARD NO. 2-A—(Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$76.00	\$50.00	\$40.00	\$20.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
150.00	90.00	60.00	50.00	40.00	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.
 For rate when sold in combination with KSBW-TV, Salinas, see KSBW-TV listing.

KEY-T
Santa Barbara
(Ch. 3)

Licensee: Santa Barbara Bestg. & TV Corp., 730 Miramonte.
Studio: 730 Miramonte Dr.
Transmitter: TV Peak, Santa Ynez Mountains.
Telephone: Woodland 5-8533. TWX No.: ZB 8998.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 50-kw visual, 25-kw aural. Antenna: 3010-ft. above av. terrain, 211 ft. above ground, 4201-ft. above sea level, lat. 34° 31' 32", long. 119° 57' 08".

Network Services: ABC, CBS, NBC.

Ownership: Harry C. Butcher, chairman, 4.6%; Colin M. Selph, pres., 18.8%; Cecil I. Smith, v.p. & treas., 11.1%; Arthur F. Marquette, v.p., 10.0%; C. H. Jackson Jr., 26.2%; P. M. Hamilton, 6.2%; Ronald Colman, 6.8%; Arthur Rohde, 1.5%; Seymour Johnson, 1.5%; Lloyd Jones, 1.5%; Radio KIST Inc., 7.69%.

Began Operation: July 24, 1953.

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Seymour F. Johnson, Santa Barbara. Personnel:

Colin M. Selph, *president and general manager.*
Mary Ann Casey, *program operations manager.*
Joe Costantino, *program production manager.*
Thomas Chace, *regional sales manager.*
Bill Huddy, *news editor.*
Lloyd M. Jones, *director of engineering.*
Mary Colores, *comptroller.*
Virginia Lee, *sales promotion & advertising manager.*

DIGEST OF RATE CARD NO. 3
(Oct. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 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	\$45.00
Class A—6:29-7:29 p.m., Mon.-Fri.; 5:59-7:29 p.m., Sat.-Sun.; 9:59-10:59 p.m., daily.	400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class B—4:59-6:29 p.m., Mon.-Fri.; 10:59-midnight, daily; 12:59-5:09 p.m., Sat. & Sun.	300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—Sign-on-4:59 p.m., Mon.-Fri.; midnight-sign-off, daily; sign-on-10 a.m., Sat. & Sun.	200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts

KOVR
Stockton
(Ch. 13)

Grantee (STA): Television Diablo Inc., 225 E. Miner Ave.
Studios: 225 E. Miner Ave. Transmitter: Atop Mt. Diablo
Telephone: Howard 6-6981. TWX No.: SK 8.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 138-kw visual, 72.2-kw aural. Antenna: 3240-ft. above av. terrain, 399-ft. above ground, 4012-ft. above sea level, lat. 37° 52' 49", long. 121° 55' 09". Holds CP for 316-kw visual, 158-kw aural, 1176-ft. above av. terrain, 399-ft. above ground, 2699-ft. above sea level, lat. 38° 20' 24", long. 120° 43' 13". Transmitter to 3-mi. S.E. of Jackson, Calif. Note: Effective date of CP postponed pending outcome of hearing.

Ownership: H. L. Hoffman, chairman, 63%; Terry H. Lee, pres.; Orrin H. Brown, v.p.; 3.6%; J. A. McCullough, v.p., 4.5%; W. W. Eitel, v.p., 4.5%; Joseph E. and Theodore R. Gamble, 10%; over 300 others, none owns over 3%.

Began Operation: Sept. 5, 1954.

Represented (sales) by Avery-Knodel Inc.; Frank King & Co. (Cal.)

Represented (legal) by Loucks, Zias, Young & Jansky.

Personnel:

Terry Hamilton Lee, *president & general manager.*
Jay Watson, *v.p. & sales manager.*
Bel Lange, *production supervisor.*
Norrie West, *publicity & sales promotion manager.*
Richard Anderson, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(October 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID	
Class A—6:30-10 p.m., daily.	\$800.00	\$480.00	\$320.00	\$275.00	\$225.00	\$175.00	\$88.00
Class B—6-6:30 p.m., 10-10:30 p.m., daily.	525.00	315.00	210.00	184.00	130.00	100.00	50.00
Class C—All other times.	350.00	210.00	140.00	125.00	88.00	75.00	38.00

Subject to frequency discounts.

California - Colorado

KVVG
Tulare-Fresno
(Ch. 27)

Grantee (STA): UHF Telecasting Corp., 1385 E. Tulare St., Tulare. Business office: 1385 E. Tulare St., Tulare.

Studio: 1385 E. Tulare St. Transmitter: Eshom Point, 40-mi. NE of Tulare and 40-mi. E of Fresno.

Telephone: 6-4703.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 151-kw visual, 81.3-kw aural. Antenna: 1630-ft. above av. terrain, 120-ft. above ground, 2370-ft. above sea level, lat. 37° 49' 17", long. 118° 56' 35".

Ownership: James Stacy, independent movie producer, 100%

Began Operation: Nov. 16, 1953. Sale to Stacy by co-owners Joseph Justman and Milton B. Scott approved Jan. 30, 1957 by FCC (*Television Digest*, Vol. 12:25, 13:5). Justman and Scott's acquisition of station from creditors of Sheldon Anderson was approved March 16, 1955 (Vol. 11:12).

Represented (sales) by Charles Bernard & Co.; Lee F. O'Connell Co. (San Francisco).

Represented (legal) by John P. Hearne, Los Angeles.

Personnel:

Ron Freeman, *general manager & sales manager.*
Herschel McKenzie, *chief engineer.*
Robert Lee, *operations manager.*
Bob Lee, *news director.*
Joe Ridgway, *film director.*

DIGEST OF RATE CARD NO. 3—(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	\$32.50
Class B—5-6:30 p.m., Mon.-Sat.; noon-5 p.m., Sun.; 10:30-11 p.m., daily.	250.00	150.00	100.00	75.00	62.50	45.00	22.50

Subject to frequency discounts.

COLORADO

KKTV
Colorado Springs
(Ch. 11)

Grantee (STA): TV Colorado Inc., 512 S. Tejon.

Studio: Box 1078, 512 S. Tejon. Transmitter, Cheyenne Mt.

Telephone: Melrose 4-2844. TWX No.: COL SP 581.

Technical Facilities: Channel No. 11 (198-204 mc). Operating under Special Temporary Authorization with 107.5-kw visual, 54-kw aural. Authorized power: 309-kw max. and 115-kw horizontal visual, 159-kw max. and 58.9-kw horizontal aural. Antenna: 1701-ft. above av. terrain, 197-ft. above ground, 9177-ft. above sea level using 5° electrical beam tilt, lat. 38° 45' 42", long. 104° 51' 51".

Network Service: ABC, CBS.

Ownership: James D. & Betty Z. Russell, 50%; Gifford Phillips, 50%. James D. Russell, pres.-treas.; Betty Z. Russell, v.p.; Robert D. Ellis, v.p.-secy. Mr. Ellis votes stock of Gifford Phillips.

Began Operation: Dec. 7, 1952.

Represented (sales) by The Bolling Co. Inc.; Clarke Brown Co. (Southern).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

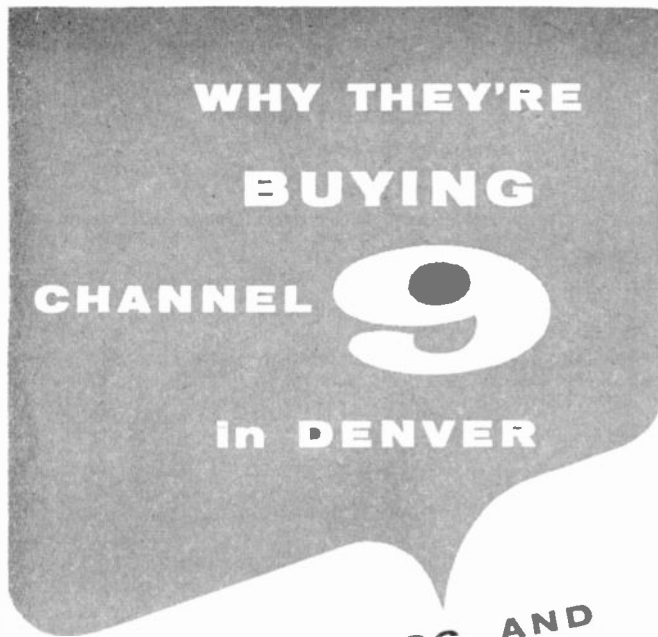
Personnel:

James D. Russell, *president and general manager.*
Robert D. Ellis, *v.p. and national sales manager.*
Carl Pehlman, *program director and film editor.*
Jack East, *promotion manager.*
Dick Gillham, *news director.*
H. Cozine Strang, *transmitter supervisor.*
Willis Shanks, *studio supervisor.*

DIGEST OF RATE 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	\$30.00
Class A—6-6:30 p.m., Mon.-Fri.; 10-10:30 p.m., daily; 1-6 p.m., Sun.	200.00	120.00	80.00	70.00	60.00	50.00	25.00
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	20.00
Class C—Sign-on-5 p.m., Mon.-Sat.	100.00	60.00	40.00	35.00	30.00	25.00	15.00

Subject to frequency discounts.



WARNER BROS. AND POPEYE CARTOONS

Released for the **FIRST** time on TV

● MINUTES NOW AVAILABLE

BUGS BUNNY
Fridays, 9:00 - 9:30 pm



POPEYE THE SAILORMAN
Mondays, 6:00 - 6:30 pm
Saturdays, 6:00 - 6:30 pm



PLUS OTHER CARTOONS
Saturdays, 4:00 - 6:00 pm



▶ Call National Sales Manager **JOHN HENRY** at KBTV for Hot Availabilities to sell the **BOOMING DENVER MARKET!**

KBTV Channel 9 Denver

1089 BANNOCK • Dial TA 5-6386

JOHN C. MULLINS, President * **JOE HEROLD, Station Manager**
Represented by Peters, Griffin, Woodward, Inc.

KRDO-TV Colorado Springs

(Ch. 13)

Licensee: Peaks Peak Broadcasting Co., 399 S. 8th. St.

Studio and Transmitter: 399 S. 8th St.

Telephone: Melrose 2-1515

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 11.5-kw visual, 5.8-kw aural. Antenna: minus 630-ft. above av. terrain, 465-ft. above ground, 6415-ft. above sea level, lat. 38° 49' 42", long. 104° 50' 15".

Network Service: NBC.

AM Affiliate: KRDO, 25-kw, 1240 kc.

Ownership: William J. Gregory, 39.22%; Harry C. Hoth, 27.17%; Harry W. Hoth, Jr., pres., 22.94%.

Began Operation: Sept. 21, 1953. Sale to present owners by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

Represented (sales) by John E. Pearson Television Inc.; John L. McGuire & Co. (Denver).

Represented (legal) by George O. Sutton.

Represented (engineering) by James C. McNary.

Personnel:

Harry W. Hoth Jr., *president & general manager.*
Darold Wilkinson, *business manager.*
Joe Cahalan, *film director.*
Hugh Sweeney, *technical production director.*
Herbert Schubarth, *chief engineer.*

DIGEST OF RATE 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	\$17.50
Class B—2-6 p.m., Mon.-Sat.; noon-3 p.m., Sun.; 10:30 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

*Class C (Sign-on-2 p.m., Mon.-Sat.) Min. or 20 Sec. \$25, 10 Sec. \$12.50. Subject to frequency discounts.
For rate when sold in combination with KSCJ-TV, Pueblo, Colo., see KSCJ-TV listing.

KBTV Denver

(Ch. 9)

Licensee: TV Denver Inc., 1089 Bannock St.

Studio: 1089 Bannock St. Transmitter: Lookout Mountain.

Telephone: Tabor 5-6386. TWX No.: DN 463.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 282-kw visual, 144-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level, lat. 39° 43' 46", long. 105° 14' 08".

Network Service: ABC.

Ownership: John C. Mullins, pres., 50%; Webb & Knapp (Wm. Zeckendorf), 50%.

Began Operation: Oct. 12, 1952. Sale to John C. Mullins and Frank Leu by local businessmen headed by W. D. Pyle approved March 23, 1955; transfer of Leu's 50% to Webb & Knapp approved March 28, 1956 (*Television Digest*, Vol. 11:7,13,50&12:13).

Represented (sales) by Peters, Griffin, Woodward, Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

John C. Mullins, *president.*
Joseph Herold, *station manager.*
Gil Lee, *asst. to manager.*
Robert W. Dupree, *business manager.*
Thomas L. Young, *commercial manager.*
John Henry, *national sales manager.*
Marshall Faber, *operations manager.*
Bill Walker, *promotion manager.*
Mann Reed, *production manager.*
Nelson Alquist, *chief engineer.*
Ann Walker, *merchandising director.*

DIGEST OF RATE CARD NO. 6
(Sept. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$650.00	\$390.00	\$260.00	\$227.00	\$195.00	145.00*	\$73.00*
Class B—5-6 p.m., 10-11 p.m., daily.						
390.00	234.00	156.00	135.00	117.00	90.00	45.00
Class C—All other times.						
230.00	138.00	92.00	81.00	69.00	40.00	20.00

* Class AA (7:30-9:30 p.m. daily): 20 Sec. \$175.00, 10 Sec. \$88.00. Subject to frequency discounts.

KLZ-TV

Denver

(Ch. 7)

Licensee: Aladdin Bcstg. Corp., 131 Speer Blvd.
 Studio: 131 Speer Blvd. Transmitter: Lookout Mt.
 Telephone: Main 3-4271.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level, lat. 39° 43' 46", long. 105° 14' 12".

Network Service: CBS.

AM Affiliate: KLZ, 5-kw, 560 kc (CBS).

Ownership: Time Inc., 100%. For other interests, see Time, Inc. under Group Ownership.

Began Operation: Nov. 1, 1953. Sale to Time Inc. by Aladdin Radio & TV approved by FCC June 23, 1954 (*Television Digest*, Vol. 10:11, 15, 25, 26).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

Hugh B. Terry, *president & general manager.*
 Phil Hoffman, *v.p. & manager.*
 Jack Tipton, *general sales manager.*
 Bob Hart, *local sales manager.*
 Clayton Brace, *program manager.*
 Earl Wennergren, *publicity director.*
 John Connors, *promotion & advertising manager.*
 Sheldon Peterson, *news director.*
 Ruth Willhilde, *traffic manager.*
 Starr Yelland, *sports & special projects director.*
 Eugene Jenkins, *chief engineer.*

DIGEST OF RATE 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	\$100.00
Class B—10-11 p.m., daily; 3-5 p.m., Sun.						
450.00	270.00	180.00	155.00	135.00	120.00	60.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	110.00	95.00	60.00	30.00

KOA-TV

Denver

(Ch. 4)

Licensee: Metropolitan Television Co., 1625 California.
 Studio: 1625 California. Transmitter: Lookout Mt.
 Telephone: Main 3-6211. TWX No.: DN 207.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1477-ft. above av. terrain, 833-ft. above ground, 8147-ft. above sea level, lat. 39° 43' 50", long. 105° 14' 07".

Network Service: NBC.

AM Affiliate: KOA, 50-kw, 850-kc (NBC).

Ownership: William Grant, pres. & gen. mgr., 5.5%; Don Searle, 6%; Ralph Radetsky, station mgr., 1%; Richard M. Davis, treas., 1.36%; Hendrie & Bothoff Co., 14%; Bob Hope (actor), 39%; James L. Saphier, 4.5%; and 15 others, none over 4%.

Began Operation: Dec. 24, 1953.

Represented (sales) by NBC Spot Sales.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

William Grant, *pres. & general manager.*
 Ralph Radetsky, *station manager.*
 James H. Butts, *TV chief engineer.*
 William F. MacCrystall, *general sales manager.*
 Delbert S. Greenwood, *promotion manager.*
 Heyward Siddons, *program director.*
 SI Palmer, *program coordinator.*
 Royce Nation, *business manager.*
 J. A. Slusser, *director of engineering.*
 Harlan Mendenhall, *film director.*
 Ken White, *news & special events director.*
 Chuck Muller, *farm director.*

DIGEST OF RATE CARD NO. 4—(Revised) (Jan. 1, 1957)

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

Colorado

KTVR

Denver

(Ch. 2)

Licensee: KTVR Inc., 550 Lincoln St.

Studio: 550 Lincoln St.

Transmitter: Buffalo Bill Highway, Lookout Mountain.

Telephone: Keystone 4-8281. TWX No.: DN 367.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 780-ft. above av. terrain, 201-ft. above ground, 7471-ft. above sea level, lat. 39° 43' 59", long. 105° 14' 11".

Ownership: Gotham Bcstg. Co., 50%; Radio Hawaii, 50%. Gotham Bcstg. is licensee of WINS, New York and is owned by J. Elroy McCaw and John Keating. McCaw also owns KTVW, Seattle-Tacoma and has interests in KYA, San Francisco; KONA, Honolulu; KDAY, Santa Monica, Calif.; KALE, Richmond, Wash.; KELA, Centralia, Wash.; KORC, Mineral Wells, Tex. Radio Hawaii is owned by Founders Corp. and owns KPOA, Honolulu; WTAC, Flint, Mich.; WFBL, Syracuse, N.Y. Note: Loew's Inc. (MGM) has option to buy 25% (*Television Digest*, Vol. 12:36). Loew's Inc. also owns 25% of KTTV, Los Angeles, KMGM-TV, Minneapolis, Minn., & 50% of WSMB, New Orleans.

Began Operation: July 18, 1952 as KFEL-TV. Sale to J. Elroy McCaw by Eugene P. O'Fallon approved July 27, 1955; transfer of 50% to Radio Hawaii approved Nov. 16, 1955 (*Television Digest*, Vol. 11:25, 28, 31, 39, 47).

Began Operation: July 18, 1952.

Represented (sales) by Blair Television Associates.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Hugh Ben LaRue, *exec. v.p. & general manager.*
 Ray Gallagher, *production supervisor.*

DIGEST OF RATE CARD NO. 4

(Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.							
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$80.00	\$50.00
Class B—All other times.							
375.00	225.00	150.00	130.25	93.75	75.00	60.00	37.50

Subject to frequency discounts.

KRMA-TV

Denver

(Ch. 6)

Non-Commercial Educational Station

Grantee (STA): School District No. 1, City & County of Denver and State of Colorado School District, 414 14th St.

Studio: Opportunity School, 13th & Glenarm.

Transmitter: 2.5 ml. NE of center of Golden, Colo. on Lookout Mt.

Telephone: Acoma 2-4561.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 15.5-kw visual, 8.52-kw aural. Antenna: 880-ft. above av. terrain, 210-ft. above ground, 7676-ft. above sea level, lat. 39° 43' 47", long. 105° 14' 59".

AM or FM Affiliate: None.

Ownership: Denver Public Schools; Kenneth E. Oberholtzer, supt.

Began Operation: Jan. 30, 1956.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Howard L. Johnson, *executive officer.*
 James Case, *program director.*
 Tom Morrissey, *consulting engineer.*
 John Cullen, *chief engineer.*
 Richard Gottard, *film technician.*
 John P. Taluc, *audio-video technician.*
 Florence Bodka, *general secretary.*
 Jack Schiaeffe, *production assistant.*
 Clellan C. Rains, *production assistant.*
 Phyllida Porter, *traffic control.*
 Jack Gardner, *camera technician.*

Worth its weight in Golden Renewals.



TELEPROMPTER
SERVICE

SEE PAGE 35

Colorado - Connecticut

KREX-TV Grand Junction (Ch. 5)

Grantee (STA): Western Slope Bcstg. Co. Inc., Box 30.
Studio & Transmitter: Hillcrest Manor.
Telephone: 1300.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 12.9-kw visual, 6.46-kw aural. Antenna: minus 10-ft. above av. terrain (due to mountainous terrain), 343-ft. above ground, 5004-ft. above sea level, lat. 39° 05' 15", long. 108° 33' 56".

Network Service: CBS, NBC, ABC.

AM Affiliate: KREX, 1-kw (.5-kw night), 920 kc (MBS).

Ownership: Rex G. Howell, pres., 71%; Ruth G. Howell, v.p., 3%; Laura Howell, director, 24%; Marlene Jane Howell, 2%. Also owns KGLN, Glenwood Springs, Colo., and satellite KFXJ-TV, Montrose, Colo.

Began Operation: May 22, 1954.

Represented (sales) by Hal Holman Co.; John L. McGuire & Co. (Denver).

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Rex Howell, *president & general manager*.
Jerry Fitch, *exec. v.p. & station manager*.
Roy Adamson, *secy. & treas.*
J. Robinson, *TV director of operations*.
Cecil Whitchurch, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (May 1, 1954)

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.						
\$120.00	\$72.00	\$48.00	\$42.00	\$36.00	\$24.00	\$12.00
Class B—All other times.						
100.00	60.00	40.00	35.00	30.00	20.00	10.00

Subject to frequency discounts.

KFXJ-TV Montrose (Ch. 10)

(Satellite of KREX-TV, Grand Junction)

Grantee (STA): Western Slope Bcstg. Co. Inc., Box 30, Grand Junction, Colo.

Studio and Transmitter: Flat Top Mesa.

Telephone: 2.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: .617-kw visual, .308-kw aural. Antenna: 80-ft. above av. terrain, 112-ft. above ground, 6392-ft. above sea level, lat. 38° 31' 01.6", long. 107° 51' 11.8".

Network Service: Same as KREX-TV, Grand Junction.

Ownership: See KREX-TV.

Began Operation: Aug. 18, 1956.

Represented (sales) by Hal Holman Co.; John L. McGuire & Co. (Denver).

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Carl Q. Anderson, *station manager & chief engineer*.

Rates: Sold in combination with KREX-TV, Grand Junction.

KCSJ-TV Pueblo (Ch. 5)

Licensee: Star Broadcasting Co. Inc., 2226 Television Lane.

Studio and Transmitter: Television Center, 2226 Television Lane.

Telephone: Lincoln 4-5782.

Technical Facilities: Channel 5 (76-82 mc). Authorized power: 13.5-kw visual, 6.76-kw aural. Antenna: 400-ft. above av. terrain, 470-ft. above ground, 5330-ft. above sea level, lat. 38° 17' 19", long. 104° 37' 20".

Network Service: NBC.

AM Affiliate: KCSJ, 1-kw, 590-kc (MBS).

Ownership: Bankers Life & Casualty Co. (Chicago), 100%. Bankers Life also owns KGA, Spokane, Wash. TV & Radio stations are under management of Telerad Inc., Ray J. Williams, pres., who also controls radio KRFC, Rocky Ford, Colo.

Began Operation: June 29, 1953; sale by partners Douglas D. Kahle & Robert L. Clinton Jr., to present owners approved by FCC Sept. 29, 1954 (Vol. 10:35, 40).

Represented (sales) by John E. Pearson Television Inc.; John L. McGuire & Co. (Denver).

Represented (legal) by Koteen & Burt.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Cliff Hendricks, *executive director*.
Jim Croll, *director of sales & programming*.
Marion Cunningham, *director of engineering & production*.
Dick Kearney, *business manager*.
Bill Bruce, *promotion manager*.

DIGEST OF RATE CARD NO. 10—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-9 p.m., daily.						
.....	\$75.00	\$65.00	\$55.00	\$45.00	\$28.00
Class A—5:30-7:30 p.m., 9-11 p.m., daily.						
155.00	147.00	70.00	60.00	50.00	40.00	23.00
Class B—4-5:30 p.m., 11 p.m.-sign-off, daily.						
120.00	72.00	52.00	44.00	36.00	28.00	14.00
Class C—All other times.						
80.00	48.00	35.00	30.00	25.00	20.00	10.00
Combination Rates—KCSJ-TV & KRDO-TV, Colorado Springs, (Silver Dollar Stations)						
Class A—6:30-10 p.m., daily.						
\$225.00	\$150.00	\$100.00	\$88.00	\$63.00	\$52.00	\$27.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m.; Sun.; 10 p.m.-sign-off, daily.						
180.00	113.00	75.00	66.00	47.00	39.00	21.00
Class C—All other times.						
125.00	75.00	50.00	44.00	31.00	27.00	15.00

Subject to frequency discounts.

CONNECTICUT

WICC-TV Bridgeport (Ch. 43)

Grantee (STA): The Bridgeport Broadcasting Co., P.O. Box 9140, Bridgeport.

Studio and Transmitter: Booth Hill Rd., Trumbull, Conn.

Telephone: Amherst 8-1601. TWX No.: BPT 366.

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 180-kw visual, 91-kw aural. Antenna: 700-ft. above av. terrain, 470-ft. above ground, 1000-ft. above sea level, lat. 41° 16' 46", long. 73° 11' 09".

Network Service: ABC.

AM Affiliate: WICC, 1-kw (.5-kw night) 600-kc.

Began Operation: March 29, 1953.

Ownership: Philip Merryman, pres., 39.9%; Manning Slater, v.p.-treas., 19.75%; Norwich R. G. Goodspeed, secy.; G. Gresham Griggs estate, 10%; Benjamin Leipner, director, 1.25%; Stephen Machcinski Sr., director, 5.35%; Stephen Machcinski Jr., director, .02%; Theodore Steiber, director, 5%; J. Kenneth Gradley, director, 5%; Adam J. Young, director, .02%. There are 12 other stockholders, none owns as much as 1%. Note: Mr. Merryman has proxy agreement by which he votes stock of Manning Slater, giving him 58% control.

Represented (sales) by Young Representatives, Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Philip Merryman, *president and general manager*.
Manning Slater, *sales manager*.
Harry Downie, *program director*.
Joan Fisher, *promotion director*.
Irving Magilmick, *film editor*.
Bill Whalen, *news director*.
Alvin Andrus, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
All Times—Sign-on-sign-off, daily.						
\$100.00	\$60.00	\$40.00	\$33.00	\$26.50	\$20.00	\$10.00

Subject to frequency discounts.

WHCT
(formerly WGTH-TV)
Hartford

(Ch. 18)

Grantee (STA): Columbia Broadcasting System Inc., 555 Asylum St.
Studio: 555 Asylum St., Hartford. Transmitter: 3.85 mi. SE of
Avon Village, Deercliff Rd.

Telephone: Jackson 5-2611. TWX No.: HF 198.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized
power, 187-kw visual, 85.2-kw aural. Antenna: 640-ft. above av.
terrain, 291-ft. above ground, 951-ft. above sea level, lat. 41° 45'
39", long. 72° 48' 08".

Network Service: CBS.

Ownership: See WCBS-TV, New York City.

Began Operation: Aug. 4, 1954 as WGTH-TV, 55% owned by Gen-
eral Teleradio and 45% by Gannett's *Hartford Times*. Sale
to CBS approved Feb. 23, 1956 by FCC; transfer reinstated by
FCC Sept. 11, 1956 after being held up by protest (*Television
Digest*, Vols. 11:28, 12:8, 17, 37).

Represented (sales) by CBS Television Spot Sales.

Personnel:

Harvey J. Struthers, *general manager*.
LaMont Thompson, *sales manager*.
Joseph Dowling, *sales promotion manager*.
John O. Downey, *program manager*.
Harold Dorschug, *director of operations*.
Charles Norwood, *news director*.

DIGEST OF RATE CARD NO. 1—(Oct. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class A—7:15-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$650.00	\$390.00	\$260.00	\$100.00	\$50.00
Class B—6-7:15 p.m., Mon.-Sat.; 5-6 p.m., Sun.						
500.00	300.00	200.00	166.67	150.00	90.00	45.00
Class C—9 a.m.-6 p.m. Mon.-Sat.; 9 a.m., 5 p.m., Sun.; 11 p.m.-mid- night, daily.						
325.00	195.00	130.00	108.33	97.50	60.00	30.00
Class D—Midnight-9 a.m., daily.						
225.00	135.00	90.00	75.00	67.50	40.00	20.00

*Class AA (7:59-10:30 p.m., daily); 20 Sec. \$130; 10 Sec. \$65.
Class A (7:29-7:59 p.m., Mon.-Sat.; 5:59-7:59 p.m., Sun; 10:30-11
p.m., daily); Class B (5:59-7:29 p.m., Mon.-Sat.); Class C (10 a.m.-
5:59 p.m., 11 p.m.-sign-off, daily); Class D (sign-on-10 a.m., daily.)
Subject to frequency discounts.

Connecticut

WNBC

(formerly WKNB-TV)

New Britain-Hartford

(Ch. 30)

Grantee (STA): New Britain Broadcasting Co., 1422 New Britain
Ave., W. Hartford.

Studios: 1422 New Britain Ave., W. Hartford.

Transmitter: U.S. Route 6, Farmington, Conn.

Telephone: Adams 3-8551, Hartford; Baldwin 3-3603, New Britain.
TWX No.: HF 560.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized
power: 210.4-kw maximum and 189.2-kw horizontal visual, 113.5-
kw maximum and 102.1-kw horizontal aural. Antenna: 971-ft.
above av. terrain, 545-ft. above ground, 1285-ft. above sea level.
lat. 41° 42' 00", long. 72° 49' 59". Holds CP for 1000-kw maximum
and 453-kw horizontal visual, 113.5-kw maximum and 102.1-kw
horizontal aural, 750-ft. above av. terrain, 274-ft. above ground,
1049-ft. above sea level, lat. 41° 32' 57", long. 72° 44' 22".

Network Service: NBC.

AM Affiliate: WKNB, 1-kw, 840-kc.

Ownership: New Britain Broadcasting Co., wholly owned subsidiary
of NBC, see WRCA-TV, New York, N.Y.

Began Operation: Feb. 11, 1953. Sale to present owner by Julian
Gross interests approved Dec. 12, 1956 by FCC (*Television Digest*,
Vol. 11:2, 22, 26 & 12:50).

Represented (sales) by NBC Spot Sales.

Represented (legal) by Cahill, Gordon, Reindel & Ohl.

Personnel:

Thomas B. McFadden, *president*.
Peter B. Kenney, *v.p. & general manager*.
Erwin Needles, *director of sales*.
David Scott, *national sales manager*.
Frank A. Wooding, *promotion & publicity director*.
Robert W. Bray, *program manager*.
Phillip B. Hale, *film supervisor*.
William Whalen, *production supervisor*.
Barry Barents, *news director*.
John Shipley, *operations manager*.
Neil Murphy, *business affairs manager*.

(Continued on next page)



**NOW, IT'S WNBC
CHANNEL 30
IN HARTFORD-
NEW BRITAIN**

WNBC (formerly WKNB-TV) is now an NBC-owned station in Hartford-New Britain, a market of 1½ million people enjoying a buying income of nearly 3 billions. With the full resources of the National Broadcasting Company behind it WNBC is now, *more than ever*, your best buy in Southern New England!

WNBC • 30 • sold by  SPOT SALES

Connecticut-Delaware

NEW BRITAIN-HARTFORD: WNBC—(Continued)

DIGEST OF RATE CARD NO. 6 (Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$600.00	\$360.00	\$240.00	\$204.00	\$165.00	\$120.00	\$60.00
Class B—5-7 p.m., Mon.-Sat.; noon-5 p.m., Sun.						
450.00	270.00	180.00	153.00	123.75	90.00	45.00
Class C—Noon-5 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, Mon.-Sat.						
300.00	180.00	120.00	102.00	82.50	60.00	30.00
Class D—7 a.m.-noon, Mon.-Sat.						
200.00	120.00	80.00	68.00	55.00	40.00	20.00

Subject to frequency discounts.

WNHC-TV New Haven-Hartford

(Ch. 8)

Licensee: Triangle Publications Inc. (Radio & TV Div.), 46th and Market Sts., Philadelphia, Pa.

Studio: 1110 Chapel St. Transmitter: Gaylord Mt., Hamden, Conn.
Telephone: Spruce 7-3611, TWX No.: NH 87.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 720-ft. above av. terrain, 330-ft. above ground, 1042-ft. above sea level, lat. 41° 26' 05", long. 72° 56' 42".

Network Service: ABC, CBS.

AM Affiliate: WNHC, 25-kw, 1340 kc (ABC). FM Affiliate: WNHC-FM, 10-kw, 99.1 mc (No. 256), 630-ft. antenna height.

Ownership: Triangle Publications Inc.—see WFIL-TV Philadelphia.

Began Operation: June 15, 1948. Sale to present owners by Aldo DeDominicis-Patrick J. Goode interests approved June 20, 1956 by FCC (Television Digest, Vol. 12:21, 22, 25, 34).

Represented (sales) by Katz Agency Inc.

Represented (legal) by Lyon, Wilner & Bergson.

Personnel:

Edward D. Taddel, *general manager*.
Edward Obrist, *station & program manager*.
J. Vincent Callanan, *sales manager*.
Vincent De Laurentis, *chief engineer*.
John J. Curran, *promotion & publicity director*.
Sam P. Mastro, *office manager*.

DIGEST OF RATE CARD NO. 8 (Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.							
\$1,000.00	\$600.00				\$225.00	\$200.00	\$100.00
Class A—6-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., daily.							
850.00	510.00	\$340.00	\$255.00	\$212.50	190.00	170.00	85.00
Class B—4-6 p.m., Mon.-Fri.; 12-6 p.m., Sat.; 12-5 p.m., Sun.; 11-11:45 p.m., daily.							
600.00	360.00	240.00	180.00	150.00	135.00	120.00	60.00
Class C—9 a.m.-4 p.m., Mon.-Fri.; 11-45 p.m.-sign-off, daily; 9 a.m.-noon, Sat. & Sun.							
350.00	210.00	140.00	105.00	87.50	80.00	70.00	35.00
Class D—Sign-on-9 a.m., daily.							
200.00	120.00	80.00	60.00	50.00	45.00	40.00	20.00

Subject to frequency discounts.

For every local station intent on accomplishing top caliber network performances.



TELEPROMPTER SERVICE

SEE PAGE 35

WATR-TV Waterbury

(Ch. 53)

Grantee (STA): WATR Inc., 440 Meadow St.

Studio: 440 Meadow St.

Transmitter: West Peak, Meriden Mt., Meriden, Conn.

Telephone: Plaza 5-1121, TWX No.: WBY 195.

Technical Facilities: Channel No. 53 (704-710 mc). Operating under special temporary authorization with 24.5-kw visual, 12.5-kw aural. Authorized power: 245-kw visual, 125-kw aural. Antenna: 800-ft. above av. terrain, 120-ft. above ground, 1120-ft. above sea level, lat. 41° 33' 42", long. 72° 50' 41".

Network Service: ABC.

AM Affiliate: WATR, 1-kw, 1320 kc (ABC).

Ownership: Harold Thomas, pres., 99%; Bernard J. Zucker, secy., .5%; Lillian Thomas, director, .5%. Mr. Thomas has interest in WNAB, Bridgeport.

Began Operation: Sept. 4, 1953.

Represented (sales) by Burke Stuart Co. Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Garo W. Ray (Stratford, Conn.)

Personnel:

Harold Thomas, *president*.
Sam Elman, *general manager*.
Astrid Curtis, *program director*.
Wally King, *promotion manager*.

DIGEST OF RATE 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.						
\$200.00	\$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.						
180.00	135.00	90.00	74.00	64.00	54.00	28.00
Class C—All other times.						
125.00	75.00	50.00	43.00	31.00	22.50	10.00

Subject to frequency discounts.

DELAWARE

WPFH

Wilmington-Philadelphia

(Ch. 12)

Licensee: WPFH Broadcasting Co., Shipleigh Rd., Wilmington.

Executive Offices & Auxiliary Studios: Suburban Station Bldg., Philadelphia.

Main Studio and Transmitter: Box 867, Wilmington.

Telephones: Locust 8-2262, Philadelphia; Olympia 6-8171, Wilmington.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 620-ft. above av. terrain, 478-ft. above ground, 848-ft. above sea level, lat. 39° 49' 01", long. 75° 31' 53".

AM Affiliate: WIBG (Philadelphia), 10-kw, 990 kc. FM Affiliate: WIBG-FM, 20-kw, 94.1 mc (No. 231), 355-ft. antenna height.

Ownership: Paul F. Harron, president and controlling stockholder.

Began Operation: June 30, 1949; sale to present owner by Steinman brothers, approved March 23, 1955 (Television Digest, Vol. 11:4, 13).

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Lohnes & Culver.

Personnel:

Paul F. Harron, *president & general manager*.
Glenn B. Lau, *commercial manager*.
Marvin H. Fisher, *production manager*.
William J. Conran, *promotion manager*.
Luther O. Piersol, *chief engineer*.

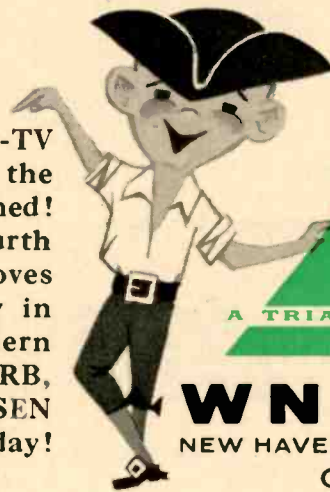
DIGEST OF RATE CARD NO. 8 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class AA—8-10 p.m., daily.						
\$1,000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$200.00	\$100.00
Class A—7-8 p.m., 10-11 p.m., daily.						
800.00	480.00	320.00	280.00	240.00	160.00	80.00
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	60.00
Class C—All other times.						
400.00	240.00	160.00	140.00	120.00	80.00	40.00

Subject to frequency discounts.

ONLY ONE CAN DO THE JOB

Day and night, seven days a week, WNHC-TV delivers *more* audience at *lower* cost than the next *five* stations reaching the area combined! Nearest competitor has less than one-fourth the audience. Survey after survey proves WNHC-TV's overwhelming superiority in every part of Connecticut and Southern Massachusetts. Katz has the surveys: ARB, January 1956; PULSE, October 1956; NIELSEN NCS #2, 1956; and others. Call Katz today!



A TRIANGLE STATION

WNHC-TV

NEW HAVEN-HARTFORD, CONN.

Channel 8

ABC-TV • CBS-TV

Represented by KATZ

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa. / **WFBC-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

...ESPECIALLY IN HARTFORD!

DISTRICT OF COLUMBIA

WMAL-TV Washington (Ch. 7)

Licensee: Evening Star Broadcasting Co. Inc., 4461 Connecticut Ave.
Studio: 4461 Connecticut Ave. Transmitter: American University.
Telephone: Kellogg 7-1100. TWX No.: WA 50

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 252-kw visual, 134.5-kw aural. Antenna: 500-ft. above av. terrain, 398-ft. above ground, 763-ft. above sea level, lat. 38° 56' 09.4", long. 77° 05' 33.4". Holds CP for 316-kw visual, 158-kw aural.

Network Service: ABC.

AM Affiliate: WMAL, 5-kw, 630 kc (ABC). FM Affiliate: WMAL-FM, 20-kw, 107.3 mc (No. 297), 400-ft. antenna height.

Ownership: Evening Star Newspaper Co., 100%, publisher of *Washington Evening Star*. Officers of Evening Star Bcstg. Co. Inc.; John W. Thompson Jr., pres.; B. M. McKelway, v.p.; W. R. Little, secy.-treas.

Began Operation: Oct. 3, 1947.

Represented (sales) by H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

Frederick S. Houwink, *general manager*.
Neal J. Edwards, *TV sales manager*.
Allan T. Powley, *chief engineer*.
Theodore N. McDowell, *program manager*.
E. H. Meeks, *director of promotion & publicity*.
James H. Christenat, *production manager*.

DIGEST OF RATE CARD NO. 9 (March 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$1200.00	\$720.00	\$240.00	\$120.00
Class A—6-7:30 p.m., Sun.; 10:30-11 p.m., daily.						
720.00	360.00	\$240.00	\$210.00	\$180.00	120.00	60.00
Class B—5-7:30 p.m., Mon.-Sat.; 3-6 p.m., Sun.						
600.00	300.00	200.00	175.00	150.00	100.00	50.00
Class C—3-5 p.m., Mon.-Sat.						
400.00	240.00	160.00	80.00	40.00
Class D—11-11:15 p.m., Mon.-Fri.; 11-11:30 p.m., Sun.						
.....	120.00	105.00	90.00	60.00	30.00
Class E—11:15 p.m.-sign-off, Mon.-Fri.; 11 p.m.-sign-off, Sat.; 11:30 p.m.-sign-off, Sun.; sign-on-3 p.m., daily.						
240.00	144.00	96.00	84.00	72.00	48.00	24.00

Subject to frequency discounts.

WRC-TV Washington (Ch. 4)

Licensee: National Broadcasting Co. Inc., Sheraton Park Hotel.

Studio & Transmitter: Sheraton Park Hotel.

Telephone: Adams 4-5400. TWX No.: WA 89.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 538-ft. above ground, 738-ft. above sea level, lat. 38° 55' 29", long. 77° 03' 22". Requests change to 573-ft. above av. terrain, 459-ft. above ground, 849-ft. above sea level, lat. 38° 56' 19", long. 77° 04' 53"; transmitter to 4001 Nebraska Ave. N. W.

Network Service: NBC.

AM Affiliate: WRC, 5-kw, 980 kc (NBC). FM Affiliate: WRC-FM, 20-kw, 93.9 mc (No. 230), 410-ft. antenna height.

Ownership: See WRCA-TV, New York.

Began Operation: June 27, 1947.

Represented (sales) by NBC Spot Sales.

Personnel:

Carleton D. Smith, *v.p. and general manager*.
Joseph Goodfellow, *director of sales*.
Charles de Lozler, *sales manager*.
Lefferts A. McClelland, *operations director*.
James E. Kovach, *program director*.
William Grayson, *program manager*.
James McMurry, *production manager*.
John A. Lavan, *business manager*.
John Rogers, *engineer in charge*.
Jay Royen, *publicity director*.
William E. Coyle, *adv., promotion & public relations director*.
Ralph R. McCawley, *advertising & promotion manager*.
Burton Bridgens, *public service programs manager*.

DIGEST OF RATE CARD NO. 12

(May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—10:30-11 p.m., daily; 6-7:30 p.m., Sun.						
\$1250.00	\$750.00	\$500.00	\$437.50	\$412.50	\$425.00	\$200.00
Class A—7-7:30 p.m., Mon.-Sat.						
800.00	480.00	320.00	280.00	200.00	250.00	120.00
Class B—6-7 p.m., Mon.-Sat.; 1-3 p.m., Sun.						
600.00	360.00	240.00	210.00	150.00	110.00	50.00
Class C—Sign-on-10 a.m., Sun.; 11 p.m.-midnight, daily.						
450.00	270.00	180.00	157.50	112.50	80.00	40.00
Class D—Sign-on-10 a.m., 1-3 p.m., Mon.-Sat.; midnight-sign-off, daily.						
350.00	210.00	140.00	122.50	87.50

* Class AA (7:45-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.). Class A (7-7:45 p.m., Mon.-Sat.; 10:30-11 p.m., daily). Class B (5:45-7 p.m., Mon.-Sat.; 11-11:15 p.m., daily; 1-6 p.m., Sun.). Class C (Sign-on—5:45 p.m., Mon.-Sat.; sign-on—1 p.m., Sun.; 11:15 p.m.-sign-off, daily).

Subject to frequency discounts (except in Class AA).

Time reserved for network: Class A (7:30-10:30 p.m., daily; 5-6 p.m., Sat. & Sun.). Class B (5-5:30 p.m., Mon.-Fri.; 3-5 p.m., Sat. & Sun.). Class C (10 a.m.-1 p.m., daily; 2:30-5 p.m., Mon.-Fri.).

WTOP-TV Washington (Ch. 9)

Licensee: Washington Post Co., Broadcast House, 40th & Brandywine N.W.

Studio and Transmitter: Broadcast House.

Telephone: Emerson 2-9300. TWX No.: WA 63.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 175-kw aural. Antenna: 530-ft. above av. terrain, 373-ft. above ground, 783-ft. above sea level, lat. 38° 57' 00", long. 77° 04' 45".

Network Service: CBS.

AM Affiliate: WTOP, 50-kw, 1500 kc (CBS). FM Affiliate: WTOP-FM, 20-kw, 96.3 mc (No. 242), 390-ft. antenna height.

Ownership: Washington Post Co., 100%, publisher of *Washington Post*. Also owns WMBR-TV & WMBR, Jacksonville, Fla. Note: Purchase of WAGA-TV, Atlanta (Ch. 5) with WAGA from Storer is contingent on FCC approval of Storer's purchase of WMUR-TV, Manchester, N.H. (Ch. 9) and move of station to Boston area.

Began Operation: Jan. 16, 1949 as WOIC. Sold to CBS (45%) and *Washington Post* (55%) August 1950 (*Television Digest*, Vol. 6:25). *Washington Post* acquired 100% in October 1954 (*Television Digest*, Vol. 10:42).

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Covington & Burling.

Personnel:

John S. Hayes, *president*.
George F. Hartford, *v.p. for television*.
Robert Bordley, *sales manager*.
Robert Adams, *promotion director*.
Edward F. Ryan, *news & public affairs director*.
Thomas B. Jones, *director of TV program operations*.
Stanley Reid, *production director*.
William Hedgpeth, *film director*.
Betty Konigsberg, *sales promotion director*.
Clyde M. Hunt, *v.p. engineering*.
Lawrence A. Wilkinson, *technical operations manager*.
Donald H. Cooper, *chief TV engineer*.

DIGEST OF RATE CARD NO. 8

(Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—8-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.						
\$1800.00	\$1080.00	\$720.00	\$400.00	\$200.00
Class A—7-8 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10:30-11 p.m., daily.						
1000.00	600.00	400.00	250.00	125.00
Class B—6-7:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 11-11:20 p.m., daily.						
750.00	450.00	300.00	\$262.50	\$225.00	150.00*	75.00*
Class C—9 a.m.-6 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11:20 p.m.-midnight, daily.						
600.00	360.00	240.00	210.00	180.00	100.00	50.00
Class D—Sign-on-9 a.m., Mon.-Sat.; midnight-sign-off, daily.						
350.00	210.00	140.00	122.50	105.00	70.00	35.00

* Class B announcements from 5:59-6:59 p.m. only.

Color—Service charge for 20 Sec. and 8 Sec. announcements, commissionable, \$25.00.

Subject to frequency discounts.

WTTG Washington

(Ch. 5)

Licensee: DuMont Broadcasting Corp., Raleigh Hotel.
 Studio: Raleigh Hotel, Transmitter: 5217 19th Rd. N, Arlington, Va.
 Telephone: Sterling 3-5300. TWX No.: WA496.
 Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 50-kw visual, 25-kw aural. Antenna: 587-ft. above av. terrain, 465-ft. above ground, 835-ft. above sea level, lat. 38° 53' 30", long. 77° 07' 55".
 Ownership: See WABD, New York.
 Began Operation: January 1947.
 Represented (sales) by Weed Television Corp.
Personnel:
 Bernard C. Goodwin, *president*.
 Ted Cott, *v.p. & general manager*.
 James W. Anderson Jr., *general manager WTTG*.
 Martin E. Calle Jr., *local sales manager*.
 Weston Harris, *production manager*.
 Malcolm M. Burleson, *chief engineer*.
 Coral Long, *sales supervisor*.
 Edward Scherer, *producer-director*.
 Lee Reynolds, *producer-director*.
 Louis Lorenzetti, *film manager*.

DIGEST OF RATE CARD NO. 10 (Nov. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-10:30 p.m., daily.						
\$720.00	\$432.00	\$288.00	\$240.00	\$180.00	\$144.00	\$60.00
Class A—10:30-11 p.m., daily.						
660.00	396.00	264.00	220.00	162.00	132.00	55.00
Class B—6-7 p.m., Mon.-Fri.; 3-7 p.m., Sat. & Sun.						
540.00	324.00	216.00	180.00	134.00	108.00	46.00
Class C—3-6 p.m., Mon.-Fri.						
360.00	216.00	144.00	120.00	90.00	72.00	31.00
Class D—Sign-on-3 p.m., 11 p.m.-sign-off, daily.						
252.00	151.00	101.00	84.00	64.00	50.00	22.00

Subject to frequency discounts.

FLORIDA

WESH-TV Daytona Beach

(Ch. 2)

Grantee (STA): WCOA Inc., c/o Jacksonville Journal Co., 500 Laura St., Jacksonville, Fla.

Studio & Transmitter: 6th & Center Sts.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 1.26-kw visual, .73-kw aural. Antenna: 310-ft. above av. terrain, 349-ft. above ground, 355-ft. above sea level, lat. 29° 13' 51.5", long. 81° 02' 33". Requests change to 100-kw visual, 60-kw aural, 940-ft. above av. terrain, 995-ft. above ground, 1034-ft. above sea level, lat. 28° 56' 25", long. 81° 18' 33"; transmitter to 1-mi. W. of U.S. Hwy. 17, 5.5-mi. S. of Deland.

AM Affiliate: WNDB, 10-kw, 1150 kc (MBS). FM Affiliate: WNDB-FM, 8.5-kw, 94.5 mc (No. 233), 330-ft. antenna height.

Ownership: WCOA Inc. is licensee of WCOA, Pensacola, 100% owned by Jacksonville Journal (Perry Newspapers). For other broadcasting interests, see WJHP-TV, Jacksonville.

Began Operation: May 29, 1956.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

T. S. Gilchrist Jr., *general manager*.
 Walter Strouse, *station manager*.
 William Hall, *program director*.
 Beecher Havford, *technical director*.
 Al Peck, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—All other times.						
100.00	60.00	40.00	35.00	30.00	20.00	10.00

Subject to frequency discounts.

District of Columbia-Florida

WITV

Fort Lauderdale-Miami

(Ch. 17)

Licensee: Gerico Investment Co., 300 E. Las Olas Blvd., Fort Lauderdale.

Studio & Transmitter: 5500 W. Hallandale Beach Blvd., Hollywood, Fla.

National Sales Office: 228 N. E. 3rd St., Miami, Fla.

Telephone: 3-1566, 2-6650, Hollywood; Franklin 4-3108, Miami. TWX No.: 493.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 465-kw maximum and 204-kw horizontal visual, 252-kw maximum and 112-kw horizontal aural, using directional antenna. Antenna: 730-ft. above av. terrain, 752-ft. above ground, 762-ft. above sea level, lat. 25° 58' 46", long. 80° 11' 50".

Network Service: ABC, DuMont.

Ownership: L. Coleman Judd, pres., 8.7%; Mortimer W. Loewi, exec. v.p., 21.1%; Russell E. Lowell, director, 14.1%; E. J. Richardson, v.p., 6.3%; George W. English, secy., 21.1%; Don McCullough, 10.55%; James Kirkwood, 7.4%; Robert W. Standart, 3%; Win. Latham, 2%. Mr. Richardson owns 18% and Mr. English owns 4% of WBRD, Fort Lauderdale, operated by owners of WIL, St. Louis, under lease agreement.

Began Operation: Nov. 25, 1953.

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Lohnes & Culver.

Personnel:

L. C. Judd, *president*.
 C. Edward Little, *general manager*.
 William Latham, *asst. general manager & chief engineer*.
 Charles Azevedo, *station manager*.
 Lee Phillips, *national sales manager*.
 Mike Korman, *local sales manager*.
 Glenn Carpenter, *operations manager*.
 Howard Wingren, *comptroller*.
 Louise Richards, *director publicity & promotion*.
 Jean Scurman, *traffic & program director*.
 John Murphy, *film director*.
 Bill Bayer, *news director*.
 Clure Mosher, *sports director*.
 Bea May, *women's director*.

DIGEST OF RATE CARD NO. 6 (March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$150.00	\$125.00	\$100.00	\$50.00
Class B—4-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
375.00	225.00	150.00	112.50	93.75	75.00	37.50
Class C—All other times.						
275.00	165.00	110.00	96.25	68.75	55.00	27.50

Subject to frequency discounts.

WINK-TV Fort Myers

(Ch. 11)

Licensee: Fort Myers Bcstg. Co., 54 Palm Beach Blvd.

Studio & Transmitter: 54 Palm Beach Blvd.

Telephone: Edison 4-1331. TWX No.: 482.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 11.7-kw visual, 5.89-kw aural. Antenna: 320-ft. above av. terrain, 350-ft. above ground, 355-ft. above sea level, lat. 26° 39' 03", long. 81° 51' 20".

Network Service: ABC, CBS.

AM Affiliate: WINK, .25-kw, 1240 kc (CBS).

Ownership: United Garage & Service Corp. (Cleveland), 100%. United G & S Owners: Arthur B. McBride Jr., 50%; Edward J. McBride, 50%.

Began Operation: March 6, 1954.

Represented (sales) by Joseph Hershey McGillyvra Inc.; James S. Ayers Co. (Southeast).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Russell P. May.

Personnel:

A. J. Bauer, *general manager & sales manager*.
 Bob Bachman, *technical director*.
 Frank Nodine, *program director*.
 David W. Howell, *production director*.
 Vernon Lundquist, *news director*.

(Continued on next page)

Florida

FORT MYERS: WINK-TV—(Continued) DIGEST OF RATE CARD NO. 2 (Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class AA—7:30-10 p.m., daily.					
\$180.00	\$108.00	\$72.00	\$62.40	\$45.60	\$30.00
Class A—6-7:30 p.m., Mon.-Sat.; 2-7:30 p.m., Sun.					
150.00	90.00	60.00	52.00	38.00	26.00
Class B—All other times.					
112.00	68.00	45.00	40.00	28.00	22.00

Subject to frequency discounts.

WFGA-TV Jacksonville

(Ch. 12)

(Due to Begin Operating in Spring)

Grantee (STA.): Florida-Georgia Television Co., Inc., 1070 E. Adams St., Box 414.

Studio: 1070 E. Adams St. Transmitter: 1070 E. Adams St.

Telephone: Elgin 5-8542.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1000-ft. above sea level, lat. 30° 19' 22", long. 81° 38' 34".

Ownership: George H. Hodges, pres., 26%; Alexander Brest, secy.-treas., 26%; Harold S. Cohn, v.p., 19%; Mitchell Wolfson, v.p., 5%; Sidney Meyer, 5%; Wometco Television & Theatre Co., 10%; 7 other stockholders, none owns over 3%. Mr. Cohn controls radio station WRHC, Jacksonville. Wolfson-Meyer interests control WTVJ, Miami.

Represented (legal) by Koteen & Burt.

Personnel:

Jesse H. Cripe, station manager.
Sherwood H. Smith, public service director.
Mrs. John W. Donahoo, women's & children's director.
Harold S. Cohn, v.p., news & sports director.
H. L. Wingfield, chief engineer.

ADDITIONAL DATA UNAVAILABLE

WJHP-TV Jacksonville

(Ch. 36)

Licensee: Jacksonville Journal Co., 4038 Phillips Hwy.

Studio & Transmitter: 4038 Phillips Hwy.

Telephone: Exbrook 8-9751. TWX No.: JK 375.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 282-kw max. and 257-kw horizontal visual, 158-kw max. and 144-kw horizontal aural. Antenna: 460-ft. above av. terrain, 472-ft. above ground, 497-ft. above sea level, using .3° electrical beam tilt, lat. 30° 16' 55", long. 81° 37' 52".

Network Service: ABC, NBC.

AM Affiliate: WJHP, 5-kw, 1320 kc. FM Affiliate: WJHP-FM, 9.7-kw, 96.9 mc (No. 245), 350-ft. antenna height.

Ownership: Perry Enterprises Inc., 100%; John H. Perry Jr. holds management control through voting trust. Publisher of Jacksonville Journal and other newspapers. Also operates Florida radio stations WCOA, Pensacola; WTMC, Ocala; WDLF, Panama City; and owns 40% of WNDB, Daytona Beach, 100% of WESH-TV, Daytona Beach. For other Perry Newspapers, see Jacksonville Journal in Newspaper Ownership section.

Began Operation: Dec. 13, 1953.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

T. S. Gilchrist Jr., general manager.
Bill Fraker, station manager.
Beecher Hayford, technical director.

DIGEST OF RATE CARD NO. 5 (Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class A—7-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.; 10-11 p.m., daily.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class B—5:30-7 p.m., Mon.-Fri.; 5-7 p.m., Sat.; 1-6 p.m., Sun.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class C—9 a.m.-5:30 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class D—Sign-on-9 a.m., Mon.-Fri.; sign-on-1 p.m., Sun.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WMBR-TV Jacksonville

(Ch. 4)

Licensee: Washington Post Co., 605 S. Main St.

Studio: 605 S. Main St. Transmitter: Colorado at S. Hampton.

Telephone: Exbrook 8-0501. TWX No.: JK 97.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 931-ft. above av. terrain, 994-ft. above ground, 995-ft. above sea level, lat. 30° 18' 47", long. 81° 39' 00".

Network Service: ABC, CBS.

AM Affiliate: WMBR, 5-kw, 1460 kc (CBS). FM Affiliate: WMBR-FM, 63-kw, 96.1 mc (No. 241), 380-ft. antenna height.

Ownership: Washington Post Co., 100% owner, publisher of Washington Post and owner of WTOP-TV, Washington. Officers: Philip L. Graham, pres.; John S. Hayes, v.p.; Glenn Marshall Jr., pres., WMBR div.

Began Operation: Oct. 16, 1949. Sold to present owner Jan., 1953 (Television Digest, Vol. 8:51 & 9:1, 5).

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Covington & Burling.

Personnel:

Glenn Marshall Jr., president.
Charlie Stone, v.p., WMBR-TV.
Dave Booher, sales manager.
Harry Kalkines, program director.
Jerry White, sales service manager.
Leonard Mosby, production manager.
Ernest Vordermark, chief engineer.
Charles Sears, chief transmitter engineer.
Joe Rizk, chief studio engineer.
Ken McClure, promotion director.
Waldo Norris, women's editor.
Allette Register, traffic manager.
Bill Grove, news editor.

DIGEST OF RATE CARD NO. 7 (Nov. 15, 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	\$510.00	\$340.00	\$283.33	\$255.00	\$200.00*	\$90.00*
Class A—7-8 p.m., Mon.-Fri.; 6-8 p.m., Sat. & Sun.; 10-11 p.m., daily.						
750.00	450.00	300.00	250.00	225.00	160.00*	70.00*
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sun.; 5-6 p.m., Sat.						
625.00	375.00	250.00	208.33	187.50	90.00*	35.00*
Class C—9 a.m.-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.						
425.00	255.00	170.00	141.67	127.50	65.00*	25.00*
Class D—Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun.						
250.00	150.00	100.00	83.33	75.00	45.00*	20.00*

* Class AA (7:59-10:01 p.m., daily). Class A (6:59-7:59 p.m., Mon.-Fri.; 5:59-7:59 p.m., Sat. & Sun.; 10:01-10:59 p.m., daily). Class B (4:59-6:59 p.m., Mon.-Fri.; 12:59-5:59 p.m., Sun.; 4:59-5:59 p.m., Sat.; 10:59-11:16 p.m., daily). Class C (8:59 a.m.-4:59 p.m., Mon.-Sat.; 11:16 p.m.-sign-off, daily). Class D (Sign-on-8:59 a.m., Mon.-Sat.; sign-on-12:59 p.m., Sun.).
Subject to frequency discounts.

GPL's video recording equipment

is used by over 90% of the studios equipped for video recording. See ad on page 419.



General Precision Laboratory

Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

WFGA-TV **channel 12 VHF**

1000 FT. TOWER

316 KW POWER

**a new marketing horizon
in Jacksonville, Florida
built from the ground up for
FULL COLOR**

WFGA-TV

An aerial black and white photograph of Jacksonville, Florida. A tall, slender tower labeled 'WFGA-TV' stands prominently on the right side of the image. The city's skyline, including several skyscrapers, is visible in the lower-left quadrant. A large body of water, likely the St. Johns River, flows through the center of the city. A bridge spans across the river in the foreground. The overall scene captures the urban landscape and the strategic placement of the television tower.

REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

Florida

WCKT Miami

(Ch. 7)

Grantee (STA): Biscayne Television Corp., Box M, Little River Station.

Studios & Business Office: North Bay Causeway. Transmitter: Antenna farm, North Dade County, Fla.

Telephone: Plaza 1-6692. TWX No.: 177.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 950-ft. above av. terrain, 991-ft. above ground, 997-ft. above sea level, lat. 25° 57' 49", long. 80° 12' 44".

Network Service: NBC.

AM Affiliate: WCKR, 5-kw, 610 kc (NBC). FM Affiliate: WCKR-FM, 15.5-kw, 97.3-mc (No. 247), 285-ft. antenna height.

Ownership: Niles Trammell, pres., 15%; James M. Cox Jr., 30.5%; John S. Knight, 17.5%; James L. Knight, treas., 10%; J. Leonard Reinsch, 5%; C. Blake McDowell, 5%; Lee Hills, 5%; Owen Urdige, 5%; James M. LeGate, 3.5%; Milton C. Scott, 3.5%. John S. Knight is publisher of *Miami Herald*; for other Knight newspaper & TV-radio interests, see WAKR-TV, Akron, O. Cox newspapers include *Miami News*; for other Cox interests, see WHIO-TV, Dayton, O.

Began Operation: July 29, 1956.

Represented (sales) by NBC Spot Sales.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Niles Trammell, *president & general manager*.
James M. LeGate, *station manager*.
Charles Kelly, *operations manager*.
Robert L. Fidler, *sales manager*.
Robert Nash'ck, *promotion manager*.
Robert E. Gilbert, *production manager*.
Charles Harrison, *director of news & special features*.
M. C. Scott Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 1

(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.
Class AA—7:30-10:30 p.m., daily.					
\$950.00	\$570.00	\$380.00	\$313.00	\$271.00	\$237.00
Class A—6:30-7:30 p.m., Mon.-Sat.; 1-7:30 p.m., Sun.; 10:30-11 p.m., daily.					
836.00	502.00	334.00	251.00	214.00	176.00
Class B—5:30-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 11-11:30 p.m., daily.					
618.00	371.00	247.00	219.00	185.00	157.00
Class C—All other times.					
423.00	257.00	171.00	152.00	126.00	108.00

Subject to frequency discounts. Color—Rates on request.

WTHS-TV

Miami

(Ch. 2)

Non-Commercial Educational Station

Grantee (STA): The Board of Public Instruction of Dade County, Dept. of Radio & Television Education, 275 N.W. 2d St.

Studio: 1410 N. E. 2nd Ave.

Transmitter: Everglades Hotel.

Telephone: Franklin 4-7281.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 9.55-kw visual, 5.75-kw aural. Antenna: 280-ft. above av. terrain, 300-ft. above ground, 309-ft. above sea level, lat. 25° 48' 35.5", long. 80° 11' 20.5".

FM Affiliate: WTHS, 5-kw, 91.7 mc (No. 219), 215-ft. antenna height.

Ownership: Dade County Board of Public Instruction (Joe Hall, supt.)

Began Operation: Aug. 12, 1955.

Represented (legal) by Krieger & Jorgenson.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Vernon Bronson, *director*.
Herb Evans, *chief engineer*.

WGBS-TV

Miami

(Ch. 23)

Grantee (STA): Storer Broadcasting Co., 316 N.E. 21st St.

Studio: 316 N.E. 21st St.

Transmitter: Honey Hill Dr., TV Antenna Farm.

Telephone: Franklin 4-1759. TWX No.: 289 X.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 186-kw visual, 93.3-kw aural. Antenna: 920-ft. above av. terrain, 937-ft. above ground, 943-ft. above sea level, lat. 25° 57' 27", long. 80° 12' 43".

AM Affiliate: WGBS, 50-kw (10-kw, night) 710-kc (CBS).

Ownership: Storer Bestg. Co., 1177 Kane Concourse, Miami Beach, Fla. Also owns Sun Publishing Co., publishers of *Miami Beach Sun* (daily except Sat.). For other interests, see listing under Major Regional Networks and Group-Owned Stations.

Began Operation: April 7, 1953. Physical facilities of WFTL-TV, Fort Lauderdale, sold to Storer Bestg. Co. by Tri-County Bestg. Co. concurrent with sale of CP for WMIE-TV, Miami (Ch. 27) by E. D. Rivers Sr.; FCC approved transactions Dec. 16, 1954 which provided for shift to Ch. 23 and eventual move to site in Miami (*Television Digest*, Vol. 10:47, 51).

Represented (sales) by the Katz Agency Inc.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

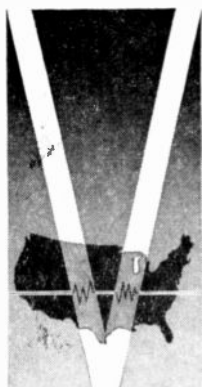
George B. Storer, *president*.
Walter M. Koessler, *managing director*.
Dick Sloan, *sales manager*.
Terry Mason, *program director*.
Bob Edell, *promotion & publicity director*.
Jack Barry, *production manager*.
William Needs, *engineer*.

DIGEST OF RATE CARD NO. 2

(July 30, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$90.00	\$70.00	\$35.00	
Class B—All other times.						
250.00	150.00	100.00	90.00	60.00	50.00	25.00

Subject to frequency discounts.



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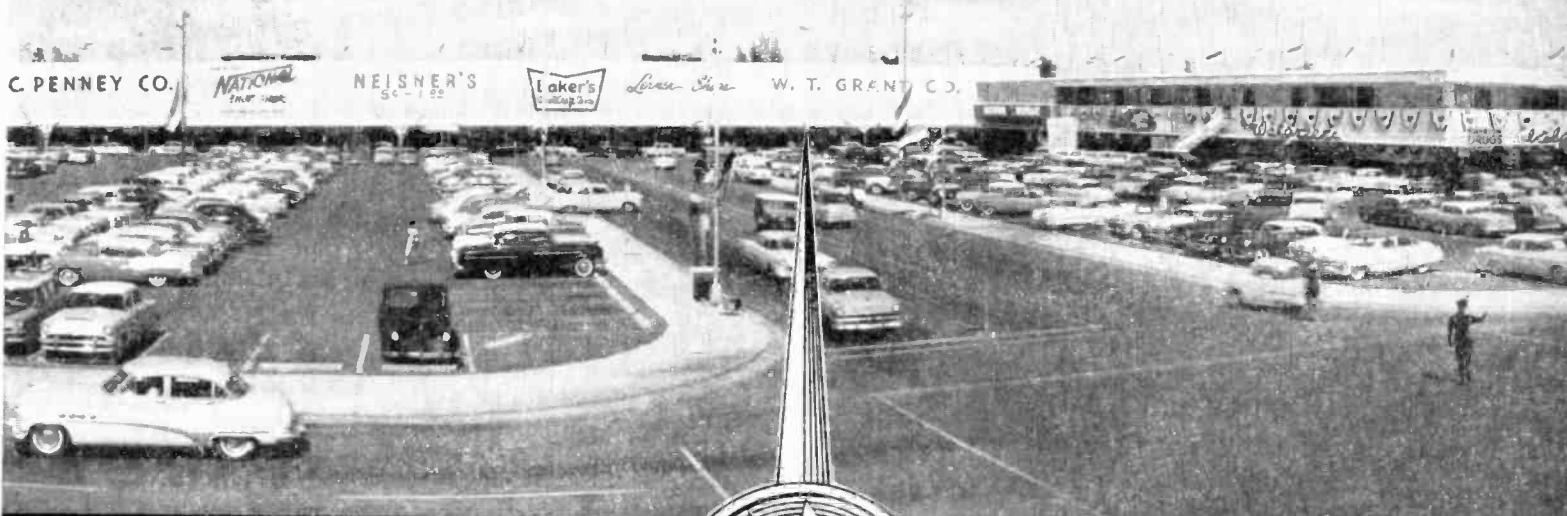
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VISUAL ELECTRONICS CORP.

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BISCAYNE SHOPPING PLAZA — One of Miami's many new shopping centers.

View showing some National Retail Shops & Super Self-Service Drug Store.



LINCOLN ROAD: Miami Beach's nationally famous exclusive shopping area.



FLAGLER STREET: Shopping center of busy downtown Miami

- *Metropolitan Miami
- 19th in the nation in **FOOD & DRUG SALES**
- 19th in Total **AUTOMOTIVE SALES**
- 20th in Total **RETAIL SALES**
- 22nd in Effective **BUYING POWER**
- 25th in **POPULATION**
- *Sales Management May, 1956

From every point...
a great market!

WCKT's 1000 ft. tower and 316,000 watts of power blankets the fabulous Gold Coast from Key West in the south and north to Vero Beach with the most powerful signal and coverage in South Florida.

WCKT • CHANNEL 7 • MIAMI

Niles Trammell, President

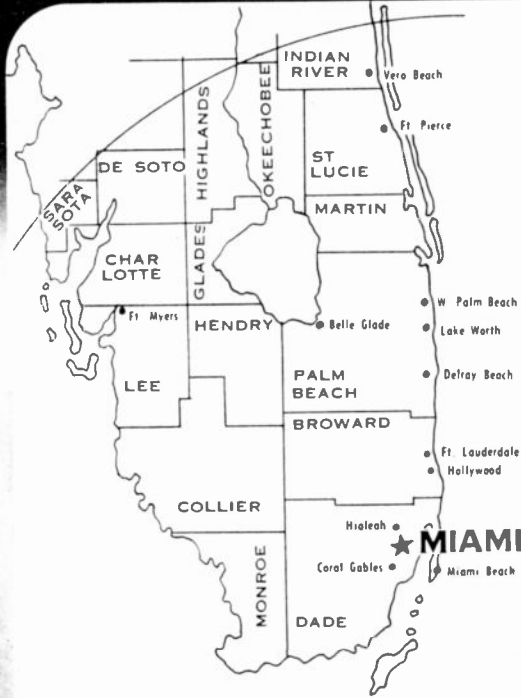
NBC BASIC TELEVISION AFFILIATE

SOLD BY **NBC** SPOT SALES

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 max-
imum TV Signal to ALL
South Florida Homes.



Represented Nationally
by Peters, Griffin,
Woodward, Inc.

WTVJ

Channel 4

MIAMI

WTVJ

Miami

(Ch. 4)

Licensee: WTVJ Inc., 316 N. Miami Ave.

Studio: 316 N. Miami Ave. Transmitter: N.E. 6th Ave. & Hallandale Beach Blvd.

Telephone: Franklin 4-6262. TWX No.: MM 92.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 983-ft. above av. terrain, 990-ft. above ground, 1002-ft. above sea level, lat. 25° 59' 08.5", long. 80° 11' 34.5".

Network Service: CBS, ABC.

AM-FM Affiliates: None.

Ownership: Wometco Television & Theatre Co. 99.1%. Mitchell Wolfson, pres.; Sidney Meyer, secy. Principals also have 20% interest in TV grantee for Ch. 12, Jacksonville, Fla.

Began Operation: March 21, 1949.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Mitchell Wolfson, *president*.
Lee Ruwitch, *executive v.p. & general manager*.
Jack Shay, *v.p. in charge of operations*.
William Brazzil, *national sales director*.
Lee Waller, *program director*.
Louis Wolfson, *film buyer & office manager*.
Robert J. Ross, *business manager*.
Richard Wolfson, *legal director*.
Burt Toppan, *public relations & promotion director*.
Earl Lewis, *chief transmitter engineer*.
Joseph H. Kline, *director of engineering operations*.
Ash Dawes, *director of production operations*.
George Vickery, *public service & publicity director*.
Jon E. Arden, *merchandising director*.
Ralph Renick, *news director*.
Jack Cummins, *sports director*.

DIGEST OF RATE CARD NO. 13 (Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$1000.00	\$600.00	\$400.00	\$330.00	\$285.00	\$250.00
Class A—6:30-7:30 p.m., Mon.-Sat.: 1-7:30 p.m., Sun.: 10:30-11 p.m., daily.						
880.00	528.00	352.00	264.00	225.00	185.00
Class B—5:30-6:30 p.m., Mon.-Sat.: 11-11:30 p.m., daily.						
650.00	390.00	260.00	230.00	195.00	\$165.00
Class C—All other times.						
450.00	270.00	180.00	160.00	133.00	114.00

Subject to frequency discounts. Color—Rates on request.

WDBO-TV

Orlando

(Ch. 6)

Grantee (STA): Orlando Bcstg. Co. Inc., Box 3707, Orlando, Fla.

Studio: 30 S. Ivanhoe Blvd. Transmitter: 950 N. Texas Ave.

Telephone: 5-0541. TWX No.: ORL 84088.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 543-ft. above av. terrain, 540-ft. above ground, 687-ft. above sea level, lat. 28° 24' 42", long. 81° 33' 17".

Network Service: CBS, ABC, NBC.

AM affiliate: WDBO, 5-kw, 580 kc (CBS), FM Affiliate: WDBO-FM, 25-kw 92.3 mc (No. 222), 460-ft. antenna height.

Ownership: Harold P. Danforth, pres., 18.4%; James E. Yarbrough, v.p., 18.4%; J. Thomas Gurney, v.p.-secy., 16% (with wife); Frank W. Reed, treas., 7.3%; William G. McBride, director, 13.7%; Hazel O. Jacobs, 11.73%; John M. Pedrick, 11.7%; J. Ray Campbell, 2%; T. Sherman Penny, .66%.

Began Operation: June 5, 1954.

Represented (sales) by Blair Television Associates.

Represented (legal) by George O. Sutton.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Harold P. Danforth, *president & general manager*.
Walter Sickles, *program director & film buyer*.
Agnes Carlson, *sales coordinator*.
Mark V. Barker Jr., *production director*.
Harold P. Danforth Jr., *film director*.
James E. Yarbrough, *v.p. & chief engineer*.

DIGEST OF RATE CARD NO. 3—(July 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:29-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$65.00	\$32.50

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-7:29 p.m., 10:01-11 p.m., daily.						
250.00	150.00	100.00	75.00	62.50	55.00	27.50
Class B—4:59-5:59 p.m., Mon.-Sat.; 1-5:59 p.m., Sun.; 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	60.00	50.00	40.00	20.00
Class C—Sign-on-4:59 p.m., Mon.-Sat.; sign-on-12:59 p.m., Sun.						
150.00	90.00	60.00	50.00	40.00	30.00	15.00

Subject to frequency discounts.

WPTV

(formerly WJNO-TV)

Palm Beach

(Ch. 5)

Grantee (STA): John H. Phipps, Box 3166, Tallahassee, Fla.
 Studio: 5 Coconut Row, Palm Beach. Transmitter: Prosperity Farms Rd., .75 mi. N of Lake Park.

Telephone: Temple 3-2471. TWX No.: WP 75.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 544-ft. above av. terrain, 544-ft. above ground, 549-ft. above sea level, lat. 26° 49' 07", long. 80° 04' 30".

Began Operation: Aug. 22, 1954.

Network Service: NBC, CBS.

Ownership: John H. Phipps, 100%. Also owns WCTV, Thomasville, Ga. For other interests see WCTV.

Began Operation: Aug. 22, 1954 as WJNO-TV. Sale to present owner by George H. Buck-Theodore Granik interests approved Oct. 3, 1956 by FCC (*Television Digest*, Vol. 12:37, 40).

Represented (sales) by Venard, Rintoul & McConnell Inc.; Harry E. Cummings (Jacksonville).

Personnel:

Stephen Willis, *executive director*.
 Theodore A. Elland, *general manager & sales director*.
 Bill Woods, *national sales manager*.
 William F. Housner, *local sales manager*.
 Gino Ricciardelli, *chief engineer*.
 Robert Carris, *program director*.
 Robert Abel, *film director*.

DIGEST OF RATE CARD NO. 4-N—(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$275.00	\$165.00	\$110.00	\$96.25	\$82.50	\$55.00	\$27.50
Class B—5-7 p.m., Mon.-Fri.; 1-6 pm., Sat. & Sun., 11-11:30 p.m., daily.						
206.25	123.75	81.50	72.00	62.00	45.25	20.75
Class C—All other times.						
137.50	82.50	55.00	46.75	35.75	27.50	13.75

WJDM

Panama City

(Ch. 7)

Grantee (STA): J. D. Manly, Box 428, Panama City, Fla.
 Studio & Transmitter: U. S. Hwy. 98, W. of Panama City.
 Telephone: Adams 4-2251

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 10.7-kw visual, 5.36-kw aural. Antenna: 480-ft. above av. terrain, 487-ft. above ground, 502-ft. above sea level, lat. 30° 10' 58.7" long. 85° 46' 37.8".

Network Service: ABC, NBC, CBS.

Ownership: J. D. Manly, 100%.

Began Operation: Dec. 1, 1953.

Represented (sales) by Clarke Brown Co.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Mel Wheeler, *general manager*.
 Milt de Reyna, *asst. manager & national sales manager*.
 Harry C. Babb Jr., *station manager*.
 Jerry Christopher, *program director*.
 Claude Maenza, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(Dec. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-9:30 p.m., daily.						
\$175.00	\$105.00	\$70.00	\$61.25	\$52.50	\$35.00	\$17.00
Class A—1-6 p.m., Sun.; 6-7:30 p.m., 9:30-10:30 p.m., daily.						
140.00	84.00	56.00	49.00	42.00	28.00	14.00
Class B—1-6 p.m., Sat.; sign-on-1 p.m., Sun.; 5-6 p.m., Mon.-Fri.; 10:30 p.m.-midnight, daily.						
105.00	63.00	42.00	36.00	30.00	21.00	10.50
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat.; midnight-sign-off, daily.						
70.00	42.00	28.00	24.00	21.00	14.00	7.00

Subject to frequency discounts.

1957 Spring-Summer Edition

Miami

WTVJ

is Florida's First Television Station

First

...with
VIEWERS

Nov. 1956 ARB shows
WTVJ leading in 383
out of 498 total quar-
ter hours surveyed.

First

...with
ADVERTISERS

An average of 175 Na-
tional and 135 Local
Advertisers invest in
WTVJ TV every month,
at South Florida's low-
est cost per thousand.

First

...in COMMUNITY
SERVICE

Over 1000 Awards
and Citations for Com-
munity service makes
WTVJ your prestige
station.

WTVJ

Channel 4
MIAMI

"I made it!"

"I sold it!"

"I bought it!"



"I'M A MANUFACTURER

I make a product that has made a name for itself—and I'm proud of it. What's more, I'm always working to make it better. That's my responsibility *and* my satisfaction—to manufacture *quality* that will always satisfy those who buy my goods."

"I'M A DEALER

The best way I know to make my customers my *friends* is to sell brands that have made a name for themselves. A shopper just naturally feels more comfortable buying a brand that has known quality, proved value. And *I* feel more comfortable letting her walk out with it. I know she'll be satisfied—and be back again."

"I'M A CUSTOMER

Every woman wants to feel she's spending her dollars for the right things. This is only good sense and good home management. So I pick brands I feel confident about. A product that's good enough to have made a name for itself is exactly the quality for me. That's what satisfies me most."



"I'm always satisfied most with a Brand that's made a Name for itself!"

BRAND NAMES FOUNDATION, INC. • 437 Fifth Avenue • New York 16, N. Y.

WEAR-TV
Pensacola
 (Ch. 3)

Grantee (STA): Gulfport Bestg. Corp., Box 431, Pensacola, Fla.
 Studio & Transmitter: U. S. Hwy. 90, W. of Pensacola.

Telephone: Glendale 5-7311. TWX No.: PS 82.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 55.4-kw visual, 33.2-kw aural. Antenna: 577-ft. above av. terrain, 613-ft. above ground, 677-ft. above sea level, lat. 30° 26' 42.7" long. 87° 17' 01.4". Requests change to 100-kw visual, 50-kw aural, 1001-ft. above av. terrain, 992-ft. above ground, 1182-ft. above sea level, lat. 30° 43' 39" long. 87° 26' 07"; transmitter to State Hwy. 99, about 2.2-mi. N of Barrineau Park.

Network Service: ABC, CBS.

AM Affiliate: WEAR, 25-kw, 1230 kc (ABC).

Ownership: Charles W. Smith, chairman, 51%; Mel Wheeler, pres.-secy.-treas., 25%; F. M. Turner, 12%; A. C. Johnson, 12%. Mr. Wheeler also is gen. mgr. of WJDM, Panama City, Fla., and owns radio station WPNM, DeFuniak Springs, Fla.

Began Operation: Jan. 13, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Mel Wheeler, general manager.
 Milt de Reyna, asst. general manager & national sales manager.
 Irving Welch, commercial manager.
 Jim Smith, chief engineer.

DIGEST OF RATE CARD NO. 1
 (Dec. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-9:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class A—6-7:30 p.m., 9:30-10:30 p.m., daily; 1-6 p.m., Sun.						
240.00	144.00	96.00	84.00	72.00	48.00	24.00
Class B—5-6 p.m., Mon.-Fri.; 10:30 p.m.-midnight, daily; 1-6 p.m., Sat.; sign-on-1 p.m., Sun.						
180.00	108.00	72.00	63.00	54.00	36.00	18.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat.; midnight-sign-off, daily.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

Subject to frequency discounts.

Florida

WSUN-TV
St. Petersburg
 (Ch. 38)

Licensee: City of St. Petersburg, Million Dollar Pier.

Studio: Million Dollar Pier. Transmitter: W. end of Gandy Bridge.

Telephone: 5-4121. TWX No.: ST PBG 82082.

Technical Facilities: Channel No. 38 (614-620 mc). Authorized power: 257-kw visual, aural. Antenna: 470-ft. above av. terrain, 500-ft. above ground, 500-ft. above sea level using .5° electrical beam tilt, lat. 27° 52' 40", long. 82° 35' 25".

Network Service: ABC.

AM Affiliate: WSUN, 5-kw, 620 kc (ABC).

Ownership: City of St. Petersburg.

Began Operation: May 15, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.; James S. Ayres (Southeast).

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by James C. McNary.

Personnel:

Fred P. Shawn, general manager.
 Barney Kobres, sales manager.
 Charles Bishop, TV program director.
 Charles W. Mason, sales promotion & advertising manager.
 Jean Miller, publicity director.
 Louis J. Link, chief engineer.

DIGEST OF RATE CARD NO. 3
 (Nov. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$135.00	\$100.00	\$80.00	\$40.00
Class B—6-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 2-6 p.m. Sun.						
300.00	180.00	120.00	100.00	75.00	60.00	30.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-2 p.m., Sun.; 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

Channel 38

Everything's JUMPING around Tampa Bay!

WSUN-TV
ST. PETERSBURG
FLORIDA

TAMPA BAY

..... And WSUN-TV is one big jump ahead with top rated ABC network and local, live shows in the booming Tampa Bay-Suncoast market. Smart advertisers have caught the tide, and they reach a surging \$800,000,000 market over WSUN-TV.

Represented Nationally By VENARD, RINTOUL & MCCONNELL

Florida-Georgia

WFLA-TV

Tampa-St. Petersburg

(Ch. 8)

Grantee (STA): The Tribune Co., Lafayette & Morgan Sts.

Studio: 905 Jackson St. Transmitter: 14-mi. SE of Tampa.

Phone: 2-0131. TWX No.: TP 8060.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum & 302-kw horizontal visual, 221-kw maximum & 212-kw horizontal aural. Antenna: 1037-ft. above av. terrain, 1055-ft. above ground, 1130-ft. above sea level, lat. 27° 50' 26", long. 82° 15' 47".

Network Service: NBC.

AM Affiliate: WFLA, 5-kw, 970 kc (NBC). FM Affiliate: WFLA-FM, 46-kw, 93.3 mc (No. 227), 960-ft. antenna height.

Began Operation: January 26, 1955.

Ownership: Same as Tampa Tribune. Officers: D. Tennant Bryan, chairman; John C. Council, pres.-treas. Bryan family holds approximately 50% interest in Richmond (Va.) Times-Dispatch and News-Leader (WRNL).

Represented (sales) by Blair-TV; Harry E. Cummings (Southeast).

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Page, Creutz, Steel & Waldschmidt.

Personnel:

George W. Harvey, *v.p. & general manager*.
Daniel H. Smith, *operations manager*.
William B. Faber, *sales manager*.
Carl P. Bergquist, *program manager*.
L. George Geiger, *production manager*.
Tom M. Matthews, *promotion manager*.
Peter Holst, *film editor*.
Mardi Liles, *farm director*.
Joe H. Mitchell, *chief engineer*.

DIGEST OF RATE CARD NO. 6

(Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A—6:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.	\$750.00	\$450.00	\$300.00	\$262.00	\$187.00	\$140.00	\$70.00*
Class B—5-6:30 p.m., Mon.-Sat.; 2-6 p.m., Sun.	560.00	336.00	224.00	196.00	140.00	90.00	45.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily; sign-on-2 p.m. Sun.	375.00	225.00	150.00	131.00	94.00	65.00	33.00

* Class AA—(7:30-10:30 p.m., daily): Min. \$180, 10 Sec. \$90. Subject to frequency discounts.

WTVT

Tampa-St. Petersburg

(Ch. 13)

Grantee (STA): WKY Television System Inc., Box 1198, Tampa.

Studio: 3213 Grand Central Ave. Transmitter: Prospect Rd. 6-mi. SE of Tampa.

Telephone: 71113. TWX No.: TP 8116.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 793-ft. above av. terrain, 828-ft. above ground, 868-ft. above sea level, lat. 27° 53' 55", long. 82° 19' 16".

Network Service: CBS.

Ownership: See WKY-TV, Oklahoma City, Okla.

Began Operation: April 1, 1955. Sale to present owners by ex-Gov. Doyle E. Carlton and W. Walter Tison interests approved by FCC July 18, 1956 (Television Digest, Vol. 12:26, 29).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

P. A. Sugg, *exec. v.p. & manager*.
Norman Bagwell, *business manager & admin. asst.*
Robert Olson, *operations manager*.
John Haberman, *commercial manager*.
Edwin Jay, *promotion manager*.
William Witt, *chief engineer*.
Dick John, *news director*.
Walter Rhoads, *production manager*.
Robert Hancock, *farm director*.

DIGEST OF RATE CARD NO. 5

(Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A—7-11 p.m., daily.	\$750.00	\$450.00	\$300.00	\$270.00	\$225.00	\$140.00*	\$70.00*
Class B—6-7 p.m., 11-11:30 p.m., daily.	560.00	336.00	224.00	187.00	140.00	90.00	45.00

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class C—Sign-on-6 p.m., 11:30 p.m.-sign-off, daily.	375.00	225.00	150.00	132.00	94.00	65.00	32.50

* Class A (7-7:30 p.m., 10:30-11 p.m., daily). Also has Class AA (7:30-10:30 p.m., daily): Min. or 20 Sec. \$180, 10 Sec. \$90. Subject to frequency discounts.

WEAT-TV

West Palm Beach

(Ch. 12)

Licensee: WEAT-TV Inc., Box 70.

General Offices: Hotel Pennsylvania, West Palm Beach.

Studio & Transmitter: Congress Ave. & Lark Rd., West Palm Beach.

Telephone: Temple 3-9668. TWX No.: WP 35.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 112-kw visual, 60-kw aural. Antenna: 320-ft. above av. terrain, 352-ft. above ground, 362-ft. above sea level, lat. 26° 38' 26.5", long. 80° 05' 13.5".

Network Service: ABC, CBS.

AM Affiliate: WEAT, 1-kw, 850 kc (NBC).

Ownership: RKO Teleradio Pictures Inc., see WOR-TV, New York.

Began Operation: Jan. 1, 1955. Sale to present owner by J. Robert Meachem interests approved by FCC July 27, 1955 (Television Digest, Vol. 11:27, 31).

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

Thomas F. O'Neill, *president*.
Bertram Lebar Jr., *general manager*.
Edward J. Hennessy, *general sales manager*.
C. C. Levis, *local sales manager*.
J. Ross McPherson, *chief engineer*.
Mary O'Connell, *program director*.
Jack Poole, *production manager*.

DIGEST OF RATE CARD NO. 4—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.	
Class AA—7:59-11 p.m., Mon.-Sat.; 5:59-11 p.m., Sun.	\$250.00	\$150.00	\$100.00	\$80.00	\$65.00	\$50.00	\$25.00
Class A—5-7:58 p.m., Mon.-Sat.; 1-5:58 p.m., Sun.; 11 p.m.-sign-off, daily.	200.00	120.00	80.00	64.00	52.00	40.00	20.00
Class B—All other times.	150.00	90.00	60.00	48.00	39.00	30.00	15.00

Subject to frequency discounts.

WCTV

Tallahassee

(See Thomasville, Ga.)

GEORGIA

WALB-TV

Albany

(Ch. 10)

Grantee (STA): Herald Publishing Co., 138 Pine Ave.

Studio: Stuart Ave. Transmitter: Greenwood Dr. & Stuart Ave.

Telephone: Hemlock 5-8386.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 112-kw visual, 56.2-kw aural. Antenna: 400-ft. above av. terrain, 424-ft. above ground, 649-ft. above sea level, lat. 31° 36' 54", long. 84° 11' 26".

Network Service: NBC, ABC

AM Affiliate: WALB, 1-kw, 1590 kc (ABC).

Ownership: James H. Gray, pres., 79.4%; Mrs. Martha M. Nall, secy.-treas., 2%; Mrs. W. B. Haley, 9.3% (as executrix, estate of W. B. Haley); A. C. & I. C. Gortatowsky, 2.7%; Mrs. Clara B. Wilson, 2.6%; 10 others, none owns as much as 2%. Also publishes Albany Herald.

Began Operation: April 7, 1954.

Represented (sales) by Venard, Rintoul & McConnell Inc.; James S. Ayers (Southeast).

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis

Represented (engineering) by Kear & Kennedy.

Personnel:

James H. Gray, *president*.
T. R. Stillwagon, *general manager*.
John L. Rivard, *chief engineer*.

(Continued on page 112)



KEY STATION
in the Nation's
37th* Market

WTVT

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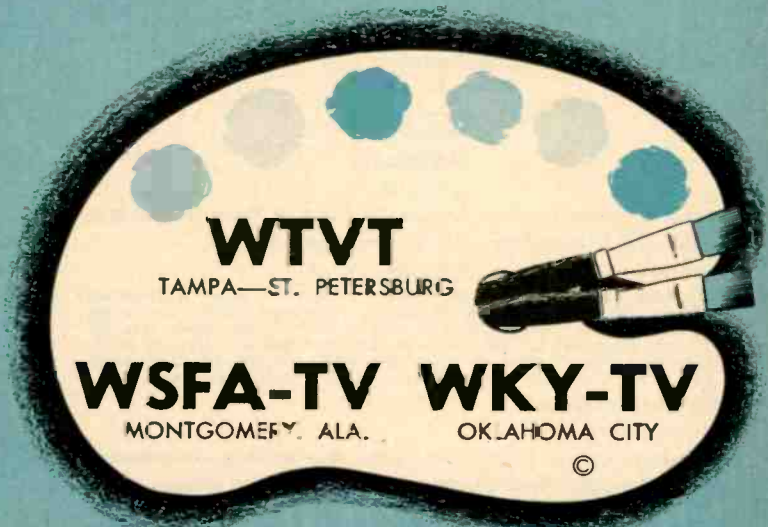
Serving the TWIN CITIES of the South

Plus 150 other
Florida Communities

* Source: SRDS Consumer Market Data

WTVT 

TAMPA • ST. PETERSBURG



WTVT

TAMPA—ST. PETERSBURG

WSFA-TV

MONTGOMERY, ALA.

WKY-TV

OKLAHOMA CITY

©

Owned and Operated by
THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Oklahoma City
WSFA-TV, Montgomery, Ala. WTVT, Tampa, Fla.
Represented by THE KATZ AGENCY

Georgia

ALBANY: WALB-TV—(Continued)

DIGEST OF RATE CARD NO. 2—(Feb. 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$25.00
Class B—5-6 p.m., Mon.-Sat.; 1-5 p.m., Sun.	187.50	112.50	75.00	62.50	50.00	37.50
Class C—All other times.	125.00	75.00	50.00	43.50	37.50	25.00

Subject to frequency discounts.

WAGA-TV Atlanta

(Ch. 5)

Licensee: Storer Broadcasting Co., Box 4207, Atlanta 1, Ga.

Studio: 1018 W. Peachtree St., N.W. Transmitter: Briarcliff Rd. near Emory Rd.

Telephone: Trinity 2-3553.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1070-ft. above av. terrain, 1100-ft. above ground, 2049-ft. above sea level, lat. 33° 47' 49", long. 84° 20' 00".

Network Service: CBS.

AM Affiliate: WAGA, 5-kw, 590 kc (CBS). FM Affiliate: WAGA-FM, 36-kw, 103.3 mc (No. 277), 960-ft. antenna height.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Major Regional Networks and Group-Owned Stations. Note: WAGA-TV & WAGA have been sold to *Washington Post* (WTOP-TV), contingent on FCC approval of Storer's purchase of WMUR-TV, Manchester, N.H. and move closer to Boston (*Television Digest*, Vol. 12:42).

Began Operation: March 8, 1949.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr. (Dallas).

Personnel:

George B. Storer, *president*.
Glenn Jackson, *v.p. & managing director*.
Jack Collins, *asst. managing director for sales*.
Charles E. Trainor, *promotion manager*.
Don Naylor, *program director and film buyer*.
Percy Hearle, *community projects director*.
Dale Clark, *news & farm director*.
Hugo Bondy, *chief engineer*.

DIGEST OF RATE CARD NO. 11—(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$250.00
Class B—6:30-7 p.m., 10:30-11 p.m., daily.	750.00	450.00	300.00	263.00	225.00	150.00
Class C—8:30 a.m.-6:30 p.m., 11 p.m.-sign-off, daily.	500.00	300.00	200.00	175.00	125.00	105.00*
Class D—Sign-on-8:30 a.m., daily.	250.00	150.00	100.00	88.00	63.00	53.00**

* 20 Sec., \$85. **20 Sec., \$43.
Subject to frequency discounts.

WLW-A Atlanta

(Ch. 11)

Licensee: Crosley Bcstg. of Atlanta Inc., 1611 W. Peachtree St. N.E.

Studio and Transmitter: 1611 W. Peachtree St. N.E.

Telephone: Trinity 2-1141. TWX No.: AT 197.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 567-ft. above av. terrain, 586-ft. above ground, 1521-ft. above sea level, lat. 33° 47' 58", long. 84° 23' 12". CP for 1330-ft. above av. terrain, 1326-ft. above ground, 2333-ft. above sea level, lat. 33° 45' 23.5", long. 84° 19' 55"; change transmitter to 110 Arizona St. N.E.

Network Service: ABC.

AM-FM Affiliates: None.

Ownership: Crosley Bcstg. Corp., 100%. See WLW-T, Cincinnati.

Began Operation: Sept. 30, 1951 as WLTV. Sold to present owner Jan. 1953 (*Television Digest*, Vol. 8:51 & 9:5, 7).

Represented (sales) by Crosley Broadcasting Corp., NBC Spot Sales (Detroit, San Francisco, Hollywood); Bomar Lowrance & Assoc. (Charlotte, Atlanta, Dallas).

Represented (legal) by Hogan & Hartson.

Personnel:

Robert E. Dunville, *president*.
Harry Le Brun, *v.p. & general manager*.
J. P. Dwyer, *v.p. & business manager*.
Harvey J. Aderhold, *chief engineer*.
Wilbur L. Fattig, *asst. chief engineer*.
Howard M. Rowe, *client service director*.
Bob Hendrickson, *program & news director*.
Frank Ennis, *traffic manager*.
James Sharp, *production manager*.
Thomas L. Hitchcock, *film director*.

DIGEST OF RATE CARD NO. 4—(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.	\$900.00	\$540.00	\$360.00	\$315.00	\$225.00	\$175.00
Class B—5-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.	675.00	405.00	270.00	236.25	202.50	110.00
Class C—Noon-5 p.m., 11 p.m.-sign-off, daily.	450.00	270.00	180.00	157.50	112.50	80.00
Class D—Sign-on-noon, daily.	275.00	165.00	110.00	96.25	90.00	50.00

Subject to frequency discounts.

WSB-TV Atlanta

(Ch. 2)

Licensee: Atlanta Newspapers Inc., Biltmore Hotel.

Studio: 1601 W. Peachtree St. Transmitter: 780 Willoughby Way.

Telephone: Trinity 5-7221. TWX No.: AT 381.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 932-ft. above av. terrain, 1059-ft. above ground, 2032-ft. above sea level, lat. 33° 45' 51", long. 84° 21' 42".

Network Service: NBC.

AM Affiliate: WSB, 50-kw, 750 kc (NBC). FM Affiliate: WSB-FM, 52-kw, 98.5 mc (No. 253), 1050-ft. antenna height.

Ownership: Atlanta Newspapers Inc., 100%, publisher of *Atlanta Journal and Constitution*; James M. Cox Sr., chairman. For other Cox TV-radio-newspaper interests, see WHIO-TV, Dayton.

Began Operation: Sept. 29, 1948.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

J. Leonard Reinsch, *executive director*.
John M. Outler, Jr., *general manager*.
Marcus Bartlett, *station manager*.
M. K. Tolson, *production manager*.
C. F. Daugherty, *facilities division manager*.
Robert A. Holbrook, *chief engineer*.
Jean Hendrix, *film director*.

DIGEST OF RATE CARD NO. 10
(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$250.00
Class B—6:30-7 p.m., 10:30-11 p.m., daily.	750.00	450.00	300.00	262.50	225.00	140.00*
Class C—Noon-6:30 p.m., 11 p.m.-sign-off, daily.	500.00	300.00	200.00	175.00	125.00	100.00**
Class D—Sign-on-noon, daily.	400.00	240.00	160.00	140.00	100.00	70.00***

*20 Sec., \$125. **20 Sec., \$80. ***20 Sec., \$50.
Subject to frequency discounts. Color rates to be determined.

WJBF Augusta

(Ch. 6)

Licensee: Georgia-Carolina Bcstg. Co., Box 490.

Studio & Transmitter: 1305 Georgia Ave.

Telephone: 7-7787. TWX No.: AU 77.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 67.6-kw aural. Antenna: 610-ft. above av. terrain, 479-ft. above ground, 950-ft. above sea level, lat. 33° 30' 23", long. 81° 57' 44". Requests change to 60.3-kw aural, 1375-ft. above av. terrain, 1292-ft. above ground, 1677-ft. above sea level, lat. 33° 24' 15", long. 81° 50' 19"; transmitter to Pinelog Rd. near Beach Island.

Network Service: NBC, ABC.

Ownership: J. B. Fuqua, pres., 59%; D. M. Kelly Jr., v.p., 6%; Martin Theatres of Ga., 35%. Martin Theatres also owns 75% of WDAK-TV, Columbus, Ga.

Began Operation: Sept. 22, 1953.

Represented (sales) by George P. Hollingbery Co.

(Continued on page 114)



White Columns

A symbol of broadcasting integrity

"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-four 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.

wsb radio / wsb-tv

*Affiliated with The Atlanta Journal and Constitution.
NBC affiliate. Represented by Edw. Petry & Co.*

Georgia

AUGUSTA: WJBF—(Continued)

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

J. B. Fuqua, *president & general manager*.
 Donald M. Kelly Jr., *v.p. & national sales manager*.
 Thomas J. Hennessey, *sales manager*.
 Donald MacDonald, *business manager*.
 Ben Greer, *program manager*.
 John Jopling, *chief engineer*.

DIGEST OF RATE CARD NO. 5—(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:29-10:29 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$75.00	\$37.50
Class A—6:29-7:29 p.m., 10:29-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class B—5-6:29 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

WRDW-TV Augusta

(Ch. 12)

Licensee: Radio Augusta, Inc., News Building.

Studio & Transmitter: Georgia & Observatory Aves., N. Augusta.

Telephone: 7-5432.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 102-kw visual, 61.7-kw aural. Antenna: 650-ft. above av. terrain, 498-ft. above ground, 968-ft. above sea level, lat. 33° 30' 21", long. 81° 57' 43".

Network Service: CBS.

AM Affiliate: WRDW, 5-kw, 1480 kc (CBS).

Ownership: Southeastern Newspapers Inc., *Augusta Chronicle* and *Herald*.

Began operation: Feb. 9, 1954. Sale to present owners by group headed by Grover C. Maxwell & Allen M. Woodall approved Feb. 17, 1956 by FCC (*Television Digest*, Vol. 11:48; 12:7).

Represented (sales) by The Branham Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Pat H. Rice Jr., *president & treasurer*.
 James W. Hicks, *general manager*.
 Joseph P. Gill, *chief engineer*.
 Richard E. Fennel, *director of operations*.
 Jeff Evans, *production manager*.

DIGEST OF RATE CARD NO. 3—(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:29 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-7 p.m., 10:30-11:05 p.m., daily.						
187.50	112.50	75.00	65.60	47.00	37.50	18.75
Class C—7 a.m.-5 p.m., 11:05 p.m.-sign-off, daily.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

WDAK-TV Columbus

(Ch. 28)

Licensee: Television Columbus, Martin Bldg.

Studio: Martin Bldg. Transmitter: 2.6-mi. W of Columbus.

Telephone: 2-8828. TWX No.: CM 99.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 204-kw visual, 120-kw aural. Antenna: 650-ft. above av. terrain, 449-ft. above ground, 1049-ft. above sea level, lat. 32° 27' 48", long. 85° 02' 27".

Network Service: NBC, ABC.

AM Affiliate: WDAK, .25-kw, 1340 kc (NBC).

Ownership: Radio Columbus Inc. (WDAK), 25%; Martin Theatres of Georgia Inc., 75%. Allen Woodall is pres. and 50% owner of Radio Columbus; pres. and 20% owner of WMOG, Brunswick, Ga.; v.p. and 25% of WMLT, Dublin, Ga.; v.p. and 30% of WGEA, Geneva, Ala. E. D. Martin is pres. of Martin Theatres which also owns 35% of WJBF (Ch. 6) Augusta.

Began Operation: Oct. 6, 1953.

Represented (sales) by Headley-Reed TV; James S. Ayers Co. (Southeast).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

Personnel:

Allen M. Woodall, *general manager*.
 E. F. MacLeod, *station manager*.
 John Hughes, *director of programs, production & traffic*.
 Joe Windsor, *sales manager*.
 Ronnie Otwell, *film director*.
 Reeve Owen, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(June 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class A—6:30-8 p.m., 10:30-11 p.m., daily.						
225.00	135.00	90.00	79.00	67.50	45.00	22.50
Class B—5-6:30 p.m., Mon.-Sat.; 2-6:30 p.m., Sun.						
190.00	114.00	76.00	66.00	57.00	38.00	19.00
Class C—Noon-5 p.m., 11 p.m.-sign-off, Mon.-Sat.; noon-2 p.m., Sun.						
110.00	66.00	44.00	38.00	33.00	22.00	11.00
Class D—7 a.m.-noon, daily.						
75.00	45.00	30.00	26.00	22.50	15.00	7.50

Subject to frequency discounts.

WRBL-TV Columbus

(Ch. 4)

Grantee (STA): Columbus Bcstg. Co. Inc., Box 270.

Studio & Offices: 1350 13th Ave. Transmitter: Crawford Rd., 3.5 mi. from Phenix City, Ala.

Telephone: 2-0601. TWX No.: CM 04.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 630-ft. above av. terrain, 429-ft. above ground, 1049-ft. above sea level, lat. 32° 27' 57", long. 85° 03' 23".

Network Service: CBS, ABC.

AM Affiliate: WRBL, 5-kw, 1420 kc (CBS). FM Affiliate: WRBL-FM, 48-kw, 93.3 mc (No. 227), 980-ft. antenna height.

Ownership: R. W. Page Corp., publisher of *Columbus Enquirer and Ledger*, 51%; J. W. Woodruff, 19%; J. W. Woodruff Jr., 30%. WRBL-TV officers: J. W. Woodruff Jr., pres.; A. H. Chapman, v.p.; M. R. Ashworth Sr., secy.; J. W. Woodruff, director; W. E. Page, director. J. W. Woodruff controls Georgia radio WGPC, Albany. Page Corp. also publishes *Bradenton* (Fla.) *Herald*.

Began Operation: Nov. 8, 1953.

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

J. W. Woodruff Jr., *president & general manager*.
 Ridley Bell, *station manager & film buyer*.
 George A. Gingell, *program director*.
 George (Red) Jenkins, *commercial manager*.
 Joe A. Gamble, *chief engineer*.
 Frank Hardman, *TV technical director*.
 Glen Broughman, *news director*.

DIGEST OF RATE CARD NO. 3—(Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$80.00	\$40.00
Class A—6:30-8 p.m., 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	90.00	60.00	30.00
Class B—4-6:30 p.m., Mon.-Sat.; 2-6:30 p.m., Sun.						
250.00	150.00	100.00	87.50	75.00	50.00	25.00
Class C—Noon-4 p.m., Mon.-Sat.; noon-2 p.m., Sun.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	45.00	30.00	15.00
Class D—Before noon, daily.						
100.00	60.00	40.00	35.00	30.00	20.00	10.00

Subject to frequency discounts.

Performers gain complete freedom from unflattering cue card positions.



TELEPROMPTER[®] SERVICE

SEE PAGE 35

WMAZ-TV
Macon (Warner Robins)
 (Ch. 13)

Licensee: Southeastern Bcstg. Co., 682 Cherry St., Macon.
 Studio & Transmitter: U.S. 129, South of Macon.
 Telephone: 2-7373. TWX No.: MC 5137.
 Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 250-kw visual, 125-kw aural. Antenna: 440-ft. above av. terrain, 514-ft. above ground, 848-ft. above sea level, lat. 32° 45' 09", long. 83° 33' 33".
 Network Service: CBS, ABC, NBC.
 AM affiliate: WMAZ, 10-kw, 940 kc (CBS). FM Affiliate: WMAZ-FM, 3-kw, 99.1 mc (No. 256), 170-ft. antenna height.
 Ownership: George P. Rankin Jr., pres., 71.4%; Wallace Miller, v.p., 3%; Wilton E. Cobb, secy.-treas., 22.6%; Mary S. Miller, 3%.
 Began Operation: Sept. 27, 1953.
 Represented (sales) by Avery-Knodel Inc.
 Represented (engineering) by George C. Davis Consulting Engineers.
 Personnel:
 George P. Rankin Jr., *president & chief engineer.*
 Wilton E. Cobb, *secy.-treas. & general manager.*
 Frank Crowther, *commercial manager.*
 Albert Sanders, *executive sales manager.*
 Elmo Simmons, *national sales manager.*
 Tommy Snellgrove, *local sales manager.*
 Harriet Moore, *comptroller.*
 Bob Savage, *director of operations.*
 Ed Pendleton, *film & promotion director.*
 J. D. Lawhon, *engineering director.*
 William P. Coulter, *news director.*

DIGEST OF RATE CARD NO. 4
 (Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.						
\$360.00	\$216.00	\$144.00	\$126.00	\$90.00	\$72.00	\$36.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30 p.m.-sign-off, daily.						
270.00	162.00	108.00	94.50	67.50	54.00	27.00
Class C—All other times.						
120.00	72.00	48.00	42.00	30.00	24.00	12.00

Subject to frequency discounts.

WROM-TV
Rome
 (Ch. 9)

Grantee (STA): WROM-TV Inc., Box 473.
 Studio: 121 Broad St. Transmitter: Horseleg Mt.
 Telephone: 2-0833.
 Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 30.9-kw visual, 15.5-kw aural. Antenna: 720-ft. above av. terrain, 87-ft. above ground, 1468-ft. above sea level, lat. 34° 14' 00", long. 85° 14' 02". Requests change to 316-kw visual, 178-kw aural, 1418-ft. above av. terrain, 184-ft. above ground, 2544-ft. above sea level, lat. 34° 51' 46", long. 85° 23' 37"; transmitter to Highpoint 2, Lookout Mt., Thompsonville, Ga., 9 mi. S of Chattanooga, Tenn.
 AM Affiliate: WROM, 1-kw, 710 kc.
 Ownership: Dean Covington, pres., 33 1/3% (as executor of Leon Covington estate); Charles E. Doss, v.p.-treas., 33 1/3%; Edward N. McKay, secy., 33 1/3%.
 Began Operation: June 15, 1953.
 Represented (sales) by Joseph Hershey McGilvra Inc.
 Personnel:
 Dean Covington, *president.*
 Ed McKay, *general manager.*
 Charles Doss, *commercial manager.*
 Bob Martin, *farm director.*
 T. H. Robertson, *chief engineer.*

DIGEST OF RATE CARD NO. 1
 (May, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$38.00	\$25.00	\$15.00
Class B—All other times.						
112.00	68.00	45.00	40.00	28.00	20.00	12.00

Subject to frequency discounts.

Georgia

WSAV-TV
Savannah
 (Ch. 3)

Grantee (STA): WSAV Inc., Liberty National Bank Bldg.
 Studio & Transmitter: Liberty National Bank Bldg.
 Telephone: Adams 6-0303.
 Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 32.7-kw visual, 16.3-kw aural. Antenna: 370-ft. above av. terrain, 363-ft. above ground, 405-ft. above sea level, lat. 32° 04' 44", long. 81° 05' 32".
 Network Service: NBC, ABC.
 AM Affiliate: WSAV, 5-kw, 630 kc, (NBC). FM Affiliate: WSAV-FM, 15.5-kw, 100.3 mc (No. 262), 370-ft. antenna height.
 Ownership: Harben Daniel, pres., 42.11%; Catherine M. Daniel, v.p., 10.66%; Meredith E. Thompson, secy.-treas., .66%; William K. Jenkins, 19.83%; Arthur Lucas estate, 19.83%; Aaron Shelton, 6.66%; Robert W. Ward, 22%.
 Began Operation: Jan. 21, 1956.
 Represented (sales) by Blair Television Associates.
 Represented (legal) by Cohn & Marks.
 Represented (engineering) by Aaron Shelton.
 Personnel:
 Harben Daniel, *president & general manager.*
 H. M. (Mack) Humpidge, *commercial manager.*
 Meredith E. Thompson, *operations manager.*
 William E. Lucas, *program director.*
 Elmer Alley, *production manager.*
 Byron Strong, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$275.00	\$165.00	\$110.00	\$96.25	\$68.75	\$55.00	\$50.00	\$27.50
Class A—6-7:30 p.m., 10:30-11 p.m., daily.							
250.00	150.00	100.00	87.50	62.50	50.00	45.00	25.00
Class B—5-6 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 1-6 p.m., Sun.							
200.00	120.00	80.00	70.00	50.00	40.00	36.00	20.00
Class C—All other times.							
125.00	75.00	50.00	43.75	31.25	25.00	22.50	12.50

Subject to frequency discounts.

WTOC-TV
Savannah
 (Ch. 11)

Grantee (STA): Savannah Bcstg. Co., Box 858.
 Studio & Transmitter: 516 Abercorn St.
 Telephone: Adams 2-0127. TWX No.: SV 4117.
 Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 209-kw visual, 110.7-kw aural. Antenna: 477-ft. above av. terrain, 501-ft. above ground, 521-ft. above sea level, lat. 32° 04' 07", long. 81° 05' 35".
 Network Service: CBS, ABC.
 AM Affiliate: WTOC, 5-kw, 1290 kc (CBS). FM Affiliate: WTOC-FM, 7.9-kw, 97.3 mc (No. 247), 397-ft. antenna height.
 Ownership: William T. Knight Jr., pres.-treas., 51%; Grace Schley Knight, 16.6%; F. Schley Knight, v.p. for TV, 4.6%; estate of S. P. Driscoll, 3.6%; over 80 other stockholders.
 Began Operation: Feb. 14, 1954.
 Represented (sales) by Avery-Knodel Inc.
 Represented (legal) by Miller & Schroeder.
 Represented (engineering) by George C. Davis Consulting Engineers.
 Personnel:
 William T. Knight Jr., *president & general manager.*
 F. Schley Knight, *v.p. for TV.*
 Ben B. Williams, *r.p. & commercial manager.*
 Dwight J. Bruce, *v.p. & program director.*
 Frank Bryson, *promotion manager.*
 Kyle E. Goodman, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class A—6-8 p.m., 10:30-11 p.m., daily.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

Georgia-Idaho

WCTV

Thomasville-Tallahassee (Fla.)

(Ch. 6)

Grantee (STA): John H. Phipps, Box 3166, Tallahassee, Fla.
Office: 2225 N. Monroe St., Tallahassee.
Studios: 2225 N. Monroe St., Tallahassee; Scott Bldg., Thomasville.
Transmitter: Lake Iamonia, Fla.
Telephone: 3-3666, Tallahassee. TWX No.: 294.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 692-ft. above av. terrain, 669-ft. above ground, 909-ft. above sea level, lat. 30° 39' 46", long. 84° 12' 36".

Networks: CBS, NBC, ABC.

AM Affiliates: WTAL, 5-kw, 1270 kc, Tallahassee and WKTG, 1-kw, 730 kc, Thomasville.

Ownership: John H. Phipps, 100%. Also owns and operates WPTV, Palm Beach, Fla.; WTAL, Tallahassee; WKTG, Thomasville; WTYS, Marianna, Fla.

Began operation: Sept. 15, 1955.

Represented (sales) by Blair Television Associates; Harry E. Cummings (Southeast).

Personnel:

L. Herschel Graves, *general manager*.
W. L. Woods, *national sales manager*.
Joseph E. Hosford, *director of operations*.
W. A. Snowden, *director of engineering*.

DIGEST OF RATE CARD NO. 2—(June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*
Class A—6-10:30 p.m., daily.					
\$250.00	\$150.00	\$100.00	\$75.00	\$62.50	\$50.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30 p.m.-sign-off, daily.					
200.00	120.00	80.00	70.00	50.00	40.00
Class C—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.					
150.00	90.00	60.00	52.00	37.50	30.00

*Class AA (7:59-10 p.m., daily): \$60. Class A (5:59-7:59 p.m., 10-11 p.m., daily).
Subject to frequency discounts.

IDAHO

KBOI-TV

Boise

(Ch. 2)

Grantee (STA): Boise Valley Bcstrs. Inc., 1007 W. Jefferson St.
Studio: 1007 W. Jefferson St.
Transmitter: Deer Point Peak, Shafer Butte.
Telephone: 3-2511.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 65-kw visual, 33-kw aural. Antenna: 2550-ft. above av. terrain, 150-ft. above ground, 7170-ft. above sea level, lat. 43° 45' 12", long. 116° 06' 08".

Network Service: CBS.

AM Affiliate: KBOI, 5-kw, 950 kc (CBS).

Ownership: H. Westerman Whillock, pres., 8.61%; Earl Glade, Jr., secy.-treas., 5.32%; Willis C. Moffatt, v.p., 11.6%; Fred M. Taylor, director, 10.3%; Stanley E. King, director, 16%; Edwin Snow, director, 5.32%; Theresa Whillock, 8.6%; Dr. Ralph Falk, 5%; Rudy Anderson, director, 3.4%; Robert Howell, director, 9.8%; Radio Service Corp. of Utah (KSL-TV, Salt Lake City), 6%; 13 others, none owns over 3%.

Began Operation: Nov. 26, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.; Art Moore & Assoc. Inc. (Pacific Northwest)

Represented (legal) by Wilkinson, Cragun, Barker & Hawkins.

Personnel:

Westerman Whillock, *president & general manager*.
Earl Glade Jr., *station & commercial manager*.
Bill Gratton, *production supervisor*.
Bill Eames, *news director*.
Floyd Bain, *local sales manager*.
James A. Johntz Jr., *chief engineer*.
Robert Howell, *film editor*.

DIGEST OF RATE CARD NO. 4—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class A—6:59-10:30 p.m., Mon.-Sat.; 5:59-10:30 p.m., Sun.							
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$45.00	\$50.00	\$25.00

Class B—5:59-6:59 p.m., Mon.-Sat.; 1-5:59 p.m., Sun.; 10:30-11 p.m., daily.

175.00 105.00 70.00 60.00 50.00 35.00 27.50 17.50

Class C—All other times.

125.00 75.00 50.00 43.75 31.25 22.50 17.50 12.50

*Class AA (7:50-10 p.m.) Min. \$60, 20 Sec. \$50, 10 Sec. \$25.
Subject to frequency discounts.

KIDO-TV

Boise

(Ch. 7)

Licensee: KIDO Inc., Chamber of Commerce Bldg.

Studio: 700 Crestline Dr.

Transmitter: TV Lot #3, Deer Point, Ida.

Telephone: 2-4611.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 166-kw visual, 87.1-kw aural. Antenna: 2560-ft. above av. terrain, 223-ft. above ground, 7193-ft. above sea level, lat. 43° 45' 08", long. 116° 07' 10".

Network Service: ABC, NBC.

AM Affiliate: KIDO, 5-kw, 630kc (NBC).

Ownership: Georgia M. Davidson, pres., 88.45%; Walter E. Wagstaff, v.p., 11.55%; KIDO Inc. also holds 60% of grantee for Ch. 13, Twin Falls, Ida.

Began Operation: July 12, 1953.

Represented (sales) by Blair Television Associates.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Georgia M. Davidson, *president & general manager*.
George Ganz Jr., *commercial manager*.
Robert Krueger, *national sales manager*.
Jack Link, *program director*.
Jim Cowan, *merchandising & promotion director*.
Bill Harvey, *film director*.
Vern Moore, *news director*.
Harold W. Toedtemeier, *technical director*.

DIGEST OF RATE CARD NO. 6—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.							
\$250.00	\$150.00	\$100.00	\$85.00	\$60.00	\$45.00*	\$35.00*	\$20.00*
Class B—5:30-6:30 p.m., 10:30 p.m.-midnight, daily.							
175.00	105.00	70.00	60.00	50.00	35.00	27.50	15.00
Class C—All other times.							
125.00	75.00	50.00	40.00	30.00	24.00	17.50	12.50

*Class AA (7:30-9:31 p.m. daily): Min. \$60.00, 20 Sec. \$50.00, 10 Sec. \$25.00.

KID-TV

Idaho Falls

(Ch. 3)

Licensee: Idaho Radio Corp., Box 701.

Studio: Ammon Rd. Transmitter: Little Butte Mt., 8.5-mi. N.E. of Atomic City, Ida.

Telephone: Jackson 2-5100. TWX No. 277.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level, lat. 43° 29' 30", long. 112° 39' 05".

Network Service: CBS, NBC, ABC.

AM Affiliate: KID, 5-kw (1-kw night), 590 kc (CBS).

Ownership: Radio Service Corp. of Utah (KSL-TV, Salt Lake City), 23%; Zion Securities Corp., 17.4%; A. W. Schwieder, pres., 7.3%; Guy A. Poulsen, v.p., 6.7%; 10 others, none owns more than 4.8%. A. W. Schwieder also is applicant for Ch. 6, Butte, Mont.

Began Operation: Dec. 17, 1953.

Represented (sales) by Gill-Perna Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Wilkinson, Cragun, Barker & Hawkins.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

A. W. Schwieder, *president*.
C. N. Layne, *general manager*.
Claude Cain, *sales manager*.
Roy Southwick, *program director*.
Carroll Secrist, *technical engineer*.
John Wrigley, *promotion manager*.

DIGEST OF RATE CARD NO. 4—(July 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.; all day Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$45.00	\$18.00
Class B—All other times.						
140.00	85.00	60.00	50.00	40.00	35.00	12.00

Subject to frequency discounts.

KLEW-TV

Lewiston

(Ch. 3)

Grantee (STA): Lewiston TV Co., Box 358.

Studio: 1115 Idaho St.

Transmitter: 3 mi. NW of Clarkston, Ida., 2.5 mi. SW of U.S. 195.

Telephone: Sherwood 3-5581.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 13.8-kw visual, 6.92-kw aural. Antenna: 1260-ft. above av. terrain, 299-ft. above ground, 3199-ft. above sea level, lat. 46° 27' 25", long. 117° 05' 57".

Network Service: CBS, NBC, ABC.

Ownership: Cascade Broadcasting Co., 100%; for other interests, see KIMA-TV, Yakima, Wash.

Began Operation: Dec. 9, 1955.

Represented (sales) by Weed Television Corp.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Prince, Taylor & Crampton.

Represented (engineering) by Kear & Kennedy.

Personnel:

Willard W. Thomas, *manager*.

Bob Edwards, *production manager*.

Michael Rastovich, *chief engineer*.

Sold only in combination with KIMA-TV, Yakima.

KLIX-TV

Twin Falls

(Ch. 11)

Grantee (STA): Southern Idaho Bestg. & Television Co., Box 432.

Studio: Elizabeth Blvd. & Eastland Dr. Transmitter: Flat Top Butte, 14 mi. north of city.

Telephone: 2820. TWX No.: 196.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 29.5-kw visual, 14.9-kw aural. Antenna: 660-ft. above av. terrain, 257-ft. above ground, 4553-ft. above sea level, lat. 42° 43' 48", long. 114° 24' 52".

Network Service: CBS, ABC, NBC.

AM Affiliate: KLIX, 1-kw, 1310 kc (ABC, MBS).

Ownership: The KLIX Corp., 100% owned by A. L. Glasmann family, publisher of *Ogden Standard Examiner*. For other interests see KUTV, Salt Lake City.

Began Operation: May 30, 1955. Sale to present owners by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 by FCC (*Television Digest*, Vol. 11:31, 12:10).

Represented (sales) by Gill-Perna Inc.; Art Moore & Assoc. Inc. (Northwest).

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Frank C. McIntyre, *v.p., general & national sales manager*.

Dave Fox, *program director*.

Vic Graybeal, *film buyer*.

C. W. Evans, *technical director*.

DIGEST OF RATE CARD NO. 2 (Revised) (Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 5-10:30 p.m., Sun.						
\$175.00	\$105.00	\$70.00	\$56.85	\$43.75	\$35.00	\$17.50
Class B—4-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; 4-6 p.m., 11 p.m.-midnight, Sat.; 2-5 p.m., 10:30-11 p.m., Sun.						
150.00	90.00	60.00	48.75	37.50	30.00	15.00
Class C—All other times.						
125.00	75.00	50.00	40.60	31.25	25.00	12.50

Subject to frequency discounts.

ILLINOIS

WBLN Bloomington

(Ch. 15)

Grantee (STA): WBLN Television Inc., Box 646.

Studio & Transmitter: SE of Bloomington on U. S. Bypass 66 at intersection of U.S. 150.

Telephone: 4-3031.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 15.8-kw visual, 8.51-kw aural. Antenna: 480-ft. above av. terrain, 443-ft. above ground, 1293-ft. above sea level, lat. 40° 27' 37", long. 88° 58' 22".

AM Affiliate: None locally.

Ownership: Worth S. Rough, 100%. Sale to present owner by Cecil W. Roberts approved by FCC July 13, 1955 (*Television Digest*, Vol. 11:29).

Began Operation: Dec. 1, 1953.

Represented (sales) by Joseph Hershey McGillvra Inc.

Personnel:

Worth S. Rough, *president & general manager*.

DIGEST OF RATE CARD NO. 2

(Sept. 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.							
\$120.00	\$72.00	\$48.00	\$38.40	\$30.00	\$24.00	\$12.00	\$6.00
Class B—5-6 p.m., Mon.-Sat.; noon-2 p.m., Sun.; 10:30-11 p.m., daily.							
96.00	57.60	38.40	30.72	24.00	19.20	9.60	4.80

Subject to frequency discounts.

WILL-TV

Champaign-Urbana

(Ch. 12)

Non-Commercial Educational Station

Licensee: University of Illinois. Office of Broadcasting, 228 Gregory Hall, Urbana.

Studio & Transmitter: Memorial Stadium, Champaign.

Telephone: 7-6611, Urbana.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 45.7-kw visual, 22.9-kw aural. Antenna: 160-ft. above av. terrain, 177-ft. above ground, 913-ft. above sea level, lat. 40° 05' 58", long. 88° 14' 14".

AM Affiliate: WILL, 5-kw, 580 kc. FM Affiliate: WILL-FM, 300-kw, 90.9 mc (No. 215), 550-ft. antenna height.

Ownership: University of Illinois; David D. Henry, pres.

Began Operation: Aug. 1, 1955.

Represented (legal) by Landis, Taylor & Scoll, New York City.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Frank E. Schooley, *director of broadcasting*.

Richard L. Rider, *program director*.

Richard G. Lawson, *operations director*.

Hubert V. Cordler, *production manager*.

Rob R. Beldon, *chief engineer*.

GPL's video recording equipment

is used by over 90% of the studios equipped for video recording. See ad on page 419.

General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Equipment Corporation



Illinois

WCIA Champaign (Ch. 3)

Licensee: Midwest Television Inc., 509 S. Neil St.

Studio: 509 S. Neil St. Transmitter: Seymour, Ill.

Telephone: 6-8333.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 940-ft. above av. terrain, 981-ft. above ground, 1701-ft. above sea level, lat. 40° 06' 23", long. 88° 26' 59".

Network Service: CBS, NBC.

Ownership: August C. Meyer, pres., 24.9%; Russel O. Derby, secy.-treas., 5%; Clara E. Meyer, 26.1%; Helen M. Stevick, 10%; Marajen S. Chinigo, 10%; J. A. McDermott, 2.1%; Illinois Bcstg. Co., 20% (owns WSOY, Decatur). Helen Stevick owns 60% and Marajen Chinigo owns 40% of Champaign News-Gazette, licensee of WDWS. Illinois Bcstg. Co. is subsidiary of Decatur Herald and Review.

Began Operation: Nov. 12, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Paul Godley Co.

Personnel:

August C. Meyer, *president*.
Guy Main, *v.p. & director of sales*.
James Fleiding, *production manager, asst. secy. & treas.*
Len Davis, *national sales manager*.
Bob Myers, *chief engineer*.

DIGEST OF RATE CARD NO. 5 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:29-9:59 p.m., daily.							
\$800.00	\$480.00					\$160.00	\$80.00
Class A—6:59-7:29 p.m., Mon.-Fri.; 9:59-10:29 p.m., daily; 5:59-7:29 p.m., Sat. & Sun.							
675.00	405.00	270.00		145.00	135.00	115.00	60.00
Class B—5:59-6:59 p.m., Mon.-Fri.; noon-5:59 p.m., Sat. & Sun.; 10:29-10:59 p.m., daily.							
500.00	300.00	180.00	\$150.00	105.00	100.00	80.00	40.00
Class C—All other times.							
320.00	190.00	125.00	95.00	70.00	65.00	45.00	22.00

Subject to frequency discounts.

WBBM-TV Chicago (Ch. 2)

Licensee: Columbia Broadcasting System Inc., 410 N. Michigan Ave. Studio: 630 N. McClurg Ct. Transmitter: American National Bank Building.

Telephone: Whitehall 4-6000. TWX No.: CG 476.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 1276-ft. above sea level, lat. 41° 52' 58", long. 87° 37' 55".

Network Service: CBS.

AM Affiliate: WBBM, 50-kw, 780 kc (CBS). FM Affiliate: WBBM-FM, 10.5-kw, 96.3 mc (No. 242), 560-ft. antenna height.

Ownership: See WCBS-TV, New York.

Began Operation: August 1940 (as W9XBK); Sept. 6, 1946 (as WBBK); sold to present owner Feb. 9, 1953 (*Television Digest*, Vol. 9:7).

Represented (sales) by CBS-TV Spot Sales.

Personnel:

H. Leslie Atlans, *v.p. and general manager*.
E. H. Shomo, *asst. general manager*.
C. W. Doebler, *executive assistant*.
George Arkedis, *sales manager*.
Thomas Dawson, *promotion manager*.
Eugene E. McClure, *sales traffic manager*.
Justin A. Cassidy, *sales service manager*.
William Ryan, *program director*.
Howard Mendelsohn, *publicity director*.
Don Dillon, *production manager*.
Vann Cominos, *film director*.
William G. Garry, *news director*.
George Menard, *farm director*.
Ed Shaeffer, *director of continuity*.
Luther A. Pierce, *director of technical operations*.

DIGEST OF RATE CARD NO. 6—(July 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.; 5-10 p.m., Sun.						
\$3900.00	\$2340.00	\$1560.00			\$500.00**	\$250.00**
Class B—10-10:30 p.m., daily.						
2900.00	1740.00	1160.00	\$966.67	\$870.00	325.00**	162.50**
Class C—9 a.m.-6:30 p.m., Mon.-Sat.; 2-5 p.m., Sun.; 10:30-11 p.m., daily.						
1950.00	1170.00	780.00	650.00	585.00	280.00**	140.00**
Class D—1-2 p.m., Sun.; 11 p.m.-midnight, daily.						
1150.00	690.00	460.00	383.33	345.00	160.00**	80.00**
Class E—Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun.; midnight-sign-off, daily.						
1000.00	600.00	400.00	333.33	300.00		

* Also has Class AA Announcements (6:59-10 p.m., Mon.-Sat.; 6:29-10 p.m., Sun.), Min. or 20 Sec. \$875; 10 Sec. \$437.50.

** Class A (6:29-6:59 p.m., Mon.-Sat.; 3:59-6:29 p.m., Sun.; 10-10:30 p.m., daily), Class B (4:59-6:29 p.m., Mon.-Sat.; 12:59-3:59 p.m., Sun.; 10:30-11 p.m., daily), Class C (8:59 a.m.-4:59 p.m., Mon.-Sat.; sign-on-12:59 p.m., Sun.; 11 p.m.-midnight, daily), Class D (Sign-on-8:59 a.m., Mon.-Sat.; midnight-sign-off, daily). Subject to frequency discounts.

WBKB Chicago (Ch. 7)

Licensee: American Broadcasting Co., 20 N. Wacker Dr. Studio and Transmitter: Opera Bldg.

Telephone: Andover 3-0800. TWX No.: CG 1440.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 630-ft. above av. terrain, 658-ft. above ground, 1258-ft. above sea level, lat. 41° 52' 57.2", long. 87° 38' 15".

Network Service: ABC.

AM Affiliate: WLS, 50-kw, 890-kc (ABC), 60% owned by Agriculture Bcstg. Co. (Prairie Farmer Publishing Co.); 40% by ABC. FM Affiliate: WENR-FM, 14.5-kw, 94.7 mc (No. 234), 580-ft.

Ownership: See WABC-TV, New York.

Began Operation: Sept. 17, 1948 (as WENR-TV).

Represented (sales) by Blair TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Sterling C. Quinlan, *r.p. and sales manager*.
Mathew E. Vieracker, *general manager*.
Clay W. Heider, *national spot sales manager*.
Dan Schuffman, *program manager*.
John F. Fitzpatrick, *production manager*.
Ralph Andrews, *film director*.
Manuel Fingerhut, *comptroller*.
Con O'Dea, *news director*.
Chuck Bill, *farm director*.
Elliott Henry, *publicity director*.
William P. Kusack, *director of engineering*.
Charles Buzzard, *asst. chief engineer*.
Charles R. DeJanovich, *TV operations engineer*.

DIGEST OF RATE CARD NO. 9—(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$2400.00	\$1440.00	\$960.00			\$700.00*	\$300.00*
Class A—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-10:30 p.m., daily.						
2200.00	1320.00	880.00			500.00*	200.00*
Class B—5-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
1525.00	915.00	610.00	\$533.75	\$381.25	350.00*	150.00*
Class C—Noon-5 p.m., Mon.-Fri.; 11 a.m.-1 p.m., Sun.; 11 p.m.-midnight, daily.						
1100.00	660.00	440.00	385.00	275.00	200.00*	90.00*
Class D—All other times.						
900.00	540.00	360.00	315.00	225.00	150.00	65.00

* Class AA (6:29-9:30 p.m., daily), Class A (5:59-6:29 p.m., 9:30-10:30 p.m., daily), Class B (5:59 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-5:59 p.m., Sun.), Class C (4-5 p.m., Mon.-Sat.; 11 p.m.-midnight, daily).

Subject to frequency discounts.

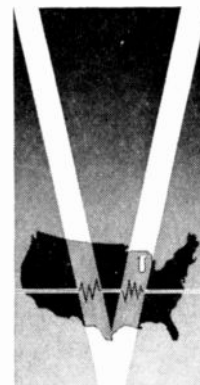


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TV Factbook No. 24

WGN-TV
Chicago
 (Ch. 9)

Licensee: WGN Inc., 441 N. Michigan Ave.
 Studio: 441 N. Michigan Ave. Transmitter: 130 E. Randolph Dr.
 Telephone: Michigan 2-7600. TWX No.: CG 561.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 870-ft. above av. terrain, 914-ft. above ground, 1504-ft. above sea level, lat. 41° 53' 05", long. 87° 37' 23".

AM Affiliate: WGN, 50-kw, 720 kc.

Ownership: Tribune Co., 100%, publisher of *Chicago Tribune* & *Chicago American*; J. Howard Wood, pres. Interlocking ownership with WPIX (*New York News*).

Began Operation: April 5, 1948.

Represented (sales) by WGN-TV Sales, 441 N. Michigan Ave., Chicago. Eastern sales office: 220 E. 42nd St., New York. West and South: Edward Petry Co. Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

J. Howard Wood, *president*.
 Ward L. Quaal, *v.p. & general manager*.
 Theodore Weber, *sales manager*.
 Ben H. Berentson, *eastern sales manager*.
 J. E. Faraghan, *program director*.
 Elizabeth Bain, *film manager*.
 Charles A. Wilson, *sales promotion manager*.
 Raymond Grandle, *national sales representative*.
 George Petterson, *operations manager*.
 Holland Engle, *news director*.
 Norman Kraeft, *farm director*.
 Jim Hanlon, *public relations manager*.
 Carl J. Meyers, *engineering manager*.

DIGEST OF RATE CARD NO. 15
 (March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—8-11 p.m., daily.					
\$1800.00	\$1080.00	\$720.00	\$600.00	\$450.00	\$375.00*
Class B—6-8 p.m., Mon.-Sat.; 5-8 p.m., Sun.					
1350.00	810.00	540.00	450.00	340.00	150.00**
Class C—Sign-on to 5 p.m., Sun.; sign-on to 6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.					
900.00	540.00	360.00	300.00	225.00

*Class I—5-11 p.m., Sat. & Sun.; 6-11 p.m., Mon.-Fri.
 **Class II—All other hours not in Class I.
 Subject to frequency discounts.

WTTW
Chicago
 (Ch. 11)

Non-Commercial Educational Station

Grantee (STA): Chicago Educational Television Association, 1761 E. Museum Dr.

Studio: Chicago Museum of Science & Industry. Transmitter: Field Bldg.

Telephone: Museum 4-3800.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 55.4-kw visual, 27.8-kw aural. Antenna: 590-ft. above av. terrain, 617-ft. above ground, 1211-ft. above sea level, lat. 41° 52' 45", long. 87° 37' 51".

Began Operation: Sept. 5, 1955.

Ownership: CETA officers: Edward L. Ryerson, pres.; Lenox R. Lohr, v.p.; Kent Chandler, v.p.; Renslow Sherer, v.p.; Lester Armour, treas.; Robert L. Foote, secy.

Represented (legal) by Sidley, Austin, Burgess & Smith, Chicago.

Personnel:

John W. Taylor, *executive director*.
 A. G. Ferrelra, *administrative asst.*
 James Robertson, *program manager*.
 Colby Lewis, *production manager*.
 Judith Waller, *program consultant*.
 Chalmers H. Marquis Jr., *promotion & prog. development mgr.*
 Joan Kohn, *press relations manager*.
 Jeanette Sarkisian, *film editor*.
 Duane M. Weise, *chief engineer*.

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WGN

Television—Channel 9
 Radio—720 on your dial

The Chicago Tribune Stations, Owned and Operated by WGN, Inc.
 Midwest Office, 441 N. Michigan Ave., Chicago 11
 Eastern Advertising Solicitation Office, 220 E. 42nd Street, New York 17
 Also represented by Edward Petry & Company, Inc.

*WGN-TV, offering the highest rated local children's programs, and sports programs; top syndicated film features and feature film presentations—plus more competi-

tive live programming.
 *WGN-Radio sounds better and reaches more homes than any other Chicago advertising medium (N.C.S., 1952).

Illinois

WNBQ Chicago (Ch. 5)

Licensee: National Broadcasting Co. Inc., Merchandise Mart.
 Studio: Merchandise Mart. Transmitter: Kemper Insurance Bldg.
 Telephone: Superior 7-8300. TWX No.: CG 3.
 Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 748-ft. above av. terrain, 745-ft. above ground, 1346-ft. above sea level, lat. 41° 52' 57.4", long. 87° 38' 15".
 Network Service: NBC.
 AM Affiliate: WMAQ, 50-kw, 670 kc (NBC). FM Affiliate: WMAQ-FM, 24-kw, 101.1 mc (No. 266), 660-ft. antenna height.
 Ownership: See WRCA-TV, New York.
 Began Operation: Jan. 7, 1949.
 Represented (sales) by NBC Spot Sales.

Personnel:
 Jules Herbuveaux, v.p. & general manager.
 Henry Sjogren, assistant general manager.
 John M. Keys, advertising, promotion & merchandising director.
 Russell G. Stebbins, sales director.
 Floyd E. Beaston, sales manager.
 John F. Whalley, director of business affairs-financial planning.
 Chet Campbell, manager press department.
 Harry Trigg, director of programming.
 William Ray, news director.
 Everett Mitchell, farm director.
 Robert Dressler, program manager.
 Howard C. Luttgens, manager technical operations.

DIGEST OF RATE CARD NO. 10 (Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.						
\$4000.00	\$2400.00	\$1600.00	\$1400.00	\$1000.00	\$750.00	\$350.00
Class A—10-10:30 p.m., daily.						
2750.00	1650.00	1100.00	962.50	687.50	550.00	270.00
Class B—5-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily.						
2100.00	1260.00	840.00	735.00	525.00	310.00	140.00
Class C—7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-6:30 p.m., Sat.; noon-5 p.m., Sun.; 11 p.m.-midnight, daily.						
2000.00	1200.00	800.00	700.00	500.00	225.00	90.00
Class D—All other times.						
1000.00	600.00	400.00	350.00	250.00

* Also has Class AAA—7-10 p.m., daily; 20 Sec., \$900; 10 Sec., \$425.
 Class AA—10-10:15 p.m., daily. Class A—6:30-7 p.m., 10:15-10:30 p.m., daily.
 Subject to frequency discounts.
 Color—20-Sec. station breaks \$190, 10-Sec. \$95 added to regular station-break rate; commissionable.

WDAN-TV Danville (Ch. 24)

Licensee: Northwestern Publishing Co., 1500 N. Washington Ave.
 Studio & Transmitter: 1500 N. Washington Ave.
 Telephone: 1700.
 Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 19.1-kw visual, 9.55-kw aural. Antenna: 445-ft. above av. terrain, 445-ft. above ground, 1094-ft. above sea level, lat. 40° 08' 58", long. 87° 37' 35". CP for 13.2-kw visual, 7.24-kw aural using 0.6° beam tilt.
 Network Service: ABC.
 AM Affiliate: WDAN, 25-kw 1490 kc (CBS).
 Ownership: Northwestern Publishing Co., publisher of Danville Commercial-News, is owned by Gannett Co. Inc. For other Gannett holdings, see WHEC-TV, Rochester, N.Y.

Began Operation: Dec. 13, 1953.
 Represented (sales) by Everett-McKinney Inc.
 Represented (legal) by Dow, Lohnes & Albertson.

Personnel:
 Robert J. Burow, general manager.
 Max Shaffer, station manager.
 John Eckert, sales director.
 Honore Ronan, program director.
 Bill Dorn, production director.
 Orville Neely, chief engineer.

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—5:59-10:00 p.m., Mon.-Sat.; 1-10 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$50.00	\$42.00	\$25.00	\$12.00
Class B—All other times.						
90.00	54.00	36.00	30.00	25.00	15.00	10.00

Subject to frequency discounts.

WTVP Decatur (Ch. 17)

Licensee: Prairie Television Co., Box 108.
 Studio and Transmitter: South Side Dr.
 Telephone: 8-4304. TWX No.: DEC 8256.
 Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 174-kw visual, 93.3-kw aural. Antenna: 545-ft. above av. terrain, 602-ft. above ground, 1242-ft. above sea level, lat. 39° 49' 28", long. 88° 58' 03".
 Network Service: ABC.

AM Affiliate: None.
 Ownership: W. L. Shellabarger, pres. & treas., 68.75%; Gladys L. Burns, 7.5%; Claribel Mueller, 5.0%; Dr. Arthur C. Simon, 3.0%; W. C. Busher, 1.25%; D. S. Shellabarger, v.p., 1.25%; W. M. Weck, 1.25%; J. A. Wagner, 5.0%; and 4 others, none owning over 2.5%.

Began Operation: Aug. 4, 1953.
 Represented (sales) by The Bolling Co. Inc.
 Represented (legal) by Haley, Doty & Wollenberg.
 Represented (engineering) by Walter F. Kean.

Personnel:
 W. L. Shellabarger, president
 Robert G. Wright, station manager.
 Ben K. West, sales manager.
 Hubert F. Abfalter, chief engineer.

DIGEST OF RATE CARD NO. 4 (Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-10 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$105.00	\$70.00	\$35.00
Class B—6-7 p.m., Mon.-Fri.; 4-7 p.m., Sat. & Sun.; 10-11 p.m., daily.						
252.50	157.50	105.00	92.25	78.75	52.50	26.25
Class C—All other times.						
210.00	126.00	84.00	73.50	63.00	42.00	21.00

Subject to frequency discounts.

WSIL-TV Harrisburg (Ch. 22)

Licensee: Turner-Farrar Assn., 21 W. Poplar St.
 Studio & Transmitter: 21 W. Poplar St.
 Telephone: 373. TWX No.: HBG ILL 8159.
 Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 14.12-kw visual, 7.06-kw aural. Antenna: 520-ft. above av. terrain, 549-ft. above ground, 947-ft. above sea level, lat. 37° 44' 20", long. 88° 32' 25".
 Network Service: NBC, ABC.
 Ownership: Oscar L. Turner, pres., 25%; O. L. Turner, 25%; C. O. Farrar, 25%; Ethel Turner, 20%; Harry R. Horning, 5%. This partnership also operates Southern Ill. theatre chain.

Began Operation: Dec. 6, 1953.
 Represented (sales) by The Walker Representation Co. Inc.
 Represented (legal) by McKenna & Wilkinson.

Personnel:
 Oscar L. Turner, president.
 O. L. Turner, manager.
 Charles Gilliam, chief engineer.

DIGEST OF RATE CARD NO. 2 (Dec. 1, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—6-10 p.m., daily.								
\$150.00	\$100.00	\$80.00	\$50.00	\$45.00	\$40.00	\$30.00	\$25.00	\$15.00
Class B—All other times.								
105.00	70.00	56.00	35.00	31.00	28.00	21.00	17.50	10.50

Subject to frequency discounts.

WEEK-TV

Peoria

(Ch. 43)

Grantee (STA): West Central Broadcasting Co., 2907 Springfield Rd., E. Peoria.

Studio and Transmitter: 2907 Springfield Rd., E. Peoria.

Telephone: 9-3961. TWX No.: PE 8515.

Sales Office: Commercial National Bank Bldg. Telephone: 6-2167.

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 175-kw visual, 85-kw aural. Antenna: 550-ft. above av. terrain, 432-ft. above ground, 1161-ft. above sea level, lat. 40° 37' 42", long. 89° 32' 57". Requests change to 378-kw maximum and 360-kw horizontal visual, 184-kw maximum and 180-kw horizontal aural, 1154-ft. above av. terrain, 1044-ft. above ground, 1789-ft. above sea level.

Network Service: NBC.

AM Affiliate: WEEK, 1-kw, 1350 kc (NBC).

Ownership: Sen. Robert S. Kerr (D-Okla.), 50.61%; Mrs. Grayce B. Kerr, 11.49%; D. A. McGee, 15.53%; T. M. Kerr, 11.14%; and 3 others, none owning over 5%. Same interests hold 43% of KVOO-TV, Tulsa, Okla. West Central Best, also is applicant for Ch. 35 satellite in La Salle, Ill.

Began Operation: Jan. 29, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Kear & Kennedy.

Personnel:

Fred C. Mueller, general manager.
Edward G. Smith, assistant manager.
Wm. J. Flynn, sales manager.
Vic Fletcher, program director.
Wayne Lovely, chief engineer.
Al Knapp, publicity & promotion manager.
Bob Arthur, news director.
Hank Fisher, sports director.
Robert Kroepel, film editor.

DIGEST OF RATE CARD NO. 3—(May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class AA—7-10 p.m., daily.					
\$475.00	\$285.00	\$190.00	\$166.50	\$119.00	\$95.00
Class A—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-10:30 p.m., daily.					
424.00	255.00	170.00	149.00	106.50	85.00
Class B—5-6:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., daily.					
320.00	191.50	127.50	111.50	80.00	65.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily.					
200.00	120.00	80.00	70.00	50.00	40.00

Illinois

WTVH

Peoria

(Ch. 19)

Grantee (STA): Hilltop Broadcasting Co., c/o Peoria Journal Star. Studio: 500 N. Stewart St., Creve Coeur, Ill. Transmitter: Stewart & Leonard Sts.

Telephone: 6-5561. TWX No.: PE 8590.

Business Office: 234 N. Madison Ave. Peoria, Ill. Telephone: 6-5561.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 476.4-kw maximum and 186-kw horizontal visual, 257.6-kw maximum and 100-kw horizontal aural. Antenna: 660-ft. above av. terrain, 656-ft. above ground, 1330-ft. above sea level, lat. 40° 39' 11", long. 89° 35' 13".

Network Service: CBS, ABC.

Ownership: Peoria Journal Star, 91.66%; Harold C. Yeager, 5.6%; G. Abel Anderson, 2.8%. Journal Star officers: Carl P. Slane, pres., 37.5% (of which 26.5% is in trust for Mrs. Slane); Henry P. Slane, exec. v.p.; L. A. Welch, treas.; W. L. Rutherford, secy. Elizabeth P. Talbott, sister of Mrs. Slane, 26.5% (in trust).

Began Operation: Aug. 20, 1953. Sale to present majority owners by Hugh R. Norman group approved by FCC April 28, 1954 (*Television Digest*, Vol. 10:13, 15, 18).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Cohn & Marks.

Personnel:

Henry P. Slane, president.
Harold V. Phillips, general manager.
William P. Pipher, sales manager.
Paul M. Proctor, promotion director.
Robert G. Holben, program manager & film buyer.
Wallace Wurz, chief engineer.
Gerald Swank, comptroller.

DIGEST OF RATE CARD NO. 4

(Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$135.00	\$100.00	\$50.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
450.00	270.00	180.00	157.50	125.00	90.00	45.00
Class B—5-6:30 p.m., daily.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class C—Sign-on-5 p.m., daily.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50

Subject to frequency discounts.

Illinois' 2nd BIG Market

PIMITEOUI*

METROPOLITAN AREAS (outside Chicago)	POPULATION	CONSUMER SPENDABLE INCOME	TOTAL RETAIL SALES
1st PEORIA	284,800	\$516,870,000	\$386,231,000
2nd DAVENPORT-ROCK ISLAND-MOLINE	270,600	500,754,000	316,131,000
3rd ROCKFORD	178,200	364,718,000	240,656,000
4th SPRINGFIELD	145,100	249,760,000	197,538,000
5th DECATUR	111,700	199,223,000	155,541,000

(Standard Rates & Data estimates, 7/1/56)

... and nationally, out of 199 metropolitan areas, Peoria ranks 74th in population ... 71st in consumer spendable income ... 65th in total retail sales.

AND THIS AREA IS 100% UHF ... blanketed by Channel 19 with the top programs (CBS and ABC) ... the top power (500,000 watts) ... and the top tower (660 feet). WTVH reaches out beyond "Pimiteoui", too, to 18 industry-rich, farm-rich counties.

* Old Indian word for Peoria area meaning "land of plenty".



AFFILIATED WITH PEORIA JOURNAL STAR • EDW. PETRY & CO., NATIONAL REPS.

Illinois

WGEM-TV Quincy-Hannibal (Mo.) (Ch. 10)

Grantee (STA): Quincy Bcstg. Co., Hotel Quincy.
Studio: Hotel Quincy. **Transmitter:** North Columbus Rd., .7-mi. W of Franklin School.
Telephone: Baldwin 2-6840. **TWX No.:** QCY ILL 80.
Technical Facilities: Channel No. 10 (192-198 mc.). Authorized power: 316-kw visual, 158-kw aural. Antenna: 814-ft. above av. terrain, 674-ft. above ground, 1433-ft. above sea level, lat. 39° 57' 03", long. 91° 19' 54".
Network Service: NBC, ABC.
AM Affiliate: WGEM, 1-kw, 1440 kc (ABC). **FM Affiliate:** WGEM-FM, 8.9-kw, 105.1 mc (No. 286), 640-ft. antenna height.
Ownership: Quincy Newspapers Inc., publisher of *Quincy Herald-Whig*, 92%; Joseph S. Bonansinga, v.p.-treas., 2%.
Began Operation: Aug. 27, 1953.
Represented (sales) by Young Television Corp.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by Lohnes & Culver.
Personnel:
 Joseph S. Bonansinga, v.p.-treasurer & general manager.
 J. Ben Stewart, commercial manager.
 Fred Colgan, program director.
 Hal Heldbreder, director of advertising.
 Bill Wegman, farm director.
 Frank Laughlin, chief engineer.

DIGEST OF RATE CARD NO. 2—(Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or Less	10 Sec.
Class A—6:29-10:59 p.m., Mon.-Fri.; 5:59-10:59 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$67.50	\$50.00	\$25.00
Class B—4:59-6:29 p.m., Mon.-Fri.; 1-5:59 p.m., Sat.; noon-5:59 p.m., Sun.						
187.50	112.50	75.00	65.75	50.50	37.50	18.75
Class C—7 a.m.-4:59 p.m., Mon.-Fri.; sign-on-1 p.m., Sat.; sign-on-noon, Sun.; 10:59 p.m.-midnight, daily.						
125.00	75.00	50.00	43.75	33.75	25.00	12.50

WREX-TV Rockford (Ch. 13)

Licensee: Greater Rockford Television Inc., Auburn & Winnebago Rds.
Studio & Transmitter: Auburn & Winnebago Rds.
Telephone: 8-1813. **TWX No.:** 8648, Winnebago.
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 45.7-kw visual, 22.9-kw aural. Antenna: 710-ft. above av. terrain, 649-ft. above ground, 1542-ft. above sea level, lat. 42° 17' 50", long. 89° 14' 24".
Network Service: CBS, ABC.
Ownership: Rockford Bestrs. Inc. (WROK), 10%; Louis E. Caster, pres., 7%; Swan Hillman, treas., 7%; Stanley H. Guyer, secy., 6%; Bruce Gran, 32.57%; more than 30 others, none holding over 4.3%. *Rockford Star* and *Register Republic* owns WROK.
Began Operation: Sept. 18, 1953.
Represented (sales) by H-R Television Inc.
Represented (legal) by Cohn & Marks.
Represented (engineering) by L. H. Carr & Associates.
Personnel:
 J. Michael Balsch, general manager.
 Al Billardello, local sales manager.
 Jack Muzzle, program director.
 Rod MacDonald, production manager.
 Gale Donaldson, traffic manager.
 Richard Peck, chief engineer.
 Robert Pofelski, studio technical supervisor.
 Charles Olson, promotion manager.
 Bill Sheil, sports director.
 Les Davis, farm director.
 Gene Hines, film manager.

DIGEST OF RATE CARD NO. 3 (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.						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00	\$45.00
Class A—6-7 p.m., 10-10:30 p.m., Mon.-Sat.; 4-7 p.m., 10-10:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$120.00	\$100.00	\$80.00	\$40.00

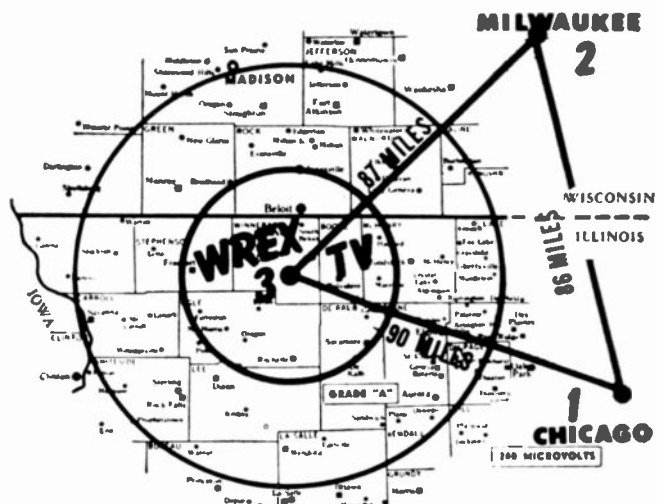
Add a **BILLION DOLLAR SALES MARKET** at the Western Corner of the Midwest's Golden Triangle—

WREX-TV ALONE GIVES POSITIVE COVERAGE OF THIS NORTHERN ILLINOIS—SOUTHERN WISCONSIN MARKET

Only one VHF station commands attention to your product in the living rooms in this Billion Dollar-Plus market . . . beyond the influence of Chicago or Milwaukee TV (90 air miles away).

WREX-TV programs only the finest CBS and ABC network and local shows for this farm-industrial wage-earner market . . . Telepulse surveys in the 14-county area prove the audience has it's eye only on WREX-TV.

WREX-TV is your sales window through which this Billion Dollar-Plus market views your product. H-R men will give you complete details and availabilities.



OVER 1,000,000 POPULATION • OVER A BILLION DOLLARS INCOME
 OVER A BILLION DOLLARS RETAIL SALES • OVER 278,000 TV SETS

WREX-TV



CHANNEL 13
 ROCKFORD, ILLINOIS

CBS

J. M. BAISCH, General Manager
 Represented by H-R TELEVISION, INC.

ABC

ARB and TELEPULSE Reveal the TOP-RATED SHOWS Are on WREX-TV

The 15 Top-Rated Once-A-Week Programs are on WREX-TV

The 15 Top-Rated Syndicated Films are on WREX-TV

8 of the Top-Rated Multi-Weekly Programs are on WREX-TV

(For the 2nd Consecutive Year)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class B—5-6 p.m., 10:30-11 p.m., Mon.-Sat.; noon-4 p.m., 10:30-11 p.m., Sun.; noon-6 p.m., Sat.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-noon, 11 p.m.-sign-off, Sat. & Sun.						
200.00	120.00	80.00	60.00	50.00	40.00	20.00

Subject to frequency discounts.

WTVO Rockford (Ch. 39)

Grantee (STA): Winnebago Television Corp., Meridian Rd.

Studio & Transmitter: Meridian Rd.
Telephone: 3-5413. TWX No.: RK 8619.

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 195-kw visual, 97.7-kw aural. Antenna: 664-ft. above av. terrain, 691-ft. above ground, 1482-ft. above sea level, lat. 42° 17' 14", long. 89° 10' 16".

Network Service: NBC.

AM-FM Affiliates: None.

Ownership: H. & E. Balaban Corp., 50%; Dublinsky Brothers Theatre Corp., 50%. Officers of Winnebago Television Corp.: Harry Balaban, pres.; Irwin Dublinsky, v. p.; Elmer Balaban, secy.; H. W. Dublinsky, treas. For other Balaban interests see WICS, Springfield, Ill.

Began Operation: April 29, 1953.

Represented (sales) by Avery-Knodel Inc.: Harry S. Hyatt (Minneapolis).

Represented (legal) by Krooth & Altman.

Represented (engineering) by Walter F. Kean, Riverside, Ill.

Personnel:

Harry Balaban, *president*.
Harold Froelich, *manager*.
Edward Ruppe, *local sales manager*.
John W. Kelin, *production manager*.
Herbert Eckstein, *chief engineer*.
Robert Thompson, *promotion manager*.
Carl P. Stemler, *film director*.

DIGEST OF RATE CARD NO. 4—(Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6:30-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Fri.; 10:30 p.m.-sign-off, daily; 1-6:30 p.m., Sat.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

WHBF-TV Rock Island (Ch. 4)

Licensee: Rock Island Broadcasting Co., Telco Bldg.

Studio and Transmitter: Telco Bldg.

Telephone: 6-5441. TWX No.: RI 181.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 380-ft. above av. terrain, 493-ft. above ground, 1063-ft. above sea level, lat. 41° 30' 36", long. 90° 34' 28". Requests change to 70-kw aural, 1000-ft. above av. terrain, 993-ft. above ground, 1773-ft. above sea level, lat. 41° 19' 40", long. 90° 22' 47"; transmitter to U. S. Hwy. 150.

Network Service: CBS, ABC.

AM Affiliate: WHBF, 5-kw, 1270 kc (CBS). FM Affiliate: WHBF-FM, 37-kw, 98.9 mc (No. 255), 380-ft. antenna height.

Ownership: Ben H. Potter, pres., 19.274%; Marguerite F. Potter, treas., 19.294%; Leslie C. Johnson, v. p.-mgr., 25%; Aileen T. Potter, secy.; J. W. Potter Co., 17.156% (publisher of *Rock Island Arous*); Estate of John W. Potter (Marguerite F. and Ben H. Potter, trustees), 19.274%. Mr. Johnson is 50% owner of radio WJBC, Bloomington, Ill. J. W. Potter Co. and Potter family also own radio KBUN, Bemidji, Minn.

Began Operation: July 1, 1950.

Represented (sales) by Avery-Knodel Inc.: Harry S. Hyatt (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Ben H. Potter, *president*.
Leslie C. Johnson, *v.p. and general manager*.
Maurice Corken, *asst. general manager & director of sales*.
Ted Arnold, *sales manager*.
Forest W. Cooke, *program & production manager*.
Fern Hawks, *publicity and promotion*.
Heber E. Darton, *merchandising*.
William Ellison, *news director*.
Paul Liggitt, *special events director*.
Joe Grear, *film manager*.
Robert J. Slinnett, *chief engineer*.
Jerry Keefe, *asst. chief engineer*.
Jim Booth, *asst. chief engineer*.

DIGEST OF RATE CARD NO. 9 (Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-9:30 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$200.00	\$100.00
Class A—6:30-7 p.m., 9:30-10:30 p.m., daily.						
600.00	360.00	240.00	150.00	75.00
Class B—5-6:30 p.m., Mon.-Fri., noon-6:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
400.00	240.00	160.00	\$140.00	\$100.00	80.00	40.00
Class C—All other times.						
225.00	135.00	90.00	85.00	75.00	50.00*	20.00

* 20 Sec. \$40.00

Subject to frequency discounts.

WICS Springfield (Ch. 20)

Licensee: Plains Television Corp., 523 E. Capitol Ave.

Studio: 523 E. Capitol Ave. Transmitter: 3000 S. 4th St.

Telephone: 8-0465. TWX No.: SI 292.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 17.4-kw visual, 9.33-kw aural. Antenna: 455-ft. above av. terrain, 430-ft. above ground, 1037-ft. above sea level, lat. 39° 45' 36", long. 89° 39' 05". Requests change to 914-kw max. and 811-kw horizontal visual, 520-kw max. and 367-kw horizontal aural, 949-ft. above av. terrain, 995-ft. above ground, 1586-ft. above sea level, lat. 39° 48' 15", long. 89° 27' 40"; transmitter to 3.5 mi. W of Mechanicsburg.

Network Service: NBC, ABC

Ownership: Transcontinental Properties Inc., 50%; H. & E. Balaban Corp. (theatres), 50%; Herbert Scheffel and Alfred G. Burger (theatres) each owns 26.68% of Transcontinental. Harry & Elmer Balaban control H. & E. Balaban Corp. which owns 50% of WTVO, Rockford, Ill.; owns 50% of CP for WMCN, Grand Rapids, Mich. (Ch. 23); is TV grantee for Birmingham, Ala. Plains TV Corp. also is applicant for Ch. 21 satellite in White Heath, Ill. Balaban Corp. also owns 50% of radio WRIT, Milwaukee, and KFBI, Wichita.

Began Operation: Sept. 17, 1953.

Represented (sales) by Young Television Corp.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Milton D. Friedland, *general manager*.
Warren King, *local commercial manager*.
Harold Hoskins, *program manager*.
Jerrold Merritt, *chief engineer*.
Robert Steffan, *production manager*.
M. Alvey, *promotion director*.
William Shaw, *film director*.
H. K. Springer, *controller*.

DIGEST OF RATE CARD NO. 2 (May 1, 1955)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.							
\$250.00	\$200.00	\$150.00	\$100.00	\$87.50	\$67.50	\$50.00	\$25.00
Class B—4-6 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10:30-11 p.m., daily.							
187.50	150.00	112.50	75.00	65.75	50.50	37.50	18.75
Class C—Sign-on-4 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.							
125.00	100.00	75.00	50.00	43.75	33.75	25.00	12.50

Subject to frequency discounts



Ideal for field use; permits prevues and effects in remote programming. Ask for details.

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Pleasantville, New York
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INDIANA

WTTV

Bloomington-Indianapolis

(Ch. 4)

Licensee: Sarkes Tarzian Inc., E. Hillside Drive, Bloomington.
 Studios: E. Hillside Drive, Bloomington; State Fairgrounds, Indianapolis. Transmitter: 3-mi. SE of Cloverdale, Ind.
 Business Office: Essex House, Indianapolis.
 Telephones: 2-1407, Bloomington; Melrose 5-8656, Indianapolis. TWX No.: IP 74.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 953-ft. above ground, 1803-ft. above sea level, lat. 39° 28' 28", long. 86° 45' 40". CP for 996-ft. above av. terrain, 973-ft. above ground, 1800-ft. above sea level. Requests modification of CP to 999.5-ft. above av. terrain, 948-ft. above ground, 1848-ft. above sea level, lat. 39° 24' 15", long. 86° 08' 07"; transmitter to approx. 1-mi. SE of Trafalgar, Ind.

Network Service: ABC, NBC.

AM Affiliate: WTTS, 5-kw, (.5-kw-N), 1370 kc (ABC).

Ownership: Sarkes Tarzian, pres., 51%; Mary Tarzian, secy.-treas., 18%; Verage Tarzian, director; Thomas Tarzian, 15½%; Patricia Tarzian, 15½%. Firm also manufactures TV-radio parts & tubes. Also holds CP for Ch. 21, Roanoke, Ind. and is applicant for Ch. 13, Bowling Green, Ky.

Began Operation: Nov. 11, 1949.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by A. L. Stein.

Represented (engineering) by Geo. P. Adair Engineering Co.

Personnel:

Sarkes Tarzian, *president*.
 Robert Lemon, *general manager*.
 Jerry Danziger, *director, operations (Indianapolis)*.
 Keith Wilson, *merchandising director*.
 Robert Petranoff, *program manager*.
 Frank Edwards, *director of news*.
 Bill Anderson, *farm director*.
 Warren Perney, *film director*.
 Susan Sherman, *traffic director*.
 Carl Onken, *chief engineer*.

DIGEST OF RATE CARD NO. 7 (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.						
\$1000.00	\$540.00	\$360.00	\$270.00	\$225.00	\$180.00	\$90.00
Class A—6-7 p.m., 10 p.m.-sign-off, daily.						
720.00	432.00	288.00	252.00	180.00	144.00	72.00
Class B—5-6 p.m., Mon.-Fri.; 2-6 p.m., Sat. & Sun.						
540.00	324.00	216.00	189.00	135.00	108.00	54.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-2 p.m., Sat. & Sun.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00

Subject to frequency discounts.

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 Color Film
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Best picture quality
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 See ad on page 419

General Precision Laboratory
 Incorporated
 Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

WSJV

Elkhart

(Ch. 52)

Licensee: Truth Publishing Co. Inc., 416 S. 2nd St.
 Studio & Transmitter: Mishawaka & Oakland Rds.
 Telephone: 2-1518. TWX No.: ELK 8713.

Technical Facilities: Channel No. 52 (698-704 mc). Authorized power: 248-kw maximum and 224-kw horizontal visual, 133-kw maximum and 121-kw horizontal aural using .35° electrical beam tilt. Antenna: 410-ft. above av. terrain, 445-ft. above ground, 1225-ft. above sea level, lat. 41° 39' 06", long. 85° 59' 01".

Network Service: ABC.

AM Affiliate: WTRC, .25-kw, 1340 kc (NBC). FM Affiliate: WTRC-FM, 9.7-kw, 100.7 mc (No. 264), 350-ft. antenna height.

Ownership: John F. Dille Jr., pres., 35.5%; Carl D. Greenleaf, v.p.; 14.42%; Walter R. Beardsley, v.p., 49.5% (for A. H. Beardsley trust); Charles W. Greenleaf, director, .575%. Carl Greenleaf is chairman of C. G. Conn Ltd. (band instruments); Mr. Beardsley is pres. of Miles Laboratories. Truth Publishing also publishes *Elkhart Truth*. Note: Truth Publishing owns 60% and Beardsley 25% of firm buying WKJG-TV, Ft. Wayne (WKJG).

Began Operation: March 15, 1954.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

John F. Dille Jr., *president*.
 Paul C. Brines, v.p. & general manager.
 Edwin J. Lasko, *program manager*.
 W. Forrest Morrow, *production manager*.
 Arthur C. Whitaker Jr., *film director*.
 Lester W. Zellmer, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Aug. 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.-Sat.; noon-11 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—All other times.						
225.00	135.00	90.00	79.00	56.25	45.00	22.50

Subject to frequency discounts.

WFIE Evansville

(Ch. 62)

Grantee (STA): Premier Television Inc., 1115 Mount Auburn Rd.

Studio & Transmitter: 1115 Mount Auburn Rd.

Telephone: Harrison 5-6201.

Technical Facilities: Channel No. 62 (758-764 mc.) Authorized power: 69.2-kw visual, 36.3-kw aural. Antenna: 580-ft. above av. terrain, 515-ft. above ground, 975-ft. above sea level, lat. 37° 59' 21", long. 87° 35' 37". Note: Has petitioned for move to Ch. 14.

Network Service: NBC.

Ownership: WAVE Inc., see WAVE-TV, Louisville, Ky.

Began Operation: Nov. 9, 1953. Sale to present owner by Jesse D. Fine theatre family approved July 18, 1956 by FCC (*Television Digest*, Vol. 12:25, 26, 29).

Represented (sales) by Venard, Rintoul & McConnell Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Nathan Lord, *president*.
 Ted Nelson, v.p. & general manager.
 Robert J. Dean, *general sales manager*.
 Chet Behrman, *program director*.
 Fred Rollison, *news & farm director*.
 Paul Kelly, *chief engineer*.

DIGEST OF RATE CARD NO. 7 (Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
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., daily.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class B—5-6 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 1-6 p.m., Sat. & Sun.						
262.50	157.50	105.00	92.00	65.75	52.50	26.25
Class C—All other times.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

Subject to frequency discounts.

**WTVW
Evansville**

(Ch. 7)

Grantee (STA): Evansville Television Inc., 405 Carpenter St.

Studio: 405 Carpenter St.

Transmitter: 1-mi. S of Chandler, Ind.

Telephone: Harrison 2-1121. TWX No.: EV 28.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 580-ft. above av. terrain, 570-ft. above ground, 1050-ft. above sea level, lat. 38° 01' 31", long. 87° 21' 43".

Network Service: ABC.

Ownership: Ferris E. Traylor, pres., 21%; Joseph E. O'Daniel, v.p.-gen. mgr., 21%; John W. Krueger, treas., 21%; Rex Shepp, 22%; B. F. Schepp, 4%; Mary E. Schepp, 4%; John W. Spencer, secy., 1.2%; F. Harold Van Orman, 4%; Hiram Logsdon, 4%; Freeman Keyes, 4.5%; George Bayard estate, 5%.

Began Operation: Aug. 21, 1956.

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Joseph E. O'Daniel, v.p. & general manager.
Dick Shively, station manager.
Bill Spillman, sales manager.
Bill Hill, program director.
Don England, production manager.
Georgia Pindell, promotion director.

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1956)

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.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class A—6-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
225.00	135.00	90.00	79.00	56.25	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

WEHT

Henderson, Ky.-Evansville

(Ch. 50)

Grantee (STA): WEHT Inc., Box 395, Evansville.

Studio & Transmitter: Marywood Dr., Henderson County, Ky.

Telephone: Harrison 4-9215, Evansville. TWX No.: 61 (Henderson, Ky.).

Technical Facilities: Channel No. 50 (686-692 mc). Authorized power: 200-kw max. and 155-kw horizontal visual, 108.1-kw max. and 83.2-kw horizontal aural. Antenna: 590-ft. above av. terrain, 542-ft. above ground, 1003-ft. above sea level using .75° electrical tilt beam, lat. 37° 52' 00", long. 87° 33' 57".

Network Service: CBS.

AM Affiliate: WEOA, Evansville, Ind., .25-kw, 1400 kc (CBS).

Ownership: Henry S. Hilberg, chairman, 36.36% (1/3 held by wife); Edwin G. Richter Jr. pres., 21.82%; Earnest Felix, treas., 5.45%; James R. Clark Jr., secy. (votes 36.37% of stock held by wife and other members of Raymond L. Buse Jr. family).

Began Operation: Sept. 11, 1953. Sale to present owners by M. A. Lightman's Mulco Theatres Inc. approved by FCC Oct. 24, 1956 (Television Digest, Vol. 12:35, 43).

Represented (sales) by Young Television Co.

Represented (legal) by Koteen & Burt.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Edwin G. Richter Jr., president & general manager.
Ernest Felix, v.p. & treasurer.
Howard D. Duncan, sales manager.
John A. Drum, promotion director.
Jo Klasein, traffic director.
Becky Allen, continuity director.
Rod Cavin, sales service coordinator.
Ulysses Carlini, production manager.
Robert Cleveland, chief engineer.

**DIGEST OF RATE CARD NO. 6
(Sept. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 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., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00

Indiana

Class B—5-6 p.m., 10:30-11 p.m., daily.						
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

**WINT
Ft. Wayne
(Ch. 15)**

Grantee (STA): Indiana Broadcasting Corp., 2000 Lincoln Tower, Ft. Wayne, Ind.

Studio: Waterloo, Ind.

Transmitter: 2.5 mi. SE of Auburn, Ind., on Cemetery Rd.

Telephone: Anthony 8475, Ft. Wayne. TWX No.: FW 186.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 442-kw maximum and 347-kw horizontal visual, 242-kw maximum and 182-kw horizontal aural. Antenna: Directional, 860-ft. above av. terrain, 910-ft. above ground, 1780-ft. above sea level, lat. 41° 19' 59.9", long. 85° 03' 7.7". Holds CP for 470-kw maximum and 302-kw horizontal visual, 254-kw maximum and 162-kw horizontal aural. Requests mod. of CP to 233.5-kw max. and 220-kw horizontal visual, 136-kw max. and 128-kw horizontal aural, 830-ft. above av. terrain, 856-ft. above ground, 1656-ft. above sea level, lat. 41° 05' 32", long. 85° 10' 30"; transmitter to State Blvd. & Spring St., Fort Wayne. Note: Has petitioned FCC for immediate grant of above request.

Network Service: CBS, ABC.

AM Affiliate: WANE, .25-kw, 1450 kc (CBS)

Ownership: J. H. Whitney & Co. For other interests, see KOTV, Tulsa.

Began Operation: Sept. 26, 1954. Sale to present owner by Universal Bcstg. (McConnell) approved Oct. 10, 1956 by FCC. Previous sale by R. Morris Pierce group approved June 13, 1956. (Television Digest, Vol. 12:24, 34, 41).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

C. Wrede Petersmeyer, president.
R. Morris Pierce, managing director.
Robert F. Bryan, secretary & treasurer.
Ben B. Baylor Jr., general manager.
Franklin C. Mitchell, program director.
Lynn E. Knox, local sales manager.
Robert J. Keefe, promotion manager.
Richard T. Hickox, news director.
C. E. Wallace, chief engineer.
James Goheen, film director.

DIGEST OF RATE CARD NO. 2—(Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class AA—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class A—6-7 p.m., Mon.-Fri.						
350.00	210.00	140.00	120.00	87.50	70.00	35.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11:30 p.m.-sign-off, daily.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

**WKJG-TV
Fort Wayne**

(Ch. 33)

Grantee (STA): Northeastern Indiana Bcstg. Co. Inc., 220 E. Jefferson St.

Studio: 220 E. Jefferson St. Transmitter: West State Blvd.

Telephone: Anthony 2295. TWX No.: FW 90.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 270-kw visual, 143-kw aural. Antenna: 775-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level, lat. 41° 05' 36", long. 85° 10' 28.47".

Network Service: NBC.

AM Affiliate: WKJG, 5-kw, 1380 kc (NBC, MBS).

Ownership: Clarence L. Schust, pres., 28.5%; H. Leslie Popp, v.p. & treas., 28.5%; Edward G. Thoms, v.p. & secy., 18.8%; Walter L. Thoms, director, 18.8%; Earl Groth Jr., 4.8%; Herbert Willis, 6%. Note: Sale pending to firm in which Truth Publishing Co. (WSJV, Elkhart, Ind. and radio WTRC) has 60% interest.

Began Operation: Nov. 21, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Gautney & Jones.

Personnel:

Edward G. Thoms, v.p. & general manager.
Hilliard Gates, asst. manager.
Carleton B. Evans, commercial manager.
Calo O. Mahlock, program manager.
Paul Dawson, continuity director.
Wayne Rothgeb, farm director.
Eugene A. Chase, chief engineer.

(Continued on next page)

Indiana

FORT WAYNE: WKJG-TV—(Continued)

DIGEST OF RATE CARD NO. 5 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily						
\$450.00	\$270.00	\$180.00	\$158.00	\$113.00	\$90.00	\$45.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
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.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WFBM-TV Indianapolis

(Ch. 6)

Licensee: Consolidated Television & Radio Bcstrs. Inc., 1330 N. Meridian St.

Studio: 1330 N. Meridian St. Transmitter: 79th St. & Township Rd.

Telephone: Melrose 4-8521. TWX No.: IP 99.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above ave. terrain, 1019-ft. above ground, 1849-ft. above sea level, lat. 39° 53' 59", long. 86° 12' 02".

Network Service: NBC.

AM Affiliate: WFBM, 5-kw, 1260 kc (ABC, MBS).

Ownership: H. M. Bitner, chairman of board, 25.56%; H. M. Bitner Jr., pres., 10.13%; Frank O. Sharp, v.p., .82%; William F. Kiley Jr., v.p., 1.1%; Melvin C. Green, secy-treas., .25%; Evelyn H. Bitner, director, 10.25%; Jeanne E. Bitner, 4.94%; Evelyn H. Pearson, 10%; Ralph S. Euler, 4.27%; Dorothy Kapner, 2.35%. Same company is 95% owner of WOOD-TV & WOOD, Grand Rapids, Mich. and owns 100% of WTCN-TV & WTCN, Minneapolis; and WFDF, Flint, Mich. Note: Sale of all properties but radio WFDF to Time Inc. pends FCC approval (*Television Digest*, Vol. 12:50-51).

Began Operation: May 30, 1949.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

Harry M. Bitner Jr., *president*.
William F. Kiley, *v.p. & general manager*.
Don Menke, *commercial manager*.
Hugh L. Kibbey, *sales-service manager*.
Estel D. Freeman, *promotion manager*.
William Fall, *program director*.
Harold Holland, *chief engineer*.
Harry Martin, *farm director*.

DIGEST OF RATE CARD NO. 9 (Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-11 p.m., daily.						
\$1200.00	\$720.00	\$480.00	\$420.00	\$300.00	\$225.00	\$113.00
Class A—6-7 p.m., daily.						
800.00	480.00	320.00	280.00	200.00	160.00	80.00
Class B—2:30-6 p.m., Mon.-Fri.; 5-6 p.m., Sat.; noon-6 p.m., Sun.; 11-11:30 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	80.00	40.00
Class C—Sign-on-2:30 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; sign-on-noon, Sun.; 11:30 p.m.-sign-off, daily.						
360.00	216.00	144.00	126.00	90.00	72.00	36.00

Subject to frequency discounts. Color—Rates on request.

WISH-TV Indianapolis

(Ch. 8)

Licensee: Indiana Broadcasting Corporation, 1440 N. Meridian St.

Studio: 1440 N. Meridian St. Transmitter: Rawls Ave. & South Post Rd.

Telephone: Melrose 4-6411. TWX No.: IP 276.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level, lat. 39° 45' 39", long. 86° 00' 21".

Network Service: CBS.

AM Affiliate: WISH, 5-kw (1-kw night), 1310 kc (CBS).

Ownership: J. H. Whitney & Co., 100%. For other interests, see KOTV, Tulsa.

Began Operation: June 26, 1954. Sale, along with WINT, Fort Wayne-Waterloo, Ind. & radio WANE, to present owners approved Oct. 10, 1956 by FCC (*Television Digest*, Vol. 12:34, 41).

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Covington & Burling.

Personnel:

C. Wrede Petersmeyer, *president*.
Robert B. McConnell, *v.p. & general manager*, WISH & WISH-TV.
Robert F. Bryan, *secretary & treasurer*.
Robert F. Ohleyer, *sales manager*.
George Diefenderfer Jr., *director of national sales service*.
Steve Briggs, *program manager*.
Edward Schwalm, *continuity*.
Vince Leonard, *news director*.
Stokes Gresham Jr., *chief engineer*.
Robert Brockway, *asst. chief engineer*.

DIGEST OF RATE CARD NO. 2A (Feb. 1, 1957)

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.						
\$1300.00	\$780.00	\$520.00	\$435.00	\$325.00	\$300.00	\$150.00
Class A—6-7 p.m., Mon.-Fri.						
850.00	510.00	340.00	285.00	215.00	180.00	90.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily.						
650.00	390.00	260.00	220.00	165.00	120.00	60.00
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.						
450.00	270.00	180.00	150.00	115.00	100.00	50.00
Class D—12:30 a.m.-9 a.m., daily.						
325.00	195.00	130.00	110.00	80.00	60.00	30.00

Subject to frequency discounts.

WFAM-TV Lafayette

(Ch. 59)

Grantee (STA): WFAM Inc., McCarty Lane.

Studio and Transmitter: McCarty Lane.

Telephone: 2-4300.

Technical Facilities: Channel No. 59 (740-746 mc). Authorized power: 204-kw maximum & 170-kw horizontal visual, 100-kw maximum & horizontal aural. Antenna: 626-ft. above av. terrain, 637-ft. above ground, 1287-ft. above sea level, lat. 40° 24' 07", long. 86° 50' 59". Requests change to Ch. 18, 186.22-kw visual, 100-kw aural, 660-ft. above av. terrain, 651-ft. above ground, 1301-ft. above sea level.

Network Service: CBS, NBC.

AM Affiliate: WASK, .25-kw, 1450 kc (MBS).

Ownership: O. E. Richardson, pres., 100%. Note: Sale to local business group pends FCC approval (*Television Digest*, Vol. 13:2).

Began Operation: May 8, 1953.

Represented (sales) by William G. Rambeau Co. Inc.

Personnel:

O. E. Richardson, *president*.
Earl Richardson, *farm director*.
Richard Cochran, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (Oct. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—5-6 p.m., daily.						
150.00	90.00	60.00	52.50	40.50	30.00	15.00

Subject to frequency discounts.

WLBC-TV Muncie

(Ch. 49)

Licensee: Tri-City Radio Corp., 420 Alden Rd., Box 271.

Studio and Transmitter: State Rd. No. 35, SE of Muncie.

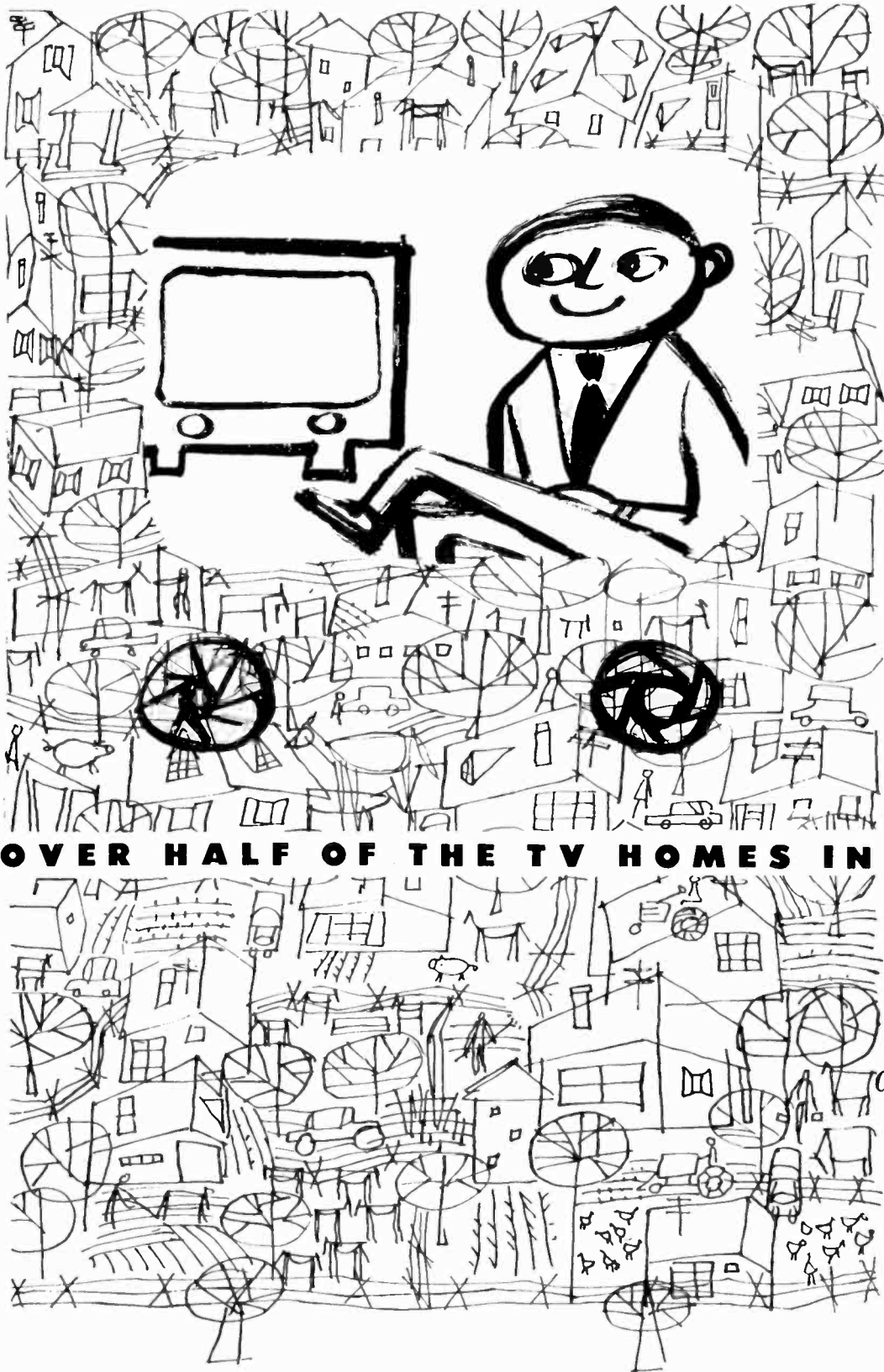
Telephone: Atlas 8-4403. TWX No.: MUN 187.

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 141-kw visual, 7.08-kw aural. Antenna: 500-ft. above av. terrain, 542-ft. above ground, 1492-ft. above sea level, lat. 40° 09' 01", long. 85° 22' 45".

Network Service: CBS, NBC, ABC.

AM Affiliate: WLBC, .25-kw, 1340 kc (CBS). FM Affiliate: WMUN, 7.4-kw, 104.1 mc (No. 281), 240-ft. antenna height.

(Continued on page 128)



OVER HALF OF THE TV HOMES IN INDIANA

*are
in the
area served by
WFBM-TV*



WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV,
Grand Rapids; WFDF, Flint; WTCN, WTCN-TV,
Minneapolis, St. Paul

Indiana

MUNCIE: WLBC-TV—(Continued)

Ownership: Donald A. Burton, pres. & treas., 51%; William F. Craig, v.p., 46.5%; Garnet M. Burton, secy., 1.5%; and 3 others, each holding less than .5%.

Began Operation: April 29, 1953.

Represented (sales) by Hal Holman Co. (Chicago & New York).

Represented (legal) by John H. Midlen.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Don Burton, *general manager*.
 W. F. Craig, *v.p. & commercial manager*.
 Lee Allerton, *program director*.
 Maurice Crain, *engineering v.p. & purchasing agent*.
 Patrick S. Finnegan, *chief engineer*.
 Bill Summers, *musical director*.

DIGEST OF RATE CARD NO. 2—(Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 5-10:30 p.m., Sat. & Sun.						
\$225.00	\$135.00	\$90.00	\$78.75	\$67.50	\$50.00*	\$22.50
Class B—5-6:30 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.; 10:30-11:30 p.m., daily.						
150.00	90.00	60.00	52.50	45.00	30.00**	15.00
Class C—All other times.						
125.00	75.00	50.00	43.75	37.50	25.00	12.50

* 20 Sec., \$45.00. ** 20 Sec., \$25.00.

WNDU-TV South Bend

(Ch. 46)

Grantee (STA): Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind.

Studio: Juniper Road, South Bend, Ind. Transmitter: Ironwood & Kern Rds.

Telephone: Central 3-7111, South Bend.

Technical Facilities: Channel No. 46 (662-668 mc). Authorized power: 97.7-kw visual, 49-kw aural. Antenna: 570-ft. above av. terrain, 538-ft. above ground, 1383-ft. above sea level, with 1° electrical beam tilt, lat. 41° 36' 26", long. 86° 12' 48".

Network Service: NBC.

AM Affiliate: WNDU, .25-kw, 1490 kc (ABC).

Ownership: Michiana Telecasting Corp., 100%; Rev. Theodore M. Hesburgh, C.S.C., pres. (president of U. of Notre Dame); Rev. Edmund P. Joyce, C.S.C., secy.-treas; Bernard C. Barth, v.p.

Began Operation: July 2, 1955.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

Bernard C. Barth, *v.p. & general manager*.
 Wm. Thomas Hamilton, *sales manager*.
 Edward Roth, *program manager*.
 Robert F. Stolfi, *sales promotion & advertising manager*.
 Bazil O'Hagan, *chief engineer*.
 William A. Garden, *production manager*.
 E. L. Doyle, *director of public affairs*.
 Mal Alberts, *sports director*.

DIGEST OF RATE CARD NO. 2—(July 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class A—6-6:30 p.m., Mon.-Fri.; 10-10:30 p.m., daily; 5-6:30 p.m., Sat. & Sun.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class B—5-6 p.m., Mon.-Fri.; noon-5 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—11 p.m.-midnight, daily; 7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-noon, Sat. & Sun.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class D—Midnight-7 a.m., daily.						
150.00	90.00	60.00	53.00	38.00	30.00	15.00

Subject to frequency discounts.

▶ *Extra copies of this*

Television Factbook No. 24

available at \$4.50 each

WSBT-TV South Bend

(Ch. 34)

Licensee: South Bend Tribune, 225 W. Colfax Ave.

Studio: 300 West Jefferson Blvd. Transmitter: Ironwood Rd.

Telephone: Central 3-3141. TWX No.: SB 8762.

Technical Facilities: Channel 34 (590-596 mc). Authorized power: 204-kw max. and 186-kw horizontal visual, 122-kw max. and 100-kw horizontal aural. Antenna: 540-ft. above av. terrain, 479-ft. above ground, 1349-ft. above sea level, lat. 41° 37' 05.4", long. 86° 13' 09", using .4° electrical beam tilt. Holds CP for 239-kw max. and 217-kw horizontal visual, 140.5-kw max. and 115-kw horizontal aural.

Network Service: CBS.

AM Affiliate: WSBT, 5-kw, 960 kc (CBS).

Ownership: South Bend Tribune Publishing Co., 100%, publisher of *South Bend Tribune*.

Began Operation: Dec. 21, 1952.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Neal B. Welch, *manager*.
 Will R. Darch, *national sales manager*.
 Robert J. Drain, *program director*.
 Walter A. Sweitzer, *film director*.
 Arthur R. O'Neill, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(May 1, 1955)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., daily.							
\$400.00	\$320.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5-6 p.m., Mon.-Fri.; 10:30-11 p.m., daily; noon-6 p.m., Sat. & Sun.							
300.00	240.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.							
225.00	180.00	135.00	90.00	79.00	56.25	45.00	22.50

Subject to frequency discounts.

WTHI-TV Terre Haute

(Ch. 10)

Licensee: Wabash Valley Bestg. Corp., 918 Ohio St.

Studio & Transmitter: 918 Ohio St.

Telephone: Crawford 9481. TWX No.: TH 1.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 480-ft. above av. terrain, 549-ft. above ground, 1049-ft. above sea level, lat. 39° 27' 54", long. 87° 24' 24".

Network Service: CBS, ABC, NBC.

AM affiliate: WTHI, 1-kw, 1480 kc (CBS). FM Affiliate: WTHI-FM, 7.4-kw, 99.9 mc (No. 260), 331-ft. antenna height.

Ownership: Anton Hulman, Jr., pres., 81.65%; J. R. Cloutier, v.p.-treas., 13.35%; Henry P. Smith, 5%.

Began Operation: July 21, 1954.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Anton Hulman Jr., *president*.
 Joseph M. Higgins, *general manager*.
 Ben Falber Jr., *director nighttime TV operations*.
 Pat Murphy, *director daytime TV operations*.
 Don Petit, *chief engineer*.
 Russ Arnold, *asst. chief engineer*.

DIGEST OF RATE CARD NO. 2—(April 1, 1956)

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.; 5-10:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$135.00	\$120.00	\$80.00	\$40.00
Class B—5-6:30 p.m., Mon.-Sat.; noon-5 p.m., Sun.; 10:30 p.m.-midnight, daily.						
300.00	180.00	120.00	105.00	90.00	60.00	30.00
Class C—9 a.m.-5 p.m., Mon.-Sat.						
240.00	144.00	96.00	80.00	72.00	48.00	24.00
Class D—Sign-on-9 a.m., Mon.-Sat.; sign-on-noon, Sun.						
120.00	72.00	48.00	40.00	36.00	24.00	12.00

Subject to frequency discounts.

IOWA

WOI-TV

Ames — (Des Moines)

(Ch. 5)

Licensee: Iowa State College of Agriculture & Mechanic Arts.

Studio: Service Bldg. Transmitter: 4 miles SW of Ames.

Telephone: Cedar 2-3400. TWX No.: 560.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 553-ft. above av. terrain, 580-ft. above ground, 1609-ft. above sea level, lat. 41° 59' 20", long. 93° 41' 12".

Network Service: ABC.

AM Affiliate: WOI, 5-kw, 640 kc. FM Affiliate: WOI-FM, 16-kw, 90.1 mc (No. 211), 530-ft. antenna height.

Began Operation: Feb. 21, 1950.

Represented (sales) by Weed Television Corp.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Dr. James Hilton, *president of Iowa State College.*

Robert C. Mulhall, *general manager.*

James H. Davis, *asst. general manager.*

Don Peterson, *program-sales service.*

Wally Bishop, *news director.*

Dale Williams, *farm director.*

Warren Royer, *film director.*

Nancy Seeley, *promotion manager.*

Joseph North, *TV training lab supervisor.*

Keith Ketcham, *chief engineer.*

DIGEST OF RATE CARD NO. 6

(Sept. 1, 1956)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.							
\$500.00	\$300.00	\$250.00	\$200.00	\$150.00	\$125.00	\$100.00	\$50.00
Class B—5-6:30 p.m., 10-10:30 p.m., daily; 1-6:30 p.m., Sat. & Sun.							
375.00	225.00	187.50	150.00	112.50	93.75	75.00	37.50
Class C—Noon-5 p.m., Mon.-Fri.; noon-1 p.m., Sat. & Sun.; 10:30-11 p.m., daily.							
275.00	165.00	137.50	110.00	96.25	68.75	55.00	27.50
Class D—Sign-on-noon; 11 p.m.-sign-off, daily.							
150.00	90.00	75.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KCRG-TV Cedar Rapids

(Ch. 9)

Grantee (STA): Cedar Rapids Television Co., 1st Ave. & 1st St. S.W.

Studio address: 1st Ave. & 1st St. S.W. Transmitter: Route 1, Marion, Ia.

Telephone: Empire 4-4194. TWX No. CR 14.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1060-ft. above av. terrain, 1085-ft. above ground, 1931-ft. above sea level, lat. 42° 03' 18", long. 91° 41' 41".

Network Service: ABC.

AM Affiliate: KCRG, 5-kw, 1600 kc (MBS).

Ownership: The Gazette Co. (*Cedar Rapids Gazette*), 100%; Joseph F. Hladky Jr., pres.

Began Operation: Oct. 15, 1953.

Represented (sales) by Blair Television Associates.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Kear & Kennedy.

Personnel:

Joseph F. Hladky Jr., *president.*

Edna A. Herbst, *general manager.*

Ralph D. Willey, *program director.*

John F. Cundiff, *sales manager.*

Phillip Hess, *film editor.*

Dick Yoakam, *news director.*

John Jennings, *production director.*

Len Hart, *director.*

Dick Miner, *director.*

Ira V. McDaniel, *chief engineer.*

Loren L. Abbott, *office manager.*

DIGEST OF RATE CARD NO. 4—(Dec. 15, 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.; 5-10 p.m., Sun.						
\$425.00	\$255.00	\$170.00	\$149.00	\$106.50	\$85.00	\$42.50
Class B—5-6:30 p.m., 10-11 p.m., Mon.-Sat.; 1-5 p.m., 10-11 p.m., Sun.						
320.00	191.50	127.50	111.50	80.00	65.00	32.50
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WMT-TV Cedar Rapids

(Ch. 2)

Licensee: WMT-TV Inc., Barr Bldg., Washington 6, D.C.

Business Office: Paramount Theatre Bldg., Cedar Rapids.

Studio and Transmitter: 600 Old Marlon Rd., NE.

Telephone: Empire 40171. TWX No.: CR 11.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 670-ft. above av. terrain, 703-ft. above ground, 1549-ft. above sea level, lat. 42° 01' 43", long. 91° 38' 27". CP for 1449-ft. above av. terrain, 1355-ft. above ground, 2395-ft. above sea level, lat. 42° 17' 39", long. 91° 53' 10"; transmitter to 4.75-mi. N. of Urbana.

Network Service: CBS.

AM Affiliate: WMT, 5-kw, 600 kc (CBS).

Ownership: Helen S. Mark trust, 49% (Wm. B. Dolph, Wm. B. Quarton and National Metropolitan Bank of Washington, trustees acting in behalf of Helen Hermann, John Shaffer Mark, Dale Shaffer Mark and Mary Mark Merrill); William B. Dolph, pres., 31%; William B. Quarton, v.p., 20%. Ownership interlocks with KJBS, San Francisco. Dolph-Petty Bcstg. Co. owns KMYR, Denver.

Began Operation: Sept. 30, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

William B. Quarton, *v.p. & general manager.*

Lew Van Nostrand, *general sales manager.*

Leo F. Cole, *business manager.*

Douglas B. Grant, *TV operations director.*

Robert Kenney, *promotion manager.*

Charles Worcester, *news & public affairs director.*

Bob Nance, *farm director.*

George P. Hixenbaugh, *chief engineer.*

DIGEST OF RATE CARD NO. 4—(Aug. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-9:30 p.m., daily.						
\$625.00	\$375.00	\$250.00	\$218.75	\$156.25	\$125.00	\$62.50
Class A—6:30-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 9:30-10:30 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class B—5:30-6:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10:30-11 p.m., daily.						
375.00	225.00	150.00	131.25	93.75	75.00	37.50
Class C—All other times.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

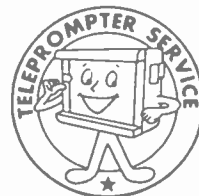
Subject to frequency discounts.

KWWL-TV Cedar Rapids (See Waterloo, Ia.)

No need to goof the sponsor's commercial—
just utilize TelePrompTer rehearsal . . .

TELEPROMPTER SERVICE

SEE PAGE 35



Iowa

WOC-TV Davenport

(Ch. 6)

Licensee: Central Broadcasting Co., 1002 Brady St.
Studio: 805 Brady St. Transmitter: Pleasant Valley.
Telephone: 3-3661. TWX No.: DV 82.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 600-ft. above av. terrain, 625-ft. above ground, 1305-ft. above sea level, lat 41° 32' 54", long. 90° 28' 37".

Network Service: NBC.

AM Affiliate: WOC, 5-kw, 1420 kc (NBC). FM Affiliate: WOC-FM, 33-kw, 103.7 mc (No. 279), 490-ft.

Ownership: Owns WHO-TV & WHO, Des Moines, and 25% of May Bcstg. Co., operating radio station KMA, Shenandoah, Ia., and TV station KMTV, Omaha.

Began Operation: Oct. 31, 1949.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

B. J. Palmer, *president*.
D. D. Palmer, *v.p. & treas.*
Ralph Evans, *executive v.p.*
Paul A. Loyet, *v.p.*
William D. Wagner, *secy.*
Ernest C. Sanders, *resident manager*.
Fred Reed, *asst. resident manager & sales promotion manager*.
Mark L. Wodlinger, *sales manager*.
Raymond E. Guth, *program director*.
Bob Frank, *news & farm director*.
Paul Arvidson, *chief engineer*.

DIGEST OF RATE CARD NO. 10 (Nov. 4, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec. ID
Class AA—7-9:30 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$200.00	\$100.00
Class A—6:30-7 p.m., 9:30-10 p.m., daily.						
600.00	360.00	240.00	150.00	75.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
400.00	240.00	160.00	\$140.00	\$100.00	80.00	40.00
Class C—All other times.						
200.00	132.00	88.00	80.00	70.00	50.00*	20.00

* 20 Sec. \$40.00.
Subject to frequency discounts.

KRNT-TV Des Moines

(Ch. 8)

Licensee: KRNT-TV Co., Ninth & Pleasant Sts.
Studio & Transmitter: KRNT Center, Ninth & Pleasant Sts.
Telephone: 3-2111.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 610-ft. above av. terrain, 709-ft. above ground, 1545-ft. above sea level, lat. 41° 35' 18", long. 93° 37' 46".

Network Service: CBS.

AM Affiliate: KRNT, 5-kw, 1350 kc (CBS).

Ownership: Cowles Broadcasting Company, 60%; Kingsley Murphy Jr. & family, 40%. Cowles Bcstg. also owns 100% of radio affiliate KRNT; 100% of KVTU, Sioux City, Ia. (WNAX, Yankton, S.D.); 100% of WHTN-TV, Huntington, W.Va. (WHTN). Members of Cowles family have majority interest in Minneapolis Star and Tribune Co., which owns 47% of WCCO-TV, Minneapolis (WCCO), and 80% of KTVH, Hutchinson, Kan. Cowles newspapers are *Des Moines Register* and *Tribune* and *Minneapolis Star & Tribune*. Cowles family also controls *Look* magazine. Cowles Bcstg. Co. officers: Luther Hill, pres.; James S. Milloy, v.p.; Robert Tincher, v.p.; Robert Dillon, v.p.; Carl T. Koestler, treas.; Vincent Starzinger, secy.

Began Operation: July 31, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Lohnes & Culver.

Personnel:

Bob Dillon, *general manager*.
Paul Elliott, *commercial manager*.
Bill Hippee, *sales manager*.
Dick Covey, *program director*.
Joe Hudgens, *asst. program director, director of promotion*.
Graham Jeambey, *promotion manager*.
Charles Quentin, *chief engineer*.
Bill Riley, *public service director*.
Guy Koenigsberger, *production manager*.
Dick Percival, *business manager*.

DIGEST OF RATE CARD NO. 2 (June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$160.00	\$80.00
Class B—6:30-7 p.m., Mon.-Sat.; 5-6:30 p.m., Sun.; 10-10:30 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	130.00	65.00
Class C—6-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily.						
450.00	270.00	180.00	157.50	112.50	100.00	50.00
Class D—5-6 p.m., Mon.-Sat.; noon-5 p.m., Sun.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class E—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-noon, Sun.						
350.00	210.00	140.00	122.50	87.50	65.00	32.50
Class F—11 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class G—Sign-on-9 a.m., daily.						
150.00	90.00	60.00	52.50	45.00	40.00	20.00

Subject to frequency discounts.

WHO-TV Des Moines

(Ch. 13)

Licensee: Central Bcstg. Co., 1100 Walnut St.
Studio: 1100 Walnut St. Transmitter: 1 mi. S. of Mitchellville, on Polk-Jasper County line.

Telephone: Atlantic 8-6511. TWX No.: DM 286.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 780-ft. above av. terrain, 743-ft. above ground, 1703-ft. above sea level, lat. 41° 39' 12", long. 93° 20' 56".

Network Service: NBC.

AM Affiliate: WHO, 50-kw, 1040 kc (NBC). FM Affiliate: WHO-FM, 24-kw, 100.3 mc (No. 262), 690-ft. antenna height.

Ownership: Col. B. J. Palmer, pres., 8.5%; Dr. D. D. Palmer, v.p. & treas., 58.4%; Ralph Evans, exec. v.p., 1.5%; Paul A. Loyet, v.p. & resident mgr., 2.7%; Wm. D. Wagner, secy., H. E. Hender, 2.51%; H. B. Chance, 2.51%; remainder in Palmer family trusts. Central Bcstg. also operates WOC-TV, Davenport, and owns 25% of KMTV, Omaha & KMA, Shenandoah, Ia.

Began Operation: April 15, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Paul A. Loyet, *v.p. & resident manager*.
W. W. Woods, *asst. manager*.
Robert H. Harter, *sales manager*.
Jack Kerrigan, *program director & film buyer*.
Kenneth Gfeller, *production manager*.
Jack Shelley, *news bureau manager*.
M. L. Nelsen, *managing editor*.
Herbert H. Plambeck, *farm director*.
Reed E. Snyder, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(March 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—6:29-6:59 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—10:01-10:31 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

Subject to frequency discounts.
Above rates include color film & slide processing cost.

KQT Fort Dodge

(Ch. 21)

Licensee: Northwest Television Co., 912 First Ave. S.
Studio & Transmitter: Television Square, Fort Dodge.

Telephone: 4-0351; 4-0311.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 330.1 kw maximum and 170-kw horizontal visual, 174.4-kw maximum and 89.1-kw horizontal aural. Antenna: Directional, 630-ft. above av. terrain, 650-ft. above ground, 1760-ft. above sea level, lat. 42° 29' 16", long. 94° 12' 09".

Network Service: NBC.

AM Affiliate: KVFD, .25-kw, 1400 kc.

Ownership: Edward Breen, pres., 16.75% (with wife); George Haire, v.p., 2%; Allen A. Loomis II, treas., 2%; L. V. Geer, secy., 2%; Northwest Bcstg. Co. (KVFD), 31.22%; over 200 other stockholders, none with more than 1%.

Began Operation: Nov. 2, 1953.

Represented (sales) by John E. Pearson Television Inc.

Personnel:

Edward Breen, *president & general manager.*
 Vernon Gielow, *assistant manager.*
 Rollie Camp, *commercial manager.*
 Drexel Peterson, *program director.*
 David Sinclair, *chief engineer.*

DIGEST OF RATE CARD NO. 2
 (March 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

Subject to frequency discounts.

KGLO-TV
 Mason City
 (Ch. 3)

Licensee: Lee Radio Inc., 2d & Pennsylvania Ave.

Studio: 2d & Pennsylvania Ave. Transmitter: Kensett, Ia., 15 mi. N. of Mason City.

Telephone: 2800. TWX No.: MY 83.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1755-ft. above sea level, lat. 43° 21' 25", long. 93° 12' 57".

Network Service: CBS.

AM Affiliate: KGLO, 5-kw, 1300 kc (CBS). FM Affiliate: KGLO-FM 16-kw, 101.1 mc (No. 266), 230-ft. antenna height.

Ownership: Lee P. Loomis, pres., 9.28%; Herbert R. Ohrt, exec. v.p., 2.75%; Roger Sawyer, treas., 1.67%; Donald G. Harrer, secy., 1.67%; Ralph Norris estate (Elizabeth Norris, executrix), 16.67%; Elizabeth Norris, 13.25%; Laura Lee, 12%; James Powell, 5.833%; Mrs. James Powell, 5.1%; W. Earl Hall, 5%; Wanda Nell Elghmey, 4.6%; Henrietta Adler, 4.2%; and over 50 others, none owning over 2%. Mr. Loomis is publisher of *Mason City Globe-Gazette*. Ownership interlocks with KHQA-TV, Hannibal, Mo., and radio WTAD, Quincy, Ill. For other interests, see *Mason City Globe-Gazette* under Newspaper Ownership.

Began Operation: May 15, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Herbert R. Ohrt, *exec. v.p. & general manager.*
 Walter Rothschild, *national sales mgr. (Quincy headquarters)*
 Lloyd Loers, *local sales manager.*
 Douglas F. Sherwin, *program & production manager.*
 Don Harrer, *promotion manager.*
 Ken Kew, *news & sports manager.*
 Al Heinz, *farm director.*
 Roger Sawyer, *chief engineer.*

DIGEST OF RATE CARD NO. 4—(Nov. 1, 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	\$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

Subject to frequency discounts.

KTIV
 Sioux City
 (Ch. 4)

Licensee: KTIV Television Co., 10th & Grandview Blvd.

Studio: 10th & Grandview Blvd.

Transmitter: 1-mi. N of 54th & North Rustin (Plymouth County).

Telephone: 8-0545. TWX No.: SY 35.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 770-ft. above av. terrain, 633-ft. above ground, 2046-ft. above sea level, lat. 42° 34' 27", long. 96° 22' 11".

Network Service: NBC, ABC.

AM Affiliate: KSCJ, 5-kw, 1360 kc (ABC).

Ownership: Dietrich Dirks group (Duane Kidder, Ryal Miller, Ben Knuth, Carleton Corbett, William Klingler, Ken Cotton, Burton Bridgens, Royal Rostenbach), 50%; Perkins Bros. Co. (KSCJ, also affiliated with Journal Tribune Publishing Co.), 50%. KTIV officers: W. R. Perkins, chairman; Dietrich Dirks, pres.; Gene Flaherty (KSCJ), exec. v.p.; Duane Kidder, v.p.; Carleton Corbett, secy.; Elizabeth Sammons, treas.

Began Operation: Oct. 9, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Dietrich Dirks, *president & general manager.*
 Gene Flaherty, *executive v.p.*
 L. L. McCurnin, *sales director.*
 Tom Searls, *program director.*
 Gene Quillcash, *production director.*
 Terry J. Walker Jr., *continuity director.*
 Ken Wayman, *news director.*
 Robert A. Wilson, *sports director.*
 Al Smith, *chief engineer.*

DIGEST OF RATE CARD NO. 3
 (April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$75.00	\$37.50
Class B—5-6:30 p.m. Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
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

Subject to frequency discounts.

KVTV
 Sioux City
 (Ch. 9)

Licensee: Cowles Broadcasting Co., 7th & Douglas Sts.

Studio: TV Theatre, 7th & Douglas Sts. Transmitter: 41st & Howard Sts.

Telephone: 2-2711. TWX No.: SY 14.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 288-kw visual, 144-kw aural. Antenna: 720-ft. above av. terrain, 537-ft. above ground, 1937-ft. above sea level, lat. 42° 32' 33", long. 96° 23' 34".

Network Service: CBS, ABC.

AM Affiliate: WNAX, Yankton, S. D., 5-kw, 570 kc (CBS).

Ownership: Cowles Bcstg. Co., see KRNT-TV, Des Moines, Ia.

Began Operation: March 29, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Lohnes & Culver.

Personnel:

Donald D. Sullivan, *v.p. & general manager.*
 Arthur J. Smith, *resident manager & film buyer.*
 Robert B. Donovan, *commercial manager.*
 George W. Hutchins, *program director.*
 Larry Coke, *promotion & publicity manager.*
 Carl Morris, *film director.*
 Clair Giles, *business manager.*
 Jack Iverson, *transmitter supervisor.*
 Charles Prohaska, *studio supervisor.*

DIGEST OF RATE CARD NO. 5—(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.						
\$425.00	\$255.00	\$170.00	\$150.00	\$125.00	\$100.00	\$50.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
350.00	210.00	140.00	122.50	87.50	75.00	37.50
Class B—6-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
275.00	165.00	110.00	96.00	69.00	60.00	30.00
Class C—5-6 p.m., Mon.-Sat.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class D—All other times.						
175.00	105.00	70.00	61.00	44.00	35.00	17.50

Subject to frequency discounts.

Iowa-Kansas

KWWL-TV

Waterloo-Cedar Rapids

(Ch. 7)

Licensee: Black Hawk Bcstg. Co., Hotel Russell Lamson.

Studio & Transmitter: 5-mi. SE of Jesup on Farm Rd. "O".

Telephone: Adams 4-4404. TWX No.: WX 17.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 221-kw aural. Antenna: 1130-ft. above av. terrain, 1083-ft. above ground, 2078-ft. above sea level, lat. 42° 24' 47", long. 92° 00' 42".

Network Service: NBC.

AM Affiliate: KWWL, 5-kw (1-kw night), 1330 kc (MBS).

Ownership: Ralph J. McElroy, pres., 31.4%; Donald M. Graham, v.p., 2.9%; E. Horslund, treas., 3%; Glenn B. Beers, secy., 1.1%; the following directors: Robert Buckmaster, 9.7%; C. K. Cropper, 2.2%; A. D. Donnell, 1.9%; Wm. Bolster, 6.8%; Robert Young, 2.2%. The following stockholders do not hold office: Lowell J. Walker, 1.6%; John B. Young, 2.2%; T. L. Trunnell, 3.8%; Dick H. Young, 1.5%; George A. Loveall, 1.6%; Louise M. McKinstry, 1.3%; Robt. J. McCoy, 1.7%; Rath estate, 3%; W. Lyle Harvey, 2.1%. There are several other stockholders, each owning 1% or less.

Began Operation: Nov. 25, 1953.

Represented (sales) by Avery-Knodel, Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Robert M. Silliman.

Personnel:

Ralph J. McElroy, *president & general manager*.
Donald E. Inman, *director of sales*.
Norman Tarbox, *director of TV operations*.
Ed Falk, *director of news*.
T. W. Kirksey, *director of engineering*.

DIGEST OF RATE CARD NO. 7 (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., daily.						
\$625.00	\$375.00	\$250.00	\$218.75	\$156.25	\$125.00	\$62.50
Class A—6:30-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 9:30-10:30 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class B—5:30-6:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10:30-11 p.m., daily.						
375.00	225.00	150.00	131.25	93.75	75.00	37.50
Class C—All other times.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

Combination Rates: KWWL-TV & KMMT, Austin, Minn. combination rates are same as above.

Subject to frequency discounts.

KANSAS

KTVC Ensign

(Ch. 6)

(To Be Operated in affiliation with KAKE-TV, Wichita)

(Due to Begin Operating in Spring)

Grantee (STA): Southwest Kansas Television Co. Inc., Cimarron, Kan.

Studio & Transmitter: State Hwy. 23, 20 mi. SW of Dodge City.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 26.9-kw visual, 16.2-kw aural. Antenna: 717-ft. above av. terrain, 683-ft. above ground, 3473-ft. above sea level, lat. 37° 38' 36", long. 100° 20' 33".

Network Service: Same as KAKE-TV, Wichita.

Ownership: Leigh Warner, pres., 4.85%; Wendell Elliott, v.p., 5.65%; F. C. Walker, treas., 1.5%; Paul Masoner, secy., 2.5%; Dodge City Daily Globe and affiliated radio KGNO, 17.75% (Jesse Denious Jr., pres. of Globe and KGNO); Ray Broce, 2.5%; Glen Cooper, 2.5%; J. C. Berryman, 2.55%; W. E. Montgomery, 1.5%. There are over 600 other stockholders, none owns over 1%.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Wendell Elliott, *v.p. & general manager*.

Base Hour Rate: \$100.00.

ADDITIONAL DATA UNAVAILABLE

KWGB-TV

Goodland

(Ch. 10)

(Due to Begin Operating in Spring)

Grantee (STA): Goodland Broadcasting Co., KWGB Bldg., 17th & Broadway.

Studio & Transmitter: 17th & Broadway.

Telephone: 331.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 166-kw aural. Antenna: 770-ft. above av. terrain, 782-ft. above ground, 792-ft. above sea level, lat. 39° 20' 31", long. 101° 42' 33".

AM Affiliate: KWGB, 1-kw, 730 kc (MBS).

Ownership: Jim E. Blair, 100%.

Represented (legal) by Frank Stollenwerck.

Represented (engineering) by Russell P. May.

Personnel:

Jim E. Blair, *general manager*.
Jack Walkmeyer, *commercial manager*.
Bob McEvoy, *program director*.
Jim Jarosz, *news and sports editor*.
Joyce Calkins, *film buyer*.
Ted Brown, *chief engineer*.

Base Hour Rate: \$200.00.

KCKT

Great Bend

(Ch. 2)

Licensee: Central Kansas Television Co. Inc., Box 182.

Studio & Transmitter: U. S. Hwy. 281, 4-mi. N of city limits.

Telephone: 7868.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 970-ft. above av. terrain, 1006-ft. above ground, 2875-ft. above sea level, lat. 28° 52' 54", long. 98° 46' 24".

Network Service: NBC.

Ownership: E. C. Wedell, pres., 26.65%; C. L. Roberts, v.p., 4.96%; Roy Zimmer, secy., 2.09%; Delbert Williams, treas., .20%; Vyrl W. Levan, 7.84%; Ralph R. Rinker, 5.6%; H. P. Thies & Fred Thies, 5.86%; over 100 others, none owns as much as 3%. Zimmer is treas. of Hass-Flynn Theatres Inc.

Began Operation: Nov. 28, 1954.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

E. C. Wedell, *president*.
E. L. Kuhlman, *program coordinator*.
Howard Morgan, *production director*.
Bill Brooks, *news and sports director*.
Herman Haetele, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (March 1, 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., Mon.-Sat.; 10:30 p.m.-sign-off, daily.						
200.00	120.00	80.00	60.00	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

Subject to frequency discounts.

KTVH

Hutchinson-Wichita

(Ch. 12)

Licensee: Wichita-Hutchinson Co., 1800 N. Plum St.

Studios: 1800 N. Plum St., Hutchinson; 2815 E. 37th N., P. O. Box 12, Wichita.

Transmitter: 8.3-mi. E. of Hutchinson.

Telephones: Hutchinson 5-5503; Wichita, Temple 8-1411. TWX No.: HU 02 and WI 235.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 240-kw visual, 120-kw aural. Antenna: 810-ft. above av. terrain, 779-ft. above ground, 2324-ft. above sea level, lat. 38° 03' 23", long. 97° 46' 36". Holds CP for 316-kw visual, 158-kw aural.

Network Service: CBS.

AM Affiliate: None locally; interlocking ownership with **KFBI** Wichita, 10-kw D, (1-kw night) 1070 kc.

Ownership: Minneapolis Star and Tribune Co., 80%; John P. Harris, 3.28%; Sidney F. Harris estate, 3.28%; W. D. P. Carey, 1.56%; Howard J. Carey, 1.55%; Emerson Carey Jr., 1.55%; R. J. Laubengayer, 1.76%; Bess Wyse Rickard, 3.51%; Howard O. Peterson, 2.34%; Harry L. Stevens, 1.17%. Officers (representing Minneapolis Star and Tribune Co.) are: Joyce A. Swan, pres.; Lyle K. Anderson, v.p.-treas.; Otto A. Silha, v.p.; Howard Mithun, secy. *Minneapolis Star and Tribune* is controlled by members of Cowles family; for other Cowles interests, see **KRNT-TV**, Des Moines, Ia. Harris family publishes *Hutchinson News-Herald* and other Kansas newspapers, as well as *Burlington* (Iowa) *Hawk-Eye Gazette*; also owns 23.75% of **KFBI**, Wichita, with R. J. Laubengayer owning 10%. Bess Wyse Rickard controls **KWBH**, Hutchinson.

Began Operation: June 22, 1953; Oct. 19, 1955 FCC approved deal whereby *Minneapolis Star and Tribune* (Cowles) acquired 80%, with former owners retaining 20% (*Television Digest*, Vol. 11:28, 43).

Represented (sales) by H-R Television Inc.

Represented (legal) by Segal, Smith & Hennessy.

Represented (engineering) by Lohnes & Culver.

Personnel:

- Howard O. Peterson, *general manager.*
- E. W. Dallier, *sales manager.*
- Robert Paxson, *local sales manager.*
- Kenneth H. Cook, *chief engineer.*
- Dale Larsen, *promotion manager.*
- William D. Gorman, *sports editor.*
- Joe MacConkey, *news editor.*

DIGEST OF RATE CARD NO. 4
(Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class AA—6:30-10 p.m., daily.						
\$575.00	\$345.00	\$235.00	\$200.00	\$155.00	\$135.00	\$67.50
Class A—6-6:30 p.m., Mon.-Fri.; 1:30-6:30 p.m., Sat. & Sun.; 10-10:30 p.m., daily.						
400.00	240.00	160.00	140.00	120.00	110.00	55.00
Class B—5-6 p.m., Mon.-Fri.; sign-on-1:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
250.00	150.00	100.00	85.00	65.00	55.00	27.50
Class C—Sign-on-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	55.00	45.00	22.50

Subject to frequency discounts.

KOAM-TV
Pittsburg-Joplin (Mo.)
(Ch. 7)

Licensee: Mid-Continent Telecasting Inc., Box 603, Pittsburg, Kan.

Studio and Transmitter: Intersection of U. S. 69 & Lawton Rd., 4-mi. W. of Lawton, Kan.

Telephone: 2508. **TWX No.:** 8195.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 245-kw visual, 138-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 1464-ft. above sea level, lat. 37° 13' 19", long. 94° 42' 17".

Network Service: NBC, ABC.

AM Affiliate: **KOAM**, 10-kw (5-kw night), 860 kc (NBC).

Ownership: Pittsburg Bcstg. Co. (**KOAM**), 66.53%; Joplin Globe Publishing Co., publisher of *Joplin (Mo.) Globe and News-Herald*, 33.23%. Officers: Cowgill Blair, chairman; Lester E. Cox, pres.; E. V. Baxter, 1st v.p.; Lester L. Cox, 2d v.p.; Lang Rogers, 3d v.p.; Fred Hughes, secy.; R. E. Wade, treas. Mr. Lester E. Cox is curator of U of Missouri (which operates **KOMU-TV**) and owns 49% of **KWTO**, Springfield, Mo. Mr. Baxter owns 50% of **Pittsburg Bcstg.**; Lester L. Cox owns 37.5%; Lester E. Cox, 12.5%. Messrs. Blair, Rogers and Hughes represent Joplin Globe Publishing on **KOAM-TV** board.

Began Operation: Dec. 5, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by Lohnes & Culver.

Personnel:

- R. E. Wade, *general manager.*
- Louis R. Martin, *program director.*
- Leo Stafford, *chief engineer.*

DIGEST OF RATE CARD NO. 3
(April 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	\$30.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
225.00	135.00	90.00	78.00	56.00	45.00	23.00
Class C—All other times.						
150.00	90.00	60.00	52.00	37.00	30.00	15.00

Subject to frequency discounts.



The Best In Color
with the new **GPL 35 mm. Telecast Projector**

Adapting for television use the famous **SIMPLEX XL** motion picture projector mechanism and sound head*, **GPL** engineering skill has produced the leader in the 35 mm. field.

Designed for use with 3-vidicon color or black and white film chains.

Also permits still-frame operation. See ad on page 419.

Phone, write or wire:

General Precision Laboratory Incorporated
Pleasantville, N.Y.

A subsidiary of **General Precision Equipment Corporation.**
* Product of **International Projector Corporation**, an affiliated **GPE** Company.

Kansas

WIBW-TV Topeka (Ch. 13)

Licensee: Topeka Bcstg. Assn. Inc., 1035 Topeka Blvd.
 Studio: 1035 Topeka Blvd. Transmitter: 1.5-mi. W of city limits.
 Telephone: 3-2377. TWX No.: TK 8647.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1002-ft. above av. terrain, 949-ft. above ground, 2027-ft. above sea level, lat. 39° 03' 51", long. 95° 45' 49.5".

Network Service: CBS, ABC.

AM Affiliate: WIBW, 5-kw, 580 kc (CBS).

Ownership: Stauffer Publications Inc. Oscar Stauffer, pres. Stauffer also operates radio stations KSEK, Pittsburg, Kan.; KSOK, Arkansas City, Kan.; KGFF, Shawnee, Okla. Stauffer publications are *Topeka Daily Capital* and *State Journal, Kansas City Kansan*; national magazines *Capper's Farmer* and *Household*; 10 smaller daily newspapers in Kansas, Oklahoma, Nebraska, Missouri & California; as well as 5 semi-monthly farm papers in Kansas, Michigan, Pennsylvania, Ohio & Missouri.

Began Operation: Nov. 15, 1953. Sale of WIBW-TV & WIBW to present owner by Capper Publications approved Dec. 19, 1956 by FCC (*Television Digest*, Vol. 12:51).

Represented (sales) by Capper Publications Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt

Personnel:

Ben Ludy, *general manager*.
 Lewis Dickensheets, *engineering director & asst. general mgr.*
 Hilton Hodges, *sales manager*.
 Jack Ostrode, *program manager*.
 Dennis Murphy, *publicity director*.
 Wes Seyler, *farm director*.
 Virginia Haggart, *traffic director*.

DIGEST OF RATE CARD NO. 3 (Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
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.; 1:59-5:59 p.m., Sat.	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

Subject to frequency discounts.

KAKE-TV Wichita (Ch. 10)

Licensee: KAKE-TV, Inc., 1500 North West St., Box 1010.
 Studio: 1500 North West St. Transmitter: State Hwy. 96, 8 mi. NW of city.

Telephone: Whitehall 3-4221. TWX No.: WI 228.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 219-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level, lat. 37° 46' 54", long. 97° 31' 10". Note: KTVC, Ensign, Kan. is to be operated in affiliation with KAKE-TV, rebroadcasting programs of mother station.

Network Service: ABC.

AM Affiliate: KAKE, 25-kw, 1240 kc, MBS.

Ownership: Mark H. Adams, pres., 6.38%; Theodore Gore, exec. v.p., 9.44%; Harold Newby, v.p., 2.04%; Tom Palmer, v.p., 19.88%; Martin Umansky, v.p., 2.55%; H. E. Zoller, v.p., 8.67%; Owen McEwan, treas., 7.65%; Lloyd Pickrell, secy., 2.04%; Charles E. Jones, asst. secy.-treas., 6.38%. Board members: George H. Bruce, 2.04%; S. O. Beren, 2.04%; Sherill C. Corwin, 15.31%. Non-officers: Ralph Gore, 9.44%; Patricia McEwan, 2.04%; H. E. Zoller III, 2.04%; David Zoller, 2.04%.

Began Operation: Oct. 19, 1954.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd; Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

Personnel:

Martin Umansky, *v.p. & general manager*.
 Harold Newby, *v.p. & chief engineer*.
 John Quigley, *operations manager*.
 Donivan Waldron, *national sales manager*.
 Bryce Benedict, *local sales manager*.
 Norman W. Larson, *sales service director*.
 Robert C. Payne, *promotion & publicity director*.
 Shirley Smith, *continuity & traffic director*.
 Ethel Jane King, *women's editor*.
 Gary Hultgren, *film editor*.
 Paul Threlfall, *film production*.
 Claude Clevenger, *transmitter supervisor*.
 Keith Griggs, *studio supervisor*.
 Arnold Wedel, *office manager*.

(Continued on page 136)

KAKE-TV Channel 10 Wichita

New Exclusive Coverage - A Brand New Market

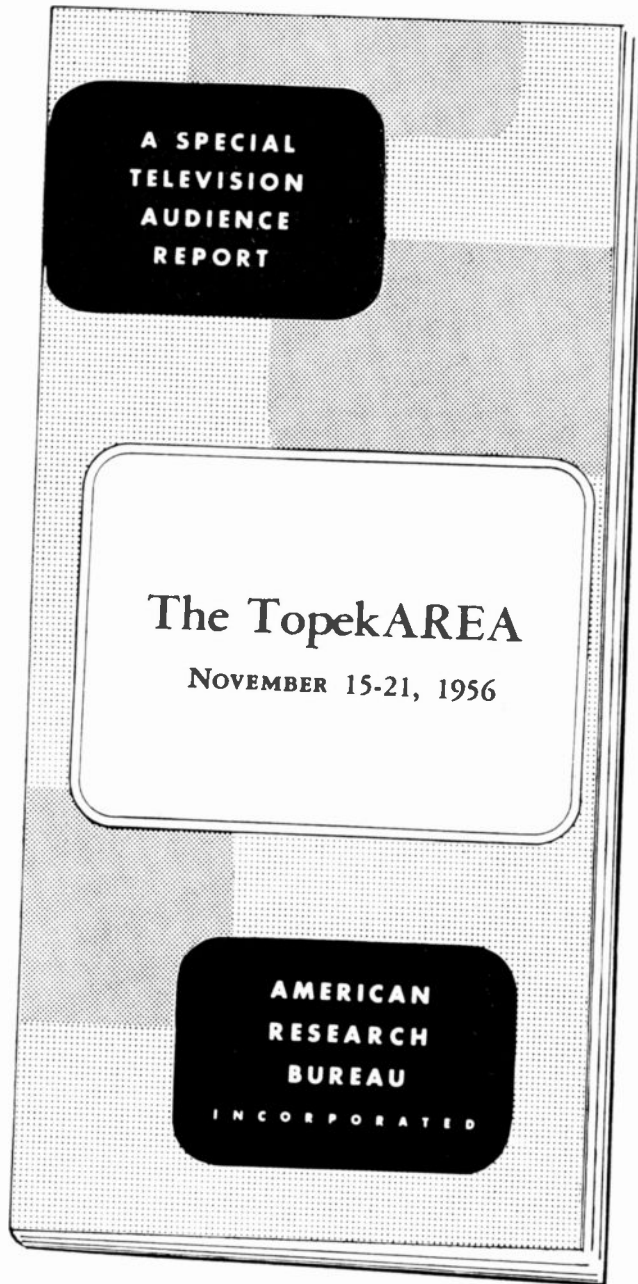
Still your No. 1 BUY IN KANSAS



KAKE-TV, Channel 10
 your top-rated Wichita,
 Kansas, station* will be
 the mother station for
 KTVC, Channel 6,
 Ensign, Kansas . . .
 serving the rich
 Dodge City, Liberal,
 Garden City market.



* (Nov. 1956 ARB)



Take a look at **SUNDAY**

All day Sunday—from 9:00 A.M. until 6:00 P.M.—this latest A.R.B. report shows WIBW-TV an undisputed first choice of viewers in the 20-county TopekAREA. Out of a total of 36 quarter-hours, WIBW-TV shows 32 first places and is tied for the remaining four.

or **ANY NIGHT**

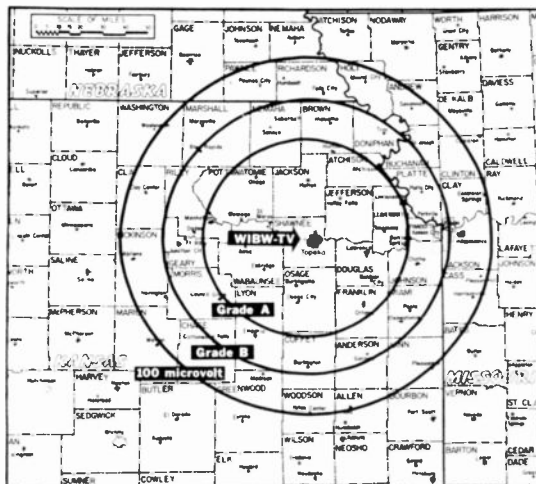
In the 126 quarter-hours between 6:00 and 10:30 P.M., when competition is the toughest, A.R.B. figures give WIBW-TV 97 first and 26 second places.

DOMINATE

THIS SIX STATION MARKET

WITH **WIBW-TV**

MAXIMUM POWER 316,000 WATTS
MAXIMUM HEIGHT 1,010 FEET



TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
Rep: Capper Publications, Inc.

CBS • ABC



Kansas - Kentucky

WICHITA: KAKE-TV—(Continued) DIGEST OF RATE CARD NO. 3 (March 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

Subject to frequency discounts.

KARD-TV Wichita (Ch. 3)

Grantee (STA): Wichita Television Corp. Inc., 833 N. Main St.
Studio: 833 N. Main St. Transmitter: Colwich, Kan.

Telephone: Amherst 5-5633.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1077-ft. above ground, 2449-ft. above sea level, lat. 37° 46' 37", long. 97° 31' 01".

Network Service: NBC

Ownership: George M. Brown, pres., 23%; Charles L. Brown, 4.6%; Helen P. Brown, 13.7%; William J. Moyer, v.p., 6.8%; Daniel M. Moyer, secy.-treas., 1.8%; over 100 other stockholders.

Began Operation: Sept. 1, 1955.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Koteen & Burt; Miller & Schroeder.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

George M. Brown, *president*.
William J. Moyer, *exec. v.p. & general manager*.
Don Sbarra, *v.p. & sales director*.
Charles L. King Jr., *local sales manager*.
Dave Wilson, *news director*.
Robert Marye, *v.p. & chief engineer*.
Sam Worsham, *program director*.
Dilmond D. Postlewait, *office manager*.

DIGEST OF RATE CARD NO. 2—(February 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	Partic.
Class AA—6:30-10:30 p.m., daily.							
\$550.00	\$330.00	\$247.50	\$192.50	\$125.00	\$62.50	\$140.00	
Class A—6-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.							
380.00	228.00	171.00	133.00	90.00	45.00	100.00	
Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; sign-on-1 p.m., Sun.							
250.00	150.00	112.50	87.50	50.00	25.00	60.00	
Class C—Sign-on-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.							
180.00	108.00	81.00	63.00	36.00	18.00	45.00	

Subject to frequency discounts. Color—Add 10%.

KENTUCKY

WEHT
Henderson
(See Evansville, Ind.)

WLEX-TV
Lexington
(Ch. 18)

Grantee (STA): WLEX-TV Inc., 134 N. Limestone St.
Studio & Transmitter: Russell Cave Pike.
Telephone: 4-8747.

Technical Facilities: Channel No. 18 (494-500 mc). Operating under special temporary authorization with 17-kw visual, 9.2-kw aural. Authorized power: 200-kw visual, 100-kw aural. Antenna: 630-ft. above av. terrain, 651-ft. above ground, 1601-ft. above sea level, lat. 38° 03' 56", long. 84° 29' 13".

Network Service: NBC, ABC, CBS.

AM Affiliate: WLEX, 1-kw, 1300 kc.

Ownership: Central Kentucky Bcstg. Co. (WLEX), 44.44%; J. D. Gay Jr., pres., 28%; H. Guthrie Bell, secy.-treas., 28%; Wm. B. Gess, v.p., 11.4%; John G. Atchison Jr., 11.4%; Gay-Bell Corp., 34%. Messrs. Gay & Bell control Central Kentucky Bcstg. Co.

Began Operation: March 15, 1955.

Represented (sales) by The Bolling Co. Inc.; Dora-Clayton Agency (South).

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Earl L. Boyles, *v.p. & general manager*.
Harry C. Barfield, *station manager*.
Les J. Tackett, *sales manager*.
Jim Robertson, *chief engineer*.

DIGEST OF RATE 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	58.20	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

Subject to frequency discounts.

WAVE-TV Louisville (Ch. 3)

Licensee: WAVE Inc., 334 E. Broadway.

Studio: 334 E. Broadway. Transmitter: Bald Knob.

Telephone: Juniper 5-2201. TWX No.: LS 291.

Technical Facilities: Channel 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 914-ft. above av. terrain, 600-ft. above ground, 1585-ft. above sea level, lat. 38° 22' 08", long. 85° 49' 44".

Network Service: NBC.

AM Affiliate: WAVE, 5-kw, 970 kc (NBC).

Ownership: George W. Norton Jr., pres., 98.4%; Nathan Lord, v.p. & gen. mgr., .8%; Charles C. Leonard, secy.-treas., .8%. Also owns WFIE, Evansville, Ind.

Began Operation: Nov. 24, 1948.

Represented (sales) by NBC Spot Sales.

Represented (legal) by Segal, Smith & Henneasey.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

George W. Norton, *president*.
Nathan Lord, *general manager*.
C. C. Leonard, *secretary & treasurer*.
Ralph Jackson, *commercial manager*.
George Patterson, *program director*.
James Caldwell, *publicity & promotion director*.
Cyrus D. Crites, *research director*.
Rodney Ford, *news editor*.
Shirley Anderson, *farm director*.
Wilbur Hudson, *chief engineer*.
Pat O'Hara, *production manager*.
Bernie Hoytman, *assistant chief engineer*.

DIGEST OF RATE 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., daily.						
\$1025.00	\$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., Sat. & Sun.; 10-10:30 p.m., daily.						
875.00	525.00	350.00	306.25	218.75	180.00	90.00
Class B—5-6:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.						
725.00	435.00	290.00	253.75	181.25	145.00	72.50
Class C—Noon-5 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.						
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.): Min. \$60, 10 Sec. \$30.

All rates except Class AA Announcements subject to frequency discounts.



First in Kentucky-

"The Blue-Chip Buy in the Bluegrass State"

Romance and glamor aside, here's one Kentucky institution you can't afford to miss. It's WAVE-TV, *first by far* in Kentucky and Southern Indiana television.

First In CHANNEL — Brilliant Channel 3!

First In COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First In PROGRAMMING—The best from NBC, plus topnotch local shows!

First In ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better *experience* — by more than a year!

WAVE-TV

CHANNEL **3** LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC



SPOT SALES

Exclusive National Representatives

Kentucky - Louisiana

WHAS-TV Louisville

(Ch. 11)

Licensee: WHAS Inc., Courier-Journal Bldg.

Studio: Courier-Journal Bldg. Transmitter: Sixth St. & Broadway.

Telephone: Wabash 2211. TWX No.: LS 594.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 529-ft. above av. terrain, 600-ft. above ground, 1060-ft. above sea level, lat. 38° 14' 50", long. 85° 45' 50". Requests change to 1817-ft. above av. terrain, 1799-ft. above ground, 2549-ft. above sea level, lat. 38° 09' 35", long. 85° 24' 21"; transmitter to 3.4-mi. SE of Fisher-ville.

Network Service: CBS.

Ownership: Courier-Journal & Louisville Times Co.

AM Affiliate: WHAS, 50-kw, 840 kc (CBS).

Began Operation: March 27, 1950.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Miller & Schroeder.

Personnel:

Barry Bingham, *president*.
Mark F. Ethridge, *v.p.*
Lisle Baker Jr., *v.p.*
Victor A. Sholls, *v.p. and station director*.
Nell D. Cline, *station manager*.
Albert John Gillen, *sales manager*.
William F. Loader, *promotion manager*.
Ralph Hansen, *program director*.
William J. Small, *news director*.
Charles McDaniel, *film director*.
O. W. Towner, *director of engineering*.

DIGEST OF RATE CARD NO. 8 (Feb. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min.
Class AA—7-10 p.m., daily.				
\$1000.00	\$600.00	\$400.00	\$250.00	\$200.00
Class A—6:30-7 p.m., Mon.-Fri.; 10-10:30 p.m., daily; 6-7 p.m., Sat. & Sun.				
850.00	510.00	340.00	212.50	170.00
Class B—6-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 5-6 p.m., Sat. & Sun.				
700.00	420.00	280.00	175.00	140.00
Class C—Noon-6 p.m., 11 p.m.-midnight, daily; sign-on-5 p.m., Sat. & Sun.				
450.00	270.00	180.00	112.50	90.00
Class D—Midnight-noon, Mon.-Fri.				
400.00	240.00	160.00	100.00	80.00

Subject to frequency discounts (except Class AA announcements).

WPSD-TV Paducah

(Ch. 6)

(Due to Begin Operating in May)

Grantee (STA): Paducah Newspapers Inc., 408 Kentucky Ave.

Studio & Transmitter: 100 Television Lane.

Telephone: 2-8214.

Technical facilities: Channel No. 6 (82-88 mc). Authorized power: 58.9-kw visual, 34.7-kw aural. Antenna: 630-ft. above av. terrain, 583-ft. above ground, 1046-ft. above sea level, lat. 37° 02' 55", long. 88° 38' 36".

Network Service: NBC.

AM Affiliate: WKYB, 1-kw (.5-kw night), 570 kc (NBC).

Ownership: Paducah Newspapers Inc. (E. J. Paxton Sr., pres.) publishes *Paducah Sun-Democrat*. E. J. Paxton Jr., v.p. and 11.2% owner also owns 25% of WFRX, West Frankfort, Ill.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Scharfeld & Baron.

Personnel:

E. J. Paxton Jr., *v.p. & general manager*.
Sam Livingston, *asst. general manager in charge of sales*.
Ernest J. Pell, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat.; noon-5 p.m., Sun.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	64.00	50.00	40.00	20.00

Subject to frequency discounts.

LOUISIANA

KALB-TV Alexandria

(Ch. 5)

Licensee: Lanford Telecasting Co., 601 Washington St.

Studio: 601 Washington St. Transmitter: Wardville, La.

Telephone: 3-2543. TWX No.: Alex LA 484.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28.4-kw visual, 14.4-kw aural. Antenna: 543-ft. above av. terrain, 583-ft. above ground, 678-ft. above sea level, lat. 31° 18' 22.2", long. 92° 24' 56.4".

Network Service: NBC.

AM Affiliate: KALB, 5-kw (1-kw night) 580 kc (ABC). FM Affiliate: KALB-FM, 11-kw, 96.9 mc (No. 245), 380-ft. antenna height.

Ownership: T. B. Lanford, 51%; William L. Fox, 49%. Lanford also owns 1/3 of KPLC-TV, Lake Charles, La.; 13.8% of WJTV, Jackson, Miss., and controls radio KRRV, Sherman, Tex., and KRMD, Shreveport, La.; has 23% of WSLI, Jackson, Miss. Note: Jack O. Gross holds option to buy half of Wm. L. Fox's shares (*Television Digest*, Vol. 12:49; 13:2).

Began Operation: Sept. 29, 1954.

Represented (sales) Weed Television Corp.

Represented (legal) by Stafford & Pitts.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Willard L. Cobb, *general manager & national sales*.
Jesse Sexton, *local sales manager*.
Tom Erwin, *program director*.
Eugene Miller, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Oct. 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., daily; noon-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$50.00	\$25.00
Class B—All other times.						
175.00	105.00	72.00	54.00	52.50	35.00	17.50

Subject to frequency discounts.

WBRZ Baton Rouge

(Ch. 2)

Licensee: Louisiana Television Broadcasting Corp., 1650 Highland Rd.

Studios & Transmitter: 1650 Highland Rd.

Telephone: 8-1491. TWX No.: BR 01.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 97.7-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 954-ft. above ground, 1001-ft. above sea level, lat. 30° 25' 57", long. 91° 11' 08".

Network Service: NBC, ABC.

Ownership: Baton Rouge Bestg. Co., 49.33 1/3%; Douglas L. Manship, .33 1/3%; Charles P. Manship Jr., .33 1/3%; Lewis Gottlieb, 9.415%; R. F. Cangelosi, 9.415%; Roland C. Kizer, 9.415%; Clint L. Pierson, 9%; Percy E. Roberts, 9.415%; Earl Smith, 3.34%. Douglas & Charles Manship control Baton Rouge Bestg. Co. (WJBO) and *Baton Rouge Advocate and State Times*.

Began Operation: April 14, 1955.

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Cohn & Marks.

Personnel:

Douglas L. Manship, *president*.
Guy Corley, *sales manager*.
John Ferguson, *program manager*.
Aubrey Moore, *production director*.

Digest of Rate 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	\$32.50
Class A—5-6 p.m., daily; 6-7 p.m., Mon.-Fri.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class B—Noon-5 p.m., Sat. & Sun.; 10-11 p.m., daily.						
187.50	112.50	75.00	65.62	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
Class D—7 a.m.-noon, 11 p.m. to sign-off, daily.						
100.00	60.00	40.00	35.00	25.00	15.00	7.50

Subject to frequency discounts.

Louisville's BEST KNOWN FIGURE



Since January 1, 1956, this little fellow has been seen by more individuals than any other man, woman, child . . . creature or character . . . live or animated . . . in the Louisville market.

The Channel 11 figure of WHAS-TV is seen on every station identification and promotion slide, every poster and printed piece, every mailing and display.

At a glance he means WHAS-TV, the dependable friend of Kentuckians and Hoosiers . . . the selling friend of local and national advertisers.

He should remind you that for individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Mgr.

Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times



BASIC CBS-TV Network

Rose-Bowl Winner!



WAFB-TV's Promotion Department did it again . . . won a trip to the 1957 Rose Bowl for doing the best promotion job in the nation on the "Frank Leahy Show". Six times in 19 months, WAFB-TV has finished in the money in promotion contests . . . four "firsts", one "second", one "top four".

Here is the record:

-  1957 Rose Bowl trip offered by "Frank Leahy Show". **WAFB-TV WON IT!**
-  "The Millionaire" offered \$1,000 for best promotion. **WAFB-TV WON IT!**
-  Screen Gems national program promotion contest. **WAFB-TV WON IT!**
-  "Lucy Show" promotion contest. **WAFB-TV WON DOUBLE FIRST PRIZE!**
-  1956 Billboard promotion contest. **WAFB-TV's only entry WON SECOND PRIZE!**
-  1956 "Frank Leahy" contest. **WAFB-TV WAS IN "TOP FOUR".**

RATING WINNER, TOO!

The latest available ARB gives WAFB-TV 7 out of the 10 top programs in the market.

CBS **WAFB-TV** **ABC**
 affiliated with WAFB AM-TV
 Reps: Blair Television Associates
 "First in TV in Baton Rouge"

WAFB-TV Baton Rouge

(Ch. 28)

Grantee (STA): Modern Broadcasting Co. of Baton Rouge Inc.

Studio and Transmitter: 844 Government St.

Telephone: 4-8571.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 191-kw max. and 182-kw horizontal visual, 103-kw max. and 97.7-kw horizontal aural. Antenna: Electrically tilted .35°, 490-ft. above av. terrain, 499-ft. above ground, 544-ft. above sea level, lat. 30° 26' 36", long. 91° 10' 52".

Network Service: CBS.

AM Affiliate: WAFB, 5-kw, 1-kw night, 1460 kc (MBS). FM Affiliate: WAFB-FM, 3.5-kw, 104.3 mc (No. 282), 354-ft. antenna.

Ownership: WDSU, Bcstg. Corp., New Orleans, 68.87%; Dwight W. Martin, chairman; Tom E. Gibbens, pres., 2.9%; Edgar B. Stern Jr. (WDSU), v.p., .03%; Robert D. Swezey (WDSU), v.p.; A. Louis Reed (WDSU), v.p.; Francis H. Lee, treas., 2.91%; Louis S. Prejean, secy., 2.05%; J. S. Burk, 2.9%; C. C. Barnard, 2.9%. WDSU also owns 51% of WDAM-TV, Hattiesburg, Miss. Prejean also owns 12.5% of Ch. 18 applicant in Baton Rouge.

Began Operation: April 14, 1953.

Represented (sales) by Blair Television Associates.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Dwight W. Martin, *chairman*.
 Tom E. Gibbens, *president & general manager*.
 Edgar B. Stern, Jr., *v.p.*
 Robert D. Swezey, *v.p.*
 Louis A. Reld, *v.p.*
 Ron Litteral, *commercial manager*.
 Donald K. Allan, *chief engineer*.
 Don Hallman, *program manager*.
 Grace McElveen, *publicity director*.

DIGEST OF RATE CARD NO. 1 (March 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—5-6 p.m., 11 p.m.-sign-off, daily; noon-5 p.m., Sat. & Sun.						
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

Subject to frequency discounts.

KLFY-TV Lafayette

(Ch. 10)

Grantee (STA): Camella Bcstg. Co. Inc., Box 398.

Studio: 1301 Oak Ave. Transmitter: Eraste Landry Rd. & State Hwy. 674.

Telephone: Center 5-9494. TWX No.: LP 88.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 437-ft. above av. terrain, 457-ft. above ground, 496-ft. above sea level, lat. 30° 13' 34", long. 92° 03' 00".

Network Service: CBS.

AM Affiliate: KLFY, 1-kw (.5-kw night), 1420 kc (ABC).

Ownership: Paul H. DeClouet, pres., 25%; Thomas A. DeClouet, v.p., 25%; Harold J. Delhommer, v.p., 25%; John W. Mitchell, secy.-treas., 25%. The DeClouets each own 25% of KEUN, Eunice, La. and 20% each of KVPI, in Ville Platte, La.

Began Operation: June 3, 1955.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Clarke Brown Co. (South).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Guy C. Hutcheson, Arlington, Tex.

Personnel:

Dierrell Hamm, *general manager*.
 Sonny Baker, *program director*.
 Quitman Henley, *sales manager*.
 Maurice Wynne, *chief engineer*.

DIGEST OF RATE 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	\$25.00
Class B—10-11 p.m., daily.						
175.00	105.00	72.00	54.00	46.00	35.00	17.50
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	12.10

Subject to frequency discounts.

KPLC-TV
Lake Charles
(Ch. 7)

Grantee (STA): Calcasieu Bcstg. Co., Box 1521.
Studio and Transmitter: 320 Division St.
Telephone: Hemlock 6-3631. TWX No.: LH 96.
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 52.5-kw visual, 35.5-kw aural. Antenna: 440-ft. above av. terrain, 474-ft. above ground, 489-ft. above sea level, lat. 30° 13' 47.6", long. 93° 12' 56.5". CP for 316-kw visual, 158-kw aural.
Network Service: NBC, ABC.
AM Affiliate: KPLC, 5-kw (1-kw night), 1470 kc (NBC).
Ownership: T. B. Lanford, 1/3; L. M. Sempaugh, 1/3; R. M. Dean, 1/6; Viola Lipe Dean, Trust, 1/6. Lanford and Sempaugh each own 13.8% of WJTV, Jackson, Miss. Lanford also owns 97.2% of KALB-TV & KALB, Alexandria, La. and controls radio KRRV, Sherman, Tex. & KRMD, Shreveport, La.; has 23% of WSLI, Jackson, Miss.
Began Operation: Sept. 29, 1954.
Represented (sales) by Weed Television Corp.
Represented (legal) by Bingham, Collins, Porter & Kistler.
Represented (engineering) by Commercial Radio Equipment Co.

Personnel:
Pelham Mills Jr., general manager.
A. B. Craft, program manager.
Gay St. Cyr, promotion manager.
Enid Norred, continuity director.
Rose Welmar, traffic director.
Sam Tarleton, sports director.
Karl Von Leuwen, news director.
Vera Duhon, accountant.
Ed Barton, chief engineer.

DIGEST OF RATE 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., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6:30 p.m., daily.						
175.00	105.00	72.00	54.00	46.00	35.00	17.50
Class C—Sign-on-5 p.m., 10:30-sign-off, daily.						
122.50	73.50	50.40	37.80	32.20	24.50	12.10

Subject to frequency discounts.

KTAG-TV
Lake Charles
(Ch. 25)

Grantee (STA): KTAG Associates, Box 173.
Studio: 615 Fifteenth St. Transmitter: NW corner of Center & Parkway Sts.
Telephone: Hemlock 9-9413. TWX No.: LH 83.
Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 20.4-kw visual, 11-kw aural. Antenna: 330-ft. above av. terrain, 348-ft. above ground, 368-ft. above sea level, lat. 30° 12' 35", long. 93° 12' 43".
Network Service: CBS.
Ownership: Warren Berwick, pres., 32.4%; Charles Lamar Jr., exec. v.p., 46.2%; Robert B. McCall, secy., 10.7%; Harold Knox, director, 10.7%. Mr. Lamar controls off-air WPPA-TV, Pensacola, Fla., and owns 5% of Ch. 18 applicant in Baton Rouge, La.
Began Operation: Nov. 2, 1953.
Represented (sales) by Young Representatives Inc.; Clarke Brown Co. (Southwest).
Represented (legal) by McKenna & Wilkinson.
Represented (engineering) by Gautney & Jones.

Personnel:
Warren Berwick, president.
Raymond Dorsey, general manager.
Harper Clark, sales manager.

DIGEST OF RATE CARD NO. 1
(Nov. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$50.00	\$40.00	\$25.00	\$12.50
Class B—Noon-5 p.m., Sat. & Sun.; 5-6 p.m., 11 p.m.-sign-off, daily.						
112.50	67.50	45.00	37.50	27.50	18.75	10.00
Class C—Noon-5 p.m., Mon.-Fri.						
75.00	45.00	30.00	25.00	20.00	12.50	6.25

Subject to frequency discounts.

1957 Spring-Summer Edition

Louisiana

KNOE-TV
Monroe
(Ch. 8)

Licensee: James A. Noe, Box 1472.
Studio & Transmitter: Knoe Rd.
Telephone: 8155. TWX No.: MRO LA 371 & 491.
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 229-kw visual, 115-kw aural. Antenna: 750-ft. above av. terrain, 777-ft. above ground, 852-ft. above sea level, lat. 32° 31' 37", long. 92° 06' 16".
Network Service: CBS, NBC, ABC.
AM Affiliate: KNOE, 5-kw, 1390 kc.
Ownership: James A. Noe, 100%. Also operates WNOE, New Orleans.
Began Operation: Sept. 26, 1953.
Represented (sales) by H-R Television Inc.
Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:
Paul H. Goldman, v.p. & general manager.
Harry Arthur, asst. general manager & program director.
Jack Ansell Jr., sales & promotion manager.
Ansel Smith, operations manager.
Mac Ward, news director.
Leon Noland Jr., chief photographer.
Jerry Haynes, art director.
Lee Hunt, film director.
Ray Boyd, v.p. & technical director.
Jack Ratliff, chief engineer.

DIGEST OF RATE CARD NO. 3
(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$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.; midnight-sign-off, daily.						
150.00	90.00	60.00	50.00	40.00	30.00	15.00

Subject to frequency discounts.

KLSE
Monroe
(Ch. 13)

Non-Commercial Educational Station
(Due to Begin Operating in Spring)

Grantee (STA): State Department of Education, c/o Shelby M. Jackson, Superintendent, State Capitol Bldg., Baton Rouge, La.
Studio & Transmitter: Forsythe Ave., NE of RR crossing, Monroe.
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 30.9-kw visual, 15.5-kw aural. Antenna: 320-ft. above av. terrain, 337-ft. above ground, 412-ft. above sea level, lat. 32° 31' 59", long. 92° 06' 40".
Ownership: State Dept. of Education, State of Louisiana. Shelby M. Jackson, State Supt. of Public Education.
Represented (legal) by Warren Woods.
Represented (engineering) by Frank H. McIntosh & Assoc.

ADDITIONAL DATA UNAVAILABLE

When the sponsor delivers late copy,
provide the flexibility and
professionalism of . . .



TELEPROMPTER
SERVICE

SEE PAGE 35

Louisiana

WDSU-TV New Orleans

(Ch. 6)

Licensee: WDSU Broadcasting Corp., 520 Royal St.

Studio: 520 Royal St. Transmitter: Tournefort St., Chalmette, La.
Telephone: Tulane 4376. TWX No.: NO 290.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 930-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level, lat. 29° 57' 01", long. 89° 57' 28.5".

Network Service: NBC, ABC, CBS.

AM Affiliate: WDSU, 5-kw, 1280 kc (NBC). FM Affiliate: WDSU-FM, 4-kw, 105.3 mc (No. 287). 600-ft. antenna height.

Ownership: Edgar B. Stern Jr., pres., 67%; Robert D. Swezey, exec. v.p., 20%; A. Louis Read, v.p., 10%; Lester E. Kabacoff, secy. & treas., 3%; A. B. Suhor, asst. secy. & asst. treas.; Edgar B. Stern, chairman of board; Monte M. Lemann, director. WDSU Bestg. Corp. owns 68.87% of WAFB-TV, Baton Rouge and 51% of WDAM-TV, Hattisburg, Miss.

Began Operation: Dec. 18, 1948.

Represented (sales) by Blair-TV.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Edgar B. Stern Jr., *president*.
Robert D. Swezey, *executive v.p. and general manager*.
Louis Read, *v.p. and commercial manager*.
Lester E. Kabacoff, *secretary-treasurer*.
Tom Hicks, *v.p. & program manager*.
Mel Leavitt, *program director*.
Stanley Holiday, *operations manager*.
John Muller, *staging director*.
Marion Annenberg, *publicity director*.
William Monroe, *news director*.
Al Wester, *sports director*.
Stanley Rames, *art director*.
Lindsay Riddle, *chief engineer*.

DIGEST OF RATE CARD NO. 10—(May 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.					
\$900.00	\$540.00	\$360.00	\$270.00	\$225.00	\$112.50
Class A—6-7 p.m., 10-11 p.m., daily.					
750.00	450.00	300.00	225.00	150.00	75.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily.					
575.00	345.00	230.00	172.50	120.00*	60.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily.					
375.00	225.00	150.00	112.50	75.00*	37.50
Class D—Sign-on-9 a.m., daily.					
275.00	165.00	110.00	82.50	50.00*	25.00

*Min. rate only. Class B 20 Sec. \$100, Class C \$65, Class D \$40
Subject to frequency discounts. Color—Rates on request.

WJMR-TV New Orleans

(Ch. 20)

Grantee (STA): Supreme Bestg. Co. Inc., 1500 Canal St.

Studio & Transmitter: Jung Hotel, 1500 Canal St.

Telephone: Express 3131.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 1000-kw visual, 500-kw aural. Antenna: 410-ft. above av. terrain, 416-ft. above ground, 421-ft. above sea level, lat. 29° 57' 24", long. 90° 04' 34". Holds STA for experimental operation with 5000-kw visual, 2500-kw aural under experimental call letters KK2XFV.

Network Service: ABC, CBS.

AM Affiliate: WJMR, .25-kw, 990 kc. FM Affiliate: WRCM, 5.9-kw, 97.1 mc (No. 246), 250-ft. antenna height.

Ownership: Chester F. Owens, pres., 91%; Geo. A. Mayoral, v.p., 5%; Flora Shields Owens, v.p., 2%; Robert E. Jeffers, secy.-treas., 2%. Supreme Bestg. also owns 28% of WORA-TV, Mayaguez, P.R. George A. Mayoral also owns 50% of Ch. 7 applicant in Ponce, P.R. Chester Owens & Mayoral each owns 1% of WORA-TV, Mayaguez.

Began Operation: Nov. 1, 1953.

Represented (sales) by Weed Television Corp.; Clarke Brown Co. (South).

Personnel:

Chester F. Owens, *president*.
George A. Mayoral, *v.p. & general manager*.
Robert E. Jeffers, *secretary-treasurer*.
Paul Beville, *commercial manager & sales director*.
Tom Abbott, *operation manager & program director*.
Geo. A. Mayoral, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.							
\$400.00	\$230.00	\$145.00	\$90.00	\$58.75	\$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	\$58.00	50.00	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	34.00	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	19.00	15.00	11.00
Class D—6 a.m.-9 a.m., daily.							
85.00	50.00	45.00	40.00	35.00	16.00	12.00	8.00

Subject to frequency discounts.

WYES New Orleans

(Ch. 8)

Non-Commercial Educational Station
(Due to Begin Operating in March)

Grantee (STA): Greater New Orleans Educational Television Foundation Inc., 4920 Canal St.

Studio: Isaac Delgado Central Trades School, 916 Nevarre St.

Transmitter: Hibernia Bank Bldg.

Telephone: Audubon 6398.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 50-kw visual, 28.8-kw aural. Antenna: 400-ft. above av. terrain, 428-ft. above ground, 433-ft. above sea level, lat. 29° 57' 05", long. 90° 04' 17".

Ownership: Non-profit corporation. Officers: Mrs. Louis Abramson Jr., chairman; Emile A. Wagner Jr., vice chairman; Mrs. Eugenia B. Seavey, exec. secy.

Represented (legal) by Krieger & Jorgenson.

Represented (engineering) by L. G. Riddle.

Personnel:

Duff Browne, *general manager*.
Walter Ryan, *production manager*.
John Haney, *producer-director*.
W. S. Hart, *chief engineer*.

KSLA-TV Shreveport

(Ch. 12)

Licensee: Shreveport Television Co., Box 92.

Studio: Captain Shreve Hotel. Transmitter: 15.7-mi NW of Shreveport on Hwy. 1.

Telephone: 3-6151. TWX No.: SH 74.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1210-ft. above av. terrain, 1195-ft. above ground, 1449-ft. above sea level, lat. 32° 40' 29", long. 93° 56' 00".

Network Service: CBS, ABC.

Ownership: Don George estate (Mrs. E. B. George, executrix), 43%; Carter Henderson, 7%; Henry E. Linam, 25%; Ben Beckham Jr., 25%.

Began Operation: Dec. 22, 1953 as KSLA, Interim Television Corp., equally owned by KRMD, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (See *Television Digest*, Vol. 11:21).

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Weaver & Glassie.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Ben Beckham Jr., *general manager*.
Winston B. Linam, *station manager*.
Deane Plett, *sales manager*.
John Renshaw, *program director*.
Morris Barton, *chief engineer*.
Carol Vinson, *promotion manager*.

DIGEST OF RATE CARD NO. 4—(July 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.; 4-10 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$133.00	\$120.00	\$80.00**	\$40.00**
Class B—5-6 p.m., Mon.-Sat.; noon-4 p.m., Sun.; 10-11 p.m., daily.						
300.00	180.00	120.00	99.90	90.00	60.00	30.00
Class C—Noon-5 p.m., Mon.-Sat.; 11 p.m.-midnight, daily.						
200.00	120.00	80.00	66.60	60.00	40.00	20.00
Class D—Midnight-noon, daily.						
120.00	72.00	48.00	40.00	36.00	24.00	12.00

* Class AA (7-10 p.m., daily): Min. or 20 Sec. \$100, 10 Sec. \$50.

** Class A (6-7 p.m., Mon.-Sat.; 4-7 p.m., Sun.).

Subject to frequency discounts.

KTBS-TV Shreveport

(Ch. 3)

Grantee (STA): KTBS Inc., 312 East Kings Hwy.
Studio: 312 East Kings Hwy. Transmitter: 1½-mi. S.E. of Mooringsport, La.
Telephone: 7-3644. TWX No.: SH 92.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 69.8-kw aural. Antenna: 1141-ft. above av. terrain, 1153-ft. above ground, 1403-ft. above sea level, lat. 32° 41' 08", long. 93° 56' 00".

Network Service: NBC, ABC.

AM Affiliate: KTBS, 10-kw (5-kw night), 710 kc (NBC). FM Affiliate: KTBS-FM, 14-kw, 96.5 mc (No. 243), 380-ft. antenna height.

Ownership: George D. Wray Sr., chairman, 33½%; E. Newton Wray, pres., 33½%; George D. Wray Jr., v.p., 16¾%; Charles W. Wray, secy.-treas., 16¾%.

Began Operation: Sept. 3, 1955.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

E. Newton Wray, *president & general manager*.
Patrick J. White, *station manager*.
Joe B. Foster, *commercial manager*.
Vlada Dimac, *production manager*.
Ruth August, *promotion manager*.
Maury Wayne, *news director*.
Mrs. Stella Hallman, *traffic manager*.
Marvin L. Perry Jr., *film director*.
C. H. Maddox, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (September 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00	\$50.00
Class B—5-6:30 p.m., 10-11 p.m., daily.						
260.00	156.00	104.00	91.00	78.00	52.00	26.00
Class C—1-5 p.m., 11 p.m.-midnight, daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00
Class D—Midnight-1 p.m., daily.						
120.00	72.00	48.00	42.00	36.00	24.00	13.00

Subject to frequency discounts.

MAINE

WABI-TV Bangor

(Ch. 5)

Licensee: Community Telecasting Service, 57 State St.

Studio and Transmitter: Roundy Bldg., Hampden, Me.

Telephone: 8255. TWX No.: BG 84.

Technical Facilities: Channel No. 5 (76- 82 mc). Authorized power: 29.5 kw visual, 17.8-kw aural. Antenna: 670-ft. above av. terrain, 120-ft. above ground, 920-ft. above sea level, lat. 44° 44' 16", long. 68° 42' 00".

Network Service: ABC, NBC.

Ownership: Community Bcstg. Service, 91%; Horace A. Hildreth (Ambassador to Pakistan and ex-Gov. of Maine), pres., 1%; John M. Kimball, v.p., 1%; Carleton D. Brown, v.p., 1%; Arnold L. Veague, secy., 1%; James F. White, treas., 1%; Leon P. Gorman Jr., asst. treas., 1%; William H. Rea, director, 1%; Harold P. Meyer, director, 1%; Walter L. Dickson, director, 1% (shares held by officers are beneficially owned by Community Bcstg. Service). Community Bcstg. Service is 60% owned by Mr. Hildreth; 34% owned by Oliver Bcstg. Corp. (WPOR), Portland, Me., & 6% by Kennebec Bcstg. Co. (WTVL), Waterville, Me. Mr. Hildreth is pres. and owns 35.2% of WMTW, Poland, Me. Tyrone Corp. also has minority interests in WENS, Pittsburgh and KEYD-TV, Minneapolis. Mr. Rea owns 2.35% of KEYD-TV.

Began Operation: Jan. 25, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter Inc. (New England).

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Leon P. Gorman Jr., *general manager*.
Walter Dickson, *operations manager*.
James C. Fletcher, *network representative*.
Leon H. Nelson, *program director*.
Richard B. Bronson, *production director*.
Wallace Edwards, *engineering supervisor*.

Louisiana - Maine

DIGEST OF RATE CARD NO. 2—(Jan. 2, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—5:59-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$90.00	\$75.00	\$60.00	\$35.00
Class B—All other times.						
150.00	120.00	70.00	60.00	45.00	35.00	20.00

Subject to frequency discounts.

W-TWO Bangor

(Ch. 2)

Grantee (STA): Murray Carpenter and Associates, 7 Main St.

Studio: Mt. Hope Ave. Transmitter: Riders Peak, Holden, Me.

Telephone: 2-4822.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 14.1-kw visual, 8.52-kw aural. Antenna: 641-ft. above av. terrain, 99-ft. above ground, 888-ft. above sea level, lat. 44° 41' 10", long. 68° 40' 17".

Network Service: CBS.

Ownership: Murray Carpenter and Marie Zoidis Carpenter, 100% (directly and beneficially).

Began Operation: Sept. 12, 1954.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Louis J. Borgatti Inc. (Boston).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Murray Carpenter, *president*.
Rudy Marcoux, *v.p. and business manager*.
William Clark, *v.p. & operations manager*.
James Robinson, *production manager*.

DIGEST OF RATE 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	\$30.00
Class B—9 a.m.-6 p.m., daily.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—10:30-11:15 p.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class D—11:15 p.m.-9 a.m., daily.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WMTW Poland Spring

(Ch. 8)

Licensee: Mt. Washington TV Inc., Poland Spring.

Studio: Riecar Inn, Poland Spring. Transmitter: Mt. Washington, N.H.

Telephone: 51. TWX No.: Poland 65.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 105-kw visual, 52.5-kw aural. Antenna: 3840-ft. above av. terrain, 87-ft. above ground, 6375-ft. above sea level, lat. 44° 16' 13", long. 71° 18' 13".

Network Service: CBS, ABC.

Ownership: Horace Hildreth, 27.7%; John Gulder, pres., 10%; Tyrone Corp., 27.7% (controlled by WPOR, Portland, Me., interlocking with WENS, Pittsburgh and WABI-TV, Bangor, Me.; Tyrone Corp. also owns 6% of KEYD-TV, Minneapolis); WTVL, Waterville, Me., 6.6%; Peter Anderson, 27.7%; others, 3%. Mr. Hildreth is pres. & controls WABI-TV, Bangor, Me. Mr. Gulder owns radio WMOU, Berlin, N. H., and WJWG, Conway, N. H.

Began Operation: Aug. 31, 1954.

Represented (sales) by Harrington, Righter & Parsons Inc.; Kettell-Carter (New England).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

John H. Norton Jr., *v.p. & general manager*.
John T. Madigan, *program director*.
Claus Wiese, *production manager*.
Parker H. Vincent, *chief engineer*.
Brian Higgins, *film director*.

DIGEST OF RATE CARD NO. 3—(Jan. 1, 1956)

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.; 5-10:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00

(Continued on next page)

Maine

POLAND SPRING: WMTW—(Continued)

Class B—5-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-5 p.m., Sun.	300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.	200.00	120.00	80.00	70.00	50.00	40.00	20.00

Flat rates, no discounts.

WCSH-TV Portland (Ch. 6)

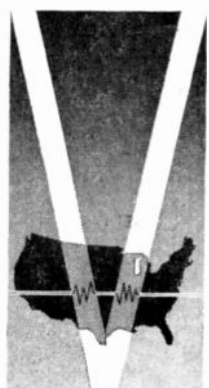
Licensee: Maine Radio & Television Co., 157 High St.
 Studio: Congress Square Hotel. Transmitter: Blackstrap Hill, West Falmouth, Me.
 Telephone: Spruce 2-0181. TWX No.: PO 86.
 Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 590-ft. above av. terrain, 380-ft. above ground, 800-ft. above sea level, lat. 43° 45' 45", long. 70° 19' 30".
 Network Service: NBC.
 AM Affiliate: WCSH, 5-kw, 970 kc (NBC).
 Ownership: Adeline B. Rines, pres., 99% (in trust). Also principal stockholder of AM stations WRDO, Augusta, and WLBZ, Bangor, both Maine.
 Began Operation: Dec. 1, 1953.
 Represented (sales) by Weed Television Corp.
 Represented (legal) by Segal, Smith & Hennessey.

Personnel:
 William H. Rines, v.p. and managing director.
 Jack S. Atwood, station manager & national sales manager.
 Charles R. Brown, chief engineer.
 Bruce McGorrill, commercial manager.
 Burnel Poole Jr., program director.
 Linwood T. Pitman, promotion director.
 Philip N. Johnson, news director.
 William Kerkos, film director.
 Linwood H. Brofee, farm director.

DIGEST OF RATE 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., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class A—6:30-7:30 p.m., 10:30-11 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
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	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.



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WGAN-TV Portland (Ch. 13)

Licensee: Guy Gannett Bcstg. Services, 390 Congress St., Box 1731.
 Studio: 390 Congress St.
 Transmitter: Blackstrap Mt., Falmouth.
 Telephone: Spruce 2-4661.
 Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 630-ft. above av. terrain, 314-ft. above ground, 783-ft. above sea level, lat. 43° 45' 32", long. 70° 19' 14".
 Network Service: CBS.
 AM Affiliate: WGAN, 5-kw, 560 kc (CBS).
 Ownership: Guy Gannett Publishing Co., 99%; Guy P. Gannett estate, 2%; Anne M. Gannett estate, 2%; Roger C. Williams, 2%; Laurence H. Stubbs, 2%; Creighton E. Gatchell, 2%. Officers: Jean Gannett Williams, pres.; Creighton E. Gatchell, v.p.-treas.; Francis H. Farnum Jr., asst. treas. Guy Gannett Publishing Co. publishes *Portland Press Herald*, *Evening Express* and *Sunday Telegram*, *Augusta Kennebec Journal* and *Waterville Sentinel*, all in Maine.
 Began Operation: May 16, 1954.
 Represented (sales) by Avery-Knodel Inc.; Robert C. Foster, Boston (New England).
 Represented (legal) by Dow, Lohnes & Albertson.
 Represented (engineering) by Lohnes & Culver.
 Personnel:
 C. E. Gatchell, v.p. & general manager.
 Richard E. Bates, sales manager.
 Samuel G. Henderson Jr., program manager.
 Earl W. Fenderson, film editor.
 Nunzi Casavola, news editor.
 Duncan Oliphant, educational director.
 Linn Wells, sports editor.
 Roger Hodgkins, chief engineer.

DIGEST OF RATE CARD NO. 3—(April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class A—6:30-7:30 p.m., 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class B—5-6:30 p.m., daily.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class C—All other times.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

Subject to frequency discounts.

WAGM-TV Presque Isle (Ch. 8)

Grantee (STA): Aroostook Broadcasting Corp., 489 Main St.
 Studio: 489 Main St. Transmitter: U.S. Hwy. 1 & Maysville Rd.
 Telephone: 92461.
 Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 58.9-kw maximum and 27.5-kw horizontal visual, 30-kw maximum and 14.1-kw horizontal aural. Antenna: 354-ft. above av. terrain, 292-ft. above ground, 962-ft. above sea level, lat. 46° 43' 44", long. 68° 00' 07".
 Network Service: CBS.
 AM Affiliates: WAGM, .25-kw, 1450 kc.
 Ownership: Harold Glidden, pres. & secy., 94.8%; Harry E. Umphrey, 1st v.p. & treas.; V. P. Currier, director, 8%; L. E. Hughes, director, 1%; remaining 4.3% held by 14 stockholders, none with as much as 1%. Also owns WABM, Houlton, Me.
 Began Operation: Oct. 13, 1956.
 Represented (sales): by Venard, Rintoul & McConnell Inc.
 Represented (legal): by Dow, Lohnes & Albertson.
 Represented (engineering): by Lohnes & Culver.
 Personnel:
 Harold D. Glidden, general manager.
 Forrest Craig, sales manager.
 Don Jordan, program manager.
 Ted Coffin, production manager.
 Bob Drew, news editor.
 George Mulherin, film director.
 Elmer Snow, chief engineer.

DIGEST OF RATE CARD NO. 1—(Sept. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.00	\$40.00	\$30.00	\$16.00
Class B—1-6 p.m. & 10:30-11:15 p.m., daily.						
120.00	72.00	48.00	42.00	35.00	30.00	14.50
Class C—11:15 p.m.-sign-off, daily.						
105.00	63.00	42.00	38.00	30.00	26.25	12.50

Subject to frequency discounts.

MARYLAND

WAAM Baltimore (Ch. 13)

Licensee: WAAM Inc., Television Hill.

Studio and Transmitter: Television Hill.

Telephone: Mohawk 4-7600. TWX No.: BA 53 & 386.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 555-ft. above av. terrain, 530-ft. above ground, 864-ft. above sea level, lat. 39° 20' 05", long. 76° 39' 05". Requests change to 733-ft. above av. terrain, 726-ft. above ground, 1046-ft. above sea level, lat. 39° 20' 4.3", long. 76° 39' 2.8"; transmitter to Television Hill, between Parkdale & Keystone Aves. extended.

Network Service: ABC.

AM-FM Affiliations: None.

Ownership: Ben Cohen, pres., 73.8%; Herman Cohen, v.p.-secy.-treas., 3.312%; Norman C. Kal, exec. v.p., 7%; Dr. Harry Goldmann, director, 4.5%; Frederick Allman, director; 6 Cohen family trusts, 44.79%; Cohen Brothers (partnership of Ben and Herman Cohen), 16.38%; Henry G. Fischer, 7%; estate of Herbert Levy, 3.5%; Isaac and Etta C. Adelberg, 3%; Joseph R. Byrnes & Mrs. Byrnes, 1.75%; Rosa L. Cohen, 1.28%; Zeida G. Cohen, 1.26%; and 14 others, each owning less than 1%. Mr. Kal is partner in Kal, Ehrlich & Merrick Adv. Inc., Washington, D. C.

Began Operation: Nov. 2, 1948.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Fischer, Willis & Panzer.

Represented (engineering) by Kear & Kennedy.

Personnel:

Norman C. Kal, executive v.p.
Ken Carter, v.p. & general manager.
Pel Schmidt, commercial manager.
James J. Killian, program manager & film buyer.
Herbert Steinberg, asst. program manager.
Edward Sarrow, production manager.
Bob Housen, traffic manager.
Ken Calfee, public service director.
Tommy Dukehart, sports & publicity director.
Ted Jaffee, news director.
Benjamin Wolfe, v.p. & director of engineering.
Glenn H. Lahman, chief engineer.

DIGEST OF RATE CARD NO. 11 (Nov. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class AA—7:59-10:31 p.m., daily.					
\$1275.00	\$765.00	\$510.00	\$300.00	\$250.00	\$125.00
Class A—7:29-7:59 p.m., daily.					
1100.00	660.00	440.00	240.00	200.00	100.00
Class B—10:31-11:01 p.m., daily.					
850.00	510.00	340.00	191.25	150.00	75.00
Class C—6:59-7:29 p.m., daily.					
700.00	420.00	280.00	157.50	125.00	62.50
Class D—5:59-6:59 p.m., Mon.-Fri.; 11:01-11:31 p.m., daily; 12:59-6:59 p.m., Sat. & Sun.					
550.00	330.00	220.00	123.75	100.00	50.00
Class E—12:59-5:59 p.m., Mon.-Fri.; 11:31 p.m.-12:01 a.m., daily.					
375.00	225.00	150.00	84.25	75.00	37.50
Class F—12:01 a.m.-12:59 p.m., daily.					
250.00	150.00	100.00	56.25	45.00	22.50

Subject to frequency discounts.
Rate for sports and other special events furnished upon request.

Maryland

WBAL-TV Baltimore (Ch. 11)

Licensee: Hearst Corp., (Radio & TV Div.) 2610 N. Charles St.

Studio: 2610 N. Charles St. Transmitter: 2401 Violet Ave.

Telephone: Hopkins 7-3000. TWX No.: BA 560.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 543-ft. above av. terrain, 458-ft. above ground, 863-ft. above sea level, lat. 39° 19' 53", long. 76° 39' 28". Requests change to 733-ft. above av. terrain, 726-ft. above ground, 1046-ft. above sea level, lat. 39° 20' 4.3", long. 76° 39' 2.8"; transmitter to Television Hill, between Parkdale & Keystone Aves. extended.

Network Service: NBC.

AM Affiliate: WBAL, 50-kw, 1090 kc (NBC).

Ownership: Hearst Corp. (newspapers & magazines, including *Baltimore News Post*); C. B. McCabe, exec. director. Officers of WBAL-TV Div., Hearst Corp., D. L. Provost, v.p.; Leslie H. Peard Jr., v.p.; John T. Wilner, v.p.; F.W. Cardall, business manager. Same interests operate WISN-TV, Milwaukee and radio stations WBAL, Baltimore, WISN, Milwaukee, and (through affiliation) WCAE, Pittsburgh.

Began Operation: March 11, 1948.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Charles B. McCabe, v. p. & executive director.
D. L. Provost, v. p. & general manager.
Leslie H. Peard Jr., v. p. and station manager.
Willis K. Freiert, sales manager & asst. station manager.
Freeman W. Cardall, business manager.
John T. Wilner, v. p., engineering.
Arnold Wilkes, director of public affairs & education.
Sydney King, program director.
John Frankenfield, production manager.
Wall Matthews, publicity manager.
Galen Fromme, news manager.
Conway Robinson, farm program director.
Mollie Martin, director of women's programs.
Jean Conwell, film editor.
Joseph M. Croghan, sports editor.
William C. Bareham, chief engineer.

DIGEST OF RATE CARD NO. 14 (Oct. 15, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—8-10:30 p.m., daily.					
\$1500.00	\$900.00	\$600.00	\$350.00	\$175.00
Class B—10:30-11 p.m., daily.					
1000.00	600.00	400.00	200.00	100.00
Class C—7-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.					
800.00	480.00	320.00	150.00	75.00
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.					
600.00	360.00	240.00	\$150.00	120.00	60.00
Class E—Noon to 6 p.m., Mon.-Fri.					
400.00	240.00	160.00	100.00	75.00	37.50
Class F—All other times.					
300.00	180.00	120.00	75.00	40.00	20.00

Subject to frequency discounts. Color—Slide and/or film announcements up to minute in length cost one-time monochrome rate plus 10% service charge. Film programs, 5-min. or longer, monochrome rate plus 10%, plus \$15.00 commissionable per program for screening & handling. Live rates on request.

Eliminate unprofessional Off-Camera glances for cue cards with the into-the-lens prompting of . . .

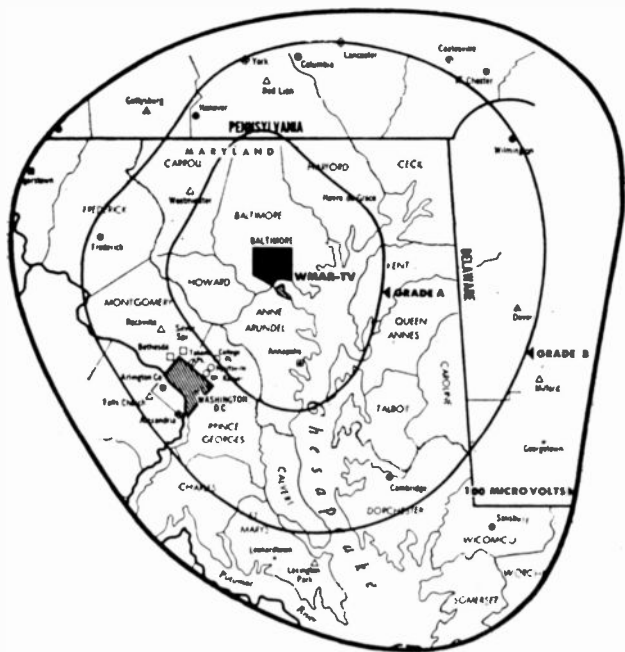


TELEPROMPTER SERVICE

SEE PAGE 35



WMAR-TV's coverage area encompasses more than 2,500,000 homes, which constitutes vast buying power



choice availabilities

- The Range Rider** weekdays 5:30 p.m.
- Amos 'n Andy** weekdays 6:00 p.m.
- Sports Picture** weekdays 6:55 p.m.
- Channel 2 Theatre** weekdays 11:15 p.m.
full length features
- Waterfront** Mondays 6:30 p.m.
- Public Defender** Tues., Thurs. 6:30 p.m.
- City Detective** Wednesdays 6:30 p.m.
- Federal Men** Fridays 6:30 p.m.

WMAR-TV

Channel 2

SUNPAPERS TELEVISION, BALTIMORE, MD.

On Maximum Power - Televising Color

Television Affiliate of The Columbia Broadcasting System

Represented by **THE KATZ AGENCY, Inc.**, New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles.

**WMAR-TV
Baltimore**

(Ch. 2)

Licensee: A. S. Abell Co., Sun Square.

Studios: Old Sun Bldg. Transmitter: Mathieson Bldg.

Telephone: Mulberry 5-5670. TWX No.: BA 167.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 380-ft. above av. terrain, 591-ft. above ground, 624-ft. above sea level, lat. 39° 17' 23", long. 76° 36' 56".

Network Service: CBS.

Ownership: Same as Baltimore Sunpapers (*Baltimore Sun* and *Evening Sun*); Gary Black, chairman of board; William F. Schmick, pres.; William F. Schmick Jr., exec. v.p.; Ewell K. Jett, v.p. & director of television; George T. Bertsch, secy.

Began Operation: Oct. 30, 1947.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

- William F. Schmick, *president.*
- E. K. Jett, *v.p. and director of television.*
- Ernest A. Lang, *commercial manager.*
- Robert Cochrane, *program director.*
- Edwin B. Mick, *production manager.*
- Thomas J. Severin, *program manager.*
- David V. Stickle, *film manager & news director.*
- C. G. Nopper, *chief engineer.*
- Alexander Dietrich, *promotion coordinator.*

**DIGEST OF RATE CARD NO. 12-A
(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—11:59-6:01 p.m., Mon.-Fri.; 11:59 a.m.-12:59 p.m., Sat. & Sun.; 11:31 p.m.-sign-off, daily.						
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**

* For schedules of at least 21 station ID's per week or a combination of 21 station ID's and announcements, the ID rate is 1/3 of the announcement rate. Minimum contract 1 week.
** May not be counted for frequency in other rate classifications; but announcements in other rate classifications may be counted for frequency of Class G announcements.
Subject to frequency discounts.

**WBOC-TV
Salisbury**

(Ch. 16)

Grantee (STA): Peninsula Bcstg. Co., Radio Park.

Studio: Radio Park. Transmitter: U.S. Hwy. 13.

Telephone: Pioneer 9-6131. TWX No.: SALIS MD 148.

Technical Facilities: Channel No. 16 (482-488 mc). Operating under special temporary authorization with 16.9-kw visual, 9.1-kw aural. Authorized power: 151-kw visual, 83.2-kw aural. Antenna: 620-ft. above av. terrain, 647-ft. above ground, 687-ft. above sea level, lat. 38° 24' 15", long. 74° 34' 45".

Network Service: ABC, CBS.

AM Affiliate: WBOC, 5-kw (1-kw N), 960 kc (MBS).

Ownership: John W. Downing, pres., 16%; Lee W. Allen, v.p., 9%; Charles J. Truitt, v.p., 3%; I. L. Benjamin, treas., 11%; T. Edward Webb, asst. treas., 3%; Virginia Phillips Ward, 6%; and over 50 others.

Began Operation: June 7, 1954.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

- Charles J. Truitt, *v.p. & general manager.*
- John W. Downing Jr., *program director.*
- Carroll Long, *farm director.*
- Jack W. Ward, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (Nov. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.							
\$200.00	\$125.00	\$90.00	\$70.00	\$55.00	\$37.50	\$30.00	\$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., daily.							
150.00	94.00	67.50	52.50	41.50	28.50	22.50	15.50
Class C—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.							
100.00	62.00	45.00	36.00	28.00	22.00	18.00	14.00

MASSACHUSETTS

WMGT
Adams
(Ch. 19)

(Left air Feb. 25, 1956 when tower & antenna were destroyed by high winds; will resume as satellite upon FCC approval of transfer to owners of WCDA, Albany, N. Y.).

Grantee (STA): Greylock Bcstg. Co., 8 Bank Row, Pittsfield, Mass.
Studio: 8 Bank Row, Pittsfield.
Transmitter: Atop Mt. Greylock, Adams.
Telephone: Pittsfield 2-1553.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 115-kw visual, 67.6-kw aural. Antenna: 2120-ft. above av. terrain, 100-ft. above ground, 3700-ft. above sea level, lat. 42° 38' 11", long. 73° 10' 04".

Network Service: To be same as WCDA, Albany, N. Y.
AM Affiliate: WBRK, Pittsfield, .25-kw, 1340 kc (MBS).

Ownership: Leon Podolsky, pres., 36.06%; Gardner S. Morse, v.p., 11.56%; C. R. Burns, treas.; Gordon W. Phelps, clerk, 1.01%; Lawrence R. Connor, 11.56%; Robert W. McCracken, 11.56%; Winnie Davis L. Crane, 10%; Zenas Crane Colt, 5.05%; 8 others, none owns over 2.52%. Note: Sale to owners of WCDA pending FCC approval (*Television Digest*, Vol. 12:49).

Began Operation: Feb. 5, 1954 (See above).
Personnel:
Leon Podolsky, *president*.
William P. Geary, *general manager*.

Rates: To be sold only in combination with WCDA, Albany, N. Y. with rates applying to simultaneous telecasts on both stations.

WBZ-TV
Boston
(Ch. 4)

Licensee: Westinghouse Bcstg. Co. Inc., 1170 Soldiers Field Rd.
Studio: 1170 Soldiers Field Rd. Transmitter: 350 Cedar St., Needham Heights, Mass.
Telephone: Algonquin 4-5670. TWX No.: BRTN 1054.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.24-kw visual, 28.12-kw aural. Antenna: 1182-ft. above av. terrain, 1194-ft. above ground, 1344-ft. above sea level, lat. 42° 18' 37", long. 71° 14' 14".

Network Service: NBC.
AM Affiliate: WBZ, 50-kw, 1030 kc.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; William J. Kaland, national program mgr.; Alexander W. Dannenbaum, Jr., vice president, sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); KYW-TV, Cleveland (KYW); KPIX, San Francisco; and radio stations KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind.; WBZA, Springfield, Mass. Also owns WIND, Chicago, and CP for WIND-TV (ch. 20).

Began Operation: June 9, 1948.
Represented (sales) by Peters, Griffin, Woodward Inc.

Personnel:
Donald H. McGannon, *president*.
W. C. Swartley, v.p. (Boston).
Franklin A. Tooke, *general manager*.
W. H. Hauser, *assistant manager and chief engineer*.
George D. Borden, *asst. chief engineer*.
C. Herbert Masse, *sales manager*.
Henry V. Greene Jr., *asst. sales manager*.
James E. Allen, *advertising & sales promotion manager*.
Donald H. Edgemon, *asst. advertising & sales promotion mgr.*
Herbert B. Cahlan, *program manager*.
Ray Hubbard, *asst. program manager*.
A. A. Palmer, *auditor*.
Robert G. Duffield, *traffic manager*.
Frances Corcoran, *publicity director*.
P. Whitmarsh, *news director*.

Massachusetts

DIGEST OF RATE CARD NO. 11
(Dec. 16, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*	8 or
Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.								
\$2400.00	\$1440.00	\$960.00	\$840.00	\$720.00	\$550.00	\$275.00	
Class A—7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7 p.m., Sun.								
2100.00	1260.00	840.00	735.00	630.00	\$440.00	440.00	220.00	
Class B—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 11-11:45 p.m., daily.								
1600.00	960.00	640.00	560.00	480.00	320.00	320.00	160.00	
Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.								
1000.00	600.00	400.00	350.00	300.00	280.00	280.00	140.00	
Class D—Sign-on-9 a.m., 11:45 p.m.-sign-off, daily.								
800.00	480.00	320.00	280.00	240.00	250.00	200.00	100.00	

*Class AA—7:59-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.
Class A—7:59 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-6:59 p.m., Sun.
Class B—6-7 p.m., Mon.-Sat.; 3-6 p.m., Sun.
Class C—11-11:45 p.m., daily; 1-3 p.m., Sun.
Class D—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun. Also has Class E (sign-on-9 a.m., 11:45 p.m.-sign-off, daily); Min. \$160.00. 20 Sec. \$120.00. 8 or 10 Sec. \$60.00.

Subject to frequency discounts.

WNAC-TV
Boston
(Ch. 7)

Licensee: RKO Teleradio Pictures, Inc. (Yankee Division), 21 Brookline Ave.

Studio: 21 Brookline Ave. Transmitter: Murray St., Medford.
Telephone: Commonwealth 6-0800. TWX No.: BS 89.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 480-ft. above av. terrain, 428-ft. above ground, 600-ft. above sea level, lat. 42° 25' 56", long. 71° 05' 21".

Network Service: CBS, ABC.
AM Affiliate: WNAC, 50-kw, 680 kc (MBS, NBC). FM Affiliate: WNAC-FM, 20-kw, 98.5 mc (No. 253), 410-ft. antenna height.

Ownership: See WOR-TV, New York.
Began Operation: June 21, 1948.
Represented (sales) by H-R Television Inc.
Represented (legal) by Pierson, Ball & Dowd.

Personnel:
Thomas F. O'Neil, *president*.
Norman Knight, *executive v.p. & general manager*.
George Steffy, v.p., *TV operations*.
Harry Whittemore, *technical director*.
Tom Bateson, *sales & sales service director*.
Proctor Jones, *asst. sales & sales service director*.
James Pike, *film director*.
Phyllis Doherty, *publicity director*.
George Hallberg, *sales promotion director*.

DIGEST OF RATE CARD NO. 10
(Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AAA—8-10 p.m., daily.							
\$3000.00	\$1800.00	\$1200.00	\$1050.00	\$750.00	\$660.00	\$580.00	\$290.00
Class AA—6-8 p.m., Sat. & Sun.; 7:30-8 p.m., Mon.-Fri.; 10-10:30 p.m., daily.							
2600.00	1560.00	1040.00	910.00	650.00	550.00	490.00	245.00
Class A—7-7:30 p.m., Mon.-Fri.; 5-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.							
2200.00	1320.00	880.00	770.00	550.00	380.00	340.00	170.00
Class B—5-7 p.m., Mon.-Fri.; 1-5 p.m., Sun.; 11-11:45 p.m., daily.							
1600.00	960.00	640.00	560.00	400.00	290.00	260.00	130.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; sign-on-1 p.m., Sun.; 11:45 p.m.-sign-off, daily.							
1000.00	600.00	400.00	350.00	250.00	220.00	200.00	100.00
Class D—Sign-on-9 a.m., Mon.-Fri.							
600.00	360.00	240.00	210.00	150.00	120.00	100.00	50.00

Subject to frequency discounts.

Extra copies of this

Television Factbook No. 24

available at \$4.50 each

Massachusetts

WGBH-TV

Boston

(Ch. 2)

Non-Commercial Educational Station

Licensee: WGBH Educational Foundation, 84 Massachusetts Ave., Cambridge 39, Mass.

Studio: 84 Massachusetts Ave., Cambridge. Transmitter: Blue Hill, Milton, Mass.

Telephone: University 4-6400.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 56.2-kw visual, 33.9-kw aural. Antenna: 660-ft. above av. terrain, 233-ft. above ground, 849-ft. above sea level, lat. 42° 12' 42", long. 71° 06' 51".

FM Affiliate: WGBH-FM, 15.5-kw, 89.7 mc (No. 209), 550-ft. antenna height.

Ownership: Foundation officers: Trustee of the Lowell Institute, President of Harvard College, Treasurer of Harvard College, President of Massachusetts Institute of Technology, Treasurer of Massachusetts Institute of Technology, Chairman of the Board of Trustees of Boston Symphony Orchestra, Inc., Director of the Lowell Institute Cooperative Broadcasting Council, Chairman or Vice-Chairman of the Board of Trustees of the Twentieth Century Fund.

Began Operation: Jan. 10, 1955.

Represented (legal) by Covington & Burling.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Ralph Lowell, *president*.
Parker Wheatley, *general manager*.
Hartford N. Gunn Jr., *asst. general manager*.
Edward G. Sherburne Jr., *program director*.
Paul Rader, *production director*.
David M. Davis, *production manager*.
Peter Winn, *director of public relations*.
G. Franco Romagnoli, *director of cinematography*.
Frank Harvey, *director of engineering*.
Arthur W. Richardson, *chief engineer*.

WRLP

Greenfield

(Ch. 58)

(Satellite of WWLP, Springfield, Mass.)

(Due to Begin Operating in April)

Grantee (STA): Greenfield Television Broadcasting Corp., Box 2210, Springfield, Mass.

Studio and Transmitter: .5-mi. off Old Greenfield Rd., near Shelburne Falls.

Telephone: State 8-0971. TWX No.: SM 462.

Technical Facilities: Channel No. 58 (734-740 mc). Authorized power: 18.2-kw visual, 9.77-kw aural. Antenna: 500-ft. above av. terrain, 172-ft. above ground, 1207-ft. above sea level, lat. 42° 36' 10", long. 72° 39' 31". Requests change to Ch. 32, 200-kw visual, 100-kw aural, 918-ft. above av. terrain, 663-ft. above ground, 1623-ft. above sea level, lat. 42° 45' 35", long. 72° 26' 01"; transmitter to Bolton Rd., Winchester, N.H.

Network Service: Same as WWLP, Springfield, Mass.

Ownership: Subsidiary of Springfield Television Broadcasting Corp., licensee of WWLP, which has applied for Ch. 79 translator station in Claremont, N.H.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter (Boston).

Represented (legal) by McKenna & Wilkinson.

Personnel:

Wallace I. Green, *station manager*.
John A. Fergie, *chief engineer*.
Ralph L. Jay, *asst. chief engineer*.

Rates: Sold only in combination with WWLP, Springfield.

WHYN-TV

Springfield-Holyoke

(Ch. 55)

Grantee (STA): Hampden-Hampshire Corp., 1300 Liberty St., Springfield.

Studios: 1300 Liberty St., Springfield.

Transmitter: Top of Mt. Tom.

Telephone: Republic 4-1126. TWX No.: SM 566.

Technical Facilities: Channel No. 55 (716-722 mc). Authorized power: 182-kw visual, 91-kw aural. Antenna: 890-ft. above av. terrain, 460-ft. above ground, 1329-ft. above sea level, lat. 42° 14' 32", long. 72° 38' 55". (Authorized to shift to Ch. 40.)

Network Service: CBS.

AM Affiliate: WHYN, 1-kw, 560 kc (CBS). FM Affiliate: WHYN-FM, 3.2-kw, 93.1 mc (No. 226), 1000-ft. antenna height.

Ownership: Republican Television Inc., 50%; William Dwight, pres., 6.54%; Charles N. DeRose, v.p., 8.375%; Arthur Ryan, asst. treas., .084%; Harriet W. and Charles N. DeRose jointly, 8.29%. Valley Photo Engraving, 16.67%; Minnie Dwight, 10.04%. Same interests publish *Holyoke Transcript* and *Northampton Daily Gazette*. Republican Television Inc. is owned by Employees Beneficial Fund of the *Springfield Union News* and *Sunday Republican*.

Began Operation: April 14, 1953. Sale of 50% to newspaper pension fund approved July 21, 1954. (See *Television Digest*, Vol. 10:10, 30.)

Represented (sales) by The Branham Co.; Weed Television Corp. (New England).

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Kear & Kennedy.

Personnel:

Charles N. DeRose, *general manager*.
Patrick J. Montague, *commercial manager*.
Kendall Smith, *program director*.

DIGEST OF RATE CARD NO. 4—(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.							
\$600.00	\$360.00	\$240.00	\$210.00	\$180.00	\$140.00	\$120.00	\$60.00
Class A—7-8 p.m., 10-11 p.m., daily.							
400.00	240.00	160.00	140.00	120.00	100.00	90.00	45.00
Class B—5-7 p.m., 11 p.m.-midnight, daily.							
300.00	180.00	120.00	100.00	80.00	70.00	60.00	30.00
Class C—1-5 p.m., midnight-sign-off, daily.							
200.00	120.00	80.00	70.00	60.00	40.00	30.00	20.00
Class D—Sign-on-1 p.m., daily.							
125.00	75.00	50.00	40.00	30.00	25.00	20.00	12.50

Note: Class B, C & D spots adjacent to higher rate, take higher rate.
Subject to frequency discounts.

WWLP

Springfield

(Ch. 22)

Licensee: Springfield Television Broadcasting Corp., Box 2210, Springfield 1, Mass.

Studio and Transmitter: Provin Mt., Agawam, Mass.

Telephone: State 8-4521 & 8-0971. TWX No.: SM 462.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 206-kw visual, 103-kw aural. Antenna: 700-ft. above av. terrain, 369-ft. above ground, 1009-ft. above sea level, lat. 42° 05' 04", long. 72° 42' 18".

Network Service: ABC, NBC.

Ownership: Roger L. Putnam, pres., 21%; William L. Putnam, treas. 6.1%; Raymond T. King, clerk, 3%; George R. Townsend, v.p. & chief engineer, 1.1%; the following directors: Charles L. Furcolo, 1.8%; Joseph J. Deliso, 4.1%; George Vadnals, 19.2%; John Oakley, 1.8%; James Y. Scott, 4.5%; and following who are not officers: WSPR Inc., 12.1%; James Fitzgerald, 7.5%; Conrad Fafard, 7.5%; and 42 others, none owning over 2% each. WWLP owns 4.76%; J. F. Fitzgerald owns 2.98%; and Roger L. Putnam owns 1.99% of Ch. 5 applicant for Boston. WWLP also holds CP for WRLP, Ch. 58 satellite in Greenfield, Mass. and is applicant for Ch. 79 translator in Claremont, N.H. which will rebroadcast programs of WRLP.

Began Operation: March 17, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter (Boston).

Represented (legal) by McKenna & Wilkinson.

Personnel:

Roger L. Putnam, *president*.
George R. Townsend, v.p. *for development*.
William L. Putnam, *treasurer and general manager*.
Wallace M. Bradley, *asst. to general manager*.
Howard S. Keefe, *station manager*.
Wallace I. Green, *program director*.
Wallace Sawyer, *film director and buyer*.
Robert G. Holmes, *assistant program director*.
Wayne H. Latham, *production director*.
James H. Ferguson Jr., *sales manager*.
Donald C. Shaw, *chief engineer*.

DIGEST OF RATE CARD NO. 7—(Dec. 1, 1956)*

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:59-10 p.m., daily.							
\$600.00	\$360.00	\$240.00	\$210.00	\$180.00	\$140.00	\$120.00	\$60.00
Class A—6:59-7:59 p.m., 10-11 p.m., daily.							
450.00	270.00	180.00	160.00	130.00	100.00	90.00	45.00
Class B—4:59-6:59 p.m., 11 p.m.-midnight, daily.							
300.00	180.00	120.00	100.00	80.00	70.00	60.00	30.00
Class C—12:59-4:59 p.m., midnight-sign-off, daily.							
200.00	120.00	80.00	70.00	50.00	40.00	40.00	20.00
Class D—Sign-on-12:59 p.m., daily.							
125.00	75.00	50.00	40.00	30.00	25.00	25.00	12.50

* Subject to frequency discounts.
* Note: Rate Card No. 8 (Base hour \$700, min. \$170) becomes effective when satellite WRLP, Greenfield, begins operation.

MICHIGAN

WPAG-TV Ann Arbor

(Ch. 20)

Grantee (STA): Washtenaw Broadcasting Co. Inc., Hutzel Bldg.
Studio: Hutzel Bldg., Main & E. Liberty Sts. **Transmitter:** Scio Church & Maple Rds.
Telephone: Normandy 2-5517.
Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 17.063-kw visual, 9.595-kw aural. Antenna: 343-ft. above av. terrain, 274-ft. above ground, 1234-ft. above sea level, lat. 42° 15' 33", long. 83° 46' 39". Note: Requests assignment of Ch. 12.
AM Affiliate: WPAG, 1-kw, 1050 kc.
Ownership: Arthur E. Greene, pres.-secy., 50%; Edward P. Baughn, v. p.-treas., 50%; John W. Conlin, director.
Began Operation: April 3, 1953.
Represented (sales) by Everett-McKinney Inc.; Robert S. Keller Inc. (network sales only).
Represented (legal) by Prince, Taylor & Crampton.
Represented (engineering) by Commercial Radio Equipment Co.
Personnel:
 Edward F. Baughn, *general manager.*
 David Pringle, *program director & film editor.*
 Donald Boudish, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(April 3, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.					
\$150.00	\$90.00	\$60.00	\$45.00	\$30.00	\$15.00
Class B—All other times.					
120.00	72.00	48.00	36.00	24.00	12.00

Subject to frequency discounts.

Michigan

WNEM-TV Bay City-Saginaw (Ch. 5)

Grantee (STA): Gerity Broadcasting Co., 814 Adams St., Bay City.
Studio and Transmitter: 5700 Becker Rd., 3.8-mi. NE of Saginaw, Mich.
Telephone: Twinbrook 3-4504. **TWX No.:** 64.
Technical Facilities: Channel No. 5 (72-78 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1056-ft. above ground, 1632-ft. above sea level, lat. 43° 28' 13", long. 83° 50' 35".
Network Service: NBC, ABC.
Ownership: James Gerity Jr., 100%. Mr. Gerity also operates WABJ, Adrian and WPON, Pontiac, both Mich.
Began Operation: Feb. 16, 1954.
Represented (sales) by Edward Petry & Co. Inc.; Michigan Spot Sales (Detroit).
Personnel:
 James Gerity, Jr., *president & general manager.*
 Harry E. Travis, *v.p. & asst. general manager.*
 D. Scott Hager, *v.p. & treasurer.*
 O. W. Myers, *v.p. for sales.*
 John J. Keenan, *national sales manager.*
 Phil Sanford, *local sales manager.*
 Tom Matthews, *program manager & film buyer.*
 Frank Benesh, *news editor & special events director.*
 Robert Beurket, *chief engineer.*

DIGEST OF RATE CARD NO. 4A (Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:59-10:31 p.m., Mon.-Fri.; 6:59-10:31 p.m., Sat.-Sun.						
\$690.00	\$414.00	\$276.00	\$207.00	\$172.00	\$138.00	\$69.00
Class A—5:59-11:01 p.m., Mon.-Fri.; 5:29-11:01 p.m., Sat. & Sun.						
575.00	345.00	230.00	172.50	143.75	115.50	57.50
Class B—3:59-5:59 p.m., Mon.-Fri.; noon-5:59 p.m., Sat. & Sun.; 11:01-11:30 p.m., daily.						
500.00	300.00	200.00	150.00	125.00	100.00	50.00
Class C—All other times.						
375.00	225.00	150.00	112.50	93.75	75.00	37.50

Subject to frequency discounts.

MORNING



NOON



NIGHT



WWLP - Channel 22

Springfield, Mass.

is the

FIRST STATION

IN THE RICH CONNECTICUT VALLEY MARKET



CO-BASIC



Representatives: National: George P. Hollingbery Co. (N.Y.-Chi.) Regional: Kettell-Carter (Boston)
 Tel.: Springfield State 8-4521—TWX: SM462

Michigan

WWTV Cadillac (Ch. 13)

Grantee (STA): Sparton Bcstg. Co., 214 N. Mitchell St.
Studio & Transmitter: 5.7-mi. E of Tustin, Mich.
Telephone: Prospect 5-3478. TWX No.: 325.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1640-ft. above av. terrain, 1282-ft. above ground, 2986-ft. above sea level, lat. 44° 08' 12.4", long. 85° 20' 23.4".

Network Service: CBS, ABC.

Ownership: Sparton Corp., 100%. WWTV officers: John J. Smith, pres. (also pres. of Sparton Corp.); Gene Ellerman, v.p.; Harold M. Johnston, secy.-treas. (treas. of Sparton Corp.); Harold P. Katherman, asst. secy.-treas.; Daryl Sebastian, asst. treas.

Began Operation: Dec. 11, 1953.

Represented (sales) by Weed Television Corp.

Personnel:

John J. Smith, *president*.
Gene Ellerman, *v.p. & general manager*.
Daryl Sebastian, *asst. general manager*.
George Wilson, *chief engineer*.
Clayton A. Roehl, *program director*.
Ron Bishop, *promotion & merchandising manager*.

DIGEST OF RATE 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	\$35.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; 2-6 p.m., Sat.; 1-5 p.m., Sun.						
262.50	157.50	112.50	93.75	78.75	52.50	26.25
Class C—All other times.						
175.00	105.00	75.00	62.50	52.50	35.00	17.50

Subject to frequency discounts.

WJBK-TV Detroit (Ch. 2)

Licensee: Storer Broadcasting Co., 7441 Second Blvd., Detroit.

Studio: 7441 Second Blvd.

Transmitter: Southfield Township, Mich.

Telephone: Trinity 3-7400. TWX No.: DE 891.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level, lat. 42° 27' 38", long. 83° 12' 47".

Network Service: CBS.

AM Affiliate: WJBK, 10-kw, 1500 kc. FM Affiliate: WJBK-FM, 30-kw, 93.1 mc (No. 226), 440-ft. antenna height.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Major Regional Networks and Group-Owned Stations.

Began Operation: Oct. 24, 1948.

Represented (sales) by Katz Agency Inc.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president*.
Bill Michaels, *v.p. & managing director*.
Keith McKenney, *local sales manager*.
Maurice E. McMurray, *WJBK-TV national sales mgr. (N. Y. C.)*.
Bill Smith, *promotion & merchandising director*.
Ralph Rust, *TV program operations manager*.
George Kenyon, *service coordinator*.
Chuck Bergeson, *news-special events director*.
George W. Cushing, *community projects director*.
Joseph B. Haigh, *chief engineer*.

DIGEST OF RATE CARD NO. 14 (Dec. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun.					
\$2600.00	\$1560.00	\$1040.00	\$650.00	\$325.00
Class A—7-7:30 p.m., 10:30-11 p.m., Mon.-Sat.; 6-7 p.m., Sun.					
2000.00	1200.00	800.00	440.00	220.00
Class B—6-7 p.m., Mon.-Sat.; 4-6 p.m., Sun.					
1500.00	900.00	600.00	\$460.00	300.00	150.00
Class C—11-11:30 p.m., daily.					
1300.00	780.00	520.00	400.00	250.00	125.00
Class D—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-4 p.m., Sun.; 11:30-midnight, daily.					
1100.00	660.00	440.00	340.00	190.00	95.00
Class E—Midnight-9 a.m., daily.					
700.00	420.00	280.00	220.00	130.00	65.00

Subject to frequency discounts. Color—No premium at present, subject to change without notice.

WTVS Detroit (Ch. 56)

Non-Commercial Educational Station

Grantee (STA): Detroit Educational Television Foundation Inc., 749 Free Press Bldg.

Studios: Detroit Public Schools, 9345 Lawton Ave.; Wayne State U.; U. of Detroit.

Transmitter: 9345 Lawton Ave.

Telephone: Woodward 1-5650.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 219-kw visual, 120-kw aural. Antenna: 540-ft. above av. terrain, 535-ft. above ground, 1170-ft. above sea level, lat. 42° 22' 25", long. 83° 06' 50".

Ownership: Foundation officials: C. Allen Harlan, pres.; James Cope, v.p.; Mrs. Gerard Slattery, treas.

Began Operation: Aug. 8, 1955.

Represented (legal) by Krieger & Jorgensen.

Personnel:

Henry D. Brown, *chairman of general committee*.



Compact Color Distribution Amplifier . . .

New color video and pulse distribution amplifiers and rack frame power supplies. Eight amplifiers occupy only 7 inches of rack space. Used for both color and monochrome signals.

General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

TV Factbook No. 24

CENTER OF ATTENTION

NO. 1 ATTRACTION for enthusiastic *Detroiters* . . . the recent crowd-pulling star-studded opening of WJBK-TV's magnificent new TV center.

NO. 1 ATTRACTION for enthusiastic viewers throughout southeastern Michigan . . . the terrific CBS and local programs on Channel 2, consistently tops in every rating.

Make your sales message the center of attention in this rich midwestern market! *Bigger audiences mean lower cost per viewer on WJBK-TV.*



CHANNEL  DETROIT

WJBK-TV

7441 Second Blvd., Detroit 2, Mich. TRinity 3-7400



Represented by **THE KATZ AGENCY, INC.**

STORER NATIONAL SALES OFFICES: 118 E. 57th, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco 4, Cal.

Michigan

WWJ-TV Detroit (Ch. 4)

Licensee: Evening News Assn., 622 W. Lafayette Ave.
 Studio: 622 W. Lafayette Ave. Transmitter: Greenfield & 10½ Mile Rds.
 Telephone: Woodward 2-2000. TWX No.: DE 24.
 Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 50.1-kw aural. Antenna: 1010-ft. above av. terrain, 1064-ft. above ground, 1749-ft. above sea level, lat. 42° 28' 59", long. 83° 12' 20".
 Network Service: NBC.

AM Affiliate: WWJ, 5-kw, 950 kc (NBC). FM Affiliate: WWJ-FM, 50-kw, 97.1 mc (No. 246), 480-ft. antenna height.
 Ownership: Evening News Assn., publisher of *The Detroit News*; Warren S. Booth, pres.

Began Operation: March 4, 1947.
 Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).
 Represented (legal) by Pierson, Ball & Dowd.
 Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:
 Edwin K. Wheeler, *general manager*.
 Don DeGroot, *assistant general manager*.
 Henry C. Rogers, *business manager*.
 James Schiavone, *operations manager*.
 Ray W. Colle, *national sales manager*.
 Douglas L. Sinn, *local sales manager*.
 Frank Steltenkamp, *sales development manager*.
 Glenn Kyker, *sales promotion manager*.
 Ian K. Harrower, *program & production manager*.
 James F. Clark, *news editor*.
 James Eberle, *public affairs manager*.
 E. J. Love, *general engineering manager*.

DIGEST OF RATE CARD NO. 15—(Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—8-10:30 p.m., daily (Winter Cycle); 7-9:30 p.m., daily (Summer Cycle).						
\$2400.00	\$1440.00	\$960.00	\$840.00	\$720.00	\$600.00	\$300.00
Class A—7-8 p.m., 10:30-11 p.m., daily (Winter Cycle); 6:30-7 p.m., 9:30-10:30 p.m., daily (Summer Cycle).						
1800.00	1080.00	720.00	540.00	450.00	400.00	200.00
Class B—6:30-7 p.m., daily (Winter Cycle); 10:30-11 p.m., daily (Summer Cycle).						
1600.00	960.00	640.00	480.00	400.00	320.00	160.00
Class C—6-6:30 p.m., 11-11:15 p.m., daily (Both Cycles).						
1200.00	720.00	480.00	360.00	300.00	240.00	120.00
Class D—7 a.m.-6 p.m., 11:15 p.m.-1 a.m., daily (Both Cycles).						
1000.00	600.00	400.00	300.00	250.00	175.00	87.50
Class E—1 a.m.-7 a.m. daily (Both Cycles).						
700.00	420.00	280.00	210.00	175.00	140.00	70.00

Subject to frequency discounts.

WXYZ-TV Detroit (Ch. 7)

Licensee: WXYZ Inc., 1700 Mutual Bldg.
 Studio and Transmitter: Maccabees Bldg.
 Telephone: Woodward 3-8321. TWX No.: DE 273.
 Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 460-ft. above av. terrain, 468-ft. above ground, 1097-ft. above sea level, lat. 42° 21' 28", long. 83° 03' 56".
 Network Service: ABC.

AM Affiliate: WXYZ, 5-kw, 1270 kc (ABC). FM Affiliate: WXYZ-FM, 14-kw, 101.1 mc (No. 266), 410-ft. antenna height.
 Ownership: American Bcstg. Co., 100%, see WABC-TV, New York. WXYZ Inc.; James G. Riddell, pres.

Began Operation: Oct. 9, 1948.
 Represented (sales) by Blair TV.
 Represented (legal) by McKenna & Wilkinson.
 Represented (engineering) by Kear & Kennedy.

Personnel:
 James G. Riddell, *president & general manager*.
 John Pival, *v.p. for television*.
 Harold S. Christian, *v.p. merchandising, research*.
 Ralph Dawson, *sales director*.
 Peter Strand, *executive producer*.
 John Lee, *studio manager*.
 Jack Hurford, *operations manager*.
 Page Heldenbrand, *promotion director*.
 Chas. Kocher, *chief engineer*.
 Douglas E. Nicol, *publicity director*.
 Richard Femmel, *news director*.

DIGEST OF RATE CARD NO. 11—(Dec. 1, 1955)

Hour	30 Min.	15 Min.	Min.	10 Sec.
Class AA—7:30-10:30 p.m., daily.				
\$1800.00	\$1080.00	\$720.00	\$450.00	\$180.00
Class A—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7:30 p.m., Sun.				
1500.00	900.00	600.00	275.00	140.00
Class B—5-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 3-6 p.m., Sun.				
1250.00	750.00	500.00	250.00	125.00
Class C—11 p.m.-midnight, daily.				
850.00	510.00	340.00	200.00	100.00
Class D—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.				
750.00	450.00	300.00	150.00	75.00
Class E—All other times.				
600.00	360.00	240.00	100.00	50.00

Also has 5 Min. Class D \$187; Class E \$150.
 Subject to frequency discounts.

CKLW-TV Windsor-Detroit (Ch. 9)

Licensee: W. Ontario Bcstg. Co. Ltd., Riverside Drive W., Windsor, Ont.

Detroit & Business office: Guardian Bldg.
 Studio & Transmitter: 825 Riverside Drive W., Windsor.
 Telephone: Woodward 1-7200, Detroit; Clearwater 4-1155, Windsor. TWX No.: DE 48.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 325-kw visual, 180-kw aural. Antenna: 650-ft. above av. terrain, 626-ft. above ground, 1226-ft. above sea level, lat. 42° 18' 59", long. 83° 02' 58".

Network Service: CBC.
 AM Affiliate: CKLW, 50-kw, 800 kc (CBC, MBS). FM Affiliate: CKLW-FM, 25-kw, 93.9 mc (No. 230), 414-ft. antenna height.

Ownership: CKLW-TV officers: J. E. Campeau, pres.; W. H. Gattfield, treas. Note: RKO Distributing Corp. of Canada (RKO Teleradio Pictures Inc.) owns ½ of stock.

Began Operation: Aug. 30, 1954.
 Represented (sales) by Young Television Corp. (for U.S.) & All-Canada Television.
 Represented (legal) by Samuel Rogers Q.C., Toronto, Ont.

Personnel:
 J. E. Campeau, *president & general manager*.
 S. Campbell Ritchie, *operations director*.
 Norman Hawkins, *national sales manager*.
 C. E. Gunn, *local sales manager*.
 Arthur MacColl, *film director*.
 Arthur Gloster, *publicity & public relations director*.
 Bruce Chick, *traffic director*.
 W. J. Carter, *engineering director*.

DIGEST OF RATE CARD NO. 2 (U.S. rates) (Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 2:30-11 p.m., Sun.							
\$1100.00	\$660.00	\$440.00	\$330.00	\$275.00	\$220.00	\$160.00	\$90.00
Class B—5-7 p.m., Mon.-Sat.							
750.00	450.00	300.00	225.00	187.50	150.00	110.00	60.00
Class C—All other times.							
550.00	330.00	220.00	165.00	138.00	110.00	80.00	44.00

Subject to frequency discounts.

WOOD-TV Grand Rapids (Ch. 8)

Licensee: Grandwood Broadcasting Co., 120 College Ave. SE.

Studio: 120 College Ave. SE. Transmitter: 6101 Five Mile Rd.
 Telephone: Glendale 9-4125. TWX No.: GR. 281.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 925-ft. above ground, 1810-ft. above sea level, lat. 43° 02' 37", long. 85° 31' 08".

Network Service: NBC, ABC.
 AM Affiliate: WOOD, 5-kw, 1300 kc (NBC).

Ownership: Harry M. Bitner, chairman; Harry M. Bitner Jr., pres.; Willard Schroeder, v.p.-secy., 4.98%; Melvin C. Green, treas.; Mrs. Evelyn H. Bitner, director; Leonard Bridge, director; Consolidated TV & Radio Bcstrs. Inc., Indianapolis, 95.01%. Same interests own WTCN-TV & WTCN, Minneapolis WFBM-TV & WFBM, Indianapolis, and WDFD, Flint, Mich. Note: Sale of all properties except radio WDFD to Time Inc. pends FCC approval (*Television Digest*, Vol. 12:50-51).

(Continued on page 154)

they BUY **BIG**
in Detroit...

...and **WWJ-TV**
is your **BIG BUY**



\$7320 is the king-size effective buying income per family in the Detroit Standard Metropolitan Area.* That's 21 per cent above the national average.

Folks here are big earners, big spenders—and equally important, big boosters for WWJ-TV's feature programming, sparkling personalities, and exceptional news coverage.

Buy Detroit. And when you do, buy WWJ-TV, now serving 1,620,000 television sets and over 6,300,000 people.

*Sales Management Survey of Buying Power, 1956 Edition



Michigan

GRAND RAPIDS: WOOD-TV—(Continued)

Began Operation: Aug. 15, 1949, as WLAV-TV. Sold to present grantee Sept. 1951 (see *Television Digest*, Vol. 7:19, 38).

Represented (sales) by Katz Agency, Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

- Willard Schroeder, *general manager.*
- Art Swift, *general sales manager.*
- John H. Clay, *sales service manager.*
- Clark Grant, *promotion director.*
- Frank Sisson, *program director.*
- R. H. Smith, *asst. program director & film director.*
- Richard Lamoreaux, *production manager.*
- David Hoyle, *continuity director.*
- Charles Robison, *chief engineer.*
- Leonard Bridge, *controller.*

DIGEST OF RATE CARD NO. 5—(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$1050.00	\$630.00	\$420.00	\$368.00	\$263.00	\$200.00	\$100.00
Class A—6-8 p.m., 10:30-11 p.m., daily.						
975.00	585.00	390.00	341.00	244.00	180.00	90.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily.						
700.00	420.00	280.00	245.00	175.00	135.00	67.50
Class C—All other times.						
450.00	270.00	180.00	158.00	112.50	85.00	42.50

Subject to frequency discounts.

WKZO-TV Kalamazoo

(Ch. 3)

Licensee: Fetzer Broadcasting Co., 124 W. Michigan Ave.

Studio: 124 W. Michigan Ave. Transmitter: Plainwell, Mich.

Telephone: Flreside 5-2101. TWX No.: KZ 33.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1012-ft. above av. terrain, 952-ft. above ground, 1952-ft. above sea level, lat. 42° 24' 57", long. 85° 31' 49".

Network Service: CBS, ABC.

AM Affiliate: WKZO, 5-kw, 590 kc (CBS).

Ownership: John E. Fetzer, pres.-treas., 52%; Rhea Y. Fetzer, v.p., 48%. Mr. Fetzer also operates KOLN-TV, Lincoln, Neb., and radio station WJEF, Grand Rapids, Mich. Also has minority interest in WMBD, Peoria, Ill.

Began Operation: June 1, 1950.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- John E. Fetzer, *president.*
- Carl E. Lee, *v.p. & managing director.*
- Donald DeSmit, *sales manager.*
- Charles T. Lynch, *program director.*
- Carl Collin, *farm director.*
- Len Colby, *news, sports & special events director.*
- Arthur Covell, *chief engineer.*

DIGEST OF RATE 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.; 11:59 a.m.-7:59 p.m., Sun.; 10:31-11:01 p.m., daily.						
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.; 11:01 p.m.-sign-off, Sat. & Sun.						
865.00	519.00	346.00	303.00	234.00	176.00	88.00
Class C—Sign-on-4:59 p.m., 11:15 p.m.-sign-off, Mon.-Fri.; sign-on-11:59 a.m., Sat. & Sun.						
500.00	300.00	200.00	175.00	135.00	90.00	45.00

WJIM-TV Lansing

(Ch. 6)

Licensee: Gross Telecasting Inc., WJIM Country House.

Studio and Transmitter: Vanatta Rd., near Cavanaugh Rd.

Telephone: Ivanhoe 2-1233. TWX No.: LG 72.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 440-ft. above av. terrain, 502-ft. above ground, 1340-ft. above sea level, lat. 42° 44' 22", long. 84° 30' 49". CP for 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level, lat. 42° 41' 14", long. 84° 22' 35"; transmitter to Vanatta Rd. near Cavanaugh Rd.

Network Service: ABC, CBS, NBC.

AM Affiliate: WJIM, .25-kw, 1240 kc (NBC-ABC).

Ownership: Harold F. Gross, pres.-treas., 38.85%; Charlotte Gross, secy., 10.6%; Howard Finch, v.p., 1.2%. Harold F. & Charlotte I. Gross are trustees of voting trust which controls 51.15% of stock. Mr. Gross also holds 10.593% of Ch. 11 applicant for Toledo, O.

Began Operation: May 1, 1950.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gagulne.

Personnel:

- Harold F. Gross, *president.*
- Howard K. Finch, *v.p., program & production.*
- Gar Meadowcroft, *general sales manager.*
- Phil Sherck, *film director.*
- Carl Musson, *technical operations director.*

DIGEST OF RATE 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., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
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

Subject to frequency discounts.

WKAR-TV East Lansing

(Ch. 60)

Non-Commercial Educational Station

Grantee (STA): State Board of Agriculture, Michigan State University.

Studio: Michigan State University campus.

Transmitter: Okemos, Mich.

Telephone: Edgewood 2-1511.

Technical Facilities: Channel No. 60 (746-752 mc). Authorized power: 205-kw visual, 105-kw aural. Antenna: 980-ft. above av. terrain, 1034-ft. above ground, 1874-ft. above sea level using 6° electrical beam tilt, lat. 42° 42' 08", long. 84° 24' 51". Requests change to 173-kw max. and 118-kw horizontal visual, 93.7-kw maximum and 63.8-kw horizontal aural, 990-ft. above av. terrain. Note: Has filed share-time application for Channel 10, Onondaga, Mich. with Television Corporation of Michigan Inc. Will drop Channel 60 if granted.

AM Affiliate: WKAR, 5-kw, 870 kc. FM Affiliate: WKAR-FM, 74-kw, 90.5 mc (No. 213) 270-ft. antenna height.

Began Operation: Jan. 13, 1954.

Represented (legal) by Barnes & Nelson.

Represented (engineering) by William L. Foss Inc.

Personnel:

- Dr. Armand L. Hunter, *general manager.*
- J. D. Davis, *operations manager.*
- Charles Ruffing, *program manager.*
- Weldon Johnson, *film director.*
- Linn Towsley, *chief engineer.*

Give non-professionals added assurance and poise with a synchronized prompter.

TELEPROMPTER SERVICE



SEE PAGE 35

WDMJ-TV Marquette

(Ch. 6)

Grantee (STA): Lake Superior Bestg. Co., Mining Journal Bldg.
Studio: 249 Washington St. Transmitter: Cliffs Hill Tower Rd.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural, 787-ft. above av. terrain, 367-ft. above ground, 2242-ft above sea level, lat. 46° 26' 57", long. 87° 37' 49".

Network Service: CBS.

AM Affiliate: WDMJ, 1-kw, 1320 kc (MBS).

Ownership: Subsidiary of *Marquette Mining Journal* (Frank J. Russell, publisher); Russell controls WMIQ, Iron Mountain, Mich., publishes *Iron Mountain News*.

Began Operation: March 20, 1956.

Represented (sales) by Weed Television Corp.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Frank J. Russell Jr., *president*.
W. H. Treloar, *v.p. & general manager*.
Robert J. Luke, *station & sales manager*.
Wallace C. Johnson, *comptroller*.
Ted Hansen, *office mgr. & program director*.
John Holmes, *program director*.
Walter Reese, *production director*.
Paul Anick, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:59-10:30 p.m., daily.						
\$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., daily						
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, daily.						
112.50	67.50	45.00	30.00	24.00	22.00	12.00

Subject to frequency discounts.

WKNX-TV Saginaw-Bay City

(Ch. 57)

Grantee (STA): Lake Huron Bestg. Corp., 221 S. Washington Ave., Saginaw.

Studio: 221 S. Washington Ave. Transmitter: Bridgeport Twp.

Telephone: 3-4471. TWX No.: SG 61.

Technical Facilities: Channel No. 57 (728-734 mc). Authorized power: 178-kw visual, 93.3-kw aural. Antenna: 450-ft. above av. terrain, 459-ft. above ground, 1061-ft. above sea level, lat. 43° 23' 32", long. 83° 55' 32". Requests change to Ch. 12, Flint, Mich., 316-kw visual, 158-kw aural, 973-ft. above av. terrain, 1024-ft. above ground, 1645-ft. above sea level, lat. 43° 12' 08", long. 84° 03' 14"; transmitter to Chesaning Rd. & Gasper Rd.

Network Service: CBS, ABC.

AM Affiliate: WKNX, 1-kw, 1210 kc.

Ownership: William J. Edwards, pres., 33½%; Alvin M. Bentley (Congressman), v.p., 33½%; Howard H. Wolfe, secy.-treas., 33½%.

Began Operation: April 5, 1953.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jansky & Bailey.

Personnel:

William J. Edwards, *president & general manager*.
Alvin M. Bentley, *v.p.*
Howard H. Wolfe, *station manager*.
Robert M. Chandler, *commercial manager*.
Robert Ollver, *program director*.
Howard H. Wolfe, *sales promotion director*.
Max W. Thomas, *director technical operations*.
Lee Purvis, *business manager*.
Otto Allen, *film editor*.
Don Potter, *news director*.
Jay Otto, *production coordinator*.
Carol Kennedy, *woman's program director*.

**DIGEST OF RATE CARD NO. 2
(Nov. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.						
\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$75.00	\$37.50
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.						
280.00	168.00	112.00	98.00	70.00	56.00	28.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.						
187.50	112.50	75.00	65.60	47.00	37.50	18.75

Subject to frequency discounts.

Michigan - Minnesota

WPBN-TV Traverse City

(Ch. 7)

Licensee: Midwestern Bestg. Co., Paul Bunyan Bldg.

Studio & Transmitter: 3 mi. W. of center of Traverse City.

Telephone: 2700.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 53.7-kw visual, 32.4-kw aural. Antenna: 760-ft. above av. terrain, 462-ft. above ground, 1538-ft. above sea level, lat. 44° 36' 32", long. 85° 41' 02".

Network Service: NBC.

AM Affiliate: WTCM, .25-kw, 1400 kc (MBS).

Ownership: Les Blederman, pres., 30%; William H. Kiker, v.p., 16.25%; Drew McClay, secy.-treas., 15%; Fred Zlerle, director, 16.25%; Edward Blederman, 22.5%. Also operates WATT, Cadillac; WATZ, Alpena; WMBN, Petosky; WATC, Gaylord, all Michigan radio stations.

Began Operation: Sept. 13, 1954.

Represented (sales) by Hal Holman Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Les Blederman, *president & general manager*.
John Anderson, *station manager*.
R. E. Detwiler, *commercial manager*.
Wm. H. Kiker, *chief engineer*.

**DIGEST OF RATE CARD NO. 3
(May 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
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 p.m., Mon.-Fri.; 4:59-6:59 p.m., Sun.; 10:31 p.m.-midnight, Sun.-Fri.; 4:59-6:29 p.m., 11:01 p.m.-midnight, Sat.						
120.00	72.00	48.00	38.50	30.00	18.00	12.00
Class B—Sign-on-4:59 p.m., midnight-sign-off, daily.						
90.00	54.00	36.00	29.00	21.50	14.50	9.00

MINNESOTA

KMMT Austin

(Ch. 6)

Licensee: Minnesota-Iowa Television Co., 405-A N. Main St.

Studio and Transmitter: 2.5-mi. S. of Austin on Hwy. No. 105.

Telephone: Hemlock 3-8836. TWX No.: AUS MINN 369.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 12.3-kw visual, 6.17-kw aural. Antenna: 520-ft. above av. terrain, 542-ft. above ground, 1767-ft. above sea level, lat. 43° 37' 13", long. 92° 59' 24".

Network Service: ABC.

AM Affiliate: KAUS, 1-kw, 1480 kc (MBS).

Ownership: Chester A. Weseman, pres., 20%; Albert W. Smith, v.p., 20%; George Wilson estate, 20%; Harold O. Westby, v.p., 20%; Martin Bustad, secy., 20%. Has agreement with KWWL-TV, Waterloo, Iowa, whereby latter has option to buy KMMT & KAUS.

Began Operation: July 27, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Frank McIntosh & Assoc.

Personnel:

Gene P. Loffler, *general manager*.
Don E. Inman, *sales director*.
Leo Chenler, *technical director*.

**DIGEST OF RATE CARD NO. 2
(Feb. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 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	\$18.00
Class B—4:59-5:59 p.m., Mon.-Fri.						
150.00	90.00	60.00	52.50	37.50	25.50	15.30
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	15.00	9.00

Subject to frequency discounts.

Note: For combination rates see KWWL-TV, Waterloo, Ia.

Minnesota

KDAL-TV Duluth-Superior (Ch. 3)

Licensee: Red River Bostg. Co. Inc., Bradley Bldg., Duluth.
Studio: Bradley Bldg. Transmitter: Observation Rd. & 11th St.
Telephone: Randolph 2-4466. TWX No.: DU 7019.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above av. terrain, 813-ft. above ground, 2046-ft. above sea level, lat. 46° 47' 08", long. 92° 07' 15".

Network Service: CBS, ABC.

AM Affiliate: KDAL, 5-kw, 610 kc (CBS).

Ownership: Dalton LeMasurier, pres.-treas., 70%; Robert A. Dettman, v.p., 10%; Odin S. Ramsland, v.p., 10%; Charles LeMasurier, 10%.

Began Operation: March 14, 1954.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis); W. E. McClenahan (Milwaukee).

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Robert M. Silliman.

Personnel:

Dalton LeMasurier, *president & general manager.*
Odin S. Ramsland, *v.p. & commercial manager.*
John Grandy, *sales manager.*
Earl Henton, *program director.*
Robert Dettman, *v.p. & chief engineer.*

DIGEST OF RATE CARD NO. 3 (Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—6:59-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class A—10-10:15 p.m., daily.						
.....	130.00	113.75	81.25	65.00	32.50
Class B—4-6:59 p.m., 10:15-11 p.m., daily; 1-5:59 p.m., Sun.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class C—All other times.						
162.50	97.50	65.00	56.75	40.50	32.50	16.25

WDSM-TV Duluth-Superior (Ch. 6)

Licensee: Northwest Publications Inc., 230 East Superior St., Duluth; 921 Tower Ave., Superior, Wis.

Studios: 230 E. Superior St., Duluth & 921 Tower Ave., Superior.
Transmitter: 5th Ave. W. & 10th St., Duluth.

Telephones: Randolph 7-6875, Duluth; Export 4-4451, Superior.
TWX No.: DU 7071.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 791-ft. above av. terrain, 584-ft. above ground, 1828-ft. above sea level, lat. 46° 47' 20", long. 92° 06' 51".

Network Service: NBC.

AM Affiliate: WDSM, 5-kw, 710 kc.

Ownership: Northwest Publications Inc. (owned by Ridder Publications), 100%. Northwest Publications publishes *Duluth Herald-News Tribune*. Ridder also controls WCCO-TV, Minneapolis-St. Paul. For other interests, see WCCO-TV.

Began Operation: Feb. 23, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

C. D. Tully, *general manager.*
Tom Gavin, *general sales manager.*
Martin Olson, *sales & merchandising coordinator.*
Edwin M. Conrad, *program director.*
Lew Martin, *production manager.*
Bob Ball, *news director.*
Jim Payton, *sports director.*
George Carlson, *chief engineer.*
Paul Andresen, *promotion director.*

DIGEST OF RATE CARD NO. 3 (Feb. 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.; 5:59-10:15 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00

Class A—10-10:15 p.m., daily.						
.....	130.00	113.75	81.25	65.00	32.50
Class B—1-5:59 p.m., Sun.; 4-6:59 p.m., Mon.-Sat.; 10:15-11 p.m., daily.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class C—Sign-on-12:59 p.m., Sun.; 11 p.m.-sign-off, daily.						
162.50	97.50	65.00	56.75	40.50	32.50	16.25

Subject to frequency discounts.

KMGM-TV (formerly KEYD-TV) Minneapolis-St. Paul (Ch. 9)

Grantee (STA): United Television Inc., Foshay Tower, Minneapolis.
Studio & Transmitter: Foshay Tower.

Telephone: Federal 9-8811. TWX No.: MP 470.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 451-ft. above av. terrain, 601-ft. above ground, 1326-ft. above sea level, lat. 44° 58' 28.2", long. 93° 16' 16.7".

Ownership: Lowe's Inc., (MGM) 25%; Thomas P. Johnson, 22.2%; Seymour Weintraub, 15.9%; Wm. F. and Rachel B. Adler, 7.9%; Lott Company, 7.9%; Oliver Tyrone, 4%; Henry Oliver Rea, 1.6%; Monroe H. Long, Sr., 1.6%; Lewis S. Greenberg, 6.3%; George W. Eby, 3.8%; Larry H. Israel, 3.8%. Messrs. Johnson, Lott and the Tyrone Corp. have minority interest in WENS, Pittsburgh. Tyrone Corp. also has minority interest in WMTW, Poland Spring, Me. and WABI-TV, Bangor. Mr. Weintaub owns WKBS, Mineola, N.Y. Messrs. Greenberg and Long are officers of Branham rep firm. Note: MGM (Loew's Inc.) owns 25% of KTTV, Los Angeles and has option for 25% of KTVR, Denver (*Television Digest*, Vol. 12:44).

Began Operation: Jan. 9, 1955. Sale to present owners by Minneapolis Tower Co. (Morris T. Baker) approved by FCC May 23, 1956 (*Television Digest*, Vol. 12:14, 16, 21).

Represented (sales) by The Branham Co.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Thomas P. Johnson, *chairman.*
Seymour Weintraub, *president.*
Larry H. Israel, *exec. v.p. & general manager.*
George W. Eby, *secretary-treasurer.*
Donald P. Menard, *station manager.*
David Murray, *assistant station manager.*
Robert Stone, *promotion manager.*
Gordon Benson, *chief engineer.*

DIGEST OF RATE CARD NO. 4—(Dec. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.					
\$1500.00	\$900.00	\$540.00	\$337.50	\$225.00	\$112.50
Class A—6-7 p.m., daily.					
600.00	360.00	216.00	180.00	120.00	60.00
Class B—5-6 p.m., daily.					
400.00	240.00	144.00	105.00	70.00	35.00
Class C—3:30-5 p.m., 11 p.m.-sign-off, daily.					
350.00	210.00	126.00	90.00	60.00	30.00

Subject to frequency discounts.

WCCO-TV Minneapolis - St. Paul (Ch. 4)

Licensee: Midwest Radio-Television Inc., Radio City, Minneapolis.
Studio: Radio City, Minneapolis and Dispatch Bldg., St. Paul.
Transmitter: Foshay Tower.

Telephone: Federal 8-0552. TWX No.: MP 2 & MP 36.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 543-ft. above av. terrain, 601-ft. above ground, 1461-ft. above sea level, lat. 44° 58' 30", long. 93° 16' 01".

Network Service: CBS.

AM Affiliate: WCCO, 50-kw, 830 kc (CBS).

Ownership: Midwest Radio-Television Inc. is 53% owned by Mid-Continent Radio-Television Inc., 47% by Minneapolis Star & Tribune Co. (Cowles). Mid-Continent Radio-Television is equally owned by Minnesota Tribune Co. and Northwest Publications Inc. (*St. Paul Dispatch* and *Pioneer Press*, Ridder newspapers). Minnesota Tribune Co. owns 25.4% of WEMP, Milwaukee. Ridder also operates WDSM-TV, Duluth-Superior and radio stations KSDN, Aberdeen, S.D.; KILQ, Grand Fork, N.D.; WDSM, Duluth-Superior. Other Ridder newspapers are *New York Journal of Commerce*, *Duluth Herald* and *News-Tribune*, Aberdeen (S.D.) *American* and *News*, Grand Fork (N.D.) *Herald*, Long Beach (Cal.) *Press-Telegram* and *Independent*, Pasadena (Cal.) *Independent* and *Star-News*, San Jose (Cal.) *News* and *Mercury*, and owns minority interest in *Seattle Times*. For other interests of Cowles family, see KRNT-TV, Des Moines, Ia.

Minnesota

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (*Television Digest*, Vol. 8:10, 33); CBS sold its 47% interest to Minneapolis Star & Tribune Co. in November 1953 (*Television Digest*, Vol. 10 45).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

William J. McNally, *chairman of board.*
 Robert B. Ridder, *president.*
 F. Van Konyenburg, *executive v.p. & general manager.*
 Sherman Headley, *asst. manager.*
 R. N. Ekstrum, *sales manager.*
 Dick Jensen, *national sales representative.*
 Robert A. Huelster, *local sales manager.*
 Charles D. Miller, *production manager.*
 John M. Sherman, *director of engineering.*
 Gwen Harvey, *program director.*
 Harry Jones, *film director.*
 Gene Godt, *publicity & promotion director.*
 William J. McGinnis, *stud. engineer.*
 Nell B. Coil, *transmitter engineer.*
 Don Gillies, *merchandising director.*
 Rollie Johnson, *news, sports & special events director.*
 Arle Haerberle, *director of women's activities.*
 Harry Sells, *farm director.*
 H. W. Dornseif, *controller.*

DIGEST OF RATE 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.						
\$1600.00	\$960.00	\$640.00	\$560.00	\$480.00	\$400.00	\$160.00
Class A—6:29-6:59 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 4:59-5:59 p.m., Sun.						
1000.00	600.00	400.00	350.00	300.00	250.00	100.00
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., daily.						
300.00	480.00	320.00	280.00	240.00	160.00	80.00
Class C—8:59 a.m.-5:59 p.m., Mon.-Fri.; 8:59 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
500.00	300.00	200.00	175.00	150.00	100.00	50.00
Class D—Sign-on-8:59 a.m., daily.						
400.00	240.00	160.00	130.00	109.00	80.00	35.00

Subject to frequency discounts. Color—Rates on request.

WTCN-TV
Minneapolis-St. Paul
 (Ch 11)

Licensee: Minnesota Television Public Service Corp., West Lake St. at Dean Blvd., Minneapolis.
 Studio: West Lake St. at Dean Blvd. Transmitter: Foshay Tower, Telephone: Walnut 7-8881. TWX No.: MP 540.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 470-ft. above av. terrain. 601-ft. above ground, 1450-ft. above sea level, lat. 44° 58' 28", long. 93° 16' 10".

Network Service: ABC.

AM Affiliate: WTCN, 5-kw (1-kw night), 1280 kc (ABC).

Ownership: Consolidated Television & Radio Bcstrs. Inc. (Bitner). For other interests see WFBM-TV, Indianapolis. Note: Sale of all properties except radio WFDF, Flint, to Time Inc. pending FCC approval (*Television Digest*, Vol. 12:50-51).

Began Operation, Sept. 1, 1953 as share-time station with WMIN-TV, St. Paul. Sale of both time-sharing outlets and radio WTCN to present owners approved by FCC April 6, 1955 (*Television Digest*, Vol. 11:5, 15).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

Harry M. Bitner, Jr., *president.*
 Miller Robertson, *v.p. and general manager.*
 David Cole, *sales manager.*
 Fred Kaufman, *program director.*
 Joseph F. Carney, *sales service manager.*
 George J. Lord, *sales promotion director.*
 Paul Severeid, *news director.*
 Gene Wecker, *film director.*
 Len Nachbar, *asst. treasurer.*
 Joseph Kahnke, *chief engineer.*
 Warren Fritzie, *asst. chief engineer.*

DIGEST OF RATE CARD NO. 3—(Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$280.00	\$216.00	\$200.00	\$100.00
Class A—6:30-7 p.m., 9:30-10 p.m., daily.						
750.00	450.00	300.00	263.00	203.00	150.00	75.00
Class B—4:30-6:30 p.m., 10:30-11 p.m., daily.						
550.00	330.00	220.00	193.00	149.00	110.00	55.00
Class C—4-4:30 p.m., 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	81.00	60.00	30.00
Class D—Sign-on-4 p.m., daily.						
200.00	120.00	80.00	70.00	54.00	40.00	20.00



WATCH
 WTCN-TV...
 where BIG things
 are happening!

WTCN-TV
Channel 11

ABC Network
MINNEAPOLIS • ST. PAUL
316,000 Watts

Represented Nationally by the Katz Agency, Inc.
 Affiliated with WFDF, Flint; WOOD AM & TV,
 Grand Rapids; WFBM AM & TV, Indianapolis.

Minnesota - Mississippi

KROC-TV Rochester (Ch. 10)

Licensee: Southern Minnesota Bcstg. Co., 100-First Ave. Bldg.
Studio and Transmitter: Highway 14, 2-mi. west of town.
Telephone: 3924.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 93.3-kw visual, 46.8-kw aural. Antenna: 630-ft. above av. terrain, 576-ft. above ground, 1780-ft. above sea level, lat. 44° 01' 27", long. 92° 32' 36". Holds CP for 316-kw visual, 191-kw aural.

Network Service: NBC.

AM Affiliate: KROC, 25-kw, 1340 kc (NBC).

Ownership: Agnes P. Gentling, pres., 10.8%; G. David Gentling, v.p. & treas., 7.35%; Calvin A. Smith, secy., H. J. Postler, director, 11.5%, and the following who do not hold office: Gordon P. Gentling, 8.9%; Philip H. Gentling, 5.12%; Agnes P. Gentling and other trustees, estate of G. P. Gentling, 56.27%.

Began Operation: July 14, 1953.

Represented (sales) by The Meeker Co. Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

G. David Gentling, *general manager & sales manager*.
Don Perry, *program director*.
Willard N. Lampman, *station manager*.
John Z. Miller, *promotion director*.
Jerry Boyum, *farm director*.
Robert Cross, *chief engineer*.

DIGEST OF RATE 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., daily.						
\$325.00	\$195.00	\$130.00	\$113.75	\$81.25	\$65.00	\$32.50
Class A—6:30-7:30 p.m., 10-10:30 p.m., daily.						
275.00	165.00	110.00	97.25	68.75	55.00	27.50
Class B—5-6:30 p.m., 10:30 p.m.-midnight, daily.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—All other times.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

Subject to frequency discounts.

KSTP-TV St. Paul-Minneapolis (Ch. 5)

Licensee: KSTP Inc., 3415 University Ave., St. Paul, Zone 14.
Studio and Transmitter: 3415 University Ave.
Telephone: Midway 5-2724.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 58.9-kw aural. Antenna: 580-ft. above av. terrain, 583-ft. above ground, 1493-ft. above sea level, lat. 44° 58' 08", long. 93° 12' 20".

Network Service: NBC.

AM Affiliate: KSTP, 50-kw, 1500 kc (NBC).

Ownership: Stanley E. Hubbard, pres. & director, 58.55%; Kenneth M. Hance, exec. v.p. & treas.; Marvin L. Rosene, v.p.; Stanley S. Hubbard, v.p.; Else Ryberg, secy. Directors: A. G. Bush (Minnesota Mining & Manufacturing Co.); Thomas E. Bragg, 7.70%; Philip A. Du Frene; Stanley S. Hubbard; and the following stockholders not holding office: Siems Bros. Inc., 5.82%; Didrikke S. Hubbard, 14.92%; Vera S. Bragg, 7.70%; Mrs. Paulette E. Godfrey, 5.31%. KSTP Inc. holds 23% of KWK-TV, St. Louis. Mr. Bush also owns 50% of WKAI, Macomb, Ill. and KLLI, Estherville, Ia. Note: KSTP Inc. purchase of KOB-TV & KOB, Albuquerque, pends FCC approval (*Television Digest*, Vol. 13:2).

Began Operation: April 23, 1948.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Stanley E. Hubbard, *president and general manager*.
Kenneth M. Hance, *executive v.p. and treasurer*.
Marvin L. Rosene, *v.p., sales*.
James E. Blake, *national TV sales manager*.
William P. Davey, *promotion manager*.
Del Franklin, *production manager & film director*.
Dick Nesbitt, *sports director*.
William S. Sadler, *chief engineer*.

DIGEST OF RATE CARD NO. 17—(Sept. 1, 1956)

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.						
\$1550.00	\$870.00	\$580.00	\$500.00	\$410.00	\$320.00	\$160.00

Class A—6:30-7 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10-10:30 p.m., daily.						
1000.00	600.00	400.00	350.00	300.00	250.00	125.00
Class B—6-6:30 p.m., Mon.-Sat.; 4-5 p.m., Sun.; 10:30-11 p.m., daily.						
750.00	450.00	300.00	262.50	225.00	150.00	75.00
Class C—5:30-6 p.m., Mon.-Sat.; noon-4 p.m., Sun.; 11-11:30 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class D—Sign-on-5:30 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11:30 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00

Subject to frequency discounts.

KTCA-TV St. Paul-Minneapolis (Ch. 2)

Non-Commercial Educational Station
(Due to Begin Operating in February)

Grantee (STA): Twin City Area Educational Television Corp., Room 110, Bldg. TSA-367, U of Minnesota (Agricultural) Campus, St. Paul.

Studio: Bldg. TSA-367, U of Minnesota (Agricultural) Campus.

Transmitter: 1 mi. N of St. Paul (Agricultural) Campus of U of Minn.

Telephone: Midway 6-4616, ext. 263 & 268.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 620-ft. above av. terrain, 562-ft. above ground, 1549-ft. above sea level, lat. 44° 59' 54", long. 93° 11' 17".

Ownership: Non-profit organization. Officers: Loring M. Staples, pres.; Wendell T. Burns, v.p.; Ronald M. Hubbs, v.p.; Philip H. Nason, v.p.; John S. Pillsbury Jr., secy.; A. A. Heckman, treas.

Represented (legal) by Faegre & Benson, Minneapolis.

Personnel:

John C. Schwarzwald, *station director*.
Harold O. Bergman, *asst. to director*.
Paul Owen, *program director*.
Berten A. Holmberg, *chief engineer*.

MISSISSIPPI

WCBI-TV Columbus (Ch. 4)

Grantee (STA): Birney Imes Jr., Hwy. 12, 4-mi. NE of Columbus.
Studio & Transmitter: Hwy. 12, 4-mi. NE of Columbus.

Telephone: Fairfax 8-5631.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 120-kw visual, 10-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level, lat. 33° 32' 34", long. 88° 23' 38".

Network Service: CBS, NBC.

AM Affiliate: WCBI, 1 kw, 550 kc. (MBS).

Ownership: Birney Imes Jr., 100%. Mr. Imes also publishes *Columbus Commercial Dispatch* and operates radios WCBI, Columbus, WELO, Tupelo, WNAG, Grenada & WMOX, Meridian, all Mississippi. Mrs. Eunice Imes owns WROX, Clarksdale, Miss.

Began Operation: June 9, 1956.

Represented (sales) by Everett-McKinney Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Bob McRaney, *general manager*.
Chris Everson, *station manager*.
W. W. Whitfield, *sales manager*.
Tom McFerrin, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (July 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.; 2-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$48.00	\$30.00	\$22.50	\$15.00
Class B—All other times.						
120.00	72.00	48.00	38.40	24.00	18.00	10.00

Subject to frequency discounts.

WDAM-TV Hattiesburg

(Ch. 9)

Grantee (STA): Lion Television Co., Box 1649, Hattiesburg.
Studio and Transmitter: U. S. Hwy. 11, approx. 1.2 mi. N of Eastabuchie.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 56.9-kw visual, 34.14-kw aural. Antenna: 490-ft. above av. terrain, 537-ft. above ground, 732-ft. above sea level, lat. 31° 27' 12", long. 89° 17' 05".

Network Service: NBC, ABC.

Ownership: WDSU-TV, New Orleans, 51%; remaining 49% is equally owned by: Dave A. Matison Jr., Harold M. Matison, Milton J. Fine, Alvin H. Fine, Dave A. Matison Jr. and his brother Harold M. Matison each owns 28.35% of WAML, Laurel and WABO, Waynesboro, both Miss. WDSU also owns control of WAFB-TV, Baton Rouge, La.

Began Operation: June 8, 1956.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Marvin Reuben, *v.p. & general manager.*
Teck Jones, *sales manager.*
Keith Glatzer, *operations manager.*
David L. Waite, *asst. operations mgr. & sales service director.*
John Carroll, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 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

Subject to frequency discounts.

WJTV Jackson

(Ch. 12)

Grantee (STA): Capital Broadcasting Co. Inc., Box 8187.
Studio & Transmitter: Robinson Rd. extension, .3-mi. N. of Route 18.

Telephone: 4-2512. TWX No.: JN 598.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 214-kw visual, 107-kw aural. Antenna: 700-ft. above av. terrain, 666-ft. above ground, 1045-ft. above sea level, lat. 32° 17' 02", long. 90° 15' 52.5". CP for 316-kw visual, 158-kw aural.

Network Service: CBS, ABC.

AM Affiliate: WSLI, 5-kw, 930 kc (ABC).

Ownership: Mississippi Publishers Corp., publishers of *Jackson Clarion Ledger* and *Daily News*, 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. Lanford also owns 97.2% of KALB-TV, Alexandria, La., 33½% of KPLC-TV & KPLC, Lake Charles, La.; has interest in radios KRMD, Shreveport and KRRV, Sherman, Tex. Sepaugh also has 33½% interest in KPLC-TV & KPLC.

Began Operation: March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took uhf WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call to WJTV (*Television Digest*, Vol. 11:16, 21, 23).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

L. M. Sepaugh, *general manager.*
Owens F. Alexander, *station & national sales manager.*
William Carlier, *local sales manager.*
L. M. Sepaugh Jr., *film director.*
C. A. Perkins, *chief engineer.*
Ken Parks, *production manager.*

DIGEST OF RATE 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., daily.						
\$360.00	\$216.00	\$144.00	\$126.00	\$108.00	\$80.00	\$40.00
Class A—6-7 p.m., 10-10:30 p.m., daily.						
250.00	150.00	100.00	88.00	75.00	50.00	25.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00
Class C—Noon-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	53.00	45.00	30.00	15.00
Class D—Sign-on-noon, daily.						
100.00	60.00	40.00	35.00	30.00	20.00	10.00

Subject to frequency discounts.

Mississippi

WLBT Jackson

(Ch. 3)

Grantee (STA): Lamar Life Bcstg. Co., Box 2171.

Studio: 715 S. Jefferson St. Transmitter: Red Hill.

Telephone: 2-2691.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 681-ft. above av. terrain, 589-ft. above ground, 1055-ft. above sea level, lat. 32° 15' 48", long. 90° 06' 22". Requests change to 1579-ft. above av. terrain, 1523-ft. above ground, 1943-ft. above sea level, lat. 32° 12' 46", long. 90° 22' 54"; transmitter to 12-mi. SW of Jackson.

Network Service: NBC.

AM Affiliate: WJDX, 5-kw (1-kw night), 620 kc (NBC). FM Affiliate: WJDX-FM, 50-kw, 102.9 mc (No. 275), 600-ft. antenna height.

Ownership: Peter Koch Lutken, pres., 40%; Fred L. Beard, secy-treas., 20%; Maurice Thompson, v.p., 20%; William Calvin Wells III, v.p., 20%. Mr. Lutken is pres. of Lamar Life Ins. Co. Ownership interlocks with radio KWAT, Watertown, S.D.

Began Operation: Dec. 20, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Fred L. Beard, *general manager.*
Frank Gentry, *sales manager.*
Maurice Thompson, *program director.*
Chuck Allen, *promotion director.*
Howard Langfitt, *farm director.*
Bob Smathers, *chief engineer.*

DIGEST OF RATE 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., daily.						
\$360.00	\$216.00	\$144.00	\$126.00	\$108.00	\$80.00	\$40.00
Class A—6-7 p.m., 10-10:30 p.m., daily.						
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.; 10:30 p.m.-sign-off daily.						
150.00	90.00	60.00	53.00	45.00	30.00	15.00
Class D—6 a.m.-noon, daily.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WTOK-TV Meridian

(Ch. 11)

Grantee (STA): Southern Television Corp., Box 1771, Meridian.
Studio: Southern Bldg. Transmitter: U.S. Hwy. 45. ½-mi. S of city.
Telephone: 3-1441. TWX No.: MERID 281.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 170-kw aural. Antenna: 562-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level, lat. 32° 19' 40", long. 88° 41' 30".

Network Service: CBS, NBC, ABC.

AM Affiliates: WTOK, .25-kw, 1450 kc (ABC)

Ownership: Robert F. Wright, pres., 25.5%; William B. Crooks, v.p., 18%; Thomas Y. Minniece, secy., 6%; S. A. Rosenbaum, treas., 12%; and the following directors: James H. Skewes, 6.5%; H. M. Minniece, 6%; I. A. Rosenbaum, Jr., 12%; H. K. Griffin; 4 others, none over 5%. Mr. Skewes publishes *Meridian Star*.

Began Operation: Sept. 25, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Gautney & Jones.

Personnel:

Robert F. Wright, *president & general manager.*
William B. Crooks, *sales manager.*
Cecil Germany, *traffic & program manager.*
George E. Shannon, *production director.*
Joe H. Saxon, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(April 1, 1956)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$250.00	\$150.00	\$125.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—5-6:30 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.							
187.50	112.50	93.75	75.00	65.00	47.00	37.50	19.00
Class C—All other times.							
125.00	75.00	62.50	50.00	44.00	31.00	25.00	12.50

Mississippi-Missouri

WTWV Tupelo (Ch. 9)

Grantee (STA): Tupelo Citizens Television Co., 533 Main St.

Studio & Transmitter: Beech Spring Rd., 2.5 mi. N. of city limits. Telephone: Vinewood 2-7620.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 26.9-kw visual, 13.6-kw aural. Antenna: 509-ft. above av. terrain, 529 ft. above ground, 854-ft. above sea level, lat. 34° 19' 24", long. 88° 42' 39".

Network Service: NBC.

Ownership: Frank K. Spain, 35%; Joseph G. Petit, 25%; Walter D. Spain, 15%; Perrin Purvis, 15%; Margaret H. Spain, 10%. Frank Spain is engineering director of WHEN-TV, Syracuse, N.Y.; Mr. Petit is TV development engineer with NBC-TV, N.Y.

Began Operation: Feb. 2, 1957.

Represented (sales) by Young Representatives Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Frank K. Spain, *general manager*.
Walter D. Spain, *sales manager*.
Robert Gordon, *program director*.
Miriam Petit, *production director*.
Joseph G. Petit, *chief engineer*.

DIGEST OF RATE CARD No. 1 (Nov. 15, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:59-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.					
\$150.00	\$90.00	\$60.00	\$37.50	\$30.00	\$25.00
Class B—5-5:59 p.m., 10:30-11 p.m., Mon.-Fri.; 2-5:59 p.m., Sat.; 10:30-11 p.m., Sun.					
120.00	72.00	48.00	32.00	25.00	15.00
Class C—All other times.					
90.00	54.00	36.00	24.00	15.00	9.00

Subject to frequency discounts.

MISSOURI

KFVS-TV Cape Girardeau (Ch. 12)

Grantee (STA): Hirsch Bcstg. Co., Box 422.

Studio: 324 Broadway. Transmitter: 3 mi. NW on U.S. 61.

Telephone: 5-5511.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 892-ft. above ground, 1439-ft. above sea level, lat. 37° 20' 25", long. 89° 35' 21".

Network Service: CBS.

AM Affiliate: KFVS, 1-kw (.5 kw night), 960 kc (MBS).

Ownership: Oscar C. Hirsch, pres., 98.66%; Geraldine F. Hirsch, treas., .66%; David E. Hoche, secy., .66%; Robert O. Hirsch, v.p. Oscar Hirsch also controls KFMO, Flat River, Mo., WKRO, Cairo, Ill., and WHCO, Sparta, Ill.

Began Operation: Oct. 3, 1954.

Represented (sales) by Headley-Reed TV.

Represented (legal) by George O. Sutton.

Personnel:

Oscar C. Hirsch, *president & general manager*.
Robert O. Hirsch, *manager of TV operations*.

DIGEST OF RATE CARD NO. 4 (Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$192.00	\$150.00	\$120.00	\$60.00
Class A—6-7 p.m., Mon.-Sat.; 9:30-11 p.m., daily; 5-7 p.m., Sun.						
400.00	240.00	160.00	128.00	100.00	80.00	40.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-5 p.m., Sun.						
300.00	180.00	120.00	96.00	75.00	60.00	30.00
Class C—All other times.						
150.00	120.00	80.00	64.00	50.00	40.00	20.00

Subject to frequency discounts.

KOMU-TV Columbia

(Ch. 8)

Grantee (STA): Curators of the University of Missouri.

Studio & Transmitter: Hwy. 63 South.

Telephone: Gibson 2-1122. TWX No.: CLBA 597.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 251-kw visual, 126-kw aural. Antenna: 794-ft. above av. terrain, 774-ft. above ground, 1612-ft. above sea level, lat. 39° 53' 16", long. 92° 15' 48".

Network Service: NBC, ABC.

Ownership: University of Missouri. Member of Curators is Lester E. Cox who owns 10% of KOAM-TV, Pittsburg, Kan., and 49% of radio KWTO, Springfield, Mo.

Began Operation: Dec. 21, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Lohnes & Culver.

Personnel:

Edward C. Lambert, *director of television, general manager*.
John O. Conwell, *commercial manager*.
Allen H. Scollay, *program director*.
Milton E. Gross, *promotion manager*.
Phillip E. Berk, *news director*.
S. K. Applebaum, *film editor*.
William J. Reagan, *chief engineer*.

DIGEST OF RATE CARD NO. 4—(May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—8-9 p.m., daily.						
\$250.00	\$150.00	\$50.00	\$25.00
Class A—6:30-8 p.m., Mon.-Fri.; 9-10 p.m., Mon.-Sat.; 6-8 p.m., Sat. & Sun.; 9-11 p.m., Sun.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class B—5-6:30 p.m., Mon.-Fri.; 10-11 p.m., Mon.-Sat.; 5-6 p.m., Sat. & Sun.; 11 p.m.—sign-off, Sun.; noon-1 p.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—7 a.m.-noon, 1-5 p.m., 11 p.m.—sign-off, Mon.-Sat.						
100.00	60.00	40.00	32.50	25.00	20.00	10.00

Subject to frequency discounts.

KHQ-A-TV Hannibal-Quincy, Ill.

(Ch. 7)

Grantee (STA): Lee Bcstg. Inc., 510 Maine St., Quincy, Ill.

Studios: 2333 Palmyra Rd., Hannibal, Mo.; WCU Bldg., Quincy, Ill.

Business & National Sales Office: WCU Bldg., Quincy.

Transmitter: Columbus Rd., Quincy, Ill.

Telephone: Baldwin 2-6200, Quincy; 2762, Hannibal. TWX No.: QCY 93.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level, lat. 39° 58' 22", long. 91° 19' 54".

Network Service: CBS.

AM Affiliate: WTAD (Quincy), 5-kw, 930 kc (CBS). FM Affiliate: WTAD-FM, 27-kw, 99.5 mc (No. 258), 770-ft. antenna height.

Ownership: Lee Radio Inc., 51% (interlocking with Lee Bcstg. Inc.); Courier-Post Publishing Co., publisher of *Hannibal Courier-Post* 20%; Lee P. Loomis, pres., 3.16%; Herbert R. Ohrt, exec. v.p., 2.3%; E. L. Sparks, v.p.; Walter J. Rothschild, secy-treas. 1.08%; Lee Radio Inc. operates KGLO-TV & KGLO, Mason City, Ia. For other interests, see *Mason City Globe-Gazette* under newspaper ownership.

Began Operation: Aug. 27, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Walter J. Rothschild, *general & national sales manager*.
Merritt Milligan, *program director & asst. manager*.
Paul Millen, *national sales asst.*
Dick Moore, *promotion director*.
Charles Lotz, *film director*.
Gene Terry, *news director*.
Dick Faler, *farm director*.
J. E. Gray, *chief engineer*.

DIGEST OF RATE 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

Subject to frequency discounts.

KRCG
Jefferson City
 (Ch. 13)

Grantee (STA): Jefferson Television Co., Callaway Hills Farm.
 Studio: Callaway Hills Farm. Transmitter: U. S. Hwy. 54, 2 mi. S of New Bloomfield.
 Telephone: 6-6188, 5-3122. TWX No.: JFS CY MO 641.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum and 214-kw horizontal visual, 158-kw maximum and 107-kw horizontal aural. Antenna: directional, 660-ft. above av. terrain, 573-ft. above ground, 1417-ft. above sea level, lat. 38° 41' 28", long. 92° 05' 43".

Network Service: CBS, ABC.

Ownership: Mrs. W. H. Weldon, pres., 98.2%; Robert Blosser, v.p., .6%; Edward J. Schuelein, .6%; Camille Williams, secy.-treas., .6%. Mrs. Weldon holds interest in *Jefferson City Capital News & Post Tribune* and Capital Bestg. Co., licensee of radio KWOS, Jefferson City.

Began Operation: Feb. 13, 1955.

Represented (sales) by Blair Television Associates.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Mrs. W. H. Weldon, *president*.
 Robert Blosser, *general manager*.
 Ed Schuelein, *chief engineer*.
 Ron Maxwell, *sales manager*.
 Laney Lee, *program director*.

DIGEST OF RATE CARD NO. 2—(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:59-9:01 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$88.00	\$63.00	\$50.00	\$25.00
Class A—6-7:59 p.m., 9:01-10 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10-11 p.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	32.50	25.00	20.00	10.00

Subject to frequency discounts.

Missouri

KODE-TV
 (formerly KSWM-TV)
Joplin
 (Ch. 12)

Licensee: WSTV Inc., Exchange Realty Bldg., Steubenville, O.
 Studio & Transmitter: 1928 W. 13th St.

Telephone: Mayfair 3-7260.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum and 229-kw horizontal visual, 178-kw maximum and 129-kw horizontal aural. Antenna: 710-ft. above av. terrain, 626-ft. above ground, 1675-ft. above sea level, lat. 37° 04' 37.4", long. 94° 32' 10.24".

Network Service: CBS, ABC.

AM Affiliate: KODE, .25-kw, 1230 kc (CBS).

Ownership: Same as WSTV-TV, Steubenville, O.

Began Operation: Sept. 26, 1954. Sale to present owner by Austin Harrison approved Oct. 21, 1956 by FCC (*Television Digest*, Vol. 12:39, 44).

Represented (sales) by Venard, Rintoul & McConnell, Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Robert M. Silliman.

Personnel:

John J. Laux, *exec. v.p.*
 Harry D. Burke, *v.p. & general manager*.
 Rod Gibson, *national sales manager*.
 D. T. Knight, *local sales manager*.
 Ron Robson, *program director*.
 Jack Langford, *chief engineer*.

DIGEST OF RATE CARD NO. 4
 (Dec. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.							
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$67.50	\$60.00	\$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	45.00	23.00
Class C—All other times.							
150.00	90.00	60.00	52.00	37.00	33.75	30.00	15.00

Subject to frequency discounts.

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Television Digest

Missouri

KCMO-TV Kansas City

(Ch. 5)

Licensee: Meredith Engineering Co., 125 E. 31st St.

Studio & Transmitter: 125 E. 31st St.

Telephone: Jefferson 1-6789. TWX No.: KC 165.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 1130-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level, lat. 39° 04' 14", long. 94° 34' 59".

Network Service: CBS.

AM Affiliate: KCMO, 50-kw (10-kw night), 810 kc (CBS). FM Affiliate: KCMO-FM, 56-kw, 94.9 mc (No. 235), 420-ft. antenna height.

Ownership: Meredith Engineering Co., 100% owned by Meredith Publishing Co., Des Moines, Ia., publisher of *Better Homes & Gardens* and *Successful Farming*. Officers of Meredith Engineering Co.: E. T. Meredith Jr., pres.; F. O. Bohlen, v.p.; Edna E. Meredith, v.p.; Mildred M. Bohlen, secy.-treas.; Rowland G. Wright, asst. secy. & asst. treas.; Payson Hall, v.p. of TV-radio. Same interests own WHEN-TV & WHEN, Syracuse, N. Y.; KPHO-TV & KPHO, Phoenix, Ariz.; WOW-TV & WOW, Omaha.

Began Operation: Sept. 27, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

E. K. Hartenbower, *general manager*.
C. E. Breazeal, *asst. manager*.
Karl Troeglen, *technical director*.
Sid B. Tremble, *commercial manager*.
Ken Heady, *program director*.
Steve Mills, *production director*.
F. C. Strawn, *promotion director*.
Jim Monroe, *news director*.
T. R. Thompson, *film director*.
C. W. Jackson, *agricultural director*.

DIGEST OF RATE CARD NO. 4 (May 1, 1956)

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.	\$1200.00	\$720.00	\$480.00	\$420.00	\$300.00	\$250.00	\$125.00
Class A—6:30-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily.	1000.00	600.00	400.00	350.00	250.00	200.00	100.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.	700.00	420.00	280.00	245.00	175.00	140.00	70.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; 11 p.m. sign-off, daily.	500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class D—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

Subject to frequency discounts.

KMBC-TV Kansas City

(Ch. 9)

Licensee: KMBC Bcstg. Co., KMBC Bldg., 11th & Central, Kansas City, Mo.

Studio: KMBC Bldg. Transmitter: 5701 E. 22nd St.

Telephone: Harrison 1-2650. TWX No.: KC181.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1080-ft. above av. terrain, 1025-ft. above ground, 1946-ft. above sea level, lat. 39° 05' 51", long. 94° 35' 04".

Network Service: ABC.

AM Affiliates: KMBC, 5-kw, 980 kc (ABC); KFRM, Concordia, Kan., 5-kw, 550 kc, (ABC).

Ownership: Cook Paint & Varnish Co., 100%. Following officers are stockholders of record, but have no beneficial interests: Lathrop G. Backstrom, 99.4%; Donald D. Davis, pres., .2%; John F. Cash, v.p.-treas., .2%; M. D. Blackwell, secy., .2%.

Began Operation: Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954, FCC approved merger whereby WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV & KMBC and retained KMBC call letters (*Television Digest*, Vol. 10:17, 20, 24).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Donald D. Davis, *president & commercial manager*.
John T. Schilling, *exec. v.p. & general manager*.
George J. Higgins, *v.p. in charge of spot sales*.
Mori Greiner, *television station manager*.
Lou Kemper, *production supervisor*.
Phil Evans, *farm director*.
Sam Molen, *sports director*.
Bea Johnson, *women's dept. director*.
Edwin L. Dennis, *local sales manager*.
Fred Harris, *promotion dept.*.
Henry Goldenberg, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (July 1, 1956)

30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA—7-9:30 p.m., daily.	\$660.00	\$440.00	\$330.00	\$275.00	\$250.00	\$125.00
Class A—6:30-7 p.m., 9:30-10:30 p.m., daily.	480.00	320.00	240.00	200.00	160.00	80.00
Class B—5-6:30 p.m., 10:30 p.m.-sign-off, daily.	400.00	267.00	200.00	167.00	120.00	60.00
Class C—Sign-on-5 p.m., daily.	300.00	200.00	150.00	125.00	100.00	50.00

Subject to frequency discounts.

WDAF-TV Kansas City

(Ch. 4)

Licensee: The Kansas City Star Co., 1729 Grand Ave.

Studio and Transmitter: 3030 Summit St.

Telephone: Harrison 1-1200. TWX No.: KC 259 and KC 50.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 750-ft. above av. terrain, 724-ft. above ground, 1664-ft. above sea level, lat. 39° 04' 19", long. 94° 35' 43".

Network Service: NBC.

AM Affiliate: WDAF, 5-kw, 610 kc (NBC).

Ownership: The Kansas City Star Co., publisher of *The Kansas City Star*; Roy A. Roberts, pres.

Began Operation: Oct. 16, 1949.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Gautney & Jones.

Personnel:

H. Dean Fitzer, *managing director*.
Bill Bates, *station manager*.
E. Manne Russo, *commercial manager*.
Jay Barrington, *program director*.
Randall Jessee, *director of news & special events*.
James Schmidt, *chief engineer*.

DIGEST OF RATE CARD NO. 10 (Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A—7-10 p.m., daily.	\$1060.00	\$636.00	\$424.00	\$371.00	\$265.00	\$212.00	\$106.00
Class B—6:30-7 p.m., 10-10:30 p.m., daily.	960.00	576.00	384.00	336.00	240.00	192.00	96.00
Class C—5:30-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily.	640.00	384.00	256.00	224.00	160.00	128.00	64.00
Class D—Sign-on-5:30 p.m., Mon.-Sat.; 11-11:30 p.m., daily.	440.00	264.00	176.00	154.00	110.00	88.00	44.00
Class E—Sign-on-1 p.m., Sun.; 11:30 p.m.-sign-off, daily.	400.00	240.00	160.00	140.00	100.00	80.00	40.00

Multiple discount plan on purchase of 5, 7 or 10 or more announcements per week, at discount of 20%, 25% or 30%, respectively, on all announcements within Class C, D, or E time periods.

KTVO

Kirksville-Ottumwa, Ia.

(Ch. 3)

Licensee: KBIZ Inc. KBIZ-KTVO Bldg., Ottumwa, Ia.

Studios: KBIZ-KTVO Bldg., Ottumwa, Ia.; Lancaster, Mo. Transmitter: U.S. Hwy. 136, near Lancaster, Mo.

Telephone: Murray 2-4535, Ottumwa. TWX No.: OTUM 463.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1082-ft. above av. terrain, 1101-ft. above ground, 2014-ft. above sea level, lat. 40° 31' 41", long. 92° 26' 33".

Network Service: CBS, NBC.

AM Affiliate: KBIZ, Ottumwa, Ia., .25-kw, 1240 kc. (ABC).

Ownership: James J. Conroy, pres., 66.16%; Merrill Gilmore, v.p., .16 $\frac{2}{3}$ %; Alice E. Fisher, secy.-treas., .16 $\frac{2}{3}$ %; B. E. Allison, .16 $\frac{2}{3}$ %; Raymond E. Russell, 33.33%.

Began Operation: Nov. 21, 1955.

Represented (sales) by Bolling Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

James J. Conroy, *president & general manager.*
 Berg E. Allison, *station manager.*
 Elmer Smith, *commercial manager.*
 Monty Moncrieff, *director research & promotion.*
 Jim Bolen, *program manager.*
 James Riley, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:29-10 p.m., daily						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class B—6:29-5:59 p.m., 10-10:30 p.m., daily.						
225.00	135.00	90.00	78.75	67.50	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	45.00	30.00	15.00

Subject to frequency discounts.

KDRO-TV
Sedalia
(Ch. 6)

Grantee (STA): Milton J. Hinlein, 2100 W. Broadway.

Studio & Transmitter: 2100 W. Broadway.

Telephone: 4004.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 16.4-kw visual, 8.71-kw aural. Antenna: 360-ft above av. terrain, 321-ft. above ground, 1211-ft. above sea level, lat. 38° 42' 20", long. 93° 15' 13".

AM Affiliate: KDRO, .25-kw, 1490 kc (MBS).

Ownership: Milton J. Hinlein, 100%. Note: Sale of 50% to J. Albert Dear, publisher of *Sedalia Capital and Democrat*, approved May 10, 1955 by FCC. (*Television Digest*, Vol. 11:18, 21).

Began Operation: July 1, 1954.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Herb Brandes, *general manager.*
 James Glenn, *sales manager.*
 Jimmy Glenn, *television sales director.*
 Jack Call, *program director.*
 Bob Klein, *chief engineer.*

DIGEST OF RATE CARD NO. 1
(Jan. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
\$200.00	\$114.00	\$62.00	\$46.00	\$35.00	\$30.00	\$25.00

Subject to frequency discounts.

KTTS-TV
Springfield
(Ch. 10)

Licensee: Independent Bcstg. Co., Chamber of Commerce Bldg.

Studio: Chamber of Commerce Bldg. Transmitter: E. Division St. Rd., 1 mi. E. of Genstone Rd.

Telephone: 2-7474. TWX No.: SO 8581.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw maximum and 240-kw horizontal visual, 190.55-kw maximum and 141-kw horizontal aural. Antenna 710-ft. above av. terrain, 661-ft. above ground, 2049-ft. above sea level, lat. 37° 13' 24.61", long. 93° 14' 30.08".

Network Service: CBS.

AM Affiliate: KTTS, .25-kw, 1400 kc (CBS). FM Affiliate: KTTS-FM, 9.1-kw, 94.7 mc (No. 234), 660-ft. antenna height.

Ownership: J. H. G. Cooper, pres., 54.87% (owned jointly with sons John O. & James H. Cooper); George M. Thompson Sr., v. p.-treas., 1.97%; Irving W. Schwab, secy., 8.29%; G. Pearson Ward, v.p., 8.79%; 17 others, none holding as much as 5%.

Began Operation: March 14, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by James C. McNary.

Personnel:

G. Pearson Ward, *v.p. & manager.*
 William F. Curry, *chief engineer.*
 Kevin McAndrews, *program director.*
 Bill Bowers, *news editor.*
 Bob Burke, *national sales manager.*
 Jack Lloyd, *local sales manager.*

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$62.50*	\$25.00*
Class B—5-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-5 p.m., Sun.						
187.50	112.50	75.00	65.65	56.25	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	37.50	25.00	12.50

* Also has Class AA announcements (7:29-9:30 p.m., daily): 20 Sec. \$62.50; 10 Sec. \$31.25. Subject to frequency discounts.

KYTV
Springfield
(Ch. 3)

Licensee: Springfield Television Inc., 999 W. Sunshine.

Studio & Transmitter: 999 W. Sunshine.

Telephone: 6-2766. TWX No.: SO 8560.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 545-ft. above av. terrain, 550-ft. above ground, 1285-ft. above sea level, lat. 37° 10' 59", long. 93° 18' 11".

Network Service: ABC, NBC.

Ownership: Springfield Newspapers, Inc., 49.866% (publishers of *Springfield News and Leader & Press* and operators of KGBX, Springfield); Lester L. Cox, pres., 24.966%; Tams Bixby III, v.p.; Keith G. Wells, secy., .033% (gen. mgr. KGBX); Tams Bixby, Jr., .033% (general mgr. of Springfield Newspapers); Lynn E. Bussey, treas., 24.96%. Tams Bixby Jr., with son, owns 70% of *Muskogee Phoenix* and *Times Democrat* (KBIX). Lester L. Cox is v.p. of KOAM-TV, Pittsburg, Kan.

Began Operation: Sept. 30, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Lohnes & Culver.

Personnel:

Ralph L. Stuffebam, *co-manager & sales manager.*
 Carl Fox, *co-manager & program manager.*
 E. Dennis White, *chief engineer.*

DIGEST OF RATE CARD NO. 5—(April 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 11 a.m.-11 p.m., Sun.						
\$275.00	\$150.00	\$100.00	\$85.00	\$75.00	\$62.50	\$25.00
Class B—Noon-1 p.m., 4-6 p.m., Mon.-Fri.; 5-6 p.m., Sat.						
206.25	112.50	75.00	65.00	56.25	37.50	18.75
Class C—Sign-on-noon, 1-5 p.m., daily.						
137.50	75.00	50.00	43.75	37.50	25.00	12.50

Subject to frequency discounts.

KFEQ-TV
St. Joseph
(Ch. 2)

Licensee: Midland Broadcasting Co., 40th & Faraon Sts.

Studio & Transmitter: 40th & Faraon Sts.

Telephone: 3-2528. TWX No. ZJ 8396.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 50.1-kw visual, 25.1-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level, lat. 39° 46' 12", long. 94° 47' 53". Holds CP for 100-kw visual, 50-kw aural.

Network Service: CBS, ABC.

AM Affiliate: KFEQ, 5-kw, 680 kc (MBS).

Ownership: Kenyon Brown, 33.33%; Bing Crosby, 33.33%; George L. Coleman, 33.33%. Brown also operates radio KWFT, Wichita Falls, Tex., and has interest in radios KGLC, Miami, Okla., & KBYE, Oklahoma City, and with Frank Lynch owns KANS, Wichita, Kan. Brown also owns radio KLYN, Amarillo, Tex. and is applicant for Ch. 7 in Amarillo.

Began Operation: Sept. 13, 1953. Sale to present owners by Barton Pitts approved Dec. 21, 1955 by FCC (*Television Digest*, Vol. 11:34, 47, 52).

Missouri

ST. JOSEPH: KFEQ-TV—(Continued)

Represented (sales) by Blair Television Associates.
 Represented (legal) by Dow, Lohnes & Albertson.
 Represented (engineering) by George C. Davis Consulting Engineers.
Personnel:
 Kenyon Brown, *president*.
 Glenn Griswold, *v.p. & general manager*.
 Wayne Beavers, *commercial manager*.
 Gene Milstee, *program manager*.
 Alleen Hartigan, *promotion manager*.
 Lafe R. Williams, *news editor*.
 Harold J. Schmitz, *farm director*.
 J. Wesley Koch, *chief engineer*.

DIGEST OF RATE CARD NO. 5 (Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., Mon.-Fri.; 6:30-9:30 p.m., Sat. & Sun.						
\$400.00	\$240.00	\$160.00	\$133.00	\$100.00	\$80.00	\$40.00
Class A—6:30-7:30 p.m., 9:30-10:30 p.m., Mon.-Fri.; 9:30-10:30 p.m., Sat. & Sun.						
300.00	180.00	120.00	105.00	90.00	60.00	30.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
250.00	150.00	100.00	87.50	75.00	50.00	25.00
Class C—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m., sign-off, daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00

Subject to frequency discounts.

KWK-TV St. Louis (Ch. 4)

Licensee: KWK Inc., 1215 Cole St.
 Studio & Transmitter: 1215 Cole St.
 Telephone: Main 1-9100. TWX No.: SL 281.
Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 523-ft. above av. terrain, 563-ft. above ground, 1031-ft. above sea level, lat. 38° 38' 10", long. 90° 11' 44". CP for 1113-ft. above av. terrain, 1219-ft. above ground, 1649-ft. above sea level lat. 38° 32' 02", long. 90° 18' 01"; transmitter to Ave. H, north of Reavis Barracks Rd.
Network Service: CBS, ABC.
AM Affiliate: KWK, 5-kw, 1380 kc (MBS).
Ownership: Robert T. Convey, voting trustee, 28%; 800 North 12th Inc. (formerly KXOK Inc.), 23%; Globe-Democrat Publishing Co. (Newhouse) 23%; KSTP Inc., 23%; Missouri Valley Television stockholders, 3%. KWK Inc. also owns WGTO, Haines City, Fla. For other Newhouse interests see WSYR-TV, Syracuse, N.Y.

Began Operation: July 8, 1954.
Represented (sales) by The Katz Agency Inc.
Represented (legal) by Dempsey & Koplavitz.
Represented (engineering) by A. Earl Cullum Jr.
Personnel:
 Robert T. Convey, *president & general manager*.
 Ray E. Dady, *v.p. & station director*.
 V. E. Carmichael, *v.p. & sales director*.
 James E. Goldsmith, *sales manager*.
 Jerry Danford, *eastern sales manager*.
 James M. Henneberry, *sales promotion manager*.
 John W. Tinnea, *executive program director & film buyer*.
 Jack Griffin, *news editor*.
 Dick Kimball, *production coordinator*.
 John Traxler, *film director*.
 N. J. Zehr, *chief engineer*.

DIGEST OF RATE 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.						
\$1500.00	\$900.00	\$600.00	\$500.00	\$375.00	\$330.00	\$165.00
Class A—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-11 p.m., daily.						
1000.00	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 p.m.-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

Subject to frequency discounts.

KSD-TV St. Louis

(Ch. 5)

Licensee: The Pulitzer Publishing Co., 1111 Olive St.
 Studio: 1111 Olive St. Transmitter: Post-Dispatch Annex.
 Telephone: Main 1-1111. TWX No.: SL 480.
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 510-ft. above av. terrain, 544-ft. above ground, 1014-ft. above sea level, lat. 38° 37' 48", long. 90° 11' 47". Holds CP for 60.3-kw aural 1088-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above sea level, lat. 38° 34' 08", long. 90° 19' 51"; transmitter to .2-mi NE of intersection of Vermont & Heege Rds.
Network Service: NBC.

AM Affiliate: KSD, 5-kw, 550-kc (NBC).
Ownership: Same as *St. Louis Post-Dispatch*, Joseph Pulitzer Jr., pres.
Began Operation: Feb. 8, 1947.
Represented (sales) by NBC Spot Sales.
Represented (legal) by Segal, Smith & Hennessey.
Represented (engineering) by A. D. Ring & Co.

Personnel:
 Joseph Pulitzer Jr., *president*.
 George M. Burbach, *general manager*.
 Guy E. Yeldell, *sales manager*.
 Harold Grams, *program director*.
 Fred J. Mueller, *promotion director*.
 Ed Risk, *chief engineer*.

DIGEST OF RATE CARD NO. 12 (Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class AA—6:45-10:30 p.m., daily.						
\$1200.00	\$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.						
1000.00	600.00	400.00	333.00	265.00	200.00	100.00
Class B—9 a.m.-6 p.m., 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

Subject to frequency discounts.

KTVI St. Louis

(Ch. 36)

Grantee (STA): Signal Hill Telecasting Corp., 5915 Berthold Ave.
Studio & Transmitter: 5915 Berthold Ave.
Telephone: Mission 7-3600.
Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 417-kw visual, 209-kw aural. Antenna: 590-ft. above av. terrain, 592-ft. above ground, 1127-ft. above sea level, lat. 38° 37' 48", long. 90° 17' 08.5".
Network Service: ABC, CBS.
AM Affiliate: None.
Ownership: Paul E. Peltason, pres. & treas., 38.91%; Harry Tenenbaum, v.p. & asst.-treas., 38.91%; 7 others, none holds more than 4%.

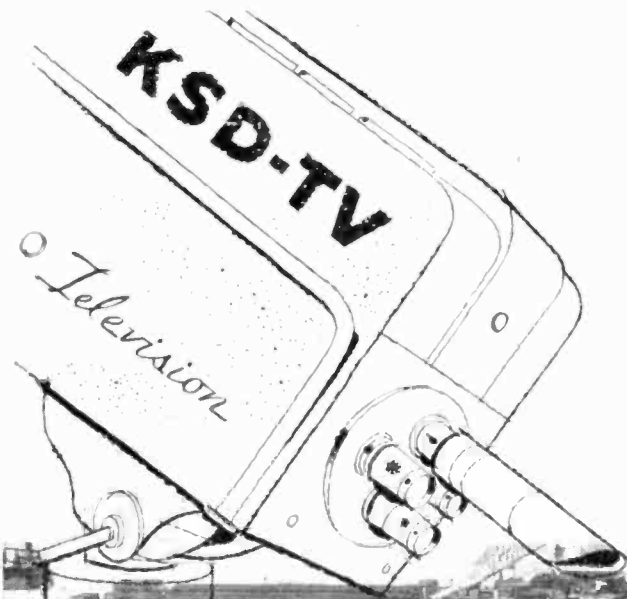
Began Operation: Aug. 10, 1953 as WTVI, Belleville, Ill.-St. Louis (Ch. 54); on April 9, 1955 shifted to facilities and Ch. 36, acquired from KSTM-TV, off-air (*Television Digest*, Vol. 11:16).
Represented (sales) by Weed Television Corp.
Represented (legal) by Roberts & McInnis.

Personnel:
 Paul E. Peltason, *president*.
 Juby Schainblatt, *general manager*.
 Paul Litt, *sales manager*.
 Jack M. Murdock, *program director*.
 Richard J. Trompeter, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (March 15, 1956)

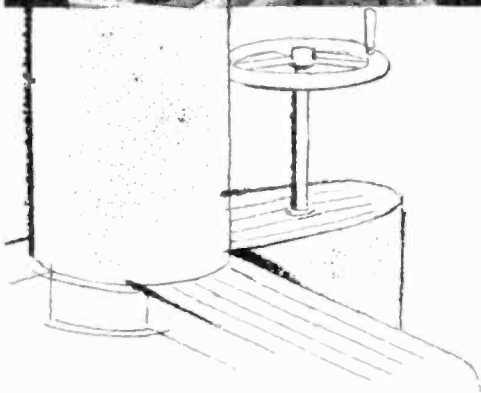
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6:30-10 p.m., daily.							
\$400.00	\$240.00	\$160.00	\$132.00	\$100.00	\$60.00	\$46.00	\$26.00
Class B—6-6:30 p.m., Mon.-Fri.; 10-11 p.m., daily; sign-on-6:30 p.m., Sat. & Sun.							
320.00	192.00	128.00	106.00	80.00	48.00	37.00	21.00
Class C—Sign-on-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.							
240.00	144.00	96.00	80.00	60.00	36.00	28.00	16.00

Subject to frequency discounts.



TOPPING

the **TOP** markets
in National Spot!



KSD-TV in St. Louis carried more regional and national spot accounts than did stations in the New York, Chicago, Detroit or San Francisco markets.

KSD-TV (in America's ninth market) ranked FIFTH among television stations in the nation's TEN TOP markets in the number of regional and national spot accounts carried.*

Facts such as these offer further evidence that advertisers have repeatedly found KSD-TV does achieve the results they seek in the rich, diversified St. Louis market.

If you have distribution in the St. Louis area, we invite you to investigate the KSD-TV story.

*Rorabaugh Report, 3rd quarter, 1956

 **SPOT SALES**
National
Representative
Basic Affiliate

THE SAINT LOUIS POST-DISPATCH STATION



Missouri - Montana

KETC St. Louis

(Ch. 9)

Non-Commercial Educational Station

Grantee (STA): St. Louis Educational Television Commission, Millbrook & Big Bend Blvd., Washington U. Campus.

Studio: 6996 Millbrook. Transmitter: Between St. Louis U. High School & Oakland Stadium.

Telephone: Volunteer 3-0995.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 29.5-kw visual, 14.8-kw aural. Antenna: 560-ft. above av. terrain, 600-ft. above ground, 1080-ft. above sea level, lat. 38° 37' 41.5", long. 90° 16' 09".

Ownership: Commission officers: Rev. Paul C. Reinert, S.J. (pres., St. Louis U), chairman; Philip J. Hickey (Supt. of Schools), vice chairman; Raymond H. Wittcoff, vice chairman; Malcolm Martin, secy.-treas.

Began Operation: Sept. 20, 1954.

Represented (legal) by Martin, Peper & Martin, St. Louis.

Personnel:

Arthur Holly Compton, *executive director*.
George L. Arms, *operations manager*.
John F. White, *business manager*.
L. T. Iglehart Jr., *director of public relations*.
Jack A. Chenoweth, *chief engineer*.

MONTANA

KOOK-TV Billings

(Ch. 2)

Grantee (STA): The Montana Network, 7002 S. Billings Blvd. Box 2557.

Studio & Transmitter: 2-mi. ESE of Billings on Westergard Hill. Telephone: 9-2382. TWX No.: BL 485.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 17.5-kw visual, 8.8-kw aural. Antenna: 520-ft. above av. terrain, 199-ft. above ground, 3999-ft. above sea level, lat. 45° 46' 18", long. 108° 28' 00". Holds CP for 100-kw visual, 50-kw aural, 720-ft. above av. terrain, 353-ft. above ground, 4201-ft. above sea level. Requests modification of CP to 668-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level.

Network Service: CBS, ABC, NBC.

AM Affiliate: KOOK, 5-kw, 970 kc (CBS).

Ownership: J. S. Sample, pres., 93.28%; V. V. Clark, v.p., .72%; John G. Sample, 5.85%; Patricia L. Sample, .15%. Jerome Anderson, secy.

Began Operation: Nov. 9, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by John H. Midlen.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

J. S. Sample, *president*.
V. V. Clark, *general manager*.
John Conner, *commercial manager*.
Edmund Pelss, *program & operations director*.
Grant French, *chief engineer*.
Conna G. May, *merchandising director*.

DIGEST OF RATE CARD NO. 2 (Nov. 2, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	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.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—6-6:29 p.m., Mon.-Fri.; 10:30 p.m.-midnight, daily.						
120.00	72.00	48.00	42.00	36.00	24.00*	12.00
Class C—Sign-on-5:59 p.m., Mon.-Fri.; sign-on-4:59 p.m., Sat.						
75.00	45.00	30.00	26.00	22.50	15.00	7.50

* Min. only; 20 Sec. is \$18.00.
Subject to frequency discounts.

KXLF-TV

Butte

(Ch. 4)

Licensee: Television Montana, Box 1988.

Studio: 1681 George St.

Transmitter: 3 mi. E. of Butte on XL Heights.

Telephone: 2-2696.

Technical Facilities: Channel No. 4 (82-88 mc). Authorized power: 56.19-kw visual, 29.58-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level, lat. 46° 00' 27", long. 112° 26' 30".

Network Service: NBC, ABC.

AM Affiliate: KXLF, 5-kw, 1370 kc (NBC).

Ownership: KXLF, Butte, 58.95%; KXLL, Helena, 22.68%; KXLQ, Bozeman, 4.39%; KXLL, Missoula, 4.53%; KXLK, Great Falls, 2.27%. Officers: A. T. Hibbard, pres., .05% (owns 10% of KXLF, KXLK, KXLL); Barclay Craighead, v.p., .05% (owns 58% of KXLF, 15% of KXLL); E. B. Craney, treas., .1% (owns 49.6% of KXLF, 49.4% of KXLF, 42% of KXLL, 30% of KXLL); J. J. Manning, secy., .45% (owns 10% of KXLL). Frank Reardon, 2.22%, owns majority of KGEZ-TV Kallispell (Ch. 8), as well as radios KGEZ and KBOW, Butte. KXLL, Helena is applicant for satellite station.

Began Operation: Aug. 14, 1953.

Represented (sales) by The Walker Representation Co. Inc. (East); Pacific Northwest Broadcasters (West Coast).

Represented (legal) by Wheeler & Wheeler; Fanny Litvin.

Represented (engineering) by Robert M. Silliman.

Personnel:

E. B. Craney, *president & general manager*.
Jim Manning, *station manager*.
W. Jake Walker, *commercial manager*.
Lloyd Scott, *chief engineer*.

DIGEST OF RATE CARD NO. 5 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6:29-11 p.m., Mon.-Sat.; 3:59-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—All other times.						
100.00	60.00	40.00	35.00	30.00	20.00	10.00

Note: Group discount offered advertisers who use more than one of following: KXLF-TV, Butte; Z radio net of Mont. (KXLF, Butte; KXLL, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula).

KFBB-TV Great Falls

(Ch. 5)

Licensee: Wilkins Broadcast Inc., Box 1139.

Studio & Transmitter: 3-mi. W of city limits on U. S. Hwy. 89-91.

Telephone: Glendale 3-4377. TWX No.: 25.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.1-kw visual, 12.6-kw aural. Antenna: 240-ft. above av. terrain, 440-ft. above ground, 4066-ft. above sea level, lat. 47° 31' 19", long. 111° 23' 18".

Network Service: CBS, ABC, NBC.

AM Affiliate: KFBB, 5-kw, 1310 kc (CBS).

Ownership: Joseph P. Wilkins, pres., 50.04%; E. F. Galt, v.p. & secy.-treas., 1.8%; Fairmont Corp., 30.5%; Roy H. Glover, 5% (jointly with wife); Grace M. Hoover, 4.82%; 4 others, none owns as much as 4%. Fairmont Corp. is subsidiary of Anaconda Copper Co. and publishes daily newspapers in Butte, Livingston, Billings and Helena, Mont.

Began Operation: March 21, 1954.

Represented (sales) by Blair Television Associates.

Represented (legal) by Wheeler & Wheeler.

Personnel:

Joseph P. Wilkins, *president & general manager*.
W. C. Blanchette, *station & commercial manager*.
William Spahr, *asst. manager, public relations & production*.
Pen Brown, *program director*.
Anthony J. Lopuch, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Aug. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily; all day Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—All other times.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

Small, medium and large stations are finding that
advertisers prefer

TELEPROMPTER SERVICE



SEE PAGE 35

KGEZ-TV

Kalispell

(Ch. 9)

(Due to Begin Operating in Spring)

Grantee (STA): KGEZ-TV Inc., Box 439.

Studio & Transmitter: Flathead, approx. 1.3-mi. N of Kalispell on U.S. Hwy. 93.

Telephone: Skyline 6-4331.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 8.52-kw visual, 4.57-kw aural. Antenna: 220-ft. above av. terrain, 316-ft. above ground, 3333-ft. above sea level, lat. 48° 12' 49", long. 114° 19' 23". Requests change to 14.65-kw visual, 7.92-kw aural, 327-ft. above av. terrain, 322-ft. above ground, 3339-ft. above sea level.

Network Service: CBS.

AM Affiliate: KGEZ, 1-kw, 600 kc (MBS).

Ownership: KGEZ Inc., 81.8%; Copper City Radio Co. Inc., 14.4% (KBOW, Butte). Officers: Frank Reardon, pres., 1%; Richard V. Vick, v.p., 2.4%; Mary Adele Sullivan, v.p., 1%; Albert J. Schumacher, v.p., 1%; Wm. K. Carroll, exec. v.p.; Helen Reardon, secy.-treas., 1%. Mr. Frank Reardon controls KBOW which in turn controls KGEZ. Mr. Vick is KGEZ gen. mgr. All other officers have interest in either KGEZ or KBOW. Copper City Radio is also applicant for Ch. 6, Butte.

Represented (sales) by Donald Cooke Inc.

Represented (legal) by Wheeler & Wheeler.

Represented (engineering) by David Green, Spokane.

Personnel:

Richard V. Vick, v.p. & general manager.
Robert S. Bennett, commercial manager.
Wilbur E. Myhre, chief engineer.

ADDITIONAL DATA UNAVAILABLE

KMSO-TV

(formerly KGVO-TV)

Missoula

(Ch. 13)

Grantee (STA): Mosby's Inc., 127 E. Main St.

Studio: 340 W. Main St. Transmitter: 10 mi. N of Missoula, near Evaro, Mont.

Telephone: 9-4169. TWX No.: MS 5.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 191-kw visual, 95.5-kw aural. Antenna: 2030-ft. above av. terrain, 274-ft. above ground, 7124-ft. above sea level, lat. 47° 01' 05", long. 114° 00' 41".

Network Service: CBS, ABC.

AM Affiliate: KGVO, 5-kw, 1290 kc (CBS).

Ownership: A. J. Mosby, pres., 99.36%; R. G. Mosby, v.p., .54%; Don Bradley, secy., .05%.

Began Operation: July 1, 1954.

Represented (sales) by Gill-Perna Inc.: Hugh Feltis & Assoc. (Seattle, Wash.); H. Quentin Cox & Assoc. (Portland, Ore.).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Archer Taylor, Missoula.

Personnel:

A. J. Mosby, president & general sales manager.
Bob Rolfsen, local sales.
Phil Dixon, program director.
Gerry Grisham, production manager.
Charles Fields, publicity director.
Lynn Paoli, film director.
Maida Guenther, traffic manager.
Bill Musler, art director.
Tony Rollins, farm director.
Amos Hargrove, chief engineer.

DIGEST OF RATE CARD NO. 2 (Oct. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—5:59-10:30 p.m., Mon.-Fri.; 4:59-10:30 p.m., Sat.; 1-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—Sign-on-5:59 p.m., Mon.-Fri.; 1-4:49 p.m., Sat.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

Subject to frequency discounts.

NEBRASKA

KHAS-TV

Hastings

(Ch. 5)

Licensee: Nebraska Television Corp., Hwy. 281, Box 476, 3 mi. N. of Hastings.

Studio & Transmitter: Hwy. 281, 3 mi. N. of Hastings.

Telephone: 3-1321.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level, lat. 40° 39' 06", long. 98° 23' 04".

Network Service: NBC.

AM Affiliate: KHAS, 25-kw, 1230 kc.

Ownership: *Hastings Tribune*, 52.7%; Morrison & Quirk Grain Corp., 3.6%; radio KHAS, Hastings, 3.6%; D. H. Meves, 3.6%; over 100 other stockholders, none with as much as 1%. Officers: Fred A. Seaton, pres.; J. M. McDonald, v.p.; John Spady, v.p.; Lloyd P. Kissinger, secy.; Fred R. Irons, treas. Seaton family owns *Hastings Tribune* and KHAS, controls KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan.; and publishes chain of western newspapers as well as magazine *Western Farm Life* (Denver).

Began Operation: Jan. 1, 1956.

Represented (sales) by Weed Television Corp.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Duane L. Watts, general manager.
Harry H. Packard, operations and sales manager.
Robert Schnuelle, production manager.
Duane B. Allison, chief engineer.

DIGEST OF RATE CARD NO. 1 (Nov. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$35.00	\$17.50
Class B—5-7 p.m., 10:30-11 p.m., daily.						
165.00	99.00	66.00	57.75	41.75	28.88	14.44
Class C—7 a.m.-5 p.m., 11 p.m.-sign-off, daily.						
120.00	72.00	48.00	42.00	30.00	21.00	10.50

Subject to frequency discounts.

KHPL-TV

Hayes Center

(Ch. 6)

(Satellite of KHOL-TV, Kearney, Neb.)

Grantee (STA): Bi-States Co., 414 East Ave., Holdrege, Neb.

Studio & Transmitter: County Rd., 8-mi. N. of Hayes Center.

Telephone: Wyman 5-5952, Holdrege, Neb.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 28.2-kw visual, 14.1-kw aural, 710-ft. above av. terrain, 583-ft. above ground, 3848-ft. above sea level, lat. 40° 37' 29", long. 101° 01' 58".

Network Service: Same as KHOL-TV.

Ownership: See KHOL-TV, Kearney, Neb.

Began Operation: Feb. 9, 1956.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Jack Gilbert, manager, KHOL-TV, Kearney, Neb.
W. M. Greely, director of engineering.
John Seide, chief engineer.

Rates: Sold only in combination with KHOL-TV, Kearney, with rates applying to simultaneous telecasts on both stations.



GPL's video recording equipment

is used by over 90% of the studios equipped for video recording. See ad on page 419.

General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Equipment Corporation

Nebraska

KHOL-TV Kearney (Ch. 13)

Grantee (STA): Bi-States Co., 414 East Ave., Holdrege, Neb.

Studio & Transmitter: 2.5-mi. E. of Axtell, Neb.

Telephone: Wyman 5-5952, Holdrege. TWX No.: 8220, Axtell.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 204-kw visual, 102-kw aural. Antenna: 550-ft. above av. terrain, 581-ft. above ground, 2215-ft. above sea level, lat. 40° 29' 43", long. 99° 05' 01".

Network Service: CBS, ABC.

Ownership: F. Wayne Brewster, pres., 55.5%; C. E. Freas Jr., v.p., 13.9%; Harold J. Hamilton, secy.-treas., 5.6%; Willard F. Anderson, director, 11.1%; William S. Bivens, director, 2.8%; Donald E. Brewster, 11.1%. Bi-States also operates satellite KHPL-TV (Ch. 6), Hayes Center, Neb.

Began Operation: Dec. 24, 1953.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Jack Gilbert, *station manager*.
Paul Freygang, *regional sales*.
Art Pierce, *art director*.
Marlyn (Moe) Milliken, *production director*.
Ed Strasburger, *traffic*.
Tom Nuss, *farm & publicity director*.
Art Eckdaal, *news director*.
Jerry Granger, *sports director*.
W. M. Greely, *director of engineering*.
George Jelinek, *chief engineer*.
Delline Zigler, *promotion director*.

DIGEST OF RATE CARD NO. 3* (May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$60.00	\$30.00
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	25.00
Class B—Noon-1 p.m., Mon.-Fri.; 5-6:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10-10:30 p.m., daily.						
187.50	112.50	75.00	65.00	47.00	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	42.50	31.25	25.00	12.50

*Includes satellite KHPL-TV, Hayes Center. Subject to frequency discounts.

KOLN-TV Lincoln (Ch. 10)

Licensee: Cornhusker Television Corp., 40th & W Sts.

Studio: 40th & W Sts. Transmitter: 6-mi. E. of Beaver Crossing.

Telephone: 6-2367. TWX No.: LI 8134.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 2529-ft. above sea level, lat. 40° 48' 07", long. 97° 10' 46".

Network Service: CBS, ABC.

Ownership: John E. Fetzter.

Began Operation: Feb. 10, 1953. Sale to Fetzter Bcstg. Co. approved by FCC March 24, 1954; transfer to John E. Fetzter approved by FCC Nov. 15, 1955. (*Telephone Digest*, Vol. 9:30, 34, 10:9, 13, 20.)

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

John E. Fetzter, *president*.
A. James Ebel, *v.p. & manager*.
Lester C. Rau, *sales manager*.
Bob Johnson, *program director*.
Bill Hemke, *production director*.
Les Blauvelt, *farm director*.
Lois Weaver, *women's director*.
Ray Taylor, *engineering director*.

DIGEST OF RATE 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., daily.						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00	\$45.00
Class A—6:29-6:59 p.m., Mon.-Sat.; 5:59-6:59 p.m., Sun.; 9:31-10:31 p.m., daily.						
350.00	210.00	140.00	105.00	87.50	70.00	35.00

Class B—4:59-6:29 p.m., Mon.-Sat.; 12:59-5:59 p.m., Sun.; 10:31-11:01 p.m., daily.

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

Subject to frequency discounts.

KUON-TV Lincoln (Ch. 12)

Non-Commercial Educational Station

Grantee (STA): University of Nebraska, 40th & W Sts.

Studios: University campus, 12th & R Sts.

Transmitter: 40th & W Sts.

Telephone: 2-7631, Ext. 3275.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 24.8-kw visual, 12.418 kw aural. Antenna: 358-ft. above av. terrain, 403-ft. above ground, 1597-ft. above sea level, lat. 40° 49' 23", long. 96° 39' 28".

Ownership: University of Nebraska.

Began Operation: Nov. 1, 1954.

Represented (legal) by Cline, Williams, Wright & Johnson, Lincoln.

Personnel:

Jack McBride, *station director and program director*.
Ronald Hull, *production director*.
Bob Schlater, *promotion director*.
Wm. Boyd Rooney, *film director*.
Betty Melsinger, *traffic manager*.
Shirley Marsh, *home economics specialist*.
Dwaine Trenkle, *agricultural specialist*.
Adolph R. Dvorak, *chief engineer*.

KETV Omaha (Ch. 7)

(Due to Begin Operating by Fall of 1957)

Grantee (STA): Herald Corp., 27th & Douglas Sts.

Studio & Transmitter: 27th & Douglas Sts.

Telephone: Harney 4848.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 626-ft. above av. terrain, 583-ft. above ground, 1746-ft. above sea level, lat. 41° 15' 29.5", long. 95° 57' 04".

Ownership: Herald Corp. (Ben. H. Cowdery, pres.), wholly owned subsidiary of World Publishing Co., publisher of *Omaha World-Herald* (Henry Doorly, chairman; Walter E. Christenson, pres.).

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Jansky & Bailey.

Personnel:

Eugene S. Thomas, *general manager*.
Jack Petrik, *chief engineer*.

ADDITIONAL DATA UNAVAILABLE

KMTV Omaha (Ch. 3)

Licensee: May Broadcasting Co., 2615 Farnam St.

Studio and Transmitter: 2615 Farnam St.

Telephone: Harney 3333. TWX No.: OM 176.

Technical Facilities: Channel No. 3 (60-66mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 590-ft. above av. terrain, 550-ft. above ground, 1720-ft. above sea level, lat. 41° 15' 35", long. 95° 56' 58".

Network Service: NBC, ABC.

AM Affiliate: KMA, Shenandoah, Ia., 5-kw, 960 kc (ABC).

Ownership: May Broadcasting Co., 75% (licensee of radio station KMA, Shenandoah, Ia.); Central Bcstg. Co., 25% (owns and operates WOC-TV and WOC, Davenport, Ia., and WHO-TV & WHO, Des Moines). Officers of May Bcstg. Co.: Edward W. May, pres.; Owen L. Saddler, exec. v.p.; R. H. Sawyer, secy.; Mark Eischeid, treas.; and the following directors: R. M. Gwynn, Gertrude W. May, Ralph Evans, William D. Wagner, J. D. Rankin Jr., Raymond Sawyer, Raymond J. Schroeder and Owen L. Saddler.

Began Operation: Sept. 1, 1949.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Robert M. Stillman.

Personnel:

Edward W. May, *president.*
 Owen Saddler, *executive v.p. & general manager.*
 Arden Swisher, *general sales manager.*
 Frank Peddie, *local sales manager.*
 Lew Jeffrey, *general program manager.*
 Norman Williams, *production manager.*
 Amos E. Eastridge, *promotion manager.*
 Jack Katz, *film director.*
 Steve Shepard, *sports director.*
 Dick Robertson, *farm director.*
 R. J. Schroeder, *chief engineer.*
 Wally Schwentser, *engineering supervisor.*

DIGEST OF RATE 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 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

Subject to frequency discounts. Color—Rates on request.

WOW-TV
Omaha
(Ch. 6)

Licensee: Meredith WOW Inc., Insurance Bldg.

Studio and Transmitter: 3509 Farnam St.

Telephone: Webster 3400. TWX No.: OM 297.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 590-ft. above av. terrain, 510-ft. above ground, 1710-ft. above sea level, lat. 41° 15' 26", long. 95° 57' 49".

Network Service: CBS.

AM Affiliate: WOW, 5-kw, 590 kc (CBS).

Ownership: Meredith Publishing Co., 1716 Locust St., Des Moines, Ia. Fred Bohlen, pres.; E. T. Meredith, v.p. & gen. mgr.; Payson Hall, director of radio & TV and treas. Meredith WOW Inc. officers: Fred Bohlen, chairman of board; E. T. Meredith, pres.; Frank P. Fogarty, v.p. & gen. mgr.; Payson Hall, v.p. & treas. Other Affiliations: KOMO-TV, Kansas City, Mo.; KPHO-TV, Phoenix, Ariz.; WHEN-TV, Syracuse, N.Y.

Began Operation: Aug. 29, 1949. Sold to present owner Sept. 1951 (see *Television Digest*, Vol. 7:32, 39).

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Frank P. Fogarty, *v.p. & general manager.*
 Lyle DeMoss, *asst. general manager.*
 Fred Ebener, *sales manager.*
 J. M. "Willie" Wilson, *local sales manager.*
 James B. Hill, *sales coordinator.*
 Bill McBride, *program director.*
 Robert Froemming, *production manager.*
 William J. Kotera, *director of engineering.*
 Glenn Flynn, *chief engineer.*
 Robert Seltzer, *promotion manager.*
 Patricia Muldoon, *continuity director.*
 Mal Hansen, *farm director.*
 James McGaffin, *news editor.*
 William J. Templin, *office manager.*

DIGEST OF RATE CARD NO. 11
(August 1, 1956)

Hour	30 Min.	15 Min.	10 Min.*	5 Min.**	1 Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.							
\$900.00	\$540.00	\$360.00	\$250.00	\$225.00	\$115.00
Class A—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.							
735.00	440.00	275.00	160.00	145.00	75.00
Class B—6-6:30 p.m., Mon.-Sat.; 10-10:30 p.m., daily.							
650.00	390.00	250.00	145.00	130.00	65.00
Class C—10:30-11 p.m., daily; 5-6 p.m., Sun.							
500.00	300.00	220.00	115.00	100.00	50.00
Class D—Sign-on-6 p.m., Mon.-Sat.; sign-on-5 p.m., Sun.; 11 p.m.-sign-off, daily.							
300.00	170.00	110.00	65.00	60.00	30.00

*85% of quarter-hour rate.

**Min. plus to 5 Min.: 75% of quarter-hour rate.

Subject to frequency discounts.

Nebraska - Nevada

KSTF
Scottsbluff

(Ch. 10)

(Satellite of KFBC-TV, Cheyenne, Wyo.)

Grantee (STA): Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo.

Studio: 2923 E. Lincolnway, Cheyenne. Transmitter: 10.25-mi. S of Scottsbluff.

Telephone: 4-4461, Cheyenne.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 12.3-kw visual, 6.17-kw aural. Antenna: 600-ft. above av. terrain, 100-ft. above ground, 6500-ft. above sea level, lat. 41° 42' 46", long. 103° 38' 52". CP for 11.2-kw visual, 5.62-kw aural, 240-ft. above av. terrain, 59-ft. above ground, 4526-ft. above sea level, lat. 41° 59' 58", long. 103° 39' 55"; transmitter to 9.5-mi. N of center of Scottsbluff.

Network Service: Same as KFBC-TV, Cheyenne.

Ownership: See KFBC-TV, Cheyenne.

Began Operation: Aug. 7, 1955.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Koteen & Burt.

Rates: Sold only in combination with KFBC-TV, Cheyenne, with rates applying to simultaneous telecasts on both stations.

NEVADA

KLRJ-TV
Henderson-Las Vegas

(Ch. 2)

Grantee (STA): Southwestern Publishing Co. Inc. Box 550, Las Vegas.

Studio & Transmitter: 4850 Henderson Highway.

Telephone: Dudley 2-1760. TWX No.: LV 8649.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 12.2-kw visual, 6.3-kw aural. Antenna: 106-ft. above av. terrain, 324-ft. above ground, 2134-ft. above sea level, lat. 36° 07' 50", long. 115° 05' 06".

Network Service: NBC, ABC.

AM Affiliate: KORK, .25-kw, 1340 kc (NBC).

Ownership: Donald W. Reynolds, pres., 75%; A. E. Cahlan, v.p. & treas., 25%. Reynolds also controls KOLO-TV, Reno and KFSA-TV, Fort Smith, Ark. and publishes *Las Vegas Review Journal* and other newspapers in Arkansas, Nevada and Oklahoma. Southwestern Publishing also is applicant for Ch. 10, Elko, Nev. For radio interests, see KFSA-TV, Fort Smith, Ark.

Began Operation: Jan. 23, 1955.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

William D. Stiles, *general manager.*
 Patrick Burke, *sales manager.*
 David Rogers, *chief engineer.*
 Mark Smith, *operations manager.*
 Anne Gibb, *advertising director.*
 Norwin S. Yoffe, *promotion.*

DIGEST OF RATE CARD NO. 2—(Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.							
\$225.00	\$135.00	\$90.00	\$78.75	\$67.50	\$45.00	\$33.75	\$22.50
Class B—All other times.							
175.00	105.00	70.00	61.25	52.50	35.00	26.25	17.50

Subject to frequency discounts.

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SERVICE

SEE PAGE 35

Nevada - New Hampshire

KLAS-TV Las Vegas (Ch. 8)

Grantee (STA): Las Vegas Television Inc., 250 E. Desert Inn Rd.
 Studio and Transmitter: Wilbur Clark's Desert Inn.
 Telephone: Dudley 2-6138. TWX No.: LV 8654.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 55-kw visual, 27.5-kw aural. Antenna: 130-ft. above av. terrain, 238-ft. above ground, 2310-ft. above sea level, lat. 36° 07' 49", long. 115° 09' 52".

Network Service: CBS.

Ownership: R. G. Jolley, 41.5%; J. Dewey Solomon, v.p., 5.2%; Herman M. Greenspun, 36.6%; Harvey E. Luce, 2%; A. Norval Solomon, 1.7%; L. W. Mechem, 2.54%; C. H. Huntington, 2.1%; Oran Gragson, 3.33%; George Albright, 2%; William Urga, 2.66%; Frederick Stoye, .07%. Mr. Greenspun publishes *Las Vegas Sun*. Mr. Jolley owns KLAS radio. Note: Mr. Jolley is selling his interest in KLAS-TV back to company in transaction whereby Herman Greenspun will increase his holdings to 67.525% (*Television Digest*, Vol. 12:25).

Began Operation: July 8, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by McKenna & Wilkinson.

Personnel:

Marian Y. Komar, *general manager*.
 Alex Gold, *sales manager*.
 James P. Hart, *program director*.
 Georgia Dixon, *traffic manager*.

DIGEST OF RATE 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	\$25.00
Class B—All other times.						
187.50	112.50	75.00	65.50	46.90	37.50	18.75

Subject to frequency discounts.

KSHO-TV Las Vegas (Ch. 13)

Grantee (STA): Television Co. of America, 6630 Sunset Blvd., Hollywood 28, Cal.

Studio & Transmitter: Fremont Hotel, Las Vegas.

Telephone: Dudley 4-7425.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 436-kw visual, 218-kw aural. Antenna: 100-ft. above av. terrain, 240-ft. above ground, 2256-ft. above sea level, lat. 36° 10' 12.5", long. 115° 08' 34".

AM Affiliate: KBMI, Henderson, .25-kw, 1400-kc.

Ownership: Albert Zugsmith, Arthur B. Hogan, Frank Oxarart and John Feldmann each own 25%. Zugsmith and Hogan each own 25% of KULA-TV, Honolulu (KULA) and 50% of Albert Zugsmith Corp., Hollywood. Hogan owns 100% of radio KFOX, Long Beach, Cal.; Zugsmith and Hogan control KVSM, San Mateo, Cal.; Zugsmith also has interest in California radio stations KRKD, Los Angeles and KITO, San Bernardino.

Began Operation: May 4, 1956. Sale to present owners by Moritz Zenoff approved Nov. 28, 1956 by FCC (*Television Digest*, Vol. 12:48).

Represented (sales) by Forjoe-TV Inc.

Represented (engineering) by Grant R. Wrathall, Aptos, Cal.

Personnel:

Truman Hinkle, *general & sales manager*.
 Bob Gardner, *operations, program, film manager*.
 Ervin Greene, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (April 15, 1956)

24-hour station; sells spots only, on basis of one-every hour "saturation packages": One an hour, every hour, 24 times a day, \$144 per day; \$135 per day (by week); \$125 per day (by month); \$100 per day (by year). Or: 12 times a day, \$75; 8 times, \$50; 4 times, \$25; 3 times, \$20; 2 times, \$15. Other special packages also quoted. Multiple minute program rates on request.

KOLO-TV Reno (Ch. 8)

Grantee (STA): Nevada Radio-Television Inc., Box 2448.

Studio: 770 E. 5th St. Transmitter: Slide Mt., Washoe County.

Telephone: Fairview 3-0721. TWX No.: RE 38.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 11.5-kw visual, 5.75-kw aural. Antenna: 2920-ft. above av. terrain, 77-ft. above ground, 9767-ft. above sea level, lat. 39° 18' 48", long. 119° 53' 00".

Network Service: CBS, ABC, NBC.

AM Affiliate: KOLO, 1-kw, 920 kc, CBS.

Ownership: Donald W. Reynolds, 50%; Southwestern Publishing Co., 50%. Mr. Reynolds also controls KLRJ-TV, Henderson-Las Vegas and is principal in applicant for Ch. 10, Elko, Nev. For Mr. Reynolds' other holdings see KFSA-TV, Fort Smith, Ark.

Began Operation: Sept. 26, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Robert L. Hammett.

Personnel:

Harry Huey, *general manager*.
 Ed Cardinal, *local sales manager*.
 Durward Yasmer, *production director*.
 George Rogers, *merchandising specialist*.
 Loren Logan, *film supervisor*.
 Thomas Hughes, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
All hours, sign-on-sign-off.							
\$300.00	\$180.00	\$120.00	\$90.00	\$75.00	\$60.00	\$40.00	\$30.00

Subject to frequency discounts.

NEW HAMPSHIRE

WMUR-TV Manchester (Ch. 9)

Licensee: Radio Voice of New Hampshire Inc., 1819 Elm St.

Studio: WMUR-TV Bldg. Transmitter: Goffstown, N. H.

Telephone: National 3-8061. TWX No.: 94.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 282-kw visual, 155-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level, lat. 42° 58' 59", long. 71° 35' 19". Requests change to 316-kw visual, 158.5-kw aural, 1000-ft. above av. terrain, 1013-ft. above ground, 1135-ft. above sea level, lat. 42° 43' 20.8", long. 70° 58' 58.42"; transmitter to 32-mi SE of Manchester on Rt. 133, Georgetown Twsp., Mass.

Network Service: ABC, CBS.

Ownership: Francis P. Murphy, pres.-treas., 100%; sale to Storer Broadcasting Co. pends FCC approval (*Television Digest*, Vol. 12:28).

Began Operation: March 28, 1954.

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Gautney & Jones.

Personnel:

Francis P. Murphy, *president*.
 Norman A. Gittleson, *exec. v.p. & general manager*.
 William C. White, *administrative assistant*.
 Gordon Moore, *national sales manager*.
 William Gildersleeve, *program manager*.
 Charles Halle, *chief engineer*.

DIGEST OF RATE CARD NO. 5—(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:29—10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$60.00
Class A—6:29-7:29, 10:30-11:00 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class B—5-6:29 p.m., Mon.-Sat.; 1-6:29 p.m., Sun.; 11-11:30 p.m., daily.						
375.00	225.00	150.00	131.25	93.75	75.00	37.50
Class C—All other times.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00

Subject to frequency discounts.

NEW JERSEY

WATV
Newark
(See New York, N. Y.)

NEW MEXICO

KGGM-TV
Albuquerque
(Ch. 13)

Licensee: New Mexico Bcstg. Co. Inc., Box 1294.

Studio: 14th & Coal SW. Transmitter: Sandia Crest.

Telephone: 3-4543. TWX No.: AQ 88.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 89.1-kw maximum and 44.7-kw horizontal visual, 44.6-kw maximum and 22.2-kw horizontal aural. Antenna: 4180-ft. above av. terrain, 143-ft. above ground, 10,791-ft. above sea level. lat. 35° 12' 40", long. 106° 26' 57".

Network Service: CBS.

AM Affiliate: KGGM, 5-kw, 610 kc (CBS).

Ownership: A. R. Hebenstreit, pres., 62.79%; S. P. Vidal, v.p., 21.18%; N. M. Switzer, secy.-treas.; Gallup-Gamerco Coal Co., 5.26%; Maurice Liberman, 5.3%; Clinton P. Anderson, 5.26%; and 3 others less than 1% each. Also owns KVSP, Santa Fe.

Began Operation: Sept. 24, 1953.

Represented (sales) by Weed Television Corp.; Clyde Melville Co. (Southwest).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

New Mexico

Personnel:

A. R. Hebenstreit, *president & general manager.*
R. C. (Dusty) Rhoads, *assistant manager.*
Bob Van Driel, *program director.*
Vergie Abeyta, *traffic manager.*
Leonard Dodds, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Min.*	10 Sec.*
Class A—6-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$50.00	\$25.00
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	18.00
Class C—3-5 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; sign-on-2 p.m. Sun.						
150.00	90.00	60.00	52.50	37.50	25.00	12.00
Class D—Sign-on-2:59 p.m., Mon.-Fri.						
100.00	60.00	40.00	35.00	25.00	16.50	8.25

* Class AA (7-9:30 p.m., Mon.-Fri.; 6-9:30 p.m., Sat. & Sun.); Min. \$60; 20 Sec. \$55; ID \$30. Class B spots same time segments as hour. Class A (6-7 p.m., Mon.-Fri.; 9:30-10 p.m., daily). Class C (3-5 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.; 10:30 p.m.-12:30 a.m., daily). Class D spots same time segments as hour.

Subject to frequency discounts.

KOAT-TV

Albuquerque

(Ch. 7)

Grantee (STA): Alvarado Television Co. Inc., 122 S.E. Tulane Dr.

Studio: 122 S.E. Tulane Dr. Transmitter: Sandia Crest.

Telephone: 5-8716. TWX No.: AQ 187.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 87-kw visual, 44.12-kw aural. Antenna: 4270-ft. above av. terrain, 282-ft. above ground, 10,876-ft. above sea level. lat. 35° 12' 53", long. 106° 27' 1.3".

Network Service: ABC.

(Continued on next page)

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New Mexico

ALBUQUERQUE: KOAT-TV—(Continued)

Ownership: Alvarado Bestg. Co. Inc., 33%. KOAT-TV officers: Walter J. Stiles, exec. v.p. & gen. mgr.; Francis A. Peloso, v.p.; J. P. Stephenson, secy.-treas. There are 26 other stockholders including officers & directors, none owning as much as 4%. Note: Sale to Clinton McKinnon, also 20% owner of KVOA-TV, Tucson, pends FCC approval (*Television Digest*, Vol. 12:51).

Began Operation: Sept. 28, 1953.

Represented (sales) by George P. Hollingsbery Co.; John L. McGuire & Co. (Denver); Clarke Brown (South).

Represented (legal) by Cohn & Marks.

Represented (engineering) by John H. Mullaney.

Personnel:

Walter Stiles, v.p. & general manager.
Esther Whitefield, program director.
Ron Richmond, production manager.
Evelene Wills, film director.
Roland Yount, director of engineering.

DIGEST OF RATE CARD NO. 4A (Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.							
\$300.00	\$180.00	\$120.00	\$82.00	\$63.00	\$44.00	\$31.00	\$19.00
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	25.00	15.00
Class B—2-6 p.m., 10:30-midnight, daily.							
200.00	120.00	80.00	48.75	37.50	26.25	18.75	11.25
Class C—Sign-on-2 p.m., midnight-sign-off, daily.							
135.00	80.00	54.00	36.00	28.00	19.00	14.00	8.00

Subject to frequency discounts.

KOB-TV Albuquerque (Ch. 4)

Licensee: Albuquerque Broadcasting Co., 1430 Coal Ave. S.W.

Studio: 1430 Coal Ave. S.W. Transmitter: Sandia Crest.

Telephone: 3-4411.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 10.2-kw visual, 5.13-kw aural. Antenna: 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 1° electrical beam tilt, lat. 35° 12' 42", long. 106° 26' 57".

Network Service: NBC.

AM Affiliate: KOB, 50-kw D, 25-kw N, 770 kc (NBC).

Ownership: Time Inc., 50%; Wayne Coy, pres.-treas., 50%; Weston C. Pullen Jr., v.p.; Grace C. Coy, secy.; Chas. L. Stillman, director. Time Inc. also owns 80% of KTVT, Salt Lake City, with radio KDYL and 100% of KLZ-TV and KLZ, Denver. Note: Sale to KSTP Inc., St. Paul, pends FCC approval (*Television Digest*, Vol. 13:2).

Began Operation: Nov. 29, 1948.

Represented (sales) by Branham Co.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

Wayne Coy, president & general manager.
George S. Johnson, chief engineer.
Rolf S. Nielsen, sales manager.
Al Jarrett, production & program manager.
Dallas Wyant, promotion manager.
George Morrison, news director.
Lawrence Billmaier, technical operations.

DIGEST OF RATE CARD NO. 6 (Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$70.00	\$35.00
Class B—5-6:30 p.m., 10-10:30 p.m., daily.						
225.00	135.00	90.00	79.00	67.50	50.00	25.00
Class C—Noon-5 p.m., 10:30 p.m.-midnight, daily.						
150.00	90.00	60.00	52.50	40.00	25.00	12.50
Class D—All other times.						
100.00	60.00	40.00	35.00	30.00	18.00	9.00

Subject to frequency discounts.

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KAVE-TV Carlsbad

(Ch. 6)

Grantee (STA): Voice of the Caverns Inc., Box 631.

Studio & Transmitter: 2907 W. Church St.

Telephone: Tuxedo 5-4101.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 11.7-kw visual, 5.89-kw aural. Antenna: 380-ft. above av. terrain, 341-ft. above ground, 3691-ft. above sea level, lat. 32° 25' 42", long. 104° 16' 01".

Network Service: CBS, NBC.

AM Affiliate: KAVE, .25-kw, 1240 kc (CBS).

Ownership: Nancy H. Battison, pres., 76%; Charles D. Cole, v.p., 3%; Edward P. Talbot (chief engineer of KROD-TV, El Paso), 16%; Philip M. Baker, 5%.

Began Operation: Aug. 24, 1956.

Represented (sales) by The Branham Co.

Represented (legal) by Phillip M. Baker.

Personnel:

John H. Battison, general manager.
Ed. L. Teer, station manager.
Bob Fuller, operations manager.
Bill Carnahan, chief engineer.

DIGEST OF RATE CARD NO. 1—(June 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—5-11 p.m., Mon.-Sat.; all day Sun.					
\$150.00	\$90.00	\$60.00	\$37.50	\$30.00	\$15.00

Subject to frequency discounts.

KICA-TV Clovis (Ch. 12)

Grantee (STA): KICA Inc., Box 111.

Studio & Transmitter: 1000 Sycamore St.

Telephone: 5511.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 30.2-kw visual, 16.2-kw aural. Antenna: 210-ft. above av. terrain, 240-ft. above ground, 4495-ft. above sea level, lat. 34° 24' 30.5", long. 103° 11' 14.9".

Network Service: CBS.

AM Affiliate: KICA, 1-kw, 980 kc (MBS).

Ownership: Mae Strauss, chairman, 1/3; Garfield C. Packard, pres. & treas., 1/3; Frank Lesley, secy., 1/3.

Began Operation: Dec. 2, 1956.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Prince, Taylor & Crampton.

Represented (engineering) by John H. Mullaney.

Personnel:

Garfield C. Packard, president & general manager.
James W. Richardson, sales manager.
Marilyn Davison, program manager.
R. A. Jeu Devine, chief engineer.

DIGEST OF RATE CARD NO. 1—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—5-11 p.m., Mon.-Sat.; all hours Sun.							
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$22.50	\$15.00

Subject to frequency discounts.

KSWs-TV Roswell (Ch. 8)

Grantee (STA): John A. Barnett, Box 670.

Studio: 1723 W. Second St. Transmitter: 2.5-mi. S. of U.S. Hwy. 380 near Caprock.

Telephone: Main 2-6450.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 1786-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level, lat. 33° 22' 32", long. 103° 46' 05".

Network Service: NBC, CBS, ABC.

AM Affiliate: KSWs, .25-kw, 1230 kc (NBC).

Ownership: John A. Barnett, 100%.

Began Operation: June 24, 1953.

Represented (sales) by The Meeker Co. Inc.; Clyde Melville (Southwest).

Represented (legal) by Koteen & Burt.

Represented (engineering) by Gautney & Jones.

Personnel:

John A. Barnett, *general manager.*
 W. L. Shackelford, *asst. general manager.*
 Paul B. McEvoy, *sales director.*
 Owen Moore, *production director.*
 Ray Summersgill, *chief engineer.*

DIGEST OF RATE CARD NO 6—(May 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$65.00	\$50.00	\$40.00	\$25.00
Class B—5-6 p.m., Mon.-Fri.; 1-5 p.m., Sat.; noon-6 p.m., Sun.; 10-11 p.m., daily.						
187.50	112.50	75.00	48.75	37.50	30.00	18.75
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.						
125.00	75.00	50.00	32.50	25.00	20.00	12.50

Subject to frequency discounts.

NEW YORK

WCDA
Albany
 (Ch. 41)

Grantee (STA): Hudson Valley Bcstg. Co. Inc., Box 4100.

Studio & Transmitter: North Greenbush, N. Y.

Telephone: 3-2225, Albany; Bridge 1-2345, Troy. TWX No.: Troy, N.Y. 373.

Technical Facilities: Channel No. 41 (632-638 mc). Authorized power: 269-kw visual, 138-kw aural. Antenna: 650-ft. above av. terrain, 690-ft. above ground, 810-ft. above sea level, lat. 42° 41' 23", long. 73° 42' 26".

Network Service: CBS.

AM Affiliate: WROW, 5-kw (1-kw night), 590 kc (CBS).

Ownership: Lowell Thomas, 21.11%; Frank M. Smith, 18.07% (business mgr. for Thomas); Alger B. Chapman, 7.95%; Dean P. Taylor, 4.97% (U.S. Congressman); John P. McGrath, 7.21%; William J. Casey, 4.51%; Louis H. Gross, 4.33%; John P. Sawyer, 3.15%; remainder held by 29 others, none with more than 3%. Also operates WCDB, Ch. 29 satellite in Hagaman, N.Y. Frank M. Smith also owns 1/3 of TV applicant for Baton Rouge, La. WCDA also is Ch. 10 applicant for Vail Mills, N.Y. Note: Purchase of off-air WMGU, Adams-Pittsfield, Mass. pending FCC approval (*Television Digest*, Vol. 12:49).

Began Operation: Oct. 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (*Television Digest*, Vol. 10:42, 45).

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Frank M. Smith, *president & managing director.*
 Thomas S. Murphy, *general manager.*
 William J. Lewis, *sales manager.*
 Harry L. Goldman, *promotion & merchandising manager.*
 Charles G. Pogan, *director of operations.*
 Charles R. Heisler, *chief engineer.*

New Mexico-New York**DIGEST OF RATE CARD NO. 5**

(July 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.					
\$500.00	\$300.00	\$200.00	\$125.00	\$100.00	\$50.00
Class B—6-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.					
375.00	225.00	150.00	93.75	75.00	37.50
Class C—All other times.					
250.00	150.00	100.00	62.50	50.00	25.00

Flat rates; no discounts.

WTRI**Albany-Troy-Schenectady**

(Ch. 35)

Grantee (STA): Van Curler Broadcasting Corp., Box 4035, Albany, 4.

Studio: 15 N. Pearl St., Menands, Albany. Transmitter: Mt. Rafinesque, approx. 2-mi. E. of Troy.

Telephone: Albany 5-5291; Troy, Ashley 4-3414.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 380-kw maximum visual, 200-kw maximum aural. Antenna: Directional 994-ft. above av. terrain, 543-ft. above ground, 1503-ft. above sea level, lat. 42° 47' 08", long. 73° 37' 46.5". Requests change to 883-kw max. and 460-kw horizontal visual, 441.5-kw max. and 234-kw horizontal aural.

Network Service: ABC.

Ownership: Stanley Warner Corp., 100%.

Began Operation: Feb. 19, 1954, but quit air Jan. 31, 1955. Resumed operation June 15, 1956, Stanley Warner Corp. having acquired 100% control by buying out Col. Harry Wilder group (*Television Digest*, Vol. 12:24).

Represented (sales) by Venard, Rintoul & McConnell Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by Lohnes & Culver.

Personnel:

William A. Riple, *general manager.*
 Stephen J. Stanley, *chief engineer.*
 Dominic Tovino, *sales manager.*

DIGEST OF RATE CARD NO. 2

(Jan. 1, 1957)

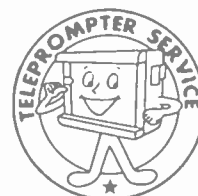
Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7-10:30 p.m., daily.					
\$400.00	\$240.00	\$160.00	\$100.00	\$75.00	\$37.50
Class B—5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 10:30-11:30 p.m., daily.					
300.00	180.00	120.00	75.00	40.00	20.00
Class C—All other times.					
200.00	120.00	80.00	50.00	30.00	15.00

Subject to frequency discounts.

Let your director pick his camera shots freely without worrying whether the cue cards are properly placed. Use the synchronized prompting method of . . .

TELEPROMPTER SERVICE

SEE PAGE 35





Consistently the highest rated locally produced news programs in Western New York

8:55 am
NEWS
Mon. thru Fri.



11 pm
LATE NEWS
every night



12 noon
NEWS-WEATHER
Sun. thru Fri.



6 pm
HEADLINES NEWS & SPORTS
Mon. thru Sat.

SPONSORS OF WBEN-TV newscasts get BIG results because WBEN-TV newscasts enjoy the biggest audiences.

WBEN-TV Newscasts are in the hands of newsmen who dig, delve, cover, write, edit and broadcast news the way Western New Yorkers want it.

Film crews, the WBEN-TV mobile unit, leading wire services and the newsroom and editorial department of Western New York's great newspaper combine to give the most complete, most authoritative news coverage. That's why WBEN-TV news is the BIG NEWS on local television.

And that's why . . . participation in or sponsorship of WBEN-TV newscasts can do the BIG selling job for you. Get the newsworthy facts from our national representatives, Harrington, Righter & Parsons, or contact WBEN-TV Sales directly.

WBEN-TV

The Buffalo Evening News Station

CBS • BUFFALO

YOUR TV DOLLARS COUNT FOR MORE ON CH 4

WNBF-TV
Binghamton
(Ch. 12)

Licensee: Triangle Publications Inc. (Radio & TV Div.), 46th & Market Sts., Philadelphia, Pa.

Studio: 1 Henry St. Transmitter: Ingraham Hill Rd.

Telephone: 3-7311. TWX No. BN 186.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 166-kw visual, 83.2-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level. lat. 42° 03' 33.5", long. 75° 57' 06". Requests 1102-kw visual.

Network Service: CBS, ABC, NBC.

AM Affiliate: WNBF, 5-kw, 1290 kc (CBS). FM Affiliate: WNBF-FM, 4.6-kw, 98.1 mc (No. 251), 950-ft. antenna height.

Ownership: Triangle Publications Inc., see WFIL-TV, Philadelphia.

Began Operation: Dec. 1, 1949; sale to present owners by John C. Clark interests approved by FCC May 4, 1955 (*Television Digest*, Vol. 11:11, 19).

Represented (sales) by Blair-TV Inc.

Represented (legal) by Lyon, Wlner & Bergson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

George Dunham, *general manager*.
E. W. Farnetl, *asst. to general manager*.
A. G. Hubbell, *sales manager*.
Clark Pollock, *program director*.
Sherman M. Egan, *chief engineer*.
Donn E. Wlntner, *promotion manager*.
Cal Tinney, *news director*.

DIGEST OF RATE CARD NO. 9—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10
Class AA—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.							
\$1,000.00	\$600.00					\$225.00	\$200.00 \$100.00
Class A—6-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., daily.							
850.00	510.00	\$340.00	\$255.00	\$212.50	190.00	170.00	85.00
Class B—4:30-6 p.m., Mon.-Fri.; 12-6 p.m., Sat.; 12-5 p.m., Sun.; 11-11:45 p.m., daily.							
600.00	360.00	240.00	180.00	150.00	135.00	120.00	60.00
Class C—9 a.m.-4:30 p.m., Mon.-Fri.; 11:45 p.m.-sign-off, daily; 9 a.m.-noon, Sat. & Sun.							
350.00	210.00	140.00	105.00	87.50	80.00	70.00	35.00
Class D—Sign-on-9 a.m., daily.							
200.00	120.00	80.00	60.00	50.00	45.00	40.00	20.00

Subject to frequency discounts.

WBEN-TV
Buffalo
(Ch. 4)

Licensee: WBEN Inc., Hotel Statler.

Studios: Hotel Statler. Transmitter: Colden, N. Y.

Telephone: Mohawk 0930. TWX No.: BU 595.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 1200-ft. above av. terrain, 1001-ft. above ground, 2641-ft. above sea level, lat. 42°, 39' 33", long. 78° 37' 38".

Network Service: CBS.

AM affiliate: WBEN, 5-kw, 930 kc (CBS). FM Affiliate: WBEN-FM, 52-kw, 106.5 mc (No. 293), 1200-ft. antenna height.

Ownership: Same as *Buffalo Evening News*.

Began Operation: May 14, 1948.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Alfred H. Kirchhofer, *president & secretary*.
C. Robert Thompson, *general manager*.
George R. Torge, *station manager*.
N. J. Malter, *television sales manager*.
Fred Keller, *program director*.
Joseph Haefner, *publicity director*.
Ralph J. Kingsley, *technical director*.
Glenn Beerbower, *asst. technical director in charge of TV*.
James A. Christensen, *executive producer*.

DIGEST OF RATE CARD NO. 9—(Dec. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—7-11 p.m., daily.					
\$1050.00	\$630.00	\$415.00	\$260.00	\$195.00	\$95.00
Class B—6-7 p.m., daily; noon-7 p.m., Sat. & Sun.					
788.00	473.00	311.00	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	130.00	95.00	45.00
Class D—7 a.m.-noon, Mon.-Fri.					
420.00	252.00	166.00	105.00	70.00	30.00

Flat rates, no discounts. Color—Rates on request.

**MORE AUDIENCE* THAN
ANY STATION IN MINNEAPOLIS-
ST. PAUL THAT'S WHAT
WNBK-TV, BINGHAMTON, N.Y.
DELIVERS DAY AND NIGHT
SEVEN DAYS A WEEK—AT
LOWER COST PER 1000.
YOUR BLAIR-TV MAN HAS
THE EVIDENCE FOR YOU.**

* Also more audience than any station in Baltimore, Houston, Milwaukee and other major markets; at lower cost than every station in eight of the ten major markets. *Telepulse*, December, 1955.



operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBK-AM • FM • TV**, Binghamton, N. Y.
WHGB-AM, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.
National Sales Office, 485 Lexington Avenue, New York 17, New York
1957 Spring-Summer Edition

New York

WBUF Buffalo (Ch. 17)

Grantee (STA): National Broadcasting Co. Inc., 30 Rockefeller Plaza, New York City.

Studio & Transmitter: 2077 Elmwood Ave.

Telephone: Victoria 8300.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 486-kw visual, 245-kw aural. Antenna: 686-ft. above av. terrain, 742-ft. above ground, 1349-ft. above sea level, lat. 42° 57' 13.87", long. 78° 52' 37.315". Holds modification CP for 1000-kw maximum and 724-kw horizontal (DA) visual, 500-kw maximum and 362-kw horizontal (DA) aural.

Network Service: NBC.

Ownership: See WRCA-TV, New York City.

Began Operation: Aug. 17, 1953. Sale to present owner by Sherwin Grossman-Gary L. Cohen interests approved by FCC Sept. 21, 1955, but was held up by protests, and received final approval Dec. 30, 1955 (*Television Digest*, Vol. 11:53).

Represented (sales) by NBC Spot Sales.

Personnel:

Charles C. Bevis, *general manager*.
William B. Decker, *sales manager*.
Wm. L. Callaway, *business manager*.
George Lenfest, *operations manager*.
Frank Harms, *program manager*.
Robert A. Fillmore, *advertising & promotion manager*.
Joseph P. Higgins, *manager of news & special events*.

DIGEST OF RATE CARD NO. 2 (Dec. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:29-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.						
\$650.00	\$390.00	\$260.00	\$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	65.00	30.00
Class B—5:59-7:29 p.m., Mon.-Sat.; 5:59-6:59 p.m., Sun.; 11-11:30 p.m., daily.						
360.00	216.00	144.00	126.00	90.00	55.00	25.00
Class C—Sign-on-5:59 p.m., daily; 11:30 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	75.00	40.00	20.00

Subject to frequency discounts (except Class AA announcements).

WGR-TV Buffalo (Ch. 2)

Licensee: WGR Corp., Box 66, Buffalo.

Studio: 184 Barton St. Transmitter: Hotel Lafayette Penthouse.

Telephone: Summer 7115. TWX No.: BU 245.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 66.1-kw aural. Antenna: 380-ft. above av. terrain, 436-ft. above ground, 1049-ft. above sea level, lat. 42° 53' 05", long. 78° 52' 22".

Network Service: ABC.

AM Affiliate: WGR, 5-kw, 550 kc (ABC).

Ownership: George F. Goodyear, chairman & pres., 11.56%; Felix L. Plech, secy.-treas., 0.1%. Following are directors: Paul A. Schoellkopf, 8.87%; J. Fred Schoellkopf IV, 11.3%; J. Eugene McMahon, 4.48% (with wife and as trustee for children); Seymour H. Knox, 3.08% (2 sons hold additional 3.69% & 3.08%); Anthony A. Bliss, 1.6% (with wife and as trustee for son); Arthur Victor Jr., 1.5% (2 brothers hold 1.5% each). There are more than 20 other stockholders, but only following hold more than 2.01% each: Mrs. Norma Deuel Lutz, 8.33%; Miss Virginia Deuel, 8.33%; Paul A. Schoellkopf Jr., 5.29%; Mrs. Peter J. Crotty, 4.5%; Patrick J. McGroder, 4.5% (with wife and as trustee for children); Norman Joseph, 2.73%. Seymour Knox and Paul & Fred Schoellkopf also have interest in Transcontinent TV Corp., which owns 50% of WSWA-TV, Harrisonburg, Va. and 100% of WROC-TV, Rochester, N.Y.

Began Operation: July 26, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

George F. Goodyear, *president*.
Joseph Bernard, *v.p. and general manager*.
Van DeVries, *program director*.
G. Paschall Swift, *sales and promotion manager*.
Clifford Kirtland Jr., *business manager*.
Frederick Buschmeyer, *production director*.
Jack Doudourian, *night production manager*.
Walter L. Amidon, *traffic director*.
Karl B. Hoffman, *v.p. for engineering*.

DIGEST OF RATE CARD NO. 3 (Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$1025.00	\$615.00	\$395.00	\$340.00	\$260.00	\$190.00	\$95.00
Class A—7-8 p.m., 10:30-11 p.m., daily.						
880.00	525.00	350.00	310.00	220.00	155.00	80.00
Class B—5-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.						
650.00	400.00	265.00	240.00	165.00	120.00	60.00
Class C—Noon-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11-11:30 p.m., daily.						
450.00	255.00	175.00	155.00	110.00	80.00	40.00
Class D—Sign-on-noon, Mon.-Fri.; 11:30 p.m.-sign-off, daily.						
385.00	230.00	155.00	115.00	95.00	60.00	30.00

Flat rates except for volume discount plan.

WCNY-TV Carthage-Watertown (Ch. 7)

Licensee: The Brockway Co., 120 Arcade St., Watertown, N.Y.

Studio & Transmitter: Champion Rd., 6 mi. W of Carthage & 9 mi. E of Watertown.

Telephone: Watertown 410; Sales office, Watertown 2930. TWX No.: Carthage 430.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 188-kw maximum and 178-kw horizontal visual, 105-kw maximum and 95.5-kw horizontal aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level using .36° electrical beam tilt, lat. 43° 57' 16", long. 75° 43' 45".

Network Service: CBS, ABC.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kc (CBS). FM Affiliate: WWNY-FM, 15.4-kw, 100.5 mc (No. 263), 379-ft. antenna height.

Ownership: John B. Johnson, pres. & treas., 89%; Catherine C. Johnson, v.p. & secy.; estate of Jessie R. Johnson, 11%. Also publishes *Watertown Daily Times* and operates WMSA and WMSA-FM, Massena, N.Y.

Began Operation: Oct. 22, 1954.

Represented (sales) by Weed Television Corp., (U. S.); Andy McDermott Radio & TV Sales (Toronto & Montreal, Canada).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Louis Salf Jr., *general manager*.
James W. Higgins, *director of TV*.
Alfred M. Tauroney, *sales manager*.
David M. Graves, *program manager*.
Glenn H. Hall, *production manager*.
John A. LaLiberte, *film director*.
Raymond W. Steele, *art director*.
William E. Haley, *news director*.
John G. Case, *sports editor*.
Mrs. Loretta Rich, *traffic manager*.
Michael R. Yonkovic, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(July 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 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

Subject to frequency discounts.

WSYE-TV Elmira (Ch. 18)

(Satellite of WSyr-TV, Syracuse)

Grantee (STA): Central New York Broadcasting Corp., 224 Harrison St., Syracuse, N. Y.

Telephone: 3-5536.

Transmitter: Hawley Hill, approx. 3 mi. WNW of Elmira.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 14.62-kw max. and 10-kw horizontal visual, 7.31-kw max. and 5-kw horizontal aural. Antenna: 695-ft. above av. terrain, 314-ft. above ground, 2020-ft. above sea level, using 1° electrical and .5° mechanical beam tilt. Lat. 42° 06' 20", long. 76° 52' 17".

Network Service: Same as WSyr-TV, Syracuse.

Ownership: See WSyr-TV.

Began Operation: Sept. 10, 1956.

Represented (sales) by Harrington Righter & Parsons.

Personnel:

T. Robert Bolger, *manager*.
Ben Kilpatrick, *chief engineer*.
Jack Dorn, *sales*.

Rates: Sold in combination with WSyr-TV, Syracuse.



PERSONALITY + PUSH...



IF You're looking for Sales
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Want that added "push"
Want your message Professionally Presented
Like to do business with Friendly People



Then you need...



WGR-TV CHANNEL 2 BUFFALO



Not the oldest... but the Leader in the Nation's
14th Largest Sales Area.

Basic affiliate of ABC—America's Fastest Growing
... Most Exciting Network.



Representatives:

PETERS, GRIFFIN, WOODWARD, Inc.



New York

WTVE Elmira (Ch. 24)

Grantee (STA) WTVE Inc., Box 89, 159 Madison Ave.
 Studio & Transmitter: Comfort Hill, Ashland Township, Chemung County, N.Y.
 Telephone: 3-6624.
 Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 7.94-kw visual, 4.27-kw aural. Antenna: 898-ft. above av. terrain, 468-ft. above ground, 1602-ft. above sea level, lat. 42° 01' 52", long. 76° 47' 05".
 Network Service: ABC, NBC.

Ownership: Thompson K. Cassel, pres., 35%; John S. Booth, v.p., 25%; Wm. W. Scranton, 30%; Charles W. Perry, 2.5%; Bela C. Tift, 2.5%; Josef Stein, 2.5%; Charles F. Kennedy, 2.5%. Mr. Scranton controls WARM-TV & WARM, Scranton. Mr. Cassel owns 25.8% of WCHA, Chambersburg, Pa., also owns radio stations WATS, Sayre, Pa.; WOND, Pleasantville, N.J.; WTKO, Ithaca, N.Y.; WDBF, Delray Beach, Fla. Mr. Booth is 1/2 owner & gen. mgr. of radio WCHA; 100% of WMLP, Milton, Pa.; 50% of WTOW, Towson, Md.; 45% of AM CP in Waynesburg, Pa.

Began Operation: June 1, 1953, but left air Oct. 15, 1954 when hurricane destroyed tower. Resumed operation May 6, 1956 (Television Digest, Vol. 10:45 & 12:18).

Represented (sales) by ForJoe-TV Inc.
 Represented (legal) by Loucks, Zias, Young & Jansky.
 Represented (engineering) by Kear & Kennedy.

Personnel:
 Thompson K. Cassel, *president & general manager*.
 Howard Green, *commercial manager*.
 David Ridenour, *program director*.
 George Wagenseller, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (March 9, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11:15 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$50.00	\$42.00	\$30.00	\$15.00
Class B—All other times.						
90.00	54.00	36.00	30.00	25.00	18.00	10.00

Subject to frequency discounts.

WCDB Hagaman

(Ch. 29)
 (Satellite of WCDA, Albany)

Grantee (STA): Hudson Valley Broadcasting Co. Inc., Box 4100, Albany.

Studio: WCDA, North Greenbush, N.Y. Transmitter: Glenville Hill, 6 mi. W. of Hagaman.

Telephone: 3-2225, Albany; Bridge 1-2345, Troy. TWX No.: Troy, NY 373.

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 252-kw visual, 125-kw aural. Antenna: 696-ft. above av. terrain, 246-ft. above ground, 1346-ft. above sea level, lat. 42° 55' 00", long. 74° 02' 35".

Network Service: Same as WCDA, Albany.

Ownership: See WCDA.

Began Operation: April 2, 1956.

Represented (sales) by Harrington, Righter & Parsons Inc.

Personnel:

Frank M. Smith, *president & managing director*.
 Charles R. Heisler, *chief engineer*.

Rates: Sold in combination with WCDA, Albany.

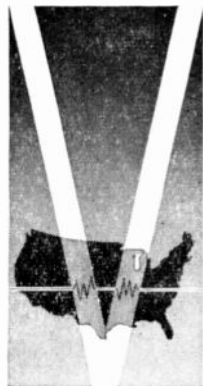


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 NATIONAL REPLACEMENT
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 342 W. 40th Street, New York, N.Y.

WABC-TV New York (Ch. 7)

Licensee: American Broadcasting Co., 7 West 66th St.
 Studio: 7 W. 66th St. Transmitter: Empire State Bldg.
 Telephone: Susquehanna 7-5000. TWX No.: NY 1-2382.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 110-kw visual, 55-kw aural. Antenna: 1378-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 50", long. 73° 59' 00".

Network Service: ABC.

AM Affiliate: WABC, 50-kw, 770 kc (ABC). FM Affiliate: WABC-FM 1.5-kw, 95.5 mc (No. 238), 1271-ft. antenna height.

Ownership: American Broadcasting Co. is a division of American Broadcasting-Paramount Theatres, Inc. (Merger approved by FCC Feb. 9, 1953—See *Television Digest*, Vol. 9:7); Leonard Goldenson, pres. ABC officers: Leonard Goldenson, pres.; Omar Elder, secy. Also owns and operates WBKB, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KABC-TV, Los Angeles; and AM stations WXYZ, Detroit; KGO, San Francisco; KABC, Los Angeles; also FM stations WXYZ-FM Detroit; KGO-FM, San Francisco; KABC-FM, Los Angeles; and owns 22% of nucleonics-electronics firm Technical Operations Inc., Arlington, Mass.

Began Operation: Aug. 10, 1948.

Represented (sales) by WABC-TV Sales (in N.Y.), Blair-TV (outside N.Y.).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Robert L. Stone, *general manager*.
 Joseph Stamler, *sales manager*.
 George Rice, *program manager*.
 Donald A. Pels, *business manager*.
 Barbara Case, *national spot sales manager*.
 Takashi Kako, *film director*.
 Heyward Ehrlich, *publicity manager*.
 Morris Wattenberg, *advertising & promotion manager*.
 Gordon Kunz, *production manager*.
 G. Edward Hamilton, *chief engineer*.

DIGEST OF RATE CARD NO. 10 (Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$4150.00	\$2490.00	\$1660.00	\$1383.00	\$1245.00	\$750.00	\$450.00
Class A—7:30-8 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 7-8 p.m., Sun.						
3320.00	1992.00	1328.00	1107.00	996.00	675.00	405.00
Class B—5-7:30 p.m., Mon.-Sat.; 11-11:15 p.m., daily; 5-7 p.m., Sun.						
2075.00	1245.00	830.00	692.00	623.00	563.00	338.00
Class C—Sign-on-5 p.m., daily; 11:15 p.m.-sign-off, daily.						
1245.00	747.00	498.00	415.00	374.00	225.00	135.00

Subject to frequency discounts.

WABD New York (Ch. 5)

Licensee: DuMont Broadcasting Corp., 205 E. 67th St.

Studios: Telecentre, 205 E. 67th St. Transmitter: Empire State Bldg.

Telephone: Lehigh 5-1000. TWX No.: NY 1-3840.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 37.1-kw visual, 18.6-kw aural. Antenna: 1330-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 54", long. 73° 59' 10".

Ownership: Spun off by Allen B. DuMont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955. Application for FCC consent lists certain stockholders of record as follows: Paramount Pictures Corp., 26.6%; Allen B. DuMont, 1.6%; Carl M. Loeb, Rhoades & Co., 8%; Merrill Lynch, Pierce, Fenner & Beane, 2.3%; Carothers & Clark, 1.7%; Rule & Co., 1.5%; Hurley & Co., 1.2%; remainder held by numerous others, none owns more than 1%. Officers: Allen B. DuMont, chairman; Bernard Goodwin, pres.; Ted Cott, v.p.; Paul Raibourn, treas.; Irving Singer, asst. treas.; Richard L. Geismar, asst. treas.; Arthur Israel Jr., secy.; Robert A. Dreyer, gen. counsel & asst. secy. Licensee also owns and operates WTTG, Washington.

Began Operation: May 2, 1944.

Represented (sales) by Weed Television Corp.

Personnel:

Ted Cott, v.p. & *general manager*.
 Bennet H. Korn, v.p. & *station manager*.
 Merle Bredwell, *film production manager*.
 William Kelly, *chief engineer*.
 Bernard Zeldman, *traffic manager*.

DIGEST OF RATE CARD NO. 9—(Nov. 1, 1951)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$2200.00	\$1760.00	\$1320.00	\$1100.00	\$880.00	\$770.00	\$550.00
Min.	20 Sec.	8 Sec.				
\$500.00	\$425.00	\$212.50				
Class B—5:30-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.						
Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
1650.00	1320.00	990.00	825.00	660.00	577.50	412.50
Min.	20 Sec.	8 Sec.				
325.00	275.00	137.50				
Class C—All other times.						
Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.
880.00	704.00	525.00	440.00	350.00	308.00	220.00
Min.	20 Sec.	8 Sec.				
175.00	150.00	75.00				

Subject to frequency discounts.

WATV
Newark-New York
(Ch. 13)

Grantee (STA): Atlantic Tele Vision, Television Center, 1020 Broad St., Newark, N.J.

Sales Office: 575 Madison Ave., New York.

Studio: Television Center. Transmitter: Empire State Bldg., New York.

Telephone: Mitchell 2-6400, Newark; Barclay 7-3260, New York.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 180-kw visual, 105-kw aural. Antenna: 1190-ft. above av. terrain, 1200-ft. above ground, 1251-ft. above sea level. lat. 40° 44' 50", long. 73° 59' 00".

AM Affiliate: WAAT, 5-kw (1-kw night), 970 kc. FM Affiliate: WAAT-FM, 13.5-kw, 94.7 mc (No. 234), 540-ft. antenna height.

Ownership: Matthew B. Rosenhaus, chairman, 10.9%; Irving R. Rosenhaus, pres., 22.7%; Frank V. Bremer, v.p., 4.7%; Edmund S. Lennon, v.p.; Emanuel Pollack, secy., 13.5%; Jerome Cossman, treas.; Marcia Brzin, 12.96%; Morton Pollack, 13.5%; Sarah Rosenhaus, 11.3%; and 3 others, none owning more than 4.7%.

Began Operation: Jan. 27, 1948.

Represented (sales) by ForJoe TV Inc.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

Irving R. Rosenhaus, *president and general manager.*
Frank V. Bremer, *v.p. in charge of engineering.*
Edmund S. Lennon, *v.p.*
Edward L. Cossman, *director of sales.*
Sydney Kavaler, *TV sales manager.*
Herb Green, *program coordinator.*
George Green, *program director.*
William Davis, *merchandising director.*
Robert Paskow, *film director.*
Ralph Amatrudi, *art director.*
Grace Reese, *traffic director.*
Robert Macdougall, *director of educational activities.*
Lou Frankel, *sales promotion & publicity director.*
Henry Dabrowski, *technical engineering director.*

DIGEST OF RATE CARD NO. 7 (Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class A—6:59 p.m.-midnight, Mon.-Fri.; 2:29 p.m.-midnight, Sat. & Sun.						
\$1500.00	\$900.00	\$600.00	\$530.00	\$300.00	\$230.00	\$150.00
Class B—2:59-6:59 p.m., Mon.-Fri.; sign-on-2:29 p.m., Sat. & Sun.						
1140.00	680.00	450.00	400.00	230.00	170.00	115.00
Class C—Sign-on-2:59 p.m., Mon.-Fri.						
750.00	450.00	300.00	265.00	150.00	115.00	80.00

Subject to frequency discounts.

WCBS-TV
New York

(Ch. 2)

Licensee: Columbia Broadcasting System Inc., 485 Madison Ave.

Studios: 485 Madison Ave.

Telephone: Plaza 1-2345. TWX No.: NY 1-3550; NY 1-935.

Technical Facilities: Channel No. 2. (54-60 mc). Authorized power: 42-kw visual, 21-kw aural. Antenna: 1300-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 55", long. 73° 59' 09".

Network Service: CBS.

AM Affiliate: WCBS, 50-kw, 880 kc (CBS). FM Affiliate: WCBS-FM, 1.5-kw, 101.1 mc (No. 266), 1270-ft. antenna height.

Operation: Operated by CBS Television (a division of CBS Inc.); Merle S. Jones, pres.; Hubbell Robinson, executive v.p.; Craig Lawrence, v.p. in charge of CBS owned TV stations. CBS Television also is responsible for CBS TV network operations and for operation of other TV stations owned by CBS Inc.

Ownership: Owned by network-manufacturing organization of same name, whose stock is listed on New York Stock Exchange: William S. Paley, chairman of board (stockholdings, 11.15%); Frank Stanton, pres.; Julius F. Brauner, secy.; S. R. Dean, treas. Same licensee owns KNXT & KNX, Los Angeles; WBBM-TV & WBBM, Chicago; WXIX, Milwaukee; WHCT, Hartford, Conn.; CBS Inc. also owns radio stations KCBS, San Francisco; KMOX, St. Louis (TV applicant); WEEI, Boston. Same company also owns 25% of Bing Crosby Enterprises Inc., Los Angeles.

Began Operation: July 1, 1941.

Represented (sales) by CBS Television Spot Sales.

Personnel:

Sam Cook Digges, *general manager.*
Clarence Worden, *asst. to the general manager.*
Frank Shakespeare Jr., *general sales manager.*
Robert G. Patt, *sales promotion manager.*
Hal Hough, *program director.*
Dan Gallagher, *asst. program director.*
Marlon Lonsberry, *operations manager.*
Phillip Lewis, *news bureau manager.*
William C. Lacey, *manager of film department.*
Robert Fuller, *publicity director.*
Haworth White, *business manager.*

DIGEST OF RATE CARD NO. 17

(Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	10 Sec.*
Class AA—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$8000.00	\$4800.00	\$3200.00	\$2000.00	\$1000.00
Class A—7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 11-11:15 p.m., daily.						
7500.00	4500.00	3000.00	\$2500.00	\$2250.00	1500.00	750.00
Class B—5:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 11:15 p.m.-midnight, daily.						
5000.00	3000.00	2000.00	1666.67	1500.00	1000.00	500.00
Class C—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.						
3750.00	2250.00	1500.00	1250.00	1125.00	675.00	337.50
Class D—Sign-on-9 a.m., 1 a.m.-sign-off, daily.						
1500.00	900.00	600.00	500.00	450.00	300.00	150.00

* Class AA (7:59-10:30 p.m., Mon.-Sat.; 6:59-11 p.m., Sun.), Class A (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.), Class B (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), Class C (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), Class D (Sign-on-8:59 a.m., 2 a.m.-sign-off, daily).

Subject to frequency discounts. Color—Above rates for monochrome & color. Color service charge on request.



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New York

WOR-TV New York (Ch. 9)

Licensee: RKO Teleradio Pictures Inc., 1440 Broadway.

Studios: Empire State Bldg. & Broadway.

Transmitter: Empire State Bldg.

Telephone: Longacre 4-8000. TWX No.: NY 1-587.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 129-kw visual, 64.6-kw aural. Antenna: 1240-ft. above av. terrain, 1240-ft. above ground, 1290-ft. above sea level, lat. 40° 44' 55", long. 73° 59' 00".

AM Affiliate: WOR, 50-kw, 710 kc (MBS). FM Affiliate: WOR-FM, 1.7-kw, 98.7 mc (No. 254), 1260-ft. antenna height.

Ownership: RKO Teleradio Pictures Inc. (subsidiary of General Tire & Rubber Co.) T. F. O'Neil, pres.; J. Glen Taylor, v.p.; Willet H. Brown, v.p.; Gordon Gray, vice pres.; Robert A. S. Schmid, v.p.; George N. Steffy, v.p.; Norman S. Knight, v.p.; Harry Trenner, v.p. & treas.; John B. Poor, v.p.; F. W. Knowlton, secy.; Patrick J. Winkler, gen. auditor. RKO Teleradio Pictures Inc. operates Mutual Broadcasting System; operates Yankee Network (with WNAC, Boston); and Don Lee Network (with KHJ, Los Angeles; KFRC, San Francisco). It also operates WNAC-TV, Boston; KHJ-TV, Los Angeles; WHBQ-TV, Memphis, Tenn.; WEAT-TV, W. Palm Beach, Fla.; Canadian subsidiary owns 1/3 of CKLW-TV, Windsor-Detroit (CKLW).

Began Operation: Oct. 5, 1949. In Nov. 1951, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., now General Teleradio—Macy Co. retaining 10%; in Dec. 1955, Macy Co. sold its interest to General Tire & Rubber Co., latter setting up parent holding firm, RKO Teleradio Pictures Inc., for both broadcasting and recently acquired RKO Radio Pictures (Television Digest, Vol. 7:41, 46; 8:3; 11:48, 51).

Represented (sales) by WOR-TV Sales, 1440 Broadway, N. Y. and Chicago Tribune Tower, Chicago; H-R Television Inc. (West Coast).

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

T. F. O'Neil, *president*.
Gordon Gray, *exec. v.p. & general manager*.
Seymour Handy, *exec. assistant*.
William P. Dix Jr., *asst. general manager, charge of sales*.
George Jeneson, *director sales, midwest*.
Lewis Dawson, *merchandising director*.
Clifford A. Frohnhoefer, *WOR div. controller*.
Frank Kizis, *sales service manager*.
Robert M. Hoffman, *director of promotion & publicity*.
Richard A. Jackson, *public relations director*.
Irene Moran, *press editor*.
Robert J. Sullivan, *advertising director*.
George Brown, *news director*.
Ivan Reiner, *program director*.
Ted Steele, *musical director*.
Harry Tilley, *chief engineer*.
Daniel German, *film director*.

DIGEST OF RATE CARD NO. 9 (Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.							
\$2000.00	\$1200.00	\$800.00	\$553.00	\$500.00	\$300.00	\$200.00	
Class B—6-7 p.m., daily.							
1500.00	900.00	600.00	450.00	350.00	200.00	140.00	
Class C—Sign-on-6 p.m., 11 p.m.-sign-off, daily.							
1000.00	600.00	400.00	300.00	250.00	125.00	75.00	

Subject to frequency discounts.

WPIX New York (Ch. 11)

Licensee: WPIX Inc., 220 E. 42nd St.

Studio: 220 E. 42nd St. Transmitter: Empire State Bldg.

Telephone: Murray Hill 2-6500.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1405-ft. above av. terrain, 1464-ft. above ground, 1515-ft. above sea level, lat. 40° 44' 50", long. 73° 59' 00".

AM-FM Affiliates: None.

Ownership: Same as *New York News*. Interlocking ownership with TV station WGN-TV, Chicago (*Chicago Tribune*).

Began Operation: June 15, 1948.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

F. M. Flynn, *president*.
Fred M. Thrower, *v.p. & general manager*.
Leavitt J. Pope, *v.p. in charge of operations*.
T. E. Mitchell, *v.p. & controller*.
John A. Patterson, *sales manager*.
Thomas P. Robinson, *sales business manager*.
Albert G. Hartigan, *program manager*.
Walter D. Engels, *news & special events manager*.
Leslie A. Hollingsworth, *public relations manager*.
Keith Culverhouse, *promotion, advertising, research manager*.
Otis Freeman, *chief engineer*.

DIGEST OF RATE CARD NO. 8 (Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.							
\$2000.00	\$1200.00	\$800.00	\$660.00	\$600.00	\$500.00	\$400.00	\$175.00
Class B—5-7 p.m., daily.							
1500.00	900.00	600.00	500.00	450.00	375.00	300.00	150.00
Class C—All other times.							
1000.00	600.00	400.00	350.00	300.00	200.00	175.00	75.00

Subject to frequency discounts.

WRCA-TV New York (Ch. 4)

Licensee: National Broadcasting Co., 30 Rockefeller Plaza.

Studio: 67th St. & Columbus Ave. Transmitter: Empire State Bldg.

Telephone: Circle 7-8300. TWX No.: NY 1-3773.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 30.2-kw maximum and 25.7-kw horizontal visual, 15.1-kw maximum and 12.9-kw horizontal aural. Antenna: 1445-ft. above av. terrain, 1465-ft. above ground, 1490-ft. above sea level, lat. 40° 44' 54", long. 73° 59' 10".

Network Service: NBC.

AM Affiliate: WRCA, 50-kw, 660 kc (NBC). FM Affiliate: WRCA-FM, 1.1-kw, 97.1 mc (No. 246), 1445-ft. antenna height.

Ownership: NBC is wholly owned subsidiary of RCA. NBC owns TV stations WRC-TV, Washington; WNBQ, Chicago; WRCV-TV, Philadelphia; WBUF, Buffalo; KRCA, Los Angeles; WNEC, West Hartford; and AM stations WRCA, New York; WRC, Washington; WKNB, W. Hartford; WMAQ, Chicago; WRCV, Philadelphia; KNBC, San Francisco.

Began Operation: July 1, 1941.

Represented (sales) by NBC Spot Sales.

Personnel:

William N. Davidson, *general manager*.
Fred Acker, *business affairs manager*.
J. H. Riedel, *technical operations manager*.
Jay J. Heltin, *sales director*.
James Barry, *sales manager*.
Stanford Levy, *sales facilities coordinator*.
George A. Helnemann, *program manager*.
William A. Berns, *news & special events director*.
Peter Affe, *studio operations manager*.
Max E. Buck, *director of promotion, adv. & merchandising*.
John O'Keefe, *director of publicity*.
Alvin Perlmutter, *special projects, news & special events mgr.*
Albert Odeal, *film director*.

DIGEST OF RATE CARD NO. 17 (Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AAA—10:30-11 p.m., daily; 6-7:30 p.m., Sun.						
\$9200.00	\$5520.00	\$3680.00	\$3220.00	\$2300.00	\$2300.00	\$1150.00
Class AA—7-7:30 p.m., Mon.-Sat.						
5200.00	3120.00	2080.00	1820.00	1300.00	1500.00	750.00
Class A—11 p.m.-mid-night, daily.						
4500.00	2700.00	1800.00	1575.00	1125.00	1100.00	550.00
Class B—6-7 p.m., Mon.-Sat.						
4000.00	2400.00	1600.00	1400.00	1000.00	650.00	325.00
Class C—9 a.m.-6 p.m., Mon.-Fri.						
3500.00	2100.00	1400.00	1225.00	875.00	450.00	225.00
Class D—Sign-on-9 a.m., Mon.-Fri.; sign-on-6 p.m., Sat. & Sun.; mid-night-sign-off, daily.						
2000.00	1200.00	800.00	700.00	500.00	350.00	175.00

*Class AAA (7:59-10:30 p.m., Mon.-Sat.; 7:29-10:30 p.m., Sun.). Class AA (7:29-7:59 p.m., Mon.-Sat.; 6:59-7:29 p.m., Sun.; 10:30-11 p.m., daily). Class A (6:45-7:29 p.m., Mon.-Sat.; 6:29-6:59 p.m., Sun.; 11-11:15 p.m., daily). Class B (5:29-6:45 p.m., Mon.-Sat.; 5:29-6:29 p.m., Sun.). Class C (3-5:29 p.m., 11:15 p.m.-sign-off, daily). Class D (Sign-on-3 p.m., daily).

Subject to frequency discounts, with exception of Class AAA announcements.

Color—20 Sec. stations break \$500, 10 Sec. \$250 added to regular station-break rate; commissionable.

Time reserved for network: Class A (7:30-10:30 p.m., daily; 5-6 p.m., Sun.) Class B (5-6 p.m., Sat.; 3-5 p.m., Sun.). Class C (10 a.m.-1 p.m., daily; 2:30-5:30 p.m., Mon.-Fri.).

WPTZ Plattsburgh

(Ch. 5)

Grantee (STA): Rollins Broadcasting-Telecasting of N.Y. Inc., c/o Rollins Bcstg. Inc., Moore Bldg., Rehoboth Beach, Del.

Studio & Transmitter: Terry Mt., 7.3-mi W of Peru, N.Y.

Telephone: 3070.

Technical Facilities: Channel No. 5 (72-78 mc). Authorized power: 20-kw visual, 12-kw aural. Antenna: 1205-ft. above av. terrain, 183-ft. above ground, 2264-ft. above sea level, lat. 44° 34' 18.5", long. 73° 40' 53.5".

Network Service: ABC, NBC.

Ownership: Rollins Broadcasting-Telecasting of N.Y. Inc. O. Wayne Rollins, 50%; John W. Rollins, lieutenant-governor of Del., 45%; Katherine E. Rollins, 5% (wife of John W.). Rollins also operates WJWL, Georgetown, Del.; WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WNJR, Newark, N. J.; WBEE, Harvey, Ill.; WGEE, Indianapolis; owns Rollins Electronics Co., Lewes, Del.

Began Operation: Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (*Television Digest*, Vol. 12:7, 13).

Represented (sales) by Blair Television Associates; Andy McDermott (Canada).

Represented (legal) by Cohn & Marks.

Personnel:

O. Wayne Rollins, *president*.
George BarenBregge, *general manager*.
Albert LaFrance, *sales manager*.
Al Cahill, *production director*.
James H. Sharman, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (July 2, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	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

Subject to frequency discounts.

WHEC-TV Rochester

(Ch. 10)

Grantee (STA): WHEC Inc., 40 Franklin St.

Studio: 40 Franklin St. Transmitter: Pinnacle Hill.

Telephone: Baker 5-6740. TWX No.: RO 461.

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with WVET-TV. Authorized power: 123-kw visual, 66-kw aural. Antenna: 450-ft. above av. terrain, 270-ft. above ground, 950-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02".

Network Service: CBS, ABC.

AM Affiliate: WHEC, 5-kw, 1460 kc (CBS).

Ownership: Gannett Co. Inc., 100%. WHEC Inc. officers: Frank E. Gannett, pres.; Glover DeLaney, v.p.; Paul Miller, v.p. Gannett owns grantee WDAN-TV, Danville, Ill. Gannett Co. owns chain of N.Y. newspapers, including *Rochester Times-Union* and *Democrat & Chronicle*, Binghamton Press, *Elmira Advertiser & Star Gazette*, *Niagara Falls Gazette*; also publishes *Danville* (Ill.) *Commercial-News*, Hartford (Conn.) *Times and Plainfield* (N. J.) *Courier-News*; also owns radio WENY, Elmira, N. Y. and has minority interest in WHDL, Olean, N. Y. WHEC Inc. is also share-time applicant for Ch. 27 in Rochester. Binghamton Press owns WINR and CP for WINR-TV (Ch. 40).

Began Operation: Nov. 1, 1953.

Represented (sales) by Everett-McKinney Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

Glover DeLaney, *v.p. & general manager*.
Lowell MacMillan, *asst. general manager*.
LeMolne Wheeler, *general sales manager*.
William Adams, *program director*.
Warren Wightman, *production director*.
Dorothy Cotton, *women's program director*.
R. K. Blackburn, *technical director*.

DIGEST OF RATE CARD NO. 2 (Nov. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class A—7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$70.00
Class B—5-7 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.						
525.00	315.00	210.00	183.75	131.25	90.00	45.00

1957 Spring-Summer Edition

New York

Class C—9 a.m.-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; sign-on-1 p.m., Sat. & Sun.

350.00 210.00 140.00 122.50 87.50 60.00 30.00

Class D—Sign-on-9 a.m., Mon.-Fri.

175.00 105.00 70.00 61.25 43.75 36.00 18.00

* Class AA (7:59-10:01 p.m., daily): Min. or 20 sec., \$160; 8 or 10 secs., \$80. Class A (7:01-7:59 p.m., 10:01-10:31 p.m., daily). Class B (4:59-7:01 p.m., Mon.-Fri.; 10:31-11:31 p.m., daily; 12:59-7:01 p.m., Sat. & Sun.). Class C (9:01 a.m.-4:59 p.m., Mon.-Fri.; 11:31 p.m.-12:01 a.m., daily; 9:01 a.m.-12:59 p.m., Sat & Sun.). Class D (12:01-9:01 a.m., daily).

Subject to frequency discounts.

WVET-TV Rochester

(Ch. 10)

Grantee (STA): Veterans Bcstg. Co. Inc., 17 Clinton Ave. S.

Studio: 17 Clinton Ave. S. Transmitter: Pinnacle Hill.

Telephone: Hamilton 6-4820. TWX No.: RO 291.

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with WHEC-TV. Authorized power: 123-kw visual, 66-kw aural. Antenna: 450-ft. above av. terrain, 353-ft. above ground, 1033-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02".

Network Service: CBS, ABC.

AM Affiliate: WVET, 5-kw, 1280 kc (ABC).

Ownership: Ervin F. Lyke, pres. & treas., 7.7%; Paul C. Louthier, v.p., 1.5%; Grantier Neville, secy., 1.2%. Of 12 other directors, only following own over 4%: Harry W. Bennett, 4.8%; William B. Maillefer, 4.8%; Hal James, 4.8%. Of more than 100 additional stockholders only following own over 3%: Fred W. Gelb, 3.8%; John S. Houseknecht, 3.4%; Frank W. Lovejoy, 3%. Also is share-time applicant for Ch. 27 in Rochester.

Began Operation: Nov. 1, 1953.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Spearman & Roberson.

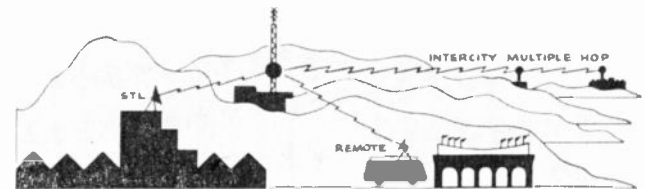
Personnel:

Ervin F. Lyke, *president & general manager*.
Paul C. Louthier, *v.p. & program director*.
Arthur Murrellwright, *general sales manager*.
F. Chase Taylor, *operations manager*.
Arthur V. Cook, *film editor*.
Tom Decker, *news & sports editor*.
Ray Jobes, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (Nov. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class A—7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$140.00	\$70.00
Class B—5-7 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.						
525.00	315.00	210.00	183.75	131.25	90.00	45.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
350.00	210.00	140.00	122.50	87.50	60.00	30.00
Class D—Sign-on-9 a.m., Mon.-Fri.						
175.00	105.00	70.00	61.25	43.75	24.00	12.00

* Class AA (7:59-10:01 p.m., daily): Min. \$160; 10 Sec. \$80. Class A (7:01-7:59 p.m., 10:01-10:31 p.m., daily). Class B (4:59-7:01 p.m., Mon.-Fri.; 12:59-7:01 p.m., Sat. & Sun.; 10:31-11:31 p.m., daily). Class C (9:01 a.m.-4:59 p.m., Mon.-Fri.; 9:01 a.m.-12:59 p.m., Sat. & Sun.; 11:31 p.m.-12:01 a.m., daily). Class D (12:01-9:01 a.m., daily). Subject to frequency discounts.



Lambda LPF Pacific

1.0 WATT

heavy-duty color microwave system

distributed nationally by

VISUAL ELECTRONICS CORP.

342 West 40th Street

New York, N.Y.

New York

WROC-TV (formerly WHAM-TV) Rochester (Ch. 5)

Licensee: Transcontinent TV Corp., 201 Humboldt St.
Studio: 201 Humboldt St. **Transmitter:** Pinnacle Hill, Brighton.
Telephone: Butler 8-8400. **TWX No.:** RO 571.
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 510-ft. above av. terrain, 353-ft. above ground, 1033-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02".
Network Service: NBC, ABC.

Ownership: Transcontinent TV Corp. Paul A. Schoellkopf, chairman, 3.3%; David C. Moore, pres., 27%; Fred Schoellkopf IV, chairman of exec. committee, 3.3%; Hamilton Shea, v.p. & secy.-treas.; David G. Forman, 3.3%; Seymour H. Knox III, 3.3%; Clifford M. Kirtland Jr., treas. & controller, 27%. General Railway Signal Co. has substantial investment in Transcontinent. Transcontinent also owns 50% of WWSA-TV & WWSA, Harrisonburg, Va., with Hamilton Shea holding other 50%. WROC-TV ownership interlocks with WGR-TV, Buffalo.

Began Operation: June 11, 1949. Sale to present owners by Stromberg-Carlson div. of General Dynamics Corp. approved by FCC July 18, 1956 (*Television Digest*, Vol. 12:24, 29).

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

Represented (legal) by Covington & Burling.

Personnel:

William Fay, v.p. & general manager.
 John W. Kennedy Jr., asst. general manager.
 A. N. Bender, sales manager.
 Syl Novelli, sales service director.
 Walton Smith, advertising & promotion director.
 Charles W. Siverson, program director.
 Eugene Zacher, production director.
 David D. Manning, film director.
 Kenneth J. Gardner, engineering director.
 George Driscoll, studio engineering director.
 Alfred Balling, transmitter supervisor.

DIGEST OF RATE CARD NO. 12 (March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.					
\$800.00	\$480.00	\$320.00	\$280.00	\$210.00	\$175.00*
Class B—5-7 p.m., Mon.-Sat.; 1-5 p.m., Sun.					
600.00	360.00	240.00	210.00	157.50	135.00*
Class C—9 a.m.-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.					
400.00	240.00	160.00	140.00	105.00	90.00*

* Class A (6:59-7:59 and 10:01-11:01 p.m., daily). Class B (5:59-6:59 p.m., Mon.-Sat.; 12:59-6:59 p.m., Sun.). Class C (9 a.m.-5:59 p.m., Mon.-Sat.; sign-on-12:59 p.m., Sun.). Also has Class AA (7:59-10:01 p.m., daily): \$200. Class B (11:01-11:30 p.m., daily): \$100. Class D (7-9 a.m., Mon.-Sat.; 11:30 p.m.-sign-off, daily): \$60.
 Subject to frequency discounts.

WRGB Schenectady (Ch. 6)

Licensee: General Electric Co., 1 River Rd.
Studio: 60 Washington Ave. **Transmitter:** New Scotland, N. Y.
Telephone: Franklin 7-2261. **TWX No.:** SC DY 86.
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 93-kw visual, 47-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1620-ft. above sea level, lat. 42° 38' 12", long. 73° 59' 45".
Network Service: NBC.

AM Affiliate: WGY, 50-kw, 810 kc (NBC). **FM Affiliate:** WGFM, 6-kw, 99.5 mc (No. 258), 805-ft. antenna height.

Ownership: Licensee is manufacturer of TV-radio, household appliances, heavy duty electrical equipment, etc.; also owns Maqua Co. printing firm. Philip D. Reed, chairman; Ralph J. Cordiner, pres.; Ray H. Luebke, secy.; John D. Lockton, treas.

Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939).

Represented (sales) by NBC Spot Sales.

Personnel:

R. W. Welpott, manager.
 Francis A. Pasley, manager of finance.
 Robert F. Reid, manager, sales.
 James Q. Cobb, manager, promotion & publicity.
 A. G. Zink, manager, programs.
 Caleb Paine, manager broadcasting services.
 Donald A. Tuttle, farm director.
 W. J. Purcell, manager, engineering.
 W. B. Monroe, operations desk.

DIGEST OF RATE CARD NO. 10 (March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	8 Sec.*
Class A—6-11 p.m., daily.						
\$1100.00	\$660.00	\$440.00	\$385.00	\$275.00	\$200.00	\$100.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.						
715.00	429.00	286.00	250.25	178.75	100.00	50.00
Class C—All other times.						
550.00	330.00	220.00	192.50	137.50	85.00	42.50

* Also has Class AA Announcements (7:30-10:30 p.m., daily): Min. \$210, 8 Sec. \$105. Class D (7 a.m.-11 a.m., Mon.-Fri.) Min. \$70, 8 Sec. \$35. Class A (6-7:30 p.m., 10:30-11 p.m., daily). Class C (11 a.m.-5 p.m., Mon.-Fri.; 11 pm.-1 a.m., daily; sign-on-1 p.m., Sun.; sign-on-5 p.m., Sat.).
 Subject to frequency discounts (except in Class AA).

WHEN-TV Syracuse (Ch. 8)

Grantee (STA): Meredith Syracuse Television Corp., 101 Court St
Studio: 101 Court St. **Transmitter:** .32 miles E. and .34 miles N. of Sentinel Heights & Jim Bull Rds.
Telephone: 74-5711. **TWX No.:** SS 463.

Technical Facilities: Channel No. 8 (180-188 mc). Operating under special temporary authorization with 204-kw visual power, 107-kw aural. Antenna: 958-ft. above av. terrain, 554-ft. above ground, 1914-ft. above sea level, lat. 42° 57' 19", long. 76° 06' 34". Requests change to 316-kw visual, 190-kw aural.

Network Service: ABC, CBS.

AM Affiliate: WHEN, 5-kw (1-kw night), 620 kc (ABC).

Ownership: Meredith Engineering Co., 100%, subsidiary of Meredith Publishing Co., Des Moines, publisher of *Better Homes & Gardens* and *Successful Farming*. Same interests own KPHO-TV & KPHO Phoenix, WOW-TV & WOW, Omaha & KCMO-TV & KCMO, Kansas City. Meredith Engineering Co. officers: E. T. Meredith Jr., pres.; F. O. Boken, v.p.; Edna E. Meredith, v.p.; Mildred M. Bohen, secy.-treas.; Payson Hall, v.p., asst. treas. & director of TV-radio. Meredith Syracuse Television Corp. officers: E. T. Meredith, pres.; Paul Adanti, v.p. & general manager; S. Payson Hall, treas.; Frank Furbush, secy.

Began Operation: Dec. 1, 1948.

Represented (sales) by Katz Agency Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Paul Adanti, v.p. and general manager.
 Ed Herr, commercial services manager.
 Frederick Menzies, commercial manager.
 Gordon J. Alderman, program director.
 Tom Watkins, production supervisor.
 Robert G. Peel, promotion & publicity manager.
 Ray Owens, news editor.
 Kay Larson, women's director.
 Albert Chismark, transmitter facilities director.
 Donald F. Langham, technical operations director.

DIGEST OF RATE CARD NO. 11 (Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$250.00	\$125.00
Class A—7-8 p.m., Mon.-Fri.; 5:59-8 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
800.00	480.00	320.00	280.00	200.00	185.00	90.00
Class B—5-7 p.m., Mon.-Fri.; 1-5:59 p.m., Sun.; 11:15 p.m.-sign-off, daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class C—8:59 a.m.-5 p.m., Mon.-Fri.; 8:59 a.m.-5:59 p.m., Sat.; 8:59 a.m.-1 p.m., Sun.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class D—All other times.						
150.00	90.00	60.00	53.00	38.00	30.00	15.00

Subject to frequency discounts.

WSYR-TV Syracuse (Ch. 3)

Licensee: Central New York Broadcasting Corp., 224 Harrison St.
Studios: Syracuse University and 110 Harrison Pl. **Transmitter:** Sentinel Heights.
Telephone: 3-7111. **TWX No.:** SS 185.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 597-ft. above ground, 2037-ft. above sea level, lat. 42° 56' 40", long. 76° 07' 08".

Network Service: NBC.

AM Affiliate: WSYR, 5-kw, 570 kc (NBC). FM Affiliate: WSYR-FM, 10-kw, 94.5 mc (No. 233), 480-ft. antenna height.

Ownership: Officers and stockholders are Edmund R. Vadeboncoeur, pres.; Mitzl E. Newhouse, v.p. & secy., 4%; William V. Rothrum, v.p.; Samuel I. Newhouse, 87%; Samuel I. Newhouse Jr., 4%; Donald E. Newhouse, 4%. Interlocking ownership with Newhouse newspapers: Syracuse Post-Standard and Herald-Journal, Jersey City Journal, Newark Star Ledger, Long Island Press and Star Journal, Harrisburg Patriot and News, Staten Island Advance, Portland Oregonian, St. Louis Globe-Democrat, Birmingham News, Huntsville (Ala.) Times. Birmingham newspaper owns WABT with WAPI & WAFM. Huntsville newspaper owns WHBS radio. Central New York Bcstg. also owns 50% of KOIN-TV, Portland, Ore. St. Louis Globe-Democrat owns 23% of KWK-TV and KWK, St. Louis. Harrisburg Patriot and News owns WTPA, Harrisburg. Also operates WSYE-TV, Elmira (Ch. 18), which repeats most of WSYR-TV programs.

Began Operation: Feb. 15, 1950.

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

E. R. Vadeboncoeur, *president*.
William R. Alford, Jr., *director of sales*.
Fred I. Geiger, *sales manager*.
Louis B. Switzer, *promotion director*.
William V. Rothrum, *v. p. and program manager*.
Pat Montfort, *film editor*.
Albert J. Eicholzer, *chief engineer*.

DIGEST OF RATE CARD NO. 9
(Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-10:30 p.m., daily.						
\$900.00	\$540.00	\$360.00	\$270.00	\$225.00	\$175.00	\$87.50
Class B—6-7:30 p.m., 10:30-11 p.m., daily.						
800.00	480.00	320.00	240.00	200.00	135.00	67.50
Class C—6-7:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 3-6 p.m., Sun.						
700.00	420.00	280.00	210.00	175.00	100.00	50.00
Class D—9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-5 p.m., Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-sign-off, daily.						
400.00	240.00	160.00	120.00	100.00	70.00	35.00
Class E—Sign-on-9 a.m., daily.						
300.00	180.00	120.00	90.00	75.00	40.00	20.00

Subject to frequency discounts. Color—Add 10% origination charge to regular rates.

WKTV
Utica
(Ch. 13)

Licensee: Copper City Broadcasting Corp., Smith Hill Rd.

Studio and Transmitter: Smith Hill Rd.

Telephone: Utica 3-0404. TWX No.: UT 34.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 186.8-kw visual, 100-kw aural. Antenna: 790-ft. above av. terrain, 447-ft. above ground, 1647-ft. above sea level, lat. 43° 08' 38", long. 75° 10' 14". Holds CP for 316-kw max. and 309-kw horizontal visual, 159-kw max. and 155-kw horizontal aural, 794-ft. above av. terrain.

Network Service: ABC, CBS, NBC.

AM Affiliate: WKAL, Rome, N. Y., .25-kw, 1450 kc (MBS).

Ownership: Same as Kallet Theatres Inc. (movie chain). Myron J. Kallet, pres., 56%; William T. MacNeilly, exec. v. p. & treas., 1.66%; Robert M. Kallet, v. p., 1.66%; Joseph S. Kallet, secy., 6.6%; Eva W. Zophy, asst. treas., .833%; Penn State Realty, 25%; Sidney J. Kallet, 4.06%; and 3 others, none owning over 1.66%. Also owns radio station WKAL, Rome; has 1/3 interest in TV applicant for Buffalo.

Began Operation: Dec. 1, 1949.

Represented (sales) by Donald Cooke Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Frank McIntosh Associates.

Personnel:

Myron J. Kallet, *president*.
William T. MacNeilly, *executive v.p.*
Michael C. Fusco, *general & commercial manager*.
Frank Grunewald, *promotion manager*.
DeForest T. Layton Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 7
(Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$550.00	\$330.00	\$220.00	\$192.50	\$137.50	\$100.00	\$40.00
Class B—All other times.						
450.00	270.00	180.00	157.50	112.50	75.00	30.00

Subject to frequency discounts.

NORTH CAROLINA

WISE-TV
Asheville

(Ch. 62)

Grantee (STA): WISE-TV Inc., 100 Lookout Rd.

Studio and Transmitter: Scenic Highway, Sunset Mt.

Telephone: 3-5381 (office), 3-4793 (studio). TWX No.: AV 58.

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 26-kw visual, 13-kw aural. Antenna: 417-ft. above av. terrain, 140-ft. above ground, 2858-ft. above sea level, lat. 35° 36' 33.5", long. 82° 32' 11.8".

Network Service: NBC, CBS.

AM Affiliate: WISE, 5-kw (1-kw night), 1310 kc (NBC).

Ownership: Harold H. Thoms, pres.-treas., 99%; Meredith S. Thoms, secy., 1%. Mr. Thoms owns 25% interest in radio WAYS, Charlotte and with his wife, M. S. Thoms, controls WCOG, Greensboro & WEAM, Arlington, Va., has radio CP's in Marshall, N. C., Wilmington, N. C. and Sylva, N. C.

Began Operation: July 5, 1953.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Harold H. Thoms, *president*.
J. J. Master, *manager*.
John Randolph, *chief engineer*.

DIGEST OF RATE CARD NO. 1
(June 15, 1953)

Hour	45 Min.	30 Min.	15 Min.	10 Min	5 Min	Min.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.						
\$150.00	\$120.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00
Class B—All other times.						
90.00	72.00	54.00	36.00	30.00	27.00	18.00

Subject to frequency discounts.

WLOS-TV
Asheville

(Ch. 13)

Grantee (STA): Skyway Bcstg. Co., Box 2150.

Studio: Battle House, 288 Macon Ave. Transmitter: Atop Mt. Pisgah, 16.7 mi. SW of city.

Telephone: 2-2431. TWX No.: AV 80.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 85.2-kw aural. Antenna: 2850-ft. above av. terrain, 340-ft. above ground, 6089-ft. above sea level, lat. 35° 25' 32.41", long. 82° 45' 25.02".

Network Service: ABC.

AM Affiliate: WLOS, 5-kw (1-kw night), 1380 kc (ABC, MBS).

FM Affiliate: 9.2-kw, 104.3 mc (No. 282), 130-ft. antenna height.

Ownership: Charles M. Britt, pres., 12.215%; Charles B. Britt, v.p., 13.89%; Joe H. Britt, 16.848%; over 70 others, none owns more than 6%. Note: Asheville Citizen-Times Co. has option to purchase 31.25% of stock.

Began Operation: Sept. 17, 1954.

Represented (sales) by Venard, Rintoul & McConnell Inc.; James S. Ayers Co. (Southeast).

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

Charles B. Britt, *executive v.p.*
H. J. Britt, *regional sales manager*.
Lloyd B. Leonard, *local sales manager*.
Sterling W. Wright, *production director*.
Bob Hensley, *film editor*.
George Sprague, *chief engineer*.

DIGEST OF RATE CARD NO. 5
(April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:59-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$120.00	\$100.00	\$80.00	\$40.00
Class B—3-6:59 p.m., 10:30-11 p.m., daily.						
240.00	144.00	96.00	72.00	60.00	50.00	25.00
Class C—7 a.m.-3 p.m.-11 p.m.-sign-off, daily.						
200.00	120.00	80.00	60.00	50.00	40.00	20.00

Subject to frequency discounts.

North Carolina

WUNC-TV Chapel Hill

(Ch. 4)

Non-Commercial Educational Station

Grantee (STA): Consolidated University of North Carolina, Chapel Hill, N.C.

Studios: Swain Hall, Chapel Hill; WUNC-TV Bldg. Greensboro; WUNC-TV Bldg., Raleigh.

Transmitter: Terrell's Mt., Chatham County, N.C.

Telephone: 8-423, Chapel Hill.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 990-ft. above av. terrain, 798-ft. above ground, 1549-ft. above sea level, lat. 35° 52' 07", long. 79° 10' 06".

FM Affiliate: WUNC, 15.5-kw, 91.5 mc (No. 218), 135-ft. antenna height.

Ownership: University officials: William C. Friday, president; William D. Carmichael Jr., v.p. & finance officer; C. H. Bostian, chancellor, N. C. State College; R. B. House, chancellor, U. of N. C.; W. W. Pierson, acting chancellor, The Woman's College.

Began Operation: Jan. 8, 1955.

Personnel:

Earl Wynn, director of television, Chapel Hill.
John Young, assistant director of television, Chapel Hill.
Roy Johnston, director of television, Raleigh.
E. W. Young, director of television, Greensboro.
Alan B. MacIntyre, chief engineer.

WBTW Charlotte

(Ch. 3)

Licensee: Jefferson Standard Broadcasting Co., One Jefferson Place.

Studio: One Jefferson Place. Transmitter: Spencer Mt., Gaston County.

Telephone: Edison 3-8833.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1090-ft. above av. terrain, 550-ft. above ground, 1866-ft. above sea level, lat. 35° 17' 50", long. 81° 06' 53".

Network Service: CBS, NBC, ABC.

AM Affiliate: WBT, 50-kw, 1110 kc (CBS).

Ownership: Jefferson Standard Life Insurance Co., 100%; Joseph M. Bryan, pres.; Charles H. Crutchfield, exec. v. p. Also owns 100% of WBTW, Florence, S.C.; 16.50% of WFMY-TV, Greensboro, N.C. (through Greensboro News Co.); 100% of radio WBIG, Greensboro; 100% of WBT.

Began Operation: July 15, 1949.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by A. D. Ring & Co.

Personnel:

Joseph M. Bryan, president.
Charles H. Crutchfield, executive v.p. & general manager.
Kenneth I. Tredwell Jr., v.p. & managing director.
Wallace Jorgenson, asst. mgr. in charge of TV sales.
C. Kenneth Spicer, controller & asst. secy.
Thomas E. Howard, v.p. & managing director of engineering.
T. G. Callahan, engineering, administration & planning manager.
M. J. Minor, transmitter & field engineering manager.
Frank F. Bateman, technical operations & maintenance mgr.
Robert L. Rlerson, production manager.
Lacy S. Sellars, program manager.
Thomas B. Cookerly, Carolinas' sales manager.
John P. Dillon, promotion manager.
William Melson, personnel manager.
Jack Knell, news director.
Nelson Benton, Carolina news editor.
William Ward, sports director.
Jack Burney, research manager.
Nat Tucker, film supervisor.
James Babb, publicity supervisor.
William L. Steele, night administrator.

DIGEST OF RATE CARD NO. 10

(Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$1000.00	\$600.00	\$400.00	\$333.33	\$300.00	\$200.00*	\$100.00*
Class B—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 1-6 p.m., Sun.						
750.00	450.00	300.00	250.00	225.00	150.00	75.00

Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily.

500.00	300.00	200.00	166.67	150.00	100.00	50.00
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Class D—Sign-on-9 a.m., daily.

300.00	180.00	100.00	90.00	60.00	30.00
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Class AA (Announcements)—8-10 p.m.; Min., \$250; 10 Sec., \$125. *7-8 p.m., 10-10:30 p.m., Mon.-Fri.; 6-8 p.m., 10-11 p.m., Sat. & Sun. Subject to frequency discounts. Color—\$25.00 premium for color commercials.

WSOC-TV Charlotte

(Ch. 9)

(Due to Begin Operating in Spring)

Grantee (STA): Radio Station WSOC Inc., Box 2536.

Studio: 1925 N. Tryon St.

Transmitter: 1.4 mi. SSE of Newell, N.C.

Telephone: Edison 2-7138.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1190-ft. above av. terrain, 1073-ft. above ground, 1929-ft. above sea level, lat. 35° 15' 41", long. 80° 43' 38".

Network Service: NBC.

AM Affiliate: WSOC, .25-kw, 1240 kc (NBC). FM Affiliate: WSOC-FM, 35-kw, 103.5 mc. (No. 278), 415-ft. antenna height.

Ownership: E. J. Gluck, pres. & gen. mgr., 1%; R. S. Morris, secy.-treas. 21%; E. E. Jones, v.p., 45.64%; Charles M. Marshall, v.p., 22%; Larry Walker, v.p., 5.0% Hunter Marshall, 20.63%; Mrs. Adelaide M. Marshall, 6.49%.

Represented (sales) by H-R Television Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

E. J. Gluck, president & general manager.
George Henderson, general sales & promotion manager.
L. L. Caudle Jr., chief engineer.

ADDITIONAL DATA UNAVAILABLE

WTVD Durham

(Ch. 11)

Grantee (STA): Durham Bestg. Enterprises Inc., Box 2009.

Studio: 1750 Newton Rd. Transmitter: 7 mi. N. of Durham.

Telephone: 22111. TWX No.: DHAM 5098.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 170-kw aural. Antenna: 1007-ft. above av. terrain, 783-ft. above ground, 1489-ft. above sea level, lat. 36° 06' 39", long. 78° 56' 19".

Network Service: ABC.

Ownership: Harmon L. Duncan, pres.-treas., 12.5%; Virginia D. Duncan, 12.5%; J. Floyd Fletcher, v.p.-secy., 24.9%; Mildred M. Fletcher, 1%; Durham Radio Corp. (WDNC), 25%; 60 others, none owns as much as 1%.

Began Operation: Aug. 12, 1954.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Lohnes & Culver.

Personnel:

Harmon L. Duncan, president & general manager.
J. Floyd Fletcher, v.p.
Mike Thompson, sales & commercial manager.
Charles H. Cash Jr., promotion director.
Ernie Greup, program manager.
Henry Cronin, technical director.
Harry N. Middleton, production coordinator.
Jack Freddy, film buyer.
Clyde Knight, film director.
Betty Katzenmeyer, traffic director.

DIGEST OF RATE CARD NO. 4

(Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7:30-10:30 p.m., daily.						
\$550.00	\$330.00	\$220.00	\$165.00	\$137.50	\$110.00	\$55.00
Class B—5-7:30 p.m., 10:30-11 p.m., daily.						
450.00	270.00	180.00	135.00	112.50	90.00	45.00
Class C—1-5 p.m., 11 p.m.-sign-off, daily.						
275.00	165.00	110.00	82.50	68.75	55.00	27.50
Class D—Midnight-1 p.m., daily.						
200.00	120.00	80.00	60.00	50.00	40.00	20.00

Subject to frequency discounts.

**WFLB-TV
Fayetteville**

(Ch. 18)

Grantee (STA): Fayetteville Bestrs. Inc., Box 512.
 Studio & Transmitter: Bragg Blvd., near Westmont Dr.
 Telephone: 2-7136. TWX No.: FYTVL 5002.
 Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 13.2-kw visual, 7.41-kw aural. Antenna: 350-ft. above av. terrain, 405-ft. above ground, 535-ft. above sea level, lat. 35° 04' 06", long. 78° 54' 10".
 Network Service: CBS, NBC, ABC.
 AM Affiliate: WFLB, 25-kw, 1490 kc (ABC).
 Ownership: Harry B. Stein, pres., 11.2%; Neil A. Currie Jr., v.p., 11.2%; W. M. K. Bender, secy.-treas., 11.2%; John W. Hensdale, 11.2%; John D. Currie, 11.2%; T. D. Hatcher, 11.2%; J. B. Stein, 11.2%; R. B. Minges, 11.2%.

Began Operation: Aug. 29, 1955.
 Represented (sales) by Burn-Smith, Inc.
 Represented (legal) by Koteen & Burt.
 Represented (engineering) by Commercial Radio Equipment Co.

Personnel:
 W. D. Bailey, general manager.
 Wm. B. Belche, sales manager.
 Marvin Rosenberg, program director.
 J. H. Buck, chief engineer.

**DIGEST OF RATE CARD NO. 1
(June 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.50	\$41.25	\$30.00	\$20.00
Class B—All other times.						
112.50	67.50	45.00	39.38	28.13	22.50	15.50

Subject to frequency discounts.

**WFMY-TV
Greensboro**

(Ch. 2)

Licensee: Greensboro News Co., 200 N. Davie St.
 Studio and Transmitter: Phillips Ave. & White St.
 Telephone: 4-0114. TWX No.: GN 347.
 Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 720-ft. above av. terrain, 759-ft. above ground, 1549-ft. above sea level, lat. 36° 05' 59", long. 79° 45' 47".
 Network Service: CBS, ABC.
 AM-FM Affiliates: None.
 Ownership: Greensboro News Co., 100%, publisher of Greensboro Daily News and Record; Jefferson Standard Life Insurance Co., owner of WBTW & WBT, Charlotte, radio WBIG, Greensboro, and WBTW, Florence, S.C., owns 16.59% of licensee.

Began Operation: Sept. 22, 1949.
 Represented (sales) by Burn-Smith, Inc.
 Represented (legal) by Dow, Lohnes & Albertson.
 Represented (engineering) by Lohnes & Culver.

Personnel:
 Gaines Kelley, general manager.
 Joe E. Lake, commercial manager.
 Gomer R. Leach, program director.
 Jack Wiggins, film director.
 Doyle D. Thompson, chief engineer.

**DIGEST OF RATE CARD NO. 7
(July 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily.						
\$650.00	\$390.00	\$260.00	\$227.50	\$195.00	\$130.00	\$65.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.						
450.00	270.00	180.00	157.50	135.00	90.00	45.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	90.00	60.00	30.00
Class D—Sign-on-9 a.m., Mon.-Fri.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00

Subject to frequency discounts.

1957 Spring-Summer Edition



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North Carolina

WNCT Greenville (Ch. 9)

Licensee: Carolina Bcstg. System Inc., Box 898.
Studio & Transmitter: S. Evans St. extended, 2-mi. S. of city limits.
Telephone: 6181. TWX No.: GNVL NC 8701.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 860-ft. above av. terrain, 873-ft. above ground, 943-ft. above sea level, lat. 35° 34' 15", long. 77° 22' 49".

Network Service: ABC, CBS.

Ownership: Earl McD. Westbrook, pres., 24.6%; Josh Horne, v.p., 10%; Penn T. Watson, v.p., 10%; John H. Adams, v.p., 5.4%; A. Hartwell Campbell, secy., 5.7%; Mrs. John H. Adams, treas., 5.4%; directors: William S. Wellons, 1.1%; W. H. Woolard, 1.1%; Mrs. Elizabeth G. Swindell. Others owning more than 1%: *Wilson Daily Times*, 10%; Fred Jones, 5.4%; Mrs. Mary Jones, 8.7%. Remaining voting stock held by 28 other individuals. Mr. Horne publishes *Rocky Mount Evening Telegram*, affiliated with local radio WCEC; Mrs. Swindell is business mgr. of *Wilson Times*. WNCT also is Ch. 3 applicant in Wilmington, N. C.

Began Operation: Dec. 22, 1953.

Represented (sales) by George P. Hollingsbery Co.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

A. Hartwell Campbell, *manager*.
John G. Clark Jr., *commercial manager*.
Mrs. M. J. Laughinghouse, *business manager*.
Eck Wall, *program director*.
John Warner, *production manager*.
David W. Mosier, *promotion director*.
Malcolm Nicholson, *film editor*.
Hank Tribbley, *operations manager*.
Heber Adams, *chief engineer*.

DIGEST OF RATE CARD NO. 4—(Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7:30-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—6-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 12:30-6:30 p.m., Sun.						
275.00	165.00	110.00	95.00	70.00	55.00	27.50
Class C—Noon-6 p.m., Mon.-Sat.						
200.00	120.00	80.00	60.00	50.00	40.00	20.00
Class D—All other times.						
100.00	60.00	40.00	30.00	25.00	20.00	10.00

WNAO-TV Raleigh (Ch. 28)

Grantee (STA): Sir Walter Television Co., 2128 Western Blvd.
Studio: 2128 Western Blvd. Transmitter: Asbury, N.C.
Telephone: Temple 4-8282. TWX No.: RL 5076.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 182-kw visual, 102-kw aural. Antenna: 460-ft. above av. terrain, 346-ft. above ground, 851-ft. above sea level, lat. 35° 47' 29", long. 78° 44' 24".

Network Service: CBS, ABC.

AM Affiliate: WKIX, 10-kw (5-kw night), 850 kc (ABC, MBS). FM Affiliate: WKIX-FM, 30-kw, 96.1 mc (No. 241), 420-ft. antenna.

Ownership: The following officers and stockholders hold the following interests: John W. English, pres., 12.5%; Frank A. Daniels, v.p. (as officer for the *Raleigh News & Observer and Times*, the actual owners), 12.5%; Mrs. Lydia McBrier Jarecki, 1st v.p., 12.5%; Thomas Watters, v.p., 3.125%; James R. McBrier, treas., 12.5%; George J. Mead, secy., 12.5% of the preferred. Directors: John J. Boland Jr., 12.5%; James B. Donovan, 6.25%. Stockholders: Marie Watters, 3.125%; Jean Devine Jarecki, 12.5%; Mary Evelyn Mead & John J. Boland Jr. as trustees, 12.5%. Ownership interlocks with WSEE, Erie, Pa. George J. Meade is co-publisher of *Erie Times and Morning News*.

Began Operation: July 12, 1953.

Represented (sales) by Forjoe & Co. Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Lohnes and Culver.

Personnel:

John H. Bone, *v.p. & general manager*.
Earl Welde, *general sales manager*.
Joe F. McGinley, *regional & local sales manager*.
Leo Ribitzki, *program director*.
Ray Best, *head comptroller*.
Peter R. Tripodi, *director of client service*.
Lee Poole, *chief engineer*.
Wayne Yelverton, *asst. chief engineer*.
George Peterson, *film director*.

DIGEST OF RATE CARD NO. 3

(Oct. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; noon-10:30 p.m., Sat. & Sun.						
\$325.00	\$195.00	\$130.00	\$115.00	\$90.00	\$65.00	\$32.50
Class B—5-6 p.m., Mon.-Fri.; 10:30-11:30 p.m., daily.						
260.00	156.00	104.00	90.00	70.00	55.00	27.00
Class C—All other times.						
210.00	126.00	84.00	74.00	58.00	45.00	22.00

Subject to frequency discounts.

WRAL-TV Raleigh (Ch. 5)

Grantee (STA): Capitol Broadcasting Co. Inc., 130 South Salisbury St.

TV Offices: 1117 Hillsboro St. Studio (temporary) & Transmitter: 1.6-mi. SE of Auburn, N.C.

Telephone: Temple 3-5553. TWX No.: RL-5041.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1170-ft. above av. terrain, 1156-ft. above ground, 1496-ft. above sea level, lat. 35° 40' 37", long. 78° 32' 06".

Network Service: NBC.

AM Affiliate: WRAL, 25-kw, 1240 kc. FM Affiliate: WRAL-FM, 54-kw, 101.5 mc. (No. 268), 325-ft. antenna height.

Ownership: A. J. Fletcher, pres. & treas., 82.16%; Fred Fletcher, v.p. & gen. mgr., 13.52%; Louise S. Stephenson, secy., .54%; Ray Reeve, 2.7%; D. H. Witherspoon, .54%; L. H. Bryan, .54%.

Began Operation: Dec. 15, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Fred Fletcher, *v.p. & general manager*.
Ted Cramer, *operations manager & film buyer*.
Fletcher Turner, *general sales manager*.
Gene Gaudette, *local sales manager*.
David Witherspoon, *promotion & publicity director*.
Virgil Duncan, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Dec. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$200.00	\$150.00	\$120.00	\$60.00
Class B—6-7:30 p.m., 10:30-11 p.m., daily.						
450.00	270.00	180.00	150.00	112.50	90.00	45.00
Class C—All other times.						
300.00	180.00	120.00	100.00	75.00	60.00	30.00

Subject to frequency discounts.

WITN Washington (Ch. 7)

Grantee (STA): North Carolina Television Inc., Washington, N.C.

Studio: 2.5-mi. S of Washington on U. S. 17. Transmitter: 2.1-mi. E of center of Grifton, N.C.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 870-ft. above av. terrain, 919-ft. above ground, 949-ft. above sea level, lat. 35° 22' 17", long. 77° 23' 56".

Network Service: NBC.

Ownership: W. R. Roberson Jr., pres. & treas., 15.1%; William E. Barnes, v.p., 11%; J. P. Roberson, v.p., 14.7%; William S. Page, secy., 25.2%; W. R. Roberson Sr., 14.8%; Hannah R. Bagwell, 14.7%; 5 other stockholders, none with more than 2%. Roberson family also operates WRRF, Washington. William S. Page controls WELS, Kinston, N. C. William E. Barnes (with wife) owns 17% of WGBR-WEQR, Goldsboro, N. C.

Began Operation: Sept. 28, 1955.

Represented (sales) by Headley-Reed Television.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

W. R. Roberson Jr., *president & general manager*.
T. H. Patterson, *v.p. for sales*.
Bob McCoy, *production manager*.
Hal Wilson, *operations director*.
Harvey Mason, *chief studio engineer*.
Ed Pilegard, *chief transmitter engineer*.

(Continued on page 188)

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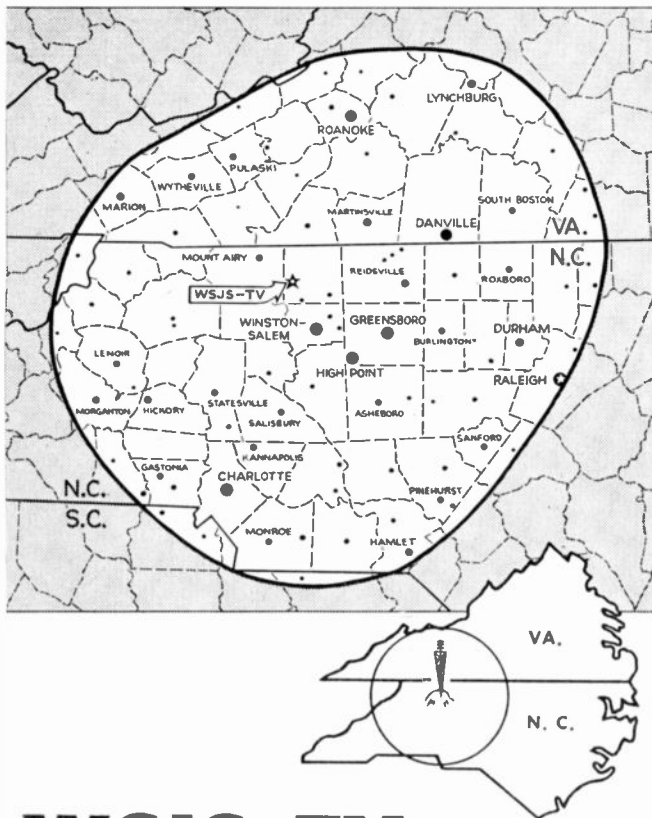
AT HIS FINGERTIP

Your client, your idea, your planning, your spot . . . all are dependent upon the move this hand makes *now*.

At WNCT this is an "old hand" skilled through experience in precise production. With Emily Post-ish exactness, this hand "does the right thing at the right time" hundreds of times a day, completing work initiated and developed by people he's never seen.

This final move is the most important one for it vitalizes your efforts, delivering your message to Eastern North Carolina. You needn't worry. The move will be the right one. WNCT advertisers know that!

WNCT *Greenville ★ N. C.*
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Preference of the Piedmont

North Carolina's richest, biggest market

It pays to check the facts on WSJS-TV Winston-Salem—your biggest buy in Piedmont North Carolina. WSJS-TV is the NBC affiliate for Winston-Salem, Greensboro, and High Point, jewel cities in a market of over 3 million people. Facts making WSJS-TV the "Preference of the Piedmont" stand foremost. For example—

- More TV Homes—over 500,000 TV homes!
- Top Coverage—75 counties in 4 states!
- Rich Market Potential—over 4 billion dollars buying power!
- Maximum Power—316,000 watts
- Mountaintop Tower—2,000 feet above average terrain

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WSJS

television

WINSTON-SALEM

NORTH CAROLINA

Channel 12



WASHINGTON: WITN—(Continued)

DIGEST OF RATE CARD NO. 1—(June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—8-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.						
\$325.00	\$195.00	\$130.00	\$115.00	\$90.00	\$65.00	\$32.50
Class B—6-8 p.m., Mon.-Sat.; 12:30-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
260.00	156.00	104.00	90.00	70.00	55.00	27.50
Class C—Noon-6 p.m., daily.						
210.00	126.00	84.00	74.00	58.00	45.00	22.50
Class D—All other times.						
110.00	66.00	44.00	33.00	27.50	22.00	11.50

Subject to frequency discounts.

WMFD-TV Wilmington (Ch. 6)

Grantee (STA): WMFD-TV Inc., 225 Princess St.
Studio: 225 Princess St. Transmitter: New River Rd.
Telephone: 3-4666. TWX No.: WM61.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 32.0-kw visual, 16.2-kw aural. Antenna: 385-ft. above av. terrain, 358-ft. above ground, 385-ft. above sea level, lat. 34° 13' 31", long. 77° 59' 17". Requests change to 100-kw visual, 60.3-kw aural, 959-ft. above av. terrain, 997-ft. above ground, 1049-ft. above sea level, lat. 34° 19' 15", long. 78° 13' 42"; transmitter to Cowan St., Delco, N. C., approx. 15-mi. NW of Wilmington.

Network Service: NBC, ABC, CBS.

AM Affiliate: WMFD, 1-kw, 630 kc (ABC).

Ownership: R. A. Dunlea, pres., 60%; Dan D. Cameron, v.p., 33%; Louise M. Dunlea, director, 2%; Mrs. D. V. Milton, 4%.

Began Operation: April 8, 1954.

Represented (sales) by Wagner-Smith Assoc.; James S. Ayers Co. (Southeast).

Represented (legal) by Stephen Tuhy Jr.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Richard A. Dunlea Jr., *president & general manager.*
Clint Long, *operations & national sales manager.*
Claud O'Shields, *local sales manager.*
Wayne Jackson, *program director.*
Dennie Perkinson, *production director.*
Bob West, *news editor.*
E. I. Herring, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—1-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
187.50	112.50	75.00	65.75	47.00	37.50	22.00
Class C—Sign-on-1 p.m., Mon.-Sat.						
125.00	75.00	50.00	43.75	32.50	25.00	12.50

Subject to frequency discounts.

WSJS-TV Winston-Salem (Ch. 12)

Licensee: Triangle Bcstg. Corp., 419-421 N. Spruce St.
Studio: 419-421 N. Spruce St.

Transmitter: Sauratown Mt., 7-mi. N of King, N. C.

Telephone: 5-2311. TWX No.: W SAL 370.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 195-kw aural. Antenna: 2000-ft. above av. terrain, 692-ft. above ground, 3107-ft. above sea level, lat. 36° 22' 31", long. 80° 22' 27".

Network Service: NBC.

AM Affiliate: WSJS, 5-kw, 600 kc (NBC). FM Affiliate: WSJS-FM, 42-kw, 104.1 mc (No. 281), 160-ft. antenna height.

Ownership: Piedmont Publishing Co. (Gordon Gray, pres.), 100%. Triangle Bcstg. Corp. officers: William K. Hoyt, pres.; W. Harold Essex, exec. v.p. & treas.; Wm. P. Sandridge, secy. Piedmont Pub. Co. publishes *Winston-Salem Journal* and *Twin City Sentinel*.

Began Operation: Sept. 29, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Lohnes & Culver.

Personnel:

Harold Essex, *exec. v.p. & general manager.*
 Phil Hedrick, *operations manager.*
 Harry B. Shaw, *sales manager.*
 Dick Barron, *promotion manager.*
 John Comas, *program manager.*
 James Prendergast, *TV program director.*
 Carl Wiegold, *film manager.*
 F. O. Carver Jr., *news director.*
 Harvey Dinkins, *farm director.*

DIGEST OF RATE CARD NO. 5

(Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—7-11 p.m., daily.					
\$500.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00
Class B—5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.					
450.00	270.00	180.00	157.50	112.50	90.00
Class C—All other times.					
300.00	180.00	120.00	105.00	75.00	60.00

Subject to frequency discounts.

WTOB-TV
Winston-Salem

(Ch. 26)

Grantee (STA): Winston-Salem Bcstg. Co. Inc., Box 5176, Ardmore P. O.

Studio & Transmitter: 300 S. Stratford Rd.

Telephone: 3-4353. TWX No.: W SAL 375.

Technical Facilities: Channel No. 26 (542-548 mc). Operating under special temporary authorization with 13.7-kw visual, 6-kw aural. Authorized power: 74.1-kw visual, 37.2-kw aural. Antenna: 570-ft. above av. terrain, 547-ft. above ground, 1447-ft. above sea level, lat. 36° 05' 30", long. 80° 16' 59". Note: Requests assignment of Ch. 8 to Winston-Salem.

Network Service: ABC.

AM Affiliate: WTOB, 5-kw (1-kw night), 1380 kc (CBS, MBS).

Ownership: James W. Coan, pres., 15%; John G. Johnson, 13%; Robert V. Brawley, v.p., 8%; Archibald Craig, asst. secy.-treas., 8%; and the following directors: Thomas B. Rice, 11%; Albert L. Butler Jr., 15%; Jonas S. Rice, 10%; Earl F. Slick, 20%. Also 50% owner of grant for Ch. 42, Birmingham, Ala. Operates WSGN & WSGN-FM, Birmingham, Ala., and WLOW, Portsmouth, Va.

Began Operation: Sept. 18, 1953

Represented (sales) by Venard, Rintoul & McConnell Inc.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Kear & Kennedy.

Personnel:

James W. Coan, *president.*
 John G. Johnson, *general manager.*
 Tracy Lounsbury, *production manager & film director.*
 Jim Hoke, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(Sept. 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Fri.						
150.00	90.00	60.00	50.00	40.00	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	32.00	24.00	20.00	10.00

Subject to frequency discounts.

NORTH DAKOTA

KBMB-TV
Bismarck

(Ch. 12)

Grantee (STA): North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N. D.

Sales Office: Provident Life Bldg., Bismarck.

Transmitter: State Capitol Bldg., Bismarck.

Telephone: Capital 3-9197.

Technical Facilities: Channel No. 12 (206-210 mc). Authorized power: 39-kw visual, 14.5-kw aural. Antenna: 310-ft. above av. terrain, 279-ft. above ground, 2074-ft. above sea level, lat. 46° 49' 15", long. 100° 46' 54". Holds CP for 36.3-kw visual, 18.2-kw aural, 390-ft. above av. terrain, 240-ft. above ground, 4150-ft. above sea level, lat. 46° 49' 31", long. 100° 46' 08"; transmitter to Ray St. & Palmer Ave.

North Carolina - North Dakota

Network Service: CBS.

Ownership: Same as KXJB-TV, Valley City and KCJB-TV, Minot, both N.D.

Began Operation: Nov. 19, 1955.

Represented (sales) by Weed Television Corp.

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Represented (engineering) by Lloyd R. Amoo.

Personnel:

John W. Boler, *president & general manager.*
 Frank Fitzsimmons, *station manager.*
 Dennis Falk, *program director.*
 Thomas Ahner, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(July 1, 1955)

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	\$50.00	\$37.50	\$30.00	\$15.00
Class A—6-7:30 p.m., 10-10:30 p.m., daily.						
112.00	68.00	45.00	37.50	28.00	22.50	11.50
Class B—5-6 p.m., 10:30-11 p.m., Mon.-Sun.; 1-6 p.m., Sat. & Sun.; noon-1 p.m., Mon.-Fri.						
75.00	45.00	30.00	25.00	18.50	15.00	8.00
Class C—All other times.						
50.00	30.00	20.00	17.00	12.50	10.00	5.50

Combination rates—See KXJB-TV, Valley City.

Subject to frequency discounts.

KFYR-TV
Bismarck

(Ch. 5)

Grantee (STA): Meyer Bcstg. Co., 200½ Fourth St.

Studio: 200½ Fourth St. Transmitter: 2.5-mi. N. of Menoken, N.D. Telephone: Capital 3-0900. TWX No.: BM 8115.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 500-ft. above av. terrain, 667-ft. above ground, 2362-ft. above sea level, lat. 46° 51' 12", long. 100° 32' 32".

Network Service: NBC, ABC.

AM Affiliate: KFYR, 5-kw, 550 kc (NBC).

Ownership: William Ekberg, pres., 11% (45.14% in Marietta Meyer Ekberg trust; Etta H. Meyer, trustee); Mrs. William A. Ekberg, treas.; Gordon Cox, secy., 2%; Etta Hoskins Meyer, 54.49%. Also holds CP for Ch. 10, Minot, N. D. and for satellite KUMV-TV, Williston, N. D. (Ch. 8).

Began Operation: Dec. 8, 1953.

Represented (sales) by Blair Television Associates; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

William Ekberg, *president & general manager.*
 Cal Culver, *manager.*
 Alvin Anderson, *sales manager.*
 Ivar Nelson, *chief engineer.*

DIGEST OF RATE 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.						
\$275.00	\$165.00	\$110.00	\$96.00	\$70.00	\$60.00	\$30.00
Class A—6:30-7:30 p.m., 10-10:30 p.m., daily.						
225.00	135.00	90.00	75.00	56.50	45.00	22.50
Class B—6-6:30 p.m., 10:30-11 p.m., daily; sign-on-6 p.m., Sun.						
175.00	105.00	70.00	61.00	44.00	35.00	17.50
Class C—All other times.						
112.50	67.50	45.00	37.50	28.25	22.50	11.75

Subject to frequency discounts.

Above rates will include satellite KUMV-TV, Williston, N.D. when it commences operation in the Spring.

When non-professionals perform, give them assurance and confidence with . . .



TELEPROMPTER
SERVICE

SEE PAGE 35

North Dakota

KDIX-TV

Dickinson

(Ch. 2)

Grantee (STA): Dickinson Radio Association, Box 1152.

Studio: 119 Second Ave. W. Transmitter: 10.5 mi. S, 6 mi. W of Dickinson.

Telephone: 5133.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level, lat. 46° 43' 30.15", long. 102° 54' 58.16".

Network Service: CBS.

AM Affiliate: KDIX, .25-kw, 1230 kc.

Ownership: Dr. P. J. Weir, pres., 17.2%; Frank P. Whitney, v.p., 17.2%; Orville F. Burda, secy.-gen. mgr., 7.6%; W. K. Johnson, treas., 17.2%; William O. Rabe, 17.2%; L. W. Veigel, 13.4%; P. J. Baseflug, 10.1%.

Began Operation: Oct. 15, 1956.

Represented (sales) by Hal Holman Co.

Represented (legal) by Eugene L. Burke.

Personnel:

Orville F. Burda, *general manager*.
Eugene A. Spear, *sales manager*.
Lauren Haacke, *program director*.
W. Ferron Halvorson, *promotion & public relations director*.
Benjamin G. Lockerd, *chief engineer*.

DIGEST OF RATE 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	\$50.00	\$37.50	\$30.00	\$15.00
Class A—6-7:30 p.m., 10-10:30 p.m., daily.						
112.00	68.00	45.00	37.50	28.00	22.50	11.50
Class B—5-6 p.m., 10:30-midnight, daily; 1-6 p.m., Sat. & Sun.; noon-1 p.m., Mon.-Fri.						
75.00	45.00	30.00	25.00	18.50	15.00	8.00
Class C—7 a.m.-noon, daily; 1-5 p.m., Mon.-Fri.						
50.00	30.00	20.00	17.00	12.50	10.00	5.50

Subject to frequency discounts.

WDAY-TV

Fargo

(Ch. 6)

Licensee: WDAY Inc., 207 N. 5th St.

Studio: 207 N. 5th St. Transmitter: 2.5-mi. S on U.S. 81.

Telephone: 2-3371.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 56.2-kw visual, 28.2-kw aural. Antenna: 390-ft. above av. terrain, 433-ft. above ground, 1335-ft. above sea level, lat. 46° 48' 55", long. 96° 47' 58".

Network Service: NBC, ABC.

AM Affiliate: WDAY, 5-kw, 970 kc (NBC).

Ownership: E. C. Reineke, pres., 54.44%; H. D. Paulson, v.p., 8.89%; N. D. Black Jr., secy.-treas., 1.11%; Marie E. Reineke, director, 1.11%; John D. Paulson-Jenny C. Black estate (N. D. Black Jr. & Charlotte Lontz, executors), 21.55%; Norman D. Black estate (N. D. Black Jr. & Cora P. Black, trustees), 12.88%. Black family publishes *Fargo Forum*, Moorhead (Minn.) *Daily News*.

Began Operation: May 23, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

E. C. Reineke, *president*.
Tom Barnes, *general manager*.
Julius Hetland, *technical director*.
Jack Dunn, *TV-radio manager*.
Ken Kennedy, *program manager*.
Roy Pedersen, *promotion manager*.
Dick Berdahl, *production director*.
Ernie Brevik, *farm director*.
Norm Schrader, *news director*.

DIGEST OF RATE CARD NO. 3

(April 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.						
\$400.00	\$240.00	\$160.00	\$135.00	\$100.00	\$80.00	\$40.00
Class A—6-7:30 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	105.00	75.00	60.00	30.00

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Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class B—5-6 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 10:30-11 p.m., daily.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50
Class C—7 a.m.-5 p.m., Mon.-Sat.; 7 a.m.-noon, Sun.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KNOX-TV

Grand Forks

(Ch. 10)

Grantee (STA): Community Radio Corp., Box 1110.

Studio & Transmitter: State Mill Rd.

Telephone: 4-4611.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 220-ft. above av. terrain, 252-ft. above ground, 1075-ft. above sea level, lat. 47° 56' 21", long. 97° 03' 05".

Network Service: NBC.

AM Affiliate: KNOX, 5-kw, 1310 kc (MBS).

Ownership: Elroy Schroeder, pres., 20%; Mrs. Carroll E. Day, 20%; Don E. Whitman, v.p., 20%; Adolph Lund, v.p., 20%; Arthur Tweet, secy., 20%.

Began Operation: Dec. 11, 1955.

Represented (sales) by William G. Rambeau Co. Inc.; Bulmer & Johnson (Minneapolis).

Represented (legal) by Lyon, Wilner & Bergson.

Personnel:

Robert Lukkason, *sales manager*.
Bo West, *program director*.
C. J. Thomforde, *technical director*.
David Chumley, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(Dec. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—5:59-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$40.00	\$15.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat. & Sun.; noon-1 p.m., Mon.-Sat.						
160.00	96.00	64.00	48.00	40.00	30.00	12.00
Class C—All other times.						
120.00	72.00	48.00	36.00	30.00	20.00	9.00

Subject to frequency discounts.

KCJB-TV

Minot

(Ch. 13)

Licensee: North Dakota Broadcasting Co. Inc., 4000 W. Main Ave., Fargo, N.D.

Studio and Transmitter: Hwy. 83, S of Minot.

Telephone: 51-161. TWX No.: 8205.

Technical Facilities: Channel 13 (210-216 mc). Authorized power: 29.5-kw visual, 15-kw aural. Antenna: 420-ft. above av. terrain, 416-ft. above ground, 2159-ft. above sea level, lat. 48° 11' 57", long. 101° 17' 37". Holds CP for 64.6-kw visual, 32.4-kw aural, 1130-ft. above av. terrain, 1070-ft. above ground, 3140-ft. above sea level, lat. 48° 03' 02", long. 101° 20' 29".

Network Service: CBS, NBC, ABC.

AM Affiliate: KCJB, 1-kw, 910 kc (CBS). KSJB, Jamestown, 5-kw, 600 kc (CBS).

Ownership: John W. Boler, pres.; Mary Frances Boler, treas.; John Hjellum, secy.; Jamestown Bcstg. Co. Inc., 57%. Jamestown Bcstg. Co. is licensee of KSJB, Jamestown, and is 100% owned by its pres. John Boler. Also operator of KXJB-TV, Valley City, N. D. & KBMB-TV, Bismarck, N. D.

Began Operation: April 4, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Represented (engineering) by Lloyd R. Amoo.

Personnel:

John W. Boler, *president & general manager*.
Chester Reiten, *resident manager*.
Don McDowell, *program director*.
Clis Hadley, *director of women's programs*.

DIGEST OF RATE CARD NO. 3

(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$83.25	\$62.50	\$50.00	\$25.00

TV Factbook No. 24

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-7:30 p.m., 10-10:30 p.m., daily.						
200.00	120.00	80.00	66.75	50.00	40.00	20.00
Class B—5:00-6:00 p.m., 10:30-11 p.m., daily; 1-6:00 p.m. Sat. & Sun.; noon-1 p.m., Mon.-Fri.						
150.00	90.00	60.00	50.00	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	33.25	25.00	20.00	10.00

Subject to frequency discounts.

KXJB-TV Valley City (Ch. 4)

Licensee: North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N.D.

Studios: Granger Hill, Valley City; W. Main Ave., Fargo.

Transmitter: 7.5 mi. S. of Pillsbury, N.D.

Telephones: Fargo 5-4461; Valley City 1500. TWX No.: 185.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 57.5-kw aural. Antenna: 1090-ft. above av. terrain, 1085-ft. above ground, 2495-ft. above sea level, lat. 47° 05' 29", long. 97° 51' 15".

Network Service: CBS.

Ownership: Jamestown Bcstg. Co. Inc., 57%; over 500 other stockholders, none owns as much as 1%. Jamestown Bcstg. Co., holding company, Jamestown, N.D., is 100% owned by its pres. John Boler. Also operates KCJB-TV, Minot & KBMB-TV, Bismarck, and radio stations KCJB, Minot, and KSJB, Jamestown. KXJB-TV officers: John Boler, pres.; William L. Hurley, v.p. national sales.

Began Operation: July 12, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Prince, Taylor, Crampton & Goodson.

Represented (engineering) by Lloyd R. Amoo.

Personnel:

John W. Boler, *president & general manager.*
William L. Hurley, *v.p. & national sales manager.*
Leo Borin, *commercial manager.*
R. O. Grignon, *program director.*
Jim Rohn, *news director.*
Don Kingsley, *traffic manager.*
Robert Dunnom, *promotion manager.*
Robert Ridgeway, *chief engineer.*

DIGEST OF RATE CARD NO. 5 (Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30 to 10:00 p.m. daily.						
\$500.00	\$300.00	\$200.00	\$166.00	\$125.00	\$100.00	\$50.00
Class A—6-7:30 p.m., 10-10:30 p.m., daily.						
350.00	210.00	140.00	116.75	87.50	70.00	35.00
Class B—5-6 p.m., 10:30-11 p.m., daily; 1-6 p.m., Sat. & Sun; noon-1 p.m. Mon.-Fri.						
250.00	150.00	100.00	83.25	62.50	50.00	25.00
Class C—All other times.						
175.00	105.00	70.00	58.25	43.75	35.00	17.50
Combination rates—KXJB-TV sold only in combination with KBMB-TV, Bismarck.						

Subject to frequency discounts.

KUMV-TV Williston (Ch. 8)

(Semi-satellite of KFYR-TV, Bismarck)

(Due to Begin Operating in Spring)

Grantee (STA): Meyer Bcstg. Co., 200½ 4th St., Bismarck, N.D.

Studio & Transmitter: U.S. Rt. 2, 10-mi. W. of Williston.

Telephone: Capital 3-0900, Bismarck.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 93.3-kw visual, 51.3-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level, lat. 48° 08' 02", long. 103° 51' 36".

Network Service: Same as KFYR-TV.

Ownership: Same as KFYR-TV.

Represented (sales) by Blair Television Associates.

Personnel:

Ives Kleven, *general & sales manager.*
Ivar Nelson, *chief engineer.*

Rates: Sold only in combination with KFYR-TV, Bismarck, N. D.

OHIO

WAKR-TV Akron (Ch. 49)

Grantee (STA): The Summit Radio Corp., 853 Copley Rd.

Studio: Radio-Television Center of Akron, 853 Copley Rd. Transmitter: First National Tower.

Telephone: Portage 2-8811. TWX No.: AK 484.

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 213-kw maximum and 110-kw horizontal visual, 107-kw maximum and 58.9-kw horizontal aural. Antenna: 370-ft. above av. terrain, 488-ft. above ground, 1424-ft. above sea level, lat. 41° 04' 56", long. 81° 31' 07".

Network Service: ABC.

AM Affiliate: WAKR, 5-kw, 1590 kc (ABC). FM Affiliate: WAKR-FM, 4.4-kw, 97.5 mc (No. 248), 260-ft. antenna height.

Ownership: Beacon Journal Publishing Co. (John S. Knight, pres.), 45%; S. Bernard Berk, pres.; Roger G. Berk, v.p.; Viola G. Berk, secy-treas., 55%; and directors John S. Knight and C. Blake McDowell. Beacon Journal Publishing Co. publishes *Akron Beacon Journal*, is 100% owned by Knight Newspapers Inc. (John S. Knight, pres. and 50.3% owner), publisher of *Chicago Daily News*, *Detroit Free Press*, *Miami Herald*, *Charlotte (N. C.) Observer*. John S. Knight owns 17.5% of WCKT, Miami (WCKR); James L. Knight owns 10%.

Began Operation: June 7, 1953.

Represented (sales) by Burke-Stuart Co. Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Kear & Kennedy.

Personnel:

S. Bernard Berk, *president.*
Roger G. Berk, *v.p. & general manager.*
Kenneth M. Keegan, *v.p., sales.*
Robert I. Bostian, *program director.*
Jack Lotz, *film editor.*
Stan Willis, *news director.*
Irwin L. Knopp, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 1-6:30 p.m., Sun.						
200.00	120.00	80.00	67.00	60.00	40.00	20.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

WCET Cincinnati (Ch. 48)

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 1243 Elm St.

Studio: Music Hall, 1243 Elm St. Transmitter: 2222 Chickasaw St.

Telephone: Dunbar 1-4033.

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 15.1-kw visual, 8.13-kw aural. Antenna: Mounted on WLWT tower, 490-ft. above av. terrain, 350-ft. above ground, 1191-ft. above sea level, lat. 39° 07' 28", long. 84° 31' 18".

Ownership: Foundation officers: Dr. Claude V. Courter (Supt. Cincinnati Public Schools), chairman; Charles B. Crouch (Supt. of Schools, Hamilton County), vice-chairman; Harold Bush (Supt. of Schools, Wyoming, Ohio), secy-treas.

Began Operation: June 29, 1954.

Represented (legal) by Robert A. Wood, Cincinnati.

Represented (engineering) by R. J. Rockwell, Crosley Bcstg. Corp.

Personnel:

Uberto T. Neely, *general manager.*
John Morris, *production director.*
Charles Vaughan, *program director.*
Fred Thomas, *public relations director.*
James R. Leonard, *chief engineer.*
Patricia Budke, *administrative asst.*

Ohio

WCPO-TV Cincinnati (Ch. 9)

Licensee: Scripps-Howard Radio Inc., 2345 Symmes St.
Studio and Transmitter: Dover & Symmes Sts.
Telephone: Capitol 1-0777. TWX No.: CI 327.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 309-kw visual, 158-kw aural. Antenna: 665-ft. above av. terrain, 545-ft. above ground, 1389-ft. above sea level, lat. 39° 07' 31", long. 84° 29' 57".

Network Service: ABC.

AM Affiliate: WCPO, .25-kw, 1230 kc. FM Affiliate: WCPO-FM, 12.5-kw, 105.1 mc (No. 286), 590-ft. antenna height.

Ownership: Scripps-Howard Radio Inc., 100%, publisher of *Cincinnati Post* and other newspapers. Also owns WEWS, Cleveland, WMCT & WMC, Memphis and WNOX, Knoxville. For list of newspapers published by Scripps-Howard and officers of Scripps-Howard Radio Inc., see WEWS, Cleveland.

Began Operation: July 26, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

Jack R. Howard, *president*.
M. C. Watters, *v.p. & general manager*.
Glenn C. Miller, *station director*.
Ed Weston, *general program manager*.
Patrick H. Crafton, *national sales director*.
John Sweeney, *office manager*.
Earl Corbett, *commercial program manager*.
Vera Schulte, *promotion director*.
Harvey Freeman, *film director*.
Jack Fogarty, *news director*.
Paul Adams, *chief engineer*.

DIGEST OF RATE CARD NO. 8—(March 1, 1956)

30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.				
\$535.00	\$355.00	\$265.00	\$200.00	\$75.00
Class A—6-7:30 p.m., Mon.-Fri.; noon-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.				
510.00	340.00	255.00	150.00	50.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.				
360.00	240.00	180.00	100.00	35.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; midnight-sign-off, daily.				
255.00	170.00	130.00	50.00	17.00

Subject to frequency discounts.

WKRC-TV Cincinnati (Ch. 12)

Licensee: Radio Cincinnati Inc., Hotel Alms.

Studio: Times-Star Bldg. Transmitter: 1932 Highland Ave.

Telephone: Garfield 1-1331. TWX No.: CI 554.

Technical Facilities: Channel No. 12 (204-210 mc). Operating under special temporary authorization with 316-kw visual, 158-kw aural. Antenna: 595-ft. above av. terrain, 523-ft. above ground, 1348-ft. above sea level, lat. 39° 07' 00", long. 84° 30' 08". CP for 316-kw visual, 158-kw aural.

Network Service: CBS.

AM Affiliate: WKRC, 5-kw (1-kw night), 550 kc (CBS). FM Affiliate: WKRC-FM, 15.5-kw, 101.9 mc (No. 270), 530-ft. antenna.

Ownership: Cincinnati Times-Star Co., publisher of *Cincinnati Times-Star*, 80%; Hulbert Taft, 18%; Hulbert Taft Jr., 1%; David G. Taft, 1%. Radio Cincinnati Inc. officers: Hulbert Taft Jr., pres.; David G. Taft, exec. v.p.; Kenneth W. Church, v.p.; Dorothy S. Murphy, treas.; Robert Taft Jr., secy. Also owns WTVN-TV, Columbus, and holds 30% interest in WBIR-TV & WBIR, Knoxville, Tenn. David & Hulbert Taft Jr. have minority interest in TV applicant for Toledo, O.

Began Operation: April 4, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Hulbert Taft Jr., *president*.
David G. Taft, *executive v.p. & general manager*.
Kenneth W. Church, *v.p. & national sales manager*.
William H. Hansher, *technical asst. to president*.
Don Chaplin, *national sales director, Tri-State network (WKRC-TV, WTVN-TV, WHIO-TV)*.
Robert T. Schlunkert, *asst. gen. manager & gen. sales manager*.

Roger Read, *local sales manager*.
Barry Hersh, *commercial production manager*.
Greg Olberding, *publicity manager*.
Mrs. Lilyan M. Alspaugh, *community relations director*.
John J. Walsh, *coordinating director of merchandising, promotion & publicity*.
Lila Lambert, *promotion & merchandising manager*.
Pat Boisseau, *news director*.
Paul Shumate, *program director*.
Leonard Goorlan, *executive producer*.
John Hill, *film director*.
Ralph A. Maska, *chief engineer*.
Hugh J. La Crosse, *asst. chief engineer*.

DIGEST OF RATE CARD NO. T-11 (Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	8 Sec.*
Class AA—8-11 p.m., Mon.-Sat.; 7-11 p.m., Sun. (Winter Cycle); 7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. (Summer Cycle).						
\$1200.00	\$720.00	\$480.00	\$300.00	\$150.00
Class A—7-8 p.m., Mon.-Sat.; 5-7 p.m. Sun. (Winter Cycle); 5-6 p.m., Sun.; 10-11 p.m., daily (Summer Cycle).						
800.00	480.00	320.00	264.00	200.00	130.00	65.00
Class B—6-7 p.m., Mon.-Sat.; 11-11:15 p.m., daily.						
700.00	420.00	280.00	233.00	175.00	75.00**	30.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-5 p.m., Sun.; 11:15 p.m.-midnight, daily.						
450.00	270.00	180.00	150.00	112.00	30.00	15.00
Class D—Midnight-9 a.m., daily.						
350.00	210.00	140.00	116.00	87.00

*Class AA Winter Cycle (7:30-11 p.m., daily). Summer Cycle (7-10 p.m., daily). Class A Winter Cycle (6-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 11 p.m., midnight, daily). Summer Cycle 6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10 p.m.-midnight, daily). Class B (9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-5 p.m., Sun.).
**20 Sec. \$60.

Subject to frequency discounts.

WLW-T Cincinnati (Ch. 5)

Licensee: Crosley Broadcasting Corp., 140 W. 9th St.

Studio: 140 W 9th St. Transmitter: 2222 Chickasaw St. Clifton Heights.

Telephone: Cherry 1-1822. TWX No. CI 376.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 680-ft. above av. terrain, 583-ft. above ground, 1411-ft. above sea level, lat. 39° 07' 28.3", long. 84° 31' 18".

Network Service: NBC.

AM Affiliate: WLW, 50-kw, 700 kc (NBC, ABC).

Ownership: 100% owned by AVCO Manufacturing Corp.; Crosley Div. is TV-radio subsidiary. Crosley Bcstg. Corp. officers: James D. Shouse, chairman of board; R. E. Dunville, pres. & gen. mgr.; H. P. Lasker, v.p. in charge of sales; John T. Murphy, v.p. in charge of TV; K. T. Murphy, v.p. & treas.; Gilbert W. Kingsbury, v.p. in charge of public relations; R. J. Rockwell, v.p. & director of engineering; Al (Thos. A) Bland, v.p. & gen. program mgr.; John Babcock, asst. program mgr. Crosley Bcstg. Corp. also owns and operates TV stations WLW-C, Columbus, and WLW-D, Dayton (interconnected with WLW-T to form regional network); owns and operates Crosley Bcstg. of Atlanta Inc., licensee of WLW-A; is TV applicant for Indianapolis; owns and operates AM station WLW, Cincinnati.

Began Operation: Feb. 9, 1948.

Represented (sales) by Crosley Broadcasting Corp. (N.Y., Chicago, Cincinnati); NBC Spot Sales (Detroit, San Francisco, Hollywood); Bomar Lowrance & Assoc. (Charlotte, Atlanta, Dallas).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by L. H. Carr & Associates.

Personnel:

J. D. Shouse, *chairman of the board*.
R. E. Dunville, *president and gen. manager*.
H. P. Lasker, *v.p. in charge of sales (N.Y.)*.
James H. Burgess, *national sales executive, Cincinnati*.
K. T. Murphy, *v.p. & treasurer*.
J. T. Murphy, *vice-president, TV*.
R. J. Rockwell, *v.p. & engineering director*.
G. Kingsbury, *v.p. in charge of public relations, news & special broadcast services*.
Scott McLean, *eastern sales manager*.
H. Albrecht, *v.p. in charge of sales, central division*.
James J. (Steve) Crane, *sales manager, (WLW-T)*.
William J. McCluskey, *WLW-T sales service director*.
John K. Frazier, *director of client service dept.*
J. M. MacDonald, *asst. engineering director*.
Abe Cowan, *program director, WLW-T*.
Walter Jacobs, *production manager*.
Ray Shannon, *promotion director, WLW-T*.
Mary Renn Bates, *program administrator, WLW-T*.
Tom Story, *film director*.
Bob Miller, *farm director*.
Gene Dalley, *news director*.
Howard Lepple, *chief engineer, WLW-T*.

(Continued on page 194)



Three times the impact

Just a little momentum—the famous Crosley Television Stations offer the triple advantages of top shows . . . top audience . . . top promotion through the exclusive Crosley client service department. So rock and roll!



Crosley Broadcasting Corporation, a division of

WLW-T Cincinnati | **WLW-D Dayton** | **WLW-C Columbus** | **WLW-A Atlanta**

Every V.I.P.
has a M.A.P.
(tv, that is)
on his
wall



You have one copy of the big TV Wall Map. It came to you with this book. Spread it out and look at it. You'll see more than a map. You'll see time-saving qualities that are important to you—important to every V.I.P. in your organization. Precious time is saved when a TV Wall Map is on the wall of each key person in your offices.

Extra copies of the big map are extremely reasonable.

Single copies \$ 1.50
10 copies 11.25
25 copies 18.75

Use the tear-out postcard at the back of this book to order your extra copies now.

PUBLISHED BY
Television Digest
WYATT BUILDING, WASHINGTON 5, D. C.

CINCINNATI: WLW-T—(Continued)

DIGEST OF RATE CARD NO. 10
(Jan. 1, 1956)

Hour	30 Min.	25 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	8 Sec.*
Class AA—7:30-10:30 p.m., daily.							
\$1000.00	\$600.00	\$550.00	\$400.00	\$350.00	\$250.00	\$250.00	\$125.00
Class A—10:30-11 p.m., daily; 6-7:30 p.m., Sat. & Sun.							
900.00	540.00	495.00	360.00	315.00	225.00	100.00	40.00
Class B—5-7:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 3-6 p.m., Sun.							
675.00	405.00	371.25	270.00	236.25	168.75	75.00	30.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily.							
450.00	270.00	247.50	180.00	157.50	112.50	50.00	25.00
Class D—Midnight-9 a.m., daily.							
285.00	170.00	156.75	115.00	99.75	75.00	30.00	15.00

* Class AA (7:15-10:45 p.m., daily). Class A (6:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily). Class B (5-6:45 p.m., Mon.-Sat.; 3-5 p.m., Sun.).

Subject to frequency discounts.

KYW-TV
Cleveland
(Ch. 3)

Licensee: Westinghouse Broadcasting Co. Inc., 815 Superior Ave.
Studio: 815 Superior Ave. Transmitter: 6600 Broadview Rd., Parma, O.

Telephone: Cherry 1-0942. TWX No.: CV 52.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 905.5-ft. above ground, 1945-ft. above sea level, lat. 41° 23' 09", long. 81° 41' 19".

Network Service: NBC.

AM Alltime: KYW, 50-kw 1100kc. FM Affiliate: KYW-FM, 3.7-kw, 105.7 mc (No. 289), 900-ft. antenna height.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; Rolland V. Tooke, v.p. for Cleveland area; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; William J. Kaland, national program mgr.; Alexander W. Dannenbaum Jr., vice president, sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); WBZ-TV, Boston (WBZ); KPIX, San Francisco; and radio stations KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind.; WBZA, Springfield, Mass. Also owns WIND, Chicago and CP for WIND-TV (Ch. 20).

Begin Operation: Oct. 31, 1948 as NBC owned-&-operated outlet. Deal whereby station transferred to Westinghouse approved by FCC Dec. 21, 1955 and effective Jan. 15 (Television Digest, Vol. 11:21 & 12:3).

Represented (sales) by Peters, Griffin, Woodward Inc.

Personnel:

Donald H. McGannon, *president.*
Rolland V. Tooke, *v.p. & general manager.*
John McClay, *asst. to v.p.*
Albert Krivin, *sales manager.*
E. Preston Stover, *program manager.*
Edward Wallis, *advertising & sales promotion manager.*
Carl M. Lawton, *film manager.*
Robert Peters, *auditor.*
Sidney V. Stadig, *chief engineer.*
Arthur M. Hopwood Jr., *facilities engineering supervisor.*
Bert Downing, *merchandising director.*

DIGEST OF RATE CARD NO. 10
(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AAA—8-11 p.m., daily.						
\$1950.00	\$1170.00	\$780.00	\$682.50	\$585.00	\$475.00	\$240.00
Class AA—7-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.						
1400.00	840.00	600.00	490.00	420.00	340.00	170.00
Class A—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.						
1100.00	660.00	440.00	385.00	310.00	240.00	120.00
Class B—11-11:30 p.m., daily.						
800.00	480.00	320.00	240.00	220.00	200.00	100.00
Class C—9 a.m.-6 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily; 1-6 p.m., Sat.						
720.00	432.00	288.00	252.00	150.00	175.00	70.00
Class D—Sign-on-1 p.m., Sat. & Sun.; sign-on-9 a.m., Mon.-Fri.						
400.00	240.00	160.00	140.00	120.00	100.00	55.00

Subject to frequency discounts.

Any way
you look
at it—
it takes 




Whether you buy one spot per week or twenty-one, you want maximum audience. Availabilities and quarter-hour ratings change, but one thing is consistent about KYW-TV: In total share-of-audience, we are Number One in Cleveland.

Vigorous, creative promotion on a continuous rather than a sporadic basis helps to build audience for KYW-TV. Such promotion creates excitement that carries over to your product at the point of purchase.

Unit cost rather than total cost governs a good TV buy. Because KYW-TV delivers audience at attractive discount arrangements, your cost per thousand prospective customers reached strains neither your cash nor your credulity.

YOUR NEAREST PGW COLONEL WILL EXPLAIN FURTHER

KYW  TV CLEVELAND

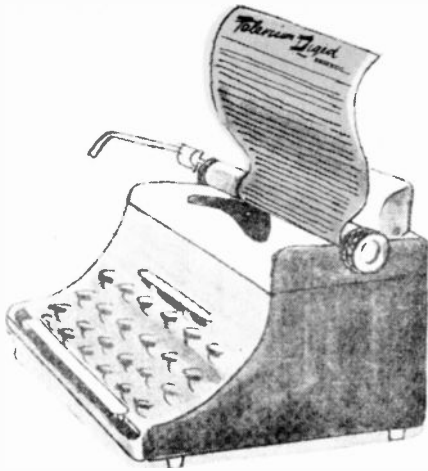
WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA;
CLEVELAND, KYW; FORT WAYNE, WOWO;
CHICAGO, WIND; PORTLAND, KEX

TELEVISION—BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV;
CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES • KPIX REPRESENTED BY THE KATZ AGENCY, INC. • ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



The men who write Television Digest ~

Tell it briefly—tell it right. These are the rules that guide the men who write for Television Digest.

Of even greater importance, however, is the thought process that controls the selection of items for each issue.

Will this information help Digest subscribers? Will it save money for them?

Will it help them to realize more profits?

Will it give them timely information that will help them to formulate plans and policies with justified confidence?

The men who write Television Digest think of themselves as executive assistants to their readers. They stay on their readers' payrolls because they use their extensive knowledge and skills to serve up valuable facts without wasted words. They are concise, thorough and accurate.

Turn to the back of the book. Detach and mail the postcard that will bring you a free sample of Television Digest. Mail it now.

Television Digest
with ELECTRONICS REPORTS

WYATT BUILDING, WASHINGTON 5, D. C.

WEWS Cleveland

(Ch. 5)

Licensee: Scripps-Howard Radio Inc., Euclid & 30th St.

Studio: Euclid & 30th St. Transmitter: Parma, Ohio.

Telephone: Henderson 2-1500. TWX No.: CV 11.

Technical Facilities: Channel No 5. (76-82 mc). Authorized power: 93.3-kw visual, 60.3-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1930-ft. above sea level, lat. 41° 22' 27", long. 81° 43' 05".

Network Service: ABC.

AM-FM Affiliates: None locally.

Ownership: Principal Stockholders & Other Interests. Licensed to Scripps-Howard Radio, Inc., the majority of whose stock is owned by The E. W. Scripps Co., which owns *Cleveland Press, Cincinnati Post, Covington (Ky.) Post* and *Columbus (O.) Citizen*. E. W. Scripps Co. also owns a majority of the stock of Memphis Publishing Co., which owns WMC & WMCT, Memphis. E. W. Scripps Co. also owns a majority of the stock of *New York World-Telegram & Sun, Pittsburgh Press, San Francisco News Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal, Memphis Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald*. Scripps-Howard Radio, Inc. also owns WCPO & WCPO-TV, Cincinnati, and WNOX, Knoxville.

Began Operation: Dec. 17, 1947.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

James C. Hanrahan, general manager.

Donald L. Perris, *asst. to general manager.*

J. Harrison Hartley, station director.

Floyd E. Weidman, *general executive.*

Jay S. Kerekes, *national advertising manager.*

Peter Hlinka, *Ohio advertising sales manager.*

Ernest E. Sindelar, *operations director.*

John J. Moffitt, *director, public service bureau.*

John J. Richards, *film director.*

J. B. Epperson, *engineering v.p.*

DIGEST OF RATE CARD NO. 13

(Feb. 3, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.							
\$1560.00	\$935.00	\$625.00	\$545.00	\$470.00	\$475.00	\$450.00	\$215.00
Class A—7-7:30 p.m., Mon.-Sat.; 6-7:30 p.m., Sun.							
1060.00	635.00	425.00	370.00	320.00	350.00	325.00	150.00
Class B—5-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 1-6 p.m., Sun.; 11-11:30 p.m., daily.							
770.00	460.00	310.00	270.00	230.00	210.00	200.00	90.00
Class C—Noon-5 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-1 p.m., Sun.; 11:30 p.m.-sign-off, daily.							
520.00	310.00	210.00	185.00	155.00	150.00	125.00	60.00
Class D—Sign-on-noon, daily.							
220.00	130.00	90.00	80.00	65.00	100.00	80.00	40.00

Subject to frequency discounts.

Note: Above rates are basic air charges only. Minimum required rehearsal charges are extra; consult station rate card.



Lambda **LPF** Pacific

RCAX CONVERSION

0.1 WATT to 1.0 WATT

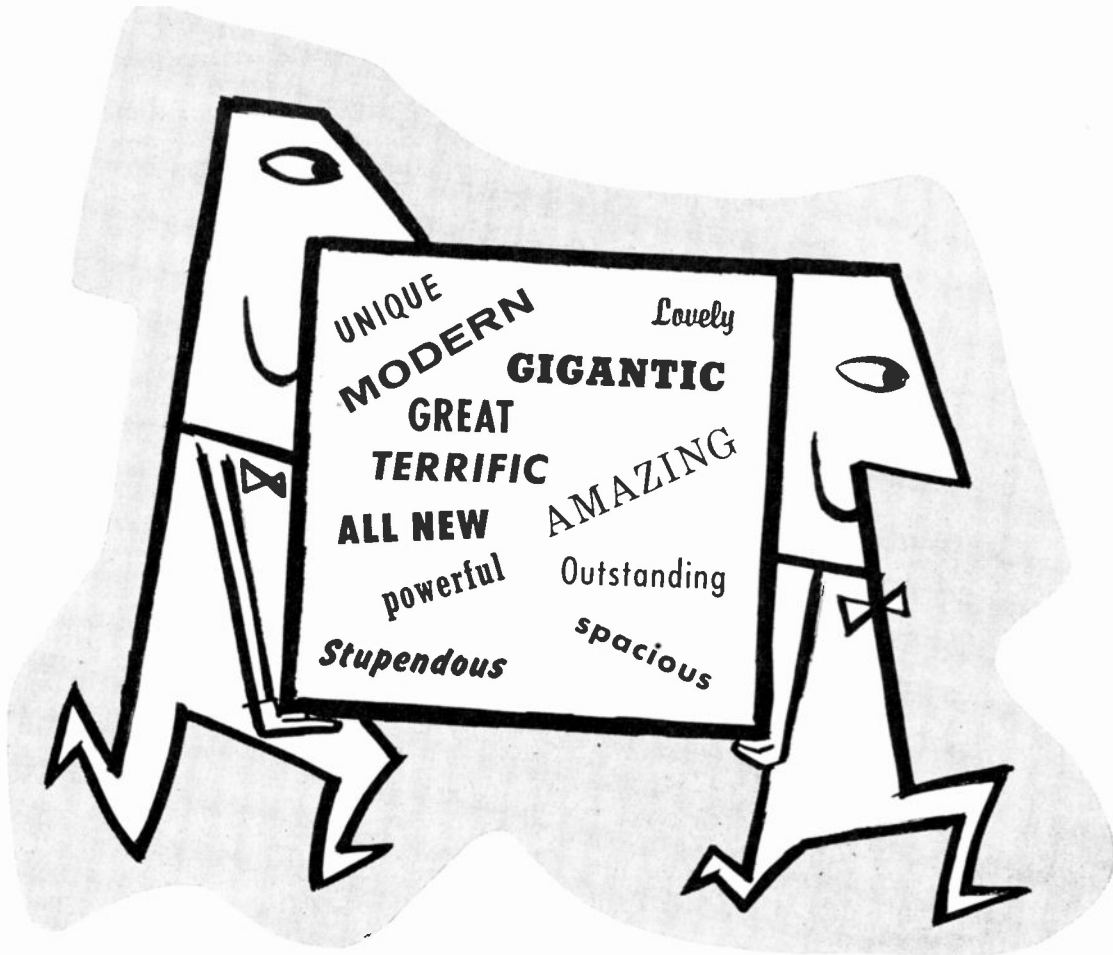
distributed nationally by

VISUAL ELECTRONICS CORP.

342 West 40th Street

New York, N.Y.

.....Mr. Webster, Take Note.....



Yes, sir, it takes a load of adjectives to tell about Cleveland's most modern television plant, the brand-new, ultra-modern, giant-size WEWS studios. They're most probably the nation's biggest and best. And that goes for WEWS shows and personalities, too. Ask Blair-TV.

**WEWS
CHANNEL 5**

**First in
Cleveland**



Ohio

WJW-TV Cleveland (Ch. 8)

Licensee: Storer Broadcasting Co., 1630 Euclid Ave.
Studio: 1630 Euclid Ave.
Transmitter: 4501 Pleasant Valley Rd.
Telephone: Tower 1-6080. TWX No.: CV 207.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1000-ft. above av. terrain, 775-ft. above ground, 1937-ft. above sea level, lat. 41° 21' 47", long. 81° 42' 58".

Network Service: CBS.

AM Affiliate: WJW, 5-kw, 850 kc, (ABC). FM Affiliate: WJW-FM, 2.8-kw, 104.1 mc (No. 281), 510-ft. antenna height.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group-Owned Stations.

Began Operation: Dec. 17, 1949. Sale to present owner by Empire Coll. Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (Television Digest, Vol. 10:2, 44).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president*.
Ben Wickham, *managing director*.
M. McMurray, *national sales manager (N.Y.C.)*.
Richard C. Wright, *program & operations manager*.
Frank Barron, *local sales manager*.
Ted Anthony, *promotion & publicity director*.
H. A. Brinkman, *chief engineer*.

DIGEST OF RATE CARD NO. 11 (Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-11 p.m., Mon.-Sat.; 7:30-11 p.m., Sun.						
\$2000.00	\$1200.00	\$800.00	\$670.00	\$600.00	\$525.00	\$263.00
Class A—7-8 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.						
1450.00	810.00	570.00	500.00	425.00	350.00	175.00
Class B—6-7 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 11-11:30 p.m., daily.						
1060.00	635.00	425.00	340.00	285.00	235.00	100.00
Class C—9 a.m.-6 p.m., Mon.-Fri.; 11 a.m.-6 p.m., Sat.; 9 a.m.-1 p.m., Sun.; 11:30 p.m.-sign-off, daily.						
850.00	510.00	340.00	285.00	230.00	160.00	70.00
Class D—Sign-on-9 a.m., Mon.-Fri.; sign-on-11 a.m., Sat.; sign-on-9 a.m., Sun.						
425.00	255.00	170.00	130.00	115.00	70.00	35.00

Subject to frequency discounts.

WBNS-TV Columbus (Ch. 10)

Licensee: Dispatch Printing Co., 34 S. Third St.
Studio and Transmitter: 495 Olentangy Blvd. Sales: 33 N. High St.

Telephones: Capital 8-3538; Capital 8-2611. TWX No.: CL 585.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 219-kw visual, 123-kw aural. Antenna: 710-ft. above av. terrain, 839-ft. above ground, 1549-ft. above sea level, lat. 39° 58' 14", long. 83° 01' 23".

Network Service: CBS.

AM Affiliate: WBNS, 5-kw (1-kw night) 1460 kc (CBS).

Ownership: Same as Columbus Dispatch and Ohio State Journal. Dispatch Printing Co. officers: Edgar T. Wolfe, co-publisher and director; H. Preston Wolfe, pres.; A. E. Campbell, secy. & genmgr.

Began Operation: Oct. 5, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

R. A. Borel, *director of TV*.
R. D. Thomas, *sales director*.
Frank N. Jones, *local sales manager*.
John H. Haldi, *program director*.
Lawrence F. Rhodes, *public service director*.
L. H. Nafziger, *technical director*.
Ray Relsinger, *merchandising director*.
Chet Long, *news director*.
William H. Zlplf, *farm director*.

DIGEST OF RATE CARD NO. 6—(Nov. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$825.00	\$480.00	\$320.00	\$266.66	\$240.00	\$200.00	\$100.00
Class A—6:30-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.; 10:30-11 p.m., daily.						
780.00	468.00	312.00	260.00	234.00	150.00	60.00
Class B—4-6:30 p.m., Mon.-Fri.; sign-on-6 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
585.00	351.00	234.00	195.00	175.50	100.00	40.00
Class C—All other times.						
390.00	234.00	156.00	130.00	117.00	75.00	30.00

Subject to frequency discounts.

WLW-C Columbus (Ch. 4)

Licensee: Crosley Broadcasting Corp., 3165 Olentangy River Rd.
Studio and Transmitter: 3165 Olentangy River Rd.

Telephone: Amherst 3-5441. TWX No.: CL 397.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 436-ft. above av. terrain, 576-ft. above ground, 1318-ft. above sea level, lat. 40° 01' 31", long. 83° 01' 48".

Network Service: NBC.

AM Affiliate: None locally.

Ownership: Crosley Bcstg. Corp., 100% (See WLW-T, Cincinnati.)

Began Operation: April 4, 1949.

Represented (sales) by Crosley Broadcasting Corp.; NBC Spot Sales (Detroit, San Francisco, Hollywood); Bomar Lowrance & Assoc. (Charlotte, Atlanta, Dallas).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by L. H. Carr & Associates.

Personnel:

James Leonard, *v.p. & general manager*.
Gregg Lincoln, *director of sales*.
Don Hardin, *commercial operations director*.
Bud Gillis, *program manager*.
Charles Sloan, *chief engineer*.
Jack Kavanagh, *client service director*.
Jackson Launer, *production manager*.
John Deegan, *news director*.
Leroy Falck, *film director*.

DIGEST OF RATE CARD NO. 8—(Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$175.00	\$60.00
Class A—6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
700.00	420.00	280.00	245.00	175.00	70.00	30.00
Class B—5-7:30 p.m., Mon.-Fri.; 3-6 p.m., Sun.; 5-6 p.m., Sat.						
525.00	315.00	210.00	183.75	131.25	60.00	25.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily.						
350.00	210.00	140.00	122.50	87.50	40.00	15.00
Class D—Midnight-9 a.m., daily.						
210.00	125.00	85.00	73.50	55.00	20.00	10.00

* Class AA (7:15-10:45 p.m., daily). Class A (6:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily). Class B (5-6:45 p.m., Mon.-Sat.; 3-5 p.m., Sun.).

Subject to frequency discounts.

WOSU-TV Columbus (Ch. 34)

Non-Commercial Educational Station

Grantee (STA): Ohio State U, c/o station WOSU.

Studio & Transmitter: N. Starr & W. Lane Ave.

Telephone: University 3148, Extension 492.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 214-kw visual, 115-kw aural. Antenna: 560-ft. above av. terrain, 593-ft. above ground, 1418-ft. above sea level, lat. 40° 00' 28", long. 83° 02' 49".

AM Affiliate: WOSU, 5-kw, 820 kc. FM Affiliate: WOSU-FM, 14-kw, 89.7 mc (No. 209), 300-ft. antenna height.

Ownership: Ohio State U. Officers: James W. Huffman, chairman, board of trustees; Novice G. Fawcett, pres., Ohio State U.

Began Operation: Sept. 19, 1955.

Personnel:

Richard B. Hull, *director*.
Robert C. Higgy, *assoc. director, engineering & transmission*.
G. Robert Holsinger Jr., *program director*.
David H. Ayers, *production supervisor*.

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!*



More productive local programming on WJW-TV. Top feature films for participating sponsors, including 20th Century-Fox, Columbia and Selznick groups.

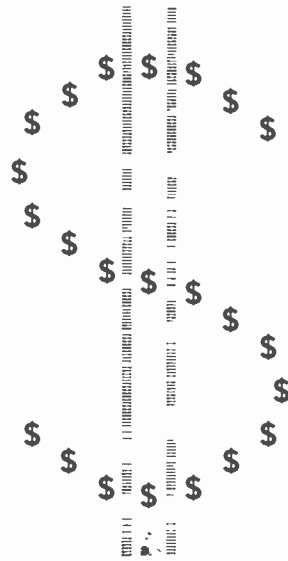


WJW-TV
 Represented Nationally by the
 Katz Agency



A BASIC AFFILIATE OF THE CBS TELEVISION NETWORK

* Sales Management, May 10, 1956



HOW MUCH SHOULD A STATION INVEST IN TRADE PAPER ADVERTISING?

Station managers tell us that they seldom get a straight answer to this oft-asked question.

Yet today's strict insistence on economy in every phase of station operation demands that the question be answered.

Here is what we say when someone asks, "How much should my tv (or radio) station put into trade paper advertising?"

For three out of four stations the answer is, "not a red cent."

When you advertise in a tv radio trade publication, you want to attract national business. You're pin-pointing your message to account executives, ad managers, timebuyers. And you must have the ingredients that help you and your rep convert favorable impressions into sales.

With few exceptions, we advise that you reserve your

promotion dollars for local use unless you have—

(1) A national representative who will be stimulated and helped by your trade publication advertising. (2) A market story strong enough to convince national and regional buyers that your station is logical. (3) A station story that warrants consideration.

Frequency, network, and power aren't the whole answer, though they help. A few 250-watt independents have invested as much as 50% of their national spot income in trade advertising and have achieved outstanding results.

As we mentioned earlier, three out of four stations have no business using national trade paper space.

If you're the one-out-of-four that should, SPONSOR recommends, on the basis of industry analysis, that you invest 5% of your 1957 national spot income in this pin-pointed form of advertising.



**ON YOUR
DESK
EVERY
FRIDAY**

**WTVN-TV
Columbus**

(Ch. 6)

Licensee: WTVN Inc., 753 Harmon Ave.
 Studio: Harmon & Griggs Ave.
 Transmitter: Obetz Rd. between Parsons Ave. & Lockbourne Rd.
 Telephone: Capital 8-5801. TWX No.: CL 87.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 570-ft. above av. terrain, 643-ft. above ground, 1379-ft. above sea level, lat. 39° 52' 29", long. 82° 58' 46".

Network Service: ABC.

AM Affiliate: WTVN, 5-kw, 610 kc (MBS).

Ownership: Radio Cincinnati (Cincinnati Times-Star Co.), 90% owner; see WKRC-TV, Cincinnati. Officers of WTVN: Hulbert Taft Jr., pres., 4%; Kenneth W. Church, exec. v.p., 2%; David G. Taft, v.p., 4%; Robert Taft Jr., secy.; Dorothy S. Murphy, treas.

Began Operation: Aug. 30, 1949. Sale to present owners by Picture Waves Inc. approved by FCC Feb. 25, 1953. (see *Television Digest*, Vol. 9:9).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

Hulbert Taft Jr., *president*.
 Kenneth Church, *executive v.p.*
 Wally McGough, *general manager*
 Robert Wiegand, *asst. general manager & national sales manager*.
 Charles Dwyer, *local sales manager*.
 Joseph A. Jenkins, *program director*.
 Harry Mohr, *asst. program director*.
 Richard A. J. McKinney, *film director*.
 Edgar S. Wood, *news director*.
 Joe Hill, *sports director*.
 William H. Hansher, *chief engineer*.

**DIGEST OF RATE CARD NO. 11
(June 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$750.00	\$450.00	\$300.00	\$263.00	\$225.00	\$160.00	\$64.00
Class A—7-7:30 p.m., 10:30-11 p.m., daily.						
563.00	338.00	225.00	197.00	169.00	140.00*	56.00*
Class B—5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 11-11:15 p.m., daily.						
400.00	240.00	160.00	140.00	120.00	100.00*	40.00*
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.; 11:15 p.m., sign-off, daily.						
250.00	150.00	100.00	88.00	75.00	50.00	25.00
Class D—All other times.						
170.00	102.00	68.00	60.00	51.00	25.00	12.50

* Class A (7-7:30, 10-10:30 p.m., daily). Class B (5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 10:30-11:15 p.m., daily). Subject to frequency discounts.

**WHIO-TV
Dayton**

(Ch. 7)

Licensee: Miami Valley Bcstg. Corp., 1414 Wilmington Ave.
 Studio: 1414 Wilmington Ave. Transmitter: 3316 Germantown Rd.
 Telephone: Madison 6581. TWX No.: DY 116.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level, lat. 39° 44' 03", long. 84° 14' 50".

Network Service: CBS.

AM Affiliate: WHIO, 5-kw, 1290 kc (CBS). FM Affiliate: WHIO-FM, 19-kw, 99.1 mc (No. 256), 515-ft. antenna height.

Ownership: Same as Dayton Daily News and Journal Herald. Miami Valley Bcstg. Corp. officers and stockholders: James M. Cox Jr., pres., 31.07%; Glenn L. Cox, v. p., .06%; Robert C. Snyder, secy.-treas., .06%; Springfield Newspapers Inc., 37%; the Evening News Publishing Co., 31.8%. Same interests (Cox) also operate WSB-TV and WSB, Atlanta (*Atlanta Journal and Constitution*); radio station WIOD, Miami (*Miami Daily News*); and publish *Springfield (O.) News and Sun* (Springfield Newspapers Inc.). James M. Cox, Jr., has 30½% interest in WCKT, Miami.

Began Operation: Feb. 23, 1949

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

1957 Spring-Summer Edition

Personnel:

James M. Cox Jr., *president*.
 J. Leonard Reinsch, *managing director*.
 Robert H. Moody, *general manager*.
 Harvey R. Young Jr., *assistant to general manager*.
 Stanley G. Mouse, *commercial manager*.
 W. E. Wolaver, *merchandise manager*.
 Charles E. Gay, *program & promotion director*.
 Don Wayne, *news director*.
 Joseph Rockhold, *farm director*.
 Ernest L. Adams, *chief engineer*.

**DIGEST OF RATE CARD NO. 8
(Feb. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun. (Winter Cycle); 7-10 p.m., daily (Summer Cycle).						
\$850.00	\$500.00	\$350.00	\$300.00	\$275.00	\$200.00	\$75.00
Class A—6:30-7:30 p.m., Mon.-Sat.; 3:30-6:30 p.m., Sun.; 10:30-11 p.m., daily. (Winter Cycle); 6:30-7 p.m., Mon.-Sat., 3:30-7 p.m., Sun.; 10-11 p.m., daily (Summer Cycle).						
750.00	450.00	300.00	250.00	200.00	150.00	55.00
Class B—Noon-6:30 p.m., 11 p.m.-midnight, Mon.-Sat.; 11 a.m.-3:30 p.m., 11 p.m.-sign-off, Sun.						
550.00	325.00	220.00	180.00	120.00	90.00	45.00
Class C—All other times.						
350.00	200.00	130.00	115.00	90.00	50.00	30.00

Subject to frequency discounts.

**WLW-D
Dayton**

(Ch. 2)

Licensee: Crosley Broadcasting Corp., 4595 S. Dixie Highway.
 Studio: 4595 S. Dixie Highway. Transmitter: Frytown & W. Carrollton Rds.

Telephone: Walnut 2101. TWX No.: DY 118; DY 233.

Technical Facilities: Channel No 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 510-ft. above av. terrain, 485-ft. above ground, 1421-ft. above sea level, lat. 39° 43' 06", long. 84° 15' 21".

Network Service: NBC, ABC.

AM Affiliate: None locally.

Ownership: Crosley Bcstg. Corp., 100%. (See WLW-T, Cincinnati.)

Began Operation: March 15, 1949.

Represented (sales) by Crosley Broadcasting Corp.; NBC Spot Sales (Detroit, San Francisco, Hollywood); Bomar Lowrance & Assoc. (Charlotte, Atlanta, Dallas).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by L. H. Carr & Associates.

Personnel:

Eric Jensen, *manager*.
 Dale A. Smith, *sales manager*.
 Dorothy Sanders, *publicity-promotion manager*.
 Bruce Todd, *program-sales coordinator*.
 Bob Provence, *program director*.
 Alan Herbert, *news director*.
 Becky Brooks, *public affairs director*.
 Lester Sturgill, *chief engineer*.

DIGEST OF RATE CARD NO. 7—(April 1, 1954)

Hour	30 Min.	25 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily (Winter Cycle); 8-9:30 p.m., daily (Summer Cycle).							
\$800.00	\$480.00	\$440.00	\$320.00	\$280.00	\$200.00	\$175.00*	\$70.00*
Class A—7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily (Winter Cycle); 7-8 p.m., Mon.-Fri.; 6-8 p.m., Sat. & Sun.; 9:30-11 p.m., daily (Summer Cycle).							
750.00	450.00	412.50	200.00	262.50	187.50	100.00*	50.00*
Class B—5-7 p.m., Mon.-Fri.; 3-6 p.m., Sun.; 5-6 p.m., Sat. (Winter Cycle); 6-7 p.m., Mon.-Fri.; 3-6 p.m., Sun. (Summer Cycle).							
550.00	330.00	302.50	220.00	192.50	137.50	60.00*	25.00*
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily (Winter Cycle); 9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily (Summer Cycle).							
375.00	225.00	206.25	150.00	131.25	93.75	40.00	15.00
Class D—Midnight-9 a.m., daily.							
210.00	125.00	115.50	85.00	73.50	55.00	20.00	10.00

*Class AA (Winter Cycle: 7:15-10:45 p.m., daily. Summer Cycle: 7:45-11 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.). Class A (Winter Cycle: 6:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily. Summer Cycle: 6:45-7:45 p.m., Mon.-Fri.; 6-7 p.m., 10-11 p.m., Sat. & Sun.). Class B (Winter Cycle: 5-6:45 p.m., Mon.-Sat.; 3-5 p.m., Sun. Summer Cycle: 5-6:45 p.m., Mon.-Fri.; 5-6 p.m., Sat.; 3-6 p.m., Sun.). Subject to frequency discounts.

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WBMS-AM, Boston, Mass.
WPIT-AM, Pittsburgh,
Penn.

WSTV-TV

STEUBENVILLE, OHIO

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CBS - ABC - CHANNEL 9 230,500 WATTS



Gen'l Mgr: John J. Laux, WSTV-TV, Steubenville, Ohio, Atlantic 2-6265 • Nat'l Sls. Mgr: Rod Gibson, 720 Fifth Ave., N. Y. 17, N. Y. Judson 6-5536

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WSTV-TV	1,045,580	\$500	\$100	552,870
Sta. B, Wheeling	424,510	500	100	226,350
Sta. C, Pittsburgh	1,218,110	2,000	500	971,790

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- Comprehensive merchandising service — tailored to your needs

MR. JOHN J. LAUX, GEN'L MGR. WSTV-TV, STEUBENVILLE, OHIO

TF

- Please have your representative call.
- I'd like to see your new color film, "How to Make Money in the Steel Market."
- Send me a free copy of your "Index of Advertising Effectiveness."
- How can I get your DIRECTORY OF STORES, BUYERS, WHOLESALERS, ETC.?
- Send me your list of merchandising services.

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COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Ohio

WIMA-TV

Lima

(Ch. 35)

Grantee (STA): WLOK Inc., 1424 Rice Ave.

Studio and Transmitter: 1424 Rice Ave.

Telephone: 5-3010. TWX No.: 195.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 16.2-kw visual, 9.55-kw aural. Antenna: 340-ft. above av. terrain, 345-ft. above ground, 1215-ft. above sea level, lat. 40° 44' 53.5", long. 84° 07' 55.5".

Network Service: NBC, CBS, ABC.

AM Affiliate: WIMA, 1-kw, 1150 kc (ABC). FM Affiliate: WIMA-FM, 9.5-kw, 102.1 mc (No. 271), 190-ft. antenna height.

Ownership: Northwestern Ohio Bcstg. Corp.; George Hamilton, pres., 50%; Robt. W. Mack, v.p.-treas., 42.74%; F. E. Mack, 7.27%.

Began Operation: March 30, 1953. Sale to present owners by Pixley and Case families approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

Represented (sales) by H-R Television Inc.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

R. W. Mack, *manager*.
J. L. Spring, *national sales manager*.
Easter Straker, *program director*.
Don Sherwood, *news director*.
M. J. Lamb, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$200.00	\$120.00	\$80.00	\$67.50	\$60.00	\$40.00	\$20.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
112.50	67.50	45.00	39.50	28.25	22.50	11.20

Subject to frequency discounts.

WSTV-TV

Steubenville

(Ch. 9)

Licensee: WSTV Inc., Exchange Realty Bldg.

Studio: Exchange Realty Bldg.

Transmitter: Altamont Heights, 1.3-mi. S. of business center.

Telephone: Atlantic 2-6265. TWX No.: 60.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 234-kw visual, 117-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level, lat. 40° 20' 32", long. 80° 37' 14". Requests change to 302-kw visual, 181-kw aural, 1022-ft. above av. terrain, 764-ft. above ground, 2049-ft. above sea level, lat. 40° 29' 34", long. 80° 00' 03"; transmitter to Troy Hill & County Rd.

Network Service: CBS, ABC.

AM Affiliate: WSTV, .25-kw, 1340 kc (MBS). FM Affiliate: WSTV-FM, 3.1-kw, 103.5 mc (No. 278), 880-ft. antenna height.

Ownership: Jack N. Berkman, pres., 17.09%; John J. Laux, exec. v.p. & gen. mgr., 11.29%; Louis Berkman, 1st v.p., 17.09%; Fred Weber, v.p.; George W. Fellows, 2nd v.p., 1.29%; Joseph M. Troesch, 2nd v.p. & asst. treas., .67%; Carl A. Weinman, secy.-treas., 5.16%; and over 20 other stockholders, none owning as much as 5%. WSTV Inc. also owns KODE-TV and KODE, Joplin, Mo. Ownership interlocks with radio stations WPIT, Pittsburgh & WBMS, Boston; also with Ch. 7 TV applicant for Buffalo and off-air WHTO-TV, Atlantic City, N. J. (Ch. 46). TV-radio stations are operated as The Friendly Group. Note: WSTV Inc. also has application pending before FCC to acquire WBLK-TV, Clarksburg (Ch. 12) & WBLK and radio WPAR, Parkersburg, W. Va. (*Television Digest*, Vol. 11:32).

Began Operation: Dec. 10, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

John J. Laux, *exec. v.p. & general manager*.
Joseph M. Troesch, *asst. manager & commercial manager*.
Beula Goldfein, *asst. secretary & office manager*.
Rod Gibson, *national sales manager*.
Bill Rhodes & Rex King, *Pittsburgh sales office*.
Shirley Rowe, *program coordinator*.
William McClinton, *merchandising & promotion director*.
Scott McMurray, *news editor*.
Roy Briscoe, *news editor*.
Charles Donley, *sports editor*.
Carl Kroskey, *film editor*.
George Wilson, *production supervisor*.
Clyde Higgins, *production supervisor*.
Mary Cadegan, *continuity director*.
Sarah Ekvovich, *traffic director*.
Francis P. Taylor, *farm director*.
Charles Shepherd, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat. & Sun.							
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$112.50	\$100.00	\$50.00
Class A—7-8 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.							
450.00	270.00	180.00	157.50	112.50	101.25	90.00	45.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily.							
400.00	240.00	160.00	140.00	110.00	90.00	80.00	40.00
Class C—Noon-5 p.m., Mon.-Fri.; noon-1 p.m., Sat. & Sun.; 11:30 p.m., midnight, daily.							
300.00	180.00	120.00	105.00	75.00	67.50	60.00	30.00
Class D—Midnight-noon, daily.							
200.00	120.00	80.00	70.00	50.00	45.00	40.00	20.00

Subject to frequency discounts.

WSPD-TV

Toledo

(Ch. 13)

Licensee: Storer Broadcasting Co., 136 Huron St.

Studio: 136 Huron St. Transmitter: 125 S. Superior St.

Telephone: Cherry 8-6201. TWX No.: TO 494.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158.48-kw aural. Antenna: 510-ft. above av. terrain, 557-ft. above ground, 1609-ft. above sea level, lat. 41° 32' 48", long. 83° 20' 48". CP for move to 2-mi. NNE of Genoa, O. on Latchie Rd.

Network Service: CBS, ABC, NBC.

AM Affiliate: WSPD, 5-kw, 1370 kc (NBC). FM Affiliate: WSPD-FM, 23-kw, 101.5 mc (No. 268), 440-ft. antenna height.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Major Regional Networks and Group-Owned Stations.

Began Operation: July 21, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

George B. Storer, *president*.
Allen L. Hald, *v.p. & managing director*.
William Ashworth, *national sales manager*.
Al Ruhfel, *program director*.
John Saunders, *production manager & asst. program director*.
Elaine Phillips, *film director*.
Liz Wagner, *promotion director*.
W. M. Stringfellow, *chief engineer*.

DIGEST OF RATE CARD NO. 12—(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	10 Sec.*
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$280.00	\$170.00**	\$85.00**
Class B—6-7 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.						
750.00	450.00	300.00	263.00	188.00	150.00	75.00
Class C—All other times.						
425.00	255.00	170.00	149.00	106.00	85.00	43.00

Subject to frequency discounts.

* Class AA Announcements (7:30-10:30 p.m., daily): Min. or 20 Sec. \$225, 10 Sec. \$113. **Class A (7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily).



GPL's video recording equipment

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General Precision Laboratory

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WFMJ-TV
Youngstown
(Ch. 21)

Grantee (STA): The Vindicator Printing Co., Vindicator Square.
Studio: 101 W. Boardman St. Transmitter: Mabel St.
Telephone: Riverside 4-8611. TWX No.: YO 79.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 91.2-kw horizontal visual, 45.7-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1015-ft. above ground, 2048-ft. above sea level with 1° tilt, lat 41° 04' 46", long. 80° 38' 25".

Network Service: NBC.

AM Affiliate: WFMJ, 5-kw, 1390-kc (NBC).

Ownership: Vindicator Printing Co., publisher of *Youngstown Vindicator*, 43.88% (treasury stock); William O. Brown, pres.-treas., 1.133%; William F. Maag Jr., v. p. & gen. mgr., 18.166%; William J. Brown, secy., 10.33%; Alma M. Brown, 12.833%; Elizabeth M. Brown, 10.33%; Katherine Smith, 7.09%; J. Floyd Tower, 5.27%; John W. Smith, 3.59%; and 14 others, none over 1%.

Began Operation: Feb. 9, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (See *Television Digest*, Vol. 10:19).

Represented (sales) by Headley-Reed TV.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. Earl Cullum.

Personnel:

William F. Maag, Jr., *president & general manager*.
Mitchell F. Stanley, *station and sales manager*.
Jay Grier, *production director*.
Gene Donahay, *film director*.
Frank Dieringer, *chief engineer*.

DIGEST OF RATE CARD NO. 3
(Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—5:59-11:30 p.m., Mon.-Sat.; 1-11:30 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$80.00	\$40.00
Class B—5:59-11:30 p.m., Mon.-Fri.; 1-5:59 p.m., Sat.; 11:30 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	90.00	60.00	30.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00

Subject to frequency discounts.

WKBN-TV
Youngstown
(Ch. 27)

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd.

Studio and Transmitter: 3930 Sunset Blvd.

Telephone: Sterling 2-1145. TWX No.: YO 81.

Technical Facilities: Channel 27 (548-554 mc). Authorized power: 178-kw maximum and 93.3-kw horizontal visual, 89-kw maximum and 50.1-kw horizontal aural. Antenna: 550-ft. above av. terrain, 539-ft. above ground, 1656-ft. above sea level, lat. 41° 03' 30", long. 80° 38' 42".

Network Service: CBS, ABC.

AM Affiliate: WKBN, 5-kw, 570 kc (CBS). FM Affiliate: WKBN-FM, 25-kw, 98.9 mc (No. 255), 540-ft. antenna height.

Ownership: W. P. Williamson Jr., pres., 59.37%; Gladys S. Williams, treas.; Arthur L. Jones, secy.; Sterling E. Graham, director; Herman L. Vall, director; Myron E. Roberts, director; Forest City Pub. Co., 40.63%. Forest City Pub. Co. publishes *Cleveland Plain Dealer* and *News*, owns WHK, Cleveland; CP for WHK-TV.

Began Operation: Jan. 11, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

W. P. Williamson, Jr., *president & general manager*.
J. I. Bowden, *station director*.
W. P. Williamson III, *public relations director*.
Paul Turner, *TV program director*.
Stu Wilson, *farm director*.
B. T. Wilkens, *chief engineer*.

DIGEST OF RATE CARD NO. 4
(Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:59-11 p.m., Mon.-Sat.; 2:59-11 p.m., Sun.						
\$450.00	\$270.00	\$180.00	\$157.50	\$135.00	\$90.00	\$45.00
Class B—3:59-6:59 p.m., Mon.-Fri.; 12:59-6:59 p.m., Sat.; 12:59-2:59 p.m., Sun.; 11:01 p.m.-midnight, daily.						
337.50	202.50	135.00	118.15	101.25	67.50	33.75
Class C—All other times.						
225.00	135.00	90.00	78.75	67.50	45.00	22.50

Subject to frequency discounts.

1957 Spring-Summer Edition

Ohio

WHIZ-TV
Zanesville
(Ch. 18)

Grantee (STA): Southeastern Ohio Television System.

Studio and Transmitter: Downer Rd.

Telephone: Glastone 2-5431, 3-0361. TWX No.: ZAN 67.

Technical Facilities: Channel No. 18 (494-500 mc). Operating under special temporary authorization with 14.8-kw visual, 8.1-kw aural. Authorized power: 74.1-kw visual, 40.7-kw aural. Antenna: 540-ft. above av. terrain, 506-ft. above ground, 1410-ft. above sea level, lat. 39° 55' 42", long. 81° 59' 06". Requests change to 14.82-kw visual, 8.14-kw aural.

Network Service: ABC, CBS, NBC.

AM Affiliate: WHIZ, 25-kw, 1240 kc (NBC).

Ownership: General partnership: Zanesville Publishing Co., publisher of *Zanesville Times-Recorder* and *Signal*, 63%; Southeastern Ohio Bcstg. System Inc., licensee of WHIZ radio, 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%. Zanesville Publishing owners are Clay Littick, 87.5%; Arthur S. Littick, 3.3%; Wm. O. Littick, 9.2%. Southeastern Ohio Bcstg. owners are Zanesville Publishing Co., 60%; Ernest Graham, 20%; Clarence A. Graham, 20%. Zanesville Publishing also operates WTAP, Parkersburg, W.Va.

Began Operation: May 15, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Robert F. Jones.

Represented (engineering) by Lohnes & Culver.

Personnel:

Allan Land, *general manager*.
Nate Milder, *director of sales*.
William Hunt, *chief engineer*.
Reed Mellon, *director of programs*.
Ralph Young, *film operation manager*.
Ed Fisher, *production manager*.

DIGEST OF RATE CARD NO. 1—(April 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8-Sec.
Class A—6:29-11 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$15.00
Class B—4:59-6:29 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; 1-6:29 p.m., Sun.						
120.00	72.00	48.00	42.00	30.00	24.00	12.00
Class C—All other times.						
80.00	48.00	32.00	28.00	20.00	16.00	8.00

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TV Factbook No. 24

OKLAHOMA

KTEN

Ada

(Ch. 10)

Licensee: Eastern Oklahoma Television Co. Inc., Box 10.
 Studio & Transmitter: 8.5 mi. N. of Ada on State Hwy. 99.
 Telephone: 1010. TWX No.: 288.
 Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 252-kw visual, 141-kw aural. Antenna: 760-ft. above av. terrain, 725-ft. above ground, 1719-ft. above sea level, lat. 34° 54' 08", long. 96° 40' 37".
 Network Service: ABC, NBC, CBS.
 AM Affiliate: KADA, .25-kw, 1230 kc (ABC, MBS); KWSH, 1-kw, 1260 kc (ABC, MBS), Wewoka.
 Ownership: C. C. Morris, estate, 32.3%; Bill Hoover, pres., 32.3%; Erown Morris, v.p., 32.3%. Ownership interlocks with KADA, Ada, and KWSH, Wewoka.
 Began Operation: April 28, 1954.
 Represented (sales) by Venard, Rintoul & McConnell Inc.; Clarke Erown Co. (Southwest).
 Represented (legal) by Spearman & Roberson.
 Represented (engineering) by Vandivere, Cohen & Wearn.
Personnel:
 Bill Hoover, *president & general manager.*
 Brown Morris, *v.p. & station manager.*
 Mrs. C. C. Morris, *secretary-treasurer.*
 Rachel Dew, *asst. secretary-treasurer.*
 Jack Hoover, *coordinator.*
 Loc Bowen, *program manager.*
 George Miller, *news director.*
 Fred Smith, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (Aug. 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily; noon-6 p.m., Sun.							
\$225.00	\$135.00	\$112.50	\$90.00	\$75.00	\$50.00	\$30.00	\$15.00
Class B—Sign-on-5:59 p.m., 11 p.m.-sign-off, daily; sign-on-11:59 Sun.							
175.00	105.00	87.50	70.00	52.50	35.00	17.50	8.75

Subject to frequency discounts.

KVSO-TV

Ardmore

(Ch. 12)

Grantee (STA): John F. Easley, 1614 Stanley St.
 Studio & Transmitter: Hwy. 77 & North Carter County Line.
 Telephone: 3030.
 Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 645-ft. above av. terrain, 355-ft. above ground, 1625-ft. above sea level, lat. 34° 22' 29", long. 97° 08' 23".
 Network Service: NBC.
 AM Affiliate: KVSO, .25-kw, 1240 kc (ABC-MBS).
 Ownership: John F. Easley estate (John E. Riesen, executor). Also owns *Daily Ardmoreite*.
 Began Operation: Aug. 12, 1956.
 Represented (sales) by John E. Pearson Television Inc.
 Represented (engineering) by A. Earl Cullum Jr.
Personnel:
 John Easley Riesen, *general manager.*
 Gordon Lack, *advertising director.*
 Dollie Talkington, *program director.*
 Galy Varnell, *production manager & film buyer.*
 Barbara Winkler, *promotion director.*
 Bill Lauderdale, *news director.*
 Bill Kolb, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (June 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$45.00	\$40.00	\$30.00	\$15.00
Class B—All other times.						
120.00	72.00	48.00	36.00	30.00	24.00	12.00

Subject to frequency discounts.

Oklahoma

KGEO-TV

Enid

(Ch. 5)

Grantee (STA): Streets Electronics Inc., Box 1589.
 Studio: 206 E. Randolph. Transmitter: 6 mi. WNW of Crescent.
 Telephone: Adams 4-5000, Enid; Regent 9-2000, Oklahoma City. TWX No. 467.
 Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1386-ft. above av. terrain, 1356-ft. above ground, 2516-ft. above sea level, lat. 35° 58' 56", long. 97° 41' 43".
 Network Service: ABC.
 AM Affiliate: None.
 Ownership: P. R. Banta, pres., 20.7%; Bruce E. Wallace, vice pres., 9%; George Streets, secy., 20.5%; L. D. Banta, 20.1%; James Cummins, 9%; Ed McGivney, 5.2%; John Ahlf, 8.6%; others, 6.9%.
 Began Operation: July 6, 1954.
 Represented (sales) by John E. Pearson Television Inc.
 Represented (legal) by Lyon, Wilner & Bergson.
 Represented (engineering) by A. Earl Cullum Jr.
Personnel:
 George Streets, *general & commercial manager.*
 Evelyn Green, *program director.*
 Casey Cohlmla, *news-sports director.*
 Eugene Clark, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., Mon.-Sat. 6-10 p.m., Sun.						
\$600.00	\$360.00	\$240.00	\$200.00	\$150.00	\$120.00	\$60.00
Class A—6-7 p.m., Mon.-Sat.; 10-11 p.m., daily.						
500.00	300.00	200.00	170.00	137.50	100.00	50.00
Class B—4-6 p.m., daily.						
400.00	240.00	160.00	120.00	100.00	80.00	40.00
Class C—Sign-on-4 p.m., 11 p.m.-sign-off, daily.						
240.00	144.00	96.00	72.00	60.00	50.00	25.00

Subject to frequency discounts.

KSWO-TV

Lawton

(Ch. 7)

Licensee: Oklahoma Quality Broadcasting Co., Box 1385.
 Studio & Transmitter: Administration Bldg., 4-mi. E. of Lawton.
 Telephone: 7777; sales office: 7725. TWX No.: 472.
 Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 9.12-kw visual, 4.57-kw aural. Antenna: 540-ft. above av. terrain, 520-ft. above ground, 1700-ft. above sea level, lat. 35° 35' 31", long. 98° 19' 08".
 Network Service: ABC.
 AM Affiliate: KSWO, 1-kw, 1380 kc (ABC).
 Ownership: Co-partnership composed of R. H. Drewry, 53.5%; J. R. Montgomery, 15.5%; T. R. Warkentin, 15.5%; R. P. Scott, 15.5%. Licensee owns 90% of KRHD, Duncan, Okla. Messrs Drewry & Warkentin are principals in KMID-TV, Midland, Tex. and control radio KGWA, Enid, Okla.
 Began Operation: March 8, 1953.
 Represented (sales) by John E. Pearson Television Inc.
 Represented (legal) by Lyon, Wilner & Bergson.
Personnel:
 Emmett Keough, *general manager.*
 Paul Goode, *comptroller.*
 Willard Cochran, *chief engineer.*
 Tom Reddell, *program director.*
 Janice Hilder, *traffic department.*

DIGEST OF RATE CARD NO. 2—(June 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.; 1-11 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—4-6 p.m., 10:30-11:30 p.m., Mon.-Sat.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00
Class C—Sign-on-4 p.m., 11:30 p.m.-sign-off, Mon.-Sat.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

KTVX

Muskogee

(See Tulsa)

Oklahoma

KETA Oklahoma City (Ch. 13)

Non-Commercial Educational Station

Grantee (STA): Oklahoma Educational Television Authority, Box 2005, Norman, Okla.

Studios: 1901 N. Ellison, Oklahoma City; Student Union Bldg., Norman.

Transmitter: Box 8631, 7301 N. Lincoln Blvd.

Telephones: Victor 3-6730; Norman, Jefferson 4-6900.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1440-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level, lat. 35° 32' 58", long. 97° 29' 48".

Ownership: Statutory corporation established by Oklahoma State Legislature. Officers: Dr. C. F. Spencer, chairman; Rex Pettijohn, vice-chairman; Dr. J. R. Colvert, secy-treas. Also holds CP for KOED-TV, Tulsa.

Began Operation: April 13, 1956.

Represented (legal) by Cohn & Marks.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

John W. Dunn, *director*.
 Marcus W. Fuller, *program director*.
 Keith E. Stagg, *chief engineer*.

KWTV Oklahoma City (Ch. 9)

Licensee: Oklahoma Television Corp., Box 8788.

Studio & Transmitter: 7401 N. Lincoln Blvd., 8-mi. NE of Oklahoma City.

Telephone: Victor 3-6641. TWX No.: OC 322.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1520-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level, lat. 35° 32' 48", long. 97° 29' 48".

Network Service: CBS.

Ownership: KOMA Inc., 50%; Roy J. Turner, pres., 12½%; Video Independent Theatres Inc. (Henry S. Griffing), 12½%; Luther T. Dulaney, v.p., 12½%; F. E. Harper, v.p., 12½%; John T. Griffin is pres. and majority stockholder of KOMA Inc.; Ownership interlocks with KATV, Pine Bluff, Ark.; KTVX, Muskogee, Okla.; and CP for KBTM-TV, Jonesboro, Ark. (Ch. 8). Video Independent Theatres is TV grantee in Hot Springs, Ark.; Santa Fe, N. M.; and is TV applicant in Sioux Falls, S. D.

Began Operation: Dec. 20, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Edgar T. Bell, *general manager*.
 Fred L. Vance, *sales manager*.
 Jack DeLier, *national sales manager*.
 W. Perry Dickey, *program director*.
 Montez Tjaden, *promotion-publicity director*.
 Joe Lawhead, *continuity director*.
 Bruce Palmer, *news director*.
 Wayne C. Liles, *farm director*.
 Morris W. Thomas, *chief engineer*.

DIGEST OF RATE CARD NO. 7 (Feb. 1, 1957)

Hour	30 Min.	15 Min.	Min.*	20 Sec.*	8 Sec.*
Class AA—7-10 p.m., daily.					
\$900.00	\$540.00	\$360.00	\$225.00	\$225.00	\$112.50
Class A—6-7 p.m., 10-10:30 p.m., daily.					
600.00	360.00	240.00	150.00	120.00	60.00
Class B—10:30-11 p.m., daily; 4-6 p.m., Sun.					
450.00	270.00	180.00	112.50	90.00	45.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-4 p.m., Sun.; 11 p.m.-sign-off, daily.					
300.00	180.00	120.00	75.00	60.00	30.00

*All announcements in all classifications may be combined for frequency discount purposes.
 Subject to frequency discounts.

▶ Extra copies of this

Television Factbook No. 24

available at \$4.50 each

WKY-TV Oklahoma City

(Ch. 4)

Licensee: WKY Television System Inc.

Studio and Transmitter: 500 E. Britton Rd.

Telephone: Trinity 8-2161. TWX No.: OC 568.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 927-ft. above av. terrain, 969-ft. above ground, 2128-ft. above sea level, lat. 35° 33' 24", long. 97° 30' 25".

Network Service: NBC.

AM Affiliate: WKY, 5-kw, 930 kc (NBC).

Ownership: Oklahoma Publishing Co., publisher of *The Daily Oklahoman*, *Oklahoma City Times* and *The Farmer-Stockman*. WKY Television System Inc. Officers: E. K. Gaylord, pres.; P. A. Sugg, exec. v.p.; Hoyt Andres, v.p.; Edw. L. Gaylord, secy-treas.; Eugene B. Dodson, asst. secy. Also operates WSFA-TV, Montgomery, Ala. and WTVT, Tampa, Fla.

Began Operation: June 6, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

E. K. Gaylord, *president*.
 P. A. Sugg, *executive v.p.*
 Hoyt Andres, *v.p. & manager*.
 Kieth Mathers, *TV operations manager*.
 Jim Terrell, *national sales manager*.
 Joe Jerkins, *program manager*.
 Jack Sherry, *promotion manager*.
 Bob Gamble, *news director*.
 Jack Stratton, *farm director*.
 H. J. Lovell, *chief engineer*.
 Aaron Britton, *color coordinator*.

DIGEST OF RATE CARD NO. 10 (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.-Sat.; 6-10 p.m., Sun.						
\$920.00	\$552.00	\$368.00	\$325.00	\$285.00	\$225.00	\$113.00
Class A—6-7 p.m., 10-10:30 p.m., Mon.-Sat.; 4-6 p.m., 10-10:30 p.m., Sun.						
750.00	450.00	300.00	263.00	188.00	160.00	80.00
Class B—10:30-11 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class C—Sign-on-6 p.m., 11 p.m.-sign-off, Mon.-Sat.; sign-on-4 p.m., 11 p.m.-sign-off, Sun.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00

Subject to frequency discounts. Color—Local live, slide & film facilities available at no extra charge.

KOTV Tulsa

(Ch. 6)

Licensee: KOTV Inc., Third & Frankfort Sts.

Studio: Third & Frankfort. Transmitter: 6.4-mi. WNW of Tulsa near Sand Springs.

Telephone: Cherry 2-9233. TWX No.: TU 844.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1330-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level, lat. 36° 11' 26", long. 96° 05' 50".

Network Service: CBS.

AM-FM Affiliates: None.

Ownership: J. H. Whitney & Co., N.Y., 90% (John H. Whitney, 56.5%); Wm. H. Jackson, 10% (former partner J. H. Whitney). KOTV board: C. Wrede Petersmyer, Walter N. Thayer, Robert F. Bryan, Paul E. Taft. Whitney also controls KGUL-TV, Galveston; WISH-TV & WISH, Indianapolis; WINT, Fort Wayne & WANE.

Began Operation: Oct. 22, 1949; sale to General Television Co. (Jack D. Wrather and mother, 50%; Maria Helen Alvarez 50%) approved by FCC July 13, 1952 (*Television Digest*, Vol. 8:19, 31); sale to present owners approved by FCC May 13, 1954 (Vol. 10:14, 20).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Covington & Burling.

Personnel:

C. Wrede Petersmeyer, *president*.
 James C. Richdale Jr., *v.p. & general manager*.
 George Stevens, *commercial manager*.
 Dale Hart, *operations manager & program manager*.
 Robert Freeland, *public relations director*.
 George G. Jacobs, *engineering & development director*.
 Lavoy Hooker, *chief engineer*.
 Audrey DeBoer, *traffic manager*.

(Continued on page 210)

It's
not the
height
of the
handle . . .

But **HOW BIG THE UMBRELLA THAT COUNTS**

WKY-TV

**66 COUNTY
COVERAGE**

Other
Oklahoma City
Station

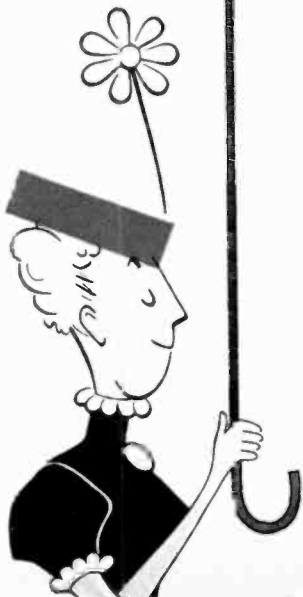
**46 COUNTY
COVERAGE**

18% more TV homes are available to you on
WKY-TV than on the second station.



Owned and Operated by
THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Oklahoma City
WSFA-TV, Montgomery, Ala. WTVT, Tampa, Fla.
Represented by THE KATZ AGENCY, INC.

Source: N. C. S. #2



you get
2
 big Extras



when you buy
2 in TULSA

The top buy in a top market is a pretty good deal . . . but it's an outstanding deal when you add the extras you get from KVOO-TV. Merchandising and promotion aids, market research, constant attention to your account and your problems — these are the "plus values" every advertiser receives when he chooses Channel 2, "the eyes of Oklahoma".



For current availabilities contact any office of

BLAIR-TV

TULSA: KOTV—(Continued)
 DIGEST OF RATE CARD NO. 8
 (Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$750.00	\$450.00	\$300.00	\$262.50	\$187.50	\$175.00	\$87.50
Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 10-10:30 p.m., daily.						
650.00	390.00	260.00	227.50	162.50	130.00	65.00
Class B—5-6:30 p.m., Mon.-Fri.; 5-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
487.50	292.50	195.00	170.50	121.75	97.50	48.75
Class C—9 a.m.-5 p.m., 11 p.m.-sign-off, daily.						
325.00	195.00	130.00	113.75	81.25	65.00	32.50
Class D—Sign-on-9 a.m., daily.						
216.75	130.00	86.75	75.75	54.25	43.25	21.75

Subject to frequency discounts.

KVOO-TV
Tulsa
 (Ch. 2)

Grantee (STA): Central Plains Enterprises Inc., 311 S. Denver St.
 Studio: 311 S. Denver St. Transmitter: Bigheart Mt.
 Telephone: Luther 4-7204. TWX No.: TU 1314.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1330-ft. above av. terrain, 1175.5-ft. above ground, 2147-ft. above sea level, lat. 36° 11' 46", long. 96° 05' 53".

Network Service: NBC.

AM Affiliate: KVOO, 50-kw, 1170 kc. (NBC).

Ownership: William Skelly, pres., 38.88% (held by Southwest Sales Corp.); Dean A. McGee, chairman, 7.41%; Sen. Robert F. Kerr, v.p., 27.89%; Travis M. Kerr, 6.86%; Harold C. Stuart, 12%; F. C. Love, 2.02%; C. B. Akers, 1.81%; Tulsa U., 1.52%; Oklahoma A&M, 1.52%. Kerr family also controls WEEK-TV, Peoria, Ill. and is applicant for Ch. 35 satellite in La Salle, Ill.

Began Operation: Dec. 5, 1954.

Represented (sales) by Blair-TV.

Represented (legal) by Doerner, Rinehart, Stuart & Clammer.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Harold C. Stuart, *exec. v.p.*
 C. B. Akers, *general manager.*
 John Devine, *commercial manager.*
 Bill Sadler, *program director.*
 Fred Komma, *production supervisor.*
 Sam B. Schneider, *promotion-marketing director.*
 Forrest Brokaw, *news manager.*
 Allen Cox, *film editor.*
 Carl Meyerdirk, *home & farm director.*
 John M. Bushnell Jr., *chief engineer.*

DIGEST OF RATE CARD NO. 1—(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class AA—7-10 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$150.00	\$75.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily.						
450.00	270.00	180.00	158.00	113.00	90.00	45.00
Class C—Noon-5 p.m., 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00
Class D—Sign-on-noon, daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00

Subject to frequency discounts.

KTVX
Muskogee-Tulsa
 (Ch. 8)

Licensee: Tulsa Bcstg. Co., 111 S. Cherokee St., Muskogee.

Studios: 720 Eastside Blvd., Muskogee, Okla.; Lookout Mt., Tulsa.

Transmitter: Concharty Mt., 6 mi. NW of Haskell, Okla.

Telephones: 7-4447, Muskogee; Hickory 6-6185, Tulsa. TWX No. TU 91.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1020-ft. above av. terrain, 719-ft. above ground, 1700-ft. above sea level, lat. 35° 51' 43", long. 95° 46' 01". Note: Petitioned to move to Tulsa.

Network Service: ABC.

AM Affiliate: KTUL, Tulsa, 5-kw, 1430 kc, CBS.

Ownership: John T. Griffin, pres., 56.5%; Bryan Cole, v.p., .212%; Marjory Griffin Leake, 39.45%; James C. Leake, v.p., 3.61%; Bryan Mathes, secy.-treas., .212%. Also licensee of radios KTUL, Tulsa & KFPW, Fort Smith, Ark. Interlocking ownership with KOMA Inc. (owns 50% of KWTU, Okla. City); KATV, Pine Bluff, Ark.; and CP for KBTM-TV, Jonesboro, Ark. (Ch. 8).

Began Operation: Sept. 18, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by Paul Godley Co.

Personnel:

Mike Shapiro, *managing director*.
 Bob Norris, *operations director*.
 William D. Swanson, *commercial manager*.
 Robert Mead, *promotion director*.
 Robert E. Snider, *engineering director*.
 Louis O. Brown, *chief engineer*.
 Jack Morris, *news, public relations & special events director*.
 John Rauser, *film manager*.

DIGEST OF RATE CARD NO. 2—(June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., dall.						
\$500.00	\$300.00	\$200.00	\$167.00	\$125.00	\$100.00	\$50.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
400.00	240.00	160.00	133.35	120.00	80.00	40.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily.						
300.00	180.00	120.00	100.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	66.65	50.00	40.00	20.00

Subject to frequency discounts.

OREGON

KVAL-TV

Eugene

(Ch. 13)

Licensee: Eugene Television Inc., Blanton Heights, Eugene.

Studio & Transmitter: Blanton Heights.

Telephone: Diamond 4-3245. TWX No.: EG 019.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 56-kw visual, 32.4-kw aural. Antenna: 1050-ft. above av. terrain, 397-ft. above ground, 1697-ft. above sea level, lat. 44° 00' 05", long. 123° 06' 37".

Network Service: NBC, ABC.

Ownership: Robert P. Booth, pres., 6.66%; C. H. Fisher, v.p., 25.66%; Lee P. Bishop, treas., 6.66%; Thomas Winn, secy., 6.66%; W. D. Abel, director, 6.66%; Harvey S. Benson, asst. secy., 6.66%; E. T. Gardner, 6.66%; William N. Russell, 6.66%; Willis E. Shepard, 6.66%; J. Don Smith, 6.66%; Harry Thoms, 6.66%; C. Philip Tillman, 6.66%; Edna Fisher, 1%. Messrs. Abel, Bishop, Gardner, Smith & Thoms own KORE, Eugene and KCOV, Corvallis, both of Ore. Mr. Fisher owns KTHR, Hood River & holds CPs for AM stations in The Dalles, Ore., and Anacortes, Wash. Eugene TV owns 50% of satellite KPIC, Roseburg, Ore.

Began Operation: April 15, 1954.

Represented (sales) by George P. Hollingbery Co.; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

S. W. McCready, *general manager*.
 Robert Anderson, *production manager*.
 Glenn Nickell, *commercial manager*.
 Robert Anderson, *program director*.
 Alyce Rogers Sheetz, *promotion manager*.
 Jean Lovell, *traffic manager*.
 Martin Levinson, *film director*.
 Alvin Barnard, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(Oct. 16, 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.; 3-10:30 p.m., Sun.						
\$300.00	\$189.00	\$123.00	\$107.00	\$76.00	\$60.00	\$31.00
Class B—5-6:30 p.m., Mon.-Fri.; 3-6:30 p.m., Sat.						
222.00	133.00	91.00	80.00	56.00	47.00	23.00
Class C—All other times.						
200.00	128.00	81.00	71.00	51.00	40.00	20.00

Combination Rates: KVAL-TV & KPIC, Roseburg, Ore.

Class A—6:30-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun.						
\$382.50	\$237.15	\$155.55	\$133.45	\$96.90	\$76.50	\$39.10
Class B—5-6:30 p.m., Mon.-Fri.; 3-6:30 p.m., Sat.						
290.70	174.25	118.15	103.70	73.10	60.35	29.75
Class C—All other times.						
255.00	159.80	102.85	89.10	64.60	51.00	25.50

Subject to frequency discounts.

Oklahoma - Oregon

KOTI

Klamath Falls

(Ch. 2)

Grantee (STA): California-Oregon Television Inc. (KBES-TV), Medford, Ore., Box 1189.

Studio: Oregon Technical Institute campus. Transmitter, 3 mi. NNE of city.

Telephone: Tuxedo 48-131. TWX No.: KF 46.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 13.5-kw visual, 6.76-kw aural. Antenna: 1050-ft. above av. terrain, 109-ft. above ground, 5549-ft. above sea level, lat. 42° 15' 44", long. 121° 45' 38".

Network Service: CBS.

Ownership: Same as KBES-TV, Medford, Ore.

Began Operation: Aug. 13, 1956.

Represented (sales) by Blair Television Associates.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

Walter Richartz, *manager*.

DIGEST OF RATE CARD NO. 1

(July 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.; 6-10 p.m., Sat. & Sun.						
\$150.00	\$90.00	\$60.00	\$50.00	\$38.00	\$30.00	\$15.00
Class B—Noon-1 p.m., 5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10-11 p.m., daily.						
120.00	72.00	48.00	42.00	30.00	24.00	12.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

KBES-TV

Medford

(Ch. 5)

Grantee (STA): California-Oregon Television Inc., Box 1189.

Studio: 2000 Crater Lake Hwy. Transmitter: TV Peak, Medford.

Telephone: Medford 3-4581. TWX No.: MF 47.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28.8-kw visual, 15.8-kw aural. Antenna: 430-ft. above av. terrain, 169-ft. above ground, 2190-ft. above sea level, lat. 42° 25' 43", long. 123° 00' 09".

Network Service: CBS, ABC, NBC.

AM Affiliate: KUIN (Grants Pass), .25-kw, 1340 kc (MBS). FM Affiliate: KGPO (Grants Pass), 3.1-kw, 96.9 mc (No. 245), -1650-ft.

Ownership: Subsidiary of Southern Oregon Bcstg. Co. Amos E. Voorhies, pres., 16 2/3%; Everett A. Faber, v.p.; Edward A. Malone, v.p., William B. Smullin, secy.-treas.; Earle Voorhies, 16 2/3%; John Voorhies, 16 2/3%; Redwood Bcstg. Co. Inc., 50%. KBES-TV also owns KOTI, Klamath Falls, Ore. Mr. Voorhies is publisher of *Grants Pass Courier* (KUIN); Redwood Bcstg. Co. Inc. (William B. Smullin) operates KIEM-TV & KIEM, Eureka, Cal. Southern Oregon Bcstg. also holds 50% of KPIC, Roseburg, Ore.

Began Operation: July 14, 1953.

Represented (sales) by Blair Television Associates.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

Jerry Poulos, *manager*.
 Everett A. Faber, *v.p. and business manager*.
 Ed A. Malone, *v.p. and station manager*.
 William B. Smullin, *general manager*.

DIGEST OF RATE CARD NO. 3

(June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10 p.m., Mon.-Fri.; 5-10 p.m., Sat. & Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—Noon-1 p.m., 5-6:30 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 10-11 p.m., daily.						
180.00	108.00	72.00	63.00	45.00	36.00	18.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Note: For combination rates see KIEM-TV, Eureka, Cal. Subject to frequency discounts.

Oregon

KGW-TV Portland

(Ch. 8)

Grantee (STA): Pioneer Broadcasting Co., 1139 S.W. 13th Ave.

Studio: 1139 S.W. 13th Ave. Transmitter: 299 N.W. Skyline Blvd.

Telephone: Capital 3-6364. TWX No.: PD 217.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1550-ft. above av. terrain, 649-ft. above ground, 1811-ft. above sea level, lat. 45° 31' 22", long. 122° 44' 43".

Network Service: ABC.

AM Affiliate: KGW, 5-kw, 620 kc (ABC).

Ownership: King Bestg. Co., 61.79%; Gordon D. Orput, pres., 2.5%; Dorothy S. Bullitt, exec. v.p. (principal owner of King Bestg.); Paul F. Murphy, v.p., 6.23%; Henry A. Kuckenberg, v.p., 11.67%; Prescott W. Cookingham, secy., .37%; Henry B. Owen, v.p. & treas.; W. Calder McCall, .67%. King Bestg. is licensee of KING-TV, Seattle (Ch. 5) & KING.

Began Operation: Dec. 15, 1957.

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Lohnes & Culver.

Personnel:

Walter E. Wagstaff, *station manager*.

James L. Middlebrooks, *engineering v.p.*

John H. Pindell, *sales manager*.

Thomas Dargan, *program manager*.

A. H. Christensen, *promotion & publicity manager*.

Bernie Carey, *production manager*.

Richard Ross, *news director*.

Clare Hanawalt, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Oct. 17, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:59-10:01 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$250.00	\$225.00	\$200.00	\$100.00
Class A—6:29-6:59 p.m., 10:01-10:31 p.m., daily.						
600.00	360.00	240.00	210.00	190.00	150.00	75.00
Class B—4:29-6:29 p.m., Mon.-Fri.; 2:59-6:29 p.m., 10:31 p.m.-sign-off, daily.						
500.00	300.00	200.00	175.00	150.00	100.00	50.00
Class C—Sign-on-4:29 p.m., Mon.-Fri.; sign-on to 2:59 p.m., Sat. & Sun.						
350.00	210.00	140.00	125.00	105.00	70.00	35.00

Subject to frequency discounts.

KLOR Portland

(Ch. 12)

Licensee: Oregon Television Inc., 915 NE Davis St.

Studio & Transmitter: 4700 SW 19th St.

Telephone: Belmont 4-9721.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1000-ft. above av. terrain, 280-ft. above ground, 1300-ft. above sea level, lat. 45° 29' 20", long. 122° 41' 40".

Ownership: Henry A. White, pres., 19.3%; Stephen E. Thompson, v.p., 19.3%; Robert L. Sabin, secy. & treas., 7.54%; William A. Healy estate, 19.3%; Huntington Malarkey estate, 7.54% (Kathleen E. Malarkey & U.S. National Bank, trustees); Julius L. Meier Jr., director, 26.88%.

Began Operation: March 7, 1955.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by John H. Mullaney.

Personnel:

S. John Schille, *general manager*.

DIGEST OF RATE CARD NO. 3 (June 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.-Fri.						
\$700.00	\$400.00	\$290.00	\$250.00	\$190.00	\$150.00	\$75.00
Class A—6:30-7:30 p.m., 9:30-10:30 p.m., Mon.-Fri.; 4:30-10:30 p.m., Sat. & Sun.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-4:30 p.m., Sat. & Sun.; 10:30-11:30 p.m., daily.						
450.00	270.00	180.00	157.50	112.50	90.00	45.00
Class C—All other times.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00

Subject to frequency discounts.

KOIN-TV Portland

(Ch. 6)

Licensee: Mt. Hood Radio & Television Bestg. Corp., 140 S.W. Columbia St.

Studio: 140 S.W. Columbia St.

Transmitter: 5516 S. W. Barnes Rd.

Telephone: Capitol 8-3333. TWX No.: PD 769.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1530-ft. above av. terrain, 708-ft. above ground, 1773-ft. above sea level, lat. 45° 30' 58", long. 122° 43' 59".

Network Service: CBS.

AM Affiliate: KOIN, 5-kw, 970 kc (CBS). FM Affiliate: KOIN-FM, 48-kw, 101.1 mc (No. 266), 1390-ft. antenna height.

Ownership: Theodore R. Gamble & Harvey Benson, 50% (as trustees under voting trust of original stockholders); Central New York Bestg. Corp., 50%. KOIN-TV officers: T. R. Gamble, pres.; C. Howard Lane, v.p.; Harry H. Buckendahl, v.p.; E. R. Vadeboncoeur, v.p.; Clyde E. Phillips, secy.-treas.; Harvey S. Benson, asst. secy.; S. I. Newhouse Jr., director; Mitzi Newhouse, director; Fred W. Albertson, director. Mr. Gamble owns 30% of KOMO-TV, Seattle & 10% of KOVR, Stockton. Mr. Lane owns 33.3% of KOMO-TV, Central New York Bestg. (Newhouse family) operates WSyr-TV and WSyr, Syracuse, N. Y.; Newhouse family also publishes *Portland Oregonian*, *Syracuse Post-Standard* and *Herald-Journal*. For other broadcasting and newspaper interests see WSyr-TV, Syracuse.

Began Operation: Sept. 29, 1953.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

Personnel:

C. Howard Lane, *v.p. & managing director*.

Frank Coffin, *local sales manager*.

John Palmer, *national sales manager*.

Ted W. Cooke, *program director*.

T. M. Williams, *film director*.

Louis Bookwalter, *chief engineer*.

Luke Roberts, *program production*.

Robert McGill, *promotion director*.

William Drips, *farm director*.

Ralph Greer, *traffic manager*.

DIGEST OF RATE CARD NO. 4-A (Nov. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:29-10:59 p.m., Mon.-Sat.; 2:59-10:59 p.m., Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$205.00	\$140.00*	\$70.00*
Class B—4:59-6:29 p.m., Mon.-Fri.; 1:59-6:29 p.m., Sat.; 11:59-2:59 p.m., Sun.; 10:59 p.m.-midnight, daily.						
525.00	315.00	210.00	183.75	153.75	105.00	52.50
Class C—10:59 a.m.-4:59 p.m., Mon.-Fri.; 10:59 a.m.-1:59 p.m., Sat.; 10:59 a.m.-11:59 a.m., Sun.; midnight-sign-off, daily.						
350.00	210.00	140.00	122.50	102.50	70.00	35.00
Class D—Sign-on-10:59 a.m., daily.						
300.00	180.00	120.00	105.00	87.50	60.00	30.00

* Class A (6:29-7:29 p.m., Mon.-Sat.; 2:59-6:29 p.m., Sun.; 10:29-10:59 p.m., daily. Also has Class AA (7:29-10:29 p.m., Mon.-Sat.; 6:29-10:29 p.m., Sun.): Min. \$200; 8 Sec. \$100.

Subject to frequency discounts.

Small, medium and large stations are finding that
advertisers prefer

TELEPROMPTER SERVICE



SEE PAGE 35

**KPTV
Portland**
(Ch. 27)

Grantee (STA): Storer Broadcasting Co., 735 S.W. 20th Pl.
Studio: 735 S.W. 20th Pl. Transmitter: 3405 S.W. Council Crest Dr.
Telephone: Capitol 2-9921. TWX No.: PD 40.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 1000-kw visual, 500-kw aural. Antenna: 1281-ft. above av. terrain, 536-ft. above ground, 1300-ft. above sea level. lat. 45° 30' 00" long. 122° 42' 00". Holds mod. of CP for 891-kw visual, 457-kw aural. Application to assign CP of KSLM, Salem, to Storer Bestg. Co. pending FCC approval.

Network Service: NBC.

Ownership: Storer Bestg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Major Regional Networks and Group-Owned Stations.

Began Operation: September 20, 1952. Sale to present owners by Empire Coll Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954. (*Television Digest*, Vol. 10:2, 44).

Represented (sales) by NBC Spot Sales; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George B. Storer, *president*.
Frank Riordan, *managing director*.
Donald Tykeson, *national sales manager*.
Gayle V. Grubb, *west coast sales director (San Francisco)*.
Gordon White, *program director*.
Albert E. McLaughlin, *promotion manager*.
Eugene Phelps, *chief engineer*.

DIGEST OF RATE CARD NO. 5—(Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:29-10:59 p.m., Mon.-Sat.; 2:59-10:59 p.m., Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$120.00	\$60.00
Class B—4:59-6:29 p.m., Mon.-Fri.; 10:59-11:31 p.m., daily; 1:59-3:29 p.m., Sat.; 12:50-2:59 p.m., Sun.						
450.00	270.00	180.00	157.50	112.50	90.00	45.00
Class C—2:59-4:59 p.m., Mon.-Fri.; 11:31 p.m.-sign-off, daily; sign-on-12:59 p.m., Sun.						
550.00	210.00	140.00	122.50	87.50	60.00	30.00
Class D—Sign-on-2:59 p.m., Mon.-Fri.						
500.00	180.00	120.00	105.00	75.00	50.00	25.00

Subject to frequency discounts.

Oregon

**KPIC
Roseburg**
(Ch. 4)

(Satellite of KVAL-TV, Eugene, Ore.)

Grantee (STA): South West Oregon Television Bestg. Corp., c/o KVAL-TV, Eugene, Ore.

Studio & Transmitter: 3.1 mi. NE of center of Roseburg.

Telephone: Orchard 2-1721. TWX No.: RS 61.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 537-kw visual, 269-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level, lat. 43° 14' 39.6", long. 123° 18' 42".

Network Service: Same as KVAL-TV.

Ownership: Eugene Television Inc. (KVAL-TV), 50%; California-Oregon TV Inc. (KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore.), 50%. Officers: C. H. Fisher (KVAL-TV), pres.; Wm. B. Smullin (KIEM-TV & KBES-TV), v.p.-treas.; Harvey Benson (KVAL-TV), secy.

Began Operation: April 1, 1956.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Alvin H. Barnard, Eugene.

Personnel:

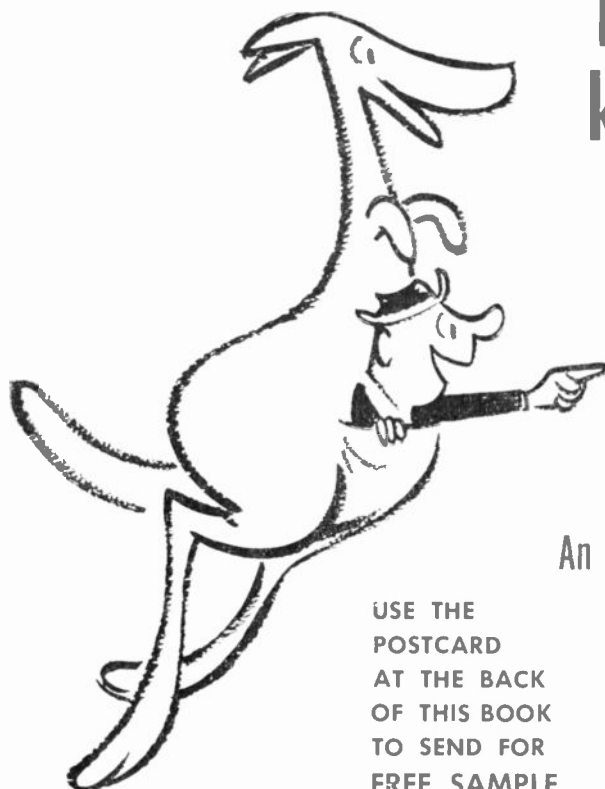
Gene Pierce, *resident manager*.
Dan Bridges, *chief engineer*.

DIGEST OF RATE CARD NO. 1*
(Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$50.00	\$38.00	\$30.00	\$15.00
Class B—5-6:30 p.m., Mon.-Fri.; 3-6:30 p.m., Sat.						
120.00	72.00	48.00	42.00	30.00	24.00	12.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Combination Rate: See KVAL-TV, Eugene.

Subject to frequency discounts.
* Local rates only.



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PENNSYLVANIA

WFBG-TV Altoona

(Ch. 10)

Licensee: Triangle Publications Inc. (Radio & TV Div.), 46th & Market Sts., Philadelphia, Pa.

Studio and Transmitter: Wopsonnock Mt.

Telephone 4-2031. TWX No.: AO 89.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 163-ft. above ground, 2553-ft. above sea level, lat. 40° 34' 01", long. 78° 28' 31".

Network Service: ABC, CBS, NBC.

AM Affiliate: WFBG, .25-kw, 1340 kc (NBC).

Ownership: Triangle Publications Inc., see WFIL-TV, Philadelphia.

Began Operation: March 1, 1953. Sale to present owner by William F. Gable Co. dept. store approved Jan. 11, 1956 by FCC (Television Digest, Vol. 11:33, 39, 47 & 12:2).

Represented (sales) by Blair-TV.

Represented (legal) by Lyon, Wilner & Bergson.

Personnel:

Edward M. Scala, *general manager*.
Jack Snyder, *station manager*.
George Carroll, *program director*.
David P. Pretz, *advertising & promotion manager*.
K. R. Brubaker, *chief engineer*.

DIGEST OF RATE CARD NO. 6 (May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$750.00	\$450.00	\$150.00	\$75.00
Class A—6-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., daily.						
650.00	390.00	\$260.00	\$195.00	\$162.50	130.00	65.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-5 p.m., Sun.; 11-11:30 p.m., Mon.-Sat.; 11-11:15 p.m., Sun.						
450.00	270.00	180.00	135.00	112.50	90.00	45.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, Mon.-Sat.; 11:15 p.m.-sign-off, Sun.; 9 a.m.-noon, daily.						
350.00	210.00	140.00	105.00	87.50	70.00	35.00
Class D—Sign-on-9 a.m. daily.						
175.00	105.00	70.00	52.50	44.00	35.00	17.50

Subject to frequency discounts.

WLEV-TV Bethlehem

(Ch. 51)

Licensee: Associated Broadcasters Inc., Box 111.

Business Office: Savercool Ave., Fountain Hill, Bethlehem, Pa.

Studio and Transmitter: Savercool Ave., Fountain Hill.

Telephone: Allentown, Hemlock 4-6278. TWX No.: An 29.

Technical Facilities: Channel No. 51 (692-698 mc). Authorized power: 20-kw maximum and 7.41-kw horizontal visual, 10.7-kw maximum and 3.98-kw horizontal aural. Antenna: 600-ft. above av. terrain, 235-ft. above ground, 1095-ft. above sea level using 1° electrical beam tilt. lat. 40° 35' 55", long. 75° 25' 12".

Network Service: NBC.

Ownership: See WGAL-TV, Lancaster.

Began Operation: April 21, 1953.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by James C. McNary.

Personnel:

Clair R. McCollough, *station executive*.
Elwood C. Anderson, *station manager*.
J. Robert Gullick, *national sales manager*.
J. E. Mathiot, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Jan. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6:30-11 p.m., daily.						
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$30.00
Class B—5-6 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.						
150.00	90.00	75.00	60.00	52.50	37.50	22.50
Class C—All other times.						
100.00	60.00	50.00	40.00	35.00	25.00	15.00

Subject to frequency discounts.

WGLV Easton

(Ch. 57)

Grantee (STA): WGLV Inc., 2857 Nazareth Rd., Easton, Pa.

Business address: 2857 Nazareth Rd., Easton.

Studio: 2857 Nazareth Rd.

Transmitter: Gaffney Hill, Pa.

Telephone: 3-3557. TWX No.: 71.

Technical Facilities: Channel No. 57 (728-734 mc). Authorized power: 100-kw visual, 49.89-kw aural. Antenna: 1063-ft. above av. terrain, 471-ft. above ground, 1481-ft. above sea level. lat. 40° 37' 35", long. 75° 15' 19".

Network Service: ABC.

AM Affiliate: WEEEX, .25-kw U, 1230 kc. FM Affiliate: WEEEX-FM, 1-kw, 98.3 mc (No. 252), 115-ft. antenna height.

Ownership: Same as Easton Publishing Co. (*Easton Express*); J. L. Stackhouse, pres.-treas.

Began Operation: June 26, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Paul Godley Co.

Personnel:

Charles R. Thon, *general manager*.
William Latham, *sales manager*.
Peter F. Gallagher, *program director*.
Robert Francett, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.					
\$175.00	\$105.00	\$70.00	\$55.00	\$46.00	\$30.00
Class B—5-6:30 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.					
122.00	73.00	49.00	38.00	32.00	22.50
Class C—All other times.					
87.50	52.50	35.00	27.50	23.00	15.00

Subject to frequency discounts.

WSEE Erie

(Ch. 35)

Grantee (STA): Great Lakes Television Co., 1220 Peach St.

Studio: 1220 Peach St. Transmitter: U.S. Hwy. 19, 7 mi. S of Erie.

Telephone: 5-7575. TWX No.: ER 80.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 170-kw visual, 85.2-kw aural. Antenna: 948-ft. above av. terrain, 732-ft. above ground, 2072-ft. above sea level, lat. 42° 05' 55.7", long. 80° 03' 14.5". Requests 168.1-kw visual, 84.05-kw aural, 931-ft. above av. terrain, lat. 42° 02' 20", long. 80° 03' 45"; transmitter to 7 mi. S of Erie on Waterford-Erie Turnpike.

Network Service: CBS, ABC.

Ownership: Jacob A. Young, chairman, 11.1%; George J. Mead, pres., 16.6%; Charles E. Denny, 4.9%; James R. McBrier, v.p., 6%; A. R. Minadeo, v.p., 12.2%; James A. Quisenberry, secy., 2.3%; J. B. Held, 4.9%. Following directors: John J. Mead Jr., 13%; Edward Mead, 1.3%; John W. English, 6.9%; John J. Boland Jr., 6.9%; J. T. Simmons, 7.5%. Ownership interlocks with WNAO-TV, Raleigh, N. C. George J. & John J. Mead Jr. are co-publishers of *Erie Times* and *Morning News*.

Began Operation: April 25, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Kear & Kennedy.

Personnel:

Frank Palmer, *general manager*.
Don Boyce, *regional sales manager*.
Jay Sondheim, *local sales manager*.
Art Hook, *program & production director*.
Bob Harris, *promotion manager*.
Ed Zellefrow, *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Aug. 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	\$30.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
225.00	135.00	90.00	79.00	56.50	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

It Takes the

RIGHT

two!



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A TRIANGLE STATION

WFBG-TV
ALTOONA, PENNSYLVANIA



Channel 10
ABC-TV • NBC-TV

Represented by BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

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WHGB-AM Harrisburg, Pa. / WFBG-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn.

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A subscription to RADIO-TELEVISION DAILY will not only keep you informed on industry spot news and equipment, but will answer your every question on radio and television through the year.

WICU

Erie

(Ch. 12)

Licensee: Dispatch Inc., 3514 State St.

Studio & Transmitter: 3514 State St.

Telephone: 4-5201. TWX No.: ER 81.

Technical Facilities: Channel No. 12 (204-210 mc). Operating under special temporary authorization with 30-kw visual power, 15-kw aural. Antenna: 115-ft. above av. terrain, 309-ft. above ground, 1113-ft. above sea level, lat. 42° 36' 14", long. 80° 04' 11". Requests 207.5-kw visual, 103.8-kw aural, 782-ft. above av. terrain, 569-ft. above ground, 1949-ft. above sea level, lat. 42° 03' 53", long. 80° 00' 18"; transmitter to 5.6-mi. SE of center of Erie.

Network Service: NBC, ABC.

AM Affiliate: WIKK, 5-kw, 1330 kc (NBC).

Ownership: Edward Lamb, pres.-treas., 70.83%; J. Howard McGrath, exec. v.p.; Frank C. Oswald, v.p.; Cecile Huebner, secy.; Edward H. Lamb, asst. secy.; Prudence H. Lamb, director, 21.11% (as trustee for 3 Lamb family trusts, holds remaining 8.06%). Holds CP for WMAC-TV, Massillon, O.; is TV applicant for Toledo; operates WHOO, Orlando, Fla.

Began Operation: March 15, 1949.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by McGrath & Brown.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Edward Lamb, *president*.
Frank C. Oswald, *asst. to president*.
Ben McLaughlin, *general manager*.
Bob Lunquist, *commercial manager*.
Joe Laconi, *program director*.
Bob Weschler, *promotion director*.
Michael Csop, *chief engineer*.

DIGEST OF RATE CARD NO. 9—(Nov. 15, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	\$140.00*	\$70.00*
Class B—5-6 p.m., 11-11:30 p.m., daily.						
525.00	315.00	210.00	183.75	157.50	105.00	52.50
Class C—Noon-5 p.m., 11:30 p.m.-midnight, daily.						
350.00	210.00	140.00	122.50	105.00	70.00	35.00
Class D—Midnight-noon, daily.						
175.00	105.00	70.00	61.25	52.50	35.00	17.50

* Class AA—(7:59-10:31 p.m., daily): 20 Sec. \$160.00, 10 Sec. \$80.00. Subject to frequency discounts.

Pennsylvania

WHP-TV

Harrisburg

(Ch. 55)

Grantee: (STA): WHP Inc., 216 Locust St.

Studio: 216 Locust St. Transmitter: Blue Mountain.

Telephone: Cedar 4-3211. TWX No.: HB 194.

Technical Facilities: Channel No. 55 (716-722 mc). Authorized power: 241-kw maximum and 182-kw horizontal visual, 130-kw maximum and 100-kw horizontal aural. Antenna: 910-ft. above av. terrain, 179-ft. above ground, 1489-ft. above sea level, lat. 40° 20' 44", long. 76° 52' 09". Holds CP for 514-kw maximum and 229-kw horizontal visual, 277-kw maximum and 123-kw horizontal aural, 207-ft. above ground, 1517-ft. above sea level.

Network Service: CBS.

AM Affiliate: WHP, 5-kw, 580 kc (CBS). FM Affiliate: WHP-FM, 1.55-kw, 97.3 mc (No. 247), -35-ft. antenna height.

Ownership: Telegraph Press Inc., 96.25%; E. J. Stackpole, pres.-treas., .0823%; A. K. Redmond, v.p., 3.5%; A. H. Stackpole, v.p., .0823%; Bowman A. Brown, secy. & asst. treas., .0823%.

Began Operation: April 1, 1953.

Represented (sales) by Bolling Co. Inc

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

A. K. Redmond, *general manager*.
Dick Redmond, *program manager*.
Beatrice Pottelger, *sales service director*.
Joe Harper, *news director*.
E. Dan Liebensperger, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(March 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—7:30-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.					
\$325.00	\$195.00	\$130.00	\$115.00	\$100.00	\$65.00
Class B—6-7:30 p.m., Mon.-Sat.; 11-11:15 p.m., daily; 2-5 p.m., Sun.					
250.00	150.00	100.00	85.00	75.00	50.00
Class C—All other times.					
150.00	90.00	60.00	52.50	45.00	30.00

Subject to frequency discounts.

WICU, ERIE . . . THE PICK OF THE PACKED HOUSES . . .

When a market area sizzles with restless bulldozers, riveting guns, expanding industries and additional transportation arteries—rest assured the forecast indicates a continuation of the phenomenal growth and development of the Erie area. For example . . .

- Employment in Erie County manufacturing plants rose steadily in 1956 to a reported total of 45,650. This figure exceeds by 4,250 the mark set in 1955.
- Kaiser Aluminum recently took out a building permit for the construction of a \$400,000 factory building.
- Contracts for future construction totaling \$2,451,000 were awarded during the month of November, 1956.
- The construction of a 46-mile \$62,000,000 freeway in Erie County.

Now's the time to enhance your client's spot TV franchise over WICU—for greater viewing and more families per advertising dollar.

For further marketing details contact Petry or Ben McLaughlin, WICU Station Manager.

WICU

ERIE, PA.

CHANNEL 12

OWNED AND OPERATED BY
EDWARD LAMB ENTERPRISES

REPRESENTED BY:

- WICU—channel 12. Edward Petry Co., Inc.
- Erie Dispatch. Reynolds—Fitzgerald, Inc.
- WIKK—N.B.C. Edward Petry Co., Inc.

Pennsylvania

WCMB-TV Harrisburg (Ch. 27)

Grantee (STA): Rossmoyne Corp., 228 Court St.
Studio: 228 Court St. **Transmitter:** Blue Mt., approx. 1-mi. NE of Summerdale, Pa.
Telephone: Cedar 4-3005.
Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 186-kw visual, 105-kw aural. Antenna: 930-ft. above av. terrain, 400-ft. above ground, 1450-ft. above sea level, using .6° beam tilt, lat. 40° 18' 58", long. 76° 56' 57".
AM Affiliate: WCMB, 5-kw, 1460 kc (MBS).
Ownership: Edgar T. Shepard Jr., pres., 66 $\frac{2}{3}$ %; Edgar K. Smith, v.p., 33 $\frac{1}{3}$ %.
Began Operation: Sept. 2, 1954.
Represented (sales) by Gill-Perna Inc.
Represented (legal) by McKenna & Wilkinson.
Represented (engineering) by Frank H. McIntosh & Assoc.
Personnel:

Ed K. Smith, v.p. & general manager.
 J. Howard Bair, chief engineer.

DIGEST OF RATE CARD NO. 1—(March 1, 1954)

Hour	45 Min.	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-11 p.m., daily.							
\$200.00	\$160.00	\$120.00	\$100.00	\$80.00	\$60.00	\$50.00	\$30.00
Class B—All other times.							
150.00	120.00	90.00	75.00	60.00	45.00	37.50	22.50

Subject to frequency discounts.

WTPA Harrisburg (Ch. 71)

Grantee (STA): The Patriot News Co., 812 Market St.
Studio: 3235 Hoffman St. **Transmitter:** E. Pennsboro Twp.
Telephone: Cedar 8-7171. **TWX No.:** HB 91.
Technical Facilities: Channel No. 71 (812-818 mc). Authorized power: 220-kw visual, 110-kw aural. Antenna: 990-ft. above av. terrain, 439-ft. above ground, 1519-ft. above sea level, lat. 45° 19' 03", long. 76° 56' 50". Note: Has requested allocation of Ch. 33 to Harrisburg.
Network Service: ABC.
AM Affiliate: None.
Ownership: The Patriot News Co., 100%; officers: Edwin F. Russell, pres.; S. I. Newhouse, v.p. & secy.; Sarah Russell, treas.; B. F. Lantz, asst. secy. & asst. treas. Also publishes *Harrisburg Patriot and News*. For other Newhouse family interests, see WSYR-TV, Syracuse, N. Y.
Began Operation: June 19, 1953.
Represented (sales) by Harrington, Righter & Parsons, Inc.
Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
Represented (engineering) by Lohnes & Culver.

Personnel:

Don Wear, general manager.
 Allen Solada, sales manager.
 Roy McCauley, program director.
 Fred Leuschner, news editor.
 Paul Gross, chief engineer.

DIGEST OF RATE CARD NO. 3 (Dec. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.
Class A—7:30-10:30 p.m., daily.					
\$350.00	\$210.00	\$140.00	\$110.00	\$87.50	\$70.00
Class B—5-7:30 p.m., 10:30-11 p.m., daily.					
265.00	159.00	106.00	79.50	66.00	53.00
Class C—All other times.					
175.00	105.00	71.00	55.00	43.75	35.00

Subject to frequency discounts.

WJAC-TV Johnstown (Ch. 6)

Licensee: WJAC Inc., 329 Main St.
Studio: Chestnut St. & 10th Ave. **Transmitter:** Laurel Hill Mt.
Telephone: 5-1262. **TWX No.:** JNTN 79.
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 70.8-kw visual, 35.4-kw aural. Antenna: 1120-ft. above av. terrain, 162-ft. above ground, 2872-ft. above sea level, lat. 40° 22' 22", long. 78° 58' 51".
Network Service: ABC, NBC.
AM Affiliate: WJAC, .25-kw, 1400 kc (NBC). **FM Affiliate:** WJAO-FM, 8.3-kw, 95.5 mc (No. 238), 1070-ft. antenna height.
Ownership: Same as *Johnstown Tribune*. **WJAC Inc. officers:** Walter W. Krebs, pres.; A. D. Schrott, secy.-treas.; N. L. Straub, v. p.
Began Operation: Sept. 15, 1949.
Represented (sales) by The Katz Agency Inc.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by James C. McNary.

Personnel:

Walter W. Krebs, president.
 Alvin D. Schrott, general manager.
 Frank P. Cummins, program director.
 John H. Hepburn, sales manager.
 Nevin L. Straub, director of technical operation.
 Theodore Campbell, chief engineer.

DIGEST OF RATE CARD NO. 10 (Jan. 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., daily.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$250.00	\$125.00
Class A—6:30-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 10:30-11 p.m., daily.						
900.00	540.00	360.00	315.00	270.00	225.00	112.50
Class B—6-6:30 p.m., Mon.-Sat.						
.....	420.00	280.00	245.00	175.00	150.00	75.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
420.00	250.00	170.00	150.00	125.00	100.00	50.00
Class D—Sign-on-9 a.m., daily.						
210.00	125.00	85.00	75.00	63.00	50.00	25.00

Subject to frequency discounts. Color—No additional charge.



unique GPL
Video Switcher

Ideal for field use; permits prevues and effects in remote programming. Ask for details.



get more from
your single
color camera
installation

with GPL-WATSON VARI-FOCAL LENS. See ad on page 419. Ask for details.

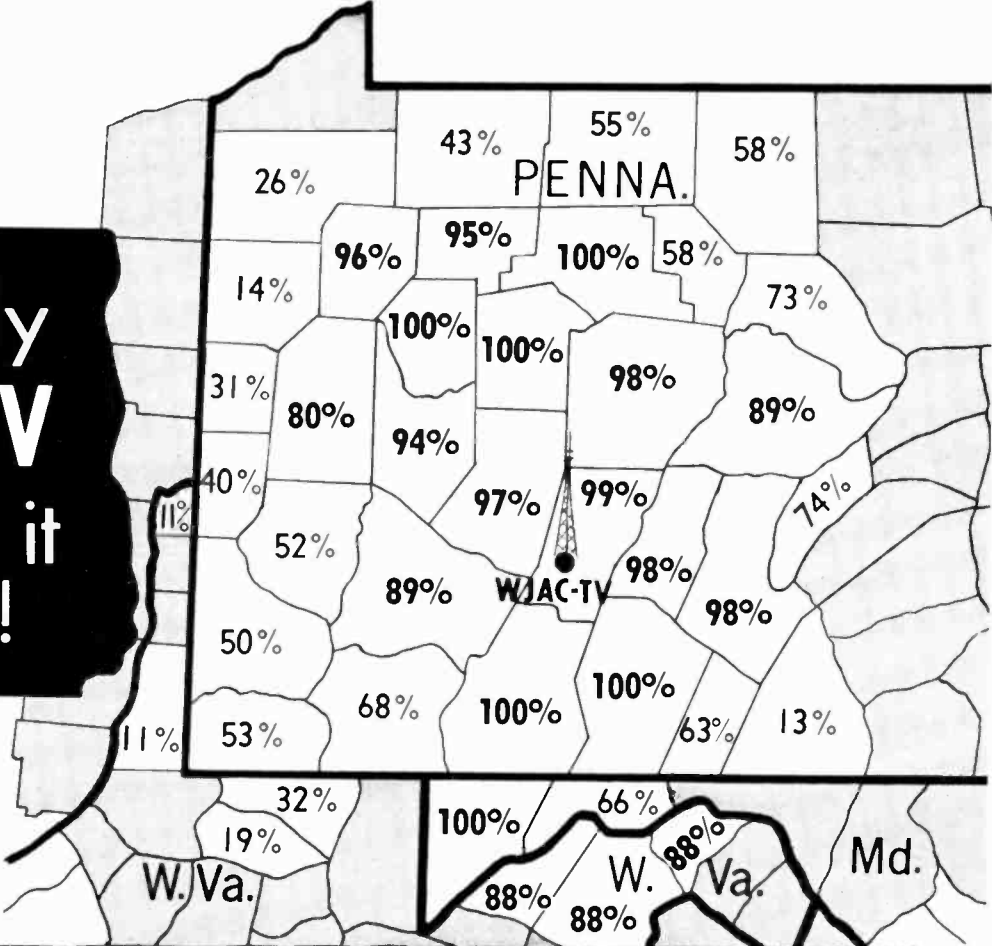
General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

PENNSYLVANIA'S 3rd TV MARKET

and only
WJAC-TV
delivers it
to you!



In 20 counties out of this 41-county coverage WJAC-TV serves 80 to 100% of TV homes!

With over a million TV homes in its coverage area, WJAC-TV has a solid claim on Pennsylvania's 3rd TV Market — and up-to-the-minute NCS figures point up what tremendous appeal WJAC-TV has for this responsive market. It reaches into 63% of the TV homes in this rich and prosperous area — and over half a million viewer homes follow WJAC-TV three or more days a week. That's a mighty potent punch to put behind your product — a selling force you need if you really want Southwestern Pennsylvania.

JOHNSTOWN-ALTOONA TV AUDIENCE

(Cambria and Blair Counties)

The latest A.R.B. study (Nov., 1956) shows . . . out of 112 quarter-hour rating periods from 7:00 to 11:00 P. M. . . .

WJAC-TV leads in 105 periods
Station B leads in 7 periods

Of the top 25 night time shows . . . 24 are on WJAC-TV . . . 1 on Station B!



AMERICA'S 10th TV MARKET

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

your prospects—

**3 1/2 million
people owning
917,320
television sets**

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8 MULTI-CITY MARKET



NBC and CBS 316,000 WATTS

WARD-TV Johnstown

(Ch. 56)

Grantee (STA): Rivoli Realty Co., Porch Bldg.

Studio & Transmitter: Cover Hill.

Telephone: 8-1216. TWX No.: 502.

Technical Facilities: Channel No. 56 (722-728 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 91-kw visual, 46-kw aural. Antenna: 610-ft. above av. terrain, 540-ft. above ground, 2461-ft. above sea level, lat. 40° 19' 47", long. 78° 53' 45". Requests change to Ch. 19, 131-kw max. and 81.5-kw horizontal visual, 97.5-kw max. and 44-kw horizontal aural, 639-ft. above av. terrain, 557-ft. above ground, 2477-ft. above sea level.

Network Service: CBS, ABC.

AM Affiliate: WARD, .25-kw, 1490 kc (CBS). FM Affiliate: WARD-FM, .285-kw, 92.1 mc (No. 221), minus 87-ft. antenna height.

Ownership: Walter M. Thomas, pres.-treas., 17.24%; Dr. George D. Gartland, v.-p., 17.24%; Margaret E. Gartland, secy., 51.72%; Clarence B. Hammerle, 6.89%; George D. Gartland Sr., 6.89%.

Began Operation: Oct. 15, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by George C. Davis Consulting Engineers.

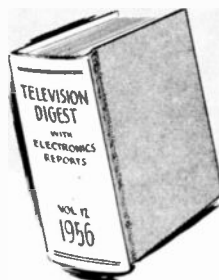
Personnel:

Richard Butterfield, *general manager*.
Samual Goodman, *operations manager*.
Ernest Reaty, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$70.00	\$50.00	\$37.50	\$15.00
Class B—All other times.							
125.00	75.00	62.50	50.00	37.50	25.00	22.00	10.00

Subject to frequency discounts.



1956

All of

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Television Digest
with ELECTRONICS REPORTS
WYATT BUILDING, WASHINGTON 5, D. C.

WGAL-TV

Lancaster

(Ch. 8)

Licensee: WGAL Inc., 8 West King St.

Studio: Lincoln Hwy. West. Transmitter: 2.25 mi. NE of Hallam, Pa.

Telephone: Express 3-5851. TWX No.: LN 34.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 500-ft. above ground, 1523-ft. above sea level, lat. 40° 02' 06", long. 76° 37' 14".

Network Service: CBS, NBC.

AM Affiliate: WGAL, .25-kw, 1490 kc (NBC). FM Affiliate: WGAL-FM, 3.8-kw, 101.3 mc (No. 267), 215-ft. antenna.

Ownership: Same interests (Steinman brothers) also operate WLEV-TV, Bethlehem, Pa., and operate AM stations WDEL, Wilmington, Del.; WGAL, Lancaster; WORK, York; WKBO, Harrisburg; WEST, Easton; WRAW, Reading, all in Pennsylvania, Steinmans also publish *Lancaster New Era* and *Intelligence-Journal*. Note: Also is buying radio WRAK, Williamsport and CP for WRAK-TV (Ch. 36).

Began Operation: March 18, 1949.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by Duke M. Patrick.

Represented (engineering) by James C. McNary.

Personnel:

Clair R. McCollough, *president & general manager*.
 J. Robert Gulick, *asst. general manager in charge of sales*.
 Harold E. Miller, *station manager*.
 Paul C. Rodenhauser, *program director*.
 Paul I. Woodland, *promotion manager*.
 Harry J. Shaub Jr., *business manager*.
 Robert Mallick, *farm director*.
 J. E. Mathiot, *chief engineer*.

DIGEST OF RATE CARD NO. 10—(Aug. 1, 1955)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class AA—8-10 p.m., daily.					
\$1200.00	\$720.00	\$480.00	\$360.00	\$240.00	\$120.00
Class A—6:30-8 p.m., 10-11 p.m., daily.					
1000.00	600.00	400.00	300.00	200.00	100.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.					
750.00	450.00	300.00	225.00	150.00	75.00
Class C—All other times.					
500.00	300.00	200.00	150.00	100.00	50.00

Subject to frequency discounts.

WHYY-TV Philadelphia

(Ch. 35)

Non-Commercial Educational Station

Grantee (STA): Metropolitan Philadelphia Educational Radio & TV Corp., c/o Walter Biddle Saul, Packard Bldg., Philadelphia.

Studio: 1622 Chestnut St. Transmitter: Architects Bldg., 17th & Sansom Sts.

Telephone: Locust 8-1240.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 155-kw visual, 83.2-kw aural. Antenna: 500-ft. above av. terrain, 585-ft. above ground, 625-ft. above sea level, lat. 39° 57' 04", long. 75° 10' 08".

FM Affiliate: WHYY, 20-kw, 90.9 mc (No. 215), 500-ft. antenna height.

Ownership: Non-profit corporation composed of educational & cultural institutes in the Philadelphia area. Officers: Walter Biddle Saul, pres.; Allen T. Bonnell, secy.-treas.

Began Operation: Nov. 20, 1956, with test pattern; programming start delayed indefinitely by dispute between board of education and station management (*Television Digest*, Vol. 12:47).

Represented (legal) by Saul, Ewing, Remick & Saul, Philadelphia.

Personnel:

Richard S. Burdick, *managing director*.
 John Ullrich, *executive producer*.
 David Limmer, *community relations director*.
 William McCarter, *production manager*.
 Samuel H. Barbour, *chief engineer*.

1957 Spring-Summer Edition

AMERICA'S 10th TV MARKET

CHANNEL 8 MULTI-CITY MARKET



NBC and CBS 316,000 WATTS

**\$5³/₄ billion
annual income**
**\$3²/₃ billion
retail sales**

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

STEINMAN STATION
 Clair McCollough, Pres.

Representative

the **MEEKER** Company, Inc.
 New York Los Angeles
 Chicago San Francisco

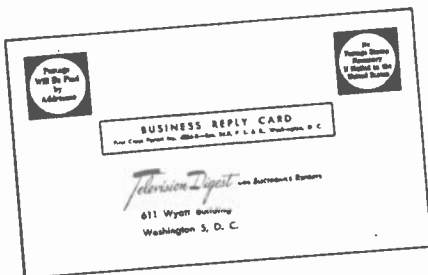


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read less
and know more

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Television Digest
 with **ELECTRONICS REPORTS**
 WYATT BUILDING, WASHINGTON 5, D. C.

WCAU-TV
Philadelphia

(Ch. 10)

Licensee: WCAU Inc., City & Monument Aves.
 Studio: City & Monument Aves. Transmitter: Domino Lane & Fowler St.
 Telephone: Greenwood 7-8300.
 Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 979-ft. above ground, 1261-ft. above sea level, lat. 40° 02' 36", long. 75° 14' 12".
 Network Service: CBS.
 AM Affiliate: WCAU, 50-kw, 1210 kc (CBS). FM Affiliate: WCAU-FM, 11-kw, 98.1 mc (No. 231), 630-ft. antenna height.
 Ownership: Same as Philadelphia Bulletin. Also owns controlling interest in Scranton Broadcasters Inc., operators of WGBI-TV, Scranton, Pa.

Began Operation: March 15, 1948.
 Represented (sales) by CBS Television Spot Sales.
 Represented (legal) by Pierson, Ball & Dowd.

Personnel:
 Donald W. Thornburgh, *president & general manager.*
 Joseph L. Tinney, *v.p. & asst. general manager.*
 Charles Vanda, *v.p. in charge of television.*
 John G. Leitch, *v.p. in charge of engineering.*
 Robert N. Pryor, *v.p. in charge of promotion and publicity.*
 Robert M. McGredy, *v.p. in charge of TV sales.*
 Mel Levine, *asst. program manager.*
 John F. Horstmann Jr., *operations manager.*
 Charles Shaw, *news director.*
 Wm. Bennett, *farm director.*
 Louis De Marco, *production facilities manager.*
 Norman Leebron, *head of film operations.*
 John Ferlaine, *art director.*
 Margaret M. Kearney, *educational director.*
 Charles Gimborn, *photography director.*
 Francis J. Haney, *general engineer for color.*

DIGEST OF RATE CARD NO. 11
 (April 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$3250.00	\$1950.00	\$750.00	\$375.00
Class A—7:30-8 p.m., Mon.-Fri.; 7-8 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
2200.00	1320.00	880.00	770.00	550.00	500.00	250.00
Class B—6-7:30 p.m., Mon.-Fri.; 2-7 p.m., Sat.; 1-7 p.m., Sun.; 11-11:15 p.m., daily.						
1700.00	1020.00	680.00	595.00	425.00	350.00	175.00
Class C—8 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-2 p.m., Sat.; 10 a.m.-1 p.m., Sun.; 11 p.m.-1 a.m., daily.						
1250.00	750.00	500.00	437.50	312.50	225.00	112.50
Class D—1-8 a.m., Mon.-Fri.; 1-10 a.m., Sat. & Sun.						
750.00	450.00	300.00	262.50	187.50	150.00	75.00

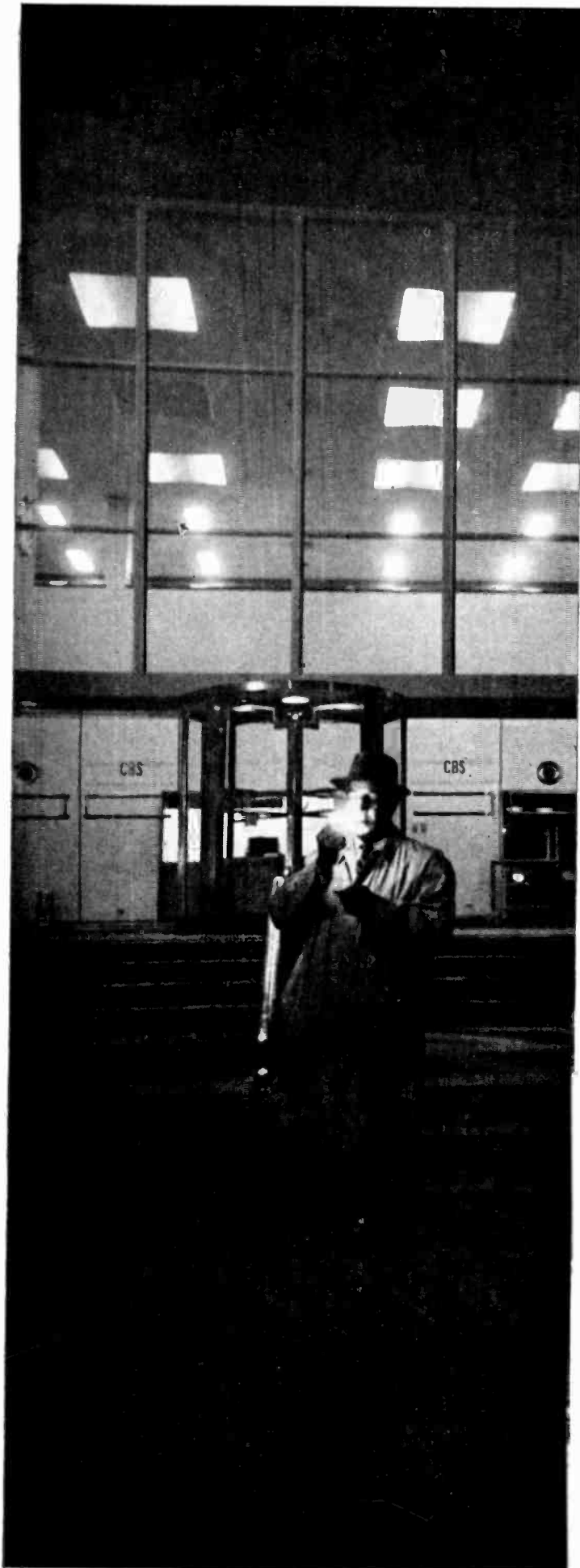
Subject to frequency discounts.

For every local station intent on accomplishing top caliber network performances.



TELEPROMPTER[®]
SERVICE

SEE PAGE 35



WCAU
PHILADELPHIA

means personalities

Good show, John Facenda, let's call it a day. This man is really amazing. His 11 p.m. news on WCAU-TV rates an impressive 20.3 average in ARB for the first six months of 1956. Name any other three newscasters heard in Philadelphia—network or local. Their *combined* ratings will be less than that of Facenda's nightly chat to 851,000 faithfuls. One-time newspaperman John Facenda does 16 news shows a week. Eleven TV, 5 radio and they all click. The reason? Call it sincerity, magnetism, personality. Personality—that's what makes John Facenda the outstanding newscaster in Philadelphia.

That's what makes WCAU, too.

WCAU, WCAU-TV *The Philadelphia Bulletin Radio and TV stations.*

Represented nationally by CBS Spot Sales.

By far Philadelphia's most popular stations.

Ask ARB. Ask Pulse. Ask Philadelphians.

Pennsylvania

WFIL-TV Philadelphia (Ch. 6)

Licensee: Triangle Publications Inc. (Radio & TV Div.), 46th & Market Sts.

Studio: 46th & Market Sts. Transmitter: Roxborough, Pa.

Telephone: Evergreen 2-4700. TWX No.: PH 670.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 660-ft. above av. terrain, 659-ft. above ground, 924-ft. above sea level, lat. 40° 02' 40" long. 75° 14' 30". Requests change to 74.1-kw visual, 37.1-kw aural, 1094-ft. above av. terrain, 1111-ft. above ground, 1364-ft. above sea level, lat. 40° 02' 38", long. 75° 14' 26"; transmitter to Umbria St., near Domino Lane.

Network Service: ABC.

AM Affiliate: WFIL, 5-kw, 560 kc (ABC). FM Affiliate: WFIL-FM, 10-kw, 102.1 mc (No. 271), 270-ft. antenna height.

Ownership: Walter H. Annenberg and family. Triangle Publications Inc., Radio & TV Div. operates WFIL-TV & WFIL-AM & FM, Philadelphia; WFBG-TV & WFBG, Altoona; WNEF-TV & WNEF-AM & FM, Binghamton, N. Y.; WNHC-TV & WNHC-AM & FM, New Haven, Conn.; owns 50% of WHGB, Harrisburg, Pa.; is applicant for purchase of WLBR-TV, Lebanon, Pa. Triangle publications Inc. publishes *Philadelphia Inquirer*, *Seventeen Magazine*, *TV Guide* and other publications.

Began Operation: Sept. 13, 1947.

Represented (sales) by Blair-TV.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by Kear & Kennedy

Personnel:

Roger W. Clipp, *general manager*.
George A. Koehler, *station manager*.
Kenneth W. Stowman, *general sales manager*.
Sherman Gregory, *TV sales manager*.
Jack Steck, *executive asst. in charge of program development*.
James A. Felix, *program director*.
Lewis Klein, *production manager*.
Henry E. Rhea, *chief engineer*.
Joe Zimmerman, *advertising and promotion manager*.
John C. Harlan, *business manager*.

DIGEST OF RATE CARD NO. 14—(June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$3200.00	\$1920.00	\$750.00	\$375.00

Class A—7:30 p.m., Sun.; 10:30-11 p.m., daily.	2200.00	1320.00	\$880.00	\$733.33	\$586.67	400.00	200.00
Class B—5-7:30 p.m., Mon.-Fri.; 2-7:30 p.m., Sat.; 1-7 p.m., Sun.	1700.00	1020.00	680.00	566.67	453.33	350.00	175.00
Class C—2:30-5 p.m., Mon.-Fri.	1300.00	780.00	520.00	433.33	346.67	275.00	137.50
Class D—Sign-on-2:30 p.m., Mon.-Fri.; sign-on-2 p.m., Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.	1050.00	630.00	420.00	350.00	280.00	225.00	112.50

Subject to frequency discounts.

WRCV-TV Philadelphia (Ch. 3)

Licensee: National Broadcasting Co., NBC Bldg., 1619 Walnut St.

Studio: 1619 Walnut St. Transmitter: 1300 E. Mermaid Lane, Wyndmoor, Pa.

Telephone: Locust 4-3700. TWX No.: PH 267.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 750-ft. above av. terrain, 602-ft. above ground, 1014-ft. above sea level, lat. 40° 05' 00", long. 75° 10' 47". Requests change to 100-kw max. and 97-kw horizontal visual, 50-kw max. and 48.5-kw horizontal aural, 1000-ft. above av. terrain, 1111-ft. above ground, 1364-ft. above sea level, lat. 40° 02' 38", long. 75° 14' 26"; transmitter between Domino Lane, Wigard St., Umbria St. and Ridge Ave.

Network Service: NBC.

AM Affiliate: WRCV, 50-kw, 1060 kc (NBC).

Ownership: See WRCA-TV, New York.

Began Operation: September 1941; sold to Westinghouse Bcstg. by Philco Corp. in 1953 (*Television Digest*, Vol. 9:8, 22); then transferred to present owner in deal approved Dec. 21, 1955 (see *Television Digest*, Vol. 11:2 & 12:3).

Represented (sales) by NBC Spot Sales.

Personnel:

Lloyd E. Yoder, *v.p. & general manager*.
Curtis Peck, *director of operations*.
Stan Lee Broza, *program director (TV & AM)*.
Ted Walworth, *sales director*.
Chet Messervey, *local sales manager*.
George Mathews, *business manager*.
George Cyr, *program manager*.
Jack Wiley, *advertising & promotion manager*.
William Howard, *chief engineer*.

(Continued on page 226)



The New GPL 35mm. Telecast Projector will give your station The Finest In Color

Some reasons why this equipment has been purchased in quantity by major networks:

- Flatness of illumination greater than 90% of high level
- Jump and weave less than 0.15% of picture width
- Resolution in excess of 500 lines
- 40% nominal application time
- Relay condensing optics for field lens or direct-in operation
- Dual lamp system for completely reliable operation
- Standard motion-picture sound specifications
- Permits still-frame operation
- Designed for 3-vidicon color or monochrome chains

General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

TV Factbook No. 24

nothing succeeds like success!



out in front...

WFIL-TV is rated FIRST*

2 PM to Sign Off, Monday thru Friday

9% more than Station B

88% more than Station C

Now—for A SOLID YEAR WFIL-TV has been first in Philadelphia ratings.

Source: ARB, Dec 1955-Nov 1956



CHANNEL **6**

ABC-TV •• BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBC-AM • FM • TV, Binghamton, N. Y.
WHGB-AM, Harrisburg, Pa. / WFBG-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn.
National Sales Office, 485 Lexington Avenue, New York 17, New York

Pennsylvania

PHILADELPHIA: WRCV-TV—(Continued)

DIGEST OF RATE CARD NO. 1—(April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—7:30-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.						
\$3200.00	\$1920.00	\$1280.00	\$1120.00	\$800.00	\$500.00	\$250.00
Class A—7-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.						
2000.00	1200.00	800.00	700.00	500.00	400.00	200.00
Class B—5-7 p.m., Mon.-Fri.; 1-7 p.m., Sat.; 1-6 p.m., Sun.						
1500.00	900.00	600.00	525.00	375.00	300.00	150.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-1 a.m., daily.						
1050.00	630.00	420.00	367.50	262.50	225.00	110.00
Class D—Sign-on-9 a.m., 1 a.m.-sign-off, daily.						
700.00	420.00	280.00	245.00	175.00	100.00**	45.00

* Class AAA (7:59-10:30 p.m., Mon.-Sat.; 7:30-10:30 p.m. Sun.); 20 Sec. \$825, 10 Sec. \$415. Class AA (7:30-7:59 p.m., Mon.-Sat.; 6:59-7:30 p.m., Sun.). Class A (7-7:30 p.m., Mon.-Sat.; 6-6:59 p.m., Sun.; 10:30-11 p.m., daily). Class B (5:59-7 p.m., Mon.-Fri.; 12:59-7 p.m., Sat.; 12:59-6 p.m., Sun.).

** Class D Min. rate, \$125.

Subject to frequency discounts (except in Class AAA).

WPFH

Wilmington-Philadelphia
(See Wilmington, Del.)

KDKA-TV
Pittsburgh
(Ch. 2)

Licensee: Westinghouse Broadcasting Co. Inc., Gateway Center.

Studios: 1 Gateway Center. Transmitter: 4101 Grizella St.

Telephone: Express 1-3000. TWX No.: PG 188.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 675-ft. above ground, 2054-ft. above sea level, lat. 40° 29' 38.22", long. 80° 01' 9.4".

Network Service: ABC, CBS, NBC.

AM Affiliate: KDKA, 50-kw, 1020 kc. FM Affiliate: KDKA-FM, 12.5-kw, 92.9 mc (No. 225), 590-ft. antenna height.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; Harold C. Lund, v.p. for Pittsburgh area; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; Alexander W. Dannenbaum Jr., vice president, sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations WBZ-TV, Boston (WBZ); KYW-TV, Cleveland (KYW); KPIX, San Francisco; and radio stations KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind.; WBZA, Springfield, Mass. Also owns WIND, with CP for WIND-TV, Chicago (Ch. 20).

Began Operation: Jan. 11, 1949 as WDTV. Sale to present owners by DuMont Laboratories approved by FCC Jan. 5, 1955 (*Television Digest*, Vol. 10:49 & 11:2).

Represented (sales) by Peters, Griffin, Woodward Inc.

Personnel:

Donald H. McGannon, *president*.
Harold C. Lund, *v.p.*
Paul G. O'Friel, *administrative asst.*
Jerome (Tad) Reeves, *general manager*.
B. Calvin Jones, *program director*.
John Stilli, *sales director*.
David N. Lewis, *promotion director*.
Raymond W. Rodgers, *chief engineer*.
Russ McCorkle, *auditor*.

DIGEST OF RATE CARD NO. 12
(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$2000.00	\$1200.00	\$800.00	\$700.00	\$600.00	\$500.00	\$250.00
Class A—6-7:30 p.m., Mon.-Fri.; 11-11:30 p.m., daily.						
1700.00	1020.00	680.00	510.00	425.00	350.00	175.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11:30 p.m.-midnight, daily.						
1500.00	900.00	600.00	450.00	375.00	300.00	150.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.						
1100.00	660.00	440.00	330.00	275.00	175.00	87.50
Class D—Sign-on-9 a.m., midnight-sign-off, daily.						
700.00	420.00	280.00	210.00	175.00	125.00	50.00

Subject to frequency discounts.

KDKA-TV CHANNEL 2

FIRST IN THE PITTSBURGH MARKET

Here's the picture on KDKA-TV:

You get far-and-away the highest tune-in in the Pittsburgh market with KDKA-TV. KDKA-TV, Channel 2, is Pittsburgh's pioneer TV station . . . gives you more viewers in the tri-state area than any other station. For information and availabilities, call John Stilli, EXpress 1-3000, Pittsburgh, or call A. W. Dannenbaum, WBC V. P.—Sales, Murray Hill 7-0808, New York.

	Grade A&B Coverage
Population 1/1/55	4,591,300
Television Homes 1/1/55	1,200,000
Consumer Spendable Income, 1956 ¹¹¹ / ₁₁₁	\$6,935,472,000
Total Retail Sales, 1956	\$4,473,888,000
Passenger Cars, 1956	1,171,876
Food Sales, 1956	\$1,152,778,000
Drug Sales, 1956	\$124,794,000
Automotive Sales, 1956	\$826,945,000



WESTINGHOUSE BROADCASTING COMPANY, INC.

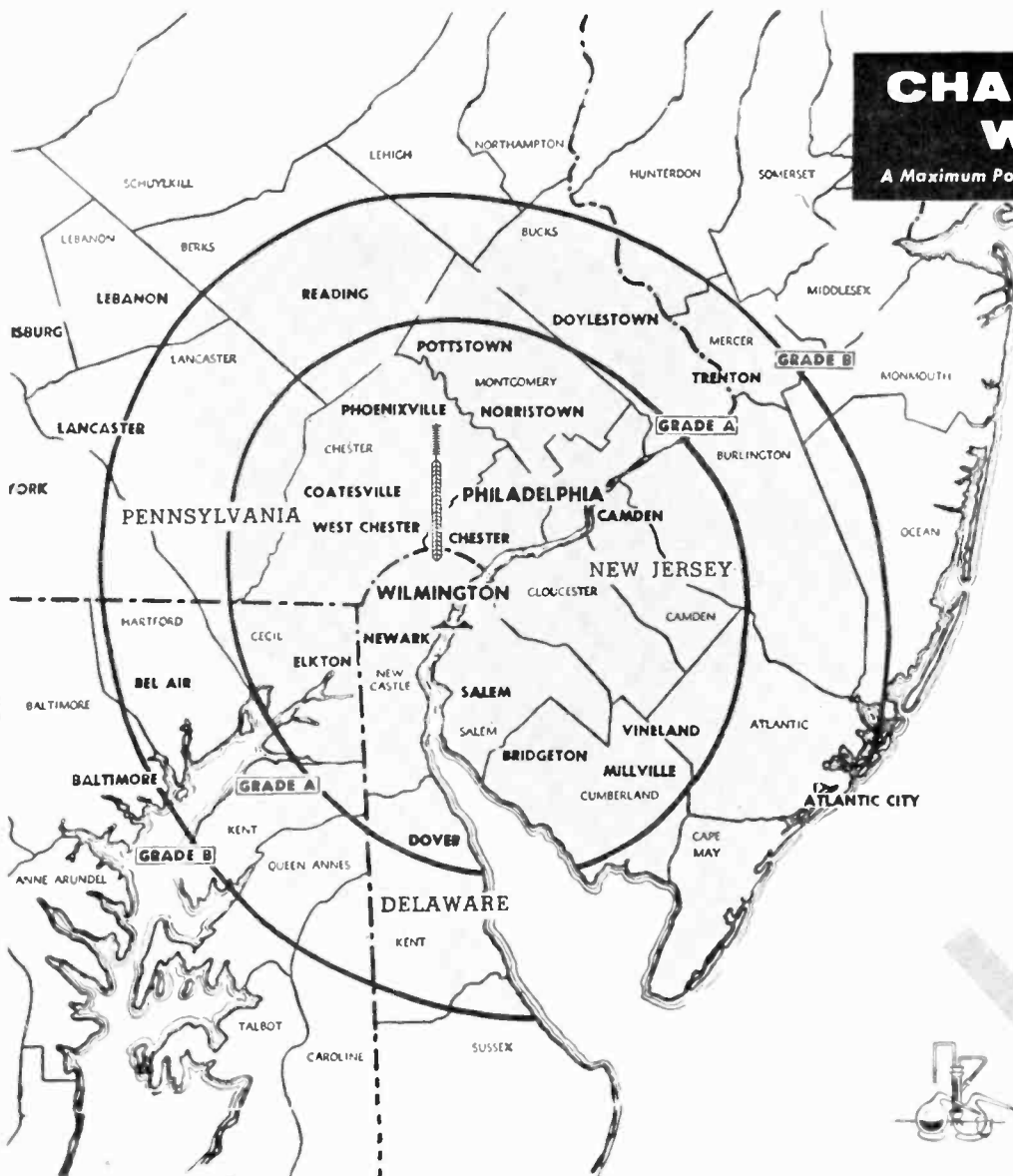
RADIO—BOSTON, WBZ+WBZA, PITTSBURGH, KDKA, CLEVELAND, KYW, FORT WAYNE, WOWO, CHICAGO, WIND, PORTLAND, KEX . . . TELEVISION—BOSTON, WBZ-TV, PITTSBURGH, KDKA-TV, CLEVELAND, KYW-TV, SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES

KPIX REPRESENTED BY THE KATZ AGENCY, INC

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC

**CHANNEL 12
WPFH**
A Maximum Power Station—316,000 Watts



**MARKET
INFORMATION**
WPFH TRADING AREA

Population	5,640,208
Families	1,644,948
Buying Income	\$9,836,277,000
Total Retail Sales	\$6,365,340,000

All figures based on Grade A & B primary coverage area. Market data from "Sales Management Survey of Buying Power 1956" and "Consumer Markets 1956."

Coverage **THAT COUNTS!**

Count 'em—1,644,948 families who spend \$9,836,277,000. yearly! WPFH—Channel 12—dominates in local appeal in this Greater Delaware Valley area which includes Philadelphia, Camden, Wilmington, and Atlantic City. For BIG sales figures, buy WPFH. You'll get the coverage that counts!

DELAWARE VALLEY AREA



WPFH-TV

**SERVING THE GREATER DELAWARE VALLEY
REPRESENTED NATIONALLY BY PAUL H. RAYMER CO., INC.**

New York Chicago Hollywood San Francisco Detroit Atlanta Dallas

Pennsylvania

WENS Pittsburgh (Ch. 16)

Grantee (STA): Telecasting Inc., Carlton House.

Studio & Transmitter: 700 Ivory Ave.

Sales Office: Carlton House, Pittsburgh. Express 1-1545.

Telephone: Wellington 1-1200. TWX No.: PG 409.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 200-kw visual, 106-kw aural. Antenna: 870-ft. above av. terrain, 552-ft. above ground, 1883-ft. above sea level, lat. 40° 29' 39", long. 80° 00' 16".

Network Service: ABC, CBS, NBC.

Ownership: Thomas P. Johnson, pres., 13.8%; Larry H. Israel, v.p., 5%; William H. Rea, secy.-treas.; Henry Oliver Rea, director, 8.35%; John W. Galbreath, 5.55%; Donald C. Lott, 2.77%; Ralph McP. Kiner, 2.77%; Robert F. Prince, 2.77%; Norton Cotterill, 2.22%; A. Donovan Faust, 4.5%; Tyrone Corp., 5.55%; and 16 others, each owning less than 1%. H. O. Rea owns 32.2% and W. H. Rea owns 4.49% of WPOR, Portland, Me., whose stockholders control Tyrone Corp. Tyrone Corp. owns 35.2% of WMTW, Poland Spring, Me. Note: The 5% owned by Larry H. Israel carries 50% voting interest, his holdings embracing all outstanding Class B stock. Ownership also interlocks with KMGM-TV, Minneapolis.

Began Operation: Aug. 25, 1953.

Represented (sales) by The Branham Co.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Thomas P. Johnson, *president*.
Larry Israel, *v.p. & general manager*.
William H. Rea, *secretary-treasurer*.
Vera Oldenburg, *sales service manager*.
Betty Jane Wylie, *traffic manager*.
James Hurley, *chief engineer*.

DIGEST OF RATE CARD NO. 2-a (July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00	\$45.00
Class B—6-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 1-6:30 p.m., Sat. & Sun.						
337.50	202.50	135.00	101.25	84.40	67.50	33.75
Class C—5-6:00 p.m., Mon.-Fri.; 11-11:30 p.m., daily.						
270.00	162.00	108.00	81.00	67.50	54.00	27.00
Class D—Noon-5 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily; noon-1 p.m., Sat. & Sun.						
180.00	108.00	72.00	54.00	45.00	36.00	18.00
Class E—Sign-on-noon, daily.						
135.00	81.00	54.00	40.50	33.75	27.00	13.50

Subject to frequency discounts.

WQED Pittsburgh (Ch. 13)

Non-Commercial Educational Station

Grantee (STA): Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave.

Studio: 4337 Fifth Ave. Transmitter: 2850 Berthoud St.

Telephone: Museum 3-1300.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 138-kw visual, 69.2-kw aural. Antenna: 650-ft. above av. terrain, 574-ft. above ground, 1739-ft. above sea level, lat. 40° 26' 46", long. 79° 57' 51".

Ownership: Officers of this publicly financed station are: Leland Hazard, pres.; Leon Falk Jr., v.p.; J. R. Ryan Jr., v.p.; George D. Lockhart, treas.; Dr. E. A. Dimmick, secy. Mr. Hazard is v.p. of Pittsburgh Plate Glass Co., which donated building housing WQED studios to U. of Pittsburgh. Dr. Dimmick is supt. of Pittsburgh public schools.

Began Operation: March 19, 1954.

Represented (legal) by Fischer, Willis & Panzer.

Personnel:

John F. White, *general manager*.
Edward Horstman, *engineering director*.
John Ziegler, *program manager*.
Mildred J. Popovich, *publicity director*.

WARM-TV Scranton (Ch. 16)

Grantee (STA): Union Bestg. Co., 333 Madison Ave.

Studio: 333 Madison Ave. Transmitter: Mt. Dewey.

Telephone: Diamond 3-1245. TWX No.: SN 20.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 191-kw visual, 102-kw aural. Antenna: 1223-ft. above av. terrain, 347-ft. above ground, 2415-ft. above sea level, lat. 41° 26' 06", long. 75° 43' 35".

Network Service: ABC.

AM Affiliate: WARM, 5-kw, 590 kc (ABC).

Ownership: Martin F. Memolo, pres., 21.2%; William W. Scranton, treas., 64.5%; William M. Dawson, v.p., 3%; Sam M. Feigenbaum, 1.5%; Roswel J. Parker, 1.5%; Art Bolin, 1%; Earl E. Gress, 1%; John J. Memolo, v.p., 1%; James S. Scandale, 2%; Wm. W. Scranton also owns 30% of WTVE, Elmira, N.Y. (Ch. 24).

Began Operation: Jan. 27, 1954.

Represented (sales) by The Bolling Co., Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

William M. Dawson, *v.p. & general manager*.
Sam M. Feigenbaum, *local sales manager*.
Art Bolin, *program director*.
F. Breslin, *promotion director*.
Roswell J. Parker, *chief engineer*.
Earl E. Gress, *technical supervisor*.

DIGEST OF RATE CARD NO. 3—(June 1, 1955) E

Hour	30 Min.	25 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$225.00	\$135.00	\$120.00	\$90.00	\$75.00	\$60.00	\$45.00	\$22.50
Class B—6-7 p.m., Mon.-Sat.; 2-6 p.m., Sat.; 1-5 p.m., Sun.							
168.75	101.25	90.00	67.50	56.25	45.00	33.75	16.88
Class C—All other times.							
112.50	67.50	60.00	45.00	37.50	30.00	22.50	11.25

Subject to frequency discounts.

WGBI-TV Scranton (Ch. 22)

Grantee (STA): Scranton Broadcasters Inc., 1000 Wyoming Ave.

Studio: 1000 Wyoming Ave. Transmitter: Bald Mt., Ransom Township, Pa.

Telephone: Diamond 2-7634. TWX No.: SN 10.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 178-kw visual, 93.3-kw aural. Antenna: 1170-ft. above av. terrain, 150-ft. above ground, 2350-ft. above sea level, lat. 41° 25' 38", long. 75° 44' 58". Holds modification of CP for 1000-kw maximum and 794-kw horizontal visual, 500-kw maximum and 398-kw horizontal aural, 1387-ft. above av. terrain, 418-ft. above ground, 2542-ft. above sea level, lat. 41° 25' 36", long. 75° 44' 52".

Network Service: CBS.

Ownership: WCAU Inc., 50% including 75% voting stock; Mrs. M. E. Megargee & family, 50%. WCAU Inc., owned by *Philadelphia Bulletin*, is licensee of WCAU-TV & WCAU. Megargee family owns radio WGBI, Scranton. Officers: Donald W. Thornburgh, pres. (also pres.-gen. mgr. of WCAU Inc.); Vance L. Eckersley, v.p.; Mrs. Marcella Megargee Holcomb, secy.; Joseph L. Tinney, treas.

Began Operation: June 7, 1953. Sale of 75% control to *Philadelphia Bulletin* interests approved Oct. 17, 1956 by FCC (*Television Digest*, Vol. 12:31, 42).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Vance L. Eckersley, *v.p. & general manager*.
Anton J. Moe, *sales manager*.
R. E. McDowell, *station manager*.
Doug Holcomb, *promotion director*.
Mort Rosenthal, *program director*.
K. R. Cooke, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—8-10:30 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00

Class A—7-8 p.m., 10:30-11 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class B—6-7 p.m., Mon.-Fri.; 1-7 p.m., Sat. & Sun.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—Sign-on-6 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m., sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WBRE-TV
Wilkes-Barre

(Ch. 28)

Grantee (STA): WBRE-TV Inc., 62 S. Franklin St.

Studio: 62 S. Franklin St.

Transmitter: Bear Creek Twp., Wyoming Mountain.

Telephone: Valley 3-3101. TWX No.: WKBR 60.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 1000-kw visual, 500-kw aural. Antenna: 1220-ft. above av. terrain, 426-ft. above ground, 2520-ft. above sea level, lat. 41° 11' 56.5", long. 75° 49' 05.5". CP for 1000-kw max. and 589-kw horizontal visual, 500-kw max. and 302-kw horizontal aural, 1200-ft. above av. terrain, 429-ft. above ground, 2529-ft. above sea level.

Network Service: NBC.

AM Affiliate: WBRE, .25-kw, 1340 kc (NBC). FM Affiliate: WBRE-FM, 2.25-kw, 98.5 mc (No. 253) 1160-ft. antenna height.

Ownership: Louis G. Baltimore, pres.-treas., 64.4%; David M. Baltimore & family, 35.6%. Also own WSCR, Scranton, Pa.

Began Operation: Jan. 1, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Hogan & Hartson.

Personnel:

Louis G. Baltimore, *president*.
David M. Baltimore, *v.p. & general manager*.
Ernest Lewis, *sales manager*.
Charles Sakoski Sr., *chief engineer*.
Franklin D. Coslett, *operations director*.

DIGEST OF RATE CARD NO. 5
(July 1, 1956)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.
Class AA—8-10:30 p.m., daily.						
\$525.00	\$315.00	\$262.50	\$210.00	\$183.75	\$131.25	\$105.00
Class A—6:30-8 p.m., 10:30-11 p.m., daily.						
400.00	240.00	200.00	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	150.00	120.00	105.00	75.00	60.00
Class C—2-5 p.m., Mon.-Fri.; 10 a.m.-5 p.m., Sat.; 11 p.m.-1 a.m., daily.						
200.00	120.00	100.00	80.00	70.00	50.00	35.00
Class D—7 a.m.-2 p.m., Mon.-Fri.; 7-10 a.m., Sat.; 7 a.m.-1 p.m., Sun.						
160.00	96.00	80.00	64.00	56.00	40.00	28.00

Subject to frequency discounts.

WILK-TV
Wilkes-Barre

(Ch. 34)

Grantee (STA): Wyoming Valley Bcstg. Co., 88 N. Franklin St.

Studio: 88 N. Franklin St. Transmitter: Penobscot Knob.

Telephone: Valley 4-4666. TWX No. WKBR 65.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 1500-kw maximum and 776-kw horizontal visual, 500-kw maximum and 389-kw horizontal aural. Antenna: 1095-ft. above av. terrain, 254-ft. above ground, 2363-ft. above sea level, lat. 41° 10' 58", long. 75° 52' 25". Requests change to 5000-kw visual, 2500-kw aural, 1116-ft. above av. terrain, 291-ft. above ground, 2411-ft. above sea level.

Network Service: ABC.

AM Affiliate: WILK, 5-kw (1-kw night), 980 kc (ABC).

Ownership: Mitchell Jenkins, pres., 12½%; Roy E. Morgan, exec. v.p. & secy., 12½%; Harold T. Gray, 1st v.p., 12½%; Vernon L. Wise, 2d v.p., 12½%; Thomas P. Shelburne, treas., 12½%; Edna W. Morgan, asst. treas., 12½%; Gerald L. Wise, asst. secy. 12½% (in trust); Leon Schwartz, 12½%. Harold T. Gray & Jason S. Gray own WCED, DuBois, Pa., and publish *DuBois Courier-Express*. Vernon & Gerald Wise each owns 16⅓% of *Butler (Pa.) Eagle*.

Began Operation: Sept. 7, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Page, Creutz, Steel & Waldschmitt.

1957 Spring-Summer Edition

Personnel:

Roy E. Morgan, *executive v.p.*
Thomas P. Shelburne, *treas. & TV managing director*.
Malcolm Dale, *sales manager*.
Hal Berg, *program director*.
Thomas Bigler, *news editor*.
James Hutchinson, *farm director*.
William P. Williams, *production manager*.
Joe Moore, *continuity director*.
Marlene Scaffido, *promotion manager*.
Louise Tilly, *operations desk*.
Theodore French, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—8-10 p.m., daily.						
\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$75.00	\$37.50
Class A—7-8 p.m., 10-10:30 p.m., daily.						
325.00	195.00	130.00	113.75	81.25	65.00	32.50
Class B—5-7 p.m., 10:30-11 p.m., daily.						
275.00	165.00	110.00	96.25	68.75	55.00	27.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	25.00	12.50

Subject to frequency discounts.

WNOW-TV

York

(Ch. 49)

Grantee (STA): Helm Coal Co., Broadcast Division, 25 S. Duke St., Box 1747.

Studio & Transmitter: Pleasureville, R.D. 5.

Telephone: 2-7821.

Technical Facilities: Channel No. 49 (680-686 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 100-kw visual, 50-kw aural. Antenna: 660-ft. above av. terrain, 384-ft. above ground, 1174-ft. above sea level, lat. 39° 59' 59.6", long. 76° 41' 33.3".

AM Affiliate: WNOW, 1-kw, 1250 kc. FM Affiliate: WNOW-FM, 13-kw, 105.7 mc (No. 289), 500-ft. antenna height.

Ownership: General partnership consisting of Howard J. Williams, 30.4%; Morgan E. Cousler, 43.5%; Lowell W. Williams, 26.1%.

Began Operation: Nov. 9, 1953.

Represented (sales) by Robert S. Keller Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jansky & Bailey, Inc.

Personnel:

Lowell W. Williams, *partner & general manager*.
Richard E. Burg, *station manager & sales manager*.
Glenn Winter, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.							
\$200.00	\$125.00	\$90.00	\$70.00	\$55.00	\$37.50	\$30.00	\$20.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.							
150.00	94.00	67.50	52.50	41.50	28.50	22.50	15.50
Class C—All other times.							
100.00	62.50	45.00	35.00	27.50	19.00	15.50	10.50

Subject to frequency discounts.

WSBA-TV

York

(Ch. 43)

Grantee (STA): Susquehanna Broadcasting Co., 53 N. Duke St.

Studio & Transmitter: S. Queen St., Extended.

Telephone: 2-5531. TWX No.: YK 69.

Technical Facilities: Channel No. 43 (644-650 mc). Operating under special temporary authorization with 20-kw visual, 10-kw aural. Authorized power: 132-kw visual, 66.1-kw aural. Antenna: 530-ft. above av. terrain, 400-ft. above ground, 1127-ft. above sea level, lat. 39° 56' 25", long. 76° 41' 59". Note: Has requested assignment of Ch. 21 to York.

Network Service: ABC.

AM Affiliate: WSBA, 1-kw, 910 kc (ABC, MBS).

Ownership: Approximately 80% of stock is owned by estate of Louis J. Appell, deceased, (Helen P. Appell, Louis Appell Jr. and George N. Appell, executors). Susquehanna Bcstg. Co. officers: Louis J. Appell Jr., pres.; Helen P. Appell, v.p.; George N. Appell, treas.; Philip H. Kable, secy.

(Continued on next page)

Penna. - R. I. - S. C.

YORK: WSBA-TV—(Continued)

Began Operation: Dec. 22, 1952.
Represented (sales) by Young Representatives Inc.
Represented (legal) by Loucks, Zias, Young & Jansky.
Represented (engineering) by George C. Davis Consulting Engineers.
Personnel:
 Louis J. Appell Jr., *president.*
 Jim Curtis, *program and film director.*
 Stephen B. Fayer, *promotion director.*
 Robert M. Stough, *sales manager.*
 Arthur C. Hafer, *chief engineer.*

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1952)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$200.00	\$125.00	\$105.00	\$90.00	\$70.00	\$55.00	\$20.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
150.00	94.00	79.00	67.50	52.50	41.50	15.50
Class C—All other times.						
100.00	62.50	52.50	45.00	35.00	27.50	10.50

Subject to frequency discounts.

RHODE ISLAND

WJAR-TV Providence

(Ch. 10)

Licensee: The Outlet Co., 176 Weybosset St.
Studio: 176 Weybosset St. **Transmitter:** Rehoboth, Mass.
Telephone: Gaspee 1-8255. **TWX No.:** PR 92.
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 916-ft. above av. terrain, 853-ft. above ground, 1049-ft. above sea level, lat 41° 51' 54", long. 71° 17' 15".
Network Service: NBC, ABC.
AM Affiliate: WJAR, 5-kw, 920 kc (NBO).
Ownership: The Outlet Co. (dept. store).
Began Operation: July 10, 1949.
Represented (sales) by Weed Television Corp.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by Lohnes & Culver.
Personnel:
 George O. Griffith, *v.p. & treasurer.*
 Joseph S. Sinclair, *administrative assistant to v.p.*
 David J. Shurtleff, *director of TV Sales.*
 Thomas C. J. Prior, *chief engineer.*
 Seymour Horowitz, *program manager.*
 Frederick Griffiths, *TV operations manager.*
 Manning V. Tesser, *production manager.*
 Edward Boghosian, *sales manager.*

DIGEST OF RATE CARD NO. 7 (March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or * 20 Sec.	8 Sec.
Class AA—7:59-10:30 p.m., daily.						
\$1200.00	\$720.00	\$480.00	\$420.00	\$300.00	\$240.00	\$120.00
Class A—7:29-7:59 p.m., Mon.-Fri.; 5:59-7:59 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
1050.00	630.00	420.00	357.00	255.00	190.00	95.00
Class B—4:59-7:29 p.m., Mon.-Fri.; 3:59-5:59 p.m., Sat. & Sun.; 11-11:30 p.m., daily.						
775.00	465.00	310.00	272.00	187.50	120.00	60.00
Class C—11:59-4:59 p.m., Mon.-Fri.; 11:59 a.m.-3:59 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily.						
500.00	300.00	200.00	175.00	125.00	85.00	42.50
Class D—Sign-on-11:59 a.m., daily.						
250.00	150.00	100.00	80.00	60.00	50.00	25.00

Also has 30 Sec. (last 2 seconds reserved for station ID): Class AA, \$380; Class A, \$300. * Minutes available in B, C & D time.

WPRO-TV Providence

(Ch. 12)

Grantee (STA): Cherry & Webb Bcstg. Co., WPRO Bldg., 24 Mason St.
Studio: WPRO Bldg., 24 Mason St. **Transmitter:** Neutaconkanut Hill, near Hwy. 14, Johnston, R.I.
Telephone: Plantations 1-9776. **TWX No.:** PR 95.
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 615-ft. above av. terrain, 557-ft. above ground, 849-ft. above sea level, lat. 41° 48' 18", long. 71° 28' 24".
Network Service: CBS.
AM Affiliate: WPRO, 5-kw, 630 kc, (CBS). **FM Affiliate:** WPRO-FM, 15-kw, 92.3 mc (No. 222) 560 ft. antenna height.
Ownership: William S. Cherry Jr., pres., 44.9%; Anna Cherry Gross, v. p., 44.9%; Charles W. Knowles, treas., 10.2%.
Began Operation: March 27, 1955.
Represented (sales) by Blair-TV.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by James C. McNary.
Personnel:
 Arnold F. Schoen Jr., *general manager.*
 Eugene W. Wilkin, *sales manager.*
 Raymond A. Gilvard, *program director.*
 E. Paul Abert, *operations manager.*
 John V. Ferri, *chief engineer.*

DIGEST OF RATE CARD NO. 2—(Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class A—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.							
\$1100.00	\$660.00	\$440.00	\$385.00	\$275.00	\$225.00	\$225.00	\$113.00
Class B—5-7:30 p.m., Mon.-Fri.; 4-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily.							
825.00	495.00	330.00	285.00	205.00	150.00	150.00	75.00
Class C—10 a.m.-5 p.m., Mon.-Fri.; noon-4 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily.							
550.00	330.00	220.00	190.00	135.00	110.00	90.00	45.00
Class D—Sign-on-10 a.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.							
250.00	150.00	100.00	90.00	65.00	55.00	45.00	23.00

*Class AA—Announcements (8-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat. & Sun.) Min. or 20 Sec., \$300.00; 10 Sec., \$150.00.
 Subject to frequency discounts

SOUTH CAROLINA

WAIM-TV Anderson

(Ch. 40)

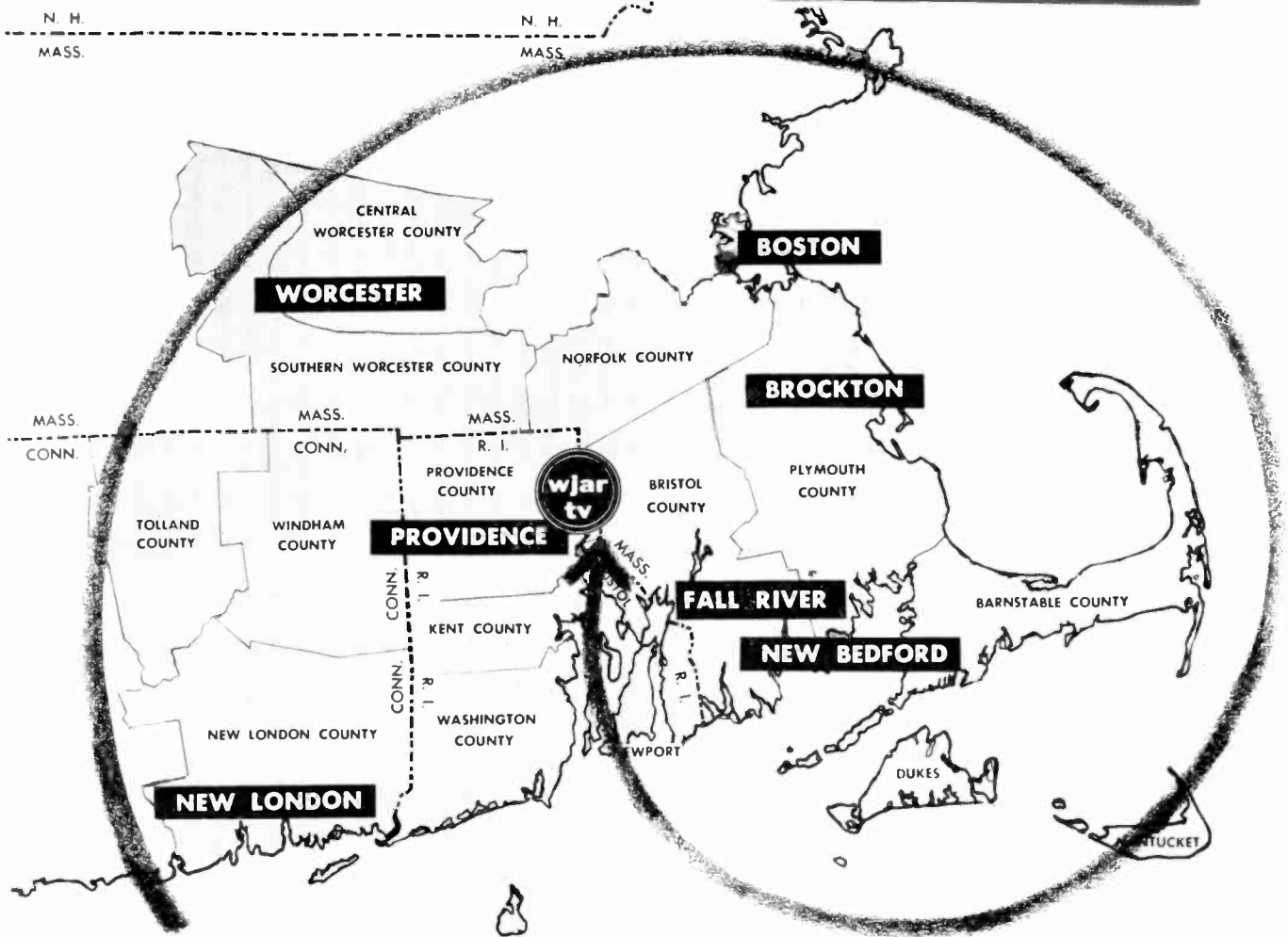
Grantee (STA): Wilton E. Hall, Box 806.
Studio & Transmitter: 321 Kingsley Rd.
Telephone: Canal 6-1511, **TWX No.:** AND SC 6030.
Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 170-kw visual, 93.3-kw aural. Antenna: 380-ft. above av. terrain, 418-ft. above ground, 1168-ft. above sea level, lat. 34° 30' 53", long. 82° 38' 15".
Network Service: ABC.
AM Affiliate: WAIM, .25-kw, 1230 kc (CBS). **FM Affiliate:** WCAO, 6.4-kw, 101.1 mc (No. 266), 330-ft. antenna height.
Ownership: Wilton E. Hall, 100%, publisher of *Anderson Independent and Mail.*
Began Operation: Dec. 1, 1953.
Represented (sales) by Headley-Reed TV.
Represented (legal) by Cottone & Scheiner.
Represented (engineering) by George C. Davis Consulting Engineers.
Personnel:
 Wilton E. Hall, *owner.*
 Glenn P. Warnock, *general manager.*
 John McCallum, *sales manager.*
 Ray Barath, *production director.*
 Earl Cosens, *engineering director.*
 Virginia Barath, *promotion manager.*

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—7-10:30 p.m., daily.					
\$150.00	\$90.00	\$60.00	\$45.00	\$30.00	\$18.75
Class B—All other times.					
125.00	75.00	50.00	37.50	25.00	15.75

Subject to frequency discounts.

This is the Southeastern New England Market... 810,700 Homes!



WJAR-TV Channel 10 Reaches More of These Homes Every Day Than Any Other Television Station*

*A. C. NIELSEN
NCS No. 2 Survey
Spring, 1956
Check your Nielsen for extent
of Channel 10 bonus area.

Represented by
WEED Television

wjar-tv
CHANNEL **10**

PROVIDENCE, RHODE ISLAND
A service of The Outlet Company

South Carolina

WCSC-TV Charleston

(Ch. 5)

Licensee: WCSC Inc., 485 East Bay.

Studio and Transmitter: 485 East Bay St.

Telephone: 3-8371. TWX No.: CS 336.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 470-ft. above av. terrain, 515-ft. above ground, 525-ft. above sea level, lat. 32° 47' 23", long. 79° 55' 49".

Network Service: CBS, ABC.

AM Affiliate: WCSC, 5-kw, 1390 kc (CBS). FM Affiliate: WCSC-FM, 36-kw, 96.9 mc (No. 245), 330-ft. antenna height.

Ownership: John M. Rivers, pres.-treas., 63.74%; G. L. B. Rivers, v.p., 94%; Martha Rivers, secy., .01%; directors I. Mayo Read (.12%) and Dr. Robert Wilson Jr. (.31%); Arthur L. Rivers II, 1.88%; remainder is held by stockholders owning less than 1% each.

Began Operation: June 19, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

John M. Rivers, *president and general manager*.
Roland Weeks, *manager and national sales manager*.
Ralph Thornley, *regional sales manager*.
Charles Hall, *program manager*.
Annie Lee Small, *promotion manager*.
Ken Klyce, *news director*.
Mrs. Lois Haney, *copy chief*.
Annie Laurie Quarterman, *film director*.
John Broughton, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(Feb. 1, 1956)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:59-10:31 p.m., daily.							
\$300.00	\$180.00	\$150.00	\$120.00	\$105.00	\$90.00	\$75.00	\$35.00
Class B—5:59-6:59 p.m., Mon.-Sat.; 12:59-6:59 p.m., Sun.; 10:31-11:29 p.m., daily.							
200.00	120.00	100.00	80.00	70.00	50.00	40.00	20.00
Class C—All other times.							
100.00	60.00	50.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WUSN-TV Charleston

(Ch. 2)

Licensee: Southern Bcstg. Co. Inc., Box 879.

Studio & Transmitter: Hwy. 17, E of Cooper River Bridge.

Telephone: Mount Pleasant 4141. TWX No.: Mount Pleasant 295.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 53.7-kw aural. Antenna: 790-ft. above av. terrain, 845-ft. above ground, 849-ft. above sea level, lat. 32° 47' 53", long. 79° 53' 51".

Network Service: NBC, ABC.

Ownership: J. Drayton Hastie family, 43%; Theodore D. Maybank, 4.7%; following concerns each own 7.4%, all stock voted by Hazard Reeves: Preview Theatre Inc., Reeves Products Inc., Three Hundred Four Corp. and Reeves Sound Studios. The remainder of stock is held by approximately 150 others, none with more than 1%.

Began Operation: Sept. 25, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Gautney & Jonea.

Personnel:

J. Drayton Hastie, *president & general manager*.
Douglas Bradham, *secy. & asst. general manager*.
Grange Cuthbert, *sales manager*.
Clark Davis, *production manager*.
Walter Nelson, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$75.00	\$35.00
Class B—6-7 p.m., Mon.-Sat.; noon-7 p.m., Sun.; 10:30-11:30 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class C—Sign-on-6 p.m., Mon.-Sat.; 11:30-p.m.-sign-off, daily.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WIS-TV Columbia

(Ch. 10)

Licensee: WIS-TV Corp., 1111 Bull St.

Studio: 1111 Bull St. Transmitter: Gervais & Bull Sts.

Telephone: 3-6431. TWX No.: CO 7145.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 269-kw visual, 135-kw aural. Antenna: 640-ft. above av. terrain, 582-ft. above ground, 905-ft. above sea level, lat. 34° 00' 06", long. 81° 01' 44".

Network Service: NBC.

AM Affiliate: WIS, 5-kw, 560 kc (NBC). FM Affiliate: WIS-FM, 1.3-kw, 94.5 mc (No. 233), 270-ft. antenna height.

Ownership: Broadcasting Co. of the South (WIS), 81%; E. Grenville Seibels II, 5.77%; 16 others, none owns more than 3%. WIS-TV officers: G. Richard Shafto, pres.; B. Calhoun Hipp, v.p.; Herman N. Hipp, v.p.; Charles A. Batson, v.p.; Francis M. Hipp, treas.; R. R. Scales Jr., secy.; Thomas B. Boyle, director, 2.7%; Frank B. Gary Jr., director, 2.2%. Bcstg. Co. of the South, controlled by Hipp family, operates WIST, Charlotte, N.C.

Began Operation: Oct. 24, 1953.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

G. Richard Shafto, *president*.
Charles A. Batson, *v.p. & managing director*.
Law Epps, *sales manager*.
Richard H. deMontmollin, *local sales director*.
Adrian R. Munzell, *program director*.
Dixon Lovvorn, *production supervisor*.
John Bondeson, *promotion manager*.
E. Grenville Seibels, *news director*.
Barnett F. Goldberg, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$100.00*	\$50.00*
Class A—7-7:30 p.m., 10:30-11 p.m., daily & Sun.						
350.00	210.00	140.00	\$122.50	\$87.50	70.00	35.00
Class B—6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat. & Sun.; 11-11:30 p.m., daily & Sun.						
262.50	157.50	105.50	92.00	65.75	52.50	26.25
Class C—All other times.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

* Class AA (7:30-10:29 p.m., Mon.-Sat.; 6:59-10:29 p.m., Sun.) Subject to frequency discounts.

WNOK-TV Columbia

(Ch. 67)

Grantee (STA): Palmetto Radio Corp., Box 5307.

Studio: 1811 Main St. Transmitter: Cushman Rd.

Telephone: 3-9401. TWX No.: CO 7076.

Technical Facilities: Channel No. 67 (788-794 mc). Operating under special temporary authorization with 93.5-kw visual, 47-kw aural. Authorized power: 741-kw visual, 372-kw aural. Antenna: 624-ft. above av. terrain, 536-ft. above ground, 916-ft. above sea level, lat. 34° 02' 41", long. 80° 59' 51". Note: Has petitioned for assignment of Ch. 5 to Sandy Run, S.C.

Network Service: CBS.

AM Affiliate: WNOK, .25-kw, 1230 kc.

Ownership: Irwin Kahn, pres., 29.8%; H. Moody McElveen Jr., v.p., 3.06%; W. Croft Jennings, v.p., 6.9%; J. W. Lindau III, v.p., 11.4%; Carlisle Roberts, secy., 7.35%; Samuel Litman, treas., 10%; Louis G. Merritt, 4.82% (with wife); over 40 other stockholders, none with more than 3.5%. Mr. McElveen also is exec. v.p. & .1% owner of radio WORD, Spartanburg, S. C.

Began Operation: Sept. 1, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

H. Moody McElveen Jr., *v.p. & general manager*.
Graham Thomas, *program manager*.
Charlton W. Bowers, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Jan. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily & Sun.							
\$200.00	\$120.00	\$100.00	\$80.00	\$66.67	\$60.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.							
150.00	90.00	75.00	65.00	50.00	45.00	30.00	15.00
Class C—Sign on-5 p.m., Mon.-Fri.; sign on-1 p.m., Sat. & Sun.							
100.00	60.00	50.00	40.00	33.34	30.00	20.00	10.00

Subject to frequency discounts.

WBTW Florence

(Ch. 8)

Licensee: Jefferson Standard Bestg. Co. Box 630.

Studio & Transmitter: New Cashua Ferry Rd.

Telephone: 2-1566. TWX No.: FLRC 361 or CE 295.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 790-ft. above av. terrain, 827-ft. above ground, 923-ft. above sea level, lat. 34° 18' 13", long. 79° 43' 39".

Network Service: CBS, NBC, ABC.

Ownership: Jefferson Standard Life Insurance Co. 100%. Also owns 100% of WBTW & WBT, Charlotte, N.C.; 100% of WBIG, Greensboro, and 16.59% of Greensboro News Co. (WFMY-TV)

Began Operation: Oct. 18, 1954.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Joseph M. Bryan, *president*.
Charles H. Crutchfield, *exec. v.p. & general mgr. (WBTW, Charlotte, N.C.)*.
J. William Quinn, *managing director*.
George B. Burnette, *program & production manager*.
John Brock, *sales manager*.
Whitefoord Smith, *promotion & publicity manager*.
Harry Hughes, *film editor*.
Rosalynne Turbeville, *women's editor*.
Tom Rogers, *farm editor*.
Emil A. Sellars, *engineering manager*.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$60.00*	\$30.00*
Class B—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
225.00	135.00	90.00	75.00	67.50	45.00	22.50
Class C—9 a.m.-5 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-1 p.m.; 11 p.m.-sign-off, Sat. & Sun.						
150.00	90.00	60.00	50.00	45.00	30.00	15.00
Class D—Sign-on-9 a.m., Mon.-Fri.						
90.00	54.00	36.00	30.00	27.00	18.00	9.00

* 7-8 p.m., 10-10:30 p.m., Mon.-Fri.; 6-8 p.m., 10-11 p.m., Sat. & Sun. Also has Class AA (8-10 p.m., daily): Min. \$75; 10 Sec. \$37.50. Subject to frequency discounts.

WFBC-TV Greenville

(Ch. 4)

Licensee: WMRC Inc., 505 Rutherford St.

Studio: 505 Rutherford St. Transmitter: Paris Mt.

Telephone: 9-1321. TWX No.: GV 6011.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1140-ft. above av. terrain, 158-ft. above ground, 2204-ft. above sea level, lat. 34° 56' 28", long. 82° 24' 40".

Network Service: NBC.

AM Affiliate: WFBC, 5-kw, 1330 kc (NBC). FM Affiliate: WFBC-FM, 3.7-kw, 93.7 mc (No. 229), 1114-ft. antenna height.

Ownership: *Greenville News-Piedmont (WFBC)*, 46.677%; Robert A. Jolley, *pres.*, 4.95%; John I. Smith, *v.p.*, 1.3%; C. F. Haynesworth Jr., *secy.*, .99%; James E. Jolley, *asst. secy.*, 2.015%; James D. Poag, *director*, 5.15% (with wife); Alester G. Furman Jr., *director*, 2.2%; Mamie J. Bruce, 2.015%; Robert A. Jolley Jr., 2.015%; Nolan Meyers, 2.011%; Wilson C. Wearn, *asst. to pres.*, .8%; 8 stockholders own slightly over 1% each; remainder held by over 25 stockholders, none owns as much as 1%. Executive committee: Robert A. Jolley, C. F. Haynesworth Jr., Roger Peace (votes *Greenville News-Piedmont Co. stock*), James D. Poag and J. Kelly Sisk. *Greenville News-Piedmont Co.* also owns *Asheville Citizen-Times*, which holds option for 31.25% of WLOS-TV, Asheville, N.C.

Began Operation: Dec. 31, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Robert A. Jolley, *president*.
Wilson C. Wearn, *asst. to president*.
Kenneth Beachboard, *manager*.
Norvin C. Duncan, *asst. manager and program director*.
Vance Johnson, *production director*.
Robert Q. Glass Jr., *commercial manager*.
Ben Leonard, *farm director*.
W. E. Garrison, *chief engineer*.

South Carolina

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00*	\$45.00*
Class B—6-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 10:30-11 p.m., daily.						
337.50	202.50	135.00	101.25	84.38	67.50	33.75
Class C—Noon-6 p.m., Mon.-Sat.						
270.00	162.00	108.00	81.00	67.50	54.00	27.00
Class D—Sign-on-noon, Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
180.00	108.00	72.00	54.00	45.00	36.00	18.00

* Class AA—(7:30-10 p.m., daily): Min. \$112.50; 10 Sec. \$56.25. Subject to frequency discounts.

WSPA-TV Spartanburg

(Ch. 7)

Grantee (STA): Spartan Radiocasting Co., 224 E. Main St.

Studio: 224 E. Main St. Transmitter: Paris Mt., 25 mi. N.W. of Spartanburg.

Telephone: 3-3621. TWX No.: ZP40.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 257-kw visual, 144-kw aural. Antenna: 1182-ft. above av. terrain, 445-ft. above ground, 2209-ft. above sea level, lat. 34° 55' 41", long. 02° 24' 22".

Network Service: CBS.

AM Affiliate: WSPA, 5-kw, 950 kc (CBS). FM Affiliate: WSPA-FM, 4.9-kw, 98.9 mc (No. 255). 520-ft. antenna height.

Ownership: Walter J. Brown, *pres.*, 52.84% (with wife & son); D. S. Burnside, *secy-treas.*, 4.3%; over 50 others, none owns as much as 3%.

Began operation: April 29, 1956.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Walter J. Brown, *president & general manager*.
Charles E. Bell, *national sales manager*.
Robert H. Walton, *local sales manager*.
James B. Hobbs Jr., *program director*.
Peter W. Swanson Jr., *production director*.
William A. Adams, *promotion director*.
Harold Beckholt, *chief engineer*.

DIGEST OF RATE CARD NO. A (Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00	\$45.00
Class B—5-7 p.m., 10:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
337.50	202.50	135.00	118.10	84.40	67.50	33.75
Class C—Noon-5 p.m., Mon.-Fri.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class D—All other times.						
140.65	84.40	56.25	47.25	40.50	28.15	14.05

Subject to frequency discounts.

For every local station intent on accomplishing top caliber network performances.



TELEPROMPTER[®]
SERVICE

SEE PAGE 35

SOUTH DAKOTA

KDLO-TV

Florence

(Ch. 3)

(Satellite of KELO-TV, Sioux Falls, S.D.)

Licensee: Triple-City Bcstg. Co., Phillips Ave. & 8th St., Sioux Falls, S.D.

Studio & Transmitter: 5 mi. N of Garden City, S.D.

Telephone: 45841, Sioux Falls. TWX No.: SX 8314.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 840-ft. above av. terrain, 856-ft. above ground, 2703-ft. above sea level, lat. 44° 58' 30", long. 97° 34' 28".

Network Service: Same as KELO-TV, Sioux Falls, S.D.

Ownership: Subsidiary of Midcontinent Bcstg. Co., operator of KELO-TV, Sioux Falls, S.D.

Began Operation: Sept. 24, 1955.

Represented (sales) by H-R Television Inc.; Bulmer & Johnson Inc. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Joe Floyd, *president*.
Evans Nord, *general manager*.
M. A. Stoneking, *resident manager*.
John Gort, *chief engineer*.

Rates: Sold in combination with KELO-TV, Sioux Falls, with rates applying to simultaneous telecasts on both stations.

KOTA-TV

Rapid City

(Ch. 3)

Grantee (STA): Duhamel Enterprises Inc., Box 1752.

Business Office: 1819 W. St. Joe.

Studio: 1819 West St. Joe St. Transmitter: Skyline Dr.

Telephone: Fillmore 2-2000. TWX No.: RC 8481.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 72.4-kw visual, 36.3-kw aural. Antenna: 540-ft. above av. terrain, 350-ft. above ground, 4050-ft. above sea level, lat. 44° 04' 10", long. 103° 14' 38".

Network Service: CBS, NBC, ABC.

AM Affiliate: KOTA, 5-kw, 1380 kc (CBS).

Ownership: Helen S. Duhamel, pres., 91 11/29%; Peter A. Duhamel, 22/29%; Abner H. George, treas., 10/29%; J. Norman Heffron, v.p., 10/29%; William F. Turner, secy., 10/29%; Marguerite Heffron, 22/29%; Wm. F. Duhamel, 121/29%; Helen Kathleen Duhamel, 121/29%.

Began Operation: May 29, 1955.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

Helen S. Duhamel, *president & general manager*.
J. Norman Heffron, *production director*.
William F. Turner, *business manager & commercial manager*.
Robert Musfeldt, *chief engineer*.
Gene Taylor, *farm director*.
Arthur Jones, *promotion director*.

DIGEST OF RATE CARD NO. 1

(June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
\$150.00	\$90.00	\$60.00	\$48.00	\$36.00	\$25.00	\$12.00

Subject to frequency discounts.

KELO-TV

Sioux Falls

(Ch. 11)

Licensee: Midcontinent Broadcasting Co., 8th St. & Phillips Ave.

Studio: 8th St. & Phillips Ave. Transmitter: Near Shindler, 7-mi. S.E. of Sioux Falls.

Telephone: 4-5841. TWX No.: SX 8314.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 219-kw visual, 123-kw aural. Antenna: 980-ft. above av. terrain, 1032-ft. above ground, 2442-ft. above sea level, lat. 43° 29' 19", long. 96° 38' 09".

Network Service: ABC, CBS, NBC.

AM Affiliate: KELO, 5-kw, 1320 kc (NBC).

Ownership: Joseph L. Floyd, pres., 33 1/3%; N. L. Bentson, v.p., 33 1/3%; Edmund R. Ruben, secy.-treas., 33 1/3%. Same interests own KDLO-TV (Ch. 3), Florence, S.D., operated in conjunction with KELO-TV, also own radio WLOL, St. Paul. Midcontinent also is Ch. 6 grantee for Reliance, S. D.

Began Operation: May 12, 1953.

Represented (sales) by H-R Television Inc.; Bulmer & Johnson Inc. (Minneapolis)

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Joe Floyd, *president*.
Evans A. Nord, *general manager*.
Les Froke, *chief engineer*.
Bob Johnson, *production manager*.
Jim Molohon, *promotion manager*.
Les Harding, *farm director*.

DIGEST OF RATE CARD NO. 7

(Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$450.00	\$280.00	\$185.00	\$158.00	\$135.00	\$100.00	\$50.00
Class A—6-7 p.m., 10-10:30 p.m., daily.						
375.00	225.00	150.00	130.00	110.00	75.00	37.50
Class B—5-6 p.m., noon-1 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	90.00	60.00	30.00
Class C—All other times.						
250.00	140.00	90.00	80.00	70.00	50.00	25.00

Subject to frequency discounts. Sold only in combination with KDLO-TV, Florence, S.D., with rates applying to simultaneous telecasts on both stations.

TENNESSEE

WDEF-TV

Chattanooga

(Ch. 12)

Licensee: WDEF Bcstg. Co., Volunteer Bldg.

Studio: Volunteer Bldg. Transmitter: Atop Signal Mt.

Telephone: Amherst 7-3393. TWX No.: CT 7056.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 994-ft. above av. terrain, 379-ft. above ground, 2287-ft. above sea level, lat. 35° 08' 05", long. 85° 19' 25".

Network Service: CBS, ABC.

AM Affiliate: WDEF, 5-kw, 1370 kc (NBC).

Ownership: 158 stockholders. Officers: Carter M. Parham, pres., 21.46%; Z. C. Patten, v.p., 5.59%; Edward Finlay Jr., secy., 13.37%; Alex Guerry Jr., treas., 1.67%.

Began Operation: April 15, 1954.

Represented (sales) by The Branham Co.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Russell P. May.

Personnel:

Carter M. Parham, *president*.
H. E. "Hap" Anderson, *station manager*.
Otis H. Segler, *sales manager*.
Morris Quave, *program manager*.
David Andrews, *production manager*.
Mort Lloyd, *news director*.
Richard Phipps, *continuity director*.
B. C. Baker, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(April 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.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$100.00	\$50.00
Class B—6-7 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class C—Noon-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class D—7 a.m.-noon, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

WRGP-TV Chattanooga

(Ch. 3)

Grantee (STA): Mountain City Television Inc., Read House.
Studio: 1214 McCallie Ave. Transmitter: Atop Signal Mountain.
Telephone: Oxford 8-1505. TWX No.: CT 7004.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized
power: 100-kw visual, 50-kw aural. Antenna: 1070-ft. above av.
terrain, 300-ft. above ground, 2331-ft. above sea level, lat.
35° 09' 39", long. 85° 18' 53".

Network Service: NBC, ABC.

Ownership: Ramon G. Patterson, 100%.

Began Operation: May 6, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Gautney & Jones.

Personnel:

Ramon G. Patterson, *president & general manager.*
Helen Patterson, *v.p. & program manager.*
Bill Hubbard, *production manager.*
Steve Conrad, *news director.*
Larry Keown, *continuity director.*
B. B. Barnes, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sat. & Sun.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WDXI-TV

Jackson

(Ch. 7)

Licensee: Dixie Bestg. Co., Williams Bldg., Box 309.

Studio: Williams Bldg. Transmitter: Muse St. at city limits.

Tennessee

Telephone: 7-9611. TWX No.: JA 88.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized
power: 83.2-kw visual, 41.7-kw aural. Antenna: 630-ft. above av.
terrain, 560-ft. above ground, 1080-ft. above sea level, lat. 35°
38' 32", long. 88° 48' 27".

Network Service: CBS.

AM Affiliate: WDXI, 5-kw (1-kw night), 1310 kc (MBS).

Ownership: Aaron B. Robinson, pres., 64%; Dr. Frank M. Davis,
v.p., 6.67%; Dave M. Palmer Jr., v.p., 6.67%; Cecil G. Murdock,
6.67%; Harold L. Simpson, 6.67%; D. F. Prince, 6.67%; James W.
Hoppers, 1.95%; T. J. Williams, .65%. Mr. Robinson owns 45.8%
of WCMA, Corinth and is sole owner of WDXN, Clarksville, and
WDXL, Lexington, both Tenn. He also controls and other WDXI
stockholders have minority interest in Tennessee radio stations
WENK, Union City, WDXE, Lawrenceburg, WTPR, Paris. Prince
owns 25% of radio WBSR, Pensacola, Fla. and 9.09% of KOAT,
Albuquerque, N. M.

Began Operation: March 6, 1955.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Prince, Taylor & Crampton.

Represented (engineering) by Kear & Kennedy.

Personnel:

Aaron B. Robinson, *president.*
John E. North, *v.p. & general manager.*
James Hoppers, *program director.*
Al Knott, *production manager.*
Lawrence Dunne, *promotion manager.*
Marge Borg, *women's director.*
John Knight, *news director.*
James Thomas, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., dally.						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	45.00	37.50	30.00	15.00

Subject to frequency discounts.

Leadership . . . 79th Market

Market Data
(A & B)

Population 1,079,500
Households 271,140
Consumer Spendable Income \$1,084,360,000
Retail Sales \$794,284,000
SRDS—NOV. 1, 1956

CONTACT
THE BRANHAM CO.

abc
television network

CBS
TELEVISION

WDEF
TV

CH. 12

FULL POWER

broadcast center • chattanooga

Tennessee

WJHL-TV Johnson City (Ch. 11)

Grantee (STA): WJHL Inc., 145 W. Main St.

Studio and Transmitter: Tannery Knob.

Telephone: 2780. TWX No.: 316.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 309-kw visual, 155-kw aural. Antenna: 720-ft. above av. terrain, 630-ft. above ground, 2541-ft. above sea level, lat. 36° 19' 26" long. 82° 20' 36". Requests change to 316-kw visual, 158-kw aural, 2538-ft. above sea level.

Network Service: CBS, ABC.

AM Affiliate: WJHL, 5-kw (1-kw night), 910 kc (CBS). FM Affiliate: WJHL-FM, 8.1-kw, 100.7 mc (No. 264), 622-ft. antenna height.

Ownership: W. H. Lancaster Sr., chairman, 24.4%; W. H. Lancaster Jr., pres., 34.5%; Evelyn L. Lancaster, 24.4%; Edna M. Dooley, 16%; T. F. Dooley, secy.-treas., 7%.

Began Operation: Oct. 26, 1953.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

W. H. Lancaster Sr., chairman.
W. H. Lancaster Jr., president & general manager.
J. Will Hall, sales manager.
W. A. McDonald, promotion & publicity director.
Jack Sausman, program director.
Leonard Matney, production director.
Rowland Medler, chief engineer.

DIGEST OF RATE CARD NO. 3 (Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$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., daily.						
225.00	135.00	90.00	75.00	56.25	45.00	22.50
Class C—10:30 a.m.-4 p.m., Mon.-Fri.; 10:30 a.m.-1 p.m., Sat.-Sun.; 11:30 p.m.-sign-off, daily.						
150.00	90.00	60.00	50.00	37.50	30.00	15.00
Class D—Sign-on-10:30 a.m., daily.						
90.00	54.00	36.00	30.00	22.50	18.00	9.00

Subject to frequency discounts.

WATE-TV Knoxville (Ch. 6)

Licensee: WATE Inc., 612 Gay St. S.W.

Studio: 3547 N. Broadway (temporary)

Transmitter: Sharps Ridge Memorial Rd.

Telephone: 2-7111. TWX No.: KX 95.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 994-ft. above av. terrain, 649-ft. above ground, 2049-ft. above sea level, lat. 36° 00' 13", long. 83° 56' 35".

Network Service: NBC.

AM affiliate: WATE, 5-kw, 620 kc (NBC).

Ownership: Following officers and stockholders are voting trustees: Paul Mountcastle, pres., 32.14%; Cowan Rodgers Jr., exec. v.p., 4.91%; Frank A. Tucker, treas., 4.29%; John A. Ayres, secy.; W. H. Linebaugh, v.p. & gen. mgr., 4.29%; Herbert J. Madden, v.p., 2.80%; Other stockholders: R. Douglas Cunningham, 4.29%; I. Wayne Longmire, 4.29%; Myron J. Marks, 4.29%; Julian G. Morton, 4.26%; Clarence Beaman Jr., 14.29%; 12 others, none owns over 2.5%. Paul Mountcastle also is chairman of WLAC-TV, Nashville.

Began Operation: Oct. 1, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

W. H. Linebaugh, v.p. & general manager.
John H. Reese, program director.
John T. McCloud, sales manager.
Carl Tibbetts, production manager.
Carl Huster, promotion manager.
Fred M. Andrews, chief engineer.

DIGEST OF RATE CARD NO. 5 (April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—8-10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$60.00

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Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-8 p.m., 10:30-11 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WBIR-TV Knoxville (Ch. 10)

Grantee (STA): Radio Station WBIR Inc., 618 S. Gay St.

Studio: 1513 Hutchison Ave. Transmitter: Sharps Ridge Memorial Park Road.

Telephone: 4-3321. TWX No.: KX 83.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 990-ft. above av. terrain, 704-ft. above ground, 2049-ft. above sea level, lat. 36° 00' 20.8", long. 83° 56' 20.2".

Network Service: CBS.

AM Affiliate: WBIR, .25-kw, 1240 kc (ABC). FM Affiliate: WBIR-FM, 2.85-kw, 93.3 mc (No. 227), 350-ft. antenna height.

Ownership: Radio Cincinnati, Inc. (WKRC-TV, Cincinnati & WTVN, Columbus, O.), 30%; Gilmore N. Nunn, 30%; Martha Henderson Ashe, 22.5%; Robert L. Ashe, 7.5%; John P. Hart, 10%. Officers: Hulbert Taft Jr., chairman (exec. v.p. of Radio Cincinnati); John P. Hart, pres.; Gilmore N. Nunn, v.p. (owns 1/3 of Ch. 40 grantee WCNS, Baton Rouge); Robert L. Ashe, v.p.; Martha Henderson Ashe, secy.-treas.

Began Operation: Aug. 6, 1956.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

John P. Hart, president & general manager.
R. S. Quinn, local sales manager.
Neal W. Branch, program director.
J. Rex Horton, chief engineer.

DIGEST OF RATE CARD NO. 1—(Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—(Summer Cycle): 7-10 p.m., daily. (Winter Cycle): 8-10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$60.00
Class A—(Summer Cycle): 6-7 p.m., 10-10:30 p.m., daily. (Winter Cycle): 7-8 p.m., 10:30-11 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class B—(Summer Cycle): 5-6 p.m., 10:30-11 p.m., daily. (Winter Cycle): 6-7 p.m., 11 p.m.-sign-off, daily.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class C—(Summer Cycle): 8 a.m.-5 p.m., 11 p.m.-sign-off, daily. (Winter Cycle): 9 a.m.-6 p.m.						
225.00	135.00	90.00	80.00	60.00	50.00	25.00
Class D—(Summer Cycle): sign-on-8 a.m., daily. (Winter Cycle): sign-on-9 a.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

WTVK Knoxville (Ch. 26)

Grantee (STA): South Central Bcstg. Corp., Box 1388.

Studio & Transmitter: Sharps Ridge Memorial Park Rd.

Telephone: 5-2114. TWX No.: KX 85.

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 479-ft. above av. terrain, 257-ft. above ground, 1522-ft. above sea level, lat. 36° 00' 37", long. 83° 55' 56".

Network Service: ABC.

Ownership: John A. Engelbrecht, pres., 39.6%; George F. Stoltz, v.p., 39.6%; Leighman D. Groves, secy.-treas., 19.8%; Eileen O. Stoltz, director, .5%; Bettie G. Engelbrecht, director, .5%. South Central Bcstg. also operates radio WIKY, Evansville, Ind.

Began Operation: Oct. 1, 1953. Sale to present owners approved By FCC July 28, 1954. (Television Digest, Vol. 10:23, 31).

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Personnel:

John A. Engelbrecht, general & commercial manager.
William E. Eckstein, program manager.
Jack F. Joyner, news & sports director.
Joe Broyles, chief engineer.

TV Factbook No. 24

DIGEST OF RATE CARD NO. 3
(April 10, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$60.00	\$30.00
Class A—6:30-8 p.m., 10:30-11 p.m., daily.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
180.00	108.00	72.00	63.00	54.00	36.00	18.00
Class C—All other times.						
120.00	72.00	48.00	42.00	30.00	24.00	12.00

Subject to frequency discounts.

WMCT
Memphis
(Ch. 5)

Licensee: Memphis Publishing Co., 495 Union Ave.

Studio: Goodwyn Institute Bldg. Transmitter: U. S. Highway 70 & Macon Rd.

Telephone: Jackson 6-7464. TWX No.: ME 385.

Technical Facilities Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level, lat. 35° 10' 15", long. 89° 53' 12".

Network Service: NBC.

AM Affiliate: WMC, 5-kw, 790 kc (NBC). FM Affiliate: WMCF, 300-kw, 99.7 mc (No. 259), 940-ft. antenna height.

Ownership: Same company publishes *Memphis Commercial Appeal* and *Press-Scimitar*. Same ownership (Scripps-Howard) also operates WCPO-TV & WCPO, Cincinnati; TV station WEWS, Cleveland, radio station WNOX, Knoxville (TV applicant). For Scripps-Howard newspapers, see WEWS, Cleveland.

Began Operation: Dec. 11, 1948.

Represented (sales) by Blair TV.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis Consulting Engineers.

Tennessee

Personnel:

H. W. Slavick, general manager.
Earl Moreland, station manager.
Wilson Mount, program director.
E. C. Frase Jr., chief engineer.
Edward Greaney, production manager.
Derek Rooke, farm director.
Steve Warren, news director.

DIGEST OF RATE CARD NO. 11—(June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class AA—7-10 p.m., daily.						
\$900.00	\$540.00	\$360.00	\$315.00	\$225.00	\$180.00	\$90.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
750.00	450.00	300.00	263.00	188.00	150.00	75.00
Class B—5:30-6:30 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
525.00	315.00	210.00	184.00	131.00	105.00	53.00
Class C—All other times.						
420.00	252.00	168.00	147.00	105.00	70.00	35.00

Subject to frequency discounts.

WHBQ-TV
Memphis
(Ch. 13)

Licensee: RKO Teleradio Pictures Inc., 1440 Broadway, New York City, New York.

Studio: Box 176, 1381 Madison Ave. Transmitter: Raleigh-La-Grange Rd.

Telephone: Broadway 2-3441. TWX No.: ME 146.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 1013-ft. above av. terrain, 1073-ft. above ground, 1333-ft. above sea level, lat. 35° 10' 32", long. 89° 50' 43".

Network Service: ABC.

AM Affiliate: WHBQ, 5-kw (1-kw night), 560 kc (ABC).

Ownership: See WOR-TV, New York.

Began Operation: Sept. 27, 1953. Leased to present owners by Harding College Jan. 30, 1954. (*Television Digest*, Vol. 10:5, 11.)

Represented (sales) by H-R Television Inc.

(Continued on next page)

TIME BUYERS CAUGHT MUSING ABOUT THE MEMPHIS MARKET

(...and incidentally, it's something to muse about!)



Got to schedule some spots in Memphis . . . what's that rating picture?

According to the ARB 41-county survey of February 8, 1956, WMCT had eleven of the first eighteen shows.



WMCT is the Memphis station that programs to the territory!

The area study proved conclusively that WMCT programs according to the wants of its entire audience, with keyed programs to reach every segment.



How many TV homes in the Memphis area now?

There are 475,011 TV homes in the Memphis and Mid-South territory . . . homes with a spendable income of \$2,070,551,000. According to distributors' figures at the close of December, 1956.



WMCT is the big news station in Memphis, isn't it?

Yes, only WMCT in Memphis maintains complete mobile equipment, plus an experienced staff of news reporters to telecast the news as it happens.



Isn't WMCT the first TV station in Memphis?

WMCT is a double first in Memphis, as for six years it was the only station in Memphis, and today is first, by far, in program preference.

WMCT

MEMPHIS
1st by far in Memphis and the Mid-South

100,000 WATTS • NBC BASIC
CHANNEL 5

National Representatives Blair TV
Owned and operated by THE COMMERCIAL APPEAL

Tennessee

MEMPHIS: WHBQ-TV—(Continued)

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

William H. Grumbles, *general manager*.
Boone F. Nevin, *sales manager*.
Gorden A. Lawhead, *operations manager*.
Mark Forrester, *program director*.
William C. Rucker, *merchandising director*.
Gene Roper, *news director*.
Henry Clark, *sales service director*.
Welton M. Roy, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-9:30 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$175.00	\$88.00
Class A—6:30-7 p.m., 9:30-10:30 p.m., daily.						
700.00	420.00	280.00	245.00	175.00	140.00	62.50
Class B—5-6:30 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.						
525.00	315.00	210.00	183.75	131.25	105.00	46.88
Class C—All other times.						
280.00	168.00	112.00	98.00	70.00	56.00	25.00

Subject to frequency discounts.

WREC-TV Memphis

(Ch. 3)

Licensee: WREC Bcstg. Service, Hotel Peabody Bldg.

Studio: Hotel Peabody Bldg. Transmitter: 2.75-mi. SE of Bartlett.

Telephone: Jackson 5-1313. TWX No.: ME 269.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1000-ft. above av. terrain, 1077-ft. above ground, 1349-ft. above sea level, lat. 35° 10' 52.19", long. 89° 49' 56.11".

Network Service: CBS.

AM Affiliate: WREC, 5-kw, 600 kc (CBS).

Ownership: Hoyt B. Wooten, 100%.

Began Operation: Jan. 1, 1956.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Spearman & Roberson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Hoyt B. Wooten, *general manager*.
Charles Brakefield, *sales manager*.
Jack Michael, *program director*.
Russ Hodge, *news director*.
Kitty Kelly, *women's director*.
Wilson Raney, *chief engineer*.

DIGEST OF RATE CARD NO. 2
(June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$900.00	\$540.00	\$360.00	\$315.00	\$225.00	\$175.00	\$88.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
750.00	450.00	300.00	263.00	188.00	150.00	75.00
Class B—5:30-6:30 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
525.00	315.00	210.00	184.00	131.00	105.00	53.00
Class C—9 a.m.-5:30 p.m., Mon.-Fri.; sign-on-5:30 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.						
420.00	252.00	168.00	147.00	105.00	70.00	35.00
Class D—Sign-on-9 a.m., Mon.-Fri.						
280.00	168.00	112.00	98.00	70.00	45.00	23.00

Subject to frequency discounts.

WKNO-TV Memphis

(Ch. 10)

Non-Commercial Educational Station

Grantee (STA): Memphis Community Television Foundation, 268 Jefferson Ave.

Studio: 268 Jefferson Ave. Transmitter: 7192 Raleigh-LaGrange Rd.

Telephone: Jackson 6-6826.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 26.9-kw visual, 13.5-kw aural. Antenna: 648-ft. above av. terrain, 637-ft. above ground, 972-ft. above sea level, lat. 35° 09' 17", long. 89° 49' 20".

Ownership: Memphis Community Television Foundation; Julian B. Bondurant, pres.; Ernest C. Ball, v.p.; Robert W. Pharr, secy.; Allen Morgan, treas.

Began Operation: June 25, 1956.

Represented (legal) by Robert W. Pharr, Memphis.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Harold M. Martin, *managing director*.
Keith J. Nighbert, *program director*.
Howard D. Holst, *production manager*.
Mrs. H. L. Breeding, *continuity director*.
Leo & Dora Velleman, *directors of children's programs*.
Clement E. LaFond, *chief engineer*.

WLAC-TV Nashville

(Ch. 5)

Licensee: WLAC-TV Inc., 159 Fourth Ave. N.

Studio: 159 Fourth Ave. N. Transmitter: Brick Church Pike & Old Hickory Blvd.

Telephone: Chapel 2-4331. TWX No.: NV 68.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1367-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level, lat. 36° 16' 05" long. 86° 47' 18".

Network Service: CBS.

Ownership: Life & Casualty Insurance Co., 50%; T. B. Baker Jr., 25%; A. G. Beaman, 25%. WLAC-TV officers: Paul Mountcastle, chairman; Gullford Dudley Jr., pres.; T. B. Baker Jr., exec. v.p.; A. G. Beaman, secy.-treas. Life & Casualty operates radio WLAC as a separate entity. Paul Mountcastle also is pres. of WATE-TV, Knoxville; Life & Casualty has no holdings in WATE-TV.

Began Operation: Aug. 6, 1954.

Represented (sales) by the Katz Agency Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

T. B. Baker Jr., *exec. v.p. & general manager*.
Ruth C. Talley, *asst. to manager & public service director*.
Robert M. Reuschle, *general sales manager*.
Roy A. Smith, *operations manager*.
Ralph L. Hucaby, *chief engineer*.
James G. Wharton, *promotion manager*.

DIGEST OF RATE CARD NO. 3—(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.							
\$750.00	\$450.00	\$300.00	\$263.00	\$188.00	\$150.00	\$142.00	\$71.00
Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.							
600.00	360.00	240.00	210.00	150.00	120.00	113.00	57.00
Class B—5-6:30 p.m., Mon.-Fri.; 5-6 p.m., Sat.; noon-6 p.m., Sun.; 10-11 p.m., daily.							
375.00	225.00	150.00	131.00	94.00	75.00	68.00	34.00
Class C—Noon-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.							
260.00	156.00	104.00	91.00	65.00	52.00	50.00	25.00
Class D—9 a.m.-noon, daily.							
210.00	126.00	84.00	74.00	53.00	42.00	40.00	20.00
Class E—Sign-on-9 a.m., daily.							
160.00	96.00	64.00	56.00	40.00	32.00	30.00	15.00

Subject to frequency discounts.

WSIX-TV Nashville

(Ch. 8)

Licensee: WSIX Inc., Nashville Trust Bldg.

Studio & Transmitter: Old Hickory Blvd. and Granny White Pike, 8-mi. S of Nashville.

Telephone: Alpine 5-5431. TWX No.: NV 178.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 177-kw visual, 88.5-kw aural. Antenna: 1360-ft. above av. terrain, 940-ft. above ground, 2049-ft. above sea level, lat. 36° 02' 50", long. 86° 49' 49".

Network Service: ABC.

AM Affiliate: WSIX, 5-kw, 980 kc (ABC).

Ownership: Louis R. Draughon, 66 2/3%; R. D. Stanford Jr., 33 1/3%.

Began Operation: Nov. 28, 1953. For details on sales whereby Draughon family gave up control and Louis R. Draughon bought back 1/3; see Sales & Transfers section.

Represented (sales) by George P. Hollingbery Co.

Personnel:

Louis R. Draughon, *president*.
R. D. Stanford Jr., *v.p. & general manager*.
James L. Harper, *TV director*.
Al M. Kerr, *v.p. & commercial manager*.
Charles Duke, *chief engineer*.

DIGEST OF RATE CARD NO. 2
(Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6:30-10 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 6-10 p.m., Sun.							
\$575.00	\$340.00	\$230.00	\$200.00	\$140.00	\$100.00	\$90.00	\$55.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sun.; 5-6 p.m., 11 p.m.-midnight, Sat.; 10-11:30 p.m., Sun.-Fri.							
350.00	210.00	140.00	122.50	87.50	60.00	54.00	30.00
Class C—Noon-5 p.m., Mon.-Sat.; 11:30 p.m.-midnight, Sun.-Fri.; 9 a.m.-noon, Sat.							
233.50	140.00	93.50	82.00	58.50	40.00	36.00	20.00
Class D—All other times.							
155.50	93.50	62.50	54.50	39.00	27.00	25.50	13.50

Subject to frequency discounts.

WSM-TV
Nashville
(Ch. 4)

Licensee: WSM Inc., National Bldg.

Studio and Transmitter: 14th & Compton Aves.

Telephone: Alpine 4-5656. TWX No.: NV 77.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 680-ft. above av. terrain, 575-ft. above ground, 1275-ft. above sea level, lat. 36° 07' 49", long. 86° 47' 27". Holds CP for 1420-ft. above av. terrain, 1374-ft. above ground, 2043-ft. above sea level, lat. 36° 08' 50.1", long. 86° 49' 53.6"; transmitter to 38th & Dakota Aves.

Network Service: NBC.

AM Affiliate: WSM, 50-kw, 650 kc (NBC).

Ownership: 100% subsidiary of National Life & Accident Insurance Co.

Began Operation: Sept. 30, 1950.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

E. W. Craig, *chairman*.
J. H. DeWitt Jr., *president*.
George Reynolds, *v.p. and technical director*.
Irving Waugh, *commercial manager*.
Harrienne Moore, *director of public relations*.
Harold Baker, *news director*.
Larry Munson, *director of sports*.
Brad Crandall, *operations manager*.
Aaron Shelton, *chief engineer*.

DIGEST OF RATE CARD NO. 8
(May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.							
\$825.00	\$495.00	\$330.00	\$290.00	\$205.00	\$165.00	\$150.00	\$75.00
Class A—6:30-7 p.m., 10-10:30 p.m., Mon.-Fri.; 6-7 p.m., 10-11 p.m., Sat. & Sun.							
600.00	360.00	240.00	210.00	150.00	120.00	110.00	55.00
Class B—5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.							
360.00	216.00	144.00	126.00	90.00	72.00	65.00	32.50
Class C—Noon-5 p.m., Mon.-Fri.; 9 a.m.-noon, Sat.; 11 p.m.-midnight, daily.							
240.00	144.00	96.00	84.00	60.00	48.00	43.00	21.50
Class D—All other times.							
180.00	108.00	72.00	63.00	41.00	36.00	32.40	16.20

Class C & D package plans on request.
Subject to frequency discounts.
Color: Accepts local shows at regular rates.

T E X A S

KRBC-TV
Abilene
(Ch. 9)

Licensee: Abilene Radio & Television Co., 4510 S. 14th St.

Studio: 4510 S. 14th St. Transmitter: Cedar Gap Mt.

Telephone: 2-8491. TWX No.: AE 10.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 27.5-kw visual, 13.8-kw aural. Antenna: 770-ft. above av. terrain, 437-ft. above ground, 2787-ft. above sea level, lat. 32° 17' 13", long. 99° 44' 20".

Network Service: NBC.

1957 Spring-Summer Edition

Tennessee-Texas

AM Affiliate: KRBC, 5-kw (1-kw night), 1470 kc (ABC).

Ownership: Dale Ackers, pres., 25%; Lewis J. Ackers, v.p., 25%; Jack Andrews, secy.-treas., 25%; Christine Ackers Cagle, 25%. Mrs. Cagle is married to Gene L. Cagle, pres. & 20% owner of KFDA-TV, Amarillo & KFJZ-TV, Fort Worth.

Began Operation: Aug. 24, 1953. Sale to present owners by *Abilene Reporter News* approved by FCC Sept. 16, 1953 (*Television Digest*, Vol. 9:35, 38).

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Eugene Burke.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Dale Ackers, *president & general manager*.
Geo. C. Breeding Jr., *station & national sales manager*.
Rush Evans, *production director*.
Harry Holt, *farm director*.
Frank Woodruff, *news director*.
Troy Mallon, *chief engineer*.

DIGEST OF RATE CARD NO. 6
(Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$225.00	\$155.00	\$105.00	\$80.00	\$60.00	\$40.00	\$20.00
Class B—5-6 p.m., Mon-Sat; 1-6 p.m., Sun; 10:30-11 p.m., daily.						
180.00	124.00	84.00	64.00	48.00	32.00	16.00
Class C—12:30-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	50.00	40.00	20.00	10.00
Class D—7 a.m.-12:30 p.m., Mon.-Fri.						
80.00	53.00	37.00	32.00	23.00	16.00	8.00

Subject to frequency discounts.

KFDA-TV
Amarillo
(Ch. 10)

Licensee: Amarillo Broadcasting Co. Inc., Broadway at Cherry Ave.

Studio and Transmitter: Broadway at Cherry Ave.

Telephone: Drake 4-5343. TWX No.: AM 20.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 250-kw visual, 126-kw aural. Antenna: 550-ft. above av. terrain, 456-ft. above ground, 4038-ft. above sea level, lat. 35° 17' 33", long. 101° 50' 48".

Network Service: CBS, ABC.

AM Affiliate: KFPA, 5-kw (1-kw N), 1440 kc (ABC).

Ownership: Texas State Network Inc.; for other interests see KFJZ-TV, Fort Worth.

Began Operation: April 4, 1953.

Represented (sales) by Blair Television Associates.

Represented (legal) by Eugene L. Burke.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Ed Moore, *general & sales manager*.
Bill Johns, *news editor*.
Doug Rains, *sports director*.
Yvonne Silvey, *traffic manager*.
Elizabeth Merchant, *director of women's news*.
Bill Spiller, *chief engineer*.
Don Daniels, *technical supervisor*.
Ray Pardue, *accountant*.
Vernon Poerner, *program director*.
Dick Knerr, *film editor*.

DIGEST OF RATE CARD NO. 4
(Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$90.00	\$80.00	\$70.00	\$35.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.						
250.00	150.00	100.00	75.00	60.00	50.00	25.00
Class C—12:30-6 p.m., daily.						
180.00	108.00	72.00	54.00	45.00	35.00	17.50

Subject to frequency discounts.

Order extra copies of the
TV WALL MAP
at \$1.50 each

Texas

KGNC-TV

Amarillo

(Ch. 4)

Licensee: Globe News Publishing Co., 2000 N. Polk St., Box 751.

Studio: 2000 N. Polk St. Transmitter: 5-mi. N. of city limits.

Telephone: Drake 4-4601. TWX No.: AM 4.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 770-ft. above av. terrain, 833-ft. above ground, 4295-ft. above sea level, lat. 35° 18' 52", long. 101° 50' 47".

Network Service: NBC.

AM Affiliate: KGNC, 10-kw, 710 kc (NBC).

Ownership: Globe News Publishing Co. publishes *Amarillo Globe News*, owns *Lubbock Avalanche* and *Journal* and operates radio KPFO, Lubbock, Tex. Roy N. Whittenburg & family 91.8%, having increased holdings from 35.6% by acquiring stock of Parker F. Prouty group (*Television Digest*, Vol. 11:19, 26).

Began Operation: March 11, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Wes Izzard, *executive general manager*.
Aubrey Jackson, *general manager*.
Bob Watson, *asst. station manager*.
Kin Raley, *advertising & promotion*.
Bill Clarke, *local sales manager*.
Bud Pursley, *production manager*.
Calvin Handy, *business manager*.
Bill Torrey, *chief engineer*.
Jerry Howerton, *film editor*.
Bob Izzard, *news director*.

DIGEST OF RATE CARD NO. 6 (May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	10 Sec.*
Class A—6:30-10:30 p.m., daily.						
\$340.00	\$204.00	\$136.00	\$102.00	\$92.00	\$70.00	\$35.00
Class B—6-6:30 p.m., daily.						
300.00	180.00	120.00	90.00	80.00	60.00	30.00
Class C—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
225.00	135.00	90.00	67.50	56.00	45.00	22.50
Class D—All other times.						
180.00	108.00	72.00	54.00	45.00	35.00	17.50

*Class AA (7-10 p.m., daily): Min. \$85, 8 Sec. \$42.50. Class A (6:30-7 p.m., 10-10:30 p.m., daily). Subject to frequency discounts.

KTBC-TV

Austin

(Ch. 7)

Licensee: The LBJ Co., Driskill Hotel.

Studio: Driskill Hotel, Box 717. Transmitter: Mt. Larson.

Telephone: Greenwood 2-2424. TWX No.: AZ 74.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw maximum, 158-kw aural. Antenna: 740-ft. above av. terrain, 576-ft. above ground, 1498-ft. above sea level, lat. 30° 18' 28", long. 97° 47' 26". Holds CP for 316-kw visual, 158-kw aural, 1277-ft. above av. terrain, 1137-ft. above ground, 2046-ft. above sea level, lat. 30° 18' 35", long. 97° 47' 33"; transmitter to 4-mi. NW of Texas State Capitol.

Network Service: CBS, ABC, NBC.

AM Affiliate: KTBC, 5-kw (1-kw night), 590-kc (CBS).

Ownership: Claudia T. Johnson, chairman, 94.4%. The LBJ Co. also has 29% interest in KWTX-TV, Waco, Tex. and owns 50% of KRGV-TV, Weslaco, Tex. (*Television Digest*, Vol. 12:11).

Began Operation: Nov. 27, 1952.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

J. C. Kellam, *president & general manager*.
Ben L. Slack, *asst. general manager*.
Richard (Cactus) Pryor, *program director*.
O. P. (Bob) Bobbitt, *general sales manager*.
Charles L. Howell, *local sales manager*.
Charles Brooks, *sales promotion director*.
Paul Bolton, *news editor*.
Ben Hearn, *chief engineer*.
Elmo Brown, *film editor*.
Dave Shanks, *farm director*.
Charles Brown, *merchandising & promotion director*.

DIGEST OF RATE CARD NO. 4 (March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-10:30 p.m., daily.					
\$400.00	\$240.00	\$160.00	\$128.00	\$96.00	\$80.00
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.					
300.00	180.00	120.00	96.00	72.00	60.00
Class C—All other times.					
200.00	120.00	80.00	64.00	48.00	40.00

8 Sec. rate: 50% of Min. or 20 Sec.

Subject to frequency discounts.

KFDM-TV

Beaumont

(Ch. 6)

Grantee (STA): Beaumont Bcstg. Corp., 1420 Calder Ave.

Studio: 1420 Calder Ave. Transmitter: U. S. Hwy. 90, 2 mi. E. of Vidor, Tex.

Telephone: Terminal 8-4731.

Technical Facilities: Channel No. 6 (78-84 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 537-ft. above av. terrain, 600-ft. above ground, 618-ft. above sea level, lat. 30° 08' 29", long. 93° 58' 38".

Network Service: CBS, ABC.

AM Affiliate: KFDM, 5-kw, 560-kc, ABC.

Ownership: D. A. Cannan, pres., 20.88%; C. B. Locke, exec. v.p., 23.88%; Howard H. Fry, secy.-treas., 1.76%; L. H. Cullum, 8.23%; over 20 others, none owns as much as 4%. Mr. Cannan owns 59.35% of KFDX-TV, Wichita Falls, Tex.

Began Operation: April 24, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

C. B. Locke, *exec. v.p. & general manager*.
Mott M. Johnson, *sales & operations manager*.
Bill Beathard, *production manager*.
Dave Russell, *local sales*.
Wes Wise, *program director*.
Harold Bartlett, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(Jan. 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., daily.						
\$350.00	\$210.00	\$140.00	\$80.00*	\$48.00*
Class A—6:30-7:30 p.m., 9:30-10:30 p.m., daily.						
300.00	180.00	120.00	\$105.00	\$75.00	60.00	36.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily.						
225.00	135.00	90.00	78.75	56.25	45.00	27.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	18.00

* 20 and 8 Sec. spots only.

Subject to frequency discounts.

KBST-TV

Big Spring

(Ch. 4)

(Affiliated with KDUB-TV, Lubbock)

Grantee (STA): Big Spring Television Inc., Box 1632.

Studio and Transmitter: 2500 Kentucky Way.

Telephone: Amherst 4-6325.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 12.75-kw visual, 6.88-kw aural. Antenna: 380-ft. above av. terrain, 497-ft. above ground, 2957-ft. above sea level, lat. 32° 15' 16", long. 101° 26' 44".

Network Service: CBS.

AM Affiliate: KBST, .25-kw, 1490-kc (ABC).

Ownership: William J. Wallace, pres., 25.514%; Howard Barrett, v.p., 12.757%; Lewis O. Seibert, secy.-treas., 12.757%; Robert W. Whipkey, v.p., 12.757%; Raymond L. Tollett, 20.25%; over 100 other stockholders, none owns over 1%. Mr. Whipkey publishes *Big Spring Herald*. Mr. Seibert owns 45% of KPLT, Paris, Tex., and 100% of KGKL, San Angelo, Tex. Note: Now operated by owners of KDUB-TV, Lubbock, under lease arrangement with option to buy 50% of stock plus sales and program control after 5 years (*Television Digest*, Vol. 13:1, 4-5).

Began Operation: Jan. 10, 1956.

Represented (sales) by The Branham Co.

Personnel:

William J. Wallace, *president and general manager*.
(For additional personnel, see KDUB-TV, Lubbock.)

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; Sign-on-10:30 p.m. Sun.						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$15.00
Class B—All other times.						
112.50	67.50	45.00	39.40	33.75	22.50	11.25

Note: This is local rate card; see KDUB-TV, Lubbock, for combination rate.

KRIS-TV
Corpus Christi

(Ch. 6)

Grantee (STA): Gulf Coast Broadcasting Co., Box 840.

Studio: Robert Driscoll Hotel. Transmitter: near Robstown, Tex., 13.5-mi. W of Corpus Christi.

Telephone: Tulip 4-6354. TWX No.: CC 045.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 53.7-kw visual, 26.9-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 748-ft. above sea level, lat. 27° 46' 46", long. 97° 37' 31".

Network Service: NBC.

Ownership: T. Frank Smith, 100%.

Began Operation: May 25, 1956.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

T. Frank Smith, *president & general manager*.
W. M. (Ike) Elkner, *sales v.p.*
Charles Nethery, *programming v.p.*
Harry Abbott, *production manager*.
Joe W. Collier, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(May 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-9:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$75.00	\$37.50
Class A—6:30-7:30 p.m., 9:30-10:30 p.m., daily.						
250.00	150.00	100.00	87.50	75.00	60.00	30.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily.						
225.00	135.00	90.00	78.75	67.50	50.00	25.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily.						
160.00	96.00	64.00	56.00	48.00	40.00	20.00

KSIX-TV
Corpus Christi

(Ch. 10)

Grantee (STA): K-SIX Television Inc., Show Room Bldg.

Studio: Show Room Bldg. Transmitter: State Hwy. 44, 1.7 mi. E. of Robstown, Tex.

Telephone: Tulip 2-9242. TWX No.: CC 137.

Technical Facilities: Channel No. 10 (192-198 mc). Operating under Special Temporary Authorization with 128-kw visual, 65-kw aural power using 340-ft. tower. Authorized power: 212-kw visual, 106-kw aural. Antenna: 700-ft. above av. terrain, 724-ft. above ground, 792-ft. above sea level, lat. 27° 46' 50", long. 97° 38' 03".

Network Service: CBS.

AM Affiliate: KSIX, .25-kw, 1230 kc (ABC).

Ownership: Corpus Christi Bestgr. Co. Inc. (KSIX), 51.133%; Vann M. Kennedy, pres., 1.33%; Guy I. Warren, v.p., 13.33%; Charles R. Manning, v.p., .66%; Cecil E. Burney, secy., 1.33%; James H. Burney, treas., .666%; remainder of stock held by 58 others, none with more than 3%. Kennedy owns 50%, Manning 13.33%, and Cecil E. Burney, 25% of KSIX.

Began Operation, Sept. 30, 1956.

Represented (sales) by H-R Television Inc.; Clarke Brown Co.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Vann M. Kennedy, *president & general manager*.
Charles R. Manning, *vice president*.
William Patton, *commercial manager*.
Gene Loper, *program manager*.
Bill Kessel, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$90.00	\$75.00	\$50.00	\$25.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10-11 p.m., daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00
Class C—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
125.00	75.00	50.00	45.00	37.50	25.00	12.50

1957 Spring-Summer Edition

Texas

KVDO-TV
Corpus Christi
(Ch. 22)

Licensee: Coastal Bend Television Co., 409 S. Staples St.

Studio: 409 S. Staples St. Transmitter: Intersection of Agnes & Staples Sts. Mailing Address: P.O. Box 2223.

Telephone: Tulip 2-7468.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power 16.6-kw visual, 8.91-kw aural. Antenna: 310-ft. above av. terrain, 232-ft. above ground, 355-ft. above sea level, lat. 27° 47' 15", long. 97° 24' 01". Requests change to Ch. 3 or 13.

Network Service: CBS, ABC.

Ownership: Gabriel Lozano, pres., 11.11%; Aroldo O. Lerma, v.p., 11.11%; E. E. Mireles, secy., 11.11%; M. L. Ramirez, 11.11%; Alonzo M. Gonzales, 11.11%; C. V. Guzman, 11.11%; Joe Garza, 11.11%; E. G. Estrada, 11.11%; Victor Moreno, 11.11%. Messrs. Lozano and Lerma hold 20% each of radio KCCT, Corpus Christi. Note: Sale to group of local businessmen headed by E. J. Healey and Hubert J. Schmidt pends FCC approval (*Television Digest*, Vol. 13:2).

Began Operation: June 9, 1954.

Represented (sales) by Young Television Corp.; Clyde Melville Co. (South only).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

L. W. Smith, *general manager*.
Ron Dexter, *production manager*.
Nestor Cuesta, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B—3:59-5:59 p.m., daily.						
150.00	90.00	60.00	52.50	45.00	30.00	15.00
Class C—All other times.						
120.00	80.00	57.50	48.75	40.00	25.00	12.50

Subject to frequency discounts.

KRLD-TV
Dallas

(Ch. 4)

Licensee: KRLD Radio Corp., Herald Square.

Studio: Herald Square. Transmitter: 1-mi. W. of Cedar Hill, Tex.

Telephone: Riverside 2-6811. TWX No.: DL 71.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1680-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level, lat. 32° 35' 28", long. 96° 58' 34".

Network Service: CBS.

AM Affiliate: KRLD, 50-kw, 1080 kc (CBS). FM Affiliate: KRLD-FM, 40-kw, 92.5 mc (No. 223), 480-ft. antenna height.

Ownership: Same as *Dallas Times-Herald*; John W. Runyon, chairman; Clyde W. Rembert, pres.; D. A. Greenwell, v.p.

Began Operation: Dec. 3, 1949.

Represented (sales) by Branham Co.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Lohnes & Culver.

Personnel:

J. W. Runyon, *chairman of the board*.
Clyde W. Rembert, *president & managing director*.
Roy M. Flynn, *station manager*.
Gene Cuny, *commercial manager*.
Ves Box, *program director*.
Fritz Kuler, *asst. program director*.
Larry Rasco, *news director*.
A. B. Jolly, *farm director*.
Nick Mueller, *mgr. film dept*.
William B. Honeycutt, *chief engineer*.

DIGEST OF RATE CARD NO. 11—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.						
\$1100.00	\$660.00	\$440.00	\$385.00	\$350.00	\$300.00	\$175.00
Class A—6:30-7 p.m., 10-10:30 p.m., Mon.-Sat.; 10-10:30 p.m., Sun.						
950.00	570.00	380.00	316.65	285.00	250.00	125.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
525.00	315.00	210.00	183.75	157.50	125.00	70.00
Class C—6 a.m.-6 p.m., Mon.-Sat.; 6 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
275.00	165.00	110.00	96.25	82.50	75.00	35.00

Subject to frequency discounts.

Texas

WFAA-TV Dallas (Ch. 8)

Licensee: A. H. Belo Corp., Young & Houston Sts.
 Studio: 3000 Harry Hines Blvd. Transmitter: 1-mi. W of Cedar Hill, Tex.
 Telephone: Riverside 1-3315. TWX No.: DL 41.
 Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum and 300-kw horizontal visual, 158-kw maximum and 150-kw horizontal aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level, lat. 32° 35' 28", long. 96° 58' 34".
 Network Service: NBC, ABC.
 AM Affiliate: WFAA, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABC). Shares time on both frequencies with WBAP, Ft. Worth.
 Ownership: Same as *Dallas Morning News*; Mrs. G. B. Dealey, chairman; E. M. Dealey, pres.; James M. Moroney, excc. v.p.
 Began Operation: Sept. 17, 1949 as KBTW. Sold to present licensee February 1950 (*Television Digest*, Vol. 6:4, 11).
 Represented (sales) by Edward Petry & Co. Inc.
 Represented (legal) by Loucks, Zias, Young & Jansky.
 Represented (engineering) by A. Earl Cullum Jr.
 Personnel:
 E. M. (Ted) Dealey, *president*.
 James M. Moroney, *executive v.p.*
 Alex Keese, *managing director of TV-radio*.
 Dick Drummy Jr., *commercial manager*.
 Mrs. W. H. Portwood, *promotion director*.
 Bob Tripp, *news director*.
 Bob King, *program manager*.
 Tom S. Palmer, *production manager*.
 Dunlap Clark, *film director*.
 Jim W. Cooper, *chief engineer*.
 George E. Krutilek, *technical supervisor*.

DIGEST OF RATE CARD NO. 12—(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	8 Sec.
Class AA—7-10 p.m., daily.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$250.00	\$125.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
850.00	510.00	340.00	300.00	260.00	220.00	120.00
Class B—5:30-6:30 p.m., 10:30-11 p.m., daily; 2-6:30 p.m., Sun.						
600.00	360.00	240.00	210.00	180.00	150.00	75.00
Class C—All other times.						
300.00	180.00	120.00	105.00	90.00	75.00	40.00

*Also has 20 Sec.: Class AA \$225, Class A \$180, Class B \$120, Class C \$60. Subject to frequency discounts.

KILT El Paso (Ch. 13)

Grantee (STA): McLendon Investment Corp., 2104 Jackson St. Dallas, Tex.
 Studio & Transmitter: 4530 Delta St.
 Telephone: 3-3658.
 Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 28.2-kw visual, 17-kw aural. Antenna: 120-ft. above av. terrain, 352-ft. above ground, 4052-ft. above sea level, lat. 31° 45' 42", long. 106° 26' 15".
 Network Service: ABC.
 AM Affiliate: KELP, 1-kw (.5-kw night), 920 kc.
 Ownership: Barton R. McLendon, chairman of board; Gordon B. McLendon, president. McLendon also operates radio stations KELP, El Paso & KLIF, Dallas; also operates radio KTSA San Antonio; and is AM applicant for Houston. Barton & Gordon McLendon each owns 20% of Tri-State Theatres. Note: Sale to owners of KXLY-TV, Spokane, Wash. pends FCC approval (*Television Digest*, Vol. 12:49).
 Began Operation: Sept. 1, 1956.
 Represented (sales) by Young Television Corp.
 Represented (legal) by Cohn & Marks.
 Represented (engineering) by Vandivere, Cohen & Wearn.
 Personnel:
 Ed Winton, *station manager*.
 Ed Rancher, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m. daily.							
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$50.00	\$30.00
Class B—All other times.							
220.00	132.00	86.00	69.00	52.00	42.00	34.00	21.00

Subject to frequency discounts.

KROD-TV El Paso (Ch. 4)

Grantee (STA): Roderick Broadcasting Co., 2201 Wyoming St. Studio: 2201 Wyoming St. Transmitter: Atop Mount Franklin. Telephone: 2-6551. TWX No.: EP 44.
 Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 62.2-kw visual, 31.1-kw aural. Antenna: 1585-ft. above av. terrain, 285-ft. above ground, 5285-ft. above sea level, lat. 31° 41' 29", long. 106° 28' 49". Requests change to 1152-ft. above av. terrain, lat. 31° 47' 34", long. 106° 28' 47".
 Network Service: CBS.
 AM Affiliate: KROD, 5-kw, 600 kc (CBS).
 Ownership: Same as *El Paso Times*. Dorrance Roderick, pres., 75% with members of Roderick family. Val Lawrence, v.p., is 5.5% owner of *El Paso Times*.
 Began Operation: Dec. 14, 1952.
 Represented (sales) by The Branham Co.
 Represented (legal) by Segal, Smith & Hennessey.
 Personnel:
 Dorrance D. Roderick, *president*.
 Val Lawrence, v.p. & *general manager*.
 Dick Watts, *general sales manager*.
 Gordon Phillips, *promotion manager*.
 Edward P. Talbot, *chief engineer*.
 Bernie Bracher, *program director*.
 Louis Hendricks, *news director*.
 Paul Stevenson, *farm director*.

DIGEST OF RATE CARD NO. 4 (Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00	\$45.00
Class B—5:30-6:30 p.m., Mon.-Fri.; Noon-6 p.m., Sat. & Sun.; 10:30 p.m.-midnight, Sun.-Sat.						
337.50	202.50	135.00	118.50	84.00	67.50	33.80
Class C—All other hours.						
225.00	133.00	90.00	78.30	56.30	45.00	22.50

Subject to frequency discounts.

KTSM-TV El Paso (Ch. 9)

Licensee: Tri-State Broadcasting Co. Inc., 801 N. Oregon St. Studio: 801 N. Oregon St. Transmitter: Third & Santa Fe Sts. Telephone: 2-5423. TWX No.: EP 193.
 Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 55-kw visual, 27.5-kw aural. Antenna: 500-ft. above av. terrain, 472-ft. above ground, 4173-ft. above sea level, lat. 31° 45' 12", long. 106° 29' 19".
 Network Service: NBC.
 AM Affiliate: KTSM, 1-kw, (.5-kw night), 1380 kc (NBC).
 Ownership: Karl O. Wyler, pres., 75%; Roy T. Chapman, v.p.; Karl O. Wyler Jr., secy-treas., 10%; F. L. Koons, 10%; W. C. Bailey, 5%.
 Began Operation: Jan. 4, 1953.
 Represented (sales) by George P. Hollingbery Co.; Clarke Brown Co. (South).
 Represented (legal) by Loucks, Zias, Young & Janaky.
 Represented (engineering) by George P. Adair Engineering Co.
 Personnel:
 Karl O. Wyler, *president & general manager*.
 Karl O. Wyler Jr., *administrative assistant & secy.-treas.*
 Roy T. Chapman, v.p. & *sales manager*.
 Jack Rye, *program & production director*.
 Conrey Bryson, *news director*.
 Paul Tetzner, *art director*.
 Kenneth Walton, *chief engineer*.
 Jack Elliott, *promotion & publicity director*.

DIGEST OF RATE CARD NO. 4 (Nov. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$325.00	\$195.00	\$130.00	\$113.75	\$78.00	\$65.00	\$32.50
Class B—5-6 p.m., 10:30 p.m.-sign-off, Mon.-Fri.; 1-6 p.m., Sat & Sun.						
260.00	156.00	104.00	91.00	65.00	52.00	26.00
Class C—1-5 p.m., Mon.-Fri.						
162.50	97.50	65.00	56.88	39.00	32.50	16.25

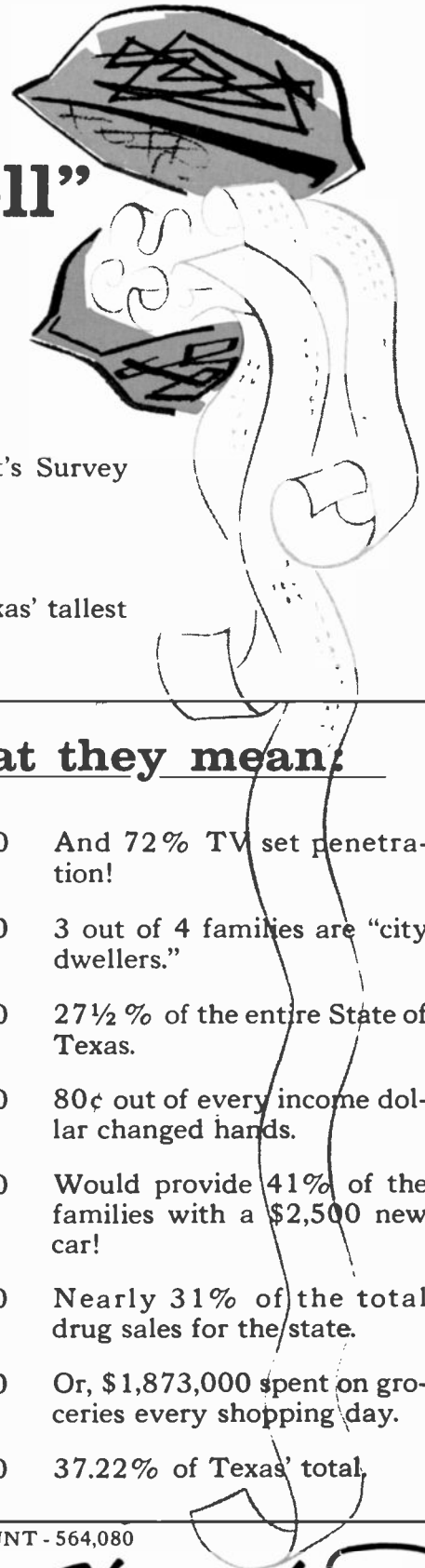
Subject to frequency discounts.

FACTS in a "nutshell"

... about WFAA-TV's
rich 42-county

Dallas-Fort Worth market!

A great market grows even greater as Sales Management's Survey of Buying Power (May 10, 1956) reveals an upward trend in all major marketing statistics year after year. A money-making, big-spending, area blanketed by WFAA-TV's maximum power from atop Texas' tallest structure — 1,521' from concrete base to antenna tip.



FACTS and what they mean:

POPULATION:	2,344,800	And 72% TV set penetration!
URBAN POPULATION:	1,741,600	3 out of 4 families are "city dwellers."
EFFECTIVE BUYING INCOME:	\$ 3,559,408,000	27½% of the entire State of Texas.
RETAIL SALES:	\$ 2,909,268,000	80¢ out of every income dollar changed hands.
AUTO SALES:	\$ 725,963,000	Would provide 41% of the families with a \$2,500 new car!
DRUG SALES:	\$ 94,383,000	Nearly 31% of the total drug sales for the state.
FOOD SALES:	\$ 584,367,000	Or, \$1,873,000 spent on groceries every shopping day.
GENERAL MERCHANDISE:	\$ 459,495,000	37.22% of Texas' total.

SET COUNT - 564,080

Call your PETRYMAN for availabilities, market data and complete coverage information

NBC-ABC

Television Service of The Dallas Morning News



Texas

KFJZ-TV Fort Worth (Ch. 11)

Grantee (STA): Texas State Network Inc., 4801 W. Freeway.
 Studio: 4801 W. Freeway. Transmitter: .75-mi. E of White Lake, 25-mi. N of Ederville Rd.
 Telephone: Pershing 7-6631. TWX No.: FT 8076.
 Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1020-ft. above av. terrain, 1074-ft. above ground, 1672-ft. above sea level, lat. 32° 45' 42", long. 97° 14' 40". Holds mod. of CP for 209-kw visual, 107-kw aural.
 AM Affiliate: KFJZ, 5-kw, 1270 kc (MBS).
 Ownership: Gene L. Cagle, pres., 20%; Sid W. Richardson, 62%; Perry R. Bass, 15%; remainder in Dillard and Harrison family trusts. Texas State Network operates KFJZ-TV & KFJZ, Amarillo. also owns KFJZ, Fort Worth; KRIO, McAllen. Mrs. Cagle owns 25% of KRBC-TV, Abilene, Tex.

Began Operation: Sept. 11, 1955.
 Represented (sales) by Blair-TV.
 Represented (legal) by Miller & Schroeder.
 Represented (engineering) by Commercial Radio Equipment Co.
 Personnel:

Gene L. Cagle, *president & general manager.*
 John Hopkins, *asst. general manager.*
 Dale Drake, *national sales manager.*
 Joe Evans, *local sales manager.*
 Hank Davis, *program director.*
 Don Henry, *production manager.*
 Pete Peterson, *chief engineer.*
 Arno Mueller Jr., *film buyer.*

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—7-10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$180.00	\$180.00	\$144.00
Class B—1-7 p.m., Sun.; 6-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.						
400.00	240.00	160.00	140.00	120.00	120.00	96.00
Class C—All other times.						
200.00	120.00	80.00	70.00	60.00	60.00	48.00

Subject to frequency discounts.

WBAP-TV Fort Worth (Ch. 5)

Licensee: Carter Publications Inc., 3900 Barnett St.
 Studio and Transmitter: 3900 Barnett St.
 Telephone: Fort Worth, Jefferson 6-1981; Dallas, Taylor 7-9757. TWX No.: FT 8116.
 Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. 1072-ft. above av. terrain, 1113-ft. above ground, 1739-ft. above sea level, lat. 32° 45' 01.25", long. 97° 18' 07".
 Network Service: NBC, ABC.
 AM Affiliate: WBAP, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABC). Shares time on both frequencies with WFAA, Dallas. FM Affiliate: WBAP-FM, 52-kw, 96.3 mc (No. 242), 475-ft. antenna height.

Ownership: Same as Fort Worth Star-Telegram; Amon G. Carter Jr., pres. & treas.; B. N. Honea, v.p.
 Began Operation: Sept. 29, 1948.
 Represented (sales) by Peters, Griffin, Woodward Inc.
 Represented (legal) by Segal, Smith & Hennessey.
 Represented (engineering) by A. D. Ring & Assoc.

Personnel:
 Harold Hough, *director.*
 George Cranston, *manager.*
 Roy Bacus, *commercial manager.*
 Jack Rogers, *regional sales manager.*
 Margret McDonald, *publicity-promotion-merchandising director.*
 Robert Gould, *program director.*
 Lynn Trammell, *film program manager.*
 Phil Wygant, *production supervisor.*
 Robert Grammer, *operations supervisor.*
 James A. Byron, *news editor.*
 W. A. Ruhmann, *farm director.*
 Roberta Wygant, *continuity chief.*
 Jan Goodman, *traffic chief.*
 Marshall Atwell, *art director.*
 Merl Hartung, *film laboratory chief.*
 Jett Jamison, *commercial film producer.*
 Margret McDonald, *home economist.*
 R. C. Stinson, *engineering director.*

DIGEST OF RATE CARD NO. 11-G (Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$225.00	\$100.00
Class A—6-7 p.m., Sun.; 10-10:30 p.m., daily.						
750.00	450.00	300.00	262.50	250.00	225.00*	100.00
Class B—6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
500.00	300.00	200.00	175.00	150.00	110.00	55.00
Class C—Noon-6 p.m., 11 p.m.-midnight, daily.						
350.00	210.00	140.00	122.50	87.50	75.00*	32.50
Class D—7 a.m.-noon, daily.						
200.00	120.00	80.00	70.00	60.00	50.00**	20.00

*20 Sec.: Class A, \$200; Class C, \$65; Class D, \$40.
 Subject to frequency discounts. Color—Available on cost plus basis.

KGUL-TV Galveston (Ch. 11)

Licensee: Gulf Television Corp., 11 Video Lane, Galveston.
 Studios: 11 Video Lane, Galveston; Prudential Bldg., Houston.
 Transmitter: Alvin-Friendswood Rd., 3-mi. NNE of Alvin.
 Telephone: 3-1607. TWX No.: GL 05.
 Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 263-kw visual, 132-kw aural. Antenna: 1170-ft. above av. terrain, 1196-ft. above ground, 1232-ft. above sea level, lat. 29° 27' 57", long. 95° 13' 24".
 Network Service: CBS.

AM Affiliate: None.
 Ownership: Gulf Television Corp.; Paul E. Taft, pres., 10%; J. H. Whitney & Co., 90%. For other interests see KOTV, Tulsa, Okla.
 Began Operation: March 22, 1953. Transfer of control to present owners by Paul E. Taft, et al., approved July 11, 1956 by FCC (Television Digest, Vol. 12:19, 28).

Represented (sales) by CBS Television Spot Sales.
 Represented (legal) by Covington & Burling.
 Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:
 Paul E. Taft, *president and general manager.*
 Robert S. Wilson, *commercial manager.*
 Thomas L. Thompson, *program director.*
 Roland Brazier, *promotion & merchandising director.*
 Danny Cochrane, *Galveston sales manager.*
 Leslie T. Hunt, *Texas sales manager.*
 M. E. Johnson, *film director.*
 L. V. Deskins, *office manager.*

DIGEST OF RATE CARD NO. 3A—(Sept. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$1000.00	\$600.00	\$400.00	\$333.33	\$300.00	\$200.00	\$120.00
Class A—6-7 p.m., 10-10:30 p.m., daily.						
850.00	510.00	340.00	283.33	255.00	150.00	95.00
Class B—5-6 p.m., 10:30 p.m.-sign-off, daily.						
600.00	360.00	240.00	200.00	180.00	120.00	60.00
Class C—9 a.m.-5 p.m., daily.						
400.00	240.00	160.00	133.33	120.00	80.00	40.00
Class D—Sign-on-9 a.m., daily.						
300.00	180.00	120.00	100.00	90.00	50.00	25.00

Subject to frequency discounts.

KGHT-TV Harlingen (Ch. 4)

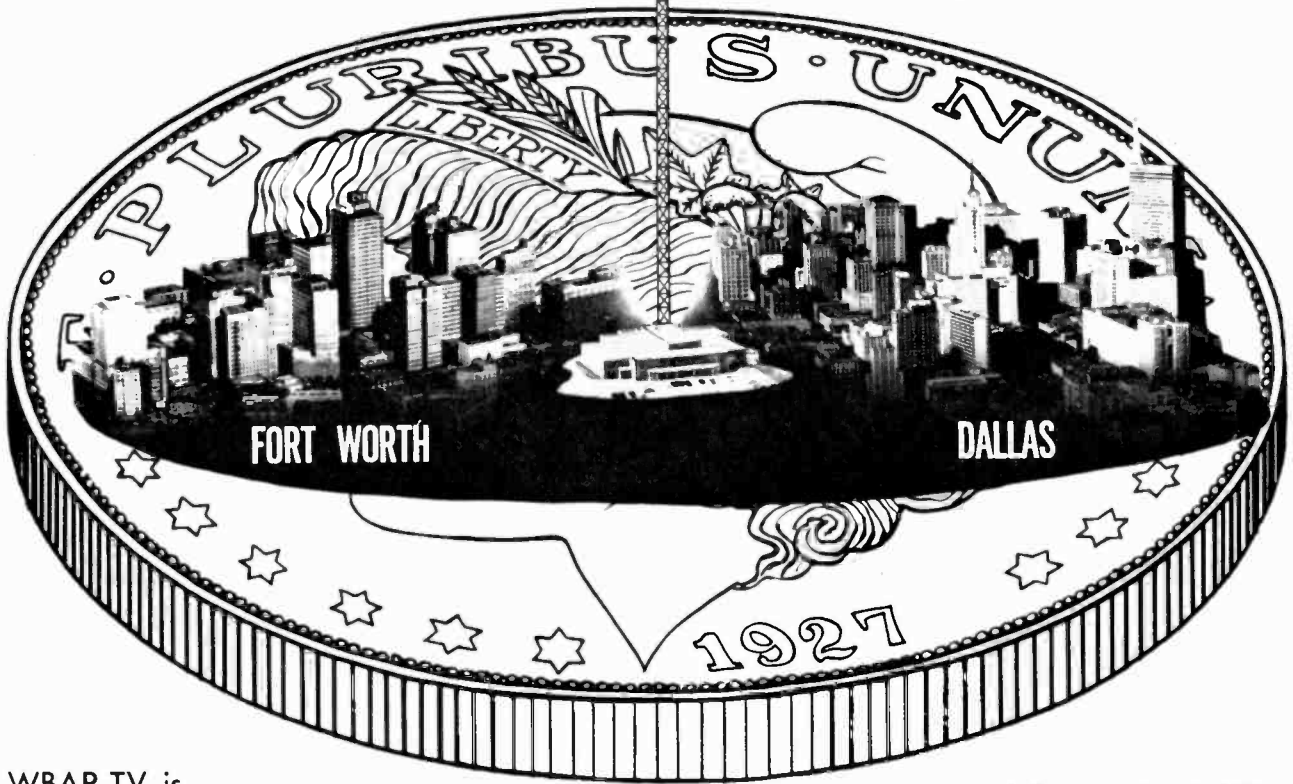
Licensee: Harbenlto Bestg. Co. Inc., Box 711.
 Studio & Transmitter: U. S. Hwy. 83, between Harlingen and San Benito, Tex.
 Telephone: Garfield 3-4880. TWX No.: HA 047.
 Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 93.3-kw visual, 50.1-kw aural. Antenna: 410-ft. above av. terrain, 428-ft. above ground, 469-ft. above sea level, lat. 26° 09' 24", long. 97° 40' 22".
 Network Service: CBS, ABC.
 AM Affiliate: KGBT (CP), 50-kw (10-kw night), 1530 kc (CBS).
 Ownership: McHenry Tichenor, pres., 38.5%; James Cullen Looney, v.p., 39.3%; Troy R. McDaniel, secy.-treas., 10%; Genevive Tichenor, 12.2%.

(Continued on page 246)

SITTING

ON A

**\$4 BILLION
MARKET**



WBAP-TV is sitting right in the middle of the lucrative Fort Worth-Dallas market, delivering a stronger signal and stronger programs day and night to these two vast metropolitan areas. In addition WBAP-TV also delivers a 53 luxuriant county coverage area in Texas and Oklahoma.

When you buy spots or programs, buy the full market area, buy WBAP-TV.

**WBAP-TV 53 COUNTY
MARKET TOTALS**

POPULATION	2,671,900
FAMILIES	811,400
1955 EFFECTIVE BUYING INCOME (NET DOLLARS)	\$4,012,343,000
1955 EFFECTIVE BUYING INCOME PER FAMILY (NET)	3,495
1955 RETAIL SALES	3,188,047,000
FARM POPULATION	397,400
NUMBER OF FARMS	100,934
GROSS FARM INCOME	425,349,000

Source: Sales Management Survey of Buying Power, May 10, 1956
Standard Rate & Data Service Inc., May 10, 1956

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER Founder	AMON CARTER, JR. President	HAROLD HOUGH Director	GEORGE CRANSTON Manager	ROY BACUS Commercial Manager
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PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives

Texas

HARLINGEN: KGBT-TV—(Continued)

Began Operation: Sept. 17, 1953.

Represented (sales) by H-R Television Inc.; Clarke Brown Co.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Troy R. McDaniel, *secy.-treas. & general manager.*
Sterling Zimmerman, *commercial manager.*
Harry Foehner, *farm director.*
Al Beck, *chief engineer.*

DIGEST OF RATE CARD NO. GT-5 (March 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-9:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$50.00	\$35.00
Class A—6-7 p.m., 9:30-10:30 p.m., daily.						
250.00	150.00	100.00	75.00	50.00	40.00	30.00
Class B—5-6 p.m., Mon.-Sat.; sign-on-6 p.m., Sun.						
200.00	120.00	80.00	50.00	40.00	30.00	20.00
Class C—All other times.						
150.00	90.00	60.00	37.50	30.00	22.50	15.00

Subject to frequency discounts.

KPRC-TV

Houston

(Ch. 2)

Licensee: Houston Post Co., 2318 Polk Ave.

Studio and Transmitter: 3014 Post Oak Rd.

Telephone: Madison 3-9271. TWX No.: HO 98.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 640-ft. above av. terrain, 686-ft. above ground, 749-ft. above sea level, lat. 29° 44' 02", long. 95° 27' 43".

Network Service: NBC.

AM Affiliate: KPRC, 5-kw, 950 kc (NBC). FM Affiliate: KPRC-FM, 48-kw, 102.9 mc (No. 275), 550-ft. antenna height.

Ownership: Same as *Houston Post*; William P. Hobby, pres.

Began Operation: Jan. 1, 1949 as KLEE-TV. Sold to present licensee May 1950 (see *Television Digest*, Vol. 6:13, 21).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Kear & Kennedy.

Personnel:

Jack Harris, *v.p. & general manager.*
Jack McGrew, *commercial manager.*
Jack Healy, *local sales manager.*
Paul Huhndorff, *operations manager.*
Kirt Harris, *promotion & merchandising director.*
Earl Corridon, *film operation manager.*
Edna Forester, *publicity director.*
George Roesner, *farm director.*
Kathryn Estes, *traffic.*

DIGEST OF RATE CARD NO. 10—(Sept. 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.						
\$1000.00	\$600.00	\$400.00	\$330.00	\$280.00	\$220.00	\$132.00
Class A—6:30-7 p.m., Mon.-Fri.; 10-10:30 p.m., daily.						
850.00	510.00	340.00	280.00	240.00	170.00	102.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
600.00	360.00	240.00	210.00	175.00	120.00	72.00
Class C—Noon-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.						
400.00	240.00	160.00	140.00	120.00	80.00	48.00
Class D—Sign-on-noon, Mon.-Fri.						
300.00	175.00	115.00	100.00	90.00	60.00	36.00

Subject to frequency discounts.

At the touch of a foot pedal announcers control the electronic page turner with . . .



TELEPROMPTER
SERVICE
SEE PAGE 35

KTRK-TV

Houston

(Ch. 13)

Grantee (STA): Houston Consolidated TV Co., 4513 Cullen Blvd.

Studio: 4513 Cullen Blvd. Transmitter: Alameda, Tex.

Telephone: Jackson 6-1313. TWX No.: HO 863.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 170-kw aural. Antenna: 960-ft. above av. terrain, 978-ft. above ground, 1049-ft. above sea level, lat. 29° 34' 25", long. 95° 28' 31".

Network Service: ABC.

Ownership: KTRH, 32% (*Houston Chronicle* owns 70% of KTRH); Roy Hofheinz, 16% (ex-mayor of Houston); John Paul Goodwin, 2.8%; George S. Bruce Jr., 2%; remaining 39.63% is held by 26 individuals, none owning as much as 3%, who held stock in other two applicants for channel. KTRK-TV officers: Wright Morrow, chairman; John T. Jones Jr., pres. (also pres. of *Houston Chronicle*); Willard E. Walbridge, exec. v.p.; Roy Hofheinz, v.p.; B. F. Orr, secy. (owns 10% of KTRH); George S. Bruce Jr., treas. Mr. Hofheinz also owns 25% of Houston's KTHT; KTHT ownership interlocks with radio KRIS, Corpus Christi, Tex.

Began Operation: Nov. 20, 1954.

Represented (sales) by George P. Hollingbery Co.

Personnel:

John T. Jones Jr., *president.*
Willard E. Walbridge, *exec. v.p. & general manager.*
William F. Bennett, *commercial manager.*
John E. Hill, *program manager.*
William T. Wagner, *production director.*
John G. Chapman, *promotion manager.*
Tom Hiner, *chief engineer.*
Russell Rau, *merchandising director.*

DIGEST OF RATE CARD NO. 2 (May 1, 1956)

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	\$300.00	\$280.00	\$255.00	\$170.00	\$85.00
Class A—6-7 p.m., daily.						
720.00	432.00	288.00	238.00	175.00	144.00	72.00
Class B—5-6 p.m., 10-11 p.m., daily.						
600.00	360.00	240.00	200.00	160.00	120.00	60.00
Class C—9 a.m.-5 p.m., daily.						
350.00	210.00	140.00	110.00	90.00	70.00	35.00
Class D—Sign-on-9 a.m., 11 p.m.-sign off, daily.						
300.00	180.00	120.00	90.00	75.00	60.00	30.00

Subject to frequency discounts.

KUHT

Houston

(Ch. 8)

Non-Commercial Educational Station

Licensee: University of Houston, 3801 Cullen Blvd.

Studio: Ezekiel W. Cullen Bldg. Transmitter: Cullen Blvd. at Blodgett Ave.

Telephone: Capitol 4-0141.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 640-ft. above av. terrain, 658-ft. above ground, 707-ft. above sea level, lat. 29° 42' 52", long. 95° 20' 52".

AM Affiliate: None. FM Affiliate: KUHF, 9.3-kw, 91.3 mc (No. 217), 320-ft. antenna height.

Ownership: University of Houston Board of Regents, H. R. Cullen, chairman; Houston Independent School Dist., Mrs. Olon Rogers, pres.

Began Operation: May 12, 1953.

Represented (legal) by Reagan Cartwright, Houston.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Paul H. Owen, *station manager.*
Patrick E. Welch, *radio-TV chairman.*
John Meaney, *film production manager.*
Roy Barthold, *program coordinator.*
George Collins, *art director.*
Ray Yelkin, *operations director.*
Tom Battin, Lillian Thorson, Fred Smith & Dean Johnston, *producer-directors.*
Richard Uray, *news & film director.*
James Byrd, *chief engineer.*

KHAD-TV

Laredo

(Ch. 8)

Grantee (STA): Vidicon Industries of America, Box 1378.

Studio & Transmitter: Convent & Houston Sts.

Telephone: 3-3674.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 2.14-kw visual, 1.07-kw aural. Antenna: 150-ft. above av. terrain, 233-ft. above ground, 649-ft. above sea level, lat 27° 30' 23", long. 99° 30' 30".

Network Service: CBS, NBC, ABC.

Ownership: H. C. Avery Jr., 50%; David H. Cole, 50%.

Began Operation. Jan. 5, 1956.

Represented (sales) by John E. Pearson Co.

Represented (legal) by Ross K. Prescott.

Represented (engineering) by Guy C. Hutcheson.

Personnel:

Cleo E. Long, *station manager.*

W. Irven Simpson, *chief engineer.*

DIGEST OF RATE CARD NO. 1

(Dec. 15, 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.-Fri.; 5-10:30 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$15.00
Class B—All other times.						
112.50	67.50	45.00	39.40	33.75	22.50	11.25

Subject to frequency discounts.

KCBD-TV

Lubbock

(Ch. 11)

Licensee: Bryant Radio & Television Inc., Box 1507.

Studio and Transmitter: 5600 Ave. A.

Telephone: Sherwood 4-1414. TWX No.: LU 8093.

Texas

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 760-ft. above av. terrain, 788-ft. above ground, 3988-ft. above sea level, lat. 33° 32' 28", long. 101° 50' 15".

Network Service: NBC, ABC.

AM Affiliate: KCBD, 1-kw, 1590 kc (NBC).

Ownership: Caprock Bcstg. Co., 65%; J. D. Leftwich, 20%; Maple Wilson, 5%; C. E. Davis estate, 5%; Hub K. Jones, 2.5%; Marvln Jones, 2.5%; Joe H. Bryant, pres. (also pres. & 57.4% owner of Caprock Bcstg. Co.).

Began Operation: May 10, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by L. H. Carr & Associates.

Personnel:

Joe H. Bryant, *president.*

Robert L. Snyder, *secretary-treasurer.*

George L. Tarter, *v.p. for sales.*

Ray Poindexter, *national sales.*

Frank Lee, *chief engineer.*

Bill Taylor, *program director.*

Joe Gilbert, *news director.*

DIGEST OF RATE CARD NO. 4A

(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	8 Sec.*
Class A—6:30-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$60.00	\$30.00
Class B—5-6:30 p.m., daily; 10:30 p.m.-sign-off, 1-6:30 p.m., Sun.						
262.50	157.50	105.00	91.90	65.65	45.00	22.50
Class C—Noon-5 p.m., Mon.-Sat.						
175.00	105.00	70.00	61.25	43.75	30.00	15.00
Class D—6 a.m.-noon, daily.						
105.00	63.00	42.00	36.75	26.25	18.00	9.00

* Class AA (7-10 p.m., daily): Min. \$70; 8 Sec. \$35.
Subject to frequency discounts.

HOUSTON'S FAMILY STATION!

- BETTER LOCAL SHOWS
- BETTER PRODUCTION
- ABC's GREAT NEW LINEUP

HOUSTON'S BEST BUY!

- EQUAL RATINGS
- LOWER RATES
- EXCLUSIVE
MERCHANDISING PLAN



KTRK-TV

The Chronicle Station, Channel 13

P. O. Box 12 • Houston 1, Texas • ABC Basic
Houston Consolidated Television Co. • General Manager,
Willard E. Walbridge • Commercial Manager, Bill Bennett
National Representatives: Geo. P. Hollingbery Company
500 Fifth Avenue • New York 36, New York

Texas

KDUB-TV Lubbock

(Ch. 13)

Licensee: Texas Telecasting Inc., 74th & College Ave.

Studio and Transmitter: 74th & College Ave.

Telephone: Sherwood 4-2345.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 833-ft. above av. terrain, 852-ft. above ground, 4067-ft. above sea level, lat. 33° 31' 35", long. 101° 52' 12".

Network Service: CBS.

AM Affiliate: KDUB, .25-kw, 1340 kc.

Ownership: W. D. Rogers Jr., pres., 26%; Vernice Ford, v.p., 14%; W. W. Conley, secy.-treas., 5.15%; W. H. Shipley, v.p., 3.81%; Roger L. Kuykendall, 12.57%; A. L. Lott Sr., 3.51%; Flora C. Kampmann, 9.13%; Charles Balthrope, 3.44%; 19 others, none owns more than 2.8%. Same interests also own KPAR-TV, Sweetwater, Tex. Note: Also operates KBST-TV, Big Spring, under lease arrangement which includes option to buy 50% of stock and program and sales control.

Began Operation: Nov. 13, 1952.

Represented (sales) by The Branham Co.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Kear & Kennedy.

Personnel:

W. D. (Dub) Rogers Jr., *president*.
Vernice Ford, *vice president*.
W. H. Shipley, *vice president*.
W. W. Conley, *secretary-treasurer*.
E. A. (Buzz) Hassett Jr., *national sales manager*.
Jimmie Isaacs, *general sales manager*.
Ray Trent, *program & film director*.
Dave Sherrell, *farm director*.
Bill Baker, *production manager*.
James Phillips, *controller & office manager*.
Rudy Starnes, *chief engineer*.

DIGEST OF RATE CARD NO. 5—(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	10 Sec.*
Class A—6-7 p.m., 10-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$60.00	\$30.00
Class B—5-6 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily; 1-6 p.m., Sun.						
262.50	157.50	105.00	91.90	65.65	45.00	22.50
Class C—1-5 p.m., Mon.-Sat.						
175.00	105.00	70.00	61.25	43.75	30.00	15.00
Class D—6 a.m.-1 p.m., daily.						
105.00	63.00	42.00	36.75	26.25	18.00	9.00
Combination Rates (Feb. 1, 1957)—KDUB-TV, Lubbock; KPAR-TV, Sweetwater-Abilene; KBST-TV, Big Spring.						
Class A—6-10:30 p.m., daily.						
\$630.00	\$378.00	\$252.00	\$220.50	\$164.25	\$108.00	\$54.00
Class B—5-6 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily; 1-6 p.m., Sun.						
472.50	283.50	189.00	165.41	123.32	81.00	40.52
Class C—1-5 p.m., Mon.-Sat.						
315.00	189.00	126.00	110.27	82.15	45.00	27.00
Class D—6 a.m.-1 p.m., daily.						
189.00	113.40	75.64	66.17	49.30	35.10	17.55

Subject to frequency discounts.

KTRE-TV

Lufkin

(Ch. 9)

(Operates in affiliation with KPRC-TV, Houston)

Grantee (STA): Forest Capital Bestg. Co., Box 701.

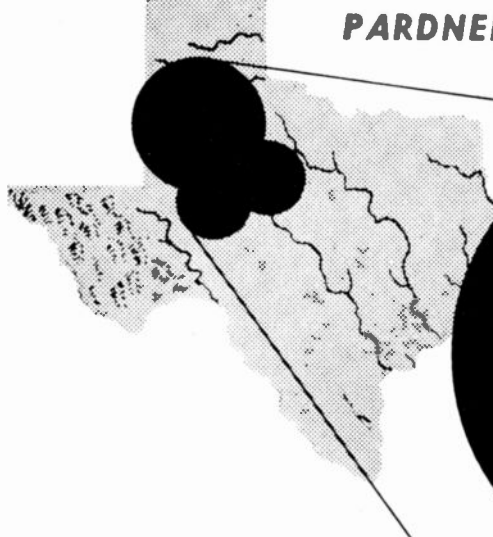
Studio and Transmitter: 1.4 mi. NW. of Clawson.

Telephone: 3-7771.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 25.1-kw visual, 12.6-kw aural. Antenna: 650-ft. above av. terrain, 540-ft. above ground, 950-ft. above sea level, lat. 31° 25' 09", long. 94° 48' 02".

Network Service: NBC.

PARDNER STATIONS CORRAL RICH, SCATTERED POPULATION INTO ONE BIG PACKAGE



now
covering
more than
250,000
sets!



THE COMBINED AREA . . . covered by KDUB-TV, KPAR-TV and KBST-TV encompasses a population equal to many "major" metropolitan areas. Advertisers are quick to realize that such agricultural areas depend more on TV for entertainment than do big-city viewers. This microwave installation knits such an area into one big market.



K D U B - T V
LUBBOCK, TEXAS

K P A R - T V
ABILENE-SWEETWATER, TEXAS

K B S T - T V
BIG SPRING, TEXAS

OWNED AND OPERATED BY TEXAS TELECASTING INCORPORATED W. D. "Dub" Rogers, President and Gen. Mgr. — E. A. "Buzz" Hassett, National Sales Manager

AM Affiliate: KTRE, 1-kw, 1420 kc (MBS).

Ownership: R. W. Wortham Jr., pres., 32%; E. L. Kurth Sr., v.p., 16.8%; Henry B. Clay, 11%; Richman Lewin, v.p., 2.5%; remainder held by 13 others, none owns more than 10%. Mr. Clay also is exec. v.p. of KTHV, Little Rock, Ark. and of *Shreveport Times* radio KWKH and owns 1/3 of TV applicant for Baton Rouge, La.

Began Operation: Aug. 17, 1955.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Clyde Melville Co. (Southwest).

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Richman Lewin, v.p. & general manager.
Murphy Martin, commercial manager.
Boyd Porter Jr., program director.
Robbie Sloan, traffic manager.
Tom Hooser, news director.
Fred Hill, chief engineer.

DIGEST OF RATE CARD NO. G-2—(May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10 p.m., Mon.-Fri.; 5-10:30 p.m., Sat. & Sun.						
\$225.00	\$140.00	\$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.						
140.00	100.00	68.00	50.00	40.00	35.00	16.50
Class C—Sign-on-4 p.m., 10:30 p.m.-sign-off, Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.						
100.00	80.00	45.00	36.00	25.00	20.00	9.00

Subject to frequency discounts.

KMID-TV
Midland
(Ch. 2)

Licensee: Midessa Television Co. Inc., Box 2758, Midland.

Studio: Midland-Odessa Air Terminal. Transmitter: Tower Rd., 1-mi. S. of Midland.

Telephone: Mutual 2-7321, Midland; Federal 2-7321, Odessa.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 547-ft. above ground, 3349-ft. above sea level, lat. 31° 57' 33", long. 102° 06' 15".

Network Service: NBC, ABC.

Ownership: J. Conrad Dunagan, pres., 10.5%; W. D. Noel, v.p., 12.3%; Donald M. Oliver, secy.-treas., 5.2%; R. H. Drewry, director, 29%; Ted R. Warkentin, director, 18.4%; Paul Davis, director, 5.2%; E. G. Rodman, 12.3%; 4 other stockholders, none owns over 5.2%. Messrs. Drewry and Warkentin are principals in KSWO-TV and KSWO, Lawton, Okla., and radio KRHD, Duncan and KGWA, Enid, both Okla. Dunagan also owns 1/3 of Ch. 9 applicant for Monahans, which plans off-air pick-up of KMID-TV programs.

Began Operation: Dec. 18, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Clarke Brown Co. (Southwest).

Represented (legal) by Lyon, Wilner & Bergson.

Personnel:

Ray Herndon, general manager.
George Collie, commercial manager.
Jerry Blair, program director.

DIGEST OF RATE 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., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$30.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily; 3-6:30 p.m., Sun.						
200.00	120.00	80.00	70.00	50.00	40.00	25.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	20.00

Subject to frequency discounts.

KOSA-TV
Odessa

(Ch. 7)

Grantee (STA): Odessa Television Co., 1211 N. Whitaker.

Studio: 1211 N. Whitaker. Transmitter: Farm Rd. #866, 11 mi. W. of Odessa.

Telephone: Federal 7-8301. TWX No.: ODESSA 8051.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 752-ft. above av. terrain, 726-ft. above ground, 3856-ft. above sea level, lat. 31° 51' 50.5", long. 102° 34' 41".

Network Service: CBS.

AM Affiliate: KOSA, .25-kw, 1230 kc (CBS).

Ownership: C. L. Trigg, pres., 40%; William B. Stowe, 5%; Brooks L. Harman, treas., 5%; Jack C. Vaughn, 25%; Grady H. Vaughn Jr., 25%. Mr. Trigg also is TV applicant in Lubbock, Tex.

Began Operation: Jan. 1, 1956.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Ed. Talbott, El Paso, Tex.

Personnel:

Cecil Trigg, president & general manager.
John Vacca, station manager.
Ed Costello, sales manager.
Stuart Klein, production manager.
Hal Moon, news director.
Wm. R. Schock, chief engineer.

DIGEST OF RATE CARD NO. 2—(Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or Less	8 Sec.
Class A—6:30-10:30 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$30.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily; 3-6:30 p.m., Sun.						
200.00	120.00	80.00	70.00	50.00	40.00	25.00
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	20.00

Subject to frequency discounts.

KTXL-TV
San Angelo

(Ch. 8)

Licensee: Westex Television Co., 1015 E. 28th St.

Studio and Transmitter: 1015 E. 28th St.

Telephone: 7183. TWX No.: 8585.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 25.1-kw visual, 12.6-kw aural. Antenna: 420-ft., above av. terrain, 443-ft. above ground, 2331-ft. above sea level, lat. 31° 29' 29", long. 100° 26' 03".

Network Service: CBS, ABC, NBC.

Ownership: Armistead D. Rust, pres., 50%; B. P. Bludworth, secy.-treas., 50%; J. H. Hubbard, v.p.

Began Operation: June 26, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Clyde Melville Co. (Southwest).

Personnel:

J. Harley Hubbard, v.p. & general manager.
George Olsen, commercial manager.
Charles Cathey, production manager.
Al Cobb, program director.
Doug Thompson, promotion director.
Bob Benson, chief engineer.

DIGEST OF RATE CARD NO. 2—(April 1, 1956)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.							
\$200.00	\$170.00	\$120.00	\$80.00	\$65.00	\$50.00	\$30.00	\$16.50
Class B—All other times.							
150.00	127.50	90.00	60.00	50.00	37.50	25.00	15.00

Subject to frequency discounts.



Compact Color Distribution Amplifier . . .

New color video and pulse distribution amplifiers and rack frame power supplies. Eight amplifiers occupy only 7 inches of rack space. Used for both color and monochrome signals.

General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

Texas

KENS-TV San Antonio (Ch. 5)

Licensee: Express Publishing Co., Transit Tower Bldg.
Studio: Ave. E. & Fourth St. Transmitter: Transit Tower Bldg.
Telephone: Capital 5-7411. TWX No.: SA 100.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.2-kw aural. Antenna: 450-ft. above av. terrain, 555-ft. above ground, 1187-ft. above sea level, lat. 29° 25' 20", long. 98° 29' 22".

Network Service: CBS.

AM Affiliate: KENS, 50-kw (10-kw night), 680 kc (CBS).

Ownership: Same as *San Antonio Express and News*. Frank G. Huntress estate, 6.73%; Frank G. Huntress Jr., pres., 18.1%; Mrs. Carrie S. Frost, 1st v.p., 11.43%; Mrs. W. Dorsey Brown, 2nd v.p., .6%; Geo. B. Brackneridge estate, 33.33% (Frank Huntress, Frank Huntress Jr., Leroy G. Denman Jr. & John B. McDaniel Jr., trustees); Mrs. Mildred Wood Hazzard, 14%; Mrs. Catherine F. Hart, 11.4%; 4 others, none owns over 2.1%.

Began Operation: Feb. 15, 1950. Sale to present owners by Storer Bestg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954. (*Television Digest*, Vol. 7:30, 41; 10:15, 22, 26, 44).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Personnel:

Frank G. Huntress Jr., *president*.
Albert D. Johnson, *general manager*.
Wayne Kearl, *general sales manager*.
Barney Higgins, *Texas sales manager*.
Edward Uhler Jr., *program manager*.
Albert Dullnig, *production manager*.
W. J. Jackson, *chief engineer*.
Lucille Peters, *office manager*.
Lynn Tisdale, *film director*.
Bill Shomette, *farm director*.
Bob Miller, *promotion manager*.

DIGEST OF RATE CARD NO. 9—(May 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.					
\$700.00	\$420.00	\$280.00	\$210.00	\$175.00*	\$90.00
Class A—10-10:30 p.m., daily.; 6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.					
600.00	360.00	240.00	180.00	120.00	60.00

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class B—6-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.					
450.00	270.00	180.00	135.00	90.00	45.00
Class C—Noon-6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; noon-1 p.m., Sun.					
325.00	195.00	130.00	97.50	65.00	32.50
Class D—Sign-on-noon, daily.					
200.00	120.00	80.00	60.00	40.00	20.00

* 20 Sec. only. Subject to frequency discounts.

KCOR-TV San Antonio (Ch. 41)

Licensee: KCOR Inc., 111 Martinez St.

Studio & Transmitter: 111 Martinez St. Telephone: Capitol 5-2751.

Technical Facilities: Channel No. 41 (632-638 mc). Authorized power: 11-kw visual, 6-kw aural. Antenna: 500-ft. above av. terrain, 598-ft. above ground, 1218-ft. above sea level, lat. 29° 25' 03", long. 98° 29' 26".

AM Affiliate: KCOR, 5-kw (1-kw night), 1350 kc.

Ownership: R. A. Cortez, pres.-treas., 62%; R. A. Cortez Jr., v.p. 7%; Wm. P. Smith, v.p., 9%; Robert L. Bobbitt Jr., v.p., 1.7%; Ruth Burleson, secy., .03%; Wm. R. Sinkin, 2.63%; Amado Cavazos, 2.29%; June Yuck Wong, 2.29%; Victor Rogers, 1.63%; N. J. Rogers, 1.63%; S. J. Rogers, 1.63%; Ben Rogers, 1.63%; remainder is treasury stock.

Began Operation: June 2, 1955.

Represented (sales) by Richard O'Connell Inc.; Dora-Clayton Agency Inc. (South).

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Robert M. Sillman.

Personnel:

Raoul A. Cortez Sr., *president*.
Nathan Safir, *general manager*.
R. A. Cortez Jr., *commercial manager*.
Emilio Nicolas, *program manager*.
Marvin L. Fiedler, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(June 1, 1955)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.					
\$200.00	\$125.00	\$80.00	\$50.00	\$35.00	\$22.50

Subject to frequency discounts.

Any way you measure it



KENS-TV is first in San Antonio

KONO-TV San Antonio

(Ch. 12)

Grantee (STA): Mission Telecasting Corp., 1408 N. St. Mary's St.
Studio & Transmitter: 1408 N. St. Mary's St.
Telephone: Capitol 7-7306.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 485-ft. above av. terrain, 573-ft. above ground, 1223-ft. above sea level, lat. 29° 26' 20", long. 98° 29' 03".

Network Service: ABC.

AM Affiliate: KONO, 5-kw D, 1-kw N, 860 kc. FM Affiliate: KONO-FM, 3.8-kw, 92.9 mc (No. 225), 410-ft. antenna height.

Ownership: Mission Broadcasting Co., 50%; Eugene J. Roth, pres.; James M. Brown, v.p.; Bob A. Roth, secy.; Jack Roth, treas.; Joe R. Straus, 13%; James Calvert, 10%; Lafayette Ward, 7.5%; Leslie D. Flowers, 7.5%; Sylvan Lang, 5%; L. A. Douglas, 5%; Jesse H. Oppenheimer, 2%. Mission Bcstg. is licensee of KONO. Eugene J. Roth owns 94% of KONO; James M. Brown, Bob A. Roth & Jack Roth, 2% each.

Began Operation: Jan. 14, 1957.

Represented (sales) by H-R Television Inc.; Clarke Brown Co. (South).

Represented (legal) by Welch, Mott & Morgan.

Personnel:

James M. Brown, v.p. & general manager.
Bob A. Roth, commercial manager.
Justin R. Duncan, operations manager.
George W. Ing, engineering director.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1957)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$560.00	\$336.00	\$224.00	\$168.00	\$140.00	\$84.00
Class A—6-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily.					
480.00	288.00	192.00	144.00	96.00	48.00
Class B—5-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.					
360.00	216.00	144.00	108.00	72.00	36.00
Class C—Noon-5 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 11 p.m.-sign-off, daily.					
240.00	144.00	96.00	72.00	48.00	24.00
Class D—Sign-on-noon, daily.					
150.00	90.00	60.00	45.00	30.00	15.00

Subject to frequency discounts.

WOAI-TV San Antonio

(Ch. 4)

Licensee: Southland Industries Inc., 1031 Navarro St.

Studio and Transmitter: 1031 Navarro St.

Telephone: Capitol 7-4221. TWX No.: SA 37.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 480-ft. above av. terrain, 569-ft. above ground, 1219-ft. above sea level, lat. 29° 25' 50", long. 98° 29' 25".

Network Service: NBC.

AM Affiliate: WOAI, 50-kw, 1200 kc (NBC-ABC).

Ownership: Hugh A. L. Half, pres. & treas., 11.25%; Hugh A. L. Half as trustee of Hugh Half Jr. trust, 37.5%; Fannie H. Askin, 6.25% (voted by Hugh A. L. Half under voting trust); National Jewish Hospital at Denver, 22.5%; G. A. C. Half Foundation, 22.5% (voted by Hugh A. L. Half under voting trust).

Began Operation: Dec. 11, 1949.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Hugh A. L. Half, president and treasurer.
James M. Gaines, v.p. & general manager.
Edward V. Cheviot, commercial manager.
Imogene Stanley, publicity director.
Robert Reed, program manager.
French Ferguson Jr., production manager.
Bill N. Yancy, promotion manager.
Billy McReynolds, farm director.
Faye Leavitt, film manager.
Charles L. Jeffers, director of engineering.

DIGEST OF RATE CARD NO. 14—(April 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—6:30-7 p.m., Mon.-Sat.; 9:30-10:30 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	\$175.00	\$105.00

1957 Spring-Summer Edition

Texas

Class A—7-9:30 p.m., Mon.-Sat.; 6-9:30 p.m., Sun.

600.00	360.00	240.00	210.00	180.00	120.00	60.00
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Class B—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.

450.00	270.00	180.00	157.50	135.00	90.00	45.00
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Class C—1-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.

300.00	180.00	120.00	105.00	90.00	60.00	30.00
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Class D—All other times.

180.00	108.00	72.00	63.00	54.00	36.00	18.00
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Subject to frequency discounts. Color—Same rates as monochrome. For facility charges, consult supplement card No. 1 available from station.

KPAR-TV

Sweetwater-Abilene

(Ch. 12)

(Affiliated with KDUB-TV, Lubbock)

Grantee (STA): Texas Telecasting Inc., 7400 College Ave., Lubbock.

Studio & Transmitter: 1 mi. E of Sweetwater on U.S. 80.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 26.2-kw visual, 13.1-kw aural. Antenna: 581-ft. above av. terrain, 689-ft. above ground, 2754-ft. above sea level, lat. 32° 29' 03", long. 100° 22' 03".

Network Service: CBS.

Ownership: See KDUB-TV, Lubbock.

Began Operation: Jan. 30, 1956.

Represented (sales) by The Branham Co.

Represented (legal) by Elliot C. Lovett.

Personnel:

Dan Guthrie, station manager.
(For additional personnel see KDUB-TV, Lubbock).

DIGEST OF RATE CARD NO. 1—(Jan. 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.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$30.00	\$15.00
Class B—5-6 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily; 1-6 p.m., Sun.						
150.00	90.00	60.00	52.50	37.50	22.50	11.25
Class C—1-5 p.m., Mon.-Sat.						
100.00	60.00	40.00	35.00	25.00	15.00	7.50
Class D—6 a.m.-1 p.m., daily.						
60.00	36.00	24.00	21.00	15.00	12.00	6.00

Note: This is local rate card; see KDUB-TV, Lubbock, for combination rate.

Subject to frequency discounts.

KCEN-TV

Temple

(Ch. 6)

Licensee: Bell Publishing Co., Box 188, Temple.

Business Office: 17 S. Third St.

Waco Office: 506 Prof Bldg. Telephone 6-0332.

Studio & Transmitter: Hwy. 81, Eddy, Tex., 14-mi. N. of Temple.

Telephone: Prospect 3-6868. TWX No.: Eddy Tex 8486.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 830-ft. above av. terrain, 833-ft. above ground, 1549-ft. above sea level, lat. 31° 17' 06", long. 97° 15' 34".

Network Service: NBC.

Ownership: Bell Publishing Co. publishes *Temple Daily Telegram*. Frank W. Mayborn, pres., & 95% owner, is also 85% stockholder & pres. of Bell Broadcasting Co. (licensee of KTEM, Temple); Red River Valley Publishing (*Sherman Democrat*) & Realty Companies, Sherman; Killeen Publishing Co., Killeen; partner in Temple Sales Circular Co., Temple.

Began Operation: Nov. 1, 1953.

Represented (sales) by George P. Hollingbery Co.; Clyde Melville Co. (Texas only).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Frank W. Mayborn, president.
Burton Bishop, general manager.
Gene Lewis, station manager.
Curtis Casey, chief engineer.

(Continued on next page)

Texas

TEMPLE: KCEN-TV—(Continued)
DIGEST OF RATE CARD NO. 4
(July 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.; 6-10 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 10-10:30 p.m., daily.						
225.00	135.00	90.00	78.75	56.25	45.00	22.50
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 10:30 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

KCMC-TV Texarkana (Ch. 6)

Licensee: KCMC Inc., Summerhill Rd.

Studio & Transmitter: Summerhill Rd.

Telephone: 32-8201. TWX No.: TEX 260.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power 100-kw visual, 50-kw aural. Antenna: 380-ft. above av. terrain, 391-ft. above ground, 729-ft. above sea level, lat. 33° 28' 56" long. 94° 04' 04".

Network Service: CBS, ABC.

AM Affiliate: KCMC, 25-kw, 1230 kc (ABC). FM Affiliate: KCMO-FM, 1.4-kw, 98.1 mc (No. 251), 275-ft. antenna height.

Ownership: Camden News Publishing Co., publisher of *Camden (Ark.) News* 50%; (News owned 39% by Walter E. Hussman and 39% by Betty P. Hussman); C. E. Palmer, pres., 37%; Bettie M. Palmer, v.p., 5.5%; Walter E. Hussman, exec. v.p.; Alden P. Mooney, 3.5%; J. Q. Mahaffey, secy-treas., 4%. Ownership interlocks with KCMC, Texarkana; KAMD, Camden and KWFC, Hot Springs, both Ark. Palmer owns *Texarkana Gazette and News*; *Hot Springs (Ark.) New Era-Sentinel Record*; *El Dorado (Ark.) News-Times*; *Magnolia (Ark.) Banner-News*; plus interest in *Hope (Ark.) Star* and *Jacksonville (Tex.) Progress*.

Began Operation: Aug. 16, 1953.

Represented (sales) by Venard, Rintoul & McConnell Inc.; Clyde Melville Co. (Southwest); James S. Ayers Co. (Southeast).

Represented (legal) by Eugene L. Burke.

Represented (engineering) by Commercial Radio Equipment Co

Personnel:

C. E. Palmer, *president*
Walter E. Hussman, *exec. v.p.*
Walter M. Windsor, *general manager*
Les Eugene, *program director*
Richard Peters, *commercial manager*
William R. Atkinson, *chief engineer*

DIGEST OF RATE CARD NO. 3
(April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6:29-10 p.m., Mon.-Fri.; 5:59-10:30 p.m., Sat. & Sun.						
\$260.00	\$156.00	\$104.00	\$84.00	\$70.00	\$60.00	\$30.00
Class B—4:59-6:29 p.m., 10-10:30 p.m., Mon.-Fri.; 2:59-5:59 p.m., 10:30-11 p.m., Sat. & Sun.						
180.00	108.00	72.00	58.00	50.00	42.00	21.00
Class C—12:59-4:59 p.m., 10:30-midnight, Mon.-Fri.; 12:59-2:59 p.m., 11-midnight, Sat. & Sun.						
130.00	78.00	52.00	42.00	35.00	30.00	15.00
Class D—Midnight-12:59 p.m., daily.						
100.00	60.00	40.00	32.00	27.00	23.00	11.50

Subject to frequency discounts.

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TELEPROMPTER
SERVICE
SEE PAGE 35

KLTV

Tyler-Longview

(Ch. 7)

Licensee: Lucille Ross Lansing, P.O. Box 957, Tyler.

Studio & Transmitter: Kilgore Hwy. East.

Telephone: 2-3875. TWX No.: TY 8672.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 214-kw aural. Antenna: 524-ft. above av. terrain, 495-ft. above ground, 1050-ft. above sea level, lat. 32° 21' 06", long. 95° 16' 00".

Network Service: NBC, ABC, CBS.

AM Affiliate: KGKB, 25-kw, 1490 kc (MBS).

Ownership: Lucille Ross Lansing, 100%.

Began Operation: Oct. 14, 1954.

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Lohnes & Culver.

Personnel:

Marshall H. Pengra, *general manager*
Bonnie Lenox, *program director*
Gerry Lansing, *news director*
Hudson Collins, *chief engineer*
John Lenox, *sales manager*
Mary Lou Wylie, *production director*
Louise Dutcher, *traffic manager*

DIGEST OF RATE CARD NO. 3—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-9:30 p.m., daily.					
\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$35.00
Class A—6:30-7:30 p.m., 9:30-10 p.m., daily.					
250.00	150.00	100.00	75.00	50.00	30.00
Class B—4:30-6:30 p.m., 10-10:30 p.m., daily; noon-6:30 p.m., Sat. & Sun.					
200.00	120.00	80.00	50.00	40.00	20.00
Class C—All other times.					
150.00	90.00	60.00	37.50	30.00	15.00

Subject to frequency discounts.

KWTX-TV

Waco

(Ch. 10)

Licensee: KWTX Broadcasting Co., Box 3128.

Studio & Transmitter: 4520 Bosque Blvd.

Telephone: 3-7331.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 107-kw visual, 53.7-kw aural. Antenna: 520-ft. above av. terrain, 461-ft. above ground, 1049-ft. above sea level, lat. 31° 32' 10", long. 97° 11' 03".

Network Service: CBS, ABC.

AM Affiliate: KWTX, 25-kw, 1230 kc (MBS).

Ownership: W. W. Naman, pres., 19.38%; M. N. Bostick, v.p., 12.82%; Robert E. Levy, treas., 12.16%; Thos. D. Stribling, secy., 8.82%; Ross M. Sams, 13.79%; Hilton E. Howell, 14.27%; W. W. Callan, 13.79%; Ellender S. Chase, 4.97%; LBJ Co., operator of KTBC-TV, Austin, Tex., 29%. Note: Acquired facilities of KANG-TV, Waco (Ch. 34) which left air Dec. 31, 1955 under agreement whereby owners of KANG-TV (LBJ Co.) acquired 29% of KWTX Bcstg. Co. stock (*Television Digest*, Vol. 12:1). KWTX Bcstg. owns 50% of KBTX-TV, Bryan, Tex.; M. N. Bostick, 10%.

Began Operation: April 3, 1955.

Represented (sales) by Paul Raymer Co., Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Personnel:

M. N. (Buddy) Bostick, *v.p. & general manager*
Charles Boland, *national & regional sales manager*
Curt Matties, *program director*
Reid Collins, *news director*
John Watkins, *farm & garden editor*
Marvel Russell, *woman's editor*

DIGEST OF RATE CARD NO. 2
(Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
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 B—4-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; sign-on-noon, Sun.; 10:30-11:30 p.m., daily.						
187.50	112.50	75.00	65.65	46.90	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

Subject to frequency discounts.

KRGV-TV

Weslaco

(Ch. 5)

Grantee (STA): KRGV Television Inc., Box 626, Weslaco.

Studio: 311 Missouri St. Transmitter: La Feria, Tex.

Telephone: 517. TWX No.: 072.

Technical Facilities: Channel No 5 (76-82 mc). Authorized power: 28.8-kw visual, 14.5-kw aural. Antenna: 750-ft. above av. terrain, 791-ft. above ground, 845-ft. above sea level. lat 26° 09' 54", long. 97° 48' 45". Requests change to 100-kw visual, 50-kw aural.

Network Service: NBC.

AM Affiliate: KRGV, 5-kw, 1290 kc (NBC).

Ownership: O. L. Taylor, 50%; LBJ Co., 50%. For other interests of LBJ Co., see KTBC-TV, Austin, Tex.

Began Operation: April 10, 1954.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

O. L. (Ted) Taylor, *president & general manager.*
Bill Rucker, *asst. manager.*
Dallas Wales, *program director.*
Ted Cressner, *promotion & merchandising director.*
Jacque Elliott, *production director.*
Brad Smith, *news director.*
Charlie Rankin, *farm director.*
Opal Ginsbach, *continuity chief.*
Sallye Jones, *traffic.*
Lewis Hartwig, *chief engineer.*

DIGEST OF RATE CARD NO. 3 (Nov. 15, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-9:29 p.m., Daily.					
\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$50.00 \$30.00
Class A—6-6:59 p.m., Mon.-Fri.; 9:30-10:29 p.m., daily; 1-6:29 p.m., Sat. & Sun.					
250.00	150.00	100.00	75.00	50.00	40.00 25.00
Class B—4:30-5:59 p.m., Mon.-Fri.; 10:30 p.m.-midnight, daily.					
187.50	112.50	75.00	56.25	40.50	33.75 17.00
Class C—All other times.					
125.00	75.00	50.00	37.50	27.00	22.50 12.50

Subject to frequency discounts.

KFDX-TV

Wichita Falls

(Ch. 3)

Licensee: Wichtex Radio & Television Co., Box 2040.

Studio and Transmitter: New Seymour Rd.

Telephone: 2-8668. TWX No.: WF 8363.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 56.2-kw aural. Antenna: 500-ft. above av. terrain, 550-ft. above ground, 1550-ft. above sea level. lat 33° 53' 22", long. 98° 33' 26".

Network Service: NBC. ABC.

Ownership: Darrold A. Cannan, pres., 59.35%; Mayme Kahfuss, secy.-treas., .78%; Howard H. Fry, v.p., 13.1%; Darrold A. Cannan Jr., 13.1%; 8 others, none holding as much as 3.33%. D. A. Cannan owns 20.8% of KFDX-TV, Beaumont, Tex.

Began Operation: March 29, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Darrold A. Cannan, *president.*
D. A. Cannan Jr., *v.p.*
Howard H. Fry, *v.p. & general manager.*
Warren Silver, *program director.*
John Adams, *chief engineer.*

DIGEST OF RATE CARD NO. 4 (March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$36.00
Class B—5:30-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10:30-11 p.m., daily.						
250.00	150.00	100.00	87.50	62.50	50.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	24.00

Subject to frequency discounts.

1957 Spring-Summer Edition

Texas-Utah

KSYD-TV Wichita Falls

(Ch. 6)

Grantee (STA): KSYD Television Co. Inc., Box 2130.

Studio and Transmitter: Seymour St., 2.5-mi. W of center of Wichita Falls.

Telephone: 3-4181. TWX No.: WF 8364.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 465-ft. above av. terrain, 494-ft. above ground, 1475-ft. above sea level, lat. 33° 54' 00", long. 98° 32' 25".

Network Service: CBS.

AM Affiliate: KSYD, 10-kw (1-kw night), 990 kc (MBS & ABC).

Ownership: Sidney A. Grayson, pres., 5%; Nat Levine, secy.-treas., 25%; Irving L. Gold, v.p., 12½%; Murray Gold, 12½%; Ben Aaron, v.p., 6.67%; Roy Aaron, 6.67%; Leon Aaron, 6.67%; Theodore Shanbaum, 25%.

Began Operation: February 27, 1953 as KWFT-TV. Sale to present owners by E. H. Rowley theater chain family and 1/3 owner Kenyon Brown approved Jan. 11, 1956 by FCC (*Television Digest*, Vol. 11:46, 48 & 12:2).

Represented (sales) by Blair Television Associates.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) A. Earl Cullum Jr.

Personnel:

Sidney A. Grayson, *president & general manager.*
Lambert Cain, *commercial manager.*
Bill Richie, *program director.*
Herbert Wiley, *chief engineer.*

DIGEST OF RATE CARD NO. 4 (Nov. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$36.00
Class B—6-7 p.m., 10-10:30 p.m., daily.						
250.00	150.00	100.00	87.50	62.50	50.00	30.00
Class C—6-7 p.m., 10:30 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	24.00

Subject to frequency discounts.

UTAH

KSL-TV Salt Lake City

(Ch. 5)

Licensee: Radio Service Corp. of Utah, 10 S. Main St.

Studio: 145 Social Hall Ave. Transmitter: Coon Peak, Oquirrh Range.

Telephone: Elgin 5-4641. TWX No.: SU 373.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 32.7-kw visual, 17.8-kw aural. Antenna: 3663-ft. above av. terrain, 90-ft. above ground, 9144-ft. above sea level, lat. 40° 39' 25", long. 112° 12' 05". Requests change to 33.1-kw visual, 18-kw aural, 9117-ft. above sea level.

Network Service: CBS.

AM Affiliate: KSL, 50-kw, 1160 kc (CBS). FM Affiliate: KSL-FM, 5.9-kw, 100.3 mc (No. 262), -390-ft. antenna height.

Ownership: Subsidiary of Church of Jesus Christ of Latter Day Saints (Mormon), 64%. Also owns 25.9% interest in KID-TV, Idaho Falls, Ida. (KID); interlocking interest (Mormon Church) in KGMB-TV, Honolulu (KGMB).

Began Operation: June 1, 1949.

Represented (sales) by CBS Television Spot Sales.

Represented (legal) by Wilkinson, Cragun, Barker & Hawkins.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

J. W. Wright, *executive v.p.*
Ivor Sharp, *v.p. for corporate developments.*
D. Lennox Murdoch, *v.p. & manager.*
Ted Kimball, *sales manager.*
Wayne F. Richards, *program director.*
Paul Alexander, *promotion manager.*
Harry G. Fletcher, *merchandising director.*
Scott E. Clawson, *production manager.*
Daniel A. Keeler, *production services.*
Richard V. Thriot, *film director.*
Vincent E. Clayton, *chief engineer.*

(Continued on next page)

Utah-Vermont

SALT LAKE CITY: KSL-TV—(Continued)

DIGEST OF RATE CARD NO. 7 (June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$115.00*	\$57.50*
Class B—6-7 p.m., 10:30-11 p.m., daily.						
430.00	258.00	172.00	143.33	129.00	85.00	42.50
Class C—1-6 p.m., 11 p.m.-midnight, daily.						
200.00	120.00	80.00	66.67	60.00	40.00	20.00
Class D—Sign-on-1 p.m., midnight-sign-off, daily.						
150.00	90.00	60.00	50.00	45.00	30.00	15.00

* Class A (6:59-7:29 p.m., 9:30-10:30 p.m., daily). Also has Class AA (7:29-9:30 p.m., daily): 20 Sec. \$150; 10 Sec. \$75.
Subject to frequency discounts.

KTVT Salt Lake City (Ch. 4)

Licensee: Intermountain Broadcasting & Television Corp., 130 Social Hall Ave.

Studio: 130 Social Hall Ave. Transmitter: Mt. Vision.

Telephone: Davis 2-5681. TWX No.: SU 71.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 26.9-kw visual, 14.4-kw aural. Antenna: 3080-ft. above av. terrain, 182-ft. above ground, 8684-ft. above sea level, lat. 40° 36' 20", long. 112° 09' 58".

Network Service: NBC.

AM Affiliate: KDYL, 5-kw, 1320 kc (NBC). FM Affiliate: KDYL-FM, 1.2-kw, 98.7 mc (No. 254), 2970-ft. antenna height.

Ownership: Intermountain Broadcasting Corp. (Time Inc., 80%, G. Bennett Larson, 20%). Time Inc. also owns KLZ-TV & KLZ, Denver and 50% of KOB-TV & KOB, Albuquerque.

Began Operation: July 1, 1948. Sale to present owners by Intermountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved by FCC June 24, 1953 (see *Television Digest*, Vol. 9:14, 26).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

G. Bennett Larson, *president*.
John M. Baldwin, *v.p.*
Harold Woolley, *sales manager*.
Del Leeson, *promotion manager*.
Dan Rainger, *program director*.
Allen L. Gunderson, *director of engineering*.
Dez Barker, *film supervisor*.
Jack Goodman, *news, farm & special events director*.
Kenneth J. Hanni, *comptroller*.

DIGEST OF RATE CARD NO. 11 (May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$600.00	\$360.00	\$265.00	\$230.00	\$180.00	\$125.00*	\$50.00*
Class B—5:30-6 p.m., 10:30-11 p.m., daily.						
300.00	180.00	132.00	114.00	90.00	70.00	30.00
Class C—1-5:30 p.m., daily.						
200.00	120.00	88.00	76.00	60.00	40.00	15.00
Class D—9 a.m.-1 p.m., 11 p.m.-sign-off, daily.						
140.00	84.00	61.50	53.25	42.00	25.00	10.00
Class E—Sign-on-9 a.m., daily.						
80.00	48.00	35.25	30.50	24.00	20.00	7.00

* Class A (6-7:29 p.m., 9:31-10:29 p.m., daily). Also has Class AA (7:29-9:30 p.m., daily): Min. \$150; 10 Sec. \$75.
Subject to frequency discounts.

KUTV Salt Lake City (Ch. 2)

Licensee: Utah Bcstg. & Television Corp., Social Hall Ave.

Studio: 179 Social Hall Ave. Transmitter: Pix Peak.

Telephone: Davis 2-2505.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 45.7-kw visual, 24.05-kw aural. Antenna: 3060-ft. above av. terrain, 201-ft. above ground, 8709-ft. above sea level, lat. 40° 38' 23", long. 112° 09' 47".

Network Service: ABC.

Ownership: *Ogden Standard Examiner*, 51%; *Kearns Tribune Corp.*, 35%; George C. & Jean Hatch, 14%. A. L. Glasmann, pres.; George C. Hatch, v.p.; Jack Gallivan, treas.; John Brophy, secy. *Ogden Standard Examiner* is owned by A. L. Glasmann family, which also operates KLLX-TV, Twin Falls, Ida., with KLLX, and controls radio stations KLO, Ogden, Utah; KIMN, Denver; KMON, Great Falls, Mont.; KGEM, Boise, Ida. Mr. & Mrs. Hatch also operate KALL, Salt Lake City and control KOPR, Butte, Mont. (Ch. 6 applicant in Butte).

Began Operation: Sept. 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Kearns-Tribune Corp. approved March 7, 1956 (*Television Digest*, Vol. 11:31, 38 & 12:10).

Represented (sales) by Avery-Knodel, Inc.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Brent Kirk, *station manager & gen. sales manager*.
Robert B. Smith, *national sales manager*.
Keith Nicholson, *promotion manager & public relations director*.
Duane Hill, *operations director*.
Lamar Smith, *production manager*.
Sid Cohen, *film buyer*.

DIGEST OF RATE CARD NO. 3 (Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$115.00*†	\$50.00*
Class B—6-7 p.m., daily.						
400.00	240.00	160.00	\$133.00	\$120.00	90.00†	37.50
Class C—4-6 p.m., daily.						
325.00	195.00	130.00	108.00	97.00	60.00	30.00
Class D—1-4 p.m., daily.						
145.00	87.00	58.00	48.00	43.50	30.00	15.00
Class E—Sign-on-1 p.m., daily.						
100.00	60.00	40.00	33.00	30.00	20.00	10.00

* Class AA (7:29-9:30 p.m., daily) Min. \$135, 20 Sec. \$120, 10 Sec. \$60.

† 20 Sec.: Class A \$100, Class B \$75.

Subject to frequency discounts.

VERMONT

WCAX-TV Burlington (Ch. 3)

Licensee: Mt. Mansfield Television Inc., 135 Main St., Burlington, Vt.

Studios: 50 Barrett St., Burlington, Vt.

Transmitter: Atop Mt. Mansfield.

Telephone: Burlington 2-5761.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 18.2-kw visual, 9.55-kw aural. Antenna: 2730-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level, lat. 44° 31' 36", long. 72° 48' 57".

Network Service: CBS.

AM Affiliate: WCAX, Burlington, 5-kw, 620 kc (CBS).

Ownership: C. P. Hasbrook, pres.-treas., 53.8%; S. T. Martin, v.p., 16%; Marcia B. Hasbrook, v.p., 1%; A. Pearly Feen, director, 1%; John Dobson, 10%; John H. Patrick, 5%; Robert Patrick, 5%; Floyd Moore, director, 5%; I. Munn Boardman, 2.5%; Hickock & Boardman Inc., 2.5%.

Began Operation: Sept. 3, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Eliot C. Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

C. P. Hasbrook, *president*.
Stuart T. Martin, *v.p., general manager & program director*.
John A. Dobson, *sales manager*.
Richard G. Huntley, *production manager*.
John A. Sullivan, *news editor*.
A. S. Rutter, *film manager*.
James W. Tierney, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—5-6:29 p.m., Mon.-Fri.; 1-4:39 p.m., Sat. & Sun.						
262.50	157.50	105.00	91.88	65.63	52.50	26.25
Class C—All other times.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

Subject to frequency discounts.

VIRGINIA

WCYB-TV

Bristol

(Ch. 5)

Grantee (STA): Appalachian Broadcasting Corp., Cumberland & Front Sts.

Sales Office: General Shelby Hotel.

Studio: 516 Cumberland St. Transmitter: Holston Mt. Rye Patch.

Telephone: North 3560. TWX No.: BRIS VA 91.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 70.8-kw visual, 52.5-kw aural. Antenna: 2219-ft. above av. terrain, 80-ft. above ground, 4360-ft. above sea level, lat. 36° 27' 30", long. 82° 04' 32". Requests change to 85.1-kw visual, 42.6-kw aural, lat. 36° 26' 57", long. 82° 06' 3".

Network Service: NBC, ABC.

AM Affiliate: WCYB, 10-kw, 690 kc (ABC).

Ownership: Robert H. Smith, pres., 25%; J. Fey Rogers, v.p., 25%; Charles M. Gore, secy., 16½%; Harry M. Daniel, v.p., 16½%; Frank W. DeFriece Jr., treas., 16½%.

Began Operation: Aug. 13, 1956.

Represented (sales) by Weed Television Corp.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Robert H. Smith, *president & general manager.*
J. Fey Rogers, *v.p. & sales manager.*
Frank Spaulding, *program & promotion supervisor.*
Walter Crockett, *news editor.*
Russell Robinson, *chief engineer.*

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$60.00	\$30.00
Class B—4-6 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
225.00	135.00	90.00	75.00	56.25	45.00	22.50
Class C—10:30 a.m.-4 p.m., Mon.-Fri.; 10:30 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
150.00	90.00	60.00	50.00	37.50	30.00	15.00
Class D—Sign-on-10:30 a.m., daily.						
90.00	54.00	36.00	30.00	22.50	18.00	9.00

WVEC-TV

Hampton-Norfolk

(Ch. 15)

Grantee (STA): Peninsula Bestg. Corp., Box 481, Hampton.

Offices: 812-W. 21st St., Norfolk; 1490 Pembroke Blvd., Hampton.

Studios: 1490 Pembroke Blvd., Hampton; 812 W. 21st St., Norfolk.

Transmitter: 1490 Pembroke Blvd.

Telephone: Madison 7-7774, Norfolk; 6332, Hampton. TWX No.: 45.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 214-kw visual, 110-kw aural. Antenna: 500-ft. above av. terrain, 500-ft. above ground, 510-ft. above sea level, lat. 37° 02' 20", long. 76° 18' 30".

Network Service: NBC.

AM Affiliate: WVEC, 250-kw, 1490 kc (NBC).

Ownership: Thomas P. Chisman, pres., 19.74%; Harrol A. Brauer Jr., v.p., 10.85%; James E. Swafford, v.p., 14.60%; J. W. Chisman, secy.-treas., 14.60%; and 25 others, none owning more than 2.6%.

Began Operation: Aug. 15, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Thomas P. Chisman, *president and general manager.*
Harrol A. Brauer Jr., *v.p. and director of sales.*
Jane Winne, *promotion manager.*
Virginia Tardy, *traffic manager.*
Bob Champion, *film coordinator.*
Blair McKenzie, *program director, Norfolk.*
Jim Gray, *program director, Hampton.*
L. W. (Duff) Kilewer, *operations manager.*
William C. King Jr., *chief engineer.*

DIGEST OF RATE CARD NO. 3—(Oct. 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00

(Continued on next page)

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NBC

Virginia

HAMPTON-NORFOLK: WVEC-TV—(Continued)

Class B—5:30-7:30 p.m., 10:30-11 p.m., daily.							
262.50	157.50	105.00	91.00	66.00	52.50	26.25	
Class C—Noon-5:30 p.m., 11-11:30 p.m., daily.							
175.00	105.00	69.00	61.25	44.00	35.00	17.50	
Class D—11:30 p.m.-noon, daily.							
122.50	73.00	48.50	36.50	29.00	23.50	10.50	

Subject to frequency discounts.

WSVA-TV Harrisonburg

(Ch. 3)

Licensee: Shenandoah Valley Bcstg. Inc., Rawley Pike.
Studio: Rawley Pike. Transmitter: Big Mt., Endless Caverns.
New Market, Va.

Telephone: 4-4431. TWX No.: 85.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 8.32-kw visual, 4.17-kw aural. Antenna: 2130-ft. above av. terrain, 349-ft. above ground, 3304-ft. above sea level, lat. 38° 36' 05", long. 78° 37' 57".

Network Service: CBS, NBC, ABC.

AM Affiliate: WSVA, 5-kw, 550 kc (NBC). FM Affiliate: WSVA-FM, 7.2-kw, 100.7 mc (No. 264), 350-ft. antenna height.

Ownership: Equally owned by Hamilton Shea and Transcontinent TV Corp., latter also owns WROC-TV, Rochester, N.Y. Officers: Hamilton Shea, pres.; David C. Moore, v.p. (also pres. of Transcontinent); Felix Piech, secy.; H. A. Wright, asst. secy. & asst. treas. For Transcontinent principals and other interests, see WROC-TV.

Began Operation: Oct. 9, 1953. Sale to present owners by Frederick L. Allman approved May 29, 1956 by FCC (*Television Digest*, Vol. 12:15, 22).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Kear & Kennedy.

Personnel:

Hamilton Shea, *president & general manager*.
Richard H. (Dick) Johnson, *general sales manager*.
Lee Dechert, *local sales manager*.
N. L. Royster, *advertising & merchandising manager*.
Robert E. Lee, *program director*.
Homer Quann, *farm director*.
Warren L. Braun, *manager of engineering*.

DIGEST OF RATE CARD NO. 5 (Dec. 17, 1956)

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.						
\$250.00	\$150.00	\$100.00	\$75.00	\$62.50	\$50.00	\$25.00
Class B—5-6:30 p.m., Mon.-Fri.; 2-6 p.m., Sat.						
187.50	112.50	75.00	60.00	50.00	35.00	17.50
Class C—All other times.						
125.00	75.00	50.00	40.00	31.00	25.00	12.50

Subject to frequency discounts.

WLVA-TV Lynchburg

(Ch. 13)

Grantee (STA): Lynchburg Broadcasting Corp., 925 Church St.

Studio: 925 Church St. Transmitter: Johnson Mt.

Telephone: 2-1242. TWX No.: LY 80.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1094-ft. above av. terrain, 574-ft. above ground, 1902-ft. above sea level, lat. 37° 11' 50", long. 79° 21' 07".

Network Service: ABC.

AM Affiliate: WLVA, 1-kw, 590 kc (ABC).

Ownership: Edward A. Allen, pres., 25.56%; Philip P. Allen, v.p., 25.56%; O. B. Barker Jr. 4.31%; John P. Read, Jr., secy-treas., 4.24%; Norfolk Broadcasting Corp., licensee of WNOR, 12.36% (voted by Louis H. Peterson, pres.). Over 50 other stockholders, none owns as much as 2.5%.

Began Operation: Feb. 2, 1953.

Represented (sales) George P. Hollingbery Co.

Represented (legal) by George O. Sutton.

Represented (engineering) by Lohnes & Culver.

Personnel:

Edward A. Allen, *president*.
Philip P. Allen, *v.p. & general manager*.
John T. Orth, *chief engineer*.
Warren Uttal, *program director*.
Wayne Tyler, *farm director*.

DIGEST OF RATE CARD NO. 2—(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:29-11:01 p.m., Mon.-Fri.; 2-11:01 p.m., Sun.; 5:59-11:01 p.m., Sat.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:29 p.m., Mon.-Fri.; 2-5:59 p.m., Sat.						
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	52.00	37.00	30.00	15.00

Subject to frequency discounts.

WTAR-TV Norfolk

(Ch. 3)

Licensee: WTAR Radio Corp., 720 Boush St.

Studio: 720 Boush St.

Transmitter: Old Suffolk Rd. near Drivers, Va.

Telephone: Madison 5-6711. TWX No.: NF 91.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level, lat. 36° 48' 56", long. 76° 28' 00".

Network Service: CBS, ABC.

AM Affiliate: WTAR, 5-kw, 790 kc (CBS).

Ownership: Same as *Norfolk Virginia-Pilot and Ledger-Dispatch*, also *Portsmouth Star*. S. L. Slover, chairman; Campbell Arnoux, pres. of WTAR and board member of Norfolk Newspapers Inc.

Began Operation: April 2, 1950.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Campbell Arnoux, *president & general manager*.
John Peffer, *asst. general manager*.
Robert Lambe, *general sales manager*.
William Gietz, *local sales manager*.
Harold Soldinger, *general program manager*.
Joel Carlson, *public service director*.
Hal Powell, *promotion director*.
Richard Lindell, *chief engineer*.
Gilbert McLeod, *news director*.
Harry Nicholas, *film director*.
George Brantley, *traffic manager*.
Adele DeFord, *office manager*.

DIGEST OF RATE CARD NO. 13—(May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-10 p.m., daily.						
\$875.00	\$555.00	\$370.00	\$277.50	\$231.25	\$200.00	\$100.00
Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 5-7 p.m., Sun.; 10-11 p.m., daily.						
850.00	510.00	340.00	255.00	212.50	170.00	85.00
Class BB—6-6:30 p.m., Mon.-Fri.; 3-6 p.m., Sat.; 2-5 p.m., Sun.						
595.00	357.00	238.00	178.50	148.75	119.00	59.50
Class B—11-11:30 p.m., daily.						
467.50	280.50	187.00	140.25	116.88	93.50	46.75
Class C—10 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-3 p.m., Sat.; 10 a.m.-2 p.m., Sun.						
340.00	204.00	136.00	102.00	85.00	68.00	34.00
Class D—11:30 p.m.-10 a.m., daily.						
272.00	163.20	108.80	81.60	68.00	54.40	27.20

Subject to frequency discounts.

WTOV-TV Norfolk

(Ch. 27)

Grantee (STA): Tim Brite Inc., 1318 Spratley St., Portsmouth, Va.

Studio & Transmitter: 1318 Spratley St.

Telephone: Export 9-7583.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 19.6-kw visual, 11.7-kw aural. Antenna: 380-ft. above av. terrain, 410-ft. above ground, 415-ft. above sea level, lat. 36° 49' 44", long. 76° 19' 25". Holds CP for 166-kw visual, 89.1-kw aural, lat. 36° 50' 40", long. 76° 18' 57"; transmitter to Armstrong

Ownership: Temus R. Bright, pres., 95.3%; Anna Catherine Bright, secy.-treas., 4.7%.

Began Operation: Oct. 22, 1953, but quit air Oct. 3, 1954; sale by E. L. Scott group to present owners approved by FCC March 9, 1955; station resumed operation May 25, 1955 (*Television Digest*, Vol. 10:40; 11:6, 11, 22).

Represented (sales) by Joseph Hershey McGillvra Inc.

Personnel:

Temus R. Bright, *president & station manager*.
 Winston Bright, *v.p.*
 Anna C. Bright, *secretary-treasurer*.
 Tovey Lee, *asst. station manager & program director*.
 Charles Adams, *commercial manager*.
 Dorothy Kehs, *production manager*.
 Madeline Shockley, *women's director*.

DIGEST OF RATE CARD NO. 3
 (Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.							
124.65	\$74.66	\$50.00	\$37.50	\$24.66	\$17.00	\$11.33	\$8.75
Class B—5-7 p.m., 10-11 p.m., daily.							
93.77	56.24	37.50	28.12	18.74	11.33	8.75	5.50
Class C—9:15 a.m.-5 p.m., 11 p.m.-1 a.m., daily.							
83.33	50.00	33.33	24.66	16.67	5.50	3.80	2.87

Subject to frequency discounts.

WAVY-TV

Portsmouth-Norfolk

(Ch. 10)

(Due to Begin Operating in Late Spring)

Grantee (STA): Portsmouth Radio Corp., 801 Middle St., Portsmouth

Studios: 801 Middle St. Transmitter: Kings Hwy., Drivers, Va.

Telephone: Madison 7-2345.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 1000-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level, lat. 36° 49' 14", long. 76° 30' 41".

Network Service: ABC.

AM Affiliate: WAVY, 5-kw, 1350 kc (NBC).

Ownership: Following are voting trustees for 61 stockholders, none owning as much as 10%: J. C. Aspinwall Jr.; Carl J. Burkland; Wm. M. Camp; R. D. Cooke; E. T. Gresham; Porter R. Hardy Jr.; Henry C. Hofheimer II; C. K. Hutchens; J. W. Luter; George T. McLean; Hunter C. Phelan. Officers are: Hunter C. Phelan, pres.; Carl J. Burkland, exec. v.p.-gen. mgr.; George T. McLean, v.p.; Henry C. Hofheimer II, secy.-treas.

Represented (sales) by H-R Television Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Hunter C. Phelan, *president*.
 Carl J. Burkland, *exec. v.p.-general manager*.
 Richard Fraser, *program & production manager*.
 William M. Manrov, *chief engineer*.

DIGEST OF RATE CARD NO. 1
 (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.						
\$700.00	\$420.00	\$280.00	\$230.00	\$175.00	\$140.00	\$70.00
Class A—6:30-7:30 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10-11 p.m., daily.						
650.00	390.00	260.00	215.00	162.50	130.00	65.00
Class B—5-6:30 p.m., Mon.-Sat.; 2-5 p.m., Sun.; 11-11:30 p.m., daily.						
490.00	295.00	195.00	162.50	122.50	100.00	50.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-2 p.m., Sun.						
280.00	170.00	112.00	92.50	70.00	56.00	28.00
Class D—Sign-on-9 a.m., 11:30 p.m.-sign-off, daily.						
210.00	125.00	85.00	70.00	52.50	42.00	21.00

Subject to frequency discounts.

WXEX-TV

Petersburg-Richmond

(Ch. 8)

Licensee: Petersburg Television Corp., Box 8765, Richmond, Va.

Business Offices: 124 W. Tabb St., Petersburg; 6200 Broad Street Road, Richmond.

Studio: 124 W. Tabb St. Transmitter: Hundred Rd., 12 mi. S of Richmond.

Telephone: Regent 3-7876, Petersburg.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 940-ft. above av. terrain, 979-ft. above ground, 1049-ft. above sea level, lat. 37° 20' 33", long. 77° 18' 17".

Network Service: NBC.

AM Affiliate: WLEE, Richmond, 5-kw, 1480 kc (NBC). FM Affiliate: WLEE-FM, 21.5-kw, 102.9 mc (No. 275), 300-ft. antenna height.

Ownership: Thomas G. Tinsley Jr., pres., 43.5% (held by WLEE, Richmond, which he owns); Irvin G. Abeloff, v.p., 6.51%; H. Carter Myers Jr., v.p., 2%; Alexander Hamilton Jr., secy., 1.1%; Benjamin T. Kinsey, treas., 2%; James L. Dodd Jr., asst. secy., .22%; over 40 other stockholders, none owns more than 3%. Tinsley also owns WITH, Baltimore, which has CP for WITH-TV.

Began Operation: Aug. 15, 1955.

Represented (sales) by Select Station Representatives Inc. and Forjoe-TV Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by Jansky & Bailey.

Personnel:

Thomas G. Tinsley Jr., *president*.
 Irvin G. Abeloff, *v.p., managing director & national sales mgr.*
 Karl R. Nelson, *local sales manager*.
 James W. Evans, *promotion director*.
 Robert C. Currie Jr., *operations manager*.
 John Costello, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$750.00	\$450.00	\$300.00	\$260.00	\$225.00	\$140.00	\$140.00	\$70.00
Class A—7-7:30 p.m., 10:30-11 p.m., daily.							
700.00	420.00	280.00	210.00	180.00	110.00	100.00	50.00
Class B—6:30-7 p.m., daily.							
550.00	375.00	260.00	180.00	150.00	90.00	80.00	40.00
Class C—5-6:30 p.m., daily.							
400.00	240.00	160.00	120.00	100.00	60.00	50.00	25.00
Class D—7 a.m.-5 p.m., 11 p.m.-midnight, daily.							
350.00	210.00	150.00	100.00	75.00	50.00	40.00	20.00
Class E—Midnight-7 a.m., daily.							
200.00	140.00	120.00	80.00	60.00	40.00	35.00	17.50

Subject to frequency discounts.

WRVA-TV

Richmond

(Ch. 12)

Grantee (STA): Richmond Television Corp., 5221 Midlothian Pike, P.O. Box 2370.

Studio, Transmitter and Offices: 5221 Midlothian Pike, P.O. Box 2370.

Telephone: 83-5461.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level, lat. 37° 30' 25", long. 77° 30' 65".

AM Affiliate: WRVA, 50-kw, 1140 kc (CBS). FM Affiliate: WRVA-FM, 25-kw, 94.5 mc (No. 233), 460-ft. antenna height.

Network Service: CBS.

(Continued on next page)

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TELEPROMPTER SERVICE

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Virginia

RICHMOND: WRVA-TV—(Continued)

Ownership: Larus & Brother Co. Inc., 60%; Neighborhood Theatres Inc. (Thalhimer), 16.06%; 44 other stockholders, none with more than 2%. Officers: C. T. Lucy, pres.; Wm. T. Reed Jr., v.p.; Barron Howard, v.p.; Morton G. Thalhimer, v.p.; Robert T. Barton Jr., secy.; Claud R. Davenport, treas.

Began Operation: April 26, 1956.

Represented (sales) by Harrington, Richter & Parsons Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd and Cohn & Marks.

Represented (engineering) by Paul Godley Co.

Personnel:

C. T. Lucy, *president*.
Barron Howard, *v.p. & general manager*.
James D. Clark Jr., *sales manager*.
Tom Fraioli, *local sales manager*.
Samuel S. Carey, *program director*.
Jack Stone, *promotion manager*.
Bill Hall, *production manager*.
George Passage, *news director*.
Robert Ple, *film manager*.
Julia Starkey, *traffic manager*.
Bill Dennis, *sales service manager*.
S. T. Terry Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Sept. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.						
\$700.00	\$420.00	\$280.00	\$210.00	\$175.00	\$140.00	\$70.00
Class A—6:30-7:30 p.m., Mon.-Sat.; 10-11 p.m., daily.						
525.00	365.00	210.00	157.50	131.25	105.00	52.50
Class B—9 a.m.-6:30 p.m., Mon.-Sat.; 9 a.m.-5 p.m., Sun.						
325.00	195.00	120.00	97.50	72.50	50.00	25.00
Class C—All other times.						
225.00	135.00	95.00	70.00	60.00	45.00	22.50

Subject to frequency discounts.

WTVR Richmond (Ch. 6)

Licensee: Havens & Martin Inc., 3301 W. Broad St. (P.O. Box 5229).

Studio and Transmitter: 3301 W. Broad St.

Telephone: 5-8611. TWX No.: RH 87.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level, lat. 37° 34' 00", long. 77° 28' 36".

Network Service: ABC.

AM Affiliate: WMBG, 5-kw, 1380 kc, (ABC). FM Affiliate: WCOD, 34-kw, 98.1 mc (No. 251), 430-ft. antenna height.

Ownership: Wilbur M. Havens, pres., 100%; Thelma M. Havens, v.p.; Katherine H. Germaln, secy.; Walter A. Bowry Jr., treas.; James W. Kyle, director.

Began Operation: April 15, 1948.

Represented (sales) by Blair-TV.

Represented (legal) by John H. Midlen.

Represented (engineering) by James C. McNary.

Personnel:

Wilbur M. Havens, *general manager*.
W. A. Bowry Jr., *asst. mgr.*
John V. Shand, *program director*.
John Macklin, *asst. program director & production manager*.
James W. Kyle, *chief engineer*.
John Kellogg, *director of continuity*.
Roy Roman, *news editor*.
Jim Gray, *sports director*.

DIGEST OF RATE CARD M (Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or Less	ID
Class AA—7:30-10:30 p.m., daily.						
\$875.00	\$525.00	\$350.00	\$291.66	\$218.75	\$140.00	\$70.00
Class A—6-7:30 p.m., 10:30-11 p.m., daily.						
650.00	390.00	260.00	216.00	162.50	120.00	60.00
Class B—5-6 p.m., daily.						
480.00	288.00	192.00	160.00	120.00	50.00*	25.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	100.00	75.00	45.00*	22.50

* 20 Sec. only.

Subject to frequency discounts.

WDBJ-TV

Roanoke

(Ch. 7)

Grantee (STA): Times-World Corp., 201 W. Campbell Ave., Box 150.
Studio: Times Bldg., 201 W. Campbell Ave. Transmitter: On Poor Mt., 13-mi. SW of city. Telephone: 3-8031.

Technical Facilities: Channel No. 7 (174-180 mc). Power: 316-kw visual, 158-kw aural. Antenna: 2000-ft. above av. terrain, 146-ft. above ground, 3936-ft. above sea level, lat. 37° 11' 42", long. 80° 09' 22".

Network Service: CBS.

AM Affiliate: WDBJ, 5-kw, 960 kc (CBS). FM Affiliate: WDBJ-FM, 14.35-kw, 94.9 mc (No. 235), 2000-ft. antenna height.

Ownership: Times-World Corp. Principal stockholders: Estates of J. P. Fishburn (49%) & J. B. Fishburn (40%) now held in fiduciary capacity as Trustee by The First National Exchange Bank of Roanoke; 8 other stockholders (all in Fishburn family) own 11%. Times-World Corp. publishes *Roanoke Times* and *World News*.

Began Operation: Oct. 3, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Ray P. Jordan, *v.p. for broadcasting*.
John W. Harkrader, *asst. v.p. & com. mgr. for broadcasting*.
Blake H. Brown, *sales manager*.
Paul E. Reynolds, *program director*.
Charles A. Ballou, *program manager*.
Harry D. Wiseman, *production manager*.
Leslie Esgate, *traffic director*.
Don Murray, *news director*.
Mike Schaffer, *promotion director*.
J. Edward Newman, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$140.00	\$60.00
Class B—5-7:30 p.m., Mon.-Fri.; noon-7:30 p.m., Sat. & Sun.; 10:30 p.m.-midnight, daily.						
400.00	240.00	160.00	140.00	100.00	90.00	40.00
Class C—All other times.						
275.00	165.00	110.00	96.25	68.75	55.00	27.50

Subject to frequency discounts.

WSLS-TV

Roanoke

(Ch. 10)

Licensee: Shenandoah Life Stations Inc., Church Ave. at 3d St.
Studio: Church Ave. at 3d St.

Telephone 4-9227. TWX No.: RV 25.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1973-ft. above av. terrain, 174-ft. above ground, 3934-ft. above sea level, lat. 37° 11' 51", long. 80° 09' 10". CP for 316-kw visual, 158-kw aural, 1970-ft. above av. terrain, lat. 37° 11' 50", long. 80° 09' 11"; transmitter to U. S. 221 on Poor Mt.

Network Service: NBC, ABC.

AM Affiliate: WSLS, 1-kw, 610 kc (NBC). FM Affiliate: WSLS-FM, 10.5-kw, 99.1 mc (No. 256), 1910-ft. antenna height.

Ownership: Shenandoah Life Insurance Co. Inc., 100%; Blake Newton, pres.

Began Operation: Dec. 11, 1952.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Elliot C. Lovett.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

James H. Moore, *executive v. p.*
Horace Fitzpatrick, *assistant & commercial manager*.
George Chernault, *program director*.
C. R. Garrison, *sales promotion & merchandising director*.
Gus Trevillian, *local sales manager*.
Fred Corstaphney, *promotion & publicity director*.
Glenwood Howell, *farm director*.
J. P. Briggs, *chief engineer*.

DIGEST OF RATE CARD NO. 7—(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—8-10:30 p.m., daily.						
\$675.00	\$405.00	\$270.00	\$236.25	\$168.75	\$135.00	\$67.50
Class A—6-8 p.m., 10:30-11 p.m., daily; noon-6 p.m., Sun.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class C—All other times.						
275.00	165.00	110.00	96.25	68.75	55.00	27.50

WASHINGTON

KVOS-TV Bellingham (Ch. 12)

Grantee (STA): KVOS Inc., 1151 Ellis St.

Studio: 1151 Ellis St. Transmitter: Mt. Constitution, Orcas Island, Wash.

Telephone: 790. TWX No.: BX 01.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 224-kw visual, 112-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level lat. 48° 40' 40", long. 122° 49' 48".

Network Service: CBS.

AM Affiliate: KVOS, 1-kw, 790 kc (ABC).

Ownership: Rogan Jones, pres., 94%; C. W. Jones, secy.-treas.; David Mintz, 4%; Ernest E. Harper, 2%. Rogan Jones is board chairman of KPQ, Wenatchee, Wash.

Began Operation: May 22, 1953.

Represented (sales) by Forjoe-TV Inc.; Horace N. Stovin & Co. (Canada); Robert Swanson (Northwest).

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Rogan Jones, *president*.
David Mintz, *manager*.
Ernest E. Harper, *chief engineer*.
Fred Elsethagen, *sales manager*.

DIGEST OF RATE CARD NO. 5* (Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—5:59-11 p.m., Mon.-Sat.; 4:59-11 p.m., Sun.							
\$435.00	\$261.00	\$174.00	\$161.00	\$130.50	\$108.00	\$87.00	\$43.50
Class A—4:59-5:59 p.m., 11 p.m.-midnight, daily.							
290.00	174.00	116.00	107.50	87.00	72.50	58.00	29.00
Class B—All other times.							
150.00	90.00	60.00	55.00	45.00	37.50	30.00	15.00

* Accounts with U. S. distribution only are discounted to Rate Card No. 3.

Subject to frequency discounts.

KBAS-TV Ephrata (Ch. 43)

(Due to Begin Operating in February)

(Satellite of KIMA-TV, Yakima)

Grantee (STA): Basin TV Co., c/o station KIMA-TV, Box 702, Yakima, Wash.

Studio & Transmitter: 1-mi. W of Ephrata.

Telephone: Glencourt 29-111, Yakima.

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 19-kw max. and 15.1-kw horizontal visual, 9.5-kw max. and 7.59-kw horizontal aural. Antenna: 656-ft. above av. terrain, 139-ft. above ground, 2239-ft. above sea level. lat. 47° 18' 45", long. 119° 35' 00".

Network Service: Same as KIMA-TV.

Ownership: Basin TV Co. is subsidiary of Cascade Bcstg. Co., owner of KIMA-TV. For other interests, see KIMA-TV.

Represented (sales) by Weed Television Corp.

Washington

Represented (legal) by Prince, Taylor & Crampton.

Personnel:

James Schroeder, *sales manager*.
Howard Hammond, *chief engineer*.

Rates: Sold only in combination with KIMA-TV, Yakima, Wash.

KEPR-TV Pasco (Ch. 19)

(Satellite of KIMA-TV, Yakima)

Licensee: Cascade Bcstg. Co. Inc., Box 702, Yakima, Wash.

Studio: Kennewick Highlands, Kennewick. Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

Telephone: Glencourt 29-111, Yakima.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 8.52-kw horizontal visual, 4.27-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level, lat. 46° 05' 48", long. 119° 11' 36".

Network Service: Same as KIMA-TV, Yakima.

Ownership: See KIMA-TV.

Began Operation: Dec. 28, 1954.

Represented (sales) by Weed Television Corp.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Prince, Taylor & Crampton.

Personnel:

Monte Strohl, *manager*.
Gene Normoyle, *production manager*.
Bernard Bailille, *chief engineer*.

Rates: Sold only in combination with KIMA-TV, Yakima.

KCTS Seattle (Ch. 9)

Non-Commercial Educational Station

Grantee (STA): University of Washington, Seattle 5.

Studio: University of Washington campus. Transmitter: Edison Technical School.

Telephone: Melrose 0630.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 30.2-kw visual, 17.8-kw aural. Antenna: 470-ft. above terrain, 287-ft. above ground, 602-ft. above sea level, lat. 47° 37' 02", long. 122° 19' 13".

FM Affiliate: KUOW, 3.4-kw, 90.5 mc (No. 213), 100-ft. antenna height.

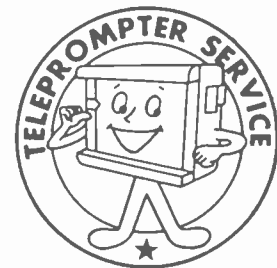
Ownership: University of Washington; Dr. Henry Schmitz, president.

Began Operation: Nov. 18, 1954.

Personnel:

Loren B. Stone, *manager*.
John Boor, *engineering director*.
Gordon Tuell, *production manager*.
Nick Foster, *transmitter engineer*.
Kenneth Yeend, *program director*.
Norman Jensen, *director, schools programs*.
George W. Mally, *director, college programs*.

Great show organizer and
basic production tool . . .
As an incomparable electronic
crawl for instance . . .



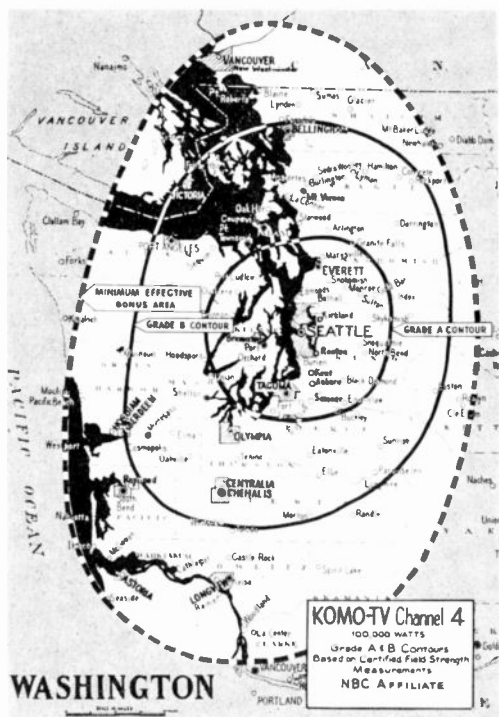
TELEPROMPTER SERVICE

SEE PAGE 35

At **KOMO-TV**, first with full color in the rich, bursting-at-the-seams market that is **Seattle** and Western Washington, your message is directed to viewers who *respond*. Imaginative programming, service in the public *interest*, superior news reporting, has built for KOMO-TV an enviable record of **Audience Influence**...influence that is a source of pride to us—a source of profit to advertisers...influence that **PAYS OFF!**

Market Data: Population Effective Buying Income
1,719,600 \$3,172,478,000

Food Sales—\$466,321,000 December 1, 1956 set count 544,800



KOMO-TV Channel 4 Seattle

SOLD BY  SPOT SALES

KING-TV

Seattle

(Ch. 5)

Licensee: KING Broadcasting Co., 320 Aurora Ave.

Studio: Television Center, 320 Aurora Ave. Transmitter: 301 Galer St.

Telephone: Mutual 3555. TWX No.: SE 458.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 822-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level, lat. 47° 37' 55", long. 122° 20' 59".

Network Service: ABC.

AM Affiliate: KING, 50-kw, 1090 kc (ABC). FM Affiliate: KING-FM, 15-kw, 98.1 mc (No. 251), 410-ft. antenna height.

Ownership: Mrs. A. Scott Bullitt, principal stockholder, through The Bullitt Co. has interests in General America Corp. (insurance) and other properties in Seattle and Northwest region. KING Bestg. Co. controls KGW-TV & KGW, Portland, Ore.

Began Operation: Nov. 25, 1948, as KRSC-TV. Sold to present licensee August 1949 (see *Television Digest*, Vol. 5:20, 23, 30).

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Doty & Wollenberg.

Represented (engineering) by Lohnes & Culver.

Personnel:

Mrs. A. Scott Bullitt, *president*.
Henry B. Owen, *executive v.p.*
Otto P. Brandt, *v.p. & general manager*.
A. P. Hunter, *commercial manager*.
James Neidigh, *national sales manager*.
Charles Herring, *news director*.
Bill O'Mara, *sports director*.
Lee Schulman, *program director*.
Robert F. Prins, *program operations manager*.
Kit Spier, *production manager*.
James L. Middlebrooks, *engineering director*.
Robert A. Ferguson, *chief engineer*.
Gloria Chandler, *public service director*.
Betty Evans, *educational director*.
Mel Anderson, *promotion director*.
G. W. Parker, *merchandising director*.

DIGEST OF RATE CARD NO. 15—(Dec. 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. & Sun.; 7-10 p.m., Sat.						
\$1100.00	\$600.00	\$400.00	\$350.00	\$280.00	\$225.00	\$115.00
Class A—6:30-7 p.m., Sat.; 5-6:30 p.m., Sun.; 10-10:30 p.m., daily.						
800.00	480.00	320.00	265.00	240.00	200.00	100.00
Class B—5-6:30 p.m., Mon.-Sat.; 4-5 p.m., Sun.; 10:30 p.m.-midnight, daily.						
750.00	450.00	300.00	263.00	188.00	150.00	75.00
Class C—All other times.						
425.00	255.00	170.00	149.00	115.00	100.00	50.00

Subject to frequency discounts.

KOMO-TV

Seattle

(Ch. 4)

Licensee: Fisher's Television Co., 100 4th Ave. N.

Studio: 100 4th Ave. N. Transmitter: 157 Galer St.

Telephone: Seneca 6000. TWX No.: SE 71.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level, lat. 47° 37' 55", long. 122° 21' 09".

Network Service: NBC.

AM Affiliate: KOMO, 50-kw, 1000 kc (NBC).

Ownership: Fisher's Blend Station Inc., 66.66%; Gamble Enterprises Inc., 30%; C. Howard Lane, 3.33%. For other interests of Gamble and Lane, see KOIN-TV, Portland, Ore.

Began Operation: Nov. 17, 1953.

Represented (sales) by NBC Spot Sales.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

O. D. Fisher, *president*.
W. W. Warren, *executive v.p. & general manager*.
William Hubbach, *sales manager*.
Maitland Jordan, *national sales manager*.
Tom Sheehan, *local sales manager*.
Bob Ryan, *sales promotion and development*.
Dave Crockett, *manager of programming, radio & TV*.
Tom Rogstad, *TV program manager*.
Reg Miller, *public service manager*.
Herb Robinson, *news editor*.
Bill Moshier, *farm director*.
Keith Jackson, *assistant news editor*.
C. E. Miller, *chief engineer*.
Al Stewart, *TV program asst.*

DIGEST OF RATE CARD NO. 6
(Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$1125.00	\$660.00	\$440.00	\$385.00	\$330.00	\$230.00	\$115.00
Class A—7-7:30 p.m., 10:30-11 p.m., daily; 5-7 p.m., Sun.						
900.00	540.00	360.00	315.00	225.00	190.00	95.00
Class B—6:30-7 p.m., Mon.-Sat.						
700.00	420.00	280.00	245.00	175.00	165.00	85.00
Class C—5-6:30 p.m., Mon.-Sat.; 11 p.m.-1 a.m., daily; 4-5 p.m., Sun.						
550.00	330.00	220.00	192.00	138.00	120.00	60.00
Class D—Sign-on-5 p.m., Mon.-Sat.; sign-on-4 p.m., Sun.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00

Subject to frequency discounts. Color—Live announcements, \$5.00 additional; Film or Slide, \$1.00 additional.

KHQ-TV
Spokane
(Ch. 6)

Licensee: KHQ Inc., Radio Central Bldg.

Studio and Transmitter: 4102 S. Regal.

Telephone: Madison 4-5131. TWX No.: SP 197.

Technical Facilities: Channel No. 6 (82-88 mc) Authorized power: 100-kw visual, 50-kw aural. Antenna: 941-ft. above av. terrain, 826-ft. above ground, 3143-ft. above sea level, lat. 47° 37' 00", long. 117° 22' 30".

Network Service: NBC.

AM Affiliate: KHQ, 5-kw, 590 kc (NBC).

Ownership: Spokane Chronicle Co. (*Spokane Chronicle*). KHQ Inc. officers: R. O. Dunning, pres.; William B. Hyde, secy.; Milton O. Fritsch, asst. secy. & treas.

Began Operation: Dec. 20, 1952.

Represented (sales) by The Katz Agency Inc.; H. Quenton Cox & Assoc. (Portland, Ore.).

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

R. O. Dunning, *president & general manager.*

M. O. Fritsch, *assistant secy. & treasurer.*

J. Birney Blair, *commercial manager.*

Charles E. Lohnes, *operations manager.*

John R. Fahey, *program director.*

Rex R. Gerlach, *promotion manager.*

Tom Templeton, *farm director.*

Al Sparling, *engineering director.*

Pat Cullen, *news director.*

DIGEST OF RATE CARD NO. 7
(April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily						
\$625.00	\$360.00	\$240.00	\$210.00	\$180.00	\$170.00	\$85.00
Class A—6:30-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.						
550.00	330.00	220.00	192.50	165.00	137.50	68.75
Class B—5-6:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.						
412.50	247.50	165.00	144.35	123.75	103.10	51.55
Class C—All other times.						
275.00	165.00	110.00	96.25	82.50	55.00	27.50

Subject to frequency discounts. Color—Rates on request.

USEFUL FACTS:

The most *useful* way to invest \$4.50 is in an extra copy of TV Factbook No. 24—so they won't keep borrowing yours when you need it.



**Another Happy Client
Drops in on KING-TV**

Perry Shupert did a double take. Sure enough, there was KING-TV's 'copter all revved-up, ready to whisk him from Seattle-Tacoma International Airport to KING-TV's roof—designated as Seattle-King County Private Heliport No. 1 by the CAB.

Just 10 minutes after his airport landing, Shupert, dynamic Vice-President in charge of sales and advertising for Miles Laboratories, Inc., was dropping in for a first-hand view of KING-TV production and promotion methods that help keep Alka-Seltzer on top of the Pacific Northwest market.

Like so many other top-notch advertisers, Miles places its entire spot budget on KING-TV. No wonder KING-TV enjoyed giving speedy service to the Speedy Man... Results? Alka-Seltzer, One-A-Day Vitamin and Bactine volumes push up and up. Is Perry Shupert happy with KING-TV? Ask him and he fairly fizzes with enthusiasm.

FIRST IN SEATTLE TACOMA

ABC—Channel 5
100,000 Watts

KING-TV

ASK YOUR BLAIR TV MAN

Associated with KGW-TV, KGW Radio, Portland, Oregon

Washington

KREM-TV Spokane (Ch. 2)

Licensee: Louis Wasmer, 4103 S. Regal St.

Studio & Transmitter: 4103 S. Regal St.

Telephone: Keystone 4-0466. TWX No.: SP 08.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 840-ft. above av. terrain, 747-ft. above ground, 3072-ft. above sea level, lat. 47° 36' 56", long. 117° 22' 06".

Network Service: ABC.

AM Affiliate: KREM, 5-kw (1-kw night), 970 kc. FM Affiliate: KREM-FM, 4.8-kw, 92.9 mc (No. 225), 727-ft. antenna height.

Ownership: Louis Wasmer, 100%.

Began Operation: Oct. 29, 1954.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Robert H. Temple, *manager*.
Walter Scharr, *program supervisor*.
Hommer Mead, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00	\$45.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily; noon-6:30 p.m., Sun.						
270.00	162.00	108.00	94.50	67.50	54.00	27.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-on, daily.						
135.00	81.00	54.00	47.25	33.75	27.00	13.50

Subject to frequency discounts.

KXLY-TV Spokane (Ch. 4)

Licensee: KXLY-TV, 315 W. Sprague Ave.

Studio: 315 W. Sprague Ave. Transmitter: Top of Mount Spokane.

Telephone: Madison 4291.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 48-kw visual, 26.9-kw aural. Antenna: 3070-ft. above av. terrain, 140-ft. above ground, 6018-ft. above sea level, lat. 47° 55' 18", long. 117° 06' 48".

Network Service: CBS.

AM Affiliate: KXLY, 5-kw, 920 kc (CBS)

Ownership: Joseph Harris, chairman, 45%; Norman E. Alexander, pres., 45%; Richard E. Jones, v.p., 10%. Ownership interlocks with Ch. 23 applicant for Yakima, Wash. Owners also are buying KILT (Ch. 13) and KELP, El Paso, Texas.

Began Operation: Jan. 16, 1953. Sale to present owners by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved by FCC Jan. 6, 1954 (*Television Digest*, Vol. 9:49; 10:2).

Represented (sales) by Avery-Knodel, Inc. (East); Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Wheeler & Wheeler.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Richard E. Jones, *v.p. & general manager*.
James Agostino, *sales manager*.
Gene Roth, *program director*.
Dave Green, *chief engineer*.

DIGEST OF RATE CARD NO. 8 (June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$130.00	\$65.00
Class A—6-7 p.m., 10:10-10:30 p.m., daily.						
525.00	315.00	210.00	183.75	131.25	105.00	52.50
Class B—5-6 p.m., 10:30-11 p.m., daily; 1-6 p.m., Sun.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

KTNT-TV Tacoma (Ch. 11)

Licensee: Tribune Publishing Co., Tacoma, Wash.

Studio and Office: S. 11th & Grant St. Transmitter: 7-m. SW of Seattle.

Telephone: Fulton 2561. TWX No.: TA 010.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 157.97-kw aural, 801-ft. above av. terrain, 580-ft. above ground, 1000-ft. above sea level, lat. 47° 28' 43", long. 122° 32' 32".

Network Service: CBS.

AM Affiliate: KTNT, .25-kw, 1400 kc. FM Affiliate: KTNT-FM, 10.5-kw, 97.3 mc (No. 247), 410-ft. antenna height.

Ownership: Same as *Tacoma News-Tribune*, Frank S. Baker, pres. & publisher, Alton F. Baker, who owns 12.46% of Tribune Publishing Co., also owns *Eugene* (Ore.) *Register-Guard* (KERG).

Began Operation: February 22, 1953.

Represented (sales) by Weed Television Corp.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Alvin H. Barnard, Portland, Ore.

Personnel:

Larry Carino, *manager & director of sales*.
Len Higgins, *director of industry relations*.
Max Bice, *asst. manager & chief engineer*.
Burke Ormsby, *program director*.

DIGEST OF RATE CARD NO. 3A (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	\$300.00	\$270.00	\$205.00	\$102.50
Class A—6:30-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 5-7 p.m., Sun.						
700.00	420.00	280.00	245.00	175.00	180.00	90.00
Class B—10:30-11 p.m., daily; 4-5 p.m., Sun.						
625.00	375.00	250.00	220.00	160.00	135.00	60.00
Class C—5-6:30 p.m., Mon.-Fri.; 2-6:30 p.m., Sat.; 1-4 p.m., Sun.						
475.00	285.00	190.00	165.00	120.00	95.00	40.00
Class D—All other times.						
325.00	195.00	130.00	115.00	85.00	55.00	25.00

Subject to frequency discounts.

KTVW Tacoma (Ch. 13)

Grantee (STA): KTVW, 5544 N. 35th St., Tacoma.

Studios: 5544 N. 35th St., Tacoma; 230 Eighth Ave. N. Seattle.

Transmitter: 5544 N. 35th St.

Telephone: Skyline 3544, Tacoma; Seneca 3113, Seattle.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 780-ft. above av. terrain, 533-ft. above ground, 950-ft. above sea level, lat. 47° 18' 41", long. 122° 30' 42".

Ownership: J. Elroy McCaw, 100%. Mr. McCaw also owns 25% of KONA, Honolulu. 50% of KTVR, Denver, and operates radio WINS, New York. For other radio interests, see KTVR.

Began Operation: Aug. 2, 1953 as KMO-TV; sold to present owner by Carl E. Haymond, Sept. 15, 1954 (*Television Digest*, Vol. 10:28, 34, 38).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

J. Elroy McCaw, *owner-general manager*.
James Hawkins, *asst. general manager*.
George Glavin, *general sales manager*.
Don Wood, *program & operations director*.
Cy Flory, *sales-service manager*.
Charles R. Morris, *chief engineer*.
Edna K. Hanna, *promotion manager*.

DIGEST OF RATE CARD NO. 3 (April 1, 1956)

Hour	30 Min.	15 Min.	Min.	10 Sec.
Class A—7-10:30 p.m., daily.				
\$600.00	\$360.00	\$215.00	\$125.00	\$65.00
Class B—5-7 p.m., 10:30 p.m.-midnight, daily.				
450.00	270.00	160.00	95.00	50.00
Class C—All other times.				
300.00	180.00	100.00	65.00	35.00

Subject to frequency discounts.

KIMA-TV Yakima

(Ch. 29)

Grantee (STA): Cascade Broadcasting Co. Inc.

Studio: Radio & Television Center. **Transmitter:** Ahtanum Ridge.

Telephone: Glencourt 29-111. **TWX No.:** YA 39.

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 191-kw maximum and 126-kw horizontal visual, 95.5-kw maximum and 63-kw horizontal aural (now operating) 973-ft. above av. terrain. Antenna: 960-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level, lat. 46° 31' 57", long. 120° 30' 26". Requests change to 103.8-kw visual, 51.9-kw aural, 973-ft. above av. terrain.

Network Service: CBS, NBC, ABC.

AM Affiliate: KIMA, 5-kw, 1460 kc (CBS).

Ownership: A. W. Talbot, pres., 73.5%; Thomas C. Bostic, v.p., 16.5%; Frank E. Mitchell, treas., .5%; J. D. Rolfe, secy., .5%; Ralph Sundquist, director, 8%; J. Barry Watkinson, director, .5%; Mel Burrill, .5%. Cascade operates satellites KEPR-TV, Pasco, Wash. (Ch. 19), KLEW-TV, Lewiston, Ida. (Ch. 3); also holds CP for KBAS-TV, Ch. 43, Ephrata, Wash.; Ch. 8 in Walla Walla and owns radio KWIE, Kennewick, all Wash.

Began Operation: July 19, 1953.

Represented (sales) by Weed Television Corp.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Prince, Taylor & Crampton.

Represented (engineering) by Kear & Kennedy.

Personnel:

Thomas C. Bostic, v.p. & general manager.
Herchel Cary, general sales manager.
Frank E. Mitchell, business manager.
Jim Nolan, program director.
Ed. M. Morrissey, public relations & promotion director.
J. Barry Watkinson, director of engineering.
Mel Burrill, TV chief engineer.
Tom Ewing, operations manager.
Joe Ryan, continuity manager.

DIGEST OF RATE CARD NO. 6 (Oct. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7:10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00	\$45.00
Class B—5-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.						
325.00	195.00	130.00	114.00	86.00	65.00	32.50
Class C—All other times.						
225.00	135.00	90.00	79.00	56.00	45.00	22.50

Subject to frequency discounts. Sold only in combination with KEPR-TV, Pasco, Wash., KLEW-TV, Lewiston, Ida., and KBAS-TV, Ephrata, Wash.

WEST VIRGINIA

WHIS-TV Bluefield

(Ch. 6)

Licensee: Daily Telegraph Printing Co., Bland St.

Studio: Municipal Bldg. **Transmitter:** top of East River Mt. Ridge.

Telephone: Davenport 7-7115. **TWX No.:** BF 30.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 50.1-kw visual, 29.5-kw aural. Antenna: 1225-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level, lat. 37° 15' 21.31", long. 81° 10' 55.43".

Network Service: NBC, ABC.

AM Affiliate: WHIS, 5-kw, 1440 kc (NBC).

Ownership: Same as Bluefield Daily Telegraph and Sunset News. H. I. Shott estate, 29.2%; Hugh I. Shott Jr., 23.6%; Jim H. Shott estate, 23.48%; Ned Shott, secy.-treas., .12%; Mrs. Lillian S. Brant, 23.36%; Mrs. B. L. Early, .24%.

Began Operation: Sept. 22, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by John H. Mullaney.

Personnel:

Hugh I. Shott Jr., general manager.
P. T. Flanagan, director, radio & TV.
John Shott, station manager.
K. Dick, acting chief engineer.

DIGEST OF RATE CARD NO. 1 (August, 1955)

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.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00

1957 Spring-Summer Edition

Washington-West Virginia

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class B—5-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10-30-11 p.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

Subject to frequency discounts.

WCHS-TV Charleston

(Ch. 8)

Grantee (STA): WCHS-TV Inc., 1111 Virginia St. E.

Studio: 1111 Virginia St. E. **Transmitter:** Nease Mt., 4.5 mi. W of Charleston.

Telephone: Dickens 6-5358. **TWX No.:** CH 90.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 870-ft. above av. terrain, 649-ft. above ground, 1549-ft. above sea level, lat. 38° 22' 36", long. 81° 42' 04". Holds CP for 158-kw visual, 94-kw aural, 1236-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level, lat. 38° 24' 27", long. 81° 54' 12"; transmitter to approx. .7-mi. N of US Hwy. 60 on Coal Mountain.

Network Service: CBS.

AM Affiliate: WCHS, 5-kw, 580 kc (CBS).

Ownership: Tierney Co. (WCHS), 60%; Capital Television Inc., 40%. WCHS-TV Officers: Hawthorne D. Battle, pres., voting trustee; Sam G. Rahall, secy.; George L. Kallam, treas. Sam Rahall and other members of Rahall family hold control of CP for WQCY, Allentown, Pa.; also control radio stations WVAR, Norristown, Pa.; WVNR, Beckley, W.Va.; WTSP, St. Petersburg, Fla. Farris E. Rahall owns WFEA, Manchester, N.H.

Began Operation: Aug. 16, 1954.

Represented (sales) by The Branham Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by L. H. Carr & Associates.

Personnel:

Hawthorne D. Battle, president
John T. Gelder Jr., v.p. & general manager.
John L. Sinclair Jr., sales manager.
Morton S. Cohn, program director.
Frank Annand, production manager.
Bruce Johns, promotion & publicity director.
Bob Boaz, news director.
William E. Dixon, technical director.

DIGEST OF RATE CARD NO. 2—(Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily; 6-10:30 p.m., Sun.						
\$650.00	\$390.00	\$290.00	\$250.00	\$190.00	\$175.00	\$87.50
Class A—6:30-7:30 p.m., 10:30-11 p.m., daily; 5-6 p.m., Sun.						
600.00	330.00	215.00	195.00	150.00	125.00	62.50
Class B—5-6:30 p.m., 11-11:15 p.m., daily; 2-5 p.m., Sun.						
500.00	275.00	200.00	165.00	120.00	100.00	50.00
Class C—All other times.						
350.00	200.00	150.00	120.00	90.00	60.00	30.00

Subject to frequency discounts.

WJPB-TV Fairmont

(Ch. 35)

(Due to Begin Operating in Spring)

Grantee (STA): WJPB-TV Inc., 400 Quincy St.

Studio: 400 Quincy St. **Transmitter:** 300 Grant St.

Telephone: 8000.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 22.55-kw max. and 10.08-kw horizontal visual, 16.14-kw max. and 8.8-kw horizontal aural using 1° electrical beam tilt. Antenna: 240-ft. above av. terrain, 222-ft. above ground, 1462-ft. above sea level, lat. 39° 28' 19", long. 80° 08' 27". Requests change to 5.37-kw visual, 2.88-kw aural, 102-ft. above av. terrain, 190-ft. above ground, 1330-ft. above sea level, lat. 39° 29' 17", long. 80° 08' 17"; transmitter to Grant & Hill Sts.

Network Service: NBC, ABC.

Ownership: J. Patrick Beacom, 100%. Mr. Beacom is city director-mayor; owns 90% of WVWV, Fairmont; 10% of WETZ, New Martinsville, W.Va.; 100% of WBUT, Butler, Pa.; also publishes weekly *Mannington* (W.Va.) Times.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by A. D. Ring & Assoc.

(Continued on next page)

West Virginia

FAIRMONT: WJPB-TV—(Continued)

Personnel:

J. Patrick Beacom, *president & general manager.*
 Harry W. Critchlow, *v.p. & director of sales.*
 N. M. Fabre Jr., *director of television.*
 Robert Frazier, *director of programming.*
 Arthur Pearce, *promotion director.*
 Rosemary Pearson, *director of women's activities.*
 Joseph Sterloskie, *director of engineering.*

DIGEST OF RATE CARD NO. 2
(Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—5:59-11 p.m., Mon.-Sat.; 3-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$25.00
Class B—All other times.						
150.00	90.00	60.00	50.00	40.00	30.00	20.00

WSAZ-TV

Huntington-Charleston

(Ch. 3)

Licensee: WSAZ Inc., WSAZ Bldg., 201 Ninth St., Huntington.

Studios: WSAZ Bldg. Huntington; 210 Dickinson St., Charleston, W. Va. Transmitter: Barker's Ridge, W. Va.

Telephone: 44126; Charleston, 30-150. TWX No.: HT 40.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level, lat. 38° 30' 34", long. 82° 13' 09".

Network Service: NBC.

AM Affiliate: WSAZ, 5-kw (1-kw night), 930 kc (NBC, ABC).

Ownership: Huntington Publishing Co., 89%, publisher of *Huntington Herald-Dispatch* and *Advertiser* (Col. J. H. Long, pres.); Mrs. Eugene Katz, New York, 11% (The Katz Agency Inc.) Ownership interlocks with WKAZ & WKAZ-FM, Charleston, W.Va.

Began Operation: Nov. 15, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Personnel:

Lawrence H. Rogers II, *president & general manager.*
 Leroy E. Kilpatrick, *v.p.*
 C. T. Garten, *asst. general manager.*
 James H. Ferguson, *program director.*
 Robert E. White, *sales manager.*
 Elizabeth Conaty, *national sales director.*
 William R. Murray, *Charleston regional manager.*
 Ned R. Brooke, *production manager.*
 Nick Basso, *news & public relations director.*
 Bert Shimp, *education, public service & public affairs director.*
 Gayle E. MacCracken, *film director.*
 John Hurd, *supervising news editor.*
 W. D. Click, *farm director.*
 Jack Williams, *promotion and merchandising director.*
 John P. Clay, *chief engineer.*

DIGEST OF RATE CARD NO. 10—(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$1000.00	\$500.00	\$320.00	\$280.00	\$200.00	\$180.00	\$90.00
Class A—6:30-7:30 p.m., 10:30-11 p.m., daily.						
700.00	400.00	270.00	225.00	180.00	140.00	70.00
Class B—5-6:30 p.m., Mon.-Sat.; 2-6:30 p.m., Sun.						
600.00	360.00	240.00	210.00	150.00	110.00	55.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-2 p.m., Sun.; 11-11:30 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	70.00	35.00
Class D—11:30 p.m.-9 a.m., daily.						
300.00	180.00	120.00	105.00	83.00	45.00	22.50

Subject to frequency discounts.

WHTN-TV

Huntington

(Ch. 13)

Grantee (STA): Cowles Broadcasting Co., 625 Fourth Ave.

Studio: 625 Fourth Ave. Transmitter: 3510 Eighth Street Hill.

Telephone: Jackson 5-7661.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 550-ft. above av. terrain, 340-ft. above ground, 1340-ft. above sea level, lat. 38° 23' 22", long. 82° 25' 34". Holds CP for 200-kw aural, 1000-ft. above av. terrain, 844-ft. above ground, 1784-ft. above sea level, lat. 38° 30' 21", long. 82° 12' 30"; transmitter to Barker's Ridge Rd., 14-mi. NE of center of city.

'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked THE winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen and Pulse are no exceptions. Consider these margins over the next-best station:



- 95,670 more homes per month
- 99,430 more homes per week
- 101,130 more daytime homes, weekdays
- 100,580 more nighttime homes, weekdays
- 12 of the top 15 weekly nighttime shows

WSAZ-TV steams with comparable popularity across a four-state domain where almost \$4,000,000,000 in buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.

Network Service: ABC.

AM Affiliate: WHTN, 1-kw, 800 kc (MBS). FM Affiliate: WHTN-FM, 53-kw, 100.5 mc (No. 263), 560-ft. antenna height.

Ownership: Cowles Broadcasting Co., see KRNT-TV, Des Moines, Ia.

Began Operation: Oct. 2, 1955. Sale to present owners by S. J. Hyman theatre interests approved June 20, 1956 by FCC (*Television Digest*, Vol. 12:18, 25).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by Lohnes & Culver.

Personnel:

Robert R. Tincher, *general manager*.
George A. Miller Jr., *commercial manager*.
Norman Bacon, *program director*.
Wayne Boyd, *business manager*.
Harold Sturm, *chief engineer*.
Audrey Rose, *traffic*.
Chas. Dinkins, *publicity director*.
Dick Hite, *film director*.

DIGEST OF RATE CARD NO. 1 (July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$160.00	\$115.00	\$100.00	\$50.00
Class B—5-7 p.m., 10:30-11 p.m., daily.						
225.00	135.00	90.00	80.00	55.00	45.00	22.50
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily.						
160.00	95.00	65.00	55.00	40.00	32.00	16.00

Subject to frequency discounts. Color—No additional charge.

WOAY-TV Oak Hill

(Ch. 4)

Licensee: Robert R. Thomas Jr., Box 251.

Studio & Transmitter: U. S. Hwy. 21, 7-mi. S. of Oak Hill.

Telephone: 651. TWX No.: Oak Hill 78.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 69.2-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level. lat. 37° 57' 30", long. 81° 09' 03".

Network Service: ABC.

AM Affiliate: WOAY, 10-kw, 860 kc. FM Affiliate: WOAY-FM, 14.5-kw, 94.1 mc (No. 231), 660-ft. antenna height.

Ownership: Robert R. Thomas Jr., 100%. Note: Joe L. Smith Jr., operator of WJLS, Beckley & WKNA-TV & WKNA, Charleston, W. Va., has option for 40%.

Began Operation: Dec. 3, 1954.

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by Robert M. Silliman.

Personnel:

Robert R. Thomas Jr., *general manager*.
Vic Ludington, *sales manager*.
Charles Coleman, *program director*.
Curtis Horton, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (March 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class A—6:30-10:30 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$64.00	\$48.00	\$40.00	\$20.00
Class B—All other times.						
150.00	90.00	60.00	48.00	36.00	30.00	15.00

Subject to frequency discounts.

WTAP Parkersburg

(Ch. 15)

Grantee (STA): Zanesville Publishing Co., Zanesville, O.

Studio: 121 W. Seventh St. Transmitter: Dole's Knob, Constitution, O.

Telephone: Hudson 5-4589.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 19.5-kw visual, 10.5-kw aural. Antenna: 570-ft. above av. terrain, 450-ft. above ground, 1350-ft. above sea level, lat. 39° 20' 50", long. 81° 33' 46".

Network Service: NBC, ABC, CBS.

Ownership: Zanesville Publishing Co. For details see WHIZ-TV, Zanesville, O.

Began Operation: Oct. 8, 1953. Sale to present owners by Frank Baer-Howard Chernoff group approved by FCC March 30, 1955 (*Television Digest*, Vol. 11:10, 14).

Represented (sales) by John E. Pearson Television Inc.

Represented (legal) by Robert F. Jones.

Personnel:

Allan Land, *general manager WTAP & WHIZ-TV*.
Milton Komito, *station & sales manager*.
Charles Bloomquist, *program director*.
William A. Hunt Sr., *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Sept. 1953)

Hour	30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$150.00	\$90.00	\$75.00	\$60.00	\$50.00	\$35.00	\$25.00	\$12.50
Class B—5-6 p.m., Mon.-Sat.							
112.50	67.50	56.25	45.00	37.50	26.25	18.75	9.40
Class C—All other times.							
75.00	45.00	37.50	30.00	25.00	17.50	12.50	6.25

Subject to frequency discounts.

WTRF-TV Wheeling

(Ch. 7)

Licensee: Tri-City Bcstg. Co., Ogden Bldg., 1329 Market St.

Studio: Ogden Bldg. Wheeling.

Transmitter: R.D. 1, Kirkwood Heights, Bridgeport, O.

Telephone: Cedar 2-7777. TWX No.: WG 77.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 155-kw aural. Antenna: 590-ft. above av. terrain, 358-ft. above ground, 1643-ft. above sea level, lat. 40° 03' 41", long. 80° 45' 08".

Network Service: NBC, ABC.

Ownership: Thomas M. Bloch, pres., 6.7%; Robert W. Ferguson, v.p., 7.1%; Albert V. Dix, 7.5%; Gordon C. Dix, 7.5%; Ray E. Dix, 7.5%; Robert C. Dix, 7.5%; News Publishing Co., 30%; Betty Bloch Harris, 6.7%; Jesse A. Bloch estate, 16.7% (Thomas M. Bloch & Betty Bloch Harris, co-executors). News Publishing Co. owns 89% of CP for WBLK-TV, Clarksburg, W. Va. and publishes *Wheeling Intelligencer & News-Register* and other W. Va. newspapers. Dix family publishes *Martins Ferry-Bellaire Times-Leader* and other Ohio-W. Va. newspapers and has interest in WWST, Wooster, O. Note: Sale by News Publishing Co. of WBLK, Clarksburg, W. Va., with CP for WBLK-TV, and WPAR, Parkersburg, W. Va. to WSTV Inc., Steubenville, O., pends FCC approval (*Television Digest*, Vol. 11:32).

Began Operation: Oct. 23, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by John A. Moffet.

Personnel:

Robert W. Ferguson, *exec. v.p. & general manager*.
H. Needham Smith, *sales manager*.
Cyril J. Ackermann, *regional sales manager*.
By Williams, *program director*.
Greg Van Camp, *promotion manager*.
Garry Vorhees, *asst. program manager*.
Kirk Jackson, *sales service director*.
Albert Jones, *merchandise manager*.
Irene Kogat, *traffic manager*.
Wesley Manley, *administrative assistant*.
George Diab, *news & sports director*.
Edwin Johnston, *public service director*.
Don Murdock, *continuity chief*.
William Ney, *film manager*.
Howard Daubenmeyer, *chief engineer*.
Fred Baker, *assistant chief engineer*.

DIGEST OF RATE CARD NO. 3—(March 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat. & Sun.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class A—7-8 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
450.00	270.00	180.00	157.50	112.50	90.00	45.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class C—Noon-5 p.m., Mon.-Fri.; Noon-1 p.m., Sat. & Sun.; 11:30 p.m.-midnight, daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class D—Midnight-noon, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WISCONSIN

WEAU-TV Eau Claire

(Ch. 13)

Licensee: Central Bcstg. Co., 2415 S. Hastings Way.

Studio & Transmitter: 2415 S. Hastings Way.

Telephone: Temple 2-3474. TWX No.: EU 8211.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 144-kw visual, 72.4-kw aural. Antenna: 430-ft. above av. terrain, 479-ft. above ground, 1366-ft. above sea level, lat. 44° 47' 58", long. 91° 47' 59". CP for 310-kw visual, 155-kw aural, 900-ft. above av. terrain, 958-ft. above ground, 1847-ft. above sea level.

Network Service: NBC, ABC.

AM Affiliate: WEAU, 5-kw, 790 kc (NBC). FM Affiliate: WEAU-FM, 60-kw, 94.1 mc (No. 231), 360-ft. antenna height.

Ownership: Elizabeth B. Murphy, 40%; Eau Claire Press Co., 24 1/3%; W. C. Bridges, pres., 18 2/3%; M. B. Atkinson, v.p., 2/3%; Morgan Murphy, secy.-treas., 14 1/3%; Frances H. Lavine, 2%. Mr. Atkinson is pres. of Eau Claire Press Co., publisher of *Eau Claire Leader-Telegram*. Mr. Murphy is publisher of *Superior* (Wis.) *Telegram*; owns various other newspapers and with Mr. Bridges holds interest in off-air KGTW, Des Moines; also has interests in Madison (WISC) and in WISC-TV. For other interests, see *Superior Telegram* under Newspaper Ownership section.

Began Operation: Dec. 17, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Scharfeld & Baron.

Personnel:

W. C. Bridges, *president*.
Leo Howard, *general manager*.
Wayne McNulty, *promotion manager*.
T. O. Jorgenson, *chief engineer*.

DIGEST OF RATE CARD NO. 5 (Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—6-10:30 p.m., daily.					
\$300.00	\$200.00	\$150.00	\$140.00	\$100.00	\$60.00
Class B—4-6 p.m., 10:30 p.m.-sign-off, daily.					
250.00	150.00	125.00	100.00	75.00	50.00
Class C—All other times.					
200.00	125.00	100.00	80.00	66.00	40.00

Subject to frequency discounts.

WBAY-TV Green Bay

(Ch. 2)

Licensee: Norbertine Fathers, 115 S. Jefferson St.

Studio: 115 South Jefferson St. Transmitter: Town of DePere, Wis

Telephone: Hemlock 2-3331. TWX No.: GB 8366.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 861-ft. above av. terrain, 750-ft. above ground, 1650-ft. above sea level, lat. 44° 24' 38", long. 80° 00' 00".

Network Service: CBS.

AM Affiliate: WBAY, 5-kw, 1360 kc (CBS).

Ownership: Norbertine Fathers (St. Norbert College); Rev. S. M. Killeen, pres.

Began Operation: March 17, 1953.

Represented (sales) by Weed Television Corp.; Harry S. Hyett (Minneapolis); W. E. McClenahan (Milwaukee-Madison).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

Haydn R. Evans, *general manager*.
Robert C. Nelson, *sales manager*.
Don Bergner, *film director*.
Bob Parker, *farm director*.
Robert M. Meister, *promotion manager*.

DIGEST OF RATE CARD NO. 5—(July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-9:59 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class A—6-7 p.m., Mon.-Sat.; 2-7 p.m., Sun.; 9:59-10:30 p.m., daily.						
200.00	240.00	160.00	140.00	100.00	80.00	40.00

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class B—Noon-1 p.m., 2-6 p.m., Mon.-Sat.; 10:30 p.m.-midnight, daily; noon-2 p.m., Sun.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

WFRV-TV Green Bay

(Ch. 5)

Grantee (STA): Valley Telecasting Co., Mason & Roosevelt Sts. Studios: Mason & Roosevelt Sts., Green Bay; Radio & TV Park. .7-mi. S of Neenah.

Transmitter: 3 mi. SE of DePere, Hwy. X.

Telephones: Hemlock 7-5411, Green Bay. TWX No.: GB 8343.

Technical Facilities: Channel No. 5 (72-78 mc). Authorized power: 93.3-kw visual, 56.2-kw aural. Antenna: 1165-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level, lat. 44° 24' 20.7", long. 88° 00' 19.2".

Network Service: ABC, CBS.

AM Affiliate: none locally.

Ownership: Voting Trust (S. N. Pickard, Clayton Ewing, George Bills, trustees) controls 53.857%, representing stock interests of F. J. Lenfestey, S. N. Pickard, Clayton Ewing and George E. Bills. Other owners are Dorothea W. Pickard 2.6%; Manufacturers' Bank, 4.8% (as trustee for S. N. Pickard Charitable trust); George Nau Burr ridge, 10.9%; Robert Brebner, 4.5%; 10 other stockholders, none with more than 1.5% each. Corporation also controls radio WNAM at Neenah, Wis.

Began Operation: May 21, 1955.

Represented (sales) by Headley-Reed TV.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Walter Kean.

Personnel:

Soren H. Munkhof, *exec. v.p. & general manager*.
Robert Kranz, *operations director*.
Ward Gage, *national sales manager*.
Jack Gennaro, *regional sales manager*.
W. C. Porsow, *promotion manager*.
Harry Hill, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Feb. 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.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B—4-6 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—Noon-4 p.m., 10:30 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class D—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

WKBT La Crosse

(Ch. 8)

Licensee: WKBH Television Inc., 409 Main St.

Studio: 141 S. 6th St. Transmitter: Town Rd. & School Section Rd., 9 mi. S of city.

Telephone: 2-4678. TWX No.: LC 8418.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 250-kw visual, 125-kw aural. Antenna: 810-ft. above av. terrain, 578-ft. above ground, 1746-ft. above sea level, lat. 43° 41' 44", long. 91° 12' 09".

Network Service: NBC, CBS, ABC.

AM Affiliate: WKBH, 5-kw, 1410 kc (NBC).

Ownership: *LaCrosse Tribune*, 41%; WKBH Inc. (controlled by Howard & Kenneth Dahl), 40%; Howard Dahl, 9%; and the following, each owning 2%: Charles D. Gellatt, Allan Schilling, Ray Ping, Runge Sletten, Orval Nelson.

Began Operation: Aug. 1, 1954.

Represented (sales) by H-R Television Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Balley Inc.

Personnel:

Howard Dahl, *general manager*.
Raymond O. Skaran, *program manager*.
Al Leeman, *chief engineer*.
Robert Z. Morrison Jr., *sales manager*.

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.						
\$360.00	\$216.00	\$144.00	\$126.00	\$90.00	\$72.00	\$36.00
Class A—6:30-7:30 p.m., Mon.-Sat.; 1-7:30 p.m., Sun.; 10-10:15 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class B—5-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 10:15-11 p.m., daily.						
225.00	135.00	90.00	78.80	56.30	45.00	22.50
Class C—All other times.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

Subject to frequency discounts.

WHA-TV Madison

(Ch. 21)

Non-Commercial Educational Station

Licensee: Wisconsin State Radio Council, Radio Hall.

Studio & Transmitter: Radio Hall, 600 N. Park St., U of Wisconsin campus.

Telephone: Alpine 5-2988.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 10.7-kw visual, 6.45-kw aural. Antenna: 230-ft. above av. terrain, 274-ft. above ground, 1174-ft. above sea level, lat. 43° 04' 34.2", long. 89° 24' 06".

AM Affiliate: WHA, 5-kw, 970 kc. FM Affiliate: WHA-FM, 22-kw, 88.7 mc (No. 204), 185-ft. antenna height.

Ownership: Officers of Wisconsin State Radio Council: Henry L. Ewbank, chairman; George E. Watson, state supt. of public instruction, vice-chairman; H. B. McCarty, exec. director.

Began Operation: March 26, 1954.

Represented (legal) by Stewart G. Honeck, Wis. attorney general.

Represented (engineering) by Glenn Koehler, Madison, Wis.

Personnel:

H. B. McCarty, *executive director*.
William G. Harley, *program director*.
John H. Stehl, *chief engineer*.
Glenn Koehler, *technical consultant*.
Raymond Stanley, *research director*.

WISC-TV Madison

(Ch. 3)

Grantee (STA): Radio Wisconsin Inc., 114 N. Carroll St.

Studio: Hammersly Rd. at West Belt Line. Transmitter: Hwy. PD., 6 mi. WSW of Madison.

Telephone: 7-2588. TWX No.: MN 8512.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 7950-ft. above av. terrain, 706-ft. above ground, 1826-ft. above sea level, lat. 43° 01' 52", long. 89° 30' 18".

Network Service: CBS.

AM Affiliate: WISC, 1-kw, 1480-kw (ABC-MBS). FM Affiliate: WISC-FM, 1-kw 98.1 mc (No. 251), 205-ft. antenna height.

Ownership: Evening Telegraph Co., 34.8%; Ralph M. Immell, pres., 17.5%; Russell A. Nelson, v.p., 5%; Ralph R. O'Connor, secy., 5%; H. Kenneth Harley, treas., 5%; Morgan Murphy, 15.2%; George H. Johnson, 5%; Harry Sauthoff, 12.5%. Evening Telegraph Co., owned by Mr. Murphy, publishes *Superior Evening Telegram*. For other Murphy interests, see WEAU-TV, Eau Claire, Wis.

Began Operation: June 24, 1956.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Scharfeld & Baron.

Personnel:

Ralph O'Connor, *general manager*.
Richard S. Nickeson, *sales manager*.
Richard P. Kepler, *operations manager*.
Walter Harlu, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$550.00	\$330.00	\$220.00	\$165.00	\$137.50	\$110.00	\$55.00
Class A—6:30-7 p.m., 10-10:15 p.m., daily.						
425.00	255.00	170.00	127.50	106.25	85.00	42.50
Class B—6-6:30 p.m., 10:15 p.m.-sign-off, daily.						
375.00	225.00	150.00	112.50	93.75	75.00	37.50
Class C—Sign-on to 6 p.m., Mon.-Sat.						
250.00	150.00	100.00	75.00	62.50	50.00	25.00

Subject to frequency discounts. Color—Rates on request.

WKOW-TV Madison

(Ch. 27)

Grantee (STA): Monona Bcstg. Co., 215 W. Washington Ave.

Studio and Transmitter: Gilbert Rd.

Telephone: Alpine 7-2261. TWX No.: MN 8537.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 200-kw max. and 162-kw horizontal visual, 87.1-kw horizontal aural. Antenna: 690-ft. above av. terrain, 597-ft. above ground, 1677-ft. above sea level electrically tilted .5°, lat. 43° 03' 09", long. 89° 28' 38".

Network Service: ABC.

AM Affiliate: WKOW, 10-kw (5-kw night), 1070 kc (CBS).

Ownership: Stewart Watson, pres., 12%; E. B. Rundell, v.p., 8.7%; George W. Icke, v.p., 6%; E. C. Severson, treas., 11%; B. W. Hulskamp, secy., 8%; Otto Sanders, 6.1%; Theodore J. Pankow, 6%; J. Raiman Feldman, 5.4%; and many others, none owning as much as 5%.

Began Operation: June 30, 1953.

Represented (sales) by Headley-Reed TV.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Walter F. Keane.

Personnel:

Ben F. Hovel, *general manager*.
Cloven Smith, *technical supervisor*.

DIGEST OF RATE CARD NO. 2—(March 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10:15 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$90.00	\$75.00	\$50.00	\$25.00
Class B—5:30-6:30 p.m., 10:15-11 p.m., Mon.-Sat.						
187.50	112.50	75.00	65.63	56.25	37.50	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	37.50	25.00	12.50

Subject to frequency discounts.

WMTV Madison

(Ch. 33)

Grantee (STA): Bartell Television Corp., W. Beltline Hwy.

Studio and Transmitter: W. Beltline Hwy.

Telephone: Cedar 3-5381. TWX No.: MN 8539.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 209-kw visual, 112-kw aural. Antenna: 690-ft. above av. terrain, 594-ft. above ground, 1679-ft. above sea level, lat. 43° 03' 03", long. 89° 29' 15". Requests change to 158.05-kw visual, 95.30-kw aural.

Network Service: NBC.

AM-FM Affiliates: None locally.

Began Operation: July 8, 1953.

Ownership: Gerald A. Bartell, pres., 42.56%; David Bartell, v.p., 23.62%; Lee Bartell, secy., 23.74%; Morton J. Wagner, treas., 4%; Robert Arthur, director, 4%; Earl W. Fessler, 10%. Gerald, Lee and David Bartell are principals in AM stations WOKY, Milwaukee; WAPL, Appleton, Wis.; WAKE, Atlanta, Ga.; KCBQ, San Diego, Cal.; KRUX, Glendale-Phoenix, Ariz.

Represented (sales) by Young Television Corp.

Represented (legal) by Samuel Miller.

Represented (engineering) by Ralph E. Evans, Milwaukee.

Personnel:

Gerald A. Bartell, *president and general manager*.
Peter Theg, *station manager*.
Jack Crowley, *production director*.
John Sigrist, *studio manager*.
Gerald Clauser, *film editor*.
Wanda Montz, *continuity director*.
Don Hopke, *operations supervisor*.
L. Stanley Sadler, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.						
\$280.00	\$168.00	\$112.00	\$98.00	\$84.00	\$56.00	\$28.00
Class A—5-6 p.m., Mon.-Sat.; noon-4 p.m., Sun.; 10:30-11 p.m., daily.						
168.00	100.80	67.20	58.80	50.40	33.60	16.80
Class B—Noon-5 p.m., 11 p.m.-12:30 a.m., Mon.-Sat.; 12:30 a.m.-noon, Sun.						
140.00	84.00	56.00	49.00	42.00	28.00	14.00
Class C—12:30 a.m.-noon, Mon.-Sat.						
84.00	50.40	33.60	29.40	25.20	16.80	8.40

Subject to frequency discounts.

Wisconsin

WMBV-TV Marinette-Green Bay

(Ch. 11)

Grantee (STA): M & M Bcstg. Co. Inc., Radio-TV Park, Marinette.
Studios: Radio-TV Park, Marinette; Madison & Cherry Sts., Green Bay

Transmitter: Bayside Rd., 5 mi. NE of Oconto, Wis.

Telephone: Marinette 5-6631; Hemlock 2-6468 (Green Bay). TWX No.: 8332.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 234-kw visual, 132-kw aural. Antenna: 777-ft. above av. terrain, 825-ft. above ground, 1402-ft. above sea level, lat. 44° 56' 40", long. 87° 49' 48".

Network Service: NBC.

AM Affiliate: WMAM, .25-kw (.10-kw night), 570 kc (NBC).

Ownership: William E. Walker, pres., 50%; Joseph D. Mackin, secy.-treas., 23.3%; 8 others, none owns over 7%. Ownership interlocks with WBEV, Beaver Dam, Wis.; WRRR, Rockford, Ill. Note: Sale pends to Guild Films (*Television Digest*, Vol. 12:23).

Began Operation: Aug. 9, 1954.

Represented (sales) by Venard, Rintoul & McConnell.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

Joseph D. Mackin, *general manager*.
Tom Reading, *news editor*.
Pat Kehoe, *program director*.
Charles Dietsch, *Green Bay manager*.
Allister Alexander, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—5:59-10:15 p.m. Mon.-Sat.; 2-10:15 p.m., Sun.						
\$300.00	\$180.00	\$150.00	\$120.00	\$105.00	\$60.00	\$30.00
Class B—4-5:59 p.m., Mon.-Sat.; 10:15-11 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	30.00	15.00
Class C—7 a.m.-3:59 p.m., Mon.-Sat.; 11 p.m.-midnight, daily.						
150.00	100.00	60.00	52.50	37.50	24.00	12.00

Subject to frequency discounts.

WISN-TV Milwaukee

(Ch. 12)

Licensee: Hearst Corp., Empire Bldg.

Studio: 19th & Wisconsin Ave. Transmitter: 5201 Belle Isle Dr.

Telephone: Broadway 1-4644. TWX No.: MI 489.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level, lat. 43° 06' 41", long. 87° 55' 38".

Network Service: ABC.

AM Affiliate: WISN, 5-kw, 1150 kc (ABC).

Ownership: Hearst Corp. (newspapers & magazines, including *Milwaukee Sentinel*). C. B. McCabe, exec. director. Same interests operate WBAL-TV, Baltimore, and radio stations WISN, Milwaukee, WBAL, Baltimore, and (through affiliation) WCAE, Pittsburgh; have TV application pending for Pittsburgh.

Began Operation: October 26, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loran Thurwachter approved by FCC March 2, 1955 (*Television Digest*, Vol. 11:2, 5, 10).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

D. L. Provost, *v.p.*
Freeman W. Cardall, *executive assistant*.
John B. Soell, *general manager*.
R. E. (Dick) Shireman, *local sales manager*.
Mel Quinn, *program director*.
Lou Rlepenhoff, *promotion-publicity director*.
Carl H. Vogt, *merchandising & marketing director*.
Baylen H. Smith, *production manager*.
Patt Barnes, *public affairs director*.
Ann Fitzsimmons, *film director*.
Lionel Wittenberg, *chief engineer*.

DIGEST OF RATE CARD NO. 5 (Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$200.00	\$100.00

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class B—5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.; 10-11 p.m., daily.						
600.00	360.00	240.00	210.00	180.00	120.00	60.00
Class C—Noon-5 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 11 p.m.-midnight, daily.						
500.00	300.00	200.00	175.00	150.00	100.00*	50.00
Class D—Midnight-noon, daily.						
300.00	180.00	120.00	105.00	90.00	60.00	30.00

* 20 Sec. \$75. Subject to frequency discounts.

WTMJ-TV Milwaukee

(Ch. 4)

Licensee: The Journal Co., 333 W. State St.

Studio and Transmitter: 720 E. Capitol Drive.

Telephone: Broadway 1-6000. TWX No.: MI 297.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 921-ft. above av. terrain, 1035-ft. above ground, 1672-ft. above sea level, lat. 43° 05' 27", long. 87° 54' 12".

Network Service: NBC.

AM Affiliate: WTMJ, 5-kw, 620 kc (NBC).

Ownership: The Journal Co. (*Milwaukee Journal*).

Began Operation: Dec. 3, 1947.

Represented (sales) by Harrington, Richter & Parsons Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

Walter J. Damm, *v.p. & gen. mgr. of TV & radio, The Journal Co.*
George Comte, *manager of TV & radio*.
Robert J. Heiss, *asst. manager of TV & radio*.
L. W. Herzog, *research & development co-ordinator*.
Neale V. Bakke, *sales manager*.
William O. Tulloch, *asst. sales manager*.
Sprague Vonier, *program manager*.
Hugo Birmingham, *production supervisor*.
Jim Fitzgerald, *film editor*.
Jack Krueger, *news editor*.
Wm. Hoeff, *farm director*.
Bruce Wallace, *mgr., public service broadcasts & promotion*.
Wendall Palmer, *continuity manager*.
Phillip B. Laeser, *manager, AM & TV engineering*.
Edwin L. Cordes, *TV chief engineer*.
Henry Goeden, *field supervisor*.
Alva Van Alstyne, *TV transmitter supervisor*.
Nick Brauer, *studio supervisor*.
Herman Lache, *audio supervisor*.
Ed Stenzel, *manager, art dept.*

DIGEST OF RATE CARD NO. 19—(July 1, 1956)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.					
\$1150.00	\$690.00	\$460.00	\$300.00*	\$200.00*	\$80.00*
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.					
787.50	472.50	315.00	220.00	150.00	60.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-noon, Sat. & Sun.; 11 p.m.-midnight, daily.					
525.00	315.00	210.00	150.00	100.00	40.00
Class D—Midnight-9 a.m. daily.					
350.00	210.00	140.00	115.00	75.00	30.00

*Class AA (6:30-9:30 p.m., daily): 30 Sec. \$375; 20 Sec. \$250; 10 Sec. \$100.

Flat rates, no discounts. Color—Regular rates plus facilities charges. Live, \$50; film, \$25.

WXIX Milwaukee

(Ch. 19)

Licensee: Columbia Broadcasting System Inc., 5445 N. 27th St.

Studio: 5445 N. 27th St. Transmitter: Schroeder Hotel.

Telephone: Uptown 3-1919. TWX No.: MI 378.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 263-kw max. and 257-kw horizontal visual, 143-kw max. and 141-kw horizontal aural. Antenna: 530-ft. above av. terrain, 661-ft. above ground, 1271-ft. above sea level, lat. 43° 02' 20", long. 87° 55' 04".

Network Service: CBS.

Ownership: See WCBS-TV, New York.

Began Operation: Sept. 25, 1953. Acquired by CBS Inc. from Gerald A. Bartell group in transfer deal approved by FCC Jan. 14, 1955 (*Television Digest*, Vol. 10:47 & 11:3).

Represented (sales) by CBS Television Spot Sales.

Personnel:

Edmund C. Bunker, *general manager*.
 Theodore F. Shaker, *general sales manager*.
 Leon Drew, *program director*.
 Robert H. Van Roo, *director of promotion and publicity*.
 S. M. Rosenman, *production manager*.
 Warren V. Bush, *public affairs director*.
 Arthur F. Schoenfuss, *director of operations*.
 Trudi Johnston, *traffic manager*.
 Jerry Dunphy, *news director*.
 J. Lathrop Viemelster, *business manager*.

DIGEST OF RATE CARD NO. 3
 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—6:30-10 p.m., daily.						
\$800.00	\$480.00	\$320.00			\$150.00*	\$62.50*
Class A—6-6:30 p.m., Mon.-Sat.; 5-6:30 p.m., Sun.; 10-11 p.m., daily.						
600.00	360.00	240.00	200.00	180.00	100.00*	50.00*
Class B—5-6 p.m., Mon.-Sat.						
500.00	300.00	200.00	166.67	150.00	90.00	45.00
Class C—9 a.m.-5 p.m., 11 p.m.-midnight, daily.						
400.00	240.00	160.00	133.33	120.00	60.00	30.00
Class D—Sign-on-9 a.m., midnight-sign-off, daily.						
250.00	150.00	100.00	83.33	75.00	40.00	20.00

* Class AA (6:59-10 p.m., Mon.-Sat.; 5:59 p.m., Sun.). Class A (5:59-6:59 p.m., Mon.-Sat.; 3:59-5:59 p.m., Sun.; 10-11 p.m., daily). Subject to frequency discounts.

WITI-TV
Whitefish Bay-Milwaukee

(Ch. 6)

Grantee (STA): Independent Television Inc., 212 W. Wisconsin Ave., Milwaukee.

Studio and Transmitter: Pt. Washington Rd. & Donges Bay Rd., Mequon, Wisc.

Telephone: Flagstone 2-6600. TWX No.: THNVL 36.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 64-kw aural. Antenna: 983-ft. above av. terrain, 1046-ft. above ground, 1746-ft. above sea level, lat. 43° 12' 30", long. 87° 55' 19".

Ownership: Sol J. Kahn, pres., 7%; Arthur Fleischman, v.p., 11.7%; Robert K. Straus, v.p., 10%; Lawrence Fleischman, treas., 11.7%; Wm. A. Roberts, secy., 5.84%. Other board members are: Jack Kahn, 34.85%; Max Osnos, 10.56%; Stanley & Leonard Glen (for Manistee Investment Corp., which owns 8.33%). Max Osnos owns 93% of Woodward Bestg., which holds CPs for WBID, Detroit and WTOH-TV, Toledo. Lawrence Fleischman owns 15% of weekly newspaper *Lironian and Mail*, Plymouth, Mich. Robert Straus also is treas. of Telenews Productions Inc., New York City, publisher of trade journals.

Began Operation: May 21, 1956.

Represented (sales) by The Branham Co.

Represented (legal) by Roberts & McInnis.

Personnel:

Sol J. Kahn, *president*.
 J. I. Meyerson, *general manager*.
 J. Grant Sandison, *general sales manager*.
 Dean McCarthy, *program director*.
 Lawrence Turet, *promotion & public relations director*.
 Daniel Gellerup, *technical director*.

Wisconsin

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-11 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$150.00	\$100.00	\$50.00
Class B—5-7 p.m., Mon.-Fri.; 1-7 p.m., Sun.; 11-11:30 p.m., daily.						
400.00	240.00	160.00	140.00	120.00	80.00	40.00
Class C—All other times.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00

Subject to frequency discounts.

WSAU-TV
Wausau

(Ch. 7)

Licensee: Wisconsin Valley Television Corp., 714 Fifth St.

Studio: 714 Fifth St. Transmitter: Coates Ave.

Telephone: 2-1021. TWX No.: WS 8869.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 460-ft above av. terrain, 421-ft. above ground, 1921-ft. above sea level, lat. 44° 58' 58", long. 89° 36' 06".

Network Services: CBS, ABC, NBC.

AM Affiliate: WSAU, 25-kw, 1400 (NBC).

Ownership: Charles Lemke, 25% (formerly owning 49% of radio WSAU); *Wausau Record-Herald*, 23.8%; *Wisconsin Rapids Tribune*, 11.9% (5.95% being held by its radio WFHR); *Marshfield News-Herald*, 11.9%; *Rhineland News*, 7.90%; *Merrill Herald*, 7.90%; Antigo Bestg. Co. (WATK), 4%; Artemas F. Berner, 2.12%; Henry Berner, 2.05%; Wm. F. McCormick, 1.19%; George T. Frechette, 2.38%. WSAU-TV officers: John C. Sturtevant, pres. (*Wausau Record-Herald*); George T. Frechette, v.p. (WFHR); A. F. Berner, secy. (*Antigo Journal*); Charles Lemke, treas.

Began Operation: Oct. 24, 1954.

Represented (sales) by The Meeker Co. Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Walter F. Kean, Riverside, Ill.

Personnel:

George T. Frechette, *v.p. & general manager*.
 Richard D. Dudley, *asst. general & commercial manager*.
 Bart Kellnhauser, *program manager*.
 Roland W. Richardt, *chief engineer*.
 Dan Ziebell, *film editor*.
 Tom Bolger, *promotion manager*.

DIGEST OF CARD RATE NO. 4—(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$350.00	\$250.00	\$175.00	\$160.00	\$140.00	\$70.00	\$35.00
Class A—5:59-7 p.m., 10-10:30 p.m., daily.						
300.00	200.00	150.00	140.00	100.00	60.00	30.00
Class B—3:59-5:59 p.m., 10:30-11 p.m., daily.						
250.00	150.00	125.00	100.00	75.00	50.00	25.00
Class C—All other times.						
200.00	125.00	100.00	80.00	66.00	40.00	20.00

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WYOMING

KTWO-TV

Casper

(Ch. 2)

(Due to Begin Operating in Spring)

Grantee (STA): Harriscop Inc., 355 N. Beverly Dr., Beverly Hills, Cal.

Studio & Transmitter: 145 N. Durbin St., Casper.

Telephone: 2-8939. TWX No.: CP 486.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 208-kw visual, 104-kw aural. Antenna: minus 270-ft. above av. terrain, 200-ft. above ground, 5320-ft. above sea level, lat. 42° 51' 01.6", long. 106° 19' 26.7". Requests change to 1.38-kw visual, 827-kw aural, minus 275-ft. above av. terrain, lat. 42° 51' 02", long. 106° 19' 21".

Network Service: CBS, NBC, ABC.

Ownership: Burt I. Harris, pres., 40%; Irving B. Harris, v.p., 40%; Don Paul Nathanson, v.p., 20%. Harriscop is producer-packager of film & live shows for TV.

Represented (sales) by The Meeker Co. Inc.; John L. McGuire & Co. (Denver).

Represented (legal) by Sher, Oppenheimer & Harris.

Represented (engineering) by Jay E. Tapp.

Personnel:

Burt I. Harris, *president*.
Lawrence S. Berger, *exec. v.p.*
C. Van Haafte, *general manager*.
Robert Lebsack, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Feb. 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5-11:30 p.m., daily.	\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00

Subject to frequency discounts.

KFBC-TV

Cheyenne

(Ch. 5)

Grantee (STA): Frontier Bcstg. Co., 2923 E. Lincolnway.

Studio & Transmitter: Borie, Wyo., 10.2-mi. W.S.W. of Cheyenne.

Telephone: 4-4461. TWX No.: CY 62.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 522-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level, lat. 41° 06' 03", long. 105° 00' 16".

Network Service: CBS, NBC, ABC.

AM Affiliate: KFBC, 4.25-kw, 1240 kc (ABC).

Ownership: Robert S. McCracken, pres.; W. A. Corsan, v.p., 12.8%; O. B. Koerfer, secy., 2.56%; Wm. C. Grove, 13%; A. E. Stoddard, 6.19%; Tracy S. McCracken, 4.42%; Lillian D. McCracken, 4.42%; F. H. Ricketson Jr., 4.45%; Raymond F. List, 3.69%; D. E. Woodson, 3.29%; Cheyenne Newspapers Inc., 38.82%; 7 others, none owns as much as 2%. McCracken family controls Cheyenne Newspapers Inc., publisher of *Wyoming Eagle* and *Wyoming State Tribune*. Mr. McCracken and associates also publish *Laramie Republican-Boomerang* and *Bulletin, Rawlins Times, Rock Springs Rocket, Worland Northern Wyoming News*; they also operate satellite KSTF, Scottsbluff, Neb., are applicants for Ch. 13 satellite in Alliance, Neb., and operate radio stations KRAL, Rawlins, & KQRS, Rock Springs. Wm. C. Grove owns KSID, Sidney, Neb.

Began Operation: March 22, 1954.

Represented (sales) by George P. Hollingbery Co.; John L. McGuire & Co. (Denver).

Represented (legal) by Koteen & Burt.

Personnel:

Robert S. McCracken, *president*.
William C. Grove, *general manager & chief engineer*.
Charles P. Cahill, *commercial manager*.
Kirk H. Knox, *news director*.
Retha Morgan, *program director*.

DIGEST OF RATE CARD NO. 2—(Sept. 1, 1956)*

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—5:29-11 p.m., Mon.-Fri.; 4:59-11 p.m., Sat.; 1-11 p.m., Sun.	\$175.00	\$105.00	\$70.00	\$61.00	\$52.00	\$35.00
Class B—3:59-5:29 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; 12:59 p.m.-4:59 p.m., Sat.	140.00	84.00	56.00	49.00	42.00	28.00

* Note: KSTF, Scottsbluff, Neb. (Ch. 10) will be sold in combination with KFBC-TV, foregoing rates applying at no additional cost. Subject to frequency discounts.

ALASKA

KENI-TV

Anchorage

(Ch. 2)

Grantee (STA): Midnight Sun Bcstg. Co., Box 939.

Studio & Transmitter: Lathrop Bldg.

Telephone: 5-2201.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5.37-kw visual, 2.69-kw aural. Antenna: 70-ft. above av. terrain, 173-ft. above ground, 278-ft. above sea level, lat. 61° 13' 08", long. 149° 53' 58".

Network Service: NBC, ABC.

AM Affiliate: KENI, 5-kw., 550 kc (ABC, NBC, MBS).

Ownership: Lathrop Co. (stock voted by Harry J. Hill, pres.), 73.6%; Richard R. Rollins, 19.09%; 11 other stockholders. Midnight Sun officers: Harry J. Hill, pres.; Miriam Kinsey, v.p.; A. O. Bramstedt, secy.-treas. & gen. mgr. Licensee also operates KFAR-TV, Fairbanks (Ch. 2) and radio stations KENI, Anchorage; KFAR, Fairbanks; KABI, Ketchikan; KJNO, Juneau.

Began Operation: Oct. 16, 1953. Sale of control by Richard R. Rollins approved by FCC Dec. 29, 1954 (*Television Digest*, Vol. 10:47 & 11:1).

Represented (Sales) Del Day (West Coast); James Fletcher (New York, Chicago).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

Alvin O. Bramstedt, *general manager*.
James Duncan, *sales manager*.
Robert Capstick, *program director*.
Richard Randlett, *production manager*.
Charles Gray, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(March 1, 1955)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
All Times—Sign-on-sign-off, daily.	\$150.00	\$120.00	\$90.00	\$60.00	\$52.00	\$38.00	\$30.00	\$20.00

Subject to frequency discounts.

Combination Rate: KENI-TV & KFAR-TV, Fairbanks, Double single station rate less 5%.

KTVA

Anchorage

(Ch. 11)

Grantee (STA): Northern Television Inc., Box 2200, Anchorage.

Studio & Transmitter: Mt. McKinley Bldg.

Telephone: 5-4321, 2-2101.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 3.22-kw visual, 1.61-kw aural. Antenna: 168-ft. above av. terrain, 230-ft. above ground, 348-ft. above sea level, lat. 61° 13' 13", long. 149° 52' 33".

Network Service: CBS.

Ownership: A. G. Hiebert, pres., 27.63%; Jack M. Walden, v.p., 6.76%; B. J. Gottstein, treas., 4.17%; Wm. J. Wagner, v.p., 6%; M. B. Kirkpatrick, secy., 4.17%; over 20 other stockholders, none owns as much as 5%. Northern also operates KTVF, Fairbanks. Mr. Wagner operates KINY-TV, Juneau; for his other interests see KINY-TV.

Began Operation: Nov. 26, 1953.

Represented (sales) by Alaska Radio-TV Sales.

Represented (legal) by Miller & Schroeder.

Personnel:

A. G. Hiebert, *president & general manager*.
Jack Walden, *chief engineer*.
Bill Gerald, *news editor*.
Merrill Mael, *program manager*.

DIGEST OF RATE CARD NO. 1

(Oct. 1, 1953)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.	\$150.00	\$90.00	\$60.00	\$37.50	\$30.00	\$22.50

Sold in combination with KTVF, Fairbanks and KINY-TV, Juneau at 15% Discount. Any two-station combination still earns 10%. Subject to frequency discounts.

KFAR-TV Fairbanks

(Ch. 2)

Licensee: Midnight Sun Bcstg. Co., Lathrop Bldg.

Studio: First & Lacy Sts. Transmitter: 516 Second Ave.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5.27-kw visual, 2.69-kw aural. Antenna: 45-ft. above av. terrain, 200-ft. above ground, 640-ft. above sea level, lat. 64° 50' 42", long. 147° 42' 42".

Network Service: NBC, ABC.

AM Affiliate: KFAR, 10-kw, 660 kc (ABC, MBS, NBC).

Ownership: Midnight Sun, Bcstg. Co. For other interests see KENI-TV, Anchorage.

Began Operation: March 1, 1955.

Represented (sales) by Del Day (West Coast); James Fletcher (New York, Chicago).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

A. O. Bramstedt, *general manager*.
Don McCune, *station manager*.
Robert Johnson, *commercial manager*.
John Miller, *program director*.
William E. Van Blytterswik, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(March 1, 1955)

Hour 45 Min. 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.

All Times—Sign-on-sign-off, daily.

\$150.00	\$120.00	\$90.00	\$60.00	\$52.00	\$38.00	\$30.00	\$20.00	\$15.00
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Subject to frequency discounts.
For combination rate, see KENI-TV, Anchorage.

KTVF Fairbanks

(Ch. 11)

Grantee (STA): Northern Television Inc., Box 590, Fairbanks.

Studio & Transmitter: 3rd & Lacey Sts., Fairbanks.

Telephone: 3636, 2468.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 11.05-kw visual, 5.6-kw aural. Antenna: minus 51-ft. above av. terrain, 165-ft. above ground, 604-ft. above sea level, lat. 64° 50' 35.7", long. 147° 42' 47.6".

Network Service: CBS.

Ownership: Same as KTVA, Anchorage.

Began Operation: Feb. 3, 1955.

Represented (sales) by Alaska Radio-TV Sales.

Represented (legal) by Miller & Schroeder.

Personnel:

A. G. Hiebert, *president & general manager*.
Walt Welch, *station manager*.
John Griffin, *commercial manager*.
Charles Peterson, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(Dec. 1, 1954)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6-11 p.m., daily.

\$135.00	\$81.00	\$54.00	\$33.75	\$27.00	\$20.25	\$13.50
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Sold in combination with KTVA, Anchorage and KINY-TV, Juneau at 15% discount. Any two-station combination still earns 10%. Subject to frequency discounts.

KINY-TV Juneau

(Ch. 8)

Grantee (STA): Alaska Broadcasting System Inc., 830 Securities Bldg., Seattle, Wash.

Studio: Decker Building, Juneau. Transmitter: A. J. Rock Dump, Juneau.

Telephone: 197.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 261-kw visual, 131-kw aural. Antenna: minus 960-ft. above av. terrain, 264-ft. above ground, 304-ft. above sea level, lat. 58° 17' 21.8", long. 134° 23' 38.3".

Network Service: CBS.

AM Affiliate: KINY, 5-kw, 800 kc (CBS).

Ownership: William J. Wagner, pres., 97.75%; Irene F. Wagner, v.p., 2.245%; Alma Lee Wilson, secy.-treas., .005%. Wagner also owns 6% of KTVA Anchorage and KTVF Fairbanks, and is sole owner of Alaska radio stations KINY, Juneau & KIFW, Sitka. He also owns rep firm Alaska Radio-TV Sales Inc.

Alaska - Hawaii

Began Operation: Feb. 19, 1956.

Represented (sales) by Alaska Radio-TV Sales Inc.

Represented (legal) by Philip M. Baker.

Represented (engineering) by A. D. Ring & Assoc.

Personnel:

William J. Wagner, *president & general manager*.
J. W. McKinley, *station manager*.
Verne Metcalf, *sales manager*.
Richard Peter, *production & program manager*.
Wm. Partee, *chief engineer*.

DIGEST OF CARD RATE NO. 7—(Feb. 1, 1956)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

All times—Sign-on-sign-off, daily.

\$60.00	\$36.00	\$24.00	\$21.00	\$18.00	\$12.00	\$9.00	\$7.20
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HAWAII

KHBC-TV

Hilo

(Ch. 9)

(Satellite of KGMB-TV, Honolulu)

Grantee (STA): Hawaiian Bcstg. System Ltd., 1534 Kapiolani Blvd., Honolulu.

Studios: 1534 Kapiolani Blvd., Honolulu.

Transmitter: Pihoonua Rd.

Telephones: 9-2011, Honolulu; 4616, Hilo.

AM Affiliate: KHBC, 1-kw, 970 kc (CBS).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 1-kw visual, .5-kw aural. Antenna: minus 290-ft. above av. terrain, 258-ft. above ground, 1120-ft. above sea level, lat. 19° 43' 00", long. 155° 08' 13".

Network Service: Same as KGMB-TV, Honolulu.

Ownership: See KGMB-TV, Honolulu.

Began Operation: May 15, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Personnel:

J. Howard Worrall, *president & general manager*.
Melvin B. Wright, *station manager*.
Dan Hunter, *chief engineer*.
Harold Marques, *station supervisor*.

Rates: Sold only in combination with KGMB-TV, Honolulu, and latter's other satellite KMAU-TV, Wailuku, Maui, with rates applying to simultaneous telecasts on all three stations.

KGMB-TV

Honolulu

(Ch. 9)

Licensee: Hawaiian Broadcasting Co. Ltd., 1534 Kapiolani Blvd.

Studio and Transmitter: 1534 Kapiolani Blvd.

Telephone: 9-2011, TWX No.: AH (RCA) & GK (Mackay).

Technical Facilities: Channel 9 (186-192 mc). Authorized power: 132-kw maximum and 77.6-kw horizontal visual, 79.5-kw maximum and 46.8-kw aural. Antenna: minus 150-ft. above av. terrain, mechanically tilted, 338-ft. above ground, 343-ft. above sea level, lat. 21° 17' 48", long. 157° 50' 34".

Network Service: CBS.

AM Affiliate: KGMB, 5-kw, 590 kc (CBS).

Ownership: Also owns & operates KHBC, Hilo; company is owned 75.45% by Consolidated Amusement Co. (film exhibitors); 24.55% by *Honolulu Star-Bulletin*. Also operates satellites KHBC-TV, Hilo (Ch. 9) and KMAU-TV, Wailuku (Ch. 3).

Began Operation: Dec. 1, 1952.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

J. Howard Worrall, *president & general manager*.
Melvin B. Wright, *manager of station operations*.
Charles Crockett, *local sales manager*.
Dan Hunter, *chief engineer*.
Robert Costa, *program director*.
Colleen Ng, *promotion director*.
Wayne Collins, *news director*.
Sheridan D. Reid, *production manager*.

(Continued on next page)

Hawaii

HONOLULU: KGMB-TV—(Continued)

DIGEST OF RATE CARD NO. 4 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$75.00	\$37.50
Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-4 p.m., Sun.						
262.50	157.50	105.00	91.75	65.50	56.25	28.00
Class C—All other times.						
140.00	84.00	56.00	49.00	35.00	30.00	15.00

* Also has 20 Sec. rate: Class A, \$65; Class B, \$48.75; Class C, \$26. Above rates included satellite operation of KHBC-TV, Hilo, and KMAU-TV, Wailuku. Subject to frequency discounts.

KONA Honolulu (Ch. 2)

Grantee (STA): Radio Honolulu Ltd., 206 Koula St.
Studio: 206 Koula St. Transmitter: Queen & Auahi Sts.
Telephone: 6-2366.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 60-kw visual, 30-kw aural. Antenna: minus 150-ft. above av. terrain, 350-ft. above ground, 359-ft. above sea level, lat. 21° 17' 45", long. 157° 51' 12". Note: Programs are also rebroadcast by satellite KMVI-TV, Wailuku, Maui (Ch. 12).

Network Service: NBC.

Ownership: Advertiser Publishing Co. Ltd., publisher of *Honolulu Advertiser* and licensee of KGU (AM), 50%; John D. Keating & J. Elroy McCaw, 50%. Messrs. Keating & McCaw also operate WINS, New York City, KYA, San Francisco and own 50% of KTVR, Denver. Mr. McCaw also owns KTVW, Tacoma, Wash.; for McCaw's other radio interests, see KTVR.

Began Operation: Dec 15, 1952. Sale to Advertiser Publishing Co. Ltd. and Island Bcastg. Co. by Herbert Richards approved by FCC June, 1953 (See Television Digest, Vol. 9:26.)

Represented (sales) by NBC Spot Sales.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Personnel:

Lorrie P. Thurston, *chairman*.
John D. Keating, *president and general manager*.
J. Elroy McCaw, *v.p.*
Paul H. Anderson, *v.p.*
Allen McGuire, *secretary-treasurer*.
Martin F. Rohde, *sales manager*.
James Spencer, *national sales manager*.
James A. Washburn, *program manager*.
Fred Briggs, *promotion-publicity manager*.
Lawrence Trombly, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (July 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-10 p.m., Mon.-Sat.; 4-10 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$75.00	\$37.50
Class B—5-6 p.m., 10-11 p.m., Mon.-Sat.						
262.50	157.50	105.00	91.75	65.50	56.25	28.00
Class C—All other times.						
140.00	84.00	56.00	49.00	35.00	30.00	15.00

Subject to frequency discounts.

KULA-TV Honolulu (Ch. 4)

Licensee: Television Corp. of America Ltd., 1290 Ala Moana Blvd.

Studio & Transmitter: 1290 Ala Moana Blvd.

Telephone: 6-3666.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: minus 130-ft. above av. terrain, 365-ft. above ground, 371-ft. above sea level, lat. 21° 17' 44", long. 157° 51' 06".

Network Service: ABC.

AM Affiliate: KULA, 10-kw 690 kc (ABC).

Ownership: Richard C. Simonton, pres., 25%; Jack A. Burnett, exec. v.p., 25%; Arthur B. Hogan, secy.-treas., 25%; Albert Zugsmith, 25%. Albert Zugsmith and Arthur Hogan are co-owners of Albert Zugsmith Corp. Hogan and Zugsmith own 25% each of KSHO-TV, Las Vegas, and radio KBMI, Henderson, Nev. Hogan owns 100% of radio KFOX, Long Beach, Cal. Hogan and Zugsmith control KVSM, San Mateo, Cal. Zugsmith and Simonton control KRKD, Los Angeles, and KITO, San Bernardino. Jack Burnett also is applicant for Ch. 9, Ogden, Utah and Ch. 11, Provo, Utah.

Began Operation: April 16, 1954. Sale to present owners by American Broadcasting Stations Inc. (WMT-TV, Cedar Rapids, Ia.) and Dolph-Petty Bcastg. Co. was approved Jan. 11, 1956 by FCC (*Television Digest*, Vol. 11:46 & 12:2).

Represented (sales) by Young Television Corp.

Represented (legal) by Haley, Doty & Wollenberg.

Personnel:

Jack Burnett, *exec. v.p. & general manager*.
Arthur P. Sprinkle, *general sales manager*.
Daniel Kawakami, *production manager*.
Ronald T. Miyahira, *chief engineer*.
Paul Yamamoto, *promotion manager*.

DIGEST OF RATE CARD NO. 4 (April 16, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$250.00	\$150.00	\$90.00	\$70.00	\$50.00	\$40.00	\$25.00
Class B—5-6 p.m., 10 p.m.-midnight, daily.						
150.00	90.00	60.00	45.00	30.00	24.00	15.00
Class C—All other times.						
120.00	75.00	50.00	40.00	20.00	14.00	10.00

Subject to frequency discounts.

KMAU-TV Wailuku

(Ch. 3)

(Satellite of KGMB-TV, Honolulu)

Grantee (STA): Hawaiian Bcastg. System Ltd., 1534 Kapiolani Blvd., Honolulu.

Studios: 1534 Kapiolani Blvd., Honolulu.

Transmitter: Kolekole Hill, Haleakala, Maui.

Telephone: 9-2011, Honolulu.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 6-kw visual, 3-kw aural, 5960-ft. above av. terrain, 74-ft. above ground, 10,054-ft. above sea level, lat. 20° 42' 41" long. 156° 15' 35".

Network Service: Same as KGMB-TV, Honolulu.

Ownership: See KGMB-TV, Honolulu.

Began Operation: April 24, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Personnel:

J. Howard Worrall, *president & general manager*.
Melvin B. Wright, *manager of station operations*.
Dan Hunter, *chief engineer*.

Rates: Sold only in combination with KGMB-TV, Honolulu, and latter's other satellite KHBC-TV, Hilo, with rates applying to simultaneous telecasts on all three stations.

KMVI-TV Wailuku

(Ch. 12)

(Semi-satellite of KONA, Honolulu)

Grantee (STA): Maui Publishing Co. Ltd., Box 374.

Studio: 206 Koula St., Honolulu. Transmitter: Haleakala Crater, Maui.

Telephone: 33-981.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 30-kw visual, 15-kw aural. Antenna: 5910-ft. above av. terrain, 100-ft. above ground, 10,030-ft. above sea level, lat. 20° 42' 43", long. 156° 15' 26".

Network Service: Same as KONA, Honolulu.

AM Affiliate: KMVI, 1-kw, 550-kc (NBC).

Ownership: J. Walter Cameron, pres., 83.56%; Kahului Railroad Co., 8.4%; H. P. Baldwin Ltd., 3.7%; Merryl C. Shaver, secy.-treas., .83%; F. F. Baldwin, .1%; W. J. Lanquist, .333%; W. H. Balthis, .333%; C. H. Burnett Jr., .333%.

Began Operation: Nov. 28, 1955.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lawrence Trombly, Honolulu.

Personnel:

Ezra J. Crane, *general manager*.
Richard E. Mawson, *manager*.
Frank Kovacic, *sales manager*.
George Tam, *chief engineer*.

DIGEST OF RATE CARD NO. 1 * (Oct. 1, 1955)

Class A—(5-10 p.m., daily):	Min., \$27; 20 Sec., \$18; 10 Sec., \$13.50.
Class B—(All other times):	Min., \$18; 20 Sec., \$12; 10 Sec., \$9.00.

* Sold in combination with KONA, Honolulu, or singly. KMVI-TV will originate only slide and motion picture commercials with audio.

PUERTO RICO

WORA-TV Mayaguez

(Ch. 5)

Grantee (STA) Supreme Broadcasting Co., Inc. of Puerto Rico, Box 43.

Studio: Darlington Bldg. Transmitter: 2.2 mi. S. of Maricao on Insular Rd. No. 81.

Telephone: 1151.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 1.48-kw visual, .891-kw aural. Antenna: 1990-ft. above av. terrain, 141-ft. above ground, 2972-ft. above sea level, lat. 18° 09' 02", long. 66° 59' 20". CP for 29.5-kw visual, 17.8-kw aural.

Network Service: CBS, ABC.

AM Affiliate: WORA, 1-kw, 1150 kc. FM Affiliate: WORA-FM (CP), 25-kw, 97.5 mc (No. 248), 1930-ft. antenna height.

Ownership: Radio Americas Corp. (WORA), 69% (also owns 12.5% of WIAC, Santurce); Supreme Bcstg. Co. Inc. of Louisiana (WJMR-TV & WJMR, New Orleans), 28%. Officers: Alfredo R. de Arellano, pres., 5% (also controls WORA); Chester F. Owens, v.p., 1% (also controls WJMR-TV); George A. Mayoral, exec. v.p., 1% (v.p.-gen. mgr. & 5% of WJMR-TV); Reinaldo M. DuPont, secy., 1%; Esther V. R. de Arellano, treas., 4%. For other interests of Owens and Mayoral, see WJMR-TV.

Began Operations: Oct. 1, 1955.

Represented (sales) by Young Television Corp.

Personnel:

Alfredo R. de Arellano Jr., *president & general manager*.
George Mayoral, *executive v.p.*
Reinaldo M. DuPont, *asst. & commercial manager*.
Ignacio Lopez, *program director*.
Jesus M. Aviles, *chief engineer*.

DIGEST OF RATE CARD NO. 2

(Jan. 1, 1957)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$38.00	\$26.00	\$16.00	\$11.00
Class B—All other times.						
88.00	55.00	40.00	20.00	15.00	10.00	6.00

Subject to frequency discounts.

WAPA-TV San Juan

(Ch. 4)

Grantee (STA): Ponce de Leon Bcstg. Co. Inc. of P. R., 357 Ponce de Leon Ave., San Juan, P. R.

Studio & Transmitter: 357 Ponce de Leon Ave.

Telephone: 3-3006.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.39-kw visual, 33.82-kw aural. Antenna: 221-ft. above av. terrain, 260-ft. above ground, 330-ft. above sea level, lat. 18° 28' 02", long. 66° 05' 48".

Network Service: NBC, ABC.

AM Affiliate: WAPA, 10-kw, 680 kc (MBS).

Ownership: Jose Ramon Quinones, pres., 79.5%; Segismundo Quinones, treas., .015%; Jose Arnaldo Meyners, secy., .015%; Goar Mestre, 6.66%; Abel Mestre, 6.66%; Luis Augusto Mestre, 6.66%. Goar and Abel Mestre hold controlling interest in CMQ-Radio network, Havana. Ponce de Leon Broadcasting Co. Inc. of P. R. is also applicant for Ch. 3 in Mayaguez, P. R.

Began Operation: March 5, 1954.

Represented (sales) by Caribbean Networks Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Jose Ramon Quinones, *president*.
David H. Pollinger, *general manager*.
Carlos Rivera Gonzalez, *general sales manager*.
Luis Dominguez, *program production manager*.
Rafael Cruz Rivera, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-9 p.m., daily.							
\$250.00	\$150.00	\$100.00	\$80.00	\$70.00	\$55.00	\$30.00	\$22.00
Class A—6-7 p.m., 9-10 p.m., daily.							
212.50	137.00	90.00	72.50	62.50	50.00	28.00	20.00
Class B—All other times.							
175.00	125.00	80.00	65.00	55.00	45.00	22.00	17.00

Subject to frequency discounts.

1957 Spring-Summer Edition

Puerto Rico-Guam

WKAQ-TV San Juan

(Ch. 2)

Grantee (STA): El Mundo Inc., Box 1072, San Juan, P. R.

Studio: Stop 8, Fernandez Juncos. Transmitter: Marquessa Mt.

Telephone: 3-3800

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1280-ft. above av. terrain, 300-ft. above ground, 1973-ft. above sea level, lat. 18° 16' 53", long. 68° 06' 46".

Network Service: CBS.

AM Affiliate: WKAQ, Santurce, 5-kw, 580 kc (CBS).

Ownership: Angel Ramos, pres., 99.9%; publisher of *El Mundo*.

Began Operation: March 29, 1954.

Represented (sales) by Inter-American Publications Inc.

Represented (legal) by Segal, Smith & Hennessey.

Represented (engineering) by George C. Davis.

Personnel:

Angel Ramos, *president*.
Oscar Reinoso, *sales manager*.
Jorge Rivero, *commercial manager*.
Carlos G. de Quevedo, *film buyer*.
Jack H. Tudor, *director of engineering*.

DIGEST OF RATE CARD NO. 3

(Oct. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-9 p.m., daily.						
\$375.00	\$225.00	\$150.00	\$130.00	\$95.00	\$80.00	\$32.00
Class A—6-7 p.m., 9-10 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	65.00	25.00
Class B—All other times.						
200.00	150.00	100.00	87.00	67.50	50.00	15.00

Note: Also has Class C spot rates (2:30-4 p.m., daily): Min. \$40, 10 Sec. \$10.
Subject to frequency discounts.

GUAM

KUAM-TV

Agana

(Ch. 8)

Grantee (STA): Radio Guam, 321 S. Beverly Dr., Beverly Hills, Cal.

Studio & Transmitter: 1.9 mi. SE of Agana.

Telephone: 72-365. Cable Address: KUAM.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 434-kw visual, 217-kw aural. Antenna: 136-ft. above av. terrain, 302-ft. above ground, 377-ft. above sea level, lat. 13° 26' 53", long. 144° 45' 21.6".

Network Service: NBC, CBS, ABC.

AM Affiliate: KUAM, 1-kw, 610 kc (NBC).

Ownership: Harry M. Engel Jr., pres., 45.5%; Phil Berg, v.p.-treas., 45.5%; Wm. B. Duce, secy., 4%; John P. Hearne, 5%. Hearne also owns 1/3 of KAFY, Bakersfield, Cal. & KPXM, San Bernardino, Cal. and has minority interest in KVEN, Ventura, Cal.

Began Operation: Aug. 5, 1956.

Represented (sales) by Young Television Corp.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Jay E. Tapp, Long Beach, Cal.

Personnel:

Harry M. Engel, *president & general manager*.
H. Richard Maguire, *managing director*.
John P. Barton, *assistant manager*.
James Long, *technical director*.
S. Rider, *sports director*.
John Williams, *production chief*.

DIGEST OF RATE CARD NO. 1

(July 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
All times.							
\$120.00	\$72.00	\$48.00	\$42.00	\$36.00	\$24.00	\$18.00	\$12.00

Subject to frequency discounts.

UHF Translator Stations Authorized

Stations authorized to repeat programs of commercial TV outlets under FCC rules.

For Translator applications, see Blue Section. Dagger (†) denotes station on air.

Note: Armed Forces translator stations are listed with Armed Forces TV Stations, page 291.

ARIZONA

KINGMAN (Ch. 70)—K70AC. Mohave County, Office of the Board of Supervisors, Box 390. Input Ch. 2 (KLRJ-TV, Henderson, Nev.). Power: 80-watts. Antenna: 5-ft. above ground, 8405-ft. above sea level, lat 35° 00' 30", long. 113° 54' 04". Transmitter: Hayden Peak, Hualapai Mts., 11-mi. SE of Kingman. Ownership: County Board. George C. Ricca, chairman; Dean Handley, clerk. BPTT-14. CP granted Sept. 26, 1956.

KINGMAN (Ch. 74)—K74AA. Same as K70AC above, except input Ch. 3 (KTVK, Phoenix). BPTT-15.

KINGMAN (Ch. 82)—K82AA. Same as K70AC above, except input Ch. 10 (KOOL-TV, Phoenix). BPTT-16.

† **PARKER (Ch. 70)—K70AH.** Parker Chamber of Commerce, Box 1898, Parker, Ariz. Input Ch. 3 (KTVK, Phoenix). Power: 28-watts. Antenna: 40-ft. above ground, 1696-ft. above sea level, lat. 34° 07' 30", long. 114° 12' 24". Transmitter: Black Mt., 5 mi. E of Parker. Ownership: Norman C. Marcy, pres.; E. Floyd Ross, TV chairman. Began Operation: Nov. 23, 1956.

CALIFORNIA

† **BISHOP (Ch. 70)—K70AA.** James R. Oliver, Box 757. Input Ch. 2 (KNXT, Los Angeles). Power: 83-watts. Antenna: 20-ft. above ground, 4470-ft. above sea level, lat. 37° 20' 43.5", long. 118° 18' 25.5". Transmitter: 5-mi. E of Bishop. Ownership: James R. Oliver, 100% (operates KBIS, Bishop). Began Operation: Oct. 11, 1956.

† **BISHOP (Ch. 73)—K73AA.** Same as K70AA above, except input Ch. 4 (KRCA, Los Angeles).

COLORADO

† **BAYFIELD (Ch. 74)—K74AC.** La Plata Electric Association Inc., 171 Seventh St., Durango, Colo. Input Ch. 4 (KOB-TV, Albuquerque, N.M.). Power: 119-watts. Antenna: 50-ft. above ground, 8750-ft. above sea level, lat. 37° 10' 48", long. 107° 29' 12". Transmitter: 8-mi. NE of Ignacio, near Ute Creek. Ownership: Lloyd B. Mason, pres.; H. Ray Macht, v.p.; Wayne J. Lunt, secy. Began Operation: Jan. 20, 1957.

BAYFIELD (Ch. 77)—K77AA. Same as above, except input Ch. 7 (KOAT-TV, Albuquerque). BPTT-40.

† **CENTER-SARGENT (Ch. 80)—K80AA.** Eugene Strausser, Box 125. Input Ch. 5 (KCSJ-TV, Pueblo). Power: 80-watts. Antenna: 100-ft. above ground, 7592-ft. above sea level, lat. 37° 45' 02", long. 106° 01' 22". Transmitter: 5-mi. E of Center, Colo. Ownership: Eugene Strausser, 100%. Began Operation: Nov. 2, 1956.

† **CORTEZ (Ch. 70)—K70AF.** T. V. Inc., c/o Mel E. Sarpy, Box 12, Cortez. Input Ch. 4 (KOB-TV, Albuquerque). Power: 64-watts. Antenna: 30-ft. above ground, 5980-ft. above sea level, lat. 37° 16' 51", long. 108° 27' 42". Transmitter: Park Point, Mesa Verde National Park. Ownership: Non-profit corporation. John E. Moss, pres.; Richard Burke, v.p.; Mel E. Sarpy, secy-treas. Began Operation: Nov. 1, 1956.

DOYLEVILLE (Ch. 70)—K70AD. L. H. Faast, Faast TV, 2009 S. Corona, Colorado Springs, Colo. Input Ch. 5 (KCSJ-TV, Pueblo, Colo.). Power: 40-watts. Antenna: 20-ft. above ground, 12,020-ft. above sea level, lat. 38° 28' 03", long. 106° 17' 00". Transmitter: top of Monarch Mt., near Monarch Pass & US Hwy. 50. Ownership: L. H. Faast, 100%. BPTT-8. CP granted Oct. 3, 1956. [Note: Delayed until Spring, see *Television Digest*, Vol. 12:50].

TRINIDAD (Ch. 73)—K73AB. H. L. Corley, 108 N. Maple St. Input Ch. 11 (KKTU, Colorado Springs). Power: 200-watts. Antenna: 100-ft. above ground, 7135-ft. above sea level, lat. 37° 09' 15", long. 104° 29' 47". Transmitter: 2.5-mi. S of city. Ownership: H. L. Corley, 100%. BPTT-27. CP granted Jan. 16, 1957.

TRINIDAD (Ch. 70)—K70AJ. Same as above, except input Ch. 5 (KCSJ-TV, Pueblo). BPTT-28.

MONTANA

HAVRE (Ch. 82)—K82AB. Hill County T-V Club, c/o Pearl Garceau, 805 Third St. Input Ch. 5 (KFBB-TV, Great Falls, Mont.). Power: 299-watts. Antenna: 20-ft. above ground, 4880-ft. above sea level, lat. 48° 20' 19.6", long. 109° 45' 25.2". Transmitter: top of mountain, 15-mi. S of Havre. Ownership: Lee M. Grant, chairman; Emilio F. English, vice chairman; Pearl Garceau, secy. Note: Began equipment tests Dec. 3, 1956.

HAVRE (Ch. 73)—K73AC. Hill County T-V Club. Input Ch. 5 (KFBB-TV, Great Falls, Mont. thru K82AB translator 15-mi. S of Havre). Power: 58.8-watts. Antenna: 28-ft. above ground, 2540-ft. above sea level, lat. 48° 33' 39.6", long. 109° 40' 10". Transmitter: about 2-mi. NE of junction of Shepard Rd. & Wild Horse Trail on hill. Ownership: see K82AB, above. Note: Began equipment tests Dec. 3, 1956.

NEVADA

HAWTHORNE (Ch. 70)—K70AB. Mt. Grant Television Booster Service Corp., NAD, Hawthorne, Nev. Input Ch. 4 (KRON-TV, San Francisco). Power: 98-watts. Antenna: 8-ft. above ground, 10,208-ft. above sea level, lat. 38° 27' 37", long. 118° 45' 39". Transmitter, unnamed peak 7000-ft. NE of Cory Peak, Mineral County, Nev. Ownership: Allen Connelly, chairman; Louis Dellamonica, engineer. BPTT-5. CP granted Sept. 5, 1956.

† **WEED HEIGHTS (Ch. 72)—K72AA.** Anaconda Co., Box 1000. Input Ch. 8 (KOLO-TV, Reno). Power: 32-watts. Antenna: 6-ft. above ground, 6370-ft. above sea level, lat. 38° 59' 15", long. 119° 14' 35". Transmitter: Singatze Peak, .5-mi. N of Mickey Pass, 2-mi. W of Weed Heights. Ownership: Anaconda Co.; A. E. Millar, gen. mgr.; M. H. Bissett, chief electrician, in charge of operation. (Anaconda also owns 25% of KFBB-TV, Great Falls, Mont.). Began Operation: Dec. 6, 1956.

WINNEMUCCA (Ch. 76)—K76AB. Winnemucca Lions Club, Box 732. Input Ch. 8 (KOLO, Reno). Power: 53.6-watts. Antenna: 25-ft. above ground, 6375-ft. above sea level, lat. 40° 55' 57", long. 117° 39' 40". Transmitter: 4.5-mi. SE of Winnemucca. Ownership: Carl F. Moeller, secy-treas. Note: Began equipment tests in Dec., 1956.

NEW MEXICO

† **TRUTH or CONSEQUENCES (Ch. 70)—K70AE.** 605 Sims St. Input Ch. 4 (KOB-TV, Albuquerque). Power: 80-watts. Antenna: 25-50 ft. above ground, 5000-ft. above sea level, lat. 33° 08' 45", long. 107° 17' 06". Transmitter: NW quarter of SE quarter of Sec. 30, twp. 13, S., Range 4W of New Mexico Principal Meridian. Ownership: City of Truth or Consequences; Robert B. Laursen, city mgr. Began Operation: Nov. 8, 1956.

† **TUCUMCARI (Ch. 80)—K80AB.** Triple (S) TV & Radio Clinic, 307 E. Gaynell (Hwy. 66). Input Ch. 4 (KGNC-TV, Amarillo). Power: 36-watts. Antenna: 50-ft. above ground, 4985-ft. above sea level, lat. 35° 08' 20", long. 103° 41' 45". Transmitter: south rim of Tucumcari Mt., 3 mi. SSE of city. Ownership: Howard L. Sauter, 100%. Began Operation: Dec. 11, 1956.

OREGON

MADRAS (Ch. 74)—K74AB. Jefferson County Television Inc. Input Ch. 6 (KOIN-TV, Portland). Power: 134.4-watts. Antenna: 60-ft. above ground, 2810-ft. above sea level, lat. 44° 36' 00", long. 121° 08' 00". Ownership: Non-profit corporation supported by stock subscriptions. Officers: E. M. Bone, pres.; Bert C. Adams, v.p.; Wally Matson, engineer. BPTT-34. CP granted Dec. 19, 1956.

MAUPIN (Ch. 72)—K72AB. Estel L. Stovall, c/o Maupin Drug Store. Input Ch. 6 (KOIN-TV, Portland). Power: 134.7-watts. Antenna: 14-ft. above ground, 1818-ft. above sea level, lat. 45° 10' 54", long. 121° 03' 17". Transmitter: 1.5-mi. NE of Maupin. Ownership: Estel L. Stovall, 100%. BPTT-11. CP granted Dec. 12, 1956.

† **PRINEVILLE (Ch. 70)—K70AI.** Ochoco Telecasters, Inc., Rt. 1, Box 902. Input Ch. 6 (KOIN-TV, Portland). Power: 835-watts. Antenna: 30-ft. above ground, 6055-ft. above sea level, lat. 44° 26' 12", long. 120° 58' 00". Transmitter: Grizzly Mt. 12-mi. NW of Prineville. Ownership: Non-profit corporation. Directors: Ed F. Endicott; R. W. Moore; A. W. Hohenstein. Began Operation: Dec. 31, 1956.

PRINEVILLE (Ch. 76)—K76AA. Same as K70AI above, except input Ch. 12 (KLOR, Portland). BPTT-7. Note: Starting date is uncertain.

WASHINGTON

† **ELLENBURG (Ch. 71)—K71AA.** Kittitas Valley T. V. Assn. Inc., 208 S. Ruby St. Input Ch. 29 (KIMA-TV, Yakima). Power: 138-watts. Antenna: 36-ft. above ground, 3269-ft. above sea level, lat. 46° 53' 24", long. 120° 26' 38". Transmitter: Manastash Ridge, .8-mi. WNW of Vanderbilt Gap. Ownership: consists of 170 members, each paying \$40 dues. Officers: Frank E. Beckner, pres.; W. S. Vickersman, secy.; Herbert Snowden, treas. Began Operation: Dec. 2, 1956.

WYOMING

SARATOGA (Ch. 70)—K70AK. Saratoga Television c/o John Glode, Saratoga. Input Ch. 5 (KFBC-TV, Cheyenne). Power: 36-watts. Antenna: 50-ft. above ground, 6950-ft. above sea level, lat. 41° 28' 10", long. 106° 48' 04". Transmitter: .5-mi. W of Saratoga. Ownership: non-profit corporation supported by public contributions. Officers: Charlie Gould, pres.; Dr. R. E. Wilson, v.p.; John Glode, secy-treas. Note: Began equipment tests Jan. 26, 1957.

CANADA

(For Armed Forces Stations in Goose Bay, Labrador and Harmon Field, Newfoundland, see Armed Forces TV Stations.)

CJOX-TV

Argentia, Newfoundland

(Ch. 10)

(Satellite of CJON-TV, St. John's)

(Due to Begin Operating in Spring)

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., St. John's.

Transmitter: Freshwater Hill, Argentia.

Telephone: 7105 (St. John's).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: .190-kw visual, .097-kw aural. Antenna: 331-ft. above av. terrain, 75-ft. above ground, 500-ft. above sea level.

Network Service: Same as CJON-TV.

Ownership: See CJON-TV, St. John's, Newfoundland.

Represented (sales) by Weed Television Corp. (for U.S.) and All-Canada Television.

Personnel:

Don Jamieson, v.p. & station manager.

Rates: Sold only in combination with CJON-TV.

CKVR-TV

Barrie, Ont.

(Ch. 3)

Licensee: Ralph Snelgrove Television Ltd., P.O. Box 69.

Studio Transmitter: 2 mi. S. of Barrie.

Telephone: Parkway 6-6466.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 26.7-kw visual, 13.3-kw aural. Antenna: 810-ft. above av. terrain, 651-ft. above ground, 1704-ft. above sea level, lat. 44° 21' 05", long. 79° 41' 55".

Network Service: CBC.

AM Affiliate: CKBB, .25-kw, 1230 kc.

Ownership: Ralph Snelgrove, pres.; R. Stanley Dilworth, v.p.; H. L. VanWyck, secy.; W. Elmer Webster, treas.; Paul Mulvihill, director; Peter A. Sinclair, director.

Began Operation: Sept. 28, 1955.

Represented (sales) by Canadian Station Representatives Ltd. (for U.S.); Paul Mulvihill & Co. Ltd. (Toronto & Montreal); John N. Hunt & Assoc. (Vancouver).

Personnel:

Ralph Snelgrove, *president & general manager*.
Charles Tierney, *sales manager*.
Don Pilcher, *commercial co-ordinator*.
Bill Harrington, *news editor*.
Jack Mattenley, *chief engineer & acting program manager*.

DIGEST OF RATE CARD NO. 1
(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.							
\$240.00	\$144.00	\$96.00	\$84.00	\$72.00	\$48.00	\$36.00	\$24.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.							
180.00	108.00	72.00	63.00	54.00	36.00	27.00	18.00
Class C—Sign-on-noon, 1-5 p.m., Mon.-Sat.							
144.00	86.40	57.60	50.40	43.20	28.80	21.60	14.40

Subject to frequency discounts, except on announcements.

CKX-TV

Brandon, Man.

(Ch. 5)

Licensee: Western Manitoba Bcstrs. Ltd., 2940 Victoria Ave.

Studio & Transmitter: 2940 Victoria Ave.

Telephone: 5393.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 19.3-kw visual, 9.65-kw aural. Antenna: 259-ft. above av. terrain, 277-ft. above ground, 1557-ft. above sea level, lat. 49° 50' 26", long. 99° 58' 26".

Network Service: CBC.

AM Affiliate: CKX, 1-kw, 1150 kc (CBC).

Ownership: Western Manitoba Bcstrs. Ltd.

1957 Spring-Summer Edition

Began Operation: Jan. 28, 1955.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

John B. Craig, *president & general manager*.
Eric Davies, *assistant manager*.
Archie Olson, *sales manager*.
Douglas A. Lee, *program director*.
Jim Struthers, *news editor*.
Don Hoskins, *sports director*.
A. M. Gomez, *chief engineer*.

DIGEST OF RATE CARD NO. 2
(Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., daily; all day Sun.						
\$170.00	\$102.00	\$68.00	\$60.00	\$51.00	\$37.00	\$30.00
Class B—All other times.						
102.00	61.00	41.00	36.00	31.00	25.00	20.00

Subject to frequency discounts.

CHCT-TV

Calgary, Alta.

(Ch. 2)

Licensee: Calgary Television Ltd., P.O. Box 550.

Studio: 955 Rideau Rd. Transmitter: Old Banff Coach Rd.

Telephone: 3-3491.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 989-ft. above av. terrain, 633-ft. above ground, 4843-ft. above sea level, lat. 51° 04' 24", long. 114° 15' 34".

Network Service: CBC.

Ownership: Calgary Bcstg. Co. (CFAC), 33 1/3%; Voice of the Prairies Inc. (CFCN), 33 1/3%; Albertan Bcstg. Co. (CKXL), 33 1/3%. Calgary Bcstg. is affiliated with *Calgary Herald* (Southern Newspapers). Southern also publishes *Hamilton Spectator*, *Vancouver Province* & *Edmonton Journal*; owns 1/3 of CHCH-TV. Hamilton: operates radio station CJCA. Edmonton. CHCT-TV officers: H. G. Love, pres.; Fred Shaw, managing director; A. M. Cairns, secy-treas.

Began Operation: Oct. 2, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Represented (engineering) by K. A. Mackinnon, Ottawa.

Personnel:

Herbert S. Stewart, *manager*.
Richard Carson, *operations manager*.
Bob Watson, *sales manager*.
Lee Crawley, *chief engineer*.
Walter Petrigo, *film editor*.
Ray Torgrud, *production supervisor*.
Ed Whalen, *news & sports director*.
Barry Nicholls, *promotion manager*.
Leslie Funtek, *studio manager & art director*.
Vern Kent, *chief photographer*.

DIGEST OF RATE CARD NO. 3
(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$62.50	\$50.00	\$37.50
Class B—Noon-1:30 p.m., 4-6 p.m., 11 p.m.-sign-off, Mon.-Sat.							
187.50	112.50	75.00	65.63	56.25	46.88	37.50	28.13
Class C—Sign-on-noon, 1:30-4 p.m., Mon.-Sat.							
150.00	90.00	60.00	52.50	45.00	37.50	30.00	22.50

Subject to frequency discounts.

CFCY-TV

Charlottetown, P. E. I.

(Ch. 13)

Licensee: The Island Radio Bcstg. Co. Ltd., 85 Kent St.

Studio: 85 Kent St. Transmitter: Churchill, P.E.I.

Telephone: 7347.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 79-kw visual, 39.5-kw aural. Antenna: 771-ft. above av. terrain, 583-ft. above ground, 936-ft. above sea level, lat. 46° 12' 40", long. 63° 20' 25".

Network Service: CBC.

(Continued on next page)

Canada

CHARLOTTETOWN: CFCY-TV—(Continued)

AM Affiliate: CFCY, 5-kw, 630 kc (CBC).

Ownership: Island Radio Broadcasting Co., Ltd.

Began Operation: July 1, 1956.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

R. F. Large, *station manager*.
E. Paul Williams, *traffic manager*.
A. L. Finley, *technical supervisor*.

DIGEST OF RATE CARD NO 1 (April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$190.00	\$114.00	\$76.00	\$57.00	\$48.00	33.00	\$22.00	\$18.00
Class B—All other times.							
115.00	69.00	46.00	35.00	29.00	20.00	13.00	11.00

Subject to frequency discounts.

CFRN-TV Edmonton, Alta.

(Ch. 3)

Licensee: Sunwapta Bcstg. Co. Ltd., 102 C. P.R. Bldg.

Studio & Transmitter: Jasper Hwy., 6 mi. W of Edmonton.

Telephone: 892572.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 180.3-kw visual, 90.4-kw aural. Antenna: 488-ft. above av. terrain, 488-ft. above ground, 2714-ft. above sea level, lat. 53° 32' 40", long. 113° 38' 50".

Network Service: CBC.

AM Affiliate: CFRN, 5-kw 1260 kc (CBC). FM Affiliate: CFRN-FM, 279-kw, 100.3 mc (No. 262), 156-ft. antenna height.

Ownership: Sunwapta Broadcasting Co. Ltd., G. R. A. Rice, pres. Began Operation: Oct. 17, 1954.

Represented (sales) by Canadian Station Representatives Ltd. (for U.S.); Harlan Oakes & Assoc. (Los Angeles & San Francisco); Television Representatives Ltd. (Canada); Broadcast Representatives Ltd. (Winnipeg).

Personnel:

G. R. A. Rice, *president*.
S. S. Lancaster, *manager*.
F. G. A. Makepeace, *chief engineer*.
Bruce D. Alloway, *sales manager*.

DIGEST OF RATE CARD NO. 3—(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$325.00	\$195.00	\$130.00	\$113.75	\$97.50	\$62.50*	\$32.50*	
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; noon-6 p.m., Sat.							
243.75	146.25	97.50	85.25	73.00	50.00	25.00	
Class C—All other times.							
195.00	117.00	78.00	68.25	58.50	40.00	20.00	

* Class AA (7:30-10:30 p.m., daily) Min. \$80; 8-sec. \$42.50. Subject to frequency discounts.

CBHT Halifax, N.S.

(Ch. 3)

Licensee: Canadian Bcstg. Corp., 100 Sackville St., Box 175.

Studio: 70 Bell Rd. Transmitter: Geizer's Hill, NW of city.

Telephone: 2-8311.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 692-ft. above av. terrain, 446-ft. above ground, 896-ft. above sea level, lat. 44° 39' 07", long. 63° 39' 31".

Network Service: CBC.

AM Affiliate: CBH, 1-kw, 1330 kc (CBC).

Began Operation: Dec. 20, 1954.

Personnel:

G. F. Brickenden, *director*.
Donald G. LeBlanc, *commercial representative*.
J. Simonsen, *technical director*.
Carl MacCaul, *program director*.
John Maydew, *news editor*.
Herman Noelle, *film director*.
A. W. Wilson, *press & information representative*.

DIGEST OF RATE CARD NO. 4 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$45.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
225.00	135.00	90.00	78.75	67.50	45.00	33.75
Class C—All other times.						
180.00	108.00	72.00	63.00	54.00	36.00	27.00

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$75, 20 Sec. \$60. Note: No announcements scheduled on Sunday. Subject to frequency discounts (except spot announcements).

CHCH-TV Hamilton, Ont.

(Ch. 11)

Licensee: Niagara Television Ltd., Box 11-11.

Studio: 163 Jackson St. W. Transmitter: 1 mi. SW of Stoney Creek, atop Escarpment.

Telephone: Jackson 2-1121.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 641-ft. above av. terrain, 536-ft. above ground, 1146-ft. above sea level, lat. 43° 12' 27", long. 79° 46' 05".

Network Service: CBC.

Ownership: Kenneth D. Soble operator of CHML, pres., 1/3; Southam Co. Ltd. (St. Clair Balfour Jr.), 1/3; Wentworth Broadcasting Co. Ltd. (jointly owned by Taylor, Pearson & Carson and Clifford Sifton), operating CKOC, 1/3. Mr. Sifton also operates CKCK-TV, Regina. Southam Co. publishes *Hamilton Spectator*, also owns 20% of CHCT-TV, Calgary, where it publishes *Calgary Herald*; owns 60% of CFAC, Calgary and CJCA, Edmonton. For other Southam holdings, see CHCT-TV.

Began Operation: June 7, 1954.

Represented (sales) by Canadian Station Representatives Ltd. (for U.S.) & All-Canada Television.

Personnel:

Kenneth D. Soble, *president & general manager*.
S. J. Bibby, *assistant manager*.
J. R. Peters, *commercial manager*.
J. S. Purvis, *program manager*.
W. E. Jeynes, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6:30-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$550.00	\$330.00	\$220.00	\$190.00	\$165.00	\$135.00	\$110.00	\$65.00
Class B—5-6:30 p.m., Mon.-Sat.; sign-on-6:30 p.m., Sat.; sign-on-5 p.m., Sun.; 11-11:30 p.m., daily.							
412.50	247.50	165.00	145.00	124.00	100.00	75.00	50.00
Class C—Sign-on-5 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily.							
275.00	165.00	110.00	96.25	82.50	65.00	50.00	35.00

Subject to frequency discounts.

CKRS-TV Jonquiere, Que.

(Ch. 12)

Licensee: Radio Saguenay Limitee, 735 St. Hubert.

Studio and Transmitter: Sir Wilfrid Laurier St.

Telephone: 2-4551.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 20-kw visual, 10-kw aural. Antenna 311.5-ft. above av. terrain, 250-ft. above ground, 775-ft. above sea level, lat. 48° 24' 29", long. 71° 14' 52".

Network Service: CBC.

AM Affiliate: CKRS, 1-kw, 590 kc.

Ownership: Henri Lepage, pres.

Began Operation: Dec. 1, 1955.

Represented (sales) by Joseph A. Hardy & Co. Ltd. (Montreal & Toronto); Canadian Station Representatives Ltd. (New York).

Personnel:

Henri Lepage, *president*.
Tom Burham, *general manager*.
Paul J. Audette, *manager*.
Gerard Lemieux, *technical director*.

DIGEST OF RATE CARD NO. 3—(Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.							
\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$50.00	\$37.50	\$25.00
Class B—All other times.							
187.50	112.50	75.00	65.63	56.25	37.50	28.00	18.75

Subject to frequency discounts.

CKWS-TV
Kingston, Ont.

(Ch. 11)

Licensee: The Frontenac Bcstg. Co. Ltd., 170 Queen St.
Studio: 170 Queen St. Transmitter: Camden, 18-mi. west of Kingston.

Telephone: 24977.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 257-kw visual, 154-kw aural. Antenna: 419-ft. above av. terrain, 400-ft. above ground, 907-ft. above sea level, lat. 44° 19' 26", long. 76° 49' 07".

Network Service: CBC.

AM Affiliate: CKWS, 5-kw, 960 kc (CBC). FM Affiliate: CKWS-FM, .35-kw, 96.3 mc (No. 242), 94-ft. antenna height.

Ownership: Sen. W. Rupert Davies, pres., 51%; Roy Thomson, v.p., 49%. Principals also own CHEX-TV & CHEX, Peterborough, Ont. Sen. Davies publishes *Kingston Whig-Standard* and *Peterborough Examiner*. Mr. Thomson is chain newspaper publisher.

Began Operation: Dec. 9, 1954.

Represented (sales) by Canadian Station Representatives, Ltd. (for U.S.) & All-Canada Television.

Personnel:

R. W. Hofstetter, *manager*.
Harry Edgar, *commercial manager*.
Don Nairn, *program manager*.
Bert Cobb, *chief engineer*.

DIGEST OF RATE CARD NO. 3
(Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$280.00	\$168.00	\$112.00	\$98.00	\$84.00	\$56.00	\$42.00	\$28.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; noon-6 p.m., Sat.							
210.00	126.00	84.00	73.50	63.00	42.00	31.50	21.00
Class C—Sign-on-noon, 1-5 p.m., Mon.-Fri.							
168.00	100.80	67.20	58.80	50.40	33.60	25.20	16.80

Subject to frequency discounts.

CKCO-TV
Kitchener, Ont.

(Ch. 13)

Licensee: Central Ontario Television Ltd., 864 King St. W.

Studio: 864 King St. W. Transmitter: Baden Hill, Ontario.

Telephone: Sherwood 3-4335; Toronto, Empire 6-0852.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 57.5-kw visual, 29.5-kw aural. Antenna: 987-ft. above av. terrain, 683-ft. above ground, 2083-ft. above sea level, lat. 43° 24' 15", long. 80° 38' 05".

Network Service: CBC, CBS.

Ownership: Carl A. Pollock, pres., 25%; radio CKCR (licensee of CKCR, Kitchener), 25%; Famous Players Canadian Corp., 50%. Famous Players also owns 50% of CFM-TV, Quebec City.

Began Operation: March 1, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & Jos. A. Hardy & Co. Ltd.: John N. Hunt & Assoc. (Western Canada).

Personnel:

Eugene E. Fitzgibbons, *general manager*.
W. D. McGregor, *operations manager*.
Neil McDonald, *publicity director*.
A. G. Day, *chief engineer*.

DIGEST OF RATE CARD NO. 4—(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily; all day Sun.							
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$90.00	\$70.00	\$45.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.							
300.00	180.00	120.00	105.00	90.00	70.00	55.00	35.00
Class C—All other times.							
240.00	144.00	96.00	84.00	72.00	50.00	40.00	25.00

Subject to frequency discounts.

CJLH-TV
Lethbridge

(Ch. 7)

Licensee: Lethbridge Television Ltd., Lethbridge.

Studio & Transmitter: Lethbridge, Alta.

Telephone: Fairfax 7-1521.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 171-kw visual, 85.5-kw aural. Antenna: 668-ft. above av. terrain, 635-ft. above ground, 3015-ft. above sea level, lat. 49° 42' 55", long. 112° 47' 56".

Network Service: CBC.

Ownership: *Lethbridge Herald*, 50%; radio CJOC, 50%. Hugh Buchanan, pres. (also pres. of *Herald*); Norman Botterill, managing director (also CJOC mgr.).

Began Operation: Nov. 20, 1955.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

N. Botterill, *managing director*.
V. Reed, *chief engineer*.
L. Crittenden, *sales manager*.
Bob Ranson, *production manager*.

DIGEST OF RATE CARD NO. 1—(Sept. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$160.00	\$96.00	\$64.00	\$56.00	\$48.00	\$40.00	\$32.00	\$24.00
Class B—All other times.							
120.00	72.00	48.00	42.00	36.00	30.00	24.00	18.00

CFPL-TV
London, Ont.

(Ch. 10)

Licensee: London Free Press Printing Co. Ltd., 442 Richmond St.

Studio & Transmitter: Commissioners Road, Box 488.

Telephone: 4-2115.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 325-kw visual, 195-kw aural. Antenna: 576-ft. above av. terrain, 575-ft. above ground, 1434-ft. above sea level, lat. 42° 57' 15", long. 81° 15' 58".

Network Service: CBS, NBC, ABC (via CBC).

AM Affiliate: CFPL, 5-kw, 980 kc (CBC). FM Affiliate: CFPL-FM, 4.44-kw, 95.9 mc (No. 240), 131-ft antenna height.

Ownership: London Free Press Printing Co. Ltd., publisher of *London Free Press*; W. J. Blackburn, pres.

Began Operation: Nov. 28, 1953.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Represented (engineering) by Keith A. MacKinnon, Ottawa.

Personnel:

Walter J. Blackburn, *president & managing director*.
Murray T. Brown, *general manager*.
Robert A. Reinhart, *station manager*.
W. Clifford Wingrove, *assistant manager and director of sales*.
G. Robitaille, *director of engineering*.
Kevin Knight, *production coordinator*.
Ron Laldlaw, *newsreel supervisor*.

DIGEST OF CARD RATE NO. 4—(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.							
\$450.00	\$270.00	\$180.00	\$160.00	\$140.00	\$100.00	\$90.00	\$50.00
Class B—5-6:30 p.m., Mon.-Fri.; midnight-sign-off, Fri. & Sat.; sign-on-5 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.							
360.00	215.00	145.00	125.00	110.00	80.00	70.00	40.00
Class C—Sign-on-5 p.m., Mon.-Fri.; midnight-sign-off, Sun.-Thu.							
225.00	135.00	90.00	80.00	70.00	50.00	40.00	25.00

Subject to frequency discounts.

CKCW-TV
Moncton, N.B.

(Ch. 2)

Licensee: Moncton Bcstg. Ltd., Knights of Pythias Bldg.

Studio: Halifax St. Transmitter: Caledonia Mt., near Rosevale.

Telephone: 4-9601.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 25-kw visual, 15-kw aural. Antenna: 990-ft. above terrain, 326-ft. above ground, 1626-ft. above sea level, lat. 45° 50' 56", long. 64° 48' 44".

Network Service: CBC.

AM Affiliate: CKCW, 10-kw, 1220 kc (CBC).

Ownership: F. A. Lynds, pres.; Dr. C. H. Blakeny, v.p.; C. E. Leger v.p.; R. M. Palmer, secy-treas.; C. L. Peters, director.

Began Operation: Nov. 30, 1954.

Represented (sales) by Canadian Station Representatives Ltd. (for U.S.) & Horace N. Stovin & Co.

Personnel:

F. A. Lynds, *president & general manager*.
K. S. Chase, *commercial manager*.
J. Irvine, *program director*.
H. Button, *comptroller*.

(Continued on next page)

Canada

MONCTON: CKCW-TV—(Continued)

DIGEST OF RATE CARD NO. 2 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m. daily; all day Sun.							
\$250.00	\$150.00	\$100.00	\$75.00	\$62.50	\$50.00	\$30.00	\$25.00
Class B—5-6 p.m., 11 p.m.-midnight, Mon.-Sat.							
150.00	90.00	60.00	45.00	37.50	30.00	18.00	15.00
Class C—All other times.							
100.00	60.00	40.00	30.00	25.00	20.00	12.00	10.00

Subject to frequency discounts.

CBFT

Montreal, Que.

(Ch. 2)

(French Outlet)

Licensee: Canadian Broadcasting Corp., Box 6000.

Studio: Radio-Canada Bldg., 1425 Dorchester St. W. Transmitter: Mount Royal Park.

Telephone: University 6-2571.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 912-ft. above av. terrain, 259-ft. above ground, 1003-ft. above sea level, lat. 45° 30' 20", long. 73° 35' 32".

Network Service: CBC.

AM Affiliate: CBF, 50-kw, 690 kc (CBC). FM Affiliate: CBF-FM, 3.86-kw, 95.1 mc (No. 236) 585-ft. antenna height.

Began Operation: Sept. 6, 1952; changed from bi-lingual to French outlet Jan. 10, 1954 when CBMT began as English language station.

Personnel:

Andre Oulmet, *director*.
Yves Vien, *asst. director*.
Fernand Guerard, *program director*.
Jean-Paul Ladouceur, *asst. program director*.
Charles Frenette, *technical director*.
Maurice Valliquette, *commercial manager, Quebec*.
J.-P. LePailleur, *film director*.
Robert Elie, *press & information, Montreal*.

DIGEST OF RATE CARD NO. 9 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$1,000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$200.00*	\$150.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
750.00	450.00	300.00	262.50	225.00	150.00	112.50
Class C—All other times.						
600.00	360.00	240.00	210.00	180.00	120.00	90.00

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$250, 20 Sec. \$200. Note: No announcements scheduled on Sunday.
Subject to frequency discounts (except spot announcements).

CBMT

Montreal, Que.

(Ch. 6)

Licensee: Canadian Bcstg. Corp., Box 6000.

Studio: Radio Canada Bldg., 1425 Dorchester St. W.

Transmitter: Mount Royal Park.

Telephone: University 6-2571.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 43.8-kw visual, 26.2-kw aural. Antenna: 820-ft. above av. terrain, 167-ft. above ground, 911-ft. above sea level, lat. 45° 30' 20", long. 73° 35' 32".

Network Service: CBC.

AM Affiliate: CBM, 50-kw, 940 kc (CBC). FM Affiliate: CBM-FM, 3.86-kw, 100.7 mc (No. 236) 525-ft. antenna height.

Began Operation: Jan. 10, 1954.

Personnel:

Andre Oulmet, *TV director*.
Yves Vien, *asst. director*.
Maurice Valliquette, *commercial manager, Quebec*.
C. Frenette, *technical director*.
G. Barre, *press & information, Montreal*.

DIGEST OF RATE CARD NO. 7

(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$750.00	\$450.00	\$300.00	\$262.50	\$225.00	\$150.00*	\$112.50*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
562.50	337.50	225.00	196.88	168.75	112.50	84.38
Class C—All other times.						
450.00	270.00	180.00	157.50	135.00	90.00	67.50

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$187.50, 20 Sec. \$150.00. Note: No announcements scheduled on Sunday.
Subject to frequency discounts (except spot announcements).

CKGN-TV

North Bay, Ont.

(Ch. 10)

Licensee: Tel-Ad Co. Ltd., Box 630, North Bay.

Studio & Transmitter: Callander, Ont.

Telephone: Callander 346.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 51.5-kw visual, 25.75-kw aural. Antenna: 495-ft. above av. terrain, 373-ft. above ground, 1221-ft. above sea level, lat. 46° 12' 15", long. 79° 21' 05".

Network Service: CBC, NBC, CBS, ABC.

Ownership: Board members & principal owners—G. A. Alger, pres.; J. L. Shaw, v.p.; K. M. Valin, secy.; G. D. Stanton, treas.; C. H. Hewitt, Cedric E. Price; John Kennedy.

Began Operation: Dec. 19, 1955.

Represented (sales) by Canadian Station Reps Ltd. (for U.S.); Paul Mulvihill & Co. Ltd.; John N. Hunt & Assoc. (Vancouver).

Personnel:

C. H. Hewitt, *general manager*.
W. Hart, *production manager*.
Fred J. Noon, *sales manager*.
Barry Penhale, *public relations manager*.
D. Mee, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Dec. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.							
\$160.00	\$96.00	\$64.00	\$56.00	\$48.00	\$35.00	\$26.00	\$17.00
Class B—5-6 p.m., 11 p.m.-sign-off, Mon.-Sat.							
120.00	72.00	48.00	42.00	36.00	26.00	20.00	13.00
Class C—All other times.							
96.00	57.60	38.40	33.60	28.80	20.00	15.00	10.00

Subject to frequency discounts (except on announcements).

CBOT

Ottawa, Ont.

(Ch. 4)

Licensee: Canadian Broadcasting Ccrp., 140 Wellington St.

Studio and Transmitter: Lanark Ave., Westboro.

Telephone: Parkway 8-1771.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 50.1-kw visual, 26.7-kw aural. Antenna: 321-ft. above av. terrain, 406-ft. above ground, 616.5-ft. above sea level, lat. 45° 23' 50", long. 75° 45' 10".

Network Service: CBC.

AM Affiliate: CBO, 5-kw, 910 kc (CBC). FM Affiliate: CBO-FM, .38-kw, 103.3 mc (No. 277), 250-ft. antenna height.

Began Operation: June 2, 1953.

Personnel:

Charles P. Wright, *stations manager*.
Georges Huard, *manager, TV operations*.
Dennis Townsend, *program director*.
John Malloy, *TV sales supervisor, CBLT, Toronto*.
Maxted Gilbert, *chief operator*.
J. H. Book, *technical director*.

DIGEST OF RATE CARD NO. 8—(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$80.00*	\$60.00*	\$40.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.							
300.00	180.00	120.00	105.00	90.00	60.00	45.00	30.00
Class C—All other times.							
240.00	144.00	96.00	84.00	72.00	48.00	36.00	24.00

Note: No announcements scheduled on Sunday.

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$100, 20 Sec. \$80, 8 Sec. \$60. Subject to frequency discounts (except spot announcements).

**CBOFT
Ottawa, Ont.**

(Ch. 9)

(French Outlet)

Licensee: Canadian Bestg. Corp., 140 Wellington St.

Studio & Transmitter: Lanark Ave.

Telephone: Parkway 8-1771.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 55-kw visual, 31-kw aural. Antenna: 403-ft. above av. terrain, 488-ft. above ground, 698.5-ft. above sea level, lat. 45° 23' 50", long. 75° 45' 10".

Network Service: CBC.

Began Operation: June 24, 1955.

Personnel:

C. P. Wright, *stations manager (Ottawa).*
Maurice Valliquette, *commercial mgr., Quebec (Montreal).*
Georges Guard, *manager of TV operations.*
Maxted Hilbert, *chief operator.*
J. H. Book, *technical director.*

**DIGEST OF RATE CARD NO. 2
(July 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m. Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00*	\$45.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
225.00	135.00	90.00	78.75	67.50	45.00	33.75
Class C—All other times.						
180.00	108.00	72.00	63.00	54.00	36.00	27.00

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.); Min. \$75, 20 Sec. \$60, 8 Sec. \$45. Note: No announcements scheduled on Sunday. Subject to frequency discounts.

**CHEX-TV
Peterborough, Ont.**

(Ch. 12)

Licensee: Kawartha Broadcasting Co. Ltd., Box 657.

Studio & Transmitter: 2-mi NE of Peterborough in Douro Twp.

Telephone: Riverside 2-0451.

Technical Facilities: Channel 12 (204-210 mc). Authorized power in preferred direction: 260-kw visual, 156-kw aural. Antenna: 1200-ft. above av. terrain, 400-ft. above ground, 1200-ft. above sea level, lat. 44° 19' 45", long. 78° 18' 03".

Network Service: CBC.

AM Affiliate: CHEX, 1-kw, 1430 kc (CBC).

Ownership: Kawartha Broadcasting Co. Ltd. Sen. W. Rupert Davies, pres., 51%; Roy H. Thomson, v.p., 49%. Frontenac Broadcasting Co. Ltd. operating CKWS-TV & CKWS. Kingston is a sister company. Sen. Davies publishes *Kingston Whig-Standard* & *Peterborough Examiner*. Mr. Thomson is chain newspaper publisher.

Began Operation: March 28, 1955.

Represented (sales) by Weed Television Corp. (for U. S.) & All Canada Television.

Personnel:

Jack Davidson, *general manager.*
D. R. Lawrie, *manager.*
Doug Manning, *commercial manager.*
Gordon Shale, *program director.*
Bert Crump, *chief engineer.*
Jacques Frapplier, *operations supervisor.*

DIGEST OF RATE CARD NO. 3—(Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; sign-on-11 p.m., Sun.							
\$260.00	\$156.00	\$104.00	\$91.00	\$78.00	\$52.00	\$39.00	\$26.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; 11 p.m.-sign-off, daily.							
195.00	117.00	78.00	68.25	58.50	39.00	29.25	19.50
Class C—Sign-on-noon, 1-5 p.m., Mon.-Fri.							
156.00	93.60	62.40	54.60	46.80	31.20	23.40	15.60

Subject to frequency discounts.

**CFPA-TV
Port Arthur, Ont.**

(Ch. 2)

Licensee: Ralph H. Parker Ltd., 87 N. Hill St.

Studio & Transmitter: 87 N. Hill St.

Telephone: 4-2404.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5.10-kw visual, 2.55-kw aural. Antenna: 174-ft. above av. terrain, 225-ft. above ground, 1025-ft. above sea level, lat. 48° 26' 30", long. 89° 14' 03". Requests change to 28-kw visual, 15-kw aural.

Network Service: CBC.

AM Affiliate: CFPA, .25-kw, 1230 kc (CBC).

Ownership: Ralph H. Parker, 100%. Note: To be transferred to Thunder Bay Electronics Ltd., controlled by owners of radio CKPR, Fort William, Ont. (*Television Digest*, Vol. 12:49; 13:2).

Began Operation: Sept. 17, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

Ralph H. Parker, *president & manager.*

**DIGEST OF RATE CARD NO. 2
(July 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$170.00	\$102.00	\$68.00	\$59.50	\$51.00	\$35.00	\$25.00	\$17.00

Subject to frequency discounts, except on announcements.

**CFCM-TV
Quebec City, Que.**

(Ch. 4)

(French Outlet)

Licensee: Television de Quebec (Canada) Limitee, 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

Studio & Transmitter: 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

Telephone: Murray 3-4985.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 1.27-kw visual, .635-kw aural. Antenna: 473-ft. above av. terrain, 420-ft. above ground 685-ft. above sea level, lat. 46° 47' 04", long. 71° 15' 54". CP for 12.65-kw visual, 6.33-kw aural.

Network Service: CBC, CBS.

Ownership: Famous Players Canadian Corp., 50%; CHRC, 20%; CKCV, 20%; Mr. A. C. Plcard, 10%. Famous Players also owns 50% of CKCO-TV, Kitchener, Ont. Also holds license for English language outlet CKMI-TV, Quebec City (Ch. 5).

Began Operation: July 13, 1954.

Represented (sales) by Weed Television Corp. (N.Y., Chicago); Jos. A. Hardy & Co. (Montreal, Toronto); John N. Hunt & Associates (Western Canada).

Personnel:

Gaston Pratte, *president.*
Ernest W. Miller, *director of operations.*
A. P. Fitzgibbons, *commercial manager.*
Jacques Filteau, *program manager.*

DIGEST OF CARD RATE NO. 5—(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily; all day Sun.							
\$460.00	\$276.00	\$184.00	\$161.00	\$138.00	\$92.00	\$69.00	\$46.00
Class B—5-6 p.m., 11 p.m.-midnight, Mon.-Sat.; noon-6 p.m., Sat.							
345.00	207.00	138.00	120.75	103.50	69.00	51.75	34.50
Class C—All other times.							
276.00	165.60	110.40	96.60	82.80	55.20	41.40	27.60

Subject to frequency discounts.

**CKMI-TV
Quebec City, Que.**

(Ch. 5)

(Due to Begin Operating in March)

Licensee: Television de Quebec (Canada) Limitee, 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

Studio & Transmitter: 200 Ave. St. Jean Bosco, Ste.-Foy, Quebec.

Telephone: Murray 3-4985.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5.6-kw visual, 2.8-kw aural. Antenna: 473-ft. above av. terrain, 685-ft. above sea level, using same facilities as CFCM-TV.

Network Service: CBC, CBS.

Ownership: Same as CFCM-TV, Quebec City.

Represented (sales) by Weed Television Corp. (N. Y., Chicago); Joseph A. Hardy & Co. (Montreal, Toronto); John N. Hunt & Associates (Vancouver).

Personnel:

Gaston Pratte, *president.*
E. W. Miller, *operations director.*
A. P. Fitzgibbons, *commercial manager.*
Jacques Filteau, *program manager.*
René Lapointe, *comptroller.*

(Continued on next page)

Canada

QUEBEC CITY: CKMI-TV—(Continued) DIGEST OF RATE CARD NO. 1 (Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$250.00	\$150.00	\$100.00	\$88.00	\$75.00	\$50.00	\$40.00	\$25.00
Class B—5-6 p.m., 11 p.m.-midnight, Mon.-Sat.; noon-6 p.m., Sat.							
188.00	113.00	75.00	66.00	56.00	35.00	25.00	15.00
Class C—All other times.							
150.00	90.00	60.00	53.00	45.00	30.00	20.00	12.00

Subject to frequency discounts.

CKCK-TV Regina, Sask. (Ch. 2)

Licensee: Transcanada Communications Ltd., Leader Post Bldg.
Studio & Transmitter: Hwy. No. 1, 3 mi. E of city.
Telephone: Lakeside 3-6671.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 53.5-kw aural. Antenna: 588-ft. above av. terrain, 670-ft. above ground, 2534-ft. above sea level, lat. 50° 26' 52", long. 104° 30' 00".

Network Service: CBC, CBS.

AM Affiliate: CKCK, 5-kw, 620 kc.

Ownership: Transcanada also operates CKCK, Regina & CKRC, Winnipeg. Clifford Sifton, pres., owns minority interest in CHCH-TV, Hamilton. Sifton newspapers publish *Regina Leader-Post*, *Saskatoon Star-Phoenix*.

Began Operation: July 28, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Represented (engineering) by Keith McKinnon.

Personnel:

Clifford Sifton, *president*.
H. A. Crittenden, *general manager*.
Lloyd Westmoreland, *sales manager*.
Larry Glover, *production manager*.
William Rees, *promotion director*.
Ken Milton, *sports director*.
Jim McLeod, *news director*.
E. A. Strong, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.							
\$260.00	\$156.00	\$104.00	\$91.00	\$78.00	\$60.00	\$48.00	\$30.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; 11 p.m.-sign-off, daily.							
195.00	117.00	78.00	68.25	58.50	48.00	38.40	24.00
Class C—All other times.							
156.00	93.60	62.40	54.60	46.80	36.00	28.80	18.00

Subject to frequency discounts.

CJBR-TV Rimouski, Que. (Ch. 3)

Licensee: The Central Public Service Corp. Ltd., 6 St. John St.
Studio: 6 St. John St. Transmitter: Peak Champlain, St. Fabien, P. Q.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 60.6-kw visual, 34.55-kw aural. Antenna: 1137-ft. above av. terrain, 120-ft. above ground, 1257-ft. above sea level, lat. 48° 19' 40", long. 68° 50' 09".

Network Service: CBC.

AM Affiliate: CJBR, 10-kw, 900 kc (CBC). **FM Affiliate:** CJBR-FM, .57-kw, 101.5 mc (No. 268), 485-ft. antenna height.

Ownership: The Central Public Service Corp. Ltd. Jacques Brilliant, pres.

Began Operation: Nov. 21, 1954.

Represented (sales) by Canadian Station Representatives Ltd. (for U.S.) & Horace N. Stovin & Co.

Personnel:

Jacques Brilliant, *president*.
Andre Lecomte, *station manager*.
Francis Raymond, *program director*.
Harry A. Willis, *public relations*.

DIGEST OF RATE CARD NO. 2 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—Noon-1 p.m. & 5:30-10:30 p.m., Mon.-Sat.; all day, Sun.							
\$240.00	\$150.00	\$90.00	\$80.00	\$60.00	\$40.00	\$30.00	\$20.00
Class B—All other times.							
192.00	120.00	72.00	64.00	48.00	32.00	24.00	16.00

CHSJ-TV Saint John, N.B. (Ch. 4)

Licensee: New Brunswick Bcstg. Co. Ltd., 14 Church St.
Studio: 14 Church St. Transmitter: Mt. Champlain.
Telephone: 3-3304.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1200-ft. above av. terrain, 40-ft. above ground, 1500-ft. above sea level, lat. 45° 28' 40", long. 66° 13' 55".

Network Service: CBC.

AM Affiliate: CHSJ, 5-kw, 1150 kc (CBC).

Ownership: New Brunswick Bcstg. Co. Ltd.; Thomas F. Drummie, pres.

Began Operation: March 22, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) and All-Canada Television.

Personnel:
T. F. Drummie, *president*.
George A. Cromwell, *general manager*.
Earl McCarron, *production director*.
Wm. Stewart, *program director*.
Jene L. Wood, *women's program supervisor*.
Jack Bishop, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.							
\$300.00	\$180.00	\$120.00	\$98.00	\$84.00	\$70.00	\$55.00	\$35.00
Class B—Noon-1 p.m., 4-6 p.m., 11 p.m.-sign-off, daily.							
210.00	138.00	90.00	78.00	60.00	44.00	35.00	25.00
Class C—Sign-on-noon, 1-4 p.m., daily.							
120.00	72.00	48.00	38.00	32.00	30.00	22.00	18.00

Subject to frequency discounts.

CJON-TV St. John's, Newfoundland (Ch. 6)

Licensee: Newfoundland Bcstg. Co. Ltd., Prince of Wales St., Box E5105.

Studio: CJON Television Bldg., Prince of Wales St. Transmitter: Kenmount Rd., 4 mi. from city.

Telephone: 7105. TWX No.: 7109X.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 21.04-kw visual, 11-kw aural. Antenna: 359-ft. above av. terrain, 594-ft. above ground, 1150-ft. above sea level, lat. 47° 32' 08", long. 52° 49' 20".

Network Service: CBC, CBS, NBC, ABC.

AM Affiliate: CJON, 5-kw, 930 kc.

Ownership: G. W. Stirling, pres.; Don Jamieson, v.p. Also holds CP for Ch. 10 satellite in Argentina, Nfld.

Began Operation: Aug. 3, 1955.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:
G. W. Stirling, *president & general manager*.
Don Jamieson, *v.p. & program director*.
Colin Jamieson, *production director*.
Oscar Hierlihy, *chief engineer*.

DIGEST OF RATE CARD NO. 2 (Oct. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; sign-on-11 p.m., Sun.							
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$45.00	\$33.00	\$23.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; 11 p.m.-sign-off, daily.							
150.00	90.00	60.00	52.50	45.00	35.00	25.00	18.00
Class C—7 a.m.-noon, 1-5 p.m., Mon.-Fri.							
120.00	72.00	48.00	42.00	36.00	24.00	18.00	12.00

Subject to frequency discounts.

CFQC-TV Saskatoon, Sask.

(Ch. 8)

Licensee: A. A. Murphy & Sons Ltd., 216 1st Ave. N.
Studio: 216 1st Ave. N. Transmitter: 14-mi. ENE of Saskatoon.
Telephone: 2-6611.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 866-ft. above av. terrain, 650-ft. above ground, 2585-ft. above sea level, lat. 52° 11' 30", long. 106° 23' 01".

Network Service: CBC, NBC, ABC, CBS.

AM Affiliate: CFQC, 5-kw, 600 kc (CBC).

Began Operation: Dec. 5, 1954.

Represented (sales) by Canadian Station Representatives Ltd. (for U.S.); Harlan G. Oakes & Associates (West Coast); Television Representatives Ltd. (Canada); Broadcast Representatives Ltd. (Winnipeg).

Personnel:

A. A. Murphy, *president*
G. Blair Nelson, *station manager*
Vernon Dallin, *asst. manager*
Walter Romanow, *operations manager*
H. Edmunds, *promotion director*
Bill Cameron, *news service director*
Lyn Hoskins, *chief engineer*

DIGEST OF RATE CARD NO. 2—(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.							
\$230.00	\$138.00	\$92.00	\$86.50	\$69.00	\$46.00	\$34.50	\$23.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Sat.							
172.50	103.50	69.00	60.38	51.75	34.50	25.88	17.25
Class C—All other times.							
138.00	82.80	55.20	48.30	41.40	27.60	20.70	13.80

Subject to frequency discounts.

CJIC-TV Sault Ste. Marie, Ont.

(Ch. 2)

Licensee: Hyland Radio-TV Ltd., Box 370.

Studio & Transmitter: 119 East St.

Telephone: Algoma 6-7494.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 28-kw visual, 15-kw aural. Antenna: minus 19-ft. above av. terrain, 252-ft. above ground, 835-ft. above sea level, lat. 46° 30' 32", long. 84° 19' 36". CP for 28-kw visual, 15-kw aural, using directional antenna.

Network Service: CBC, CBS, NBC, ABC.

AM Affiliate: CJIC, .25-kw, 1490 kc, (CBC).

Ownership: J. G. Hyland, estate, 100%.

Began Operation: Nov. 28, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

R. H. Ramsay, *manager*
Gene Plouffe, *commercial manager*
Dave Irwin, *chief engineer*

DIGEST OF RATE CARD NO. 3—(March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily; 5-11 p.m., Sun.							
\$200.00	\$120.50	\$80.00	\$70.00	\$60.00	\$40.00	\$33.00	\$23.00
Class B—5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; sign-on-6 p.m., Sat.; sign-on-5 p.m., Sun.							
150.00	90.00	60.00	52.50	45.00	35.00	25.00	18.00
Class C—All other times.							
100.00	60.00	40.00	32.00	27.00	22.00	18.00	11.00

Subject to frequency discounts except Min., 20 Sec. & 8 Sec.

CHLT-TV Sherbrooke, Que.

(Ch. 7)

(French Outlet)

Licensee: La Tribune Limitee, 221 Dufferin St.

Studio: 221 Dufferin St. Transmitter: Mont-Orford Provincial Park.

Telephone: Lorraine 9-2525.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 300-kw visual, 186-kw aural. Antenna: 1840-ft. above av. terrain, 150-ft. above ground, 2796-ft. above sea level, lat. 45° 18' 43", long. 72° 14' 32".

Network Service: CBC.

AM Affiliate: CHLT, 1-kw, 900 kc (CBC).

Ownership: Same as French-language *La Tribune*, Paul Desruisseaux, Q.C., pres.; A. Gauthier, v.p.

Began Operation: Aug. 12, 1956.

Represented (sales) by Canadian Station Representatives (for U.S.) & Jos. A. Hardy & Co. Ltd.; John N. Hunt & Assoc. (Vancouver).

Personnel:

Alphee Gauthier, *general manager*
J. L. Gauthier, *sales manager*
Pierre Bruneau, *program director*
L. E. Gilbeau, *chief engineer*

DIGEST OF RATE CARD NO. 1 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat., all day Sun.							
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$80.00	\$60.00	\$40.00
Class B—5-6 p.m., 11 p.m.-midnight, Mon.-Sat.; noon-6 p.m., Sat.							
300.00	180.00	120.00	105.00	90.00	60.00	45.00	30.00
Class C—All other times.							
240.00	144.00	96.00	84.00	72.00	48.00	36.00	24.00

Subject to frequency discounts.

CKSO-TV Sudbury, Ont.

(Ch. 5)

Licensee: CKSO Radio Ltd., 336 Ash St.

Studio & Transmitter: 336 Ash St.

Telephone: Osborne 4-0711.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 2.02-kw visual, 1.21-kw aural. Antenna: 309-ft. above av. terrain, 265-ft. above ground, 1226-ft. above sea level, lat. 46° 29' 37", long. 81° 00' 32".

Network Service: CBC, CBS, NBC, ABC.

AM Affiliate: CKSO, 5-kw, 790 kc (CBC).

Ownership: Geo. M. Miller, Q.C., pres.

Began Operation: Oct. 20, 1953.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

W. J. Woodhill, *general manager*
J. A. Boyd, *program manager*
Cecil McKnight, *promotion manager*
Bob Evans, *news editor*
James McRae, *chief engineer*

DIGEST OF RATE CARD NO. 4 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., daily; all day Sun.						
\$220.00	\$132.00	\$88.00	\$77.00	\$66.00	\$44.00	\$22.00
Class B—All other times.						
132.00	79.00	53.00	46.50	39.50	28.00	15.00

CJCB-TV Sydney, N.S.

(Ch. 4)

Licensee: Cape Breton Bcstrs. Ltd., 318 Charlotte St.

Studio & Transmitter: Hardwood Hill.

Telephone: 3431.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 180-kw visual, 108-kw aural. Antenna: 399-ft. above av. terrain, 300-ft. above ground, 525-ft. above sea level, lat. 46° 07' 19", long. 60° 10' 26".

Network Service: CBC.

AM Affiliate: CJCB, 5-kw (1-kw night), 1270 kc (CBC). FM Affiliate: CJCB-FM, .63-kw, 94.9 kc (No. 235), 260-ft. antenna height.

Ownership: CJCB-TV officers: J. Marven Nathanson, pres.; Norris L. Nathanson, secy.

Began Operation: Sept. 30, 1954.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

J. Marven Nathanson, *president & general manager*
Mrs. M. C. McQuarrie, *business manager*
Robert J. Norton, *chief engineer*

(Continued on next page)

Canada

SYDNEY: CJC-B-TV—(Continued)
DIGEST OF RATE CARD NO. 3
(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$275.00	\$165.00	\$110.00	\$96.25	\$82.50	\$65.00	\$50.00	\$35.00
Class B—5-6 p.m., Mon.-Fri.; 4-6 p.m., Sat.; noon-5 p.m., Sun.; 11 p.m.-midnight, daily.							
210.00	126.00	84.00	73.50	63.00	50.00	40.00	28.00
Class C—Sign-5 p.m., Mon.-Fri.; sign-on-4 p.m., Sat.; sign-on-noon, Sun.							
160.00	96.00	64.00	56.00	48.00	35.00	28.00	20.00

Subject to frequency discounts.

CFCL-TV Timmins, Ont. (Ch. 6)

Licensee: J. Conrad Lavigne, Box 620.

Studio & Transmitter: Mont Sacre Coeur.

Telephone: 577.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-kw visual, 2.5-kw aural. Antenna: 362-ft. above av. terrain, 330-ft. above ground, 1397-ft. above sea level, lat 48° 28' 42", long. 81° 22' 03".

Network Service: CBC.

AM Affiliate: CFCL, 1-kw, 580 kc.

Ownership: J. Conrad Lavigne, 100%.

Began Operation: June 24, 1956.

Represented (sales) by Joseph Hershey McGillvra Inc. (for U.S.) & Omer Renaud & Co. Ltd., John N. Hunt & Assoc. (Vancouver).

Personnel:

J. Conrad Lavigne, *president*.
Rene Barrette, *general manager*.
Jean De Villiers, *program director*.
Roch Demers, *chief engineer*.

DIGEST OF CARD RATE NO. 1—(April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A							
\$160.00	\$96.00	\$64.00	\$56.00	\$48.00	\$35.00	\$25.00	\$17.00
Class B							
120.00	78.00	48.00	42.00	36.00	24.00	18.00	12.00

Subject to frequency discounts.

CBLT Toronto, Ont. (Ch. 6)

Licensee: Canadian Broadcasting Corp., 354 Jarvis St.

Studios: 354 Jarvis St. and 1140 Yonge St.

Transmitter: 354 Jarvis St.

Telephone: Walnut 3-5461.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 99.5-kw visual, 53.5-kw aural. Antenna: 382-ft. above av. terrain, 481-ft. above ground, 825-ft. above sea level, lat. 43° 39' 48", long. 79° 22' 42".

Network Service: CBC, ABC, CBS, NBC.

AM Affiliates: CBL & CJBC, 50-kw, 740 kc & 50-kw, 860 kc (CBC). FM Affiliate: CBL-FM 11.9-kw, 99.1 mc (No. 256), 505-ft. antenna height.

Began Operation: Sept. 8, 1952.

Personnel:

Fergus Mutrie, *director*.
J. E. W. Graham, *assistant director*.
Reginald Horton, *technical director*.
John Malloy, *supervisor of TV sales*.
Leonard Crainford, *supervisor of design*.
W. C. Walls, *manager of press and information*.

DIGEST OF RATE CARD NO. 8—(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$1,000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$200.00*	\$150.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
750.00	450.00	300.00	262.50	225.00	150.00	112.50
Class C—All other times.						
600.00	360.00	240.00	210.00	180.00	120.00	90.00

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$250, 20 Sec. \$200.00. Note: No announcements scheduled on Sunday.

Subject to frequency discounts (except spot announcements).

CBUT

Vancouver, B.C.

(Ch. 2)

Licensee: Canadian Bcstg. Corp. (Pacific Region), 701 Hornby St.

Studio: 1200 Georgia St. Transmitter: Mt. Seymour.

Telephone: Marine 6121

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 89.4-kw visual, 47.8-kw aural. Antenna: 2400-ft. above av. terrain, 190-ft. above ground, 2965-ft. above sea level, lat. 49° 21' 12", long. 122° 57' 18".

Network Service: CBC.

AM Affiliate: CBU, 10-kw, 690 kc (CBC). FM Affiliate: CBU-FM, 1.4-kw, 105.7 mc (No. 289), 404-ft. antenna height.

Began Operation: Dec. 16, 1953.

Personnel:

CBC Pacific Region officers:
Kenneth P. Caple, *director for Province of B.C.*
F. B. C. Hilton, *regional engineer*.
Harold W. Paulson, *commercial representative*.
J. D. Nixon, *regional program director*.
Reg. Jessup, *press & information representative*.

CBUT officers:

Hugh Palmer, *television director*.
Marce L. Munro, *program director*.
Ross L. Whiteside, *technical director*.
R. L. Elson, *newsreel editor-in-charge*.
J. D. Patterson, *film director*.
Cliff Robinson, *design director*.

DIGEST OF RATE CARD NO. 7

(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$580.00	\$348.00	\$232.00	\$203.00	\$174.00	\$116.00*	\$87.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
435.00	261.00	174.00	152.25	130.50	87.00	65.25
Class C—All other times.						
348.00	208.80	139.20	121.80	104.40	69.60	52.20

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$145, 20 Sec. \$116. Note: No announcements scheduled on Sunday. Subject to frequency discounts.

CHEK-TV Victoria, B.C.

(Ch. 6)

Licensee: David M. Armstrong, c/o radio station CKDA, Hotel Douglas.

Studio: Victoria, B. C. Transmitter: Saanich, B. C.

Telephone: 7-1821.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 1.8-kw visual, .9-kw aural. Antenna: 269.5-ft. above av. terrain, 175-ft. above ground, 355-ft. above sea level, lat. 123° 20' 36", long. 48° 27' 48".

Network Service: CBC.

AM Affiliate: CKDA, 5-kw, 1280 kc (CBC).

Ownership: David M. Armstrong, pres., 60%; Dr. M. M. Mathisen, secy. treas.

Began Operation: Dec. 1, 1956.

Represented (sales) by ForJoe-TV Inc. (for U.S.), & Television Representatives Ltd.; Broadcast Representatives Ltd. (Winnipeg).

Personnel:

David M. Armstrong, *president*.
Charles R. White, *v.p. & general manager*.
Douglas Keough, *sales manager*.
Robert Hallock, *program director*.
Harry O. Watts, *promotion director*.
Norman E. Bergquist, *chief engineer*.

DIGEST OF TEMPORARY RATE CARD

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	8 Sec.*
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun							
\$210.00	\$126.00	\$84.00	\$73.50	\$63.00	\$45.00	\$35.00	\$22.50
Class B—5-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-5 p.m., Sun.; 11 p.m.-sign-off, daily.							
160.00	96.00	64.00	56.00	48.00	35.00	25.00	17.50
Class C—All other times							
126.00	75.00	50.40	44.10	37.80	25.00	18.00	9.00

*Class AA (7-10:30 p.m., daily): Min. \$50, 20 Sec. \$40, 8 Sec. \$25. Class A (6-7 p.m., Mon.-Fri.; sign-on-7 p.m., Sat. & Sun.; 10:30-11 p.m., daily). Class B (Noon-1:30 p.m., 5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily).

Subject to frequency discounts.

CKLW-TV Windsor, Ont.

(Ch. 9)

(For additional details, see Detroit listing)

Licensee: Western Ontario Bestg. Co. Ltd., Riverside Drive W.
Detroit office: Guardian Bldg.
Studio & Transmitter: Sandwich & Crawford Sts., Windsor.
Telephones: Clearwater 4-1155, Windsor; Woodward 1-7200, Detroit.
Network Service: CBC.

DIGEST OF RATE CARD NO. 2 (Canadian rates) (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
\$450.00	\$315.00	\$270.00	\$225.00	\$180.00	\$90.00	\$45.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, daily; noon-6 p.m., Sat.						
337.50	236.25	202.50	168.75	135.00	67.50	33.75
Class C—7 a.m.-noon, 1-5 p.m., Mon.-Fri.						
270.00	189.00	162.00	135.00	108.00	54.00	27.00

Subject to frequency discounts.

CKNX-TV Wingham, Ont.

(Ch. 8)

Licensee: Radio Station CKNX Ltd., Wingham.
Studio: Carling Terrace. Transmitter: 4-mi. S. of Walkerton.
Telephone: 158. TWX No.: 4.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 36-kw visual, 19.5-kw aural. Antenna: 793-ft. above av. terrain, 650-ft. above ground, 1800-ft. above sea level, lat. 44° 05' 26", long. 81° 12' 26".

Network Service: CBC, CBS.

AM Affiliate: CKNX, 1-kw, 920 kc.

Ownership: W. T. Cruickshank, pres., 100%.

Began Operation: Nov. 18, 1955.

Represented (sales) by Canadian Station Representatives Ltd. (for US) and All-Canada Television.

Personnel:

W. T. Cruickshank, *president & general manager.*
G. W. Cruickshank, *station manager.*
Ross Hamilton, *sales manager.*
Don Hildebrand, *program director.*
John Strong, *news editor.*
Margaret Brophy, *women's editor.*
Ed Blake, *sports editor.*
Bob Carbert, *farm editor.*
Scott Reid, *chief engineer.*
Glen Scheifele, *transmitter engineer.*

DIGEST OF RATE CARD NO. 2 (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
\$235.00	\$141.00	\$94.00	\$82.25	\$70.00	\$50.00	\$30.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; noon-6 p.m., Sat.						
175.00	105.00	70.00	61.25	52.50	40.00	20.00
Class C—Sign-on-noon, 1-5 p.m., Mon.-Sat.						
140.00	84.00	56.00	50.00	42.00	30.00	15.00

Subject to frequency discounts.

CBWT Winnipeg, Man.

(Ch. 4)

Licensee: Canadian Bestg. Corp. (Prairie Region), Box 160, Winnipeg, Manitoba.

Studio & Transmitter: 541 Portage Ave. W.

Telephone: 742-541.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.2-kw visual, 33.7-kw aural. Antenna: 196-ft. above av. terrain, 203-ft. above ground, 964-ft. above sea level, lat. 49° 53' 25", long. 97° 09' 20".

Network Service: CBC.

AM Affiliate: CBW, 50-kw, 990 kc (CBC).

Began Operation: May 31, 1954.

Personnel:

J. R. Finlay, *director for prairie provinces.*
W. G. Carpentier, *director of TV.*
D. E. Cameron, *regional program director.*
B. D. McPherson, *CBWT program director.*
R. D. Cahoon, *regional engineer.*
H. C. Heywood, *TV technical director.*
R. L. Horley, *commercial representative.*
C. E. L'Ami, *supervisor press & information.*

DIGEST OF RATE CARD NO. 5—(July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$80.00*	\$40.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	90.00	60.00	30.00
Class C—All other times.						
240.00	144.00	96.00	84.00	72.00	48.00	24.00

* Class A (6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.). Class B (1-6 p.m., Sat.; 5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, Mon.-Sat.). Also has Class AA (7:30-10:30 p.m., Mon.-Sat.): Min. \$100, 8 Sec. \$60.
Note: No announcements scheduled on Sunday.
Subject to frequency discounts.

TV Station Ownership by Theatrical Interests

American Broadcasting-United Paramount Theatres Inc. See ABC Network).

Gene Autry—KOPO-TV, Tucson, Ariz. (KOPO), 48%; KOOL-TV, Phoenix (KOOL), 56.38%; also controls radio KMPC, Los Angeles and owns 50% of radio KSFO, San Francisco.

Harry & Elmer Balaban-Irwin—WTVO, Rockford, Ill., 50%; WICS, Springfield, Ill., 50%.

Ronald Colman—KEYT, Santa Barbara, 9.2%.

Consolidated Amusement Co. Ltd.—KGMB-TV, Honolulu (KGMB), 69%; also satellites KHBC-TV, Hilo (KHBC) & KMAU, Wailuku.

Sherrill Corwin (west coast)—KAKE-TV, Wichita (KAKE), 15%.

Bing Crosby—KFEQ-TV, St. Joseph, Mo. (KFEQ), 33½%.

Dubinsky Brothers Theatre Corp.—WTVO, Rockford, Ill., 50%.

Joseph H. Floyd-Edmund R. Rubin—KELO-TV, Sioux Falls, S.D. (KELO); satellite KDLO-TV, Florence, S.D.

Ray Zimmer (6% of Hass Flynn Theatres)—KCKT, Great Bend, Kan., 2%.

Kenneth R. Giddens and T. J. Rester Jr.—WKRK-TV, Mobile (WKRK), 20% & 10%, respectively.

Gran Theatre Interests—WREX-TV, Rockford, Ill., 32.57%.

Bob Hope—KOA-TV, Denver (KOA), 39%.

James Stacy—KVVG, Tulare, Cal., 100%.

Kallet Theatres—WKTU, Utica, N.Y. (WKAL).

Lathrop Co. (Midnight Sun Bestg. Co.)—KENI-TV, Anchorage (KENI); KFAR-TV, Fairbanks (KFAR) & operates Alaska radios KABI, Ketchikan & KJNO, Juneau.

Martin Theatres of Georgia—WJBF, Augusta, Ga., 35%; WDAK-TV, Columbus, Ga. (WDAK), 75%.

MGM (Loew's Inc.)—KTTV, Los Angeles, 25%; KMGH-TV, Minneapolis, 25%; holds option for 25% of KTVR, Denver.

Neighborhood Theatres Inc. (Thalheimer)—WRVA-TV, Richmond, Va., 16%.

Paramount Pictures Corp.—KTLA, Los Angeles.

RKO Teleradio Pictures Inc. (General Tire & Rubber subsidiary)—For stations, see Group-Owned Stations.

Stanley Warner Theatres—WTRI, Albany, N.Y.

Lowell Thomas—WCDA, Albany, N.Y. (WROW) & satellites WCDB, Hagaman, N.Y. & WMGT, Adams, Mass., 21.11%.

Walter M. Thomas-Margaret E. Garland—WARD-TV, Johnstown, Pa. (WARD).

Transcontinental Properties Inc. (Herbert Scheftel-Alfred G. Berger-Telenews)—WICS, Springfield, Ill., 50%.

Turner-Farrar Assn.—WSIL-TV, Harrisburg, Ill.

Video Independent Theatres Inc. (Henry S. Griffing)—KWTV, Oklahoma City, 12½%.

Wometco TV & Theatre Co. (Mitchell Wolfson)—WTVJ, Miami.

British Television Systems

(As of February 1, 1957)

BRITISH BROADCASTING CORP.—Broadcasting House, London W. 1. Telephone: Langham 4468. Television Centre, Wood Lane, London W. 12. Telephone: Shepherds Bush 8030. Operates 15 TV transmitters (locations, etc., page 290). Board of Governors of BBC: Rt. Hon. Sir Alexander Cadogan, chairman; Sir Philip Morris, vice-chancellor, Bristol University, vice-chairman; Rt. Hon. Earl of Balfour, national governor for Scotland; Rt. Hon. Lord Macdonald of Gwaenysgor, national governor for Wales; Rt. Hon. Sir Harry Mulholland, national governor for Northern Ireland; Sr. Edward Benthall, Mrs. Thelma Cazalet-Keir, Dame Florence Hancock, Rt. Hon. Lord Rochdale. Board of Management: Sir Ian Jacob, director-general; Hugh Carleton Greene, director of administration; Gerald C. Beadle, director of TV broadcasting; J. B. Clark, director of external broadcasting; Sir Harold Bishop, director of engineering; H. J. G. Grisewood, chief assistant to director-general; R. E. L. Wellington, director of sound broadcasting; Richard D. Marriott, chief asst. to director of sound broadcasting. Engineering Direction: R. T. B. Wynn, chief engineer; F. C. McLean, deputy chief engineer; W. P. Wilson, head of research dept.; A. R. A. Rendall, head of designs dept.; E. L. E. Pawley, head of eng. services. Television Executives: Cecil McGivern, deputy director of TV broadcasting; S. J. de Lotbiniere, controller TV programme services; Cecil Madden & Mrs. Mary Adams, assistants to the controller, TV programmes; Stuart G. Williams, controller of TV administration; M. J. L. Pulling, controller, television service, engineering; Mrs. J. H. Spicer, head of program planning; Ronald Waldman, head of light entertainment; Michael Barry, head of drama; Leonard Miall, head of talks; I. P. Salter, head of music programmes; O. P. E. Read, head of children's programmes; Peter Dimmock, head of outside broadcasts; Richard Levin, head of design; J. H. Mewett, head of films; Miss Doreen Stephens, editor, women's programmes; George Campey, press officer.

INDEPENDENT TELEVISION AUTHORITY—14, Princes Gate, London S.W.7. Telephone: Knightsbridge 5341. Controlling body for independent TV system transmitted from stations (owned and operated by the Authority) started in London Sept. 22, 1955; Birmingham Feb. 17, 1956; Manchester May 3, 1956; Yorkshire, Nov. 3, 1956, with these programme contractors; Associated-Rediffusion Ltd., to utilize London station. Mon. thru Fri.; Granada TV Network Ltd., Manchester and Yorkshire stations. Mon. thru Fri.; Associated TeleVision Ltd., Birmingham station, Mon. thru Fri., and London, Sat. & Sun.; Associated British Cinemas (Television) Ltd., Birmingham, Manchester & Yorkshire stations. Sat. & Sun.; Scottish Television Ltd., Central Scotland station, daily (to be opened end of Aug. 1957); T.W.W. Ltd., South Wales & West England station, Mon. thru Fri. (to be opened late fall 1957). Governing body: Sir Kenneth Clark, chairman; Sir Ronald Matthews, vice-chairman; Miss Dilys Powell, movie critic, *London Sunday Times*; Lt. Col. Arthur Chichester, chairman, Moygashel Textile Mills; Sir Henry Hinchliffe, director, Barclays Bank; Dr. T. J. Honeyman, director, Glasgow Art Gallery; G. B. Thorneycroft, member of Managing Board, British Travel & Holidays Association; Miss Diana Reader Harris, headmistress, Sherborne School for Girls; J. Alban Davies, former High Sheriff of Cardiganshire, member of Lloyds. Permanent Staff: Sir Robert Fraser, director-general; B. C. Sendall, deputy director-general; P. A. T. Bevan, chief engineer; A. W. Pragnell, secretary; J. D. R. Cuthbert, press relations.

United States Information Agency

1776 Pennsylvania Ave., N.W., Washington 25, D.C.

Republic 7-8340

Arthur Larson, *director*.
Abbott Washburn, *deputy director*.

BROADCASTING SERVICE (Voice of America)
330 Independence Ave., S.W. Republic 7-7500.

Robert E. Button, *director*.
Gordon Ewing, *deputy director*.
Lionel S. Mosely, *executive assistant*.

RADIO DEPT.: Barry Zorthian, radio mgr.; Robert Bauer, asst. radio mgr. (policy); Richard Erstein, asst. radio mgr. (programming); Daniel Morley, asst. radio mgr. (production); Philip B. Sarkins, asst. radio mgr. (technical).

TV DEPT.: Frederick (Ted) Long, TV mgr.; Allen Moore, deputy TV mgr.; [Vacancy], engineering mgr.; Edgar Martin, chief engineer.

John Doud, *facilities manager*.

BROADCAST ADVISORY COMMITTEE
1776 Pennsylvania Ave., N.W.

Joseph A. McDonald, NBC, acting chairman; Roger W. Clipp, WFIL-TV & WFIL, Philadelphia; Robert T. Colwell, J. Walter Thompson; Donley F. Fedderson, Educational TV & Radio Center; Raymond F. Guy, NBC; Jack W. Harris, KPRC-TV & KPRC, Houston; Henry P. Johnston, WAPI, WAFM & WABT, Birmingham; Ralph N. Harmon, Westinghouse Bcstg. Co.; Howard S. Meighan, CBS; J. R. Poppele, South Orange, N.J.

ITA Programme Contractors (British Commercial Broadcasters)

ASSOCIATED REDIFFUSION LTD., Television House, Kingsway, London W.C.2. Telephone: Holborn 7888. J. S. Wills, *chairman*; Stuart Maclean, *deputy chairman*; J. Clayton, Sir Edwin Herbert, R. A. Redhead, C. W. V. Truefitt, C. D. Wilson, directors. Paul Adorian, managing director; Capt. T. M. Brownrigg, gen. mgr.; R. T. Harris, deputy gen. mgr.; John McMillan, programme controller; O. C. D. Berry, business mgr.; D. P. S. Graham, controller of advertisement & publicity; J. S. Harrower, chief accountant; A. W. Grocock, secy.; Capt. B. J. Fisher, asst. gen. mgr.; E. D. Derington, asst. business mgr. Staff: F. Coven, personal advisor to gen. mgr.; Lloyd Williams, asst. controller of programs; Stephen McCormack, asst. controller of programs (planning); Michael Westmore, head of light entertainment; Kenneth Carter, senior producer, light entertainment; Peter Wills, mgr., light entertainment; Weston Drury, casting director; Norman Marshall, head of drama; Peter Cotes, drama producer; Leslie Mitchell, head of presentation; Barry Baker, head of children's programmes; K. Johnstone, head of sport; Comd. R. Eberett, mgr. Wembley Studios; Edwin Davis, head of contracts; Brian Begg, press officer; W. H. Cheevers, head of engineering.

ASSOCIATED TELEVISION LTD., Television House, Kingsway, London W.C.2. Telephone: Chancery 4488. Directors: Mr. Prince Littler, *chairman*; Norman Collins, *deputy chairman*; Val Parnell, *chief executive*; Lew Grade, J. A. L. Drummond, Lord Bessborough, Richard L. Meyer, Sir Robert Renwick, Bt., K.B.E., C. O. Stanley, C.B.E., E. S. Birk, H. K. Cudlipp. Staff: J. Barham, secy.; Patrick J. Henry, sales director; Suzanne Warner, press director; Bill Ward, productions controller; Keith Rogers, head of outside broadcasts. Producers and Directors: Bill Lyon-Shaw, Dickie Leeman, Peter Glover, John Irwin, Hugh Rennie, Antony Kearey, Reg. Watson, Fred Wilby, Gilbert Coventry, Albert Locke, Arthur Lane, Michael Redington, Stephen Wade, Cecil Petty, Anna Lett, Noele Gordon, Ned Sherrin, Stuart Latham, Quentin Lawrence, Bill Allenby, David Maln, Leonard Breet, Rex Firkin. Midlands Region: Herbert House, 71 Cornwall Street, Birmingham (Telephone, Central 5191) and Television Theatre, Aston Road North, Birmingham (Telephone, Aston Cross 3091). Philip Dorte, controller for Midlands Station.

GRANADA TV NETWORK, LTD, 36, Golden Square, London W.1. Telephone: Gerrard 3554. Board: Sidney L. Bernstein, *chairman*; Cecil G. Bernstein, Maurice King, Victor Peers, J. Warton, secy.; A. Anson, sales & adv. director; R. H. Hammans, chief engineer; Keith M. Hardy, mgr., sales promotion & research. Northern Region: TV Centre, Quay Street, Manchester (Deansgate 7211); Simon Kershaw, gen. mgr. (Manchester); Jim Phoenix, northern public relations; Jack Martin, production mgr.; L. Finlay, northern sales and advertising rep.

A.B.C. TELEVISION LTD., 142 Wardour Street, London W.1. Telephone: Gerrard 7808. Board: Sir Philip Warter, *chairman*; Dr. E. Fletcher, M.P.; Robert Clark; C. J. Latta; D. J. Goodlatte; W. Cartlidge; Howard Thomas (*managing director*). Executives: C. H. Summers, secy.; J. F. Davey, accountant; A. Carrington, chief of technical operations; R. Flavell, superintendent engineer; R. T. Rowson, network coordinator, head of press and presentation; Miss Marie Donaldson, London press officer; George A. Cooper, advertising controller; R. H. Norris, London sales mgr.; A. F. Jackman, production co-ordinator; S. E. Reynolds, senior producer; David Southwood, chief of outside broadcasts; Dennis Vance, drama supervisor. Midlands region: TV Theatre, Aston Cross, Birmingham (Telephone, Aston Cross 3091); Bernard Greenhead, general mgr. (Alpha TV Services, ABC & ATV); K. Bowen-Bravery, sales mgr. E. G. Harris, press & publicity; A. J. Parker, sales representative. Northern Region: TV Theatre, Didsbury, Manchester (Telephone, Didsbury 6561); G. R. Mitchell, gen. mgr.; D. S. Burry, sales mgr.; Clive Roylance, Manchester press & publicity; Tom Bentley, Yorkshire press & publicity.

SCOTTISH TELEVISION LTD., Theatre Royal, Glasgow. Directors: Roy Thomson, *chairman*; Sir Edward Stevenson, Charles N. McQueen, Lord Balfour, Iain Stewart; James M. Coltart, managing director; H. R. Purdy, programme director; Jack Hardie, press officer. Note: Mr. Thomson is publisher of *Edinburgh Scotsman* and *Dispatch* as well as *St. Petersburg (Fla.) Independent* and group of Canadian newspapers, and part owner of CKWS-TV, Kingston, Ont. and CHEX-TV, Peterborough, Ont.

T.W.W. LTD., 30, Bouverie St., London, E.C.4 (temporary). Telephone: Fleet Street 0304. Directors: Lord Derby, pres. & temporary chairman; Lord Cilecennin of Hereford (becomes chairman, March 1957); Herbert Agar, W. Emsley Carr, Alfred Francis, Sir Ifan ab Owen Edwards, Sidney Gilliat, Lt. Col. H. M. Llewellyn, Sir Alexander Maxwell, Sir Grismond Philipps; Mark Chapman-Walker, managing director.

INDEPENDENT TELEVISION NEWS CO., Television House, Kingsway, London W.C.2. Telephone: Holborn 7690. Geoffrey Cox, editor; Norman Dickson, gen. mgr.; T. Trall, secy.; Arthur Clifford, news editor; James Bredin, senior producer; John Cotter, film assignments manager.

Handy Directory of

TV STATIONS AND SETS IN FOREIGN COUNTRIES

Based on Best Available Information from U.S. & Foreign Govt. Agencies and from Equipment Manufacturers and Other Trade Sources

Including Stations on Air, Under Construction, Planned and Operating Experimentally and Estimates of Sets-in-Use as of Jan. 1, 1957
For Technical Transmission Standards and Channel Numbers, see p. 287

For U. S. Armed Forces TV Stations, see p. 291

Locations of Operating Stations Indicated by BOLD-FACE CAPITALS, Stations Not Yet on Air by LIGHT FACE

Algeria

(French standards)
Sets in use: 100

ALGIERS—Radiodiffusion-Télévision Française (Govt.), Ch. F-6. Transmitter 10 kw, ERP 50 kw. Started Dec. 1956.

Argentina

(Western European standards, U.S. channel frequencies)
Sets in use: 75,000
All stations commercial

BUENOS AIRES—LR3-TV, Radio Belgrano TV, Ch. 7. Transmitter 5 kw, ERP 40 kw. Started Sept. 1951.

BUENOS AIRES—LR1-TV, Radio El Mundo, Ch. 5. Transmitter 5 kw, ERP 50 kw. Planned.

BUENOS AIRES—LR4-TV, Radio Splendid, Ch. 3. Planned.

Australia

(Western European standards)
Sets in use: 27,000

MELBOURNE—GTV, General Television Corp. Pty. Ltd. (commercial), Ch. A-9 (V-196.25, A-201.75). Transmitter 9 kw, ERP 100 kw. Started Nov. 1956.

MELBOURNE—HSV, Herald-Sun Television Pty. Ltd. (commercial), Ch. A-7 (V-182.25, A-187.75). Transmitter 9 kw, ERP 100 kw. Started Nov. 1956.

MELBOURNE—ABV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Started Nov. 1956.

SYDNEY—ATN, Amalgamated Television Services (commercial), Ch. A-7 (V-182.25, A-187.75). Transmitter 9 kw, ERP 100 kw. Started Dec. 1956.

SYDNEY—TCN, Television Corp. Ltd. (commercial), Ch. A-9 (V-196.25, A-201.75). Transmitter 10 kw, ERP 100 kw. Started Sept. 1956.

SYDNEY—ABN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Started Nov. 1956.

Austria

(Western European standards)
Sets in use: 7000

All stations owned by Österreichischer Rundfunk (Govt.)

GRAZ (Schoeckl)—Ch. E-7. ERP 4 kw (60 planned). Started 1955.

LINZ (Freinberg)—Ch. E-6. ERP 300 watts (3 kw planned). Started 1955.

SALZBURG (Gaisberg)—Ch. E-8. ERP 2 kw (60 kw planned). Started 1955.

VIENNA (Kahlenberg)—Ch. E-5. Transmitter 100 watts, ERP 5 kw (60 kw planned). Started 1955.

JAUERLING—Ch. E-2. Transmitter 12 kw, ERP 60 kw. Planned for 1957.

KLAGENFURT—Ch. E-10. Transmitter 12 kw, ERP 60 kw. Planned for 1957.

PATSCHERKOFEL—Ch. E-4. Transmitter 12 kw, ERP 60 kw. Planned for 1957.

PFANDER—Ch. E-5. Transmitter 12 kw, ERP 60 kw. Planned 1957.

Belgium

(French standards in French districts, Western European standards [AM sound] in Flemish districts)
Sets in use: 125,000

All stations owned by Institut National Belge de Télévision (Govt.)
ANTWERP—Ch. E-2 (Western European standards). Transmitter 3 kw, ERP 6 kw. Started Nov. 1954.

BRUSSELS—Ch. E-8 (French standards). Transmitter 1 kw, ERP 2 kw. Started Oct. 1953.

BRUSSELS—Ch. E-10 (Western European standards). Transmitter 1 kw, ERP 2 kw. Started Oct. 1953.

LIEGE—Ch. E-3 (French standards). Transmitter 3 kw, ERP 6 kw. Started Nov. 1954.

BRAINE-LE-COMPTÉ—Ch. E-8 (French standards). Transmitter 25 kw, ERP 100 kw. Due early 1957.

MECHELEN—Ch. E-10 (Western European standards). Transmitter 25 kw, ERP 100 kw. Due early 1957.

NEUFCHATEAU—Ch. E-11 (French standards). Transmitter 6 kw, ERP 25 kw. Due early 1957.

TIELT—Ch. E-2 (Western European standards). Transmitter 25 kw, ERP 100 kw. Due early 1957.

Brazil

(Worldwide standards)
Sets in use: 500,000

BELO HORIZONTE—PRH6-TV, Radio Guarani (Emissoras Associadas, commercial), Ch. 4. Transmitter 5 kw, ERP 25 kw. Started 1955.

RIO DE JANEIRO—PRG3-TV, Radio Televisao Tupi (Emissoras Associadas, commercial), Ch. 6. Transmitter 5 kw, ERP 21.2 kw. Started Jan. 1951.

RIO DE JANEIRO—Radio Record TV (J. B. Amoral, commercial), Ch. 13. Started March 1955.

SAO PAULO—PRF3-TV, Radio Difusora de Sao Paulo (Emissoras Associadas, commercial), Ch. 3 (to shift to Ch. 4). Transmitter 5 kw, ERP 18.4 kw. Started Sept. 1950.

SAO PAULO—Radio Televisao Paulista (Helo Marmo, commercial), Ch. 5. Transmitter 5 kw, ERP 19.4 kw. Started March 1952.

SAO PAULO—PRB9-TV, Radio Record TV (J. B. Amoral, commercial), Ch. 7. Transmitter 10 kw, ERP 32 kw. Started Sept. 1953.

PORTO ALEGRE—Radio Televisao Tupi (Emissoras Associadas, commercial), Ch. 4. Planned.

RIO DE JANEIRO—PRA2-TV, Serviço de Radio Difusao Educativa (Govt. educational, non-commercial), Ch. 11. Planned.

RIO DE JANEIRO—PRD5-TV, Radio Televisao Roquete Pinto (city-owned educational, non-commercial), Ch. 2. ERP 25 kw. Planned.

RIO DE JANEIRO—PRA9-TV, Radio Mayrink Veiga (Victor Costa, educational), Ch. 7. Planned.

RIO DE JANEIRO—PRD8-TV, Sociedade Radio Emissoras Continental (commercial), Ch. 9. Planned.

RIO DE JANEIRO—PRE8-TV, Radio Nacional (Victor Costa, commercial), Ch. 4. Planned.

SAO PAULO—ZYR56-TV, Radio Excelstor (commercial), Ch. 9. Planned.

SAO PAULO—PRA6-TV, Radio Gazeta (Fundacao Caspar Libero, commercial), Ch. 2. Planned.

SAO PAULO—PRE4-TV, Radio Cultura a Voz de Espaco (Dirceu Fontoura, commercial), Ch. 11. Planned.

SAO PAULO—PRG9-TV, Radio Nacional de Sao Paulo (J. B. Ramos, commercial), Ch. 9. Planned.

SAO PAULO—PRH9-TV, Radio Bandelirantes (Ademar de Barros, commercial), Ch. 13. Transmitter 10 kw. Planned.

Bulgaria

(Eastern European standards)
Sets in use: 500

SOFIA—Govt., Ch. R-III. ERP 400 watts. Started 1955.

Canada

(Worldwide standards)
Sets in use: 2,450,000
(For stations, see pp. 275-283)

Colombia

(Worldwide standards)
Sets in use: 50,000

All stations owned by Televisora Nacional (Govt.)

BOGOTA—HJRN-TV, Ch. 8. Transmitter 1 kw, ERP 45 kw (directional). Started June 1954.

CALI—Ch. 7 (satellite). ERP 50 kw (directional). Started 1956.

CERRO GAULI—Ch. 11 (satellite). ERP 50 kw (directional). Started 1956.

CERRO MAJUI—Ch. 7 (satellite). ERP 500 kw (directional). Started 1956.

MANIZALES—Ch. 9 (satellite). ERP 100 kw (directional). Started July 1954.

MEDELLIN—Ch. 6 (satellite). ERP 300 kw (directional). Started 1955.

CARMEN DE BOLIVAR—Ch. 11. ERP 50 kw (directional). Planned.

LAS JURISDICCIONES—Ch. 4. ERP 500 kw (directional). Planned.

MONTERIA—Ch. 7. ERP 150 kw (directional). Planned.

MUNCHIQUE—Ch. 13. ERP 20 kw (directional). Planned.

NEIVA (Cerro Neiva)—Ch. 9. ERP 100 kw (directional). Planned.

PARAMO DE LA RUSIA—Ch. 9. ERP 50 kw (directional). Planned.

PASTO (Volcan de Galeras)—Ch. 2. ERP 50 kw (directional). Planned.

POPAYAN (Volcan de Puerce)—Ch. 11. ERP 50 kw (directional). Planned.

QUIBDO (El Carmen)—Ch. 13. ERP 25 kw (directional). Planned.

SANTA MARTA (Cerro Quemado)—Ch. 2. ERP 1000 kw (directional). Planned.

Cuba - France

Cuba

(Worldwide standards)

Sets in use: 275,000

All stations commercial

- CAMAGUEY—CMJL-TV**, Circuito CMQ, Ch. 6. Transmitter 10 kw, ERP 57.5 kw. (See CMQ-TV, Havana)
- CAMAGUEY—Telemundo**, Ch. 9. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)
- CAMAGUEY—Radiotelevision Nacional**, Ch. 4. Transmitter 5 kw, ERP 25 kw. (Satellite of CMUR-TV, Havana)
- JATIBONICO—Telemundo**, Ch. 12. Transmitter power 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)
- HAVANA—CMAB-TV**, Telemundo, Ch. 2. Ambar Motors Bldg., P & 23rd Sts., Vedado. Telephone: UO-8421. Headed by Amadeo Barletta, publisher of Havana *El Mundo*, dally, and Cuban distributor for Cadillac, Oldsmobile & Chevrolet. Dr. Luis H. deHita, sales mgr.; Jose Perez, program mgr.; Carlos M. Lechuga, film & news mgr.; Ventura Montez, technical director. Transmitter 10 kw, ERP 110 kw. Also operates 6 satellites. New York office: Ambar Corp., 1775 Broadway (John A. Chiesa).
- HAVANA—CMBF-TV**, Radio Universal, Ch. 7. Address: Radiocentro. Telephone: F-9911. Owned by operators of radio CMBF with Goar Mestre, Luis Augusto Mestre & Abel Mestre and other local interests as part owners. Benigno Nosti, v.p. & mgr.
- HAVANA—CMQ-TV**, Circuito CMQ, Ch. 6 (CMQ-TV & radio networks). Address: Radiocentro. Telephone: F-9911. Owned by Goar, Luis Augusto & Abel Mestre. Goar Mestre, pres.-gen. mgr.; Abel Mestre, chairman; Arturo Chabau, v.p., sales; Manuel Cores, v.p., programming; Rene Pulg, v.p., personnel; Raul Lopez Guiral, v.p., engineering. Transmitter 10 kw, ERP 100 kw. Operates 5-station network; holds CP for 2 more stations. New York office: Caribbean Networks, 200 W. 57th St. (A. M. Martinez).
- HAVANA—CM-TV**, Ch. 10. Ownership interlocks with CMAB-TV; operated by Telemundo, S.A. Address: Ambar Motors Bldg., P & 23rd Sts., Vedado. Carlos Ortiz de la Vega, pres.; Ventura Montes & Julio Fernandes, v.p.s. Began operation Dec. 1956.
- HAVANA—CMUR-TV**, Radiotelevision Nacional, Ch. 4. Address: Mazon & San Miguel. Telephone: UO-9366. Angel Canbo, pres.; Miguel Humara, v.p. (RCA distributor); Jose Ignacio Montaner, v.p. (co-owner, *Havana Informacion*, daily); Angel Barranco, v.p., engineering; Ramiro Gomez Kemp, v.p., programs; Miguel Angel Gutierrez, v.p., sales. Also operates 2 satellites, holds construction permits for 4 more. Transmitter 10 kw, ERP 100 kw. Represented by Young International Ltd., 477 Madison Ave., New York (Stephen A. Mann).
- MATANZAS—CMGQ-TV**, Circuito CMQ, Ch. 9. Transmitter 5 kw, ERP 14.4 kw. (See CMQ-TV, Havana)
- MATANZAS—Telemundo**, Ch. 11. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)
- SANTA CLARA—CMHQ-TV**, Circuito CMQ, Ch. 5. Transmitter 5 kw, ERP 25.6 kw. (See CMQ-TV, Havana)
- SANTA CLARA—Telemundo**, Ch. 8. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)
- SANTA CLARA—Radiotelevision Nacional**, Ch. 3. Transmitter 5 kw, ERP 28 kw. (Satellite of CMUR-TV, Havana)
- SANTIAGO DE CUBA—CMKU-TV**, Circuito CMQ, Ch. 2. Transmitter 5 kw, ERP 13.7 kw. (See CMQ-TV, Havana)
- SANTIAGO DE CUBA—Telemundo**, Ch. 7. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)
- VICTORIA DE LAS TUNAS—Telemundo**, Ch. 13. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)
- CIEGO DE AVILA—Circuito CMQ**, Ch. 7. Transmitter 500 watts, ERP 2.85 kw. Due mid-summer 1957. (See CMQ-TV, Havana)
- CIEGO DE AVILA—Television Nacional**, Ch. 2. Transmitter 500 watts, ERP 2.4 kw. Construction permit. (Satellite of CMUR-TV, Havana)
- HOLGUIN—Circuito CMQ**, Ch. 3. Transmitter 5 kw, ERP 14.4 kw. Due mid-summer 1957. (See CMQ-TV, Havana)
- HOLGUIN—Radiotelevision Nacional**, Ch. 8. Transmitter 500 watts, ERP 1.47 kw. Construction permit. (Satellite of CMUR-TV, Havana)
- MATANZAS—Radiotelevision Nacional**, Ch. 13. Transmitter 500 watts, ERP 2.7 kw. Construction permit. (Satellite of CMUR-TV, Havana)
- SANTIAGO DE CUBA—Radiotelevision Nacional**, Ch. 5. Transmitter 5 kw, ERP 14.3 kw. Construction permit. (Satellite of CMUR-TV, Havana)
- Czechoslovakia**
(Eastern European standards)
Sets in use: 70,300
- All stations owned by Ceskoslovensky Rozhlas (Govt.)
- BRATISLAVA—Ch. R-III**. ERP 12 kw. Started Nov. 1956.
- OSTRAVA—Ch. R-II**. ERP 12 kw. Started 1955.
- PRAGUE—Ch. R-II**. Transmitter 500 watts, ERP 5 kw. Started May 1953.
- EAST BOHEMIA—Ch. R-5**. ERP 10 kw. Planned 1958.
- NORTH BOHEMIA—Ch. R-7**. ERP 10 kw. Planned.
- SOUTH BOHEMIA—Ch. R-III**. ERP 10 kw. Planned 1960.
- WEST BOHEMIA—Ch. R-9**. ERP 10 kw. Planned 1960.
- CENTRAL MORAVIA—Ch. R-8**. ERP 10 kw. Planned 1958.
- CENTRAL SLOVAKIA—Ch. R-5**. ERP 10 kw. Planned 1959.
- EAST SLOVAKIA—Ch. R-5**. ERP 10 kw. Planned 1960.

Denmark

(Western European standards)

Sets in use: 40,000

All stations owned by Danish State Radio (Govt.)

- AARHUS—Ch. E-5**. Transmitter 2.5 kw, ERP 10 kw. Started May 1956.
- COPENHAGEN—Ch. E-4**. Transmitter 5 kw, ERP 10 kw. Started 1949.
- ODENSE (Fyn)—Ch. E-3**. Transmitter 5 kw, ERP 10 kw. Started Dec. 1955.
- AALBORG—Ch. E-8**. Transmitter 2.5 kw, ERP 10 kw. Planned 1958.
- NOESTVAD—Ch. E-6**. ERP 60 kw. Planned 1958.
- SKIVE—Ch. E-10**. ERP 60 kw. Planned 1958.
- SOENDERJYLLAND—Ch. E-7**. ERP 60 kw. Due April 1957.

Dominican Republic

(Worldwide standards)

Sets in use: 7000

- CIUDAD TRUJILLO—HIT-TV**, La Voz Dominicana (commercial), Ch. 4. Transmitter 5 kw, ERP 16 kw. Started Aug. 1952.
- SANTIAGO DE LOS CABALLEROS—La Voz Dominicana**, Ch. 4. Booster transmitter. Started 1956.

Egypt

(Western European standards)

CAIRO—Govt. Planned 1957.

El Salvador

(Worldwide standards)

Sets in use: 1000

- SAN SALVADOR—YSEB-TV**, Television Salvadorena, Ch. 6. Transmitter 500 watts. Started Sept. 1956.
- SAN SALVADOR—YSDF-TV**, La Voz del Tropico. Due Feb. 1957.
- SAN SALVADOR—YSU-TV**, Radio Television YSU. Planned.

Finland

(Western European standards)

Sets in use: 1500

- HELSINKI—TV Club of Helsinki**, Ch. E-9. Transmitter 40 watts. Started 1955 (experimental).
- TURKU—Turku TV Club**. Started 1956.
- HELSINKI—Finnish Radio Co. (Govt.)**, Ch. E-6. Transmitter 2-kw. Due Fall 1957.
- Note: 15 stations planned, 4 due by 1961.

France

(French standards)

Sets in use: 450,000

All stations owned by Radiodiffusion-Télévision Française (Govt.)

- BOURGES—Ch. F-9**. Transmitter 20 kw, ERP 200 kw. Started April 1956.
- CAEN (Mt. Pincon)—Ch. F-2**. Transmitter 20 kw, ERP 50 kw. Started July 1956.
- CANNES-NICE (Pic de l'Ours)—Ch. F-6**. Transmitter 1 kw, ERP 1 kw, ERP 10 kw. Started Dec. 1956.
- DIJON—Ch. F-10**. Transmitter 10 watts, ERP 50 watts. Started Nov. 1955.
- GRENOBLE—Ch. F-10**. Transmitter 50 watts, ERP 300 watts. Started Nov. 1955.
- LILLE—Ch. F-8A**. Transmitter 20 kw, ERP 200 kw. Started April 1950.
- LORRAINE (Luttange)—Ch. F-6**. Transmitter 10 kw, ERP 50 kw. Started Oct. 1956.
- LYON (Mt. Pilat)—Ch. F-12**. Transmitter 20 kw, ERP 200 kw. Started Dec. 1955.
- LYON-VILLE—Ch. F-5**. Transmitter 50 watts, ERP 100 watts. Started Oct. 1954.
- MARSEILLES—Ch. F-8**. Transmitter 20 kw, ERP 50 kw. Started Sept. 1954.
- MULHOUSE—Ch. F-8**. Transmitter 20 kw, ERP 200 kw. Started Jan. 1956.
- NANCY-VILLE—Ch. F-7**. Transmitter 50 watts, ERP 100 watts. Started May 1955.
- PARIS—Ch. F-8A**. Transmitter 20 kw, ERP 100 kw. Started Dec. 1949.
- REIMS—Ch. F-5**. Transmitter 60 watts, ERP 300 watts. Started late 1955.
- ROUEN—Ch. F-10**. Transmitter 10 kw, ERP 50 kw. Started Oct. 1956.
- STRASBOURG—Ch. F-5**. Transmitter 3.5 kw, ERP 20 kw. Started Sept. 1953.
- TOULON—Ch. F-11**. Transmitter 1 kw, ERP 10 kw. Started late 1956.
- AJACCIO—Ch. F-4**. Due late 1957 or 1958.
- AMIENS—Ch. F-11**. Transmitter 3 kw, ERP 30 kw. Due late 1957.
- BASTIA—Ch. F-4**. Due late 1957 or early 1958.
- BESANCON—Ch. F-4**. Due late 1957 or early 1958.
- BESANCON (local)—Ch. F-11**. Low power. Due early 1957.
- BORDEAUX—Ch. F-10**. Transmitter 10 kw, ERP 50 kw. Due Jan. 1957.
- CHERBOURG—Ch. F-12**. Transmitter 1 kw, ERP 5 kw. Due Feb. 1957.
- COGNAC—Ch. F-7**. Due late 1957 or 1958.
- DIJON (regional)—Ch. 10**. Medium power. Due early 1957.
- LE MANS-TOURS—Ch. F-12**. Due late 1957 or 1958.
- LIMOGES—Ch. F-2**. Due late 1957 or 1958.
- NANTES—Ch. F-4**. Low power. Due early 1957.

NORTH ALSACE—Ch. F-5. Due late 1957 or 1958.
 PIC DU MIDI—Ch. F-5. Due late 1957 or 1958.
 PUY-DE-DOME (Chermont-Ferrand)—Ch. F-6. Transmitter 20 kw. ERP 200 kw. Due late 1957 or 1958.
 RENNES—Ch. F-5. Lower power. Due early 1957.
 ST. ETIENNE—Ch. F-8. Lower power. Due early 1957.
 Note: Stations due in 1959 at Auxerre-Chaumont (Ch. F-2), Brest (Ch. F-8), Mezleres (Ch. F-8), Savoie-Jura (Ch. F-7), Tulle-Brive (Ch. F-11), Vannes (Ch. F-12), Verdun (Ch. F-12).

Germany (east)

(Eastern European standards)
 Sets in use: 100,000

All stations owned by Staatliches Rundfunk-Komitee (Govt.)
 BERLIN (Stadtmitte I)—Ch. R-9. Transmitter 3 kw. Started Dec. 1952.
 BERLIN (Stadtmitte II)—Started 1956.
 BERLIN (Grunau)—Ch. R-1. ERP 30 kw. Started 1955.
 BROCKEN (Harz Mt.)—Ch. R-4. Started June 1955.
 CHEMNITZ (Fichtelberg)—Ch. R-8. Started 1955 (experimental).
 DRESDEN—Ch. R-1. Transmitter 3 kw. Started June 1954.
 INSELSBERG—Ch. R-6. Started 1955.
 LEIPSIG—Ch. R-III. Transmitter 3 kw. Started 1955.
 ROSTOCK (Marlow)—Ch. R-2. Started 1955.

Germany (west)

(Western European standards)
 Sets in use: 700,000

AALEN—Süddeutscher Rundfunk (SDR), Ch. E-8. Transmitter 50 watts, ERP 400 watts. Started 1955.
 BADEN-BADEN—Südwestfunk (SWF), Ch. E-7. Transmitter 40 watts, ERP 640 watts. Started June 1954.
 BERLIN—Sender Freies Berlin (spot commercials), Ch. E-7. Transmitter 1 kw, ERP 3 kw. Started Nov. 1951.
 BIEDENKOPF—Hessischer Rundfunk (HR), Ch. E-5. Transmitter 50 watts, ERP 750 watts. Started 1955.
 BONN—Nord- und Westdeutscher Rundfunkverband (NWRV), Ch. E-5. Transmitter 40 watts, ERP 240 watts. Started June 1954.
 BREMEN-OLDENBURG—NWRV, Ch. E-2. ERP 100 kw. Started Sept. 1956.
 FELDBERG (Schwarzwald)—SWF, Ch. E-8. Transmitter 10 kw, ERP 100 kw. Started 1956.
 FLENSBURG—NWRV, Ch. E-4. Transmitter 1 kw, ERP 50 kw. Started Sept. 1956.
 FRANKFURT (Gr. Feldberg)—HR, Ch. E-8. Transmitter 10 kw, ERP 100 kw. Started June 1953.
 FREIBURG—SWF, Ch. E-7. Transmitter 40 watts, ERP 640 watts. Started June 1954.
 GRÜNTE (Allgäu)—Bayerischer Rundfunk (BR), Ch. E-2 (spot commercials). Transmitter 10 kw, ERP 100 kw. Started 1956.
 HAMBURG—NWRV, Ch. E-9. Transmitter 10 kw, ERP 92 kw. Started Dec. 1952.
 HANNOVER—NWRV, Ch. E-8. Transmitter 1 kw, ERP 5 kw. Started Dec. 1952.

HARZ (West)—NWRV, Ch. E-10. Transmitter 10 kw, ERP 100 kw. Started 1954.
 HOF (Ochsenkopf)—BR (spot commercials), Ch. E-5. Transmitter 1 kw, ERP 10 kw. Started March 1956.
 HOHER MEISSNER—HR, Ch. E-7. Transmitter 10 kw, ERP 100 kw. Started 1955.
 HORNISGRINDE—SWF, Ch. E-9. Transmitter 10 kw, ERP 100 kw. Started 1955.
 KAISERSLAUTERN—SWF, Ch. E-7. Transmitter 40 watts, ERP 640 watts. Started June 1954.
 KIEL—NWRV, Ch. E-11. Transmitter 1 kw, ERP 5 kw. Started 1955.
 KÖLN—NWRV, Ch. E-11. Transmitter 1 kw, ERP 5 kw. Started Dec. 1952.
 KOBLENZ—SWF, Ch. E-6. Transmitter 10 kw, ERP 70 kw. Started June 1954.
 KREUZBERG-RHON—BR (spot commercials), Ch. E-3. ERP 6 kw. Started 1956.
 LANGENBERG—NWRV, Ch. E-9. Transmitter 10 kw, ERP 92 kw. Started Sept. 1952.
 NÜRNBERG (Dillberg)—BR, Ch. E-6. Transmitter 10 kw, ERP 100 kw. Started 1955.
 RAICHBERG—SWF, Ch. E-4. Transmitter 10 kw, ERP 40 kw. Started 1955.
 SAARBRUCHEN—Telesaar (French standards, commercial), Ch. F-7. Transmitter 100 watts, ERP 200 watts. Started Oct. 1954.
 STUTTGART—SDR, Ch. E-11. Transmitter 10 kw, ERP 100 kw. Started Aug. 1954.
 TEUTOBERGER WALD—NWRV, Ch. E-11. Transmitter 1 kw, ERP 100 kw. Started 1955.
 TEUTOBERGER WALD—NWRV, UHF experimental, Transmitter 50 watts, ERP 400 watts.
 TRIER—SWF, Ch. E-6. Transmitter 40 watts, ERP 640 watts. Started June 1954.
 WEINBIET—SWF, Ch. E-10. Transmitter 1 kw, ERP 50 kw. Started June 1953.
 WENDELSTEIN (Munich)—BR (commercial), Ch. E-10. Transmitter 10 kw, ERP 100 kw. Started Nov. 1954.
 WÜRZBURG—BR (commercial), E-10, ERP 100 watts. Started 1956.
 ZWEIBRÜCKEN—SWF, Ch. E-7. Transmitter 40 watts, ERP 80 watts. Started June 1954.
 BRODJACKLRIEGEL—BR (commercial), Ch. E-7. Transmitter 10 kw, ERP 100 kw. Due 1957.
 HEIDE—NWRV, Ch. E-5. Transmitter 1 kw, ERP 10 kw. Due 1957.
 SAARBRUCHEN—SWF. Under construction.

Principal Television Systems of the World

Description Used in Foreign Station Directory	British	World-wide	Western Europe	Eastern Europe	French
Location of principal use	United Kingdom	Western Hemisphere, Far East	Western Europe	Soviet orbit	France & possessions
Number of lines per Picture	405	525	625	625	819
Video Bandwidth (mc)	3	4	5	6	10.4
Channel Width (mc)	5	6	7	8	14
Sound Carrier Relative to Vision Carrier (mc)	-3.5	+4.5	+5.5	+6.5	11.15*
Sound Carrier Relative to Edge of Channel (mc)	+25	-25	-25	-25	10*
Interlace	2/1	2/1	2/1	2/1	2/1
Line Frequency (cycles per sec.)	10,125	15,750	15,625	15,625	20,475
Field Frequency (cycles per sec.)	50	60	50	50	50
Picture Frequency (cycles per sec.)	25	30	25	25	25
Vision Modulation	+	-	-	-	+
Level of Black as Percentage of Peak Carrier	30	75	75	75	25
Sound Modulation	AM	FM	FM	FM	AM

* French standards invert the video and audio frequencies for certain channels.

Foreign Channel Frequencies

As Used in Foreign TV Station Directory

British Standards			French Standards		
Channel	Vision Carrier (mc)	Sound Carrier (mc)	Channel	Vision Carrier (mc)	Sound Carrier (mc)
B-1	45.00	41.50	F-1	46.00	42.00
B-2	51.75	48.25	F-2	52.40	41.25
B-3	56.75	53.25	F-3	56.15	67.75
B-4	61.75	58.25	F-4	65.55	54.40
B-5	66.75	63.25	F-5	164.00	175.15
B-6	179.75	176.25	F-6	173.40	162.25
B-7	184.75	181.25	F-7	177.15	188.30
B-8	189.75	186.25	F-8	185.25	174.10
B-9	194.75	191.25	F-8A	186.55	175.40
B-10	197.75	196.25	F-9	190.30	201.45
B-11	204.75	201.25	F-10	199.70	188.55
B-12	209.75	206.25	F-11	203.45	214.60
B-13	214.75	211.25	F-12	212.85	201.70
Western European Standards			Japanese Channels		
E-1	41.25	46.75	J-1	91.25	95.75
E-1A	42.25	46.75	J-2	97.25	101.75
E-2	48.25	53.75	J-3	103.25	107.75
E-2A	49.75	55.75	J-4	171.25	175.75
E-3	55.25	60.75	J-5	177.25	181.75
E-4	62.25	67.75	J-6	183.25	187.75
E-4A	82.25	87.75	Eastern European Standards		
E-5	175.25	180.75	R-I	41.75	48.25
E-6	182.25	187.25	R-II	49.75	56.25
E-7	189.25	194.75	R-III	59.25	65.75
E-7A	192.25	197.75	R-IV	77.25	83.75
E-8	196.25	201.75	R-1	145.25	151.75
E-8A	201.25	206.75	R-2	153.25	159.75
E-9	203.25	208.75	R-3	161.25	167.75
E-10	210.25	215.75	R-4	169.25	175.75
E-11	217.25	222.75	R-5	177.25	183.75
			R-6	185.25	191.75
			R-7	193.25	199.75
			R-8	201.25	207.75
			R-9	209.25	215.75

Guatemala-Luxembourg

Guatemala

(Worldwide standards)

Sets in use: 8500

- GUATEMALA CITY**—TG-BOL, Radio-TV Guatemala (Mario Bolanos, commercial), Ch. 3. Transmitter 10 kw, ERP 15.5 kw. Started May 1956.
- GUATEMALA CITY**—TGW-TV, Television Nacional de Guatemala (Govt., commercial), Ch. 3. Transmitter 100 watts, ERP 200 watts. Started 1955.

Hungary

(Eastern European standards)

Sets in use: 600

All stations owned by Magyar Radio (Govt.)

- BUDAPEST**—Ch. R-III. Transmitter 100 watts, ERP 1 kw. Started Jan. 1954.
- BUDAPEST**—Ch. R-II. ERP 30 kw. Planned May 1957.
- KORISHEGY**—Ch. R-5. ERP 5 kw. Planned July 1959.
- MISKOLC**—Ch. R-III. ERP 5 kw. Planned July 1958.

India

- BOMBAY**—All India Radio (Govt.). Transmitter 5 kw. Planned 1958.

Iraq

(Western European standards)

Sets in use: 600

- BAGHDAD**—Minister of Interior (Govt.), Ch. E-8. Transmitter 250 watts, ERP 500 watts. Started May 1956.

Italy

(Western European standards)

Sets in use: 500,000

All stations owned by Radiotelevisione Italiana (Govt.-granted monopoly); limited commercial operation began Feb. 3

MAIN TV CENTERS

- GAMBARIE** (Reggio)—Ch. E-5. Transmitter 5 kw. Started Dec. 1956.
- MILANO**—Ch. E-8A. Transmitter 7.5 kw. Started April 1951.
- MONTE ARGENTARIO**—Ch. E-6. Transmitter 5 kw. Started Dec. 1956.
- MONTE CACCIA** (Bari)—Ch. E-3. Transmitter 1 kw. Started late 1956.
- MONTE FAITO** (Napoli)—Ch. E-4. ERP 34 kw. Started 1955.
- MONTE NERONE**—Ch. E-3. Transmitter 5 kw. Started Dec. 1956.
- MONTE PEGLIA**—Ch. E-10. Transmitter 2.5 kw, ERP 15 kw. Started June 1954.
- MONTE PELLEGRINO** (Palermo)—Ch. E-10. Transmitter 500 watts. Started Dec. 1956.
- MONTE PENICE**—Ch. E-4. Transmitter 10 kw, ERP 100 kw. Started May 1953.
- MONTE SAMBUCCO** (Foggia)—Ch. E-10. Transmitter 250 watts. Started Dec. 1956.
- MONTE SCURO**—Ch. E-8A. Transmitter 250 watts. Started June 1956.
- MONTE SERRA** (Livorno)—Ch. E-5. Transmitter 7.5 kw, ERP 121 kw. Started June 1954.
- MONTE VENDA** (Venezia)—Ch. E-5. Transmitter 5 kw, ERP 162 kw. Started June 1954.
- PORTOFINO** (Genova)—Ch. E-10. Transmitter 5 kw, ERP 70 kw. Started Sept. 1953.
- PUNTA BADDE URBARA** (Sardinia)—Ch. E-5. Transmitter 200 watts. Started Dec. 1956.
- ROMA** (Mt. Mario)—Ch. E-8A. Transmitter 7.5 kw, ERP 108 kw. Started Jan. 1954.
- TORINO**—Ch. E-4A. Transmitter 5 kw, ERP 162 kw. Started June 1954.
- MONTE LAURO**—Ch. E-5. Transmitter 7.5 kw. Due 1957.
- ORIMINI** (Tranto)—Ch. E-8A. Transmitter 7.5 kw. Due 1957.

SECONDARY TV CENTERS

- MONTE CONERO** (Ancona)—Ch. E-6. Transmitter 250 watts. Started Dec. 1956.
- MONTE FAVONE**—Ch. E-10. Transmitter 50 watts. Started late 1956.
- MONTE LIMBARA** (Sardinia)—Ch. E-10. Transmitter 250 watts. Started Dec. 1956.
- MONTE SERPEDDI** (Sardinia)—Ch. E-8A. Started Dec. 1956.
- MONTE SORO** (Sicily)—Ch. E-6. Transmitter 250 watts. Started Dec. 1956.
- MONTE VERGINE** (Benevento)—Ch. E-5. Transmitter 250 watts. Started Dec. 1956.

Note: 10 additional secondary centers planned for 1957.

AUTOMATIC SATELLITES

(ERP about 50 watts)

- AOSTA**—Ch. E-5. Started 1956.
- ASIAGO**—Ch. E-7A. Started Dec. 1956.
- BELLAGIO** (Lago di Como)—Ch. E-5. Started early 1956.

- BOLZANO**—Ch. E-5. Started early 1956.
- CAMPO IMPERATORE** (Aquila)—Ch. E-5. Started early 1956.
- CARRARA**—Ch. E-8A. Started 1956.
- CATANZARO**—Ch. E-7A. Started Dec. 1956.
- COL VISENTIN** (Belluno)—Ch. E-10. Started early 1956.
- COMO**—Ch. E-10. Started late 1956.
- CORTINA D'AMPEZZO**—Ch. E-5. Started 1956.
- FIUGGI**—Ch. E-5. Started Dec. 1956.
- GARFAGNANA**—Ch. E-8A. Started early 1956.
- GENOVA-POLCEVERA**—Ch. E-5. Started early 1956.
- GENOVA-RIGHI**—Ch. E-4. Started early 1956.
- GORIZIA**—Ch. E-6. Started Dec. 1956.
- LAGONEGRO**—Ch. E-10. Started late 1956.
- LUNIGIANA** (Pontremoli)—Ch. E-8A. Started late 1956.
- MASSA**—Ch. E-10. Started late 1956.
- MIONE**—Ch. E-5. Started Dec. 1956.
- MONTE CREO**—Ch. E-10. Started Dec. 1956.
- MUGELLO** (Borgo)—Ch. E-10. Started late 1956.
- PAGANELLA** (Trento)—Ch. E-8A. Started 1955.
- PESCARA**—Ch. E-7A. Started 1956.
- PLATEAU ROSA** (Cervinia)—Ch. E-10. Started late 1956.
- PLOSE**—Ch. E-6. Started late 1956.
- POIRA**—Ch. E-8A. Started Dec. 1956.
- POTENZA**—Ch. E-10. Started 1956.
- PREMENO**—Ch. E-5. Started late 1956.
- ROVERETO**—Ch. E-6. Started 1956.
- SAN CERBONE**—Ch. E-8A. Started 1956.
- SAN MARCELLO PISTOIESE** (Pistoia)—Ch. E-10. Started 1956.
- SAN PELLEGRINO**—Ch. E-5. Started Dec. 1956.
- SANREMO**—Ch. E-4. Started 1956.
- SASSARI**—Ch. E-6. Started Dec. 1956.
- SESTRIERE**—Ch. E-8A. Started Dec. 1956.
- SONDRIO**—Ch. E-5. Started Dec. 1956.
- SPOLETO**—Ch. E-7A. Started 1956.
- STAZZONA**—Ch. E-6. Started Dec. 1956.
- TERMINILLO**—Ch. E-4. Started 1956.
- TRIESTE**—Ch. E-8A. Started 1955.
- VILLAR PEROSA**—Ch. E-10. Started 1956.

Japan

(Worldwide standards)

(Sets in use: 450,000)

- FUKUOKA**—JOLK-TV, Broadcasting Corp. of Japan (NHK, Govt.), Ch. J-3. Transmitter 10 kw. Started April 1956.
- HIROSHIMA**—JOFK-TV, NHK, Ch. J-3. Transmitter 5 kw. Started 1956.
- NAGOYA**—JOCK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 57 kw. Started 1953.
- NAGOYA**—JOAR-TV, Chu bu Nippon Bestg. Corp. (commercial), Ch. J-5. Transmitter 10 kw, ERP 92 kw. Started Dec. 1956.
- OSAKA**—JOBK-TV, NHK, Ch. J-4. Transmitter 10 kw, ERP 62 kw. Started April 1954.
- OSAKA**—JOBX-TV, Osaka TV Bestg. Corp. (commercial), Ch. J-6. Transmitter 10 kw, ERP 63 kw. Started Dec. 1956.
- SENDAI**—JOHK-TV, NHK, Ch. J-3. Transmitter 5 kw. Started April 1956.
- TOKYO**—JOAK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 63 kw. Started Feb. 1953.
- TOKYO**—JOAX-TV, Nippon TV Network Corp. (commercial), Ch. J-4. Transmitter 10 kw, ERP 100 kw. Started Aug. 1953.
- TOKYO**—JOKR-TV, Radio Toyko (commercial), Ch. J-6. Transmitter 10 kw, ERP 100 kw. Started April 1955.
- HAKODATE**—JOVK-TV, NHK. ERP 780 watts. Due April 1957.
- KAGOSHIMA**—JOHG-TV, NHK. Due 1957.
- KOKURA**—JOSK-TV, NHK. ERP 6.6 kw. Due April 1957.
- KUMAMOTO**—JOGK-TV, NHK. Due 1957.
- MATSUYAMA**—JOZK-TV, NHK. ERP 7 kw. Due April 1957.
- OKAYAMA**—JOKK-TV, NHK. ERP 32 kw. Due April 1957.
- OSAKA**—JOOR-TV, New Japan Bestg. Co. (commercial). ERP 100 kw. Planned.
- SAPPORO**—JOIK-TV, NHK. ERP 38.9 kw. Due April 1957.
- SHIZUOKA**—JOPK-TV, NHK. ERP 6.4 kw. Due April 1957.
- TOKYO**—JOLF-TV, Nippon Bestg. System (commercial). Planned for 1957.

Korea

(Worldwide standards)

Sets in use: 300

- SOEUL**—HLKZ-TV, Korcad Corp. (Joseph Miller, commercial), Ch. 9. Transmitter 100 watts, ERP 250 watts. Started May 1956.
- SOEUL**—Chang Hang Pyunghwa Shinnum (newspaper, commercial). ERP 12 kw. Under construction.

Lebanon

(Worldwide standards)

- BEIRUT**—Ministry of Education (Govt.). Due 1957.

Luxembourg

(French standards)

Sets in use: 1000

- LUXEMBOURG**—Compagnie Luxembourgoise de Telediffusion (Tele-Luxembourg, commercial), Ch. E-7. Transmitter 3 kw, ERP 30 kw. Started Jan. 1955.

Mexico

(Worldwide standards)
Sets in use: 250,000

All stations privately-owned, commercial

JUAREZ, Chihuahua—XEJ-TV, Television de la Frontera, Ch. 5. Box 442, El Paso, Tex. Telephone: 3-7240. Owner, Pedro Meneses Hoyos. ERP 3.65 kw.

MEXICO CITY, D.F.—XEW-TV, Cadena Radidifusora Mexicana, Ch. 2, Edificio Televisión, Avenida Chapultepec 18, Telephone: 18-50-20. Owned & operated by Telesistema Mexicana S.A. Officers & principal stockholders: Emilio Azcarraga Sr., pres. & gen. mgr. (owner of theatres & radio stations); Romulo O'Farrill Sr., exec. v.p. (industrialist and publisher of *Mexico City Novedades* and *News*); Romulo O'Farrill Jr., co.-mgr.; Emilio Azcarraga Jr., co.-mgr.; Fernando Diez Barroso, treas. Operations: Miguel Pereyra, chief engineer; Ernesto Barrientos, commercial mgr.; Luis de Llano, production mgr.; Antonio R. Cabrera, administrative mgr.; Carlos Cabello, traffic mgr. Transmitter 5 kw, 3-gain antenna.

MEXICO CITY, D.F.—XHGG-TV, Television Gonzalez Camarena, Ch. 5. Same address & ownership as XEW-TV. Operated by Gonzalez Camarena. Transmitter 5 kw, 6-gain antenna.

MEXICO CITY, D.F.—XHTV, Television de Mexico, Ch. 4. Same address & ownership as XEW-TV. Transmitter 5 kw, 3-gain antenna.

MONTERREY, Nuevo Leon—XHNL-TV, Televisora del Norte, Ch. 10. 5 de Mayo Oriente 110. Subsidiary of Telesistema Mexicana. Mario Quintanilla, mgr.

PASO DE CORTES (Altzomoni)—XEQ-TV, Radio Panamericana, Ch. 9. Same address & ownership as XEW-TV, Mexico City. Relays XEW-TV programs from 13,405-ft. Cortez Pass. Transmitter 5 kw, 6-gain antenna.

PASO DE CORTES (Altzomoni)—XEX-TV, Television Paso de Cortes, Ch. 7. Same address & ownership as XEW-TV, Mexico City. Relays XHTV programs from Cortez Pass. Transmitter 7.5 kw, 3-gain antenna.

QUERETARO, Queretaro—XEZ-TV, Televisora del Centro, Ch. 3. Same address & ownership as XEW-TV, Mexico City. Transmitter atop Mt. Zamorano (El Pinal del Zamorano) relays programs from Paso de Cortes stations. Transmitter 10 kw.

TIJUANA, Baja California—XETV, Radio-Television, Ch. 6. Business address: 4233 Park Blvd., San Diego, Cal. Telephone: Woodcrest 5-3345. Owned by George I. Rivera (radio XEAC, Tijuana) with Emilio Azcarraga. Alexander Nervo, mgr. Represented in U.S. by Weed TV.

CHIHUAHUA, Chihuahua—Television de Chihuahua, Ch. 10 (affiliated with Telesistema Mexicana). Transmitter 50 watts, 4-gain antenna. Scheduled to start early 1957.

MEXICALI, Baja California—Television de Mexicali, Ch. 3 (affiliated with Telesistema Mexicana). Transmitter 50 watts, 4-gain antenna. Under construction.

MONTERREY, Nuevo Leon—Cadena Televisora del Norte, Ch. 2. Transmitter 5 kw, 3-gain antenna. Planned.

TIJUANA, Baja California—Television de Calimex, Ch. 12 (affiliated with Telesistema Mexicana). Transmitter 5 kw, 6-gain antenna. Under construction.

TORREON, Coahuila—Television de Torreón, Ch. 4 (affiliated with Telesistema Mexicana). Transmitter 1 kw, 3-gain antenna. Scheduled to start early 1957.

Monaco

(French standards)
Sets in use: 2000

MONTE CARLO—TMC, Tele Monte-Carlo (commercial), Ch. F-10. Transmitter 5 kw, ERP 50 kw. Started Nov. 1954.

Morocco

(French standards)
Sets in use: 5000

Both stations intermittent; owned by Compagnie Marocaine de Radio-Television (Telma, commercial)

CASABLANCA—Ch. F-12. Transmitter 3 kw, ERP 20 kw. Started Feb. 1954.

RABAT—Ch. F-8A. Transmitter 3 kw, ERP 20 kw. Started Sept. 1954.

Netherlands

(Western European standards)
Sets in use: 100,000

EINDHOVEN—Philips Ltd., Ch. E-5, ERP 5 kw. Experimental. Started 1951.

EINDHOVEN—Philips Ltd., Ch. E-6, ERP 100 watts. Experimental (color). Started 1954.

LOPIK (Amsterdam)—Nederlandse Televisie Stichting (NTS, Govt.-private), Ch. E-4. Transmitter 5 kw, ERP 20 kw. Started Oct. 1951.

APPELSCHA—NTS, Ch. E-6. Transmitter 5 kw, ERP 50 kw. Planned for 1957.

GOES—NTS, Ch. E-7. Transmitter 500 watts, ERP 10 kw. Planned for 1957.

MARKELO—NTS, Ch. E-7 (satellite). ERP 30 kw. Due 1957.

ROERMOND—NTS, Ch. E-7 (satellite). ERP 50 kw. Due 1957.

Nicaragua

(Worldwide standards)
Sets: 300

MANAGUA—YN-TV, Television de Nicaragua, Ch. 8. ERP 100 watts. Started Aug. 1956, left air Oct. 1956; plans now indefinite.

Mexico-Thailand

Norway

(Western European standards)
Sets in use: 300

OSLO—Norsk Rikskringkasting (Govt.), Ch. E-4 (experimental). Transmitter 500 watts, ERP 1.3 kw. Started Jan. 1954.

Panama

Sets in use: 2000

(Viewers tune to U.S. Armed Forces stations, Canal Zone)
COLON—Ch. 6 & 8, (commercial). Construction permits.
PANAMA CITY—2 & 4 (commercial). Construction permits.

Peru

(Worldwide standards)

LIMA—Radio Nacional (Govt.). Planned for 1957.

Philippines

(Worldwide standards)

Sets in use: 10,000

MANILA—DZAG-TV, Bolinao Electronics Corp. (commercial), Ch. 3. Transmitter 2 kw, ERP 7.36 kw. Started Sept. 1953.

MANILA—Metropolitan Bestg. Co. (commercial), Ch. 9. Transmitter 2 kw, ERP 12.4 kw. Plans now indefinite.

Poland

(Eastern European standards)

Sets in use: 6000

All stations owned by Polskie Radio (Govt.)

LODZ—Ch. R-5. ERP 3.5 kw. Started 1956.

WARSAW—Ch. R-III. Transmitter 1.1 kw, ERP 7 kw. Started July 1954.

GDANSK—Under construction.

KRAKOW—Ch. R-6. ERP 8 kw. Planned for 1959.

POSNAN—Ch. R-5. ERP 8 kw. Planned for 1957.

STALINOGRAD—Ch. R-7. ERP 8 kw. Planned for 1957.

Portugal

(Western European standards)

Sets in use: 300

All stations owned by Radiotelevisao Portuguesa (Govt.-private), commercial

LISBON (Serra Monsanto)—Ch. E-7. ERP 10 kw. Started Sept. 1956.

COIMBRA (Monte de Virgen)—Ch. E-1A. ERP 10 kw. Due 1957.

OPORTO—Ch. E-3. ERP 10 kw. Due 1957.

Rumania

(Eastern European standards)

Sets in use: 500

BUCHAREST—Radiodifuziunea Romina (Govt.), Ch. R-2. ERP 1.5 kw. Started 1955.

Spain

(Western European standards)

Sets in use: 3000

All stations owned by Radio Nacional de Espana (Govt.)

MADRID—Ch. E-3. ERP 2 kw. Started 1951; programming 1956.

BARCELONA—Ch. E-2. ERP 1.5 kw. Due spring 1957.

Sweden

(Western European standards)

Sets in use: 14,000

All stations owned by A. B. Radiotjänst (Govt.)

GOTEBORG—Ch. E-9. ERP 1.5 kw. Started Oct. 1955.

MALMO—Experimental. Started Dec. 1955.

STOCKHOLM—Ch. E-4. ERP 60 kw. Started 1951.

Switzerland

(Western European standards)

Sets in use: 19,500

All stations owned by Swiss General Post Office (Govt.)

BASEL (St. Crischna)—Ch. E-10. Transmitter 1.6 kw, ERP 10 kw. Started 1955.

BERNE (Bantiger)—Ch. E-2. Transmitter 6 kw, ERP 30 kw. Started 1955.

GENEVA (Dole)—Ch. E-4. Transmitter 8 kw, ERP 100 kw. Started Dec. 1954.

ZURICH (Uetliberg)—Ch. E-3. Transmitter 5 kw, ERP 25 kw. Started Aug. 1953.

MONTE CENERI—Ch. E-5. ERP 5 kw. Due 1957.

MONTE SAN SALVATORE—Ch. E-10. ERP 3 kw. Due 1957.

SAENTIS—Ch. E-7. ERP 100 kw. Due 1957.

Thailand

(Worldwide standards)

Sets in use: 7300

BANGKOK—HSI-TV, Thai Television Co. (commercial), Ch. 4. Transmitter 10 kw, ERP 30 kw. Started June 1955.

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Name

Address

City State TF

Tunisia

(French standards)

TUNIS—Radiodiffusion-Television Francaise, Ch. F-12. Transmitter 3 kw, ERP 20 kw. Due 1957.

Turkey

(Western European standards)

Sets in use: 100

ISTANBUL—Teknik Universite, Ch. E-4 (experimental). Transmitter 100 watts.

United Kingdom

(British standards)

Sets in use: 6,540,000

British Broadcasting Corp. (BBC) stations are govt.-owned & operated (noncommercial)

Independent Television Authority (ITA) stations are govt.-owned, privately programmed (commercial)

ABERDEEN (Meldrum)—BBC, Ch. B-4. Transmitter 5 kw, ERP 4-17 kw (directional). Started Oct. 1955.

BELFAST (Divis)—BBC, Ch. B-1. Transmitter 5 kw, ERP 12 kw. Started July 1955.

BIRMINGHAM (Sutton Coldfield)—BBC, Ch. B-4. Transmitter 50 kw, ERP 100 kw. Started Dec. 1949.

BRIGHTON (Truleigh Hill)—BBC, Ch. B-2. Transmitter & ERP 100 watts (temporary). Started May 1953.

CARDIFF (Wenvoe)—BBC, Ch. B-5. Transmitter 50 kw, ERP 100 kw. Started Aug. 1952.

CARLISLE (Sandale)—BBC, Ch. B-4. Transmitter 5 kw, ERP 16 kw. Started Nov. 1956 (low power).

CENTRAL SCOTLAND (Kirk O'Shotts)—BBC, Ch. B-3. Transmitter 50 kw, ERP 100 kw. Started March 1952.

CHANNEL ISLES (Les Platons, Jersey)—BBC, Ch. B-4. Transmitter 500 watts, ERP 1 kw. Started Oct. 1955.

ISLE OF MAN (Douglas)—BBC, Ch. B-5. Transmitter & ERP 250 watts. Started Dec. 1953.

ISLE OF WIGHT (Rowridge)—BBC, Ch. B-3. Transmitter 5 kw, ERP 1-32 kw (directional). Started Nov. 1954.

LANCASHIRE (Winter Hill)—ITA, Ch. B-9. Transmitter 10 kw, ERP 100 kw. Started May 1956.

LONDON (Crystal Palace)—BBC, Ch. B-1. Transmitter 30 kw, ERP 120 kw. Started Nov. 1936.

LONDON (Croydon)—ITA, Ch. B-9. Transmitter 10 kw, ERP 120 kw. Started Sept. 1955.

MANCHESTER (Holme Moss)—BBC, Ch. B-2. Transmitter 50 kw, ERP 100 kw. Started Oct. 1951.

MIDLANDS (Lichfield)—ITA, Ch. B-8. Transmitter 20 kw, ERP 200 kw. Started Feb. 1956.

NEWCASTLE (Pontop Pike)—BBC, Ch. B-5. Transmitter 5 kw, ERP 12 kw. Started May 1953.

NORWICH (Tacolneston)—BBC, Ch. B-3. Transmitter 5 kw, ERP 1-10 kw (directional). Started Feb. 1955.

PLYMOUTH (N. Hessay Tor)—BBC, Ch. B-2. Transmitter 5 kw, ERP 1-15 kw (directional). Started Dec. 1954.

YORKSHIRE (Emley Moor)—ITA, Ch. B-10. Transmitter 10 kw, ERP 200 kw. Started Nov. 1956.

CENTRAL SCOTLAND (Blackhill)—ITA, Ch. 10. Transmitter 20 kw. Due Aug. 1957.

DOVER—BBC, Ch. B-2. Transmitter 500 watts. Due 1957 or 1958.

INVERNESS (Rosemarkle)—BBC, Ch. B-2. Transmitter 500 watts, ERP 1 kw. Due early 1957.

LONDONDERRY (Sheriffs Mt.)—BBC, Ch. B-2. Transmitter 500 watts, ERP 1 kw. Due 1957.

SOUTH WALES & WEST (St. Hilary)—ITA. Due late fall 1957.

WEST WALES (Blaen Plwy)—BBC, Ch. B-3. Transmitter 500 watts, ERP 1 kw. Due spring 1957.

Uruguay

(Worldwide standards)

Sets in use: 1000

MONTEVIDEO—Sociedad Anonima Emisoras de Television Y Anexos (SAETA, commercial), Ch. 10. Transmitter 350 watts. Started Dec. 1956.

MONTEVIDEO—Servicio Oficial de Difusion Radio Electrica (SODRE, Govt.), Ch. 5. Transmitter 5 kw, ERP 32.5 kw. Due early 1957.

► Television Digest

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USSR

(Eastern European standards)
Sets in use: 1,300,000

All non-amateur stations owned by Govt. agencies

DNIEPROPETROVSK—Started 1956.
GORKY—Started 1955.
IZHEVSK—Started Nov. 1956.
KALININ—Transmitter 2 kw. Started 1954.
KAZAN—Experimental.
KHABAROVSK—Amateur station. Started Sept. 1956.
KHARKOV—Ch. R-III. Transmitter 5 kw. Started 1951.
KIEV—Ch. R-IV. Transmitter 5 kw. Started 1952.
LAPTEVO—Started 1956.
LENINGRAD—Ch. R-III. ERP 20 kw. Started 1946.
MINSK—Started 1956.
MOSCOW—Ch. R-II. Transmitter 15 kw. ERP 40 kw. Started 1946.
MOSCOW—Ch. R-IV. Started 1956.
ODESSA—Ch. R-II. Transmitter 500 watts.
OMSK—Started 1955.
RIGA—Ch. R-III. Started 1954.
RYAZAN—Satellite. Started Nov. 1956.
SARATOV—Experimental.
SERPUKHOV—Started 1956.
SUMY—Started 1955.
SVERDLOVSK—Started Oct. 1955.
TALLIN—Ch. R-III. Started July 1955.
TASHIKENT—Started Nov. 1956.
TBILISI—Experimental. Started Dec. 1956.
TOMSK—Started 1955.
TULA—Started 1956.
VINNIPIA—Started 1955.
VLADIMIR—Started 1956.
VLADIVOSTOK—Experimental.
YAROSLAVL—Started 1955.
YEREVAN—Started Nov. 1956.

Venezuela

(Worldwide standards)
Sets in use: 100,000

CARACAS—YVKA-TV, Televisora Nacional (Govt.), Ch. 5. Transmitter 10 kw, ERP 37.2 kw. Started Nov. 1952.
CARACAS—YVLV-TV, Televisa Venezolana (commercial), Ch. 4. Transmitter 5 kw, ERP 15 kw. Started May 1953.
CARACAS—YVKS-TV, Radio Caracas TV (commercial), Ch. 2. Transmitter 10 kw, ERP 62.6 kw. Started Sept. 1953.
CORO—Satellite, Radio Caracas TV (commercial), Ch. 10. Transmitter 10 kw, ERP 330 kw. Started May 1956.
LA GUAIRA—Satellite, Televisa Venezolana (commercial), Ch. 7. Transmitter 100 watts, ERP 250 watts. Started June 1956.
MARACAIBO—Ondas de Lago TV (commercial), Ch. 13. Transmitter 2 kw, ERP 12 kw. Started Dec. 1956.
MARACAIBO—Satellite, Radio Caracas TV (commercial), Ch. 2. Transmitter 6 kw, ERP 500 kw. Started Dec. 1956.
MARACAIBO—Televisa Venezolana (commercial), Ch. 9. Started May 1956.
VELENCIA-MARACAY—Satellite, Radio Caracas TV (commercial), Ch. 7. Transmitter 2 kw, ERP 13 kw. Started 1956.
CARACAS—Radio Continente (commercial). Planned.
CORO—Televisa Venezolana (commercial), Ch. 8. Planned.

Yugoslavia

(Western European standards)
Sets in use: 4000

All stations owned by Govt.
BELGRADE—YZO, Radiodifusion Yougoslave, Ch. E-2. Transmitter 5 kw. Started 1955.
ZAGREB—YZO-3, Radio Televizija Zagreb, Ch. E-4. Transmitter 50 watts. Started May 1956.
LJUBLJANA—YZO-2, Radiodifusion Yougoslave, Ch. E-5. Transmitter 5 kw. Planned.

Table of Foreign TV Stations and Sets

Country	Stations	Sets	Country	Stations	Sets
Algiers	1	100	Morocco	2	5,000
Argentina	1	75,000	Netherlands	3	100,000
Australia	6	27,000	Nicaragua ¹	—	300
Austria	4	7,000	Norway	1	300
Belgium	4	125,000	Panama ²	—	2,000
Brazil	6	500,000	Philippines	1	10,000
Bulgaria	1	500	Poland	2	6,000
Canada	37	2,450,000	Portugal	1	300
Colombia	6	50,000	Rumania	1	500
Cuba	17	275,000	Spain	1	3,000
Czechoslovakia	3	70,300	Sweden	3	14,000
Denmark	3	40,000	Switzerland	4	19,500
Dominican Rep.	2	7,000	Thailand	1	7,300
El Salvador	1	1,000	Turkey	1	100
Finland	2	1,500	United Kingdom	19	6,500,000
France	17	450,000	Uruguay	1	1,000
Germany (E.)	9	100,000	USSR	31	1,300,000
Germany (W.)	34	700,000	Venezuela	9	100,000
Guatemala	2	8,500	Yugoslavia	2	4,000
Hungary	1	600			
Iraq	1	600	FOREIGN		
Italy	64	500,000	TOTAL	327	14,165,700
Japan	10	450,000	U. S.	494	42,000,000
Korea	1	300	U. S. Military	22	50,000
Luxembourg	1	1,000			
Mexico	9	250,000	GRAND		
Monaco	1	2,000	TOTAL	843	56,215,700

¹ Station left air in Oct.

² Panama viewers watch U. S. Armed Forces TV, Canal Zone.

Armed Forces TV Stations

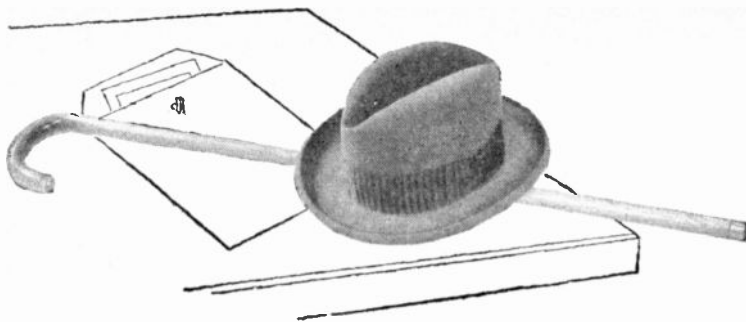
All stations save those with asterisks (*) are operated by Armed Forces Television Service: Lt. Col. M. E. Williamson, chief; Major S. E. Rodby, engineering officer, TV Branch, Information Div., Office of Armed Forces Information & Education, Dept. of Defense, Washington 25, D.C.
Off-air locations indicated by light-face type.

U.S. and Possessions

* **CAMP IRWIN, CAL.**—AAG70 (Ch. 70), AAG73 (Ch. 73), AAG76 (Ch. 76), AAG79 (Ch. 79), AAG82 (Ch. 82), Combat Tank Training Center, c/o CG, 6th Army, San Francisco. Rebroadcasts programs of KNXT, KRCA, KTLA, KABC-TV & KHJ-TV, Los Angeles. Equipment, Adler. AAG73 began operation Nov. 1956, others began Dec. 1956.
* **INYOKERN, CAL.**—China Lake Naval Ordnance Test Station. 7-channel booster, relaying signals of all Los Angeles stations. Equipment, composite. Began operation 1953.
* **WHITE SANDS PROVING GROUNDS, N.M.**—(Ch. 44), U.S. Army. Rebroadcasts programs of KROD-TV, El Paso. Equipment, composite. Began operation July 1954.
ADAK, ALASKA—KADA-TV (Ch. 8), U.S. Naval Station, Navy No. 230, Seattle. Equipment, Dage. Began operation July 1956.
FT. GREELEY, ALASKA—AFG-TV (Ch. 8), CG, Army Arctic Indoctrination Center, APO 949, Seattle. Equipment, Dage. Began operation May 1956.
KODIAK, ALASKA—(Ch. 8), U.S. Naval Station, Navy No. 127, Seattle. Equipment, Dage. Began operation June 1956.
WHITTIER, ALASKA—APW-TV (Ch. 8), Port of Whittier, CG, Army Arctic Indoctrination Center, APO 949, Seattle. Equipment, Dage. Due to begin Feb. 1957.
ENIWETOK, MARSHALL IS.—WXLE-TV (Ch. 9), 1253rd AACS Squadron, APO 187, San Francisco. Equipment, Dage. Began operation May 1956.
OKINAWA—AFTV-Okinawa (Ch. 8), Kadena Air Force Base. Hq. 313th Air Div. (FEAF), APO 239, San Francisco. Equipment, Dage. Began operation Dec. 1955.
PANAMA CANAL ZONE—CFN-TV (Ch. 8), Ft. Clayton, U.S. Army, Caribbean (serves Pacific side of Isthmus). Equipment, Dage. Began operation May 1956.
PANAMA CANAL ZONE—CFN-TV (Ch. 10), Albrook, U.S. Army, Caribbean (serves Atlantic side of Isthmus). Equipment, Dage. Began operation May 1956.
PUERTO RICO—(Ch. 21), Ramey Air Force Base. 72nd Bombardment Wing, APO 845, New York. Due to begin Feb. 1957.

Outside the United States

AZORES—CSL-TV (Ch. 8), Lejes Field, 1605th Air Base Wing (MATS), APO 406, New York. Equipment, Dage & Gates. Began operation Oct. 1954.
BERMUDA—ZBK-TV (Ch. 10), Kindley Air Force Base, 1604th Air Base Wing (MATS), APO 856, New York. Equipment, Dage. Began operation July 1955.
CUBA—WGBY-TV (Ch. 8), Guantanamo Bay U.S. Naval Base, Box 19, Navv 115, c/o FPO, New York. Equipment, Dage. Began operation Nov. 1955.
CANADA—CFLA-TV, Labrador (Ch. 8), Goose Bay Air Base, APO 677, New York. Equipment, Dage. Began operation Nov. 1956.
CANADA—CFSN-TV, Newfoundland (Ch. 8), Ernest Harmon Air Force Base, APO 864, New York. Equipment, Dage. Began operation Jan. 1957.
ERITREA—KANU-TV (Ch. 8), Kagnew Station, Asmara. 8604th Detached Unit (Army), APO 843, New York. Equipment, Dage. Began operation Dec. 1955.
GERMANY—(Ch. 24), Bitburg Air Base. Due to begin Feb. 1957.
GERMANY—(Ch. 20), Landstuhl Air Base. Due to begin Feb. 1957.
GREENLAND—WXLC-TV (Ch. 8), Sondrestrom Fjord Air Base. 6621st Air Base Squadron (SAC), APO 121, New York. Equipment, Dage. Began operation April 1956.
GREENLAND—KOLD-TV (Ch. 8), Thule Air Force Base. 6607th Air Base Wing (SAC), APO 23, New York. Equipment, Dage. Began operation May 1955.
ICELAND—TFK-TV (Ch. 8), Keflavik Airport. Iceland Air Defense Force (MATS), APO 231, New York. Equipment, Dage. Began operation March 1955.
LIBYA—AJG-TV (Ch. 8), Tripoli. 1603rd Air Transport Wing (USAFE), Wheelus Field, APO 231, New York. Equipment, RCA. Began operation Dec. 1954.
PHILIPPINE IS.—AFTS-TV (Ch. 8, Luzon. 6200th Air Base Wing (MATS), APO 74, San Francisco. Equipment, Dage. Began operation Nov. 1955.
SAUDI ARABIA—AJL-TV (Ch. 8), Dhahran. 144th Air Base Group, Hq. 2nd Air Div. (USAFE), APO 616, New York. Equipment, Dage & RCA. Began operation June 1955.
Note: AFL-TV, Loring Air Base, Me., was deactivated Oct. 14, 1956; TV station on aircraft carrier USS Badoeng Strait was deactivated July 1956; WXLS-TV, Narsarsuaq Air Base, Greenland, was deactivated Jan. 1957.



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EAST—SOUTHEAST

		CHANNEL	PRIMARY
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	ABC
KWY-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	NBC-CBS-ABC
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	NBC
WROC-TV	Rochester, N. Y.	5	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	CBS-NBC-ABC
WDBJ-TV	Raanoke	7	CBS
WTVJ	Miami	4	CBS

MIDWEST—SOUTHWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth—Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis—St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth—Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Carpus Christi	6	NBC
KENS-TV	San Antonio	5	CBS

WEST

KBOI-TV	Baise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU—KHBC-TV	Hawaii		
KRON-TV	San Francisco	4	NBC

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National Sales Representatives of TV Stations

With List of Stations Represented as of February 1, 1957

(For reported starting dates of CP holders, see starred items in blue section)

ABC-TV WESTERN TV REGIONAL NETWORK SALES

San Francisco 4	277 Golden Gate Ave. Underhill 3-0077	Vincent Francis, Regional Sales Mgr.
Hollywood 27	ABC Television Center Normandy 3-3311	Vincent Francis
New York 23	7 W. 66th St. Susquehanna 7-5000	Slocum Chapin, v.p., Network Sales
Chicago 6	20 N. Wacker Dr. Andover 3-0800	William Gillogy, Eastern Sales Mgr.
Detroit 26	Mutual Bldg. Woodward 3-8321	William Gillogy

TV Stations Represented: ABC Western Regional Network; for details, see ABC-TV under Television Networks.

EVERY-KNODEL INC.

New York 19	720 Fifth Ave. Judson 6-5536	Lewis H. Avery Arthur H. Sherin Jr.
Chicago 1	75 E. Wacker Drive Andover 3-4710	J. W. Knodel R. M. Nelhengen
San Francisco 4	235 Montgomery St. Yukon 2-2053	David H. Sandeberg David Meblin
Los Angeles 48	3325 Wilshire Blvd. Dunkirk 5-6394	Douglas MacLatchie
Atlanta 3	41 Marietta St., NW Jackson 3-2545	Charles C. Coleman
Dallas	Fidelity Union Life Bldg., Prospect 7330	Wallis S. Ivy Jr.
Detroit 26	National Bank Bldg. Woodward 1-9607	Glenn W. Gilbert

TV Stations Represented:

KMMT, Austin, Minn.	VVEC-TV, Newport News- Norfolk-Hampton, Va.
KHSL-TV, Chico, Cal.	KWTV, Oklahoma City, Okla.
KDAL-TV, Duluth, Minn.- Superior, Wis.	WGAN-TV, Portland, Me.
WSEE, Erie, Pa.	WLSL-TV, Roanoke, Va.
WKZO-TV, Kalamazoo-Grand Rapids, Mich.	WHBF-TV, Rock Island, Ill.
WATE, Knoxville, Tenn.	KUTV, Salt Lake City, Utah
KOLN-TV, Lincoln, Neb.	WTOC-TV, Savannah, Ga.
KATV, Little Rock-Pine Bluff, Ark.	KXLY-TV, Spokane, Wash.
WMAZ-TV, Macon, Ga.	WSTV-TV, Steubenville, O.- Wheeling, W.Va.
WKRQ-TV, Mobile, Ala.	KOVR, Stockton, Cal.
KTVX, Muskogee-Tulsa, Okla.	KWWL-TV, Waterloo, Ia.
	WILK-TV, Wilkes-Barre, Pa.

JAMES S. AYRES CO.

Atlanta 3	Glenn Bldg. Jackson 5-0459	James S. Ayers
Charlotte	205 South Church St. Franklin 5-6146	Guy Vaughan

TV Stations Represented (Southeast only):

WCOV-TV, Montgomery, Ala.	WLOS-TV, Asheville, N.C.
WINK-TV, Fort Myers, Fla.	WMFD-TV, Wilmington, N.C.
WSUN-TV, St. Petersburg, Fla.	WTOB-TV, Winston-Salem, N.C.
WALB-TV, Albany, Ga.	KCMC-TV, Texarkana, Tex.
WDAK-TV, Columbus, Ga.	

CHARLES BERNARD & CO.

New York	3 W. 56th St. Circle 6-7242	Charles Bernard
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TV Station Represented: KVVG, Tulare-Fresno, Cal.

BLAIR-TV

New York 17	415 Madison Ave. Templeton 8-5800	John P. Blair, Chairman Wm. H. Weldon, Pres.
Boston 16	6 St. James Ave. Hubbard 2-3163	Bruce Pattysen
Chicago 11	520 N. Michigan Ave Superior 7-5580	Jack Davis
Dallas 2	Rio Grande Bldg. Riverside 1-4228	Steve Beard
Detroit 26	Book Bldg. Woodward 1-6030	Gabriel Dype
Jacksonville 2	Barnett Bank Bldg. Elgin 6-5770	Harry E. Cummings
St. Louis 1	Paul Brown Bldg. Chestnut 1-5688	Richard Quigley Jr.
Los Angeles 5	3460 Wilshire Blvd. Dunkirk 1-3811	Frank Moreland
San Francisco 4	Russ Bldg. Yukon 2-7068	Lindsey Spight
Seattle	White Henry Stuart Bldg. Elliott 6270	John Burr

TV Stations Represented:

WFBG-TV, Altoona, Pa.	WDSU-TV, New Orleans, La.
WBNF-TV, Binghamton, N.Y.	WABC-TV, N. Y., N.Y.
WABT, Birmingham, Ala.	WOW-TV, Omaha, Neb.
WBKB, Chicago, Ill.	WFIL-TV, Philadelphia
WCPO-TV, Cincinnati, O.	KGW-TV, Portland, Ore.
WEWS, Cleveland, O.	WPRO-TV, Providence, R.I.
WBNS-TV, Columbus, O.	WTVR, Richmond, Va.
WXYZ, Detroit, Mich.	KGO-TV, San Francisco
KFJZ-TV, Fort Worth, Tex.	KING-TV, Seattle, Wash.
KFTV-TV, Fresno, Cal.	WFLA-TV, Tampa, Fla.
KTTV, Los Angeles, Cal.	KVOO-TV, Tulsa, Okla.
WMCT, Memphis, Tenn.	WIIC, Pittsburgh, Pa. (CP)

Note: See also Blair TV Associates.

BLAIR TELEVISION ASSOCIATES*

New York 17	422 Madison Ave. Plaza 1-1922	John Blair Richard L. Foote
Chicago 11	737 N. Michigan Ave. Delaware 7-2145	Arthur Stringer
Detroit 26	Book Bldg. Woodward 1-6030	Gabe Dype
Jacksonville 2	Barnett Bank Bldg. Elgin 6-5770	Harry E. Cummings
St. Louis 1	Paul Brown Bldg. Chestnut 1-5687	Richard Quigley
San Francisco 4	Russ Bldg. Yukon 2-7068	Lindsey Spight
Los Angeles 5	3460 Wilshire Blvd. Dunkirk 1-3811	Frank Moreland
Dallas 2	Rio Grande Bldg. Riverside 4228	Steve Beard
Boston 16	6 St. James Place Hubbard 2-3163	Bruce Pattysen
Seattle	White-Henry-Stuart Bldg. Elliott 6270	John Burr

TV Stations Represented:

KTVR, Denver, Colo.	WCTV, Thomasville, Ga.-Talla- hassee, Fla.
KCRG-TV, Cedar Rapids, Ia.	KIDO-TV, Boise, Ida.
KFDA-TV, Amarillo, Tex.	KBES-TV, Medford, Ore.
KSYD-TV, Wichita Falls, Tex.	KIEM-TV, Eureka, Cal.
WDBO-TV, Orlando, Fla.	KFBB-TV, Great Falls, Mont.
KRCG, Jefferson City, Mo.	KFYR-TV, Bismarck, N.D.
KFEQ-TV, St. Joseph, Mo.	WPTZ, Plattsburgh, N.Y.
WSAV-TV, Savannah, Ga.	KOTI, Klamath Falls, Ore.
WAFB-TV, Baton Rouge, La.	

* Firm is subsidiary of Blair-TV.

THE BOLLING CO. INC.

New York 17	247 Park Ave. Plaza 9-8150	Geo. W. Bolling, Pres. G. Richard Swift, TV V.P.
Boston 16	80 Boylston St. Hubbard 2-0346	Richard A. Keating
Chicago 11	435 N. Michigan Ave. Whitehall 3-2040	John D. Stebbins
Beverly Hills	204 S. Beverly Dr. Bradshaw 2-0544	G. W. Bolling III
San Francisco 3	5 Third St. Garfield 1-6740	John T. Coy

TV Stations Represented:

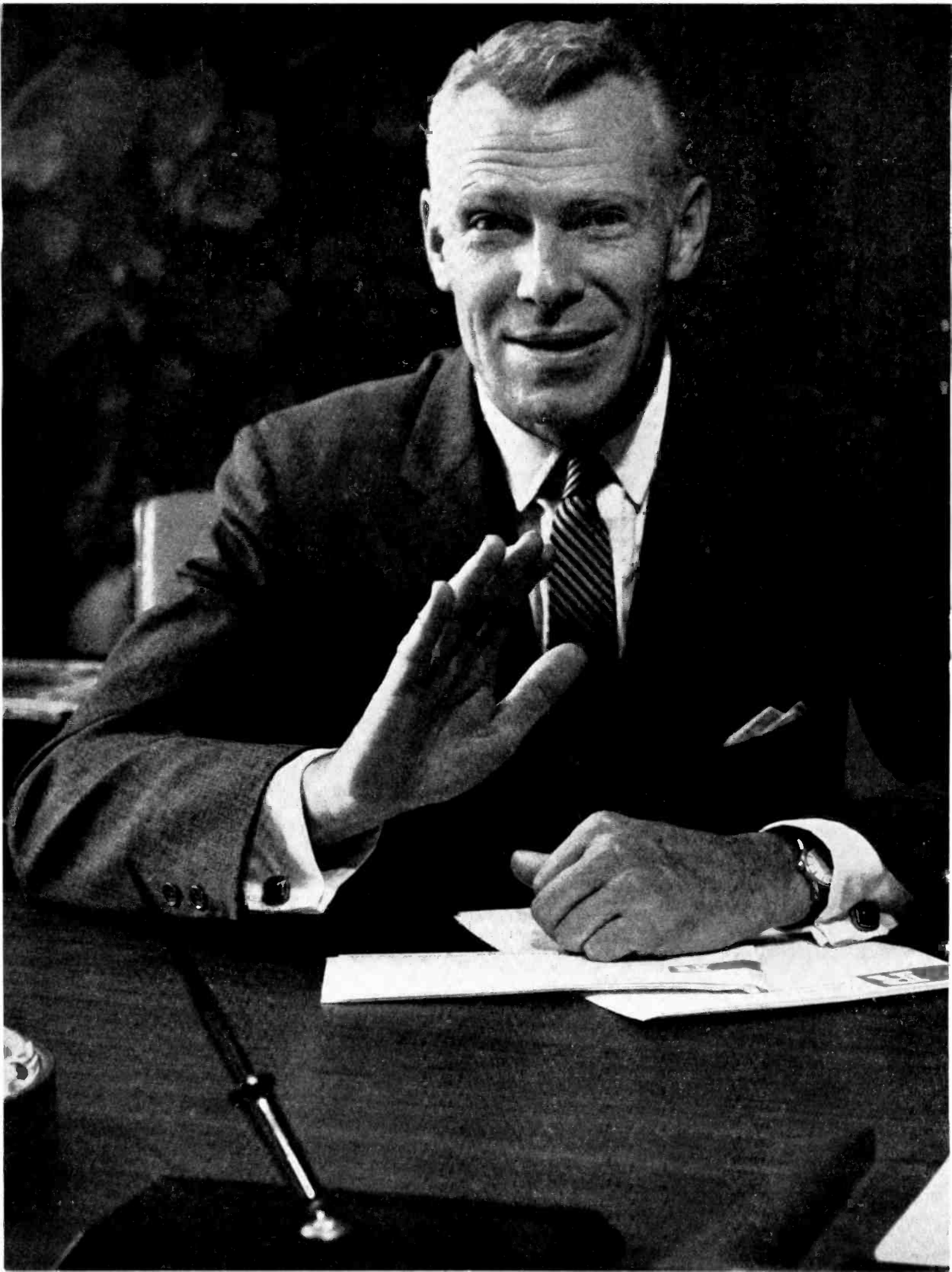
WISE-TV, Asheville, N.C.	WLEX-TV, Lexington, Ky.
KKTU, Colorado Springs, Colo.	KTVO, Kirksville, Mo.- Ottumwa, Ia.
WTVF, Decatur, Ill.	WVET-TV, Rochester, N.Y.
KCKT, Great Bend, Kan.	WARM-TV, Scranton, Pa.
WHP-TV, Harrisburg, Pa.	WTHI-TV, Terre Haute, Ind.
WISH-TV, Indianapolis, Ind.	

LOUIS J. BORGATTI INC.

Boston	419 Boylston Street Commonwealth 6-0718	Louis J. Borgatti
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TV Stations Represented (New England only):
WTWO, Bangor, Me. WAGM-TV, Presque Isle, Me.

Note: Also serves as Boston rep for John Hershey McGillvra Inc.



*You spoiled
me*

for any other rep.

This headline is an exact quote—made by a friend of ours—A man with whom we had worked previously—A man who as executive head of a new station organization was announcing Hollingbery as their new national sales representative.

It was a new station for us—in a new market—but previous experience had shown this executive that the Hollingbery organization was a “working” organization—the kind he wanted to “work” for him again. He wanted Hollingbery results. He had been spoiled by the Hollingbery brand of service. No other “rep” would ever satisfy him.

In short—Hollingbery had spoiled him for any other “rep.”

Geo. P. Hollingbery Co.

Representing “Top” Radio and Television Stations in “Top” Markets Throughout the Country.

*New York · Chicago · Los Angeles · Atlanta · San Francisco
Seattle · Detroit · Minneapolis*

Station Reps

THE BRANHAM CO.

New York 16	99 Park Ave. Murray Hill 2-4606	J. F. Timlin
Chicago 1	360 N. Michigan Ave. Central 6-5726	Eugene F. Corcoran, Pres.
Dallas 1	Fidelity Life Bldg. Sterling 5831	G. T. Harding
Atlanta 3	Rhodes-Haverty Bldg. Walnut 3025	H. L. Ralls
Detroit 2	General Motors Bldg. Trinity 1-0440	F. A. Weber
St. Louis 1	Title Guaranty Bldg. Chestnut 1-6192	John J. Schwarz
Memphis 3	Sterick Bldg. Memphis 8-2344	S. L. Nichols
Charlotte 2	Liberty Life Bldg. 2-8839	B. C. Finch
Los Angeles 48	6399 Wilshire Blvd. Webster 1-1551	Norman E. Noyes
San Francisco 3	703 Market St. Yukon 2-1582	James M. Lowman

TV Stations Represented:

KOB-TV, Albuquerque, N.M.
WRDW-TV, Augusta, Ga.
WCHS-TV, Charleston, W.Va.
WDEF-TV, Chattanooga, Tenn.
KRDL-TV, Dallas, Tex.
KROD-TV, El Paso, Tex. &
KAWE-TV, Carlsbad, N.M.
KJEO-TV, Fresno, Cal.
KTHV, Little Rock, Ark.
KDUB-TV, Lubbock, Tex.

KMGM-TV, Minneapolis, Minn.
WENS, Pittsburgh, Pa.
KVIP, Redding, Cal.
WHYN-TV, Springfield-Holyoke,
Mass.
KPAR-TV, Sweetwater, Tex.
KVOA-TV, Tucson, Ariz.
WITI-TV, Whitefish Bay-Mil-
waukee, Wis.

CLARKE BROWN CO.

Dallas 2	Rio Grande Nat'l Bldg. Riverside 2-5148	Clarke R. Brown, Pres. Robert E. Stuart, Sales V.P.
Houston 6	520 Lovett Blvd. Jackson 8-1601	Jack Lee
Atlanta	101 Marietta St. Bldg. Jackson 3-7797	Bill McRae, V.P.
New Orleans	910 Royal St. Canal 3917	Clarke R. Brown
Denver 14	5350 W. 20th St. Belmont 7-2734	Kenneth E. Palmer
Miami 32	Pan American Bank Bldg., Franklin 3-7753	Alex Campbell

TV Stations Represented (Southern region only):

KFDA-TV, Amarillo, Tex.
KSIX-TV, Corpus Christi, Tex.
KTSM-TV, El Paso, Tex.
KFJZ-TV, Fort Worth, Tex.
KGBT-TV, Harlingen, Tex.
KMID-TV, Midland, Tex.
KONO-TV, San Antonio, Tex.
KRBB-TV, El Dorado, Ark.

KOAT-TV, Albuquerque, N.M.
KKTU, Colorado Springs, Colo.
KTEN, Ada, Okla.
WTVY-TV, Dothan, Ala.
KLFY-TV, Lafayette, La.
KTAG-TV, Lake Charles, La.
WJMR-TV, New Orleans, La.

BULMER & JOHNSON INC.

Minneapolis, 2	Roanoke Bldg. Federal 8-7017	Vivian H. Bulmer
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TV Stations Represented (Minneapolis):

KELO-TV, Sioux Falls, S.D.
KNOX-TV, Grand Forks, N.D.

KDLO-TV, Florence, S.D.
[Satellite of KELO-TV]

BURKE-STUART CO. INC.

New York 22	60 E. 56th St. Plaza 1-4646	Ted Oberfelder, Pres. Jack Masla, V.P.
Hollywood 28	6606 Selma Ave. Hollywood 3-7194	Sam Elkins
San Francisco 3	703 Market St. Exbrook 2-7247	Herb Stiller
Chicago	35 E. Wacker Dr. Dearborn 2-0826	Edward Paro, V.P.
Detroit	Dime Bldg. Woodward 1-1675	Allan Kerr

TV Stations Represented:

WATR-TV, Waterbury, Conn. WAKR-TV, Akron, O.

BURN-SMITH CO. INC.

New York 36	19 West 44th St. Murray Hill 2-3124	C. Stanley Bailey V.P. & Eastern Mgr.
Chicago 1	307 N. Michigan Ave. Central 6-4437	John A. Toothill Pres. & Western Mgr.
San Francisco 4	110 Sutter St. Sutter 1-7971	Norman Cunningham
Los Angeles 57	672 S. Lafayette Park Place Dunkirk 2-3200	Harlan G. Oakes Pacific Coast Mgr.

TV Station Represented: WFLB-TV, Fayetteville, N.C.

CAPPER PUBLICATIONS

New York 17	420 Lexington Ave. Lexington 2-1250	K. H. Constant W. L. McKee
Chicago 1	333 N. Michigan Ave. Central 6-5977	Frank Gaughen Bernard Clark
Kansas City 6	21 W. Tenth St. Harrison 4700	Joe Story
Los Angeles 15	1151 S. Broadway Richmond 6184	Walter Biddick Co.
San Francisco 4	Russ Bldg. Douglas 5220	Fred Jameson
Cleveland 14	Union Commerce Bldg. Main 1-6774	Felix Morris Andrew Gent

TV Station Represented: WIBW-TV, Topeka, Kan.

CBS TELEVISION SPOT SALES

(Columbia Broadcasting System)

New York 22	485 Madison Ave. Plaza 1-2345	John A. Schneider, Gen. Mgr. Bruce R. Bryant Eastern Sales Mgr.
Chicago 11	410 N. Michigan Ave. Whitehall 4-6000	Arthur C. Elliot, Midwest Sales Mgr.
Detroit 2	Fisher Bldg. Trinity 2-5500	Richard R. Loftus
Los Angeles 28	1313 N. Vine St. Webster 8-3011	Edward A. Larkin
San Francisco 5	Palace Hotel Yukon 2-7000	John H. White
Atlanta 5	Peachtree Bldg., NE. Trinity 6-0727	H. H. Holtshouser

TV Stations Represented:

WCBS-TV, New York, N.Y.
WHCT, Hartford, Conn.
WCAU-TV, Philadelphia, Pa.
WTOP-TV, Washington, D.C.
WBTW, Charlotte, N.C.
WBTW, Florence, S.C.
WMBR-TV, Jacksonville, Fla.

WXIX, Milwaukee, Wis.
WBBM-TV, Chicago, Ill.
KGUL-TV, Galveston-Houston
KSL-TV, Salt Lake City, Utah
KOIN-TV, Portland, Ore.
KNXT, Los Angeles, Cal.
CBS Television Pacific Network

DONALD COOKE INC.

New York 17	331 Madison Ave. Murray Hill 2-7270	Donald Cooke
Chicago 1	228 North La Salle State 2-5096	Fred Jones
Los Angeles 48	111 N. LaCienega Blvd. Crestview 5-2022	Lee O'Connell
San Francisco 4	233 Sansome St. Yukon 6-2981	William A. Ayres

TV Stations Represented:

WKTU, Utica, N.Y. KGEZ-TV, Kalispell, Mont.
(CP).

H. QUENTON COX & ASSOCIATES

(Associated with Hugh Feltis & Associates, Seattle)

Portland 5, Ore.	Terminal Sales Bldg. Capitol 8-5191	H. Quenton Cox
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TV Stations Represented (Portland area only):

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

CROSLEY BROADCASTING CORP.

Cincinnati 2	140 W. Ninth St. Cherry 1-1822	George Henderson
Chicago 1	360 Michigan Ave. State 2-6693	Harry P. Albrecht
New York 20	630 Fifth Ave. Circle 6-1616	H. P. Lasker Scott McLean
Detroit 26	Penobscot Bldg. Woodward 1-1610	NBC Spot Sales John C. Treacy
San Francisco 2	NBC Bldg. Greystone 4-8700	NBC Spot Sales George W. Fuerst
Hollywood 28	Sunset & Vine Sts. Hollywood 9-6161	NBC Spot Sales Walter B. Davison
Charlotte, N.C.	1527 Elizabeth Ave. 6-6581	Bomar Lowrance & Assoc., B. Lowrance
Atlanta	770 Spring St. NW Trinity 6-3726	Bomar Lowrance & Assoc., Freeman Jones
Dallas	Fidelity Union Bldg. Randolph 8206	Bomar Lowrance & Assoc., Bob Keefe

TV Stations Represented:

WLW-TV, Cincinnati, O.
WLW-C, Columbus, O.

WLW-D, Dayton, O.
WLW-A, Atlanta, Ga.

HARRY E. CUMMINGS

Jacksonville	Barnett Bank Bldg. Elgin 6-5770	Harry E. Cummings
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TV Station Represented (Southeast only): WPTV, Palm Beach.

Note: Also serves as Southeastern Mgr. for Blair-TV and Blair Television Associates.

people dial for content . . . not cable

If you are told that network cables somehow endow a program with a certain indefinable “prestige”—remember this:

When it comes to film programs, most viewers can't tell non-network from network shows, or mis-identify them.

That's the highlight finding of a study by Qualitative Research, Inc.

The survey makes clear that as far as film programs are concerned, there is no such animal as “network prestige.” There can't be. Fact is, most viewers don't know non-network from network shows. Chances are they don't care. People dial for content—not cable.

Call or write Katz Sales Development for the complete report, as well as a study on wholesaler (food and drug) preferences in TV advertising.

The Katz Agency, Inc.

National Advertising Representatives • 477 Madison Avenue, New York 22, N. Y. • PLaza 9-4460

Also available: *The Katz Agency's SPOT TV ADVERTISING COST SUMMARY #20 including formulas for estimating Spot TV budgets for nighttime, daytime and late night periods.*

Station Reps

DIXIELAND STATIONS INC.

Atlanta Glenn Building Gene Tibbett
Jackson 2-3872
TV Station Represented (South only): WCBI-TV, Columbus, Miss.

DORA-CLAYTON AGENCY INC.

Atlanta 3 Mortgage Guarantee Bldg. Jackson 5-7841 Dora C. Cosse
Clayton J. Cosse
TV Stations Represented (Southern region only):
WLEX-TV, Lexington, Ky. KCOR-TV, San Antonio, Tex.
WMSL-TV, Decatur, Ala.

EVERETT-McKINNEY INC.

New York 17 40 E. 49th St. Powell Ensign,
Plaza 3-9332 Exec. V.P.
Chicago 11 400 N. Michigan Ave. John B. Shelton
Superior 7-9032
Los Angeles 111 N. LaCienega Blvd. Lee F. O'Connell
Crestview 5-2022
San Francisco 233 Sansome St. William Ayres
Yukon 6-2981
TV Stations Represented:
WPAG-TV, Ann Arbor, Mich. WHEC-TV, Rochester, N. Y.
WCBI-TV, Columbus, Miss. WRAC-TV, Williamsport,
WDAN-TV, Danville, Ill. Pa. (CP)
WKST-TV, New Castle, Pa.

HUGH FELTIS & ASSOCIATES

(Associated with George P. Hollingbery Co.)

Seattle 1 Tower Bldg. Hugh Feltis
Elliot 1868 John Mowbray
TV Stations Represented (Seattle-Tacoma area only):
KEYT, Santa Barbara, Cal. KOOL-TV, Phoenix, Ariz.
KLOR, Portland, Ore. KOPO-TV, Tucson, Ariz.
KHQ-TV, Spokane, Wash. KMSO-TV, Missoula, Mont.
KOAT-TV, Albuquerque, N.M. KFBC-TV, Cheyenne, Wyo.

FORJOE-TV INC.

New York 36 580 Fifth Ave. Joseph Bloom, Pres.
Judson 6-3100
Chicago 11 Tribune Tower Tom Cinquina,
Delaware 7-3504 Gen. Mgr.
Los Angeles 48 451 N. La Cienega Blvd. Lawrence Krasner,
Oleander 5-7755 V.P.
San Francisco 5 593 Market St. Charles E. Haddix
Sutter 1-7569
Atlanta 3 120 Marietta St. Fred. L. Bernstein,
Jackson 3-0518 V.P.
Philadelphia 19 310 W. Glenn Echo Rd. Morton Lowenstein
Chestnut Hill 7-4510
Seattle Times Square Bldg. Robt. L. Swanson
Mutual 1088
TV Stations Represented:
KVOS-TV, Bellingham, Wash. *WATV, New York
WTV, Elmira, N.Y. **WXEX-TV, Petersburg-
WITV, Fort Lauderdale-Miami. Richmond, Va.
KSHO-TV, Las Vegas, Nev. WNAO-TV, Raleigh, N.C.
WMUR-TV, Manchester, N.H. CHEK-TV, Victoria, B.C.

*except in New York
**except East

GILL-PERNA INC.

New York 21 654 Madison Ave. Helen Gill, Pres.
Templeton 8-4740 John J. Perna Jr.,
Exec. V.P.
Boston 80 Boylston St. Harry Wheeler
Liberty 2-6481
Chicago 1 75 East Wacker Drive Walter Beadell
Franklin 2-8665 Mid-West Mgr.
Los Angeles 2330 West Third St. Robert W. Walker
Dunkirk 7-4388
San Francisco 57 Post St. Rogers Parratt
Sutter 1-5568
TV Stations Represented:
KID-TV, Idaho Falls, Ida. WKNX-TV, Saginaw, Mich.
WCMB-TV, Harrisburg, Pa. KLIX-TV, Twin Falls, Ida.
KGVO-TV, Missoula, Mont. WJPB-TV, Fairmont W.Va. (CP)

HARRINGTON, RIGHTER & PARSONS INC.

New York 17 589 Fifth Ave. John E. Harrington
Murray Hill 8-7050 Jr.
Chicago 11 Tribune Tower Carroll Layman
Whitehall 4-0510
San Francisco 4 235 Montgomery St. Frank Dougherty
Sutter 1-4125
Atlanta 9 1430 Peachtree St. NW Frank B. Rice
Trinity 5-8458

TV Stations Represented:
WCDA-WCDB, Albany, N.Y. WHAS-TV, Louisville, Ky.
WAAM, Baltimore, Md. WTMJ-TV, Milwaukee, Wis.
WBEN-TV, Buffalo, N. Y. WRVA-TV, Richmond, Va.
WPMY-TV, Greensboro, N. C. WSYR-TV, Syracuse, N.Y.
WTPA, Harrisburg, Pa. WJRT, Flint, Mich. (CP)
WDAF-TV, Kansas City, Mo. WMTW, Poland Spring-Portland, Me.

HEADLEY-REED TV

New York 17 420 Lexington Ave. Frank W. Miller, Sr.
Murray Hill 5-8701 Chairman
Frank W. Miller Jr.,
Director
Sterling B. Beeson,
Pres.
I. N. Hardingham
V.P. & Sales Mgr.
Chicago 1 230 N. Michigan Ave. John H. Wrath,
Franklin 2-4686 Exec. V.P.
Atlanta 3 Palmer Bldg. Ell W. Sweetman Jr.
Cypress 4311
San Francisco 110 Sutter St. Fred Adair
Yukon 2-4912
Hollywood 28 Taft Bldg. Clark Barnes
Hollywood 4-7738 Arthur Astor
Philadelphia Philadelphia Bank Robert S. Dome
Bldg. Locust 4-6027

TV Stations Represented:
WAIM-TV, Anderson, S. C. WEEK-TV, Peoria, Ill.
KOOK-TV, Billings, Mont. KOTA-TV, Rapid City, S. D.
KPVV-TV, Cape Girardeau, Mo. WTVO, Rockford, Ill.
WDAK-TV, Columbus, Ga. WBOC-TV, Salisbury, Md.
WGLV, Easton, Pa. KDWI-TV, Tucson, Ariz.
WFRV-TV, Green Bay, Wis. WITN, Washington, N. C.
WDXI-TV, Jackson, Tenn. WBRE-TV, Wilkes-Barre, Pa.
WKOW-TV, Madison, Wis. WSJS-TV, Winston-Salem, N. C.
WTOK-TV, Meridian, Miss. WFMJ-TV, Youngstown, O.
TG-BOL, Guatemala City, Guatemala

GEORGE P. HOLLINGBERY CO.

Chicago 1 307 N. Michigan Ave. G. P. Hollingbery
Dearborn 2-6060
New York 36 500 Fifth Ave. F. E. Spencer Jr.
Oxford 5-5560 Harry W. Wise Jr.,
Atlanta 3 134 Peachtree St. Richard N. Hunter
Jackson 4-5710
Los Angeles 13 3325 Wilshire Blvd. Roy S. Edwards Jr.
Dunkirk 5-2071
San Francisco 4 417 Montgomery St. George E. Lindman
Douglas 2-2541
Seattle 1 Tower Bldg. Hugh Feltis
Elliot 1868
Detroit 26 Guardian Bldg. Joseph D. Payne
Woodward 1-3555

TV Stations Represented:
KOAT-TV, Albuquerque, N.M. KOOL-TV, Phoenix, Ariz.
WJBF, Augusta, Ga. KFOR-TV, Portland, Ore.
WABI-TV, Bangor, Me. KEYT, Santa Barbara, Cal.
WBRZ, Baton Rouge, La. **KSTF, Scottsbluff, Neb.
WCIA, Champaign, Ill. KTIV, Sioux City, Ia.
KFBC-TV, Cheyenne, Wyo. WSPA-TV, Spartanburg, S.C.
WRBL-TV, Columbus, Ga. WWLP, Springfield-Holyoke,
WHDH-TV, Daytona, Fla. Mass.
WEAU-TV, Eau Claire, Wis. KYTV, Springfield, Mo.
KTSM-TV, El Paso, Tex. KTVW, Seattle-Tacoma, Wash.
KVAL-TV, Eugene, Ore. KCEN-TV, Temple-Waco, Tex.
WTVW, Evansville, Ind. KOPO-TV, Tucson, Ariz.
WNCT, Greenville, N.C. WTRF-TV, Wheeling, W.Va.
KTRK-TV, Houston, Tex. *WRLP, Greenfield, Mass. (CP)
WLBT, Jackson, Miss.
WLVA-TV, Lynchburg, Va. *Satellite of WWLP, Springfield-
WSIX-TV, Nashville, Tenn. Holyoke, Mass.
WEAR-TV, Pensacola, Fla. **Satellite of KFBC-TV, Chey-
enne, Wyo.

HAL HOLMAN CO.

Chicago 1 64 E. Lake St. Hal Holman
Franklin 2-0016
New York 17 535 Fifth Ave. Ed Devney
Murray Hill 7-5365
Los Angeles 28 6381 Hollywood Blvd. Tracy Moore
Hollywood 2-2351
San Francisco 8 260 Kearney St. John Funk
Exbrook 2-6444

TV Stations Represented:
KREX-TV, Grand Junction, WPNB-TV, Traverse City, Mich.
Colorado. [Also satellite KFXJ-TV, WLBC-TV, Muncie, Ind.
Montrose, Colo.] KDIX-TV, Dickinson, N.D.



**our job
doesn't
end
here...**

Signing the contract, to some, may mark the climax of a national spot sale. Harrington, Righter and Parsons men think otherwise. To them, it's the start of another and extremely vital effort.

Constant attention to detail . . . attentive service to all aspects of the account . . . an intelligent approach to any problem that arises—these are essentials of efficient television representation. To perform these tasks properly, we concentrate *exclusively* upon television.

Such thoroughness can be shared only by a limited list of stations which—like us—believe that successful television representation is a never-ending job. Maybe you feel the same way about it, too?

Harrington, Righter and Parsons, Inc.

television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WCDA-B Albany WAAM Baltimore WBEN-TV Buffalo WJRT Flint
WFMY-TV Greensboro/Winston-Salem WTPA Harrisburg
WDAF-TV Kansas City WHAS-TV Louisville WTMJ-TV Milwaukee
WMTW Mt. Washington WRVA-TV Richmond WSYR-TV Syracuse

Station Reps

H-R TELEVISION INC.

New York 17	380 Madison Ave. Oxford 7-3120	Frank Headley, Pres. Frank Pellegrin, V.P. Paul Weeks, V.P.
Chicago 1	35 East Wacker Drive Randolph 6-6431	Dwight S. Reed, V.P. Arthur D. Kelley
San Francisco	155 Montgomery St. Yukon 2-5837	James M. Alspaugh John T. Bradley
Hollywood	Equitable Bldg. Hollywood 2-6453	James C. McCormick Harold Lindley
New Orleans	910 Royal Street Canal 3917	Thomas J. Craig
Dallas	Rio Grande Nat'l. Bldg. Riverside 2-5148	Clarke Brown
Houston	520 Lovett Blvd. Jackson 8-1601	Jack Lee
Atlanta	Marietta St. Bldg. Jackson 3-7797	Bill McRae
Miami 22	Pan American Bank Bldg., Franklin 3-7753	Alex Campbell Jr.

TV Stations Represented:

*WOR-TV, New York City	WHBQ-TV, Memphis, Tenn.
WNAC-TV, Boston, Mass.	WRAL-TV, Raleigh, N.C.
WGBI-TV, Scranton, Pa.	KSIX-TV, Corpus Christi, Tex.
WIMA-TV, Lima, O.	KONO-TV, San Antonio, Tex.
KELJ-TV, Los Angeles, Cal.	KLTV, Tyler, Tex.
KTVE, Hutchinson-Wichita, Kan.	KGBT-TV, Harlingen, Tex.
WALA-TV, Mobile, Ala.	WKBT, La Crosse, Wis.
KNAC-TV, Fort Smith, Ark.	KBET-TV, Sacramento, Cal.
KNOC-TV, Monroe, La.	KSBW-TV, Salinas-Monterey, Cal.
KOMU-TV, Columbia, Mo.	KVEC-TV, San Luis Obispo, Cal.
WREX-TV, Rockford, Ill.	KELO-TV, Sioux Falls, S.D.
WEAT-TV, W. Palm Beach, Fla.	**KDLO-TV, Florence, S.D.
WSJV, Elkhart, Ind.	WSOC-TV, Charlotte, N.C. (CP)
WINT, Fort Wayne, Ind.	WAVY-TV, Portsmouth-Norfolk Va. (CP)
WMAL-TV, Washington, D.C.	**KPLO, Reliance, S.D. (CP)
WRGP-TV, Chattanooga, Tenn.	

* For West Coast.

** Satellites of KELO-TV, Sioux Falls, S.D.

HARRY S. HYETT CO.

Minneapolis	Baker Bldg. Federal 9-5636	Harry S. Hyett
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Stations Represented (Midwest only):

KDAL-TV, Duluth, Minn.	WDMJ-TV, Marquette, Mich.
KROC-TV, Rochester, Minn.	WBAY-TV, Green Bay, Wis.
KFYR-TV, Bismarck, N.D.	WKBT, La Crosse, Wis.
WHBF-TV, Rock Island, Ill.	WSAU-TV, Wausau, Wis.

THE KATZ AGENCY INC.

New York 22	477 Madison Ave. Plaza 9-4460	Edward Codel, TV Director Scott Donahue Jr., Sales Mgr.
Chicago 1	Prudential Plaza Mohawk 4-7150	G. H. Gunst, V.P. Wm. W. Joyce, Mid-West Sales
Atlanta 3	Fulton Bank Bldg. Jackson 5-1637	K. S. Byerly
Detroit 26	Penobscot Bldg. Woodward 3-8420	Arthur J. Underwood Jr.
Dallas 1	2006 Bryan St. Riverside 1-4036	David Rutledge
Kansas City 6	Bryant Bldg. Victor 2-7095	T. J. Flanagan Jr.
San Francisco 4	Russ Bldg. Douglas 2-7628	S. J. Reulman
Los Angeles 5	3325 Wilshire Blvd. Dunkirk 5-6284	Richard Hasbrook

TV Stations Represented:

KGNC-TV, Amarillo, Tex.	WGBS-TV, Miami, Fla.
WAGA-TV, Atlanta, Ga.	WTCN-TV, Minneapolis-St. Paul
WMAR-TV, Baltimore, Md.	WSFA-TV, Montgomery, Ala.
WBRC-TV, Birmingham, Ala.	WLAC-TV, Nashville, Tenn.
WHIS-TV, Bluefield, W. Va.	WNHC-TV, New Haven-Hartford, Conn.
WMT-TV, Cedar Rapids, Ia.	WKY-TV, Oklahoma City, Okla.
WKRC-TV, Cincinnati, O.	KPHO-TV, Phoenix, Ariz.
WJW-TV, Cleveland, O.	KOAM-TV, Pittsburg, Kan.
WTVN-TV, Columbus, O.	KTVT, Salt Lake City, Utah
KLZ-TV, Denver, Colo.	KFSD-TV, San Diego, Cal.
KRNT-TV, Des Moines, Ia.	KPIX, San Francisco, Cal.
WJBE-TV, Detroit, Mich.	KVTV, Sioux City, Ia.
WOOD-TV, Grand Rapids, Mich.	KHQ-TV, Spokane, Wash.
WSAZ-TV, Huntington, W. Va.	KWK-TV, St. Louis, Mo.
WFBB-TV, Indianapolis, Ind.	WHEN-TV, Syracuse, N.Y.
WJTV, Jackson, Miss.	WTVT, Tampa-St. Petersburg, Fla.
WJAC-TV, Johnstown, Pa.	WSPD-TV, Toledo, O.
KOMO-TV, Kansas City, Mo.	KAKE-TV, Wichita, Kans.
WBIR-TV, Knoxville, Tenn.	
KABC-TV, Los Angeles, Cal. (ABC)	
WREC-TV, Memphis, Tenn.	

ROBERT S. KELLER INC.

New York 14	72 Barrow St. Watkins 4-6599	Bob Keller
Chicago 1	228 N. LaSalle St. State 2-5096	Hooper Jones

TV Stations Represented:

*WPAG-TV, Ann Arbor, Mich. WNOW-TV, York, Pa.

* Network sales only.

KETTELL-CARTER

Boston	118 Newbury St. Kenmore 6-1966	Elmer Kettell Marjorie Carter
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TV Stations Represented (New England only):

WABI-TV, Bangor, Me. WKNY-TV, Kingston, N.Y.
WWLP, Springfield, Mass. WMTW, Poland Spring, Me.

FRANK KING & CO.

Los Angeles	3780 W. 6th St. Dunkirk 5-6213	Frank G. King Milton H. Klein
San Francisco	Hearst Bldg. Exbrook 7-0215	H. George Hemmerle Gordon E. Grannis

TV Station Represented (California only): KOVR, Stockton, Cal.

W. E. McCLENAHAN CO.

Milwaukee	5415 N. Berkeley Blvd. Woodruff 4-3028	W. E. McClenahan
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TV Stations Represented (Milwaukee-Madison only):

KDAL-TV, Duluth, Minn. WKOW-TV, Madison, Wis.
WBAY-TV, Green Bay, Wis. [Milwaukee only]

McGAVREN-QUINN CO.

San Francisco	110 Sutter St. Yukon 6-4112	Daren F. McGavren
Los Angeles	1741 Ivar Ave. Hollywood 4-2856	Donald J. Quinn
New York	33 W. 42nd St. Bryant 9-1374	Jack Davis
Chicago	614 N. Michigan Ave. Superior 7-8177	Burt Sears

Station Represented (West Coast only): KCCC-TV, Sacramento.

JOSEPH HERSHEY MCGILLVRA INC.

New York 17	366 Madison Ave. Murray Hill 2-8755	Joseph H. McGillvra
Chicago 1	185 N. Wabash Ave. State 2-5282	Robert B. Pierce
Los Angeles 5	612 S. Serrano Ave. Dunkirk 4-7352	Fred Crawford
San Francisco 5	605 Market St. Yukon 2-3954	A. S. Babcock
Boston 16	419 Boylston St. Commonwealth 6-0718	Edward T. Newton

TV Stations Represented:

WBLN-TV, Bloomington, Ill. WTOV-TV, Norfolk, Va.
WMSL-TV, Decatur, Ala. WROM-TV, Rome, Ga.
WINK-TV, Fort Myers, Fla.

JOHN L. MCGUIRE & CO.

Denver	Guaranty Bank Bldg. Cherry 4-8191	John L. McGuire
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TV Stations Represented (Denver area only):

KRDO-TV, Colorado Springs, Colo. KOAT-TV, Albuquerque, N. M.
KCSJ-TV, Pueblo, Colo. KREX-TV, Grand Junction, Colo. KFBC-TV, Cheyenne, Wyo.
KSTF, Scottsbluff, Neb. [Satellite of KFBC-TV]
KFJX-TV, Montrose, Colo. KTWO-TV, Casper, Wyo. (CP)

THE MEEKER CO. INC.

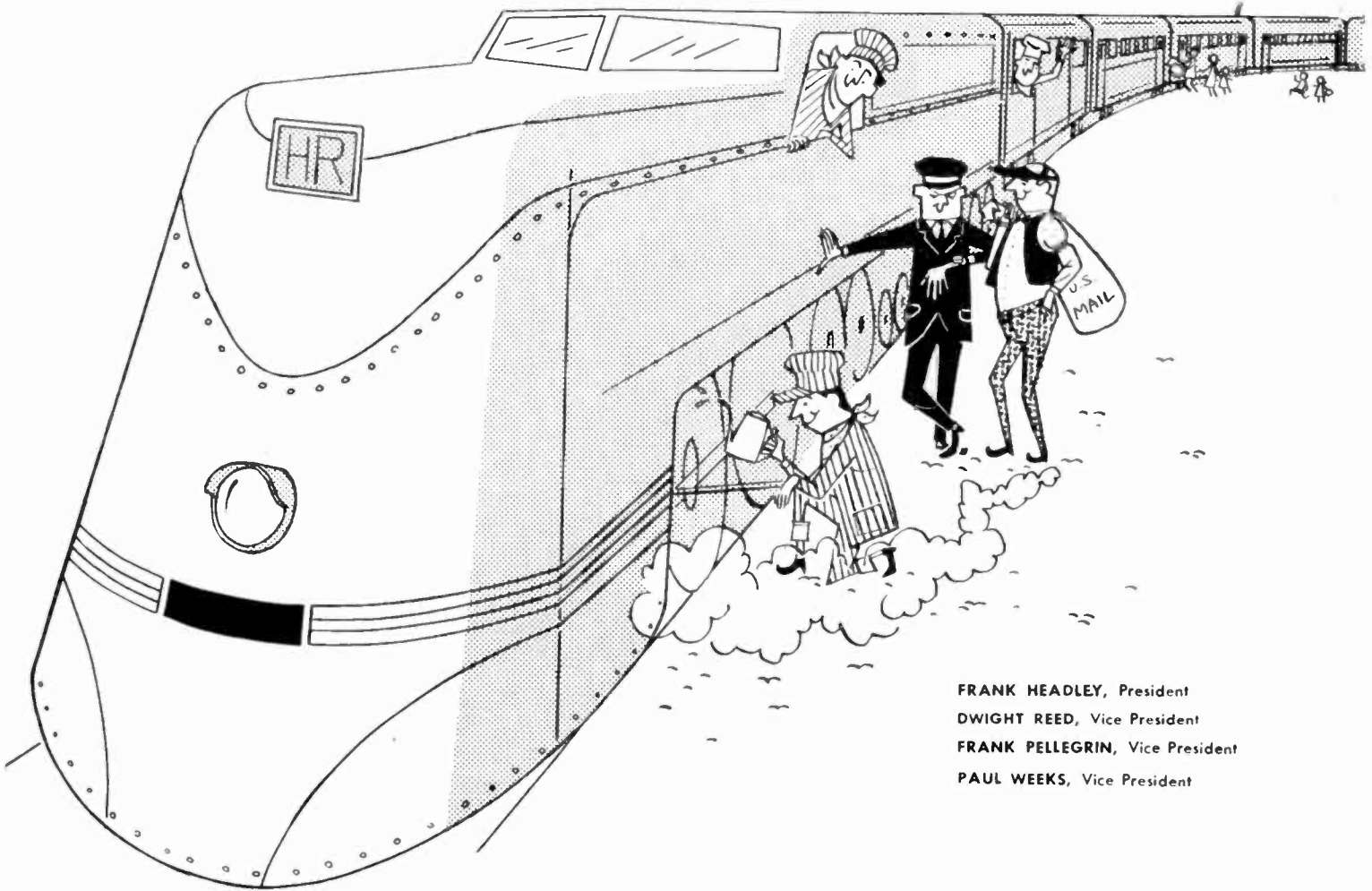
New York 17	521 Fifth Ave. Murray Hill 2-2170	Robert Meeker, Pres. E. B. Filion, TV V.P.
Chicago 1	333 N. Michigan Ave. Central 6-1742	Carlton F-J Jewett, Midwest V.P.
San Francisco 4	Russ Bldg. Yukon 6-4940	Don Pontius
Los Angeles 28	6381 Hollywood Blvd. Hollywood 2-2351	Tracy Moore

TV Stations Represented:

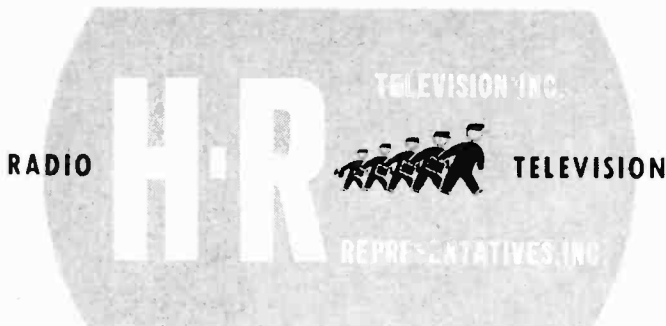
WLEV-TV, Bethlehem-Allentown-Easton, Pa. KHPL-TV, Hayes Center, Neb. [Satellite of KHOL-TV, Kearney, Neb.]
WTTV, Bloomington-Indianapolis WPTA, Roanoke-Fort Wayne, Ind. (CP)
KHOL-TV, Kearney, Neb. WRAK-TV, Williamsport, Pa. (CP)
KROC-TV, Rochester, Minn. KTWO-TV, Casper, Wyo. (CP)
KSWS-TV, Roswell, N. M.
WSAU-TV, Wausau, Wis.



WORKING PARTNERS



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



Everyone at H-R "goes out on time." This means the working partners who head up this firm, as well as the members of our growing staff. The available time of the radio and TV stations we represent, is still the personal selling responsibility of H-R's working partners, the same as it was the day we joined together to form H-R. Then as now, buyers of time and the stations we serve, know that all of us are always "out on time" and that H-R "always sends a man to do a man's job."

380 Madison Ave.
 New York 17, N. Y.
 Oxford 7-3120

35 E. Wacker Drive
 Chicago 1, Illinois
 RAndolph 6,6431

6253 Hollywood Boulevard
 Hollywood 28, Calif.
 Hollywood 2-6453

155 Montgomery Street
 San Francisco, Calif.
 YUkon 2-5701

415 Rio Grande Bldg.
 Dallas, Texas
 Randolph 5149

101 Marietta Street Bldg.
 Atlanta, Georgia
 Cypres 7797

520 Lovett Boulevard
 Room No. 1D
 Houston, Texas
 JACkson 8-1601

910 Royal Street
 Canal 3917
 New Orleans, La.

Station Reps

CLYDE MELVILLE CO.

Dallas, Tex. Melba Bldg. Clyde B. Melville
Riverside 8-5239

TV Stations Represented (Southwest region only):

KCEN-TV, Temple-Waco, Tex. KGGM-TV, Albuquerque, N. M.
KCMC-TV, Texarkana, Tex.-Ark. KSWB-TV, Roswell, N. M.
KVDO-TV, Corpus Christi, Tex. KTKL-TV, San Angelo, Tex.
KTRE-TV, Lufkin, Tex.

MICHIGAN SPOT SALES INC.

Dearborn 15001 Michigan Ave. Charles J. Sitta
Tiffany 6-2362

TV Stations Represented (Michigan only):

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

ART MOORE & ASSOCIATES INC.

Seattle 1 Jones Bldg. Art Moore
Mutual 3377 Jack Clarke
Bob Rogers
Portland 4, Ore. Cascade Bldg. Ed Henry
Capitol 8-7284 Jack Swenson

TV Stations Represented (Pacific Northwest region only):

KXLY-TV, Spokane, Wash. KVAL-TV, Eugene, Ore.
KTNT-TV, Tacoma, Wash. KPIC, Roseburg, Ore.
KIMA-TV, Yakima, Wash. [Satellite of KVAL-TV]
*KBAS-TV, Ephrata, Wash. KOOK-TV, Billings, Mont.
(CP) KXLF-TV, Butte, Mont.
*KEPR-TV, Pasco, Wash. KID-TV, Idaho Falls, Ida.
*KLEW-TV, Lewiston, Ida. KBOI-TV, Boise, Ida.
KPTV, Portland, Ore. KLIX-TV, Twin Falls, Ida.

* Satellites of KIMA-TV, Yakima.

TRACY MOORE & ASSOCIATES

Los Angeles 28 6381 Hollywood Blvd. Tracy Moore
Hollywood 2-2351

San Francisco 8 260 Kearney St. John Funk
Exbrook 2-6444

TV Station Represented (West Coast only):

KSAN-TV, San Francisco, Cal.

NBC SPOT SALES (National Broadcasting Co.)

New York 20 30 Rockefeller Plaza Jack Reber
Circle 7-8300 Richard H. Close
Edwin Jameson
John Ryan
Mort Gaffin
Chicago 54 Merchandise Mart John Mulholland
Superior 7-8300
Detroit 26 Penobscot Bldg. John C. Treacy
Woodward 1-1610
Hollywood 28 Sunset & Vine Walter B. Davison
Hollywood 9-6161
San Francisco 2 Taylor & O'Farrell Kenneth Johnson
Graystone 4-8700 Robert Anderson
Atlanta 770 Spring St. N.W. Bomar Lowrance &
Trinity 6-3726 Assoc., Sales Rep.
Charlotte 2 1026 South Blvd., Box Bomar Lowrance &
4156, Franklin 6-6581 Assoc., Sales Rep.
Dallas Fidelity Union Bldg. Bomar Lowrance &
Riverside 8206 Assoc., Sales Rep.

TV Stations Represented:

WRCA-TV, New York City WNBQ, Chicago, Ill.
WRGB, Schenectady, N. Y. KSD-TV, St. Louis, Mo.
WRCV-TV, Philadelphia, Pa. KOA-TV, Denver, Colo.
WRC-TV, Washington, D.C. KOMO-TV, Seattle, Wash.
WBUF, Buffalo, N.Y. KRCA, Los Angeles, Cal.
WNBC, Hartford-New Britain, KPTV, Portland, Ore.
Conn. WCKT, Miami, Fla.
WAVE-TV, Louisville, Ky. KONA, Honolulu, Hawaii

JOHN E. PEARSON TELEVISION INC.

New York 22 444 Madison Ave. John E. Pearson
Plaza 1-3366
Chicago, Ill. 333 N. Michigan Ave. James D. Bowden
State 2-7494
Dallas, Tex. Fidelity Union Life Thomas R. Murphy
Bldg. Riverside 7-3723
Minneapolis, Minn. Northwestern Bank Calden P. (Bud)
Bldg. Federal 8-5689 Stitt
Los Angeles 5 3242 W. 8th St. David Cassidy
Dunkirk 5-5084
San Francisco 4 58 Sutter St. Martin H. Percival
Douglas 2-7159
Atlanta Glenn Bldg. Robert M. Baird
Jackson 2912

TV Stations Represented:

KVSO-TV, Ardmore, Okla.
KBST-TV, Big Spring, Tex.
KICA-TV, Clovis, N.M.
KRDO-TV, Colorado Springs
KRBB, El Dorado, Ark.
KGEO-TV, Enid, Okla.
KQTV, Fort Dodge, Ia.
KFSA-TV, Fort Smith, Ark.
WDAM-TV, Hattiesburg, Miss.
KLJR-TV, Henderson-Las Vegas
WJHL-TV, Johnson City, Tenn.
WTVK, Knoxville, Tenn.
KSWO-TV, Lawton, Okla.
WOAY-TV, Oak Hill, W.Va.
WTAP, Parkersburg, W.Va.
KOSA-TV, Odessa, Tex.
KCSJ-TV, Pueblo, Colo.
KOLO-TV, Reno, Nev.
KDRO-TV, Sedalia, Mo.
KRGV-TV, Weolaco, Tex.
WHIZ-TV, Zanesville, O.
KHUM-TV, Eureka, Cal. (CP)
WPSD-TV, Paducah, Ky. (CP)

PETERS, GRIFFIN, WOODWARD, INC.

New York 17 250 Park Ave. H. Preston Peters
Yukon 6-7900 Pres.
Lloyd Griffin,
V.P. Dir. of TV
John W. Brooke,
East TV Sales Mgr.
Chicago 1 Prudential Plaza John A. Cory, V.P.
Franklin 2-6373 William J. Tynan
Midwest TV Sales Mgr.
Detroit 26 Penobscot Bldg. Louis J. Hummel Jr.
Woodward 1-4255
Atlanta 3 Glenn Bldg. Wm. J. Stubbs
Murray 8-5667
Fort Worth 2 406 W. Seventh St. W. Hal Thompson
Edison 6-3349
Hollywood 28 1750 North Vine Street Hal W. Hoag, V.P.
Hollywood 9-1688 John A. Serrao
San Francisco 4 Russ Bldg. Wm. A. Exline
Sutter 1-3798

TV Stations Represented:

WBZ-TV, Boston, Mass. WISC-TV, Madison, Wis.
WGR-TV, Buffalo, N. Y. WCCO-TV, Minneapolis-
KYW-TV, Cleveland, O. St. Paul
WWJ-TV, Detroit, Mich. KMBC-TV, Kansas City, Mo.
WJIM-TV, Lansing, Mich. WBAP-TV, Fort Worth, Tex.
WPIX, New York City KFDM-TV, Beaumont, Tex.
KDKA-TV, Pittsburgh, Pa. KRIS-TV, Corpus Christi, Tex.
WROC-TV, Rochester, N.Y. KENS-TV, San Antonio, Tex.
WCSC-TV, Charleston, S. C. KBOI-TV, Boise, Ida.
WIS-TV, Columbia, S. C. KBTB, Denver, Colo.
WSVA-TV, Harrisonburg, Va. KRON-TV, San Francisco, Cal.
WDBJ-TV, Roanoke, Va. KGMB-TV, Honolulu, Hawaii
WTVJ, Miami, Fla. *KHBC-TV, Hilo, Hawaii
WHO-TV, Des Moines, Ia. *KMAU, Wailuku, Maui
WOC-TV, Davenport, Ia.
WDSM-TV, Duluth, Minn.-
Superior, Wis.
WDAY-TV, Fargo, N. D.

*Satellite of KGMB-TV, Honolulu.

EDWARD PETRY & CO. INC.

New York 22 3 E. 54th St. Edward Petry, Pres.
Murray Hill 8-0200 Thomas E. Knode,
V.P. & Gen. Mgr.
Chicago 11 400 N. Michigan Ave. Edward E. Voynow,
Whitehall 4-0011 Exec. V.P.
Louis A. Smith,
Sales Mgr.
Atlanta 3 101 Marietta St. Richard W. Hughes
Jackson 4-8861
Detroit 26 Penobscot Bldg. Franklin M. Walker
Woodward 3-0125
Los Angeles 14 530 W. 6th St. Wm. Larimer
Tucker 3171
San Francisco 4 Russ Bldg. Edward L. Smith
Yukon 2-3631
St. Louis 3 915 Olive St. Hugh O. Kerwin
Chestnut 1-7191

TV Stations Represented:

WSB-TV, Atlanta, Ga. WISN-TV, Milwaukee, Wis.
KERO-TV, Bakersfield, Cal. KSTP-TV, Minneapolis-St. Paul
WBAL-TV, Baltimore, Md. WSM-TV, Nashville, Tenn.
WNEM-TV, Bay City, Mich. WTAR-TV, Norfolk, Va.
WGN-TV, Chicago, Ill. KMTV, Omaha, Neb.
WFAA-TV, Dallas, Tex. WTVH, Peoria, Ill.
WESH-TV, Daytona Beach, Fla. KCRA-TV, Sacramento, Cal.
WTVB, Erie, Pa. WOAI-TV, San Antonio, Tex.
KFBM-TV, San Diego, Cal.
KPRC-TV, Houston, Tex. KTBS-TV, Shreveport, La.
WHTN-TV, Huntington, W. Va. WNDU-TV, South Bend, Ind.
WJHP-TV, Jacksonville, Fla. KREM-TV, Spokane, Wash.
KARK-TV, Little Rock, Ark. KOTV, Tulsa, Okla.
KCOF, Los Angeles, Cal. KARD-TV, Wichita, Kan.

WILLIAM G. RAMBEAU CO. INC.

New York 17 347 Madison Ave. Wm. G. Rambeau,
Murray Hill 6-5940 Pres.
Geo. W. Kupper, V.P.
Chicago 1 185 N. Wabash Ave. Mary Rudd
Anderson 3-5566
Minneapolis 2 Roanoke Bldg. Vivian Bulmer
Federal 8-7017
Los Angeles 28 1350 N. Highland Ave. Ed Lytle
Hollywood 4-6017
San Francisco 4 Mills Bldg. Evelyn Wiggins
Exbrook 2-4073

TV Stations Represented:

WFAM-TV, Lafayette, Ind. KNOX-TV, Grand Forks, N.D.

PAUL H. RAYMER CO. INC.

New York 22	444 Madison Ave. Plaza 9-5570	Paul H. Raymer, Pres. Fred C. Brokaw, Exec. VP.-Sales Mgr. Stuart M. Kelly, V.P.
Chicago 11	435 No. Michigan Ave. Superior 7-4473	Clay E. Forker, V.P.
Dallas 1	Mercantile Securities Bldg. Riverside 1-5663	John H. Hicks, Jr.
San Francisco 4	Russ Bldg. Douglas 2-8909	Ray Rhodes, V.P.
Detroit 26	Penobscot Bldg. Woodward 3-0764	Robert B. Rains
Hollywood 28	1680 Vine St. Hollywood 2-2376	John D. Gale
Atlanta 3	Glenn Bldg. Jackson 5-6508	Edward D. Brandt

TV Stations Represented:

KRBC-TV, Abilene, Tex.	KWTK-TV, Waco, Tex.
KTBC-TV, Austin, Tex.	KFDX-TV, Wichita Falls, Tex.
WNOK-TV, Columbia, S.C.	WPFH, Wilmington, Del.
WKJG-TV, Ft. Wayne, Ind.	(Philadelphia area)
KMJ-TV, Fresno, Cal.	WKBN-TV, Youngstown, O.
KTLA, Los Angeles, Cal.	KIVA-TV, Yuma, Ariz.
KCBD-TV, Lubbock, Tex.	KHVH-TV, Honolulu, (CP)
KVAR, Phoenix, Ariz.	KBTX-TV, Bryan, Tex. (CP)
KSLA-TV, Shreveport, La.	[Semi-satellite of KWTK-TV,
WSBT-TV, South Bend, Ind.	Waco]

SELECT STATION REPRESENTATIVES INC.

New York	400 Madison Ave. Plaza 8-1850	Zangwill Golobe Albert Shepard Joseph Ruggiero
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TV Station Represented: WXEX-TV, Petersburg-Richmond, Va.

Note: Forjoe is WXEX-TV rep outside New York, Philadelphia, Baltimore & Washington.

STARS NATIONAL INC.

New York 17	400 Madison Ave. Plaza 8-0555	Bernard Howard Larry Wasserstein
Chicago 1	35 E. Wacker Dr. Central 6-2135	Alan Bress
Atlanta	Box 1598 Dearborn 2143	Paul Sanford
Los Angeles 28	6381 Hollywood Blvd. Hollywood 2-2351	Jerry Moore
San Francisco 5	260 Kearny St. Exbrook 2-6444	John Funk
Dallas	1000 Main St. Riverside 1-3607	Stu Baroness

TV Station Represented: KSNAN-TV, San Francisco, Cal.

VENARD, RINTOUL & McCONNELL INC.

New York 17	579 Fifth Ave. Murray Hill 8-1088	Lloyd George Venard Stephen R. Rintoul James V. McConnell
Chicago 1	35 E. Wacker Dr. State 2-5260	Howard B. Meyers
San Francisco	Mills Bldg. Garfield 1-7950	Duncan A. Scott
Los Angeles 5	2978 Wilshire Blvd. Dunkirk 8-4151	Wilt Gunzendorfer

TV Stations Represented:

KTEN, Ada, Okla.	KLFY-TV, Lafayette, La.
WALB-TV, Albany, Ga.	KTRE-TV, Lufkin, Tex.
WTRI, Albany-Troy-Schenec- tady, N.Y.	KMID-TV, Midland, Tex.
WLOS-TV, Asheville, N.C.	WAGM-TV, Presque Isle, Me.
WTWO, Bangor, Me.	KTXL-TV, San Angelo, Tex.
WFIE, Evansville, Ind.	WSUN-TV, St. Petersburg- Tampa, Fla.
WMBV-TV, Green Bay-Marl- nette, Wis.	KCMC-TV, Texarkana, Tex.
KODE-TV, Joplin, Mo.	WTOB-TV, Winston-Salem, N.C.

THE WALKER REPRESENTATION CO. INC.

New York 17	347 Madison Ave. Murray Hill 3-5830	Wythe Walker C. Otis Rawalt
Chicago 1	360 N. Michigan Ave. Anderson 3-5771	Norbert J. Cavanagh Charles Halteman
Los Angeles 5	672 S. Lafayette Park Pl. Fairfax 3200	Harlan Oakes
San Francisco 4	110 Sutter St. Sutter 1-7971	Norm Cunningham
Atlanta	Mortgage Guarantee Bldg. Alpine 1241	Tom Atkinson
Boston	100 Boylston St. Hubbard 2-4370	William Creed

TV Stations Represented:

KXLF-TV, Butte, Mont.	WSIL-TV, Harrisburg, Ill.
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1957 Spring-Summer Edition

Station Reps

WAGNER-SMITH ASSOCIATES

New York 17*	280 Madison Ave. Murray Hill 4-4244	Roy V. Smith
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TV Station Represented: WMFD-TV, Wilmington, N. C.

* For offices in Seattle, San Francisco & Los Angeles, see Alaska Radio-TV Sales under Territorial and Foreign-Language Station Representatives.

WEED TELEVISION CORP.

New York 17	579 Fifth Ave. Plaza 9-4700	Joseph J. Weed, Pres. E. J. Fitzsimmons, V.P., Sales Bates Halsey, East. Mgr.
Chicago 1	Prudential Bldg. Whitehall 4-3434	Neal Weed, V.P. George Lindsay Western Mgr.
Detroit 26	Book Bldg. Woodward 1-2685	Bernard P. Pearce
Des Moines 9	505 Fifth Ave. Cherry 3-3930	Wm. J. Scharton
Atlanta 3	Glenn Bldg. Cypress 4081	George L. Griesbauer
Hollywood 28	6331 Hollywood Blvd. Hollywood 2-6676	Edwin C. Metcalfe
San Francisco 5	625 Market St. Exbrook 7-0535	Donald Staley
Boston 16	Statler Bldg. Hubbard 2-5677	Robert R. Reardon

TV Stations Represented:

KOOM-TV, Albuquerque, N.M.	WABD, New York City
KALB-TV, Alexandria, La.	*KEPR-TV, Pasco, Wash.
KBAK-TV, Bakersfield, Cal.	KTVK, Phoenix, Ariz.
WCYB-TV, Bristol, Va.	WCSH-TV, Portland, Me.
WCAK-TV, Burlington, Vt.	WJAR-TV, Providence, R.I.
WWTU, Cadillac, Mich.	KCCC-TV, Sacramento, Cal.
WCNY-TV, Carthage- Watertown, N.Y.	KNTV, San Jose, Cal.
WOI-TV, Des Moines (Ames), Ia.	KTTT-TV, Springfield, Mo.
WBAY-TV, Green Bay, Wis.	KTVI, St. Louis, Mo.
WUSN-TV, Charleston, S.C.	KTNT-TV, Tacoma (Seattle)
WFBC-TV, Greenville, S.C.	KXJB-TV, Valley City, N.D.
KHQA-TV, Hannibal, Mo.	*KBMB-TV, Elsmarck, N.D.
(Quincy, Ill.)	WTTG, Washington, D.C.
KHAS-TV, Hastings, Neb.	KIMA-TV, Yakima, Wash.
KPLC-TV, Lake Charles, La.	XETV, Tijuana, Mex. (San Diego)
KLAS-TV, Las Vegas, Nev.	*KBAS-TV, Ephrata, Wash. (CP)
*KLEW-TV, Lewiston, Ida.	
WDMJ-TV, Marquette, Mich.	
KGLO-TV, Mason City, Ia.	
KCJB-TV, Minot, N.D.	
WJMR-TV, New Orleans, La.	

Canadian TV Stations Represented:

CKX-TV, Brandon, Man.	CKCK-TV, Regina, Sask.
CHCT-TV, Calgary, Alta.	CHSJ-TV, Saint John, N.B.
CFCY-TV, Charlottetown, P.E.I.	CJON-TV, St. John's, Nfld.
CKCO-TV, Kitchener, Ont.	CJIC-TV, Sault Ste. Marie, Ont.
CFPL-TV, London, Ont.	CKSO-TV, Sudbury, Ont.
CHEX-TV, Peterborough, Ont.	CJCB-TV, Sydney, N.S.
CFPA-TV, Port Arthur, Ont.	CJCRN-TV, Rouyn, Que. (CP)
CFCM-TV, Quebec City, Que.	

YOUNG REPRESENTATIVES INC.*

New York 22	3 E. 54th St. Plaza 1-4848	Paul S. Wilson
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TV Stations Represented:

WICC-TV, Bridgeport, Conn.	WSBA-TV, York, Pa.
KTAG-TV, Lake Charles, La.	WTVW, Tupelo, Miss.

* Affiliated with Young Television Corp., using same offices and personnel outside of New York for these stations.

YOUNG TELEVISION CORP.

New York 22	3 E. 54th St. Plaza 1-4848	Adam J. Young Jr. S. J. Machcinski, Jr.
Chicago 2	Prudential Plaza Michigan 2-6190	William J. Reilly, V.P.
St. Louis	317 N. 11th St. Main 1-5020	John B. Hetherington
Los Angeles 28	Guaranty Bldg. Hollywood 2-2287	William L. Wallace
San Francisco	593 Market St. Yukon 6-6769	Chas. R. Christianson
Boston	Statler Office Bldg. Hubbard 2-6117	Nona Kirby

TV Stations Represented:

KVDO-TV, Corpus Christi, Tex.	WCOV-TV, Montgomery, Ala.
CKLW-TV, Detroit, Mich.- Windsor, Ont.	WGEM-TV, Quincy, Ill.-Hanni- bal, Mo.
WTVY, Dothan, Ala.	WICS, Springfield, Ill.
KILT, El Paso, Tex.	KULA-TV, Honolulu, Hawaii
WEHT, Evansville, Ind.- Henderson, Ky.	KUAM-TV, Agana, Guam
WMTV, Madison, Wis.	[Represented by Young In- ternational Inc.]

**Territorial and Foreign-Language
Station Representatives**

ALASKA RADIO-TV SALES

New York 17 280 Madison Ave. Roy V. Smith
Murray Hill 4-4244
Seattle 1 Securities Bldg. William J. Wagner,
Seneca 6333 Pres.
San Francisco 4 Mills Bldg. Duncan A. Scott
Garfield 1-7950 Cy Jobson

TV Stations Represented:
KTVA, Anchorage, Alaska KINY-TV, Juneau, Alaska
KTVF, Fairbanks, Alaska

CARIBBEAN NETWORKS INC.

New York 19 200 W. 57th St. Jose Ramon Quin-
Circle 7-8224 ones, Pres.
A. M. Martinez,
Exec. V.P.
Juan J. Cerna, V.P.

TV Stations Represented:
WAPA-TV, San Juan, P.R. YSEB-TV, San Salvador, El
CMBF-TV, Havana, Cuba Salvador
CMQ-TV Network, Cuba RPC-TV, Panama, Panama,
RPC-TV, Colon, Panama (CP) (CP)

DEL DAY

Seattle Vance Bldg. Del Day
Mutual 6535

TV Stations Represented (Western U.S.):
KENI-TV, Anchorage, Alaska KFAR-TV, Fairbanks, Alaska

CANADIAN REPRESENTATIVES

ALL-CANADA TELEVISION

Toronto, Ont. 80 Richmond St. W. Reo Thompson, Mgr.
Empire 6-9236
Montreal, Que. Dominion Square Bldg. Burt Hall, Mgr.
University 6-9868
Vancouver, B. C. 1161 Melville St. J. E. Baldwin
Tatlow 7461
Calgary, Alta. Taylor-Pearson & J. E. Cavanaugh
Carson Bldg. 2-7691
Winnipeg, Man. Electric Railway M. V. Chesnut
Chambers 926 & 861

TV Stations Represented:
CJON-TV, St. John's, Nfld. CKSO-TV, Sudbury, Ont.
CJCB-TV, Sydney, N. S. CJIC-TV, Sault Ste. Marie, Ont.
CHSJ-TV, Saint John, N. B. CFPA-TV, Port Arthur, Ont.
CKWS-TV, Kingston, Ont. CKX-TV, Brandon, Man.
CHEX-TV, Peterborough, Ont. CKCK-TV, Regina, Sask.
CHCH-TV, Hamilton, Ont. CHCT-TV, Calgary, Alta.
CFPL-TV, London, Ont. CJLH-TV, Lethbridge, Alta.
CKNX-TV, Wingham, Ont. CFCY-TV, Charlottetown, P.E.I.
CKLW-TV, Windsor, Ont. CFCR-TV, Kamloops, B.C. (CP)

BROADCAST REPRESENTATIVES LTD.

Winnipeg, Man. Lindsay Bldg. R. M. MacLennan
926-374

TV Stations Represented:
CFRN-TV, Edmonton, Alta. CHEK-TV, Victoria, B. C.
CFQC-TV, Saskatoon, Sask.

CANADIAN BROADCASTING CORP.

Toronto 354 Jarvis St. W. E. Powell,
Walnut 3-5461 commercial mgr.
Montreal Radio Canada Bldg. M. Vallquette, com-
University 6-2571 mercial mgr. (Que.)

TV Stations Represented:
*CBFT, Montreal, Que. CBLT, Toronto, Ont.
CBMT, Montreal, Que. CBUT, Vancouver, B.C.
CBOT, Ottawa, Ont. CBWT, Winnipeg, Man.
*CBOFT, Ottawa, Ont. CBHT, Halifax, N.S.

* French language stations.

JOHN N. HUNT & ASSOC.

Vancouver, B.C. 198 W. Hastings St. John Hunt
Tatlow 6277

TV Stations Represented (Western Canada):
CKVR-TV, Barrie, Ont. CHLT-TV, Sherbrooke, Que.
CKRS-TV, Jonquiere, Que. CFCL-TV, Timmins, Ont.
CKCO-TV, Kitchener, Ont. CHEK-TV, Victoria, B. C.
CKGN-TV, North Bay, Ont. KOMO-TV, Seattle, Wash.
CFCM-TV, Quebec City, P.Q. CKMI-TV, Quebec City (CP)

INTER-AMERICAN PUBLICATIONS INC.

New York 17 41 E. 42d St. Angel Ramos
Murray Hill 2-0384
TV Station Represented: WKAQ-TV, San Juan, P. R.

NATIONAL TIME SALES

New York 17 370 Lexington Ave. Arthur Gordon
Murray Hill 5-1300
Los Angeles 672 S. Lafayette Park Harlan G. Oakes
Place, Dunkirk 2-3200
San Francisco 110 Sutter St. Norman Cunningham
Sutter 1-7971

TV Station Represented: XEJ-TV, Juarez, Mex. (El Paso, Tex.)

RICHARD O'CONNELL INC.

New York 22 527 Madison Ave. Richard O'Connell
Plaza 5-9751
Los Angeles 6381 Hollywood Blvd. Tracy Moore & Assoc.
Hollywood 2-2351 Inc.
San Francisco Monadnock Bldg. Tracy Moore & Assoc.
Exbrook 2-6444 Inc.

TV Stations Represented:
KCOR-TV, San Antonio, Tex. KRBB, El Dorado, Ark.
[Spanish Language Station.]

CANADIAN STATION REPRESENTATIVES LTD.*

New York 22 3 E. 54th St. Adam J. Young Jr.
Plaza 1-4848 Thomas F. Malone
Stearns R. Ellis
William J. Reilly
Chicago 1 Prudential Plaza
Michigan 2-6190
St. Louis 317 North Eleventh St. John B. Hetherington
Main 1-5020
Los Angeles 28 Guaranty Bldg. William L. Wallace
Hollywood 2-2287
San Francisco 5 593 Market St. Chas. R. Christianson
Yukon 6-6769

TV Stations Represented:
CKVR-TV, Barrie, Ont. CJBR-TV, Rimouski, Que.
CFRN-TV, Edmonton, Alta. CFQC-TV, Saskatoon, Sask.
CHCH-TV, Hamilton, Ont. CKNX-TV, Wingham, Ont.
CKCW-TV, Moncton, N. B. CHLT-TV, Sherbrooke, Que.
CKGN-TV, North Bay, Ont.

* Affiliated with Young Television Corp.

**JOS. A. HARDY & CO. LTD
(TV Division)**

Toronto 19 Richmond St. W. A. E. Stewart
Empire 3-9433
Montreal 1489 Mountain St. Gilles Loslier
Plateau 1101

TV Stations Represented:
CKRS-TV, Jonquiere, Que. CHLT-TV, Sherbrooke, Que.
CKCO-TV, Kitchener, Ont. CKRN-TV, Rouyn, Que. (CP)
CFCM-TV, Quebec City CKMI-TV, Quebec City (CP)

ANDY McDERMOTT

Toronto, Ont. 10 E. Adelaide St. A. A. McDermott
Empire 6-8945
Montreal, Que. 1543 Crescent St. E. G. Richmond
Belair 7042

TV Stations represented (in Canada):

WABD, New York, N. Y. WHIO-TV, Dayton, O.
WKTU, Utica, N. Y. WGN-TV, Chicago, Ill.
WHEN-TV, Syracuse, N. Y. WFBM-TV, Indianapolis, Ind.
WHAM-TV, Rochester, N. Y. WOW-TV, Omaha, Neb.
WICU, Erie, Pa. WGR-TV, Buffalo, N. Y.
WAL-TV, Lancaster, Pa. WPTZ, Plattsburgh, N. Y.
WMTW, Poland Spring, Me. WCNY-TV, Carthage-
WJW-TV, Cleveland, O. Watertown, N. Y.
WWJ-TV, Detroit, Mich. KLOR, Portland, Ore.
WOOD-TV, Grand Rapids, King-TV, Seattle, Wash.
Mich. WTCN-TV, Minneapolis, Minn.
WNAC-TV, Boston, Mass. WDSM-TV, Duluth, Minn.
WTVN-TV, Columbus, O.

PAUL MULVIHILL & CO. LTD.

Toronto 77 York St. Paul Mulvihill
Empire 8-6554 Norman Bonnell
Montreal 1543 Crescent St. Murray MacIvor
Plateau 1097

TV Stations Represented:
CKVR-TV, Barrie, Ont. CKGN-TV, North Bay, Ont.

RADIO TIME SALES (QUEBEC) LTD.

Montreal 1440 St. Catherine St. Ralph J. Judge, Pres.
W. University 6-2012

TV Station Represented: WCAX-TV, Burlington, Vt.

HORACE N. STOVIN & CO.

Toronto 5, Ont.	406 Jarvis St. Walnut 4-5768	Lee Raeburn W. D. Byles, Exec. v.p.
Montreal, Que.	Keefer Bldg. University 6-6291	T. C. Maguire
Winnipeg, Man.	1111-211 Portage Ave. 925-097	C. E. Montgomery
Vancouver, B. C.	615 Pender St. W. Tatlow 4831	J. W. Stovin

TV Stations represented (in Canada):

KVOS-TV, Bellingham, Wash.	KABC-TV, Los Angeles, Cal.
WLEV-TV, Bethlehem-Allentown, Pa.	WABC-TV, New York, N. Y.
WTTV, Bloomington, Ind.	KMTV, Omaha, Neb.
WBZ-TV, Boston, Mass.	WFIL-TV, Philadelphia, Pa.
WEWS, Cleveland, O.	KROC-TV, Rochester, Minn.
WBNS-TV, Columbus, O.	WHEC-TV & WVET-TV, Rochester, N. Y.
WOC-TV, Davenport, Ia.	KWSW-TV, Roswell, N. M.
WHIO-TV, Dayton, O.	KTVT, Salt Lake City, Utah
WXYZ-TV, Detroit, Mich.	KGO-TV, San Francisco, Cal.
WEHT, Henderson, Ky.-Evansville, Ind.	WNDU-TV, South Bend, Ind.
WJAC-TV, Johnstown, Pa.	WSYR-TV, Syracuse, N. Y.
KHOL-TV, Kearney, Neb.	WSPD-TV, Toledo, O.
WKNY-TV, Kingston, N. Y.	WSAU-TV, Wausau, Wis.
WGAL-TV, Lancaster, Pa.	WPFH, Wilmington, Del.
WJEM-TV, Lansing, Mich.	CKCW-TV, Moncton, N.B.
	CJBR-TV, Rimouski, Que.

TELEVISION REPRESENTATIVES LTD.

Toronto	76 St. Clair Ave. W. Walnut 4-0720	Gordon Ferris, Pres. Bill Stoeckel, TV Sales Mgr.
Montreal	Dominion Square Bldg. University 6-8508	Wilf Dipple
Vancouver	804 Hornby Ave. Mutual 3-6131	Ed Hall
Winnipeg	Lindsay Bldg. 9-6374	R. J. MacLennan

TV Stations Represented:

CFRN-TV, Edmonton, Alta.	CHEK-TV, Victoria, B. C.
CFQC-TV, Saskatoon, Sask.	[Except Vancouver]

LABOR UNIONS and GUILDS In Television and Related Fields

ACTORS EQUITY ASSOCIATION, 226 W. 47th St., New York 36, N. Y. Plaza 7-7660. Ralph Bellamy, president; Angus Duncan, exec. secy.

AFFILIATED PROPERTY CRAFTSMEN Local 44 (IATSE), 7429 Sunset Blvd., Hollywood 46, Cal. Hollywood 9-1152. James M. Crowe, business agent.

AMERICAN COMMUNICATIONS ASSOCIATION (ACA), 5 Beekman St., New York, N. Y. Cortland 7-1374. Joseph Selly, president; William Bender, v.p.; Joseph F. Kehoe, secy.-treas.

AMERICAN FEDERATION OF MUSICIANS (AFM), 570 Lexington Ave., New York 22, N. Y. Plaza 8-0600. James C. Petrillo, president; Charles L. Bagley, Los Angeles, v.p.; Leo Cluesmann, Newark, secy.; George V. Clancy, treas.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA), 15 W. 44th St., New York 36, N. Y. Vanderbilt 6-1810. Frank Nelson, president; Clayton Collyer, v.p.; Donald F. Conway, exec. secy.; Stanley Farrar, treas. Branch of Associated Actors & Artistes of America.

AMERICAN FEDERATION OF MUSICIANS MUTUAL PROTECTIVE ASSN. Local 47, 817 N. Vine St., Hollywood 38, Cal. Hollywood 2-2161. Phil Fischer, TV film representative.

AMERICAN GUILD OF MUSICAL ARTISTS (AGMA), 247 W. 46th St., New York 36, N.Y. Columbus 5-3687. John Brownlee, president; Hy Falne, exec. secy. Branch of Associated Actors and Artistes of America.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA), 1697 Broadway, New York 19, N.Y. Circle 6-7130. Georgie Price, president; Jackie Bright, national administrative secy. Branch of Associated Actors and Artistes of America.

AMERICAN NEWSPAPER GUILD (ANG), 1126 16th St. NW, Washington, D.C. Sterling 3-1250. Joseph F. Collis, president; William J. Farson, exec. v.p.; Charles A. Perlik Jr., secy.-treas.

ASSOCIATED ACTORS & ARTISTES OF AMERICA (AAA), 226 W. 47th St., New York City. Circle 5-8046. Paul Dullzell, pres.

BROADCAST-TELEVISION RECORDING ENGINEERS (IBEW), 7265 Santa Monica Blvd., Hollywood 46, Cal. Hollywood 3-2317. Leo E. Phillips Jr., business mgr.

COMMUNICATIONS WORKERS OF AMERICA (CWA), 1808 Adams Mill Road, NW, Washington, D.C. Hudson 3-9200. Joseph A. Belrne, president.

Station Reps-Unions

COMPOSERS & LYRICISTS GUILD OF AMERICA, 12924 Sarah St., N. Hollywood, Cal. Popular 2-8377. 101 Park Ave., New York 17, N.Y. Lehigh 2-2333. Leith Stevens, pres.; Winston Sharples, v.p.

FILM TECHNICIANS, Local 683, 6721 Melrose Ave., Hollywood, Cal. Webster 5-1123. A. Alan Jackson, business rep.

ILLUSTRATORS & MATTE ARTISTS OF MOTION PICTURE, TELEVISION & AMUSEMENT INDUSTRIES, Local 750 (IATSE), 6636 Hollywood Blvd., Hollywood 28, Cal. Hollywood 5-3117. Zeal Fairbanks, business representative.

INTERNATIONAL ALLIANCE OF THEATRICAL STAGE EMPLOYEES & MOVING PICTURE MACHINE OPERATORS (IATSE), 1270 Avenue of Americas, New York 20, N. Y. Circle 5-4370. Richard F. Walsh, pres.; Harland Holmden, general secy.-treas.

INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (IBEW), 1200 Fifteenth St. NW, Washington 5, D. C. Columbia 5-8040. Gordon M. Freeman, international president; Joseph D. Keenan, international secy.; Albert O. Hardy, TV-Radio director.

INTERNATIONAL SOUND TECHNICIANS, 7614 Sunset Blvd., Hollywood 46, Cal. Hollywood 4-7221. Thomas A. Carman, business representative.

INTERNATIONAL UNION OF ELECTRICAL RADIO & MACHINE WORKERS (IUE), 1126 16th St. NW, Washington, D.C. Executive 3-6096. James Carey, pres.; Al Hartnett, secy.-treas.

MOTION PICTURE FILM EDITORS Local 776, 1462 N. Stanley Ave., Hollywood 46, Cal. Hollywood 4-0275. John W. Lehnars, business representative.

MOTION PICTURE SCREEN CARTOONISTS Local 841, IATSE, 7 W. 44th St., New York 19, N. Y. Murray Hill 2-3363. Lucifer Guarnier, president; Jim Logan, v.p.; Pepe Ruiz, business agent.

MOTION PICTURE STUDIO ARTS CRAFTSMEN, Local 790, 6636 Hollywood Blvd., Hollywood 28, Cal. Hollywood 5-3117. Zeal Fairbanks, business rep.

MOTION PICTURE STUDIO ELECTRICAL TECHNICIANS, 7904 Santa Monica Blvd., Hollywood 46, Cal. Vermont 8-5615. Charles Futoran, president; Reve E. Houck, secy.-treas.; R. W. Nichols, business rep.

MOTION PICTURE STUDIO PROJECTIONISTS Local 165, 1067 N. Fairfax Ave., Hollywood 46, Cal. Oldfield 4-4340. William E. Higgins, business representative.

MOTION PICTURE STUDIO SET PAINTERS, Local 729, IATSE, 7904 Santa Monica Blvd., Hollywood 46, Cal. Oldfield 4-3000. Ralph W. Peckham, business rep.

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET), 80 E. Jackson Blvd., Chicago 4, Ill. Wabash 2-2462. C. F. Rothery, president; Eugene Klumpp, v.p.; Arthur Hjorth, secy.-treas.

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG), 37 W. 46th St., New York 36, N. Y. Judson 2-5130. Oliver W. Nicoll, national chairman.

RADIO & TELEVISION DIRECTORS GUILD (RTDG), 114 E. 52nd St., New York 22, N. Y. Plaza 9-0949. Newman H. Burnett, national executive director.

SCREEN ACTORS GUILD (SAG), 7750 Sunset Blvd., Hollywood 46, Cal. Hollywood 9-7311. Walter Pidgeon, president; Leon Ames, 1st v.p.; Dana Andrews, 2nd v.p.; Howard Keel, 3rd v.p.; Robert Keith, recording secy.; George Chandler, treas.; John L. Dales, executive secy. Branch of AAAA.

SCREEN CARTOONISTS GUILD (SCG), 2760 N. Cahuenga Blvd., Hollywood 28, Cal. Bernard Gruver, president; Alice Moriarty, business agent.

SCREEN DIRECTORS GUILD (SDG), 7950 Sunset Blvd., Hollywood 46, Cal. Hollywood 2-6651. George Sidney, pres.; Joseph C. Youngerman, exec. secy.

SCREEN EXTRAS GUILD Inc., 723 North Western Ave., Los Angeles 29, Cal. Hollywood 1-9301. Franklyn Farnum, president; Jeffrey Sayre, 1st v.p.; Tex Brodus, 2nd v.p.; Paul Bradley, 3rd v.p.; Paul Cristo, recording secy.; Kenner Kemp, treas.; H. O'Neil Shanks, exec. secy.; Robert W. Gilbert, counsel. Branch of Associated Actors & Artistes of America.

STAGEHANDS Local 33 (IATSE), 2858 W. 8th St., Los Angeles 5, Cal. Dunkirk 2-2321. Thomas V. Hughes, pres.; Carl G. Cooper, business agent.

STORY ANALYSTS Local 854 (IATSE), 7904 Santa Monica Blvd., Hollywood 46, Cal. Oldfield 4-1744. LeRoy Linick, president and business agent.

TELEVISION BROADCASTING STUDIO EMPLOYEES Local 815, 2400 Laurel Canyon Rd., Hollywood 46, Cal. Hollywood 4-7832. Ray Gosnell, president.

TELEVISION DIRECTORS GUILD, 114 E. 52nd St., New York 22, N. Y. Plaza 9-0949. Ernest Ricca, international president; Newman H. Burnett, national exec. director.

UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA, 11 E. 51st St., New York 22, N. Y. Plaza 3-1860. Albert J. Fitzgerald, general president; Julius Empsak, general secy.-treas.; James J. Maties, director of organization.

UNITED SCENIC ARTISTS, Local 829, 319 W. 48th St., New York 36, N. Y. Circle 6-8023. Rudy Karnolt, business mgr.

WRITERS GUILD OF AMERICA, West, Inc., 8782 Sunset Blvd., Hollywood 46, Cal. Crestview 5-1162. Edmund Hartmann, president; David Dortort, pres. of TV branch. (East) 22 W. 48th St., New York, N. Y. Plaza 7-3317. Erik Barnouw, president; Evelyn F. Burkey, exec. director.

Major Multiple Owners

Group Ownership of Television Stations

(AM adjuncts in parentheses)

GENE AUTRY STATIONS—511 W. Adams St., Phoenix, Ariz. Telephone: Alpine 3-3121. Owns 56% of KOOL-TV, Phoenix (KOOL); 48% of KOPO-TV, Tucson (KOPO); 51% of radio KMPC, Los Angeles; 50% of radio KSFO, San Francisco; 12.5% of *Phoenix Republic* and *Gazette*. Executives: Gene Autry, chairman; Thomas Chauncey, pres. & gen. mgr. of KOOL-TV and exec. v.p. & managing director of KOPO-TV.

H. & E. BALABAN CORP.—190 N. State St., Chicago 1, Ill. Telephone: Franklin 2-2262. Owns 50% of WTVO, Rockford, and WICS, Springfield, both Ill.; 50% of CP for WMCN, Grand Rapids, Mich. (Ch. 23); 50% of radio WRIT, Milwaukee; 25% of radio KFBI, Wichita. H. & E. Balaban Corp. also is grantee of Ch. 42, Birmingham, Ala. WICS is Ch. 21 applicant for satellite in White Heath, Ill. Executives: Harry Balaban, pres.; Elmer Balaban, v.p.; Otto Zeman, secy.-treas.; Harold Froelich, mgr., WTVO; Milton D. Friedland, gen. mgr., WICS.

BEACON JOURNAL PUBLISHING CO. (Knight Newspapers)—44 E. Exchange St., Akron 8, O. Telephone: Blackstone 3-1111. Owns 45% of WAKR-TV, Akron (WAKR). John S. Knight owns 17.5% and James L. Knight owns 10% of WCKT, Miami, Fla. (WCKR). For other Knight newspapers, see *Akron Beacon Journal* under Newspaper Ownership of TV Stations. President: John S. Knight.

CALIFORNIA-OREGON TELEVISION INC.—Box 1021, Eureka, Cal. Telephone: Hillside 3-3123. Owns and operates KIEM-TV, Eureka (KIEM); owns 50% of KBES-TV, Medford, Ore., which owns 50% of KPIC, Roseburg, Ore., and KOTI (Ch. 2), Klamath Falls, Ore. Also operates radio station KUIN and FM affiliate KGPO, Grants Pass, Ore. Executives: Wm. B. Smullin, pres.; Donald H. Telford, v.p.; John G. Bauriedel, v.p.; Edward A. Malone, v.p.; Everett A. Faber, v.p.; Kenneth Baker, research & development v.p.

DARROLD A. CANNAN STATIONS—Box 2040, Wichita Falls, Tex. Telephone: 2-8668. Owns 59% of KFDX-TV, Wichita Falls; 21% of KFDM-TV, Beaumont, Tex. (KFDM). Executives: Darrold A. Cannan, pres.; Darrold A. Cannan Jr., v.p.; Howard H. Fry, v.p. (gen. mgr. of KFDX-TV); C. B. Locke, exec. v.p.-gen. mgr. of KFDM.

CENTRAL BROADCASTING CO.—1100 Walnut St., Des Moines 7, Ia. Telephone: Atlantic 8-6511. Operates WHO-TV, Des Moines (WHO) and WOC-TV, Davenport (WOC). Also owns 25% of KMTV, Omaha (KMA, Shenandoah, Ia.). Executives: Col. B. J. Palmer, pres.; Dr. D. D. Palmer, v.p. & treas.; Ralph Evans, exec. v.p.; Paul A. Loyet, v.p. & resident mgr.; Wm. D. Wagner, secy.; W. W. Woods, asst. mgr.; Robert H. Harter, sales mgr.; Jack Kerrigan, program director & film buyer; Reed E. Snyder, chief engineer; Jack Shelley, news bureau mgr.; M. L. Nelsen, managing editor; Herbert H. Plambeck, farm director.

TOM CHAUNCEY—KOOL-TV, Phoenix, Ariz. (KOOL), 20.19%; KOPO-TV, Tucson, Ariz. (KOPO), 20%.

CHICAGO TRIBUNE-NEW YORK NEWS—Interlocking ownership. Tribune operates WGN-TV, Chicago (WGN). News operates WPIX, New York. For executives and addresses, see local station listings.

CHRONICLE PUBLISHING CO.—929 Mission St., San Francisco 19, Cal. Telephone: Garfield, 1-1100. Owns KRON-TV, San Francisco and KBAK-TV, Bakersfield, Cal. Executives: Charles deYoung Thieriot, pres.; Harold P. See, gen. mgr.

JOHN C. COHAN STATIONS—Box 1651, Salinas, Cal. Telephone: Harrison 2-6422. Owns 25.6% of KSBW-TV, Salinas-Monterey (KSBW); 50% of KVEC-TV, San Luis Obispo, Cal. (KVEC).

CONSOLIDATED TELEVISION & RADIO BCSTRS, INC. (Bitner group)—1330 N. Meridian St., Indianapolis, Ind. Telephone: Melrose 4-8521. WFBM-TV, Indianapolis, (WFBM); WTCN-TV, Minneapolis (WTCN); WOOD-TV, Grand Rapids (WOOD); radio WDFD, Flint, Mich. Executives: Harry M. Bitner, chairman; Harry M. Bitner Jr., pres. [Note: Sale of all properties except WDFD to Time Inc. pending FCC approval; for details, see *Television Digest*, Vol. 12:50-52.]

CORPORATION OF THE PRESIDENT OF THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS (MORMON CHURCH)—18 East South Temple, Salt Lake City, Utah. Owns 63.57% of KSL-TV, Salt Lake City (KSL). [Note: Radio Service Corporation of Utah, in which the Corporation of the President of the Church of Jesus Christ of Latter-day Saints is the principal stockholder, owns 23.37% of KID-TV, Idaho Falls, Ida. (KID), 5.6% of KBOI-TV, Boise, Ida. (KBOI).]

COWLES GROUPS—Operated as separate entities by various affiliated interests. Cowles Broadcasting Co., (Gardner Cowles, chairman; Luther Hill, pres.; Charles Quentin, engineering director) owns 60% of KRNT-TV Co., operator of KRNT-TV, Des Moines (and 100% of radio KRNT); owns 100% of KVTV, Sioux City, Ia. (WNAX, Yankton, S.D.); 100% of WHTN-TV, Huntington, W.Va. (WHTN). Minneapolis Star and Tribune Co. (John Cowles, pres.) owns 80% of Wichita-Hutchinson Co., licensee of KTVH, Hutchinson, Kan., and 47% of Midwest Radio-Television Inc., licensee of WCCO-TV, Minneapolis (WCCO). [For further details, see station listings.]

COX GROUP—Fourth & Ludlow Sts., Dayton, O. Telephone: Adams 2112. Controls WHIO-TV, Dayton (WHIO) and WSB-TV, Atlanta (WSB). Cox personally owns 30.5% of WCKT, Miami, Fla. (WCKR). For Cox newspapers, see *Dayton News* under Newspaper Ownership of TV Stations. Executives: James M. Cox Jr., pres. WHIO-TV & radio; George C. Biggers, pres. WSB-TV & radio; J. Leonard Reinsch, managing director (Atlanta).

LESTER L. COX—KYTV, Springfield, Mo., 25%. Lester L. Cox and father Lester E. Cox own 50% of radio KOAM, which owns 2/3 of KOAM-TV, Pittsburg, Kan.-Joplin, Mo.

CROSLY BROADCASTING CORP.—140 W. Ninth St., Cincinnati 2, O. Telephone: Cherry 1-1822. Crosley TV stations comprise WLW-TV, Cincinnati; WLW-C, Columbus; WLW-D, Dayton; WLW-A, Atlanta. Also operates WLW(AM), Cincinnati. Executives: J. D. Shouse, chairman; R. E. Dunville, pres.; John T. Murphy, TV v.p.; H. P. Lasker, general sales v.p.; T. A. Bland, general programming v.p.; John K. Frazier, client service director; George Gray, radio sales mgr.; James Leonard, v.p., WLW-C; Harry Albrecht, v.p. central sales div.; James Rockwell, v.p. engineering; Harry LeBrun, v.p. WLW-A; Eric Jensen, mgr. WLW-D.

R. H. DREWRY GROUP—Box 1385, Lawton, Okla. Mr. Drewry controls KSWO-TV, Lawton, Okla. (KSWO); owns 12% of KMID-TV, Midland, Tex., of which T. R. Warkentin (15.5% of KSWO-TV) owns 18%. KSWO-TV owns 90% of radio KRHD, Duncan, Okla.; Drewry & Warkentin control radio KGWA, Enid, Okla. Executives: R. H. Drewry, pres.; Paul N. Goode, gen. mgr. of KSWO-TV; Ray Herndon, gen. mgr. of KMID-TV.

(Continued on next page)

Television Stations With Satellite Operations

(For executives and personnel, see station listings)

WCDA, Albany, N.Y. (Ch. 41)—Operates satellite WCDB, Haganan, N.Y. (Ch. 29). Also buying off-air WMTG, Adams-Pittsfield, Mass. (Ch. 19) to be operated as satellite (*Television Digest*, Vol. 12:49).

KFYR-TV, Bismarck, N.D. (Ch. 5)—Operates satellite KUMV-TV, Williston, N.D. (Ch. 8).

KFBC-TV, Cheyenne, Wyo. (Ch. 5)—Operates satellite KSTP, Scottsbluff, Neb. (Ch. 10).

KVAL-TV, Eugene, Ore. (Ch. 13)—Operates satellite KPIC, Roseburg, Ore. (Ch. 4), in which it has 50% interest.

KREX-TV, Grand Junction, Colo. (Ch. 5)—Operates satellite KFXJ-TV, Montrose, Colo. (Ch. 10).

KGMB-TV, Honolulu, Hawaii (Ch. 9)—Operates satellites KHBC-TV, Hilo (Ch. 9) and KMAU-TV, Walluku (Ch. 3).

KONA, Honolulu, Hawaii (Ch. 2)—Special affiliation with separately-owned semi-satellite KMVI-TV, Walluku (Ch. 12).

KPRC-TV, Houston, Tex. (Ch. 2)—Special satellite affiliation with separately-owned KTRE-TV, Lufkin, Tex. (Ch. 9).

KHOL-TV, Kearney-Holdrege, Neb. (Ch. 13)—Operates satellite KHPL-TV, Hayes Center, Neb. (Ch. 6).

KDUB-TV, Lubbock, Tex. (Ch. 13)—Owns KPAR-TV, Sweetwater, Tex. (Ch. 12), which operates in affiliation with KDUB-TV. Also operates KBST-TV, Big Spring, Tex. (Ch. 4), under lease arrangement, as an affiliated station.

KELO-TV, Sioux Falls, S.D. (Ch. 11)—Operates satellite KDLO-TV, Florence, S.D. (Ch. 3).

WWLP, Springfield, Mass. (Ch. 22)—Holds CP for satellite WRLP, Greenfield, Mass. (Ch. 32).

WSYR-TV, Syracuse, N.Y. (Ch. 3)—Operates satellite WSYE-TV, Elmira, N.Y. (Ch. 18).

KXJB-TV, Valley City, N.D. (Ch. 4)—Same ownership as KBMB-TV, Bismarck, N.D. (Ch. 12), which operates in affiliation with KXJB-TV. Also owns KCJB-TV, Minot, N.D. (Ch. 13).

KWTK-TV, Waco, Tex. (Ch. 10)—Controls KBTX-TV, Bryan, Tex. (Ch. 3) due to start as semi-satellite in Spring.

KAKE-TV, Wichita, Kan. (Ch. 10)—Special affiliation with separately-owned KTVC, Ensign, Kan. (Ch. 6), due in Spring.

KIMA-TV, Yakima, Wash. (Ch. 29)—Operates satellites KEPR-TV, Pasco, Wash. (Ch. 19) and KLEW-TV, Lewiston, Ida. (Ch. 3). Also holds CPs for satellites KBAS-TV, Ephrata, Wash. (Ch. 43) and KWAB, Walla Walla, Wash. (Ch. 8).

DuMONT BROADCASTING CORP.—205 E. 67th St., New York City. Telephone: Lehigh 5-1000. Owns and operates TV stations WABD, New York, and WTTG, Washington, D.C. Executives: Bernard Goodwin, pres.; Ted Cott, v.p. & gen. mgr.; Bennet Korn, v.p., station mgr. WABD; Richard Gelsmar, asst. treas.; Robert Dreyer, gen. counsel; James Anderson, station mgr. WTTG.

JOHN W. ENGLISH-GEORGE J. MEAD GROUP—1220 Peach St., Erie, Pa. Telephone: 5-7575. Interlocking ownership with WSEE, Erie and WNAO-TV Raleigh, N.C. (WKIX). Executives: George J. Mead (co-publisher of *Erie Times* and *Morning News*), pres. of WSEE; John W. English, pres. of WNAO-TV.

JOHN E. FETZER STATIONS—124 W. Michigan Ave. Kalamazoo, Mich. Owns WKZO-TV, Kalamazoo (WKZO); KOLN-TV, Lincoln, Neb.; radio WJEF, Grand Rapids, Mich. President: John E. Fetzer.

FRIENDLY GROUP—Exchange Realty Bldg., Steubenville, O. Telephone: Atlantic 2-6265. Owns and operates WSTV-TV, Steubenville (WSTV) and KODE-TV, Joplin, Mo. (KODE). Ownership interlocks with off-air WHTO-TV, Atlantic City, N.J. (formerly WFPG-TV), with Ch. 7 applicant for Buffalo and radio stations WPIT, Pittsburgh and WBMS, Boston. Also has application pending before FCC to buy CP for WBLK-TV, Clarksburg, W.Va. (Ch. 12) with radio stations WBLK and WPAR, Parkersburg, W.Va. Executives: Jack N. Berkman, pres.; John J. Laux, exec. v.p.; Rod Gibson, national sales mgr. (New York).

THEODORE R. GAMBLE-KOIN-TV, Portland, Ore. (KOIN), 50% as voting trustee with Harvey Benson; KOMO-TV, Seattle (KOMO), 30%; KOVR, Stockton, Cal., 10%.

GANNETT STATIONS—40 Franklin St., Rochester, N.Y. Telephone: Baker 5-6740. Owns and operates WHEC-TV, Rochester (WHEC); WDAN-TV, Danville, Ill. (WDAN). Also owns radio WINR, Binghamton, N.Y., which holds CP for WINR-TV (Ch. 40). For Gannett newspapers, see *Rochester Democrat & Chronicle* under Newspaper Ownership of TV Stations. Executives: Paul Miller, exec. v.p.; Gannett Co. Inc.; Lynn N. Bitner, gen. mgr.; Gannett Co.; Glover DeLaney, managing director, Gannett radio group.

A. L. GLASMANN STATIONS—Standard Examiner Publishing Co., Kiesel Bldg., Ogden, Utah. Telephone: 7711. Controls KUTV, Salt Lake City, Utah (George C. Hatch, vice pres.; Brent Kirk, station mgr.); telephone: Davis 2-2505. Also KLIX-TV & KLIX, Twin Falls, Ida. (Cecil Hefel, treas. c/o radio KLO, Ogden, Utah; Frank McIntyre, gen. mgr.). Also controls radio stations KMIN, Denver, and KMON, Great Falls, Mont.

JOHN T. GRIFFIN GROUP—Box 9697, Tulsa, Okla. Telephone: Hickory 6-6184. Owns KTVX, Muskogee-Tulsa (KTUL, Tulsa); KATV, Pine Bluff-Little Rock, Ark.; 50% of KWTU, Oklahoma City; also holds CP for Ch. 8, Jonesboro, Ark.; controls radio KFPW, Fort Smith, Ark. Executives: John T. Griffin, pres.; James C. Leake, v.p.; Mike Shapiro, managing director.

HEARST CORP. (Radio & TV Div.)—959 Eighth Ave., New York 19, N.Y. Telephone: Circle 5-7667. Owns & operates WBAL-TV, Baltimore (WBAL); WISN-TV, Milwaukee (WISN). Radio WCAE, Pittsburgh, is owned by Hearst Consolidated Inc. Executives: Charles B. McCabe, v.p. & exec. director; D. L. Provost, v.p. & gen. mgr.

JEFFERSON STANDARD BCSTG. CO.—1 Jefferson Place, Charlotte, N.C. Telephone: Edison 3-8833. Subsidiary of Jefferson Standard Life Insurance Co. Owns WBT, Charlotte (WBT); WBTW, Florence, S.C.; 17% of WFMY-TV, Greensboro, N.C.; 100% of radio WBIG, Greensboro. Executives: Joseph M. Bryan, pres.; Charles H. Crutchfield, exec. v.p. & gen. mgr.

ROBERT S. KERR-DEAN A. MCGEE GROUP—311 S. Denver St., Tulsa, Okla. Telephone: Luther 4-7204. Owns WEEK-TV, Peoria, Ill. (WEEK); 45% of KVOO-TV, Tulsa (KVOO). WEEK-TV is applicant for Ch. 35 satellite in LaSalle, Ill. Sen. R. S. Kerr is pres. of WEEK-TV; Dean A. McGee, chairman of KVOO-TV.

KING BROADCASTING CO.—320 Aurora Ave., Seattle, Wash. Telephone: Mutual 3555. Owns KING-TV, Seattle (KING) and controls Pioneer Broadcasting Co., Portland, Ore., operator of KGW-TV (KGW). Executives: Mrs. A. Scott Bullitt, pres. & principal owner; Henry B. Owen, exec. v.p.; Otto P. Brandt, v.p. & gen. mgr.; James L. Middlebrooks, director of engineering.

KSTP INC.—3415 University Ave., St. Paul 14, Minn. Telephone: Midway 5-2724. Owns KSTP-TV, St. Paul-Minneapolis (KSTP); 23% of KWK-TV, St. Louis. Also is buying KOB-TV, Albuquerque, N.M. and radio KOB (*Television Digest*, Vol. 13:2). Executives: Stanley E. Hubbard, pres. & gen. mgr.; Kenneth M. Hance, exec. v.p. & treas.; Marvin L. Rosene, v.p. for sales; Stanley S. Hubbard, v.p. for research & development.

T. B. LANFORD—KALB-TV, Alexandria, La., 51% (KALB, 100%); KPCL-TV, Lake Charles, La. (KPCL), 33.33%; WJTV, Jackson, Miss., 13.8%. For other radio interests, see KALB-TV in Station Directory Section.

THE I.B.J. CO. (CLAUDIA T. JOHNSON)—Sixth & Brazos Sts., Austin, Tex. Telephone: Greenwood 2-2424. Owns KTBC-TV, Austin (KTBC); 50% of KRGV-TV, Weslaco, Tex. (KRGV); 29% of KWTX-TV, Waco, Tex. (KWTX). Chairman: Claudia T. Johnson.

LEE RADIO INC.—2d & Pennsylvania Ave., Mason City, Ia. Telephone: 2800. Controls KGLO-TV, Mason City (KGLO) and KHQA-TV, Hannibal, Mo. (WTAD, Quincy, Ill.). Lee Radio Inc. is owned by virtually same stockholders as own *Globe-Gazette* Publishing Co. (Lee Newspapers), publisher of *Mason City Globe-Gazette*, but the two are separate entities. Other Lee newspapers with broadcast interests are *Hannibal* (Mo.), *Courier Post*, 20% of KHQA-TV, Hannibal (WTAD, Quincy, Ill.); *La Crosse* (Wis.) *Tribune*, 27.5% of WKBT-TV, LaCrosse (3.16% of radio WKBH); *Lincoln* (Neb.) *Star* owns 49.75% of *Journal-Star* Printing Co., which owns 47.35% of radio KFAB, Omaha; *Madison* (Wis.) *State Journal*, 33% of radio WIBA, Madison. For other Lee newspapers, see *Mason City Globe-Gazette* in Newspaper Ownership of TV Stations. Executives: Lee P. Loomis, pres.; Herbert H. Ohrt, exec. v.p.

MARKET MAKER STATIONS—North Dakota Broadcasting Co. Inc., 5000 W. Main St., Fargo, N.D. Telephone: 5-4461. Owns and operates TV stations KCJB-TV, Minot (KCJB); KXJB-TV, Valley City; KBMB-TV, Bismarck; and radio station KSJB, Jamestown, all N.D. Executives: John W. Boler, pres.; Wm. L. Hurley, v.p. in charge of national sales; Leo Borin, commercial mgr.; Fred Drewry, sales service mgr.; Fargo; Eugene Hoge, resident mgr., Jamestown; Chester Rletain, resident mgr., Minot; Frank Fitzsimonds, resident mgr., Bismarck; Robert Ingersol, sales mgr., Jamestown; Dale Olson, sales mgr., Valley City; Lloyd Amoo, v.p. in charge of engineering.

MARTIN THEATRES OF GEORGIA—1308 Broadway, Columbus, Ga. Telephone: Fairfax 3-7365. Owns 75% of WDAK-TV, Columbus (WDAK); 35% of WJBF, Augusta, Ga. Executives: E. D. Martin, pres.; R. E. Martin, v.p.; C. L. Patrick, secy-treas. For other details, see station listings.

J. ELROY McCAW—Gotham Broadcasting Co. (WINS), 28 W. 44th St., New York 36, N.Y. Owns KTVW, Tacoma-Seattle, Wash.; 50% of KTVR, Denver; 25% of KONA, Honolulu. For radio station holdings, see KTVR listing.

CLINTON McKINNON—209 W. Elm St., Tucson, Ariz. Telephone: 3-2555. Owns 25% of KVOA-TV, Tucson (KVOA), and is buying 100% of KOAT-TV, Albuquerque, N.M. (*Television Digest*, Vol. 13:2).

MEREDITH GROUP—Operated by subsidiaries of Meredith Publishing Co., Des Moines, Ia. Telephone: Atlantic 8-8511. Owns WHEN-TV, Syracuse, N.Y. (WHEN), Paul Adanti, v.p. & gen. mgr.; WOW-TV, Omaha, Neb. (WOW), Frank Fogarty, v.p. & gen. mgr.; KPHO-TV, Phoenix, Ariz. (KPHO), Richard Rawls, gen. mgr.; KCMO-TV, Kansas City (KCMO), E. K. Hartenbower, gen. mgr. Executives: Payson Hall, treas. of Meredith Publishing Co. and TV-radio director; Alfred Larson, asst. to TV-radio director, Meredith Publishing Co.; Fred Bohlen, pres.; E. T. Meredith, v.p. & gen. mgr.

MGM (LOEW'S INC.)—1540 Broadway, New York 36, N.Y. Telephone: Judson 2-2000. Owns 25% of KTTV, Los Angeles; 25% of KMGM-TV, Minneapolis; holds option for 25% of KTVR, Denver. Executive: Charles C. Barry, TV v.p.

MIDNIGHT SUN BCSTG. CO.—Lathrop Bldg., Anchorage, Alaska. Telephone: 5-2201. Owns KENI-TV, Anchorage (KENI) and KFAR-TV, Fairbanks (KFAR). Executives: Harry Hill, pres.; Miriam Kinsey, v.p.; Alvin O. Bramstedt, gen. mgr.

MORGAN MURPHY NEWSPAPERS—Telegram Bldg., Superior, Wis. Telephone: Export 4-4411. Affiliated with WISC-TV, Madison, Wis. (WISC) and WEAU-TV, Eau Claire, Wis. (WEAU). President: Morgan Murphy.

MORMON CHURCH—See Corporation of the President of the Church of Latter-Day Saints.

SAMUEL I. NEWHOUSE STATIONS—224 Harrison St., Syracuse, N. Y. Telephone: 3-7111. Owns & operates WSYR-TV, Syracuse (WSYR), with satellite WSYE-TV, Elmira, N.Y.; WTPA, Harrisburg, Pa.; WABT & WAPI, Birmingham, Ala. and radio WHBS, Huntsville, Ala. Owns 50% of KOIN-TV, Portland, Ore. (KOIN), and 23% of KWK-TV, St. Louis (KWK). For newspaper interests, see *Syracuse Post Standard* under Newspaper Ownership of TV Stations. Executives: See local station listings.

NORTHERN TELEVISION INC.—Mt. McKinley Bldg., Anchorage, Alaska. Telephone: 5-4321 or 2-2101. Owns and operates KTVA, Anchorage and KTVF, Fairbanks. Affiliated with Alaska Television Network, including KTVA, Anchorage; KTVF, Fairbanks; KINY-TV, Juneau. Executives: A. G. Hiebert, pres.-gen. mgr.; Jack M. Walden, v.p. & technical director; Wm. J. Wagner, v.p. in charge of national sales & network relations.

OLIVER TYRONE CORP.—Oliver Bldg., Pittsburgh, Pa. Telephone: Atlantic 1-0100. Owns 13.3% of Mt. Washington TV Inc. (WMTW, Poland Spring, Me.); 10.9% of Telecasting Inc. (WENS, Pittsburgh); 5.8% of United Telecasting Inc. (KMGM-TV, Minneapolis). Majority owners of Oliver Tyrone Corp. are majority owners of Oliver Broadcasting Corp. (radio WPOR, Portland, Me.), which owns 31% of Community Broadcasting Service (WABI-TV & WABI, Bangor, Me.). President: William H. Rea. [Note: For ownerships of individual TV stations, see their respective listings.]

JOHN H. PERRY NEWSPAPERS—4038 Phillips Hwy., Jacksonville, Fla. Telephone: Exbrook 8-9751. Owns WJHP-TV, Jacksonville (WJHP); WESH-TV, Daytona Beach. For other newspaper and radio interests, see *Jacksonville Journal* under Newspaper Ownership of TV Stations. General Manager: T. S. Gilchrist Jr.

PHILADELPHIA BULLETIN STATIONS—City & Monument Aves., Philadelphia, Pa. Telephone: Greenwood 7-8300. Owns WCAU-TV, Philadelphia (WCAU), and holds controlling interest in WGBI-TV, Scranton, Pa. President: Donald W. Thornburgh.

JOHN H. PHIPPS BROADCASTING STATIONS—2225 N. Monroe St., Tallahassee, Fla. Telephone: 3-3666. Owns WCTV, Tallahassee-Thomasville, Ga.; WPTV, West Palm Beach, Fla.; and radio stations WKTG, Thomasville; WTAL, Tallahassee; WTYS, Marianna, Fla. Executives: John H. Phipps, owner; L. Herschel Graves, managing director; W. L. Woods, national sales mgr.; W. A. Snowden Jr., director of engineering.

RADIO CINCINNATI INC.—Subsidiary of Cincinnati Times-Star Co., Times-Star Bldg. Telephone: Garfield 1-1331. Owns WKRC-TV, Cincinnati (WKRC); WTVN-TV, Columbus, O. (WTVN); 30% of WBIR-TV, Knoxville, Tenn. (WBIR). Executives: Hulbert Taft Jr., pres.; David G. Taft, exec. v.p.; Kenneth Church, exec. v.p.

Group Stations

DONALD W. REYNOLDS STATIONS—Southwestern House, 920 Rogers Ave., Fort Smith, Ark. Telephone: Sunset 2-9125. Owns & operates KFSA-TV, Fort Smith, Ark. (KFSA); KLRJ-TV, Henderson-Las Vegas, Nev. (KORK); KOLO-TV (formerly KZTV) Reno, Nev. (KOLO), and controls radio stations KHBG, Okmulgee, Okla., and KBRS, Springdale, Ark. Executives: D. W. Reynolds, pres.; J. W. Slates, gen. mgr. KFSA-TV; Harry Huey, mgr., KOLO-TV; W. Stiles, mgr., KLRJ-TV.

RIDDER PUBLICATIONS INC.—c/o Station WCCO-TV, Radio City, Minneapolis, Minn. Telephone: Federal 8-0552. Controls (with Minnesota Tribune Co.) WCCO-TV, Minneapolis (WCCO); owns WDSM-TV, Duluth, Minn. (WDSM). Also owns radio stations KILQ, Grand Forks, N.D. and KSDN, Aberdeen, S.D. President: Robert B. Ridder.

RKO TELERADIO PICTURES INC., General Teleradio Div. (subsidiary of General Tire & Rubber Co.)—Owns WNAC-TV, Boston (WNAC); KHJ-TV, Los Angeles (KHJ); KFRC, San Francisco; WOR-TV, New York (WOR); WHBQ-TV, Memphis (WHBQ); and owns through wholly-owned subsidiary WEAT-TV, West Palm Beach, Fla. (WEAT). Through Canadian subsidiary owns 1/3 of CKLW-TV, Windsor-Detroit (CKLW). Also operates Mutual Broadcasting System, Don Lee Network, Yankee Network RKO Teleradio film syndicate. Executives: Thomas F. O'Neil, pres.; J. Glen Taylor, v.p.; Willet H. Brown, v.p.; Gordon Gray, v.p.; Robert A. S. Schmid, v.p.; George N. Steffy, v.p.; Norman S. Knight, v.p.; Robert Leder, v.p.; John B. Poor, v.p.; Robert Manby, v.p.; Patrick J. Winkler, asst. secy. & gen. auditor; Wendell B. Campbell, national sales v.p.

WILLIAM W. SCRANTON—333 Madison Ave., Scranton, Pa. Telephone: Diamond 3-1245. Owns 68% of WARM-TV, Scranton (WARM); 30% of WTVE, Elmira, N.Y. For executives, see local station listings.

SCRIPPS-HOWARD RADIO INC.—1121 Union Central Bldg., Cincinnati, O. Telephone: Main 1-1811. Owns WEWS, Cleveland; WCPO-TV, Cincinnati (WCPO); radio WNOX, Knoxville, affiliated with WMCT, Memphis (WMC) through Memphis Publishing Co. Executives: Jack R. Howard, pres. (230 Park Ave., New York City); James C. Hanrahan, v.p. (Cleveland); Mortimer C. Waters, v.p. (Cincinnati); Richard B. Westergaard, v.p. (Knoxville); Joseph B. Epperson, v.p. for engineering.

L. M. SEPAUGH—Gen. mgr. & 13.8% owner of WJTV, Jackson, Miss. Also owns 33 1/3% of KPLC-TV, Lake Charles, La. (KPLC).

STEINMAN STATIONS—8 West King St., Lancaster, Pa. Telephone: Express 7-5251. Owns WGAL-TV, Lancaster (WGAL); WLEV-TV, Bethlehem; has bought radio WRAC with CP for WRAC-TV (Ch. 36), Williamsport, Pa. For other interests, see listing for WGAL-TV. President: Clair R. McCollough.

STORER BROADCASTING CO.—1177 Kane Concourse, Miami Beach 54, Fla. Telephone: Union 6-0211. Owns and operates WJBK-TV, Detroit (WJBK); WSPD-TV, Toledo (WSPD); WJW-TV, Cleveland (WJW); WAGA-TV, Atlanta (WAGA); WBRC-TV, Birmingham (WBRC); WGBS-TV, Miami (WGBS); KPTV, Portland, Ore.; WWVA, Wheeling, W. Va. [Proposes to purchase WMUR-TV, Manchester, N.H. and WPFH, Wilmington, Del. (WIBG, Philadelphia); see *Television Digest*, Vol. 12:28, 51. Also proposes to sell WAGA-TV & WAGA to *Washington Post*, contingent on FCC approval of WMUR-TV purchase; see *Television Digest*, Vol. 12:42.] Executives: George B. Storer, pres.; J. Harold Ryan, senior v.p.; Lee B. Wallis, exec. v.p.; Stanton P. Kettler, v.p. operations; Keith Kiggins, v.p. assistant to pres.; William E. Rine, v.p., northern district; George B. Storer Jr., v.p., southern district; John E. McCoy, v.p. & secy., planning & finance; Glenn G. Boundy, v.p., engineering; Ewald Kockritz, v.p. & national program director; Harry A. Steensen, treas.; Bertha C. Prestler, asst. secy.; Arthur C. Schofield, advertising & sales promotion v.p. New York Office: 118 E. 57th St., New York 22, N.Y.; Murray Hill 8-8630. Chicago Office: 230 N. Michigan Ave., Chicago 1, Ill.; Franklin 2-6498—Lewis P. Johnson, midwest TV sales mgr.; Paul B. Evans, midwest radio sales mgr. San Francisco Office: 111 Sutter Bldg., San Francisco, Cal.; Sutter 1-8689—Gayle V. Grubb, v.p. & west coast sales mgr. Managing Directors of Stations with V.P. Title: Allan L. Haid, J. Robert Kerns, Glenn C. Jackson, Miller N. Babcock, James E. Bailey, Harry R. Lipson, Bill Michaels, Paul J. Miller.

SUPERIOR STATIONS—315 W. Sprague Ave., Spokane, Wash. Telephone: Madison 4291. Owns KXLY-TV, Spokane (KXLY) and are buying KILT, El Paso, Tex. (KELP). Executives: Joseph Harris, chairman; Norman E. Alexander, pres.; Richard E. Jones, v.p.

SUPREME BROADCASTING CO. INC.—1500 Canal St., New Orleans, La. Telephone: Express 3131. Owns WJMR-TV, New Orleans (WJMR); 28% of WORA-TV, Mayaguez, Puerto Rico. Executives: Chester F. Owens, pres.; George Mayoral, v.p.

TELECASTING INC.-UNITED TV INC.—Telecasting Inc. (WENS, Pittsburgh) and United TV Inc. (KMGM-TV, Minneapolis) have as common stockholders, Thomas P. Johnson, Donald Lott, Henry Oliver Rea, George Eby, Larry H. Israel and Oliver Tyrone Corp. (also see listing for Oliver Tyrone). Executive: Larry H. Israel, exec. v.p. & gen. mgr. for WENS & KMGM-TV.

TEXAS STATE NETWORK INC.—4801 W. Freeway, Fort Worth, Tex. Telephone: Pershing 7-6631. Owns KFJZ-TV, Fort Worth (KFJZ); controls KFDA-TV, Amarillo (KFDA); owns radio KRIO, McAllen, Tex. Executives: Gene L. Cagle, pres.-gen. mgr.; Charles B. Jordan, v.p., asst. gen. mgr.; Ed Moore, station mgr. of KFDA-TV. [Note: Mr. Cagle owns 20% of Texas State Network; Mr. Jordan owns 25% of KFDA-TV & KFDA, Amarillo; Mrs. Cagle owns 25% of KRBC-TV, Abilene, not affiliated with Texas State Network.]

TEXAS TELECASTING INC.—74th & College Ave., Lubbock, Tex. Telephone: Sherwood 4-2345. Owns KDUB-TV, Lubbock (KDUB) and KPAR-TV, Sweetwater-Abilene, Tex., operating in affiliation with KDUB-TV. Also operates KBST-TV, Big Spring, Tex. under lease arrangement. Executives: W. D. (Dub) Rogers, pres.; E. A. Hassett Jr., national sales mgr.; Jimmie Isaacs, v.p. & gen. sales mgr.; W. H. Shipley, v.p., promotion & research.

TIME INC.—9 Rockefeller Plaza, New York 20, N.Y. Telephone: Judson 6-1212. Owns KLZ-TV, Denver (KLZ); 80% of KTVT, Salt Lake City (KDYL); 50% of KOB-TV, Albuquerque (KOB). Purchase of WFBM-TV, Indianapolis (WFBM); WTCN-TV, Minneapolis (WTCN); and WOOD-TV, Grand Rapids (WOOD) from Bitner's Consolidated Television & Radio Broadcasters and sale of KOB-TV with KOB, pending FCC approval (*Television Digest*, Vol. 12:51-52; 13:2). Executives: Weston C. Pullen Jr., TV-radio executive; Wayne Coy, TV-radio consultant.

TRANSCONTINENT TELEVISION CORP.—Owns WROC-TV, Rochester, N.Y.; 50% of WSVA-TV, Harrisonburg, Va. (WSVA). Executives: Paul A. Schoellkopf Jr., chairman (also owns 8.8% of WGR-TV, Buffalo & WGR); David C. Moore, pres.; J. Fred Schoellkopf IV, exec. committee chairman (also owns 11.3% of WGR-TV & WGR); Hamilton Shea, v.p. (also pres. & 50% of WSVA-TV & WSVA); David G. Forman, v.p.-secy.-treas.; Seymour H. Knox III, v.p.

TRIANGLE PUBLICATIONS INC. (Radio & TV Div.)—46th & Market Sts., Philadelphia 39, Pa. Telephone: Evergreen 2-4700. Owns and operates WFIL-TV, Philadelphia (WFIL); WNEF-TV, Binghamton, N.Y. (WNEF); WFBG-TV, Altoona, Pa. (WFBG); WNHG-TV, New Haven, Conn. (WNHC); and radio WHGB, Harrisburg, Pa. (50%). Also has application pending before FCC to acquire WLBR-TV, Lebanon, Pa. Executives: Walter H. Annenberg, pres.; Roger W. Clipp, v.p. & gen. mgr.; David J. Bennett, exec. asst. to gen. mgr.; Edward Benedict, director of national sales development; Henry Rhea, director of engineering; John D. Scheuer, Jr., director of public relations and programming; John C. Harlan, business manager; Richard W. Gideon, chief statistician.

TRUTH PUBLISHING CO.—416 S. 2nd St., Elkhart, Ind. Telephone: 2-1518. Publishes *Elkhart* (Ind.) *Truth* and owns WSJV, Elkhart (WTRC & WTRC-FM). Also owns 60% of firm buying WKJG-TV & WKJG, Fort Wayne (*Television Digest*, Vol. 13:5). President: John F. Dille Jr.

UNITED TV INC.—See Telecasting Inc.-United TV Inc.

WASHINGTON POST CO.—1515 L St. NW, Washington 5, D.C. Telephone: Republic 7-1234. Owns WTOP-TV, Washington (WTOP) and WMBR-TV, Jacksonville, Fla. (WMBR). Also has applied to buy WAGA-TV, Atlanta, and radio WAGA from Storer, contingent on FCC approval of Storer Bestg. Co.'s proposed purchase of WMUR-TV, Manchester, N.H.; (*Television Digest*, Vol. 12:42). Executives: Philip L. Graham, pres.; John S. Hayes, pres., broadcast div.; Glenn Marshall, Jr., pres., WMBR-TV; Charles M. Stone, v.p., WMBR-TV; George F. Hartford, v.p., WTOP-TV.

WILLIAM J. WAGNER—KINY-TV, Juneau, Alaska (KINY), 100%; KTVA, Anchorage, Alaska, 6%; KTVF, Fairbanks, Alaska, 6%. For other interests, see KINY-TV.

WAVE INC.—334 E. Broadway, Louisville, Ky. Telephone: Juniper 5-2201. Owns WAVE-TV, Louisville (WAVE) and WFIE, Evansville, Ind. Executives: George W. Norton, pres.; Nathan Lord, v.p. & gen. mgr.

WDSU BROADCASTING CORP.—520 Royal St., New Orleans, La. Telephone: Tulane 4376. Owns WDSU-TV, New Orleans (WDSU); 68.87% of WAFB-TV, Baton Rouge, La. (WAFB); 51% of WDMAT-TV, Hattiesburg, Miss. Executives: Edgar B. Stern Jr., pres.; Robert D. Swezey, exec. v.p.

WESTINGHOUSE BROADCASTING COMPANY INC. (subsidiary of Westinghouse Electric Corp.)—Chanin Building, 122 East 42nd St., New York 17, N.Y. Telephone: Murray Hill 7-0808. Owns and operates WBZ-TV, Boston-Springfield (WBZ-WBZA); KYW-TV, Cleveland (KYW); KPIX, San Francisco; KDKA-TV, Pittsburgh (KDKA). Also owns radio stations KEX, Portland, Ore.; WOWO, Ft. Wayne, Ind.; WIND, Chicago, which holds CP for WIND-TV (Ch. 20). Executives: Donald H. McGannon, pres.; Robert H. Teter, executive asst. to pres.; Joseph E. Baudino, v.p. (1625 K St. NW, Washington 6, D.C.; Sterling 3-0903); Harold C. Lund, v.p. for Pittsburgh area; Roland V. Tooke, v.p. for Cleveland area; W. C. Swartley, v.p. for Boston-Springfield; Phillip G. Lasky, exec. for west coast operations; Ralph N. Harmon, engineering v.p.; George E. Hagerty, engineering mgr.; R. J. Bowley, director, audio-video engineering; Gordon Hawkins, educational director; Alexander W. Dannbaum Jr., vice president, sales; Perry Bascom, eastern sales mgr.; E. M. Blain, midwest sales mgr.; Richard M. Pack, v.p. for programming; William J. Kaland, national program mgr.; David E. Partridge, adv. & sales promotion mgr.; John J. Kelly, asst. adv. & sales promotion mgr.; M. A. Goldberg, director of research; I. C. Ruby, auditor; Joseph O. Schertler, industrial relations mgr.; John W. Steen, attorney (40 Wall St., N.Y.; Whitehall 3-4321).

J. H. WHITNEY & CO.—630 Fifth Ave., New York, N.Y. Telephone: Plaza 7-0500. Controls KOTV, Tulsa; KGUL-TV, Galveston-Houston; WISH-TV, Indianapolis (WISH); WINT, Fort Wayne, Ind. (WANE). Executives: John Hay Whitney, senior partner; C. Wrede Petersmeyer, partner in charge of TV interests (chairman of exec. committee of KGUL-TV and pres. of KOTV, WISH-TV & WINT); Robert F. Bryan, secy.-treas.

WKY TELEVISION SYSTEM INC.—Subsidiary of Oklahoma Publishing Co., 500 E. Britton Rd., Oklahoma City. Telephone: Trinity 8-2161. Owns WKY-TV, Oklahoma City (WKY); WSFA-TV, Montgomery, Ala.; WTUV, Tampa, Fla. Executives: E. K. Gaylor, pres.; P. A. Sugg, exec. v.p.; Hoyt Andres, v.p.

WRATHER-ALVAREZ BROADCASTING INC.—Fifth & Ash Sts., San Diego, Cal. Telephone: Belmont 2-2114. Owns KFMB-TV, San Diego (KFMB) and is buying KERO-TV, Bakersfield, Cal. (*Television Digest*, Vol. 13:2). President: J. D. Wrather.

ZANESVILLE PUBLISHING CO.—34 S. 4th St., Zanesville, O. Telephone: Gladstone 2-5431. Owns WHIZ-TV, Zanesville (WHIZ) and WTAP (TV), Parkersburg, W.Va. Executive: Clay Littick, pres.; Allan Land, gen. mgr.

ALBERT ZUGSMITH INTERESTS—6630 Sunset Blvd., Hollywood 28, Cal. Telephone: Hollywood 5-6171. Albert Zugsmith and Arthur B. Hogan, co-owners of Zugsmith Corp., also own 50% (25% each) of KULA-TV, Honolulu (KULA) and KSHO-TV, Las Vegas, Nev. (KBMI, Henderson, Nev.). They also control radio KVSM, San Mateo, Cal. Hogan owns radio KFOX, Long Beach, Cal. Zugsmith has interest in radios KRKK, Los Angeles and KITO, San Bernardino, Cal. Executives: Albert Zugsmith, chairman; Arthur B. Hogan, pres.

Newspaper Ownerships of Television Stations

Including Interlocking ownerships, in whole or part

AM adjuncts, if any, parenthesis. CP holders not included.

Akron Beacon Journal—WAKR-TV (WAKR), 45%. Same interests (Knight newspapers) publish *Chicago Daily News*, *Detroit Free Press*, *Miami Herald*, *Charlotte (N.C.) Observer*. John S. & James L. Knight own 27.5% of WCKT, Miami, Fla. (WCKR).

Albany, (Ga.) Herald—WALB-TV (WALB).

Amarillo News and Globe-Times (Whittenburg)—KGNC-TV (KGNC). Also publishes *Lubbock (Tex.) Avalanche and Journal (KFYO)*.

Anderson (Cal.) Valley News (weekly)—Publisher George C. Flaherty owns 19% of KVIP, Redding, Cal.

Anderson (S.C.) Independent and Mail—Publisher Wilton E. Hall owns WAIM-TV (WAIM).

Ardmore (Okla.) Daily Ardmorette—Estate of John F. Easley owns KVSO-TV (KVSO).

Atlanta Journal and Constitution (Cox)—WSB-TV (WSB). See also *Dayton News* and *Miami Daily News*.

Augusta (Ga.) Chronicle and Herald—WRDW-TV (WRDW).

Baltimore News-Post—WBAL-TV (WBAL). Same interests (Hearst) also own WISN-TV, Milwaukee, radio station WISN, Milwaukee, and WCAE, Pittsburgh. Hearst newspapers are *Milwaukee Sentinel*, *New York Journal-American* and *Mirror*; *Los Angeles Examiner* and *Herald-Express*; *San Francisco Examiner* and *Call-Bulletin*; *Boston Record, American* and *Sunday Advertiser*, *Detroit Times*, *Albany (N.Y.) Times-Union*, *Pittsburgh (Pa.) Sun-Telegraph*, *San Antonio Light*, *Seattle Post-Intelligencer*.

Baltimore Sun—WMAR-TV.

Baton Rouge Advocate and State Times (Manship)—WBRZ, 50%. Also operates local radio WJBO.

Big Spring (Tex.) Herald—Publisher Robert W. Whipkey owns 13% of KBST-TV (KBST). Sale of KBST-TV to KDUB-TV, Lubbock, Tex. pends FCC approval. (*Television Digest*, Vol. 13:1).

Birmingham News and Post-Herald—WABT & WAPI (AM). Same ownership (Newhouse) as *Huntsville Times (WHBS-AM)*. See *Syracuse Post-Standard* for all Newhouse TV-radio-newspaper holdings.

Bluefield (W.Va.) Daily Telegram and Sunset News—WHIS-TV (WHIS).

Buffalo News—WBEN-TV (WBEN).

Butler (Pa.) Eagle—Gerald & Vernon Wise jointly own 1/3 of newspaper, also 25% of WILK-TV, Wilkes-Barre (WILK). See also *Du Bois Courier-Express*.

Butte Montana Standard and Post (Fairmont Corp.)—KFBB-TV, Great Falls, Mont. (KFBB). Fairmont Corp., owned by Anacosta Copper Co., also publishes *Billings Gazette*, *Helena Independent-Record*, *Livingston Enterprise*, *Missoula Missoulian* and *Sentinel*—all in Montana.

Camden (Ark.) News—KCMC-TV, Texarkana, Tex. (KCMC), 50%. Associated with C. E. Palmer Newspapers; also see *Texarkana Gazette*.

Cedar Rapids Gazette—KCRG-TV (KCRG).

Champaign (Ill.) News-Gazette—Owners of *News-Gazette (WDWS)*, also own 20% of WCIA (TV).

Champaign-Urbana (Ill.) Courier (Lindsay-Schaub Newspapers)—WCIA (20% through radio WSOY, Decatur, Ill.). Other Lindsay-Schaub newspapers are *Decatur (Ill.) Herald and Review*, *East St. Louis (Ill.) Journal*, *Carbondale-Herrin-Murphysboro Southern Illinoisan*.

Cheyenne Wyoming Eagle and Wyoming State Tribune (McCracken)—KFBC-TV (KFBC), 47.66%. Also satellite KSTP, Scottsbluff, Neb. (Ch. 10). Same interests publish *Laramie Republican-Boomerang* and *Bulletin*, *Rawlins Times*, *Rock Springs Rocket*, *Worland Northern Wyoming Daily News*; and operate radio stations KRAL, Rawlins & KVRB, Rock Springs—all Wyo.

Note: In addition to the newspapers listed here, Time Inc. (*Time*, *Life*, *Fortune*) is 50% owner of KOB-TV, Albuquerque (KOB); 80% owner of KTVI, Salt Lake City (KDYL); 100% of KLZ-TV, Denver (KLZ). Time Inc. purchase of WFBM-TV, Indianapolis (WFBM), WOOD-TV, Grand Rapids (WOOD) & WTCN-TV, Minneapolis (WTCN) and planned sale of 50% of KOB-TV & KOB, Albuquerque pends FCC approval (*Television Digest*, Vol. 12:52; 13:2). Meredith Publishing Co. (*Better Homes & Gardens* and *Successful Farming*) owns WHEN-TV, Syracuse (WHEN); WOW-TV, Omaha (WOW); KPHO-TV, Phoenix (KPHO); KCMO-TV, Kansas City (KCMO). In addition, the Hearst interests (see *Baltimore News-Post*) publish such magazines as *House Beautiful*, *Cosmopolitan*, *Motor*, and Sunday supplement *The American Weekly*. Triangle Publications (Annenberg—see *Philadelphia Inquirer* for TV-radio holdings) also publishes *New York Daily Telegraph*, *Racing Form*, *TV Guide*, *Seventeen*; and recently turned over *Official Detective Stories* to Annenberg Foundation.

Chicago Tribune—WGN-TV (WGN); Tribune Co. also publishes *Chicago American* and *Sunday American*. See also *New York Daily News*.

Cincinnati Post (Scripps-Howard)—WCPO-TV (WCPO). See also *Cleveland Press* and *Memphis Commercial Appeal*.

Cincinnati Times-Star (Taft)—WKRC-TV (WKRC); WTVN, Columbus (WHKC); WBIR-TV, Knoxville (WBIR), 30%.

Cleveland Plain Dealer and News—Holds CP for WHK-TV, Cleveland. Owns 40.6% of WKBN-TV, Youngstown (WKBN).

Cleveland Press (Scripps-Howard)—E. W. Scripps Co. publishes *Cleveland Press*; Scripps-Howard Radio owns WEWS, Cleveland. For other interests, see Scripps-Howard footnote page 311.

Columbus (Miss.) Commercial Dispatch—Publisher Birney Imes Jr. also owns WCBI-TV (WCBI).

Columbus (Ga.) Enquirer and Ledger—WRBL-TV (WRBL), 51%. Also publisher of *Bradenton (Fla.) Herald*.

Columbus Dispatch and Ohio State Journal—WBNS-TV (WBNS).

Dallas Morning News—WFAA-TV (WFAA).

Dallas Times-Herald—KRDL-TV (KRDL).

Danville (Ill.) Commercial-News (Gannett)—WDAN-TV (WDAN). See *Rochester Democrat & Chronicle* and *Times-Union* for all other Gannett TV-radio-newspaper.

Dayton News and Journal-Herald (Cox)—WHIO-TV (WHIO); see also *Atlanta Journal and Constitution (WSB-TV & WSB)* and *Miami-News (WCKT & WCKR)*. Cox also publishes *Springfield (O.) Sun and News*.

Daytona Beach Journal and News (Perry)—Newspaper owned 40% by Perry group, which owns 100% of WESH-TV; for other Perry holdings, see *Jacksonville Journal*.

Des Moines Register and Tribune (Cowles)—Cowles Broadcasting Co., operated as separate entity, owns 60% of KRNT-TV, Des Moines and 100% of radio KRNT; owns 100% of KQTV, Sioux City, Ia. (WNAX, Yankton, S.D.); 100% of WHTN-TV, Huntington, W.Va. (WHTN). Members of Cowles family control Minneapolis Star and Tribune Co., which owns 47% of WCCO-TV, Minneapolis (WCCO) and 80% of KTVH, Hutchinson, Kan. Cowles family also controls *Look Magazine*.

Detroit News—WWJ-TV (WWJ).

Du Bois (Pa.) Courier-Express—H. T. Gray, who owns newspaper and affiliated radio WCED with J. S. Gray, owns 12% of WILK-TV, Wilkes-Barre (WILK). See also *Butler Eagle*.

Duluth Herald and News-Tribune (Ridder)—WDSM-TV (WDSM), 51%. Same interests also publish *St. Paul Dispatch* and *Pioneer Press* & own 53% of WCCO-TV (WCCO) together with Minnesota Tribune Co. For other Ridder radio and newspaper interests, see *St. Paul Dispatch* and *Pioneer Press*.

Durham (N.C.) Herald and Sun—Radio affiliate WDNC owns 25% of WTVD.

Easton (Pa.) Express—WGLV, Easton, Pa. (WEEEX).

Eau Claire (Wis.) Leader-Telegram (Morgan Murphy)—WEAU-TV (WEAU), 25%. Mr. Murphy also has interest in WISC-TV, Madison (WISC). For other TV-radio-newspaper interests, see *Superior Telegram*.

Elkhart (Ind.) Truth—WSJV (WTRC). Newspaper also owns 60% of firm buying WKJG-TV, Ft. Wayne (WKJG).

El Paso Times—KROD-TV (KROD).

Erie Times and Morning News (John J. & George J. Mead)—WSEE (WERC), 30%; George J. Mead also has minority interest in WNAO-TV, Raleigh (WNAO).

Fargo (N.D.) Forum—WDAY-TV, Fargo (WDAY), 34%.

Fort Smith Southwest American and Times Record (Donald W. Reynolds)—KFSA-TV (KFSA). Mr. Reynolds also publishes *Rogers (Ark.) Daily News*, *Bartlesville (Okla.) Examiner* and *Enterprise*, *Blackwell (Okla.) Journal Tribune*, *Okmulgee (Okla.) Daily Times*, *Las Vegas (Nev.) Review Journal*, *Ely (Nev.) Times*. He also operates KLRJ-TV, Henderson-Las Vegas (KORC); KOLO-TV, Reno (KOLO); and radio stations KHBG, Okmulgee, Okla. and KBRB, Springdale, Ark.

Fort Worth Star-Telegram—WBAP-TV (WBAP).

Fresno (Cal.) Bee (McClatchy)—KMJ-TV (KMJ). Same interests also publish *Sacramento Bee* and *Modesto Bee*, and own radio stations KFBK, Sacramento; KERN, Bakersfield; KBOX, Modesto; KOH, Reno, Nev.

Grants Pass (Ore.) Courier—Publisher Amos E. Voorhies owns 17% of KBES-TV, Medford (KUIN, Grants Pass, Ore.) and KOTI, Klamath Falls, Ore. KBES-TV owns 50% of KPIC (TV), Roseburg, Ore.

Greenville (S.C.) News and Piedmont—WFBC-TV (WFBC), 47%.

Greensboro (N.C.) News and Record—Jefferson Standard Life Insurance Co. (see Group Ownership) owns 16% of Greensboro News Co., which is licensee of WFMV-TV, Greensboro.

Newspaper Interests

Hannibal (Mo.) Courier Post (Lee)—KHQA-TV, Hannibal, Mo. (WTAD, Quincy, Ill.). Lee Radio Inc. owns 51% of KHQA-TV & WTAD; *Hannibal Courier Post* owns 20% of KHQA-TV & WTAD. See *Mason City Globe-Gazette* for all other Lee TV-radio-newspaper interests.

Harrisburg Patriot and News—WTPA (Newhouse family interests), see *Syracuse Post Standard*.

Hastings (Neb.) Tribune (Seaton)—KHAS-TV (KHAS), 53%. Also controls KGGF, Coffeyville & KMAN, Manhattan, Kan., and publishes *Sheridan (Wyo.) Press*; *Lead (S.D.) Call*; *Deadwood (S.D.) Pioneer-Times*; *Manhattan (Kan.) Mercury-Chronicle*; *Winfield (Kan.) Courier*; *Coffeyville (Kan.) Journal*; *Alliance (Neb.) Times-Herald*. Also publishes *Western Farm Life Magazine*.

Holyoke (Mass.) Transcript-Telegram—WHYN-TV (WHYN), 50%. Same interests also publish *Northampton (Mass.) Gazette*. See also *Springfield Union, News and Sunday Republican*.

Honolulu Advertiser—KONA, 50%; also owns KGU (AM).

Honolulu Star-Bulletin—KGMB-TV (KGMB), 24.25%; also satellites KHBC-TV, Hilo (KHBC) & KMAU-TV, Wailuku.

Houston Chronicle—KTRK-TV, 32%; also radio KTRH, 70%.

Houston Post—KPRC-TV (KPRC).

Huntington (W. Va.) Herald Dispatch & Advertiser—WSAZ-TV (WSAZ). Interlocking ownership with radio WGKV, Charleston, W. Va.

Hutchinson (Kan.) News Herald—Publisher John P. Harris and family owns 6.56% of KTVH. Other Harris newspapers are *Chanute Tribune*, *Garden City Telegram*, *Ottawa Herald*, *Salina Journal* (all Kan.), and *Burlington (Ia.) Hawkeye Gazette*.

Jackson (Miss.) Clarion-Ledger and News—WJTV, 40%.

Jacksonville Journal (Perry)—WJHP-TV (WJHP); WESH-TV, Daytona Beach. Other Perry newspapers in Florida are *West Palm Beach Post and Times*, *DeLand Sun-News*, *Leesburg Commercial*, *Melbourne Times*, *Ocala Star-Banner* (WTMC), *Palm Beach Daily News*, *Panama City News and Herald* (WDLF), *Pensacola Journal and News* (WCOA). Also owns 40% of *Daytona Beach (Fla.) Journal and News* and publishes *Frankfort (Ky.) State Journal*.

Jefferson City (Mo.) Capital News and Post-Tribune—Goshorn family publishes newspaper and operates radio affiliate KWOS; Mrs. W. H. Weldon (Betty Goshorn) owns KRGV (TV, Jefferson City).

Johnstown Tribune-Democrat—WJAC-TV (WJAC).

Joplin (Mo.) Globe and News-Herald—KOAM-TV, Pittsburg, Kan., 25%.

Kansas City Star & Times—WDAF-TV (WDAF).

La Crosse (Wis.) Tribune (Lee)—WKBT, 27.5% (radio WKBH, 3.16%). See *Mason City Globe-Gazette* for all other Lee TV-radio-newspaper interests.

Lancaster (Pa.) New Era & Intelligencer-Journal (Steinman)—Same ownership as WGAL-TV, Lancaster (WGAL); WLEV-TV, Bethlehem, Pa. (WEST, Easton). Also radio stations WORK, York, Pa.; WKBO, Harrisburg, Pa.; WRAW, Reading, Pa.; WDEL, Wilmington, Del. Deal for purchase of CP for WRAK-TV, Williamsport, Pa. (WRAK) pends FCC approval.

Las Vegas Review-Journal (Reynolds)—KLRJ-TV, Henderson-Las Vegas (KORK). For other TV-radio-newspaper interests, see *Fort Smith Southwest American*.

Las Vegas Sun—Publisher Herman M. Greenspun owns 68% of KLAS-TV.

Little Rock Arkansas Democrat—KTHV, 32%.

Los Angeles (Copley Press Inc.)—KCOP. Copley press publishes Los Angeles county dailies *Alhambra Post-Advocate*, *Burbank Daily Review*, *Culver City Star-News*, *Glendale News-Press*, *Monrovia News-Post*, *Redondo Beach Breeze*, *Venice Evening Vanguard*. Also publishes *San Diego Union and Tribune*; owns 60% of *San Pedro (Cal.) News-Pilot*. Also publishes *Aurora Beacon-News*, *Elgin Courier-News*, *Joliet Herald-News*, and *Springfield Illinois State Journal and Illinois State Register*—all in Illinois.

Los Angeles Times and Mirror—KTTV, 75%.

Louisville Courier-Journal and Times—WHAS-TV (WHAS).

Marquette Mining Journal (Frank J. Russell)—WDMJ-TV (WDMJ). Also controls *Iron Mountain (Mich.) News* (WMIQ) and owns 25% of *Rhineland (Wis.) News*, which in turn owns 8% of WSAU-TV, Wausau, Wis.

Mason City (Ia.) Globe-Gazette (Lee)—KGLO-TV (KGLO). Lee Radio Inc. (KGLO-TV & KGLO) is owned by virtually same stockholders as own the *Globe-Gazette Publishing Co.*, but the two are entirely separate corporations. Lee Radio Inc. also owns 51% of KHQA-TV, Hannibal, Mo. (WTAD-Hannibal-Quincy, Ill.), in which *Hannibal Courier Post* (Lee) has 20% interest. *LaCrosse Tribune* (Lee) owns 27.5% of WKBT, La Crosse, Wis. (3.16% of radio WKBH). Other Lee newspapers are: *Kewanee (Ill.) Star Courier*; *Davenport (Ia.) Times and Democrat*; *Muscatine (Ia.) Journal*; *Ottumwa (Ia.) Courier*; *Madison (Wis.) State Journal* (33% of radio WIBA); *Lincoln (Neb.) Star*. [Note: *Journal Star Printing Co.*, Lincoln, owns 47.35% of KFAB, Omaha; *Star Publishing Co.* owns 49.75% of *Journal Star Printing Co.*]

Maui (Hawaii) News (semi-weekly)—KMVI-TV, Wailuku, Hawaii (KMVI), satellite of KONA, Honolulu.

Memphis Commercial Appeal and Press-Scimitar (Scripps-Howard)—WMCT (WMC). E. W. Scripps Co. publishes *Cleveland Press*; Scripps-Howard Radio owns WEWS, Cleveland. For other interests, see Scripps-Howard footnote, page 311.

Meridian (Miss.) Star—Publisher James H. Skewes owns 6.5% of WTOK-TV (W TOK).

Miami Beach Sun—WGBS-TV (WGBS). Also see Storer Bcstg. Co. under Group Ownership.

Miami Daily News (Cox)—James M. Cox Jr. owns 30.5% of WCKT, Miami (WCKR). For other Cox TV-radio-newspaper interests, see *Dayton News*.

Miami Herald—Publisher John S. Knight owns 17.5% and gen. mgr. James L. Knight owns 10% of WCKT, Miami (WCKR). For other Knight TV-radio-newspaper interests, see *Akron Beacon-Journal*.

Milwaukee Journal—WTMJ-TV (WTMJ).

Milwaukee Sentinel—WISN-TV (WISN). See *Baltimore News-Post* for other Hearst TV-radio-newspaper holdings.

Minneapolis Star and Tribune (Cowles)—WCCO-TV (WCCO), 47%. For other Cowles TV-radio-newspaper-magazine interests see *Des Moines Register and Tribune*.

New York News—WPIX; see also *Chicago Tribune*.

Norfolk Virginian-Pilot and Ledger-Dispatch—WTAR-TV (WTAR); also publishes *Portsmouth (Va.) Star*.

Ogden Standard Examiner (A. L. Glasmann family)—KUTV, Salt Lake City, 51%; KLIX-TV, Twin Falls, Ida. (KLIX), 100%. For other interests, see Glasmann family listing under Group Ownership.

Oklahoma City Oklahoman and Times—WKY-TV (WKY); WSFA-TV, Montgomery, Ala.; WTVT, Tampa, Fla. Also publishes monthly *Farmer-Stockman*.

Peoria Journal and Star—WTVH, 91.66%.

Philadelphia Bulletin—WCAU-TV (WCAU); holds controlling interest in WGBI-TV, Scranton, Pa. President: Donald W. Thornburgh.

Philadelphia Inquirer (Annenberg)—WFIL-TV (WFIL); WBNF-TV, Binghamton, N.Y. (WBNF); WFBG-TV, Altoona, Pa. (WFBG); WNHC-TV, New Haven, Conn. (WNHC); and radio WHGB, Harrisburg, Pa. (50%). Note: Purchase of oil air WLBK-TV, Lebanon, Pa. (Ch. 15) pends FCC approval.

Phoenix Republic & Gazette—Gene Autry owns 12.5% of newspaper and controls KOOL-TV (KOOL). Tom Kerney owns 12.5% of newspaper, 19.5% of KOOL-TV & KOOL. For Autry's other interests, see Group Ownership.

Plymouth (Mich.) Livonian and Mail (weekly)—Lawrence Fleischman owns 15% of weekly, 12% of WITI-TV, Milwaukee.

Portland Oregonian (Newhouse)—KOIN-TV, 50%. See *Syracuse Post-Standard* and *Herald-Journal* for other TV-radio-newspaper interests.

Portland (Me.) Press-Herald and Express—WGAN-TV (WGAN). Guy Gannett Publishing Co. (Guy Gannett Bcstg. Services) also publishes *Augusta Kennebec Journal* and *Waterville Sentinel*—all in Maine.

Quincy (Ill.) Herald-Whig—WGEM-TV (WGEM).

Raleigh News & Observer and Times—WNAO-TV (WNAO), 12.5%.

Roanoke Times and World News (Fishburn)—WDBJ-TV (WDBJ).

Rochester Democrat & Chronicle and Times-Union (Gannett)—WHEC-TV, Rochester (WHEC). Same ownership as WDAN-TV, Danville, Ill. (WDAN & *Danville Commercial News*); holds CP for WINR-TV, Binghamton, N.Y. Other Gannett newspapers: *Albany Knickerbocker News*, *Binghamton Press*, *Elmira Star-Gazette*, *Advertiser and Sunday Telegram* (WENY), *Ithaca Journal*, *Massena Observer*, *Malone Telegram*, *Newburgh News*, *Beacon News*, *Niagara Falls Gazette*, *Ogdensburg Journal and Advance News*, *Olean Times-Herald* (WHDL), *Potsdam Courier-Freeman*, *Saratoga Springs Saratogian*, *Utica Observer-Dispatch*, and *Press*—all in N.Y.; *Hartford (Conn.) Times*, *Plainfield (N.J.) Courier-News*.

Rockford (Ill.) Star and Register-Republic—Radio affiliate WROK owns 10% of WREX-TV.

Rock Island Argus—WHBF-TV (WHBF), also owns radio KBUN, Bemidji, Minn.

Rocky Mount (N. C.) Telegram—Publisher Josh Horne owns 10% of WNCT, Greenville, N. C.

Salt Lake Tribune—KUTV, 35%.

San Antonio Express and News—KENS-TV (KENS).

San Diego (weekly) North Shores Sentinel (Clinton McKinnon)—KVOA-TV, Tucson (KVOA), 20%. McKinnon also controls weekly *Coronado (Cal.) Journal*.

San Francisco Chronicle—KRON-TV; KBAK-TV, Bakersfield, Cal., 97.3%.

San Juan (P. R.) El Mundo—WKAQ-TV (WKAQ).

Shreveport Times—KTHV, Little Rock, 42% (100% of radio affiliate KTHS); 100% of KWKH, Shreveport. Exec. v.p. Henry B. Clay owns 15% of KTRE-TV, Lufkin, Tex. (KTRE); 33 1/3% of CP for WCNS, Baton Rouge, La. (Ch. 40).

Sioux City Journal and Journal-Tribune—KTIV, 50% (KCSJ, 100%).

St. Louis Globe-Democrat (Newhouse)—KWK-TV (KWK), 23%; KWK also owns WGTO, Haines City, Fla. For other Newhouse TV-radio-newspaper interests, see *Syracuse Post-Standard* and *Herald-Journal*.

St. Louis Post-Dispatch—KSD-TV (KSD).

St. Paul Dispatch & Pioneer Press (Ridder)—Controls with Minnesota Tribune Co. WCCO-TV (WCCO), 53%. Same interests also publish *Duluth News-Tribune* and *Herald* and own WDSM-TV (WDSM). Other Ridder interests: *New York Journal of Commerce*, *Long Beach (Cal.) Independent and Independent-Press-Telegram*, *Pasadena (Cal.) Star-News*, *San Jose (Cal.) Mercury*, *News and Mercury News*, *Grand Forks (N.D.) Herald* (KIL0), *Aberdeen (S.D.) American-News* (KSDN).

Sedalia (Mo.) Capital and Democrat (J. Albert Dear)—KDRO-TV (KDRO), 50%. Other Dear newspapers: *Wheaton* (Ill.) *Daily Journal*, *Elizabeth City* (N.C.) *Advance*, *Gallipolis* (O.) *Daily Tribune*, *New Kensington* (Pa.) *Daily Dispatch*, *Henderson* (Ky.) *Gleaner & Journal*, *Lynn* (Mass.) *Telegram-News*.

South Bend Tribune—WSBT-TV (WSBT).

Spokane Chronicle and Spokesman-Review—KHQ-TV (KHQ).

Springfield (Mass.) Union, News and Sunday Republican (Employs Beneficial Fund)—WHYN-TV, Springfield-Holyoke (WHYN), 50%. See also *Holyoke Transcript-Telegram*.

Springfield (Mo.) News and Leader & Press—KYTV, 50% (KGBX, 100%). Interlocking ownership with KOAM-TV, Pittsburg, Kan. And also interlocking ownership with *Muskogee* (Okla.) *Phoenix* and *Times Democrat* (KBIX).

Superior (Wis.) Telegram (Morgan Murphy)—Affiliated with WEAU-TV, Eau Claire, Wis. (WEAU) and WISC-TV, Madison, Wis. (WISC). Morgan Murphy interests operate radio stations WEBC, Duluth, Minn.; WMPG, Hibbing, Minn.; WHLB, Virginia, Minn.; KVOL, Lafayette, La. Newspapers are: *Lafayette* (La.) *Advertiser*; *Virginia* (Minn.) *Mesabi News*; *Chippewa Falls* (Wis.) *Herald Telegram*, *Manitowoc* (Wis.) *Herald Times*, *Two Rivers* (Wis.) *Reporter*.

Syracuse Post Standard and Herald-Journal—Central New York Broadcasting Corp., licensee of WSYR-TV, Syracuse (WSYR), and Newhouse Newspapers are mutually owned by Samuel I. Newhouse family, which also owns *Harrisburg* (Pa.) *Patriot and News* and *WTPA*, Harrisburg; *Birmingham News* and *Post-Herald* and *WABT* (WAPI); *Portland Oregonian* and 50% of *KOIN-TV*, Portland (KOIN); *St. Louis Globe-Democrat*, which owns 23% of *KWK-TV*, St. Louis (KWK). Other Samuel I. Newhouse Newspapers: *Jersey City Journal*, *Newark Star-Ledger*, *Long Island Press* and *Star-Journal*, *States Island Advance*, *Huntsville* (Ala.) *Times* (WHBS).

Tacoma News-Tribune—KTNT-TV (KTNT).

Tampa Tribune—WFLA-TV (WFLA). Ownership interlocks with *Richmond Times-Dispatch* and *News-Leader* (WRNL).

Temple (Tex.) Telegram—KCMC-TV (KTEM). Frank W. Mayborn, publisher, also pres. of *Sherman* (Tex.) *Democrat*.

Texarkana Gazette and News—Publisher C. E. Palmer owns 37% of KCMC-TV (KCMC); see also *Camden* (Ark.) *News*. Other Palmer newspapers: *Hot Springs* (Ark.) *New Era-Sentinel Record*, *El Dorado* (Ark.) *News-Times*, *Magnolia* (Ark.) *Banner-News*. Palmer also has interest in *Hope* (Ark.) *Star* and *Jacksonville* (Tex.) *Progress*.

Topeka Daily Capital and State Journal (Stauffer)—WIBW-TV, Topeka (WIBW); also operates radio stations KSEK, Pittsburg, Kan.; KSOK, Arkansas City, Kan.; KGFF, Shawnee, Okla. Other Stauffer newspapers: *Kansas City Kansan*, *Pittsburg* (Kan.) *Headlight* and *Sun*, *Arkansas City* (Kan.) *Traveler*, *Newton Kansan*, *Grand Island* (Neb.) *Independent*, *York* (Neb.) *News-Times*, *Maryville* (Mo.) *Forum*, *Nevada* (Mo.) *Mail*, *Independence* (Mo.) *Examiner*, *Shawnee* (Okla.) *News* and *Star*. Also publishes national magazines *Capper's Farmer* and *Household Magazine* and 5 semi-monthly farm papers in Kansas, Michigan, Pennsylvania, Ohio & Missouri.

Washington Post & Times-Herald—WTOP-TV (WTOP), Washington; WMBR-TV, Jacksonville (WMBR). [Note: Pending purchase of WAGA-TV, Atlanta (WAGA) is contingent on FCC approval of Storer's purchase of WMUR-TV, Manchester, N. H.; see *Television Digest*, Vol. 12:42.]

Washington Evening Star—WMAL-TV (WMAL).

Watertown (N.Y.) Daily Times—WCNY-TV, Carthage-Watertown; (WCNY, Watertown); also operates radio WMSA, Massena, N. Y.

Wausau (Wis.) Record-Herald—WSAU-TV (WSAU), 25%. (Note: Various other newspapers also participate in ownership; see ownership details in Station Directory listing.)

Wheeling (W.Va.) Intelligencer and News-Register—WTRF-TV. Associated in ownership with Dix Newspapers (*Bellaire Times-Leader*, *Ravenna Record*, *Kent Courier-Tribune*, *Defiance Crescent-News*—all in Ohio); has interest in radio WWST, Wooster, O. News Publishing Co. also publishes *Fairmont Times-West Virginian*, *Elkins Inter-Mountain*, *Parkersburg News & Sentinel*, *Weirton Times*, *Welch News*, *Martinsburg Journal*, *Point Pleasant Register*, *Hinton Daily News*—all in W. Va.

Wilson (N. C.) Times (Herbert Brauff)—WNCT, Greenville, N. C., 10%.

Winston-Salem Journal and Twin City Sentinel—WSJS-TV (WSJS).

Youngstown Vindicator—WFMJ-TV (WFMJ).

Zanesville (O.) Times-Recorder & Signal—WHIZ-TV (WHIZ); WTAP, Parkersburg, W. Va.

Scripps-Howard—Scripps Howard Newspapers are affiliated with Scripps-Howard Radio Inc., but each operates as a separate entity. Scripps Howard Radio Inc. owns WEWS, Cleveland; WCPO-TV, Cincinnati (WCPO); radio WNOX, Knoxville, affiliated with WMCT, Memphis (WMC) through Memphis Publishing Co. Scripps-Howard Newspapers are: *Cleveland Press*, *Cincinnati Post*, *Corington* (Ky.) *Post*, *Columbus Citizen*, *New York World-Telegram & Sun*, *Pittsburgh Press*, *San Francisco News*, *Washington News*, *Indianapolis Times*, *Knoxville News-Sentinel*, *Memphis Commercial Appeal* and *Press-Scimitar*, *Houston Press*, *Fort Worth Press*, *El Paso Herald-Post*, *Albuquerque Tribune*, *Denver Rocky Mountain News*, *Evansville Courier and Press*, *Birmingham Post-Herald* and *News*.

TV Station Ownership By Educational Institutions

Commercial and Non-Commercial Stations on The Air

Alabama Educational Television Commission—WTIQ, Munford; WBIQ, Birmingham; WAIQ, Andalusia. Non-commercial, in participation with University of Alabama, University of Birmingham and Alabama Polytechnic Institute.

Bay Area Educational Television Assn.—KQED, San Francisco, Cal. Non-commercial, with U of California participating.

Board of Public Instruction of Dade County—WTHS-TV, Miami, Fla. (WTHS-FM). Non-commercial operation by Board's Dept. of Radio & Television Education.

Chicago Educational Television Assn.—WTTW, Chicago, Ill. Non-commercial.

Denver School District—KRMA-TV. Non-commercial.

Detroit Educational Television Foundation Inc.—WTVS, Detroit, Mich. (WDET-FM). Non-commercial.

Greater Cincinnati Television Educational Foundation—WCET, Cincinnati, O. Non-commercial.

Iowa State College—WOI-TV, Ames-Des Moines, (WOI). Commercial.

Memphis Community Television Foundation—WKNO-TV, Memphis. Non-commercial.

Metropolitan Pittsburgh Educational Television Station—WQED, Pittsburgh, Pa. Non-commercial, with U of Pittsburgh participating.

Michigan State College, Michigan State Board of Agriculture—WKAR-TV, East Lansing (WKAR). Non-commercial.

Norbertine Fathers (St. Norbert College)—WBAY-TV, Green Bay, Wis. (WBAY). Commercial.

Ohio State University—WOSU-TV, Columbus, O. (WOSU). Non-commercial.

Oklahoma Educational TV Authority—KETA, Oklahoma City. Non-Commercial. Also holds CP for KOED-TV, Tulsa.

St. Louis Educational Television Commission—KETC, St. Louis. Non-Commercial; Washington U & St. Louis U cooperating.

University of Houston—KUHT, Houston, Tex. (KUHF-FM). Non-commercial.

University of Illinois—WILL-TV, Champaign-Urbana (WILL-FM). Non-commercial.

University of Missouri—KOMU-TV, Columbia, Mo. Commercial.

University of Nebraska—KUON-TV, Lincoln, Neb. Note: being operated by Byron J. Dunn as trustee pending appropriation of funds by State Legislature. Non-commercial.

University of North Carolina—WUNC-TV, Chapel Hill (WUNC). Non-commercial.

University of Notre Dame—WNDU-TV, South Bend, Ind. (WNDU). Commercial.

University of Washington—KCTS, Seattle, Wash. (KUOW-FM). Non-Commercial.

University of Wisconsin—WHA-TV, Madison, (WHA). Non-commercial.

WGBH Educational Foundation—WGBH-TV, Boston-Cambridge, Mass. (WGBH-FM). Non-commercial, operated in cooperation with Lowell Institute Cooperative Broadcasting Council.

Note: Tulsa University and Oklahoma A & M each owns 1.55% of KVOO-TV, Tulsa. (Commercial). Butler University owns .38% of WISH-TV, Indianapolis. (Commercial). Spring Hill College, Mobile, Ala. owns 6.66% of WKRG-TV, Mobile. (Commercial).

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SEE PAGE 35

Major Ownership Changes

Sales & Transfers of Television Stations, 1949-57*

Volume References Are to Issues of *Television Digest* Reporting Details of Deals

For Present Ownership, see Station Directory

* Indicates FCC approval still pending as of February 1, 1957

ALABAMA

WABT Birmingham (Ch. 13)—Purchased as part of Birmingham News Co. package (including, besides *Birmingham News* and *Huntsville Times*, radio stations WAPI, Birmingham & WHBS, Huntsville) by Samuel I. Newhouse interests for \$18,700,000 from Victor Hanson Trust. (1955-56 Vols. 11:49 & 12:4). Birmingham News Co. had previously acquired WABT with leasehold on WAPI for \$2,400,000 from Edward L. Norton and Thad Holt. Former calls letters WAFM-TV. (1953 Vol. 9:15, 17, 24).

WBRC-TV, Birmingham (Ch. 6)—Purchased with WBRC (AM) by Storer Broadcasting Corp. for \$2,400,000 from Mrs. Eloise Hanna. (1953 Vol. 9:13, 21).

WSFA-TV, Montgomery (Ch. 12)—Purchased as it neared completion by WKY Radiophone Co., Oklahoma City, operator of WKY-TV & WKY there and publisher of *Daily Oklahoman*. Consideration \$562,598 plus assumption of certain obligations, deal including radio WSFA. Selling group headed by Judge David E. Dunn included R. F. Hudson, published of *Montgomery Advertiser & Journal* (1954-55 Vols. 10:38, 40, 50; 11:8). WKY Radiophone later changed name to WKY Television System Inc. and sold radio WSFA for \$175,000. (1956 Vol. 12:43, 50).

ARIZONA

KOY-TV, Phoenix (Ch. 10)—Half-time station, sharing with KOOL-TV, sold for \$200,000 to Gene Autry group and merged with KOOL-TV in order to give latter fulltime. KOY-TV principals were John L. Hogg, Albert D. Johnson, John R. Williams, George R. Cook, Glenn Snyder. (1954 Vol. 10:14, 19).

KPHO-TV, Phoenix (Ch. 5)—Purchased with KPHO (AM) by Meredith Publishing Co. (*Better Homes & Gardens, Successful Farming*) for \$1,500,000 from John C. Mullins, et al. (1952 Vol. 8:18, 26). Ownership previously acquired from W. L. Pickens, R. L. Wheelock & H. H. Coffield, each holding 25% stock in original grantee company. (1949 Vol. 5:26 & 6:6, 20).

KVAR, Phoenix (Ch. 12)—Sold to KTAR Broadcasting Co. (and call letters changed from KTYL-TV) by Harry L. Nace estate, Dwight Harkins & Lorenzo K. Lisonbee in consideration of payment of about \$251,242 liabilities. (1954 Vol. 10:18, 25).

KDWI-TV, Tucson (Ch. 9)—Sold for \$533,000, including \$115,000 obligations, by D. W. Ingram to group headed by H. U. Garrett (40%) and owners of radio KDET, Center, Tex., Tom E. Foster and son Tolbert Foster. (1956 Vol. 12:48, 51).

KVOA-TV, Tucson (Ch. 4)—Sold with radio KVOA for \$450,000 to group headed by ex-Congressman Clinton McKinnon and Frank Oxarar, sales mgr. of Los Angeles KFWB, by John J. Louis family (Needham, Louis & Brorby) who previously had bought KVAR, Phoenix (Ch. 12) and operate KTAR. (1955 Vol. 11:11, 21, 27).

CALIFORNIA

KBAK-TV, Bakersfield (Ch. 29)—Sheldon Anderson and family sold 51½% control of TV and radio stations (then known as KAFY-TV & KAFY) for approximately \$85,000 to *San Francisco Chronicle* group (1953 Vol. 9:47, 50). In April, 1954 *Chronicle* Publishing Co., San Francisco (KRON-TV), became 97½% owner by purchasing minority interests. (1954 Vol. 10:16).

† **KERO-TV, Bakersfield (Ch. 10)**—Sold to Wrather-Alvarez Broadcasting Inc., owner of KFMB-TV, San Diego (KFMB) for \$2,150,000 by group headed by Gene DeYoung, 51% owner (1957 Vol. 13:2).

KCOA, Corona (Ch. 52)—CP sold with radio KDAY, Santa Monica to J. Elroy McCaw for \$650,000 by J. D. Funk and Robert McClure families, publishers of *Santa Monica Evening Outlook*. (1956 Vol. 12:52).

KABC-TV, Los Angeles (Ch. 7)—Formerly KECA-TV. See WABC-TV, New York City.

KCOP, Los Angeles (Ch. 13)—Sold for \$1,375,000 by Mrs. Dorothy Schiff Sonneborn, publisher of *New York Post*, to Copley Press Inc., publisher of *San Diego Union and Tribune*, 8 Los Angeles county dailies and various other newspapers. Former call letters KLAC-TV. (1953 Vol. 9:46, 49, 52).

KHJ-TV, Los Angeles (Ch. 9)—Purchased by Thomas C. Lee Enterprises Inc. (now General TeleRadio Inc.) for \$2,500,000 from Earl C. Anthony. Former call letters KFI-TV. (1951 Vol. 7:23, 32, 36).

KNXT, Los Angeles (Ch. 2)—Purchased by CBS for considerations totaling \$3,600,000 from Thomas S. Lee estate. (1950 Vol. 6:52). Former call letters KTSN. CBS required to divest itself of 49% interest in KTTV, Los Angeles, which it sold to 51% owner *Los Angeles Times* for \$200,900 and other considerations.

* Editor's Note: This tabulation does not purport to cover all TV station ownership changes, particularly does not undertake to list hundreds of minority stockholder changes; this list includes only those deals involving changes of control or otherwise regarded as being of major importance. For present ownership of individual stations, see individual listings in the *Television Station Directory*.

KTTV, Los Angeles (Ch. 11)—25% purchased for approximately \$1,600,000 by Loew's Inc. (MGM), *Los Angeles Times* and *Mirror* retaining 75%. (1956 Vol. 12:33).

KMBY-TV Monterey, Cal. (Ch. 8)—Sold for \$230,000 to time-sharing KSBW-TV, Salinas, Cal. in order to effect merger. Sellers included Kenyon Brown, George Coleman & Bing Crosby (1954 Vol. 10:45 & 11:16).

KCCC-TV, Sacramento (Ch. 40)—Purchased for \$67,500 cash, plus loan of \$35,000 and assumption of more than \$125,000 obligations, by Lincoln Dellar from Ashley L. Robison & Harry McCart. (1956 Vol. 12:36-37, 40).

KFMB-TV, San Diego (Ch. 8)—Purchased with radio KFMB by John A. Kennedy interests for \$925,000 and other considerations from Jack O. Gross. (1950-51 Vols. 6:46 & 7:17). Sold by Kennedy to Wrather-Alvarez Bcstg. Co. (Jack D. Wrather & Mrs. Helen Alvarez) for \$3,150,000. (1953 Vol. 9:5, 9, 13). 22.22% interest sold in June 1953 to Edward Petry & Co. for \$633,330. (1953 Vol. 9:23).

KFSD-TV, San Diego (Ch. 10)—One-third interest in KFSD-TV & KFSD transferred from Thomas E. Sharp to T.B.C. group headed by Harrison G. Sloan in consideration of about \$350,000 and in conformity with deal paving way for TV grant. (1953 Vol. 9:46). Sold with radio KFSD for \$3,200,000, to Fox Wells & Co., N. Y., Investments, holding 95.5%; Glen McDaniel, attorney, 3%; Wm. T. Lane, 1.5%. Sellers were Tom Sharp, Charles E. Salik and TBC Television (about 40 stockholders), who secured CP for TV jointly. (1954 Vol. 10:31, 32, 34, 38, 42).

KGO-TV, San Francisco (Ch. 7)—See WABC-TV, New York City.

KPIX, San Francisco (Ch. 5)—Acquired by Westinghouse in exchange-of-stock deal approved by FCC July 2, 1954; stock valued at \$6,000,000 when deal was closed Feb. 15, 1954, valued at \$7,787,280 on date of FCC approval. Sellers and considerations: Associated Broadcasters Inc., 100% owned by Wesley I. Dumm, for 81,755 shares of Westinghouse common; Philip G. Lasky, gen. mgr., 11,845 shares plus \$209,994 cash; R.C.D. Bell, 8461 shares plus \$149,980 cash; Franklin Dumm, 2538 shares plus \$45,010 cash; George Hughes, 1692 shares plus \$30,006 cash. (1954 Vol. 10:3, 4, 13, 15, 19, 27).

KVEC-TV, San Luis Obispo (Ch. 6)—Purchased with KVEC by equal partners John C. Cohan and Jerome Kantro for \$450,000 from Christina M. Jacobson, ⅓ owner and Leslie H. Hacker, ⅓. (1956 Vol. 12:20, 24).

† **KEYT, Santa Barbara (Ch. 3)**—Optioned for \$1,500,000 to Key TV Inc., headed by Richard C. D. Bell, ex-KPIX, San Francisco, and including members of Luton family, Santa Barbara; selling group included Harry C. Butcher, KIST; Colin M. Selph, gen. mgr.; Arthur F. Marquette, C. H. Jackson, Ronald Coleman, et al. (1956 Vol. 12:52).

KVVG, Tulare-Fresno (Ch. 27)—Purchased for \$10,000 and assumption of obligations by movie producer James Stacy from co-equal owners Joseph Justman and Milton B. Scott. (1956-57 Vols. 12:25; 13:5). They purchased station in 1955 for token \$1 and assumption of about \$350,000 in liabilities from Sheldon Anderson, who retained local radio KCOK. Previous sale to Byron Walter & Cordell Fray fell through after getting FCC approval, station going into hands of creditors. (1954 Vol. 10:41, 11:3, 12).

COLORADO

KRDO-TV, Colorado Springs (Ch. 13)—50.37% interest of Joseph Rohrer in TV and radio KRDO acquired for \$24,500 by Wm. J. Gregory, now 39.21%; Harry Hoth Sr., 27.16%; Harry Hoth Jr., 22.93%; Priscilla Gitz, 6.13%. (1954 Vol. 10:44, 49).

KBTV, Denver (Ch. 9)—Purchased by partners John C. Mullins and Frank Leu from group of local businessmen for \$900,000 and assumption of some \$100,000 in obligations. (1955 Vol. 11:7, 13). Later in same year Leu sold his 50% interest to William Zeckendorf. (1955-56 Vols. 11:49 & 12:13).

KTVR, Denver (Ch. 2)—Purchased as KFEL-TV from Gene O'Fallon for approximately \$400,000 plus assumption of some \$300,000 in liabilities by J. Elroy McCaw, operator of KTVW, Tacoma, Wash. and 25% owner of KONA, Honolulu, (1955 Vol. 11:25, 28, 31). Subsequently, Founders Corp. (Tele-Trip Inc. subsidiary) exercised option to acquire 50% of KTVR from McCaw by assuming half of purchase price & liabilities. Founders also operate radios KPOA, Honolulu, and WTAC, Flint. (1955 Vol. 11:39, 47). Loew's Inc. (MGM) optioned 25% for undisclosed price involving MGM film purchases. (1956 Vol. 12:36).

KLZ-TV, Denver (Ch. 7)—Purchased with radio KLZ by Time Inc. from Aladdin Radio & TV Inc. (Harry E. Huffman, Hugh B. Terry, J. Elroy McCaw, Theodore R. Gamble, Frank H. Ricketson Jr., et al.) for total of \$3,533,760. (1954 Vol. 10:11, 15, 18, 26).

KCSJ-TV, Pueblo (Ch. 5)—Acquired with radio KCSJ by Bankers Life & Casualty Co., Chicago, which assumed \$323,000 in obligations from owners Douglas D. Kahle (67%) and Robert L. Clinton Jr. (33%). (1954 Vol. 10:35, 40).

CONNECTICUT

WHCT, Hartford (Ch. 18)—Purchased as WGTH-TV for approximately \$650,000 by CBS from General Teleradio, latter having made deal with Gannett Newspapers' *Hartford Times* to acquire its 45% interest. (1955-56 Vols. 11:28, 36, 49; 12:8, 37).

WNBC, New Britain-Hartford (Ch. 30)—Purchased as WKNB-TV with WKNB by NBC from group headed by adman Julian Gross for \$606,000 cash plus assumption of about \$400,000 in obligations. NBC planned to build 1000-kw transmitter plant on Mt. Higby, Middletown (1955-56 Vols. 11:2, 9, 19, 22, 26 & 12:50).

WNHC-TV, New Haven (Ch. 8)—Purchased with radio WNHC by Triangle Publications Inc. (Walter Annenberg) for \$5,400,000 cash from Aldo DeDominicis, Patrick J. Goode family, et al. (1956 Vol. 12:21, 22, 25).

DELAWARE

† WPFH, Wilmington (Ch. 12)—Sold with radio WIBG by Paul F. Harron group to Storer Broadcasting Co. for approximately \$6,500,000 (1956 Vol. 12:51). Harron purchased station, then operating as WDEL-TV, from Steinman brothers for \$3,720,500 (1955 Vol. 11:4, 13).

DISTRICT OF COLUMBIA

WTOP-TV, Washington (Ch. 9)—Purchased 55% by *Washington Post*, operator of radio WTOP, and 45% by CBS for \$1,400,000 from R. H. Macy interests in 1950; call letters then WOIC. (1950 Vol. 6:25). CBS sold its holdings in 1954 to *Washington Post* for sum in "excess of \$3,000,000" (1954 Vol. 10:35, 42).

FLORIDA

WMBR-TV, Jacksonville (Ch. 4)—Purchased with radio WMBR by *Washington Post Co.*, publisher of *Washington Post* and then 55% owner of WTOP Inc. (WTOP-TV & WTOP, Washington) for \$2,470,000 from Edward L. Norton, Frank King and Glenn Marshall Jr. (1952 Vol. 8:51, 9:1, 3).

WGBS-TV, Miami (Ch. 23)—Acquired by Storer Broadcasting Co. through purchase of CP for WMIN-TV, Miami (Ch. 27) for \$35,409 expenses from E. D. Rivers Sr. and purchase of facilities of WFTL-TV, Ft. Lauderdale (Ch. 23) for \$300,000 from *Ft. Lauderdale Daily News*. Shift of Ch. 27 to Ch. 23 approved by FCC Dec. 16, 1954. (1954 Vol. 10:47-51).

WPTV, Palm Beach (Ch. 5)—Purchased as WJNO-TV for \$880,000, including around \$300,000 liabilities, by John H. Phipps (owner of WCTV, Thomasville, Ga.) from radio WJNO (50%); Theodore Granik (21%); Wm. H. Cook (21%), et al. (1956 Vol. 12:40).

WTVT, Tampa (Ch. 13)—Purchased for \$3,500,000 plus assumption of \$491,490 liabilities by WKY Radiophone Co. (*Oklahoma City Oklahoman*) from ex-Gov. Doyle E. Carlton-Walter Tison interests (1956 Vol. 12:26).

Sales & Transfers

WEAT-TV, West Palm Beach (Ch. 12)—Purchased with radio WEAT from J. Robert Meachem for \$194,000 by General Teleradio, with Meachem retained as mgr. for 5 years at \$12,000 annual salary (1955 Vol. 11:27, 31).

GEORGIA

† WAGA-TV, Atlanta (Ch. 5)—Purchased with radio WAGA for \$6,500,000 by *Washington Post* from Storer Broadcasting Co., contingent on FCC approval of Storer's purchase of WMUR-TV, Manchester, N. H. (1956 Vol. 12:42).

WLWA, Atlanta (Ch. 11)—Purchased as WLTV by Crosley Broadcasting Corp. (Avco) for \$1,500,000 from local group comprising Broadcasting Inc. (1952 Vols. 8:51 & 9:5). Broadcasting Inc. acquired station for \$525,000 when CP for WCON-TV (built but not yet operating) was sold by *Atlanta Constitution* when it merged with *Atlanta Journal*, and *Journal* retained Ch. 2 for WSB-TV (1951 Vol. 7:32-34, 38-39).

WRDW-TV, Augusta (Ch. 12)—Purchased by Southeastern Newspapers Inc., publishers of *Augusta Chronicle* and *Herald*, for about \$600,000 plus assumption of \$400,000 liabilities from group headed by Grover C. Maxwell & Allen M. Woodall, latter mgr. of WDAK-TV, Columbus, Ga. (1955 Vol. 11:48; 12:7).

WCTV, Thomasville (Ch. 6)—CP acquired for \$88,700 by John H. Phipps from E. D. Rivers Sr.; Phipps also purchased Thomasville radio WKTG for \$62,000 from Fred Scott family (1955 Vol. 11:5, 20).

IDAHO

KLIX-TV, Twin Falls (Ch. 11)—The 25% held jointly by Frank C. Carman and Grant Wrathall was acquired by A. L. Glassman family (*Ogden Standard Examiner*); for details see sale of KUTV, Salt Lake City.

ILLINOIS

WBIN, Bloomington (Ch. 15)—Sold for token \$1 and assumption of some \$200,000 in liabilities to Worth S. Rough by Cecil W. Roberts (1955 Vol. 11:26, 29).

WBBM-TV, Chicago (Ch. 2)—Purchased (as WBKB) by CBS for \$6,000,000 from newly merged ABC-United Paramount, AB-UP retaining WENR-TV but changing its call letters to WBKB. 1951-53 Vols. 7:21, 8:28, 46 & 9:7).

WBKB, Chicago (Ch. 7)—See WABC-TV, New York City.

(Continued on next page)

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Sales & Transfers

WIND-TV, Chicago (Ch. 20)—CP acquired with radio WIND by Westinghouse in deal involving sale for approximately \$5,000,000 in Westinghouse stock by Chicago's Atlas family, Wm. Wrigley family and *Chicago Daily News* (1956 Vol. 12:41, 45).

WTVH-TV, Peoria (Ch. 19)—Purchased with radio WTVH by Peoria Journal Star Inc. for \$55,000 cash plus assumption of obligation totaling \$155,000 from Hugh R. Norman (52%) and L. W. Hicks (36%); newspaper owns 92% (1954 Vol. 10:13-14, 18).

INDIANA

WFIE, Evansville (Ch. 62)—Sold for approximately \$580,000 by Jesse D. Fine theatre family to George W. Norton's WAVE Inc., operator of WAVE-TV, Louisville, Ky. (1956 Vol. 12:25, 29).

WINT, Fort Wayne-Waterloo (Ch. 15)—Sold by R. Morris Pierce group for \$484,670 plus \$200,000 in obligations to Universal Bestg. Co., operator of WISH-TV, Indianapolis. (1956 Vol. 12:20, 24). For subsequent sale to Whitney interests, see WISH-TV, Indianapolis.

† **WKJG-TV, Ft. Wayne (Ch. 33)**—Sold with radio WKJG for \$1,925,000 to Truth Publishing Co. (60%), Walter R. Beardsley (25%), Geoffrey Wade (15%). Truth Publishing Co. is 49.5% owned by Beardsley, 35.5% by pres. John F. Dille Jr., 14.42% by Carl D. Greenleaf, publishes *Elkhart* (Ind.) *Truth* (WSJV & radio WTRC). Major selling principles: Clarence L. Schust, H. Leslie Popp, Edward G. & Walter L. Thoms (1957 Vol. 13:5).

† **WFBM-TV, Indianapolis (Ch. 6)**—Sold with WFBM by Consolidated Television & Radio Broadcasters Inc. (Bitner group) to Time Inc. in \$15,750,000 package deal that also included WOOD-TV & WOOD, Grand Rapids, Mich. and WTCN-TV & WTCN, Minneapolis, after sale of properties to Crowell-Collier fell through. (1956 Vol. 12:47, 50-52).

WISH-TV, Indianapolis (Ch. 8)—Purchased with WINT, Ft. Wayne-Waterloo (Ch. 15) and radios WISH, Indianapolis and WANE, Ft. Wayne for \$10,000,000 by J. H. Whitney & Co.'s Indiana Bestg. Co. from Universal Broadcasting Co., headed by C. Bruce McConnell. (1956 Vol. 12:30, 34, 41).

† **WFAM-TV, Lafayette (Ch. 59)**—Sold with radio WASK for \$330,000 by O. E. Richardson to Henry Rosenthal, 25%; Albin H. Huth, 25%; D. & B. Equipment Corp. (Jack M. Drysdale, pres.), 50%. (1957 Vol. 13:2, 4).

IOWA

KCRG-TV, Cedar Rapids (Ch. 9)—100% acquired, along with radio KCRG, by *Cedar Rapids Gazette*, already 30% owner, by purchasing holdings of 11 other stockholders for \$101,500. Former call letters KCRI-TV & KCRI. (1954 Vol. 10:29, 33).

KANSAS

KTVH, Hutchinson-Wichita (Ch. 12)—Purchased for \$1,070,000 by *Minneapolis Star and Tribune* (Cowles), with 6 former owners obtaining 20% interest in new firm. (1955 Vol. 11:28, 43).

WIBW-TV, Topeka (Ch. 13)—Included in \$7,000,000 sale of Capper Publications, along with radios WIBW, Topeka and KCKN, Kansas City, to Stauffer Publications; Stauffer transferring KCKN to Cy Blumenthal for \$110,000. (1956 Vol. 12:38, 49, 51).

KENTUCKY

WEHT, Henderson-Evansville, Ind. (Ch. 50)—Purchased with Evansville radio WEOA by WEHT Inc. (principals: Edwin G. Richter Jr. and Henry S. Hilberg and John R. Clark Jr. families, Cincinnati) for \$820,000 from Malco Theatres Inc. (1956 Vol. 12:35, 37, 43).

WLAP-TV, Lexington (Ch. 27)—CP acquired with radio WLAP from Gilmore N. Nunn family for \$346,000 by new co-owners Frederick Gregg, Charles Wright & Harry Feingold. (1956-57 Vols. 12:44, 13:3).

WKLO-TV, Louisville (Ch. 21)—CP for off-air uhf station and radio WKLO purchased from group headed by Joe Eaton for \$350,000 by Great Trails Bestg. Corp. (WING, Dayton, O.), owned by ex-Secy. of Commerce Charles Sawyer. (1955 Vol. 11:27, 31).

LOUISIANA

KALB-TV, Alexandria (Ch. 5)—Transferred to new Lanford Telecasting Co. Inc. in \$333,155 deal whereby T. B. Lanford reduces holdings to 51% and Bill L. Fox gets 49% "limited" stock interest under option agreement reached when radio KSYL, Alexandria, dropped application for Ch. 5 (1956-57 Vols. 12:49; 13:2). Lanford had previously acquired 97% control by purchasing 52% of stock from W. H. Allen for \$150,000 (1955 Vol. 11:32, 36).

WAFB-TV, Baton Rouge (Ch. 28)—WDSU Broadcasting Corp., New Orleans (WDSU-TV), increased holdings from approximately 27% to 57.8% by purchases of \$132,500 worth of stock in WAFB-TV during 1955, bringing total investment there to approximately \$225,000 (1955-56 Vols. 11:51 & 12:3, 11).

MAINE

WABI-TV, Bangor (Ch. 5)—Murray Carpenter sold his 50% interest in WABI-TV & WABI for \$125,000 in deal whereby ex-Gov. Horace Hildreth increased holdings from 50% to 60%; radio WPOR, Portland, acquired 34%; radio WTVL, Waterville, Me. acquired 6%. (1953 Vol. 9:31, 41).

WAGM-TV, Presque Isle, Me. (Ch. 8)—95% control of TV acquired with radios WAGM, Presque Isle and WABM, Houlton, Me. by Harold D. Glidden when Harry E. Umphrey sold 47.4% (830 shares) back to corporation for \$30,000 (1956 Vol. 12:48, 51).

MASSACHUSETTS

WMCT, Adams-Pittsfield (Ch. 19)—Sold for \$379,260 by Leon Podolsky group to WCDA, Albany, N.Y. planning to operate it as satellite (1956-57 Vols. 12:49; 13:6).

WHYN-TV, Springfield-Holyoke (Ch. 55)—50% acquired, along with radio WHYN, by Republican Television Inc., owned by Employes Beneficial Fund of the *Springfield Union, News and Sunday Republican* for consideration of \$250,000. Wm. Dwight, publisher, of *Northampton Gazette*, relinquished 3/8 control, *Holyoke Transcript* gen. mgr. Chas. DeRose, 1/8. (1954 Vol. 10:30).

MICHIGAN

WXYZ-TV, Detroit (Ch. 7)—See WABC-TV, New York City.

WMCN, Grand Rapids (Ch. 23)—50% of CP purchased by H. & E. Balaban Corp. (also holders of 50% of uhf stations WICS, Springfield, Ill. and WTVO, Rockford, Ill.) from Peninsular Broadcasting Co. (John D. Loeks, pres.) for \$7500 (1956 Vol. 12:28, 37).

† **WOOD-TV, Grand Rapids (Ch. 8)**—Acquired with radio WOOD by Time Inc. from Consolidated Television & Radio Broadcasters Inc. (Bitner group) in package deal; see WFBM-TV, Indianapolis (1956 Vol. 12:51-52). TV station (as WLAV-TV) previously acquired by Harry Bitner interests for \$1,382,086 from Leonard A. Versluis (1951 Vol. 7:19, 38).

WTOM-TV, Lansing (Ch. 54)—Leased for \$5000 monthly, with option to buy for \$166,254 at end of 2 years, to Inland TV Co., headed by Thomas B. Shull, by John C. Pomeroy and associates. Call letters formerly WILS-TV. (1954 Vol. 10:36, 39). Station left air Oct. 9, 1956, being taken over by receiver John L. Mayer, Detroit (1956 Vol. 12:41).

MINNESOTA

KMGM-TV, Minneapolis (Ch. 9)—25% acquired by Loew's Inc. (MGM) for undisclosed price involving film purchases (1956 Vol. 12:44). Had previously been purchased (as KEYD-TV) by United TV Inc. (Thomas P. Johnson, chairman, also pres. of WENS, Pittsburgh) for \$1,500,000 from Minneapolis Tower Co. (Morris T. Baker) which had acquired control of CP, with radio KEYD, for \$337,200 from founding group headed by Lee L. Whiting (1954 Vol. 10:34, 38). Later, United TV made deal to sell radio KEYD to gen. mgr. Robert Purcell and attorney James A. McKenna for \$35,000 (1956 Vol. 12:14, 21).

WCCO-TV, Minneapolis (Ch. 4)—CBS acquired 47% interest in old WTCN-TV by turning over to Midwest Radio-Television Inc. (Ridder Newspapers) 53% interest in radio WCCO in July, 1952. (Vol. 8:10, 53). CBS sold its interest to Minneapolis Star & Tribune Co. (Cowles) in Nov. 1954 for \$3,950,000. (1954 Vol. 10:45).

† **WTCN-TV, Minneapolis (Ch. 11)**—Acquired with radio WTCN by Time Inc. from Consolidated Radio & Television Inc. (Bitner group) in package deal; see WFBM-TV, Indianapolis (1956 Vol. 12:51-52). Previously acquired by Bitners with time-sharing WMIN-TV, St. Paul & radio WTCN for \$3,135,000, WTCN-TV becoming full-time outlet. Robert Butler got \$1,900,000 for WTCN-TV & WTCN. N. L. Bentson group got \$1,235,000 for WMIN-TV, having previously sold radio WMIN for \$75,000 to Wm. F. Johns family (1955 Vol. 11:5, 15).

MISSISSIPPI

WDAM-TV, Hattiesburg (Ch. 9)—51% acquired by WDSU-TV, New Orleans, for \$51,000, remaining 49% being equally held by 4 founding partners (1956 Vol. 12:31, 38).

WJTV, Jackson (Ch. 25)—Merged with WSLI-TV (Ch. 12) in deal whereby WJTV call letters were retained and Mississippi Publishers Corp. (*Jackson Clarion Ledger* and *Daily News*) paid \$176,000 for 40% of new stock in whf; latter, in turn, paid newspaper \$175,000 for physical assets of its uhf plant after uhf was discontinued (1955 Vol. 11:16, 21).

MISSOURI

KODE-TV, Joplin (Ch. 12)—Purchased as KWSM-TV with radio adjunct by WSTV Inc. (Jack N. Berkman-John J. Laux "Friendly Station" interests), operators of WSTV-TV, Steubenville, O. (Ch. 9), for \$591,000 from Mr. & Mrs. Austin Harrison and minority stockholders (1956 Vol. 12:39, 44).

KCMO-TV, Kansas City (Ch. 5)—Purchased with KCMO by Meredith Publishing Co. (WHEN-TV, WOW-TV, KPHO-TV) from Tom Evans and Lester E. Cox for \$2,000,000 plus long-term debt not to exceed \$450,000. (1953 Vol. 9:40-42, 46).

KCTV, Kansas City (Ch. 25)—Transferred by Empire Coil Co. (Herbert L. Mayer) to DuMont Network Dec. 31, 1953 for token consideration of \$1. (1954 Vol. 10:1). Operation discontinued by DuMont March 1, 1954. (1954 Vol. 10:7).

KMBC-TV, Kansas City (Ch. 9)—Half-time station (sharing Ch. 9 equally with WHB-TV) sold by Arthur B. Church interests, along with KMBC and KFRM, Concordia, Kan., to Cook Paint & Varnish Co., owning WHB-TV & WHB; under merger Cook subsidiary became KMBC Broadcasting Co., with KMBC call letters retained, WHB-TV dropped and WHB (AM) sold. Purchase price: \$1,750,000 cash plus assumption of about \$865,000 in obligations, plus 10-year contract with Mr. & Mrs. Arthur B. Church at \$25,000 a year. (1954 Vol. 10:17, 20, 24).

KFEQ-TV, St. Joseph (Ch. 2)—Purchased with radio KFEQ from Barton Pitts for \$550,000 and assumption of \$200,000 in liabilities by co-equal owners Bing Crosby, Kenyon Brown & George Coleman. (1955 Vol. 11:34, 47, 52).

KWK-TV, St. Louis (Ch. 4)—Samuel I. Newhouse (for other holdings see WSYR-TV) acquired 23% by purchase of *St. Louis Globe-Democrat* for \$6,250,000. (1955 Vol. 11:13).

KDRO-TV, Sedalia (Ch. 6)—J. Albert Dear (*Sedalia Capital and Democrat*) purchased option on 50% of KDRO-TV with radio KDRO for \$40,000 from Milton J. Hinlein. (1955 Vol. 11:12, 18, 21).

MONTANA

KOOK-TV, Billings (Ch. 2)—Montana Network, TV-AM licensee corporation, bought up stock of J. Carter Johnson and 11 other stockholders for \$403,650. Control of corporation acquired by Joseph S. Sample, who increased holdings from 10.8% to 93.28% by paying \$136,425 for stock held by C. L. Crist & V. V. Clark (1956 Vol. 12:45, 50).

NEBRASKA

KOLN-TV, Lincoln (Ch. 10)—Purchased as Ch. 12 outlet with radio KOLN by Fetzer Broadcasting Co., controlled by John Fetzer (WKZO-TV & WKZO, Kalamazoo, Mich.), from Edwin M. O'Shea-Barrett S. Martin interests for \$145,000 cash plus assumption of about \$500,000 in liabilities. (1953 Vol. 9:30, 34). Fetzer interests also purchased KFOR-TV, Lincoln (then Ch. 10) for \$300,000 from James Stuart, and FCC authorized KOLN-TV to take over KFOR-TV's Ch. 10. (1954 Vol. 10:13-14). Ch. 12 turned over to U. of Nebraska by Fetzer interests, now operated as non-commercial KUON-TV. (1954 Vol. 10:31). In 1955 John Fetzer personally acquired all stock of KOLN-TV.

WOW-TV, Omaha (Ch. 6)—Purchased with radio WOW by Meredith Publishing Co. interests for \$2,525,000 from Francis P. Matthews (deceased) and John J. Gillen estate, purchaser acquiring surplus account of \$720,000 (1951 Vol. 7:32, 39).

NEVADA

† **KLAS-TV, Las Vegas (Ch. 8)**—67.525% control acquired by Herman Greenspun, publisher of *Las Vegas Sun*, who increased holdings from 22.77% by paying R. G. Jolley \$50,000 for 124½ shares—Jolley also selling his remaining 500 shares back to company for \$270,000 (1956 Vol. 12:25).

KSHO-TV, Las Vegas (Ch. 13)—Purchased with radio KBMI, Henderson, Nev., by Television Co. of America (Albert Zugsmith interests) from Moritz Zenoff for \$300,000 including liabilities (1956 Vol. 12:24, 38, 48).

NEW HAMPSHIRE

† **WMUR-TV, Manchester (Ch. 9)**—Sale to Storer Broadcasting Co. by ex-Gov. Francis P. Murphy for \$300,000 plus assumption of \$532,452 indebtedness announced July 13, 1956, subject to FCC approval of removal of transmitter to site about 28 miles from Boston (1956 Vol. 12:28, 34).

NEW MEXICO

KOAT-TV, Albuquerque (Ch. 7)—Sold by A. M. Caldwell-Walter Stiles group to Clinton D. McKinnon, 25% owner of KVOA-TV & KVOA, Tucson, for approximately \$800,000, mainly obligations (1957 Vol. 13:2, 6).

† **KOB-TV, Albuquerque (Ch. 4)**—Sold with radio KOB to KSTP Inc. (Stanley E. Hubbard) for \$1,500,000 by Time Inc. and Wayne Coy, each 50% owner (1957 Vol. 13:2). Sale was made to comply with FCC 5-limit rule in view of Time Inc.'s acquisition of Bitner group; see WFBM-TV, Indianapolis (1956 Vol. 12:51-52). Was first TV to be acquired by Time Inc., having been purchased with KOB for \$900,000, including net quick assets of \$300,000, from T. H. Pepperday, publisher of *Albuquerque Journal* (1952 Vol. 8:9, 16, 17, 22).

KAVE-TV, Carlsbad (Ch. 6)—KAVE and CP for KAVE-TV acquired for \$150,000 by Mrs. John Battison from group headed by Val Lawrence, gen. mgr. of KROD-TV, EL Paso (1955 Vol. 11:32, 45).

Sales & Transfers

NEW YORK

WCDA, Albany (Ch. 41)—83.8% control purchased by Lowell Thomas-Frank Smith group, along with radio WROW, for \$298,800 cash plus assumption of \$380,000 obligations, with Louis H. Gross retaining 7.88% and Congressman Dean Taylor, 8.66%. Call letters formerly WROW-TV. (1954-55 Vols. 10:42, 45, 49, 51 and 11:1-3, 5, 6, 9, 18, 20, 45).

WNBF-TV, Binghamton (Ch. 12)—Sold with WNBF for \$3,000,000, less \$300,000 net quick assets, to Triangle Publications Inc. (Walter Annenberg) by John C. Clark interests. Triangle operates WFIL-TV, Philadelphia, publishes *Philadelphia Inquirer*, *TV Guide* and other publications (1955 Vol. 11:11, 19).

WINR-TV, Binghamton (Ch. 40)—CP included with sale of radio WINR for \$165,000 to *Binghamton Press* (Gannett) by group headed by Mayor Donald W. Cramer. This replaces previous sale of properties to Peter Bordes and Joseph L. Rosenmiller in summer of 1956 (1956-57 Vols. 12:36, 46; 13:2).

WYBF-TV, Buffalo (Ch. 17)—Sold to NBC for \$312,000 by Sherwin Grossman-Garry Cohen group. (1955 Vol. 11:9, 11, 15, 39). Transfer approved Dec. 30, 1955 (1955 Vol. 11:41,45,48-49,53).

WABC-TV, New York City (Ch. 7)—Transferred as WJZ-TV in merger of American Broadcasting Co. with United Paramount Theatres Corp. (now American Broadcasting-United Paramount Inc.), along with WENR-TV, Chicago (now WBKB); WXYZ-TV, Detroit; KGO-TV, San Francisco; KECA-TV, Los Angeles (now KABC-TV); and AM counterparts. Approved by FCC Feb. 9, 1953. (1953 Vol. 9:7).

WOR-TV, New York City (Ch. 9)—Merged with Thomas S. Lee Enterprises Inc. (General Tire & Rubber Co.), along with radio WOR, in November, 1951; sale by R. H. Macy Co. involved payment of \$4,500,000 cash or other assets, plus 25-year lease on New York studio & transmitter properties at \$315,000 a year, plus 10% stock interest in Thomas S. Lee Enterprises Inc., now General Teleradio Inc. (1951 Vol. 7:46). In 1955 R. H. Macy Co. sold its interest in WOR-TV and other stations operated by General Teleradio for \$2,250,000. (1955 Vol. 11:48, 51).

WPTZ, Plattsburgh (Ch. 5)—Sold to Rollins Bcstg. Co. by group headed by Carl F. Stohn for \$48,750 cash, plus redemption of preferred stock and assumption of all liabilities; total outlay about \$500,000. Former call letters WIRL. (1956 Vol. 12:7, 13).

WROC-TV, Rochester (Ch. 5)—Sold as WHAM-TV with radios WHAM & WHFM by Stromberg-Carlson div. of General Dynamics Corp. for approximately \$5,000,000 to Transcontinent TV Corp., which later sold WHAM & WHFM for \$500,000 to attorney John S. Riggs & adman F. Robert Greene (1956 Vol. 12:14, 24, 26, 34).

(Continued on next page)

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Sales & Transfers

NORTH CAROLINA

- WQMC, Charlotte (Ch. 36)**—Transferred as WAYS-TV to Hugh Deadwyler for token \$4 by G. W. Dowdy, B. T. Whitmire, J. Horton Doughton & Harold H. Thoms; radio WAYS not involved; left air March 15, 1955 reverting to CP status (1954-55 Vols. 10:51 & 11:1).
- WITN, Washington (Ch. 7)**—Control of CP acquired by W. R. Roberson family from W. H. Anderson and R. M. Fountain, each of whom got \$65,920 for his 25.38% interest (1955 Vol. 11:33, 40).
- WSJS-TV, Winston-Salem (Ch. 12)**—33 $\frac{1}{3}$ % sold to Piedmont Publishing Co. (which became 100% owner) by Mary Pickford Rogers and Buddy Rogers for undisclosed sum (1957 Vol. 13:1).

OHIO

- KYW-TV, Cleveland (Ch. 3)**—NBC made deal with Westinghouse to exchange WNBK with radio WTAM, plus \$3,000,000 cash, for WPTZ, Philadelphia (Ch. 3) & KYW. Cleveland calls were changed to KYW-TV (KYW). (1955-56 Vols. 11:21, 25-26, 43, 47, 52; 12:3).
- WJW-TV, Cleveland (Ch. 8)**—Sold with KPTV, Portland, Ore. and Empire Coll Co., New Rochelle, N. Y., for total consideration of approximately \$10,000,000, to Storer Broadcasting Co., by Herbert L. Mayer interests. Call letters formerly WXEL. (1954 Vol. 10:2, 44).
- WTVN-TV, Columbus (Ch. 6)**—Purchased by Radio Cincinnati Inc. (Taft) for \$1,500,000 from Edward Lamb (1953 Vol. 9:3, 9).
- WLOK-TV, Lima (Ch. 73)**—Acquired with radio WLOK for \$750 plus \$150,000 liabilities by Northwestern Ohio Bcstg. Corp., operator of WIMA and holding CP for WIMA-TV (Ch. 35). WIMA owners dropped CP for WIMA-TV (Ch. 35) after getting shift to Ch. 35 for WLOK-TV, kept radio WIMA, dropped radio WLOK. (1954 Vol. 10:44, 49).

OKLAHOMA

- KTVQ, Oklahoma City (Ch. 25)**—Transferred to attorney-oilman Jack Farris (who cancelled \$100,000 indebtedness) by John Esau & Duke Duval, bankruptcy trustees. Off air. (1954-55, Vols. 10:52; 11:20-21, 50-51).
- KOTV, Tulsa (Ch. 6)**—Sold for \$4,000,000 to J. H. Whitney & Co. by General Television Inc. (Mrs. Helen Maria Alvarez, 50%; Jack D. Wrather Jr., 25%; Mrs. Mazie Wrather, 25%). Transfer approved in May 1954 (1954 Vol. 10:14, 20). Station had been purchased in 1950 by General Television Inc. for \$2,500,000 from George Cameron Jr. & Mrs. Helen Maria Alvarez (1952 Vol. 8:19).

OREGON

- KFJI-TV, Klamath Falls (Ch. 2)**—CP acquired by KBES-TV, Medford, Ore. from W. L. Miller for \$30,000 out-of-pocket expenses. (1956 Vol. 12:16, 20).
- KOIN-TV, Portland (Ch. 6)**—Mitzi E. & Samuel I. Newhouse Jr. purchased 50% interest in KOIN-TV and KOIN for \$556,500, having sold Portland radio KGW for \$500,000 under option agreement. Later their stock was turned over to Newhouse parent firm, Central New York Bcstg. Corp., licensee of WSYR-TV, Syracuse (1954 Vol. 10:36, 43).
- KPTV-Portland (Ch. 27)**—See WJW-TV, Cleveland, O.

PENNSYLVANIA

- WFBG-TV, Altoona (Ch. 10)**—Purchased by Triangle publications Inc. (WFIL-TV, Philadelphia), with WFBG from Gable dept. store interests for \$3,500,000. (1955-56 Vols. 11:32, 33, 39, 47; 12:2).
- † **WLBR-TV, Lebanon (Ch. 15)**—Off-air station purchased for \$115,000 plus assumption of \$125,000 indebtedness by Triangle Publications Inc. (WFIL-TV-Philadelphia Inquirer) from owners of radio WLBR, holding 52% and Lebanon News, 36% (1955 Vol. 11:27, 31, 45). Transfer delayed by protests.

WRCV-TV, Philadelphia (Ch. 3)—Purchased as WPTZ by Westinghouse for \$8,500,000 from Philco Corp. (1953 Vol. 9:8, 22). Sold (with radio KYW) to NBC in exchange deal for NBC Cleveland stations WNBK & WTAM (see KYW-TV, Cleveland). Call letters changed to WRCV-TV (WRCV). (1955-56 Vols. 11:21 & 12:3).

WPFH, Philadelphia-Wilmington—See WPFH, Wilmington, Del.

KDKA-TV, Pittsburgh (Ch. 2)—Purchased by Westinghouse from DuMont for \$9,750,000 cash. Former call letters WDTV. (1954 Vol. 10:49-50).

WGBI-TV, Scranton (Ch. 22)—50% ownership (75% voting control) acquired for \$650,000 by Philadelphia Bulletin (WCAU-TV & WCAU) from Mrs. M. E. Megargee & family (1956 Vol. 12:31, 42).

WRAC-TV, Williamsport (Ch. 36)—CP acquired with radio WRAC by Steinman brothers' WGAL-TV, Lancaster (Ch. 8) for \$125,000 from George E. Joy-Margaretta T. Steele interests (1956-57 Vols. 12:39; 13:6).

SOUTH CAROLINA

WUSN-TV, Charleston (Ch. 2)—29.5% interest held by Charleston Evening Post sold to Preview Theatre Inc. and three other N.Y. firms controlled by Hazard E. Reeves for \$206,310 (1955 Vol. 11:52).

TENNESSEE

- WRGP-TV, Chattanooga (Ch. 3)**—50% purchased by Ramon G. Patterson, becoming 100% owner, from Judge Will Cummings for \$95,800. Patterson also paying off \$32,000 in notes due Cummings (1956 Vol. 12:46, 48).
- WJHL-TV, Johnson City (Ch. 11)**—45.4% interest in TV and radio WJHL held in trust for S. H. Campbell Jr. family acquired for \$200,000 by W. H. Lancaster Jr. family (1955-56 Vols. 11:53 & 12:4).
- WTSK-TV, Knoxville (Ch. 26)**—Sold for \$300,000, including assumption of \$216,500 liabilities, by W. R. Tuley, 80% owner, and Harold Thoms & J. Horton Doughton, 10% each, to So. Central Broadcasting Co. (John A. Engelbrecht, pres.), licensee of radio WIKY, Evansville, Ind. (1954 Vol. 10:23, 29, 31).
- WHBQ-TV, Memphis (Ch. 13)**—Acquired with WHBQ by General Teleradio Inc., subsidiary of General Tire & Rubber Co., from Harding College under 15-year leasing arrangement at total rental of \$2,879,046 (1954 Vol. 10:11, 14, 27).
- WLAC-TV, Nashville (Ch. 5)**—50% acquired for \$200,000 equally by T. B. Baker Jr. & A. G. Beaman from Bankers Life & Casualty Insurance Co., Nashville, which retained 50% and full control of radio WLAC (1954 Vol. 10:19, 36).
- WSIX-TV, Nashville (Ch. 8)**—Louis R. Draughon became $\frac{3}{4}$ owner by acquiring $\frac{1}{2}$ from W. H. Crisswell for \$250,000 (1956 Vol. 12:38, 41). In 1954 the Draughon estate had sold WSIX-TV with radio WSIX to new WSIX Inc. for \$800,000. Louis R. Draughon to continue as gen. mgr. and $\frac{1}{3}$ owner, other equal owners being W. H. Crisswell & R. D. Stanford Jr., Nashville contractors. (1954 Vol. 10:17, 19, 32, 36).

TEXAS

- KRBC-TV, Abilene (Ch. 9)**—Purchased with radio KRBC by oilman Lewis J. Ackers and family for \$500,000 from group headed by Mrs. Eva May Hanks, widow of publisher-broadcaster Bernard Hanks (1953 Vol. 9:35, 38).
- KFDA-TV, Amarillo (Ch. 10)**—75% control, with radio KFDA, transferred to Texas State Network for \$550,000; 25% retained by Charles B. Jordan, TSN v.p. (1953 Vol. 9:46).
- KGNC-TV, Amarillo (Ch. 4)**—91.8% control acquired by Roy N. Whittenburg family (previously holding 35.6%) from Parker Prouty group in deal whereby Whittenburgs paid \$3,864,540 for 64,409 additional shares of Globe-News Publishing Co. Globe-News operates KGNC-TV, radios KGNC and KFYO, Lubbock, and publishes Amarillo News and Globe Times and Lubbock Avalanche and Journal (1955 Vol. 11:19, 26).
- KBST-TV, Big Spring (Ch. 4)**—50% sold by group of local businessmen, headed by Wm. J. Wallace, to Texas Telecasting Inc. (KDUB-TV, Lubbock & KPAR-TV, Sweetwater-Abilene) under arrangement whereby Texas Telecasting leases station for 5 years for \$300,000, then has option to buy 50% of stock and control of programs and sales for \$147,448 (1957 Vol. 13:1, 4-5).

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† **KVDO-TV**, Corpus Christi (Ch. 22)—Sold to local businessmen headed by E. J. Healey and Hubert J. Schmidt for \$94,300 cash, plus assumption of \$100,000 indebtedness by Gabriel Lozano and associates (1957 Vol. 13:2).

WFAA-TV, Dallas (Ch. 8)—Purchased by *Dallas News* for \$575,000 from Tom Potter. Former call letters KBTW 1950 Vol. 6:4, 11).

† **KILT**, El Paso (Ch. 13)—Sold with radio **KELP** by McLendon Investment Corp., Dallas (Barton R. McLendon, pres. 50%; Gordon B. McLendon, v.p. 49%) for \$750,000 to owners of **KXLY-TV**, Spokane, Wash. (1956 Vol. 12:49).

KGUL-TV, Galveston-Houston (Ch. 11)—Sold for \$4,250,000 to new corporation, 90% owned by J. H. Whitney & Co., with Paul Taft retaining 10% (1956 Vol. 12:19-28).

KPRC-TV, Houston (Ch. 2)—Purchased as **KLEE-TV** by *Houston Post* for \$740,000 from W. Albert Lee (1950 Vol. 6:13, 21).

KOSA-TV, Odessa (Ch. 7)—50% sold under option agreement by Cecil Trigg and associates to brothers Jack C. Vaughn and Grady H. Vaughn Jr. in deal involving \$20,000 cash and assumption of \$400,000 in obligations (1956-57 Vols. 12:51; 13:4).

KENS-TV, San Antonio (Ch. 5)—Purchased as **KGBS-TV** with radio **KGBS** for \$3,500,000 by *San Antonio Express* from Storer (1954 Vol. 10:26, 44). Previously Storer had acquired **KEYL (TV)** for \$1,050,000 from W. L. Pickens-R. L. Wheelock-H. H. Coffield (1951 Vol. 7:30, 41), along with radio **KABC** for \$700,000 and changed call letters to **KGBS-TV & KGBS** (1953 Vol. 9:26, 34).

KWTX, Waco (Ch. 10)—29% acquired by **KTBC-TV**, Austin Tex. (controlled by Claudia T. Johnson) in transaction whereby physical assets of off-air **KANG-TV**, Waco (Ch. 34) were turned over to **KWTX-TV** in return for \$25,000 cash, plus assumption of \$109,000 obligations (1956 Vol. 12:1). **KTBC-TV** had previously acquired **KANG-TV** by assuming \$134,000 indebtedness of founder Clyde Weatherby (1954 Vol. 10:48-49).

KRGV-TV, Weslaco (Ch. 5)—50% acquired by Mrs. Lyndon B. Johnson's **KTBC-TV**, Austin, for \$5000 and loan of \$140,000, plus advances on obligations (1956 Vol. 12:11, 14).

KWFT-TV, Wichita Falls (Ch. 6)—Purchased with **KWFT** for \$825,000 by Sidney Grayson, Nat Levine and six Dallas businessmen (also operators of Wichita Falls radio **KSYD**) from E. H. Rowley family & Kenyon Brown, with proviso whereby Brown bought back radio **KWFT** for \$75,000 (1955-56 Vol. 11:46, 48; 12:12).

UTAH

KTVT, Salt Lake City (Ch. 4)—Purchased with **KDYL (AM)** by Time Inc. for \$2,100,000 from S. S. Fox group, mgr. G. Bennett Larson acquiring 20% of new operating company. Former call letters **KDYL-TV** (1953 Vol. 9:14, 26).

KUTV, Salt Lake City (Ch. 2)—Acquired jointly by publishers of *Salt Lake Tribune* (Kearns-Tribune Corp., previously 50% owner of **KUTV**), the *Ogden Standard Examiner* (A. L. Glassman family) and George C. Hatch & wife (daughter of A. L. Glassman), in deal involving more than \$800,000 whereby Frank C. Carman, Grant R. Wrathall, et al turned over to A. L. Glassman family their interests in **KUTV**, Salt Lake City; **KLIX-TV & KLIX**, Twin Falls, Ida.; and radios **KGEM**, Boise, Ida. & **KOPR**, Butte, Mont. Frank Carman also became sole owner of radio **KLUB** (formerly **KUTA**), Salt Lake City, by acquiring 62.5% of stock from Grant Wrathall and Edna O. Powers for \$150,000 (1955-56 Vols. 11:31, 38; 12:6, 10).

VIRGINIA

WSVA-TV, Harrisonburg (Ch. 3)—Purchased with **WSVA** for approximately \$800,000 from Frederick L. Allman by equal owners Hamilton Shea and Transcontinent TV Corp. (1956 Vol. 12:15, 22).

WACH-TV, Newport News (Ch. 33)—Off-air station acquired with radio **WACH** by United Broadcasting Co. (Richard Eaton) for \$54,000 under bankruptcy proceeding. Former owner Eastern Broadcasting Corp. was headed by John Doley (1956 Vol. 12:29, 32).

WTOV-TV, Norfolk (Ch. 27)—Sold to Tim Brite Inc., Hyattsville, Md. (Temus Bright, used cars) for \$85,000 after going dark Oct. 3, 1954. Resumed operation May 25, 1955 (1955 Vol. 11:6, 11).

WASHINGTON

KING-TV, Seattle (Ch. 5)—Purchased by Mrs. A. Scott Bullitt for \$375,000 from P. K. Leberman (1949 Vol. 5:20); 25% interest sold to Hearst Radio for \$375,000 (1951 Vol. 7:26) but repurchased from Hearst for \$450,000 in 1953 (1953 Vol. 9:11). Former call **KRSC-TV**.

KXLY-TV, Spokane (Ch. 4)—Sold with radio **KXLY** for \$1,750,000 to Northern Pacific Television Corp., 42½%, and Northern Pacific Radio Corp., 57½%, whose identical stockholders are: Joseph Harris, 45%; Norman Eisenstein, 45%; Richard E. Jones, 10%. Sellers: Symons Bestg. Co., 50%; Bing Crosby, 47.6%. Symons 49.6% owned by E. B. Craney, 33.23% by Mrs. Burton K. Wheeler, 16.37 by John L. Wheeler (1953-54 Vols. 9:49 & 10:2).

KTVW, Tacoma (Ch. 13)—Sold for \$300,000 by Carl Haymond to J. Elroy McCaw. Former call letters **KMO-TV** (1954 Vol. 10:28, 34, 38).

WEST VIRGINIA

† **WBLK-TV**, Clarksburg (Ch. 12)—Radio **WBLK** and CP for **WBLK-TV**, along with radio **WPAR**, Parkersburg, W.Va. purchased by owners of **WSTV-TV**, Steubenville, O. for approximately \$250,000 from *Wheeling (W.Va.) Intelligencer & News-Register* (1955 Vol. 11:32, 46).

WJPB-TV, Fairmont (Ch. 35)—75% control, along with radio **WVVW**, sold by J. Patrick Beacom to Donn Baer for \$147,000, Beacom retaining 25%. (1953 Vol. 10:47, 51). Station left air Feb. 28, 1955 reverting to CP status. (1955 Vol. 11:9). Beacom June 7, 1955, got FCC permission to set aside transfer to Baer, in order to take back 70%, bringing his holdings to 94% in return for assuming liabilities, station meanwhile having returned to air. (1955 Vol. 11:23, 27). Station left air again in fall of 1955 reverting to CP status (1956 Vol. 12:2).

WHTN-TV, Huntington (Ch. 13)—Purchased with radio **WHTN** from S. J. Hyman theatre family for \$638,000 by Cowles Broadcasting Co., operator of **KVTV**, Sioux City, Ia. (1956 Vol. 12:18, 25).

WTAP, Parkersburg (Ch. 15)—Purchased by *Zanesville Times-Recorder and Signal* (majority owner of **WHIZ-TV**, Zanesville, O.) for \$124,609 from Frank Baer-Howard Chernoff group (1955 Vol. 11:10, 14).

WISCONSIN

WFRV-TV, Green Bay (Ch. 5)—Control of CP acquired by operators of **WNAM-TV**, Neenah-Appleton-Menasha (Ch. 42) which dropped UHF operation in order to go on Ch. 5 in Green Bay—**WFRV-TV** group retaining part interest (1954-55 Vols. 10:49 & 11:9, 17, 21).

† **WMBV-TV**, Marinette-Green Bay (Ch. 11)—Purchased with radio **WMAM** by Guild Films Inc. for \$287,000 cash, plus assumption of over \$350,000 in obligations, from Wm. E. Walker, Joseph Mackin and 8 minority stockholders. (1956 Vol. 12:23, 29, 38). [Held up by protest.]

WISN-TV, Milwaukee (Ch. 12)—Purchased by Hearst Corp. for \$2,000,000 (about \$900,000 cash, remainder assumption of obligations and liabilities). Selling group headed by L. F. Gran, Paul A. Pratt and Loron Thurwachter. Former call letters **WTVW** (1955 Vol. 11:2, 5, 10).

WXIX, Milwaukee (Ch. 19)—Sold as **WOKY-TV** to CBS by Bartell family for \$350,000 in Oct. 1954; CBS also purchased physical facilities of **WCAN-TV** (Ch. 25) for \$650,000 from Lou Poller group (1955 Vol. 10:43, 47; 11:3).

ALASKA

KENI-TV, Anchorage, Alaska (Ch. 2)—(Formerly **KFIA**)—Control sold for \$100,000 by Richard R. Rollins to Midnight Sun Broadcasting Co. (Lathrop Co.), operator of 4 AM stations in Alaska, which also took over CP for **KFIF**, Fairbanks (Ch. 2), now on air as **KFAR-TV**. Rollins retained 19% (1954-55 Vols. 10:47 & 11:1).

HAWAII

KONA, Honolulu (Ch. 11)—Transferred to new company 50% owned by *Honolulu Advertiser* (**KGU**) and 50% by J. Elroy McCaw & John D. Keating (**KPOA**) by Herbert M. Richards group, on condition **KPOA** sold within 90 days of transfer (1953 Vol. 9:13, 23).

KULA-TV, Honolulu (Ch. 4)—Purchased with radio **KULA** for \$600,000 by Television Corp. of America Ltd. (Albert Zugsmith interests) from American Broadcasting Stations Inc. and Dolph-Petty Broadcasting Co. (1955-56 Vols. 11:46; 12:2).

SUBSCRIPTION TELEVISION Organizations and Manufacturers

ENTRON INC.—4902 Lawrence St., Bladensburg, Md. Appleton 7-9585. H. M. Diamba, pres.; G. G. Edlen & Robert J. McGeehan, v.p.'s; H. M. Kannee, secy.-treas.

INTERNATIONAL TELEMETER CORP. (subsidiary of Paramount Pictures Corp.)—2000 Stoner Ave., Los Angeles 25, Cal. Granite 8-7751. Paul Raibourn, chairman; Louis A. Novins, Paul MacNamara, Chester I. Lappen, v.p.'s; Eugene J. Zukor, treas. & asst. secy.; Jacob S. Karp, secy.

JERROLD ELECTRONICS CORP.—23rd & Chestnut Sts., Philadelphia 3, Pa. Locust 4-0707. Milton J. Shapp, pres.; Zalmon Garfield, asst. to pres.; Henry J. Arbetter, v.p.-chief engineer; Donald Kirk, v.p.-director of development & research; Caywood Cooley, v.p. field service organization; Wm. H. Miller, mgr., community operations div. wired subscription-TV system.

ORGANIZATIONS FOR FREE-TV—608 Fifth Ave., New York 20, N.Y. Judson 2-2825. Alfred Starr, Trueman Rembusch, co-chairmen.

SKIATRON ELECTRONICS & TELEVISION CORP.—180 Varick St., New York 14, N.Y. Watkins 4-7060. Arthur Levey, president; Kurt Widder, treas.; Frank V. Quigley, secy. Printed circuit & punch-card operated system.

TECO INC.—231 S. LaSalle St., Chicago 4, Ill. Financial 6-3499. S. I. Marks, president. Formed to promote Phonevision system developed by Zenith Radio Corp.

ZENITH RADIO CORP.—6001 Dickens Ave., Chicago 39, Ill. For personnel, see listing in *Manufacturers of TV Receivers* section.

Selected List of

TV-Radio Editors of Major Newspapers & Magazines

(For Trade, Technical and Advertising Publications, see page 409)

Note: Due to frequent turnover, mailings should always include designation "TV-Radio Editor"

ALABAMA

Birmingham News—Roger Thames
Birmingham Post-Herald—Jim Atkins
Mobile Press—Betty Jo Collins
Mobile Register—Ellen Bodden
Montgomery Advertiser and Journal—Robert Hugger

ARIZONA

Phoenix Gazette—Bobbie Johnston
Phoenix Arizona Republic—Patricia Smith
Tucson Star—Micheline Keating

ARKANSAS

Little Rock Arkansas Democrat—Inez Hale McDuff
Little Rock Gazette—Martha Douglas

CALIFORNIA

Beverly Hills Citizen—Gene Inge
Hollywood Citizen-News—Zuma Palmer
Long Beach Independent and Press-Telegram—Tom Hoxie
Los Angeles Examiner—Jack Lait Jr., Paul Baessler
Los Angeles Herald & Express—Robert Hull
Los Angeles Mirror-News—Hal Humphrey
Los Angeles Times—Walter Ames
Oakland Tribune—James Abbey
Pasadena Independent—Bill Bird
Pasadena Star-News—William B. Munro
Sacramento Bee—Lillian K. Hickey
San Bernardino Sun—Dee Phillips
San Diego Tribune—Dave McIntyre
San Diego Union—Donald Freeman
San Francisco Call-Bulletin—Paul Speegle
San Francisco Chronicle—Terrence O'Flaherty
San Francisco Examiner—Dwight Newton
San Francisco News—Paul Speegle
San Jose Mercury and News—Gerry C. Howe

COLORADO

Denver Post—Thompson R. Watt
Denver Rocky Mountain News—Elizabeth Anne Stokes

CONNECTICUT

Bridgeport Herald—Harvey Katz
Bridgeport Telegram & Post—Fred H. Russell
Hartford Courant—H. Viggo Andersen
Hartford Times—Tony Davenport
Waterbury Republican-American—E. Christy Erk

DISTRICT OF COLUMBIA

Washington Daily News—Dave Reque
Washington Post—Lawrence Laurent
Washington Star—Bernie Harrison

FLORIDA

Miami Daily News—Herb Rau
Miami Herald—Jack E. Anderson
Miami Beach Sun—Juliet Moore
St. Petersburg Independent—C. McDonnell
St. Petersburg Times—Laura Hendricks
Tampa Times—Earl Dobert
Tampa Tribune—Clyde Shaffer

GEORGIA

Atlanta Constitution—Paul Jones
Atlanta Journal—Norman Shavin
Macon Telegraph & News—Mrs. Donald McDonald
Savannah Press—John L. Sutlive

ILLINOIS

Chicago American—Janet Kern
Chicago Daily News—Ethel Daccardo
Chicago Defender—Charles A. Davis
Chicago Sun-Times—Lucie Carter
Chicago Tribune—Larry Wolters
Moline Dispatch—Carla Reynolds
Peoria Journal-Star—William H. Lyttleton

Rockford Star & Register Republic—William H. Klusmeler
Rock Island Argus—Charles Sanders
Springfield Illinois State Journal—Nancy Burger
Springfield Illinois State Register—James E. Armstrong
Waukegan News-Sun—Mrs. Doris Paizer

INDIANA

Anderson Bulletin—Juliet Crittenberger
Anderson Herald—Floyd Schuyler
Evansville Courier—Dorothy Young
Evansville Press—Mary Butterfield
Fort Wayne Journal-Gazette—Jean Mack
Indianapolis News—Jackie Stahl
Indianapolis Star—Julia Daugherty
Indianapolis Times—Sandra Farr
Muncie Press—Leon J. Parkinson
Muncie Star—Basil Romonovich
South Bend Tribune—Robert Spangler

IOWA

Cedar Rapids Gazette—Nadine Subotnik
Council Bluffs Nonpareil—Mrs. Rose Witke
Davenport Democrat—Forrest Kilmer
Davenport Times—Miss Ina Wickham
Des Moines Register & Tribune—Paul Cotton

KANSAS

Topeka Daily Capital—John Williams
Topeka State-Journal—Bernice Milne
Wichita Beacon—Bill Anderson
Wichita Eagle—Robert L. Tonsing

KENTUCKY

Louisville Courier-Journal—Bill Ladd
Louisville Times—John Walsh

LOUISIANA

Baton Rouge State Times and Morning Advocate—Charles Magee
New Orleans Item—Ted R. Liuzza
New Orleans States—Robert Sublette
New Orleans Times-Picayune—Ed Brooks
Shreveport Journal—Lillie Cella
Shreveport Times—Jim Briggs

MAINE

Portland Herald & Express—Hal Call

MARYLAND

Baltimore News-Post—Aldine R. Bird
Baltimore Sun—Donald Kirkley
Baltimore Evening Sun—Louis Cedrone Jr.

MASSACHUSETTS

Boston American and Sunday Advertiser—Anthony LaCamera
Boston Globe—Elizabeth L. Sullivan
Boston Herald-Traveler—Arthur Petridge
Boston Post—Howard W. Fitzpatrick, Lawrence McKenzie
Boston Record—William Buchanan
Christian Science Monitor (Boston)—Mabelle Joyce, Rod Nordell
New Bedford Standard-Times—Joseph Wicherski
Springfield Union and News—Lawrence J. Sullivan
Worcester Evening Gazette—James A. Gourgouras
Worcester Telegram—Frederick L. Rush-ton; Don Williams (Sunday)

MICHIGAN

Detroit Free Press—Betty Lou Peterson
Detroit News—Herschell Hart
Detroit Times—Andrew Wilson
Flint Journal—Ralph G. Coulter
Grand Rapids Herald—Sue Rogers
Grand Rapids Press—Mrs. Florence Mactulewski
Kalamazoo Gazette—Mrs. Edward D. Curren
Lansing State Journal—Thelma Harnett
Saginaw News—Leslie A. Wahl

MINNESOTA

Duluth News Tribune—Earl Finberg
Minneapolis Star-Tribune—Will Jones
St. Paul Pioneer Press and Dispatch—John Harvey

MISSISSIPPI

Jackson Clarion-Ledger—Purser Hewitt
Jackson Daily News—Jack Fairly
Jackson State Times—William E. Keith
Meridian Star—Jerry Kerns
Vicksburg Herald and Evening Post—Burrell Conway

MISSOURI

Kansas City Times and Star—Robert J. Hoyland
St. Louis Globe-Democrat—Peter V. Rahn, Jr.
St. Louis Post-Dispatch—Warner O. Schoyen

NEBRASKA

Omaha World-Herald—Irene Provost

NEVADA

Las Vegas Review-Journal—Archie Teague

NEW HAMPSHIRE

Concord Monitor & New Hampshire Patriot—Arthur Babineau
Manchester Union-Leader—Paul Tracy

NEW JERSEY

Camden Courier-Post—Nancy L. Clark
Newark News—Roland E. Lindbloom
Newark Star-Ledger—Jerry Krupnick, Billie Hammerslag

New Brunswick Home News—Edward Oily
Passaic Herald-News—William H. Pohle
Paterson Morning Call—Ida Brullo
Paterson News—Henry C. Schwartz
Trenton Times and Sunday Times-Advertiser—Lawrence B. Hulack

NEW MEXICO

Albuquerque Tribune—Howard Bryan
Santa Fe New Mexican—Tony Hillerman

NEW YORK

Albany Knickerbocker News—Walter Hawver
Albany Times-Union—Charles E. Davis
Binghamton Press—Kim Davis
Binghamton Sun—Ed Collins
Buffalo Courier-Express—Donald Schlaerth
Buffalo Evening News—Sturgis Hedrick
Long Island Newsday, Garden City—Jo Coppola
Jamaica Long Island Daily Press—Leo Meindl
Long Island City Star-Journal—Robert Wright
New York Daily Mirror—Nick Kenny
New York Daily News—Ben Gross, Sid Shalit
New York Herald Tribune—Marie Torre, Sid Bakal, Ruth Gilbert
New York Journal-American—Jack O'Brien
New York Post—Jay Nelson Tuck, Al Cusick
New York Times—Jack Gould, J. P. Shanley, Valda Adams, Dick Shepard
New York World-Telegram & Sun—Harriet Van Horne, Kevin Delaney, Ed Leamy
New York Journal of Commerce—Ethel Colby
New York Telegraph—Leo Mishkin
Rochester Democrat & Chronicle—Harold A. Nichols
Rochester Times-Union—John C. Hadley
Schenectady Union-Star—Everett Finch
Syracuse Herald-Journal—Robert L. Sokolsky
Syracuse Post-Standard—Peg Simpson

TV-Radio Editors

New York City
 American Weekly—Adele Fletcher
 Associated Press—Charles Mercer
 Bell Syndicate—Margaret McManus
 Cue Magazine—Phil Minoff
 International News Service—Milton L. Kaplan, Robert R. Metz
 King Features Syndicate—Ed Misurell
 Life Magazine—Tom Prideaux, Joe Roddy
 Look Magazine—George Eels
 McClure News Features—Steven Scheuer
 Newspaper Enterprise Assn.—Dick Kleiner
 Newsweek Magazine—Marvin Barrett, Elizabeth Knox
 New York Herald Tribune Syndicate—John Crosby
 Saturday Review—Robert Louis Shayon
 This Week—Leslie Lieber
 Time Magazine—Lester Bernstein, Robert Jennings, Jean Sulzberger
 TV Guide—Robert Stahl
 TV Key—Steve Scheuer
 TV-Radio Mirror—Ann Higginbotham, Ann Mosher
 United Features Syndicate—James Freeman, Faye Emerson
 United Press—Jack Gaver, William Ewald, Fred Danzig
 Wall Street Journal—Joseph Gullfoyle

NORTH CAROLINA

Asheville Citizen-Times—Claude Ramsey
 Charlotte Observer—Dick Banks
 Greensboro Record—Larry T. Queen
 Raleigh News & Observer—Jane Hall
 Winston-Salem Journal & Sentinel—Gowan H. Caldwell

NORTH DAKOTA

Fargo Forum—Del Johnson

OHIO

Akron Beacon Journal—Art Cullison
 Canton Repository—Louise Meek
 Cincinnati Enquirer—James Devane
 Cincinnati Post—Mary H. Wood
 Cincinnati Times-Star—Charlton Wallace, William Vale
 Cleveland News—Maurice Van Metre
 Cleveland Plain Dealer—George E. Condon
 Cleveland Press—Jim Frankel
 Columbus Citizen—Jo Bradley Reed
 Columbus Dispatch—Robert Connors
 Columbus Ohio State Journal—Glenna Marie Spencer
 Columbus Star—Pauline Smith
 Dayton Daily News—Dale Stevens
 Dayton Journal-Herald—Brainard W. Platt
 Lima News—Carolyn Focht
 Lorain Journal—William E. Totten
 Mansfield News-Journal—Margaret Mattox

Toledo Blade—Ray Oviatt
 Toledo Times—Ruth Elgutter
 Youngstown Vindicator—Adrian M. Slifka
 Zanesville Times-Recorder—Virginia F. Middag

OKLAHOMA

Oklahoma City Oklahoman—Harold Johnson
 Tulsa World—Russell Gideon

OREGON

Portland Oregonian—Francis Murphy
 Portland Oregon Journal—William Moyes

PENNSYLVANIA

Allentown Call-Chronicle—Arthur Gerhart
 Altoona Mirror—Mrs. Pat Hinton
 Altoona Tribune—Leo M. Carroll
 Easton Express—S. P. Lewis
 Erie Dispatch—Jack Schumacher
 Erie Times—Ellen Rainey
 Harrisburg Patriot & Evening News—Peggy Hartzell
 Johnstown Tribune—Edward Klym
 Philadelphia Bulletin—Robert J. Williams
 Philadelphia Daily News—Ernie Schier
 Philadelphia Inquirer—Harry Harris
 Pittsburgh Post-Gazette—Win Fanning
 Pittsburgh Press—Fred Remington
 Pittsburgh Sun-Telegraph—James Pettican, Wilbur D. Clark
 Reading Eagle—Robert N. Schoenert
 Reading Times—Louis Schlosberg
 Scranton Times—Sid Benjamin
 Scranton Tribune—Patrick McGlynn
 TV Guide, Philadelphia—Merrill Panitt
 Wilkes-Barre Record—M. M. Bartlebaugh
 Williamsports Grit—T. L. Ziegler

RHODE ISLAND

Providence Journal-Bulletin—Ted Holmberg

SOUTH CAROLINA

Anderson Mail and Independent—G. Paul Browne

TENNESSEE

Chattanooga Times—Ruth Robinson
 Knoxville News-Sentinel—Hugh Allen
 Knoxville Journal—Georgia Higman
 Memphis Commercial Appeal—Paul Molloy
 Memphis Press-Scimitar—Robert Johnson
 Nashville Banner—Red O'Donnell
 Nashville Tennessean—John K. Havlicek

TEXAS

Amarillo Globe-Times—Bill McReynolds
 Austin American—J. C. Bustin
 Beaumont Enterprise—Merita Mills
 Beaumont Journal—Gladys Quilliam

Dallas News—Fairfax Nisbet
 Dallas Times-Herald—Walter Kempley
 El Paso Herald-Post—H. A. Michael
 El Paso Times—Nancy Miller
 Fort Worth Press—Jack Gordon
 Fort Worth Star-Telegram—Ira Cain
 Houston Chronicle—Mrs. Ann Hodges
 Houston Post—David Westheimer
 Houston Press—Thomas Mahr
 Lubbock Avalanche—R. C. Hankins
 San Angelo Standard-Times—Jack Allard
 San Antonio Express & News—Mrs. Fern E. Chick
 San Antonio Light—Paul Trench
 Waco News-Tribune—Leo M. Lyons

UTAH

Salt Lake City Deseret News & Telegram—Howard Pearson

VERMONT

Burlington News—Robert E. Cronin

VIRGINIA

Norfolk Ledger-Star—C. W. Walton
 Norfolk Virginian-Pilot—Warner Twyford
 Richmond News Leader—Victor O'G. Dorr
 Richmond Times-Dispatch—Norman B. Rowe
 Roanoke Times—Horace Hood
 Roanoke World-News—Jesse R. Chapman

WASHINGTON

Seattle Post-Intelligencer—W. F. Jahn
 Seattle Times—Edwin Baker
 Tacoma News-Tribune—Helen Rogers
 Vancouver Columbian & Sun—Jesse Rady

WEST VIRGINIA

Charleston Daily Mail—Arnold R. Knapp
 Charleston Gazette—Evelyn Comer
 Huntington Advertiser—Earnest Salvatore
 Huntington Herald-Dispatch—Edgar Oliver
 Parkersburg News—Francis Hile
 Parkersburg Sentinel—Bill Wild
 Wheeling Intelligencer—Dorothy Cohen
 Wheeling News-Register—Zita Pizar

WISCONSIN

Madison Wisconsin State Journal—William L. Doudna
 Milwaukee Journal—Don Dornbrook
 Milwaukee Sentinel—Buck Herzog

WYOMING

Cheyenne Wyoming Eagle—Robert S. McCracken

Congressional Committees Handling TV-Radio Matters

85th Congress, First Session

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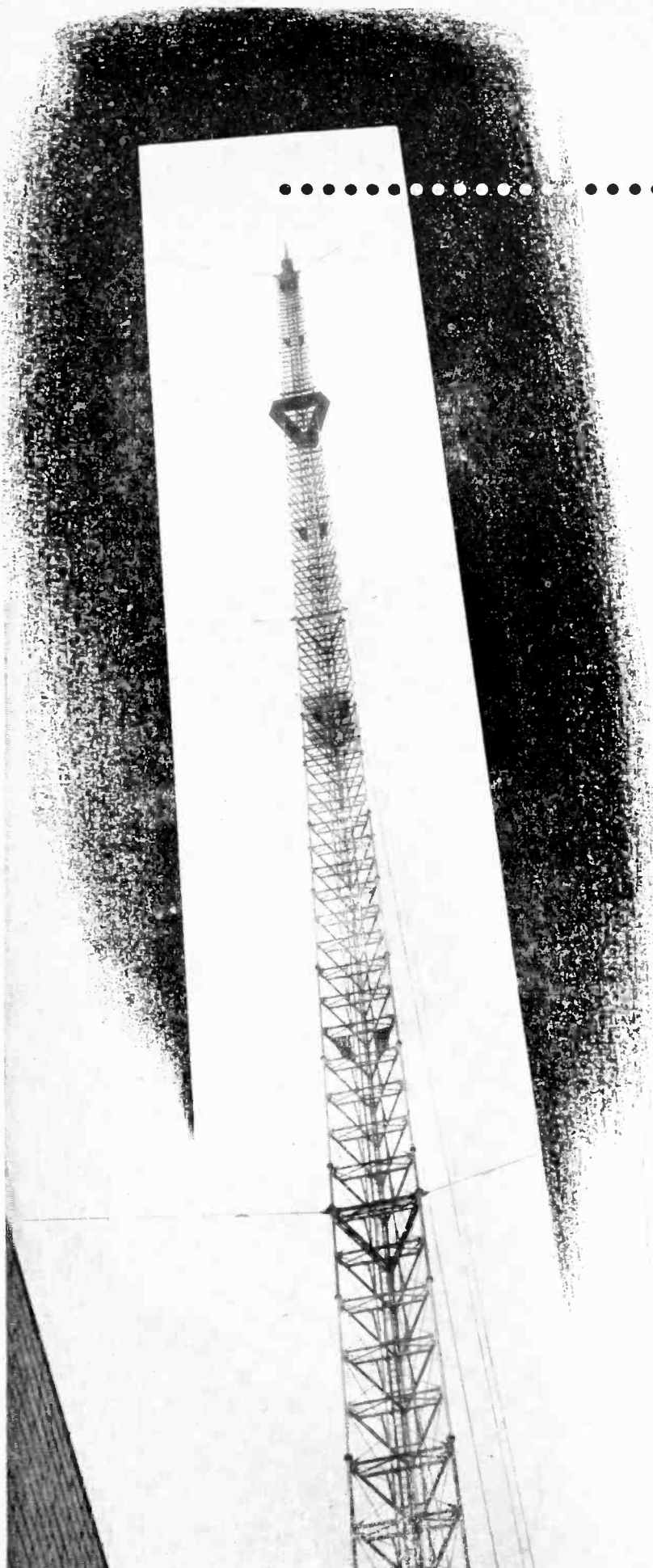
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6 TIMES WITH NEW IDECO TOWER**

Here's the story—

BEFORE: Beginning operation in December, 1953, KSLA-TV, Shreveport, La., was equipped with a 265' tower and served a population area of 177,100.

AFTER: In November, 1955 the station changed to full power operation with a new 1195' IDECO guyed tower increasing population coverage to 1,089,350.

● When KSLA-TV decided to "reach up to reach out" they naturally turned their tower problem over to Ideco.

Why? Because Ideco knows towers . . . has been supplying stations with new and expanded tower needs since broadcasting began. Meeting many unusual requirements in location, loads and weather conditions has given Ideco engineers a background in tower design and fabrication unmatched in the industry.

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So when you are ready to "reach up to reach out" it's just good sense to call in Dresser-Ideco, regardless of whether your tower requirements are average . . . unusual . . . or spectacular.

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CPs Outstanding and Applications Pending

For New Stations (Including Off-Air Stations in CP Status)

(for Hawaii and Puerto Rico, see p. 340)

With Probable Starting Dates and National Representatives of New Stations Authorized as Reported by Principals

STAR (★) AND BOLDFACE CAPITAL LETTERS OF CITIES DENOTE GRANTEEES OF CPs; ALL OTHERS ARE APPLICANTS ONLY

Dagger (†) indicates non-commercial educational station

Symbol (#) indicates station was in operation but has reverted to CP status

FCC's File No. given where available; for further details, consult file in FCC Reference Room

For uhf translator applications, see p. 339; translators on air or with CP, see p. 274

NOTE: This listing can be kept up-to-date and corrected with the weekly *TV Addenda* (blue sheets) published for its full-service subscribers by *Television Digest*, reporting all current FCC grants, applications, changes, etc.

ALABAMA

* **BIRMINGHAM (Ch. 48)**—WJLN-TV, Johnston Broadcasting Co. Homewood (WJLD) CP 12-10-52; 230-kw visual, 120-kw aural, 650-ft. above av. terrain, 331-ft. above ground, 1291-ft. above sea level, lat. 33° 29' 02", long. 86° 48' 35". Transmitter, 1817 11th Place S. Plant, \$234,578; yearly operating, \$200,000. Equipment, GE. George Johnston, 40%; George Johnston Jr., 60%. Counsel, Peble, Lessen, Mann, Riemer & Luxford; consulting engineers, Lohnes & Culver. BPCT-1335. Starting Date: Unreported.

* **BIRMINGHAM (Ch. 42)**—WBMG, Birmingham Television Corp., Rm. 642, 190 N. State St., Chicago 1, Ill. CP 11-28-56; 16.6-kw visual, 8.91-kw aural, 770-ft. above av. terrain, 589-ft. above ground, 1455-ft. above sea level, lat. 33° 29' 09", long. 86° 47' 26". Transmitter, rear of 2129 Montgomery Hwy. Plant, \$134,000; yearly operating, \$300,000. Equipment, RCA. H & E Balaban Corp., 50% (motion picture exhibitor; real estate; owns 50% of WTVO (Ch. 39), Rockford, Ill. & 50% of WICS (Ch. 20), Springfield, Ill. also 50% of CP for WMCH, Grand Rapids, Mich.); Winston-Salem Bcstg. Co. Inc., WTOB-TV (Ch. 26), 50%. Harry Balaban, pres.; Elmer Balaban, v.p.; Otto Zeman, secy. & treas. Counsel, McKenna & Wilkinson; consulting engineer, Walter F. Kean, Riverside, Ill. BPCT-2091. Starting Date: Unreported.

* **FLORENCE (Ch. 41)**—WOWL-TV, TV Muscle Shoals Inc., Cypress Mill Rd. CP 1-30-57; 15.8-kw maximum and 15.2-kw horizontal visual, 7.94-kw maximum and 7.6-kw horizontal aural, 390-ft. above av. terrain, 343-ft. above ground, 941-ft. above sea level, lat. 34° 49' 07", long. 87° 41' 45". Transmitter, 800 Cypress Mill Rd. Plant, \$76,376; yearly operating, \$150,000. Equipment, GE. Richard B. Biddle, pres.-treas., 25% (pres. & 52% of WOWL, Florence, Ala.); O. B. Miley, secretary, 12.5% (15% of WOWL; automobile dealer); Radio Muscle Shoals Inc., 25% (WOWL); C. V. Green, 12.5% (grocer); James B. Gambill, 12.5% (oil & gas distributor); George W. McBurney, v.p., 12.5% (real estate). Consulting engineers, Frank H. McIntosh & Assoc. BPCT-2208. Rep: Rambeau. Starting Date (as reported): Sept., 1957.

* **SELMA (Ch. 8)**—WLSA, Deep South Bcstg. Co., Box 1447, Montgomery, Ala. (WBAM, Montgomery) CP 2-24-54; 2.51-kw visual, 1.26-kw aural, 360-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level, lat. 32° 24' 00", long. 87° 05' 10". Transmitter, 3-mi. W of Selma. Plant, \$136,541; yearly operating, \$100,000. Equipment, Standard Electronics transmitter, GE antenna. Wm. J. Brennan, pres., 45% (mgr., WBAM, Montgomery, Ala.; 50% of Vulcan Tower Co.); Cyril G. Brennan, v.p., (chief eng., WBAM); Wm. E. Bennis Jr., treas., 45% (50% of Vulcan Tower Co.; 10% of WVOK, Birmingham); Barbara Bennis, 5%; Frances U. Brennan, 5%. Counsel, Charles S. Rhyne; consulting engineer, Wm. E. Bennis Jr. BPCT-1814. Starting Date: Unreported. [Note: Delayed by hearing on request for higher tower & new site.]

ARIZONA

* **FLAGSTAFF (Ch. 9)**—KLOF-TV, Flagstaff Telecasting Co., 911 St. Joseph St., Dorchester Apts., Dallas, Tex. CP 5-29-56; .35-kw visual, .20-kw aural, minus 54-ft. above av. terrain, 300-ft. above ground, 7210-ft. above sea level, lat. 35° 11' 30", long. 111° 39' 05". Transmitter, Franklin Ave. & Agassiz St. Plant, \$65,385; yearly operating, \$54,750. Equipment, Dage transmitter; Prodelin antenna. O. L. Nelms, 100% (real estate). Also holds CPs for Brownwood & Alpine, Tex. and is applicant for Victoria, Tex. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Electronics Corp., Dallas. BPCT-2123. Starting Date: Unreported.

* **YUMA (Ch. 13)**—KYAT, Wrather-Alvarez Bcstg. Inc., 1405 Fifth Ave., San Diego, Cal. CP 1-25-56; 24-kw visual, 12-kw aural, 620-ft. above av. terrain, 667-ft. above ground, 942-ft. above sea level, lat. 32° 45' 06", long. 114° 46' 21". Transmitter, 9-mi. W of Yuma near U.S. Hwy. 80. Plant, \$320,200; yearly operating, \$300,000. Equipment, GE. Applicant owns KFMB-TV & KFMB, San Diego. J. D. Wrather Jr., pres., 38.895% (movie producer; real estate; oil leases); Maria Helen Alvarez, 38.895% (oil leases; real estate); Edward Petry & Co., 22.22% (TV-radio station rep.); George Whitney, v.p.-gen. mgr. Wrather holds CP for Boston, Mass. (Ch. 44) and owns 52% of CP for radio KPOO, San Francisco. Counsel, Welch, Mott & Morgan. BPCT-2039. Starting Date: Unreported.

ARKANSAS

* **HOT SPRINGS (Ch. 9)**—KSPS, Video Independent Theatres Inc., Box 1334, Oklahoma City, Okla. CP 2-16-56; .661-kw visual, .331-kw aural, 860-ft. above av. terrain, 200-ft. above ground, 1440-ft. above sea level, lat. 34° 30' 13" long. 93° 04' 50". Transmitter, West Mt., 1.5-mi. W of town. Plant, \$37,822; yearly operating, \$100,000. Equipment, ACL Products transmitter; Prodelin antenna. Henry S. Griffing, pres., 50%; C. F. Motley, v.p., 12%; C. O. Fulgham, v.p., 12%; C. R. Guthrie, secy.-treas., 12%; K. C. Blackledge, 3%; P. E. Cornwell, 3%; Wm. B. Turk, 3%. Applicant is motion picture exhibitor (140 theatres in 48 towns in Okla. & Texas); owns 12½% of KWTW, Okla. City; holds CP for Ch. 2, Santa Fe, N.M. and is TV applicant for Sioux Falls, S.D. and Elk City, Okla. Also operates community antenna systems in Ardmore and Hobart, Okla. and Wellington, Tex. and is constructing similar systems at Altus & Hugo, Okla. and Childress, Tex. Counsel, Frank V. Fletcher, Wash., D.C.; consulting engineer, Guy C. Hutchison. BPCT-2018. Starting Date: (as reported): July, 1957.

* **JONESBORO (Ch. 8)**—KBMT-TV, Central South Sales Co., 100 Williams Rd., Pine Bluff, Ark. CP 1-12-55; 11.7-kw visual, 7.08-kw aural, 200-ft. above av. terrain, 212-ft. above ground, 497-ft. above sea level, lat. 35° 50' 21", long. 90° 34' 44". Transmitter, 1-mi. E of Jonesboro on Hwy. 4. Plant, \$100,000; yearly operating, \$120,000. Equipment, RCA. For owners, see KATV, Pine Bluff Little Rock. Counsel Spearman & Roberson; consulting engineer, Paul Godley Co. BPCT-1900. Starting Date: Unreported.

CALIFORNIA

* **CORONA (Ch. 52)**—KCOA, KOWL Bcstg. Co. Pico Blvd., Santa Monica, Cal. (KDAY) CP 9-16-53; 38-kw visual, 20.4-kw aural, 2910-ft. above av. terrain 191-ft. above ground, 5884-ft. above sea level, lat. 34° 13' 34.4", long. 118° 03' 57.6". Transmitter, Mt. Wilson, N. of County Rd. Plant, \$206,660; yearly operating, \$225,000. Equipment, RCA. J. D. Funk, pres. 12.5%; Robert E. McClure, v.p., 37%; C. D. Funk, treas., 12.5%; R. D. Funk, secy., 12.5%; Elnor M. Funk, asst. treas., 12.5%. Funk & McClure families publish *Santa Monica Evening Outlook*. Consulting engineer, Harry R. Lubcke. BPCT-1494. Starting Date: Unreported. [Note: Sale with radio KDAY, Santa Monica, pends FCC approval; see *Television Digest*, Vol. 12:52.]

* **EUREKA (Ch. 13)**—KHUM-TV, Carroll R. Hauser, Box 1015, (KHUM-CBS) CP 1-17-57; 3.98-kw visual, 2.4-kw aural, 1015-70-ft. above av. terrain, 214-ft. above ground, 239-ft. above sea level, lat. 40° 48' 1.06", long. 124° 07' 35.58". Transmitter, Marsh Rd. Plant, \$92,532; yearly operating, \$84,000. Equipment; RCA, Carroll R. Hauser, 100% (rancher real estate; owns KHUM, Eureka and 45.3% of KVEN, Ventura, Cal.) Counsel, John P. Hearne, San Francisco; consulting engineers, A. E. Towne Assoc., San Francisco. BPCT-2153. Starting Date: Unreported.

FRESNO (Ch. 53)—KBID-TV, John Poole Bcstg. Co. Inc. Hotel California, Fresno. (KBIF) CP 8-12-53; 15.5-kw visual, 8.32-kw aural, directional antenna 380-ft. above av. terrain, 400-ft. above ground, 718-ft. above sea level, lat. 36° 41' 29", long. 119° 40' 40.4". Transmitter, North Ave., 700-ft. E. of Fowler Ave. Plant, \$288,000; yearly operating \$160,000. Equipment, GE. For Mr. Poole's holding, see KBIC-TV, Los Angeles. Consulting engineer, Jay E. Tapp, Long Beach, Cal. BPCT-1069. [Note: Began operating Feb. 8, 1954, but quit air July 15, 1954, reverting to CP status; see *Television Digest*, Vol. 10:29 & 11:9. CP expires May 9, 1957.]

* **LOS ANGELES (Ch. 22)**—KBIC-TV, John H. Poole Tr/as John Poole Broadcasting Co., 6540 Sunset Blvd., Hollywood 28, Calif. CP 12-10-52. 540-kw visual, 320-kw aural, 2930-ft. above av. terrain, 146-ft. above ground, 5846-ft. above sea level, lat. 34° 13' 36", long. 118° 03' 59". Transmitter, Mt. Wilson. Plant, \$392,000; yearly operating, \$150,000. Equipment, GE. John H. Poole, 100% owner, also owns KBIF, Fresno; KBIG, Avalon, Cal. and holds CP for KBID-TV, Fresno. Consulting engineer, George P. Adair Engineering Co. BPCT-1345. Starting Date: Unreported. [Note: KBIC-TV has been built and regularly conducts equipment tests with 180-kw visual, 60-kw aural ERP.]

* **MODESTO (Ch. 14)**—KTRB-TV, KTRB Bcstg. Co. Inc. Box 593 (KTRB) CP 2-17-54; 22.18-kw visual, 13.27-kw aural, 1950-ft. above av. terrain, 80-ft. above ground, 3435-ft. above sea level, lat. 37° 32' 32", long. 121° 22' 32". Transmitter, Mt. Oso, near Westley Ave., W. of Coffee Rd. Plant, \$175,824; yearly operating, \$101,450. Equipment, RCA. Wm. H. Bates Jr., pres.-treas. 80%; I. W. Fiscalini, v.p.; Margie W. Cleary, secy., 20%. Counsel, Eliot C. Lovett; engineers, Gautney & Jones. BPCT-1721. Starting Date: Unreported.

California - Florida

Oakland—See also San Francisco.

Oakland (Ch. 2)—Channel Two Inc., 436 14th St. 100-kw visual, 60-kw aural, 1247-ft. above av. terrain, 232-ft. above ground, 1480-ft. above sea level, lat. 37° 41' 19", long. 122° 26' 07". Transmitter, San Bruno Mt., 7.75-mi. SSW. of San Francisco, Cal. Equipment, RCA. Stoddard P. Johnston, pres. & general manager, 35%; M. B. Skaggs, v.p., 5% (wholesale merchant); Ingraham Read, 5% (advertising); Howard L. Chernoff, exec. director, 5%; A. M. Bleiler, secy.-treas., 5% (investment broker); Kenco Enterprises, 10% (John A. Kennedy, chairman); J. R. Knowland, 5% (publisher of *Oakland Tribune*); remainder held by 5 others holding 5% each, and 2 others owning 2.5%. Counsel, Cohn & Marks; consulting engineer, Robert Hammett. BPCT-1660. [Note: Initial decision by examiner Thomas H. Donahue June 20, 1956 recommended grant of application.]

Oakland (Ch. 2)—San Francisco-Oakland Television Inc., 609 Central Bank Bldg. 100-kw visual, 70-kw aural, 1174-ft. above av. terrain, 181-ft. above ground, 1406-ft. above sea level, lat. 37° 41' 20", long. 122° 26' 07". Transmitter, Television Peak, San Bruno Mt. Plant, \$85,209 (all physical properties to be leased from General Teleradio Inc.); yearly operating, \$1,384,518. Equipment, RCA. Ward D. Ingram, pres.-treas., 47½% (formerly General Teleradio v.p. & exec. v.p. of Don Lee Div.); William D. Pabst, exec. v.p.-secy., 47½% (ex.-v.p., Don Lee Div.); Harry R. Lubcke, v.p., 5% (consulting engineer). Counsel, Pierson, Ball & Dowd; consulting engineer, Harry R. Lubcke. BPCT-1842. [Note: Initial decision by examiner Thomas H. Donahue June 20, 1956 recommended denial of application.]

SACRAMENTO (Ch. 46)—KGMS-TV, Capitol Radio Enterprises, Hotel Senator. (KGMS). CP 3-21-56; 19.1-kw visual, 10.2-kw aural, 300-ft. above av. terrain, 333-ft. above ground, 363-ft. above sea level, lat. 38° 36' 00", long. 121° 27' 23". Transmitter, Canterbury & N. Sacramento Freeway. Plant, \$105,016; yearly operating, \$180,000. Equipment, RCA. Each of following owns ½ interest: Irving J. Schwartz, gen. mgr.; William S. George, sales mgr.; John Matranga, program mgr. Counsel, John P. Hearne, San Francisco; consulting engineers, A. E. Towne Assoc., San Francisco. BPCT-2068. Starting Date: Unreported.

Sacramento (Ch. 6, educational)—Central California Educational Television, Inc., 324 N. San Joaquin St., Stockton, Cal. 100-kw visual, 50-kw aural, 1074-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level, lat. 38° 37' 49", long. 120° 51' 20". Transmitter, 3.5-mi. S of El Dorado Plant, \$256,350; yearly operating, \$160,500. Equipment, GE. Nolan D. Pulliam, pres.; John C. Crabbe, exec. secy., Garrett Starmer, program director. Counsel, Krieger & Jorgensen; consulting engineer, Peter K. Onnigian, Sacramento. BPET-55.

San Francisco—See also Oakland.

SAN FRANCISCO (Ch. 20)—KBAY-TV, Dr. & Mrs. Leonard Averett d/b as Bay Television, 414 N. Camden Dr., Beverly Hills, Cal. CP 3-11-53; 151-kw visual, 81.3-kw aural, 1070-ft. above av. terrain, 370-ft. above ground, 1201-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05". Transmitter, 1 La Avenzada. Plant, \$336,900; yearly operating, \$275,000. Equipment, RCA. Dr. & Mrs. Averett are equal partners. Transfer of CP from Lawrence A. Harvey approved by FCC Dec. 29, 1954 (*Television Digest*, Vol. 10:45 & 11:1). Counsel, Prichard & Brenner. BPCT-1490. Starting Date: Unreported.

SAN FRANCISCO (Ch. 26)—KPRT, Plaza Radio & TV Co., 551 Fifth Ave., New York City. CP 12-19-56; 257-kw visual, 132-kw aural, 1207-ft. above av. terrain, 250-ft. above ground, 1424-ft. above sea level, lat. 37° 41' 23.5", long. 122° 26' 5.7". Transmitter, San Bruno Mountain. Plant, \$244,177; yearly operating, \$264,000. Equipment, GE. Alex. Rosenman, pres., 50% (station rep.); former gen. mgr. & ½ owner of off-air WCAN-TV, Milwaukee; Elliot Hyman, v.p., 25% (film producer); David M. Harris, secy.-treas., 25% (camera, optical & hi-fi equipment importer). Also applicant for Ch. 62, Detroit and Ch. 30, St. Louis. Counsel, Philip M. Baker; consulting engineer, John H. Mullaney. BPCT-2215. Starting Date: Unreported.

San Francisco (Ch. 38)—Marvin Kratter d/b Golden State Telemastering Co., 521 Fifth Ave., New York, N.Y. 16.8-kw visual, 9.12-kw aural, 481-ft. above av. terrain, 308-ft. above ground 583-ft. above sea level, lat. 37° 47' 24", long. 122° 24' 44". Transmitter, California & Mason Sts. Plant, \$85,755; yearly operating, \$175,000. Equipment, RCA. Marvin Kratter, 100% (real estate). Also applicant for Ch. 11, Fargo, N.D. Counsel, Koteen & Burt; consulting engineer, Dawkins Espy, Los Angeles. BPCT-2276.

San Francisco (Ch. 2)—Television East Bay, c/o E. W. Pauley, 717 N. Highland, Los Angeles 28. 100-kw visual, 50-kw aural, 1266-ft. above av. terrain, 245-ft. above ground, 1775-ft. above sea level, lat. 37° 49' 08", long. 122° 10' 44". Transmitter, 2-mi. WNW from Redwood Peak on Ridge M. Plant, \$1,081,066; yearly operating, \$1,370,165. Equipment, GE. Edwin W. Pauley, chairman, 60.9% (oil properties); Ross H. Chamberlain, exec. v.p., 2.1% (contractor); Larry M. Reed, v.p., 2%; Bestor Robinson, secy., 5%; William H. Hale, treas., 1%; John B. Conroy, 5.3%; Pacific Tire & Rubber Co., 5.3%; James F. Coonan, 5.3%; Freemont B. Hitchcock, 5.3%; remainder held by 12 others, none more than 3% each. Counsel, Haley, Doty & Wollenberg; consulting engineers, George P. Adair Engineering Co. BPCT-375. [Note: Initial decision by examiner Thomas H. Donahue June 20, 1956 recommended grant of application.]

CONNECTICUT

BRIDGEPORT (Ch. 71, ed.)—WCTB, Connecticut State Bd. of Education, State Office Bldg., Hartford, Conn. CP 1-29-53; 220-kw visual, 110-kw aural, 610-ft. above av. terrain, 492-ft. above ground, 1132-ft. above sea level, lat. 41° 20' 31", long. 73° 22' 48.5". Transmitter, 2.8-mi. NW of Redding. Yearly operating, not given. Also holds CPs for Hartford & Norwich. Counsel, State Atty. Gen.; consulting engineers, Lohnes & Culver. BPET-15. Starting Date: Unreported.

HARTFORD (Ch. 24, ed.)—WEDE, Connecticut State Bd. of Education, State Office Bldg., Hartford. CP 1-29-53; 235-kw visual, 120-kw aural, 780-ft. above av. terrain, 99-ft. above ground, 1084-ft. above sea level, lat. 41° 33' 33", long. 72° 50' 35". Transmitter, 2.7-mi. NW of Meriden. Yearly operating, not given. Also holds CPs for Bridgeport & Norwich. Counsel, State Atty. Gen.; consulting engineers, Lohnes & Culver. BPET-16. Starting Date: Unreported.

HARTFORD (Ch. 3)—WTIC-TV, Travelers Broadcasting Service Corp., 26 Grove St. (WTIC-NBC). CP 7-18-56; 100-kw visual, 60-kw aural, 920-ft. above av. terrain, 542-ft. above ground, 1249-ft. above sea level, lat. 41° 46' 30", long. 72° 48' 20". Transmitter Deercliff Rd., Avon, Conn. Plant, \$1,420,560; yearly operating, \$1,960,000. Equipment, RCA. Travelers Insurance Co., 100%; Paul W. Morency, pres.; Gladden W. Baker, v.p. & treas.; Carroll P. Osgood, secy.; Walter C. Johnson secy. Includes agreement between applicant and Connecticut Ecstg. Co. whereby Connecticut may purchase after grant of CP, 23.076% of stock in applicant for \$369,216 provided Connecticut disposes of WDRG, Hartford. Washington counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, A. D. Ring & Assoc. BPCT-193. [Note: Grant of CP carries proviso which forbids construction until FCC concludes deintermixture rule-making proceeding.]

NEW HAVEN (Ch. 59)—WELI-TV, Conn. Radio Foundation, 221 Orange St. CP 6-24-53; 19.25-kw visual, 10.3-kw aural, 563-ft. above av. terrain, 335-ft. above ground, 875-ft. above sea level, lat. 41° 22' 00", long. 72° 58' 24". Trans., Baldwin Drive, on West Rock Ridge. Plant \$320,000; yearly operating \$110,000. Equipment, GE. Richard W. Davis, pres., 26.17%; Edwin H. Schweitzer, v.p., 7.12%; Rudy Frank, v.p., 3.88%; William Horowitz, v.p., 6.4%; John B. Grant, secy., 1.29%; Wm. J. Faisey, treas., 3.3%; Anna M. Coata, asst. secy.-treas., 3.95%; Harris Iron & Metal Co. Inc., 3.23%; George R. Willis, 2.59%; Louis D. Kennedy, 1.29%; remainder held by 8 others, each owning less than 3% and over 50 others, each owning less than 1%. Counsel, Dow, Lohnes & Albertson; consulting engineers, Lohnes & Culver. BPCT-456. Starting Date: Unreported.

NEW LONDON (Ch. 26)—WNLC-TV, Thames Bestg. Corp., 281 State St. (WNLC-MBS). CP 12-31-52; 19.1-kw visual, 10.2-kw aural, 700-ft. above av. terrain, 468-ft. above ground, 938-ft. above sea level, lat. 41° 26' 52", long. 72° 09' 02". Transmitter Sharps Hill Rd. Plant, \$161,430; yearly operating, \$104,000. Equipment, DuMont transmitter, RCA antenna. Gerald J. Morey, pres.-treas., 50.4%; Roderick L. Morey, secy.-v.p., 49%; Mary L. Morey, 6%. Also has CP for radio station in Bridgehampton, N.Y. Washington counsel, Dow, Lohnes & Albertson; consulting engineers, Lohnes & Culver. BPCT-1217. Starting Date (as reported): "Late in 1957."

NORWICH (Ch. 63, ed.)—WCTN Connecticut State Bd. of Education, State Office Bldg., Hartford, Conn. CP 1-29-53; 215-kw visual, 110-kw aural, 590-ft. above av. terrain, 520-ft. above ground, 900-ft. above sea level, lat. 41° 38' 37", long. 72° 08' 27". Transmitter, 1.3-mi. WSW of Baltic. Yearly operating, not given. Also holds CPs for Bridgeport & Hartford. Counsel, State Atty. Gen.; consulting engineers, Lohnes & Culver. BPET-17. Starting Date: Unreported.

STAMFORD (Ch. 27)—WSTF, Stamford-Norwalk Television Corp. c/o Prentiss M. Brown, Cafritz Building, Washington 6, D.C. CP 5-27-53; 19.5-kw visual, 11-kw aural, 240-ft. above av. terrain, 374-ft. above ground, 394-ft. above sea level, lat. 41° 03' 10.1", long. 73° 32' 27.1". Transmitter, Washington Bldg. Plant, \$156,937; yearly operating, \$150,000. Equipment, DuMont transmitter, GE antenna. Prentiss M. Brown, pres., 42½% (member of Washington law firm of Brown, Lund & Fitzgerald, ex-chairman of Detroit Edison Co. and ex-U. S. Senator from Michigan); Vincent M. Gaughan, v.p., 15% (attorney & 33½% owner of WBES-TV, Buffalo, N.Y., which turned in its CP Dec. 18, 1953); Wendell Lund, secy.-treas., 42½% (Washington attorney). Counsel, Vincent M. Gaughan, Genesee Bldg., Buffalo; consulting engineer, John H. Mullaney. BPCT-1672. Starting Date: Unreported.

DISTRICT OF COLUMBIA

Washington—See also Arlington, Va.

WASHINGTON (Ch. 14)—WOOK-TV, United Bestg. Co. Inc., 8th & Eye Sts., NW. (WOOK). CP 2-24-54; 275-kw visual, 162-kw aural, 330-ft. above av. terrain, 341-ft. above ground, 551-ft. above sea level, lat. 38° 57' 17", long. 77° 00' 17". Transmitter, First Pl. & Riggs Rd. NE. Plant, \$130,840; yearly operating, \$175,000. Equipment, used GE from off-air KACY, St. Louis. Richard Eaton, pres., 99%; Margaret G. Eaton, secy.-treas., 1%. Mr. Eaton also holds CP for WTLF, Baltimore (Ch. 18), and operates radio WSID, Essex, Md.; WARK, Hagerstown, Md.; WINX, Rockville, Md.; WANT, Richmond, Va.; WJMO, Cleveland, O. He also has purchased defunct WACH-TV & WACH, Newport News, Va. and is Ch. 3 applicant for Wilmington, N. C. Counsel, Cohn & Marks. BPCT-1819. Rep: United Bestg. Co. Starting Date: Unreported.

FLORIDA

FORT PIERCE (Ch. 19)—WTVI, Gene T. Dyer, RFD 4, Riviera Beach, Fla. CP 4-19-55; 17.8-kw visual, 9.77-kw aural, 270-ft. above av. terrain, 294-ft. above ground, 309-ft. above sea level, lat. 27° 28' 29", long. 80° 20' 18". Transmitter, U. S. Hwy. 1, 1.2-mi. N. of Fort Pierce. Plant, \$123,750; yearly operating, \$78,000. Equipment, RCA. Gene T. Dyer, 100% (tomato farmer; ex-broadcaster). Counsel, Haley, Doty & Wollenberg; consulting engineer, W. J. Holey, Atlanta. BPCT-1969. Starting Date: Unreported.

JACKSONVILLE (Ch. 12)—WFGA-TV, Florida-Georgia Television Co. Inc., 1746 E. Adams St. CP 8-29-56; 316-kw visual, 158-kw aural, 950-ft. above av. terrain, 995-ft. above ground, 1000-ft. above sea level, lat. 30° 19' 15", long. 81° 38' 34". Transmitter location, 1746 East Adams St. Plant, \$645,537; yearly operating, \$456,475. Equipment, GE. George H. Hodges, pres., 26% (contractor); Alexander Brest, secy.-treas., 26% (contractor); Harold S. Cohn, v.p., 19% (owner of WRHC, Jacksonville); Mitchell Wolfson, v.p., 5% (theatres); Sidney

Meyer, 5% (theatres); Wolfson-Meyer Theatre Enterprises Inc., 10% (own WTVJ, Miami); 7 other stockholders, none owns over 3%. Messrs. Wolfson & Meyer each hold 15% of Ch. 9 applicant for Charlotte, N. C. Counsel, Koteen & Burt; consulting engineers, L. H. Carr & Associates. BPCT 1624. Starting Date (as reported): Spring of 1957.

★ **JACKSONVILLE (Ch. 30)**—WQIK-TV, Southern Radio & Equipment Co., 10 E. Forsyth St. (WQIK). CP 8-12-53; 18.2-kw visual 11-kw aural, 430-ft. above av. terrain, 446-ft. above ground, 466-ft. above sea level, lat. 30° 16' 33.1", long. 81° 38' 11.9". Transmitter, Linder St. & Jernigan St. Plant, \$150,370; yearly operating, \$120,000. Equipment, RCA. Carmen (Jim) Macri, 100%; Macri owns WWOK, Charlotte, N. C. and has minority interest in WMIE, Miami, Fla. Counsel, McKenna & Wilkinson; consulting engineer, W. J. Holey, Atlanta. BPCT-1391. Starting Date: Unreported.

† **Jacksonville (Ch. 7, educational)**—Educational Television Inc., 203 Greenleaf Bldg. 16.4-kw visual, 8.2-kw aural, 545-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level, lat. 30° 19' 21.6", long. 81° 38' 34.1". Transmitter, East Bay & Georgia Sts. Plant, \$349,493; yearly operating, \$60,000. Equipment, GE transmitter, Alford antenna. Heywood A. Dowling, pres.; Paul L. Johnson, v.p. Counsel, Krieger & Jorgensen; consulting engineers, George P. Adair Engineering Co. BPET-48.

★ **MIAMI (Ch. 33)**—WMFL, Miami Biscayne Television Corp., Biscayne Terrace Hotel. CP 12-9-53; 182-kw visual, 97.7-kw aural, 480-ft. above av. terrain, 500-ft. above ground, 510-ft. above sea level, lat. 25° 46' 42", long. 80° 11' 22". Transmitter, 432 Biscayne Blvd. Plant, \$357,500; yearly operating, \$318,000. Equipment, RCA. Rex Rand, pres., 80% (owns Rand Bcstg. Co., Miami, operator of WINZ); Nathaniel J. Klein, secy., 20%. Counsel, Cohn & Marks; consulting engineer, Robt. M. Sillman. BPCT-1616. Starting Date: Unreported.

Miami (Ch. 10)—Public Service Television Inc., 3240 N.W. 27th Ave. 316-kw visual, 189-kw aural, 905-ft. above av. terrain, 991-ft. above ground, 1000-ft. above sea level, lat. 25° 59' 8.5", long. 80° 11' 49". Transmitter, N.E. 4th Ave. & Hallandale Rd. Plant, \$882,500; yearly operating, \$750,000. Equipment, RCA. National Airlines Inc., 100%. G. T. Baker, pres.; George W. Gibbs Jr., v.p. Counsel, Krieger & Jorgensen; consulting engineers, George P. Adair Engineering Co. BPCT-1792. [Note: Initial decision by examiner Herbert Sharfman March 30, 1955 recommended denial of application.]

Miami (Ch. 10)—L. B. Wilson Inc., Hotel Sheraton Gibson, 5th & Walnut Sts., Cincinnati, O. 316-kw visual, 168-kw aural, 628-ft. above av. terrain, 654-ft. above ground, 658-ft. above sea level, lat. 25° 57' 10", long. 80° 11' 46". Transmitter, near intersection of Royal Glades Canal & Hwy. Rt. 7. Plant, \$778,797; yearly operating, \$624,000. Equipment, GE. C. H. Topmiller, pres. gen. mgr.; Jeanette Heinze, secy. & treas.; Thomas A. Welstead, v.p.; Hansford B. Wilson, 2.8%. Mrs. Heinze, Topmiller & Welstead also hold 76% as executors of L. B. Wilson estate which owns WCKY, Cincinnati. Counsel, Leo Resnick; consulting engineers, A. D. Ring & Assoc. BPCT-1645. [Note: Initial decision by examiner Herbert Sharfman March 30, 1955 recommended denial of application.]

Miami Beach (Ch. 10)—WKAT Inc., 1759 N. Bay Rd. (WKAT-MBS). 316-kw visual, 190-kw aural, 766-ft. above av. terrain, 791-ft. above ground, 800-ft. above sea level, lat. 25° 53' 17", long. 80° 11' 08". Transmitter, near Ojus, Fla. Plant, \$428,081; yearly operating, \$144,000. Equipment, RCA. A. Frank Katzenzine, pres., 100%. Counsel, Arnold, Fortas & Porter; consulting engineer, James C. McNary BPCT-399. [Note: Initial decision by examiner Herbert Sharfman March 30, 1955 recommended grant of application.]

North Miami (Ch. 10)—North Dade Video Inc., 19 W. Flagler St., Miami, Fla. 262.5-kw visual, 131.5-kw aural, 573-ft. above av. terrain, 603-ft. above ground, 608-ft. above sea level, lat. 25° 57' 25", long. 80° 12' 55". Transmitter, .58-mi. W of Hwy. 7 near Honey Hill. Plant, \$680,756; yearly operating, \$758,130. Equipment, RCA. Marshall G. Luce, pres., 10% (wholesale auto parts); Perry E. Willits, exec. v.p. & treas., 10% (contractor); Walter Compton, 1st v.p., 10%; Wm. Sottile, 2nd v.p., 10%; Angus W. Graham, secy., 10% (contractor); H. L. Clark Jr., asst. secy., 10% (excavation contractor); and the following directors: Frank Bryson, 10% (steel); Lucille M. Van Arx, 10% (attorney); Kenneth M. Dunning, 10% (asphalt mfr.); Wm. Eichenbaum, 10% (real estate). Counsel, A. Harry Becker; consulting engineers, Geo. C. Davis Consulting Engineers. BPCT-1685. [Note: Initial decision by examiner Herbert Sharfman March 30, 1955 recommended denial of application.]

★ **ORLANDO (Ch. 18)**—WEAL-TV, Orange County Bcstrs. Inc., Box 7547. (WABR, Winter Park). CP 9-21-55; 20-kw visual, 11.2-kw aural, 225-ft. above av. terrain, 250-ft. above ground, 347-ft. above sea level, lat. 28° 35' 18", long. 81° 22' 53". Transmitter, 222 Hazard St. Plant, \$88,737; yearly operating, \$60,000. Equipment, GPL transmitter, RCA antenna. R. H. Gunckel Jr., pres., 60%; James H. Sawyer, v.p. 40% (also owns WKKO, Cocoa, Fla.). Counsel, McKenna & Wilkinson; consulting engineer, W. J. Holey, Atlanta. BPCT-1990. Starting Date: Unreported.

Orlando (Ch. 9)—Mid-Florida TV Corp., 809 Metcalf Bldg. (WLOF). 103-kw visual, 61.7-kw aural, 553-ft. above av. terrain, 574-ft. above ground, 672-ft. above sea level, lat. 28° 32' 28", long. 81° 26' 24". Transmitter, .9-mi. E of Orlovista, Fla. Plant, \$348,850; yearly operating, \$800,000. Equipment, RCA. Class B stockholders: Joseph L. Brechner, pres., 26% (v.p. & 15% owner of N. Y. Institute of Dietetics; secy.-treas. WGAY, Silver Spring, Md.); also owns 55% of radio WERC, Erie, Pa.); Vasil Polyzois, asst. secy.-treas., 22% (accountant and 40% of WERC); Harris E. Thomson, 52% (paving & tool supply; interest in WHIM, Providence, R. I.); Class A stockholders: Hyman N. Roth, secy., 20% (attorney); Donn E. Colee, v.p., 5% exec. v.p. & gen. mgr. of WLOF, Orlando; Abraham H. Spivack, 10% (surgeon); Alvin H. Savage, 10% (dentist); remainder held by 14 others, none with more than 5%. Principals also control WLOF (Mid-Florida Radio Corp.); KXLW, St. Louis; WKDA, Nashville, Tenn.; WILY, Pittsburgh, Pa.; Counsel, Cohn & Marks; consulting engineers, A. D. Ring & Assoc. BPCT-1801. [Note: Initial decision by examiner Basil P. Cooper Aug. 10, 1955 recommended denial of application.]

Orlando (Ch. 9)—WORZ, Inc., 790 N. Orange Ave. (WORZ-NBO). 10.13-kw visual, 5.07-kw aural, 337-ft. above av. terrain, 355-ft. above ground, 457-ft. above sea level, lat. 28° 32' 53", long. 81° 25' 37". Transmitter, on Orlovista Rd. about 3-mi. W of business section of Orlando. Plant, \$168,469; yearly operating, \$92,500. Equipment, RCA. Naomi T. Murrell, pres., 56%; William O. Murrell Jr., secy.-treas., 20%; Eugene D. Hill, v.p., and Joaquin M. Hill, 11% jointly. Central Florida Bcstg. Co. (WORZ), holding remaining 14%, is wholly owned by applicant. Washington counsel, Elliot C. Lovett; consulting engineers, Commercial Radio Equipment Co. BPCT-1153. [Note: Initial decision by examiner Basil P. Cooper Aug. 10, 1955 recommended grant of application.]

★ **PENSACOLA (Ch. 15)**—WPFA-TV, WPFA-TV Inc., Box 27. CP 11-12-52; 20.4-kw visual, 11-kw aural, 370-ft. above av. terrain, 353-ft. above ground, 433-ft. above sea level, lat. 30° 27' 13", long. 87° 14' 22". Transmitter, Lolita & O Sts. Plant, \$177,500; yearly operating, \$120,000. Equipment, GE. Charles W. Lamar holds CP under lease arrangement with minority stockholders (also owns 40% of KTAG-TV, Lake Charles La. and 5% of Ch. 18 applicant in Baton Rouge, La.). Counsel, McKenna & Wilkinson; consulting engineers, Gautney & Jones. BPCT-1187. [Note: Began operation Oct. 9, 1953, but quit air Dec. 18, 1955, reverting to CP status; see *Television Digest*, Vol. 11:51. Request for extension of CP awaits FCC action.]

GEORGIA

★ **ATHENS (Ch. 8, educational)**—WGTV, Regents of the University System of Georgia for the U of Ga., 20 Ivy St. S. E. Atlanta, Ga. CP 9-5-56; 316-kw visual, 158-kw aural, 1219-ft. above av. terrain, 1017-ft. above ground, 2049-ft. above sea level, lat. 33° 49' 24", long. 83° 37' 45". Transmitter, 5.2-mi. ENE on Jacks Creek Mountain. Plant, \$384,751; yearly operating, \$129,800. Equipment, DuMont transmitter, RCA antenna. Robert O. Arnold, chairman; John J. McDonough, vice-chairman; Harmon W. Caldwell, chancellor. Counsel, Krieger & Jorgensen; engineer, Edward Graham Jr., Nashville, Tenn. BPET-58. Starting Date: Unreported.

★ **ATLANTA (Ch. 36)**—WATL-TV, Robert W. Rounsaville, 3165 Mathieson Dr. NE (WQXI). CP 11-19-53; 219-kw visual, 117-kw aural, 440-ft. above av. terrain, 447-ft. above ground, 1407-ft. above sea level, lat. 33° 47' 36", long. 84° 24' 22". Transmitter, rear of 325 Bishop St. Plant, \$295,500; yearly operating, \$300,000. Equipment, GPL. Robert W. Rounsaville, 100%. Also holds CPs for WQXL-TV, Louisville & WQXN-TV, Cincinnati and owns radio stations WIOK, Tampa, Fla.; WMBM, Miami Beach, Fla.; WLOU, Louisville, Ky.; WCIM, Cincinnati, O.; WOBS, Jacksonville, Fla.; WSOX, Nashville, Tenn.; Counsel, Welch, Mott & Morgan; consulting engineer, John H. Mullaney. BPCT-1513. [Note: Began operation Oct. 13, 1954 as WQXI-TV with 20-kw visual, 12-kw aural ERP, but quit air May 31, 1955, reverting to CP status; see *Television Digest*, Vol. 11:23. Request for extension of CP awaits FCC action.]

★ **ATLANTA (Ch. 30, educational)**—WETV, Board of Education of City of Atlanta, 68 Mitchell St. S.W. (WABE-FM). CP 3-21-56; 69.2-kw visual, 34.7-kw aural, 441-ft. above av. terrain, 542-ft. above ground, 1401-ft. above sea level, lat. 33° 43' 40", long. 84° 21' 50". Transmitter, 740 Bismarck Rd. N.E. Plant, \$300,000; yearly operating, \$56,000. Equipment, DuMont transmitter, GE antenna. Devereaux F. McClatchey, pres.; J. Austin Dilbeck, v.p.; Haskell Boyter, director of radio & television education. Counsel, Krieger & Jorgensen; engineer, Thomas W. Cowan, BPET-22. Starting Date (as reported): Aug., 1957.

† **Savannah (Ch. 9, educational)**—Board of Public Education for the City of Savannah and the County of Chatham, 208 Bull St. 15.64-kw visual, 7.725-kw aural, 273-ft. above av. terrain, 260-ft. above ground, 303-ft. above sea level, lat. 32° 04' 48", long. 81° 05' 29". Transmitter, Savannah Bank & Trust Bldg., 4 E. Bryan St. Plant, \$182,720; yearly operating, \$71,500. Equipment, RCA, transmitter, Federal antenna. W. A. Early, supt. of schools; Dr. F. C. Underwood Jr., station mgr. Engineer, Kyle E. Goodman, Radio Station WTOG, Savannah. BPET-32.

IDAHOO

★ **POCATELLO (Ch. 6)**—KSEI-TV, Radio Service Corp., Box 31, (KSEI-NBC). CP 4-25-56; 69.2-kw visual, 34.7-kw aural, 1460-ft. above av. terrain, 171-ft. above ground, 6941-ft. above sea level, lat. 42° 51' 04", long. 112° 21' 40". Transmitter, on Chinks Peak. Plant, \$243,473; yearly operating, \$157,000. Equipment, RCA. Henry H. Fletcher, pres., 10.75%; Florence M. Gardner, v.p., 42.78% (owns 72.6% of KTFI, Twin Falls, which in turn owns 40% of KHTV, Ch. 13 grantee there; also owns 35.85% of Radio Bldg. Co., which rents office and radio station space); Ruthe A. Fletcher, secy.-treas., (joint owner of 10.75% listed for Henry Fletcher); Hanna H. Soule, 24.67% (owns 25.8% of KTFI); 31.94% of Radio Bldg. Co.); Radio Bcstg. Corp. (KTFI, Twin Falls), 21.8% (owns 32% of Radio Bldg. Co.). Counsel, Miller & Schroeder. BPCT-2088. Starting Date (as reported): June, 1957.

★ **TWIN FALLS (Ch. 13)**—KHTV, Magic Valley Television Corp., 709 Idaho St., Boise, Ida. CP 11-9-55; 12.3-kw visual, 6.17-kw aural, 588-ft. above av. terrain, 218-ft. above ground, 4521-ft. above sea level, lat. 42° 43' 48", long. 114° 25' 05". Transmitter, Flat Top Butte. Plant, \$36,374; yearly operating \$92,000. Equipment, RCA. KIDO Inc. (KIDO-TV & KIDO, Boise). 60%; Radio Bcstg. Corp. of Idaho (licensee of KTFI, Twin Falls), 40%. Georgia M. Davidson, pres. (pres. & 88% owner of KIDO); Florence M. Gardner, v.p. (pres. of KTFI); Walter E. Wagstaff, secy.-treas. (v.p. & 11% of KIDO). Ownership interlocks with KSEI, Pocatello, Ch. 6 grantee. Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineer, H. W. Toedtemeler, Boise. BPCT-1953. Starting Date: Unreported.

Illinois - Indiana

ILLINOIS

Chicago—see also Evanston.

CHICAGO (Ch. 20)—WIND-TV, Westinghouse Bcstg. Co. Inc., 400 N. Michigan Ave. (WIND). CP 3-18-53; 1000-kw visual, 500-kw aural, 570-ft. above av. terrain, 602-ft. above ground, 1197-ft. above sea level, lat. 41° 52' 55", long. 87° 38' 25". Transmitter, Daily News Bldg., Madison & Canal. Plant, \$513,247; yearly operating, \$935,000. Equipment, RCA. Westinghouse Broadcasting Co., 100%. For other interests see KDKA-TV, Pittsburgh. Counsel, John W. Steen; engineers, WBC Inc. Engineering Dept. BPCT-187. Starting Date: Unreported.

★ CHICAGO (Ch. 26)—WHFC-TV, WHFC Inc., 3350 S. Kedzie Ave. (WHFC). CP 1-7-53; 219-kw visual, 110-kw aural, 600-ft. above av. terrain, 627-ft. above ground, 1220-ft. above sea level, lat. 41° 53' 05", long. 87° 38' 00". Transmitter, 188 W. Randolph St. Plant, \$353,000; yearly operating, \$230,000. Equipment, RCA. Richard W. Hoffman, pres., 75%; Rose M. Hoffman, secy., 25%. Hoffman is member of Congress and publisher of 4 suburban newspapers. Counsel, Kirkland, Fleming, Green, Martin & Ellis. BPCT-1343. Starting Date: Unreported.

★ CHICAGO (Ch. 44)—WOPT, WOPA Inc., 408 South Oak Park Ave., Oak Park, Ill. (WOPA). CP 2-10-54; 204-kw visual, 110-kw aural, 660-ft. above av. terrain, 682-ft. above ground, 1277-ft. above sea level, lat. 41° 52' 45", long. 87° 37' 51". Transmitter, 105 W. Adams St. Plant, \$275,605; yearly operating, \$252,000. Equipment, RCA. Egmont Sonderling, pres., 25% (broadcasting executive); Richard Goodman, v.p., 55% (financier); Mason Louidy, secy., 20% (banker). Ownership interlocks with KXEL, Waterloo, Ia. Counsel, A. Harry Becker; consulting engineers, Vandivere, Cohen & Wear. BPCT-1820. Starting Date: Unreported.

East St. Louis—See also St. Louis, Mo.

East St. Louis (Ch. 11) allocated to St. Louis)—Broadcast House Inc., 5915 Berthold Ave., St. Louis, Mo. 316-kw visual, 168-kw aural, 581-ft. above av. terrain, 594-ft. above ground, 1129-ft. above sea level, lat. 38° 37' 43", long. 90° 17' 08.5". Transmitter, 6000 blk. of Berthold Ave. Plant, \$115,000; yearly operating, \$260,000. Equipment, GE. William H. Biggs, chairman, 11% (5% as trustee for Mrs. W. H. Biggs & Thomas B. Harvey); P. H. Wire, pres., 28% (also pres.-gen. mgr. of East St. Louis Journal); Chester Merritt, v.p.; Ward Fleckle, secy., 1%; Edward E. Haverstick Jr., treas., 1.29%; Albert G. Blanke, 13.08%; East St. Louis Journal, 11.42%; Radio St. Louis Inc. (KSTL), 7.14%; remainder held by 40 others, none with as much as 4%. Mr. Haverstick owns 17.68% of KSTL. Counsel, Franklin C. Salisbury; consulting engineers, George F. Adair Engineering Co. BPCT-1835. [Note: Broadcast House operated KSTW-TV, St. Louis, Mo. (Ch. 36) from Oct. 20, 1953 to Aug. 3, 1954, when it left the air reverting to CP status; then dropped CP on Aug. 26, 1954; see *Television Digest*, Vol. 10:32. Initial decision by examiner Thomas H. Donahue Sept. 9, 1955 recommended denial of application.]

Evanston—See also Chicago.

★ EVANSTON (Ch. 32)—WTLE, Northwestern Television Bcstg. Corp., 2201 Oakton St. CP 8-12-53; 24-kw visual, 12.9-kw aural, 160-ft. above av. terrain, 233-ft. above ground, 791-ft. above sea level, lat. 42° 01' 49", long. 87° 42' 18". Transmitter, 2201 Oakton St. Plant, \$165,300; yearly operating, \$200,000. Equipment, GE. Angus D. Pfaff, pres.-treas., 50% (owns WNMP, Evanston); Howard S. Martin, v.p.-secy., 50% (scientific glassware mfr.). Counsel, Miller & Schroeder; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-1724. Starting Date: Unreported.

La Salle (Ch. 35)—West Central Bcstg. Co., 2907 Springfield Rd., East Peoria, Ill. 143-kw visual, 71.5-kw aural, 437-ft. above av. terrain, 445-ft. above ground, 1095-ft. above sea level, lat. 41° 14' 02", long. 89° 02' 25". Transmitter, 1.7-mi. NE of Tonica, Ill. Plant, \$73,750; yearly operating, \$31,400. Equipment, GE. Applicant operates WEEK-TV, Peoria (Ch. 43) and same interests own 43% of KVOO-TV, Tulsa (Ch. 2). This application is for satellite of WEEK-TV. Counsel, Fly, Shuebruk, Blume, & Gaguine; consulting engineers, Kear & Kennedy. BPCT-2180.

Pekin (Ch. 69)—Mid Illinois Television Co., Times Bldg., 19.9-kw visual, 11.1-kw aural, 384-ft. above av. terrain, 336-ft. above ground, 976-ft. above sea level, lat. 40° 33' 17", long. 89° 36' 33". Transmitter, State Rd. 9 & Allentown Rd. at E end of city limits. Plant, \$84,737; yearly operating, \$64,250. Equipment, Continental transmitter, Workshop Assoc. antenna. Wm. D. McNaughton, pres., 14 1/4% (asst. publisher & 19% of *Pekin Daily Times*; 10% of *Effingham Daily News*; 19% of WRMN, Elgin, Ill.; v.p. & 28% of KXGI, Fort Madison, Ia.; 23% of grantee KDHS (Ch. 9), Aberdeen, S.D.); James M. Uniand, v.p. & treas., 25% (insurance); F. F. McNaughton, secy., 19 1/2% (publisher of *Pekin Daily Times*; v.p. of *Effingham Daily News*; 19% of WCRA, Effingham; 1.3% of KDHS; v.p. of Sun Printing Co., Yuma, Ariz.); Cecile G. McNaughton, 18 1/4% (writer, *Pekin Daily Times*). Each of the following owns 7 1/2%; Joseph T. McNaughton (pres. & 25% of *Effingham Daily News*; 31% of WRMN; pres. & treas. & 60% of WCRA; pres. & 49% of KXGI; 10% of *Pekin Daily Times*; 64% of KDHS); John T. McNaughton (16% of WRMN; law professor at Harvard U); Lou E. McN. Soldwedel (housewife). Counsel Harry J. Daly; engineer, Ralph Bitzer, St. Louis. BPCT-2223.

★ PEORIA (Ch. 8)—WIRL-TV, WIRL Television Co., 115 N. Jefferson St. (WIRL-ABC). CP 6-27-56; 316-kw visual, 158-kw aural, 900-ft. above av. terrain, 875-ft. above ground, 1645-ft. above sea level, lat. 40° 35' 27", long. 89° 31' 43". Transmitter, 28-mi. E. of Groveland. Plant, \$305,000; yearly operating, \$305,000. Equipment, RCA. Timothy W. Swain, pres., 22%; Katherine A. Swain, secy., 22%; Edward J. Altorfer, treas., 22%; John H. Altorfer, v.p., 22%; Paul C. Brines, 4%; Rudolph Luukinen, 4%; treasury stock, 4%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineer, Robert M. Silliman. BPCT-702. [Note: Grant of CP carries proviso which forbids construction until FCC concludes deintermixture rule-making proceeding.]

★ SPRINGFIELD (Ch. 2)—WMAY-TV, WMAY-TV Inc., 504 E. Monroe St. (WMAY). CP 6-27-56; 100-kw visual, 50-kw aural, 715-ft. above av. terrain, 751-ft. above ground, 1341-ft. above sea level, lat. 39° 45' 34", long. 89° 37' 04". Transmitter, U. S. Hwy. 66. Plant, \$384,282; yearly operating, \$510,424. Equipment, DuMont transmitter; GE antenna. Lincoln Bcstg. Co., 50% (licensee of WMAY); Gordon Sherman, pres., 25%; Lee Ruwitch, v.p., 28.5% (v.p. & gen. mgr. WTVJ, Miami); Richard S. Cohen, 18%; Syl Binkin, v.p., 25%; Robt. Weiner, secy., 25%; Melvin Feldman, treas., 25%; Melvin Kampe, 2%; John R. O'Shea, 5%. Counsel, Cohn & Marks; consulting engineers, L. H. Carr & Associates. BPCT-1768. [Note: Grant of CP carries proviso which forbids construction until FCC concludes deintermixture rule-making proceeding.]

White Heath (Ch. 21)—Plains Television Corp., Room 642, 190 N. State St., Chicago, Ill. 219-kw maximum and 178-kw horizontal visual, 109.5-kw maximum and 96.2-kw horizontal aural, 616-ft. above av. terrain, 616-ft. above ground, 1346-ft. above sea level, lat. 40° 00' 13", long. 88° 34' 31". Transmitter, near Monticello, Ill. on Hwy. 105. Plant, \$175,000; yearly operating, \$75,000. Equipment RCA. Also operates WICS, Springfield, Ill. This application is for satellite which will broadcast programs of WICS (owned equally by H. & E. Balaban Corp. and Transcontinental Properties Inc.). Counsel, McKenna & Wilkinson; consulting engineer, Walter F. Keen, Riverside, Ill. BPCT-2203.

INDIANA

★ ANDERSON (Ch. 26)—WCBC-TV, Great Commission Schools Inc. Box 727 (WCBC). CP 3-16-56; 20.9-kw visual, 11.2-kw aural, 500-ft. above av. terrain, 526-ft. above ground, 1406-ft. above sea level, lat. 40° 03' 42", long. 85° 42' 33". Transmitter, NE corner of Indiana Hwys. 9 & 67. Plant, \$71,000 (used equipment); yearly operating, \$120,000. Equipment, RCA. Applicant is non-profit corp. engaged in religious education; owns all stock of Civic Bcstg. Corp. licensee of WCBC, Anderson. Paul E. Billheimer, pres.; Jenny Billheimer, secy.-treas. Consulting engineer, A. R. Bitter, Toledo. BPCT-2097. Starting Date: Unreported.

Hatfield (Ch. 9)—Owensboro on the Air Inc., 324 Allen St. (WVJS-ABC, Owensboro, Ky.). 194.1-kw visual, 103.7-kw aural, 632-ft. above av. terrain, 675-ft. above ground, 1055-ft. above sea level, lat. 37° 54' 08", long. 87° 13' 54". Transmitter, State Hwy. 66. Plant, \$404,506; yearly operating, \$412,500. Equipment, GE. V. J. Steele, pres., 69.4% (beer & coal distributor, real estate); Malcolm Greep, v.p., 11%; M. A. Rhodes, secy.-treas., 19% (variety store, oil interests); Pauline H. Steele, 6%. [Note: Applicant held CP for Ch. 14 in Owensboro, Ky. which was relinquished.] Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-1787.

Hatfield (Ch. 9)—Owensboro Publishing Co., 100 E. Third St., Owensboro, Ky. (WOMI-MBS). 20-kw visual, 10.7-kw aural, 641-ft. above av. terrain, 676-ft. above ground, 1065-ft. above sea level, lat. 37° 54' 04", long. 87° 13' 41". Transmitter, State Hwy. 66. Plant, \$669,116; yearly operating, \$545,000. Equipment, GE. Lawrence W. Hager, pres., 27.2%; W. Bruce Hager, secy.-treas., 16%; George M. Fuqua, v.p., 12%; 9 others, none holding more than 8%. Applicant publishes *Owensboro Messenger and Inquirer*. Counsel, Spearman & Roberson; consulting engineers, A. D. Ring & Assoc. BPCT-1790.

Indianapolis (Ch. 13)—Crosley Bcstg. Corp., 140 W. 9th St., Crosley Square, Cincinnati, O. 316-kw visual, 158-kw aural, 982-ft. above av. terrain, 1016-ft. above ground, 1846-ft. above sea level, lat. 39° 55' 43", long. 86° 10' 55". Transmitter, NE corner of Ditch Rd. & 96th St. Plant, \$1,729,000; yearly operating, \$1,050,000. Equipment, RCA. James D. Shouse, chairman; R. E. Dunville, pres. Applicant is subsidiary of Avco Mfg. Corp. and operates TV stations WLW-A, Atlanta, WLW-T, Cincinnati, WLW-C, Columbus, and WLW-D, Dayton. Also operates AM station WLW, Cincinnati. Counsel, Hogan & Hartson. BPCT-1594. [Note: Initial decision by examiner Basil P. Cooper June 7, 1955 recommended denial of application.]

Indianapolis (Ch. 13)—Indianapolis Bcstg. Inc., 307 N. Pennsylvania St. (WIRE-NBC). 316-kw visual 158-kw aural 1000-ft. above av. terrain 941-ft. above ground 1836-ft. above sea level, lat. 39° 43' 48", long. 86° 02' 20". Transmitter, Fisher Rd. & Troy Ave. approx., 7-mi SE of Indianapolis Plant, \$568,622; yearly operating, \$350,000. Equipment, RCA. Central Newspapers Inc., 100%; (Eugene C. Pulliam, pres.), publishes *Indianapolis Star and News*, *Muncie Star and Press*, *Vincennes (Ind.) Sun-Commercial* and *Huntington (Ind.) Herald-Press*; also owns AM station WAOV, Vincennes; operates Phoenix Newspapers Inc., publishers of *Arizona Republic* & *Phoenix Gazette*. Counsel, Pierson, Ball & Dowd; consulting engineers, Lohnes & Culver. BPCT-281. [Note: Initial decision by examiner Basil P. Cooper June 7, 1955 recommended denial of application.]

Indianapolis (Ch. 13)—Mid-West T.V. Corp., Inland Bldg., Market & Delaware Sts., 316-kw visual, 190-kw aural, 994-ft. above av. terrain, 1014-ft. above ground, 1849-ft. above sea level, lat. 39° 54' 10", long. 86° 12' 02". Transmitter, Tremont St. between 79th & 86th Sts. Plant, \$465,746; yearly operating, \$504,000. Equipment, DuMont. George Sadler, pres., 37.73% (banker); Paul A. Walk, v.p., 2.5% (auto dealer); Harry D. Leer, secy.-treas., 5.38% (dentist); Wake Up Oil Co., 16.67%; Herbert F. Krimendahl, v.p., 13.33% (pres. Stokley-Van Camp Co.); Berchman F. Donovan, 6.67%; Burkett C. Herrick, 5%; Harold R. Taylor, 4.9% (savings & loan); Lawrence E. Morris, 4.05% (dentist); James K. Northam, 2.69% (attorney); remainder held by 4 others, none owning as much as 1%. Counsel, Barnes & Neilson and Samuel Miller; consulting engineer, William L. Foss Inc. BPCT-1599. [Note: Initial decision by examiner Basil P. Cooper June 7, 1955 recommended grant of application.]

Indianapolis (Ch. 13)—WIBC Inc., 2835 N. Illinois St. (WIBC). 286-kw visual, 143-kw aural, 1031-ft. above av. terrain, 1005-ft. above ground, 1870-ft. above sea level, lat. 39° 44' 39", long. 86° 01' 40". Transmitter, W. side of S. Franklin Rd. between E. Raymond St. & U. S. Highway 52. Plant, \$739,547; yearly operating, \$779,677. Equipment, RCA. Richard M. Fairbanks, pres.-gen. mgr., 51%; Cornelia F. Ericourt, 8.2%;

Charles W. Fairbanks, 8.2%; Adelaide F. Causey, 16.3%; Edith F. Simpson, 8.1%; Cornelia F. Vaillancourt, 8.1%. Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-328. [Note: Initial decision by examiner Basil F. Cooper June 7, 1955 recommended denial of application.]

PRINCETON (Ch. 52)—WRAY-TV, Southern Indiana Tele-Casting Inc., Outer West Broadway (WRAY). CP 3-11-53; 40-kw visual, 21-kw aural, 500-ft. above av. terrain, 461-ft. above ground, 943-ft. above sea level, lat. 38° 21' 25", long. 87° 35' 25". Transmitter, Outer West Broadway. Plant, \$180,282; yearly operating, \$60,000. Equipment, RCA. M. R. Lankford, 67.9% (farm & hatchery operator); over 50 other stockholders, none owns as much as 5%. Lankford also operates WDCN, Du Quoin, Ill. and WCBQ Sarasota, Fla. Counsel, Leon Slawcy; consulting engineers, Commercial Radio Equipment Co. BPCT-1563. [Note: Began operating Dec. 6, 1953, but quit the air July 15, 1954, reverting to CP status; see *Television Digest*, Vol. 10:28. Request for extension of CP awaits FCC action.]

*** ROANOKE (Ch. 21, allocated to Fort Wayne)—WPTA, Sarkes Tarzian Inc., Bloomington, Ind. CP 9-5-56; 251-kw visual, 129-kw aural, 760-ft. above av. terrain, 773-ft. above ground, 1590-ft. above sea level, lat. 41° 06' 03", long. 85° 11' 00". Transmitter Butler St. 44-mi. E of intersection with Hillegas Rd. Plant, \$370,222; yearly operating, \$275,000. Equipment RCA. Sarkes Tarzian & family, 100%. Tarzian is electronics mfr. and operates WTTV & WTTT, Bloomington, Ind. and is applicant for Ch. 13, Bowling Green, Ky. Counsel, A. L. Stein; consulting engineers, Kear & Kennedy. BPCT-1938. Rep: Meeker. Starting Date: (as reported): "Late spring of 1957."**

IOWA

***† DES MOINES (Ch. 11, educational)—KDPS-TV, Independent School District of Des Moines, Ia., 629 Third St. CP 12-12-56; 14.1-kw visual, 8.52-kw aural, 302-ft. above av. terrain, 359-ft. above ground, 1185-ft. above sea level, lat. 41° 35' 01", long. 93° 38' 28". Transmitter, 18th & Grand Ave. Plant, \$125,000; yearly operating, \$25,000. Equipment, RCA transmitter, Alford antenna. Mrs. James Shannahan, pres. of board; Dr. Harry W. Dahl, v.p. of board; Herrold V. Mann, secy. of board; Cress O. Hoyt, supt. of schools. Counsel, Krieger & Jorgensen. BPET-63. Starting Date: Unreported.**

DES MOINES (Ch. 17)—KGT-TV, Rib Mt. Television Inc., 2d Ave. & Hobson Dr. CP 3-25-53; 162-kw visual, 87.1-kw aural, 470-ft. above av. terrain, 492-ft. above ground, 1402-ft. above sea level, lat. 41° 40' 05", long. 93° 37' 05". Transmitter, 2nd Ave. & Hobson Dr., 2.1-mi. N of city limits. Plant, \$301,557; yearly operating \$100,000. Equipment, RCA. Central Bcstg. Co., 100% (WEAU-TV, Eau Claire, Wisconsin). Counsel, Scharfeld & Baron. BPCT-1552. [Note: Began operation Nov. 14, 1955 under special temporary authorization with 22.1-kw visual, 19.4-kw aural, but quit air April 15, 1955, reverting to CP status and asking for interim use of unapplied-for educational channel 11; see *Television Digest*, Vol. 11:15. Request for extension of CP awaits FCC action.]

KANSAS

*** ENSIGN (Ch. 6)—KTVC, Southwest Kansas Television Co. Inc., c/o Leigh Warner, Cimarron, Kan. CP 1-25-56; 26.9-kw visual, 16.2-kw aural, 717-ft. above av. terrain, 683-ft. above ground, 3473-ft. above sea level, lat. 37° 38' 36", long. 100° 20' 33". Transmitter, State Hwy. 23, approx. 1-mi. N. of State Hwy. 45. Plant, \$193,032; yearly operating, \$81,900. Equipment, RCA. Leigh Warner, pres., 4.85%; Wendell Elliott, v.p. & gen. mgr., 5.65%; F. C. Walker, treas., 1.5%; Paul Masoner, secy., 2.5%; Dodge City Daily Globe and radio KAGNO, 17.75% (Jess Denious Jr., pres. of both corporations); Ray Broce, 2.5%; Glen Cooper, 2.5%; J. C. Berryman, 2.55%; W. E. Montgomery, 1.5%. There are over 600 other stockholders, none with more than 1%. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Commercial Radio Equipment Co. BPCT-2059. Starting Date (as reported): Plans operation as semi-satellite of KAKE-TV, Wichita, in Spring of 1957.**

*** GOODLAND (Ch. 10)—KWGB-TV, Goodland Bcstg. Co., c/o Station KWGB, Goodland, Kan. CP 5-11-55; 318-kw visual, 166-kw aural, 770-ft. above av. terrain, 782-ft. above ground, 4474-ft. above sea level, lat. 39° 20' 31", long. 101° 42' 33". Transmitter 17th St. & Broadway Ave. Plant, \$286,749; yearly operating, \$130,271. Equipment, GE. James E. Blair, 100%. Counsel, Frank Stollenwerck; consulting engineer, Russell F. May. BPCT-1947. Starting Date (as reported): Spring of 1957.**

Hays (Ch. 7)—KAYS Inc., Box 695. (KAYS). 81.3-kw visual, 44-kw aural, 663-ft. above av. terrain, 748-ft. above ground, 2776-ft. above sea level, lat. 38° 53' 05", long. 99° 20' 20". Transmitter, 23rd & Hall Sts. Plant, \$183,675; yearly operating, \$87,300. Equipment, Standard Electronics transmitter, Alford antenna. Ross Beach Sr., pres., 50.2% (pres. & majority owner of gas producing firm); Robert E. Schmidt, treas.-gen. mgr., 49.1%; Ross Beach Jr., v.p.; Paul Ward, secy. Counsel, Abe L. Stein; consulting engineers, Commercial Radio Equipment Co. BPCT-2269.

† Lawrence (Ch. 11, educational)—Univ. of Kansas, Lawrence. (KFKU). 55.4-kw visual, 33.2-kw aural, 610-ft. above av. terrain, 507-ft. above ground, 1524-ft. above sea level, lat. 38° 57' 15", long. 95° 15' 48". Transmitter, .6-mi. N. of 23rd St. on Ottawa Rd. Plant, \$249,595; yearly operating, \$100,000. Equipment, RCA. R. Edwin Browne, director of KFKU-KANU. Counsel, Kreiger & Jorgensen; consulting engineer, John B. Hefelinger, Kansas City, Mo. BPET-36.

***† MANHATTAN (Ch. 8, ed.)—KSAC-TV, Kansas State Coll. of Agriculture & Applied Science (KSAC). CP 7-24-52; 52-kw visual, 26-kw aural, 450-ft. above av. terrain, 273-ft. above ground, 1628-ft. above sea level, lat. 39° 13' 31", long. 96° 37' 10". Transmitter, 2.9 mi. N.W. of Manhattan. Plant, \$362,624; yearly operating, \$332,800. Kenneth Thomas, mgr.; Bernard P. Holbert, chief engineer. Kansas State College. BPET-1. Starting Date: Unreported. [Note: Failed to get appropriation, see *Television Digest*, Vol. 9:15.]**

WICHITA (Ch. 16)—KEDD, Stanley H. Durwood, 1806 Baltimore St., Kansas City, Mo. CP 2-18-53; 245-kw visual, 132-kw aural, 670-ft. above av. terrain, 708-ft. above ground, 2048-ft. above sea level, lat. 37° 45' 01", long. 97° 18' 12". Transmitter, 37 St. off Hillside Ave. Plant, \$336,512; yearly operating, \$180,000. Equipment, RCA. Stanley H. Durwood 100% (theatre). BPCT-1412. [Note: Began operating Aug. 15, 1953, but quit the air April 30, 1956, reverting to CP status; see *Television Digest*, Vol. 12:17. Request for extension of CP awaits FCC action.]

KENTUCKY

*** ASHLAND (Ch. 59)—WALN-TV, Albert S. Polan, E. G. Polan, Lincoln M. Polan, Charles M. Polan & Lake Polan Jr., d/b as Polan Industries, 321 8th St., Huntington, W. Va. CP 8-13-52; 250-kw visual, 130-kw aural, 470-ft. above av. terrain, 234-ft. above ground, 1194-ft. above sea level, lat. 38° 24' 40", long. 82° 33' 54". Transmitter, N. Kenova. Plant, \$311,000; yearly operating, \$150,000. Equip., DuMont. For interest and holdings of partners, see CP for WLTV, Wheeling, W. Va. Counsel, McKenna & Wilkinson; consulting engineer, A. D. Ring & Assoc. BPCT-1009. Starting Date: Unreported.**

Bowling Green (Ch. 13)—George A. Brown Jr., 809 Covington Ave. 75.8-kw visual, 45.7-kw aural, 801-ft. above av. terrain, 600-ft. above ground, 1410-ft. above sea level, lat. 37° 05' 52", long. 86° 37' 35". Transmitter, 12.5-mi. NW of Bowling Green. Plant, \$165,596; yearly operating, \$72,000. Equipment, RCA. George A. Brown Jr., 100% (Ky. representative of General Shoe Corp.). Counsel, Koteen & Burt; consulting engineer, W. J. Holey, Atlanta. BPCT-2131.

Bowling Green (Ch. 13)—Sarkes Tarzian Inc., East Hillside Dr., Bloomington, Ind. 316-kw visual, 200-kw aural, 790-ft. above av. terrain, 664-ft. above ground, 1369-ft. above sea level, lat. 37° 01' 43", long. 85° 09' 54". Transmitter, approx. 3.6-mi. SE of Smiths Grove. Plant, \$408,765; yearly operating, \$210,000. Equipment, RCA. Sarkes Tarzian, pres. All stock in company is held by Mr. Tarzian & family. Also operates WTTV (Ch. 4) & WTTT, Bloomington, Ind., and holds CP for Ch. 21 in Roanoke, Ind. Counsel, A. L. Stein; consulting engineers, George P. Adair Engineering Co. BPCT-2114.

*** LEXINGTON (Ch. 27)—WLAP-TV, Community Bcstg. Co., Radio Bldg. (WLAP-ABC). CP 12-3-53; 250-kw visual, 125-kw aural, 625-ft. above av. terrain, 548-ft. above ground, 1610-ft. above sea level, lat. 38° 01' 50", long. 84° 26' 59". Transmitter, Northern Belt Line & Liberty Rd. Plant, \$394,408; yearly operating, \$240,000. Equipment, GE, Frederick Gregg, 1/3 (Young & Rubicam account exec.); Charles Wright, 1/3 (General Dynamics accounting exec.); Harry Feingold, 1/3 (owns Superior Distributing Co. Kansas City). Counsel, Pierson, Ball & Dowd. BPCT-1140. Starting Date: Unreported.**

LOUISVILLE (Ch. 21)—WKLO-TV, Mid-American Bcstg. Corp., Henry Clay Hotel (WKLO-ABC). CP 11-26-52; 251-kw visual, 129-kw aural, 720-ft. above av. terrain, 404-ft. above ground, 1384-ft. above sea level, lat. 38° 21' 55", long. 85° 50' 17". Transmitter, Bald Knob, Ind., near Louisville. Plant, \$233,000; yearly operating, \$350,000. Equipment, GE. Mid-America Bcstg. Co. is 100% owned by Great Trails Bcstg. Corp., licensee of WING, Dayton, O. Great Trails is controlled by ex-Secy. of Commerce Charles Sawyer, who has interests in Ohio radio stations WOOL, Columbus, & WIZE, Springfield; he also controls Ohio newspapers Lancaster Eagle-Gazette and weekly Waverly Watchman and Waverly News. Counsel, Haley, Doty & Wollenberg. BPCT-552. [Note: Began operating Sept. 7, 1953, but quit the air April 20, 1954, reverting to CP status, then sale to present owner by group headed by E. R. & Harold J. Plunkett was approved by FCC July 20, 1955; *Television Digest*, Vol. 10:17 & 11:27, 31. Request for extension of CP awaits FCC action.]

*** LOUISVILLE (Ch. 41)—WQXL-TV, Robt. W. Rounsaville, 2549 S. Third St. (WLOU). CP 1-14-53; 200-kw visual, 105-kw aural, 210-ft. above av. terrain, 293-ft. above ground, 753-ft. above sea level, lat. 38° 12' 42.5", long. 85° 45' 39.6". Transmitter, 2549 S. Third St. Plant, \$293,500; yearly operating, \$300,000. Equip., GE. Mr. Rounsaville holds CP for off-air WATL-TV, Atlanta, Ga. is TV grantee for Cincinnati, O. For other radio interests see WATL-TV, Atlanta. Counsel, Welch, Mott & Morgan; consulting engineer, John H. Mullaney, BPCT-1442. Starting Date: Unreported.**

*** NEWPORT (Ch. 74, allocated to Cincinnati)—WNOP-TV, Tri-City Bcstg. Co., 606 Monmouth St. (WNOP). CP 12-24-53; 17.52-kw visual, 8.762-kw aural, 515-ft. above av. terrain, 500-ft. above ground, 1215-ft. above sea level, lat. 39° 05' 26", long. 84° 28' 51". Transmitter, SE corner of Race & Center Sts. Plant, \$218,900; yearly operating, \$225,000. Equipment, GE. James G. Lang, pres., 52.3%; Vincent Herold, v.p., 6.6%; Ann R. Lang, secy.-treas.; Olin W. Davis, 17.6% (Purdue U professor); Wm. A. Geoghegan, 6.5% (attorney); Earl M. Brittenberg, 5.3% (physician); remainder held by 6 others, none owning more than 2.3%. Counsel, Maurice R. Barnes; consulting engineers, Robert M. Silliman. BPCT-1737. Starting Date: Unreported.**

Owensboro—See also Hatfield, Ind.

*** OWENSBORO (Ch. 62)—WKYT, Aircast Inc., 3015 Radiance Rd., Louisville, Ky. CP 3-14-56; 20.9-kw visual, 11.2-kw aural, 275-ft. above av. terrain, 303-ft. above ground, 703-ft. above sea level, lat. 37° 46' 27", long. 87° 06' 49". Transmitter, 214 Frederica St. Plant, \$77,550; yearly operating, \$84,000. Equipment, RCA. Stephen P. Bellinger, pres., 30% (owns 25% of WVVC, Mt. Carmel, Ill.; 22.5% of WIZZ, Streator, Ill.); Ben H. Townsend, v.p., 20% (atty.; 18.75% of WVVC; 6% of WIZZ); Morris E. Kemper, treas., 30% (accountant; 37.5% of WVVC; 11.5% of WIZZ); Joel W. Townsend, secy., 20% (18.75% of WVVC, 6% of WIZZ). Consulting engineer, F. O. Grimwood Associates. BPCT-1985. Starting Date: Unreported.**

Kentucky - Massachusetts

***PADUCAH (Ch. 6)**—WPSD-TV, Paducah Newspapers Inc., 408 Kentucky Ave. (WKYB-NBO). CP 11-14-56; 58.3-kw visual, 35-kw aural, 628-ft. above av. terrain, 583-ft. above ground, 1043-ft. above sea level lat. 37° 02' 55", long. 88° 38' 36". Transmitter, Elmdale Rd. ext. & city limits. Plant, \$563,744; yearly operating, \$390,129. Equipment, RCA. Publishers of *Paducah Sun-Democrat*. E. J. Paxton Sr., pres., 6%; E. J. Paxton Jr., v.p., 11.2% (25% of WFRX, West Frankfort, Ill.); F. R. Paxton, secy., 11.2%; J. L. Roth, treas., 4%; Mrs. F. B. Paxton, 11.1%; P. A. Paxton, 11.2%; J. F. Paxton, 11.2%; Mrs. Louise P. Decker, 11.2%; Mrs. F. D. Paxton, 6%; E. H. Mammen, 5%; Mrs. Ida L. Roth, 4.6%; Mrs. F. P. Mitchell, 4.5%; J. G. Mitchell, 3%; E. C. Mitchell Jr., 3%; Wm. P. Mitchell, 3%; W. F. Paxton estate, 2.8%. Counsel, Scharfeld & Baron. BPCT-1824. Rep: Pearson. Starting Date (as reported): May, 1957.

LOUISIANA

***BATON ROUGE (Ch. 40)**—WCNS, Bayou Bcstg. Corp., Box 1387, Shreveport, La. CP 7-18-56; 151-kw visual, 77.6-kw aural, 490-ft. above av. terrain, 503-ft. above ground, 546-ft. above sea level, lat. 30° 26' 35", long. 91° 11' 00". Transmitter, 724 Government St. Plant, \$190,005; yearly operating, \$325,000. Equipment, GE. Henry B. Clay, pres. & treas., 33 1/3% (owns 15.6% of *KTRE-TV* & *KTRE*, Lufkin, Tex.; & gen. mgr. of *Telesine Antenna Corp.*, Shreveport; exec. v.p. & gen. mgr. of *KWKH*, Shreveport; exec. v.p. of *KTHV* & *KTHS*, Little Rock, Ark.); Gilmore N. Nunn, v.p., 33 1/3% (v.p. & 30% of *WBIR-TV* & *WBIR*, Knoxville, Tenn.; v.p. & 28.5% of *WCMJ*, Ashland, Ky.; chairman & 75% of *Jan's Inc.*, novelty mfr.); Frank M. Smith, v.p., 33 1/3% (pres. & 16.7% owner of *WCDA-TV*, Albany & *WCDB-TV*, Haganam, N.Y.; mgr. of *Lowell Thomas*). Counsel, Dempsey & Koplovitz; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-2148. Starting Date (as reported): June, 1957.

Baton Rouge (Ch. 18)—Port City Television Co., Inc., 1505 Arlington Ave. 256.6-kw visual, 132.8-kw aural, 536-ft. above av. terrain, 551-ft. above ground, 596-ft. above sea level, lat. 30° 26' 36", long. 91° 11' 01". Transmitter, Napoleon & Government Sts. Plant, \$325,000; yearly operating, \$315,000. Equipment, GE. Louis J. Prejean, pres., 12.5% (attorney real estate; 2% owner of *WAFB-TV* & *WAFB*, Baton Rouge); Ron Littler, v.p., 12.5% (ex-sales mgr., *WAFB-TV*); Ronald K. Caldwell, secy., 7% (bank v.p.); G. Allen Penniman, treas., 3% (advertising; merchandising); W. H. Wright Sr., 6.5% (insurance); following own 5% each: Floyd Peterson (auto dealer), Charles W. Lamar Jr. (advertising; real estate; owns *WFFA-TV*, Pensacola, Fla. & 46.2% of *KTAG-TV*, Lake Charles, La.); A. J. Blankhead (air conditioning engineer); A. B. Cobb (dry cleaner); remainder held by 30 others, none with more than 4%. Counsel, McKenna & Wilkinson; consulting engineers, Gautney & Jones. BPCT-2262.

***MONROE (Ch. 13, educational)**—KLSE, State Dept. of Education, State of La., c/o Honorable Shelby M. Jackson, State Supt. of Public Education, State Capitol Bldg., Baton Rouge, La. CP 12-14-55; 30.9-kw visual, 15.5-kw aural, 320-ft. above av. terrain, 337-ft. above ground, 412-ft. above sea level, lat. 32° 31' 59", long. 92° 06' 40". Transmitter, Forsythe Ave. NE of RR crossing. Plant, \$236,961; yearly operating, \$125,000. Equipment, GE. Shelby M. Jackson, superintendent. Counsel, Warren Woods; consulting engineers, Frank H. McIntosh & Assoc. BPET-56. Starting Date (as reported): Spring of 1957.

***NEW ORLEANS (Ch. 4)**—WWL-TV, Loyola University, 6363 St. Charles Ave. (WWL-CBS). CP 7-11-56; 100-kw visual, 50-kw aural, 710-ft. above av. terrain, 750-ft. above ground, 750-ft. above sea level, lat. 29° 54' 27", long. 90° 02' 24". Transmitter, Cooper Rd., 1000-ft. W. of Whitney Ave., near Gretna, La. Plant, \$543,539; yearly operating, \$616,927. Equipment, GE. Rev. Patrick Donnelly, S.J., pres.; Rev. Edward Doyle, S.J., v.p.; W. H. Summerville, gen. mgr. Counsel, Segal, Smith & Hennessey. BPCT-359. [Note: Grant of CP carries proviso which forbids construction until FCC concludes deintermixture rule-making proceeding.]

***NEW ORLEANS (Ch. 8, educational)**—WYES, Greater New Orleans Educational Television Foundation Inc., 4920 Canal St. CP 2-16-56; 25.7-kw visual, 14.8-kw aural, 378-ft. above av. terrain, 392-ft. above ground, 397-ft. above sea level, lat. 29° 57' 05", long. 90° 04' 17". Transmitter, Hibernia Bank Bldg. Plant, \$419,786; yearly operating, \$163,473. Equipment, DuMont transmitter, RCA antenna. Mrs. Louis Abramson Jr., chairman; Emile A. Wagner Jr., vice chairman; Mrs. Eugenia B. Seavey, exec. secy.; Duff Browne, gen. mgr. Counsel, Krieger & Jorgensen; engineer, L. G. Riddle, New Orleans. BPET-57. Starting Date (as reported): March, 1957.

***NEW ORLEANS (Ch. 26)**—WCKG, WCKG-TV Co., Melrose Bldg., Houston, Tex. (WMBY). CP 4-2-53; 100-kw visual, 54-kw aural, 330-ft. above av. terrain, 356-ft. above ground, 356-ft. above sea level, lat. 29° 54' 30", long. 90° 02' 26". Transmitter, Whitney Rd., .25-mi. S of Hamilton St. Plant, \$204,200; yearly operating, \$245,000. Equipment, RCA. Lester Kamin, pres., 33 1/3% (advertising); Pat Coon, v.p., 33 1/3% (attorney); Billy B. Goldberg, secy.-treas., 33 1/3% (attorney). Each has interest in *KCIJ*, Shreveport. Kamin also owns radio *KAKC*, Tulsa, Okla. Counsel, A. L. Stein, consulting engineer, L. J. N. duTrell, New Orleans. BPCT-1474. Starting Date: Unreported.

***NEW ORLEANS (Ch. 32)**—WWEZ-TV, WWEZ Radio Inc., Hotel New Orleans. (WWEZ). CP 9-26-56; 229-kw visual, 126-kw aural, 340-ft. above av. terrain, 358-ft. above ground, 361-ft. above sea level, lat. 29° 57' 45", long. 89° 57' 31". Transmitter, Paris Rd., Chalmette, La. Plant, \$314,875; yearly operating, \$350,000. Equipment, GE. A. L. Chilton, pres., 64% (64% of *WWEZ*; 99.8% with wife of *KSKY*, Dallas, Tex.); L. H. Chilton, secy.-treas., 1.8% (wife of A. L. Chilton); James R. Wood, v.p., 2% (pres. of insurance company; also 2% of *KSKY*); A. Earl Cullum Jr., 22% (consulting engineer; 30% of *KCNC*, Fort Worth; 2.8% of *KPDM*, Beaumont, Tex.); Joe A. Oswald, 12% (mgr. of *WWEZ*). Counsel, Loucks, Zias, Young & Jansky; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-2165. Starting Date: Unreported.

MAINE

***AUGUSTA (Ch. 10)**—WPTT, Pine Tree Telecasting Corp. c/o Richard S. Robie, Park Square, Boston, Mass. CP 11-14-56; 316-kw visual, 158-kw aural, 560-ft. above av. terrain, 497-ft. above ground, 785-ft. above sea level, lat. 44° 08' 50", long. 69° 48' 43". Transmitter, Beedle Rd., 2.3-mi. W of Hwy. 12, 6-mi. S of Gardiner, Me. Plant, \$440,764; yearly operating, \$376,730. Equipment, GE. Richard S. Robie, 100% (auto & truck rental, long-term leasing, storage & moving). Minority stock interest to be made available to Richard P. Doherty for services as consultant. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Radio Equipment Co. BPCT-2201. Starting Date: Unreported.

#LEWISTON (Ch. 17)—WLAM-TV, Lewiston-Auburn Bcstg. Corp., 129 Lisbon St. (WLAM-ABC). CP 7-8-53; 15.8-kw visual 8.51-kw aural, 370-ft. above av. terrain, 456-ft. above ground, 666-ft. above sea level, lat. 44° 09' 13", long. 70° 16' 36". Transmitter, Apple-Sass Hill. Plant, \$149,387; yearly operating, \$130,000. Equipment, RCA. Elden H. Shute Jr., pres., 2%; Frank S. Hoy treas. 67%; Gladys Parker Hoy, clerk, 16%; Fred Parker Hoy, asst. treas., 9%; Gerald T. Higgins, director, 2%; G. Emilio Ouellette, 2%; Romeo E. Sansoucy, 2%. Mr. Hoy formerly owned 73% of *WPMT*, Portland, Me., now off air & CP transferred to Carrell K. Pierce, bankruptcy trustee. Counsel, Dempsey & Koplovitz; consulting engineers, Lohnes & Culver. BPCT-736. [Note: Began operating Nov. 22, 1953, but quit air March 25, 1955, retaining license; see *Television Digest*, Vol. 11:13. License expires April 1, 1957; has notified FCC it will not ask for renewal of license.]

MARYLAND

***BALTIMORE (Ch. 18)**—WTLF, United Bcstg. Co. of Eastern Maryland Inc., 912 N. Charles St. (WSDJ, Essex, Md.). CP 12-9-53; 21.4-kw visual, 12.6-kw aural, 480-ft. above av. terrain, 501-ft. above ground, 691-ft. above sea level, lat. 39° 18' 00", long. 76° 36' 59". Transmitter, 912 N. Charles St. Plant, \$275,935; yearly operating, \$175,000. Equipment, used RCA from off-air *WECT*, Elmira, N.Y. Richard Eaton, pres., 2%; Margaret G. Eaton, secy.-treas., 1%; United Bcstg. Co. Inc., controlled by Richard Eaton, 97%. Mr. Eaton also owns CPs for *WOOK-TV*, Washington and *WACH-TV*, Newport News, Va. For other interests, see *WOOK-TV*. Counsel, Cohn & Marks; engineer, A. A. Snowberger, director UBC engineering dept. BPCT-1791. Rep: United Bcstg. Co. Starting Date: Unreported.

***BALTIMORE (Ch. 72)**—WITH-TV, WITH-TV Inc., 7 East Lexington St. (WITH). CP 12-17-52; 95.5-kw visual, 52.5-kw aural, 510-ft. above av. terrain, 335-ft. above ground, 835-ft. above sea level, lat. 39° 17' 08", long. 76° 44' 23". Transmitter, Edmondson Ave. between Ingleside & Winters Lane. Plant, \$283,500; yearly operating, \$250,000. Equipment, DuMont transmitter, RCA antenna. Maryland Bcstg. Co., 100%; Thomas G. Tinsley Jr., pres.-gen. mgr. Mr. Tinsley also is pres. of *WXEX-TV*, Petersburg-Richmond, Va. Counsel, Arnold, Fortas & Porter; consulting engineers, Jansky & Bailey Inc. BPCT-1338. Starting Date: Unreported.

MASSACHUSETTS

Boston—See also Cambridge.

***BOSTON (Ch. 38)**—WXEL, Herbert Mayer d/b as Ajax Enterprises. Box 376, Greenwich, Conn. CP 10-12-55; 251-kw visual, 136-kw aural, 491-ft. above av. terrain, 444-ft. above ground, 599-ft. above sea level, lat. 42° 25' 52", long. 71° 05' 44". Transmitter, Watervale Rd., Melrose, Mass. Plant, \$404,100; yearly operating, \$500,000. Equipment, RCA. Herbert Mayer, 100% (magnet wire mfr.; nursery owner; former owner of TV stations *WXEL*, Cleveland, now *WJW-TV*, & *KPTV*, Portland). Also Ch. 23 grantee for Philadelphia. Counsel, Martin W. Kramer, N.Y.; consulting engineer, Thomas B. Friedman, New Rochelle, N.Y. BPCT-2026. Starting date: Unreported.

***BOSTON (Ch. 44)**—WJDW, J. D. Wrather, Jr., 172 Delfern Dr., Beverly Hills, Cal. CP 8-12-53; 282-kw visual, 145-kw aural, 580-ft. above av. terrain, 539-ft. above ground, 779-ft. above sea level, lat. 42° 13' 31", long. 71° 18' 30". Transmitter, 1.92-mi. S.W. of Dover. Plant, \$466,385; yearly operating \$610,000. Equipment, GE. Mr. Wrather, an oilman, owns 37.5% of *WNEW*, New York, N.Y.; owns 38.89% of *KFMB-TV*, San Diego; *KFMB-TV* is ch. 13 applicant for Yuma, Ariz. Counsel, Welch, Mott & Morgan; consulting engineer, Geo. P. Adair Co. BPCT-1656. Starting Date (as reported): "Next fall."

Boston (Ch. 5)—Allen B. DuMont Laboratories Inc., 750 Bloomfield Ave., Clifton, New Jersey. 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 992-ft. above ground, 1152-ft. above sea level, lat. 42° 20' 53", long. 71° 10' 19". Transmitter, Glenley Terrace. Plant, \$2,109,950; yearly operating, \$2,000,000. Equipment, DuMont transmitter, RCA antenna. Allen B. DuMont Laboratories Inc., 100%. David T. Schultz, pres. Counsel, Roberts & McInnis. BPCT-1854. [Note: Initial decision by examiner James D. Cunningham Jan. 4, 1956 recommended denial of application.]

Boston (Ch. 5)—Greater Boston Television Corp., 31 Milk St., 100-kw visual, 50.12-kw aural, 994-ft. above av. terrain, 1005-ft. above ground, 1255-ft. above sea level, lat. 42° 18' 45", long. 71° 24' 50". Transmitter, .25-mi. NW of junction of Beaver & Summer Sts. Plant, \$458,000; yearly operating, \$600,000. Equipment, RCA. There are 36 stockholders, each holding 2.77%. Arthur D. Cronin, pres. (insurance); Michael Henry, v.p. (operating exec. of *WAKE*, Atlanta); Delphin F. Young, treas. (banker); Joseph A. DeMambo (electronic supplies); John E. Sullivan Jr. (investments); Paul J. Cifrino (gen. mgr. of food chain); John Quincy (real estate & auto sales); Jacob W. Shoul (insurance); Henry G. Bowen (attorney & pres. of street railway); Joseph Gannon (investments); David A. Kressfeld (display mfr.); Wm. F. Morrissey (real estate); Wm. A. Costello (attorney); Chester A. Dolan Jr. (clerk, Mass. Supreme Court & .057% of *WORLD*); Sidney R. Rabb (food chain); Richard Maguire (attorney & 10% of *WORLD*); Wm. J. McDonald engineer & .04% of *WORLD*); Thomas E. McGovern (tax consultant); Wm. A. Riley (architect); Wm. F. Heavey (warehousing); John J. Drummey, Jr. (auditor); Vincent T. Robinson (New England div. mgr. for *Encyclopedia Britannica*); Edward O. Maher (attorney & banker); Francis T. Leahy (attorney & banker); Daniel J. Lynch (attorney, clerk of criminal

court); John T. Spinelli (contractor & real estate); John I. Donovan (mgr., Draper, Sears & Co., Winchester, Mass.); James M. Sampson (attorney); Albert S. Murphy (surgeon); Charles E. Dockser (real estate); Wm. F. Hickey (banking); Gerald F. Scally (funeral director); Frederick A. Connor; W. Chester Browne (architect); Raymond P. Harold (savings & loan); Arthur E. Haley (v.p., WORL), Counsel, McGuire & Roche; consulting engineers, Lohnes & Culver. BPCT-1657. [Note: Initial decision by examiner James D. Cunningham Jan. 4, 1956 recommended grant of application.]

Boston (Ch. 5)—Massachusetts Bay Telecasters Inc., 10 Post Office Square. 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 685-ft. above ground, 1285-ft. above sea level, lat. 42° 20' 44", long. 71° 27' 03". Transmitter, Nobscot Hill, Framingham. Plant, \$1,100,000; yearly operating, \$1,800,000. Equipment, RCA, Alan Steinert, pres., 2.38% (pres. & 38% of Eastern Co., RCA & Whirlpool distributor); Forrester A. Clark, v.p., 2.98% (auto dealer; investments); Henry E. Foley, v.p., .60% (attorney); Helen S. Johnson, v.p., 1.19%; Louis J. Hunter, treas., 2.98% (financial services; shoe mfg.); Eastern Co., 16.67%; Springfield Television Bcastg. Corp., 4.76% (grantee of WWLP, Springfield); following own 2.98% each; James F. Fitzgerald (contractor; owns 7.52% of WWLP); Henry A. Laughlin (pres., Houghton Mifflin Co., publishers); Jerome Preston (investments); Horace O. Bright (broker); Gerald Henderson (insurance); Cammann Newberry (ex-admin. asst. to Henry Cabot Lodge Jr.); Richard M. Russell (attorney); Helen M. Robie; Fosdick Productions Inc. (Al Capp); Alexander H. Bright (stock broker); Joe W. Gerrity (lumber); Joseph P. Maloney (v.p. & 15% of Eastern Co.); Joseph R. Segel (gen. mgr. & 7.5% of Eastern Co.); A. M. Sonnabend (hotels in Boston, Chicago, Cleveland & N.Y.); remainder held by 39 others, none with more than 1.43%. Counsel, McKenna & Wilkinson; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1844. [Note: Initial decision by examiner James D. Cunningham Jan. 4, 1956 recommended denial of application.]

Boston (Ch. 5)—WHDH Inc., 6 St. James Ave. (WHDH). 65.2-kw visual, 32.6-kw aural, 1138-ft. above av. terrain, 1249-ft. above ground, 1349-ft. above sea level, lat. 42° 18' 27", long. 71° 13' 27". Transmitter, Chestnut St., Newton Upper Falls, Newton, Mass. Plant, \$593,182; yearly operating, \$2,515,257. Equipment, RCA. *Boston Herald-Traveler*, 100%; Robert B. Choat, publisher of *Boston Herald-Traveler*, pres.; Roger P. Talmadge, treas. Counsel, Dempsey & Kopolovitz; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-248. [Note: Initial decision by examiner James D. Cunningham Jan. 4, 1956 recommended denial of application.]

BROCKTON (Ch. 62)—WHEF-TV, Trans-American Television Enterprises Inc., 225 Washington St., Boston. CP 7-29-53; 195-kw visual, 105-kw aural, 430-ft. above av. terrain, 458-ft. above ground, 549-ft. above sea level, lat. 42° 03' 16", long. 70° 57' 07". Transmitter, Rt. 18, 1.6-mi. N. of Highland St. & 1.5-mi. E. of East Bridgewater. Plant, \$311,016; yearly operating, \$232,000. Equipment, RCA. Harry E. Franks, pres.-treas., 100% (clothing mfr.); Morton M. Goldfine, secy. Counsel, Sam Miller; consulting engineer, Robert M. Silliman. BPCT-1731. Starting Date: Unreported.

CAMBRIDGE-BOSTON (Ch. 56)—WTAO-TV, Middlesex Bcastg. Corp., 439 Concord Ave., Cambridge (WTAO). CP 3-11-53; 20.5-kw visual, 11.5-kw aural, 470-ft. above av. terrain, 289-ft. above ground, 629-ft. above sea level, lat. 42° 27' 20", long. 71° 10' 50". Transmitter, Zion Mt., Waltham St., Woburn, Mass. Plant, \$125,000; yearly operating \$190,000. Equipment, RCA. Frank Lyman Jr., pres.-treas., 74% (radio & electronic components mfr.); Harvey Radio Laboratories Inc., 26%. Lyman is principal stockholder of Harvey Radio Labs. Counsel, Cottone & Scheiner; consulting engineers, Commercial Radio Equipment Co. BPCT-1485. [Note: Began operation Aug. 31, 1953, but quit air March 30, 1956, reverting to CP status; see *Television Digest*, Vol. 12:11. Request for extension of CP awaits FCC action.]

GREENFIELD (Ch. 58)—WRLP. Greenfield Television Broadcasting Corp., 17 Pearl St., Springfield, Mass. CP 7-5-56; 18.2-kw visual, 9.77-kw aural, 500-ft. above av. terrain, 172-ft. above ground, 1207-ft. above sea level, lat. 42° 36' 10", long. 72° 39' 31". Transmitter, 5-mi. off Old Greenfield Rd. near Shelburne Falls. Plant, \$50,360; yearly operating, \$90,000. Equipment, RCA. Station will be satellite of WWLP, Springfield. For ownership, see WWLP, in Station Directory section. Counsel, McKenna & Wilkinson. BPCT-2115. Starting Date (as reported): April, 1957. [Note: Requests change to Ch. 32.]

New Bedford (Ch. 6)—E. Anthony & Sons Inc., 555 Pleasant St. (WNBH). 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 940-ft. above ground, 1060-ft. above sea level, lat. 41° 19' 53", long. 70° 48' 00". Transmitter, Middle Rd., 1.8-mi. W of Nashaquitza on Gay Head, Martha's Vineyard. Plant, \$870,836; yearly operating, \$780,000. Equipment, RCA. Applicant is publisher of *New Bedford Standard-Times*; *Hyannis (Mass.) Cape Cod Standard-Times*; owns WNBH, New Bedford; WOCE, West Yarmouth, Mass.; owns & operates airplane sales & charter service in New Bedford. Basil Brewer, pres. Counsel, Hogan & Hartson; consulting engineers, Jansky & Bailey, Inc. BPCT-2233.

New Bedford (Ch. 6)—Eastern States Bcastg. Corp., 501 County St. 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 971-ft. above ground, 1061-ft. above sea level, lat. 41° 19' 54", long. 70° 48' 24". Transmitter, 2-mi. SE of Gay Head Coast Guard Station. Plant, \$582,180; yearly operating, \$565,000. Equipment, RCA. Paul E. Thurlow, chairman & treas., 15.55% (retired hotel operator); Paul B. Mowrey, pres. & gen. mgr., 4.44% (TV consultant; ex-gen. mgr. of WABC-TV, N.Y.; ex-director for TV of ABC); Charles W. Steadman, secy., 10% (attorney); Roland Hale, v.p., 1.11% (asst. gen. mgr. of WCOP, Boston); John S. Kroese, 16.66% (owns electric supply concern); 8 others, none with more than 5.5%. Counsel, Steadman & Colliers; consulting engineers, George P. Adair Engineering Co. BPCT-2252.

New Bedford (Ch. 6)—Wilson Bcastg. Corp., 85 William St., Worcester, Mass. 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 1010-ft. above ground, 1090-ft. above sea level, lat. 41° 19' 38", long. 70° 48' 25". Transmitter, lot 89, Gay's Head, Martha's Vineyard. Plant, \$560,913; yearly operating, \$475,755. Equipment, RCA. George F. Wilson, pres.-treas.-gen. mgr., 67.27%; Wm. F. Malo Jr., exec. v.p., 9.1%; Jacqueline I. Nelson, v.p., 6.45%; Kathleen I. Wilson, secy., 12.73%; George P. Wilson Jr., 5.45%. George F. Wilson, owns WCNT, Centralia, Ill. Counsel, Pierson, Ball & Dowd; consulting engineer, Felix D. Bonvouloir, Worcester. BPCT-2232.

WORCESTER (Ch. 14)—WWOR-TV, Salisbury Bcastg. Corp., Box 609. CP 6-17-53; 16.2-kw visual, 8.71-kw aural, 810-ft. above av. terrain, 254-ft. above ground, 1619-ft. above sea level, lat. 42° 18' 13.6", long. 71° 53' 50.7". Transmitter, Asnebunskit Hill, Paxton, Mass. Plant, \$350,900; yearly operating, \$350,000. Equipment, RCA. John Z. Buckley, pres., 1.66%; Ansel E. Gridley, v.p., 4.16%; Kenneth P. Higgins, treas., .83% (banker); Ralph K. Hubbard, 9.16% (woolen mfr.); Fox Wells & Co., 26.74% (investment house); 26 other stockholders, none owns as much as 2%. Counsel, McKenna & Wilkinson; consulting engineers, Lohnes & Culver. BPCT-1068. [Note: Began operating Nov. 16, 1953, but quit air Sept. 5, 1955, retaining license; see *Television Digest*, Vol. 11:37. License expires April 1, 1957.]

MICHIGAN

ANN ARBOR (Ch. 26, educational)—WUOM-TV, Board of Regents of the U of Michigan, 504 S. State St. CP 11-4-53; 263-kw visual, 138-kw aural, 1110-ft. above av. terrain, 1047-ft. above ground, 1997-ft. above sea level, lat. 42° 17' 37", long. 83° 43' 26". Transmitter, Cedar Bend Dr., 1.3-mi. NE of Ann Arbor. Plant, \$535,000; yearly operating, \$292,000. Equipment, GE. W. K. Pierpont, v.p. Counsel, Edmund A. Cummsley, U of Mich.; consulting engineer, J. J. Swantek, U of Mich. BPET-27. Starting Date: Unreported. [Note: Failed to get appropriation, see *Television Digest*, Vol. 10:10.]

Cheboygan (Ch. 4)—Midwestern Bcastg. Co., Paul Bunyan Bldg., Traverse City, Mich. 21.3-kw visual, 11-kw aural, 652-ft. above av. terrain, 576-ft. above ground, 1316-ft. above sea level, lat. 45° 38' 58", long. 84° 20' 20". Transmitter, U.S. Rt. 23, 6.7-mi. E of center of Cheboygan. Plant \$88,406; yearly operating, \$43,990. Equipment, RCA. For ownership, see WPBN-TV, Traverse City, Mich. Station will pick up and rebroadcast programs of WPBN-TV. Counsel, Dow, Lohnes & Albertson; George C. Davis Consulting Engineers. BPCT-1992.

Cheboygan (Ch. 4)—R. E. Hunt d/b as Straits Bcastg. Co., % Radio Station WCBY, Mackinaw Ave. 1.167-kw visual, .816-kw aural, 281-ft. above av. terrain, 344-ft. above ground, 931-ft. above sea level, lat. 45° 39' 27", long. 84° 29' 30". Transmitter, Mackinaw Ave. Plant, \$99,633; yearly operating, \$30,000. Equipment, Gates transmitter, RCA antenna. Richard E. Hunt, 100% (owns WCBY, Cheboygan and is pres. & owns 80% of WPTW, Piqua, O. owns 1/3 of WMAB, Munising, Mich.). Counsel, Barnes & Nellson. BPCT-1998.

DETROIT (Ch. 50)—WBID-TV, Woodward Bcastg. Co., 520 Bates St., Detroit. CP 11-19-53; 1000-kw visual, 500-kw aural, 640-ft. above av. terrain, 670-ft. above ground, 1270-ft. above sea level, lat. 42° 19' 49", long. 83° 02' 52". Transmitter, Penobscot Bldg. Plant, \$883,147; yearly operating, \$488,908. Equipment, GE. Max Onos, pres.-treas., 93% (dept. store owner, owns 9% of WITI-TV, Milwaukee-Whitefish Bay); Jacob Kellman, v.p., 4.5% (dept. store exec.); Prof. Waldo Abbott, 1.25% (director of broadcasting, U. of Michigan); Geo. Edwards, 1.25%, State of Michigan, Supreme Court Justice. Woodward also holds CP for WTOH-TV, Toledo, O. Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, Vandivere, Cohen & Wearn. [Note: Woodward Bcastg. Co. dismissed Ch. 50 application and purchased this CP for \$100 from UAW-CIO; see *Television Digest*, Vol. 10:26, 29]. BPCT-1589. Starting Date: Unreported.

Detroit (Ch. 62)—Plaza Radio & TV Co., 551 Fifth Ave., New York. N.Y. 252.68-kw visual, 126.974-kw aural, 408-ft. above av. terrain, 434-ft. above ground 1059-ft. above sea level, lat. 42° 28' 28.5", long. 83° 03' 53.4". Transmitter, SE corner of 10 Mile Rd. & Ryan Rd. Plant, \$371,539; yearly operating, \$264,000. Equipment, GE. Alex Rosenman, pres., 50% (station rep. former gen. mgr. & 1/3 owner of off-air WCAN-TV, Milwaukee); Eliot Hyman, v.p., 25% (camera, optical & hi-fi importer); David M. Harris, secy.-treas., 25% (film producer). Also holds CP for Ch. 26, San Francisco, and is applicant for Ch. 30, St. Louis. Counsel, Philip M. Baker; consulting engineer, John H. Mullaney. BPCT-2198.

FLINT (Ch. 12)—WJRT, WJR, The Goodwill Station Inc., Fisher Bldg., Detroit. (WJR-CBS). CP 5-13-54; 316-kw visual, 158-kw aural, 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level, lat. 43° 13' 48", long. 84° 03' 35". Transmitter, Burt & Gasper Rds., 4-mi. NE of Chesaning, Mich. Plant, \$1,139,000; yearly operating, \$530,000. Equipment, RCA. Frances S. Parker, executrix of estate of G. A. Richards, 26.12%; C. Russell Feldmann & L. E. Jackson, trustees for G. A. Richards' Life Ins. Trust, 8.27%; Rozene R. Moore, 5.39%; Frances S. Parker, 3.87%; John F. Patt, pres., 3.60%; John F. Patt, trustee, .774%; Worth Kramer, v.p., 2.74%; William G. Siebert, secy.-treas., 2.32%; F. Sibley Moore, v.p., 1.55%; and over 1400 other stockholders, none with more than 1%. Counsel, Kirkland, Fleming, Green, Martin & Ellis. BPCT-967. Rep: Harrington, Righter & Parsons. Starting Date: Indefinite. [Note: CP for change of site to location listed above from one near Clarkston, Michigan, stayed by FCC pending hearing on protests: initial decision January 17, 1956 by examiner Herbert Sharfman recommended reinstating grant; see *Television Digest*, Vol. 11:24 & 12:3.]

GRAND RAPIDS (Ch. 23)—WMCN, Peninsular Bcastg. Co., 123 Pearl St. NW. CP 9-2-54; 18.6-kw visual, 10.2-kw aural, 480-ft. above av. terrain, 439-ft. above ground, 1199-ft. above sea level, lat. 42° 57' 56", long. 85° 43' 08". Transmitter, near in-

Michigan - Mississippi

tersection of Covell Rd. & Bridge St. Plant, \$340,808; yearly operating, \$260,000. Equipment, GE. H. & E. Balaban Corp., 50% (also owns 50% of WFTV, Rockford, Ill. & WICS, Springfield, Ill. and is TV applicant for Birmingham, Ala.); John D. Loeks, 33 1/3% (theatres); Howard W. Frech, 16 1/3% (theatres); Council, Kirkland, Fleming, Green, Martin & Ellis; engineers, Lohnes & Culver. BPCT-1730. Starting Date: Unreported. [Note: Sale of 50% interest to H. & E. Balaban Corp. pending FCC approval; see *Television Digest*, Vol. 12:28.]

★ **IRONWOOD (Ch. 12)**—WJMS-TV, Upper Michigan-Wisconsin Bcstg. Co., Inc., 124 E. McLeod Ave., (WJMS-MBS). CP 11-30-55; .794-kw visual, .397-kw aural, 540-ft. above av. terrain, 293-ft. above ground, 1966-ft. above sea level, lat. 46° 26' 53", long. 90° 09' 28". Transmitter, East Norrie Hill. Plant, \$59,004; yearly operating, \$80,000. Applicant owns WJMS, Ironwood, and is selling 52% interest in WIKB, Iron River, Mich. Wm. L. Johnson, pres. & gen. mgr., 58.52%; Linna C. Johnson, v.p., 1%; Laura S. Johnson, secy.-treas., 1.53%; Solomon W. Patek, 1%; remainder is held in treasury. Counsel, Prince, Taylor & Crampton; consulting engineers, Frank H. McIntosh & Assoc. BPCT-2036. Starting Date: Unreported.

LANSING (Ch. 54)—WTOM-TV, Inland TV Co., c/o John L. Mayer, receiver, 3311 W. McNicols Rd., Detroit, Mich. CP 2-4-53; 20-kw visual, 10-kw aural, 360-ft. above terrain, 378-ft. above ground, 1238-ft. above sea level, lat. 42° 43' 57", long. 84° 33' 15". Transmitter, Mich. State Bank Bldg. Plant, \$105,254; yearly operating, \$280,000. Equipment, RCA. Counsel, Samuel Miller. BPCT-1415. [Note: Began operation Aug. 13, 1953; year later John C. Pomeroy and associates leased station to Inland TV Co. (Herbert H. Upton, J. A. Straus, James C. Hendley). Station left air Oct. 9, 1956, reverting to CP status and being taken over by receiver; see *Television Digest*, Vol. 12:41. Request for extension of CP awaits FCC action.]

Onondaga (Ch. 10)—State Board of Agriculture, Michigan State U., E. Lansing, Mich. 316-kw visual, 176.36-kw aural, 975-ft. above av. terrain, 1009-ft. above ground, 1969-ft. above sea level, lat. 42° 26' 33", long. 84° 34' 21". Transmitter, Rossman Rd. [Will share time and transmission facilities with Television Corp. of Michigan Inc., but will maintain separate studios.] Plant, \$453,115; yearly operating, \$350,000. Equipment, GE. John A. Hannah, pres. Applicant also operates WKAR-TV & WKAR, E. Lansing. Applicant proposes non-commercial operation on this commercial channel. Counsel, Barnes & Neilson; consulting engineers, Wm. L. Foss Inc. BPCT-1885.

Onondaga-Parma (Ch. 10)—Television Corp. of Michigan Inc., 407-11 N. Washington Ave., Lansing 30, Mich. 316-kw visual, 176.36-kw aural, 975-ft. above av. terrain, 1009-ft. above ground, 1969-ft. above sea level, lat. 42° 26' 33", long. 84° 34' 21". Transmitter, Rossman Rd. [Will share time and transmission facilities with Michigan State Board of Agriculture, Michigan State College, but will maintain separate studios.] Plant, \$175,581; yearly operating, \$590,000. Equipment, RCA. John C. Pomeroy, pres. & secy. (pres. & 27% owner of WLS, Lansing); Edward E. Wilson, v.p. & treas., 60% (auto & truck dealer); Lansing Bcstg. Co., 40% (operator of WLS, Lansing). Counsel, Leo Resnick; engineer, John H. Mullane. BPCT-1870.

Parma (Ch. 10)—Triad Television Corp., 842 N. Parma Rd. 258.6-kw visual, 144.7-kw aural, 554-ft. above av. terrain, 573-ft. above ground, 1583-ft. above sea level, lat. 42° 15' 56", long. 84° 36' 46". Transmitter, Scott Rd., between Old & New U.S. Hwy. 12. Plant, \$328,783; yearly operating, \$343,080. Equipment, RCA. O. Wayne Wright, pres., 32.5% (sales, WBCK, Battle Creek, Mich.); Clem Davis, v.p., 2.5% (auto dealer); Adeline M. Amsden, secy., 2.5%; Leland S. Bisbee Jr., treas., 2.5% (banker); Donald G. Fox, asst. secy., 1% (attorney); Arnold VanZanten, asst. treas., 1.25% (banker); Jane D. Kitchen, 9.5% (theatre owner); Wilfred L. Kitchen, 5% (theatre owner); Leon L. Raymond, 3.25% (sales, WJIM-TV & WJIM, Lansing); Simon A. Tessman, 2.75% (investments); remainder held by 9 others, none with more than 2.5%. Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-1846.

Parma-Onondaga (Ch. 10)—Booth Radio & Television Stations Inc., 700 Buhl Bldg., Detroit, Mich. (WIBM, Jackson, Mich.) 188.8-kw visual, 105.7-kw aural, 1017-ft. above av. terrain, 1075-ft. above ground, 2035-ft. above sea level, lat. 42° 16' 42", long. 84° 37' 41". Transmitter, 2470 W. Michigan Ave., Parma, Mich. Plant, \$558,444; yearly operating, \$350,000. Equipment, RCA. John L. Booth, pres.-treas., 69.24%; Mrs. John L. Booth, 13.97%; John L. Booth II, 10.93%; Ralph H. Booth II, 5.85%. Applicant owns radio stations WBBC, Flint; WJLB, Detroit; WSGW, Saginaw; WJVA, South Bend; WIOU, Kokomo; and has applied to FCC for permission to buy Ed Lamb's WTOD, Toledo. Counsel, Cohn & Marks; George C. Davis Consulting Engineers. BPCT-1866.

Parma-Onondaga (Ch. 10)—Jackson Bcstg. & Television Corp., 441 Wildwood Ave., Jackson, Mich. (WKHM-MBS). 230-kw visual, 115-kw aural, 1000-ft. above av. terrain, 1026-ft. above ground, 2016-ft. above sea level, lat. 42° 18' 01", long. 84° 38' 00". Transmitter, 1.45-mi. W of Parma on U.S. 12. Plant, \$698,196; yearly operating, \$425,000. Equipment, RCA. Frederick A. Knorr, pres., 33.31% (pres., gen. mgr. & 1/3 owner of WKMH, Dearborn, WKMF, Flint, & WSAM, Saginaw); Harvey R. Hansen, v.p., 33.31% (v.p. & 1/3 owner of WKMH, WKMF & WSAM); William H. McCoy, secy.-treas., 33.31% (secy.-treas., & 1/3 owner of WKMH, WKMF & WSAM); remainder held by 21 others, each owning .0024%. Counsel, Bingham, Collins, Porter & Kistler; consulting engineers, Kear & Kennedy. BPCT-1871.

★ **PORT HURON (Ch. 34)**—WHLs-TV, Harmon LeRoy Stevens & John F. Wismer d/b as Stevens-Wismer Bcstg. Co., 932 Military St. (WHLs). CP 11-14-56; 22.9-kw visual, 12.3-kw aural, 30-ft. above av. terrain, 82-ft. above ground, 677-ft. above sea level, lat. 42° 58' 27", long. 82° 25' 27.5". Transmitter, 932 Military St. Plant, \$80,285; yearly operating, \$45,000. Equipment, RCA. Harmon LeRoy Stevens, 50% (part-time actor); John F. Wismer, 50%. Also own WLEW, Bad Axe, Mich. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Gautney & Jones. BPCT-2168. Starting Date: Unreported.

MINNESOTA

DULUTH (Ch. 38)—WFTV, Great Plains Television Properties of Minnesota Inc., 4 W. 58th St., New York 19, N.Y.; 230 E. Superior St., Duluth, Minn. CP 10-23-52; 20-kw visual, 10-kw aural, 731-ft. above av. terrain 483-ft. above ground, 1743-ft. above sea level, lat. 46° 47' 28", long. 92° 06' 52". Transmitter, 4th Ave. W. at 10th St. Plant, \$240,122; yearly operating, \$125,000. Equipment, RCA. Transcontinental Properties Inc., 100%; Herbert Scheffel, pres. & secy. (owns 44.833% of Transcontinental); Alfred G. Burger, treas. (44.833% of Transcontinental); Stuart S. Scheffel, director. Transcontinental also owns 50% of WICS, Springfield, Ill. Herbert Scheffel also is chairman and part owner of Tele-news Productions (industry & government TV films), which publishes trade journals through subsidiary Industrial Publishing Co., Cleveland, O. Counsel, McKenna & Wilkinson; consulting engineers, Jansky & Bailey Inc. BPCT-1155. [Note: Began operating with 8.7-kw visual ERP May 31, 1953, but quit the air July 11, 1954, reverting to CP status; see *Television Digest*, Vol. 10:28. Request for extension of CP awaits FCC action.]

★ **ST. PAUL (Ch. 2, educational)**—KTCA-TV, Twin City Area Educational Television Corp., Rm. 110, Bldg. TSA-367, U. of Minn. CP 6-20-56; 100-kw visual, 50-kw aural, 616-ft. above av. terrain, 562-ft. above ground, 1549-ft. above sea level, lat. 44° 59' 54", long. 93° 11' 17". Transmitter, Rm. 110, Bldg. TSA-367, U. of Minn. Plant, \$394,049; yearly operating, \$175,000. Equipment, DuMont transmitter, RCA antenna. Non-profit organization with following officers: Loring M. Staples, pres.; Wendell T. Burns, v.p.; Ronald M. Hubbs, v.p.; Philip H. Nason, v.p.; John S. Pillsbury Jr., secy.; A. A. Heckman, treas. Counsel, Faegre & Benson, Minneapolis; John C. Schwarzwalder, mgr.; Berten A. Holmberg, chief engineer. BPET-59. Starting Date (as reported): Early in 1957.

MISSISSIPPI

Biloxi (Ch. 13)—WLOX Bcstg. Co., Buena Vista Hotel. (WLOX-MBS). 11.7-kw visual, 5.85-kw aural, 216-ft. above av. terrain, 234-ft. above ground, 250-ft. above sea level, lat. 30° 23' 40", long. 88° 53' 38". Transmitter, Buena Vista Hotel. Plant, \$132,000; yearly operating, \$100,000. Equipment, RCA. J. S. Love Jr., pres., 44.6% (hotel); Mrs. J. S. Love Jr., 44.6% (hotel); 6 others, none holding more than 4%. Counsel, Elliot C. Lovett; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-1157. [Note: Initial decision by examiner Harold L. Schilz July 7, 1954 recommended denial of application; June 1, 1955 FCC decided to reopen case and hold hearing in Biloxi at earliest possible date. Second initial decision by examiner J. D. Bond June 5, 1956 recommended denial of application.]

Biloxi (Ch. 13)—Radio Associates Inc., Box 152 (WVMI). 63.8-kw visual, 37.4-kw aural, 220-ft. above av. terrain, 238-ft. above ground, 255-ft. above sea level, lat. 30° 23' 50", long. 88° 59' 20". Transmitter, Edgewater Gulf Hotel, Edgewater Park, Miss. Plant, \$119,099; yearly operating, \$120,000. Equipment, RCA. Odes E. Robinson, pres.-treas., 62.8%; James H. McKee, v.p., 30.4% (TV-radio distributor); Frances L. Robinson, secy., 2%. Odes Robinson also owns 20% of WOKY, Bluefield, W. Va. and has minority in WPTW, Piqua, O. Counsel, Barnes & Neilson. BPCT-1150. [Note: Initial decision by examiner Harold L. Schilz July 7, 1954 recommended grant of application; June 1, 1955, FCC decided to reopen case and hold hearing in Biloxi at earliest possible date. Second initial decision by examiner J. D. Bond June 5, 1956, recommended grant.]

Greenwood (Ch. 6)—Delta Television Corp., Box 551. 60.2-kw visual, 30.2-kw aural, 550-ft. above av. terrain, 589-ft. above ground, 719-ft. above sea level, lat. 33° 38' 30", long. 90° 20' 47". Transmitter, State Hwy. 442, near Schlatter, Miss. Plant, \$373,025; yearly operating, \$180,000. Equipment, RCA. George K. Wade, pres., 16.66% (hardware store); F. C. Ewing, v.p., 16.66% (gen. mgr., WGRM, Greenwood, Miss.); Percy L. DeLoach Jr., v.p., 16.66%; Wiley P. Harris, secy.-treas., 16.67% (ex-pres. of WLBT, Jackson, Miss.); Warner Welis Jr., director, 16.66% (insurance agency, oil distributor); Floyd M. Malton, 16.66% (dist. mgr., Lamar Life Insurance). Lamar Life Ins. Co. is to build station and lease it for 25 years to Delta TV Corp., with option to renew for another 25 years. Delta will compensate Lamar for annual depreciation, taxes & insurance premiums, also pay Lamar 4% on investment. Counsel, Spearman & Roberson; consulting engineer, A. Earl Cullum Jr. BPCT-2204.

Greenwood (Ch. 6)—Greenwood Bcstg. Co. Inc., Box 414. (WABG) 30.4-kw visual, 15.4-kw aural, 347-ft. above av. terrain, 383-ft. above ground, 513-ft. above sea level, lat. 33° 31' 33", long. 90° 16' 09". Transmitter, 5-mi. W of Greenwood on Miss. Rt. 10. Plant, \$144,000; yearly operating, \$78,000. Equipment, GE. Cy N. Bahakel, pres., 100% (owns WABG; WLBJ, Bowling Green, Ky.; WRIS, Roanoke, Va.; WWOD, Lynchburg, Va.; WLPH, Huntington, W. Va.; WKIN, Kingsport, Tenn.; WKOZ, Kosciusko, Miss.). Counsel, Stephen Tuhy; consulting engineers, Page Creutz, Steel & Waldschmitt. BPCT-2224.

Gulfport (Ch. 56)—State Telecasting Co., 960 East River Oaks Dr., Baton Rouge, La. 21.47-kw visual, 11.59-kw aural, 320-ft. above av. terrain, 340-ft. above ground, 358-ft. above sea level, lat. 30° 22' 02", long. 89° 07' 26". Transmitter, Silverdale Addition. Plant, \$60,420; yearly operating, \$73,000. Equipment, RCA. I. K. Corkern Jr., 100% (farmer; asst. engineer at WBRZ (TV), Baton Rouge). Counsel, D'Amico & Curet, Baton Rouge. BPCT-2225.

Laurel (Ch. 7)—Laurel Television Co. Inc., Rosenbaum Bldg., Meridian, Miss. 97.77-kw visual, 52.29-kw aural, 754-ft. above av. terrain, 710-ft. above ground, 1012-ft. above sea level, lat. 31° 33' 36", long. 89° 15' 02". Transmitter, Towanta Hills area, 100-yds. W. of U.S. Hwy. 11. Plant \$217,500; yearly operating, \$90,000. Equipment, Standard Electronics transmitter, RCA antenna. Wm. S. Smylie, pres., 25% (mayor of Meridian; insurance); Jack Rose, v.p., 16.67% (jeweler); D. B. Marcus, secy.-treas., 16.67% (furniture business; owns 11.8% of WAML, Laurel); W. S. Smylie III, 25% (son of Mayor Smylie); T. M. Gibbons, 16.67% (publisher & 25% owner of *Laurel Leader-Call*, daily newspaper; 11.8% of WAML, Laurel). This application replaces one for identical facilities filed in July (see Addenda 21-B). Counsel, McKenna & Wilkinson; consulting engineers, Gautney & Jones. BPCT-2031. [Note: Initial decision by examiner Herbert Sharfman Jan. 25, 1957 recommended grant of application.]

MERIDIAN (Ch. 30)—WCOB-TV, Mississippi Bestg. Co., Three-foot Bldg. (WCOB-CBS). CP 12-23-52; 252-kw visual, 134-kw aural, 560-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level lat. 32° 19' 40", long. 88° 41' 28". Transmitter, approx. 2-mi. S. of Meridian on Bozeman Way & U. S. Hwy. 45. Plant, \$139,050; yearly operating, \$185,000. Equipment, GE. D. W. Gavin, pres.-secy.-gen. mgr., 75%; Mrs. R. S. Gavin, v.p., 25%. Mr. Gavin also publishes *Clarke County Tribune* (Quitman, Miss.) and *Meridian Record*. Counsel, Haley, Doty and Wollenberg; consulting engineer, Ralph Bitzer. BPCT-1181. [Note: Began operating in Dec. 1953, but quit the air July 30, 1954, reverting to CP status; see *Television Digest*, Vol. 10:31. Request for extension of CP awaits FCC action.]

MISSOURI

St. Louis—See also East St. Louis, Ill.

St. Louis (Ch. 11)—Columbia Bestg. System Inc., 485 Madison Ave., New York, N. Y. (KMOX-CBS). 318-kw visual, 190-kw aural, 1050-ft. above av. terrain, 1018-ft. above ground, 1608-ft. above sea level, lat. 38° 32' 06", long. 90° 22' 22". Transmitter, intersection of Gravois & Lindberg Blvds. Plant, \$1,791,727; yearly operating, \$800,000. Equipment, GE. Frank Stanton, pres. For holdings of applicant, see WCBS-TV, New York, in *Television Station Directory* section. Counsel, Rosenman, Goldmark, Cohn & Kaye, and Julius F. Brauner; engineer, William B. Lodge, CBS. BPCT-1565 [Note: Initial decision by examiner Thomas H. Donahue Sept. 6, 1955 recommended grant of application.]

St. Louis (Ch. 11)—St. Louis Amusement Co., 527 N. Grand Blvd., 316-kw visual, 158-kw aural, 596-ft. above av. terrain, 573-ft. above ground, 1109-ft. above sea level, lat. 38° 38' 24", long. 90° 13' 47". Transmitter, Grand & Delmar Blvds. Plant, \$779,353; yearly operating, \$1,042,025. Equipment, RCA. Fanchon & Marco Inc. (theatres & talent), 97%. Counsel, Hardy & Hardy; consulting engineer, William L. Foss Inc. BPCT-745. [Note: Initial decision by examiner Thomas H. Donahue Sept. 6, 1955 recommended denial of application.]

St. Louis (Ch. 11)—St. Louis Telecast Co., 221 N. Grand Blvd. 316-kw visual, 158-kw aural, 629-ft. above av. terrain, 673-ft. above ground, 1153-ft. above sea level, lat. 38° 37' 41.5", long. 90° 16' 09". Transmitter, 5100 Berthold Ave. Plant, \$560,000; yearly operating, \$700,000. Equipment, RCA. St. Louis University, 60%; Paul C. Reinert, S.J., pres.; George A. Volz, v.p.; Edw. Lanwerth, secy.; Frederick A. Bertram, treas.; Howard F. Baer, 4%; Donald Danforth, 4%; Russell Dearmont, 4%; Leo C. Fuller, 4%; Gale F. Johnson, 4%; Bernard C. MacDonald, 4%; Richard C. Muckerman, 4%; James J. Mullen Jr., 4%; Daniel M. Sheehan, 4%; Lelf J. Sverdrup, 4%. Counsel, Segal, Smith & Hennessey; consulting engineer, Charles C. Casey, St. Louis. BPCT-294. [Note: Initial decision by examiner Thomas H. Donahue Sept. 9, 1955 recommended denial of application.]

St. Louis (Ch. 11)—220 Television Inc., 220 No. Kingshighway Blvd. 316-kw visual, 189.7-kw aural, 1009-ft. above av. terrain, 998-ft. above ground, 1548-ft. above sea level, lat. 38° 38' 51", long. 90° 17' 07". Transmitter, Hampton Ave. between Columbia & Elizabeth Ave. Plant, \$976,623; yearly operating, \$1,428,043. Equipment, RCA. Harold Kopljar, pres., 45% (hotel owner); Howard S. Frazier, v.p. & gen. mgr., 10%; Lillian K. Shenker, treas., 15% (attorney); Arthur A. Blumeyer, chairman, 10% (banker); remainder of stock held by prospective employees. Counsel, Koteen & Burt; consulting engineer, George C. Davis Consulting Engineers. BPCT-1778. [Note: Initial decision by examiner Thomas H. Donahue Sept. 9, 1955 recommended denial of application.]

St. Louis (Ch. 30)—Plaza Radio & TV Co., 551 Fifth Ave., New York, N.Y. 244.08-kw visual, 122.75-kw aural, 263-ft. above av. terrain, 348-ft. above ground, 758-ft. above sea level, lat. 38° 36' 20.5", long. 90° 09' 52.07". Transmitter, 45-mi. N. of Junction of Felling Springs Ave. & 19th St. Plant, \$251,539; yearly operating, \$264,000. Equipment, GE. Alex Rosenman, pres., 50% (advertising; former gen. mgr. & 1/2 owner of off-air WCAN-TV, Milwaukee); Eliot Hyman, v.p., 25% (film producer); David M. Harris, secy.-treas., 25% (camera, optical & hi-fi equipment importer). Also applicant for Ch. 62, Detroit, Mich. and holds CP for Ch. 26, San Francisco. Counsel, Philip M. Baker; consulting engineer, John H. Mullaney. BPCT-2207.

MONTANA

★ **BILLINGS (Ch. 8)**—KQHL-TV, Midland Empire Bestg. Co., 5th Ave. & North Broadway. (KQHL-NBC) CP 11-23-55; 87.1-kw visual, 52.5-kw aural, 574-ft. above av. terrain, 330-ft. above ground, 4049-ft. above sea level, lat. 45° 45' 40.5", long. 108° 27' 17". Transmitter, 2.7-mi. NE of center of Billings. Plant, \$316,224; yearly operating, \$320,860. Equipment, RCA. P. N. Fortin, pres., 50% (oil & gas producer; real estate); W. J. Hancock, v.p. & secy.-treas., 25% (oil & gas producer; real estate); Kenneth L. Hancock, 25% (oil & gas producer; real estate); Counsel, Hogan & Hartson; consulting engineers, Jansky & Bailey. BPCT-2023. Starting Date: Unreported. [Note: CP stayed pending hearing on protest; initial decision by examiner James D. Cunningham Aug. 2, 1956 favored confirmation of grant by FCC; see *Television Digest*, Vol. 12:31.]

Butte (Ch. 6)—Copper Bestg. Co., Finlen Hotel. (KOPR). 66,072-kw visual, 36,025-kw aural, 100-ft. above av. terrain, 300-ft. above ground, 6250-ft. above sea level, lat. 45° 58' 30", long. 112° 39' 39". Transmitter, Beef Trall Rd., 3.5-mi. SW of center of Butte. Plant, \$260,521; yearly operating, \$260,000. Equipment, RCA. George C. Hatch, pres. (50% of KALL, Salt Lake City; 14%, with wife, of KUTV, Salt Lake City; pres. of Intermountain Network Inc.); Ed Cooney, v.p., 33% (mgr. of KOPR); Wilda Gene Hatch, v.p. (50% of KALL; 14%, with husband, of KUTV); George M. McMillan, secy.; E. W. Campbell, treas., Salt Lake City Bestg. Co. (licensee of KALL), 67%. Applicant at one time held CP for KOPR-TV, Butte, when station was owned by others. Counsel, Haley, Doty & Wollenberg; consulting engineering, W. D'Orr Cozzens, Salt Lake City. BPCT-2245.

Butte (Ch. 6)—Arthur W. Schwieder, 285 Marjacq Ave., Idaho Falls, Ida. 6.4-kw visual, 3.2-kw aural, 3170-ft. above av. terrain, 90-ft. above ground, 10,190-ft. above sea level, lat. 45° 46' 07", long. 112° 29' 00". Transmitter, Red Mountain, 15-mi. S of Butte. Plant, \$161,091; yearly operating, \$175,000. Equipment, RCA. Arthur W. Schwieder, 100% (pres. & 7.8% of KID-TV & KID, Idaho Falls; 51% of truck & implement sales company; 25% of concrete mfg. concern). Counsel, Wilkinson, Cragun, Baker & Hawkins; consulting engineers, Vandivere, Cohen & Wearn. BPCT-2242.

Butte (Ch. 6)—Copper City Radio Co., Box 1932 (KBOW-CBS). 64.31-kw visual, 35.08-kw aural, 570-ft. above av. terrain, 383-ft. above ground, 6783-ft. above sea level, lat. 45° 58' 00", long. 112° 32' 23". Transmitter, Timber Butte, 1.5-mi. SW of business district. Plant, \$266,390; yearly operating, \$200,000. Equipment, RCA. Applicant also controls KGEZ-TV & KGEZ, KallsPELL. Frank Reardon, pres. & chairman, 89%; William K. Carroll, exec. v.p., 1.6%; Helen Reardon, secy.-treas., 4%; Albert J. Schumacker, 9%. Counsel, Wheeler & Wheeler; consulting engineers, George P. Adair Engineering Co. BPCT-2273.

Glendive (Ch. 5)—Glendive Bestg. Corp., c/o KXGN, Glendive, (KXGN). 4.62-kw visual, 2.49-kw aural, minus 93-ft. above av. terrain, 125-ft. above ground, 2200-ft. above sea level, lat. 47° 06' 26", long. 104° 42' 36". Transmitter, Kendrick Ave. & Valentine St. Plant, \$59,400; yearly operating, \$64,250. Equipment, GE. Lewis W. Moore, pres., 99.8%; Elizabeth Kindsfater, v.p., 1%; Mary Louise Moore, secy.-treas., 1%. Same interests also operate KXGN, Glendive and have interest in theatres and real estate. Counsel, Harry J. Daly; consulting engineer, John H. Mullaney. BPCT-2256.

Great Falls (Ch. 3)—Robert R. & Francis N. Laird db/as Cascade Bestg. Co., 1951 Skyline Vista Dr., La Habra, Cal. 119-kw visual, .072-kw aural, 235-ft. above av. terrain, 130-ft. above ground, 3690-ft. above sea level, lat. 47° 31' 56", long. 111° 16' 45". Transmitter, 15th St. 2 mi. N. of Great Falls. Plant, \$23,000; yearly operating, \$54,000. Equipment, Gates, Francis N. Laird, 50% (personnel & management consultant); Robert R. Laird, 50% (chief engineer, KVEC-TV & KVEC, San Luis Obispo, Cal.). Francis Laird is father of Robert. Counsel, Robert P. Lawton, La Habra, Cal. BPCT-2122.

Helena (Ch. 10)—Helena TV Inc., 428 N. Main St. 402-kw visual, 201-kw aural, minus 114-ft. above av. terrain, 48-ft. above ground, 4418-ft. above sea level, lat. 46° 35' 32", long. 112° 03' 04". Transmitter, 7-mi. ENE of Mount Helena. Plant, \$28,192; yearly operating, \$36,000. Equipment, Adler. Applicant operates community TV antenna in Helena. W. L. Pielh, pres., & wife, 35.44% (refrigerator sales & service); E. E. Palmquist, v.p. & wife, 6.1% (electrical appliances & contracting); James J. Kitto, secy., & wife, 7.065% (retired); Oscar M. Carlson, treas., & wife, 5.04% (appliances); Charles F. Crehan & wife, 7.86% (furniture); J. Harry Moore & wife, 4.34% (retired); Bruce Hamilton, gen. mgr., & wife, 5.75% (8% of Bozeman Community TV; 17.9% of applicant for KallsPELL); E. J. Palmquist & wife, 6.1% (building & loan assoc. officer); George Jacoby & wife, 4.34% (retired); Mrs. Marguerite Cannon, 4.34% (housewife); remainder held by 10 others none with more than 3%. Engineer, Archer S. Taylor, Missoula, Mont. BPCT-2125.

Helena (Ch. 12)—Peoples' Forum of the Air, 1306 11th Ave. (KXLJ-NBC). 256-kw visual, 128-kw aural, minus 152-ft. above av. terrain, 183-ft. above ground, 4228-ft. above sea level, lat. 46° 35' 24", long. 112° 00' 59". Transmitter, 11th St. near Intermountain College. Plant, \$22,500; yearly operating, \$7200. Equipment, Adler transmitter, GE antenna. A. T. Hibbard, pres., 4%; Carl Anderson, v.p., 4%; Barclay Craighead, treas., 4%; Z NET, 98.8% (controlled by Ed Craney, pres. & majority owner of KXLF-TV & KXLF, Butte). Proposed station would be satellite of KXLF-TV Butte. This application is contingent on grant of KXLF-TV application to change transmitter location and increase power. Same interests also applicants for Missoula. Counsel, Wheeler & Wheeler; consulting engineers, Robert W. Silliman & Assoc. BPCT-2128.

★ **KALISPELL (Ch. 9)**—KGEZ-TV, KGEZ-TV Inc., Box 439, KGEZ-MBS). CP 7-18-56; 8.52-kw visual, 4.57-kw aural, 220-ft. above av. terrain, 316-ft. above ground, 3333-ft. above sea level, lat. 48° 12' 49", long. 114° 19' 23". Transmitter, Flathead, approx. 1.3-mi. N. of KallsPELL on U. S. Hwy. 93. Plant, \$105,100; yearly operating, \$85,000. Equipment, RCA. KGEZ Inc., 81.8%; Copper City Radio Co., Inc., 14.4% (KBOW, Butte); Frank Reardon, pres., 1% (retail food & drug; owns majority of KBOW); Richard K. Vick, v.p., 2.4% (gen. mgr. of KGEZ); Mary Adele Sullivan, v.p., 1% (chief telephone operator, Anacosta Co., Butte); Albert J. Schumacher, v.p., 1% (supermarket); Wm. K. Carroll, exec. v.p. (exec. v.p. of KBOW); Helen Reardon, secy.-treas., 1%. All individuals above except Mr. Vick have interest in either KGEZ or KBOW. Mr. Reardon owns majority of KBOW which in turn owns majority of KGEZ; he also owns 2.22% of KXLF-TV, Butte. Copper City Radio (KBOW) is applicant for Ch. 6, Butte. Counsel, Wheeler & Wheeler; consulting engineer, David Green, Spokane. BPCT-2117. Rep: Donald Cooke. Starting Date (as reported): Spring of 1957. [Note: Northwest Video Inc. has option to buy 30% of stock.]

NEBRASKA

Alliance (Ch. 13)—Frontier Bestg. Co., 2923 E. Lincolnway, Cheyenne, Wyo. 25.894-kw visual, 12.947-kw aural, 355-ft. above av. terrain, 337-ft. above ground, 4515-ft. above sea level, lat. 42° 14' 07", long. 103° 00' 41". Transmitter, 12-mi. NW of Alliance. Plant, \$80,175; yearly operating, \$25,000. Equipment, DuMont transmitter, RCA antenna. Station will re-broadcast programs of KFBC-TV, Cheyenne, Wyo. and KSTP, Scottsbluff, Neb. Robert S. McCracken, pres.; W. A. Corson, v.p.; O. B. Koerfer, secy.; William C. Grove, treas. Also operates KFBC-TV & KFBC, Cheyenne, and KSTP, Scottsbluff. For ownership & other interests, see KFBC-TV, Cheyenne (Ch. 5) in TV Factbook No. 23. Counsel, Koteen & Burt. BPCT-2194.

Nebraska - New York

Alliance (Ch. 13)—Western Nebraska Television Inc., c/o Station KCOW, Box 391. 102.3-kw visual, 61.3-kw aural, 669-ft. above av. terrain, 578-ft. above ground, 4763-ft. above sea level, lat. 41° 51' 50", long. 103° 07' 58". Transmitter, 1.5-mi. NW of Angora. Plant, \$296,000; yearly operating, \$160,000. Equipment, RCA. L. L. Hilliard, 50% (51% of KOLT, Scottsbluff; other 49% owned by his wife); Sandhills Bcstg. Corp., 50% (KCOW, Alliance). Counsel, Miller & Schroeder; consulting engineer, John B. Heffelfinger, Kansas City, Mo. BPCT-2205.

★ **OMAHA (Ch. 7)**—KETV, Herald Corp., 14th & Dodge Sts. CP 4-25-56; 316-kw visual, 158-kw aural, 626-ft. above av. terrain, 583-ft. above ground, 1746-ft. above sea level, lat. 41° 15' 29.5", long. 95° 57' 04". Transmitter, 27th & Douglas Sts. Plant, \$1,452,402; yearly operating \$1,022,700. Equipment, RCA. Herald Corp. owned 100% by World Publishing Co., *Omaha World-Herald*. Herald Corp. officers: Ben H. Cowdery, pres.; Eugene S. Thomas, director & gen. mgr. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Jansky & Bailey Inc. BPCT-1663. Starting Date (as reported): "By Fall of 1957."

NEVADA

Elko (Ch. 10)—Elko Bcstg. Co., Box 790 (KELK-MBS). 451-kw visual, 225-kw aural, minus 335-ft. above av. terrain, 223-ft. above ground, 5300-ft. above sea level, lat. 40° 51' 00", long. 115° 44' 30". Transmitter, US Hwy 40, 1-mi. E of Elko. Plant, \$50,495; yearly operating, \$84,000. Equipment, Gates. Chris H. Shearin, pres., 15.8%; R. E. Ellis, v.p., 14.21% (Investments & hotel); O. R. Wilson, secy., 14.21%; M. E. Lundberg, treas., 14.21% (merchant); J. R. Berger, director, 14.21% (furniture store); A. C. Bigham, 14.21% (hotel); Gicone Smiraldo, 6.57% (rancher); Celso Madarieta, 3.29% (1/3 of livestock & real estate commission house); Earl R. Green, 3.29% (real estate broker). Consulting engineers, Gautney & Jones. BPCT-2200.

Elko (Ch. 10)—Southwestern Publishing Co., 920 Rogers, Fort Smith, Ark. 12.9-kw visual, 6.45-kw aural, negative ft. above av. terrain, 74-ft. above ground, 5209-ft. above sea level, lat. 40° 49' 15", long. 115° 48' 42". Transmitter, 2.4-mi. W of Elko. Plant, \$65,800; yearly operating, \$150,000. Equipment, RCA. Donald W. Reynolds, 100%. For other interests, see KPSA-TV, Fort Smith, Ark., in station directory section. Counsel, Woodburn, Forman, Wedge, Blakey & Thompson, Reno; consulting engineer, Robert L. Hammett, San Francisco. BPCT-2179.

★ **RENO (Ch. 4)**—KAKJ, Nevada Telecasting Corp., Mapes Hotel, CP 4-19-55; 27.5-kw visual, 16.6-kw aural, minus 170-ft. above av. terrain, 245-ft. above ground, 4735-ft. above sea level, lat. 39° 31' 32.5", long. 119° 48' 40". Transmitter, Mapes Hotel. Plant, \$195,040; yearly operating, \$192,000. Equipment, RCA. Robert C. Fish, pres., 100% (real estate & refrigeration); A. Laurence Tuma, v.p. (securities); Eldon E. Cory, secy.-treas. (accountant). Counsel, Clyde C. Sherwood, San Francisco; consulting engineer, James R. Bird, Oroville, Cal. BPCT-1952. Starting Date: Unreported. [Note: Sale pending to Tower Telecasting Co., but FCC has begun proceedings to revoke CP; see *Television Digest*, Vol. 12:20, 24.]

Reno (Ch. 4)—Charles E. Halstead Jr. db/as Silver State Telecasters, Box 19, Zephyr Cove, Nev. 6.8-kw visual, 3.8-kw aural, 2904-ft. above av. terrain, 35-ft. above ground, 3755-ft. above sea level, lat. 39° 16' 00", long. 119° 43' 30". Transmitter, Slide Mt. Ski Resort. Plant, \$80,000; yearly operating, \$90,000. Equipment, Gates transmitter, Andrew antenna. Charles E. Halstead Jr., 100%.

NEW HAMPSHIRE

★ **KEENE (Ch. 45)**—WKNE-TV, WKNE Corp., 17 Dunbar St. (WKNE-CBS). CP 4-22-53; 23-kw visual, 12.5-kw aural, 800-ft. above av. terrain, 375-ft. above ground, 1720-ft. above sea level, lat. 43° 01' 06", long. 72° 21' 31". Transmitter, 7.5 miles NW of Keene. Plant, \$164,616; yearly operating, \$74,100. Equipment, RCA. Joseph K. Close, pres., 71.2%; Abbott K. Spencer, 4.8%; Lyman Spitzer, 5%; Luette S. Close, 5.8%; Mildred M. Smith, 4.2%; Frank B. Estes, v.p., 0.4%; George W. Smith, treas., 0.2%; Robert T. Colwell, 4.8%; William A. H. Birnie, 4%. Note: Percentages will change after stock subscriptions are issued. Mr. Close also is pres. of off-air WKNY-TV, Kingston, N.Y., and WKNE Corp. holds 10.93% of WKNY-TV. Counsel, Dow, Lohnes & Albertson; consulting engineers, Lohnes & Culver. BPCT-1300. Starting Date: Unreported.

NEW JERSEY

★ **ASBURY PARK (Ch. 58)**—WRTV, Atlantic Video Corp., Eatontown, N. J. CP 10-1-52; 17.10-kw visual, 9.12-kw aural, 440-ft. above av. terrain, 466-ft. above ground, 550-ft. above sea level, lat. 40° 17' 31", long. 74° 02' 56". Transmitter, Eatontown Traffic Circle, Eatontown, N. J. Plant, \$367,750; yearly operating, \$250,000. Equipment, RCA. Atlantic Video, has following officers: Walter Reade Jr., pres. 51% (pres. Walter Reade Theatres Inc.) Suzanne Gage, 49%; Edwin Gage, v.p.-secy. Counsel, Cohn & Marks; consulting engineers, L. H. Carr & Associates. BPCT-1213. [Note: Began operating Dec. 14, 1953, but quit the air April 1, 1955, reverting to CP status; see *Television Digest*, Vol. 11:13. Request for extension of CP awaits FCC action.]

★ **ATLANTIC CITY (Ch. 46)**—WHTO-TV, Neptune Broadcasting Corp., Box 1230, Steubenville, O. CP 10-29-52; 18-kw visual, 9.5-kw aural, 426-ft. above av. terrain, 448-ft. above ground, 454-ft. above sea level, lat. 39° 22' 33", long. 74° 27' 10". Transmitter, Murray & Ohio Aves. Estimated plant cost, \$132,700; yearly operating, \$125,000. Equipment, RCA. Ownership interlocks with Ch. 7 applicant for Buffalo, N. Y. Messrs. Jack, Louis & Allen Berkman, Laux and Teitelbaum have minority interest in WPIT, Pittsburgh; WBMS, Boston; WSTV-TV, Steubenville, O.; KODE-TV, Joplin. Mo. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Lohnes & Culver. BPCT-629. [Note: Began operating Dec. 21, 1953 as WFFG-TV, but quit air May 17, 1954 reverting to CP status; see *Television Digest*, Vol. 10:19. Request for extension of CP awaits FCC action.]

★ **ATLANTIC CITY (Ch. 52)**—WOON, David E. Mackey, 207 W. Swissvale Ave., Pittsburgh, Pa. CP 1-7-53; 24.5-kw visual, 13.2-kw aural, 360-ft. above av. terrain, 378-ft. above ground, 388-ft. above sea level, lat. 39° 21' 31", long. 74° 25' 16". Transmitter, Haddon Hall Hotel. Plant, \$159,500; yearly operating, \$300,000. Equipment, RCA. Counsel, Scharfeld & Baron; consulting engineers, A. D. Ring & Assoc. BPCT-1457. Starting Date: Unreported.

★ **CAMDEN (Ch. 17, allocated to Philadelphia)**—WKDN-TV, South Jersey Bcstg. Co., 2881 Mt. Ephraim Ave. (WKDN). CP 1-28-54; 17.8-kw visual, 9.77-kw aural, 250-ft. above av. terrain, 217-ft. above ground, 337-ft. above sea level, lat. 39° 54' 30", long. 75° 06' 00". Transmitter, 2881 Mt. Ephraim Ave. Plant, \$232,500; yearly operating, \$144,000. Equipment, RCA. Ranulf Compton, pres.-treas., 34%; Florence J. Compton, v.p., 20%; Alice True C. Giffen, secy., 14%; Gordon Giffen, v.p., 1%; Wm. E. Compton, 14%; Douglas M. Compton, v.p., 14%; treasury stock, 3%. Counsel, McKenna & Wilkinson; consulting engineers, A. D. Ring & Assoc. BPCT-1522. Starting Date: Unreported.

★ **NEW BRUNSWICK (Ch. 19, educational)**—WTLV, New Jersey Dept. of Ed., State House, Trenton. CP 12-3-52; 105-kw vis., 53-kw aural, 780-ft. above av. terrain, 461-ft. above ground, 1000-ft. above sea level, lat. 40° 36' 49", long. 74° 28' 31". Transmitter, Washington Rock, approx. 1.2-mi. NNW of Dunellen, N.J. Plant, unknown; yearly operating, \$146,000. Equipment, DuMont transmitter, RCA antenna. Chester Robbins, acting Comm. of Education. Counsel, Atty. General of New Jersey; consulting engineer, Paul Godley Co. BPCT-13. Starting Date: Unreported. [Note: Failed to get appropriation, see *Television Digest*, Vol. 10:10.]

NEW MEXICO

Roswell (Ch. 10)—Taylor Bcstg. Co., Box 525 (KBIM). 29.4-kw visual, 15.8-kw aural, 412-ft. above av. terrain, 437-ft. above ground, 4051-ft. above sea level, lat. 33° 21' 32", long. 104° 30' 32". Transmitter, U.S. Hwy. 285, S of Roswell. Plant, \$50,767; yearly operating, \$138,000. Equipment, Commercial Electronics Corp. transmitter, Prodelin antenna. Wm. C. Taylor, pres., 50%; Gene Reischman, v.p., 27.3%; Homer F. Glover, secy., 5.7%; J. Kenneth Smith, 11.3%; J. Raymond Harris, 5.7%. Counsel, Charles S. Rhyne. BPCT-2043.

★ **SANTA FE (Ch. 2)**—KVIT, Video Independent Theatres Inc., Box 1334, Oklahoma City, Okla. CP 1-25-56; 324-kw visual, 162-kw aural, 440-ft. above av. terrain, 432-ft. above ground, 1604-ft. above sea level, lat. 35° 43' 39", long. 105° 57' 00". Transmitter, Hyde Park Rd. Plant, \$40,322; yearly operating, \$100,000. Equipment, Sarkes Tarzian transmitter, RCA antenna. Also holds CP for Ch. 9, Hot Sprrgs., Ark. For ownership & other interests, see Hot Springs, Ark. Counsel, Frank U. Fletcher; consulting engineer, Guy C. Hutcheson. BPCT-2017. Starting Date (as reported): March, 1957.

NEW YORK

★ **ALBANY (Ch. 17, ed.)**—WTVZ, U. of New York State, State Education Dept., Albany. CP 7-24-52; 205-kw visual, 110-kw aural, 1410-ft. above av. terrain, 541-ft. above ground, 2281-ft. above sea level, lat. 42° 37' 54", long. 74° 00' 57". Transmitter, Albany. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. James E. Allen Jr., Commissioner of Education; John P. Myers, Chancellor, Board of Regents. Also holds CPs for Binghamton, Buffalo, Ithaca, New York City, Rochester, Syracuse; applicant for Utica. Counsel, Fisher, Willis & Panzer; engineer, Francis E. Almstead, special consultant in educational television, State Education Dept., Albany BPET-3. Starting Date: Unreported. [Note: State Education Dept. is conducting closed-circuit experiment in 2 high schools and 2 state teachers colleges; see *Television Digest*, Vol. 12:35.]

★ **ALBANY (Ch. 23)**—WPTR-TV, Patron Bcstg. Co. Inc., Hotel Ten Eyck (WPTR). CP 6-10-53; 257-kw visual, 135-kw aural, 1010-ft. above av. terrain, 248-ft. above ground, 1828-ft. above sea level, lat. 42° 38' 04", long. 74° 00' 11". Transmitter, E. Berne Rd. Plant, \$445,000; yearly operating, \$296,718. Equipment, GE. J. Meyer Schine, pres. Owned 55% by Schine Chain Theatres Inc. Other stockholders: Harold E. Blodgett, 30%; Bertha R. Asch, 10%; W. R. David Sr., 2.5%; M. L. Prescott, 2.5%. Counsel, Cohn & Marks; consulting engineers, A. D. Ring & Assoc. BPCT-405. Starting Date: Unreported.

★ **BINGHAMTON (Ch. 40)**—WINR-TV, Southern Tier Radio Service Inc., 58 Exchange St. (WINR-NBC). CP 9-29-54; 190-kw visual, 99-kw aural, 561-ft. above av. terrain, 405-ft. above ground, 1845-ft. above sea level, lat. 42° 08' 47", long. 75° 51' 15". Transmitter, Hiner Rd. Plant, \$245,714; yearly operating, \$202,625. Equipment GE. *Binghamton Press* (Gannett), 100%. Albert B. Engelbert, gen mgr. Counsel, Dow, Lohnes & Albertson; consulting engineers, Lohnes & Culver, BPCT-892. Starting Date (as reported): July, 1957. [Note: Sale to *Binghamton Press* by Mayor Donald W. Kramer and associates approved Jan. 9 by FCC; see *Television Digest*, Vol. 12:46, 13:2.]

★ **BINGHAMTON (Ch. 46, ed.)**—WQTV, U. of the State of New York, State Education Dept., Albany. CP 8-13-52; 200-kw visual, 105-kw aural, 551-ft. above av. terrain, 531-ft. above ground, 1811-ft. above sea level, lat. 42° 06' 46", long. 75° 52' 01". Transmitter, grounds of State Veterans Hospital. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fisher, Willis & Panzer; consulting engineer, Francis E. Almstead, special consultant in educational television, State Education Dept., Albany. BPET-11 Starting Date: Unreported, see WTVZ, Albany.

★ **BUFFALO (Ch. 23, ed.)**—WTVF, U. of State of New York, State Education Dept., Albany. CP 7-24-52; 205-kw visual, 105-kw aural, 630-ft. above av. terrain, 539-ft. above ground, 1639-ft. above sea level, lat. 42° 43' 51", long. 78° 44' 38". Transmitter, Buffalo. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. BPET-4. Starting Date: Unreported, see WTVZ, Albany.

★ **BUFFALO (Ch. 59)**—WNYT-TV, Frontier Television Inc., 355 Elliott Square Bldg. CP 11-23-55; 25.1-kw visual, 13.5-kw aural, 419-ft. above av. terrain, 429-ft. above ground, 1049-ft.

above sea level, lat. 42° 53' 12", long. 78° 52' 25". Transmitter, Rand Bldg. Plant, \$86,500; yearly operating, \$155,000. Equipment, RCA. Bernard I. Obletz, pres., 33½% (attorney); Richard S. Levy, v.p., 33½% (v.p. & 10% of electronic & appliance wholesaler); Daniel A. Roblin, secy.-treas., 33½% (v.p. & 25% of salvage concern; pres. & 50% of metal company). Counsel, Bernard I. Obletz, Buffalo; consulting engineer, Frank B. Ridgeway, Buffalo. BPCT-2035. Starting date: Unreported.

Buffalo (Ch. 7)—Great Lakes Television Inc., 785 Main St. 74-kw visual, 38.7-kw aural, 1555-ft. above av. terrain, 1323-ft. above ground, 2891-ft. above sea level, lat. 42° 39' 36.5", long. 78° 37' 55.5". Transmitter, 2.9-mi. NE of Golden on Elestein Rd. Plant, \$638,781; yearly operating, \$750,000. Equipment, RCA. Buffalo Courier-Express Inc., 33½%; WPIT Inc., 16½% (licensee of WPIT, Pittsburgh, Pa.); Cataract Theatre Corp., 16½% (movie exhibitors, Niagara Falls); Copper City Bestg. Corp., 33½% (owns WKTV, Utica, and WKAL, Rome, N. Y.); Howard W. Clother, pres., (treas., Buffalo Courier-Express); Myron J. Kallett, v.p. (pres. WKTV, Utica); John J. Laux, v.p. (owns 11% of WSTV-TV, Steubenville, O., and KODE-TV, Joplin, Mo.; minority of WHTO-TV, Atlantic City, now off air and in CP status; also has minority interest in WPIT, Pittsburgh, and WBMS, Boston); Wm. J. Connors III, treas. (pres.-secy. and owns 51% of Buffalo Courier-Express); Robert C. Hayman, secy. (owns 11% of Cataract Theatres Corp.); Wm. T. MacNeilly, asst. treas. (exec. v.p., WKTV). Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, Geo. P. Adair Engineering Co. BPCT-1812. [Note: Initial decision by examiner H. Gifford Irlon Feb. 1, 1956 recommended grant of application.]

Buffalo (Ch. 7)—Leon Wyszatycki d/b as Greater Erie Bestg. Co. 315 Main St. (WWOL), 140-kw visual, 70-kw aural, 1285-ft. above av. terrain, 1078-ft. above ground, 2418-ft. above sea level, lat. 42° 40' 36", long. 78° 44' 12". Transmitter, Chestnut Ridge Rd., 2.1-mi. ESE of North Boston. Plant, \$716,500; yearly operating, \$730,000. Equipment, RCA. Leon Wyszatycki, 100%. Counsel, Welch, Mott & Morgan; consulting engineers, Jansky & Bailey. BPCT-1827. [Note: Initial decision by examiner H. Gifford Irlon Feb. 1, 1956 recommended denial of application.]

Buffalo (Ch. 7)—WKBW-TV Inc., 1420 Main St. (WKBW-ABC). 263-kw visual, 132-kw aural, 425-ft. above av. terrain, 404-ft. above ground, 1049-ft. above sea level, lat. 42° 54' 44", long. 78° 52' 00". Transmitter, 1430 Main St. Plant, \$582,879; yearly operating, \$721,000. Equipment, DuMont transmitter, GE antenna. Clinton H. Churchill, pres., 51% (pres. of WKBW); Edward Kavinoky, 24% (attorney); Alfred E. Ancombe, v.p., 5%; Buffalo Waste Paper Co., 15%; Darwin Martin, 5%. Counsel, Fly, Shuebruk, Blume & Gagulne; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1841. [Note: Initial decision by examiner H. Gifford Irlon Feb. 1, 1956 recommended denial of application.]

† ITHACA (Ch. 14, ed.)—WIET, U. of State of New York, State Education Dept., Albany. CP 1-7-53; 205-kw visual, 105-kw aural, 1290-ft. above av. terrain, 544-ft. above ground, 2644-ft. above sea level, lat. 42° 23' 12", long. 76° 40' 10". Transmitter, Connecticut Hill, 10-mi. SW of Ithaca. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fischer, Willis & Panzer; consulting engineer, Francis E. Almstead, special consultant in educational television, State Education Dept., Albany. BPET 10. Starting Date: Unreported, see WTVZ, Albany.

★ ITHACA (Ch. 20)—WHCU-TV, Cornell University, Savings Bank Bldg. (WHCU-CBS), CP 1-7-53; 215-kw visual, 110-kw aural, 1220-ft. above av. terrain, 440-ft. above ground, 2335-ft. above sea level, lat. 42° 23' 10", long. 76° 40' 10". Transmitter, Connecticut Hill, Newfield. Plant, \$335,000; yearly operating, \$150,000. Equipment, GE. Michael R. Hanna, gen. mgr. Counsel, Cohn & Marks; consulting engineer, Howard G. Smith, Ithaca. BPCT-534. Starting Date: Unreported.

KINGSTON (Ch. 21, allocated to Poughkeepsie)—WKNY-TV, WKNY-TV Corp., 601 Broadway (WKNY-MBS). CP 1-22-53; 46.5-kw maximum visual, 28.5-kw maximum aural, 623-ft. above av. terrain, 649-ft. above ground, 929-ft. above sea level, lat. 41° 53' 07", long. 73° 58' 39". Transmitter, U. S. Hwy. 9-W. S of Kingston. Plant, \$171,825; yearly operating, \$93,928. Equipment, RCA. John K. Close, pres., 11%; Robert M. Peebles, v.p., 1.2%; George W. Smith, treas., 2.8%; N. LeVan Haver, secy., 6.5%; Arthur L. Baker, 5.46%; Gerald V. C. Baker, 5.46%; W. A. H. Birnie, 4.1%; WKNE Corp. (radio WKNE, Keene, N.H., holding CP for WKNE-TV), 18%; over 20 other stockholders, none owns as much as 3%. Mr. Close also owns 71.2% of WKNE. Counsel, Dow, Lohnes & Albertson; consulting engineers, Lohnes & Culver. BPCT-1264. [Note: Began operating April 23, 1954 from site near Port Ewen, N.Y., with 2.14-kw visual on Ch. 66, but quit the air July 25, 1956, reverting to CP status; see Television Digest, Vol. 12:30. Request for extension of CP awaits FCC action.]

★ NEW YORK CITY (Ch. 25, ed.)—WREG, U. of State of New York, Albany. CP 8-13-52; 205-kw visual, 110-kw aural, 680-ft. above av. terrain, 712-ft. above ground, 743-ft. above sea level, lat. 40° 42' 51", long. 74° 00' 26". Transmitter, New York City. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. BPET-5. Starting Date: Unreported, see WTVZ, Albany.

★ NEW YORK CITY (Ch. 31)—WNYC-TV, City of New York, Municipal Bestg. System, Municipal Bldg. (WNYC). CP 5-12-54; 251.55 kw visual, 150-kw aural, 588-ft. above av. terrain, 625-ft. above ground, 645-ft. above sea level, lat. 40° 42' 47", long. 74° 00' 14". Transmitter, Municipal Bldg., Chambers St. at Centre St. Plant, \$335,000; yearly operating, \$200,000. Equipment, RCA. Seymour N. Siegel, director; William H. Pitkin, chief engineer. BPCT-899. Starting Date: Unreported.

Niagara Falls—See also Buffalo.

★ ROCHESTER (Ch. 15)—WCBF-TV, Star Bestg. Co. Inc., 87 Seneca St., Geneva, N.Y. (WGVA-ABC, Geneva & WBBF-MBS, Rochester). CP 6-10-53; 286-kw visual, 150-kw aural, 430-ft. above av. terrain, 325-ft. above ground, 1005-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02". Transmitter, Pinnacle Hill. Plant, \$427,214; yearly operating, \$200,000. Equipment,

GE. Maurice R. Forman, pres., 71.59% (adv. & real estate); Thomas L. Brown, v.p., 11.84% (gen. mgr., WGVA); R. Carleton Greene, secy., 4.73% (chief engr., WGVA); Edward Menden, 11.84% (real estate), Star Bestg. also owns WGAT, Utica, N.Y. Counsel, McKenna & Wilkinson; consulting engineers, Lohnes & Culver. BPCT-1608. Starting Date: Unreported.

★ ROCHESTER (Ch. 21, ed.)—WROH, U of State of New York Albany. CP 7-24-52; 205-kw visual, 105-kw aural, 700-ft. above av. terrain, 540-ft. above ground, 1200-ft. above sea level, lat. 43° 08' 23", long. 77° 34' 37". Transmitter, Rochester. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. BPET-6. Starting Date: Unreported, see WTVZ, Albany.

Rochester (Ch. 27)—Veterans Bestg. Co., Inc., 17 Clinton Ave. S. (WVET-ABC). Will share time and transmission facilities with WHEC Inc. See details below. Ervin F. Lyke, pres. & treas.; Paul C. Louthier, v.p. Also is Ch. 9 applicant in Elmira, N. Y. For complete ownership & other interests, see WVET-TV, Rochester, in station directory section. Counsel, Spearman & Robertson; consulting engineer, Richard K. Blackburn, Rochester. BPCT-2064.

Rochester (Ch. 27)—WHEC Inc., 40 Franklin St. (WHEC-CBS). 19.86-kw visual, 11.95-kw aural, 405-ft. above av. terrain, 353-ft. above ground, 1033-ft. above sea level, lat. 43° 08' 07", long. 77° 35' 02". Transmitter, Pinnacle Hill. Plant, \$74,350; yearly operating, \$60,000. Equipment, GE. Will share time and transmitter facilities with Veterans Bestg. Co. (WVET-TV). Gannett's Elmira Star-Gazette Inc. also is Ch. 9 applicant in Elmira, Frank E. Gannett, pres.; Glover DeLaney, v.p.; Paul Miller, v.p. For complete ownership & other interests, see WHEC-TV, Rochester, in station directory section. Counsel, Dow, Lohnes & Albertson; consulting engineer, Richard K. Blackburn, Rochester. BPCT-2065.

Schenectady—See also Albany.

★ SYRACUSE (Ch. 43, ed.)—WHTV, U of State of New York, Albany. CP 9-17-52; 200-kw visual, 105-kw aural, 560-ft. above av. terrain, 531-ft. above ground, 1111-ft. above sea level, lat. 43° 02' 04", long. 76° 07' 59". Transmitter, Syracuse. Plant, \$251,000; yearly operating, not indicated. Equipment, GE. BPET-7. Starting Date: Unreported, see WTVZ, Albany.

Troy—See also Albany.

† Utica (Ch. 25, ed.)—U. of State of New York, Education Dept., Albany. 198-kw visual, 105-kw aural, 714-ft. above av. terrain, 538-ft. above ground, 1088-ft. above sea level, lat. 43° 09' 29", long. 75° 17' 32". Transmitter, 5-mi. NW of Utica. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. Counsel, Fischer, Willis & Panzer; engineer, Francis E. Almstead, special consultant in educational television, State Education Dept., Albany. BPET-12. Starting Date: Unreported, see WTVZ, Albany.

Vail Mills (Ch. 10)—Hudson Valley Bestg. Co. Inc., Box 4100, Albany, N.Y. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1098-ft. above ground, 1918-ft. above sea level, lat. 43° 03' 36", long. 74° 12' 42". Transmitter, .7-mi. NE of Vail Mills. Plant, \$1,700,000; yearly operating, \$1,690,000. Equipment, GE. Operates WCDA, Albany (Ch. 41) and satellite WCDB, Haganan, N.Y. (Ch. 29). Frank M. Smith, pres., 18.07%; Alger B. Chapman, v.p., 7.95%; Louis H. Gross, treas., 4.33%; Dean P. Taylor, 4.97%; Lowell J. Thomas, 21.11%; Leo W. O'Brien, 2.94%; John P. McGrath, 7.21%; Gerald Dickler, secy., 2.03%; William J. Casey, 4.51%; John P. Sawyer, 3.15%; Roger W. Straus, 2.52%; Janet H. Pistell, 2.18%; Edna M. Walsh, 2.18%; 24 others, none with as much as 2%. Counsel, Hogan & Hartson. BPCT-2202.

NORTH CAROLINA

★ CHARLOTTE (Ch. 9)—WSOC-TV, Radio Station WSOC Inc., Box 2536 (WSOC-NBC). CP 12-12-56; 316-kw visual, 189.7-kw aural, 1190-ft. above av. terrain, 1073-ft. above ground, 1929-ft. above sea level, lat. 35° 15' 41", long. 80° 43' 38". Transmitter, 1.4-mi. SSE of Newell, N.C. Plant, \$575,000; yearly operating, \$834,000. Equipment, RCA. E. J. Gluck, pres. & gen. mgr., 1.008%; R. S. Morris, secy.-treas., 21.005%; E. E. Jones, v.p., 45.64%; Charles M. Marshall, v.p., 2.2%; Larry Walker, v.p., 5.0%; Hunter Marshall, 20.63%; Mrs. Adelaide M. Marshall, 6.49%. Counsel, Segal, Smith & Hennessy; consulting engineer, George C. Davis Consulting Engineers. BPCT-304. Starting Date: March or April, 1957.

CHARLOTTE (Ch. 36)—WQMC, WQMC Television Inc., 3229 S. Blvd. CP 2-25-53; 24-kw visual, 12-kw aural, 380-ft. above av. terrain, 360-ft. above ground, 1145-ft. above sea level, lat. 35° 53' 24", long. 35° 18' 05". Transmitter, Rt. 9, Oakdale Section. Plant, \$421,400; yearly operating, \$293,600. Equipment, RCA. Hugh A. Deadwyler, 100%. Counsel, Bradshaw, Shearin, Redding & Thomas; consulting engineer, Walter Holey, Atlanta, Ga. BPCT-344. [Note: Began operation Dec. 7, 1953 as WAYS-TV, but quit air March 15, 1955 after sale to Hugh Deadwyler by G. W. Dowdy, Horton Doughton & Harold Thoms, and reverted to CP status; see Television Digest, Vol. 11:1, 12. CP expires April 1, 1957.]

★ GASTONIA (Ch. 48)—WTVX, Air Pix Corp., Lowell, N. C. CP 4-7-54; 14.4-kw visual, 7.59-kw aural, 902-ft. above av. terrain, 900-ft. above ground, 1737-ft. above sea level, lat. 35° 14' 01", long. 81° 16' 36". Transmitter, Crowders Mt., 5.5-mi. SW of Gastonia. Plant, \$145,560; yearly operating, \$200,000. Equipment, GE. Coit M. Robinson, pres., 24.31% (yarn mfg.); W. C. Bivens, v.p., .08% (free lance TV-radio announcer & producer); Coit M. Robinson Jr., secy.-treas., 83% (yarn mfg.); C. O. Dickson, 12.57% (wholesale air conditioning); Cary C. Boshamer, 4.2% (textile mfg.); Bontex Fabrics Inc., 4.2% (yarn trading); Frank P. Hall Jr., 4.2% (yarn & hosiery mfg.); Robert H. Pinnix, 4.2% (building & insurance); Mrs. Jane W. Richardson, 4.2%; Bruce E. Rowzie, 4.2%; remainder held by 35 others, none owning more than 2.1%. Counsel, Arnold, Fortas & Porter; consulting engineers, George P. Adair Engr. Co. BPCT-1848. Starting Date: Unreported.

North Carolina-Ohio

★ **NEW BERN** (Ch. 13)—WNBE-TV, Nathan Frank, Box 810, Henderson, N. C. (WHNC, Henderson). CP 2-9-55; 48.75-kw visual, 26.31-kw aural, 459-ft. above av. terrain, 493-ft. above ground, 511-ft. above sea level, lat. 35° 08' 15", long. 77° 03' 31". Transmitter, 2-mi. NNW of city on W side of Neuse River. Plant, \$248,496; yearly operating, \$105,000. Equipment, RCA. Mr. Frank is licensee of WHNC, Henderson. Counsel, Haley, Doty & Wollenberg; consulting engineers, Commercial Radio Equipment Co. BPCT-1908. Starting Date: Unreported.

Wilmington (Ch. 3)—Carolina Bestg. System Inc., Box 898, Greenville, N.C. 55.64-kw visual, 33.37-kw aural, 363-ft. above av. terrain, 416-ft. above ground, 441-ft. above sea level, lat. 34° 23' 23", long. 77° 53' 50". Transmitter, intersection of Rt. 210 & U.S. 117. Plant, \$224,828; yearly operating, \$140,000. Equipment, RCA. Earl McD. Westbrook, pres.; Josh Horne, v.p. For ownership & other interests, see WNCT, Greenville, N.C. (Ch. 9) in Station Directory section. Counsel, Lyon, Wilner & Bergson; consulting engineers, Commercial Radio Equipment Co. BPCT-2191.

Wilmington (Ch. 3)—United Bestg. Co. Inc., 2900 Tilden St., N.W. Washington, D.C. 100-kw visual, 70.8-kw aural, 666-ft. above av. terrain, 701-ft. above ground, 741-ft. above sea level, lat. 34° 27' 12", long. 77° 53' 17". Transmitter, North Lane Rd. off N.C. Route 117. Plant, \$77,215; yearly operating, \$100,000. Equipment, RCA. Richard Eaton & wife, 100%. Also grantee for WOOK-TV, Washington; WTLF, Baltimore and WACH-TV, Newport News, Va.; owns radios WOOK, WACH, WSID, Baltimore; WARK, Hagerstown, Md.; WANT, Richmond, Va.; WJMO, Cleveland, O.; WINX, Rockville, Md. Counsel, Cohn & Marks; engineer, Arthur A. Snowberger. UBC. BPCT-2169.

NORTH DAKOTA

Fargo (Ch. 11)—Marvin Kratter d/b as Fargo Telecasting Co., 521 Fifth Ave., New York, N.Y. 1.6-kw visual, .32-kw aural, 241-ft. above av. terrain, 250-ft. above ground, 1160-ft. above sea level, lat. 46° 53' 35", long. 96° 51' 00". Transmitter, 2.5-mi. W of city limits on 12th St. Plant, \$57,333; yearly operating, \$113,580. Equipment, Gates transmitter, Prodellin antenna. Marvin Kratter, 100% (real estate investor; also applicant for Ch. 38, San Francisco). Counsel, Koteen & Burt; consulting engineer, Dawkins Espy, Los Angeles. BPCT-2261.

★ **MINOT** (Ch. 10)—KMOT, Meyer Bestg. Co., 200½ Fourth St. Bismarck, N.D. CP 10-5-55; 29.5-kw visual, 14.75-kw aural, 85-ft. above av. terrain, 130-ft. above ground, 1839-ft. above sea level, lat. 48° 14' 50", long. 101° 20' 18". Transmitter, 1-mi. W of city limits of Minot. Plant, \$122,000; yearly operating, \$65,000. Equipment, DuMont transmitter, RCA antenna. Also owns KFYR-TV & KFYE, Bismarck and is TV grantee for Williston, N.D. Etta Hoakins Meyer, pres., 51.5%; Wm. Ekberg, secy., .02%; Marietta Meyer Ekberg trust (Etta H. Meyer, trustee), 42.7%; Ward R. Lewis, 1%; Gordon V. Cox, 2%. Counsel, Hogan & Hartson; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-2020. Starting Date: Unreported.

OHIO

★ **ASHTABULA** (Ch. 15)—WICA-TV, WICA Inc., Box 372, (WICA). CP 2-4-53; 19-kw visual, 10-kw aural, 340-ft. above av. terrain, 358-ft. above ground, 1188-ft. above sea level, lat. 41° 48' 45", long. 80° 47' 15". Transmitter, Rt. 46, 3¼-mi. S. of Ashtabula. Plant, \$138,050; yearly operating, not indicated. Equipment, RCA. D. O. Rowley, pres.-treas., 52%; Olive D. Rowley, 48% (25% as executrix of estate of R. B. Rowley). D. C. Rowley publishes *Ashtabula Star Beacon*, *Painesville Telegraph* *Conneaut News Herald* & *Geneva Free Press*, all in Ohio. Consulting engineer, Gautney & Jones. BPCT-685. [Note: Began operation Aug. 25, 1953, but quit air June 16, 1956, reverting to CP status; see *Television Digest*, Vol. 12:23. Request for extension of CP awaits FCC action.]

Athens (Ch. 62)—Ohio U., Athens. (WOU). 240-kw visual, 123-kw aural, 643-ft. above av. terrain, 634-ft. above ground, 1454-ft. above sea level, lat. 39° 18' 57", long. 82° 06' 08". Transmitter, 1-mi. S. of center of city. Plant, \$437,000; yearly operating, \$50,000. Equipment, GE. Laverne Lausche, business mgr. Engineer, Thomas B. Friedman, 2830 Van Aken Blvd., Cleveland. BPCT-1757.

★ **CANTON** (Ch. 29)—WTLG, Tri-Cities Telecasting Inc., 324 Market Ave. S. CP 3-20-56; 206.5-kw visual, 108-kw aural, 673-ft. above av. terrain, 640-ft. above ground, 1780-ft. above sea level, lat. 40° 45' 10", long. 81° 20' 45". Transmitter, 2-mi. SE of Canton. Plant, \$337,539; yearly operating, \$215,000. Equipment, GE transmitter, Workshop Assoc. antenna. Morton Frank, pres., 23.4% (publishes *Canton Economist* and *Stark County Times*, weekly and bi-weekly newspapers, respectively); Wallace E. Persons Jr., v.p., 9.4% (electronics equipment); Loren E. Souers Jr., secy., 2% (attorney); David B. Hanna, treas., 5% (steel fabrication); Dale C. Hall, accountant & asst. secy.-treas., 6% (metal products); Fred W. Danner, 9.4% (printer); Oral S. Flug, 9.4% (owns *Steubenville Jeffersonian*; advertising); Ethel M. Fritz, 9.4%; Samuel M. Sparks, 9.4% (physician); Donald M. Stein, 9.4% (scrap iron & steel); Michael Rocco, 9.4% (real estate & fruit dealer); Agnes D. Frank, 4.7% (v.p. of *Canton Economist* and *Stark County Times*); Joseph B. Looker Jr., 1% (community theatre director); John D. Cowing Jr., 2% (outdoor advertising); Howard Harmony, 2% (advertising). Counsel, Cohn & Marks; consulting engineers, L. H. Carr & Associates. BPCT-1738. Starting Date: Unreported.

★ **CINCINNATI** (Ch. 54)—WQXN-TV, Robert W. Rounsaville, 3165 Mathieson Dr., N.E., Atlanta, Ga. CP 5-13-53; 129-kw visual, 67.6-kw aural, 530-ft. above av. terrain, 487-ft. above ground, 1279-ft. above sea level, lat. 39° 08' 17", long. 84° 33' 21". Transmitter, 8th & Matson Place. Plant, \$221,000; yearly operating, \$250,000. Equipment, DuMont transmitter, GE antenna. Robert Rounsaville, 100% (holds CP for off-air WATL-TV, Atlanta, and CP for WQXL-TV, Louisville; for radio station ownership

see WATL-TV); George M. Clark (banker; 49% of WBEJ, Elizabethton, Tenn.), has option to buy 45% under agreement under which he advances money toward construction. Counsel, Welch, Mott & Morgan; consulting engineer, John H. Mullaney. BPCT-1681. Starting Date: Unreported.

★ **CLEVELAND** (Ch. 19)—WHK-TV, Forest City Publishing Co., 5000 Euclid Ave. (WERE). CP 12-3-53; 936-kw visual, 468-kw aural, 640-ft. above av. terrain, 464-ft. above ground, 1604-ft. above sea level, lat. 41° 21' 31.9", long. 81° 39' 59.9". Transmitter, 3600 E. Pleasant Valley Rd. Plant, \$593,430; yearly operating, \$430,000. Equipment, RCA. Forest City Publishing Co. is publisher of *Cleveland Plain Dealer* and *News*. Sterling E. Graham, pres. Same interests own 40% of WKBN-TV, Youngstown, O. Counsel, Loucks, Zias, Young & Jansky. BPCT-216. Starting Date: Unreported.

★ **CLEVELAND** (Ch. 65)—WERE-TV, Cleveland Bestg. Inc., 1501 Euclid Ave. (WERE). CP 6-17-53; 204-kw visual, 110-kw aural, 650-ft. above av. terrain, 434.5-ft. above ground, 1595.5-ft. above sea level, lat. 41° 20' 28", long. 81° 44' 29". Transmitter, 9256 Ridge Rd. Plant, \$406,735; yearly operating, \$330,000. Equipment, RCA. Herbert Gleitz, chairman, 7% (plane mgr.); Ray T. Miller, pres., 21.98% (investments); Paul C. Alken, v.p., 3.28% (lawyer); Dan W. Duffy, v.p., 1.78%; Harry E. Small, v.p. & treas., 3.1% (with wife); Ray L. Lamb, secy., 2.20% (investments); Walter R. Miller, 9.06%; Donald W. Hornbeck, 7.16% (lawyer, also interest in Cleveland Indians); over 50 others, none owns over 4%. Counsel, Spearman & Roberson; consulting engineers, George P. Adair Engineering Co. BPCT-279. Starting Date: Unreported.

DAYTON (Ch. 22)—WIFE, Skyland Broadcasting Corp., 380 W. First St. (WONE). CP 11-26-52; 257-kw visual, 132-kw aural, 700-ft. above av. terrain, 650-ft. above ground, 1570-ft. above sea level, lat. 39° 43' 15.5", long. 84° 15' 38.9". Transmitter, West Carlton Rd., 4.5-mi. SW of Dayton. Plant, \$349,377; yearly operating, not listed. Equipment, GE. Ronald B. Woodyard, pres.-gen. mgr., 29%. Interlocking ownership with CP for Pittsburgh. Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineer, Lester Cohn. BPCT-884. [Note: This station began operating Oct. 3, 1953, but quit the air March 13, 1954, reverting to CP status; see *Television Digest*, Vol. 10:11. Request for extension of CP awaits FCC action.]

★ **ELYRIA** (Ch. 31, allocated to Lorain)—WEOL-TV, Elyria-Lorain Bestg. Co. Elyria Savings & Trust Co. Bldg. (WEOL). CP 2-12-54; 85.2-kw visual, 46.8-kw aural, 280-ft. above av. terrain, 313-ft. above ground, 1038-ft. above sea level, lat. 41° 22' 06", long. 82° 06' 10". Transmitter, East Ave. & Depot St. Plant, \$304,425; yearly operating, \$225,000. Equipment, RCA. Roy W. Ammel, pres., 23.12%; D. O. Thomas, v.p., 1.9%; R. J. Fitch, treas., .5%; I. L. Porter, asst. secy.-treas., .5%; Loren M. Berry, 21.21%; Gustav Hirsch, 7.9%; James Holan, 3.3%; Ralph Henderson, 4.1%; remainder held by more than 15 others, each with less than 3%. Mr. Berry also holds interest in CP for WTVQ, Pittsburgh & WIFE Dayton, which went off air March 13, 1954 & reverted to CP status. Counsel, Cohn & Marks; consulting engineers, L. H. Carr & Associates. BPCT-1124. Starting Date: Unreported.

★ **MANSFIELD** (Ch. 36)—WTVG, Fergum Theatres, Inc., Madison Theatre. CP 6-4-54; 17-kw visual, 9.1-kw aural, 712-ft. above av. terrain, 542-ft. above ground, 2002-ft. above sea level, lat. 40° 44' 11", long. 82° 35' 59". Transmitter, Alta West Rd. 4-mi. S.W. of center of Mansfield. Plant, \$238,360; yearly operating, \$200,000. Equipment, RCA. William N. Skirball, pres., 40.7%; Jack H. Skirball, v.p., 40.7%; Grace Skirball, 6.2%. Counsel, Lyon, Wilner & Bergson; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1179. Starting Date: Unreported.

★ **MASSILLON** (Ch. 23)—WMAC-TV, Midwest TV Co., 500 Security Bldg., Toledo, O. CP 9-4-52; 99-kw visual, 50-kw aural, 430-ft. above av. terrain, 524-ft. above ground, 1524-ft. above sea level, lat. 40° 52' 18", long. 81° 34' 33". Transmitter, Rt. 21, near Butler Bridge. Plant, \$257,930; yearly operating, \$170,979. Equip., GE. Lamb Enterprises Inc., 100% own TV station WUCU, Erie, Pa.; AM stations, WTOP, Toledo; WIKK, Erie; WHOO, Orlando, Fla.; publish *Erie Dispatch*; also TV applicant for Toledo, O. Counsel, McGrath & Brown; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1010. Starting Date: Unreported.

★ **OXFORD** (Ch. 14, educational)—WMUB-TV, the President & Trustees of the Miami University, Oxford. (WMBU-FM). CP 7-18-56; 724-kw visual, 363-kw aural, 150-ft. above av. terrain, 175-ft. above ground, 1075-ft. above sea level, lat. 39° 30' 33", long. 84° 43' 57". Transmitter, Building D, campus. Plant, \$55,855; yearly operating, \$30,057. Equipment, RCA. Dr. John D. Millett, pres. Counsel, Attorney General of Ohio; engineer, Andrew F. Bruck, Hamilton, O. BPCT-62. Starting Date: Unreported.

★ **TOLEDO** (Ch. 79)—WTOH-TV, Woodward Bestg. Co., 520 Bates St., Detroit, Mich. CP 10-20-54; 166-kw visual, 87.1-kw aural, 420-ft. above av. terrain, 437-ft. above ground, 1040-ft. above sea level, lat. 41° 39' 03.7", long. 83° 32' 06.5". Transmitter, St. Clair St. & Madison Ave. Plant, \$359,217; yearly operating, \$500,000. Equipment, GE. Max Onos, pres. & treas., 93% (dept. store owner; owns 9% of WITI-TV Milwaukee-Whitefish Bay); Jacob Kellman, v.p. & secy., 4.5% (dept. store exec.); Waldo Abbott, 1.25% (director of broadcasting, U. of Mich.); George Edwards, 1.25% (State of Michigan, Supreme Court Justice). Applicant is grantee for Ch. 50, Detroit, having acquired CP from UAW-CIO July 14, 1954 (*Television Digest*, Vol. 10:26, 29). Counsel, Fly, Shuebruk, Blume & Gaguine; engineers, George P. Adair Engineering Co. BPCT-1899. Starting Date: Unreported.

Toledo (Ch. 11)—Anthony Wayne Television Corp., 2300 Ohio Bldg. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1039-ft. above ground, 1619-ft. above sea level, lat. 41° 40' 32", long. 83° 23' 30". Transmitter, Cedar Point & Norden Rd. Plant, \$825,656; yearly operating, \$1,000,000. Equipment, RCA. Mason B. Jones, pres., 10.593% (diversified mfg.); Howard P. DeVillon, v.p., 10.593% (spraying equipment mfg.); Harold F. Gross, v.p., 10.593% (pres. & gen. mgr. and 78% owner of WJIM-TV &

WJIM, Lansing, Mich.); C. Barnes Walbridge, v.p., 10.593% (commercial photographer); Wm. H. Black Jr., secy., 3.178% (attorney); Durwood DuBois, treas., 2.119% (banker); Arthur L. Baker, 5.296% (machine tool mfg.); Robert G. Landers, 5.296% (plastic & rubber coated fabrics mfg., building); Randolph H. Barnard, 5.296% (glass fiber mfg.); John O. Halsted, 5.296% (real estate); George B. Secor, 5.296% (sales rep.); Lynn Troxel, 4.237% (architect); John Duncan Jr., 3.178% (dir. of trade relations, Owens-Ill. Glass Co.); James E. Kirk, 3.178% (real estate); Howard E. Zink, 3.178% (auto seat cover mfg.); Conant M. Ohl, 4.237% (employee benefit plans); Jules D. Lippman, 5.296% (pres. of Tertileather div. of General Tire); 3 others, none owning as much as 1.5%. Counsel, Bingham, Collins, Porter & Kistler; engineer, Carleton Musson, 2820 E. Saginaw, Lansing, Mich. BPCT-1855.

Toledo (Ch. 11)—Citizens Bestg. Co., 611 Huron St. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1043-ft. above ground, 1618-ft. above sea level, lat. 41° 38' 50", long. 83° 17' 26". Transmitter, Sacks & Teachout Rds. Plant, \$726,820; yearly operating, \$627,000. Equipment, GE. Local 12 UAW owns 63.4%; Local 16 UAW, 1.2%; remainder of stock held by several civic groups and other labor unions of Toledo, O. Howard H. Rediger, pres.; Thomas H. Burke, exec. v.p.-secy.; Clem Holewinski, treas. Counsel, Rauh & Levy. BPCT-1720.

Toledo (Ch. 11)—Community Bestg. Co., 709 Madison Ave. (WTOL). 316-kw visual, 189.6-kw aural, 1000-ft. above av. terrain, 1034-ft. above ground, 1614-ft. above sea level, lat. 41° 40' 22", long. 83° 22' 47". Transmitter, Cedar Point R. near Norden Rd., 3-mi. E. of Harbor View. Plant, \$845,383; yearly operating, \$1,033,127. Equipment, RCA. Frazier Reams, pres.-treas., 70% (attorney, ex-Congressman); Morton Neipp, v.p., 10% (attorney); Thomas S. Bretherton, secy., 10% (attorney); Glenn H. Reams, asst. secy., 10% (physician). Counsel, Pierson, Ball & Dowd; consulting engineers, A. D. Ring & Assoc. BPCT-590.

Toledo (Ch. 11)—Great Lakes Bestg. Co., 620 Security Bldg. 316-kw visual, 158-kw aural, 841-ft. above av. terrain, 879-ft. above ground, 1469-ft. above sea level, lat. 41° 37' 20", long. 83° 21' 34.5". Transmitter, Brown Rd., .65-mi. NE of Curtice, O. Plant, \$747,411; yearly operating, \$800,000. Equipment, GE. Arthur W. Reichert, pres., 14.7% (advertising); Seymour N. Siegel, exec. v.p., 7.3%; Wellington F. Roemer, v.p.-treas., 14.7% (insurance); John N. Richards, v.p., 14.7% (architect) Wayne E. Shawaker, v.p.-secy., 14.7% (attorney); Harold Anderson, v.p., 14.7% (grain elevator); Smith L. Ralston, 7.3% (v.p., Owens-Illinois Glass Co.); James M. Acklin, 7.3% (mfr. & distributor of women's apparel); remainder held by 4 others, none owns over 1.5%. Counsel, Cohn & Marks; consulting engineers, Jansky & Bailey Inc. BPCT-1805.

Toledo (Ch. 11)—Maumee Valley Bestg. Co., 902 Toledo Trust Bldg. 288.3-kw visual, 150-kw aural, 1023-ft. above av. terrain, 1055-ft. above ground, 1640-ft. above sea level, lat. 41° 38' 38", long. 83° 21' 14". Transmitter, Cousino Rd. Plant \$766,231; yearly operating, \$709,490. Equipment, GE. Bernard R. Baker II, pres., 4.4%; Robt. L. Ballintyne, v.p., 2.45%; Robert N. Torbet, secy., 2.1%; Wendell V. Gorton, asst. secy.-treas., 2.1%; Hulbert Taft Jr., 4.2%; David G. Taft, 1.4%; Marvin H. Rorick Sr., 4.9%; remainder held by over 30 others, none holding more than 3.5%. Messrs. Hulbert & David Taft also have interest in WKRC-TV, Cincinnati; WTVN-TV, Columbus; WBIR-TV, Knoxville, Tenn. Counsel, Roberts & McInnis; consulting engineers, George C. Davis Consulting Engineers. BPCT-1741.

Toledo (Ch. 11)—Toledo Blade Co., 533 Superior St. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1036-ft. above ground, 1623-ft. above sea level, lat. 41° 38' 37", long. 83° 22' 06". Transmitter, N. Curtice Rd., .5-mi. N of Jerusalem Rd. Plant, \$1,372,000; yearly operating, \$1,028,390. Equipment, GE. Paul Block Jr. first v.p., 33 1/3%; William Block, v.p., 33 1/3%; Dina W. Block, 2%; Grove Patterson, pres. Same interests publish Toledo Blade and Pittsburgh Post-Gazette, latter with 50% of CP for WIIC (Ch. 11), Pittsburgh, and operator of radio WWSW there. Counsel, Segal, Smith & Hennessy; consulting engineers, Page, Cruetz, Steel & Waldschmitt. BPCT-262.

Toledo (Ch. 11)—Unity Corp. Inc., 3225 Arlington. (WTOD). 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1039-ft. above ground, 1629-ft. above sea level, lat. 41° 38' 09", long. 83° 22' 22". Transmitter, Jerusalem Rd. & N. Curtice Rd., 1-mi. N of Curtice, O. Plant, \$619,058; yearly operating, \$916,000. Equipment, DuMont transmitter, RCA antenna. Edward Lamb, pres.-treas., 48%; J. Howard McGrath, exec. v.p.; Stephen A. Mack, v.p., 3.9%; Prudence H. Lamb, 16.6%; Edward Lamb, trustee for Priscilla P. Lamb, 14.5%; Edward Lamb, trustee for Edward H. Lamb, 14.5%. Same interests also own TV station WICU, Erie, Pa., and AM stations WIKK, Erie; WHOO, Orlando, Fla.; publish Erie Dispatch; hold CP for Massillon, O. Counsel, McGrath & Brown; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1609.

Toledo (Ch. 30, educational)—Greater Toledo Educational Television Foundation, Board of Education Bldg., 121 Southard Ave. 16.75-kw visual, 8.37-kw aural, 566-ft. above av. terrain, 599-ft. above ground, 1214-ft. above sea level, lat. 41° 39' 28", long. 83° 36' 55". Transmitter, 2801 W. Bancroft St. Plant, \$146,000; yearly operating, \$72,000. Equipment, RCA. Asa S. Knowles, pres. (pres., U of Toledo); Msgr. Norbert M. Shumaker, v.p. (supt., Roman Catholic Schools, Toledo); E. L. Bowsler, secy. (supt. Toledo Public Schools); W. Clyde Slater, treas. (clerk-treas., Toledo Board of Education). Consulting engineer, A. R. Bitter. BPET-53.

★ YOUNGSTOWN (Ch. 73)—WXTV, Community Telecasting Co., Box 150, Farrell, Pa. CP 11-2-55; 16.6-kw visual, 10-kw aural, 320-ft. above av. terrain, 335-ft. above ground, 1415-ft. above sea level, lat. 41° 02' 57", long. 80° 36' 58". Transmitter, Youngstown-Poland Rd. Plant, \$72,500; yearly operating, \$100,000. Equipment, Continental Electronics transmitter, Gabriel antenna. Sanford A. Schaftz, 50% (owns WFAR, Farrell, Pa.); AM applicant in Lorain, O.); Guy W. Gully, 50% (banker). Counsel, Carl L. Shipley; engineer, Sanford A. Schaftz. BPCT-2015. Starting Date: Unreported.

Youngstown (Ch. 45)—The Jet Bestg. Co., 18th & Ash, Erie, Pa. 196.36-kw visual, 98.64-kw aural, 556-ft. above av. terrain, 642-ft. above ground, 1632-ft. above sea level, lat. 41° 05' 26", long. 80° 36' 56". Transmitter, McCartney Rd. & Blaine Ave. Plant, \$235,000; yearly operating, \$388,800. Equipment, GE.

Myron Jones, pres., 63.5% (licensee of WHOT, Campbell, O.; pres. & majority owner of WJET, Erie; 32% owner of WTV, Titusville, Pa.); William Fleckenstein, v.p.-secy.-treas., 36.5% (gen. mgr. of WHOT; secy.-treas. & 36.5% of WJET). Counsel, Harry J. Daly; consulting engineer, John H. Mullaney.

OKLAHOMA

Elk City (Ch. 8)—Southwest Bestg. Co., Station KASA, Elk City. (KASA). 14.86-kw visual, 7.43-kw aural, 123-ft. above av. terrain, 203-ft. above ground, 2165-ft. above sea level, lat. 35° 25' 28", long. 99° 24' 52". Transmitter, near Randall Ave. & Country Club Blvd., N. of Elk City. Plant, \$55,537; yearly operating, \$70,000. Equipment, DuMont transmitter, Prodellin antenna. Lonnie J. Preston, pres., 60%; Alice H. Preston, 40%. Also licensee of KASA, Elk City and each principal owns 32.83% of KWOE, Clinton, Okla. Counsel, Abe L. Stein; consulting engineer, A. Earl Cullum Jr. BPCT-2243.

Elk City (Ch. 8)—Video Independent Theatres, Inc. Box 1334, Oklahoma City, Okla. 712-kw visual, 356-kw aural, 100-ft. above av. terrain, 148-ft. above ground, 2079-ft. above sea level, lat. 35° 24' 41", long. 99° 24' 27". Transmitter, 111 S. Main St. Plant, \$37,822; yearly operating, \$100,000. Equipment, Sarkes Tarzian transmitter, Prodellin antenna. Henry S. Griffing, pres., 50%; C. F. Motley, v.p., 12%; C. O. Fulgam, v.p., 12%; C. R. Guthrie, secy.-treas., 12%; K. C. Blackledge, 3%; P. E. Cornwell, 3%; Wm. B. Turk, 3%. Applicant is motion picture exhibitor (140 theatres in 48 towns in Okla. & Tex.). Also holds CP for Ch. 9, Hot Springs, Ark. For other interests, see Hot Springs, Ark. Counsel, Spearman & Robertson; consulting engineer, Guy C. Hutcheson. BPCT-2230.

OKLAHOMA CITY (Ch. 25)—KTVQ, Republic Television & Radio Co., Northwest Station, CP 2-11-53; 275-kw visual, 141-kw aural, 460-ft. above av. terrain, 500-ft. above ground, 1690-ft. above sea level, lat. 35° 28' 08", long. 97° 30' 58". Plant, \$142,264; yearly operating, \$51,000. E. A. (Jack) Fariss, 100%; operated by National Affiliated Television Stations. Counsel, McKenna & Wilkinson; consulting engineers, Vandvere, Cohen & Wearn. BPCT-828. [Note: Began operation Oct. 28, 1953 as Oklahoma County Television & Radio Co., headed by John Esau; later was transferred to E. A. Fariss to whom station owed \$100,000; then quit air Dec. 15, 1955, reverting to CP status; see Television Digest, Vol. 11:21, 50-51. Request for extension of CP awaits FCC action.]

★ TULSA (Ch. 11, educational)—KOED-TV, Oklahoma Educational Television Authority, Box 2005 Norman. CP 7-21-54; 75.9-kw visual, 45.7-kw aural, 1270-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level, lat. 36° 11' 26", long. 96° 05' 50". Transmitter, 6.4-mi. WNW of center of Tulsa. Plant, \$233,827; yearly operating, \$31,160. Equipment, RCA. Charles Franklin Spencer, chairman; Rex E. Pettijohn, vice chairman; Dr. J. R. Colvert, secy.-treas. Also operates KETA, Oklahoma City (Ch. 13). Counsel, Cohn & Marks; consulting engineers, George C. Davis Consulting Engineers. BPET-51. Starting Date: Unreported.

★ TULSA (Ch. 17)—KSPG, Arthur R. Olson, Box 2680. CP 2-5-54; 215.2-kw visual, 116.2-kw aural, 864-ft. above av. terrain, 651-ft. above ground, 1669-ft. above sea level, lat. 36° 11' 25", long. 96° 05' 51". Transmitter, 6.4-mi. WNW of Tulsa. Plant, \$701,052; yearly operating, \$300,000. Equipment, GE. Mr. Olson manufactures magnesium & aluminum castings and has oil interests. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineer, Geo. P. Adair Engineering Co. BPCT-1628. Starting Date: Unreported.

TULSA (Ch. 23)—KCEB, Alfred Beck, 2877 E. 35th St. CP 2-25-53; 171-kw visual, 92.3-kw aural, 700-ft. above av. terrain, 491-ft. above ground, 1400-ft. above sea level, lat. 36° 07' 00", long. 96° 01' 28". Transmitter, Lookout Mt. Plant, \$435,126; yearly operating, \$260,000. Equipment, RCA. Alfred Beck, 100% (real estate & oil production). Counsel, Cottone & Scheiner; consulting engineers, Geo. C. Davis Consulting Engineers. BPCT-1392. [Note: Began operating March 13, 1954, but quit air Dec. 25, 1954, reverting to CP status; see Television Digest, Vol. 10:49 & 11:2. Request for extension of CP awaits FCC action.]

OREGON

★ COOS BAY (Ch. 16)—KOOS-TV, KOOS Inc., Hall Bldg. (KOOS-MBS). CP 8-29-56; 20.5-kw visual, 11.6-kw aural, 836-ft. above av. terrain, 503-ft. above ground, 1153-ft. above sea level, lat. 43° 23' 33", long. 124° 09' 42". Plant, \$155,655; yearly operating, \$125,409. Equipment, DuMont transmitter, RCA antenna. Sheldon F. Sackett, pres., 94% (also pres. & principal stockholder of KRWO, Oakland, Cal., and KVAN-TV & KVAN, Vancouver, Wash. (Ch. 21); publisher of Coos Bay Times); Mercedes Prosser Young, v.p., 1% (secy. to Mr. Sackett); Jack Irvine, v.p., 1%; estate of Fred F. Chitty, 5%. Counsel, John P. Hearne, San Francisco; consulting engineers, A. D. Ring & Assoc. BPCT-2052. Starting Date: Unreported.

Corvallis (Ch. 7, educational)—State of Oregon, State Board of Higher Education, Box 5175, Eugene, Ore. 28.8-kw visual, 14.4-kw aural, 1210-ft. above av. terrain, 237-ft. above ground, 1737-ft. above sea level, lat. 44° 38' 19", long. 123° 16' 25". Transmitter, 5-mi. N of Corvallis. Plant, \$180,000; yearly operating, \$100,000. Equipment, RCA. R. E. Kleinsorge, pres.; Henry F. Cabell, v.p.; John R. Richards, chancellor; Earl M. Pallett, secy.; H. A. Bork, comptroller. Counsel, Fisher, Wayland, Duvall & Southmayd; engineer, Grant S. Felkert, Corvallis. BPET-65.

La Grande (Ch. 13)—Robert S. McCaw & W. Donald McCaw tr/as La Grande Television Co., 6533 57th Ave., S. Seattle, Wash. 15.6-kw visual, 9.36-kw aural, 1934-ft. above av. terrain, 69-ft. above ground, 5424-ft. above sea level, lat. 45° 26' 30", long. 117° 53' 36". Transmitter, Mt. Harris, 12-mi. NE of La Grande.

Oregon - Pennsylvania

Plant, \$67,300; yearly operating, \$60,000. Equipment, RCA. Robert S. McCaw, 50% (owns KWIQ, Moses Lake, Wash.); 33½% of electronic distributor and a common carrier company; 13% of Harbor TV Corp., community antenna); W. Donald McCaw, 50% (13% of Harbor TV Corp.; 50% of real estate holdings in Aberdeen, Wash. with Robert S. McCaw). Engineer, J. B. Hatfield, Seattle. BPCT-2251.

Portland—See also Vancouver, Wash.

★ SALEM (Ch. 3)—KSLM-TV, Oregon Radio Inc., Senator Hotel (KSLM-MBS). CP 9-30-53; 5.5-kw visual, 2.75-kw aural, 970-ft. above av. terrain, 224-ft. above ground, 1294-ft. above sea level, lat. 44° 58' 10", long. 123° 08' 14". Transmitter, 4.8-mi. N.W. of Salem. Plant, \$203,907; yearly operating, \$200,000. Equipment, RCA. Glenn E. McCormick, pres., 100%; Lou C. McCormick, secy.-treas.; John W. Kendall, v.p. (attorney). Principals own KYOS, Merced, Cal. and KCOV, Corvallis, Ore. Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineer, Alvin H. Barnard, Portland. BPCT-1180. Starting Date: Unreported.

PENNSYLVANIA

★ ALLENTOWN (Ch. 39)—WQCY, WKAP Inc., Box 689. (WKAP) CP 8-10-53; 263-kw visual, 141-kw aural, 714-ft. above av. terrain, 349-ft. above ground, 1204-ft. above sea level, lat. 40° 35' 53", long. 75° 25' 11". Transmitter, 403 Savercool Ave. Plant, \$331,378; yearly operating, \$240,000. Equipment, GE. N. Joe Rahall, 23.4%; Sam. G. Rahall, 23.4%; Farris E. Rahall, 23.4% (also operates bus line); Deem F. Rahall estate, 23.4%; O. R. Davies, 4.6% (golf course owner). C. Frank Cordaro, 1.8%. Rahall family owns 26% of WCHS-TV, Charleston, W. Va. and controls radios WKAP, WNAE, Norristown, Pa.; WWNH, Beckley, W. Va.; WTSP, St. Petersburg, Fla.; Farris Rahall owns 100% of WFEA, Manchester, N. H. Counsel, Welch, Mott & Morgan; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-1001. Starting Date: Unreported.

★ ALLENTOWN (Ch. 67)—WFMZ-TV, Penn-Allen Bcstg. Co., N. Seventh St. Pike. (WFMZ-FM). CP 7-5-53; 79.4-kw visual, 43.6-kw aural, 970-ft. above av. terrain, 495-ft. above ground, 492-ft. above sea level, lat. 40° 33' 59", long. 75° 28' 03". Transmitter, South Mt., about 3-mi. SSE of Allentown. Plant, \$160,973; yearly operating \$260,000. Equipment, Du Mont transmitter, Gabriel antenna. Raymond F. Kohn, pres., 3.6%; Earl J. Kohn, v.p., 3.3%; Horace W. Gross, 4.2%; Daniel Houck, secy., .02%; Ben Strouse, director, 31.9% (gen. mgr. of WWDC, Wash., D.O.); 21 others, none holding more than 5%. Counsel, Koteen & Burt; consulting engineers, Commercial Radio Equipment Co. BPCT-486. [Note: Began operation Dec. 4, 1954, but quit air April 15, 1955, reverting to CP status; see *Television Digest*, Vol. 11:16. Request for extension of CP awaits FCC action.]

Braddock—See also Irwin, McKeesport, Pittsburgh & Wilkesburg.

Braddock (Ch. 4, allocated to Irwin)—Matta Enterprises, 1223 Braddock Ave. (WLOA). 100-kw visual, 60-kw aural, 989-ft. above av. terrain, 925-ft. above ground, 2047-ft. above sea level, lat. 40° 15' 56", long. 79° 48' 21". Transmitter, 2-mi. SE of Frank. Plant, \$325,000; yearly operating \$522,000. Equipment, RCA. William G. Matta, 50%; G. C. Matta, 50%. General partnership, both engaged in real estate and coal stripping business. Counsel, Scharfeld & Baron; consulting engineers, A. D. Ring & Assoc. BPCT-1467. [Note: Initial decision by examiner Elizabeth C. Smith April 23, 1956 recommended denial of application.]

★ HAZLETON (Ch. 63)—WAZL-TV, Hazleton Television Corp., Hazleton Nat'l Bank Bldg. (WAZL-NBC). CP 12-17-52; 20-kw visual, 10.7-kw aural, 660-ft. above av. terrain, 408-ft. above ground, 2128-ft. above sea level, lat. 40° 58' 24", long. 75° 58' 04". Transmitter, Thirwell Ave. between Mill & East Sts. Plant, \$227,957; yearly operating, \$187,296. Equipment, RCA. Victor C. Diehm, pres., 25%; Hilda M. Deisroth, v.p., 25%; E. H. Witney, v.p., 25%; Geo. M. Chisnell, treas., 25%. Mr. Diehm also has interest in WVDA, Boston. WIDE, Bliddeford, Me., and WHOL, Allentown, Pa. Counsel, Geo. O. Sutton; consulting engineer, James C. McNary. BPCT-481. Starting Date: Unreported.

Irwin—See also Braddock, McKeesport, Pittsburgh, Wilkesburg.

Irwin (Ch. 4)—Irwin Community Television Co., 407 Oak St. 100-kw visual, 50-kw aural, 475-ft. above av. terrain, 310 ft. above ground, 1540-ft. above sea level, lat. 40° 21' 52", long. 79° 48' 49". Transmitter, Foster Rd., N. Versailles Twp., Pa. Plant, \$454,199; yearly operating, \$630,000. Equipment, Federal transmitter, GE antenna. Edward J. Hirschberg, pres., 6% (pres. & gen. mgr. of WEDO, McKeesport, Pa., and gen. mgr. of WEHR, Weirton, W. Va.); Clarence T. Schade, v.p., 10% (auto dealer); H. Clair Altman, treas., 10% (feed stores); George Sowash, secy., .4% (publicity); R. E. Talley, 4% (bank pres.); remainder held by 150 others, none with more than 3%. Counsel, Fisher, Wayland, Duval & Southmayd; co-counsel, Cottone & Scheiner; consulting engineers, Gautney & Jones. BPCT-1742. [Note: Initial decision by examiner Elizabeth C. Smith April 23, 1956 recommended denial of application.]

Irwin (Ch. 4)—Wespen Television Inc., 415 Main St. 100-kw visual, 57-kw aural, 744-ft. above av. terrain, 729-ft. above ground, 1849-ft. above sea level, lat. 40° 19' 04", long. 79° 41' 49". Transmitter, 25-mi. S. of city limits. Plant, \$950,000; yearly operating, \$1,400,000. Equipment, RCA. Scott Fink, pres., 5.681% (attorney); David Fink, secy., 1% (Deputy Attorney General of Pa.); Jerry Fink, v.p., 1% (Office of Gen. Counsel, Secy. of Air Force); John Barclay Jr., treas., 5.681% (banking interest); Barclay-Westmoreland Trust Co., 18.181% (in trust for David & Jerry Fink); remainder held by 21 others, all prominent western Pennsylvania residents, none with as much as 5%. Counsel, Haley, Doty & Wollenberg; consulting engineers, George P. Adair Engineering Co. BPCT-1732. [Note: Initial decision by examiner Elizabeth C. Smith April 23, 1956 recommended denial of application.]

★ LANCASTER (Ch. 21)—WLAN-TV, Peoples Bcstg. Co., 252 N. Queen St. (WLAN-ABC). CP 11-8-56; 17-kw visual, 9.12-kw aural, 360-ft. above av. terrain, 393-ft. above ground, 773-ft. above sea level, lat. 40° 01' 11", long. 76° 18' 39". Transmitter, on Gypsy Hill Rd., 2.4-mi. SE of Lancaster. Plant, \$75,276; yearly operating, \$80,000. Equipment, RCA. F. H. Altdoerffer, pres., 81% (secy. & 51% of WKOP, Binghamton, N.Y.); 25% of contracting firm; pres. & 60.7% of Lancaster Electric Co.); Barbara E. Altdoerffer, v.p., 12%; Samuel M. Altdoerffer, secy.-treas., 7% (dir., Lancaster Electric). Peoples Bcstg. Co. also owns 34.7% of Conestoga Pub. Co. (printing firm). Counsel, Stephen Tuhy Jr.; consulting engineers, Commercial Radio Equipment Co. BPCT-2189. Starting Date: Unreported.

★ LEBANON (Ch. 15)—WLRB-TV, Lebanon TV Corp., 8th & Cumberland Sts. (WLRB). CP 6-26-53; 129-kw visual, 89.2-kw aural, 880-ft. above av. terrain, 572-ft. above ground, 1472-ft. above sea level, lat. 40° 15' 49", long. 76° 27' 42". Transmitter, Television Hill, approx. 5.7-mi. SSE of Lebanon. Plant, \$211,000; yearly operating, \$98,000. Equipment, RCA. Lebanon Bcstg. Co. (WLRB), 52%; Lebanon News Publishing Co., 37.78% (publisher of *Lebanon News*); Lester P. Etter, pres.; Jack Schropp, v.p.; H. Raymond Stadlem, treas.; Eugene Silverstein, secy.; Joseph Sansone, asst. treas.; Julian F. Skinnell, director, 4.26%; David S. Etter, 4.26% Leonard Savage, 2%, Messrs. L. P. Etter, Stadlem & Silverstein each owns 1/3 of Lebanon Bcstg. Co. Mr. Schropp is business mgr. & Mr. Sansone is gen. mgr. of *Lebanon News*. Counsel, Miller & Schroeder; engineers, A. D. Ring & Assoc. BPCT-1011. [Note: Began operating Oct. 9, 1953, but quit the air Oct. 16, 1954, reverting to CP status; see *Television Digest*, Vol. 10:42 & 11:14. Request for extension of CP awaits FCC action. Sale to Tri-angle Publications (WFIL-TV), approved by FCC Nov. 2, 1955; effective date of approval postponed for hearings which began Feb. 29, 1956 on protests by WHP-TV, WTPA, WCMB-TV, all Harrisburg, and WHUM-TV, Reading; Vol. 11:27, 31, 45, 53. Initial decision by examiner J. D. Bond Aug. 24, 1956, recommended affirming transfer previously approved by FCC.]

Lock Haven (Ch. 32)—Lock Haven Bcstg. Corp. 132½ E. Main St. (WBPZ-MBS). 21.9-kw max. and 20.1-kw horizontal visual, 11.9-kw max. and 10.9-kw horizontal aural, 297-ft. above av. terrain, 148-ft. above ground, 1426-ft. above sea level, lat. 41° 08' 50", long. 77° 29' 16". Transmitter, Glen Rd., 2.5-mi. WNW of Lock Haven. Plant \$35,675; yearly operating, \$48,000. Equipment RCA. Applicant will be satellite of WILK-TV, Wilkes-Barre. Same ownership as WBPZ, Lock Haven. Donald C. Welch, pres., 10%; Thomas Caprio, v.p., 10%; Harry Shaffer, v.p., .05%; Paul Breon, treas., .03%; Harris Tizep, secy.-mgr., .66%; John R. Turner, dir., 10%; G. F. Wagner Sr., dir., 3%; Rebecca Gross, 5%; Mrs. W. C. Halter, 10%; Conrad W. Keller, 5%; A. H. Lipetz, 10%; W. T. Piper Jr., 10%; T. V. Weid, 10%. BPCT-2139.

McKeesport—See also Braddock, Irwin, Pittsburgh, Wilkesburg.

McKeesport (Ch. 4, allocated to Irwin, Pa.)—Television City Inc., 2900 Grant Bldg., Pittsburgh, Pa. 100-kw visual, 50.1-kw aural, 485-ft. above av. terrain, 280-ft. above ground, 1550-ft. above sea level, lat. 40° 21' 45", long. 79° 49' 00". Transmitter, McKeesport, Pa. Plant, \$1,627,678; yearly operating, \$1,934,400. Equipment, RCA. Earl F. Reed, pres., 15%; Irwin D. Wolf, trust, 19.7%; Gunnar O. Wig, exec. v.p., 1.3%; Lee W. Eckels, secy.-treas., .8%; Dora Belle Reed, 16.7%; Martha K. Wolf, 12.5%; 17 other stockholders, none owns as much as 5%. All stock is in voting trust with Earl F. Reed & Irwin D. Wolf, voting trustees. Ownership is substantially same as for radio KQV, Pittsburgh. Counsel, Geo. Sutton and Pierson, Ball & Dowd; consulting engineers, Lohnes & Culver. BPCT-147. [Note: Initial decision by examiner Elizabeth C. Smith April 23, 1956 recommended grant of application.]

★ NEW CASTLE (Ch. 45)—WKST-TV, WKST Inc., Cathedral Bldg., E. Lincoln Ave. CP 9-4-52; 17.8-kw visual, 9.55-kw aural, 570-ft. above av. terrain, 218-ft. above ground, 1608-ft. above sea level, lat. 40° 57' 15", long. 80° 19' 03". Transmitter, Old Pittsburgh & Savannah Center Church Rds., 3½-mi. SW of New Castle. Estimated plant cost, \$152,623; yearly operating, \$111,836. Equipment, RCA. S. W. Townsend, pres. & treas., 38%; Wanda E. Townsend, v.p., 36%; A. W. Graham, secy., 7.2%; Charles H. Johnson Jr., 18.8%. Counsel, Robert F. Jones; consulting engineers, Lohnes & Culver. BPCT-985. [Note: Began operating April 4, 1953, but quit air Jan. 14, 1955, reverting to CP status; see *Television Digest*, Vol. 11:2. Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.]

Philadelphia—See also Camden, N. J.

★ PHILADELPHIA (Ch. 23)—WPHD, Herbert Mayer d/b as Ajax Enterprises, Box 376, Greenwich, Conn. CP 9-28-55; 537-kw visual, 288-kw aural, 338-ft. above av. terrain, 299-ft. above ground, 599-ft. above sea level, lat. 40° 00' 15", long. 75° 17' 07". Transmitter, Lancaster Pike opposite intersection of Church St. Plant, \$414,100; yearly operating, \$500,000. Equipment, RCA. Herbert Mayer, 100% (magnet wire mfr.; nursery owner). Also holds CP for WHMB, Boston. Counsel, Martin W. Kramer, N.Y.; consulting engineer, Thomas B. Friedman, N.Y. BPCT-2008. Starting Date: Unreported.

★ PHILADELPHIA (Ch. 29)—WSES, Philadelphia Bcstg. Co. Inc., Western Savings Fund Bldg. CP 3-25-56; 219-kw visual, 117-kw aural 546-ft. above av. terrain, 630-ft. above ground, 670-ft. above sea level, lat. 39° 57' 04", long. 75° 10' 08". Transmitter, 17th & Sansom Sts. Plant \$445,000; yearly operating, \$520,000. Equipment, RCA. William L. Jones, pres., 57 1/7% (coal production & sales) Isadore B. Sley, treas., 28 4/7% (parking lots & garages) Murray Borkon, v.p., 14 2/7% (pres. & 50% of Community TV Systems Inc., community antenna construction & operating firm); Rita Simister, secy. Counsel Welch, Mott & Morgan; consulting engineers, Jansky & Bailey Inc. BPCT-1966. Starting Date: Unreported.

Pittsburgh—See also Braddock, Irwin, McKeesport, Wilkesburg.

★ PITTSBURGH (Ch. 11)—WHIC, WWSW Inc., Hotel Sheraton. CP 7-20-55; 286-kw visual, 143-kw aural, 855-ft. above av. terrain, 700-ft. above ground, 1900-ft. above sea level, lat. 40° 27' 47", long. 80° 00' 17". Transmitter, 341 Rising Main St. Plant,

\$547,000; yearly operating, \$620,000. Equipment, RCA transmitter, GE antenna. Owned 100% by P.G. Publishing Co., publisher of *Pittsburgh Post-Gazette*. Oscar M. Schloss, president of WWSW Inc. Same interests also publish *Toledo Blade* and are TV applicants for Toledo. Merger agreement with owners of WJAS will give them 50% of WIOG, with WJAS to be sold. WJAS interests also control WHJB, Greensburg, Pa. Counsel, Segal, Smith & Hennessey. Consulting engineer, Henry R. Kaiser, Pittsburgh. BPCT-254. [Note: Record reopened and designated for further hearing with protestant WENS made party to proceeding. Initial decision by examiner Hugh B. Hutchison July 3, 1956 affirmed grant of CP and request for modification to increase power & height.] Rep: Blair. Starting Date: Unreported.

★ **PITTSBURGH (Ch. 47)**—WTVQ, Golden Triangle Television Corp., 380 W. First St., Dayton, O. CP 12-23-52; 230-kw visual, 120-kw aural, 490-ft. above av. terrain, 430-ft. above ground, 1530-ft. above sea level, lat. 40° 25' 52", long. 80° 00' 25". Transmitter, Shiloh St. bounded by Grandview Ave., Wyoming Ave. and Sycamore St. at old KQV-FM site. Plant, \$259,800; yearly operating, approx. \$200,000. Equipment, GE. Equal partnership, Loren Berry & Ronald B. Woodyard; have interest in WIFE(TV) Dayton, which went off air March 13, 1954 & reverted to CP status. Mr. Berry also has 20.5% interest in WEOL, Elyria, O., TV grantee. Note: Transfer of ownership to Ed Lamb pending FCC approval; see *Television Digest*, Vol. 9:30. Counsel, Fly, Shuebruk, Blume & Gaguine. Consulting engineer, John H. Mullaney. BPCT-1417. Starting Date: Unreported.

★ **PITTSBURGH (Ch. 53)**—WKJF-TV, Agnes J. Reeves Greer, 1715 Grandview Ave. (WKJF) CP 1-7-53; 174-kw horizontal and 230-kw maximum visual, 93.3-kw horizontal and 124-kw maximum aural, using 7° electrical beam tilt, 530-ft. above av. terrain, 426-ft. above ground, 1586-ft. above sea level, lat. 40° 26' 28", long. 80° 01' 34". Transmitter, 1715 Grandview Ave. Equipment, RCA. Mrs. Greer owns steel plant & coal mine; controls *Morgantown Dominion News*; controls stations WAJR & WAJR-FM, Morgantown; WJER, Dover, O. Counsel, Dow, Lohnes & Albertson; consulting engineer, Vandivere, Cohen, & Wearn BPCT-1384. [Note: Began operating July 14, 1953, but quit the air July 2, 1954, reverting to CP status; see *Television Digest*, Vol. 10:19. Request for extension of CP awaits FCC action.]

★ **READING (Ch. 33)**—WEEU-TV, Hawley Broadcasting Co., 433 Penn St. (WEEU-ABC) CP 9-3-52; 167-kw visual, 87-kw aural, 1036-ft. above av. terrain, 408-ft. above ground, 1508-ft. above sea level, lat. 40° 21' 08", long. 75° 53' 55". Transmitter, Skyline Dr. on Mt. Penn. Plant, \$440,922; yearly operating, \$200,000. Equip. GE. Reading Eagle Co. publisher of *Reading Eagle*, 99%; Hawley Quiter, chairman & treas.; Wm. J. Rohn, pres.; K. Richard Creitz, gen. mgr.; H. F. Flippin, secy. Counsel, Cohn & Marks; consulting engineers, Commercial Radio Equipment Co. BPCT-239. [Note: Began operating April 9, 1953, but quit the air June 30, 1955, reverting to CP status; see *Television Digest*, Vol. 11:27. Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.]

★ **READING (Ch. 61)**—WHUM-TV, Eastern Radio Corp., Berkshire Hotel (WHUM-CBS) CP 9-3-52; 260-kw visual, 135-kw aural, 1784-ft. above av. terrain, 1036-ft. above ground, 2688-ft. above sea level, lat. 40° 31' 36", long. 76° 13' 30". Transmitter, Route 83, Summit Station, Blue Mountain, Pa. Plant, \$614,339; yearly operating, \$570,000. Equipment, GE. Voting trust controls 61.003% of stock owned by 35 stockholders with following voting trustees: Jessie P. Greig, J. Turner Moore Jr., Frank L. Hornberger, Arthur W. Helm and Elmer Gray. Remainder of stock is held by Humbolt J. Greig (38.2%) and others (.797%). Counsel, Arnold, Fortas & Porter; consulting engineer, A. Earl Cullum Jr. BPCT-268. [Note: Began operating Feb. 22, 1953, but quit the air Sept. 6, 1956, reverting to CP status; see *Television Digest*, Vol. 12:36-7. Request for extension of CP awaits FCC action.]

★ **SCRANTON (Ch. 44)**—WTVU, The Appalachian Co. Inc., Hotel Jermyn. CP 8-13-52; 13.2-kw visual, 7.08-kw aural, 1280-ft. above av. terrain, 371-kw above ground, 2447-ft. above sea level, lat. 41° 26' 09", long. 75° 43' 45". Transmitter, Television Hill, West Mt. Plant, \$138,800; yearly operating, \$180,000. Equipment, Federal transmitter, Workshop Assoc. antenna. Frank J. Collins, pres., 50%; Jane O. Collins, treas., 50%. Counsel, Kreiger & Jorgensen; consulting engineer, John H. Mullaney. BPCT-506. [Note: Began operating Aug. 17, 1953 on Ch. 73, but left air to convert to Ch. 44 and failed to resume operation and reverted to CP status; see *Television Digest*, Vol. 11:26, 53. Request for extension of CP awaits FCC action.]

★ **SUNBURY (Ch. 38)**—WKOK-TV, Sunbury Bestg. Corp., 1150 N. Front St. (WKOK-CBS) CP 2-9-55; 12.9-kw maximum and 6.92-kw horizontal visual, 6.45-kw maximum and 3.45-kw horizontal aural, 880-ft. above av. terrain, 341-ft. above ground, 1683-ft. above sea level, lat. 40° 47' 07", long. 76° 41' 53". Transmitter, 7-mi. SE of Sunbury on Rt. 890. Plant, \$82,000; yearly operating, \$196,000. Equipment, GE. Harry H. Haddon, pres. 37.5%; Basse A. Beck, treas., 45.5%; George S. Beck estate, 8%; Mrs. Leon B. Moyer, 8%; Homer R. Smith, secy., 1%. Also publish *Sunbury Daily Item*. Counsel, Dow, Lohnes & Albertson; consulting engineers, George C. Davis Consulting Engineers. BPCT-1934. Starting Date: Unreported.

Wilksburg—See also Braddock, Irwin, McKeesport, Pittsburgh.

Wilksburg (Ch. 4, allocated to Irwin)—WCAE Inc., 550 Grant St., Pittsburgh (WCAE). 100-kw visual, 50-kw aural, 991-ft. above av. terrain, 927-ft. above ground, 2049-ft. above sea level, lat. 40° 15' 55", long. 79° 46' 18". Transmitter, Suterville-Rilton Rd. Plant, \$2,456,900; yearly operating, \$1,608,767. Equipment, RCA. Leonard Kapner, pres. Owned 100% by Hearst Publishing Co., publisher of *Pittsburgh Sun-Telegraph*. Other Hearst newspapers are: *Detroit Times*, *Los Angeles Examiner* and *Herald Express*, *San Francisco Examiner* and *Call-Bulletin*, *Seattle Post-Intelligencer*, *San Antonio Light*, *Baltimore News-Post*, *New York Journal-American* and *Mirror*, *Albany (N.Y.) Times Union*, *Boston Record* and *American*, *Milwaukee Sen-*

tinel. Hearst also owns WBAL-TV & WBAL, Baltimore and WISN-TV & WISN, Milwaukee. Counsel Dempsey & Koplovitz; consulting engineer, A. Earl Cullum Jr. BPCT-293. Note: Initial decision by examiner Elizabeth C. Smith April 23, 1956 recommended denial of application.]

★ **WILLIAMSPORT (Ch. 36)**—WRAK-TV, WRAK, Inc. 1559-1561 West 4th St. (WRAK-NBC) CP 11-12-52; 21-kw visual, 10.5-kw aural, 1280-ft. above av. terrain, 242-ft. above ground, 2132-ft. above sea level, lat. 41° 11' 21", long. 76° 58' 53". Transmitter, North White Deer Ridge Rd. Plant, \$137,000; yearly operating, \$120,000. Equipment, RCA. George E. Joy, pres., 9.9%; Margaretta T. Steele, v.p., 41.9%; Anne Steele Joy, secy., 20%; Mary S. Talley, 28.4% (in trust). Counsel, Spearman & Roberson; consulting engineer, George C. Davis Consulting Engineers. BPCT-521. Starting Date: Unreported. [Note: Sale to owners of WGAL-TV, Lancaster, Pa., approved 2-8-57; see *Television Digest*, Vol. 12:39 & 13:6.]

RHODE ISLAND

★ **PROVIDENCE (Ch. 16)**—WNET, Channel 16 of Rhode Island Inc., Box 1533. CP 4-8-53; 214-kw visual, 128-kw aural, 510-ft. above av. terrain, 473-ft. above ground, 650-ft. above sea level, lat. 41° 52' 13", long. 71° 17' 47". Transmitter, Pine & Walker Sts. Rehoboth, Mass. Plant, \$291,800; yearly operating, \$275,000. Equipment, RCA. Harold C. Arcaro, pres., 33.04% (attorney); Samuel Hamin, v.p., 33.04% (jewelry mfr.); John Dunne, v.p., 33.04% (auto dealer); TV Associates of R.I. Inc., 36%. Counsel, Cottone & Scheiner; consulting engineers, George C. Davis Consulting Engineers. BPCT-1597. [Note: Began operating March 23, 1954 with 22-kw visual, 11-kw aural ERP, but quit the air July 10, 1955, reverting to CP status; see *Television Digest*, Vol. 11:28. Request for extension of CP awaits FCC action.]

★ **PROVIDENCE (Ch. 22, educational)**—Board of Education, State of Rhode Island and Providence Plantations, 205 Benefit St. 250.2-kw visual, 131.2-kw aural, 406-ft. above av. terrain, 340-ft. above ground, 632-ft. above sea level, lat. 41° 48' 12", long. 71° 28' 24". Transmitter, Neutaconkanut Hill near Hwy. 14. Plant, \$300,000; yearly operating, \$100,000. Equipment, GE. Dr. Michael F. Walsh, commissioner of education. Counsel, Krieger & Jorgensen; consulting engineers, George P. Adair Engineering Co. BPCT-41.

SOUTH CAROLINA

★ **CAMDEN (Ch. 14)**—WACA-TV, Camden Bestg. Corp., Camden (WACA). CP 6-5-53; 78-kw visual, 45-kw aural, 550-ft. above av. terrain, 579-ft. above ground, 823-ft. above sea level, lat. 34° 13' 36", long. 80° 40' 45". Transmitter, U. S. Hwy. 1.4-mi. SW of Camden at junction of State Hwy. 213. Plant, \$151,400; yearly operating, \$75,000. Equipment, DuMont transmitter, RCA antenna. Haywood S. Bowden, pres., 30.9%; Woodrow R. Bowden, 15%; Thomas J. Richards, v.p.-treas., 2%; Harold W. Funderburk, secy., 8% (att.); 23 others, none holding more than 3%. Counsel, A. L. Stein; consulting engineer, Wm. E. Benns Jr. BPCT-1544. Starting Date: Unreported.

★ **GREENVILLE (Ch. 23)**—WGVJ, Greenville Television Co., Calhoun Towers. CP 1-22-53; 17-kw visual, 8.51-kw aural, 1130-ft. above av. terrain, 131-ft. above ground, 2166-ft. above sea level, lat. 34° 56' 26", long. 82° 24' 34". Transmitter, Paris Mt. Plant, \$177,991; yearly operating, \$200,000. Equipment, RCA. R. M. Caine, 41% (real estate); Edgar M. Norris, 7% (investment securities); Lewis Village, 5%; Vivian M. Manning, 5% (stockbroker); Hugh K. Alken, 5% (paint mfr.); Calvin F. Teague, 3% (real estate); Burnet R. Maybank, 5% (attorney & State Representative); Ben K. McKinnon, 2%; J. I. Converse, 3%. Counsel, Fisher-Wayland, Duvall & Southmayd; consulting engineers, Frank H. McIntosh & Assoc. BPCT-1354. [Note: Began operating July 15, 1953, but quit the air April 29, 1956, reverting to CP status; see *Television Digest*, Vol. 12:17. License expires Dec. 1, 1957.]

SOUTH DAKOTA

★ **ABERDEEN (Ch. 9)**—KDHS, Joseph E., Wm. D. & F. F. McNaughton, a partnership d/b as Aberdeen Television Co., Aberdeen. CP 8-29-56; 1.58-kw visual, 794-kw aural, 204-ft. above av. terrain, 220-ft. above ground, 1540-ft. above sea level, lat. 45° 28' 30", long. 98° 30' 41". Transmitter, 1-mi. W of city limits on 8th Ave. Plant, \$83,433; yearly operating, \$64,500. Equipment, Gates transmitter, Prodelin antenna. Joseph E. McNaughton, 64% (pres. & 25% of *Effingham Daily News*, Effingham, Ill.; 31% of WRMN, Elgin, Ill.; pres. & 60% of WCRA, Effingham; pres. & 49% of KXGI, Fort Madison, Ia.; 10% of *Pekin Daily Times*; 10% of *Effingham News*; 23% (19% of *Pekin Daily Times*; 10% of *Effingham News*; 19% of WRMN; v.p. & 28% of KXGI); F. F. McNaughton, 13% (publisher of *Pekin Times*; v.p. of Sun Publishing Co., Yuma, Ariz.; v.p. of *Effingham News*; v.p. & 19% of WCRA). Ownership interlocks with Ch. 69 applicant for Pekin, Ill. Counsel, Harry J. Daly; consulting engineer, Ralph J. Bitzer, St. Louis. BPCT-2152. Starting Date: Unreported.

★ **DEADWOOD (Ch. 5)**—KDSJ-TV, John, Eli & Harry Daniels d/b as The Heart of The Black Hills Stations, Deadwood, S. D. (KDSJ). CP 8-6-56; 1.22-kw visual, 735-kw aural, 570-ft. above av. terrain, 165-ft. above ground, 5453-ft. above sea level, lat. 44° 22' 39", long. 103° 42' 48". Transmitter, near White Rocks. Plant, \$52,993; yearly operating, \$78,000. Equipment, Gates transmitter, RCA antenna. General partnership with each partner owning 33 1/3%. Also own KRSD, Rapid City, Ch. 7 grantee, and KDSJ, Deadwood. Counsel, A. L. Stein. BPCT-2040. Starting Date: Unreported.

★ **RAPID CITY (Ch. 7)**—KRSD-TV, John, Eli & Harry Daniels d/b as The Heart of The Black Hills Stations, Box 609, (KRSD). CP 12-19-56; .534-kw visual, 267-kw aural, 530-ft. above av. terrain, 390-ft. above ground, 4170-ft. above sea level, lat. 44° 04' 17", long. 103° 15' 07". Transmitter, on Skyline Dr. Plant, \$58,757; yearly operating, \$96,000. Equipment, Adler transmitter, Prodelin antenna. General partnership. Also own grantee KDSJ-TV, Deadwood, S. D. & KDSJ, and KRSD, Rapid City. BPCT-2222. Starting Date (as reported): "Summer of 1957."

South Dakota-Texas

★ **RELIANCE (Ch. 6)**—KPLO, Midcontinent Bestg. Co., Phillips Ave. at 8th St., Sioux Falls, S. D. CP 12-19-56; 53.7-kw visual, 31.6-kw aural, 1110-ft. above av. terrain, 711-ft. above ground, 2883-ft. above sea level, lat. 43° 57' 55", long. 99° 36' 11". Transmitter, Medicine Butte, 6-mi. N of Reliance. Plant, \$224,100; yearly operating, \$90,000. Applicant is licensee of KELO and permittee of KELO-TV, Sioux Falls and KDLO-TV, Florence, S. D. Joseph D. Floyd, pres., 33½% (33½% of WLOL, Minneapolis, 25½% of motor company in Compton, Cal.); N. L. Benton, v.p., 33½% (33½% of WLOL; real estate); Edmond R. Ruben, secy.-treas., 33½% (theatre operator in Minn., S. D. & N. D.; real estate; 16½% of WLOL). Counsel, Dow, Lohnes & Albertson; consulting engineers, A. D. Ring & Assoc. BPCT-2229. Starting Date: Spring of 1957.

Sioux Falls (Ch. 13)—KSOO Inc., 317 S. Phillips Ave. (KSOO-ABC). 28.97-kw visual, 17.38-kw aural, 540-ft. above av. terrain, 497-ft. above ground, 1977-ft. above sea level, lat. 43° 32' 18", long. 96° 33' 15". Transmitter, 5-mi. SE of Sioux Falls. Plant, \$197,857; yearly operating, \$150,000. Equipment, RCA. Morton H. Henkin, pres., 50%; Ruth Henkin Hahn, 49.3%; George R. Hahn, v.p., 6%. Counsel, Segal, Smith & Hennessey; consulting engineers, George C. Davis Consulting Engineers. BPCT-2195.

Sioux Falls (Ch. 13)—Video Independent Theatres Inc., 11 N. Lee Ave., Oklahoma City, Okla. 552-kw visual, 276-kw aural, 471-ft. above av. terrain, 400-ft. above ground, 1905-ft. above sea level, lat. 43° 30' 03", long. 96° 43' 24". Transmitter, E. 57th St. near U.S. Hwy. 77. Plant, \$41,009; yearly operating, \$100,000. Equipment, Sarkes Tarzian transmitter, Prodelin antenna. Henry S. Griffing, pres., 50%; C. F. Motley, v.p., 12%; C. O. Fulgham, v.p., 12%; C. R. Guthrie, secy.-treas., 12%; K. C. Blackledge, 3%; P. E. Cornwell, 3%; Wm. B. Turk, 3%. Applicant is motion picture exhibitor (140 theatres in 48 towns in Okla. & Texas). Also holds CP for Ch. 9, Hot Springs, Ark. For other interests, see Hot Springs, Ark. Counsel, Spearman & Roberson; consulting engineer, Guy C. Hutcheson. BPCT-2188.

TENNESSEE

† Nashville (Ch. 2, educational)—Nashville Educational Television Foundation, c/o Dr. Rudolph A. Light, Vanderbilt Univ. Hospital, 12-kw visual, 6-kw aural, 266-ft. above av. terrain, 124-ft. above ground, 848-ft. above sea level, lat. 36° 08' 17.280", long. 86° 48' 58.702". Transmitter, Love Circle. Plant, \$19,956; yearly operating, \$100,000. Equipment, not specified. Dr. Rudolph A. Light, pres. Counsel, Murphy, Dulker, Smith & Burwell; engineer, Wm. A. Hill, Station WSM, Nashville, BPET-31.

TEXAS

★ **ALPINE (Ch. 12)**—KAMT-TV, O. L. Nelms d/b as Alpine Television Co., 911 St. Joseph St., Dorchester Apts., Dallas, Tex. CP 8-29-56; 59-kw visual, 295-kw aural, minus 166-ft. above av. terrain, 200-ft. above ground, 4700-ft. above sea level, lat. 30° 21' 51", long. 103° 39' 27". Transmitter, SE corner of N. Harrison & Avenue E. Plant, \$39,950; yearly operating, \$54,750. Equipment, Dage transmitter, Prodelin antenna. O. L. Nelms, 100% (real estate). Also holds CPs for Flagstaff, Ariz. & Brownwood, Tex and is applicant for Victoria, Tex. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Electronics Corp., Dallas. BPCT-2124. Starting Date: Unreported.

Amarillo (Ch. 7)—Kenyon Brown, Box 420, Wichita Falls, Tex. 49.3-kw visual, 26.5-kw aural, 655-ft. above av. terrain, 674-ft. above ground, 4144-ft. above sea level, lat. 35° 18' 27", long. 101° 51' 03". Transmitter, 3.9-mi. N of city limits. Plant, \$202,500; yearly operating, \$275,000. Equipment, GE. Kenyon Brown, 100%. Pres. & 25% of KFEG-TV & KFEG, St. Joseph, Mo.; owns 49% of KBYE, Okla. City, Okla., KANS, Wichita, Kans.; 100% of KWFT, Wichita Falls, Tex., and KLYN, Amarillo; owns advertising-consulting business in TV-radio field; pres. of Vitapix Corp.; 33½% owner of Quality Films Inc., film distributors; pres. & majority owner of advertising business; 100% owner of frozen food & freezer business; owns 6.66% common and 20% pfd. stock of Detroit Tigers baseball team. Counsel, Dow, Lohnes & Albertson; consulting engineer, J. Wesley Koch, St. Joseph, Mo. BPCT-2275.

Amarillo (Ch. 7)—Southwest States Inc., 1301 Polk St. 46-kw visual, 23-kw aural, 537-ft. above av. terrain, 830-ft. above ground, 4295-ft. above sea level, lat. 35° 18' 55.137", long. 101° 50' 03.028". Transmitter, US Hwy. 287, 5-mi. N of city limits. Plant, \$167,500; yearly operating, \$388,030. Equipment, RCA. John L. McCarty, chairman (pres. & 20% owner of Estate Development Corp.); Murry Woroner, pres., 20% (commercial mgr. & 2.66% of KAMQ, Amarillo; formerly with KFPA); Robert D. Houck, secy.-treas., 20% (gen. mgr. & 47% of KAMQ; also 50% of Amarillo cab co. & 25% of Lubbock soft drink plant); George A. Oliver, director, 20% (sales mgr. & 1.33% of KAMQ; ex-KFDA); Hoyt Houck, director, 20% (pres. & 47% of KAMQ; holds same amounts of cab & soft drink firms as brother Robert); Estate Development Corp., 20% (land development; investments). Counsel, Plerson, Ball & Dowd; consulting engineers, Page, Creutz, Steel & Waldschmitt Inc. BPCT-2199.

Beaumont—See also Port Arthur.

★ **BEAUMONT (Ch. 31)**—KBMT, Television Bestrs. Inc., Box 1192, CP 12-3-52; 224-kw visual, 117-kw aural, 460-ft. above av. terrain, 484-ft. above ground, 500-ft. above sea level, lat. 30° 06' 50", long. 94° 01' 44". Transmitter, U. S. Hwy. 90, between Vidor and Beaumont. Plant, \$275,000; yearly operating, \$105,000. Equipment, GE. Randolph C. Reed, pres., 50% (wholesale appliances & oil producer); N. D. Williams, secy., 50% (lumberman & oil producer). Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, Frank H. McIntosh & Assoc. BPCT-1099. [Note: Began operating April 9, 1954, but quit the air temporarily Aug. 1, 1956, reverting to CP status; see *Television Digest*, Vol. 12:30. Request for extension of CP awaits FCC action.]

★ **BROWNWOOD (Ch. 19)**—KNBT-TV, Brownwood Television Co., 911 St. Joseph St., Dorchester Apts., Dallas, Tex. CP 6-6-56; 645-kw visual, 323-kw aural, 160-ft. above av. terrain, 310-ft. above ground, 1330-ft. above sea level, lat. 31° 42' 20.5", long. 98° 59' 28". Transmitter, Brady & Tenth St. Plant, \$67,635; yearly operating \$84,000. Equipment, Continental Electronics transmitter, Electron Labs antenna. O. L. Nelms, 100% (airport owner; real estate; nightclub owner). Also holds CPs for Flagstaff, Ariz. & Alpine, Tex. and is applicant for Victoria, Tex. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Electronics Corp., Dallas. BPCT-2090. Starting Date: Unreported.

★ **BRYAN (Ch. 3)**—KBTX-TV, Brazos Bestg. Co. Box 746, CP 11-8-56; 60.3-kw visual, 30.2-kw aural, 410-ft. above av. terrain, 427-ft. above ground, 709-ft. above sea level, lat. 30° 38' 39", long. 96° 19' 46". Transmitter, 29th St., approx. 1.5-mi. S of Villa Maria Rd. Plant, \$92,956; yearly operating, \$184,000. Equipment, RCA. W. C. Mitchell, pres., 10% (insurance); Frank Seale, v.p., 10% (rancher); John M. Lawrence III, secy.-treas., 5% (attorney, owns title abstract firm); Brazos A. Varisco, director, 10% (farmer, also part owner of lumber yard, cotton & alfalfa processing plants); M. N. Bostick, 10% (mgr. & 9% owner of KWTX-TV, Waco); KWTX Bestg. Co., 50%. Following board members represent KWTX: W. W. Naman, W. W. Callan, Thomas Stripling, Robert E. Levy, J. C. Kellam. Consulting engineer, A. Earl Cullum Jr. BPCT-2210. Rep: Raymer. Starting Date (as reported): Plans operation as semi-satellite of KWTX-TV, Waco, Tex., in May, 1957.

Denton (Ch. 17)—Don Shepherd tr/as Denton Telecasting Co., Box 1122, Houston, Tex. 25-kw visual, 079-kw aural, 364-ft. above av. terrain, 210-ft. above ground, 840-ft. above sea level, lat. 33° 12' 52.5", long. 97° 07' 38". Transmitter, 331 E. Hickory St. Plant, \$67,635; yearly operating, \$84,000. Equipment, Adler transmitter, Prodelin antenna. Don Shepherd, 100% (oil properties & investments). Counsel, McKenna & Wilkinson; consulting engineers, Commercial Electronics Corp., Dallas. BPCT-2137.

★ **HOUSTON (Ch. 29)**—KXYZ-TV, Shamrock Bestg. Co., Gulf Bldg. (KXYZ-ABC), CP 6-17-53; 1000-kw visual, 500-kw aural; 670-ft. above av. terrain, 699-ft. above ground, 748-ft. above sea level, lat. 29° 42' 53", long. 95° 20' 54". Transmitter, Cullen Blvd., S. of Wheeler Ave. Plant, \$581,640; yearly operating, \$400,000. Equipment, GE. Glenn E. McCarthy (oilman), pres., 86½%; 7 stockholders, none holding more than 5%. Counsel, McKenna & Wilkinson; consulting engineers, Lohnes & Culver. BPCT-319. Starting Date: Unreported.

HOUSTON (Ch. 39)—KNUZ-TV, KNUZ Television Co., Box 2631 (KNUZ), CP 1-7-53; 89-kw visual, 50-kw aural, 680-ft. above av. terrain, 700-ft. above ground, 749-ft. above sea level, lat. 29° 42' 52", long. 95° 20' 52". Transmitter, Texas Television Center, Cullen Blvd. Plant, \$347,679; yearly operating \$360,379. Equipment, DuMont. Max H. Jacobs, pres., 40%; Irving M. Shienker, v.p. & treas., 40%; David H. Morris, v.p., 5%; Bailey A. Swenson, secy., 5%; Leon Green, asst. secy., 5%; Douglas B. Hicks, asst. treas., 5%. Messrs. Jacobs, Hicks, Swenson & Green own KNUZ. Counsel, Cohn & Marks; engineers, L. H. Carr & Assoc. BPCT-1356. [Note: Began operating with 20-kw visual ERP Oct. 10, 1953, but quit the air June 25, 1954, reverting to CP status; see *Television Digest*, Vol. 10:27. Request for extension of CP awaits FCC action.]

Lubbock (Ch. 5)—C. L. Trigg, 1211 N. Whitaker, Odessa, Tex. 100-kw visual, 50-kw aural, 705-ft. above av. terrain, 758-ft. above ground, 758-ft. above sea level, lat. 33° 31' 18", long. 101° 45' 54". Transmitter, 82nd St. E of Santa Fe Rd., 6.7-mi. SE of Lubbock. Plant, \$325,032; yearly operating, \$500,000. Equipment, GE. C. L. Trigg, 100% (owns 80% of KOSA-TV & KOSA, Odessa). Jack C. Vaughn has made line of credit in amount of \$200,000 available to Trigg. Upon grant, Vaughn and his assigns have right to subscribe to 50% of stock in new corporation. Counsel, Haley, Doty, & Wollenberg; consulting engineer, Edward P. Talbot, El Paso, Tex. BPCT-2185.

Lubbock (Ch. 5)—Texas Technological College, Lubbock, 11.1-kw visual, 5.55-kw aural, 444-ft. above av. terrain, 485-ft. above ground, 3685-ft. above sea level, lat. 33° 35' 05", long. 101° 52' 44". Transmitter, Texas Tech campus. Plant, \$88,189; yearly operating, \$36,000. Equipment, RCA. Application is for non-commercial station. Dr. E. N. Jones, pres., Texas Technological College. Counsel, Eliot C. Lovett; consulting engineers, Frank H. McIntosh & Assoc. BPCT-2183.

Monahans (Ch. 9)—KMPS Bestg. Co., Drawer 1, Monahans. 27.55-kw visual, 13.8-kw aural, 649-ft. above av. terrain, 637-ft. above ground, 3300-ft. above sea level, lat. 31° 31' 07", long. 103° 06' 00". Transmitter, 1.3-mi. SE of Pyote on Grandfalls Rd. Plant, \$100,000; yearly operating, \$180,000. Equipment, DuMont transmitter, RCA antenna. Co-partnership composed of following, each owning 33½%: J. Conrad Dunagan (25% of Coca-Cola bottling plant; banker; 10.5% & pres. of KMID-TV, Midessa; real estate); K. E. Burrows (drug store owner); D. W. Bozeman Jr. (drug store owner). Plans off-air pickup of KMID-TV programs. Counsel, Lyon, Wilner, & Bergson; consulting engineer, Wm. D. Buford, Terminal, Tex. BPCT-2213.

Monahans (Ch. 9)—Tri-Cities Bestg. Co., Box 1118, 27.5-kw visual, 13.8-kw aural, 619-ft. above av. terrain, 637-ft. above ground, 3253-ft. above sea level, lat. 31° 32' 44", long. 103° 04' 48". Transmitter, 2.5-mi. E of Pyote on US Hwy. 80. Plant, \$149,061; yearly operating, \$160,000. Equipment, DuMont transmitter, RCA antenna. Co-partnership composed of following: J. Ross Rucker, 33½% (pres. & 36% of KVEM, Monahans); J. B. Walton, 33½% (ranching & oil properties); Helen W. Walton, 33½% (ranching & oil properties). Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr. BPCT-2231.

Port Arthur—See also Beaumont.

Port Arthur (Ch. 4)—Port Arthur College, 1500 Procter St. (KPAC-MBS). 100-kw visual, 50-kw aural, 702-ft. above av. terrain, 767-ft. above ground, 787-ft. above sea level, lat. 30° 03' 59", long. 93° 58' 54". Transmitter, Hwy. 1132, 2.5-mi. NE of Vidor. Plant, \$460,209; yearly operating, \$392,556. Equipment, RCA. J. W. Williams, chairman, board of trustees; Floyd G. Betts,

pres. Note: Also includes option agreement with Jefferson Amusement Co. whereby Jefferson may acquire up to 50% in new corporation to be formed after grant. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-839.

San Angelo (Ch. 3)—Lowell Smith & Joe N. Weatherby db/as San Angelo Television Co., c/o First State Bank, Rio Vista, Tex. 3.04-kw visual, 1.595-kw aural, 173-ft. above av. terrain, 224-ft. above ground, 2074-ft. above sea level, lat. 31° 27' 40", long. 100° 26' 05". Transmitter, Hotel Cactus, Twohigh Ave. & Oakes St. Plant, \$59,050; yearly operating, \$48,000. Equipment, Gates transmitter, Adler antenna. Lowell Smith, 50% (pres. & 52% owner of First State Bank; insurance; farming & ranching); Joe N. Weatherby, 50% (auto dealer, Brownwood; farming & ranching). Counsel, Ross K. Prescott, Dallas; consulting engineer, Guy C. Hutcheson. BPCT-2192.

† **San Antonio (Ch. 9, educational)**—San Antonio Council for Educational Television, c/o Edward G. Conroy, National Bank of Commerce Bldg., San Antonio, 30.2-kw visual, 18.1-kw aural; 388-ft. above av. terrain, 465-ft. above ground, 1105-ft. above sea level, lat. 29° 25' 20", long. 98° 29' 22". Transmitter, N. St. Marys & Villita Sts. Plant, \$177,000; yearly operating, \$30,000. Equipment, RCA. Edward S. Conroy, chairman. Consulting engineer, Frank McIntosh & Assoc. BPET-45.

Victoria (Ch. 19)—Albert B. Alkek d/b as Alkek Television Co., Victoria Bank & Trust Bldg., (KNAL). 20-kw visual, 10.7-kw aural, 322-ft. above av. terrain, 350-ft. above ground, 432-ft. above sea level, lat. 28° 47' 23.4", long. 96° 59' 1.6". Transmitter, 2402 Fort Lavaca Dr. Plant, \$190,500; yearly operating, \$70,000. Equipment, RCA. Albert B. Alkek, 100% (oil; owns KNAL, Victoria; owns & operates bus line and trucking concern). Applicant formerly held 50% interest in CP for Victoria which was surrendered Nov. 1954. Counsel, Ross K. Prescott, Dallas; consulting engineer, Guy C. Hutcheson, Arlington, Tex. BPCT-2109.

Victoria (Ch. 19)—O. L. Nelms d/b as Victoria Television Co., 911 St. Joseph St., Dallas, Tex. 0.5-kw visual, 0.16-kw aural, 305-ft. above av. terrain, 310-ft. above ground, 410-ft. above sea level, lat. 28° 49' 15", long. 96° 58' 57". Transmitter, SE corner of Jordan & Airline Rd. Plant, \$67,535; yearly operating, \$84,000. Equipment, Dage. O. L. Nelms, 100% (airport owner; real estate; nightclub owner). Also holds CPs for Flagstaff, Ariz. & Brownwood, Tex. and is applicant for Alpine, Tex. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Electronics Corp., Dallas. BPCT-2084.

UTAH

Logan (Ch. 12—Cache Valley Bcstg. Co., 1393 N. Main St. (KVNU-MBS). .758-kw visual, 379-kw aural, minus 760-ft. above av. terrain, 250-ft. above ground, 4750-ft. above sea level, lat. 41° 45' 00", long. 111° 50' 03". Transmitter, 1393 N. Main St. Plant, \$49,600; yearly operating, \$30,000. Equipment, Philco. Herschel Bullen, pres., 41.6% (real estate); Dan B. Shields, v.p., 6.7% (attorney); Reed Bullen, secy.-treas., 31.5% (gen. mgr. of KVNU); Herschel K., Helen & Thurlow H. Bullen each own 6.7%. Consulting engineers, Clayton & Evans, Salt Lake City. BPCT-2260.

Ogden (Ch. 9)—Jack A. Burnett, Box 1479, Honolulu, Hawaii. 1.745-kw visual, .814-kw aural, minus 668-ft. above av. terrain, 165-ft. above ground, 4480-ft. above sea level, lat. 41° 13' 12.6", long. 111° 58' 8.1". Transmitter, Washington Blvd. & 25th St. Plant, \$71,812; yearly operating, \$120,000. Equipment, Gates transmitter, Prodellin antenna. Jack A. Burnett, 100% (exec. v.p. & gen. mgr. & 25% owner of KULA-TV & KULA, Honolulu). He is also applicant for Ch. 11, Provo, Utah. Consulting engineer, Ronald T. Miyahira, Honolulu. BPCT-2255.

Ogden (Ch. 9)—Granite District Radio Bcstg. Co., Box 1476, Salt Lake City, Utah. 1.7-kw visual, .79-kw aural, minus 301-ft. above av. terrain, 200-ft. above ground, 4560-ft. above sea level, lat. 41° 12' 55", long. 112° 00' 16". Transmitter, "H" Ave. near Doxey St. Plant, \$78,280; yearly operating, \$126,000. Equipment, Gates transmitter, Prodellin antenna. Applicant is licensee of KNAK, Salt Lake City and KBLI, Blackfoot, Ida. Howard Johnson, pres., 56.76% (jointly with wife); Lucile M. Johnson, v.p.; Gage R. Anderson, secy., 17.186%; Lawrence J. Miner, treas., 9.78%; Fullmer H. Latter, 9.78%; C. Nello Westover, 2.173%. Counsel, Krieger & Jorgensen. BPCT-2274.

Ogden (Ch. 9)—United Telecasting & Radio Co., 1538 Gibson Ave. 9.5-kw visual, 4.75-kw aural, minus 379-ft. above av. terrain, 437-ft. above ground, 4715-ft. above sea level, lat. 41° 14' 18", long. 110° 58' 34". Transmitter, 1538 Gibson Ave. Plant, \$70,000; yearly operating, \$125,000. Equipment, RCA. United Bcstg. Co. (KVOG, Ogden), 80% (to be voted by Arch G. Webb); Arch G. Webb, pres. (pres. & gen. mgr. of KVOG; oil company pres.); Richard K. Hemingway, v.p., 10% (insurance & banking); Robert G. Hemingway, treas., 10% (banking). BPCT-2270.

Provo (Ch. 11)—Beehive Telecasting Corp., Box 583. 3.029-kw visual, 1.514-kw aural, 414-ft. above av. terrain, 337-ft. above ground, 5067-ft. above sea level, lat. 40° 16' 15", long. 111° 41' 28". Transmitter, 125 East St. & 1450 South St. Plant, \$84,780; yearly operating, \$96,000. Equipment, DuMont transmitter, RCA antenna. Samuel B. Nissley, pres., 24.1% (supervisor at Geneva Works of U.S. Steel in Geneva, Utah); Arthur R. Riley, v.p., 1% (building contractor); Jeanette C. Nissley, secy.-treas., 2% (bookkeeper at KEYY, Provo); John W. Taylor, 30.9% (real estate and mining interests); Robert W. Hughes, 20% (attorney); Freda Vernon, 4% (owns dance studio); 12 other stockholders, none with more than 2%. Counsel, Rawlings, Wallace, Roberts & Black, Salt Lake City; consulting engineer, Earl T. Paulson, 7862 White Oak Ave., Northridge, Cal. BPCT-2051.

Provo (Ch. 11)—Jack A. Burnett, Box 1479, Honolulu, Hawaii. 1.388-kw visual, .656-kw aural, minus 798-ft. above av. terrain, 184-ft. above ground, 4679-ft. above sea level, lat. 40° 12' 50.8", long. 111° 39' 19.5". Transmitter, 1400 S. University St. Plant, \$70,812; yearly operating, \$96,000. Equipment, Gates

transmitter, Prodellin antenna. Jack A. Burnett, 100% (exec. v.p. & gen. mgr. & 25% owner of KULA-TV & KULA, Honolulu). He is also applicant for Ch. 9, Ogden, Utah. Consulting engineer, Ronald T. Miyahira, Honolulu. BPCT-2264.

★ **SALT LAKE CITY (Ch. 7, educational)**—KUTA, University of Utah, Salt Lake City 12, Utah. CP 12-12-56; 22.9-kw visual, 13.8-kw aural, 2990-ft. above av. terrain, 140-ft. above ground, 8456-ft. above sea level, lat. 40° 36' 30.5", long. 112° 09' 34". Transmitter, Mt. Vision. Plant, \$304,000; yearly operating, \$60,000. Equipment, RCA. A. Ray Olpin, pres. Counsel, E. R. Callister, Atty. Gen. of Utah; engineer, C. Richard Evans. BPET-64. Starting Date: Sept., 1957.

VIRGINIA

Arlington—See also Washington, D.C.

★ **ARLINGTON (Ch. 20)**—WARL-TV, Northern Virginia Bcstrs. Inc., 5232 Lee Hwy. (WARL). CP 10-10-56; 676-kw visual, 339-kw aural, 550-ft. above av. terrain, 439-ft. above ground, 829-ft. above sea level, lat. 38° 53' 46", long. 77° 08' 03". Transmitter, 5232 Lee Hwy. Plant, \$333,875; yearly operating, \$60,000. Equipment, RCA. Cy Blumenthal, pres., 100% (owns WCMS, Norfolk and 10% of WROW, Roanoke). Counsel, Philip M. Baker; consulting engineer, Russell P. May. BPCT-2134. Starting Date: Unreported.

★ **DANVILLE (Ch. 24)**—WBTM-TV, Piedmont Bcstg. Corp., 710 Grove St. (WBTM-ABC). CP 12-17-52; 22.4-kw visual, 11.8-kw aural, 647-ft. above av. terrain, 273-ft. above ground, 1363-ft. above sea level, lat. 36° 44' 28", long. 79° 23' 05". Transmitter, White Oak Mt., 10-mi. N of Danville. Plant, \$234,438; yearly operating, \$135,000. Equipment, RCA. W. E. Gardner Jr., pres., .54%; L. R. Wyatt, v.p., 4.76%; Lyle C. Matley, secy.-treas., .08%; and following directors: George W. Aron, 1.8%; George A. Carter, 1.3%; L. N. Dibrell Jr. (co-executor of estate of L. N. Dibrell Sr.), 39.6%; H. F. Fitchett, 2.1%; and 46 others, none with more than 11% of votes. Counsel, John Midlen; consulting engineers, George C. Davis Consulting Engineers. BPCT-643. [Note: Began operating Jan. 13, 1954, but quit air Dec. 31, 1954, reverting to CP status; see *Television Digest*, Vol. 11:1-2. Request for extension of CP awaits FCC action.]

★ **NEWPORT NEWS-NORFOLK (Ch. 33)**—WACH-TV, United Bcstg. Co. of Eastern Va. Inc. (WYOU). CP 2-4-53; 20.9-kw visual, 10.5-kw aural, 310-ft. above av. terrain, 318-ft. above ground, 351-ft. above sea level, lat. 36° 58' 36", long. 76° 25' 54". Transmitter, 114 24th St. Plant, \$152,050; yearly operating, \$130,000. Equipment, Federal transmitter, Workshops antenna. For owners and other interests, see WOOK-TV, Washington, D.C. Counsel, Eugene L. Burke; consulting engineers, George P. Adair Engineering Co. BPCT-889. [Note: Began operation Oct. 6, 1953, but quit air March 26, 1954, then resumed operation Aug. 1, 1954, but quit air again July 1, 1955, reverting to CP status; April 25, 1956 license was transferred from Eastern Bcstg. Corp. to Russell A. Collins, bankruptcy trustee; see *Television Digest*, Vol. 10:14, 31 & 11:27. Sale to United Bcstg. Co. (Richard Eaton) approved July 19, 1956; see Vol. 12:27, 29. Holds CP without expiration date as it complied with FCC requirements concerning program tests.]

★ **PORTSMOUTH (Ch. 10)**—WAVY-TV, Portsmouth Radio Corp., 205 Professional Bldg. (WAVY-NBC). CP 5-29-56; 316-kw visual, 189.6-kw aural, 1000-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level, lat. 36° 49' 14", long. 76° 30' 41". Transmitter, Kings Hwy. Drivers, Va. Plant, \$685,658; yearly operating, \$700,000. Equipment, RCA. Hunter C. Phelan, pres.; Carl J. Burkland, v.p.-gen. mgr.; George T. McLean, v.p.; Henry C. Hofheimer II, secy.-treas. There are 61 stockholders, none owning as much as 10%. Note: Following are voting trustees under arrangement with other stockholders who continue as beneficial owners: J. C. Aspinwall Jr.; Carl J. Burkland; Wm. M. Camp; R. D. Cooke; E. T. Gresham; Porter R. Hardy Jr.; Henry C. Hofheimer II; C. K. Hutchens; J. W. Luter; George T. McLean; Hunter C. Phelan. Counsel, Arnold, Fortas & Porter; engineers, A. D. Ring & Assoc. BPCT-1750. Rep: H-R Television. Starting Date: (as reported): Spring of 1957.

★ **RICHMOND (Ch. 29)**—WOTV, Winston-Salem Bcstg. Co. Inc., Box 5176, Ardmore P.O., Winston-Salem, N.C. CP 12-2-53; 17-kw visual, 9.33-kw aural, 540-ft. above av. terrain, 546-ft. above ground, 761-ft. above sea level, lat. 37° 30' 16", long. 77° 30' 39". Transmitter, 1.6-mi. from Richmond on Midlothian Turnpike. Plant, \$153,954; yearly operating, \$180,000. Equipment, RCA. James W. Coan, pres., 15%; John G. Johnson, secy.-treas., 13%; Robert V. Brawley, v.p., 8%; Archibald Craige, asst. secy.-treas., 8%; directors: Thomas B. Rice, 11%; Albert L. Butler Jr., 15%; Jonas S. Rice, 10%; Earl F. Slick, 20%; Gordon Hanes, 3.71%; Agnew H. Bahnson Jr., 1.66%; Kenneth Mountcastle Jr., 1.85%; Katherine K. Bahnson, 1.85%. Also operates WTOB-TV, Winston-Salem and is Ch. 47 applicant for Birmingham, Ala. Counsel, Krieger & Jorgensen. BPCT-1623. Starting Date: Unreported.

WASHINGTON

★ **EPHRATA (Ch. 43)**—KBAS-TV, Basin TV Co., 1411 Fourth Ave. Bldg., Seattle, Wash. CP 5-4-55; 19-kw maximum and 15.1-kw horizontal visual, 9.5-kw aural, 656-ft. above av. terrain, 139-ft. above ground, 2239-ft. above sea level, lat. 47° 18' 45", long. 119° 35' 00". Transmitter, 1-mi. W of Ephrata. Plant, \$82,405; yearly operating, \$25,000. Equipment, GE. Cascade Bcstg. Co. Inc., 100%. Thomas C. Bostic, pres. Also owns KIMA-TV & KIMA, Yakima; KEPR-TV, Pasco and KLEW-TV, Lewiston, Ida.; is applicant for Ch. 8 in Walla Walla. This station will operate as satellite of KIMA-TV, Yakima. Counsel, Prince, Taylor & Crampton; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1977. Rep: Weed. Starting Date (as reported): Feb., 1957.

Washington - Wisconsin

Longview (Ch. 33)—W. Gordon Allen & John Truhan d/b as Altru Bcstg. Co., 1451 Alaska St. (KBAM). 9.01-kw visual, 4.86-kw aural, 100-ft. above av. terrain, 333-ft. above ground, 349-ft. above sea level, lat. 46° 07' 28", long. 122° 56' 12". Transmitter, 1451 Alaska St. Plant, \$62,000; yearly operating, \$84,000. Equipment, RCA. W. Gordon Allen, 50% (pres., 70.1% owner of KGAL, Lebanon, Ore.; ½ owner of KBAM & ¼ owner of KGAY, Salem, Ore., 100% of KTXL, Seattle); John Truhan, 50% (½ owner of KBAM; ¼ of KGAY). Engineer, John Truhan. BPCT-2119.

Seattle (Ch. 7)—KXA Inc., 320 2nd Ave., W. Seattle, (KXA), 316-kw visual, 158-kw aural, 766-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level, lat. 47° 37' 55", long. 122° 20' 59". Transmitter, 301 Galer St. Plant, \$340,678; yearly operating, \$510,000. Equipment, RCA. Cassius E. Gates, chairman, 10% (attorney); Wesley I. Dumm, pres., 16.25% (ex-pres. of KPIX, San Francisco); Phillip G. Lasky, 4.5% (v.p. & gen. mgr. KPIX; v.p. KSFO); Hugh Smith, v.p. & gen. mgr., .65%; S. L. Savidge, treas., 15%; George F. Kachlein, secy., 1%; Howard H. Wright, director, 5%; Franklin M. Dumm, 8.65%; Geo. Van Waters, 5%; Victor E. Rabel, 5%; over 15 others, none owns as much as 4%. Counsel, Fly, Shuebruk, Blume & Gagline; consulting engineer, A. E. Towne, San Francisco. BPCT-902. [Note: Initial decision by examiner Thomas H. Donahue April 5, 1955 recommended denial of application; March 14, 1956 FCC reopened record for reconsideration by the examiner.]

Seattle (Ch. 7)—Puget Sound Bcstg. Co., Camlin Hotel (KVI-MBS). 256-kw visual, 144-kw aural, 1350-ft. above av. terrain, 385-ft. above ground, 1765-ft. above sea level, lat. 47° 32' 38", long. 122° 06' 24". Transmitter, 4-mi. NW of Issaquah, Wash. Plant, \$390,693; yearly operating, \$400,000. Equipment, RCA. Vernice Irwin, pres., 11.46%; Laura M. Doernbecher, v.p.-secy., 19.84%; Dorothy Butler, 14.58% (4.58% as trustee for Pamela D. Butler); George Vance, 12.13%; Donal F. Hedlund, treas., 12.12%; Elmer Nordstrom, 12.12%; Earl T. Irwin, 3.64%; over 15 other stockholders, none owns over 1.5%. Counsel, Segal, Smith & Hennessey; consulting engineers, Vandiver, Cohen & Wearn. BPCT-1592. [Note: Initial decision by examiner Thomas H. Donahue April 5, 1955 recommended denial of application; March 14, 1956 FCC reopened record for reconsideration by the examiner.]

Seattle (Ch. 7)—Queen City Bcstg. Co., 1530 Queen Anne Ave. (KIRO-CBS). 316-kw visual, 158-kw aural, 817-ft. above av. terrain, 598-ft. above ground, 1000-ft. above sea level, lat. 47° 38' 01", long. 122° 21' 20". Transmitter, 1530 Queen Anne Ave. Plant, \$534,354; yearly operating, \$560,000. Saul Haas, pres., 62.05%; Wm. F. Tucker, v.p., .026%; John L. King, secy.-treas., .307%; Robert M. Hagen, 2.41%; Sen. Warren G. Magnuson, 4.01%; U. N. Banks, 5.12% (as trustee for Ruth Cooper Lear); U. N. Banks, 5.12% (as trustee for Nancy Lear Thompson); 49 other stockholders, none owns over 2%. Counsel, Arnold Fortas & Porter; consulting engineer, J. B. Hatfield, Seattle. BPCT-453. [Note: Initial decision by examiner Thomas H. Donahue April 5, 1955 recommended grant of application; March 14, 1956 FCC reopened record for reconsideration by the examiner; supplemental initial decision by examiner Thomas H. Donahue July 31, 1956 ordered that original decision stand without modification.]

*** VANCOUVER (Ch. 21, allocated to Portland, Ore.)**—KVAN-TV, KVAN Inc., 707½ Main St. (KVAN). CP 9-23-53; 107-kw visual, 62-kw aural, 1014-ft. above av. terrain, 254-ft. above ground, 1297-ft. above sea level, lat. 45° 29' 21", long. 122° 41' 41". Trans., Portland, about 10 miles S.W. of center of Vancouver. Plant, \$220,336; yearly operating \$560,000. Equipment, DuMont transmitter, RCA antenna. Sheldon F. Sackett, pres., 75%; Fred F. Chitty estate, 5%; D. Elwood Caples, v.p., 20%. Mr. Sackett also is principal stockholder of KROW, Oakland, and KOOS, Coos Bay, Ore., Ch. 16 grantee and publisher of Coos Bay Times. Counsel, Krieger & Jorgensen; consulting engineers, A. D. Ring & Assoc. BPCT-959. Starting Date: Unreported. [Note: Has requested Ch. 2.]

Walla Walla (Ch. 5)—J. Elroy McCaw, The Highlands, Seattle, Wash. 11.76-kw visual, 5.88-kw aural, 274-ft. above av. terrain, 509-ft. above ground, 1465-ft. above sea level, lat. 46° 03' 58", long. 118° 20' 07". Transmitter, First Ave. & Poplar St. Plant, \$118,800; yearly operating, \$120,000. Equipment, RCA. J. Elroy McCaw, 100% (100% owner of KTVW, Tacoma, Wash.; 75% of WINS, N.Y.; 50% of KYA, San Francisco and KELA, Centralia, Wash., 33¼% of KYAK, Yakima and KALE, Richland, Wash.; 25% of KONA, Honolulu; 100% of KORC, Mineral Wells, Tex.). Counsel, Phillip M. Baker; consulting engineers, George P. Adair Engineering Co. BPCT-1980.

*** WALLA WALLA (Ch. 8)**—KRTV, Walla Walla TV Co., 1411 Fourth Ave. Bldg., Seattle, Wash. CP 10-24-56; 3.02-kw visual, 1.51-kw aural, 10-ft. above av. terrain, 207-ft. above ground, 1157-ft. above sea level, lat. 46° 04' 00", long. 118° 20' 23". Transmitter, Marcus Whitman Hotel. Plant, \$42,405; yearly operating, \$25,000. Equipment, RCA. Cascade Bcstg. Co. Inc., 100%. Thomas C. Bostic, pres.; Frank E. Mitchell, treas. J. D. Rolfe, secy. Cascade Bcstg. Co. is permittee of KIMA-TV and licensee of KIMA Yakima. Also operates KEPR-TV, Pasco, KLEW-TV, Lewiston, Ida. and satellite KBAS-TV, Ephrata, Wash. This application is for proposed TV satellite of KIMA-TV. Counsel, Prince Taylor & Crampton; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1945. Starting Date (as reported): "Early 1957."

Yakima (Ch. 23)—Chinook Television Co., c/o Radio Station KYAK, Box 172. 21.9-kw visual, 11.7-kw aural, 960-ft. above av. terrain, 150-ft. above ground, 2150-ft. above sea level, lat. 46° 31' 56", long. 120° 30' 30". Transmitter, Ahtanum Ridge Rd., 5-mi. S of Yakima. Plant, \$144,156; yearly operating, \$120,000. Equipment, RCA. Robert S. McCaw, 100% (pres. & 33¼% owner of KYAK, Yakima and KALE, Richland, Wash.; has 10% interest in Harbor TV Corp., Aberdeen, and 20% in Tri-City TV Service, Kennewick, both community an-

tenna systems; is mgr. and has option to buy 33¼% of Mutual Electronic Supply Co., Seattle, supplier of community antenna system gear and coaxial cable.) Engineer, John Walker, Aberdeen. (This application is for reinstatement of CP which was canceled by FCC 9-17-56). BPCT-1924.

Yakima (Ch. 23)—Yakima Television Corp., c/o Richard E. Jones, 315 W. Sprague St., Spokane, Wash. 22.5-kw visual, 12.14-kw aural, 958-ft. above av. terrain, 148-ft. above ground, 2149-ft. above sea level, lat. 46° 31' 55", long. 120° 30' 30". Transmitter, Ahtanum Ridge Rd. Plant, \$165,200; yearly operating, \$130,000. Equipment, RCA. Joseph Harris, chairman, 40% (insurance); chairman & 45% of KKLY-TV & KKLY, Spokane); Norman Alexander, pres., 40% (real estate; chemical mfg.); pres. & 45% of KKLY-TV & KKLY; Richard E. Jones, v.p. & gen. mgr., 20% (v.p. of KKLY-TV & KKLY; ex-director of DuMont & stations & ex-mgr. of WABD, N.Y.). Counsel, Wheeler & Wheeler; engineer, David I. Green, Spokane. BPCT-2220.

WEST VIRGINIA

CHARLESTON (Ch. 49)—WKNA-TV, Joe L. Smith Jr. Inc., Main & Kanawha Sts., Beckley, W.Va. CP 3-4-53; 225-kw visual, 120-aural, 390-ft. above av. terrain, 342-ft. above ground, 1292-ft. above sea level, lat. 38° 21' 22", long. 81° 40' 02". Transmitter, 5 mi. E of S. Charleston. Plant, \$326,917; yearly operating, \$141,660. Equipment, RCA. Joe L. Smith Jr., pres.-treas., 76.35% (also owns WJLS, Beckley); Joe L. Smith, 11.78% (father); Hulett Smith, 11.78%. Counsel, Pierson, Ball & Dowd; consulting engineers, A. D. Ring & Assoc. BPCT-591. [Note: Began operation Sept. 17, 1953 with 22.5-kw visual, 12-kw aural, but quit air Feb. 12, 1955, reverting to CP status; see *Television Digest*, Vol. 11:6. Request for extension of CP awaits FCC action.]

*** CLARKSBURG (Ch. 12)**—WBLK-TV, Ohio Valley Bcstg. Corp., 211 5th St., Parkersburg (WBLK-NBC). CP 2-17-54; 4.36-kw visual, 2.19-kw aural, 740-ft. above av. terrain, 420-ft. above ground, 1920-ft. above sea level, lat. 39° 17' 02", long. 89° 19' 47". Transmitter, 1-mi. N of city atop Pinnicknick Mt. Plant, \$312,141; yearly operating, \$200,000. Equipment, RCA. News Publishing Co., Wheeling, 89%; also licensee of WPAR, Parkersburg, 60% and 30% owner of WTRF-TV, Wheeling. Frances Ogden Stubblefield owns 53.9% of News Publishing Co., publisher of *Wheeling Intelligencer & News-Register*, *Fairmont Times-West Virginian*, *Elkins Inter-Mountain*, *Parkersburg News & Sentinel*, *Weirton Times*, *Welch News*, *Martinsburg Journal*, all in West Virginia. Austin V. Wood, pres., 2%; George H. Clinton, v.p., 2% (owns WCMI, Ashland, Ky.); 40% of WTMA, Charleston, S. C.); Louis F. Committee, secy.-treas., 2%; John R. Williams, 2%; Wm. G. Stathers, 1%; James M. Gulher, 1%; Luther S. Berry, 1%. Counsel, Cohn & Marks; consulting engineer, Vilah G. Brooks, Parkersburg. BPCT-849. Starting Date: Unreported. [Note: being sold to WSTV Inc., Stauntonville, O., see *Television Digest*, Vol. 11:32.]

FAIRMONT (Ch. 35)—WJPB-TV, WJPB-TV Inc., 400 Quincy St. CP 7-1-53; 10.08-kw horizontal & 22.55-kw maximum visual, 8.8-kw horizontal & 16.14-kw maximum aural using 1° beam tilt, 240-ft. above av. terrain, 222-ft. above ground, 1462-ft. above sea level, lat. 39° 28' 19", long. 80° 08' 27". Transmitter, 300 Grant St. Plant, \$100,580; yearly operating, \$40,000. Equipment, RCA. J. Patrick Beacom, 100%. Mr. Beacom also owns WVWV, Inc., Grafton, W.Va., 10% of WETZ, New Martinsville, W.Va., controls WBUT, Butler, Pa.; also publishes weekly *Mannington (W.Va.) Times*. Consulting engineers, A. D. Ring & Assoc. BPCT-782. [Note: Began operating March 17, 1954, but left air Feb. 28, 1955, then resumed in March of 1955, but quit air again in fall of 1955, reverting to CP status; see *Television Digest*, Vol. 11:9, 27; 12:2. Request for extension of CP awaits FCC action. Mr. Beacom expects to return WJPB-TV to air in Spring of 1957; plans to apply for Ch. 5 in nearby Weston, W.Va.; see Vol. 13:4.]

*** WHEELING (Ch. 51)**—WLTW, Polan Industries, 321 Eighth St., Huntington, CP 2-11-53; 120-kw visual, 67.6-kw aural, 170-ft. above av. terrain, 241-ft. above ground, 1261-ft. above sea level, lat. 40° 04' 16", long. 80° 43' 13". Transmitter, Palo Alto St. between 9th & 10th Sts. Plant, \$224,500; yearly operating, \$200,000. Equipment, RCA. Equal partnership of 5 brothers—Lincoln M., Albert S., Charles M., E. G. and Lake Polan Jr. In addition, E. G. Polan owns 20% interest in WPLH, Huntington, W.Va. Also holds CP for WPTV, Ashland, Ky. (Ch. 59). Counsel, McKenna & Wilkinson; consulting engineer, A. D. Ring & Assoc. BPCT-1048. Starting Date: Unreported.

WISCONSIN

*** † MILWAUKEE (Ch. 10, ed.)**—WMVS, Board of Vocational & Adult Education, 1015 N. Sixth St. CP 6-6-56; 107-kw visual, 64.6-kw aural, 370-ft. above av. terrain, 473-ft. above ground, 1093-ft. above sea level, lat. 43° 02' 36", long. 87° 55' 12". Transmitter 1015 N. Sixth St. Plant, \$350,000; yearly operating, \$90,000. Equipment, GE transmitter, RCA antenna. Otto A. Jirikowic, pres.; Richard S. Falk, v.p.; Ralph E. Bowes, secy.; Wm. Rasche, director, Milwaukee Vocational & Adult Schools. Counsel, Walter J. Mattison, city atty.; engineer, Glenn Koehler, U of Wisconsin. BPET-19. Starting Date: Unreported.

MILWAUKEE (Ch. 25)—WCAN-TV, Lou Poller, Pennsylvania Bldg., Washington, D.C. CP 2-4-53; 229-kw visual, 123-kw aural, 410-ft. above av. terrain, 470-ft. above ground, 1170-ft. above sea level, lat. 43° 02' 44", long. 87° 58' 50". Transmitter, 5401 W. Marten Dr. Plant, \$196,350; yearly operating \$180,000. Equipment, RCA. Lou Poller, 100%. Counsel, Phillip M. Baker. BPCT-784. [Note: This station began operating Sept. 5, 1953, but quit the air Feb. 27, 1955, reverting to CP status after FCC approved deal whereby WCAN-TV physical facilities were sold to CBS at same time CBS bought CP of WOKY-TV (Ch. 19), turning WOKY-TV facilities over to Poller; see *Television Digest*, Vol. 10:47 & 11:6. In Sept. 1956 Poller sued CBS for \$4,350,000 damages in civil anti-trust suit; Vol. 12:37. Request for extension of CP awaits FCC action.]

★ **MILWAUKEE (Ch. 31)**—WFOX-TV, Business Management Inc., 4531 W. Forest Home Ave. (WFOX). CP 5-4-55; 21.2-kw visual, 11.9-kw aural, 353-ft. above av. terrain, 434-ft. above ground, 1064-ft. above sea level, lat. 43° 02' 20", long. 87° 54' 17". Transmitter, 208 E. Wisconsin Ave. Plant, \$124,961; yearly operating, \$150,000. Equipment, GE. Joseph A. Clark, pres. & treas., 100% (dairyman); Edward I. Stillman, v.p.; Charles L. Goldberg, secy. Counsel, McKenna & Wilkinson; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-1964. Starting Date: Unreported.

Superior—See Duluth, Minn.

WYOMING

★ **CASPER (Ch. 2)**—KTWO-TV, Harriscope Inc., 355 N. Beverly Dr., Beverly Hills, Cal. CP 10-17-56; 208-kw visual, 105-kw aural, minus 270-ft. above av. terrain, 200-ft. above ground, 5320-ft. above sea level, lat. 42° 51' 0.7", long. 106° 19' 27.5". Transmitter Townsend Hotel, 1st & Center Sts. Plant, \$80,670; yearly operating, \$120,000. Equipment, Adler. Applicant is producer & distributor of films for television. Burt I. Harris, pres., 40%; Irving B. Harris, chairman & v.p., 40%; Don Paul Nathanson, v.p., 20%. Irving Harris is chairman of Science Research Assoc., Chicago (educational publications), Counsel, Sher, Oppenheimer & Harris; consulting engineer, Jay E. Tapp. BPCT-2147. Rep: Meeker. Starting Date (as reported): March, 1957.

★ **CASPER (Ch. 6)**—Donald Lewis Hathaway, Box 930. (KSPR). CP 1-30-57; 12.9-kw visual, 6.45-kw aural, 77-ft. above av. terrain, 381-ft. above ground, 5776-ft. above sea level, lat. 42° 51' 00", long. 106° 18' 22". Transmitter, 5-mi. E of Casper. Plant, \$130,999; yearly operating, \$85,000. Equipment, GE. Donald Lewis Hathaway, 100%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Gautney & Jones. BPCT-2105. Starting Date: Unreported.

★ **RIVERTON (Ch. 10)**—KWRB-TV, Joseph P. & Mildred V. Ernst tr/as Chief Washakie TV, Box 409, Worland, Wyo. (KWRL). CP 9-28-56; 64-kw visual, 32-kw aural, 1710-ft. av. terrain, 138-ft. above ground, 7558-ft. above sea level, lat. 43° 27' 26", long. 108° 12' 02". Transmitter, Boysen Peak, 31-mi. NNE of Riverton. Plant, \$137,346; yearly operating, \$91,368. Equipment, Standard Electronics transmitter, RCA antenna. Mr. & Mrs. Ernst also own KWOR, Worland & KRTR, Thermopolis, Wyo. Counsel, McKenna & Wilkinson; consulting engineers, Frank H. McIntosh & Assoc. BPCT-2138. Starting Date: Unreported.

(For Hawaii and Puerto Rico, see page 340)

UHF TRANSLATORS

Applications filed up to February 1, 1957

(For Stations on air and CPs, see Station Directory Section)

ARIZONA

Flagstaff (Ch. 71)—Coconino TV, Box 1677. Input Ch. 3 (KTVK, Phoenix, Ariz.), 32-watts, 20-ft. above ground, 9220-ft. above sea level, lat. 35° 14' 28", long. 111° 35' 48". Transmitter, Mt. Eiden. Plant, \$3,200; yearly operating, \$500. Equipment, Adler. Non-profit organization. Charles J. Saunders, pres.; Frank Michelbach, v.p. Consulting engineers, Vandiver, Cohen & Wearn. BPTT-47.

Nogales (Ch. 70)—Board of Supervisors, Santa Cruz County, Box 158. Input Ch. 13 (KOPO-TV, Tucson), 32-watts, 40-ft. above ground, 4340-ft. above sea level, lat. 31° 20' 00", long. 110° 58' 30". Transmitter, Escalada Dr. Plant, \$3,560; yearly operating, \$150. Equipment, Adler. Gilbert C. Soto, chairman. BPTT-50.

Nogales (Ch. 74)—Board of Supervisors, Santa Cruz County, Box 158. Input Ch. 4 (KVOA-TV, Tucson). Other technical data and ownership same as Ch. 70 application, above. BPTT-51.

Show Low (Ch. 80)—Show Low TV Inc., Box 325. Input Ch. 9 (KDWI-TV, Tucson), 640-watts, 6-ft. above ground, 7906-ft. above sea level, lat. 34° 12' 05", long. 109° 56' 30". Transmitter, 4.5-mi. SE of Show Low on Porter Mountain summit. Plant, \$4900; yearly operating, \$600. Equipment, Adler. Non-profit corporation. Davis A. Foll Jr., pres.; Glenn Curtis Jones, v.p.; Lamar J. Welker, secy.-treas. BPTT-63.

CALIFORNIA

Independence (Ch. 76)—Lion's Club, Box 165. Input Ch. 10 (KERO, Bakersfield, Cal.), 64-watts, 60-ft. above ground, 4055-ft. above sea level, lat. 36° 47' 45", long. 118° 11' 30". Transmitter, 400-yds. S of city. Plant, \$5,000; yearly operating, \$1,800. Equipment, Adler. Installation is being built by applicant as a public service. BPTT-38.

Needles (Ch. 72)—Needles Community Television Club, c/o Paul O. Griswold, Box 617. Input Ch. 2 (KLRJ-TV, Henderson, Nev.), 387.5-watts, 20-ft. above ground, 4030-ft. above sea level, lat. 32° 22' 09", long. 114° 22' 14". Transmitter, 1-mi. NE of Oatman, Ariz. in Black Mt. Range. Plant, \$5,610; yearly operating, \$1,350. Equipment, Adler. Non-profit association, supported by public subscription. Paul C. Griswold, pres.; Harry H. Lyons, v.p.; Alden Markham, treas. This installation will also serve Gas City, Ariz. BPTT-46.

Palm Springs (Ch. 70)—Palm Springs Translator Station Inc., 360 N. Palm Canyon Dr. Input Ch. 2 (KNXT, Los Angeles), 83-watts, 21-ft. above ground, 1271-ft. above sea level, lat. 33° 51' 38", long. 116° 28' 16". Transmitter, 8-mi. NE of Palm Springs. Plant, \$5000; yearly operating, \$10,000. Equipment, Adler. Non-stock non-profit organization. Frank H. Bennett, pres.; Frank Bogert, secy.; Ward Risvold, treas. BPTT-13.

Palm Springs (Ch. 73)—Palm Springs Translator Station Inc., 360 N. Palm Canyon Dr. Input Ch. 4 (KNBH, Los Angeles). Technical facilities and ownership same as that in Ch. 70 application above. BPTT-12.

Palm Springs (Ch. 76)—Palm Springs Translator Station Inc., 360 N. Palm Canyon Dr. Input Ch. 5 (KTLA, Los Angeles), 83-watts, 21-ft. above ground, 1271-ft. above sea level, lat. 33° 51' 38", long. 116° 28' 16". Transmitter, 8-mi. WNW of Palm Springs. Plant, \$5,000; yearly operating, \$10,000. Equipment, Adler. Non-profit non-stock corporation. Frank H. Bennett, pres.; Frank Bogert, secy.; Ward Risvold, treas. BPTT-19.

Palm Springs (Ch. 79)—Palm Springs Translator Station Inc., 360 N. Palm Canyon Dr. Input Ch. 7 (KECA, Los Angeles). Other technical facilities and ownership same as Ch. 76 application, above. BPTT-20.

Palm Springs (Ch. 82)—Palm Springs Translator Station Inc., 360 N. Palm Canyon Dr. Input Ch. 9 (KEJ, Los Angeles). Other technical facilities and ownership same as Ch. 76 application, above. BPTT-21.

Twentynine Palms (Ch. 74)—James E. Peaden, Box 495, Big Bear Lake, Cal. Input Ch. 2 (KNXT, Los Angeles), 108-watts, 30-ft. above ground, 9872-ft. above sea level, coordinates not given. Transmitter, Sugar Loaf Mt., 3.5-mi. SE of Big Bear post office. Plant, \$5,650-\$7,700; yearly operating, \$4,750. Equipment, Adler transmitter, Yagi antenna. Applicant operates a cable system in Big Bear Lake, Cal. BPTT-42.

COLORADO

Pagosa Springs (Ch. 74)—La Plata Electric Assn. Inc., Box 180, Durango, Colo. Input Ch. 4 (KOB-TV, Albuquerque, N.M.), 62.4-watts, 100-ft. above ground, 7868-ft. above sea level, lat. 37° 15' 40", long. 107° 02' 45". Transmitter, 1-mi. W of Pagosa Springs. Plant, \$7117; yearly operating, \$1580. Equipment, Adler. Lloyd B. Mason, pres.; H. Ray Macht, v.p.; Wayne J. Lunt, secy. BPTT-44.

Romeo (Ch. 82)—San Luis Valley Television Inc., c/o Alonzo Barton, Romeo. Input Ch. 13 (KGGM-TV, Albuquerque, N.M.), 217-watts, 60-ft. above ground, 10,968-ft. above sea level, lat. 36° 51' 25", long. 106° 01' 12". Transmitter, 75-ft. SW of existing bench mark atop San Antonio Peak, N.M. Plant, \$5,375; yearly operating, \$1,700. Equipment, Adler. Non-profit corporation supported by public subscription. Alonzo Barton, pres.; J. M. Corry and M. B. Mickelsen, board members. Will also serve La Jara & Manassa. BPTT-60.

Salida (Ch. 73)—N. E. Vance, Box 387. Input Ch. 4 (KOA-TV, Denver), 71.2-watts, 36-ft. above ground, 9386-ft. above sea level, lat. 38° 37' 05", long. 106° 09' 15". Transmitter, San Isabel National Forest. Plant, \$16,705; yearly operating, \$15,000. Equipment, Adler. Operation will be financed by popular subscription & personal funds of applicant. BPTT-31.

IDAHO

Lewiston (Ch. 70)—Orchards Community Television Assn. Inc., c/o John H. Maynard, resident agent, 3204½ Fifth St. Input Ch. 2 (KREM-TV, Spokane), 390-watts, 31-ft. above ground, 2850-ft. above sea level, lat. 46° 27' 04", long. 117° 02' 46". Transmitter, 2½-mi. N of Clarkston, Wash. Plant, \$6,300; yearly operating, \$500. Equipment, Adler. Non-profit corp. with following directors: Kenneth Ross, Tony Muscat, Harvey Herdon, E. M. Wygant. BPTT-24. [Note: FCC sent McFarland letter indicating necessity of hearing on Orchard's applications for Ch. 70 and 76 translators; see *Television Digest*, Vol. 12:46.]

Lewiston (Ch. 76)—Orchards Community Television Assn. Inc. Input Ch. 6 (KHQ-TV Spokane). Other technical facilities and ownership same as Ch. 70 application, above, except cost of plant—\$4,750. BPTT-25.

Salmon (Ch. 70)—Lemhi Television Corp., Salmon. Input Ch. 3 (KID-TV, Idaho Falls, Ida.), 56.7-watts, 50-ft. above ground, 5450-ft. above sea level, lat. 113° 49' 00", long. 45° 11' 30". Transmitter, 4.8-mi. NE of Salmon. Plant, \$6,423; yearly operating, \$400. Equipment, Adler. Dale Skinner, pres., 20%; F. Milton Havemann, Lynn Scott, Charles Herndon and Joe W. Herndon each own 20%. BPTT-35.

Salmon (Ch. 73)—Lemhi Television Corp., Salmon. Input Ch. 70, converted to Ch. 6, 53.55-watts, 70-ft. above ground, 4070-ft. above sea level, lat. 113° 53' 00", long. 45° 10' 50". Transmitter, 304 First St. Plant, \$3,680; yearly operating, \$200. Equipment, Adler. Dale Skinner, pres. For other ownership, see Ch. 70 application, above. BPTT-36.

MONTANA

Butte (Ch. 70)—City of Butte, City Hall. Input Ch. 13 (KVGQ, Missoula, Mont.), 80-watts, 50-ft. above ground, 6360-ft. above sea level, lat. 46° 01' 18", long. 112° 33' 33". Transmitter, summit of Big Butte Mt., NW of Butte. Plant, \$4,530; yearly operating, \$300. Equipment, Adler. Tim J. Sullivan, Mayor. Funds provided by the Board of Recreation. BPTT-37.

Joplin (Ch. 78)—Joplin TV Club Inc., Joplin. Input Ch. 7; (CJLH-TV, Lethbridge, Alta.), 288-watts, 40-ft. above ground, 6958-ft. above sea level, lat. 48° 51' 30", long. 111° 06' 20". Transmitter, East Butte, Mt. Royal, 24-mi. NNW of Chester, Mont. Plant, \$4,712; yearly operating, \$400. Equipment, Adler. Non-profit corporation which will serve communities of Joplin, Chester, Iverness & Rudyard. E. K. Poppler, pres., Max Moore, v.p. BPTT-48.

(Continued on next page)

Translator Applications

NEW HAMPSHIRE

Claremont (Ch. 79)—Springfield Television Bcstg. Corp., Box 2210, Springfield, Mass. Input Ch. 58 (WRLP, Greenfield, Mass.), 64-watts, 60-ft. above ground, 947-ft. above sea level, lat. 43° 23' 16", long. 72° 22' 04". Transmitter, Twistback Hill. Plant, \$4,041; yearly operating, \$850. Equipment, Adler. George R. Townsend, v.p.; William L. Putnam, gen. mgr. BPTT-62.

West Lebanon (Ch. 70)—Nelson A. Crawford, 7 Main St. Input Ch. 6 (WRGB, Schenectady, N.Y.), 90-watts, 100-ft. above ground, 1180-ft. above sea level, lat. 43° 39' 15" long. 72° 17' 43". Transmitter, Crafts Hill. Plant, \$6,666; yearly operating, \$5,000. Equipment, Adler. Non-profit operation, to be supported by voluntary contributions. In addition to West Lebanon, communities of Wilder and White River Junction, Vt. will be served. BPTT-30.

OREGON

Brownlee Power Plant Camp (Ch. 72)—Idaho Power Co., Box 770, Boise, Ida. Input Ch. 2 (KBOI-TV, Boise), 68.8-watts, 8-ft. above ground, 4688-ft. above sea level, lat. 44° 47' 51", long. 116° 53' 06". Transmitter, approx. 20-mi. NW of Cambridge, Ida. Plant, \$3,500; yearly operating, \$400. Equipment, Adler. Idaho Power Co., 100%. R. E. Gale, v.p.; A. B. Day, communications engineer. BPTT-55.

Brownlee Power Plant Camp (Ch. 76)—Idaho Power Co., Box 770, Boise, Ida. Input Ch. 7 (KIDO-TV, Boise, Ida.). For additional technical data & ownership, see Ch. 72 application, above. BPTT-57.

La Grande (Ch. 70)—Grande Ronde Television Assn., c/o Harlow Speckhart, Rt. 1. Input Ch. 6 (KHQ-TV, Spokane, Wash.), 415-watts, 25-ft. above ground, 5025-ft. above sea level, lat. 45° 26' 23", long. 117° 53' 59". Transmitter, 12-mi. NE of La Grande on west face of Mt. Harris. Plant, \$9,900; yearly operating, \$700. Equipment, Adler. Non-profit group headed by following: Homer Case, pres.; Jack Crook, v.p.; Harlow Speckhart, secy.-treas. BPTT-45.

Oxbow Power Plant Camp (Ch. 70)—Idaho Power Co., Box 770, Boise, Ida. Input Ch. 2 (KBOI-TV, Boise), 68.8-watts, 8-ft. above ground, 3087-ft. above sea level, lat. 44° 59' 54", long. 116° 51' 54". Transmitter, approx. 2-mi. S of Homestead, Ore. Plant, \$3,850; yearly operating, \$400. Equipment, Adler. Idaho Power Co., 100%. R. E. Gale, v.p.; A. B. Day, communications engineer. BPTT-54.

Oxbow Power Plant Camp (Ch. 74)—Idaho Power Co., Box 770, Boise, Ida. Input Ch. 7 (KIDO-TV, Boise, Ida.). For other technical data and ownership, see Ch. 70 application, above. BPTT-56.

Roseburg (Ch. 83)—Eugene W. Roelle & John T. Pierce db/as Teleservice Co., 1040 W. Harvard Ave., Input Ch. 6 (KOIN-TV, Portland), 619-watts, 12-ft. above ground, 3512-ft. above sea level, lat. 43° 12' 10", long. 123° 06' 52". Transmitter, atop Mt. Lane, 11-mi. E of Roseburg. Plant, \$6,050; yearly operating, \$10,000. Equipment, Adler transmitter, Andrews antenna. Eugene W. Roelle, tech. director, 75%; John T. Pierce, manager, 25%. BPTT-43.

TEXAS

Alpine (Ch. 77)—The Honor System TV Assn. Inc., Box 848, Alpine. Input Ch. 7 (KOSA-TV, Odessa), 72-watts, 20-ft. above ground, 6120-ft. above sea level, lat. 30° 19' 25", long. 103° 43' 20.6". Transmitter 4-mi. W of Alpine on north tip of Twin Sister Mt. Plant, \$6,388; yearly operating, \$1,580. Equipment, Adler. Non-profit corporation supported by public subscription. Kenneth E. Hughes, pres.; Wallace I. Neu, gen. mgr.; Quata B. Hughes, and W. John Newell, directors. Will also serve community of Marfa, Tex. BPTT-61.

UTAH

Roosevelt (Ch. 70)—Utah Basin Television Co., c/o R. Earl Dillman, Roosevelt. Input Ch. 5 (KSL-TV, Salt Lake City), 700-watts, 14-ft. above ground, 10,214-ft. above sea level, lat. 40° 21' 10", long. 110° 47' 30". Transmitter, Tablona Peak, Uintah Mts. Plant, \$5,550; yearly operating, \$1,400. Equipment, Adler transmitter, Andrew antenna. Non-profit corporation. R. Earl Dillman, pres.; W. H. Linck, v.p.; Kenneth Aycock, secy.; Francis Harrison and Clifford N. Mermott, directors. BPTT-58.

Roosevelt (Ch. 75)—Utah Basin Television Co., c/o R. Earl Dillman, Roosevelt. Input Ch. 70 (translator located on Tablona Mt.), 144-watts, 45-ft. above ground, 5365-ft. above sea level, lat. 40° 15' 10", long. 110° 02' 40". Transmitter, 3.75-mi. SW of Roosevelt on ridge. Plant, \$5,550; yearly operating, \$1,400. Equipment, Adler transmitter, Frese antenna. Non-profit corporation which will also serve communities of Neola and Ft. Duchesne. R. Earl Dillman, pres.; W. H. Linck, v.p.; Kenneth Aycock, secy.; Francis Harrison and Clifford N. Mermott, directors. BPTT-59.

WASHINGTON

Manson (Ch. 70)—Manson Community TV Co. Inc., Manson. Input Ch. 2 (KREM-TV, Spokane), 176-watts, 32-ft. above ground, 3032-ft. above sea level, lat. 47° 51' 06", long. 120° 10' 00". Transmitter, top of Bear Mt. Equipment, Adler transmitter, Frese antenna. Cost of plant, \$3750; yearly operating, \$1500. Marion McFadden, manager. Also operates experimental TV station KO2KBX, Manson. BPTT-3.

Manson (Ch. 76)—Manson Community TV Co. Inc., Manson. Input Ch. 6 (KHQ-TV, Spokane). Technical and ownership data same as Ch. 70 application, above. BPTT-4.

WYOMING

Green River (Ch. 70)—Robert R. Laird, Box 1211, Salt Lake City, Utah. Input Ch. 5 (KSL-TV, Salt Lake City), 45-watts, 90-ft. above ground, 6940-ft. above sea level, lat. 41° 32' 30" long. 109° 26' 35". Transmitter, 1-mi. N of City Hall. Plant, \$4,865; yearly operating, \$800. Equipment, Adler. Robert R. Laird, 100% (engineer at KUTV, Salt Lake City.) BPTT-49.

Hawaiian and Puerto Rican Applications & CPs

HAWAII

★ **HONOLULU (Ch. 13)**—KHVH-TV, Kaiser Hawaiian Village Television Inc., P.O. Box 8089. CP 12-5-56; 12.9-kw visual, 7.76-kw aural, minus 40-ft. above av. terrain, 364-ft. above ground, 369-ft. above sea level, lat. 21° 17' 5.8", long. 157° 50' 22". Transmitter, 2005 Kalia Rd. Plant, \$133,653; yearly operating, \$116,000. Equipment, RCA. Henry J. Kaiser, pres., 75% (Industrialist); 50% of AM station KHVH, Honolulu; Hal Lewis, exec. v.p., 25% (radio time sales; broadcaster; owns 50% of AM station KHVH, Honolulu); Edgar F. Kaiser, v.p.; E. E. Trefethen Jr., v.p. & treas.; John J. de Mello, v.p.; William Marks, secy. Counsel, Haley, Doty & Wollenberg; engineer, Frank Fitch. BPCT-2217. Rep: Raymer. Starting Date (as reported): April, 1957. [Note: Delayed by protest; see Television Digest, Vol. 13:5.]

PUERTO RICO

★ **CAGUAS (Ch. 11)**—WKBM-TV, American Colonial Bcstg. Corp., Box 4189, San Juan, P. R. (WKVM, San Juan). CP 4-25-56; 2.67-kw visual, 1.34-kw aural, 1177-ft. above av. terrain, 237-ft. above ground, 1910-ft. above sea level, lat. 18° 16' 54", long. 66° 06' 46". Transmitter, 6-mi. NW of Caguas on Cerro Marquesa Mt. Plant, \$35,809 (tower & antenna available; transmitter partially paid for); yearly operating, \$60,000. Equipment, Gates transmitter, RCA antenna. Ralph Perez Perry, 100%; also holds CP for Ch. 9, Ponce, P.R. Counsel, Frank Stollenwerck; consulting engineers, Kear & Kennedy. BPCT-1980. Starting Date: Unreported.

Mayaguez (Ch. 3)—Ponce de Leon Bcstg. Co. Inc. Box 4563, San Juan, P. R. 5.86-kw visual, 2.93-kw aural, 628-ft. above av. terrain, 349-ft. above ground, 848-ft. above sea level, lat. 18° 04' 09", long. 67° 07' 38". Transmitter, 2-mi. SE of center of Cabo Rojo. Plant, \$133,977; yearly operating, \$75,000. Equipment, RCA. For ownership and other interests see WAPA-TV, San Juan. Station proposed herein is to be used for local live origination and as a satellite for WAPA-TV, San Juan. Counsel, Dow, Lohnes & Albertson; consulting engineers, Commercial Radio Equipment Co. BPCT-1906.

Mayaguez (Ch. 3)—Sucesion Luis Pirrallo-Castellanos, Box 479, 29.17-kw visual, 14.59-kw aural, 487-ft. above av. terrain, 249-ft. above ground, 873-ft. above sea level, lat. 18° 11' 35", long. 67° 07' 28". Transmitter, Km. 1.7 Santorio Rd. Plant, \$206,104; yearly operating, \$103,000. Equipment, Standard Electronics transmitter; RCA antenna. Applicant is real estate investment firm Esperanza Lopez Vda. de Pirrallo, 60%; Jose L. Pirrallo-Lopez, 10%; Manuel Pirrallo-Lopez, 10% (owns 27% of WISO, Ponce); Carlos M. Pirrallo-Lopez, 10% (19% of WISO); Carmen Esperanza Pirrallo-Lopez, 10%. Counsel, Frank Stollenwerck; consulting engineers, Kear & Kennedy. BPCT-2158.

Mayaguez (Ch. 3)—Department of Education of Puerto Rico, Hato Rey (San Juan). 29.4-kw visual, 14.7-kw aural, 693-ft. above av. terrain, 303-ft. above ground, 910-ft. above sea level, lat. 18° 04' 11", long. 67° 08' 03". Transmitter, 1.7-mi. SE of Cabo Rojo Town, Llanos Tuna Barrio. Plant, \$300,000; yearly operating, \$95,000. Equipment, GE. Mariano Villaronga, secy. of education. Also grantee for Ch. 6, San Juan. Counsel, Arnold, Fortas & Porter; consulting engineer, A. Earl Culum Jr., Dallas. BPCT-2159.

Ponce (Ch. 7)—George A. Mayoral & Wm. Cortada, A Partnership, c/o WJMR-TV, 1500 Canal St., New Orleans, La. 1408-kw visual, 704-kw aural, 199-ft. above av. terrain, 71-ft. above ground, 401-ft. above sea level, lat. 18° 01' 20", long. 66° 37' 36". Transmitter, El Vigia. Plant, \$56,100; yearly operating, \$67,200. Equipment, RCA transmitter, GE antenna. William Cortada, 50% (80% of electrical supply co.); 33% of building material co.) George A. Mayoral, 50% (exec. v.p. of WJMR-TV and WORA-TV, Mayaguez, P.R.) Counsel, Owens, Levy & Voelker, New Orleans. BPCT-2049.

Ponce (Ch. 7)—Portorican-American Bcstg. Co., Box 786. (WPAB). 578-kw visual, 289-kw aural, 113-ft. above av. terrain, 139-ft. above ground, 565-ft. above sea level, lat. 18° 01' 22", long. 66° 37' 14". Transmitter, El Vigia, in Barrio Portoguese Urbano. Plant, \$58,800; yearly operating, \$80,000. Equipment, Gates. Alfonso Gimenez Aguayo, pres., 41.4%; Juan A. Wirshing, v.p., 11.5%; Rafael Gimenez Aguayo, treas., 9.6%; Francisco Parra-Toro, secy., 4.8%; Inocencia Bigay vda. Soltero Machuelo, 32.7%. Counsel, E. D. Johnston; consulting engineers, George C. Davis Consulting Engineers. BPCT-2228.

★ **PONCE (Ch. 9)**—WSUR-TV, American Colonial Bcstg. Corp., c/o Station WKVM, Box 4189, San Juan, P.R. CP 5-3-56; 832-kw visual, 417-kw aural, 2520-ft. above av. terrain, 237-ft. above ground, 4107-ft. above sea level, lat. 18° 09' 19", long. 66° 33' 22". Transmitter, Cerro Maravilla Mt. Plant, \$18,937; yearly operating, \$45,000. Equipment, Adler transmitter, RCA antenna. (Building, antenna system & land are already available). Ralph Perez Perry, 100%. Applicant owns & operates WKVM, San Juan, and holds CP for Ch. 11 in Caguas. Counsel, Frank Stollenwerck; consulting engineers, Kear & Kennedy. BPCT-2055 Starting Date: unreported.

★ **SAN JUAN (Ch. 6, educational)**—WIPR-TV, Dept. of Education of Puerto Rico, San Juan. CP 2-2-55; 100-kw visual, 50-kw aural, 924-ft. above av. terrain, 285-ft. above ground, 1663-ft. above sea level, lat. 18° 16' 00", long. 66° 05' 05". Transmitter, 1.3-mi. ENE of Aguas Buenas. Plant, \$882,000; yearly operating, \$340,000. Equipment, RCA. Mariano Villaronga, secy. of education; R. Delgado Marquez, gen. mgr.; Rafael Rodriguez, chief engineer. Also applicant for Ch. 3, Mayaguez. Counsel, Arnold, Fortas & Porter; consulting engineer, A. Earl Culum. BPET-42. Starting Date (as reported): Spring of 1957.

Post-Freeze**Stations That Have Gone Off Air**

Up to February 1, 1957

(Does not include stations that quit temporarily but resumed)

- WKAB-TV**, Mobile, Ala. (Ch. 48)—Pursley Bcstg. Service Inc. Began operation Dec. 29, 1952, but quit air Aug. 1, 1954, reverting to CP status; CP cancelled by FCC Feb. 28, 1956 (see *Television Digest*, Vol. 10:31).
- KOY-TV**, Phoenix, Ariz. (Ch. 10)—KOY Bcstg. Co. Began operation Oct. 19, 1953, sharing time with KOOL-TV, but quit air permanently when FCC approved merger with KOOL-TV May 5, 1954 (see *Television Digest*, Vol. 10:19).
- KRTV**, Little Rock, Ark. (Ch. 17)—Little Rock Telecasters Inc. Began operation April 5, 1953, but quit air permanently March 31, 1954 (see *Television Digest*, Vol. 10:13).
- KBID-TV**, Fresno, Cal. (Ch. 53)—John Poole Bcstg. Co. Began operation Feb. 8, 1954, but quit air July 15, 1954, reverting to CP status, also asking for lower uhf channel (see *Television Digest*, Vol. 10:29 & 11:9). CP expires May 9, 1957.
- ♦**KTHE**, Los Angeles, Cal. (Ch. 28, educational)—University of Southern California. Began operation Aug. 3, 1953, but quit air Sept. 10, 1954, reverting to CP status; dropped CP Feb. 9, 1955 (see *Television Digest*, Vol. 10:37 & 11:7).
- KMBY-TV**, Monterey-Salinas, Cal. (Ch. 8)—Monterey Radio-Television Co. Began operation Aug. 17, 1953, sharing time with KSBW-TV, Salinas, but quit air permanently when FCC approved merger with KSBW-TV Feb. 2, 1955 (see *Television Digest*, Vol. 11:6).
- KTVU**, Stockton, Cal. (Ch. 36)—San Joaquin Telecasters. Began operation Dec. 15, 1953, but quit air April 30, 1955, reverting to CP status; CP cancelled by FCC May 21, 1956 (see *Television Digest*, Vol. 11:19, 35, 42).
- KDZA-TV**, Pueblo, Colo. (Ch. 3)—Pueblo Radio Co. Inc. Began operation March 18, 1953, but quit air on April 21, 1954, reverting to CP status; CP canceled by FCC Sept. 17, 1954 (see *Television Digest*, Vol. 10:20).
- WFTL-TV**, Fort Lauderdale, Fla. (Ch. 39)—Tri-County Bcstg. Co. Began operation Apr. 7, 1953 on Ch. 23, but quit air permanently Dec. 29, 1954 after Storer Bcstg. purchased CP of WMIE-TV (Ch. 27) and physical facilities of WFTL-TV, then got FCC approval to change call letters to WGBS-TV and switch to Ch. 23 (see *Television Digest*, Vol. 10:47, 51).
- WPFA-TV**, Pensacola, Fla. (Ch. 15)—Charles W. Lamar Jr. Began operation Oct. 9, 1953, but quit air Dec. 18, 1955, reverting to CP status (see *Television Digest*, Vol. 11:51). Request for extension of CP awaits FCC action.
- WIRK-TV**, W. Palm Beach, Fla. (Ch. 21)—WIRK-TV Inc. Began operation Aug. 31, 1953, but quit air March 1, 1956, reverting to CP status (see *Television Digest*, Vol. 12:11). CP cancelled Dec. 19, 1956.
- WATL-TV**, Atlanta, Ga. (Ch. 36)—Robert W. Rounsaville. Began operation Oct. 13, 1954, as WQXI-TV, but quit air May 31, 1955, reverting to CP status (see *Television Digest*, Vol. 11:32). Request for extension of CP awaits FCC action.
- WOKA**, Macon, Ga. (Ch. 47)—Macon Television Co. Began operation Aug. 25, 1953 as WETV, then was sold for token \$1 and assumption of some \$249,889 in liabilities to E. C. Cargill (25%) and oilman J. C. Barnes (75%) by radio WNEJ and 18% owner W. A. Fickling (see *Television Digest*, Vol. 11:17, 23). Left air May 31, 1953, reverting to CP status (see *Television Digest*, Vol. 12:23). CP cancelled Sept. 17, 1956.
- KFXD-TV**, Nampa, Ida. (Ch. 6)—Frank E. Hurt & Sons, Inc. Began operation June 18, 1953, but quit air Aug. 12, 1953, reverting to CP status; sold to Idaho Bcstg. & Television Co. Jan. 27, 1954, and call letters changed to KTVI (see *Television Digest*, Vol. 9:34 & 10:15); dropped CP Oct. 27, 1954.
- WRAY-TV**, Princeton, Ind. (Ch. 52)—Southern Indiana Telecasting Inc. Began operation Dec. 6, 1953, but quit air July 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:28). Request for extension of CP awaits FCC action.
- KGTV**, Des Moines, Ia. (Ch. 17)—Rib Mt. Television Inc. Began operation Nov. 14, 1953, but quit air April 15, 1955 reverting to CP status and asking for interim use of unapplied-for educational channel 11 (see *Television Digest*, Vol. 11:16). Request for extension of CP awaits FCC action.
- KEDD**, Wichita, Kan. (Ch. 16)—Stanley H. Durwood. Began operation Aug. 15, 1953, but quit air April 30, 1956, reverting to CP status (see *Television Digest*, Vol. 12:17). Request for extension of CP awaits FCC action.
- WKLO-TV**, Louisville, Ky. (Ch. 21)—Mid-America Bcstg. Corp. Began operation Sept. 7, 1953, but quit air April 20, 1954, reverting to CP status; sale to Great Trails Bcstg. Corp. (ex-Secy. of Commerce Charles Sawyer) approved July 20, 1955 by FCC (see *Television Digest*, Vol. 10:17; 11:27, 31). Request for extension of CP awaits FCC action.

Editor's Note: For list of post-freeze CPs granted but relinquished before going on air, being dropped either voluntarily or by order of FCC, see *TV Factbook No. 23*, pp 311-12. Added to CP drop-out list since July 15, 1956 publication date of *TV Factbook No. 23* were: WANE-TV, Ft. Wayne, Ind. (Ch. 69), Radio Fort Wayne Inc., dropped July 18, 1956. WOTV, Richmond, Va. (Ch. 29), Winston-Salem Broadcasting Co. Inc., cancelled Dec. 19, 1956. (Has requested reinstatement). KRNS, Yakima, Wash. (Ch. 23), Chinook Television Co., cancelled Sept. 17, 1956. (Has requested reinstatement). WAAB-TV, Worcester, Mass. (Ch. 20), Wilson Bcstg. Corp. dropped Jan. 7, 1957.

Stations Off Air

- KFAZ**, Monroe, La. (Ch. 43)—Delta Television Inc. Began operation Aug. 11, 1953, but quit air May 1, 1954, reverting to CP status; CP cancelled by FCC Dec. 6, 1954 (see *Television Digest*, Vol. 10:19).
- WLAM-TV**, Lewiston, Me. (Ch. 17)—Lewiston-Auburn Bcstg. Corp. Began operation Nov. 22, 1953, but quit air March 25, 1956, retaining license (see *Television Digest*, Vol. 11:13). License expires April 1, 1957. [Note: Has notified FCC that it will not ask for renewal of license.]
- WPMT**, Portland, Me. (Ch. 53)—Carrell K. Pierce. Began operation Aug. 27, 1953, but quit air Dec. 16, 1954, reverting to CP status; March 18, 1955 CP was transferred from Frank S. Hoy family to bankruptcy trustee C. K. Pierce (see *Television Digest*, Vol. 10:52). Dropped CP Jan. 16, 1956.
- WMGT**, Adams, Mass. (Ch. 19)—Greylock Bcstg. Co. Began operation on Feb. 5, 1954, but quit air Feb. 25, 1956 when tower & antenna were destroyed by high winds and reverted to CP status (see *Television Digest*, Vol. 12:9). CP expires July 2, 1957. [Note: Plans to resume in early 1957.]
- WTAO-TV**, Cambridge-Boston, Mass. (Ch. 56)—Middlesex Bcstg. Corp. Began operation on Aug. 31, 1953, but quit air March 30, 1956, reverting to CP status (see *Television Digest*, Vol. 12:11). Request for extension of CP awaits FCC action.
- WWOR-TV**, Worcester, Mass. (Ch. 14)—Salisbury Bcstg. Corp. Began operation Nov. 16, 1953, but quit air Sept. 5, 1955, retaining license (see *Television Digest*, Vol. 11:37). License expires April 1, 1957.
- WBKZ-TV**, Battle Creek, Mich. (Ch. 64)—Booth Radio & Television Stations, Inc. Began operation May 15, 1953, but quit air April 23, 1954, reverting to CP status, and filed application for Ch. 10 in Parma, Mich.; dropped CP Oct. 22, 1954 (see *Television Digest*, Vol. 10:17, 18, 21).
- WTAC-TV**, Flint, Mich. (Ch. 16)—Trendle-Campbell Bcstg. Corp. Began operation Oct. 28, 1953, but quit air April 20, 1954, reverting to CP status; dropped CP Aug. 10, 1954 (see *Television Digest*, Vol. 10:19, 31).
- WTOM-TV**, Lansing, Mich. (Ch. 54)—Inland TV Bcstg. Co., c/o John L. Mayer, receiver, 3311 W. McNichols Rd., Detroit, Mich. Began operation Aug. 13, 1953; year later was leased by John C. Pomeroy and associates to Inland TV Co. (Herbert H. Upton, J. A. Straus, James O. Hendley). Station quit air Oct. 9, 1956, reverting to off-air status and was taken over by receiver (see *Television Digest*, Vol. 12:41). License expires Oct. 1, 1958.
- WFTV**, Duluth, Minn. (Ch. 38)—Great Plains Television Properties of Minnesota. Began May 31, 1953, but quit air July 11, 1954 (see *Television Digest*, Vol. 10:28). Request for extension of CP awaits FCC action.
- WMIN-TV**, St. Paul-Minneapolis (Ch. 11)—WMIN Bcstg. Co. Inc. Began operation Aug. 27, 1953, sharing time with WTCN-TV, then, April 6, 1955, FCC approved sale of both WMIN-TV & WTCN-TV, with radio WTCN, to Harry M. Bitner's Consolidated TV & Radio Bcstrs. Inc. Immediately thereafter WMIN-TV went off air permanently & WTCN-TV became full-time operation (see *Television Digest*, Vol. 11:5, 15).
- WJTV**, Jackson, Miss. (Ch. 25)—Mississippi Publishers Corp. Began operation Jan. 20, 1953, but quit air permanently May 31, 1955, after acquiring 40% of WSLI-TV (Ch. 12), with latter changing call letters to WJTV (see *Television Digest*, Vol. 11:23).
- WCOC-TV**, Meridian, Miss. (Ch. 30)—Mississippi Bcstg. Co. Began operation in Dec., 1953, but quit air July 30, 1954, reverting to CP status and asking for Ch. 7 allocation (see *Television Digest*, Vol. 10:31). Request for extension of CP awaits FCC action.
- KCTY**, Kansas City, Mo. (Ch. 25)—Allen B. DuMont Laboratories Inc. Began operation June 6, 1953, owned by Empire Coil Co.; on Jan. 1, 1954, was sold to DuMont; on March 1, 1954, quit air permanently (see *Television Digest*, Vol. 10:1, 7).
- KMBC-TV**, Kansas City, Mo. (Ch. 9)—Midland Bcstg. Co. Began operation Aug. 1, 1953, sharing time with WHB-TV, but quit air permanently when FCC approved merger with WHB-TV June 9, 1954; WHB-TV changed name to KMBC Bcstg. Co. and retains KMBC-TV call letters for full-time operation (see *Television Digest*, Vol. 10:17, 24).
- KACY**, St. Louis (Festus), Mo. (Ch. 14)—Ozark Television Corp. Began operation Oct. 31, 1953, but quit air April 2, 1954, reverting to CP status. FCC cancelled CP Sept. 7, 1955 (see *Television Digest*, Vol. 10:15 & 11:37).
- KSTM-TV**, St. Louis, Mo. (Ch. 36)—Broadcast House Inc. Began operation Oct. 20, 1953, but quit air Aug. 3, 1954, reverting to CP status; dropped CP Aug. 26, 1954; is applicant for Ch. 11, East St. Louis, Ill. Later facilities & Channel 36 were acquired by WTVI, Belleville, Ill., which moved to St. Louis & changed call to KTVI (see *Television Digest*, Vol. 10:32; 11:16).
- KOPR-TV**, Butte, Mont. (Ch. 4)—Copper Bcstg. Co. Began operation Aug. 23, 1953, but quit air Sept. 19, 1954, reverting to CP status; FCC cancelled CP April 26, 1955 (see *Television Digest*, Vol. 10:38 & 11:18).
- KFOR-TV**, Lincoln, Neb. (Ch. 10)—Cornbelt Bcstg. Corp. Began operation May 25, 1953, sold to Fetzer Bcstg. Co. Feb. 1954; went off air permanently March 13, 1954. KOLN-TV (under same ownership) switching from Ch. 12 to 10. Ch. 12 facilities transferred to KUON-TV c/o Byron J. Dunn, acting as trustee for U of Nebraska, July 28, 1954. (See *Television Digest*, Vol. 10:9, 11, 31, 45).
- WRTV**, Asbury Park, N.J. (Ch. 58)—Atlantic Video Corp. Began operation Dec. 14, 1953, but quit air April 1, 1955, reverting to CP status (see *Television Digest*, Vol. 11:13). Request for extension of CP awaits FCC action.

(Continued on page 344)

Radio-Electronics-Television Manufacturers Assn.

1721 DeSales St., NW. Washington 6, D.C. National 8-3902

New York Office (engineering): 11 W. 42nd St.
Longacre 5-3450 (Virgil M. Graham, in charge).

West Coast Office: 7046 Hollywood Blvd., Los Angeles.
Hollywood 2-1228 (Joseph J. Peterson, mgr.)

OFFICERS

Dr. W. R. G. Baker, *president & engineering director* (GE)
James D. Secrest, *executive v.p. & secy.*
Leslie F. Muter, *treas.* (Muter Co.)
Robert S. Bell, *v.p. set division* (Packard-Bell)
R. E. Carlson, *v.p. tube division* (Tung-Sol)
Herbert W. Clough, *v.p. parts division* (Belden Mfg. Co.)
H. J. Hoffman, *v.p. technical products division* (Machlett Labs)
F. R. Lack, *v.p. military products division* (Western Electric)
C. Paul Young, *military relations director* (Philco)
Frank W. Mansfield, *statistical director* (Sylvania)
Robert C. Sprague Jr., *industrial relations director* (Sprague Electric)
Ray C. Ellis, *international director* (Raytheon)
Glen McDaniel, *general counsel*
Wm. L. Reynolds, *asst. general counsel*
John W. Van Allen, *general counsel emeritus*

STAFF

Peter H. Cousins, *asst. to executive v.p.*
Virgil M. Graham, *mgr. engineering dept.* (N.Y.)
Capt. Henry E. Bernstein, *USN Ret., military engineering coordinator*
William F. E. Long, *mgr. statistical dept.*
Carroll M. White, *mgr. mobile radio communications*
Tyler Nourse, *mgr. international dept.*
Herbert Hodge, *mgr. information office*
Donald H. Stover, *service coordinator*
Edmund Wellington Jr., *staff assistant*
Anna M. Chase, *office mgr.*

BOARD OF DIRECTORS (1956-57)

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Dr. W. R. G. Baker, GE
Max F. Balcom, Sylvania
Robert S. Bell, Packard-Bell
Joseph N. Benjamin, Pilot Radio
Roland M. Bixler, J-B-T Instruments
A. Blumenkrantz, General Instrument
R. E. Carlson, Tung-Sol
Herbert W. Clough, Belden Mfg. Co.
B. W. Cooper, Delco Radio, General Motors
C. Russell Cox, Andrew Corp.
Russell E. Cramer, Jr., Radio Condenser Co.
T. M. Douglas, Federal Telephone & Radio
Harry A. Ehle, International Resistance Co.
E. K. Foster, Bendix Radio
Frank Freilmann, Magnavox
Paul V. Galvin, Motorola
R. S. Gates, Collins Radio
Chester G. Gifford, Avco (Crosley)
W. J. Halligan, Hallcrafters
Larry F. Hardy, Philco
H. J. Hoffman, Machlett Labs.
H. Leslie Hoffman, Hoffman Electronics
D. R. Hull, Raytheon
F. R. Lack, Western Electric
Roy S. Laird, Ohmite Mfg. Co.
J. A. McCullough, Eitel-McCullough
Leslie F. Muter, Muter Co.
W. Myron Owen, Aerovox
W. S. Parsons, Globe-Union
A. D. Plamondon, Jr., Plamondon Magnetics
David T. Schultz, DuMont
R. J. Shank, Hughes Aircraft
Ray F. Sparrow, P. R. Mallory
Robert C. Sprague, Sprague Electric
Charles F. Stromeyer, CBS-Hytron
Robert C. Tait, Stromberg-Carlson
L. C. Truesdell, Zenith
L. L. Waite, North American Aviation
Raymond G. Zender, Lenz Electric

PAST PRESIDENTS

*H. H. Frost, Herbert H. Frost, Inc. . . . 1924-26
A. T. Haugh, United Radio Corp. . . . 1926-27
*C. C. Colby, Samson Electric Co. . . . 1927-28
H. H. Frost, Herbert H. Frost, Inc. . . . 1928-29
H. B. Richmond, General Radio . . . 1929-30
Morris Metcalf, American Bosch . . . 1930-31
*J. Clarke Cole, U.S. Radio & TV . . . 1931-32
*Fred D. Williams, National Carbon . . . 1932-34
Leslie F. Muter, Muter Co. . . . 1934-38
*A. S. Wells, Wells-Gardner . . . 1938-40
J. S. Knowlson, Stewart-Warner . . . 1940-42

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(continued on next page)

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Sig Mickelson, CBS
Davidson Taylor, NBC

Stations Off Air

(Continued from page 341)

WHTO-TV, Atlantic City, N.J. (Ch. 46)—Neptune Bcstg. Corp. Began operation Dec. 21, 1952 as WFPG-TV, but quit air May 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:19). Request for extension of CP awaits FCC action.

WBES-TV, Buffalo, N.Y. (Ch. 59)—WBES-TV Inc. Began operation Sept. 5, 1953, but quit air permanently Dec. 18, 1953 (see *Television Digest*, Vol. 9:50).

WECT, Elmira, N.Y. (Ch. 18)—El-Cor Television Inc. Began operation Sept. 30, 1953, but quit air May 26, 1954, reverting to CP status; dropped CP Sept. 23, 1954 (see *Television Digest*, Vol. 10:22).

WKNY-TV, Kingston, N.Y. (Ch. 21 allocated to Poughkeepsie)—WKNY-TV Corp. Began operation April 23, 1954 from site near Port Ewen, N.Y. with 2.14-kw visual on Ch. 66, but quit the air July 25, 1956, reverting to CP status (see *Television Digest*, Vol. 12:30). Request for extension of CP awaits FCC action.

WQMC, Charlotte, N.C. (Ch. 36)—WQMC Television Inc. Began operation as WAYS-TV Dec. 7, 1953, then was sold to present owner Dec. 29, 1954, and quit air March 15, 1955, reverting to CP status (see *Television Digest*, Vol. 11:12). CP expires April 1, 1957.

WICA-TV, Ashtabula, O. (Ch. 15)—WICA Inc. Began operation Aug. 25, 1953, but quit air June 16, 1956, reverting to CP status (see *Television Digest*, Vol. 12:23). Request for extension of CP awaits FCC action.

WIFE, Dayton, O. (Ch. 22)—Skyland Bcstg. Corp. Began operation Oct. 3, 1953, but quit air March 13, 1954, reverting to CP status (see *Television Digest*, Vol. 10:11). Request for extension of CP awaits FCC action.

KMPT, Oklahoma City, Okla. (Ch. 19)—KLPR Television Inc. Began operation Nov. 8, 1953, then on Feb. 12, 1954 was placed in receivership, quit air Feb. 4, 1955, reverting to CP status; CP cancelled by FCC Aug. 26, 1955 (see *Television Digest*, Vol. 10:9, 14 & 11:6).

KTVO, Oklahoma City, Okla. (Ch. 25)—Republic Television & Radio Co. Began operation as Oklahoma County Television & Radio Co., headed by John Esau; later was transferred to E. A. Farris to whom station owed \$100,000 and operated by National Affiliated Television Stations; then quit air Dec. 15, 1955, reverting to CP status (see *Television Digest*, Vol. 11:21, 50-51). Request for extension of CP awaits FCC action.

KCEB, Tulsa, Okla. (Ch. 23)—Elfred Beck. Began operation March 13, 1954, but quit air Dec. 25, 1954, reverting to CP status (see *Television Digest*, Vol. 10:49 & 11:2). Request for extension of CP awaits FCC action.

WFMZ-TV, Allentown, Pa. (Ch. 67)—Penn-Allen Bcstg. Co. (WFMZ). Began operation Nov. 22, 1954, but quit air April 15, 1955, reverting to CP status (see *Television Digest*, Vol. 11:16). Request for extension of CP awaits FCC action.

WCHA-TV, Chambersburg, Pa. (Ch. 46)—Chambersburg Bcstg. Co. Began operation Sept. 3, 1953, but quit air July 18, 1954, reverting to CP status; dropped CP Nov. 8, 1954 (see *Television Digest*, Vol. 10:29).

WLBR-TV, Lebanon, Pa. (Ch. 15)—Lebanon TV Corp. Began operation Oct. 9, 1953, but quit air Oct. 16, 1954, reverting to CP status (see *Television Digest*, Vol. 10:42 & 11:14). Request for extension of CP awaits FCC action. [Note: Being sold to WFIL-TV, Philadelphia, which plans return to air within 45 days after FCC approval of transfer; *Television Digest*, Vol. 11:27.]

WKST-TV, New Castle, Pa. (Ch. 45)—WKST Inc. Began operation April 4, 1953, but quit air Jan. 14, 1955, reverting to CP status (see *Television Digest*, Vol. 11:2). Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.

WKJF-TV, Pittsburgh, Pa. (Ch. 53)—Agnes J. Reeves Greer. Began operation July 14, 1953, but quit air July 2, 1954, reverting to CP status (see *Television Digest*, Vol. 10:26). Request for extension of CP awaits FCC action.

WEEU-TV, Reading, Pa. (Ch. 33)—Hawley Bcstg. Co. Began operation April 9, 1953, but quit air June 30, 1955, reverting to CP status (see *Television Digest*, Vol. 11:27). Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.

WHUM-TV, Reading, Pa. (Ch. 61)—Eastern Radio Corp. Began operation Feb. 22, 1953, but quit air Sept. 4, 1956, reverting to CP status (see *Television Digest*, Vol. 12:36). Request for extension of CP awaits FCC action.

WTVU, Scranton, Pa. (Ch. 44)—The Appalachian Co. Inc. Began operation Aug. 17, 1953, but quit air July 1, 1955 to convert to Ch. 44, and failed to resume operation, now in CP status (see *Television Digest*, Vol. 11:26, 53). Request for extension of CP awaits FCC action.

WNET, Providence, R. I. (Ch. 16)—Channel 16 of Rhode Island Inc. Began operation March 23, 1954, but quit air July 10, 1955, reverting to CP status (see *Television Digest*, Vol. 11:28). Request for extension of CP awaits FCC action.

WCOS-TV, Columbia, S.C. (Ch. 25)—Radio Columbia. Began operation April 25, 1953, but quit air permanently, turning in CP Jan. 21, 1956 (see *Television Digest*, Vol. 12:3).

WGV, Greenville, S.C. (Ch. 23)—Greenville Television Co. Began operation July 15, 1953, but quit air April 29, 1956, reverting to CP status (see *Television Digest*, Vol. 12:17). License expires Dec. 1, 1957.

KBMT, Beaumont, Tex. (Ch. 31)—Television Bcstrs. Inc. Began operation April 9, 1954, but quit air temporarily Aug. 1, 1956, reverting to CP status (see *Television Digest*, Vol. 12:30). Request for extension of CP awaits FCC action.

KNUZ-TV, Houston, Tex. (Ch. 39)—KNUZ Television Co. Began operation Oct. 10, 1953, but quit air June 25, 1954, reverting to CP status (see *Television Digest*, Vol. 10:27). Request for extension of CP awaits FCC action.

KTVE, Longview-Tyler, Tex. (Ch. 32)—East Texas Television Co., Box 2029. Began operation Oct. 24, 1953, but quit air Dec. 23, 1955, reverting to CP status (see *Television Digest*, Vol. 11:52). CP cancelled Sept. 17, 1956.

KETX, Tyler, Tex. (Ch. 19)—Jacob A. Newborn Jr. Began operation Aug. 24, 1953, but quit Oct. 23, 1954, reverting to CP status and applying for Ch. 9 (see *Television Digest*, Vol. 10:43). CP cancelled Jan. 9, 1956.

KANG-TV, Waco, Tex. (Ch. 34) which began operating Nov. 1, 1953, quit air Dec. 13, 1955 and cancelled CP as part of agreement with owners of KWTX-TV, Waco, whereby physical facilities of KANG-TV were turned over to KWTX and KANG-TV owners acquired approximately 29% of KWTX stock (see *Television Digest*, Vol. 12:1).

WBTM-TV, Danville, Va. (Ch. 24)—Piedmont Bcstg. Corp. Began operation Jan. 13, 1954, but quit air Dec. 31, 1954, reverting to CP status (see *Television Digest*, Vol. 11:1, 2). Request for extension of CP awaits FCC action.

WACH-TV, Newport News-Norfolk, Va. (Ch. 33)—Russell A. Collins, trustee. Began operation Oct. 6, 1953, but quit air March 26, 1954, then resumed operation Aug. 1, 1954, but quit air again July 1, 1955, reverting to CP status; Feb. 17, 1956 license was transferred from Eastern Bcstg. Corp. to bankruptcy trustee Russell A. Collins. (See *Television Digest*, Vol. 10:14, 31, 11:27). Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.

WROV-TV, Roanoke, Va. (Ch. 27)—Radio Roanoke Inc. Began operation Feb. 15, 1953, but quit air permanently July 18, 1953 (see *Television Digest*, Vol. 9:29).

WKNA-TV, Charleston, W.Va. (Ch. 49)—Joe L. Smith Jr. Inc. Began operation Sept. 17, 1953, but quit air Feb. 12, 1955, reverting to CP status (see *Television Digest*, Vol. 11:6). Request for extension of CP awaits FCC action.

WJPB-TV, Fairmont, W.Va. (Ch. 35)—WJPB-TV Inc. Began operation March 17, 1954, but left air Feb. 28, 1955, then resumed in March of 1955, but quit air again in fall of 1955, reverting to CP status; expects to return to air in Spring of 1957 and also plans to apply for Ch. 5 in nearby Weston, W.Va. (see *Television Digest*, Vol. 11:9, 27; 12:2; 13:4). Request for extension of CP awaits FCC action.

WCAN-TV, Milwaukee, Wis. (Ch. 25)—Lou Poller. Began operation Sept. 5, 1953, but quit air Feb. 27, 1955, reverting to CP status (see *Television Digest*, Vol. 11:6). Request for extension of CP awaits FCC action.

WNAM-TV, Neenah-Appleton-Menasha, Wis. (Ch. 42)—Neenah-Menasha Bcstg. Co. Began operation Dec. 10, 1953, but quit air Jan. 2, 1955, reverting to CP status, then dropped CP March 10, 1955, after FCC approved purchase of Ch. 5 CP for WFRV-TV (see *Television Digest*, Vol. 10:49 & 11:2, 9).

WOSH-TV, Oshkosh, Wis. (Ch. 48)—Oshkosh Bcstg. Co. Began operation June 27, 1953, but quit air permanently March 22, 1954 (see *Television Digest*, Vol. 10:12).

XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.)—(Ch. 7)—Televisión de Matamoros, S.A. Began operation Sept. 4, 1951, but quit air permanently April 18, 1954 (see *Television Digest*, Vol. 10:18).

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Revised to January 15, 1957

These listings are based on data supplied by companies known to be serving TV and responding to our questionnaires. Symbols indicate nature of services and are used by arrangement with Broadcast Information Bureau, 535 Fifth Ave., New York 17, N.Y. which also provides quarterly subscription service listing actual shows currently available from each company (see advertisement p. 371).

SYMBOLS

AN = Animation	Lab = Laboratory Facilities & Services
AR = Artists Representative	ML = Music Library
DF = Distributor of features	N = News
DIF = Distributor of Industrial & Educational films (lease or loan)	PFC = Producer of Film Spot Commercials
DN = Distributor of newsreels	PFO = Producer of Film Programs on Order
DOE = Distributor of open-end film commercials (made for TV)	PFS = Producer of Film series
DRF = Distributor of religious films	PIF = Producer of Industrial & Educational films (lease or loan)
DSH = Distributor of Motion Picture shorts	PN = Producer of Newsreels (& special events)
DFL = Distributor of Foreign Language films	POE = Producer of Open-end Film Commercials (made for TV)
DFS = Distributor of TV Film series	PRF = Producer of Religious Films
Ex = Exporter of films	Props = Properties for Lease
FB = Film Buyer	PSC = Producer of Slides & Balops (telops), and Slide Film Commercials
FH = Film Handlers. Service—picking up, shipping, handling, etc., film programs commercial for ad agencies, stations, or sponsors, or for producer-distributors	PSh = Producer of Theatrical Shorts
IF = Importer of films	RF = Recording Facilities
IFS = Importer of TV Film series	SF = Stock Footage
Ki = Kinescope	SR = Sales Representative
	StF = Studio Facilities for Rent
	TR = TV Rights
	O = Other services (Editing, processing, recording, projection room, storage, etc.)

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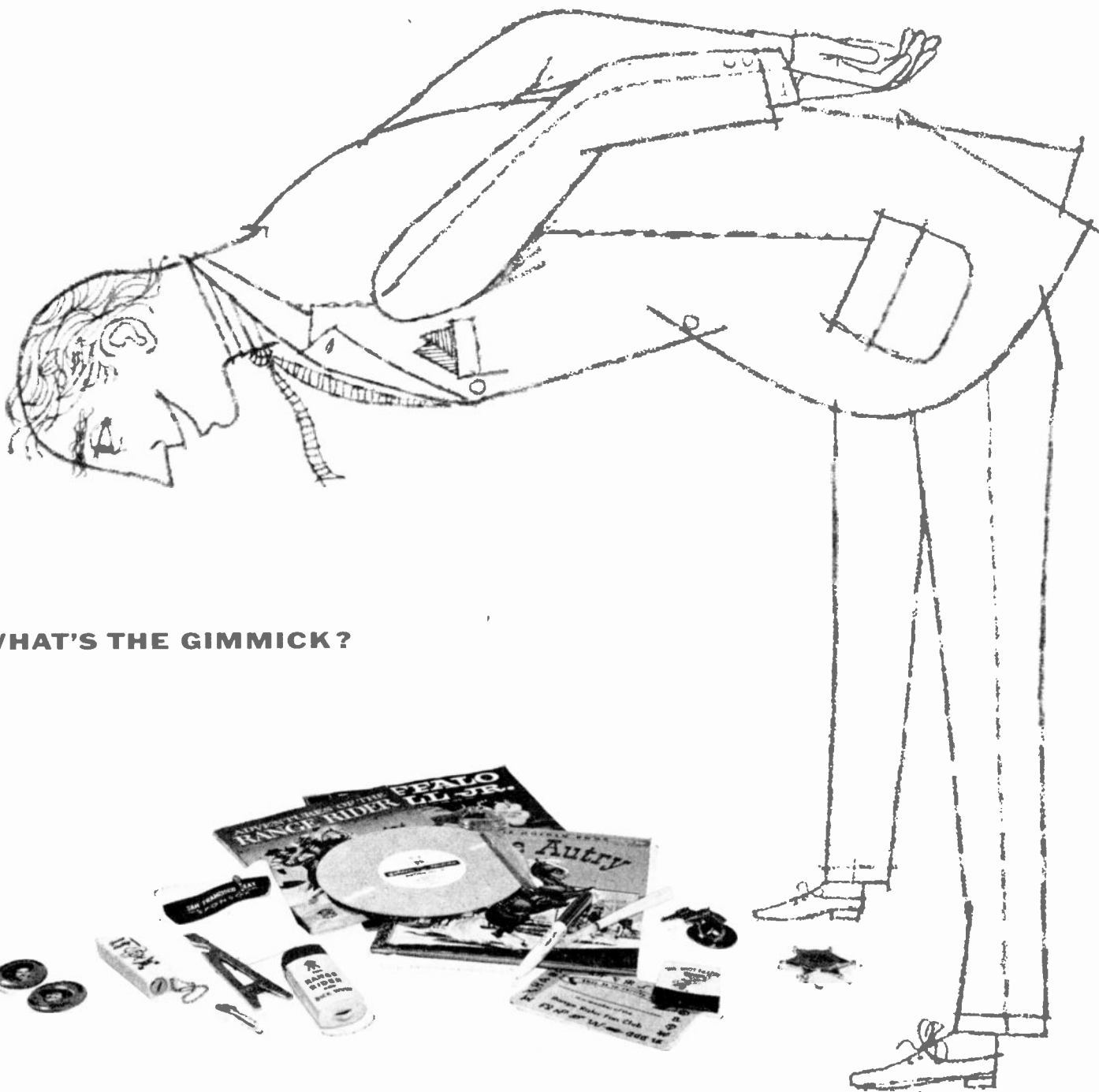
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- CATHEDRAL FILMS**, 140 N. Hollywood Way, Burbank, Cal. Thornwall 8-6637. J. K. Friedrich. PFR.
- CATHOLIC MOVIES**, 1409 Seventy-ninth St., N. Bergen, N.J. Union 9-1193. Stan Lewek, mgr. Branch: New York—220 W. 42nd St.; Wisconsin 7-9130. DRF.
- CAVALCADE TELEVISION PROGRAMS**, 7904 Santa Monica Blvd., Hollywood 46, Cal. Oldfield 4-4144. Harvey Pergament. DFS DFL, DSh Ex IF IFS TR.
- CAVALIER PRODUCTIONS**, B8 Hillside Manor, Hyde Park, N.Y. Pioneer 2-0500. R. Miles Master, artists rep. Branch: New York City—143 W. 49th St.; Circle 7-8100; Dr. J. L. Levit, exec. producer. AR PFO PIF PN.
- CBS TELEVISION FILM SALES Inc.**, (Columbia Broadcasting System), 485 Madison Ave., New York, N.Y. Plaza 1-2345. Leslie Harris, v.p.-gen. mgr.; Fred Mahlstedt, dir. of operations & production; Thomas W. Moore, gen. sales mgr. Branches: Chicago—410 N. Michigan Ave.; Whitehall 4-6000; Donald Goldsmith. Los Angeles—1313 N. Vine St.; Webster 8-3261; William Perkinson. San Francisco—Palace Hotel; Yukon 2-7000; Glenn Ticer. Boston—Statler Office Bldg.; Hubbard 2-2323; H. Roy Marks. Atlanta—805 Peachtree St., NE; Trinity 6-0727; James McCormick. DFS.



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- CENTAUR STUDIOS**, 7657 Melrose Ave., Hollywood 46, Cal. Webster 1-8154. Carl Swanstrom, pres. STF.
- CENTER FOR MASS COMMUNICATION** (Div. of Columbia University Press), 1125 Amsterdam Ave., New York City. University 5-2000. Dorothy Oshlag, mgr. DIF.
- CENTRON CORP. Inc.**, 1107 Massachusetts St., Lawrence Kan. Tel.: 502. Arthur H. Wolf, pres. ML O PFC PFO PIF PRF RF SF.
- CHADWICK ANIMATION Inc.**, 80 Park Ave., New York 16, N. Y. Oxford 7-4830. AN PFC PIF.
- HU CHAIN ASSOCIATES**, 40 E. 40th St., New York 16, N.Y. Murray Hill 5-7220. PFC PIF.
- BRUCE CHAPMAN CO.**, 125 W. 41st St., New York 36, N.Y. Wisconsin 7-9244. Bruce Chapman, pres. PFC PIF.
- CHARTER OAK TELE-PICTURES Inc.**, 846 Seventh Ave., New York 19, N. Y. Circle 6-2507. Louis Cavrella, pres. PFC PIF PFO.
- CHASE PICTURES**, 225 E. 46th St., New York City. Eldorado 5-7943. DF.
- CHERTOK TELEVISION Inc.**, 1040 N. Las Palmas Ave., Los Angeles 38, Cal. Hollywood 3-5106. Jack Chertok, pres.; Paul MacNamara, v.p. PFS PFO PFC.
- CHERYL TV Corp.**, 3701 S. Genesee Ave., Los Angeles, Cal. Texas 0-6137. Simon Lipson, pres.; Jack Broder, v.p.; John Ettlinger, national sales mgr.; Laura Raphael & Helen Sweet, film bookers. DF.
- CHICAGO FILM LABORATORY Inc.**, 56 E. Superior St., Chicago 11, Ill. Whitehall 4-6971. A. G. Dunlap, pres.; Robert D. Casterline, sales dir. Lab PFC PFO RF.
- CHICAGO VIDEO SERVICE**, 381 Sheridan Rd., Winnetka, Ill. Winnetka 6-0473. Barbara M. Corning, pres. Live shows.
- THE CHRISTOPHERS Inc.**, 18 E. 48th St., New York 17, N.Y. Plaza 9-4050. Rev. James Keller, M.M., dir. P-DRF.
- DAVID CHUDNOW PRODUCTIONS**, 6926 Melrose Ave., Hollywood 38, Cal. Webster 1-1757. David Chudnow, pres. PFS.
- CHURCHILL-WEXLER FILM PRODUCTIONS**, 801 No. Seward St., Los Angeles 39 Cal. Hollywood 9-1576. E. B. Churchill & Sy Wexler, partners. PFC Psh PIF.
- CINECRAFT PRODUCTIONS Inc.**, 2515 Franklin Ave., Cleveland 13, O. Superior 1-2300. Ray Culey, pres. PFC PIF PFO.
- CINEFFECTS Inc.**, 115 W. 45th St., New York 36, N.Y. Circle 6-0951. Nathan Sobel, pres. AN TS.
- CINEGRAPHICS Inc.**, 5 E. 57th St., New York 22, N.Y. Plaza 9-8620. Francis C. Thayer, pres. AN PFC PFS O PFO POE PSC.
- CINEMA CORP. OF AMERICA**, 34 Valhalla Way, Paterson 2, N.J. Mountain View 8-2377. Charles A. Stroh, pres.; Alan F. Martin, v.p. & secy. DRF.
- CINEMA SERVICE CORP.**, 106 West End Ave., New York City. Trafalgar 3-1411. Joseph Seiden, pres. P-DSh StF.
- CINEMA-VUE Corp.**, 243 W. 55th St., New York 19, N. Y. Judson 6-1336. Joseph P. Smith, pres.; Francis D. Smith, sales v.p. DF Dsh DFS.
- CINEQUE COLORFILM LABORATORIES Inc.**, 424 E. 89th St., New York 28, N.Y. Sacramento 2-5837. Sam Marcus, pres. Lab.
- CINESCOPE FILMS**, 25 Robin Hill Road, Scarsdale, N.Y. Scarsdale 3-3963. George L. George, pres. PIF PFC.
- CINESOUND Co.**, 1037 N. La Brea Ave., Hollywood 38, Cal. Oldfield 4-3004. Rose A. Layos, pres. R.
- CINE TELE PRODUCTIONS**, 6325 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 5-3376. Harry J. Lehman, pres. AN PFC PFS PIF ORF SF.
- CINE-VIDEO PRODUCTIONS Inc.**, Milford, Conn. Trinity 4-6590. Garo W. Ray, pres. David Reed, prod. director. PIF PFC PFO.
- CLAIRMONT FILMS**, 6710 Melrose Ave., Hollywood 28, Cal. Webster 9-1491. Leonard Clairmont, owner. PFC PN O PRF PIF Psh.
- BOB CLAMPETT STUDIO**, 721 Bronson Ave., Hollywood 38, Cal. Hollywood 2-6661. John E. Jacobs, gen. mgr.; Bob Clampett, producer. PFS PFC. Live shows.
- ROGER CLEARY PRODUCTIONS**, 19204 Woodward, Detroit 3, Mich. Tu 3-2880. Roger M. Cleary, pres. AN PFC PIF POE.
- CLIFT TV FILMS Inc.**, 1564 Broadway, New York 36, N.Y. Columbus 5-5058. Nathan Kramer, pres. DF DFS DSh.
- CLEVELAND PRODUCTIONS**, 2103 Bellflower Blvd., Long Beach 15, Cal. HE 4-1511. John W. Cleveland, pres. PIF PFO.
- COFFMAN FILM Co.**, 4519 Maple Ave., Dallas, Tex. Justin 3692. Hammond Coffman, pres. DOE PFC PFO PFS PIF POE PRF RF StF.
- GEO. W. COLBURN LABORATORY Inc.**, 164 N. Wacker Dr., Chicago 6, Ill. State 2-7316. George W. Colburn, pres.; John E. Colburn, exec. v.p. & treas. 16 mm film processing and printing.
- COLORAMA FEATURES, Inc.**, 1501 Broadway, New York 36, N. Y. Longacre 4-5592. Jules B. Weill, pres. DF (color).
- COLORFILM Inc.**, 520 N. Barry Ave., Mamaroneck, N.Y. We. 3-3322. Richard N. Jayson, pres. Lab.
- COLOR REPRODUCTION Co.**, 7936 Santa Monica Blvd., Hollywood 46, Cal. Oldfield 4-8010. Lab.
- COLOR SERVICE Co. Inc.**, 115 W. 45th St., New York 36, N.Y. Lab.
- COLUMBIA ARTISTS MANAGEMENT Inc.**, 113 W. 57th St., New York 19, N.Y. Circle 7-6900. Humphrey Doulens, v.p.-director of radio & TV. Branch: Los Angeles—427 W. 5th St.; David Ferguson, Cleone Pottenger. AR.
- COMMERCE PICTURES SALES Inc.**, 525 Poydras St., New Orleans 4, La. Magnolia 5026. Robert Wiegand, pres. PIF PFO RF SF.
- COMMODORE PRODUCTIONS & ARTISTS Inc.**, 6636 Hollywood Blvd., Hollywood 28, Cal. Olympia 2-2995. Walter White Jr., pres. PFS PIF SF.
- COMMONWEALTH FILM & TELEVISION Inc.**, 723 Seventh Ave., New York 19, N.Y. Circle 5-6456. Mort Sackett, pres.; Leo Gottlieb, sales mgr. Branches: Atlanta—101 Walton St.; Walnut 3479; Edward Stevens, Dallas—211 S. Expressway; Sterling 2306; Bill Butz, San Francisco—821 Market St.; Exbrook 2-5203; Jim Diamond, Montreal—1434 St. Catherine St.; University 6-9255; N. Vaillancourt, Chicago—203 N. Washburn Ave.; State 2-2818. Barry-Grafman. DF DSh P-DFS.
- CONDOR FILMS Inc.**, 1006 Olive St., St. Louis 1, Mo. Main 1-8876. Arthur E. Wright Jr., pres. AN ML O PFC PFO PIF RF StF.
- CONSOLIDATED FILM INDUSTRIES**, 959 N. Seward St., Hollywood 38, Cal. Hollywood 9-1441. Sidney P. Solow, v.p. Lab.
- FRANK COOPER ASSOCIATES**, 17 E. 54th St., New York City. Plaza 1-0725. Sy Fisher, Branch: Hollywood, Cal.—9145 Sunset Blvd.; Crestview 5-4128; Frank Cooper. AR.
- CORELLI-JACOBS FILM MUSIC Inc.**, 723 Seventh Ave., New York City. Judson 6-6673. Alfonso Corelli, pres. ML O.
- CORONET FILMS** (Div. of Esquire Inc.), 65 E. South Water St., Chicago 1, Ill. Dearborn 2-7676. Ellsworth C. Dent, distribution dir.; E. N. Nelson, sales mgr. P-DSh.
- CORNELL FILM Co.**, 130 Cuttermill Rd., Great Neck, N. Y. Great Neck 2-1363. Milton J. Salzburg, pres.; Dave Dash, secy.-treas. P-DSh.
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- COUSENS PRODUCTIONS Inc.**, 1600 Broadway, New York City. Columbus 5-7380. Clayton W. Cousens, pres. PFC PIF.
- COX FILMS ENTERPRISES**, 140 S. Orange Dr., Hollywood, Cal. William G. Cox, producer. PIF PFC PN PSC.
- ROLAND D. CRANDALL PRODUCTIONS**, 31 Heusted Dr., Old Greenwich, Conn. Neptune 7-0425. Roland D. Crandall, pres. AN PFC POE.
- CRAWLEY FILMS LTD.**, 19 Fairmont Ave., Ottawa, Ont., Canada. Telephone: Parkway 8-3513. F. R. Crawley, pres.; Graeme Fraser, v.p.; Donald Carter, director of production; Peter Cock, mgr. TV film production div. Branches: Toronto—21 Dundas Sq.; Empire 4-5283; Stewart Reburn, Montreal—1467 Mansfield St.; Avenue 8-2264; Alasdair Fraser. PFC PFO PIF AN Lab O PFS Psh RF StF.
- CREATIVISION**, 1780 Broadway, New York 19, N.Y. Circle 5-4830. Victor Kayfetz, exec. producer; Muriel Friedman, client relations. AN PFC PSC.
- CHESHIRE & ASSOCIATES**, 6606 Selma Ave., Hollywood 28, Cal. Hollywood 3-3498, Hollywood 9-4580. Bob Reichenbach, mgr.; Barbara Rolfe, asst. mgr. DF DOE DFL DFS ML.
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- CROSSROADS TV PRODUCTIONS**, 1121 S. Glenstone, Springfield, Mo. Telephone: 2-4422. John B. Mahaffey & E. E. Siman, Jr., managing v.p.'s. Live shows.
- CTN FILM PRODUCTIONS**, 608 Fifth Ave., New York 20, N. Y. Circle 5-8820. Lloyd W. Durant, pres.; William F. Hogan, v.p.; Edward B. Bell, v.p.; H. Don Reynolds, secy.-treas. PFC PFO PIF.
- SHAMUS CULHANE PRODUCTIONS Inc.**, 207 E. 37th St., New York 16, N.Y. Murray Hill 2-8243. Shamus Culhane, pres. Branch: Los Angeles—8802 Melrose Ave.; Crestview 4-5925 William Hurtz. AN PFC.
- DALTON FILM Co.**, Daniel Bldg., Tulsa 3, Okla. Lu 5-9973. Russell W. Kurtz, pres. DFS DOE PFC PFS TR.
- DANNY DEE ENTERPRISES Inc.**, 400 Madison Ave., New York City. Plaza 3-4153. Irwin N. Rosee, pres. PFS.
- RONALD DAWSON ASSOCIATES**, 545 Fifth Ave., New York 17, N.Y. Murray Hill 7-6865. Ronald Dawson, Live shows.
- GORDON M. DAY PRODUCTIONS**, 108 E. 30th St., New York 16, N.Y. Oregon 9-4595. Gordon M. Day, pres. PFC.
- DeFRENES Co.**, 1909 Buttonwood St., Philadelphia 30, Pa. Rittenhouse 6-1686. Joseph DeFrenes, pres.; E. P. de Ninno, production v.p.; Richard DeFrenes, secy. AN PFC PIF RF StF.
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- JACK DENOVE PRODUCTIONS Inc.**, 6611 Santa Monica Blvd., Los Angeles 38, Cal. Hollywood 4-8331. Jack Denove, pres. PFS PFO PIF PFC AN.
- DENSON-FREY & AFFILIATES**, 12 E. 41st St., New York City. Murray Hill 3-3295. Erwin M. Frey, pres. P-DIF PFS.
- DEPHOURE STUDIOS Inc.**, 782 Commonwealth Ave., Boston, Mass. Beacon 2-5722. Joseph Dephoure, pres.; Milton Levy, sales v.p. PFC PIF PNO PFS SF Lab.
- DEPICTO FILMS Corp.**, 254 W. 54th St., New York 19, N.Y. Columbus 5-7620. John Hans, pres. O PFC PIF PSC.
- DESILU PRODUCTIONS Inc.**, 846 No. Cahuenga Blvd., Hollywood 38, Cal. Hollywood 9-5981. Desi Arnaz, pres.; Martin Leeds, exec. v.p. Branch: New York City—551 Fifth Ave.; Murray Hill 7-7960; Edward Hamilton. PFC PFS DFS.
- LEO DINER FILMS**, 332 Golden Gate, San Francisco 2, Cal. Leo Diner, pres. AN Ki Lab PFC PFO PIF PN RF StF.
- WALT DISNEY PRODUCTIONS Inc.**, 2400 W. Alameda Ave., Burbank, Cal. Victoria 9-3461. Bill Anderson, production v.p. PFS PFC.
- DOUGFAIR Corp.**, 666 N. Robertson Blvd., Los Angeles 46, Cal. Bradshaw 2-2288. H. Alexander MacDonald, pres. PFO PFS.
- JACK DOUGLAS PRODUCTIONS**, 1631 Vista Del Mar, Hollywood, Calif. Hollywood 4-7574. Jack Douglas, pres. Live shows.
- DUDLEY TELEVISION Corp.**, 9908 Santa Monica Blvd., Beverly Hills, Cal., Crestview 1-7258. Carl W. Dudley, pres. Branch: New York City—501 Madison Ave.; Eldorado 5-1076; Richard Goldstone & Bruce Newbery, exec. v.p.'s. PFS PFC PFO SF.
- DYNAMIC FILMS Inc.**, 112 W. 89th St., New York 24, N.Y. Trafalgar 3-6221. Nathan Zucker, chairman; Lee Bobker, v.p.; Lester S. Becker, exec. producer; Helen R. Kristt, TV sales director. P-DFS PFC PIF DFC DIF StF.
- EAST COAST TELEVISION Inc.**, 157 E. 69th St., New York 21, N.Y. Regent 7-9200. John Gilmour, pres.; William Huston & Ezra R. Baker, exec. v.p.'s; Ben Kranz, treas. PFC.
- ECONOME TELEVISION PROGRAMS (Affiliate of Ziv Television Programs Inc.)**, 501 Madison Ave., New York 22, N.Y. Plaza 3-6664. Pierre Weis, gen. mgr.; Stanley Florsheim, sales mgr. DN DFS DRF.
- EDITORIAL FILMS Inc.**, 10 E. 40th St., New York 16, N.Y. Murray Hill 6-3773. Babette J. Doniger, pres. DIF PIF PFO PFS.
- EDUCATIONAL FILM LIBRARY ASSOCIATION Inc.**, 250 W. 57th St., New York 19, N.Y. Circle 6-4467. Emily S. Jones, exec. secy. DSh.
- EDUCATIONAL TV & RADIO CENTER**, Ann Arbor, Mich. DFS.
- ED-VENTURE FILMS**, 1122 Calada St., Los Angeles 23, Cal. PFO PIF.
- ELAN-PORTER PRODUCTIONS Inc.**, 19 W. 45th St., New York City. Raphael Elan, pres. AN PFC PFS PIF POE Ex IF IFS PFO PRF.
- ELECTRO VOX RECORDING STUDIOS**, 5546 Melrose Ave., Hollywood 38, Cal. Hollywood 5-2189. Bert B. Gottschalk, mgr. RF.
- PETER ELGAR PRODUCTIONS, Inc.**, 75 W. 45th St., New York 36, N.Y. Judson 6-1870. Peter F. Elgar, pres. PFC PIF.
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- EMERSON FILM Corp.**, 540 Lakeshore Dr., Chicago 11, Ill. Michigan 2-7470. Walter Colmes, pres. PFC PIF PFS.
- EMPIRE FILMS Inc.**, 580 Fifth Ave., New York City. Plaza 7-3770. A. Joseph Handel, pres. TR-F.
- ENDORSEMENTS Inc.**, 65 E. 55th St., New York 22, N.Y. Plaza 1-0320. Jules Alberti, pres.; Robert Brilmayer, TV & film dir. Branches: Hollywood—9172 Sunset Blvd.; Crestview 6-1272. Chicago—540 Lakeshore Dr.; Michigan 2-7470. Endorsements and testimonials (live and film).
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- EQUITY EXCHANGES Inc.**, Same as Screencraft Pictures Inc.
- ESPAÑA MEXICO ARGENTINA, S.A. de S.V.**, Barcelona #15, Mexico City, 6, Mexico. Telephone: 46-58-14. Juan F. Azcarate, pres. PF SH PFC PSh.
- JOHN A. ETTLINGER ASSOCIATES**, 6000 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-6635. John A. Ettliger, pres.; Constance Lazar, sales service; Hal W. Davis, syndicated sales. SR.
- EXPLORERS PICTURES Corp.**, 1501 Broadway, New York City. Longacre 4-5592. Jules B. Weill, pres. DF SH.
- FAMILY FILMS Inc.**, 5823 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 2-2243. PRF PRS.
- JERRY FAIRBANKS PRODUCTIONS OF CALIFORNIA Inc.**, 1330 N. Vine St., Hollywood 28, Cal. Hollywood 2-1101. Jerry Fairbanks, pres. Branches: Chicago—520 N. Michigan Ave.; Whitehall 4-0196; Robert Kemper. PIF PFC PSh.
- FAMILY THEATER**, 7201 Sunset Blvd., Hollywood 46, Cal. Hollywood 2-1317. James J. Ambrose, film mgr. P-DRF.
- DON FEDDERSON PRODUCTIONS**, 120 El Camino, Beverly Hills, Cal. Bradshaw 2-8031. Don Fedderson, pres. PFO. Live shows.
- FEDERAL TELEFILMS Inc.**, 1051 Formosa Ave., Hollywood, Cal. Hollywood 7-5111. William Collier, pres.; Harry Joe Brown, v.p.; Louis L. Goldman, secy.-treas. PFO PFS.
- GUSTAVE FEIG & Co.**, 759 Tenth Ave., New York City. Columbus 5-0800. Sydney A. Feig, secy. Props.
- PAUL J. FENNELL Co.**, 404 N. La Cienega Blvd., Los Angeles 48, Cal. Olympia 2-2612. Paul J. Fennell, owner. Branch: New York City—40 E. 40th St.; Lexington 2-2384. PFC AN.
- FRANK FERRIN Co.**, 6528 Sunset Blvd., Hollywood 28, Cal. Hollywood 9-3628. Frank Ferrin, pres. PFS.
- FILMACK Corp.**, 1327 S. Wabash Ave., Chicago 5, Ill. Harrison 7-3395. Irving Mack, pres.; Bernard Mack, sales v.p. Branch: New York City—341 W. 44th St.; Plaza 7-0900; Don Mack. AN PFC PIF Lab ML O POE PSC RF.
- FILM-AIDE**, 509 Harrison St., Amarillo, Tex. Drake 33-777. J. D. Liston, pres. PFC.
- FILM-ART SERVICE Inc.**, 41 W. 47th St., New York 36, N.Y. Circle 6-2426. Neil Sessa, pres. Art service preparing animated drawings and slidefilms ready for camera.
- FILM ARTS PRODUCTIONS Inc.**, 1032 N. 6th St., Milwaukee 3, Wis. Broadway 6-5670. Harlan P. Croy, gen. mgr. PFC PFO PIF.
- FILM ASSOCIATES Inc.**, 4600 S. Dixie Highway, Dayton 9, O. Walnut 2164. E. Raymond Arn, pres.; Edward R. Lang, gen. mgr. AN Ki ML O PFC PFO PIF POE RF StF.
- FILM COMMERCIALS Inc.**, 87 Madison Ave., New York 16, N.Y. Oregon 9-3970. John C. Ryder, v.p. DOE.
- FILM CREATIONS**, 16 E. 40th St., New York 16, N.Y. Murray Hill 9-4565. Joseph M. Barnett, pres. Edward R. Carroll, treas. AN GH ML O PFC PFO PIF PN POE PSC RF StF.
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- FILMS OF INDIA**, 109 So. Edinburg Ave., Hollywood 48, Cal. Webster 1-3822. R. M. Bagal, pres. DF SH.
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- FISCHER PHOTOGRAPHIC LABORATORY Inc.**, 6555 W. North Ave., Oak Park, Ill. Euclid 6-6603. Eugene J. Fischer, pres. Lab ML O RF.
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- FIVE STAR PRODUCTIONS Inc.**, 6530 Sunset Blvd., Hollywood 28, Cal. Hollywood 3-4807. Chet Glassiey, pres. PFC.
- FLAMINGO FILMS**, 509 Madison Ave., New York 22, N.Y. Murray Hill 8-4800. Joseph Harris, pres.; Sy Weintraub, exec. v.p.; Raymon L. Hamilton, sales; Robert Pk, international sales v.p. Branches: Chicago—646 N. Michigan Ave.; Delaware 7-4014; Charles McGregor. Dallas—9842 Webb Chapel Rd.; Fleetwood 1-6380; Ken Rowsell. Hollywood—9100 Sunset Blvd.; Crestview 4-8116; David Wolper, v.p. Atlanta—3265 Grenglade Rd. NE; Melrose 6-2903; Bill McDonald. Pittsburgh—120 Eliatan Dr.; Walnut 1-2922. Ken Israel. DFS DF.
- FLEETWOOD FILMS Inc.**, 10 Fiske Pl., Mt. Vernon, N.Y. Telephone: 4-5051. Myron Bresnick, pres.; Martin Bresnick, gen. mgr. DFS DSh.
- FLYING A PRODUCTIONS**, 6920 Sunset Blvd., Hollywood 28, Cal. Hollywood 9-1425. Armand Schaefer. PFS PFC.
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Program Sources

WALT FRAMER PRODUCTIONS, 1150 Ave. of the Americas, New York 36, N.Y. Walt Frammer. PFO PFC POE.

FREMANTLE OVERSEAS RADIO & TELEVISION Inc., 366 Madison Ave., New York 17, N.Y. Murray Hill 7-4344. Paul Talbot, pres. Lee Volker, secy-treas.; Branches: Mexico City—Paseo De La Reforma 1: Telephone: 36-8-17; Rene Anselmo, mgr.; London, England—59 Ebury St.; Lane Blackwell, mgr. Ex DFS.

FRENCH CULTURAL SERVICES, 972 Fifth Ave., New York 21, N.Y. Regent 7-9700. Ruth Cornfield. DSh.

JOSEPH A. FROHOCK, Box 1371, Petersburg, Fla. Telephone: 7-7701. DIF.

GALAHAD PRODUCTIONS, 221 W. 26th St., New York 1, N.Y. Oregon 5-2211. Himan Brown. PFO.

GALBREATH PICTURE PRODUCTIONS Inc., 2905 Fairfield Ave., Ft. Wayne, Ind. Harrison 4147. Richard E. Galbreath, pres. PIF PFC P-DFS.

GALLAGHER FILMS Inc., 854 Shawano Ave., Green Bay, Wis. Hemlock 7-1307. James C. Gallagher, pres. Branches: Milwaukee—4712 W. Burlough; Uptown 3-9932; Lowell Range. PIF PFC.

WM. J. GANZ Co. Inc., 40 E. 49th St., New York 17, N.Y. Eldorado 5-1443. William J. Ganz, pres. PIF PFC.

GATEWAY PRODUCTIONS Inc., 1859 Powell St., San Francisco 11, Cal. Sutter 1-8464. Alvin J. Gordon, pres. DIF.

CONNIE B. GAY, 1122 N. Irving, Arlington, Va. PFS.

GENERAL ARTISTS Corp., 1270 Avenue of The Americas, New York City. Circle 7-7543. Thomas G. Rockwell, pres. Branch: Beverly Hills—9650 Santa Monica Blvd.; Crestview 1-8101. Chicago—8 S. Michigan Ave.; State 2-6288. AR SR.

GENERAL FILM LABORATORIES Corp., 1546 Argyle Ave., Hollywood 28, Cal. Hollywood 2-6171. G. Carleton Hunt, pres. Lab.

GENERAL PICTURES PRODUCTIONS Inc., 1702 Keo Way, Des Moines 14, Ia. Atlantic 8-2113. D. H. Bonine, v.p. in charge of lab; Wm. H. Schultz, production v.p. PIF PFC Lab.

GENERAL SERVICE STUDIOS, 1040 N. Las Palmas Ave., Hollywood 38, Cal. Hollywood 7-3111. James Nasser, pres. StF.

GENERAL TELERADIO FILM DIV.—See RKO Television.

MITCHELL GERTZ AGENCY, 338 N. Rodeo Dr., Beverly Hills, Cal. Crestview 4-5491. P-DFS.

JOHN E. GIBBS & COMPANY, Inc., 1270 Ave. of the Americas, New York City. Plaza 7-5959. John Gibbs, pres. AR PFC PFO PFS StF. Live shows.

JACKIE GLEASON ENTERPRISES, 870 Seventh Ave., New York City Judson 2-4900. George Durgom, pres. PFS.

GLENAR STUDIOS, 6618 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-0406. Sid Glenar, owner. PFC PS.

GLOBE TV CORP., 425 S. Beverly Dr., Beverly Hills, Cal. Crestview 5-0186. Edward Sherman. DF.

JACK GOETZ, 959 Seward St., Hollywood, Cal. PFO.

JACK GOLDBERG PRODUCTIONS, 33 W. 60th St., New York City. Judson 2-3300. P-DF.

GOLDEN KEY PRODUCTIONS Inc., 1921 Hillhurst Ave., Hollywood 27, Cal. Normandy 3-9421. Gene Spiller, pres. P-DIF PFC.

MEL GOLD PRODUCTIONS Inc., 1639 Broadway, New York 19, N.Y. Judson 6-5444. Melvin L. Gold, pres.; Martin Rich, production supervisor. AN PFC PFO PFS PIF PSC.

NAT C. GOLDSTONE PRODUCTIONS, Inc., 404 N. Roxbury Dr., Beverly Hills, Cal. Nat C. Goldstone, pres. PFS.

GOLDSWAN PRODUCTIONS Inc., 730 Fifth Ave., New York City. Circle 7-3380. Marion Baldwin. PFC.

GOLDWYN STUDIOS, 1041 N. Formosa Ave., Los Angeles 46, Cal. Hollywood 7-5111. James A. Mulvey, pres. StF.

HARRY S. GOODMAN PRODUCTIONS, 19 E. 53rd St., New York City. Plaza 5-6131. H. S. Goodman, gen. mgr. DOE DFS PFC POE.

GOODSON-TODMAN PRODUCTIONS, 41 E. 57th St., New York 22, N.Y. Plaza 1-0600. Mark Goodson & William S. Todman, partners; Bud Austin, sales director; Gil Fates & Franklin Heller, executive producers; Howard Todman, business mgr. Branch: Beverly Hills—449 S. Beverly Dr.; Crestview 4-7357; Harris Katieman, v.p. Produces live and film shows.

GOSPEL FILMS Inc., 1331 Chestnut St., Muskegon, Mich. Telephone: 624-539. Jack Sonneveldt, pres.; Conrad Lengar, v.p. Branches: Toronto—Box 159 Station 5; Evon Hedley. Belfast, Ireland—12 High St.; W. J. Arlow. DRSh.

GOVERNOR TELEVISION ATTRACTIONS Inc., 151 W. 46th St., New York 36, N.Y. Judson 6-3675. Arthur Kerman, pres. Branches: Hollywood—1693 Marmont Ave.; Hollywood 3-6576; Phil Cooper. Chicago—Barry-Grafman Assoc., 203 N. Wabash Ave.; Central 6-1805. Boston—Regal Pictures of N. E., 47 Church St.; Hancock 6-3411. Pittsburgh—Synda-Pix, 719 Liberty Ave.; Grant 1-5742. Houston—1109 Binz; Jackson 3-3069; Nathan A. Zelikow. Detroit—674 Alter Rd.; Woodward 1-9085; W. A. Pomeroy. Dallas—Southern TV Films, 310 S. Harwood; Randolph 5567. DFS DSh DF.

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GRANT-REALM PRODUCTIONS, Inc., 211 S. Beverly Dr., Beverly Hills, Cal. Crestview 5-5215.

GRAPHIA PRODUCTIONS, 3630 Jackson St., San Francisco 18, Cal. Bayview 1-2202. Kathleen K. Rawlings, producer. PIF PFC PFS.

GRAY-O'REILLY STUDIOS, 480 Lexington Ave., New York 17, N.Y. Plaza 5-2060. John F. O'Reilly, James E. Gray. PFC PIF.

BEN GREENE FILM PRODUCTIONS, 1650 Broadway, New York 19, N.Y. Plaza 7-3858. Ben Greene, pres. PFO PFC.

LEWIS G. GREEN PRODUCTIONS, 520 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-7440. Lewis G. Green, gen. mgr. PFC.

ABNER J. GRESHLER PRODUCTIONS Inc., 8701 Wilshire Blvd., Beverly Hills, Cal. Crestview 4-5339. Abner J. Greshler, pres. PF PFS.

GROSS-KRASNE Inc., 650 N. Bronson Ave., Los Angeles 4, Cal. Hollywood 4-8321. Phillip N. Krasne, pres.; Guy Thayer, exec. v.p.; Jack Gross, v.p. PFS.

JOHN GUEDEL PRODUCTIONS, 8321 Beverly Blvd., Los Angeles 48, Cal. Webster 6-6291. John Guedel, pres.; Art Linkletter, v.p. PFS.

GUILD FILMS Co. Inc., 460 Park Ave., New York 22, N.Y. Murray Hill 8-5365. Reub Kaufman, pres.; Lou Shalmark, adv. & public relations v.p.; John Joseph Cole, sales v.p.; Arthur Gross, asst. to pres.; Bob Hoffman, national sales dir.; Wally Gould, commercials div. dr. Branches: Chicago—280 E. Jackson Blvd.; Wabash 2-1803; Bob DeVinny, Cleveland—Leader Bldg.; Superior 1-8388; Ted Swift, Columbia, S.C.—418 Saluda; telephone: 6-8956; Herb Pearson, Dallas—3020 Fairmont St.; Sterling 4007; Bruce Collier, Detroit—Book Bldg.; Woodward 1-9085; Bill Pomeroy, Hollywood—8255 Sunset Blvd.; Dalton Danon, Houston—2424 Kipling; Jackson 3-8810; George Fisher, Kansas City—7609 Sni-A-Bar Terrace; Wabash 3-4310; Vic Peck, Melrose, Mass.—85 East St.; Melrose 4-3232; Fred Yardley, Philadelphia—Land Title Bldg.; Locust 7-6659; Stephen J. O'Connor, Portland, Ore.—611 N. Tilamook; Atlantic 4-4255; Merriman Holtz, St. Louis—818 Olive St.; Chestnut 1-0260. Ralph Sacks. DF DFS PFC PFO PFS.

HERMAN HACK PRODUCTIONS, 2441 N. Beachwood Dr., Hollywood 28, Cal. Hollywood 7-0557. P-DRF.

HALLMARK PRODUCTIONS, Inc., 9100 Sunset Blvd., Los Angeles 46, Cal. Crestview 1-6000. Kroger Babb, pres. DF PFO.

LAURENCE HAMMOND PRODUCTIONS Inc., 455 E. 51st St., New York 22, N.Y. Plaza 9-2210. Laurence Hammond, pres. PFC PIF.

HANKINSON STUDIO Inc., 15 W. 46th St., New York 36, N.Y. Judson 6-0133. Frederick L. Hankinson, pres. PSC PFC.

HANDEL FILM CORP., 6926 Melrose Ave., Hollywood 38, Cal. Webster 6-5924. Leo A. Handel, pres. DIF PFO PFC.

MILTON HAMMER, 1145 Nineteenth St., NW, Washington, D.C. Sterling 3-0722. Milton Hammer, pres. PFS PFO.

HARRIS-TUCHMAN PRODUCTIONS, 751 N. Highland, Hollywood 38, Cal. Webster 6-7189. Ralph G. Tuchman, gen. mgr. PIF PFC.

HARRISCOPE Inc., 355 N. Beverly Dr., Beverly Hills, Cal. Crestview 6-4632. Burt I. Harris, pres. Branches: Chicago—203 N. Wabash; Ben Barry, Howard Grafman, Minneapolis—1109 Currie Ave., North; Donald Swartz, Brookline, Mass.—60 Columbia St.; Eliot Alter, San Francisco—821 Market St.; Jim Diamond DF PFO.

SUE HASTINGS MARIONETTES Inc., 3706 McKinney, Dallas 4, Tex. Lakeside 4022. Linnea Roberts, pres. Marionettes.

HARTLEY PRODUCTIONS Inc., 339 E. 48th St., New York 17, N.Y. Eldorado 5-7762. Irving Hartley, pres. P DIF PFC DSh DFS O PFO PFS PSC RF StF.

H-D PRODUCTIONS Inc., 1680 N. Vine St., Hollywood 28, Cal. Hollywood 9-7193. J. Hugh E. Davis, pres. PFS PF.

HEARST METRONOME NEWS Inc., 450 W. 56th St., New York 19, N.Y. Plaza 7-4120. Caleb B. Stratton, exec. v.p. PN.

PAUL HOEFLER PRODUCTIONS, 7934 Santa Monica Blvd., Hollywood 46, Cal. Oldfield 4-7939. Paul L. Hoefler, pres. PIF.

HOFFBERG PRODUCTIONS Inc., 362 W. 44th St., New York 36, N.Y. Circle 6-9031. Jack Hoffberg, pres. DF PFS DSh.

HOLLAND-WEGMAN PRODUCTIONS, 197 Delaware Ave., Buffalo 2, N.Y. Sheldon C. Holland & Edward J. Wegman, partners. Lab O PFC PFO PIF PN POE PRE PSC RF AN.

DANIEL HOLLYWOOD ASSOCIATES, 101 W. 55th St., New York 19, N.Y. Columbus 5-8640. AR (writers).

HOLLYWOOD FILM ENTERPRISES Inc., 6060 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-2181. Mickey Kaplan, pres. T. H. Emmett, sales mgr. DF DSh.

HOLLYWOOD TELEVISION PRODUCTIONS Inc.—See Guided Tour Productions, Inc.

HOME CRAFT FILMS, 5009 Libbit Ave., Encino, Cal. State 4-7150. Irving X. Burg, exec. v.p. & sales mgr. P-DFS P-DIF.

HOWARD RADIO-TV PRODUCTIONS, 123 W. Chestnut St., Chicago 10, Ill. Michigan 2-5877. Bernard Howard, owner. AN O PFO PFS PIF PRC PSC RF StF.

SANDY HOWARD PRODUCTIONS, 853 Seventh Ave., New York 19, N.Y. Judson 6-6610. Marvin Paige, gen. mgr. Live shows.

HOWCO PRODUCTIONS Inc., 120 S. Poplar St., Charlotte, N.C. Franklin 5-6051. J. Francis White, pres. PFS PF.

HOLLYWOOD TELEVISION SERVICE Inc., 4020 Carpenter St., N. Hollywood, Cal. Poplar 3-8807. Earl R. Collins, pres. & gen. sales mgr.; R. G. Yates, v.p.; L. J. Nelson, secy. Branches: Atlanta—162 Walton St. NW; Jackson 4-8611. Boston—40 Piedmont St.; Hancock 6-4288. Buffalo—505 Pearl St.; Cleveland 2421. Charlotte—227 W. 4th St.; Edison 3-5138. Chicago—1304 S. Wabash Ave.; Webster 9-6090. Cincinnati—1632 Central Pkwy.; Cherry 1-3021. Cleveland—2112 Payne Ave.; Prospect 1-0034. Dallas—412 S. Harwood St.; Randolph 4127. Denver—2145 Broadway; Tabor 5-2263. Des Moines—1205 High St.; Cherry 4-2239. Detroit—Film Exchange Bldg.; Woodward 1-6415. Indianapolis—444 N. Illinois St.; Melrose 5-4419. Kansas City—215 W. 18th St.; Grand 2390. Los Angeles—1926 S. Vermont Ave.; Republic 4-1131. Memphis—397 Second St.; Jackson 6-7388. Milwaukee—1030 N. 8th St.; Broadway 1-1876. Minneapolis—1106 Currie Ave.; Federal 2-8071. New Orleans—150 S. Liberty St.; Raymond—765. New York—630 Ninth Ave.; Circle 6-0760. Oklahoma City—718 W. Grand Ave.; Forest 5-6651. Philadelphia—248 N. Clarion St.; Locust 7-4712. Pittsburgh—1709 Blvd. of the Allies; Atlantic 1-4858. St. Louis—3320 Olive St.; Jefferson 3-6548. Seattle—2420 Second Ave.; Elliott 8678. San Francisco—221 Golden Gate Ave.; Market 1-6880. Tampa—113 S. Franklin St.; Telephone: 2-3390. Washington, D.C.—203 I St. NW; Republic 7-0155. DF.

HULLINGER-CASSELBERRY PRODUCTIONS Inc., 4461 Conn. Ave. NW, Washington 8, D.C. Emerson 3-2536. Kellogg 7-1100. Edwin W. Hullinger, pres. & exec. producer. PFO PIF PN POE PRF PSC PSh StF.

IDEAL PICTURES Inc., 58 E. South Water St., Chicago 1, Ill. Financial 6-5480. Paul R. Foght, pres.-gen. mgr. Branches: Los Angeles—4336 W. Sunset Blvd.; Normandy 5-5297; Eugene A. Balcom, Memphis—18 S. Third St.; Telephone: 37-4313; Stanley L. Nolan, New York City—233 W. 42nd St.; Lackawanna 4-0916; Walter J. Dauler. DF DIF DRF DSh.

IMPERIAL WORLD FILMS Inc., 12 E. Delaware Pl., Chicago, Ill. Michigan 2-6200. Gene Lukas, gen. sales mgr. PIF DFS PFS PFC DRF PFO PRF.

IMPPO Inc., 7324 Santa Monica Blvd., Hollywood 46, Cal. OL 4-2800. Herbert L. Strock, pres. PFC PFO PFS PIF PFC.

IMPS Inc., 321 W. 56th St., New York 19, N.Y. Plaza 7-4823. Ben Gradus, pres. PIF PFC.

INDIA INFORMATION SERVICES, 2107 Massachusetts Ave. NW, Washington 8, D.C. Columbia 5-5050. K. B. Tandan, public relations attache. DSh.

INFORMATION PRODUCTIONS Inc., 5 E. 57th St., New York 22, N.Y. Plaza 1-1710. Thomas H. Wolf, pres. AN DN O PFC PFO PIF PN Props PSC PSh.

INSTITUTE OF VISUAL TRAINING Inc., 40 E. 49th St., New York 17, N.Y. Eldorado 5-1443. William J. Ganz, pres. DIF.

INTERNATIONAL FILM BUREAU Inc., 57 E. Jackson Blvd., Chicago 4, Ill. Wabash 2-1648. Wesley H. Greene, pres. DFS DIF DSh Ex PIF.

INTERNATIONAL FILM FOUNDATION Inc., 1E. 42nd St., New York City. Julien Bryan, exec. dir. PIF.

INTERNATIONAL MARKETERS Inc. (Affiliate of Ziv Television Programs Inc.), 2432 Iowa St., Cincinnati, O. University 1-1272. Edward Stern, pres.; Millard Segal, sales mgr. Ex DFL DFS.

INTERNATIONAL NEWS SERVICE (Associated with Hearst-Metrotone News Inc.) 235 E. 45th St., New York 17, N.Y. Murray Hill 7-8800. Robert H. Reid, INS TV dept. mgr.; Wm. P. Montague, Telenevs assignment editor. DN PFO PFS PN SF.

INTERNATIONAL 16mm Corp., 165 W. 46th St., New York 36, N.Y. Plaza 7-2265. Patrick E. Shanahan, pres. PSh.

INTERSTATE TELEVISION Corp., 445 Park Ave., New York City Murray Hill 8-2545. Lloyd L. Lind, v.p. & national sales. Studios: Hollywood—4376 Sunset Dr.; Normandy 2-9181; G. Ralph Branton, pres., Bob Newgard, Branches: Cincinnati—1635 Central Pkwy.; Parkway 1-0179; Dick Ostrander, Chicago—1250 So. Wabash; Wabash 2-9181; Paul Blair, Dallas—304 S. Harwood St.; Prospect 1658; Jay Rubin, Kansas City—130 W. 18th St.; Harrison 2305; Wm. Kahan, Greensboro, N.C.—3207 Friendly Road; Greensboro 3-7551; Henry Profenius, Toronto—Sterling Films Limited; King Edward Hotel; Empire 6-6221; George Oullahan. DF DFS PFS.

INTER-TV FILMS Ltd., 1410 Stanley St., Montreal, Canada. Plateau 4868. Marcel Leduc, pres.; Robert A. Jouglet, exec. v.p.; Jules Dupre, secy.; Jean Thys, treas. Branches: Toronto—147 University Ave.; Empire 6-6680; Norman Brown, New York City—Arcadia Television Assoc.; 445 Park Ave.; Plaza 5-0362; Olga Lampard. DF DFL DFS.

CAROL IRWIN, 524 W. 57th St., New York City. Judson 2-6600. PFO. Live & film shows.

LOU IRWIN Inc., 9165 Sunset Blvd., Hollywood 46, Cal. Crestview 1-7131. Lou Irwin, pres. AR.

RILEY JACKSON PRODUCTIONS, 6253 Hollywood Blvd., Hollywood 28, Cal. Hollywood 3-2324. Riley Jackson, pres. PFS PFC PFO.

THE JAFFE AGENCY Inc., 8553 Sunset Blvd., Hollywood 46, Cal. Crestview 6-6121. David Freedman, Branch: New York City—22 E. 60th St.; Murray Hill 8-0840; Milton Goldman. AR SR. Live shows.

THE JAM HANDY ORGANIZATION Inc., 2821 E. Grand Blvd., Detroit 11, Mich. Trinity 5-2450. Jamison Handy, pres.; George Finch, v.p., sales development. PIF PFC AN DIF DSh PRF PSh.

JAMIESON FILM Co., 3825 Bryan St., Dallas 4, Tex. Taylor 3-8158. Hugh V. Jamieson. PFS PIF PFC.

JAN PRODUCTIONS Inc.—Same as Jack Denove Productions, Inc.

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- JEWELL RADIO AND TELEVISION PRODUCTIONS**, 540 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-5757. James E. Jewell, pres. Branch: Hollywood—1040 N. Las Palmas; Hollywood 7-3111; Lewis Foster, director, Detroit—Penobscott Bldg.; Woodward 3-0617. W. Ralph Jewell. PFC PFO PFS PIF RF.
- DALLAS JONES PRODUCTIONS Inc.**, 1725 N. Wells St., Chicago 14, Ill. Mohawk 4-5525. Dallas Jones, pres.; PIF PFC.
- AL KANE PRODUCTIONS Inc.**, 1411 Walnut St., Philadelphia 2, Pa. Rittenhouse 6-0222. Albert M. Kane, pres. KI PIF PFO TR.
- BERNARD E. KARLEN PRODUCTIONS**, 270 Park Ave., New York 17, N.Y. Plaza 9-3107. Bernard E. Karlen, pres. PFC PFO. Live shows.
- VICTOR KAYFETZ PRODUCTIONS Inc.**, 1780 Broadway, New York 19, N.Y. Circle 5-4830. Victor Kayfetz, pres.; Muriel Friedman, customer relations. AN PSH PIF DFS.
- KEITH FILM PRODUCTIONS**, 2820 Harney St., Omaha, Neb. Jackson 3559. James C. Keith. PIF PFC.
- KEITZ & HERNDON**, 4409 Belmont, Dallas, Tex. Taylor 1-5167. L. F. Herndon Jr. & R. K. Keitz, partners. AN PFC PIF POE Props PSC Psh StF.
- KELSEY-FRASER PRODUCTIONS Inc.**, 2105 Sherman Ave., Madison 1, Wis. Cherry 4-1377. Wm. M. Fraser, pres.; Fenton Kelsey Jr., v.p.-treas. POE PFC PFS.
- HERBERT KERKOW Inc.**, 480 Lexington Ave., New York 17, N.Y. Plaza 1-1833. Herbert Kerkow, pres. PIF PFC.
- KEY PRODUCTIONS Inc.**, 527 Madison Ave., New York 22, N.Y. Eldorado 5-2180. James D. Kantor, pres.; Wm. M. Kahn, v.p. PIF PFC PFO PSC POE.
- KILLIAM SHOWS Inc.**—Same as Biograph Television Co.
- LEW KING PRODUCTIONS**, 17 W. McDowell Rd., Phoenix, Ariz. Alpine 4-5548. PFS PFC.
- FRED W. KLINE PRODUCTIONS**, 1436 N. Serrano Ave., Hollywood 27 Cal. Hollywood 2-6371. Fred W. Kline, pres. Branch: New York City—111 W. 57th St.; Judson 6-7777. PFO.
- KLING CALIFORNIA Inc.**, 1416 N. La Brea, Hollywood 28, Cal. Hollywood 3-2141. Edgar B. Yuhl, pres.; Robert W. Larsen, exec. v.p. PFC PFS PIF AN StF ML O PN Props PSC Psh RF SF.
- KLING FILM PRODUCTIONS**, 1058 W. Washington Blvd., Chicago 7, Ill. Seeley 8-4181. Robert Eirinberg, pres.—Kling Studios; Harry Lange, exec. v.p. Branches: Chicago—601 Fairbanks Court; Delaware 7-0400; Robert Eirinberg, Hollywood—1416 N. LaBrea; Hollywood 3-2141; Jack Fenimore. P-DFS PFC StF PFS AN PFO PSC.
- KNICKERBOCKER PRODUCTIONS Inc.**, 1600 Broadway, New York 19, N.Y. Circle 5-6710. Howard A. Lesser, pres. PIF PFO AN PFC POE.
- C. BRUCE KNOX TELEVISION PRODUCTIONS**, 1750 Vallejo St., San Francisco 23, Cal. Tuxedo 5-5338. C. Bruce Knox. PFS PFC PIF.
- LAB TV**, 247 W. 46th St., New York City. Judson 6-2293. Lab.
- LAKESIDE TELEVISION CO. Inc.**, 1465 Broadway, New York 36, N.Y. Longacre 5-4582. Richard Stevers, pres.; Bernard Schulman, exec. v.p. DF DFS DRF DSH PFC PFO SF Sh TR FB SR PFS.
- LANCE PRODUCTIONS Inc.** 315 W. 57th St., New York 19, N.Y. Plaza 7-6167. Lorraine Lester, pres. PIF PFC AN PFO PFS Psh RF StF Props.
- LANDMARK PRODUCTIONS**—Same as Jewell Television and Radio Productions.
- KENT LANE FILMS Inc.**, 1253 S. Third St., Louisville 3, Ky. Melrose 6-3911. Kent Lane, pres. PFC PIF.
- LANGLOIS FILMUSIC Inc.**, 1755 Broadway, New York 19, N.Y. Judson 6-5705. C. O. Langlois, Jr., pres.; T. A. Roseen, sales mgr. Branch: 1548 N. Highland Ave., Hollywood 28, Cal. Hollywood 9-5846. George R. Jones, mgr. ML.
- LAUFMAN FILM PRODUCTIONS Inc.**, 221 N. LaSalle St., Chicago 1, Ill. Randolph 6-4086. Herbert S. Laufman, pres.; James A. Jennings Jr., v.p. PFO PFS PIF.
- HERBERT S. LAUFMAN & Co.**, 221 N. LaSalle St., Chicago 1, Ill. Randolph 6-4086. Herbert S. Laufman, pres. Package shows.
- MAX LASKY FILM PRODUCTIONS**, 1475 Broadway, New York City. Lackawanna 4-2360. Max Lasky, owner. PIF.
- ROBERT LAWRENCE PRODUCTIONS Inc.**, 418 W. 54th St., New York 19, N.Y. Judson 2-5242. Robert L. Lawrence, pres.; Louis Muccolo, v.p.-studio operations; Henry Trainman, v.p.-editorial supervision; Phillip Kornblum, treas. Branch: Toronto—32 Front St.; Empire 4-1448; John T. Ross, v.p. PFC PFS PIF A.
- FRANCIS LEE STUDIOS Inc.**, 479 Sixth Ave., New York 11, N.Y. Chelsea 3-8914. AN PSC O.
- SOL LESSER PRODUCTIONS Inc.**, 9336 W. Washington Blvd., Culver City, Cal. Texas 0-2931. Sol Lesser, pres. PF.
- CAROL LEVENE PRODUCTIONS**, 566 Vallejo St., San Francisco, Cal. Sutter 1-5022. Carol Levene, owner. PIF PFC.
- LEWIS AND MARTIN FILMS Inc.**, 1431 N. Wells, Chicago 10, Ill. Whitehall 4-7477. Herschell Lewis, pres. AN PFC PSC PIF POE.
- JACK LEWIS STUDIOS**, 2025 Monument Ave., Richmond 19, Va. Richmond 4-5786. Jack Lewis. PIF PFC PSC.
- LEWISLOR FILMS Inc.**, 9756 Wilshire Blvd., Beverly Hills, Cal. Crestview 4-6023. R. F. Shewalter, treas. PFS.
- LEWMAN Ltd.**, 4024 Radford Ave., N. Hollywood, Cal. William P. Rousseau, producer. PFS.
- LIBRARY FILMS Inc.**, 25 W. 45th St., New York 36, N.Y. Plaza 7-0100. Paul N. Robins, pres. RTV.
- LOU LILLY PRODUCTIONS Inc.**, 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 5-5325. Lou Lilly, pres. AN PFC PIF POE.
- LION TELEVISION PICTURES Corp.**, 1501 Broadway, New York City. Pennsylvania 6-1780. E. W. Hammons, pres. P-DSh.
- JACK LLOYD**, 1445 Miller Way, Hollywood 46, Cal. Jack Lloyd, exec. producer. PFC PFO PFS PSC RF SR.
- ARTHUR LODGE PRODUCTIONS Inc.**, 21 W. 46th St., New York 36, N.Y. Plaza 7-3645. Arthur J. Lodge Jr., pres. PFO PIF PFC.
- GUY LOMBARDO ENTERPRISES**, Freeport, L.I., New York. Guy Lombardo. PFS.
- THE LONE RANGER Inc.**, 9363 Wilshire Blvd., Beverly Hills, Cal. Crestview 5-4586. Jack Wrather, pres.; Sherman Harris & Monte Livingston, v.p.'s. PFS.
- LOUCKS & NORLING STUDIOS Inc.**, 245 W. 55th St., New York 19, N.Y. Circle 7-2366. John A. Norling, pres. PIF PFC O.
- JAMES LOVE PRODUCTIONS Inc.**, 115 W. 45th St., New York 36, N.Y. Judson 2-4633. James A. Love, pres.; C. Austin Love, sales mgr.; James W. Wille, production supervisor. PIF PFC PFS.
- LUTHERAN TELEVISION PRODUCTIONS**, 210 N. Broadway., St. Louis 2, Mo. Chestnut 1-8000. Melvin Schlake. P-DRF.
- MCA TV FILM SYNDICATION DIVISION**, 598 Madison Ave., New York 22, N.Y. Plaza 9-7500. David Sutton, v.p. in charge; Wynn Nathan, sales v.p.; L. Friedland, v.p., station sales; Ray Wild, v.p., field sales mgr.; T. J. McManus, v.p., foreign sales mgr. F. Brill, Eastern sales mgr. Branches: Beverly Hills, Cal.—9370 Santa Monica Blvd.; Crestview 6-2001. Atlanta—Glenn Bldg.; Lamar 6750. Boston—45 Newbury St.; Copley 7-5830. Buffalo—136 Victoria Blvd.; Victoria 8456. Chicago—430 N. Michigan Ave.; Delaware 7-1100. Cincinnati—Transportation Bldg.; Parkway 1-1144. Cleveland—Union Commerce Bldg.; Cherry 1-6010. Dallas—2311 Cedar Springs; Prospect 7536. Detroit—Book Tower; Woodward 2-2604. Houston—2404 S. MacGregor Way; Jackson 3-3176. Indianapolis—Bankers Trust Bldg.; Melrose 2-1461. Kansas City, Mo.—1615 Baltimore Ave.; Harrison 1-7500. Milwaukee—4166 N. 85th St. Minneapolis—Northwestern Bank Bldg.; Federal 3-5552. New Orleans—Delta Bldg.; Raymond 8378. Philadelphia—Land Title Bldg.; Kingsley 5-4764. Pittsburgh—Gateway Center Grant 1-9995. Roanoke—3110 Yardley Dr., NW; Roanoke 3-4344. Salt Lake City—Beason Bldg.; Empire 3-4501. San Francisco—105 Montgomery St.; Exbrook 2-8922. Seattle—Jones Bldg.; Mutual 4567. St. Louis—Chemical Bldg.; Central 1-8230. Tampa—216 30th Ave. N.; Tampa 2-8693. Washington, D.C.—Arlington Towers. Arlington, Va.; Jackson 5-2871. Toronto—180 University Ave.; Empire 3-4031. London—139 Piccadilly; Mayfair 7211. Paris—49 Bis Avenue Hoche; Teissiere. DFS DF.
- M.A.C. STUDIOS**, Congress Hotel, Chicago 5, Ill. Harrison 7-9660. Richard Shelton, pres.; Phil Field, v.p. Branches: New York—1780 Broadway; Co. 5-7720. Hollywood—1822 N. Wilcox Ave. Kansas City—12th St. at Walnut Bldg. SR.
- C. P. MacGREGOR Co.**, 729 S. Western Ave., Los Angeles, Cal. Dunkirk 4-4191. Cue music for TV films.
- THE ROY MACK AGENCY**, 9126 Sunset Blvd., Hollywood 46, Cal. Crestview 1-3324. Roy Mack. Special scripts.
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- MANHATTAN TELEVISION CO.**, 9110 Sunset Blvd., Los Angeles, Cal. Crestview 6-5886. Robert I. Kronenberg, pres. SR.
- MARATHON TV NEWSREEL Inc.**, 10 E. 49th St., New York 17, N.Y. Murray Hill 8-0985. Konstantin Kalser, pres.-exec. producer; Kenneth Baldwin, production v.p.; Charles VonBergen, dir. of news & special events. Cindy Karp, distribution; Jean Hauck, office mgr. P-DIF O PN DN DSH PFC PFO PIF Psh St.
- MARK VII Ltd.**, 4024 Radford Ave., N. Hollywood, Cal. St. 7-0621. Jack Webb, pres.; J. R. Rodgers, v.p.-treas. PFS.
- ARNOLD MARQUIS PRODUCTIONS Inc.**, 717 N. La Cienega Blvd., Hollywood 46, Cal. Olympia 2-1262. Arnold Marquis. PFS TR.
- MASTER MOTION PICTURE Co.**, 50 Piedmont St., Boston 16, Mass. Hancock 6-3592. Avner Rakov. PFC Lab O PIF PSC RF.
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- MASTERTONE RECORDING STUDIOS Inc.**, 709 Eleventh Ave., New York 36, N.Y. Circle 7-7732. Sidney Feldman, chief engr.; Gene Sayet, recording supervisor. RF St.F.
- MARTERTO PRODUCTIONS Inc.**, 846 N. Cahuenga Blvd., Hollywood 38, Cal. Hollywood 9-5981. Louis Edehman. PFS.
- ROBERT MAXWELL ASSOCIATES**, 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-6027. Robert Maxwell, pres. PFS PFO.
- McCADDEN Corp.**, 1040 N. Las Palmas, Hollywood 38, Cal. Hollywood 4-2141. George Burns, pres. P-DFS PFO PFC.
- McGOWAN PRODUCTIONS Inc.**, 915 N. LaBrea, Los Angeles 38, Cal. Dorrell McGowan, pres. PFO PFC.
- McGRAW-HILL BOOK Co. Inc.** (Television Dept.), 330 W. 42nd St., New York 10, N.Y. Longacre 4-3000. A. J. Rosenberg, mgr.; David M. Clay, TV mgr. DFS DFS.
- McLARTY PICTURE PRODUCTIONS**, 45 Stanley St., Buffalo 6, N.Y. Taylor 0332. Henry D. McLarty, exec. producer. PIF PFC.
- M. C. PICTURES Inc.**, 1501 Broadway, New York 36, N.Y. Longacre 3-6187. Jerome Balsam, exec. v.p. DF.

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- MEDALLION TELEVISION ENTERPRISES Inc.**, 6000 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-6635. John A. Ettlinger, pres. Branches: New York City—444 Madison Ave.; Eldorado 5-4335; Alfred Ettlinger, Dallas—310 S. Harwood; Randolph 5567; Fred A. Meyers, Chicago—203 N. Wabash; Central 6-1805; Ben Barry, P-DFS SR.
- MEDIC TV PRODUCTIONS**, 7324 Santa Monica Blvd., Los Angeles 46, Cal. James Moser, producer. Oldfield 4-3126. PFS.
- MELODY RANCH ENTERPRISES Inc.**, 6920 Sunset Blvd., Hollywood 28, Cal. Hollywood 9-4000. Gene Autry, pres.; Leslie Clucas, v.p. PFC PFO PFS StF.
- MERCURY INTERNATIONAL PICTURES Inc.**, 1040 N. Los Palmas, Hollywood 38, Cal. Hollywood 5-1101. Virgil Eugene Ellsworth, pres. PFC PFS.
- MERIDIAN PRODUCTIONS Inc.**, Goldwyn Studios, 1041 N. Formosa, Los Angeles 46, Cal. Hollywood 7-5111. William Seif, PFS.
- FRANK MERRIWELL ENTERPRISES**, 1040 N. Las Palmas Ave., Hollywood 38, Cal. Hollywood 2-6311. PFS.
- METRO ARTIST BUREAU**, 4 W. 57th St., New York 19, N.Y. Circle 6-8470. T. M. Nelson, director. AR TR SR.
- MGM-TV (Div. of Loew's Inc.)**, 701 Seventh Ave., New York 36, N.Y. Judson 2-2000. Charles C. (Bud) Barry, television v.p.; Samuel Marx, exec. in charge of TV production; Richard A. Harper, director of operations; Monroe Mendelsohn, director of promotion; Paul Mowery, midwest sales mgr.; Jack Tilden, southern sales mgr.; Pete Jaeger, eastern sales mgr. Branch: 10200 W. Washington, Culver City, Cal. Texas 0-3311. Maurice Greshan, western sales mgr.; Virgil Ellsworth, mgr. commercial dept. DF.
- CHARLES MICHELSON Inc.**, 45 W. 45th St., New York 36, N.Y. Plaza 7-0695. Charles Michelson, pres. DFS ML Ex FB.
- MIDWEST FILM STUDIOS**, 6808 N. Clark St., Chicago 26, Ill. Sheldrake 3-1239. Alfred K. Levy, production mgr. PFO.
- MILNER PRODUCTIONS**, 3800 Liberty Heights Ave., Baltimore 15, Md. Mohawk 4-4222. Ervin M. Milner. AN ML PFC PFO PIF POE PN PSC RF StF FH Lab O PFS.
- MIZRACHI WOMEN'S ORGANIZATION OF AMERICA**, 242 Fourth Ave., New York 3, N.Y. Marc Siegel. DIF DRF.
- MODE-ART PICTURES Inc.**, 1022 Forbes St., Pittsburgh 19, Pa. Express 1-1846. James L. Baker, chairman & pres. Branches: Cleveland—Western Reserve Bldg.; Superior 1-3333; Donald C. Jones, Hollywood—6063 Sunset Blvd.; Hollywood 4-3183. Frederick K. Rockett. PFS PFC PIF.
- ARTHUR B. MODELL TELEVISION PRODUCTIONS Inc.**, 310 E. 44th St., New York City. Murray Hill 3-0758. Charles H. Rosen, v.p. P-DFS PIF PFC.
- MODERN TELESERVICE Inc.**, 219 E. 44th St., New York 17, N.Y. Oxford 7-2753. J. R. Ritenour, pres.; L. H. Dunton, mgr., N.Y. branch. Branches: Chicago—237 E. Ontario; Delaware 7-3761; H. B. Casenhiser, mgr. Los Angeles—3450 Wilshire Blvd.; Dunkirk 4-2511; John Lipsky, mgr.
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- NELSON MORRIS PRODUCTIONS**, 11 E. 48th St., New York 17, N.Y. Plaza 3-1484. Nelson Morris. PFS PFC PFO.
- WILLIAM MORRIS AGENCY Inc.**, 1740 Broadway, New York 20, N.Y. Judson 6-5100. Wallace S. Jordan. Branches: Beverly Hills—202 N. Cannon Dr.; Crestview 151 El Camino; Crestview 4-7451. Ruben Bercovitch. Chicago—919 N. Michigan Ave. AR PS.
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- NETHERLANDS INFORMATION SERVICE**, 10 Rockefeller Plaza, New York 20, N.Y. Columbus 5-6216.
- NEWMAN-SCHMIDT STUDIOS**, 713 Penn Ave., Pittsburgh 22, Pa. Grant 1-5414. H. W. Schmidt, owner. PIF PFC.
- NEW WORLD PRODUCTIONS**, 13273 Ventura Blvd., N., Hollywood, Cal. Stanley 7-0674. Ted Robinson, pres. PIF PFC PFS.
- FRED A. NILES PRODUCTIONS Inc.**, 22 W. Hubbard St., Chicago 10, Ill. Superior 7-0760. Fred A. Niles, pres.; Edward E. Katz, controller; Tom Ryan, production mgr.; Frank Romolo, supervising editor; Frank Richter, chief sound engr. Branch: Culver City, Cal.—RKO Pathe Studios; Chris Petersen Jr., v.p. PFC PIF PFS AN RF.
- NOLA STUDIOS**, 1657 Broadway, New York 19, N.Y. Plaza 7-4870. Vincent J. Nola, pres.; V. Thomas Nola, film div. mgr. Branch: New York City—113 W. 57th St., Judson 6-0040. Lab.
- JOHN NORMAN PRODUCTIONS**, P.O. Box 6863, Houston, Tex. Madison 3-6480. John Norman, pres. PIF PFC PFS.
- NORTH AMERICAN TELEVISION PRODUCTIONS Inc.**, 222 E. 46th St., New York City. E. M. Glucksman, pres. P-DFS P-DIF NR.
- NORTHWEST MOTION PICTURES**, 1716 Thirtieth Ave. W., Seattle 99, Wash. Garfield 6391. Ray Paulsen, pres. PIF PFO PN.

NORTHWESTERN RECORDING Inc., 411 S.W. 13th Ave., Portland 5 Ore. Capitol 3-4107. R. M. Lindahl, pres.; S. Goldstein, secy.-treas.; R. W. Rogers, exec. producer. AR ML RF StF.

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OFFICIAL FILMS Inc., 25 W. 45th St., New York 36, N.Y. Plaza 7-0100. Harold L. Hackett, president; Herman Rush vice president; Seymour Reed, treas. Branches: Minneapolis—3100 Raleigh Ave.; Walnut 2-2743. Philadelphia—1420 Walnut St.; Pennypacker 5-1514. Atlanta—1299 W. Peachtree St. NW; Trinity 4-9610. Boston—419 Boylston St.; Kenmore 6-3330. San Francisco—150 Font Blvd.; Juniper 5-3313. Chicago—360 N. Michigan Ave.; Dearborn 2-5246. Beverly Hills—121 S. Lapeer Dr.; Crestview 6-3528. DFS.

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REEVES SOUND STUDIOS, 304 E. 44th St., New York City. Oregon 9-3550. Hazard E. Reeves, pres. StF.

REGAL TELEVISION PICTURES Inc., 151 W. 46th St., New York City. Judson 2-1877. Moe Kerman, pres.

RELIGIOUS FILM FOUNDATION, 7904 Santa Monica Blvd., Los Angeles, Cal. Hollywood 4-5332. Dorland Dryer. P-DRF.

REPUBLIC STUDIOS, 4024 Radford Ave., N. Hollywood, Cal. Poplar 3-8411. H. J. Yates, pres. StF.

REPUBLIC TELEVISION FEATURES, 64 E. Lake St., Chicago 1, Ill. State 2-0460. Capico Kappps, gen. mgr. PFC DF PFS PRF SR DFL IFS FIF.

STUART REYNOLDS PRODUCTIONS, 9110 Sunset Blvd., Los Angeles 46, Cal. Crestview 4-7863. Stuart Reynolds, producer. P-DFS.

MARION RIDDICK PRODUCTIONS Ltd., 1102 Eberhard St., Houston 19, Tex. Jackson 4-9653. Marion Riddick, director. PIF PFS PFC.

WALTER A. RIVERS AND ASSOCIATES, 60 Market St., San Francisco, Cal. Sutter 1-1284. Walter A. Rivers, pres. PIF PFS.

RIVIERA PRODUCTIONS, 1715 Via El Prado, Redondo Beach, Cal. Frontier 5-4592. F. W. Zens, exec. producer. O PFS PFC PIF PRF DIF PFO DRF DFS ML.

RKO PATHE, 1270 Avenue of the Americas, New York 20, N.Y. Judson 6-5050. Jay Bonafield, v.p. PF PIF PFC PFS PFO StF O PFH SF.

RKO TELEVISION (Div. of RKO Teleradio Pictures), 1440 Broadway, New York 18, N.Y. Longacre 4-8000. C. Robert Manby, v.p.; Peter M. Robeck, national sales mgr. DF P-DFS.

HAL ROACH STUDIOS, 8822 Washington Blvd., Culver City, Cal. Texas 0-3361, Vermont 9-2311. Hal Roach Jr., pres.; Sidney S. Van Keuren, v.p.-gen. mgr.; Charles H. Meacham, secy.-treas.; E. H. Goldstein, distribution, v.p. Branch: New York City—729 Seventh Ave.; Circle 5-4135; Herbert R. Gelbspan, v.p.-eastern sales. PFS PFC StF.

CLETE ROBERTS PRODUCTIONS Inc., 321 S. Beverly Dr., Beverly Hills, Cal. Bradshaw 2-8125. Clete Roberts, pres.; Joseph Brenner, exec. v.p. PN PFO PIF PFS DFS.

FREDERICK K. ROCKETT Co., 6063 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-3183. Fred K. Rockett, pres. PIF PFC.

ROCKET PICTURES Inc., 6108 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 7-7131. J. Richard Westen, pres. PIF PFC.

RICHARD H. ROFFMAN ASSOCIATES, 675 W. End Ave., New York 25, N.Y. Riverside 9-3647. Richard H. Roffman, pres.; Sophie S. Speiser, v.p.; Malvina Cohen, treas.; Maurice Roffman, secy.; Alan Roberts, v.p. Branches: Los Angeles—7755 Hollywood Blvd.; Alan Winston; Denver—1535 Locust Ave.; Frances Shooker Care; Philadelphia—5529 Belmar Terrace; Sara Colton. AR PRC SR.

ROLAB STUDIOS, Walnut Tree Hill, Sandy Hook, Conn. Garden 6-2466. Henry Roger, owner. StF PIF PFO RF Props.

ROLLER DERBY ASSOCIATES, Empire Hotel, Broadway at 63rd St., New York City. Judson 6-4646. PFS.

ROQUEMORE FILMS, 44 Mt. Vernon Blvd., Hamburg, N.Y. Frontier 3876. -Everett E. Roquemore, director. Studio: 42 Pearl St., Buffalo, N.Y.; Mohawk 3512. PIF PFO PFC PN POE RF SR PSC.

ROSS-DANZIG PRODUCTIONS, 6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood 2-6464. Bart Ross, Frank K. Danzig, partners. Live and film shows.

ROTHACKER Inc., 729 Seventh Ave., New York 19, N.Y. Circle 5-6878. Douglas D. Rothacker Jr., pres. DIF.

JACK ROURKE PRODUCTIONS, 6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood 3-7178. Jack Rourke. Live shows.

LESLIE ROUSH PRODUCTIONS Inc., 35 W. 53rd St., New York 19, N.Y. Columbus 5-6430. Leslie M. Roush, pres. PIF PFO PFC.

DANNY ROUZER STUDIO, 7022 Melrose Ave., Hollywood 38, Cal. Webster 6-2494. Danny Rouzer. KI O PFC PIF PN StF.

ROYAL PICTURES, 47 Church St., Boston 16, Mass. Hancock 6-3411. Irving Farber. SR.

JACK RUSSELL AND ASSOCIATES, 203 N. Wabash Ave., Chicago 1, Ill. State 2-2818. SR.

RED RYDER ENTERPRISES Inc., 247 Park Ave., New York 17, N.Y. Eldorado 5-2544. Hugh Sears, pres. Comic Strips.

SACK TELEVISION ENTERPRISES, 213 S. Pearl Expressway, Dallas 1, Tex. RI 8-3069. Alfred N. Sack, gen. mgr. DF.

ABE SAPERSTEIN TV ENTERPRISES, 127 N. Dearborn St., Chicago 2, Ill. Dearborn 2-2427. Abe Saperstein, pres. Branches: Hollywood—1732 Courtney St.; Hollywood 3-8527; Samuel Rosen, v.p.; New York City—Empire State Bldg.; Longacre 3-4677; J. Walter Kennedy. DFS.

JAMES L. SAPHIER AGENCY Inc., 9538 Brighton Way, Beverly Hills, Cal. Crestview 1-7231. James L. Saphier, pres. Branch: New York City—65 E. 55th St.; Plaza 1-0075. James A. Schulke. AR SR.

SARRA Inc., 16 E. Ontario St., Chicago 11, Ill. Whitehall 4-5151. Valentino Sarra, pres.; Michael C. Stehney, production mgr. Branch: New York City—200 E. 56th St.; Murray Hill 8-0085; M. D. Behrend, v.p. PFC PIF.

BERNARD L. SCHUBERT Inc., 509 Madison Ave., New York 22, N.Y. Murray Hill 8-0940. Bernard L. Schubert, pres.; Wallace H. Lancton, gen. mgr. P-DFS.

WALTER SCHWIMMER Co., 75 E. Wacker Dr., Chicago 1, Ill. Franklin 2-4392. Walter Schwimmer, pres.; Bernard Crost, sales mgr.; Arthur E. Pickens Jr., program director. Branch: New York City—527 Madison Ave.; Eldorado 5-4616; Jack Arden, mgr. DFS.

SCOPE Inc., 47 Valencia Ave., Coral Gables, Fla. Studios: 333 N. Penn St., Indianapolis, Ind. Robert L. Perine, pres.; Michael Brown, v.p.; A. A. Roff Jr., secy.-treas. AN O PFC PFO PFS PIF PN POE RF StF.

SCREENCRAFT PICTURES Inc., 15 W. 44th St., New York 36, N.Y. Murray Hill 7-5011. Edward Berkson, pres.; Myron Mills, TV v.p.; Peter M. Piech, sales v.p. Branches: Hollywood—5746 Sunset Blvd.; Hollywood 2-4448; Tom Corradine, Washington, D.C.—922 New Jersey Ave., NW; Myron Mills; Chicago—Congress Hotel; Harrison 7-9660; Bill Vidas, Memphis—492 S. Second; Jackson 5-2386; Arnold S. Sovereide, Dallas—310 S. Harwood; Riverside 2-5567; Fred Meyers. DS DSh.

SCREEN GEMS Inc. (Subsidiary of Columbia Pictures Inc.), 711 Fifth Ave., New York 22, N.Y. Plaza 1-4432. Ralph M. Cohn, v.p.-gen. mgr.; John H. Mitchell, sales v.p.; Burton Hanft, director of business affairs; Jerome Hyams, director of syndicated sales; Henry S. White, director of adv. & promotion; Robert Salk, director of station operations; Daniel Glass, legal director; Edward Justin, merchandising director; B. Berenberg, eastern production director; Steven Krantz, program development director; Phil Cowan, publicity director; M. Klein, comptroller; Pierre Marquis, director of sales development; Ben Colman, eastern area sales mgr. Regions: Chicago—230 N. Michigan Ave.; Franklin 2-3696; Henry Gillespie, central sales mgr. Los Angeles—1334 N. Beachwood Dr.; Hollywood 2-3111; Richard Dinsmore, western sales mgr. New Orleans—1032 Royal St.; Express 3913; Frank Browne, southern sales mgr. London—Jack Cron, Great Britain-Europe sales mgr. Mexico City—John Manson, Latin American sales mgr. Canada—Joseph Dunkleman and Lloyd Burns, sales. James Dodd, coordinator of international sales div. Irving Briskin, pres. of Briskin Productions Inc., 1334 N. Beachwood Dr., Hollywood, Cal.; Hollywood 2-3111. Independent Producers: Herbert B. Leonard Productions, Norbert Productions, Cavalier Productions, Bishoff-Diamond Productions, Harry Sauber Productions, Goodson-Todman Productions, Bryan Foy Productions, Ranch Party Co., Calhoun-Orsatti Enterprises, White Cloud Productions, Wild Life Adventure Corp. P-DFS PFC AN.

SCREEN GEMS (Canada) Ltd., 102 Peter St., Toronto, Ont. Empire 3-4096. Joseph Dunkelman, Lloyd Burns. DFS.

SCREEN VUES Inc., Box 469, Des Moines, Ia. J. P. Fitch, pres. PSC.

SCREEN-TELEVIDEO PRODUCTIONS Inc., 333 S. Beverly Dr., Beverly Hills, Cal. Bradshaw 2-5381. Jacques Braunstein, pres. PFO PFS.

SESAC Inc., 10 Columbus Circle, New York 19, N.Y. Judson 6-3450. Paul Heinecke, pres.; E. S. Prager, asst. to pres.; W. F. Myers, station relations dir.; Robert S. Stone, program service dir.; Alice Heinecke, publicity & promotion dir. MI TR.

DON W. SHARPE AGENCY, 1048 Carol Dr., Los Angeles, Cal. Crestview 6-2044. PFO AR.

MELVILLE A. SHAUER AGENCY, 9110 Sunset Blvd., Los Angeles 46, Cal. Crestview 1-1103. Melville A. Shauer. AR.

WILLIAM R. SHEEKY, 150 Broadway, New York City. Rector 2-2495. DSh.

Program Sources

- SHERRY TV Inc.**, 4024 Radford Ave., North Hollywood, Cal. St. 7-0621. PFO.
- SHILIN FILM SERVICE Corp.**, 450 W. 56th St., New York 19, N.Y. Plaza 7-0425. DFS.
- SIMMEL-MESERVEY TV PRODUCERS**, 9113 W. Pico Blvd., Los Angeles 35, Cal. Crestview 4-6156. Louis C. Simmel, pres. P-DFS P-DSh.
- AL SIMON PRODUCTIONS**, 1040 N. Las Palmas Ave., Hollywood 38, Cal. Hollywood 5-6854. Al Simon, pres. PFO PFC.
- SIMPEX RELIGIOUS CLASSICS Inc.**, 1564 Broadway, New York 36, N.Y. Plaza 7-7460. I. Rosenfeld, pres. DRF.
- SKIBO PRODUCTIONS Inc.**, 165 W. 46th St., New York 36, N.Y. Plaza 7-2265. Julia Cooke, sales mgr. PSh.
- WALTER HARRISON SMITH PRODUCTIONS**, 136 E. 57th St., New York 22, N.Y. Eldorado 5-7212. Walter Harrison Smith. DIF PIF.
- FLETCHER SMITH STUDIOS Inc.**, 321 E. 44th St., New York 17, N.Y. Murray Hill 5-9010. Fletcher Smith, pres. PFS PFC PIF AN RF.
- WARREN R. SMITH Inc.**, 117 Fourth Ave., Pittsburgh 22, Pa. Express 1-4410. Warren R. Smith, pres.; Patricia Taylor, sales. AN Ki Lab ML PFC PFS PIF PN StF DFS O PFO PSC.
- SNADER PRODUCTIONS Inc.**, 1710 N. LaBrea Blvd., Los Angeles 46, Cal. Crestview 4-6651. Louis D. Snader. PFS PFC DFS.
- SONG-AD FILM-RADIO PRODUCTIONS**, 6000 Sunset Blvd., Hollywood 28, Cal. Hollywood 5-6181. Bob Sande, pres.; Don Estey, exec. v.p.; Del Porter, creative v.p.; Larry Greene, v.p. music dept.; David Titus, v.p. ind. film. AN PFO PFC POE PIF.
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- SOUNDAC PRODUCTIONS Inc.**, 2133 NW 11th Ave., Miami 37, Fla. Franklin 4-2655. Robert D. Buchanan, pres. AN PFS PFC POE RF StF.
- SOUND MASTERS Inc.**, 165 W. 46th St., New York 36, N.Y. Plaza 7-6600. W. French Githens, chairman; Harold E. Wondsel, pres. PIF PFO PFC StF RF O.
- SOUTHERN BAPTIST CONVENTION**, Radio and Television Commission, Baptist TV-Radio Center, 6248 Camp Bowle Blvd., Ft. Worth 16, Tex. Pershing 8-2188. Rev. Paul M. Stevens. P-DRFS.
- SOUTHERN TV FILMS Inc.**, 310 S. Harwood St., Dallas, Tex. Riverside 2-5567. Fred Myers, pres.; Arnold Saveride, gen. mgr. Branch: Memphis—492 S. 2nd St.; Jackson 5-2386. SR.
- SIGMUND SPAETH**, 400 E. 58th St., New York 22, N.Y. Plaza 8-0879. PFS PFO PIF TR.
- SPECIALTY TELEVISION FILMS Inc.**, 1501 Broadway, New York 36, N.Y. Longacre 4-5592. Jules B. Weill, pres. DF.
- SPONSOR FILM SERVICES Corp., Ltd.**, 443 Jarvis St., Toronto, Canada. Walnut 4-1179. Alan Mills, mgr. O.
- SPONSORS FILM SERVICE Inc.**, 421 W. 54th St., New York 19, N.Y. Columbus 5-0373. Alfred Di Pietro, v.p. FH.
- SPORT FILMS LIBRARY**, 222 E. 46th St., New York City. Murray Hill 7-2913. E. M. Glucksmann. PFS.
- SPORTLITE Inc.**, 20 N. Wacker Dr., Chicago 6, Ill. Central 6-8955. Alfred D. LeVine. DFS. SR.
- SPOTLIGHT NEWS Inc.**, 607 N. La Brea Ave., Los Angeles 36, Cal. Webster 8-2191. Jack Siegal, pres. PFN PN-O.
- SQUARE DEAL PICTURES Corp.**, Pines Bridge Road, Ossining, N.Y. Ossining 2-2617. Donn Marvin, v.p. P-DSH PIF.
- STAGE FIVE PRODUCTIONS Inc.**, 1040 N. Las Palmas, Hollywood, Cal. Hollywood 7-3111. Ozzie Nelson, pres. PFS.
- STANDARD TELEVISION**, 321 S. Beverly Dr., Beverly Hills, Cal. Crestview 4-6869. Bob Berger, pres. DF DFS.
- STANDARD TELEVISION Corp.**, 745 Fifth Ave., New York 22, N.Y. Eldorado 5-7566. Arche A. Meyers, gen. mgr. DF.
- STANDARD RADIO TRANSCRIPTION SERVICES Inc.**, 360 N. Michigan Ave., Chicago 1, Ill. State 2-5322. Milton M. Bliink, pres.; Olga Blohm, mgr. ML. Sound effects.
- WILLIAM STANLEY PRODUCTIONS**, 1829 Edgebrook Dr., Rockford, Ill. Telephone: 7-7775. William Laven. Live Shows.
- STAR ENTERTAINMENT Corp.**, 214 W. 42nd St., New York 36, N.Y. Lackawanna 4-3450. Max Wolff, pres.; Al Roth, associate. Live Shows.
- WILBUR STARK-JERRY LAYTON Inc.**, 6 E. 45th St., New York City. Oxford 7-6860. Wilbur Stark, pres.; Jerry Layton, v.p. PFO. Live shows.
- STATION DISTRIBUTORS Inc.**, 1407 Broadway, New York City. Wisconsin 7-2055. Robert S. Gettinger, pres. PFS.
- STERLING TELEVISION Co. Inc.**, 205 E. 43rd St., New York 17, N.Y. Oxford 7-2520. Saul J. Turell, pres.; Nat. Liebeskind, gen. mgr.; Bernice Coe, sales v.p. Branches: Chicago—30 N. LaSalle St.; Dearborn 2-4455; Elliott Abrams. Hollywood—6715 Hollywood Blvd.; Hollywood 4-6111; Lee Orgel. DF DIF DFS EX PFS SR.
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- STOCK SHOTS TO ORDER**, 550 Fifth Ave., New York 36, N.Y. Circle 6-0690. Raymond Pheelan, managing dir. SF POE PN PFO PFC PIF.
- MIKE STOKEY ENTERPRISES Inc.**, 1574 N. Grower, Hollywood, Cal. Hollywood 2-6306. Mike Stokey, pres.; John Hueners & James Barnett, v.p.'s. PFS. Live shows.
- IRV STOLL Co. Inc.**, 2821 Gunkel Blvd., Toledo 6, O. Klondike 3385. Irv C. Stoll, pres. PFO.
- STORYBOARD Inc.**, 35 W. 53rd St., New York 19, N.Y. Judson 6-3288. John Hubley, pres. AN PFC PFO POE PSh.
- JOHN G. STRATFORD FILM Corp.**, 113 W. 57th St., New York 19, N.Y. Judson 6-7390. AN PIF DIF DFL DFS IF IFS PFS ST.
- WILBUR STRECH PRODUCTIONS**, 135 W. 52nd St., New York 19, N.Y. Judson 2-3816. Wilbur J. Strech, pres.; Joseph C. Bowman Jr., v.p. in charge of sales; Harry Wuest, production mgr. PFC PIF.
- STRICKLAND FILMS Inc.**, 220 Pharr Rd. NE, Atlanta, Ga. Cherokee 5317. C. L. Strickland, pres. Lab ML O PFS PIF RF StF.
- STUDIO CITY TELEVISION PRODUCTIONS Inc.**, 4020 Carpenter St., N. Hollywood, Cal. Poplar 3-8807. Morton W. Scott, pres.; Lester J. Nelson, secy.-treas. PFC PFS.
- BILL STURM STUDIOS Inc.**, 723 Seventh Ave., New York 19, N.Y. Judson 6-1650. Bill Sturm, pres.; Orestes Calpini, creative dir.; John Allen, production mgr.; Albert D. Hecht, sales mgr.; Kenneth Walker, animation dir. AN PFC PFO PIF.
- SUN DIAL FILMS Inc.**, 341 East 43rd St., New York City. Murray Hill 6-2046. Samuel A. Datlowe, pres. PFC PFO PIF.
- SUPERMAN Inc.**, 7324 Santa Monica Blvd., Los Angeles 46, Cal. PFS.
- JOHN SUTHERLAND PRODUCTIONS Inc.**, 201 N. Occidental Blvd., Los Angeles 26, Cal. Dunkirk 8-5121. John Sutherland, pres.-gen. mgr. Branch: New York City—33 E. 48th St.; Plaza 5-1875. Dale Armstrong, v.p.-mgr. N.Y. office. AN PFC PFO PIF.
- SWANSTROM PRODUCTIONS**, 7657 Melrose Ave., Hollywood 46, Cal. Webster 5-8680. Carl Swanstrom, owner. PIF PFC.
- SWIFT-CHAPLIN PRODUCTIONS Inc.**, 1136 N. Highland Ave., Hollywood 38, Cal. Hollywood 2-0761. Charles F. Chaplin. PFC.
- SYNDICATED FILMS**, 1022 Forbes St., Pittsburgh 19, Pa. Express 1-1355. H. John Kemerer, mgr. DFS.
- TANTAMOUNT PICTURES Inc.**, 108 N. Jefferson St., Richmond, Va. Richond 2-7408. Donald T. Martin, pres.; S. H. Williams, v.p. AN PIF PFC.
- TCF TELEVISION PRODUCTIONS Inc.** (Subsidiary of 20th Century-Fox Film Corp.), 1417 N. Western Ave., Hollywood 27, Cal. Hollywood 2-6231. Irving Asher, TV production v.p. PFS.
- TEACHING AIDS SERVICE**, Lowell Ave. & Cherry Lane, Floral Park, N.Y. Floral Park 7-3109. A. G. Jacobs, director. AN PSC RF TR StF PFS DFL.
- TECHNISONIC STUDIOS Inc.**, 1201 Brentwood Blvd., St. Louis 17, Mo. Parkview 7-1055. Charles E. Harrison, pres. AN DFS ML O PFC PFO PFS PIF PRF RF.
- TELECAST FILMS Inc.**, 247 W. 46th St., New York 36, N.Y. Judson 6-5480. Wm. K. Hedwig, pres.; G. W. Hedwig, treas. DF DFL DFS Dsh O PFO SF SR TR.
- TELECINE FILM STUDIOS Inc.**, 100 S. Northwest Highway, Park Ridge, Ill. Talcot 3-1418. Byron L. Friend, pres. PFO PFC PIF ML O PN RF SF.
- TELEMATED CARTOONS**, 70 E. 45th St., New York 17, N.Y. Murray Hill 6-8933. Saul S. Taffet. AN PIF PFC PSC.
- TELENEWS FILM Corp.**, 630 Ninth Ave., New York 36, N.Y. Judson 6-2450. Robert Strauss, pres. PFC PIF PFS SF.
- TELEPAK-ROBERT LONGENECKER AGENCY**, 8428 Melrose Place, Los Angeles 46, Cal. Olive 3-3770. Robert Longenecker. AR.
- TELE-PICTURES Inc.**, 10125 W. Washington Blvd., Culver City, Cal. Vermont 9-2293. E. J. Baumgarten, pres.; Wm. J. Maggnetti, exec. asst. for operations; Marvin Lowe, sales v.p. DF.
- TELEPIX Corp.**, 1515 N. Western Ave., Hollywood 27, Cal. Hollywood 4-7391. Robert P. Newman, pres.; Martin Weiner, v.p.; Pat Shields, production head. PFC PFO PIF PFS PRF PSC RF StF.
- THE TELE-POOL Corp.**, Shorehaven Rd., East Norwalk, Conn. Temple 8-9183. James W. Miller, pres. Live shows.
- TELESCENE FILM PRODUCTIONS Co.**, 287 Tenth Ave., New York 1, N.Y. Chickering 4-0122. Robert D. Tobias. P-DFS.
- TELESTUDIOS Inc.**, 1481 Broadway, New York 36, N.Y. Wisconsin 7-1408. George Gould, pres.; Nathan Schekter, v.p. Ki PFC PFO POE StF. Video tape recording.
- TELEVISION ADVENTURE FILMS Corp.**, 9336 W. Washington Blvd., Culver City, Cal. Texas 0-2931. Julian Lesser, pres. PFO PFS.
- TELEVISION CLEARING HOUSE**, 7162 Melrose Ave., Hollywood 46, Cal. Webster 5-7079. S. S. Liggett, pres.; George Janes, mgr. DF DFS FH.
- TELEVISION GRAPHICS Inc.**, 245 W. 55th St., New York 19, N.Y. Judson 6-1922. Bernard Rubin, pres. AN PFC.
- TELEVISION INTERNATIONAL Co.**, 25 W. 45th St., New York City. Plaza 7-0100. Paul N. Robins, gen. mgr. P-DRF.
- TELEVISION LIBRARY Inc.**, 3 E. 57th St., New York 22, N.Y. Plaza 3-4840. C. F. Vetter Jr., pres. DF DFS DOE.

Program Sources

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TELEVISION AND RADIO FEATURES OF AMERICA, 37 W. 46th St., New York 36, N.Y. Judson 2-5130. Oliver W. Nicoll, exec. dir. PFO. Live shows.

TELEVISION SCREEN PRODUCTIONS Inc., 17 E. 45th St., New York 17, N.Y. Murray Hill 2-8877. Charles J. Basch Jr., pres. PFS PFC PIF AN.

WILLIAM TELL PRODUCTIONS Inc., 10 W. 74th St., New York 23, N.Y. Susquehanna 7-0610. W. T. Clemons, pres.; Karl Gericke, v.p. & exec. producer; John Esau, v.p. PFS.

TEL RA PRODUCTIONS, 1518 Walnut St., Philadelphia 2, Pa. Kingsley 6-4140. W. Wallace Orr, pres. P-DFS.

MISCHA TERR Inc., 1276 N. Crescent Heights, Hollywood 46, Cal. Hollywood 2-7038. Mischa Terr, pres. PFO.

TERRYTOONS (Div. of CBS Television Film Sales Inc.), 38 Centre Ave., New Rochelle, N.Y. New Rochelle 2-3466. Bill Weiss, v.p. & gen. mgr. Sales offices: New York City—485 Madison Ave.; Plaza 1-2345; Newell T. Schwin, sales mgr. PFS AN.

TEXAS RASSLIN FILMS Inc., Cadiz & Industrial Blvd., Dallas, Tex. Riverside 8-2083, 2173. Maurice Beck, gen. mgr. PFS DFS.

THEODORE PRODUCTIONS Inc., 730 Fifth Ave., New York 19, N.Y. Judson 6-4312. Rex Marshall, pres. George F. Foley, v.p.-gen. mgr. PFO PIF PSC PSH.

ED THORGERSEN PRODUCTIONS, 245 W. 55th St., New York 19, N.Y. Circle 6-8935. Ed Thorgersen, exec. producer. PFS PFC PIF.

TODDY PICTURES Co., 148 Walton St. NW, Atlanta 1, Ga. Murry 8-3117. Ted Toddy, pres.; James L. Roberts, gen. mgr. P-DF.

TOMLIN FILM PRODUCTIONS Inc., 480 Lexington Ave., New York 17, N.Y. Plaza 8-3070. Frederick A. Tomlin, pres. PFC PSC.

TOWER TV Inc.—Same as Southern TV Films Inc.

TRANSAMERICAN BROADCASTING & TELEVISION Corp., 118 E. 40th St., New York City. Murray Hill 7-5445. John L. Clark, pres. PFS PFC PIF.

TRANSFILM Inc., 35 W. 45th St., New York 36, N.Y. Judson 2-1400. William Miesegaes, pres.; Walter Lowendahl, exec. v.p. Branch: Hollywood—8255 Beverly Blvd.; Webster 3-5953. AN O PFC PFO PIF PRF PSC PFS.

TRANS-LUX TELEVISION Corp., 625 Madison Ave., New York 22, N.Y. Plaza 1-3110. Richard Brandt, pres.; Richard Carlton, sales v.p. DF DIF DFS.

TRENDLE-CAMPBELL-MEURER Inc., 28 W. Adams Ave., Detroit 26, Mich. Woodward 2-9184. George Trendle, pres.; H. Allen Campbell, v.p.-gen. mgr.; Raymond J. Meurer, secy. & gen. counsel. PFS.

TRESSSEL STUDIO, 7905 S. Burnham Ave., Chicago 17, Ill. Regent 4-7100. George Tressel, pres. AN PFC PIF.

TRIBUNE FILMS Inc., 141 E. 44th St., New York City. Murray Hill 7-2590. Roma Sfreddo, pres. DIF.

TRIDENT FILMS Inc., 510 Madison Ave., New York 22, N.Y. Plaza 9-3580. Charles F. Schwep, pres. PFS PFC PIF PRF.

TRI-STATE 16 mm PRODUCTIONS, P.O. Box 112, Pittsburgh 30, Pa. Geo. LaRay. AN PIF PFC O POE PRF.

TV ART Inc., 7 N. 7th St., St. Louis 1, Mo. Central 1-4757. Daniel Bishop, pres. art.

TV Inc., 9 E. 75th St., New York City. Trafalgar 9-5250. Herb Jacobs, gen. mgr. FB.

TV AND MOTION PICTURE PRODUCTIONS Inc., 117 E. Main St., Richmond, Va. Telephone 3-4444. John C. Wood, pres.; E. F. Williams, v.p. PFC PIF PN AN PSC PSH RF.

TV-MOVIE NEWS SERVICE, 219 E. 44th St., New York, N.Y. Oxford 7-2555. Bruce Balaban, president.

TV SPOTS Inc., 1037 N. Cole Ave., Los Angeles 38, Cal. Hollywood 5-5171. Sam Nicholson, creative director; Norm Gottfredson, art dir.; Paul Sommer, animation dir. Branch: Chicago—520 N. Michigan Ave.; Robert F. Kemper, New York City—8 E. 52nd St.; Dorothy Johnson. AN PFC PIF.

TV-UNLIMITED Inc., 17 E. 45th St., New York 17, N.Y. Oxford 7-0725. Herbert Rosen, pres. DFS PFO.

RICHARD H. ULLMAN Inc., 295 Delaware Ave., Buffalo 2, N.Y. Cleveland 2066. Richard H. Ullman, pres.; Marvin A. Kempner, exec. v.p. Branch: Miami—2133 NW 11th Ave.; Franklin 4-2655; Robert D. Buchanan. DOE SR.

UNIFILMS Inc., 329 E. 47th St., New York 17, N.Y. Murray Hill 8-9325. Charles E. Gallagher. PFC PIF.

UNITED ARTISTS Corp., TV Div., 729 Seventh Ave., New York City. Circle 5-6000. John Leo, mgr. DF.

UNITED FILM & RECORDING STUDIOS Inc., 301 E. Erie St., Chicago 11, Ill. Superior 7-9114. William L. Klein, pres. StF PFO PFC.

UNITED GERMAN FILM ENTERPRISES Inc., 1564 Broadway, New York 36, N.Y. Judson 6-1442. Munio Podhorzer, pres. Producers' representative.

UNITED NATIONS, Film and Television Promotion Officer, United Nations, New York City. Plaza 4-1234. Maxwell Dunn.

UNITED PRESS ASSOCIATIONS, 220 E. 42nd St., New York 17, N.Y. Murray Hill 2-0400. Leroy Keller, v.p.-gen. sales mgr. W. R. Higginbotham, mgr., U.P. Movietone. Services: news, spot pictures by wire. DN.

UPA PICTURES Inc., 4440 Lakeside Dr., Burbank, Cal. Thornwall 2-7171. Stephen Bosustow, pres. Robert Cannon, v.p.-supervising dir. Branch: New York City—60 E. 56th St.; Plaza 3-1672; Charles D. McCormick, v.p. London—21 Upper Grosvenor St.; Leo Salkin, managing director. PFC PIF PSC PSH AN.

UNIVERSAL PICTURES COMPANY INC. TELEVISION (United World Films), 445 Park Ave., New York 22, N.Y. Plaza 9-8000. Norman E. Gluck, Alfred L. Mendelsohn. Branches: Atlanta—287 Techwood Dr. NW; Cypress 6201; Lennie Borch, Chicago—542 S. Dearborn St.; Wabash 2-7840; Frank Mannerelli, Dallas—2227 Bryan St.; Sterling 4277; Eugene Remels, Los Angeles—6610 Melrose Ave.; Webster 8-6125; Frank Harrington, Miami—1311 NE Bayshore Dr.; Miami 3-2464; Al Myles, Portland, Ore.—5023 NE Sandy Blvd.; Garfield 9732; Herman J. Block, Universal City, Cal.—Stanley 1221; George Bole. P-DFS DSH DIF.

THE UPPER ROOM RADIO-TV PARISH, 1908 Grand Ave., Nashville 5, Tenn. Broadway 7-7300. Dr. J. Manning Potts, editor; Leslie J. Ross, director. PRF.

VACUUMATE Corp., 446 W. 43rd St., New York 36, N.Y. Longacre 4-1886. L. H. Fleck, pres. FH O.

THOMAS J. VALENTINO Inc., 150 W. 46th St., New York 36, N.Y. Circle 6-4675. Thomas J. Valentino, pres.; Dorothy Taylor, gen. mgr. ML.

VAN COEVERING PRODUCTIONS, 6150 Commerce Rd., Orchard Lake, Mich. Empire 3-3192. Jack Van Coevering, pres. Branch: Chicago—20 N. Wacker Dr.; Central 6-8955; Alfred D. LeVine. P-DFS.

VAN PRAAG PRODUCTIONS, 1600 Broadway, New York 19, N.Y. Plaza 7-2687. William Van Praag, pres. Branches: Detroit—Dime Bldg.; Woodward 2-4896; Thomas H. Doenges, gen. mgr. Hollywood—7417 Sunset Blvd.; Hollywood 2-1141; Hugh S. Hole, v.p. Coral Gables, Fla.—3143 Ponce de Leon Blvd.; Highland 4-3191; Harry Walsh, v.p. PFC PFO PIF POE PSC PSH RF SF StF.

VARSITY PRODUCTIONS Inc., 1040 N. Las Palmas Ave., Hollywood 38, Cal. Hollywood 2-6311. Tony London, pres. PFS.

VARSITY U.S.A. Inc., 730 Fifth Ave., New York City. Judson 6-6500. Barney Ward, pres. PFS.

THE VENARD ORGANIZATION, 113 N. Madison Ave., Peoria, Ill. Telephone: 4-2490. C. L. Venard. P-DIF PFS Lib.

VI-BAR PRODUCTIONS Inc., 1040 N. Las Palmas Ave., Los Angeles 38, Cal. Hollywood 3-5106. Jack Chertok. PFS.

VIDEART Inc., 343 Lexington Ave., New York 16, N.Y. Lexington 2-7378. Joe Zuckerman, pres. O Art.

VIDEO CRAFTS Inc., 80 W. 12th St., New York 11, N.Y. Chelsea 2-1150. Arthur Rankin Jr., pres. AN O PSC.

VIDEO EXPEDITING Inc., 630 Ninth Ave., New York 19, N.Y. Judson 6-1030. John A. Fitzpatrick, v.p. FH.

VIDEOFILM ASSOCIATES, 821 Market St., San Francisco, Cal. SR.

VIDEO FILM LABORATORIES, 350 W. 50th St., New York 19, N.Y. Judson 6-7196. Hugh Gwynne. Lab.

VIDEO FILMS, 1004 E. Jefferson Ave., Detroit 7, Mich. Woodward 2-3400. Clifford Hanna, sales mgr. AN PFC PIF ML O POE RF.

VIDEO PICTURES Inc., 500 Fifth Ave., New York 36, N.Y. Lackawanna 4-2912. AN PFC PIF O PFO PFS POE PSH RF StF.

VIDEO VIEW Inc., 7557 Sunset Blvd., Hollywood 46, Cal. Hollywood 3-4179. Bradley Kemp, pres.; Irving Kahn, v.p. KI.

VIDICAM PICTURES Corp., 210 E. Fifth St., New York City. Algonquin 4-7102. Al Justin. PFC PFO PIF.

VIKING FILMS Inc., 205 E. 43rd St., New York 17, N.Y. Oxford 7-4932. Israel M. Berman, pres.; Richard A. Weaver, exec. producer. PFC PFS PIF.

VIRGONIAN PRODUCTIONS, 1450 Belfast Dr., Los Angeles 46, Cal. Crestview 4-5720. Jeanne Gray, pres. PFS.

VISION FILMS Inc., 520 Royal St., New Orleans 16, La. Express 1191. Charles N. Burris, pres.; Edgar B. Stern Jr., v.p.; Robert D. Swezey, v.p. O PFC PFO PIF PN.

VITAPIX CORP., 509 Madison Ave., New York, N.Y. Plaza 8-3013. Edward E. Hall, pres. FH PFO.

VOGUE FILM PRODUCTIONS, Bowman Field, Louisville 5, Ky. Glendale 4-3689. Hal Vinson. AN KI Lab O PFC PFO PIF PSC.

VOLCANO PRODUCTIONS Inc., 1040 N. Las Palmas, Hollywood 38, Cal. Hollywood 7-3111. James A. Bank, pres. PFS PFC PFO POE O.

ROGER WADE PRODUCTIONS, 15 W. 46th St., New York 36, N.Y. Circle 7-6797. Roger Wade. AN PFC PIF PSC.

GENE K. WALKER PRODUCTIONS, 465 California St., San Francisco 4, Cal. Yukon 2-4181. Gene K. Walker, pres. PIF PSC.

WARNER BROS. PICTURES Inc., Television Division, 321 W. 44th St., New York 36, N.Y. Circle 6-1000. Norman Moray, v.p. N.Y. sales liaison; Warner Bros. Studios, 4000 Warner Blvd., Burbank, Cal. Hollywood 9-1251. Jack Warner Jr., v.p. TV series production; Walter Bien, TV Film Commercial Dept. PFS.

WASHINGTON VIDEO PRODUCTIONS Inc., 1536 Connecticut Ave. NW, Washington, D.C. Adams 4-5737. George F. Johnston, pres. AN PFO PFS. Live Shows.

ADRIAN WEISS PRODUCTIONS, 655 N. Fairfax Ave., Los Angeles 36, Cal. Olive 3-4440. Adrian Weiss, pres. PIF PFC PFS.

LOUIS WEISS & Co., 655 N. Fairfax Ave., Los Angeles 36, Cal. Olive 3-4440. Adrian Weiss, Louis Weiss. Branches: San Francisco—821 Market St.; Exbrook 2-5203; Jim Diamond. Chicago—203 N. Wabash Ave.; Central 6-1805; Ben Barry, Howard Grafman. Detroit—2310 Cas Ave.; Woodward 2-7777; Michael Zide. Portland, Ore.—Wilcox Bldg.; Capitol 3-0151; H. S. Jacobson. Philadelphia—Adelphia Booking Service; 309 N. 13th St.; Locust 7-2698. Tulsa—B & B Film Distributors; Commercial Bldg.; Luther 4-3072; M. Baden, New York—Lakeside Television Co.; 1465 Broadway; Longacre 5-4582; Bernard Schulman. Washington, D.C.—Wheeler Film Co.; 920 New Jersey Ave. NW; Sterling 3-8938; Samuel N. Wheeler. DFS DF DSH DRF SF.

WELGOT TRAILER SERVICE, 630 Ninth Ave., New York 36, N.Y. Circle 6-6450. Martin Gottlieb & Charles L. Welsh. PFO PFC AN POE.

WEST COAST SOUND STUDIOS, 510 W. 57th St., New York 19, N.Y. Circle 7-2062. STF AN O PFC PFO PFS PIF.

WICKHAM FILMS, 1648 W. Glenoaks Blvd., Glendale, Cal. Citrus 4-7203. George R. Wickham, pres. PFS.

WILDING-HENDERSON Inc. (formerly Wilding Picture Productions Inc.), 1345 Argyle St., Chicago 40, Ill. Longbeach 1-8410. C. H. Bradfield Jr., pres.; Lang S. Thompson, exec. v.p.; James A. Kellock, v.p. & gen. mgr.; Walter Tinkham, production mgr.; Russ Ray Croft, dir. of TV Div. Branches: Chicago—1345 Argyle St.; Longbeach 1-8410; Jack Rheinstrom, v.p. New York City—385 Madison Ave.; Plaza 9-0854; T. H. Westerman, v.p. Cincinnati—617 Vine St.; Garfield 0477; R. L. McMillan. Detroit—4925 Cadieux Rd.; Tuxedo 2-3740; Don Calhoun, v.p. Pittsburgh—3 Gateway Center; Grant 1-6240; Ralph Maitland. Hollywood—5981 Venice Blvd.; Webster 8-0183; John Oser. St. Louis—3940 Lindell Blvd.; Jefferson 5-7422; Jackson Robertson. PIF PFC PFO PSC.

WILLIAMS AND HILL Ltd., 4 Albert St., Toronto, Canada. Empire 2-1931. Hal B. Williams, pres.; Richard H. Hill, v.p.-gen. mgr.; Heinz Dredge, asst. gen. mgr.-treas. AN PFC PSC RF.

WILLIAMS & MEYERS Co., Prudential Plaza, Chicago 1, Ill. Wabash 2-3800. William S. Meyer. PSC.

FRANK WILLARD PRODUCTIONS, 3223B Cain's Hill Pl. NW, Atlanta 5, Ga. Cedar 7-2282. Frank H. Willard Jr. PFC PFO PIF AN ML O PN RF STF.

WILLARD PICTURES Inc., 45 W. 45th St., New York 36, N.Y. Judson 2-0430. John M. Squiers Jr., pres. PFC PFO.

WINIK FILMS Corp., 250 W. 57th St., New York 19, N.Y. Circle 6-7360. Leslie Winik, pres. Branches: Dallas—4300 Druid Lane; LO-6729; Ray Jones. Chicago—20 N. Wacker Dr.; Central 6-8955; Al LeVine. Portland, Ore.—611 N. Tillamook St.; Murdock 4233; Merriman Holtz. P-DFS.

RAPHAEL G. WOLFF STUDIOS Inc., 5631 Hollywood Blvd., Hollywood 28, Cal. Hollywood 7-6126. Raphael G. Wolff, pres. PFC PFI.

WORLD BROADCASTING SYSTEM Inc., 488 Madison Ave., New York 22, N.Y. Murray Hill 8-4700. Robert W. Friedheim, v.p.; Dick Lawrence, gen. mgr.; Jim Weathers, sales mgr.; Ken Joseph, asst. sales mgr. ML.

WORLD HORIZON FILMS, Maryknoll, N.Y. Ossining 2-7590. Albert J. Nevins, dir. P-DRF.

WORLD TV PROGRAMS Corp., 505 Fifth Ave., New York City. Oxford 7-3749. Hans H. Kaden, pres. DFS.

WRATHER TELEVISION PRODUCTIONS Inc., 9363 Wilshire Blvd., Beverly Hills, Cal. Crestview 5-4586. J. D. Wrather, Jr., pres. PFS.

VOGUE WRIGHT STUDIOS, 469 E. Ohio St., Chicago 11, Ill. Mohawk 4-5600. A. W. Dungan, pres.; James E. Holmes, special services mgr.; Hal Lassiter, production mgr.; Joseph Betzer, TV sales. Branch: New York City—221 Fourth Ave.; Algonquin 4-3400; Louis Kaep. AN PFC PFO PIF.

WURTELE FILM PRODUCTIONS, P.O. Box 504, Orlando, Fla. Telephone: 9755. Harold S. Wurtele, owner. PFO DIF PIF POE.

EMERSON YORKE STUDIO, 245 W. 55th St., New York 19, N.Y. Columbus 5-7040. Emerson Yorke. Branch: Hollywood—1999 N. Sycamore Ave.; Hyatt 4-5606. PSH PFO PN PFS.

YOUNG AMERICA FILMS Inc., 18 E. 41st St., New York 17, N.Y. Lexington 2-4111. James R. Brewster, v.p. PSH.

MARVIN YOUNG ASSOCIATES, 1346 N. Highland Ave., Hollywood 28, Cal. Hollywood 2-2684. Marvin Young, principal associate. PFS.

YUGOSLAV FILMS, 816 Fifth Ave., New York City. Templeton 8-2300. Karla Duhar. DIF DSH DFS DN.

ZIV TELEVISION PROGRAMS Inc., 488 Madison Ave., New York 22, N.Y. Murray Hill 8-4700. F. W. Ziv, chairman; John L. Sinn, pres.; M. J. Rifkin, sales v.p.; Walt Kingsley, national sales mgr. Branches: Cincinnati—1529 Madison Rd.; Plaza 1-1323; Ed Broman, central div. sales mgr.; Los Angeles—7324 Santa Monica Blvd.; Oldfield 4-2800; Jack Gregory, western div. sales mgr. Chicago—520 N. Michigan Ave.; Whitehall 4-1030; Alvin E. Unger, v.p. PFC PFO DFS STF PFS.

SEYMOUR ZWIBEL PRODUCTIONS Inc., 11 E. 44th St., New York 17, N.Y. Murray Hill 2-4450. Seymour Zweibel, pres. PIF PSC PFO.

Theatre & Closed-Circuit TV Producers, Syndicators, Trade Groups, Etc.

BOX OFFICE TELEVISION INC. (BOTV)—6 W. 57th St., New York, 19, N.Y. Plaza 7-0532. M. N. Mound, chairman; Sid Caesar, pres.

CLOSEDCIRCUIT TELECASTING SYSTEM INC. (CTS)—237 W. 54th St., New York 19, N.Y. Judson 2-2490. Arthur W. Choate Jr., chairman; Fanshawe Lindsley, pres.-treas.; Tom W. Judge, sales v.p.; Wm. Rockefeller, secy.; C. B. Pearson, asst. to pres.

COMMERCIAL TELECAST NETWORKS INC.—608 Fifth Ave., New York 20, N.Y. Circle 5-8820. Lloyd W. Durant, pres. & dir. creative programming & production; Wm. F. Hogan, v.p. & dir. communications engineering dept.; Edward B. Bell, v.p. & dir. facilities dept.; H. Don Reynolds, secy.-treas. & dir. business relations; Dr. T. H. McGavack (consulting), dir. medical research.

EAST-WEST TV NETWORK—2924 Auburn Ave., Toledo 6, O. John A. Hurst, pres.

G.C.I.-TV CLOSED CIRCUIT, div. of Teleprompter Corp.—311 W. 43rd St., New York 36, N.Y. Judson 2-3800. Irving B. Kahn, pres.; Herbert W. Hobbler, sales v.p.; Hubert J. Schlafly, engineering v.p.; Wm. P. Rosensohn, director; Robt. Rosencrans, mgr.

INTERNATIONAL CLOSED-CIRCUIT TELEVISION INC.—9756 Wilshire Blvd., Beverly Hills, Cal. Crestview 4-5968. Carl Leserman, pres.; Wm. H. Husted, v.p.; Wm. R. Burlingham, secy.-treas. Closed-circuit film programming service.

MEDICAL COMMUNICATIONS (div. of Paul Klemtner & Co.)—151 Washington St., Newark, N.J. Market 4-6206. Edward C. Rasp Jr., gen. mgr.-producer; Herbert Freet, v.p. sales. Closed-circuit broadcast TV service in medical and pharmaceutical fields.

TELEPROMPTER OF CANADA LTD.—447 Jarvis St., Toronto, Ont. Walnut 2-2103. Spence Caldwell, pres.; Carl Heydeman, operations mgr.; Wils Garnham, sales rep.

TELE-SESSIONS INC. See Theatre Network Television, below.

THEATRE NETWORK TELEVISION INC. (TNT)—575 Madison Ave., New York 22, N.Y. Murray Hill 8-3220. Nathan L. Halpern, pres.; John O'Connor & John T. Valdes, national sales execs.; Edward F. Address Jr., operations; Marc Daniels, programs.

VISUAL ELECTRONICS CORP.—11 W. 42nd St., New York 36, N.Y. Longacre 4-0518. James B. Tharpe, pres.; Herbert Bloomberg, secy.; Morris A. Mayers, mgr., closed circuit operations.

WELLS CLOSED CIRCUIT TELEVISION INC. (subsidiary of Wells Television Inc.)—52 Vanderbilt Ave., New York 17, N.Y. Murray Hill 4-4670. Jay Wells, pres.; Arnold Wells, v.p. Chicago; 22 W. Madison St., Financial 6-4079. Clay Olson, mgr.

Major Suppliers

Hotel Television Receivers

Sale or Lease

AMERICAN COMMUNICATIONS CORP.—280 Broadway, New York City. Rector 2-0320. E. M. Lurie, pres.; Martin A. Lappin, v.p.; J. Wade Collins, sales mgr. GE receivers.

EMERSON INDUSTRIAL PRODUCTS CORP. (subsidiary of Emerson Radio & Phonograph Corp.)—14th & Coles Sts., Jersey City, N.J. Swarthmore 5-3500. Stanley M. Abrams, pres. Sale & rental.

HOTEL RADIO CORP.—601 W. Fort St., Detroit 26, Mich. Woodward 3-6787. H. L. Dawson, v.p.-gen. mgr.; C. A. Bonesteel, v.p.-asst. treas.; Jerry Moore, secy.; E. F. Wieneke, treas. & chairman. Motorola receivers. Manufacturers of TV-an-Tenna system; Radio-Central (radio system for hotels); Audio-Central (sound system for hotels); Video-Central (closed circuit system for hotels).

THE IRA HIRSCHMANN CO. INC.—654 Madison Ave., New York 21, N.Y. Templeton 8-5400. Ira Hirschmann, pres.; Eleanor Bonfield, secy.-treas. Philco receivers.

MASTER VIDEO SYSTEMS INC.—37 W. 53rd St., New York 19, N.Y. Judson 2-1622. George T. Weymouth, chairman; A. J. Moxham, pres.; W. E. Lutz, v.p., engineering; B. P. E. Wolbarst, v.p. sales; Mario A. Fog, v.p. admin.; R. G. Skinner, treas.; Wm. S. Satterthwaite, secy.; A. E. Monetti, counsel. Hoffman receivers. (Master Video Service Co. is wholly owned subsidiary.)

RADIOMATIC OF AMERICA INC.—760 Ramsey Ave., Hillside, N.J. Murdock 8-4973. Wm. Weiss, pres.; Robert S. Puder, v.p.; Jack A. Silva, v.p.-gen. mgr.; J. R. Poppele, secy.-treas. RCA, GE, Westinghouse receivers, master antenna systems.

TELE-SOUND INC.—1505 Race St., Philadelphia 2, Pa. Locust 4-0278. Philco distributor to hotels & institutions. Lease only.

TEL-HOTEL CORP.—342 Madison Ave., New York City. Oxford 7-0330. Irving M. Kram, pres.; Alfred N. Kram, v.p.; J. Wm. Rosenbluth, secy.-treas.; Bruno Ackerman, gen. service mgr.; Howard Buck, chief engineer; Guy Passanante, asst. sales mgr.; Harold Most, field service mgr. Westinghouse receivers; Master Antenna Systems. Subsidiary Hospi-Tel Service Corp. specializes in hospital systems. Sales or rental.

WELLS TELEVISION INC.—52 Vanderbilt Ave., New York 17, N.Y. Murray Hill 4-4670. Jay Wells, pres.; Arnold Wells, exec. v.p.; Thomas A. Cronin, v.p. Chicago; 22 W. Madison St. Financial 6-4079. Clay Olson, mgr. Dallas; 4025 Maple Ave. Lakeside 0745. Lee K. Stensrud, southwestern sales mgr. RCA receivers.

Color Status of Network Affiliates

(As of January 15, 1957)

Information Furnished by NBC, CBS and Manufacturers. Data Not Available from ABC

Duplication of Stations on Compilations is Due to Network Sharing of Stations

Color-Equipped NBC-TV Basic Affiliates

(All Basic Affiliates Are Now Equipped to Rebroadcast Network Color)

City	Station	Slide & Film	Live	City	Station	Slide & Film	Live
Atlanta, Ga.	WSB-TV	Now	—	Miami, Fla.	WCKT	Now	Nov. 1957
Baltimore, Md.	WBAL-TV	Now	Now	Milwaukee, Wis. ..	WTMJ-TV	Now	Now
Birmingham, Ala. .	WABT	Now	—	Minneapolis-St. Paul, Minn.	KSTP-TV	Now	—
Boston, Mass.	WBZ-TV	Now	—	Nashville, Tenn. .	WSM-TV	Now	—
Buffalo, N.Y.	WBUF	Late 1957	Early 1958	New Orleans, La. ...	WDSU-TV	Now	Now
Chicago, Ill.	WNBQ	Now	Now	New York, N.Y. ...	WRCA-TV	Now	Now
Cincinnati, O.	WLWT	—	—	Norfolk, Va.	WVEC-TV	—	—
Cleveland, O.	KYW-TV	Now	—	Oklahoma City ...	WKY-TV	Now	Now
Columbus, O.	WLWC	—	—	Omaha, Neb.	KMTV	Now	Now
Dallas, Tex.	WFSA-TV	Now	—	Philadelphia, Pa. .	WRCV-TV	Now	Now
Davenport, Ia.	WOC-TV	—	—	Portland, Ore.	KPTV	Now	—
Dayton, O.	WLWD	—	—	Providence, R.I. .	WJAR-TV	—	—
Denver, Colo.	KOA-TV	—	—	Richmond-Petersburg, Va.	WXEX-TV	Now	—
Des Moines, Ia. ...	WHO-TV	Now	Late 1957	Rochester, N.Y. ...	WROC-TV	—	—
Detroit, Mich.	WWJ-TV	Now	—	Sacramento, Cal. .	KCRA-TV	Now	March 1957
Ft. Worth, Tex. ...	WBAP-TV	Now	Now	Salt Lake City ...	KTVT	Now	—
Fresno, Cal.	KMJ-TV	Now	—	San Antonio, Tex. .	WOAI-TV	Now	Now
Grand Rapids	WOOD-TV	—	—	San Diego, Cal.	KFSD-TV	—	—
Hartford-New Britain, Conn. .	WNBC	—	—	San Francisco	KRON-TV	Now	Now
Houston, Tex.	KPRC-TV	Now	—	Schenectady, N.Y. .	WRGB	Aug. 1957	Aug. 1957
Huntington, W.Va. .	WSAZ-TV	Now	Now	Seattle, Wash.	KOMO-TV	Now	Now
Indianapolis, Ind. .	WFBM-TV	Now	Now	St. Louis, Mo.	KSD-TV	Now	1957
Johnstown, Pa. ...	WJAC-TV	Now	Now	Syracuse, N.Y.	WSYR-TV	Now	—
Kansas City, Mo. .	WDAF-TV	Now	—	Tampa, Fla.	WFLA-TV	Now	—
Lancaster, Pa.	WGAL-TV	Now	Now	Tulsa, Okla.	KVOO-TV	Jan. 1957	—
Lansing, Mich.	WJIM-TV	—	—	Washington, D.O. .	WRC-TV	Sept. 1957	Sept. 1957
Los Angeles, Cal. .	KRCA	Now	Now	Wilkes-Barre, Pa. .	WBRE-TV	Now	Now
Louisville, Ky.	WAVE-TV	—	—	Youngstown, O. ...	WFMJ-TV	—	—
Memphis, Tenn. ...	WMCT	Fall 1957	Fall 1957				

NBC-TV INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE

Asterisk (*) Indicates Station Now Equipped to Rebroadcast Network Color.
Dagger (†) Indicates Station Scheduled for Network Color Equipment During 1957.

Ablene, Tex.	†KRBC-TV	—	—	Lubbock, Tex.	*KCBD-TV	—	—
Albany, Ga.	†WALB-TV	—	—	Macon, Ga.	*WMAZ-TV	—	—
Albuquerque, N. M.	*KOB-TV	Fall 1957	—	Madison, Wis.	*WMTV	—	—
Alexandria, La. ...	KALB-TV	—	—	Marietta, Wis.	*WMBV-TV	—	—
Altoona, Pa.	*WFBG-TV	—	—	Medford, Ore.	*KBES-TV	—	—
Amarillo, Tex. ...	*KGNC-TV	—	—	Meridian, Miss. ...	†WTOK-TV	Jan. 1959	—
Ardmore, Okla. ...	*KVSO-TV	—	—	Midland, Tex.	*KMID-TV	—	—
Asheville, N. C. ...	WISE-TV	—	—	Mobile, Ala.	*WALA-TV	—	—
Augusta, Ga.	*WJBF	1957	—	Monroe, La.	*KNOE-TV	Sept. 1957	—
Austin, Tex.	*KTBC-TV	Dec. 1957	Dec. 1958	Monterey-Salinas	*KSBW-TV	—	May 1957
Bakersfield, Cal. .	*KERO-TV	—	—	Montgomery, Ala. .	*WSFA-TV	—	—
Bangor, Me.	WABI-TV	—	—	Muncie, Ind.	*WLBC-TV	—	—
Baton Rouge, La. .	*WBRZ	—	—	Orlando, Fla.	*WDBO-TV	—	—
Bay City-Saginaw	*WNEM-TV	Now	—	Ottumwa, Ia.	†KTVO	Sept. 1957	Sept. 1957
Bethlehem, Pa. ...	WLEW-TV	—	—	Palm Beach, Fla. .	†WPTV	—	—
Binghamton, N. Y. .	*WNEF-TV	—	—	Parkersburg, W.Va. .	WTAP	—	—
Bismarck, N. D. ...	†KFYR-TV	—	—	Peoria, Ill.	*WEEK-TV	—	—
Bloomington, Ind. .	WTTV	—	—	Phoenix-Mesa, Ariz.	*KVAR	—	—
Bluefield, W. Va. .	*WHIS-TV	—	—	Pittsburg, Kan. ...	*KOAM-TV	—	—
Bristol, Va.-Tenn. .	*WCYB	Now	—	Pittsburgh, Pa. ...	*KDKA-TV	Now	—
Champaign, Ill. ...	*WCIA	—	—	Plattsburgh, N. Y. .	†WPTZ-TV	—	—
Charleston, S. C. .	*WUSN-TV	—	—	Portland, Me.	*WCSH-TV	—	—
Charlotte, N. C. .	*WBTV	Now	Now	Pueblo, Colo.	KCSJ-TV	—	—
Chattanooga, Tenn.	*WRGP-TV	—	—	Quincy, Ill.	*WGEM-TV	—	—
Colorado Springs	KRDO-TV	—	—	Raleigh, N. C.	*WRLV-TV	Now	Fall 1957
Columbia, Mo. ...	KOMU-TV	—	—	Redding, Cal.	*KVIP	—	—
Columbia, S. C. ...	*WIS-TV	—	—	Reno, Nev.	KOLO-TV	—	—
Columbus, Ga. ...	*WDAK-TV	—	—	Roanoke, Va.	*WSLS-TV	Now	—
Columbus, Miss. ...	WDBI-TV	—	—	Rochester, Minn. .	†KROC-TV	Jan. 1958	—
Corpus Christi, Tex.	*KRIS-TV	Now	—	Rockford, Ill.	*WTVO	—	—
Decatur, Ala.	*WMSL-TV	—	—	Roswell, N. M.	†KSWV-TV	1957	1957
Duluth, Minn.	*WDSM-TV	—	—	Santa Barbara, Cal. .	KEYT	—	—
Eau Claire, Wis. .	*WEAU-TV	1958	—	Savannah, Ga.	*WSAV-TV	June 1957	Jan. 1958
El Dorado, Ark. ...	†KRBB	—	—	Shreveport, La. ...	*KTBS-TV	—	—
El Paso, Tex.	*KTSM-TV	—	—	Sioux City, Ia. ...	*KTIW	—	—
Erie, Pa.	*WICV	—	—	Sioux Falls, S. D. .	†KELO-TV	Now	—
Eugene, Ore.	*KUAL-TV	—	—	South Bend, Ind. .	*WNDU-TV	1957	—
Eureka, Cal.	KIEM-TV	—	—	Spokane, Wash. ...	*KHQ-TV	Now	Now
Evansville, Ind. ...	*WFIE-TV	—	—	Springfield, Ill. ...	†WICS-TV	—	—
Fargo, N. D.	†WDAY-TV	—	—	Springfield, Mass. .	*WWLP	Now	—
Fayetteville, N. C. .	*WFLB-TV	—	—	Springfield, Mo. ...	*KYTV	Jan. 1958	—
Ft. Dodge, Ia. ...	†KQTV	—	—	Tallahassee-			
Ft. Smith, Ark. ...	*KFSA-TV	—	—	Thomasville, Fla. .	WCTV	—	—
Ft. Wayne, Ind. ...	*WKJG-TV	Sept. 1958	—	Temple, Tex.	*KCEN-TV	—	—
Great Bend, Kan. .	KCKT-TV	Now	Fall 1957	Toledo, O.	*WSPD-TV	—	—
Greenville, S. C. .	*WFBC-TV	Spring 1957	—	Tucson, Ariz.	*KVOA-TV	—	—
Harrisburg, Ill. ...	WSIL-TV	—	—	Twin Falls, Ida. ...	†KLIX-TV	—	—
Harrisonburg, Va. .	WSVA-TV	—	—	Tyler, Tex.	*KLTV	—	—
Hastings, Neb.	*KHAS-TV	—	—	Utica, N. Y.	*WKTU	—	—
Hattiesburg, Miss. .	WDMATV	—	—	Washington, N. C. .	*WITN	1957	—
Idaho Falls, Ida. ...	KID-TV	Late 1958	Late 1958	Waterloo, Ia.	*KWWL-TV	—	—
Jackson, Miss. ...	WLBT	—	—	Wausau, Wis.	WSAU-TV	—	—
Jacksonville, Fla. .	*WJHP-TV	—	—	Weslaco, Tex.	KRGV-TV	—	—
Knoxville, Tenn. .	*WATE-TV	1957	1957	Wheeling, W. Va. .	*WTRF-TV	1957	1957
La Crosse, Wis. ...	WKBT	—	—	Wichita, Kan.	*KARD-TV	Now	Now
Lake Charles, La. .	KPLC-TV	—	—	Wichita Falls, Tex. .	*KFDD-TV	Feb. 1957	—
Las Vegas, Nev. ...	†KLRJ-TV	—	—	Wilmington, N.C. .	†WMFD-TV	—	—
Lexington, Ky.	†WLEX-TV	—	—	Winston-Salem, N.C.	*WSJS-TV	—	—
Lima, O.	*WIMA-TV	—	—	Yakima, Wash. ...	*KIMA-TV	—	—
Little Rock, Ark. .	*KARK-TV	Feb. 1957	—	Yuma, Ariz.	KIVA	—	—
				Zanesville, O.	†WHIZ-TV	—	—

COLOR TV

ONLY TELECHROME INCORPORATED MAKES THEM ALL

COMPLETE FACILITIES FOR TV STATIONS, MANUFACTURERS & LABORATORIES

Finest color film chains, colorplexing, transmitting, analyzing, monitoring, testing equipment.



617-BR AUTOMATIC BALANCE CONTROL FOR ALL COLORPLEXERS

(Regardless of Manufacture)

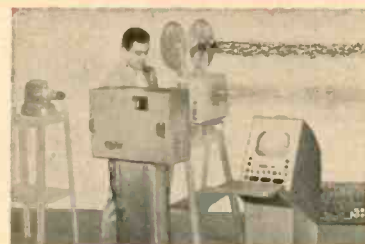
An ingenious circuit locks the entire encoding equipment in balance within 20 seconds after being turned on. Thereafter balance is held under even the most difficult operating conditions.



1003-A VIDEO TRANSMISSION TEST SIGNAL GENERATOR

Portable

Completely self-contained, portable. Produces multi-frequency burst, staircase, modulated staircase, white window, composite synch. Regulated power supply. 12 1/4" standard rack mounting or in carrying case.



700-A 3V COLOR FILM CHAIN

Finest in quality, lowest in price. 3V provides greatest latitude in selection of color films. Designed specifically for broadcast application, requires little space. Multiplexes 35 or 16mm film, slides, opaques.



1073-A SINE-SQUARED SQUARE WAVE GENERATOR

Newest test unit produces new type of wave forms for testing any part or all of a TV or pulse system for amplitude and phase characteristics. "Go-No-Go" indication simplicity.



1601-BR CHROMASCOPE

Signal Certification Equipment. Accurately measures the performance alignment, and phase errors of color TV equipment. Presents on a cathode ray screen a continuous polar plot of the phase and amplitudes of all colors in a composite color video signal. Capable of a .005° accuracy with 1604-AR phase magnifier.

New secondary phase standard for accurate reading to .01°



1604-AR PHASE MAGNIFIER

Expanded phase indicator of a signal for measurements of differential phase to .2° or better accuracy at chroma frequencies.



302-AR DRIVE GENERATOR

Small, portable, inexpensive unit. Provides horizontal blanking, horizontal sync, vertical drive and burst flag for driving most signal generating equipment where standard sync is not available.



1071-AR WINDOW GEN.



OSCILLOSCOPE CAMERA MODEL 1521-A

VIDEO TRANSMISSION TEST EQUIPMENT
Provides staircase, window and multiburst signals. Now in wide use by the leading TV stations, networks and common carriers. Checks video facilities for color and monochrome. Polaroid camera recording.



1041-BR STAIR STEP GEN.



1070-BR MULTI-BURST FREQUENCY GEN.



636-B CHROMALYZER

Portable Precision Color Bar Generator for checking color broadcast studio and transmission facilities, receivers and monitors. Can be tied into a system. Provides complete composite color signals at 100 or 75% chroma.



1603-AR PHASE SLOPE (ENVELOPE DELAY) CURVE TRACER

Instantaneous scope or meter reading of the envelope delay and amplitude characteristics of any network, video amplifier, or systems. Precise-time saving. Has separate transmitter and receiver units which allow one way or loop measurements.

DELIVERY 30 DAYS

Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.



The Nation's Leading Supplier of Color TV Equipment
28 Ranick Dr. Amityville, N. Y.
Lincoln 1-3600

Color-Equipped CBS-TV Basic Required Affiliates

All Basic Affiliates Are New Equipped to Rebroadcast Network Color

City	Station	Slide & Film	Live	City	Station	Slide & Film	Live
Albany, N. Y.	WCDA-TV	—	—	Memphis, Tenn. ..	WREC-TV	—	—
Atlanta, Ga.	WAGA-TV	Now	—	Miami, Fla.	WTVJ	Now	Now
Baltimore, Md. ...	WMAR-TV	Now	—	Milwaukee, Wis. ...	WXIX	—	—
Birmingham, Ala. .	WBRC-TV	—	—	Minneapolis, Minn.	WCCO-TV	Now	Now
Boston, Mass.	WNAC-TV	—	—	Nashville, Tenn. ..	WLAC-TV	—	—
Buffalo, N.Y.	WBEN-TV	Now	Now	New York, N.Y. ...	WCBS-TV	Now	Now
Charleston, W. Va. .	WCBS-TV	Now	—	Norfolk, Va.	WTAR-TV	Now	Now
Charlotte, N.C.	WBTV	Now	Now	Oklahoma City	KWTU	—	—
Chicago, Ill.	WBBM-TV	—	—	Omaha, Neb.	WOW-TV	—	—
Cincinnati, O.	WKRC-TV	Now	—	Philadelphia, Pa. ..	WCAU-TV	Now	Now
Cleveland, O.	WJW-TV	Now	—	Portland, Ore.	KOIN-TV	Now	—
Columbus, O.	WBNS-TV	—	—	Providence, R.I. ..	WPRO-TV	—	—
Dallas, Tex.	KRLD-TV	Now	—	Richmond, Va.	WRVA-TV	Now	—
Dayton, O.	WHIO-TV	—	—	Rochester, N.Y. ..	WHEC-TV	—	—
Denver, Colo.	KLZ-TV	—	—		WVET-TV	Now	—
Des Moines, Ia. ...	KRNT-TV	—	—	Rock Island, Ill. ..	WHBF-TV	—	—
Detroit, Mich.	WJBK-TV	Now	Now	Sacramento, Cal. .	KBET-TV	Now	—
Fresno, Cal.	KFRE-TV	—	—	St. Louis, Mo.	KWK-TV	—	—
Galveston-Houston	KGUL-TV	Now	—	Salt Lake City	KSL-TV	—	—
Greensboro, N. C. .	WFMY-TV	Now	—	San Antonio, Tex. .	KENS-TV	—	—
Hartford, Conn. ...	WHCT	—	—	San Diego, Cal. ...	KFMB-TV	Now	Now
Hutchinson-				San Francisco, Cal.	KPIX	Now	—
Wichita, Kan. ...	KTVH	—	—	Shreveport, La. ...	KSLA-TV	—	—
Indianapolis, Ind. .	WISH-TV	Now	—	Syracuse, N.Y.	WHEN-TV	—	—
Jacksonville, Fla. .	WMBR-TV	—	—	Tacoma-Seattle. . .	KTNT-TV	—	—
Kalamazoo, Mich. .	WKZO-TV	—	—	Tampa, Fla.	WTVT	Now	—
Kansas City, Mo. .	KCMO-TV	Now	Now	Toledo, O.	WSPD-TV	Now	Now
Los Angeles, Cal. .	KNXT	Now	Now	Tulsa, Okla.	KOTV	Now	—
Louisville, Ky.	WHAS-TV	—	—	Washington, D.C. .	WTOP-TV	Now	—

CBS-TV BASIC OPTIONAL AFFILIATES

Asterisk (*) Indicates Station Now Equipped to Rebroadcast Network Color.
Dagger (†) Indicates Station Scheduled for Network Color Equipment During 1957.

Altoona, Pa.	*WFBG-TV	—	—	Knoxville, Tenn. ...	*WBIR-TV	—	—
Augusta, Ga.	WRDW-TV	—	—	Lansing, Mich.	*WJIM-TV	Now	—
Austin, Tex.	*KTBC-TV	—	—	Little Rock, Ark. .	KTHV	—	—
Bakersfield, Cal. .	KBAK-TV	—	—	Macon, Ga.	*WMAZ-TV	—	—
Baton Rouge, La. .	WAFB-TV	—	—	Madison, Wis.	*WISC-TV	Now	—
Beaumont, Tex.	*KPFDM-TV	—	—	Mobile, Ala.	*WKRQ-TV	—	—
Binghamton, N.Y. .	*WBNF-TV	—	—	Montgomery, Ala. .	*WCOV-TV	—	—
Burlington, Vt.	WCAX-TV	—	—	New Orleans, La. .	*WDSU-TV	Now	Now
Cedar Rapids, Ia. .	*WMT-TV	Now	—	Orlando, Fla.	*WDBO-TV	—	—
Champaign, Ill. .	*WCIA	Now	—	Phoenix, Ariz.	*KOOL-TV	—	—
Charleston, S. C. .	*WCSC-TV	—	—	Portland, Me.	*WGAN-TV	—	—
Chattanooga, Tenn.	*WDEF-TV	—	—	Roanoke, Va.	*WDBJ-TV	Now	—
Columbia, S. C. ...	*WNOK-TV	—	—	Rockford, Ill.	*WREX-TV	Now	—
Columbus, Ga.	*WRBL-TV	Now	—	Scranton, Pa.	*WGBI-TV	—	—
Duluth-Superior ..	KDAL-TV	—	—	Sioux City, Ia.	*KVTU	—	—
El Paso, Tex.	*KRQD-TV	—	—	South Bend, Ind. .	*WSBT-TV	—	—
Erie, Pa.	*WSEE	—	—	Spartanburg, S.C. .	*WSPA-TV	—	—
Florence, S. C. .	*WBTW	—	—	Spokane, Wash. ...	*KXLY-TV	—	—
Ft. Wayne, Ind. ...	*WINT	—	—	Springfield-Holyoke, Mass.	WHYN-TV	—	—
Green Bay, Wis. ...	*WBAY-TV	—	—	Springfield, Mo. ...	*KTTS-TV	—	—
Greenville, N. C. .	*WNCN	—	—	Steubenville, O. ...	*WSTV-TV	—	—
Harrisburg, Pa.	WHP-TV	—	—	Terre Haute, Ind. .	*WTHI-TV	—	—
Henderson, Ky.	*WEHT	—	—	Topeka, Kan.	*WIBW-TV	—	—
Jackson, Miss.	*WJTV	—	—	Youngstown, O. ...	*WKBN-TV	—	—
Johnson City, Tenn.	*WJHL-TV	—	—				

CBS-TV Supplementary Interconnected Affiliates

Albuquerque, N. M. .	*KGGM-TV	—	—	Minot, N. D.	KCJB-TV	—	—
Amarillo, Tex.	KFDA-TV	—	—	Monroe, La.	*KNOE-TV	—	—
Anderson, S. C. ...	*WAIM-TV	—	—	Mt. Washington, N. H.	WMTW	—	—
Bangor, Me.	*WTWO	—	—	Odessa, Tex.	KOSA-TV	—	—
Cadillac, Mich.	WWTU	—	—	Peoria, Ill.	*WTVH-TV	—	—
Cape Girardeau, Mo.	*KFVS-TV	—	—	Quincy-Hannibal ..	*KHQA-TV	—	—
Cheyenne, Wyo.	WFBC-TV	—	—	Raleigh, N. C.	*WNAO-TV	—	—
Chico, Cal.	KHSL-TV	—	—	Reno, Nev.	KOLO-TV	—	—
Colorado Springs, Colo.	KKTU	—	—	Saginaw, Mich.	*WKNX-TV	—	—
Eureka, Cal.	KIEM-TV	—	—	St. Joseph, Mo. ...	KFEQ-TV	—	—
Ft. Smith, Ark. ...	KNAC-TV	—	—	Salinas-Monterey, Cal.	*KSBW-TV	—	—
Harlingen, Tex.	KGPT-TV	—	—	San Angelo, Tex. .	KTXL-TV	—	—
Jefferson City, Mo.	KRCG-TV	—	—	Santa Barbara, Cal.	KEYT	—	—
Johnstown, Pa.	WARD-TV	—	—	Savannah, Ga.	*WTOC-TV	—	—
Joplin, Mo.	*KODE-TV	—	—	Texarkana, Tex. ...	*KCMC-TV	—	—
Kearney, Neb.	*KHOL-TV	—	—	Tucson, Ariz.	KOPO-TV	—	—
LaCrosse, Wis.	WKBT	—	—	Valley City, N. D. .	*KXJB-TV	Now	—
Lancaster, Pa.	*WGAL-TV	Now	Now	Waco, Tex.	*KWTX-TV	—	—
Lima, O.	WIMA-TV	—	—	Watertown-			
Lincoln, Neb.	KOLN-TV	—	—	Carthage, N. Y. .	WCNY-TV	—	—
Lubbock, Tex.	*KDUB-TV	Now	—	Wausau, Wis.	WSAU-TV	—	—
Mason City, Ia. ...	KGLO-TV	—	—	Wichita Falls, Tex.	*KSYD-TV	—	—
Medford, Ore.	*KBES-TV	—	—	Yakima, Wash.	*KIMA-TV	—	—
Meridian, Miss. ...	WTOK-TV	—	—				

CBS-TV Supplementary Non-Interconnected Affiliates

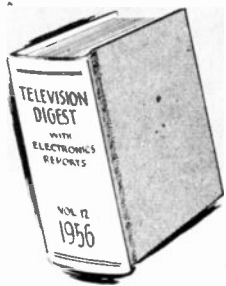
Billings, Mont.	KOOK-TV	—	—	Idaho Falls, Ida. .	KID-TV	—	—
Boise, Ida.	KBOI	—	—	Tallahassee-			
Great Falls, Mont. .	KFBB-TV	—	—	Thomasville, Fla. .	WCTV	—	—

CBS-TV Extended Market Plan Affiliates

Agana, Guam	KUAM-TV	—	—	Lafayette, Ind.	*WFAM-TV	—	—
Bellingham, Wash.	KVOS-TV	—	—	Lafayette, La.	*KLFY-TV	—	—
Big Spring, Tex.	KBST-TV	—	—	Lake Charles, La.	KTAG-TV	—	—
Bismarck, N. D.	KBMB-TV	—	—	Laredo, Tex.	KHAD-TV	—	—
Carlsbad, N.M.	KAVE-TV	—	—	Las Vegas, Nev.	*KLAS-TV	—	—
Columbus, Miss.	WCBI-TV	—	—	Marquette, Mich.	WDMJ-TV	—	—
Clovis, N. M.	KICA-TV	—	—	Missoula, Mont.	KGVO-TV	—	—
Decatur, Ala.	WMSL-TV	—	—	Ottumwa, Ia.	KTVO	—	—
Dickinson, N.D.	KDIX-TV	—	—	Panama City, Fla.	WJDM-TV	—	—
Dothan, Ala.	WTVV	—	—	Parkersburg, W.Va.	WTAP	—	—
Fayetteville, N. C.	*WFLB-TV	—	—	Presque Isle, Me.	WAGM-TV	—	—
Ft. Myers, Fla.	WINK-TV	—	—	Rapid City, S. D.	KOTA-TV	—	—
Grand Junction, Colo.	KREX-TV	—	—	Salisbury, Md.	WBOC-TV	—	—
Jackson, Tenn.	*WDXI-TV	—	—	San Luis Obispo, Cal.	KVEC-TV	—	—
Juneau, Alaska	KINY-TV	—	—	Sweetwater, Tex.	KPAR-TV	—	—
Kallispell, Mont.	KGEZ-TV	—	—	Twin Falls, Ida.	KLIX-TV	—	—
Klamath Falls, Ore.	KOTI-TV	—	—	Yuma, Ariz.	KIVA	—	—

ABC-TV Affiliates and Independent Stations

Baltimore, Md.	WAAM	Now	Now	New Haven, Conn.	WNHC-TV	Now	—
Chicago, Ill.	WGN-TV	Now	Now	New York, N.Y.	WABD	Now	—
Evansville, Ind.	WTVW	Now	—	Norfolk, Va.	WAVY-TV	Now	—
Fresno, Cal.	KJEO	Now	Now	Philadelphia, Pa.	WFIL-TV	Now	Now
Houston, Tex.	KTRK-TV	Now	—	Phoenix, Ariz.	KTVK	Now	—
Los Angeles, Cal.	KTLA	Now	Now	Portland, Ore.	KGW-TV	Now	Now
Milwaukee, Wis.	WISN-TV	Now	—	Richmond, Va.	WTVR	Now	—
Milwaukee, Wis.	WITI-TV	Now	Now	St. Paul, Minn.	KTCA	Now	—



1956

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Television Digest
with ELECTRONICS REPORTS
WYATT BUILDING, WASHINGTON 5, D. C.

Network Engineering Departments

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CANADIAN BROADCASTING CORP.

Executive Offices: Victoria Bldg., 140 Wellington St., Ottawa, Ont., Central 6-7331. William G. Richardson, director of engineering (Ottawa).
Engineering Executives: Snowdon Bldg., 5253 Decarie Blvd., Montreal, Hunter 8-2551. J. E. Hayes, chief engineer; W. A. Nichols, asst. chief engineer; D. G. McKinstry, chief architect; N. R. Olding, operations engineer; J. Carlisle, plant engineer; R. E. Santo, transmission & development engineer; E. C. Stewart, coordinator of engineering projects & services; M. D. Peterkin, general purchasing agent; G. G. Yull, supervisor of stores.
Toronto, Ont., 354 Jarvis St. Walnut 3-5461. H. E. S. Hamilton, supervisor of network operations.

COLUMBIA BROADCASTING SYSTEM Inc.

485 Madison Ave., New York 22, N.Y. Plaza 1-2345.
Engineering Executives, CBS-Television Div., Engineering Dept.: William B. Lodge, v.p.; A. B. Chamberlain, chief engineer; H. A. Chinn, chief audio-video engineer; J. D. Parker, chief radio engineer. *Operations Dept.:* Edward L. Saxe, v.p.; Henry Grossman, director of operations; R. G. Thompson, director of technical operations; O. J. Sather, mgr. of technical operations; A. E. Mercier, asst. mgr. of technical operations; Paul Wittlig, mgr. of production development; L. B. Gumbinner, traffic mgr., network circuits.

MUTUAL BROADCASTING SYSTEM Inc.

1440 Broadway, New York 18, N.Y. Longacre 4-8000.
Engineering Executives: Harry Tilley, chief engineer; Abe Jacobowitz, director of general engineering; Leslie Learned, chief of engineering traffic & operations; James Chapman, supervisor of engineering traffic.

NATIONAL BROADCASTING CO.

30 Rockefeller Plaza, New York 20, N.Y. Circle 7-8300.
Staff Engineering and Facilities Administration Executive: Andrew L. Hammerschmidt, v.p. & chief engineer; Raymond F. Guy, director, radio frequency and allocations engineering; G. M. Nixon, director, engineering development; C. A. Rackey, director, audio-video engineering; Robert F. McCaw, director, facilities administration; W. A. Clarke, mgr. engineering administration & services; W. S. Duttera, mgr. allocations engineering; G. K. Graham, liaison engineer; J. R. Kennedy, liaison engineer, Pacific Div.

AMERICAN TELEPHONE & TELEGRAPH CO. (Long Lines Dept.)

32 Avenue of the Americas, New York 13, N.Y. Exchange 3-9700.
Executives: H. T. Killingsworth, v.p.; J. E. Dingman, director of operations; C. C. Duncan, asst. director of operations, engineering; H. M. Botkin, asst. v.p., merchandising; C. W. Floyd, area commercial mgr., White Plains, N.Y.; F. E. MacFarland, div. commercial mgr., New York; E. McCaffrey, area commercial mgr., Cincinnati; F. A. Robinson Jr., area commercial mgr., Kansas City; J. E. Waldlich, director of public relations; R. W. Shelton Jr., information mgr.; J. M. Rosenberg, information supervisor; E. D. North, general attorney; C. F. Martin, asst. general attorney; K. R. Madsen, attorney.

COLO R



RCA LIVE COLOR CAMERA

**"ALL-IN-ONE"
PROCESSING
AMPLIFIER**

**SPACE SAVING
EQUIPMENT**

All-electronic unit provides identical control equipment for both live and film camera chains.

Only 100 inches of rack space required for all equipments necessary to operate camera chain. With monitors and processing amplifier at the console, only $\frac{3}{4}$ of a rack needed for efficient complete installation.

**NEW
POWER
SUPPLY**

**CENTRALIZED
CONTROLS**

Occupies only $\frac{1}{2}$ space of former d-c power supplies . . . high efficiency plus high output . . . 1500 ma.

Minimize setup time . . . only two controls in "on-air" operation. In addition, over-all stability, peak camera performance and picture quality are assured.

means business!

**STATIONS NOW USING LIVE COLOR
TO BUILD HIGH SPONSOR INTEREST**

Equipped with RCA Live Color Camera Equipment, alert station managements are trail-blazing along the new frontiers of television... adding brilliant dimensions to programming techniques, transforming commercial products into thrilling reality. These progressive television stations are using local color originations to build prestige and stimulate sponsor interest.

LIVE COLOR STATIONS

KHQ, Spokane	WBAL, Baltimore	WJAC, Johnstown
KJEO, Fresno	WBEN, Buffalo	WKY, Okla. City
KMTV, Omaha	WBTV, Charlotte	WNBQ, Chicago
KOMO, Seattle	WCBS, New York	WOAI, San Antonio
KRCA, Los Angeles	WCCO, Minneapolis	WRCA, New York
KRON, San Francisco	WDSU, New Orleans	WSAZ, Huntington
KTLA, Los Angeles	WFBM, Indianapolis	WTMJ, Milwaukee
WBAP, Fort Worth	WGN, Chicago	WTVJ, Miami
WFIL, Philadelphia	WRCV, Philadelphia	WCAU, Philadelphia
WBRE, Wilkes-Barre	KARD, Wichita	WGAL, Lancaster
KCMO, Kansas City	WJBK, Detroit	KGW, Portland

Local studio originations, and live commercials in color are making sponsors sit up and take notice. Your station can spark the same type of advertiser interest in production of live color with RCA's color camera equipment! For complete technical information call your RCA Broadcast Sales Representative. In Canada write RCA VICTOR Company Limited, Montreal.



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT **CAMDEN, N. J.**

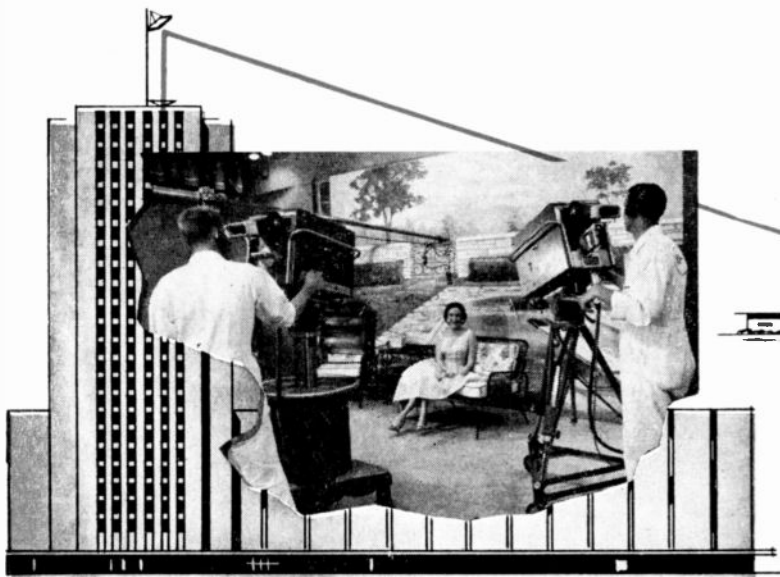
COLLINS NEW *TV-STL* Microwave Relay System

*Combines
convenience and reliability*

Collins has given careful consideration to the operating engineer in the design of this new 6875-7125 mc STL system. The result of this consideration is a combination of maximum convenience — from installation to the last detail of maintenance — with Collins reliability.

The system, which operates NSTC color or monochrome and FM audio, has a number of features — it can be completely installed indoors; the IF amplifier is permanently tuned, requiring no adjustments; all components are conservatively operated, and circuits, except the klystron, operate from 130 volt plate supplies.

A complete line of quality STL accessories, including parabolic antennas and passive reflectors, also is available.



Miss Gerry Johnson, KRLD-TV, Dallas

FEATURES

- NSTC color specifications
- High fidelity FM audio
- Compact — each terminal contained in single rack or cabinet
- Provisions for locating parabolic antennas up to 75 feet from RF Units
- Minimum differential phase shift
- Accessibility — in both operating controls and plug-in subunits
- All important circuits are metered
- Long-life, inexpensive klystrons
- Ease of installation, maintenance and expansion
- Built-in test facilities provide a means of checking overall performances.

Contact your nearest Collins representative for complete information on Collins TV-STL Microwave Relay System.

Collins CREATIVE LEADER IN COMMUNICATION



COLLINS RADIO COMPANY, 315 2nd Avenue S.E., Cedar Rapids, Iowa • 1930 Hi-Line Drive, Dallas 2 • 2700 W. Olive Ave., Burbank
261 Madison Ave., New York 16 • 1200 18th St. N.W., Washington, D.C. • 4471 N.W. 36th St., Miami 48 • 1318 4th Avenue, Seattle
Dogwood Road, Fountain City, Knoxville • COLLINS RADIO COMPANY OF CANADA, LTD., 11 Bermondsey Road, Toronto 16, Ontario

Handy Reference Tables

Allocations by States and Cities: VHF & UHF

Part III, Subpart E, Sec. 3.606 of FCC Rules & Regulations Governing TV

These Channel Allocations Include All Changes Promulgated Up to February 1, 1957

FOR CANADIAN AND MEXICAN ALLOCATIONS, SEE PAGE 102

Asterisks (*) indicate channels reserved for non-commercial educational use
Plus (+) and Minus (-) symbols designate offset carrier positions of channels

ALABAMA			ARKANSAS—Continued			COLORADO—Continued		
VHF Channel No.		UHF Channel No.	VHF Channel No.		UHF Channel No.	VHF Channel No.		UHF Channel No.
Andalusia	*2-	29	Jonesboro		8	Fort Morgan		15+
Anniston		70+	Little Rock	*2- 4	11+	Grand Junction ..	5-	21+
Auburn		*56	Magnolia			Greeley		50
Bessemer		54	Malvern		46	La Junta		24
Birmingham	6- *10-	42+ 48	Morrilton		43-	Lamar		18-
	13-		Newport		28	Leadville		14+
Brewton		23+	Paragould		58-	Longmont		32
Clanton		14	Pine Bluff	7-	36	Loveland		38
Cullman		60+	Russellville		19	Montrose		18
Decatur		23-	Searcy		33	Pueblo	10+	34-
Demopolis		18	Springdale		35-	Salida	5 *8	25
Dothan	9+	19-	Stuttgart		14+	Sterling		25-
Enterprise		40+				Trinidad		21-
Eufaula		44	CALIFORNIA			Walsenburg		30-
Florence		41	Alturas		9			
Fort Payne		19	Bakersfield	10-	29	CONNECTICUT		
Gadsden		15+ 21+	Bishop		19	Bridgeport		43- 49-
Greenville		49-	Brawley		25+			*71
Guntersville		40-	Chico	12-		Hartford	3+	18- *24
Huntsville		31+	Corona		52	Meriden		65-
Jasper		17	Delano		37+	New Britain		30+
Mobile	5+ 10+	*42 48+	El Centro		16 56	New Haven	8+	59+
Montgomery	12	20 *26+ 32	Eureka	3- 13-		New London		26+ 81
Munford	*7-		Fresno	12+	*18- 24	Norwalk (see Stamford)		
Opelika		22-			47 53	Norwich		57+ *63-
Selma		8- 58+	Hanford		21	Stamford-Norwalk		27
Sheffield		47-	Los Angeles	2 4 5 7 9	22 *28 34	Waterbury		53
Sylacauga		24-		11 13				
Talladega		64	Madera		30+	DELAWARE		
Thomasville		27-	Merced		34- 66	Dover		40
Troy		38-	Modesto		14+ 58	Wilmington	12	*59- 83+
Tuscaloosa		45 51-	Monterey (see Salinas)					
Tuskegee		16-	Napa		62	DISTRICT OF COLUMBIA		
University	*74+		Oakland (see San Francisco)			Washington	4- 5- 7+ 14- 20+	*26- 50-
			Oxnard		32			
ARIZONA			Palm Springs		14	FLORIDA		
Ajo		14-	Petaluma		68	Belle Glade		27+
Bisbee		15	Pittsburg		16	Bradenton		28-
Casa Grande		18-	Port Chicago		70	Clearwater		32+ 50
Clifton		25-	Porterville		55	Daytona Beach ...	2-	53
Coolidge		30+	Red Bluff		15	De Land		44+
Douglas	3-		Redding	7		Fort Lauderdale ..		17- 39
Eloy		24	Riverside		40 46	Fort Myers	11+	
Flagstaff	9 13		Sacramento	3 *6 10	40- 46+	Fort Pierce		19
Globe		34+	Salinas-Monterey ..	8+	35	Gainesville	*5-	20+
Holbrook		14	San Bernardino ..		18 *24- 30	Jacksonville	4+ *7 12-	30+ 36-
Kingman	6-		San Buenaventura ..		38-	Key West		14+ 20
Mesa	12-		San Diego	8 10	*15+ 21-	Lake City		33+
Miami		28+			27 33 39	Lakeland		16+ 22+
Morenci		31	San Francisco-	2+ 4- 5+	20- 26-	Lake Wales		14
Nogales		17-	Oakland	7- *9+	32+ 38 44-	Leesburg		26-
Phoenix	3+ 5-		San Jose	11+	48 *54 60	Marianna		17+
	*8+ 10-		San Luis Obispo ..	6+		Melbourne		37-
Prescott		15	Santa Barbara ...	3-	20 26	Miami	*2 4 7-10+	23- 33
Safford		21	Santa Cruz		56	Ocala		15+
Tucson	4- *6+		Santa Maria		44	Orlando	6- 9	18 *24- 47
	9- 13-		Santa Paula		16+	Palatka		17
Williams		25	Santa Rosa		50	Panama City	7+	*30 36+
Winslow		16-	Stockton	13+	36 *42 64	Pensacola	3-	15- *21 46
Yuma	11- 13+		Tulare		27+	Quincy		54+
			Ukiah		18	St. Augustine		23+
			Visalia		43 49	St. Petersburg (see Tampa)		
ARKANSAS			Watsonville		22-	Sanford		35+
Arkadelphia		34+	Yreka City		19	Sarasota		34+
Batesville		30-	Yuba City		52-	Tallahassee	*11-	24 51
Benton		40	COLORADO			Tampa-St.		
Blytheville		64+ 74	Alamosa	3-	19+	Petersburg	*3 8- 13-	38
Camden		50	Boulder	*12	22+	West Palm Beach ..	5 12	*15 21+
Conway		62	Canon City		36			
El Dorado	10-	26-	Colorado Springs ..	11 13	*17+ 23+	GEORGIA		
Fayetteville	*13-	41-	Craig		19	Albany		10
Forrest City		22+	Delta		24-	Americus		31
Fort Smith	5-	*16 22 39	Denver	2 4- *6-	20 26+	Athens	*8	60-
Harrison		24		7 9-		Atlanta	2 5- 11+	*30 36
Helena		54-	Durango		6+			
Hope		15-	Fort Collins		44+			
Hot Springs	9+	52+						

GEORGIA—Continued

	VHF Channel No.	UHF Channel No.
Augusta	6+ 12+	—
Bainbridge	—	35—
Brunswick	—	28+ 34—
Cairo	—	45+
Carrollton	—	33
Cartersville	—	63—
Cedartown	—	53—
Columbus	4	28 *34
Cordele	—	43
Dalton	—	25+
Douglas	—	32—
Dublin	—	15
Elberton	—	24+
Fitzgerald	—	53+
Fort Valley	—	18+
Gainesville	—	52
Griffin	—	39+
La Grange	—	50
Macon	13	*41+ 47+
Marietta	—	57+
Milledgeville	—	51+
Moultrie	—	48—
Newnan	—	61+
Rome	9	59
Savannah	3+ *9—	11
Statesboro	—	22
Swainsboro	—	20—
Thomasville	6	27
Tifton	—	14—
Toccoa	—	35
Valdosta	—	37+
Vidalia	—	26
Waycross	—	16

IDAHO

Blackfoot	—	33
Boise	2 *4+ 7	—
Burley	—	15—
Caldwell	9—	—
Coeur d'Alene	12—	—
Emmett	—	26—
Gooding	—	23
Idaho Falls	3 8+	—
Jerome	—	17
Kellogg	—	33—
Lewiston	3—	—
Moscow	—	*15
Nampa	6 12+	—
Fayette	—	14+
Pocatello	6— 10	—
Preston	—	41
Rexburg	—	27+
Rupert	—	21
Sandpoint	—	23—
Twin Falls	11 13—	—
Wallace	—	27—
Weiser	—	20—

ILLINOIS

Alton	—	48
Aurora	—	16
Belleville	—	54+
Bloomington	—	15—
Calo	—	24—
Carbondale	—	34 *61—
Centralia	—	32+ 59+
Champaign-Urbana	3+ *12—	21 27 33
Chicago	2— 5 7 9+	20 26 32
	*11	38 44
Danville	—	24
Decatur	—	17 23+
De Kalb	—	*67
Dixon	—	47+
Elgin	—	28+
Freeport	—	23
Galesburg	—	40—
Harrisburg	—	22
Jacksonville	—	29
Joliet	—	48+
Kankakee	—	14
Kewanee	—	60—
La Salle	—	35
Lincoln	—	53+
Macomb	—	61+
Marion	—	40
Mattoon	—	46—
Moline (see Davenport, Iowa)	—	—
Mt. Vernon	—	38—
Olney	—	16—
Pekin	—	69+
Peoria	8	19 *37—43+
Quincy	10—	21+

ILLINOIS—Continued

	VHF Channel No.	UHF Channel No.
Rockford	13+	39+ *45+
Rock Island (see Davenport, Iowa)	—	—
Springfield	2+	20+ *66+
Streator	—	65—
Urbana (see Champaign)	—	—
Vandalia	—	28—
Waukegan	—	22+

INDIANA

Anderson	—	26+
Angola	—	77
Bedford	—	68
Bloomington	4	*30— 36
Columbus	—	42—
Connersville	—	14—38+
Elkhart	—	52
Evansville	7	14—50— *56
Fort Wayne	—	15+ 21+
		*27+ 33—
		69
Gary	—	50 *66
Hammond	—	56—
Hatfield	9+	—
Indianapolis	6 8— 13—	*20— 39
		67—
Jasper	—	19+
Kokomo	—	31
Lafayette	—	18 *47 59
Lebanon	—	79
Logansport	—	51
Madison	—	25—
Marion	—	29+
Michigan City	—	62+
Muncie	—	49 55+ *71
Princeton	—	52+
Richmond	—	32—
Shelbyville	—	58+
South Bend	—	34— *40+
		46
Tell City	—	31—
Terre Haute	10	*57+ 63—
		73+
Vincennes	—	44+
Washington	—	60+

IOWA

Algona	—	37+
Ames	5	25—
Atlantic	—	45—
Boone	—	19—
Burlington	—	32— 38+
Carroll	—	39
Cedar Rapids	2 9—	20— *26+
Centerville	—	31—
Charles City	—	18—
Cherokee	—	14
Clinton	—	64
Creston	—	43
Davenport-Rock Island-Moline, Ill.	4+ 6+	*30+ 36+
Decorah	—	42—
Des Moines	8— *11+	17+ 23—
	13—	—
Dubuque	—	56+ 62—
Estherville	—	24+
Fairfield	—	54
Fort Dodge	—	21
Fort Madison	—	50+
Grinnell	—	71
Iowa City	*12+	24—
Keokuk	—	44—
Knoxville	—	33—
Marshalltown	—	49
Mason City	3+	35—
Muscataine	—	58
Newton	—	65+
Oelwein	—	28
Oskaloosa	—	52+
Ottumwa	—	15+ 63
Red Oak	—	32+
Shenandoah	—	20+
Sioux City	4— 9	*30 36—
Spencer	—	42+
Storm Lake	—	34+
Waterloo	7+	16— *22—
		46+
Webster City	—	27

KANSAS

Abilene	—	31+
Arkansas City	—	49
Atchison	—	60+
Chanute	—	50—
Coffeyville	—	33—
Colby	—	22—
Concordia	—	47—
Dodge City	6+	23

KANSAS—Continued

	VHF Channel No.	UHF Channel No.
El Dorado	—	55+
Emporia	—	39—
Fort Scott	—	27
Garden City	9 11+	—
Goodland	10	31
Great Bend	2	28
Hays	7—	20—
Hutchinson	12	18
Independence	—	20
Iola	—	44+
Junction City	—	29+
Larned	—	15—
Lawrence	*11	17—
Leavenworth	—	54—
Liberal	—	14
McPherson	—	26—
Manhattan	*8	23+
Newton	—	14+
Olathe	—	52—
Ottawa	—	21—
Parsons	—	46—
Pittsburg	7+	38—
Pratt	—	36+
Salina	—	34
Topeka	13+	42 *48+
Wellington	—	24—
Wichita	3— 10—	16— *22+
Winfield	—	43+

KENTUCKY

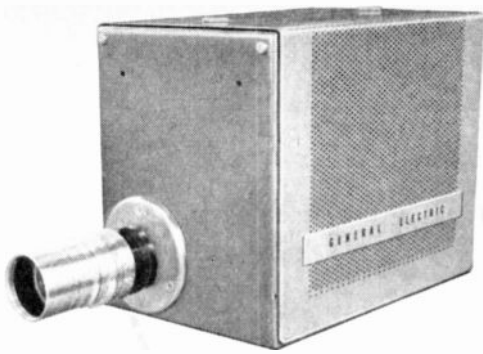
Ashland	—	59—
Bowling Green	13	17+
Campbellsville	—	40+
Corbin	—	16
Danville	—	35+
Elizabethtown	—	23
Frankfort	—	43—
Glasgow	—	28+
Harlan	—	73+
Hazard	—	19—
Hopkinsville	—	20
Lexington	—	18+ 27— 64
		70+
Louisville	3— 11+	*15 21—
		41— 51—
Madisonville	—	26
Mayfield	—	63
Maysville	—	24+
Middlesborough	—	57 63+
Murray	—	33—
Owensboro	—	62
Paducah	6+	43 7z
Pikeville	—	14—
Princeton	—	45—
Richmond	—	60
Somersset	—	29—
Winchester	—	37+

LOUISIANA

Abbeville	—	27+
Alexandria	5	62+ 74
Bastrop	—	53+
Baton Rouge	2 18 28 *34	40—
Bogalusa	—	69 78
Crowley	—	76
De Ridder	—	70
Eunice	—	64—
Franklin	—	46+
Hammond	—	57
Houma	—	30+
Jackson	—	59
Jennings	—	48
Lafayette	10	38— 67—
Lake Charles	7—	*14 25 60+
Minden	—	30
Monroe	8+ *13	43+
Morgan City	—	36+
Natchitoches	—	17+
New Iberia	—	15+
New Orleans	4+ 20— 26	32+
	6+ *8	61
Oakdale	—	54+
Opelousas	—	58
Ruston	—	20
Shreveport	3— 12	—
Thibodaux	—	24
Winnfield	—	22—

MAINE

Auburn	—	23+
Augusta	10—	29+
Bangor	2— 5+	*16—
Bar Harbor	—	22—
Bath	—	65
Belfast	—	41—



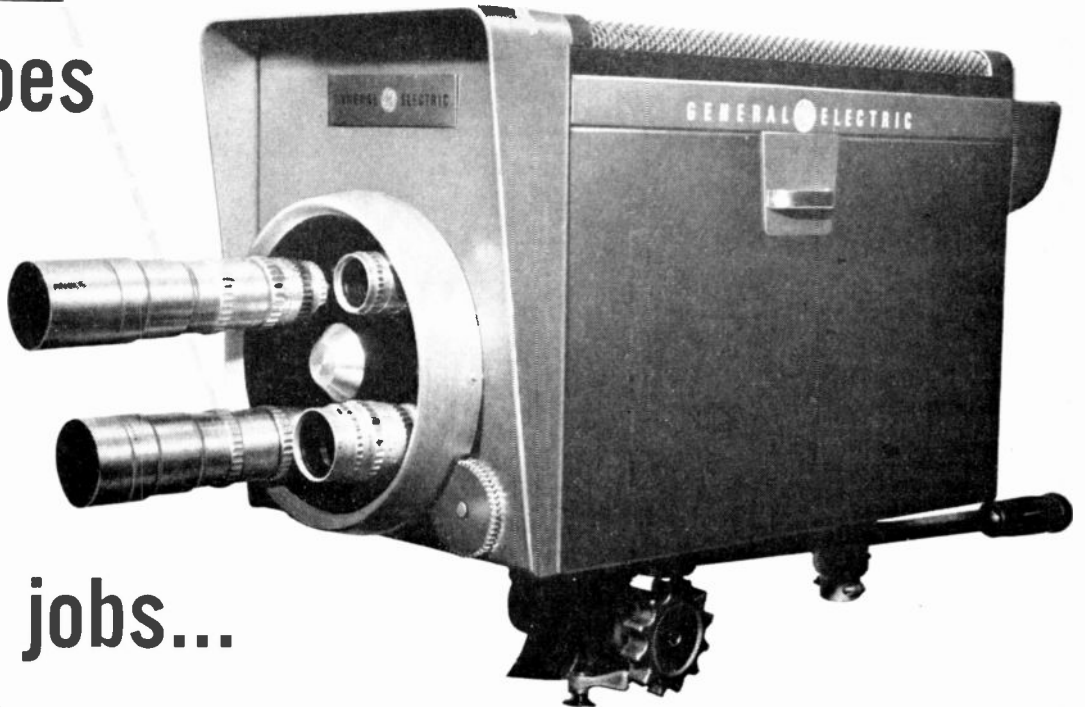
● For live camera work, the VIDICON CAMERA fits into this VIEWFINDER, for use on tripod or bracket. Weight—only 50 pounds. Turret operates from rear, with other rear controls for focus, brightness, and gain.

THE ONE CAMERA

that does

6

jobs...



General Electric Versatile Vidicon Camera

The Vidicon is a hard-working "one man band"—*low in cost*, too.

ONE Camera For SIX Jobs.

This highly adaptable, easy handling camera fills the bill as:

- | | |
|-------------------------|-----------------------------------|
| 1. Film Camera | 4. Rehearsal Camera |
| 2. Remote Pickup Camera | 5. Experimental Operations Camera |
| 3. Emergency Camera | 6. Closed Circuit Camera |

You use the VIDICON anywhere...where maximum range is not required such as sports events and conventions coverage.

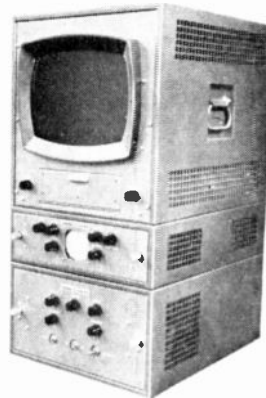
Speedy Change Between Film and Live Work.

The VIDICON CAMERA is only 9 inches long, 7 inches high—weighs 10 pounds. It mounts directly on the Optical Multiplexer—handles four film sources that interchange through fixed mirrors and adjustable beam splitters. Or, the VIDICON CAMERA fits into the VIEWFINDER for live camera work...you have a four lens camera turret operated from the rear, with only three other controls: for brightness, gain, and camera focus.

Delivers Sharp Performance—with Only Ten Tubes.

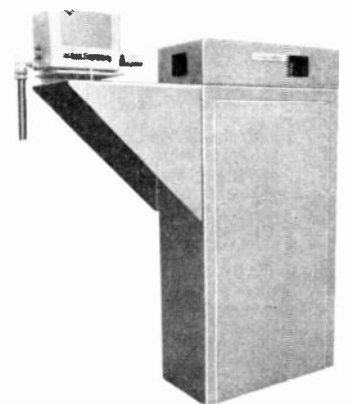
There are only ten tubes in the VIDICON CAMERA'S amazingly simple circuit—yet the VIDICON gives a camera resolution of 500 lines (400 lines in corners). Chassis components are plug-in type for easy maintenance, with all elements readily accessible. Its Automatic Gain Control maintains constant output through a wide range of light levels with no need for constant adjustment.

The General Electric VIDICON CAMERA fills the need for expanding camera operations *without* burdensome capital outlay. Call the G-E representative for details on *every* problem requiring peak telecasting performance. Or, write *General Electric Company, Section B727, Electronics Park, Syracuse, N. Y.*



Monitor Assembly...

The picture monitor, wave form monitor, and camera control are all compactly assembled in this desk-mounted cabinet, 29 inches high and 20 inches deep. The entire tube complement, for the *monitors as well as the camera*, contains only 45 tubes.



Multiplexer...

For film work, VIDICON CAMERA mounts directly on the Optical Multiplexer for immediate correct alignment on four film sources—two 16-mm projectors, 2x2 slide projector, and 11D emergency slide projector for Auto Programmer use.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

MAINE—Continued

	VHF Channel No.	UHF Channel No.
Biddeford	—	59
Calais	7—	20—
Dover-Foxcroft ...	—	18+
Fort Kent	—	17+
Houlton	—	24
Lewiston	8—	17
Millinocket	—	14+
Orono	*12—	—
Portland	6— 13+	*47— 53+
Presque Isle	8	19
Rockland	—	25—
Rumford	—	55—
Van Buren	—	15—
Waterville	—	35+

MARYLAND

Annapolis	—	53—
Baltimore	2+ 11— 13+	18 *24+72—
Cambridge	—	22+
Cumberland	—	17+ 30—
Frederick	—	62
Hagerstown	—	52 68+
Salisbury	—	16+

MASSACHUSETTS

Amherst	—	*82
Barnstable	—	25+
Boston	*2+ 4— 7+	44+ 38 56
Brockton	—	62
Easthampton	—	61
Fall River	—	46— 68
Greenfield	—	32+ 58—
Holyoke (see Springfield)	—	—
Lawrence	—	72
Lowell	—	78
New Bedford	6+	28— 34+
North Adams	—	19 *80+
Pittsfield	—	64+
Springfield-Holyoke	—	22 40
Worcester	—	14 20

MICHIGAN

Alma	—	41+
Alpena	9+ *11	30—
Ann Arbor	—	20+ *26—
Bad Axe	—	46—
Battle Creek	—	58— 64—
Bay City	5—	63— *73+
Benton Harbor	—	42
Big Rapids	—	39
Cadillac	13—	45
Calumet	5	—
Cheboygan	4+	36+
Coldwater	—	24—
Detroit	2+ 4 7—	50— *56 62
East Lansing	—	60+
East Tawas	—	25—
Escanaba	3+	*49
Flint	12—	16— *22— 28—
Gladstone	—	40—
Grand Rapids	8+	*17+ 23—
Hancock	10—	—
Houghton	—	19 *25
Iron Mountain	9	27
Iron River	—	33—
Ironwood	12—	31—
Jackson	—	48
Kalamazoo	3—	36— *74
Lansing	6—	54
Ludington	—	18+
Manistee	—	15—
Manistique	—	14+
Marquette	6— 13+	17 *35
Midland	—	19+
Mount Pleasant	—	47—
Muskegon	—	29— 35+
Parma-Onondaga	10—	—
Petoskey	—	31
Pontiac	—	44+
Port Huron	—	34+
Rogers City	—	24
Saginaw	—	51— 57—
Sault Ste. Marie	8 10+	28— *34
Traverse City	7+	20— *26+
West Branch	—	21

MINNESOTA

Albert Lea	—	57—
Alexandria	—	36
Austin	6—	51+
Bemidji	13—	24—
Brainerd	12	—
Cloquet	—	44
Crookston	—	21—

MINNESOTA—Continued

	VHF Channel No.	UHF Channel No.
Detroit Lakes	—	18+
Duluth-Superior	3 6+ *8—	32 38
Ely	—	16
Fairmont	—	40+
Faribault	—	20
Fergus Falls	—	16—
Grand Rapids	—	20—
Hastings	—	29+
Hibbing	10+	—
International Falls	11	—
Little Falls	—	14+
Mankato	—	15—
Marshall	—	22+
Minneapolis-St. Paul	*2— 4 5— 9+ 11—	17 23+

Montevideo	—	19
New Ulm	—	43—
Northfield	—	26
Owatonna	—	45
Red Wing	—	63—
Rochester	10	55—
St. Cloud	7	33
St. Paul (see Minneapolis)	—	—
Stillwater	—	39—
Thief River Falls	—	15
Virginia	—	26+
Wadena	—	27+
Willmar	—	31+
Winona	—	61
Worthington	—	32

MISSISSIPPI

Biloxi	13+	*44+ 50—
Brookhaven	—	37+
Canton	—	16
Clarksdale	—	32
Columbia	—	35+
Columbus	4—	28—
Corinth	—	29—
Greenville	—	21— 27
Greenwood	6	24+
Grenada	—	15
Gulfport	—	56—
Hattiesburg	9	17—
Jackson	3+ 12+	*19+ 25—
Kosciusko	—	52—
Laurel	—	33—
Laurel-Pachuta	7	—
Louisville	—	46—
McComb	—	31—
Meridian	11—	30— *36—
Natchez	—	29+
Pascagoula	—	22
Picayune	—	14—
Starkville	—	34—
State College	*2+	—
Tupelo	9—	38
University	—	*20+
Vicksburg	—	41+
West Point	—	56+
Yazoo City	—	49

MISSOURI

Cape Girardeau	12	18+ 69
Carthage	—	56—
Caruthersville	—	27—
Chillicothe	—	14—
Clinton	—	49—
Columbia	8+	16+ 22—
Farmington	—	52
Festus	—	25—
Fulton	—	24+
Hannibal	7—	27+
Jefferson City	13	33+
Joplin	12+	30+
Kansas City	4 5+ 9+	*19+ 25+ 65
Kennett	—	21
Kirksville	3—	18
Lebanon	—	23
Marshall	—	40+
Maryville	—	26
Mexico	—	45
Moberly	—	35+
Monett	—	14
Nevada	—	18—
Poplar Bluff	—	15+
Rolla	—	46
St. Joseph	2—	30— *36
St. Louis	4— 5— *9	—
Sedalia	11—	30 36— 42+
Sikeston	6—	28+
Springfield	3+ 10	*26+ 32
West Plains	—	20—

MONTANA

	VHF Channel No.	UHF Channel No.
Anaconda	2+	—
Billings	2 8 *11	—
Bozeman	—	*9 22—
Butte	4 6+ *7—	15+
Cut Bank	—	20+
Deer Lodge	—	25+
Dillon	—	20
Glasgow	—	16
Glendive	5+	18—
Great Falls	3+ 5+	*23—
Hamilton	—	17+
Hardin	4+	—
Havre	9+ 11+	—
Helena	10+ 12	—
Kalspell	9—	—
Laurel	—	14+
Lewistown	13	—
Livingston	—	16—
Miles City	3— *6 10	—
Missoula	8— *11— 13—	21+
Polson	—	18
Red Lodge	—	18+
Shelby	—	14—
Sidney	—	14
Whitefish	—	16+
Wolf Point	—	20—

NEBRASKA

Alliance	13—	21
Beatrice	—	40
Broken Bow	—	14—
Columbus	—	49+
Fairbury	—	35
Falls City	—	38
Fremont	—	52
Grand Island	11—	21+
Hastings	5—	27—
Hay Springs	8	—
Hayes Center	6	—
Kearney	13	19
Lexington	—	23—
Lincoln	10+ *12—	18+ 24
McCook	8—	17
Nebraska City	—	56
Norfolk	—	33+
North Platte	2— 4+	—
Omaha	3 6+ 7	*16 22 28—
Scottsbluff	10—	16+
York	—	15

NEVADA

Boulder City	4+	—
Carlin	—	14
Carson City	—	37
Elko	10—	—
Ely	3— 6+	—
Fallon	—	29—
Goldfield	5—	—
Hawthorne	—	31
Henderson	2—	—
Las Vegas	8— *10+ 13—	—
Lovelock	—	18+
McGill	8+	—
Reno	4 8	*21+ 27—
Tonopah	9—	—
Winnemucca	7+	—
Yerington	—	33

NEW HAMPSHIRE

Berlin	—	26
Claremont	—	37
Concord	—	75+
Durham	*11	—
Hanover	—	*27+
Keene	—	45—
Laconia	—	43
Littleton	—	24—
Manchester	9—	48+
Nashua	—	54
Portsmouth	—	15
Rochester	—	51

NEW JERSEY

Andover	—	58
Asbury Park	—	46 52+
Atlantic City	—	64—
Bridgeton	—	*80
Camden	—	*74
Freehold	—	*70
Hammonton	—	*77
Montclair	—	—
Newark	13—	*19— 47+
New Brunswick	—	37+
Paterson	—	41+
Trenton	—	*69
Wildwood	—	*69

NEW MEXICO		
	VHF Channel No.	UHF Channel No.
Alamogordo	—	17
Albuquerque	4+ *5+ 7+ 13+	—
Artesia	—	21+
Atrisco-Five Points	—	18+
Belen	—	24+
Carlsbad	6—	23
Clayton	—	27—
Clovis	12+	35
Deming	—	14+
Farmington	—	17—
Gallup	3 *8— 10	—
Hobbs	—	46
Hot Springs	—	19
Las Cruces	—	22—
Las Vegas	—	14—
Lordsburg	—	23+
Los Alamos	—	20—
Lovington	—	27
Portales	—	22+
Raton	—	46— *52
Roswell	*3+ 8 10	—
Santa Fe	2+ *9+ 11—	—
Silver City	*10+ 12	—
Socorro	—	15+
Tucumcari	—	25+

NEW YORK		
Albany-Schenectady-Troy	6	*17+ 23— 35 41
Amsterdam	—	52—
Auburn	—	37—
Batavia	—	33—
Binghamton	12— 40—	*46+ 56
Buffalo	—	17 *23 (also see Buffalo-Niagara Falls)
Buffalo-Niagara Falls ..	2 4— 7+	59
Carthage	7—	—
Clymer	—	37
Cortland	—	72
Dunkirk	—	46
Elmira	9—	18+ 24—
Glens Falls	—	39+
Gloversville	—	29—
Hornell	—	50
Ithaca	—	*14+ 20—
Jamestown	—	58+
Kingston	—	66—
Lake Placid	5	—
Malone	—	20+ *66
Massena	—	14—
Middletown	—	60
New York	2— 4 5+ 7 9+ 11+	*25 31—
Niagara Falls (see Buffalo-Niagara Falls)	—	—
Ogdensburg	—	24+
Olean	—	54+
Oneonta	—	62—
Oswego	—	31
Patchogue	—	75
Plattsburg	—	28+
Poughkeepsie	—	21— *83
Rochester	5— 10+ 15—	*21 27+
Rome (see Utica)	—	—
Saranac Lake	—	18
Schenectady (see Albany) ..	—	—
Syracuse	3— 8	*43+
Troy (see Albany)	—	—
Utica-Rome	13	*25+ 54—
Vail Mills	10—	—
Watertown	—	48

NORTH CAROLINA		
Ahoke	—	53
Albemarle	—	20
Asheville	13— *56—	62+ 78
Burlington	—	63
Burnsville	—	18
Chapel Hill	*4+	—
Charlotte	3 9+ 36+ *42+	—
Durham	11+ *40—	46+ 73—
Elizabeth City	—	31+
Fayetteville	—	18— 54—
Gastonia	—	48
Goldsboro	—	34 72
Greensboro	2— *51—	57—
Greenville	9—	—
Henderson	—	52—
Hendersonville	—	27
Hickory	—	30—
High Point	—	15+
Jacksonville	—	16
Kannapolis	—	59+
Kinston	—	45
Laurinburg	—	41—

NORTH CAROLINA—Continued		
	VHF Channel No.	UHF Channel No.
Lumberton	—	21+
Mount Alry	—	55
New Bern	13—	—
Raleigh	5	*22— 28—
Roanoke Rapids ..	—	30+
Rocky Mount	—	50+
Salisbury	—	80
Sanford	—	38
Shelby	—	39
Southern Pines ..	—	49
Statesville	—	64—
Washington	7	—
Wilmington	3— 6	29— *35+
Wilson	—	56
Winston-Salem ..	12	26+ *32—

NORTH DAKOTA		
Bismarck	5 12—	18 *24
Bottineau	—	16+
Carrington	—	26—
Devils Lake	8+	14—
Dickinson	2+ 4	*17
Fargo	6 11+	*34— 40
Grafton	—	17
Grand Forks	*2 10	—
Harvey	—	22+
Jamestown	7—	42
Lisbon	—	23
Minot	*6+ 10— 13+	—
New Rockford	—	20+
Rugby	—	38—
Valley City	4—	32—
Wahpeton	—	45+
Williston	8— 11—	*34+

OHIO		
Akron	—	49+ *55— 61+
Ashtabula	—	15
Athens	—	62—
Bellefontaine	—	63
Bowling Green	—	*70
Cambridge	—	26
Canton	—	29
Chillicothe	—	56+
Cincinnati	5— 9 12	*48— 54— 74—
Cleveland	3 5+ 8 19	*25+ 65+
Columbus	4— 6+ 10+	*34 40—
Coshocton	—	20
Dayton	2 7+	*16+ 22+
Defiance	—	43
Findlay	—	53
Fremont	—	59+
Gallipolis	—	72
Hamilton-Middletown	—	65
Lancaster	—	28—
Lima	—	35— 73
Lorain	—	31—
Mansfield	—	36+
Marion	—	17—
Massillon	—	23+
Middletown (see Hamilton) ..	—	—
Mount Vernon	—	58
Newark	—	60—
Oxford	—	*14+
Piqua	—	44—
Portsmouth	—	30
Sandusky	—	42+
Springfield	—	52— 76
Steubenville (see Wheeling, W. Va.)	—	—
Tiffin	—	47+
Toledo	11— 13	*30+ 79
Warren	—	67+
Youngstown (also see Youngstown, Ohio-New Castle, Pa.)	21—	27 73—
Youngstown, Ohio-New Castle, Pa. ..	—	45—
Zanesville	—	18— 50+

OKLAHOMA		
Ada	10+	50+
Altus	—	36
Alva	—	30
Anadarko	—	58—
Ardmore	12—	55—
Bartlesville	—	62—
Blackwell	—	51—
Chickasha	—	64
Claremore	—	15
Clinton	—	32—
Duncan	—	39—
Durant	—	27—
Elk City	8+	15+ 26+

OKLAHOMA—Continued		
	VHF Channel No.	UHF Channel No.
El Reno	—	56+
Enid	5	21 *27+
Frederick	—	44
Guthrie	—	48
Guymon	—	20+
Hobart	—	23+
Holdenville	—	14—
Hugo	—	21+
Lawton	7+	*28+ 34—
McAlester	—	47
Miami	—	58+
Muskogee	8—	*45+ 66+
Norman	—	31— *37—
Oklahoma City	4— 9— *13	19+ 25—
Okmulgee	—	26
Pauls Valley	—	61
Ponca City	—	40—
Pryor Creek	—	54
Sapulpa	—	42—
Seminole	—	59
Shawnee	—	53—
Stillwater	—	29— *69
Tulsa	2+ 6 *11—	17+ 23
Vinita	—	28—
Woodward	—	35+

OREGON		
Albany	—	55+
Ashland	—	14—
Astoria	—	30—
Baker	—	37+
Bend	—	15—
Burns	—	16
Coos Bay	11	—
Corvallis	*7—	49—
Eugene	*9+ 13	20+ 26
Grants Pass	—	30
Klamath Falls	2—	17
La Grande	13+	—
Lebanon	—	43+
McMinnville	—	46—
Medford	5	—
North Bend	—	16+
Pendleton	—	28
Portland	6+ 8— *10	12 21— 27+
Roseburg	4+	28+
Salem	3+ *18—	24+ 66
Springfield	—	37—
The Dalles	—	32

PENNSYLVANIA		
Allentown	—	39 67
Altoona	10—	25—
Bethlehem	—	51—
Bradford	—	70—
Butler	—	43—
Chambersburg	—	46—
Du Bois	—	31+
Easton	—	57—
Emporium	—	42—
Erie	12 35+ *41—	66+
Harrisburg	—	27— 55+ 71+
Hazleton	—	63
Irwin	4+	—
Johnstown	6	19+ 56—
Lancaster	8—	21+
Lebanon	—	15+
Lewistown	—	74—
Lock Haven	—	32—
Meadville	—	62+
New Castle (see Youngstown, Ohio-New Castle, Pa.)	—	—
Oil City	—	64
Philadelphia	3 6— 10	17— 23+ 29 *35—
Pittsburgh	2— 11 *13—	16 47— 53+
Reading	—	33+ 61—
Scranton	—	16— 22— 44
Shamokin	—	65
Sharon	—	39+
Shinglehouse	—	26+
State College	—	*48+
Sunbury	—	38
Uniontown	—	14
Washington	—	63+
Wilkes-Barre	—	28 34
Williamsport	—	36—
York	—	43 49

RHODE ISLAND		
Providence	10+ 12+	16 *36+

SOUTH CAROLINA

	VHF Channel No.	UHF Channel No.
Alken	—	54
Anderson	—	40 58—
Camden	—	14
Charleston	2+ 5+ *13	17+
Clemson	—	*68
Columbia	10—	*19+ 25— 67+
Conway	—	23—
Florence	8—	60
Georgetown	—	27—
Greenville	4—	23+ *29
Greenwood	—	21—
Lake City	—	55+
Lancaster	—	31—
Laurens	—	45—
Marion	—	43—
Newberry	—	70
Orangeburg	—	44—
Rock Hill	—	61—
Spartanburg	7+	17— 74—
Sumter	—	47
Union	—	65—

SOUTH DAKOTA

Aberdeen	9—	17+
Belle Fourche	—	23+
Brookings	*8	25
Hot Springs	—	17+
Huron	12+	15+
Lead	5—	26
Madison	—	46
Mitchell	5+	20—
Moabridge	—	27—
Pierre	10+	*22+
Rapid City	3+ 7+	15—
Reliance	6—	—
Sioux Falls	11 13+	38+ *44—
Sturgis	—	20
Vermillion	*2+	41
Watertown	3—	35+
Winner	—	18—
Yankton	—	17—

TENNESSEE

Athens	—	14+
Bristol, Tenn.-Va.	5+	46—
Chattanooga	3+ 12—	43+ 49+ *55—
Clarksville	—	53
Cleveland	—	38+
Columbia	—	39—
Cookeville	—	24 *69
Covington	—	19—
Crossville	—	*77
Dyersburg	—	46+
Elizabethton	—	22+
Fayetteville	—	27+
Gallatin	—	48+
Harriman	—	67
Humboldt	—	25
Jackson	7+	16+
Johnson City	11—	34+
Kingsport	—	28
Knoxville	6 10+	*20+ 26—
Lawrenceburg	—	50+
Lebanon	—	58
Lexington	*11	—
McMinnville	—	46
Maryville	—	51
Memphis	3 5+ *10+ 13+	42— 48—
Morristown	—	54+
Murfreesboro	—	18—
Nashville	*2— 4+5 8+	30+ 36+
Oak Ridge	—	32+
Paris	—	51+
Pulaski	—	44—
Shelbyville	—	56—
Sneedville	*2+	—
Springfield	—	42
Tulahoma	—	68—
Union City	—	55

TEXAS

Ablene	9+	33—
Alice	—	34+
Alpine	12—	—
Amarillo	*2— 4 7 10	—
Athens	—	25+
Austin	7+	18— 24 *70—
Ballinger	—	25
Bay City	—	33
Beaumont-Port Arthur	4— 6—	31+ *37
Beeville	—	38—
Big Spring	4—	34+
Bonham	—	43
Borger	—	33
Brady	—	15—
Breckenridge	—	14+

TEXAS—Continued

	VHF Channel No.	UHF Channel No.
Brenham	—	52—
Brownfield	—	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	—	36
Brownsville-Harlingen-Weslaco ¹	4+ 5—	—
Brownwood	—	19
Bryan	—	54—
Bryan-College Station (also see College Station)	3+	—
Childress	—	40
Cleburne	—	57
Coleman	—	21—
College Station (also see Bryan-College Station)	—	*48—
Conroe	—	20+
Corpus Christi	6+ 10—	*16+ 22 43
Corsicana	—	47+
Crockett	—	56
Crystal City	—	28+
Cuero	—	25—
Dalhart	—	16
Dallas	4+ 8 *13+	23 29 73
Del Rio	—	16—
Denison	—	52
Denton	*2	17
Eagle Pass	—	26
Edinburg	—	26—
El Campo	—	27
El Paso	4 *7 9 13	20+ 26+
Falfurrias	—	52
Floydada	—	45
Fort Stockton	—	22
Fort Worth	5+ 11—	20— *26—
Gainesville	—	49—
Galveston	11+ 35— 41—	*47—
Gonzales	—	64+
Greenville	—	69—
Harlingen (also see Brownsville-Harlingen-Weslaco)	—	23
Hebbronville	—	58
Henderson	—	42+
Hereford	—	19—
Hillsboro	—	63
Houston	2— *8— 13—	23+ 29— 39—
Huntsville	—	15
Jacksonville	—	36—
Jasper	—	49+
Kermit	—	14
Kilgore	—	59—
Kingsville	—	40
Lamesa	—	28
Lampasas	—	40—
Laredo	8 13	*15+
Levelland	—	38—
Littlefield	—	32
Longview	—	32 38+
Lubbock	5— 11 13—	*20 26
Lufkin	—	9
McAllen	—	20—
McKinney	—	65—
Marfa	—	19+
Marshall	—	16—
Mercedes	—	32
Mexia	—	50—
Midland	2+	18
Mineral Wells	—	38
Mission	—	14
Monahans	9—	—
Mount Pleasant	—	35
Nacogdoches	—	19— 40+
New Braunfels	—	62—
Odessa	7—	24—
Orange	—	43—
Pampa	—	17—
Paris	—	33+
Pearsall	—	31
Pecos	—	16+
Perryton	—	22
Plainview	—	29+
Port Arthur (see Beaumont)	—	—
Quanah	—	42
Raymondville	—	42
Rosenberg	—	17—
San Angelo	3— 8+	17+ *23—
San Antonio	4 5 *9— 12+	35+ 41+
San Benito	—	48
San Marcos	—	53+
Seguin	—	14—
Seymour	—	24+
Sherman	—	46+
Snyder	—	30+
Stephenville	—	32+

¹ These assignments may be utilized in any community lying within the triangle formed by Brownsville, Harlingen & Weslaco.

TEXAS—Continued

	VHF Channel No.	UHF Channel No.
Sulphur Springs	—	41
Sweetwater	12	—
Taylor	—	58+
Temple	6	16 22+
Terrell	—	53
Texarkana	6+	*18 24—
Tyler	7	61+ 72
Uvalde	—	20
Vernon	—	18+
Victoria	—	19+
Waco	10+	*28— 34
Waxahachie	—	45—
Weatherford	—	51
Weslaco (see Brownsville-Harlingen Weslaco)	—	—
Wichita Falls	3 6—	*16+ 22—

UTAH

Brigham	—	36—
Cedar City	5	—
Logan	12—	30 *46
Ogden	9+	*18— 24
Price	6	—
Provo	11+	22 *28
Richfield	13+	—
St. George	—	18+
Salt Lake City	2— 4— 5+ *7—	20+ 26
Tooele	—	44
Vernal	3+	—

VERMONT

Bennington	—	74+
Brattleboro	—	77+
Burlington	3	*16+ 22+
Montpelier	—	57
Newport	—	46
Rutland	—	49+
St. Albans	—	34—
St. Johnsbury	—	30

VIRGINIA

Blacksburg	—	*60+
Bristol (see Bristol, Tenn.)	—	—
Charlottesville	—	*45+ 64+
Covington	—	44+
Danville	—	24—
Emporia	—	25+
Farmville	—	19
Fredericksburg	—	47
Front Royal	—	39—
Harrisonburg	3—	34—
Lexington	—	54
Lynchburg	13	16—
Marion	—	50
Martinsville	—	35—
Newport News (see Norfolk-Portsmouth-Newport News)	—	—
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	—	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3+ 10+ 15	*21— 33
Norton	—	52+
Petersburg	8	41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	—	—
Pulaski	—	37—
Richmond	6+ 12—	*23 29+
Roanoke	7— 10	27+ *33—
South Boston	—	14+
Staunton	—	36
Waynesboro	—	42
Williamsburg	—	17
Winchester	—	28+

WASHINGTON

Aberdeen	—	58
Anacortes	—	34
Bellingham	12+	18+ 24—
Bremerton	—	44 50
Centralia	—	17
Clarkston	—	34+ 40+
Ellensburg	—	49 *65
Ephrata	—	43
Everett	—	22— 28—
Grand Coulee	—	37
Hoquiam	—	52
Kelso	—	39
Kennewick (also see Kennewick-Richland-Pasco)	—	25
Kennewick-Richland-Pasco	—	*41
Longview	—	33
Moses Lake	—	61
Olympia	—	60
Omak-Okanogan	—	*35—
Okanogan (see Omak)	—	—

WASHINGTON—Continued

	VHF Channel No.	UHF Channel No.
Pasco (also see Kennewick-Richmond-Pasco)	—	19—
Port Angeles	—	16—
Pullman	*10—	24
Richland (also see Kennewick-Richmond-Pasco)	—	31
Seattle	4 5+ 7 *9	20 26+
Spokane	2— 4—	—
Tacoma	6— *7+	—
Walla Walla	11+ 13—	*56 62
Wenatchee	5— 8	*22
Yakima	—	*45 55 67 23+ 29+ *47
WEST VIRGINIA		
Beckley	4	21 66
Bluefield	6—	41+
Charleston	8+	*43+ 49—
Clarksburg	12+	22 69—
Elkins	—	40+
Fairmont	—	35
Hinton	—	31
Huntington	3+ 13+	*53—
Logan	—	23—
Martinsburg	—	58—
Morgantown	—	*24
Parkersburg	—	15—
Welch	—	25
Weston	—	32
Wheeling	5	*57+
(also see Wheeling-Steubenville)		
Wheeling-Steubenville, O.	7 9+	51+
Williamson	—	17
WISCONSIN		
Adams	—	*58+
Appleton	—	42+
Ashland	—	15+
Beaver Dam	—	37
Beloit	—	57
Chilton	—	*24+
Eau Claire	13	*19+ 25+
Fond du Lac	—	54+
Green Bay	2+ 5+	70+
Janesville	—	63+
Kenosha	—	61—
La Crosse	8+ *32+	38—72

WISCONSIN—Continued

	VHF Channel No.	UHF Channel No.
Madison	3	*21— 27— 33+
Manitowoc	—	65
Marinette	11+	32— *38+
Milwaukee	4— *10+	19— 25 31+
Oshkosh	—	12 48—
Park Falls	—	*18
Portage	—	17—
Prairie du Chien	—	34
Racine	—	49— 55
Rhineland	—	22
Rice Lake	—	21+
Richland Center	—	15 *66—
Sheboygan	—	59—
Shell Lake	—	*30—
Sparta	—	50—
Stevens Point	—	20+ 26—
Sturgeon Bay	—	44—
Superior (see Duluth, Minn.)	—	—
Wausau	7—	16+ *46—
Whitefish Bay.....	6	—
Wisconsin Rapids.	—	14—
WYOMING		
Buffalo	—	29
Casper	2+ 6+	—
Cheyenne	3 5+	—
Cody	—	24—
Douglas	—	14
Evanston	—	14—
Gillette	—	31—
Green River	—	16
Greybull	—	40
Lander	—	17—
Laramie	*8+	18+
Lovell	—	36+
Lusk	—	19—
Newcastle	—	28+
Powell	—	30+
Rawlins	11—	—
Riverton	10+	—
Rock Springs	13	—
Sheridan	9— 12+	—
Thermopolis	—	15
Torrington	—	27
Wheatland	—	24+
Worland	—	34

**Allocation Table
U.S. TERRITORIES AND POSSESSIONS**

	VHF Channel No.	UHF Channel No.
ALASKA		
Anchorage	2— *7—	—
Fairbanks	11 13—	—
Juneau	2+ 4+ 7+	—
Ketchikan	*9+ 11+ 13+	—
Seward	*3 8 10	—
Sitka	2 4 *9	—
	4— 9—	—
	13	—
GUAM		
Agana	8 10	—
HAWAIIAN ISLANDS		
Hilo, Hawaii	2 *4 7 9 11 13	—
Honolulu, Oahu ..	2+ 4— *7+ 9—	—
Lihue, Kauai	11+ 13—	—
Walluku, Maui ...	3+ *8— 10+ 12—	—
	3 8 *10 12	—
PUERTO RICO		
Aguadilla	13+	—
Caguas	11—	—
Mayaguez	3+ 5—	—
Ponce	7+ 9—	—
San Juan	2+ 4— *6+	—
VIRGIN ISLANDS		
Charlotte Amalie .	10— 12+	—
Christiansted	8+	—

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Handy Reference Table

VHF ALLOCATIONS BY CHANNELS

Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television

These Channel Allocations Include All Changes Promulgated Up to February 1, 1957

For List of Existing Grants by Channels, See Pages 403-406

Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use

For Offset Carrier Position of Each Assignment, See Pages 387-393

CHANNEL NO. 2
(54-60 mc)

- *Andalusia, Ala.
- *Little Rock, Ark.
- Los Angeles, Cal.
- San Francisco-Oakland, Cal.
- Denver, Colo.
- Daytona Beach, Fla.
- *Miami, Fla.
- Atlanta, Ga.
- Boise, Ida.
- Chicago, Ill.
- Springfield, Ill.
- Cedar Rapids, Ia.
- Great Bend, Kan.
- Baton Rouge, La.
- Bangor, Me.
- Baltimore, Md.
- *Boston, Mass.
- Detroit, Mich.
- *Minneapolis-St. Paul, Minn.
- *State College, Miss.
- St. Joseph, Mo.
- Anaconda, Mont.
- Billings, Mont.
- North Platte, Neb.
- Henderson, Nev.
- Santa Fe, N. M.
- Buffalo-Niagara Falls, N. Y.
- New York, N. Y.
- Greensboro, N. C.
- Dickinson, N. D.
- *Grand Forks, N. D.
- Dayton, O.
- Tulsa, Okla.
- Klamath Falls, Ore.
- Pittsburgh, Pa.
- Charleston, S. C.
- *Vermillion, S. D.
- *Nashville, Tenn.
- *Sneedville, Tenn.
- *Amarillo, Tex.
- *Denton, Tex.
- Houston, Tex.
- Midland, Tex.
- Salt Lake City, Utah
- Spokane, Wash.
- Green Bay, Wis.
- Casper, Wyo.
- San Juan, Puerto Rico
- Anchorage, Alaska
- Fairbanks, Alaska
- Ketchikan, Alaska
- Hilo, Hawaii
- Honolulu, Hawaii

CHANNEL NO. 3
(60-66 mc)

- Douglas, Ariz.
- Phoenix, Ariz.
- Eureka, Cal.
- Sacramento, Cal.
- Santa Barbara, Cal.
- Alamosa, Colo.

- Hartford, Conn.
- Pensacola, Fla.
- *Tampa-St. Petersburg, Fla.
- Savannah, Ga.
- Idaho Falls, Ida.
- Lewiston, Ida.
- Champaign-Urbana, Ill.
- Mason City, Ia.
- Wichita, Kan.
- Louisville, Ky.
- Shreveport, La.
- Escanaba, Mich.
- Kalamazoo, Mich.
- Duluth-Superior (Wis.), Minn.
- Jackson, Miss.
- Kirksville, Mo.
- Springfield, Mo.
- Great Falls, Mont.
- Miles City, Mont.
- Omaha, Neb.
- Ely, Nev.
- Gallup, N. M.
- *Roswell, N. M.
- Syracuse, N. Y.
- Charlotte, N. C.
- Wilmington, N. C.
- Cleveland, O.
- Salem, Ore.
- Philadelphia, Pa.
- Rapid City, S. D.
- Watertown, S. D.
- Chattanooga, Tenn.
- Memphis, Tenn.
- Bryan-College Station, Tex.
- San Angelo, Tex.
- Wichita Falls, Tex.
- Vernal, Utah
- Burlington, Vt.
- Harrisonburg, Va.
- Norfolk-Portsmouth-Newport News, Va.
- Huntington, W. Va.
- Madison, Wis.
- Cheyenne, Wyo.
- Mayaguez, Puerto Rico
- *Juneau, Alaska
- Lihue, Hawaii
- Walluku, Hawaii

CHANNEL NO. 4
(66-72 mc)

- Tucson, Ariz.
- Little Rock, Ark.
- Los Angeles, Cal.
- San Francisco-Oakland, Cal.
- Denver, Colo.
- Washington, D. C.
- Jacksonville, Fla.
- Miami, Fla.
- Columbus, Ga.
- *Boise, Ida.
- Bloomington, Ind.
- Davenport-Rock Island-Moline (Ill.), Ia.
- Sioux City, Ia.

- New Orleans, La.
- Boston, Mass.
- Cheboygan, Mich.
- Detroit, Mich.
- Minneapolis-St. Paul, Minn.
- Columbus, Miss.
- Kansas City, Mo.
- St. Louis, Mo.
- Butte, Mont.
- Hardin, Mont.
- North Platte, Neb.
- Boulder City, Nev.
- Reno, Nev.
- Albuquerque, N. M.
- Buffalo-Niagara Falls, N. Y.
- New York, N. Y.
- *Chapel Hill, N. C.
- Dickinson, N. D.
- Valley City, N. D.
- Columbus, O.
- Oklahoma City, Okla.
- Roseburg, Ore.
- Irwin, Pa.
- Greenville, S. O.
- Nashville, Tenn.
- Amarillo, Tex.
- Beaumont-Port Arthur, Tex.
- Big Spring, Tex.
- Brownsville-Harlingen-Weslaco, Tex.
- Dallas, Tex.
- El Paso, Tex.
- San Antonio, Tex.
- Salt Lake City, Utah
- Seattle, Wash.
- Spokane, Wash.
- Beckley, W. Va.
- Milwaukee, Wis.
- San Juan, Puerto Rico
- Fairbanks, Alaska
- Ketchikan, Alaska
- Seward, Alaska
- *Hilo, Hawaii
- Honolulu, Hawaii

CHANNEL NO. 5
(76-82 mc)

- Mobile, Ala.
- Phoenix, Ariz.
- Fort Smith, Ark.
- Los Angeles, Cal.
- San Francisco-Oakland, Cal.
- Grand Junction, Colo.
- Pueblo, Colo.
- Washington, D. C.
- *Gainesville, Fla.
- West Palm Beach, Fla.
- Atlanta, Ga.
- Chicago, Ill.
- Ames, Ia.
- Alexandria, La.
- Bangor, Me.
- Boston, Mass.
- Bay City, Mich.
- Calumet, Mich.

- Minneapolis-St. Paul, Minn.
- Kansas City, Mo.
- St. Louis, Mo.
- Glendive, Mont.
- Great Falls, Mont.
- Hastings, Neb.
- Goldfield, Nev.
- *Albuquerque, N. M.
- Lake Placid, N. Y.
- New York, N. Y.
- Rochester, N. Y.
- Raleigh, N. C.
- Bismarck, N. D.
- Cincinnati, O.
- Cleveland, O.
- Enid, Okla.
- Medford, Ore.
- Charleston, S. C.
- Lead, S. D.
- Mitchell, S. D.
- Bristol, Tenn.-Va.
- Memphis, Tenn.
- Nashville, Tenn.
- Brownsville-Harlingen-Weslaco, Tex.
- Fort Worth, Tex.
- Lubbock, Tex.
- San Antonio, Tex.
- Cedar City, Utah
- Salt Lake City, Utah
- Seattle, Wash.
- Walla Walla, Wash.
- Weston, W. Va.
- Green Bay, Wis.
- Cheyenne, Wyo.
- Mayaguez, Puerto Rico

CHANNEL NO. 6
(82-88 mc)

- Birmingham, Ala.
- Kingman, Ariz.
- *Tucson, Ariz.
- *Sacramento, Cal.
- San Luis Obispo, Cal.
- *Denver, Colo.
- Durango, Colo.
- Orlando, Fla.
- Augusta, Ga.
- Thomasville, Ga.
- Nampa, Ida.
- Pocatello, Ida.
- Indianapolis, Ind.
- Davenport-Rock Island-Moline (Ill.), Ia.
- Dodge City, Kan.
- Paducah, Ky.
- New Orleans, La.
- Portland, Me.
- New Bedford, Mass.
- Lansing, Mich.
- Marquette, Mich.
- Austin, Minn.
- Duluth-Superior (Wis.), Minn.
- Greenwood, Miss.
- Sedalia, Mo.
- Butte, Mont.
- *Miles City, Mont.

- Hayes Center, Neb.
- Omaha, Neb.
- Ely, Nev.
- Carlsbad, N. M.
- Albany-Schenectady-Troy, N. Y.
- Wilmington, N. C.
- Fargo, N. D.
- *Minot, N. D.
- Columbus, O.
- Tulsa, Okla.
- Portland, Ore.
- Johnstown, Pa.
- Philadelphia, Pa.
- Reilance, S. D.
- Knoxville, Tenn.
- Beaumont-Port Arthur, Tex.
- Medford, Ore.
- Corpus Christi, Tex.
- Temple, Tex.
- Texarkana, Tex.
- Wichita Falls, Tex.
- Price, Utah
- Richmond, Va.
- Spokane, Wash.
- Bluefield, W. Va.
- Whitefish Bay, Wis.
- Casper, Wyo.
- *San Juan, Puerto Rico

CHANNEL NO. 7
(174-180 mc)

- *Munford, Ala.
- Pine Bluff, Ark.
- Los Angeles, Cal.
- Redding, Cal.
- San Francisco-Oakland, Cal.
- Denver, Colo.
- Washington, D. C.
- *Jacksonville, Fla.
- Miami, Fla.
- Panama City, Fla.
- Boise, Ida.
- Chicago, Ill.
- Evansville, Ind.
- Waterloo, Ia.
- Hays, Kan.
- Pittsburg, Kan.
- Lake Charles, La.
- Calais, Me.
- Boston, Mass.
- Detroit, Mich.
- Traverse City, Mich.
- St. Cloud, Minn.
- Laurel-Pachuta, Miss.
- Hannibal, Mo.
- *Butte, Mont.
- Omaha, Neb.
- Winnemucca, Nev.
- Albuquerque, N. M.
- Buffalo-Niagara Falls, N. Y.
- Carthage, N. Y.
- New York, N. Y.
- Washington, N. C.
- Jamestown, N. D.
- Dayton, O.
- Lawton, Okla.
- *Corvallis, Ore.

Spartanburg, S. C.
 Rapid City, S. D.
 Jackson, Tenn.
 Amarillo, Tex.
 Austin, Tex.
 *El Paso, Tex.
 Odessa, Tex.
 Tyler, Tex.
 *Salt Lake City, Utah
 Roanoke, Va.
 Seattle, Wash.
 *Spokane, Wash.
 Wheeling, W. Va.-
 Steubenville, Ohio
 Wausau, Wis.
 Ponce, Puerto Rico
 *Anchorage, Alaska
 Fairbanks, Alaska
 Hilo, Hawaii
 *Honolulu, Hawaii

CHANNEL NO. 8
 (180-186 mc)

Selma, Ala
 *Phoenix, Ariz.
 Jonesboro, Ark.
 Salinas-
 Monterey, Cal.
 San Diego, Cal.
 *Pueblo, Colo.
 New Haven, Conn.
 Tampa-St. Petersburg,
 Fla.
 *Athens, Ga.
 Idaho Falls, Ida.
 Peoria, Ill.
 Indianapolis, Ind.
 Des Moines, Ia.
 *Manhattan, Kan.
 Monroe, La.
 New Orleans, La.
 Lewiston, Me.
 Presque Isle, Me.
 Grand Rapids, Mich.
 Sault Ste. Marie, Mich.
 *Duluth-Superior
 (Wis.), Minn.
 Columbia, Mo.
 Billings, Mont.
 Missoula, Mont.
 Hay Springs, Neb.
 McCook, Neb.
 Las Vegas, Nev.
 McGill, Nev.
 Reno, Nev.
 *Gallup, N. M.
 Roswell, N. M.
 Syracuse, N. Y.
 Devils Lake, N. D.
 Williston, N. D.
 Cleveland, O.
 Elk City, Okla.
 Muskogee, Okla.
 Portland, Ore.
 Lancaster, Pa.
 Florence, S. C.
 *Brookings, S. D.
 Nashville, Tenn.
 Dallas, Tex.
 *Houston, Tex.
 Laredo, Tex.
 San Angelo, Tex.
 Petersburg, Va.
 Walla Walla, Wash.
 Charleston, W. Va.
 La Crosse, Wis.
 *Laramie, Wyo.
 Juneau, Alaska

Agana, Guam
 *Lihue, Hawaii
 Walluku, Hawaii
 Christiansted, Virgin
 Islands

CHANNEL NO. 9
 (186-192 mc)

Dothan, Ala.
 Flagstaff, Ariz.
 Tucson, Ariz.
 Hot Springs, Ark.
 Alturas, Cal.
 Los Angeles, Cal.
 *San Francisco-Oakland,
 Cal.
 Denver, Colo.
 Washington, D. C.
 Orlando, Fla.
 Rome, Ga.
 *Savannah, Ga.
 Caldwell, Ida.
 Chicago, Ill.
 Hatfield, Ind.
 Cedar Rapids, Ia.
 Sioux City, Ia.
 Garden City, Kan.
 Alpena, Mich.
 Iron Mountain, Mich.
 Minneapolis-St. Paul,
 Minn.
 Hattiesburg, Miss.
 Tupelo, Miss.
 Kansas City, Mo.
 *St. Louis, Mo.
 *Bozeman, Mont.
 Havre, Mont.
 Kalispell, Mont.
 Tonopah, Nev.
 Manchester, N. H.
 *Santa Fe, N. M.
 Elmira, N. Y.
 New York, N. Y.
 Charlotte, N. C.
 Greenville, N. C.
 Cincinnati, O.
 Oklahoma City, Okla.
 *Eugene, Ore.
 Aberdeen, S. D.
 Abilene, Tex.
 El Paso, Tex.
 Lufkin, Tex.
 Monahans, Tex.
 *San Antonio, Tex.
 Ogden, Utah
 *Seattle, Wash.
 Wheeling, W. Va.-
 Steubenville, Ohio
 Sheridan, Wyo.
 Ponce, Puerto Rico
 *Fairbanks, Alaska
 *Ketchikan, Alaska
 Seward, Alaska
 Hilo, Hawaii
 Honolulu, Hawaii

CHANNEL NO. 10
 (192-198 mc)

*Birmingham, Ala.
 Mobile, Ala.
 Phoenix, Ariz.
 El Dorado, Ark.
 Bakersfield, Cal.
 Sacramento, Cal.
 San Diego, Cal.

Montrose, Colo.
 Miami, Fla.
 Albany, Ga.
 Pocatello, Ida.
 Quincy, Ill.
 Terre Haute, Ind.
 Goodland, Kan.
 Wichita, Kan.
 Lafayette, La.
 Augusta, Me.
 Hancock, Mich.
 Parma-Onandaga, Mich.
 Sault Ste. Marie, Mich.
 Hibbing, Minn.
 Rochester, Minn.
 Springfield, Mo.
 Helena, Mont.
 Miles City, Mont.
 Lincoln, Neb.
 Scottsbluff, Neb.
 Elko, Nev.
 *Las Vegas, Nev.
 Gallup, N. M.
 Roswell, N. M.
 *Silver City, N. M.
 Rochester, N. Y.
 Vall Mills, N. Y.
 Grand Forks, N. D.
 Minot, N. D.
 Columbus, O.
 Ada, Okla.
 *Portland, Ore.
 Altoona, Pa.
 Philadelphia, Pa.
 Providence, R. I.
 Columbia, S. C.
 Pierre, S. D.
 Knoxville, Tenn.

*Memphis, Tenn.
 Amarillo, Tex.
 Corpus Christi, Tex.
 Waco, Tex.
 Norfolk-Portsmouth-
 Newport News, Va.
 Roanoke, Va.
 *Pullman, Wash.
 *Milwaukee, Wis.
 Riverton, Wyo.
 Juneau, Alaska
 Agana, Guam
 Lihue, Hawaii
 *Walluku, Hawaii
 Charlotte Amalie,
 Virgin Islands

CHANNEL NO. 11
 (198-204 mc)

Yuma, Ariz.
 Little Rock, Ark.
 Los Angeles, Cal.
 San Jose, Cal.
 Colorado Springs, Colo.
 Fort Myers, Fla.
 *Tallahassee, Fla.
 Atlanta, Ga.
 Savannah, Ga.
 Twin Falls, Ida.
 *Chicago, Ill.
 *Des Moines, Ia.
 Garden City, Kan.
 *Lawrence, Kan.
 Louisville, Ky.
 Baltimore, Md.
 *Alpena, Mich.
 International Falls,
 Minn.

Minneapolis-St. Paul,
 Minn.
 Meridian, Miss.
 St. Louis, Mo.
 *Billings, Mont.
 Havre, Mont.
 *Missoula, Mont.
 Grand Island, Neb.
 *Durham, N. H.
 Santa Fe, N. M.
 New York, N. Y.
 Durham, N. C.
 Fargo, N. D.
 Williston, N. D.
 Toledo, O.
 *Tulsa, Okla.
 Coos Bay, Ore.
 Pittsburgh, Pa.
 Sioux Falls, S. D.
 Johnson City, Tenn.
 *Lexington, Tenn.
 Ft. Worth, Tex.
 Galveston, Tex.
 Lubbock, Tex.
 Provo, Utah
 Tacoma, Wash.
 Marinette, Wis.
 Rawlins, Wyo.
 Anchorage, Alaska
 Fairbanks, Alaska
 Hilo, Hawaii
 Honolulu, Hawaii
 Caguas, Puerto Rico

CHANNEL NO. 12
 (204-210 mc)

Montgomery, Ala.
 Mesa, Ariz.
 Chico, Cal.
 Fresno, Cal.
 *Boulder, Colo.
 Wilmington, Del.
 Jacksonville, Fla.
 West Palm Beach, Fla.
 Augusta, Ga.
 Coeur d'Alene, Ida.
 Nampa, Ida.
 *Champaign-
 Urbana, Ill.
 *Iowa City, Ia.
 Hutchinson, Kan.
 Shreveport, La.
 *Orono, Me.
 Flint, Mich.
 Ironwood, Mich.
 Brainerd, Minn.
 Jackson, Miss.
 Cape Girardeau, Mo.
 Joplin, Mo.
 Helena, Mont.
 *Lincoln, Neb.
 Clovis, N. M.
 Silver City, N. M.
 Binghamton, N. Y.
 Winston-Salem, N. C.
 Bismarck, N. D.
 Cincinnati, O.
 Ardmore, Okla.
 Portland, Ore.
 Erie, Pa.
 Providence, R. I.
 Huron, S. D.
 Chattanooga, Tenn.
 Alpine, Tex.
 San Antonio, Tex.
 Sweetwater, Tex.
 Logan, Utah

Richmond, Va.
 Bellingham, Wash.
 Clarksburg, W. Va.
 Milwaukee, Wis.
 Sheridan, Wyo.
 Lihue, Hawaii
 Walluku, Hawaii
 Charlotte Amalie,
 Virgin Islands

CHANNEL NO. 13
 (210-216 mc)

Birmingham, Ala.
 Flagstaff, Ariz.
 Tucson, Ariz.
 Yuma, Ariz.
 *Fayetteville, Ark.
 Eureka, Cal.
 Los Angeles, Cal.
 Stockton, Cal.
 Colorado Springs, Colo
 Tampa-St. Petersburg
 Fla.
 Macon, Ga.
 Twin Falls, Ida.
 Rockford, Ill.
 Indianapolis, Ind.
 Des Moines, Ia.
 Topeka, Kan.
 Bowling Green, Ky.
 *Monroe, La.
 Portland, Me.
 Baltimore, Md.
 Cadillac, Mich.
 Marquette, Mich.
 Bemidji, Minn.
 Biloxi, Miss.
 Jefferson City, Mo.
 Lewistown, Mont.
 Missoula, Mont.
 Alliance, Neb.
 Kearney, Neb.
 Las Vegas, Nev.
 Newark, N. J.
 Albuquerque, N. M.
 Utica-Rome, N. Y.
 Asheville, N. C.
 New Bern, N. C.
 Minot, N. D.
 Toledo, O.
 *Oklahoma City, Okla
 Eugene, Ore.
 La Grande, Ore.
 *Pittsburgh, Pa.
 *Charleston, S. C.
 Sioux Falls, S. D.
 Memphis, Tenn.
 *Dallas, Tex.
 El Paso, Tex.
 Houston, Tex.
 Laredo, Tex.
 Lubbock, Tex.
 Richfield, Utah
 Lynchburg, Va.
 Tacoma, Wash.
 Huntington, W. Va.
 Eau Claire, Wis.
 Rock Springs, Wyo.
 Aguadilla, Puerto Rico
 Anchorage, Alaska
 Fairbanks, Alaska
 Sitka, Alaska
 Hilo, Hawaii
 Honolulu, Hawaii

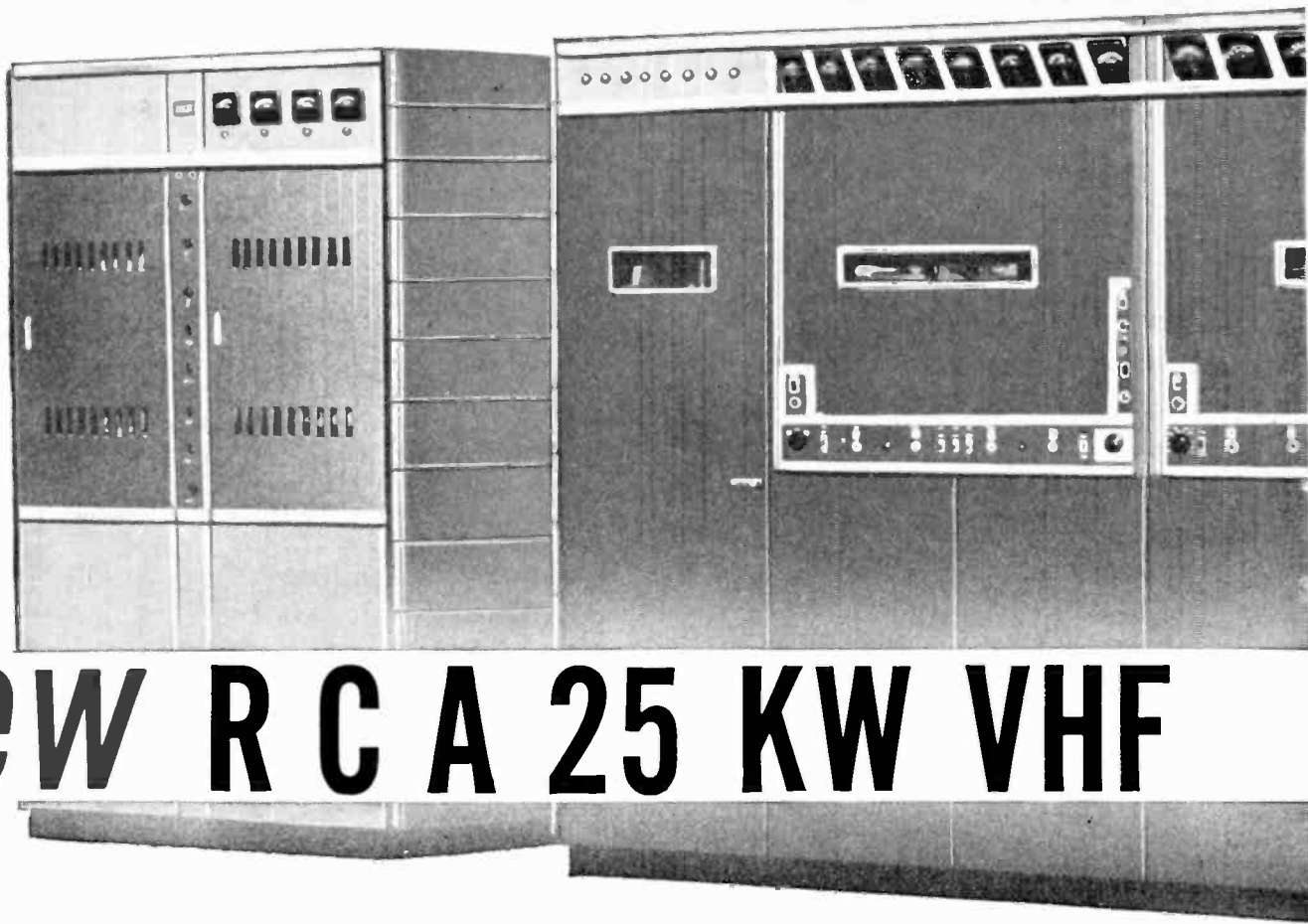


GPL's video recording equipment

is used by over 90% of the studios equipped for video recording. See ad on page 419.

General Precision Laboratory Incorporated
 Pleasantville, New York

A subsidiary of General Precision Equipment Corporation



New RCA 25 KW VHF

Assures flexible arrangement for economical floor plan

Combining all the newest design features of the recently announced RCA 6 KW TV transmitter and the enviable performance record of RCA's famous 25 KW power amplifiers, the new TT-25CL is today's best value! No other transmitter in this power class embraces so many advantages... advantages that engineers and station managers have asked to have incorporated in a single transmitter.

● **FLEXIBLE FLOOR PLAN**—The "block build" design of the TT-25CL permits several combination arrangements. The layout may be as illustrated in the accompanying floor plan, or a modification of this general plan. The 6 KW Driver and P.A. Rectifier and Control Cabinets can be arranged in "U" fashion with the P.A. tanks moved forward and the driver power supply enclosure placed at a remote location to further conserve space.

● **PRECISE COLOR PERFORMANCE**—Built-in linearity correction circuits and intercarrier frequency control, which accurately maintains frequency separation between aural and visual carriers, assure excellent color signal transmission.

● **EXCELLENT ACCESSIBILITY**—Broadband tuning controls in the 6 KW Driver are accessible without opening any doors. All important driver circuits are adjusted from

the front of the unit. Exciter and modulator units have "tilt-out" construction for quick, complete accessibility.

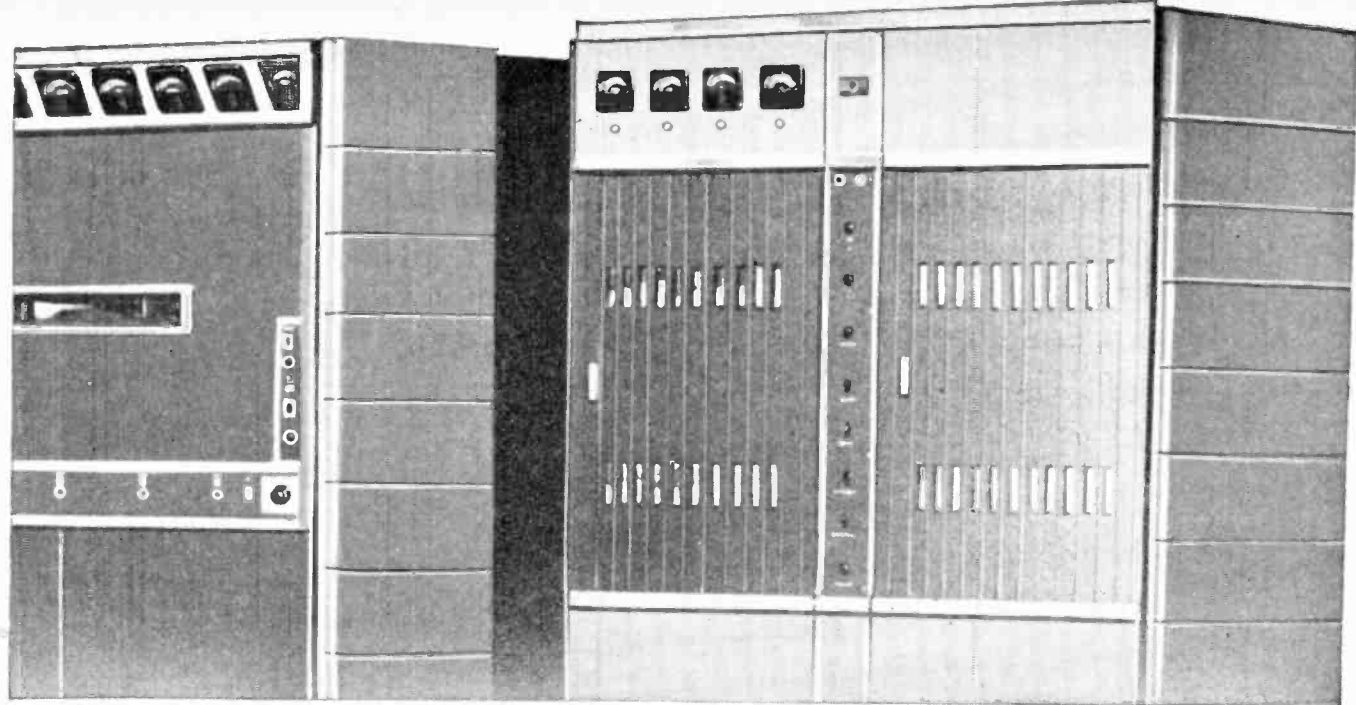
● **THERMOSTATICALLY CONTROLLED HEATERS**—for rectifier tubes are suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

● **ECONOMICAL OPERATION**—A well-chosen tube complement affords lower power costs. Complete overload protection with "grouped" indicator lights makes troubleshooting quick and certain.

● **TIME-PROVED TUBES**—Long life RCA 5762 tubes in both P.A.'s and Driver. Many broadcasters using other RCA transmitters which employ the 5762 tubes report "extra dividends" due to their long-life, economical operation. Over 100 RCA 25 KW amplifiers have been in continuous service to date—each employs the famous 5762.

PLUS . . . OTHER ADVANCED FEATURES—too numerous to mention here! Get the complete story from your RCA Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4011). In Canada, write RCA VICTOR Company Limited, Montreal.





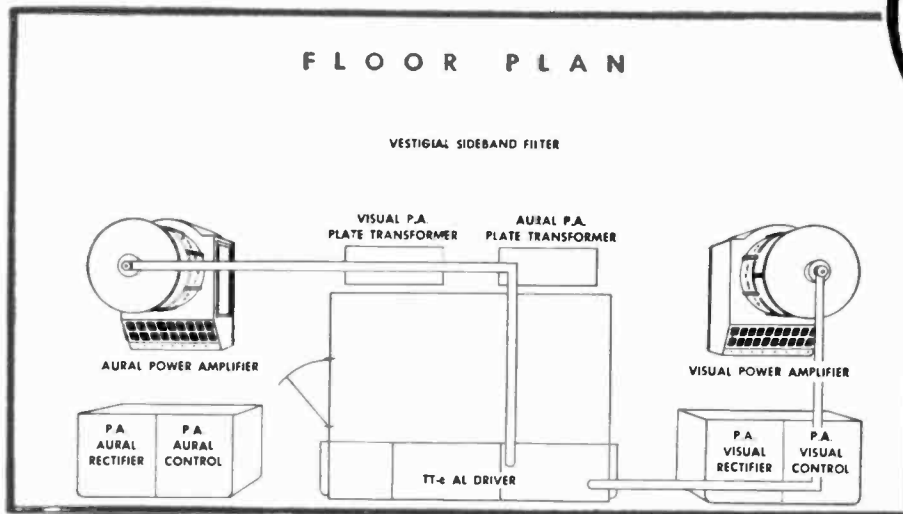
TELEVISION TRANSMITTER

**NOW "ON-AIR"
AT WRGP-TV**

CHATTANOOGA, TENN.

(Type TT-25CL, Low Band)

WRGP is receiving excellent reports on transmission since putting the TT-25CL "on-air." Particularly gratifying comments came from color program viewers who are impressed with the fidelity of WRGP color transmission.



DRIVER PORTION OF THE ABOVE 25 KW TRANSMITTER (LESS AMPLIFIERS) IS AVAILABLE AS A COMPLETE 6 KW TRANSMITTER

Where floor area is at a premium...

such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-25CL is highly adaptable. When new transmitter buildings are contemplated, the space-saving TT-25CL helps to save building costs. The rectifier sections of both the 6 KW Driver and also the Aural and Visual Amplifier Rectifiers can be separated and placed in an adjacent room or basement. This is an added feature that saves valuable operating area.



RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, NEW JERSEY

Handy Reference Table

UHF ALLOCATIONS BY CHANNELS

Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television

Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use

These Channel Allocations Include All Changes Promulgated Up to February 1, 1957

CHANNEL NO. 14 (470-476 mc)

Clanton, Ala.
Ajo, Ariz.
Holbrook, Ariz.
Stuttgart, Ark.
Modesto, Cal.
Palm Springs, Cal.
Leadville, Colo.
Washington, D. C.
Key West, Fla.
Lake Wales, Fla.
Tifton, Ga.
Payette, Ida.
Kankakee, Ill.
Evansville, Ind.
Cherokee, Ia.
Liberal, Kan.
Newton, Kan.
Pikeville, Ky.
*Lake Charles, La.
Millinocket, Me.
Worcester, Mass.
Manistique, Mich.
Little Falls, Minn.
Piscayune, Miss.
Chillicothe, Mo.
Monett, Mo.
Laurel, Mont.
Shelby, Mont.
Sidney, Mont.
Broken Bow, Neb.
Carlin, Nev.
Deming, N. M.
Las Vegas, N. M.
*Ithaca, N. Y.
Massena, N. Y.
Devils Lake, N. D.
*Oxford, O.
Holdenville, Okla.
Ashland, Ore.
Uniontown, Pa.
Camden, S. C.
Athens, Tenn.
Breckenridge, Tex.
Kermit, Tex.
Mission, Tex.
Seguin, Tex.
South Boston, Va.
Wisconsin Rapids, Wis.
Douglas, Wyo.
Evanston, Wyo.

CHANNEL NO. 15 (476-482 mc)

Gadsden, Ala.
Bisbee, Ariz.
Prescott, Ariz.
Hope, Ark.
Red Bluff, Cal.
*San Diego, Cal.
Durango, Colo.
Ft. Morgan, Colo.
Ocala, Fla.
Pensacola, Fla.
*West Palm Beach, Fla.
Dublin, Ga.
Burley, Ida.
*Moscow, Ida.
Bloomington, Ill.

Ft. Wayne, Ind.
Ottumwa, Ia.
Larned, Kan.
*Louisville, Ky.
New Iberia, La.
Van Buren, Me.
Manistee, Mich.
Mankato, Minn.
Thief River Falls, Minn.
Grenada, Miss.
Poplar Bluff, Mo.
Butte, Mont.
York, Neb.
Portsmouth, N. H.
Socorro, N. M.
Rochester, N. Y.
High Point, N. C.
Ashtabula, O.
Claremore, Okla.
Elk City, Okla.
Bend, Ore.
Lebanon, Pa.
Huron, S. D.
Rapid City, S. D.
Brady, Tex.
Brownfield, Tex.
Huntsville, Tex.
*Laredo, Tex.
Norfolk-Portsmouth-
Newport News, Va.
Parkersburg, W. Va.
Ashland, Wis.
Richland Center, Wis.
Thermopolis, Wyo.

CHANNEL NO. 16 (482-488 mc)

Tuskegee, Ala.
Winslow, Ariz.
*Fort Smith, Ark.
El Centro, Cal.
Pittsburg, Cal.
Santa Paula, Cal.
Lakeland, Fla.
Waycross, Ga.
Aurora, Ill.
Olney, Ill.
Waterloo, Ia.
Wichita, Kan.
Corbin, Ky.
*Bangor, Me.
Salisbury, Md.
Flint, Mich.
Ely, Minn.
Fergus Falls, Minn.
Canton, Miss.
Columbia, Mo.
Glasgow, Mont.
Livingston, Mont.
Whitefish, Mont.
*Omaha, Neb.
Scottsbluff, Neb.
Jacksonville, N. C.
Bottineau, N. D.
*Dayton, O.
Burns, Ore.
North Bend, Ore.
Pittsburgh, Pa.
Scranton, Pa.
Providence, R. I.
Jackson, Tenn.
*Corpus Christi, Tex.
Dalhart, Tex.

Del Rio, Tex.
Marshall, Tex.
Pecos, Tex.
Temple, Tex.
*Wichita Falls, Tex.
*Burlington, Vt.
Lynchburg, Va.
Port Angeles, Wash.
Wausau, Wis.
Green River, Wyo.

CHANNEL NO. 17 (488-494 mc)

Jasper, Ala.
Nogales, Ariz.
Little Rock, Ark.
*Colorado Springs, Colo.
Fort Lauderdale, Fla.
Marianna, Fla.
Palatka, Fla.
Jerome, Ida.
Decatur, Ill.
Des Moines, Ia.
Lawrence, Kan.
Bowling Green, Ky.
Natchitoches, La.
Fort Kent, Me.
Lewiston, Me.
Cumberland, Md.
*Grand Rapids, Mich.
Marquette, Mich.
Minneapolis-St. Paul,
Minn.
Hattiesburg, Miss.
Hamilton, Mont.
McCook, Neb.
Alamogordo, N. M.
Farmington, N. M.
*Albany-Schenectady-
Troy, N. Y.
Buffalo, N. Y.
*Dickinson, N. D.
Grafton, N. D.
Marion, O.
Klamath Falls, Ore.
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.

CHANNEL NO. 18 (494-500 mc)

Demopolis, Ala.
Casa Grande, Ariz.
*Fresno, Cal.
San Bernardino, Cal.
Ukiah, Cal.
Lamar, Colo.
Montrose, Colo.
Hartford, Conn.
Orlando, Fla.

Fort Valley, Ga.
Lafayette, Ind.
Charles City, Ia.
Hutchinson, Kans.
Lexington, Ky.
Baton Rouge, La.
Dover-Foxcroft, Me.
Baltimore, Md.
Ludington, Mich.
Detroit Lakes, Minn.
Cape Girardeau, Mo.
Kirksville, Mo.
Nevada, Mo.
Glendive, Mont.
Polson, Mont.
Red Lodge, Mont.
Lincoln, Neb.
Lovelock, Nev.
Atrisco-Five Points,
N. M.
Elmira, N. Y.
Saranac Lake, N. Y.
Burnsville, N. C.
Fayetteville, N. C.
Bismarck, N. D.
Zanesville, O.
*Salem, Ore.
Winner, S. D.
Murfreesboro, Tenn.
Austin, Tex.
Midland, Tex.
*Texarkana, Tex.
Vernon, Tex.
*Ogden, Utah
St. George, Utah
Bellingham, Wash.
*Park Falls, Wis.
Laramie, Wyo.

CHANNEL NO. 19 (500-506 mc)

Dothan, Ala.
Fort Payne, Ala.
Russellville, Ark.
Bishop, Cal.
Yreka City, Cal.
Alamosa, Colo.
Craig, Colo.
Fort Pierce, Fla.
Peoria, Ill.
Jasper, Ind.
Boone, Ia.
Hazard, Ky.
Presque Isle, Me.
North Adams, Mass.
Houghton, Mich.
Midland, Mich.
Montevideo, Minn.
*Jackson, Miss.
*Kansas City, Mo.
Kearney, Neb.
*New Brunswick, N. J.
Hot Springs, N. M.
Cleveland, O.
Oklahoma City, Okla.
Johnstown, Pa.
*Columbia, S. C.
Covington, Tenn.
Brownwood, Tex.
Hereford, Tex.
Marfa, Tex.
Nacogdoches, Tex.
Victoria, Tex.
Farmville, Va.

Pasco, Wash.
*Eau Claire, Wis.
Milwaukee, Wis.
Lusk, Wyo.

CHANNEL NO. 20 (506-512 mc)

Montgomery, Ala.
San Francisco-Oakland,
Cal.
Santa Barbara, Cal.
Denver, Colo.
Washington, D. C.
Gainesville, Fla.
Key West, Fla.
Swainsboro, Ga.
Weiser, Ida.
Chicago, Ill.
Springfield, Ill.
*Indianapolis, Ind.
Cedar Rapids, Ia.
Shenandoah, Ia.
Hays, Kan.
Independence, Kan.
Hopkinsville, Ky.
New Orleans, La.
Ruston, La.
Calais, Me.
Worcester, Mass.
Ann Arbor, Mich.
Traverse City, Mich.
Faribault, Minn.
Grand Rapids, Minn.
*University, Miss.
West Plains, Mo.
Cut Bank, Mont.
Dillon, Mont.
Wolf Point, Mont.
Los Alamos, N. M.
Ithaca, N. Y.
Malone, N. Y.
Albemarle, N. C.
New Rockford, N. D.
Coshocton, O.
Guymon, Okla.
Eugene, Ore.
Mitchell, S. D.
Sturgis, S. D.
*Knoxville, Tenn.
Conroe, Tex.
El Paso, Tex.
Fort Worth, Tex.
*Lubbock, Tex.
McAllen, Tex.
Uvalde, Tex.
Salt Lake City, Utah
Seattle, Wash.
Stevens Point, Wis.

CHANNEL NO. 21 (512-518 mc)

Gadsden, Ala.
Safford, Ariz.
Hanford, Cal.
San Diego, Cal.
Grand Junction, Colo.
Trinidad, Colo.
*Pensacola, Fla.
West Palm Beach, Fla.
Rupert, Ida.
Champaign-
Urbana, Ill.

Quincy, Ill.
Ft. Wayne, Ind.
Fort Dodge, Ia.
Ottawa, Kan.
Louisville, Ky.
West Branch, Mich.
Crookston, Minn.
Greenville, Miss.
Kennett, Mo.
Missoula, Mont.
Alliance, Neb.
Grand Island, Neb.
*Reno, Nev.
Artesia, N. M.
Poughkeepsie, N. Y.
*Rochester, N. Y.
Lumberton, N. C.
Youngstown, O.
Enid, Okla.
Hugo, Okla.
Portland, Ore.
Lancaster, Pa.
Greenwood, S. C.
Coleman, Tex.
*Norfolk-Portsmouth-
Newport News, Va.
Beckley, W. Va.
*Madison, Wis.
Rice Lake, Wis.

CHANNEL NO. 22
(518-524 mc)

Opelika, Ala.
Forrest City, Ark.
Fort Smith, Ark.
Los Angeles, Cal.
Watsonville, Cal.
Boulder, Colo.
Lakeland, Fla.
Statesboro, Ga.
Harrisburg, Ill.
Waukegan, Ill.
*Waterloo, Ia.
Colby, Kan.
*Wichita, Kan.
Winnfield, La.
Bar Harbor, Me.
Cambridge, Md.
Springfield-Holyoke,
Mass.
*Flint, Mich.
Marshall, Minn.
Pascagoula, Miss.
Columbia, Mo.
Bozeman, Mont.
Omaha, Neb.
Las Cruces, N. M.
Portales, N. M.
*Raleigh, N. C.
Harvey, N. D.
Dayton, O.
Scranton, Pa.
*Pierre, S. D.
Elizabethton, Tenn.
Corpus Christi, Tex.
Fort Stockton, Tex.
Perryton, Tex.
Temple, Tex.
Wichita Falls, Tex.
Provo, Utah
Burlington, Vt.
Everett, Wash.
*Walla Walla, Wash.
Clarksburg, W. Va.
Rhinelander, Wis.

CHANNEL NO. 23
(524-530 mc)

Brewton, Ala.
Decatur, Ala.
Little Rock, Ark.
Colorado Springs, Colo.
Miami, Fla.
Gooding, Ida.
Sandpoint, Ida.
Decatur, Ill.
Freeport, Ill.

Des Moines, Ia.
Dodge City, Kan.
Manhattan, Kan.
Elizabethtown, Ky.
Auburn, Me.
Grand Rapids, Mich.
Minneapolis-St. Paul,
Minn.
Lebanon, Mo.
*Great Falls, Mont.
Lexington, Neb.
Carlsbad, N. M.
*Lordsburg, N. M.
Albany-Schenectady-
Troy, N. Y.
*Buffalo, N. Y.
Lisbon, N. D.
Massillon, O.
Hobart, Okla.
Tulsa, Okla.
Philadelphia, Pa.
Conway, S. C.
Greenville, S. C.
Belle Fourche, S. D.
Dallas, Tex.
Harlingen, Tex.
Houston, Tex.
*San Angelo, Tex.
*Richmond, Va.
Yakima, Wash.
Logan, W. Va.

CHANNEL NO. 24
(530-536 mc)

Sylacauga, Ala.
Eloy, Ariz.
Harrison, Ark.
Fresno, Cal.
*San Bernardino, Cal.
Delta, Colo.
La Junta, Colo.
*Hartford, Conn.
*Orlando, Fla.
Tallahassee, Fla.
Elberton, Ga.
Cairo, Ill.
Danville, Ill.
Eatherville, Ia.
Iowa City, Ia.
Wellington, Kan.
Maysville, Ky.
Thibodaux, La.
Houlton, Me.
*Baltimore, Md.
Coldwater, Mich.
Rogers City, Mich.
Bemidji, Minn.
Greenwood, Miss.
Fulton, Mo.
Lincoln, Neb.
Littleton, N. H.
Belen, N. M.
Elmira, N. Y.
Ogdenburg, N. Y.
*Bismarck, N. D.
Salem, Ore.
Cookeville, Tenn.
Austin, Tex.
Odessa, Tex.
Seymour Tex.
Texarkana, Tex.
Ogden, Utah
Danville, Va.
Bellingham, Wash.
Pullman, Wash.
*Morgantown, W. Va.
*Chilton, Wis.
Cody, Wyo.
Wheatland, Wyo.

CHANNEL NO. 25
(536-542 mc)

Clifton, Ariz.
Williams, Ariz.
Brawley, Cal.
Salida, Colo.
Sterling, Colo.

St. Augustine, Fla.
Albany, Ga.
Dalton, Ga.
Madison, Ind.
Ames, Ia.
Lake Charles, La.
Rockland, Me.
Barnstable, Mass.
East Tawas, Mich.
*Houghton, Mich.
Jackson, Miss.
Festus, Mo.
Kansas City, Mo.
Deer Lodge, Mont.
Tucumcari, N. M.
*New York, N. Y.
*Utica-Rome, N. Y.
*Cleveland, O.
Oklahoma City, Okla.
Altoona, Pa.
Columbia, S. C.
Brookings, S. D.
Humboldt, Tenn.
Athens, Tex.
Ballinger, Tex.
Cuero, Tex.
Emporia, Va.
Kennewick, Wash.
Welch, W. Va.
Eau Claire, Wis.
Milwaukee, Wis.

CHANNEL NO. 26
(542-548 mc)

*Montgomery, Ala.
El Dorado, Ark.
San Francisco-Oakland,
Cal.
Santa Barbara, Cal.
Denver, Colo.
New London, Conn.
*Washington, D. C.
Leesburg, Fla.
Vidalia, Ga.
Emmett, Ida.
Chicago, Ill.
Anderson, Ind.
*Cedar Rapids, Ia.
McPherson, Kan.
Madisonville, Ky.
New Orleans, La.
*Ann Arbor, Mich.
*Traverse City, Mich.
Northfield, Minn.
Virginia, Minn.
Maryville, Mo.
*Springfield, Mo.
Berlin, N. H.
Winston-Salem, N. C.
Carrington, N. D.
Cambridge, O.
Elk City, Okla.
Okmulgee, Okla.
Eugene, Ore.
Shinglehouse, Pa.
Lead, S. D.
Knoxville, Tenn.
Eagle Pass, Tex.
Edinburg, Tex.
El Paso, Tex.
*Fort Worth, Tex.
Lubbock, Tex.
Salt Lake City, Utah
Seattle, Wash.
Stevens Point, Wis.

CHANNEL NO. 27
(548-554 mc)

Thomasville, Ala.
San Diego, Cal.
Tulare, Cal.
Stamford-Norwalk,
Conn.
Belle Glade, Fla.
Thomasville, Ga.
Rexburg, Ida.
Wallace, Ida.

Champaign-
Urbana, Ill.
*Fort Wayne, Ind.
Webster City, Ia.
Abbeville, La.
Fort Scott, Kan.
Lexington, Ky.
Iron Mountain, Mich.
Wadena, Minn.
Greenville, Miss.
Caruthersville, Mo.
Hannibal, Mo.
Hastings, Neb.
Reno, Nev.
*Hanover, N. H.
Clayton, N. M.
Lovington, N. M.
Rochester, N. Y.
Hendersonville, N. C.
Youngstown, O.
Durant, Okla.
*Enid, Okla.
Portland, Ore.
Harrisburg, Pa.
Georgetown, S. C.
Moberge, S. D.
Fayetteville, Tenn.
El Campo, Tex.
Norfolk-Portsmouth, Va.
Roanoke, Va.
Madison, Wis.
Torrington, Wyo.

CHANNEL NO. 28
(554-560 mc)

Miami, Ariz.
Magnolia, Ark.
Newport, Ark.
*Los Angeles, Cal.
Pueblo, Colo.
Bradenton, Fla.
Brunswick, Ga.
Columbus, Ga.
Elgin, Ill.
Vandalia, Ill.
Oelwein, Ia.
Great Bend, Kan.
Glasgow, Ky.
Baton Rouge, La.
New Bedford, Mass.
Flint, Mich.
Sault Ste. Marie, Mich.
Columbus, Miss.
Sedalia, Mo.
Omaha, Neb.
Plattsburg, N. Y.
Raleigh, N. C.
Lancaster, O.
*Lawton, Okla.
Vinita, Okla.
Pendleton, Ore.
Roseburg, Ore.
Wilkes-Barre, Pa.
Kingsport, Tenn.
Crystal City, Tex.
Lamesa, Tex.
*Waco, Tex.
*Provo, Utah
Winchester, Va.
Everett, Wash.
Newcastle, Wyo.

CHANNEL NO. 29
(560-566 mc)

Andalusia, Ala.
Bakersfield, Cal.
Jacksonville, Ill.
Marion, Ind.
Junction City, Kan.
Somerset, Ky.
Augusta, Me.
Muskegon, Mich.
Hastings, Minn.
Corinth, Miss.
Natchez, Miss.
Fallon, Nev.
Gloversville, N. Y.

Wilmington, N. C.
Canton, O.
Stillwater, Okla.
Philadelphia, Pa.
*Greenville, S. C.
Dallas, Tex.
Houston, Tex.
Plainview, Tex.
Richmond, Va.
Yakima, Wash.
Buffalo, Wyo.

CHANNEL NO. 30
(566-572 mc)

Coolidge, Ariz.
Batesville, Ark.
Madera, Cal.
San Bernardino, Cal.
Walsenburg, Colo.
New Britain, Conn.
Jacksonville, Fla.
*Panama City, Fla.
*Atlanta, Ga.
*Bloomington, Ind.
*Davenport-Rock Island-
Moline (Ill.), Ia.
*Sioux City, Ia.
Houma, La.
Minden, La.
Cumberland, Md.
Alpena, Mich.
Meridian, Miss.
Joplin, Mo.
St. Joseph, Mo.
St. Louis, Mo.
Hickory, N. C.
Roanoke Rapids, N. O.
Portsmouth, O.
*Toledo, O.
Alva, Okla.
Astoria, Ore.
Grants Pass, Ore.
Nashville, Tenn.
Snyder, Tex.
Logan, Utah
St. Johnsbury, Vt.
*Shell Lake, Wis.
Powell, Wyo.

CHANNEL NO. 31
(572-578 mc)

Huntsville, Ala.
Morenci, Ariz.
Americus, Ga.
Kokomo, Ind.
Tell City, Ind.
Centerville, Ia.
Abilene, Kan.
Goodland, Kan.
Ironwood, Mich.
Potoskey, Mich.
Willmar, Minn.
McComb, Miss.
Hawthorne, Nev.
New York, N. Y.
Oswego, N. Y.
Elizabeth City, N. C.
Lorain, O.
Norman, Okla.
DuBois, Pa.
Lancaster, S. C.
Beaumont-Port Arthur,
Tex.
Pearsall, Tex.
Richland, Wash.
Hinton, W. Va.
Milwaukee, Wis.
Gillette, Wyo.

CHANNEL NO. 32
(578-584 mc)

Montgomery, Ala.
Oxnard, Cal.
San Francisco-Oakland,
Cal.

Longmont, Colo.
Clearwater, Fla.
Douglas, Ga.
Centralla, Ill.
Chicago, Ill.
Richmond, Ind.
Burlington, Ia.
Red Oak, Ia.
New Orleans, La.
Greenfield, Mass.
Duluth-Superior, Minn.
Worthington, Minn.
Clarksdale, Miss.
Springfield, Mo.
*Winston-Salem, N. C.
Valley City, N. D.
Clinton, Okla.
The Dalles, Ore.
Lock Haven, Pa.
Oak Ridge, Tenn.
Littlefield, Tex.
Longview, Tex.
Mercedes, Tex.
Stephenville, Tex.
Weston, W. Va.
*La Crosse, Wis.
Marinette, Wis.

CHANNEL NO. 33
(584-590 mc)

Searcy, Ark.
San Diego, Cal.
Lake City, Fla.
Miami, Fla.
Carrollton, Ga.
Blackfoot, Ida.
Kellogg, Ida.
Champaign-Urbana, Ill.
Fort Wayne, Ind.
Knoxville, Ia.
Coffeyville, Kan.
Murray, Ky.
Iron River, Mich.
St. Cloud, Minn.
Laurel, Miss.
Jefferson City, Mo.
Norfolk, Neb.
Yerington, Nev.
Batavia, N. Y.
Reading, Pa.
Ablene, Tex.
Bay City, Tex.
Borger, Tex.
Paris, Tex.
Norfolk-Portsmouth-
Newport News, Va.
*Roanoke, Va.
Longview, Wash.
Madison, Wis.

CHANNEL NO. 34
(590-596 mc)

Globe, Ariz.
Arkadelphia, Ark.
Los Angeles, Cal.
Merced, Cal.
Pueblo, Colo.
Sarasota, Fla.
Brunswick, Ga.
*Columbus, Ga.
Carbondale, Ill.
South Bend, Ind.
Storm Lake, Ia.
Salina, Kan.
*Baton Rouge, La.
New Bedford, Mass.
Port Huron, Mich.
*Sault Ste. Marie, Mich.
Starkville, Miss.
Goldsboro, N. C.
*Fargo, N. D.
*Williston, N. D.
*Columbus, O.
Lawton, Okla.
Wilkes-Barre, Pa.
Johnson City, Tenn.
Alice, Tex.

Big Spring, Tex.
Waco, Tex.
St. Albans, Vt.
Harrisonburg, Va.
Anacortes, Wash.
Clarkston, Wash.
Prairie du Chien, Wis.
Worland, Wyo.

CHANNEL NO. 35
(596-602 mc)

Springdale, Ark.
Salinas-Monterey, Cal.
Sanford, Fla.
Bainbridge, Ga.
Toccoa, Ga.
La Salle, Ill.
Mason City, Ia.
Danville, Ky.
Waterville, Me.
*Marquette, Mich.
Muskegon, Mich.
Columbia, Miss.
Moberly, Mo.
Fairbury, Neb.
Clovis, N. M.
Albany-Schenectady-
Troy, N. Y.
*Wilmington, N. C.
Lima, O.
Woodward, Okla.
Erie, Pa.
*Philadelphia, Pa.
Watertown, S. D.
Galveston, Tex.
Mount Pleasant, Tex.
San Antonio, Tex.
Martinsville, Va.
*Omak-Okanogan, Wash.
Fairmont, W. Va.

CHANNEL NO. 36
(602-608 mc)

Pine Bluff, Ark.
Stockton, Cal.
Canon City, Colo.
Jacksonville, Fla.
Panama City, Fla.
Atlanta, Ga.
Bloomington, Ind.
Davenport-Rock Island-
Moline (Ill.), Ia.
Sioux City, Ia.
Pratt, Kan.
Morgan City, La.
Cheboygan, Mich.
Kalamazoo, Mich.
Alexandria, Minn.
*Meridian, Miss.
*St. Joseph, Mo.
St. Louis, Mo.
Charlotte, N. C.
Mansfield, O.
Altus, Okla.
Williamsport, Pa.
*Providence, R. I.
Nashville, Tenn.
Brownsville, Tex.
Jacksonville, Tex.
Brigham, Utah
Staunton, Va.
Lovell, Wyo.

CHANNEL NO. 37
(608-614 mc)

Delano, Cal.
Melbourne, Fla.
Valdosta, Ga.
*Peoria, Ill.
Algona, Ia.
Winchester, Ky.
Brookhaven, Miss.
Sikeston, Mo.
Carson City, Nev.
Claremont, N. H.

Paterson, N. J.
Auburn, N. Y.
Clymer, N. Y.
*Norman, Okla.
Baker, Ore.
Springfield, Ore.
*Beaumont-
Port Arthur, Tex.
Pulaski, Va.
Grand Coulee, Wash.
Beaver Dam, Wis.

CHANNEL NO. 38
(614-620 mc)

Troy, Ala.
San Buenaventura, Cal.
San Francisco-Oakland
Loveland, Colo.
Tampa-
St. Petersburg, Fla.
Chicago, Ill.
Mt. Vernon, Ill.
Connersville, Ind.
Burlington, Ia.
Pittsburg, Kan.
Lafayette, La.
Boston, Mass.
Duluth-Superior, Minn.
Tupelo, Miss.
Falls City, Neb.
Sanford, N. C.
Rugby, N. D.
Sunbury, Pa.
Sioux Falls, S. D.
Cleveland, Tenn.
Beville, Tex.
Levelland, Tex.
Longview, Tex.
Mineral Wells, Tex.
La Crosse, Wis.
*Marinette, Wis.

CHANNEL NO. 39
(620-626 mc)

Ft. Smith, Ark.
Jonesboro, Ark.
San Diego, Cal.
Ft. Lauderdale, Fla.
Griffin, Ga.
Rockford, Ill.
Indianapolis, Ind.
Carroll, Ia.
Emporia, Kan.
Big Rapids, Mich.
Stillwater, Minn.
Glens Falls, N. Y.
Shelby, N. C.
Duncan, Okla.
Allentown, Pa.
Sharon, Pa.
Columbia, Tenn.
Houston, Tex.
Front Royal, Va.
Kelso, Wash.

CHANNEL NO. 40
(626-632 mc)

Enterprise, Ala.
Guntersville, Ala.
Benton, Ark.
Riverside, Cal.
Sacramento, Cal.
Dover, Del.
Galesburg, Ill.
Marion, Ill.
*South Bend, Ind.
Campbellsville, Ky.
Baton Rouge, La.
Springfield-Holyoke,
Mass.
Gladstone, Mich.
Fairmont, Minn.
Marshall, Mo.
Beatrice, Neb.
Binghamton, N. Y.
*Durham, N. C.

Fargo, N. D.
Columbus, O.
Ponca City, Okla.
Anderson, S. C.
Childress, Tex.
Kingsville, Tex.
Lampassas, Tex.
Nacogdoches, Tex.
Clarkston, Wash.
Elkins, W. Va.
Greybull, Wyo.

CHANNEL NO. 41
(632-638 mc)

Florence, Ala.
Fayetteville, Ark.
*Macon, Ga.
Preston, Ida.
Louisville, Ky.
Belfast, Me.
Alma, Mich.
Vicksburg, Miss.
Trenton, N. J.
Albany-Schenectady-
Troy, N. Y.
Laurinburg, N. C.
*Erie, Pa.
Vermillion, S. D.
Galveston, Tex.
San Antonio, Tex.
Sulphur Springs, Tex.
Petersburg, Va.
*Kennewick-Richland-
Pasco, Wash.
Bluefield, W. Va.

CHANNEL NO. 42
(638-644 mc)

Birmingham, Ala.
*Mobile, Ala.
*Stockton, Cal.
Columbus, Ind.
Davenport-Rock Island-
Moline (Ill.), Ia.
Spencer, Ia.
Topeka, Kan.
Benton Harbor, Mich.
St. Louis, Mo.
*Charlotte, N. C.
Jamestown, N. D.
Sandusky, Ohio
Sapulpa, Okla.
Emporium, Pa.
Memphis, Tenn.
Springfield, Tenn.
Henderson, Tex.
Quanah, Tex.
Raymondville, Tex.
Waynesboro, Va.
Appleton, Wis.

CHANNEL NO. 43
(644-650 mc)

Morrilton, Ark.
Visalia, Cal.
Bridgeport, Conn.
Cordele, Ga.
Peoria, Ill.
Creston, Ia.
Winfield, Kan.
Frankfort, Ky.
Paducah, Ky.
Monroe, La.
New Ulm, Minn.
Laconia, N. H.
*Syracuse, N. Y.
Defiance, O.
Lebanon, Ore.
Butler, Pa.
York, Pa.
Marion, S. C.
Chattanooga, Tenn.
Bonham, Tex.
Corpus Christi, Tex.

Orange, Tex.
Ephrata, Wash.
*Charleston, W. Va.

CHANNEL NO. 44
(650-656 mc)

Eufala, Ala.
San Francisco-Oakland
Santa Maria, Cal.
Fort Collins, Colo.
De Land, Fla.
Chicago, Ill.
Vincennes, Ind.
Decorah, Ia.
Keokuk, Ia.
Iola, Kan.
Boston, Mass.
Pontiac, Mich.
Cloquet, Minn.
*Biloxi, Miss.
Piqua, O.
Frederick, Okla.
Scranton, Pa.
Orangeburg, S. O.
*Sioux Falls, S. D.
Pulaski, Tenn.
Tooele, Utah
Covington, Va.
Bremerton, Wash.
Sturgeon Bay, Wis.

CHANNEL NO. 45
(656-662 mc)

Tuscaloosa, Ala.
Calro, Ga.
*Rockford, Ill.
Atlantic, Ia.
Princeton, Ky.
Cadillac, Mich.
Owatonna, Minn.
Mexico, Mo.
Keene, N. H.
Kinston, N. C.
Wahpeton, N. D.
*Muskogee, Okla.
Youngstown, O.-
New Castle, Pa.
Laurens, S. C.
Floydada, Tex.
Waxahachie, Tex.
*Charlottesville, Va.
*Wenatchee, Wash.

CHANNEL NO. 46
(662-668 mc)

Malvern, Ark.
Riverside, Cal.
Sacramento, Cal.
Pensacola, Fla.
Mattoon, Ill.
South Bend, Ind.
Waterloo, Ia.
Parsons, Kan.
Franklin, La.
Fall River, Mass.
Bad Axe, Mich.
Louisville, Miss.
Rolla, Mo.
Atlantic City, N. J.
Hobbs, N. M.
Raton, N. M.
*Binghamton, N. Y.
Dunkirk, N. Y.
Durham, N. C.
McMinnville, Ore.
Chambersburg, Pa.
Madison, S. D.
Bristol, Tenn.-Va.
Dyersburg, Tenn.
McMinnville, Tenn.
Lufkin, Tex.
Sherman, Tex.
*Logan, Utah
Newport, Vt.
*Wausau, Wis.

CHANNEL NO. 47
(668-674 mc)

Sheffield, Ala.
Fresno, Cal.
Orlando, Fla.
Macon, Ga.
Dixon, Ill.
*Lafayette, Ind.
Concordia, Kan.
*Portland, Me.
Mount Pleasant, Mich.
Jackson, Miss.
New Brunswick, N. J.
Tiffin, O.
McAlester, Okla.
Pittsburgh, Pa.
Sumter, S. C.
Corsicana, Tex.
*Galveston, Tex.
Fredericksburg, Va.
*Yakima, Wash.

CHANNEL NO. 48
(674-680 mc)

Birmingham, Ala.
Mobile, Ala.
San Jose, Cal.
Moultrie, Ga.
Alton, Ill.
Joliet, Ill.
*Topeka, Kan.
Jennings, La.
Jackson, Mich.
Manchester, N. H.
Wildwood, N. J.
Watertown, N. Y.
Gastonia, N. C.
*Cincinnati, O.
Guthrie, Okla.
*State College, Pa.
Gallatin, Tenn.
Memphis, Tenn.
*College Station, Tex.
San Benito, Tex.
Oshkosh, Wis.

CHANNEL NO. 49
(680-686 mc)

Greenville, Ala.
Visalia, Cal.
Bridgeport, Conn.
Muncie, Ind.
Marshalltown, Ia.
Arkansas City, Kan.
*Escanaba, Mich.
Yazoo City, Miss.
Clinton, Mo.
Columbus, Neb.
Southern Pines, N. C.
Akron, O.
Corvallis, Ore.
York, Pa.
Chattanooga, Tenn.
Gainesville, Tex.
Jasper, Tex.
Rutland, Vt.
Ellensburg, Wash.
Charleston, W. Va.
Racine, Wis.

CHANNEL NO. 50
(686-692 mc)

Camden, Ark.
Santa Rosa, Cal.
Greeley, Colo.
Washington, D. C.
Clearwater, Fla.
La Grange, Ga.
Evansville, Ind.
Gary, Ind.
Fort Madison, Ia.
Chanute, Kan.
Detroit, Mich.

Biloxi, Miss.
Nebraska City, Neb.
Hornell, N. Y.
Rocky Mount, N. C.
Zanesville, O.
Ada, Okla.
Lawrenceburg, Tenn.
Mexico, Tex.
Marion, Va.
Bremerton, Wash.
Sparta, Wis.

CHANNEL NO. 51
(692-698 mc)

Tuscaloosa, Ala.
Tallahassee, Fla.
Milledgeville, Ga.
Logansport, Ind.
Louisville, Ky.
Saginaw, Mich.
Austin, Minn.
Rochester, N. H.
*Greensboro, N. C.
Blackwell, Okla.
Bethlehem, Pa.
Maryville, Tenn.
Paris, Tenn.
Weatherford, Tex.
Wheeling, W. Va.
Steubenville, O.

CHANNEL NO. 52
(698-704 mc)

Hot Springs, Ark.
Corona, Cal.
Yuba City, Cal.
Gainesville, Ga.
Elkhart, Ind.
Princeton, Ind.
Oskaloosa, Ia.
Olathe, Kan.
Hagerstown, Md.
Kosciusko, Miss.
Farmington, Mo.
Fremont, Neb.
Atlantic City, N. J.
*Raton, N. M.
Amsterdam, N. Y.
Henderson, N. C.
Springfield, O.
Brenham, Tex.
Denison, Tex.
Falfurrias, Tex.
Norton, Va.
Hoquiam, Wash.

CHANNEL NO. 53
(704-710 mc)

Fresno, Cal.
Waterbury, Conn.
Daytona Beach, Fla.
Cedartown, Ga.
Fitzgerald, Ga.
Lincoln, Ill.
Bastrop, La.
Portland, Me.
Annapolis, Md.
Ahoskie, N. C.
Findlay, O.
Shawnee, Okla.
Pittsburgh, Pa.
Clarksville, Tenn.
San Marcos, Tex.
Terrell, Tex.
*Huntington, W. Va.

CHANNEL NO. 54
(710-716 mc)

Bessemer, Ala.
Helena, Ark.
*San Jose, Cal.
Quincy, Fla.

Belleville, Ill.
Fairfield, Ia.
Leavenworth, Kan.
Oakdale, La.
Lansing, Mich.
Nashua, N. H.
Olean, N. Y.
Utica-Rome, N. Y.
Fayetteville, N. C.
Cincinnati, O.
Pryor Creek, Okla.
Aiken, S. C.
Morristown, Tenn.
Bryan, Tex.
Lexington, Va.
Fond du Lac, Wis.

CHANNEL NO. 55
(716-722 mc)

Porterville, Cal.
Muncie, Ind.
El Dorado, Kan.
Rumford, Me.
Rochester, Minn.
Mount Airy, N. C.
*Akron, O.
Ardmore, Okla.
Albany, Ore.
Harrisburg, Pa.
Lake City, S. C.
*Chattanooga, Tenn.
Union City, Tenn.
Wenatchee, Wash.
Racine, Wis.

CHANNEL NO. 56
(722-728 mc)

*Auburn, Ala.
El Centro, Cal.
Santa Cruz, Cal.
*Evansville, Ind.
Hammond, Ind.
Dubuque, Ia.
Boston, Mass.
*Detroit, Mich.
Gulfport, Miss.
West Point, Miss.
Carthage, Mo.
*Asheville, N. C.
Wilson, N. C.
Chillicothe, O.
El Reno, Okla.
Johnstown, Pa.
Shelbyville, Tenn.
Crockett, Tex.
*Tacoma, Wash.

CHANNEL NO. 57
(728-734 mc)

Norwich, Conn.
Marietta, Ga.
*Terre Haute, Ind.
Middlesborough, Ky.
Hammond, La.
Saginaw, Mich.
Albert Lea, Minn.
Greensboro, N. C.
Easton, Pa.
Cleburne, Tex.
Montpellier, Vt.
*Wheeling, W. Va.
Beloit, Wis.

CHANNEL NO. 58
(734-740 mc)

Selma, Ala.
Paragould, Ark.
Modesto, Cal.
Shelbyville, Ind.
Muscatine, Ia.
Opelousas, La.
Greenfield, Mass.

Battle Creek, Mich.
Asbury Park, N. J.
Jamestown, N. Y.
Mount Vernon, O.
Anadarko, Okla.
Miami, Okla.
Anderson, S. C.
Lebanon, Tenn.
Hebronville, Tex.
Taylor, Tex.
Aberdeen, Wash.
Martinsburg, W. Va.
*Adams, Wis.

CHANNEL NO. 59
(740-746 mc)

New Haven, Conn.
*Wilmington, Del.
Rome, Ga.
Centralia, Ill.
Lafayette, Ind.
Ashland, Ky.
Jackson, La.
Biddeford, Me.
Buffalo-Niagara Falls
Kannapolis, N. C.
Fremont, O.
Seminole, Okla.
Kilgore, Tex.
Sheboygan, Wis.

CHANNEL NO. 60
(746-752 mc)

Cullman, Ala.
San Jose, Cal.
Athens, Ga.
Kewanee, Ill.
Washington, Ind.
Atchison, Kan.
Richmond, Ky.
Lake Charles, La.
E. Lansing, Mich.
Middletown, N. Y.
Newark, O.
Florence, S. C.
*Blacksburg, Va.
Olympia, Wash.

CHANNEL NO. 61
(752-758 mc)

Newnan, Ga.
*Carbondale, Ill.
Macomb, Ill.
New Orleans, La.
Easthampton, Mass.
Winona, Minn.
Akron, O.
Pauls Valley, Okla.
Reading, Pa.
Rock Hill, S. C.
Tyler, Tex.
Moses Lake, Wash.
Kenosha, Wis.

CHANNEL NO. 62
(758-764 mc)

Conway, Ark.
Napa, Cal.
Michigan City, Ind.
Dubuque, Ia.
Owensboro, Ky.
Alexandria, La.
Frederick, Md.
Brockton, Mass.
Detroit, Mich.
Oneonta, N. Y.
Asheville, N. C.
Athens, O.
Bartlesville, Okla.
Meadville, Pa.
New Braunfels, Tex.
Tacoma, Wash.

CHANNEL NO. 63
(764-770 mc)

*Norwich, Conn.
Cartersville, Ga.
Terre Haute, Ind.
Ottumwa, Ia.
Mayfield, Ky.
Middlesborough, Ky.
Bay City, Mich.
Red Wing, Minn.
Burlington, N. C.
Bellefontaine, O.
Hazleton, Pa.
Washington, Pa.
Hillsboro, Tex.
Janesville, Wis.

CHANNEL NO. 64
(770-776 mc)

Talladega, Ala.
Blytheville, Ark.
Stockton, Cal.
Clinton, Ia.
Lexington, Ky.
Eunice, La.
Pittsfield, Mass.
Battle Creek, Mich.
Bridgeport, N. J.
Statesville, N. C.
Chickasha, Okla.
Oil City, Pa.
Gonzales, Tex.
Charlottesville, Va.

CHANNEL NO. 65
(776-782 mc)

Meriden, Conn.
Streator, Ill.
Newton, Ia.
Bath, Me.
Kansas City, Mo.
Cleveland, O.
Hamilton-Middlet'n, O.
Shamokin, Pa.
Union, S. C.
McKinney, Tex.
*Ellensburg, Wash.
Manitowoc, Wis.

CHANNEL NO. 66
(782-788 mc)

Merced, Cal.
*Springfield, Ill.
*Gary, Ind.
Kingston, N. Y.
*Malone, N. Y.
Muskegee, Okla.
Salem, Ore..
Erie, Pa.
Breckley, W. Va.
*Richland Center, Wis.

CHANNEL NO. 67
(788-794 mc)

*DeKalb, Ill.
Indianapolis, Ind.
Lafayette, La.
Warren, O.
Allentown, Pa.
Columbia, S. C.
Harriman, Tenn.
Wenatchee, Wash.

CHANNEL NO. 68
(794-800 mc)

Petaluma, Cal.
Bedford, Ind.
Hagerstown, Md.
Fall River, Mass.
*Clemson, S. C.
Tullahoma, Tenn.

CHANNEL NO. 69
(800-806 mc)

Pekin, Ill.
Fort Wayne, Ind.
Bogalusa, La.
Cape Girardeau, Mo.
*Andover, N. J.
*Cookeville, Tenn.
Greenville, Tex.
*Stillwater, Okla.
Clarksburg, W. Va.

CHANNEL NO. 70
(806-812 mc)

Anniston, Ala.
Port Chicago, Cal.
Lexington, Ky.
De Ridder, La.
*Hammonton, N. J.
*Bowling Green, O.
Bradford, Pa.
Newberry, S. C.
*Austin, Tex.
Green Bay, Wis.

CHANNEL NO. 71
(812-818 mc)

*Bridgeport, Conn.
*Muncie, Ind.
Grinnell, Ia.
Harrisburg, Pa.

CHANNEL NO. 72
(818-824 mc)

Paducah, Ky.
Baltimore Md.
Lawrence, Mass.
Cortland, N. Y.
Goldsboro, N. C.
Gallipolis, O.
Tyler, Tex.
La Crosse, Wis.

CHANNEL NO. 73
(824-830 mc)

Terre Haute, Ind.
Harlan, Ky.

*Bay City, Mich.
Durham, N. C.
Lima, O.
Youngstown, O.
Dallas, Tex.

CHANNEL NO. 74
(830-836 mc)

*University, Ala.
Blytheville, Ark.
Alexandria, La.
*Kalamazoo, Mich.
*Freehold, N. J.
Cincinnati, O.
Lewistown, Pa.
Spartanburg, S. C.
Bennington, Vt.

CHANNEL NO. 75
(836-842 mc)

Concord, N. H.
Patchogue, N. Y.

CHANNEL NO 76
(842-848 mc)

Crowley, La.
Springfield, O.

CHANNEL NO. 77
(848-854 mc)

Angola, Ind.
Lebanon, Ind.
*Montclair, N. J.
*Crossville, Tenn.
Brattleboro, Vt.

CHANNEL NO. 78
(854-860 mc)

Bogalusa, La.
Lowell, Mass.
Asheville, N. C.

CHANNEL NO. 79
(860-866 mc)

Toledo, O.

CHANNEL NO. 80
(866-872 mc)

*North Adams, Mass.
*Camden, N. J.
Salisbury, N. C.

CHANNEL NO. 81
(872-878 mc)

New London, Conn.

CHANNEL NO. 82
(878-884 mc)

*Amherst, Mass.

CHANNEL NO. 83
(884-890 mc)

Wilmington, Del.
*Poughkeepsie, N. Y.

Assignments Affecting Borders

Channel Allocations for Canada and Mexico

Editor's Note: All allocations within 250 miles of Canadian and Mexican borders are as agreed upon by U.S. and respective countries through exchange of diplomatic notes. Though allocations beyond 250 miles of border do not require agreement between countries, Canada reports assignments beyond 250 miles; Mexico does not.

CANADA

ALBERTA				
Calgary	2+ 4 10	12	17 23	29 35
Edmonton	3 5	11		
		13+		
Grande Prairie	2			
Lacombe		8		
Lethbridge	7		22+	
Medicine Hat	6		15	
Red Deer		6		
BRITISH COLUMBIA				
Chilliwack		3		42
Cranbrook			19+	
Dawson Creek		5		
Fernie			24+	
Kamloops	4+		16	
Kelowna	13		21	
Nanaimo				48
Nelson		5		17
New Westminster (see Vancouver)				
Penticton			15+	
Port Alberni				19
Prince Rupert	6+	7		
Trall		11		14
Vancouver-New				
Westminster	2+ 8+	10+	14+	30 36
Vernon		2		27
Victoria		6		40 46
MANITOBA				
Brandon	5+	9+ 11		21 32
Dauphin		8		14+
Flin Flon		3+		
Portage la Prairie				34
St. Boniface (see Winnipeg)				
Winnipeg-	4+ 6-	7+	18-	24+ 30
St. Boniface		13		36+ 42-
NEW BRUNSWICK				
Campbellton		12		20+
Edmundston		13-		27-
Fredericton		9+		28
Moncton		2		16
Newcastle				18
St. John	4+	6-	17-	23
St. Stephen				26-
Sackville		8+		22
Woodstock				36-
NOVA SCOTIA				
Amherst				41+
Antigonish		9		34
Bridgewater		10		43+
Halifax	3 5 12+		15 21 27	37
Kentville				19-
New Glasgow		7		18-
Sydney	2+ 4 6		15+	21+
Truro				31

Windsor				25+
Yarmouth		13-		14
ONTARIO				
Barrie		3+		14
Belleville				39-
Brantford				16+
Brockville				46-
Chatham				14-
Cornwall				36
Fort Frances			5	19-
Fort William (see Port Arthur)				
Guelph				55
Hamilton	11+		51 57 68	78
Kenora		9		22-
Kingston		11-	26-	44-
Kitchener		13+		45+
Kirkland Lake		9-		
London			10	18
Niagara Falls				29+
North Bay		10-		15
Orillia				30+
Oshawa				53-
Ottawa-Hull	4+	9+	30-	40+
Owen Sound				26
Pembroke	5+	13-		32
Peterborough		12+		22
Port Arthur-				
Fort William	2 4-		14 20	30+
St. Catharines				49-
St. Thomas				24+
Sarnia				40
Sault Ste. Marie	2-	12+		22+
Smiths Falls				42
Stratford				27-
Sudbury		5 7	17-	23+
Timmins		6		
Toronto	6+	9	19-	25
Windsor		9-	32+	38-
Wingham		8-		36
Woodstock				47
PRINCE EDWARD ISLAND				
Charlottetown		13+		14+
Summerside		11		20
QUEBEC				
Amos			4	
Chicoutimi		2+	12+	14
Drummondville				19-
Granby				25
Hull (see Ottawa, Ont.)				
Jonquiere				20
La Sarre		13		
Matane		7		23-
Montreal-Verdun	2 6+ 10 12		15+	44
New Carlisle			5	14-
Quebec	4 5-	9		29 39
		11+		
Rlmouski		3-		21-
Riviere du Loup				30+

Roberval		8		17
Rouyn		11+		
St. Hyacinthe				50+
Ste. Anne de la				
Pocatiere		10+		33+
Shawinigan Falls				27
Sherbrooke		7	42-	48-
Sorel				17-
Thetford Mines				31+
Three Rivers		13		21
Val d'Or		8		
Valleyfield				38-
Verdun (see Montreal)				
Victoriaville				37+
Ville Marie		2		
SASKATCHEWAN				
Gravelbourg				22
Moose Jaw	4-	7-	18+	24-
North Battleford		3-		
Prince Albert		11		
Regina	2 9-	12	21+	27
Saskatoon	8+	13-		
Swift Current				14
Watrous		6		30-
Yorkton		3		15+
YUKON				
Dawson		3		
White Horse		2+		

MEXICO

BAJA CALIFORNIA				
Tijuana		6 12		
Mexicali		3		
SONORA				
Nogales		2+ 7-	11	
Hermosillo		6- 8-	10	
			12+	
Ciudad Obregon	3 7+	9+		
Navojoa	5 11-	13+		
CHIHUAHUA				
Chihuahua	2-	4+	5+	
			11-	
Hidalgo del Parral			3+	
Ciudad Juarez	2 5 11+			
COAHUILA				
Saltillo		4-		
Piedras Negras		2		
Villa Acuna		10		
NUEVO LEON				
Monterrey	2+	6 10+		
TAMAULIPAS				
Nuevo Laredo		3 11		
Matamoros		7		
Reynosa		9 12		

Existing & Authorized Stations by Channels

(VHF and UHF)

Asterisk (*) Indicates Grantee Not on Air as of February 1, 1957. For UHF Translator Authorizations, See p. 274

CHANNEL NO. 2
(54-60 mc)

WAIQ, Andalusia, Ala.
KNXT, Los Angeles, Cal.
KTVR, Denver, Colo.
*WTIC-TV, Hartford Conn.
WESH-TV, Daytona Beach, Fla.
WTHS-TV, Miami, Fla.
WSB-TV, Atlanta, Ga.
KBOI-TV, Boise, Ida.
WBBM-TV, Chicago, Ill.
*WMAY-TV, Springfield, Ill.
WMT-TV, Cedar Rapids, Ia.
KCKT, Great Bend, Kan.
WBRZ, Baton Rouge, La.
WTWO, Bangor, Me.
WMAR-TV, Baltimore, Md.
WGBH-TV, Boston, Mass.
WJBK-TV, Detroit, Mich.
*KTCA, St. Paul, Minn.
KFEQ-TV, St. Joseph, Mo.
KOOK-TV, Billings, Mont.
KLRJ-TV, Henderson, Nev.
*KVIT, Santa Fe, N.M.
*WGR-TV, Buffalo, N.Y.
WCBS-TV, New York, N. Y.
WPMY-TV, Greensboro, N. C.
KDIX-TV, Dickinson, N.D.
WLWD, Dayton, O.
KVOO-TV, Tulsa, Okla.
KOTI, Klamath Falls, Ore.
KDKA-TV, Pittsburgh, Pa.
WUSN-TV, Charleston, S.C.
KPRC-TV, Houston, Tex.
KMDI-TV, Midland, Tex.
KUTV, Salt Lake City, Utah
KREM-TV, Spokane, Wash.
WBAY-TV, Green Bay, Wis.
KTWO-TV, Casper, Wyo.
KENI-TV, Anchorage, Alaska
KFAR-TV, Fairbanks, Alaska

KONA, Honolulu, T. H.
WKAQ-TV, San Juan, P. R.

CHANNEL NO. 3
(60-66 mc)

KTVK, Phoenix, Ariz.
KIEM-TV, Eureka, Cal.
KCRA-TV, Sacramento, Cal.
KEYT, Santa Barbara, Cal.
WEAR-TV, Pensacola, Fla.
WSAV-TV, Savannah Ga.
KID-TV, Idaho Falls, Ida.
KLEW-TV, Lewiston, Ida.
WCIA, Champaign, Ill.
KGLO-TV, Mason City, Ia.
KARD-TV, Wichita, Kan.
WAVE-TV, Louisville, Ky.
KTBS-TV, Shreveport, La.
WKZO-TV, Kalamazoo, Mich.
KDAL-TV, Duluth, Minn.
WLBT, Jackson, Miss.
KTVO, Kirksville, Mo.
KYTV, Springfield, Mo.
KMTV, Omaha, Neb.
WSYR-TV, Syracuse, N. Y.
WBTW, Charlotte, N. C.
KYW-TV, Cleveland, O.
*KSLM-TV, Salem, Ore.
WRCV-TV, Philadelphia, Pa.
KDLO-TV, Florence, S. D.
*KOTA-TV, Rapid City, S. D.
WRGP-TV, Chattanooga, Tenn.
WREC-TV, Memphis, Tenn.
*KBTX-TV, Bryan, Tex.
KFDX-TV, Wichita Falls, Tex.
WCAX-TV, Burlington, Vt.
WSVA-TV, Harrisonburg, Va.
WTAR-TV, Norfolk, Va.
WSAZ-TV, Huntington W. Va.
WISC-TV, Madison, Wis.
KMAU-TV, Wailuku, Maui, Hawaii

CHANNEL NO. 4
(66-72 mc)

KVOA-TV, Tucson, Ariz.
KARK-TV, Little Rock, Ark.
KRCA, Los Angeles, Cal.
KRON-TV, San Francisco, Cal.
KOA-TV, Denver, Colo.
WRC-TV, Washington, D. C.
WMBR-TV, Jacksonville, Fla.
WTVJ, Miami, Fla.
WRBL-TV, Columbus, Ga.
WHBF-TV, Rock Island, Ill.
WTTV, Bloomington, Ind.
KTIV, Sioux City, Ia.
WBZ-TV, Boston, Mass.
WWJ-TV, Detroit, Mich.
WCCO-TV, Minneapolis-St. Paul, Minn.
WCBI-TV, Columbus, Miss.
WDAF-TV, Kansas City, Mo.
KWK-TV, St. Louis, Mo.
*KAKJ, Reno, Nev.
KOB-TV, Albuquerque, N. M.
WBEN-TV, Buffalo, N. Y.
WRCA-TV, New York, N. Y.
WUNC-TV, Chapel Hill, N. C.
KXJB-TV, Valley City, N. D.
WLWC, Columbus, O.
WKY-TV, Oklahoma City, Okla.
KPIC, Roseburg, Ore.
WFBC-TV, Greenville, S. C.
WSM-TV, Nashville, Tenn.
KGNC-TV, Amarillo, Tex.
KBST-TV, Big Spring, Tex.
KRLD-TV, Dallas, Tex.
KROD-TV, El Paso, Tex.
KGBT-TV, Harlingen, Tex.
WOAI-TV, San Antonio, Tex.
KTVT, Salt Lake City, Utah
KOMO-TV, Seattle, Wash.
KXLY-TV, Spokane, Wash.
WOAY-TV, Oak Hill, W. Va.

WTMJ-TV, Milwaukee, Wis.
KULA-TV, Honolulu, T. H.
WAPA-TV, San Juan, P. R.

CHANNEL NO. 5
(76-82 mc)

WKRK-TV, Mobile, Ala.
KPHO-TV, Phoenix, Ariz.
KNAC-TV, Fort Smith, Ark.
KTLA, Los Angeles, Cal.
KPIX, San Francisco, Cal.
KREX-TV, Grand Junction, Colo.
KCSJ-TV, Pueblo, Colo.
WTTG, Washington, D. C.
WPTV, Palm Beach, Fla.
WAGA-TV, Atlanta, Ga.
WNBQ, Chicago, Ill.
WOI-TV, Ames, Ia.
KALB-TV, Alexandria, La.
WABI-TV, Bangor, Me.
WNEM-TV, Bay City, Mich.
KSTP-TV, Minneapolis-St. Paul, Minn.
KCMT-TV, Kansas City, Mo.
KSD-TV, St. Louis, Mo.
KFBB-TV, Great Falls, Mont.
KHAS-TV, Hastings, Neb.
WABD, New York, N. Y.
WPTZ, Plattsburgh, N. Y.
WROC-TV, Rochester, N. Y.
WRAL-TV, Raleigh, N.C.
KFYR-TV, Bismarck, N. D.
WLWT, Cincinnati, O.
WEWS, Cleveland, O.
KGEO-TV, Enid, Okla.
KBES-TV, Medford, Ore.
WCSC-TV, Charleston, S. C.
*KDSJ-TV, Deadwood, S.D.
WMCT, Memphis, Tenn.
WLAC-TV, Nashville, Tenn.
WBAP-TV, Fort Worth, Tex.
KENS-TV, San Antonio, Tex.
KRGV-TV, Weslaco, Tex.
KSL-TV, Salt Lake City, Utah
WCYB-TV, Bristol, Va.

KING-TV, Seattle, Wash.
WFRV-TV, Green Bay, Wis.
KFBC-TV, Cheyenne, Wyo.
WORA-TV, Mayaguez, P. R.
Note: Also operating on Channel 5 is KEJ-TV, Juarez, Mexico (opposite El Paso, Tex.).

CHANNEL NO. 6
(82-88 mc)

WBRC-TV, Birmingham, Ala.
KVEC-TV, San Luis Obispo, Cal.
KRMA-TV, Denver, Colo.
WDBO-TV, Orlando, Fla.
WJBF-TV, Augusta, Ga.
WCTV, Thomasville, Ga.
*KSEI-TV, Pocatello, Ida.
WFBM-TV, Indianapolis, Ind.
WOC-TV, Davenport, Ia.
*KTVC, Ensign, Kan.
*WPSD-TV, Paducah, Ky.
WDSU-TV, New Orleans, La.
WCSH-TV, Portland, Me.
WJIM-TV, Lansing, Mich.
WDMJ-TV, Marquette, Mich.
KMMT, Austin, Minn.
WDSM-TV, Duluth-Superior, Minn.
KDRO-TV, Sedalia, Mo.
KXLF-TV, Butte, Mont.
KHPL-TV, Hayes Center, Neb.
WOW-TV, Omaha, Neb.
KAVE-TV, Carlsbad, N. M.
WRGB, Schenectady, N. Y.
WMFD-TV, Wilmington, N. C.
WDAY-TV, Fargo, N. D.
WTVN-TV, Columbus, O.
KOTV, Tulsa, Okla.
KOIN-TV, Portland, Ore.
WJAC-TV, Johnstown, Pa.
WFIL-TV, Philadelphia, Pa.
*KPLO, Reliance, S. D.

WATE-TV, Knoxville, Tenn.
 KFDM-TV, Beaumont, Tex.
 KRIS-TV, Corpus Christi, Tex.
 KCEN-TV, Temple, Tex.
 KCMC-TV, Texarkana, Tex.
 KSYD-TV, Wichita Falls, Tex.
 WTVR, Richmond, Va.
 KHQ-TV, Spokane, Wash.
 WHIS-TV, Bluefield, W. Va.
 WITI-TV, Whitefish Bay-Milwaukee, Wis.
 *WIPR-TV, San Juan, P. R.

Note: Also operating on Channel 6 is XETV, Tijuana, Mexico (near San Diego, Cal.).

CHANNEL NO. 7
(174-180 mc)

WTIQ, Munford, Ala.
 KATV, Pine Bluff, Ark.
 KABC-TV, Los Angeles, Cal.
 KVIP, Redding, Cal.
 KGO-TV, San Francisco, Cal.
 KLZ-TV, Denver, Colo.
 WMAL-TV, Washington, D. C.
 WCKT, Miami, Fla.
 WJDM, Panama City, Fla.
 KIDO-TV, Boise, Ida.
 WEBB, Chicago, Ill.
 WTVW, Evansville, Ind.
 KWVL-TV, Waterloo, Ia.
 KOAM-TV, Pittsburg, Kan.
 KPLC-TV, Lake Charles, La.
 WNAC-TV, Boston, Mass.
 WXYZ-TV, Detroit, Mich.
 *WPBM-TV, Traverse City, Mich.
 KHQA-TV, Hannibal, Mo.
 *KETV, Omaha, Neb.
 KOAT-TV, Albuquerque, N. M.
 WCNY-TV, Carthage, N. Y.
 WABC-TV, New York, N. Y.
 WITN, Washington, N. C.
 WHIO-TV, Dayton, O.
 KSWO-TV, Lawton, Okla.
 WSPA-TV, Spartanburg, S. C.
 *KRSD-TV, Rapid City, S. D.
 WDXI-TV, Jackson, Tenn.
 KTBC-TV, Austin, Tex.
 KOSA-TV, Odessa, Tex.
 KLTV, Tyler, Tex.

*KUTA, Salt Lake City, Utah
 WDBJ-TV, Roanoke, Va.
 WTRF-TV, Wheeling, W. Va.
 WSAU-TV, Wausau, Wis.

CHANNEL NO. 8
(180-186 mc)

*WSLA, Selma, Ala.
 *KBTM-TV, Jonesboro, Ark.
 KSBW-TV, Salinas, Cal.
 KFMB-TV, San Diego, Cal.
 WNHC-TV, New Haven, Conn.
 WFLA-TV, Tampa, Fla.
 *WGTV, Athens, Ga.
 *WIRL-TV, Peoria, Ill.
 WISH-TV, Indianapolis, Ind.
 KRNT-TV, Des Moines, Ia.
 *KSAC-TV, Manhattan, Kan.
 KNOE-TV, Monroe, La.
 *WYES, New Orleans, La.
 WMTW, Poland, Me.
 WAGM-TV, Presque Isle, Me.
 WOOD-TV, Grand Rapids, Mich.
 KOMU-TV, Columbia, Mo.
 *KGHL-TV, Billings, Mont.
 KLAS-TV, Las Vegas, Nev.
 KOLO-TV, Reno, Nev.
 KSWV-TV, Roswell, N. M.
 WHEN-TV, Syracuse, N. Y.
 KUMV-TV, Williston, N. D.
 WJW-TV, Cleveland, O.
 KTVX, Muskogee, Okla.
 KGW-TV, Portland, Ore.
 WGAL-TV, Lancaster, Pa.
 WBTW, Florence, S. C.
 WSIX-TV, Nashville, Tenn.
 WFAA-TV, Dallas, Tex.
 KUHT, Houston, Tex.
 KHAD-TV, Laredo, Tex.
 KTXL-TV, San Angelo, Tex.
 WXEX-TV, Petersburg, Va.
 *KWAB, Walla Walla, Wash.
 WCHS-TV, Charleston, W. Va.
 WKBT, La Crosse, Wis.
 KUAM-TV, Agana, Guam
 KINY-TV, Juneau, Alaska

CHANNEL NO. 9
(186-192 mc)

WTVY, Dothan, Ala.
 *KOLF-TV, Flagstaff, Ariz.

KDWI-TV, Tucson, Ariz.
 *KSPS, Hot Springs, Ark.
 KHJ-TV, Los Angeles, Cal.
 KQED, San Francisco, Cal.
 KBTB, Denver, Colo.
 WTOP-TV, Washington, D. C.
 WROM-TV, Rome, Ga.
 WGN-TV, Chicago, Ill.
 KCRG-TV, Cedar Rapids, Ia.
 KVTB, Sioux City, Ia.
 KMGM-TV, Minneapolis, Minn.
 WDAM-TV, Hattiesburg, Miss.
 *WTWV, Tupelo, Miss.
 KMBC-TV, Kansas City, Mo.
 KETC, St. Louis, Mo.
 *KGEZ-TV, KallsPELL, Mont.
 WMUR-TV, Manchester, N. H.
 WOR-TV, New York, N. Y.
 *WSOC-TV, Charlotte, N. C.
 WNCT, Greenville, N. C.
 WCPO-TV, Cincinnati, O.
 WSTV-TV, Steubenville, O.
 KWTB, Oklahoma City, Okla.
 *KDHS, Aberdeen, S. D.
 KRBC-TV, Abilene, Tex.
 KTSM-TV, El Paso, Tex.
 KTRE-TV, Lufkin, Tex.
 KCTS, Seattle, Wash.
 *WSUR-TV, Ponce, P. R.
 KHBC-TV, Hilo, Hawaii
 KGMB-TV, Honolulu, T. H.

CHANNEL NO. 10
(192-198 mc)

WBIQ, Birmingham, Ala.
 WALA-TV, Mobile, Ala.
 KOOL-TV, Phoenix, Ariz.
 KRBB, El Dorado, Ark.
 KERO-TV, Bakersfield, Cal.
 KBET-TV, Sacramento, Cal.
 KFSD-TV, San Diego, Cal.
 KREX-TV, Montrose, Colo.
 WALB-TV, Albany, Ga.
 WGEM-TV, Quincy, Ill.
 WTHI-TV, Terre Haute, Ind.
 *KWGB-TV, Goodland, Kan.
 KAKE-TV, Wichita, Kan.
 KLFY-TV, Lafayette, La.
 *WPTT, Augusta, Me.
 KROC-TV, Rochester, Minn.

KTTS-TV, Springfield, Mo.
 KOLN-TV, Lincoln, Neb.
 KSTF, Scottsbluff, Neb.
 WHEC-TV, Rochester, N. Y., (shared time with WVET-TV).
 WVET-TV, Rochester, N. Y., (shared time with WHEC-TV).
 KNOX-TV, Grand Forks, N. D.
 *KMOT, Minot, N. D.
 WBNS-TV, Columbus, O.
 KTEN, Ada, Okla.
 WFBG-TV, Altoona, Pa.
 WCAU-TV, Philadelphia, Pa.
 WJAR-TV, Providence, R. I.
 WIS-TV, Columbia, S. C.
 WBIR-TV, Knoxville, Tenn.
 WKNO-TV, Memphis, Tenn.
 KFDA-TV, Amarillo, Tex.
 KSIX-TV, Corpus Christi, Tex.
 KWTX-TV, Waco, Tex.
 *WAVY-TV, Portsmouth, Va.
 WSLV-TV, Roanoke, Va.
 *WMVB, Milwaukee, Wis.
 *KWRB-TV, Riverton, Wyo.

CHANNEL NO. 11
(198-204 mc)

KIVA, Yuma, Ariz.
 KTHV, Little Rock, Ark.
 KTTV, Los Angeles, Cal.
 KNTV, San Jose, Cal.
 KKTU, Colorado Springs, Colo.
 WINK-TV, Fort Myers, Fla.
 WLWA, Atlanta, Ga.
 WTOG-TV, Savannah, Ga.
 KLIX-TV, Twin Falls, Ida.
 WTTW, Chicago, Ill.
 *KDPS-TV, Des Moines, Ia.
 WHAS-TV, Louisville, Ky.
 WBAL-TV, Baltimore, Md.
 WTCN-TV, Minneapolis, Minn.
 WTOK-TV, Meridian, Miss.
 WPIX, New York, N. Y.
 WTVD, Durham, N. C.
 *KOED-TV, Tulsa, Okla.
 *WIIC, Pittsburgh, Pa.
 KELO-TV, Sioux Falls, S. D.
 WJHL-TV, Johnson City, Tenn.
 KFJZ-TV, Ft. Worth, Tex.
 KGUL-TV, Galveston, Tex.
 KCBF-TV, Lubbock, Tex.

KTNT-TV, Tacoma, Wash.
 WMBV-TV, Marinette, Wis.
 KTVA, Anchorage, Alaska
 KTVF, Fairbanks, Alaska
 *WKVM-TV, Caguas, P.R.

CHANNEL NO. 12
(204-210 mc)

WSFA-TV, Montgomery, Ala.
 KVAR, Mesa (Phoenix), Ariz.
 KHSL-TV, Chico, Cal.
 KFRE-TV, Fresno, Cal.
 WPFH, Wilmington, Del.
 WEAT-TV, West Palm Beach, Fla.
 *WFGA-TV, Jacksonville, Fla.
 WRDW-TV, Augusta, Ga.
 WILL-TV, Champaign-Urbana, Ill.
 KTVH, Hutchinson, Kan.
 KSLA-TV, Shreveport, La.
 *WJRT, Flint, Mich.
 *WJMS-TV, Ironwood, Mich.
 WJTV, Jackson, Miss.
 KFVS-TV, Cape Girardeau, Mo.
 KODE-TV, Joplin, Mo.
 KUON-TV, Lincoln, Neb.
 KICA-TV, Clovis, N. M.
 WNEF-TV, Binghamton, N. Y.
 WSJS-TV, Winston-Salem, N.C.
 KBMB-TV, Bismarck, N. D.
 WKRC-TV, Cincinnati
 KVSO-TV, Ardmore, Okla.
 KLOR, Portland, Ore.
 WICU, Erie, Pa.
 WPRO-TV, Providence, R. I.
 WDEF-TV, Chattanooga, Tenn.
 *KAMT-TV, Alpine, Tex.
 *KTLJ, Houston, Tex.
 KONO-TV, San Antonio, Tex.
 KPAR-TV, Sweetwater, Tex.
 WRVA-TV, Richmond, Va.
 KVOS-TV, Bellingham, Wash.
 *WBLK-TV, Clarksburg, W. Va.
 WISN-TV, Milwaukee, Wis.
 KMVI-TV, Wailuku, Maui, Hawaii

CHANNEL NO. 13
(210-216 mc)

WABT, Birmingham, Ala.
 KOPO-TV, Tucson, Ariz.

*KYAT, Yuma, Ariz.
 KHUM-TV, Eureka, Cal.
 KCOP, Los Angeles, Cal.
 KOVR, Stockton, Cal.
 KRDO-TV, Colorado Springs, Colo.
 WTVT, Tampa, Fla.
 WMAZ-TV, Macon, (Warner Robins), Ga.
 *KHTV, Twin Falls, Ida.
 WREX-TV, Rockford, Ill.
 WHO-TV, Des Moines, Ia.
 WIBW-TV, Topeka, Kan.
 *KLSE, Monroe, La.
 WGAN-TV, Portland, Me.
 WAAM, Baltimore, Md.
 WWTW, Cadillac, Mich.
 KRCC, Jefferson City, Mo.
 KMSO-TV, Missoula, Mont.
 KHOL-TV, Kearney, Neb.
 KSHO-TV, Las Vegas, Nev.
 WATV, Newark, N. J.
 KGGM-TV, Albuquerque, N. M.
 WETV, Utica, N. Y.
 WLOS-TV, Asheville, N. C.
 *WNBE-TV, New Bern, N. C.
 KCJB-TV, Minot, N. D.
 WSPD-TV, Toledo, O.
 KETA, Oklahoma City, Okla.
 KVAL-TV, Eugene, Ore.
 WQED, Pittsburgh, Pa.
 WHBQ-TV, Memphis, Tenn.
 KILT, El Paso, Tex.
 KTRK-TV, Houston, Tex.
 KDUB-TV, Lubbock, Tex.
 WLVA-TV, Lynchburg, Va.
 KTVW, Tacoma, Wash.
 WHTN-TV, Huntington, W. Va.
 WEAU-TV, Eau Claire, Wis.
 *KHVH-TV, Honolulu, T. H.

CHANNEL NO. 14
(470-476 mc)

*KTRB-TV, Modesto, Cal.
 *WOOK-TV, Washington, D. C.
 *WKYT, Owensboro, Ky.
 *WWOR-TV, Worcester, Mass.
 *WIET, Ithaca, N. Y.
 *WACA-TV, Camden, S. C.

CHANNEL NO. 15
(476-482 mc)

*WPFA, Pensacola, Fla.
 WBLN, Bloomington, Ill.
 WINT, Waterloo, Ind. (allocated to Angola, Ind.)
 *WCBF-TV, Rochester, N. Y.
 WICA-TV, Ashtabula, O.
 *WLBR-TV, Lebanon, Pa.
 WVEC-TV, Hampton, Va. (allocated to Norfolk).
 WTAP, Parkersburg, W. Va.

CHANNEL NO. 16
(482-488 mc)

*KPIC-TV, El Centro, Cal.
 *KEDD, Wichita, Kan.
 WBOC-TV, Salisbury, Md.
 *KOOS-TV, Coos Bay, Ore.
 WENS, Pittsburgh, Pa.
 WARM-TV, Scranton, Pa.
 *WNET, Providence, R. I.

CHANNEL NO. 17
(488-494 mc)

WITV, Ft. Lauderdale, Fla.
 WTVP, Decatur, Ill.
 *KGTV, Des Moines, Ia.
 *WLAM-TV, Lewiston, Me.
 *WKDN-TV, Camden, N. J.
 *WTVZ, Albany, N. Y.
 WBUF, Buffalo, N. Y.
 *KSPG, Tulsa, Okla.

CHANNEL NO. 18
(494-500 mc)

WGTH-TV, Hartford, Conn.
 *WEAL-TV, Orlando, Fla.
 WLEX-TV, Lexington, Ky.
 *WTLF, Baltimore, Md.
 WSYE-TV, Elmira, N. Y.
 WFLB-TV, Fayetteville, N. C.
 WHIZ-TV, Zanesville, O.

CHANNEL NO. 19
(500-506 mc)

*WTVI, Ft. Pierce, Fla.
 WTVH, Peoria, Ill.
 WMGTV, Adams, Mass.
 *WTLV, New Brunswick, N. J.
 *WHK-TV, Cleveland, O.
 *KNBT-TV, Brownwood, Tex.
 *KNAL-TV, Victoria, Tex.
 KEPR-TV, Pasco, Wash.
 WXIX, Milwaukee, Wis.

CHANNEL NO. 20
(506-512 mc)

WCOV-TV, Montgomery, Ala.
 KBAY-TV, San Francisco, Cal.
 *WIND-TV, Chicago, Ill.
 WICS, Springfield, Ill.
 WJMR-TV, New Orleans, La.
 WPAG-TV, Ann Arbor, Mich.
 *WHCU-TV, Ithaca, N. Y.
 *WARL-TV, Arlington, Va.

CHANNEL NO. 21
(512-518 mc)

*WPTA, Roanoke, Ind.
 KQTV, Fort Dodge, Ia.
 *WKLO-TV, Louisville, Ky.
 *WKNY-TV, Kingston, N. Y.
 *WROH, Rochester, N. Y.
 WFMJ-TV, Youngstown, O.
 *WLAN-TV, Lancaster, Pa.
 *KVAN-TV, Vancouver, Wash.
 WHA-TV, Madison, Wis.

CHANNEL NO. 22
(518-524 mc)

KFSA-TV, Ft. Smith, Ark.
 *KBIC-TV, Los Angeles, Cal.
 WSIL-TV, Harrisburg, Ill.
 WWLP, Springfield, Mass.
 *WIFE, Dayton, O.
 WGBI-TV, Scranton, Pa.
 KVDO-TV, Corpus Christi, Tex.

CHANNEL NO. 23
(524-530 mc)

WMSL-TV, Decatur, Ala.
 WGBS-TV, Miami, Fla.
 *WMCN, Grand Rapids, Mich.
 *WPTR-TV, Albany, N. Y.
 *WTVF, Buffalo, N. Y.
 *WMAC-TV, Massillon, O.
 *KCEB, Tulsa, Okla.
 *WPHD, Philadelphia, Pa.
 *WGVN, Greenville, S. C.

CHANNEL NO. 24
(530-536 mc)

KMJ-TV, Fresno, Cal.
 *WEDH, Hartford, Conn.
 W DAN-TV, Danville, Ill.

WTVE, Elmira, N. Y.
 *WBTM-TV, Danville, Va.

CHANNEL NO. 25
(536-542 mc)

KTAG-TV, Lake Charles, La.
 *WREG, New York, N. Y.
 *KTVQ, Oklahoma City, Okla.
 *WCAN-TV, Milwaukee, Wis.

CHANNEL NO. 26
(542-548 mc)

*—, San Francisco, Cal.
 *WNLC-TV, New London, Conn.
 *WHFC-TV, Chicago, Ill.
 *WCKG, New Orleans, La.
 *WUOM-TV, Ann Arbor, Mich.
 WTOB-TV, Winston-Salem, N. C.
 WTVK, Knoxville, Tenn.

CHANNEL NO. 27
(548-554 mc)

KVVG, Tulare, Cal.
 *WSTF, Stamford-Norwalk, Conn.
 *WLAP-TV, Lexington, Ky.
 WKBN-TV, Youngstown, O.
 KPTV, Portland, Ore.
 WCMB-TV, Harrisburg, Pa.
 WTOV-TV, Norfolk, Va.
 WKOW-TV, Madison, Wis.

CHANNEL NO. 28
(554-560 mc)

WDAK-TV, Columbus, Ga.
 WAFB-TV, Baton Rouge, La.
 WNAO-TV, Raleigh, N. C.
 WBRE-TV, Wilkes-Barre, Pa.

CHANNEL NO. 29
(560-566 mc)

KBAK-TV, Bakersfield, Cal.
 WCDB, Hagaman, N. Y.
 *WTLG, Canton, O.
 *WSES, Philadelphia, Pa.
 *KXYZ-TV, Houston, Tex.
 KIMA-TV, Yakima, Wash.

CHANNEL NO. 30
(566-572 mc)

WNBC, New Britain-Hartford Conn.
 *WQIK-TV, Jacksonville, Fla.

*WETV, Atlanta, Ga.
 *WCOC-TV, Meridian, Miss.

CHANNEL NO. 31
(572-578 mc)

*WNYC-TV, New York, N. Y.
 *WEOL-TV, Elyria, O.
 *KBMT, Beaumont, Tex.
 *WFOX-TV, Milwaukee, Wis.

CHANNEL NO. 32
(578-584 mc)

KSAN-TV, San Francisco, Cal.
 *WTLE, Evanston, Ill.
 *WWEZ-TV, New Orleans, La.

CHANNEL NO. 33
(584-590 mc)

*WMFL, Miami, Fla.
 WKJG-TV, Fort Wayne, Ind.
 *WEEU-TV, Reading, Pa.
 *WACH-TV, Newport News, Va.
 WMTV, Madison, Wis.

CHANNEL NO. 34
(590-596 mc)

WSBT-TV, South Bend, Ind.
 *WHLS-TV, Port Harbor, Mich.
 WOSU-TV, Columbus, O.
 WILK-TV, Wilkes-Barre, Pa.

CHANNEL NO. 35
(596-602 mc)

WTRI, Albany-Schenectady-Troy, N. Y.
 WSEE, Erie, Pa.
 *WHYY-TV, Philadelphia, Pa.
 *WJPB-TV, Fairmont, W. Va.

CHANNEL NO. 36
(602-608 mc)

WJHP-TV, Jacksonville, Fla.
 *WATL-TV, Atlanta, Ga.
 *KTVI, St. Louis, Mo.
 *WQMC, Charlotte, N. C.
 *WTVG, Mansfield, O.
 *WRAK-TV, Williamsport, Pa.

CHANNEL NO. 38
(614-620 mc)

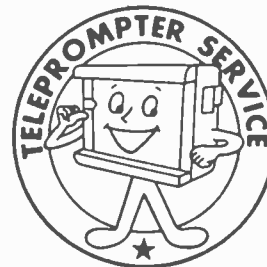
WSUN-TV, St. Petersburg, Fla.
 *WXEL, Boston, Mass.
 *WFTV, Duluth, Minn.
 *WKOK-TV, Sunbury, Pa.

CHANNEL NO. 39 (620-626 mc)	CHANNEL NO. 44 (650-656 mc)	CHANNEL NO. 50 (686-692 mc)	WTVS, Detroit, Mich. WARD-TV, Johnstown, Pa.	CHANNEL NO. 63 (764-770 mc)
WTVO, Rockford, Ill. *WQCY, Allentown, Pa. *KNUZ-TV, Houston, Tex.	*WOPT, Chicago, Ill. *WJDW, Boston, Mass. *WTVU, Scranton, Pa. (granted CP to move from Ch. 73)	WEHT, Henderson, Ky (allocated to Evans- ville, Ind.) *WBID-TV, Detroit, Mich.	CHANNEL NO. 57 (728-734 mc)	*WCTN, Norwich, Conn. *WAZL-TV, Hazleton, Pa.
CHANNEL NO. 40 (626-632 mc)	CHANNEL NO. 45 (662-668 mc)	CHANNEL NO. 51 (692-698 mc)	WKNX-TV, Saginaw, Mich. WGLV, Easton, Pa.	CHANNEL NO. 65 (776-782 mc)
KCCC-TV, Sacramento, Cal. *WCNS, Baton Rouge, La. WHYN-TV, Springfield, Mass. *WINR-TV, Binghamton, N. Y. WAIM-TV, Anderson, S. C.	*WKNE-TV, Keene, N. H. *WKST-TV, New Castle, Pa.	WLEV-TV, Bethlehem, Pa. *WLTV, Wheeling, W. Va.	CHANNEL NO. 58 (734-740 mc)	*WERE-TV, Cleveland, O.
CHANNEL NO. 41 (632-638 mc)	CHANNEL NO. 46 (662-668 mc)	CHANNEL NO. 52 (698-704 mc)	*WRLP, Greenfield, Mass. *WRTV, Asbury Park, N.J.	CHANNEL NO. 67 (788-794 mc)
*WQXL, Louisville, Ky. WCDA, Albany, N. Y. KCOR-TV, San Antonio, Tex.	*KGMS-TV, Sacramento, Cal. WNDU-TV, South Bend, Ind. *WHTO-TV, Atlantic City, N. J. *WQTV, Binghamton, N.Y.	*KCOA, Corona, Cal. WSJV, Elkhart, Ind. *WRAY-TV, Princeton, Ind. *WOCN, Atlantic City	CHANNEL NO. 59 (740-746 mc)	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.
CHANNEL NO. 42 (638-644 mc)	CHANNEL NO. 47 (668-674 mc)	CHANNEL NO. 53 (704-710 mc)	*WELI-TV, New Haven, Conn. WFAM-TV, Lafayette, Ind. *WALN-TV, Ashland, Ky. *WNYT-TV, Buffalo, N.Y.	CHANNEL NO. 71 (812-818 mc)
*—, Birmingham, Ala. *KTKA, Topeka, Kan.	KJEO, Fresno, Cal. *WTVQ, Pittsburgh, Pa.	*KBID-TV, Fresno, Cal. WATR-TV, Waterbury, Conn. *WKJF-TV, Pittsburg	CHANNEL NO. 60 (746-752 mc)	*WCTB, Bridgeport, Conn. WTPA, Harrisburg, Pa.
CHANNEL NO. 43 (644-650 mc)	CHANNEL NO. 48 (674-680 mc)	CHANNEL NO. 54 (710-716 mc)	WKAR-TV, East Lans- ing, Mich.	CHANNEL NO. 72 (818-824 mc)
WICC-TV, Bridgeport, Conn. WEEK-TV, Peoria, Ill. *WHTV, Syracuse, N.Y. WSBA-TV, York, Pa. *KBAS-TV, Ephrata, Wash.	*WJLN-TV, Birmingham, Ala. *WTVX, Gastonia, N.C. WCET, Cincinnati, O.	WTOM-TV, Lansing, Mich. *WQXN-TV, Cincin- nati, O.	CHANNEL NO. 61 (752-758 mc)	*WITH-TV, Baltimore, Md.
CHANNEL NO. 44 (650-656 mc)	CHANNEL NO. 49 (680-686 mc)	CHANNEL NO. 55 (716-722 mc)	*WCBC-TV, Anderson, Ind. *WHUM-TV, Reading, Pa.	CHANNEL NO. 73 (824-830 mc)
	WLBC-TV, Muncie, Ind WAKR-TV, Akron, O. WNOW-TV, York, Pa. *WKNA-TV, Charleston, W. Va.	WHP-TV, Harrisburg, Pa.	CHANNEL NO. 62 (758-764 mc)	WIMA-TV, Lima, O. *WXTV, Youngstown, O. *WTVU, Scranton, Pa. (granted CP to move to Ch. 44)
		CHANNEL NO. 56 (722-728 mc)	WFIE, Evansville, Ind. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	CHANNEL NO. 74 (830-836 mc)
		*WTAO-TV, Cambridge, Mass.	CHANNEL NO. 63 (764-770 mc)	*WNOP-TV, Newport, Ky.
			CHANNEL NO. 64 (770-776 mc)	CHANNEL NO. 75 (836-842 mc)
			CHANNEL NO. 65 (776-782 mc)	CHANNEL NO. 76 (842-848 mc)
			CHANNEL NO. 66 (782-788 mc)	CHANNEL NO. 77 (848-854 mc)
			CHANNEL NO. 67 (788-794 mc)	CHANNEL NO. 78 (854-860 mc)
			CHANNEL NO. 68 (794-800 mc)	CHANNEL NO. 79 (860-866 mc)
			CHANNEL NO. 69 (800-806 mc)	*WTOH-TV, Toledo, O.
			CHANNEL NO. 70 (806-812 mc)	

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TELEPROMPTER[®] SERVICE

SEE PAGE 35



Principal Television-Radio Awards and Donors

ADVERTISING ASSOCIATION OF THE WEST-HOLLYWOOD ADVERTISING CLUB awards for creativeness, originality and production excellence in TV commercials; to TV stations, ad agencies, advertisers & producers in 11 western states and western Canada. Address Advertising Assn. of the West, 425 Bush St., San Francisco 8, Cal.

AMERICAN CINEMA EDITORS' Ace Annual Critics Award to editors of TV and motion picture films. Address American Cinema Editors Inc., 1508 Crossroads of the World, Hollywood 28, Cal.

AMERICAN LEGION award for TV programs appraising American Legion, to any network station or individual. Address Henry H. Duley, National Adjutant, American Legion, 700 No. Pennsylvania, Indianapolis 6, Ind.

AMERICAN WOMEN IN RADIO AND TELEVISION Inc. award of \$500 scholarship to young woman in her junior year at an accredited American college or university which offers degree or elective major in TV and/or radio. Address American Women in Radio and Television Inc., 70 E. 45th St., New York 17, N.Y.

STEPHEN VINCENT BENET award for short plays not exceeding 50 minutes and suited for TV and radio. Address Dramatists Alliance, Stanford University, Palo Alto, Cal.

BILLBOARD TV-radio awards for programs and talent, to TV and radio stations and networks. Address, The Billboard, 1564 Broadway, New York 36, N.Y. (For latest winners, see *Television Digest*, Vol. 12:27, p. 8.)

THE CHRISTOPHERS AWARDS for TV or radio programs "to individuals whose work reflects positive values and shows how a person can use his God-given talents for the benefit of all"; to writers, composers, producers and directors. Address Rev. James Keller, The Christophers, 18 E. 48th St., New York 17, N.Y. (For latest winners, see *Television Digest*, Vol. 12:47, p. 5.)

DAUGHTERS OF AMERICAN REVOLUTION award for programs emphasizing historical appreciation and patriotic service. Address Mrs. George C. Estill, national chairman, Daughters of American Revolution, 1776 D St. NW, Washington, D.C.

HARRY DIAMOND MEMORIAL award by Institute of Radio Engineers to persons in Federal service for contributions to electronics and radio published in professional society journals. Address E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N.Y. (For latest winner, see *Television Digest*, Vol. 12:46, p. 15.)

ALFRED I. DUPONT awards by Alfred I. duPont Awards Foundation to commentator and TV or radio stations, in large and small categories, for "service and achievement in promoting and developing American ideals of freedom, and for service to the nation and to the community." Address O. W. Riegel, Curator, Alfred I. duPont Awards Foundation, Washington & Lee University, Lexington, Va. (For latest winners, see *Television Digest*, Vol. 12:11, p. 18.)

THOMAS A. EDISON FOUNDATION mass media awards for network or syndicated TV or radio programs "which arouse interest of young people." Address Miss Cecil P. Golann, resident director, Thomas A. Edison Foundation National Mass Media Awards Program, 8 W. 40th St., New York 8, N.Y.

EDUCATION WRITERS ASSOCIATION awards for reporting and interpretation in field of education. Address Joseph Deltch, secretary, Education Writers Assn., 525 W. 120th St., New York 27, N.Y.

"EMMY" awards by Academy of TV Arts and Sciences to TV stations, networks and individuals for programming achievement in wide range of categories. Address Thomas Freebairn-Smith, executive secretary, Academy of TV Arts and Sciences, 9126 Sunset Blvd., Los Angeles 46, Cal. (For latest winners, see *Television Digest*, Vol. 12:12, p. 16.)

ENGLISH-SPEAKING UNION better-understanding awards for contributions by broadcasters and journalists to U. S. and British Commonwealth understanding and friendship. Address English-Speaking Union of the U. S., 19 E. 54th St., New York 22, N.Y.

FARM SAFETY awards by National Assn. of TV & Radio Farm Directors to stations for outstanding programs promoting farm safety. Address Dix Harper, secretary, National Assn. of TV & Radio Farm Directors, 739 Webster, Wheaton, Ill.

FREEDOMS FOUNDATION awards to programs for contribution to American way of life. Address Kenneth Wells, executive director, Freedoms Foundation Inc., Valley Forge, Pa. (For latest winners, see *Television Digest*, Vol. 12:8, p. 8.)

GENERAL FEDERATION OF WOMEN'S CLUBS awards for outstanding news, education, children's & spiritual programs. Address Mrs. Dexter O. Arnold, communications chairman, General Federation of Women's Clubs, 6 Dearborn Road, Concord, N. H.

"GOLDEN MIKE" awards by American Legion Auxiliary for best patriotic, all-around family and wholesome children's programs on TV and radio. Address Layton K. Hurst, TV-radio director, American Legion Auxiliary, 700 No. Pennsylvania, Indianapolis 6, Ind. (For latest winners, see *Television Digest*, Vol. 12:36, p. 7.)

"GOLDEN REEL" awards by Film Council of America for 16mm documentary, educational and commercial films. Address Gus Giordano, director, American Film Assembly, Film Council of America, 600 Davis St., Evanston, Ill.

HEADLINER awards by National Headliners Club for outstanding performances in news reporting and news photos in several categories. Address Mall Dodson, executive secretary, National Headliners Club, 2307 Boardwalk, Atlantic City, N. J.

SIDNEY HILLMAN FOUNDATION awards for programs on civil liberties, social welfare and related subjects. Address Howard D. Samuel, executive director, Sidney Hillman Foundation, 15 Union Square, New York 3, N.Y.

IRE FOUNDERS AWARD for leadership in planning and administration of electronic developments. Address E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N.Y.

IRE MEDAL OF HONOR annual award for "scientific or engineering achievement in radio and allied fields." Address E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N.Y.

MORRIS LIEBMAN MEMORIAL award by Institute of Radio Engineers for "important contribution to the radio art." Address E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N.Y. (For latest winner, see *Television Digest*, Vol. 12:46, p. 15.)

LOOK MAGAZINE awards for outstanding TV programs and performers. Address Esther Burke, promotion dept., Look Magazine, 488 Madison Ave., New York 22, N.Y. (For latest winners, see *Television Digest*, Vol. 12:52, p. 8.)

MCCALL'S MAGAZINE "Mike" awards to women in TV and radio for public service. Address Frank Hogan, manager of public relations, McCall's Magazine, 230 Park Ave., New York 17, N.Y. (For latest winners, see *Television Digest*, Vol. 12:16, p. 12.)

NATIONAL ASSN. FOR BETTER RADIO & TV (NAFRAT) awards to network personalities and programs, to encourage high standards in broadcasting. Address Mrs. Clara Logan, president, National Assn. for Better Radio & TV, 882 Victoria Ave., Los Angeles 5, Cal. (For latest winners, see *Television Digest*, Vol. 12:7, p. 5.)

NATIONAL BOARD OF FIRE UNDERWRITERS Gold Medal award to TV or radio stations for outstanding public service in community fire prevention. Address National Board of Fire Underwriters, 85 John St., New York 38, N.Y.

NATIONAL CONFERENCE OF CHRISTIANS AND JEWS human relations awards for programs which promote good will among religious and racial groups. Address Media Awards Committee, National Conference of Christians and Jews, 381 4th Ave., New York 16, N.Y.

OHIO STATE UNIVERSITY awards for educational TV and radio programs in U. S. and Canada in 7 different categories for TV, 10 for radio. Address I. Keith Tyler, Institute for Education by Radio-TV, Ohio State University, Columbus 10, O. (For latest winners, see *Television Digest*, Vol. 12:16.)

OVERSEAS PRESS CLUB OF AMERICA awards for best TV reporting of foreign affairs and for best reporting originating in the U. S. or U. N. on world affairs, all correspondents eligible. Address Awards Committee, Overseas Press Club of America Inc., 35 E. 39th St., New York 16, N.Y. (For latest winners, see *Television Digest*, Vol. 12:14, p. 16.)

PAGE ONE awards of Newspaper Guild of N. Y., for creative leadership in TV-radio. Address Newspaper Guild of N. Y., 133 W. 44th St., New York 36, N.Y.

GEORGE FOSTER PEABODY awards by Henry W. Grady School of Journalism, University of Georgia, to TV and radio programs and personalities for "distinguished achievement and meritorious public service." Address Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga. (For latest winners, see *Television Digest*, Vol. 12:15, p. 9.)

GEORGE POLK MEMORIAL awards for outstanding reporting. Address Dr. T. E. Kruglak, chairman, Journalism Department, Long Island University, 385 Flatbush Ave., Brooklyn 1, N.Y. (For latest winners, see *Television Digest*, Vol. 12:11, p. 6.)

RADIO-TV DAILY awards for outstanding programs and personalities, based on poll of TV-radio editors of newspapers. Address Radio-TV Daily, 1501 Broadway, New York 36, N.Y.

RADIO-TV MIRROR MAGAZINE "Award of the Year" to outstanding TV and radio programs and performers. Address Radio-TV Mirror Magazine, 205 E. 42nd St., New York 17, N.Y.

RADIO-TV NEWS DIRECTORS ASSOCIATION awards to TV and radio stations to improve standards of broadcast news. Address Prof. Baskett Mosse, chairman, Radio-TV News Directors Assn. Awards Committee, Medill School of Journalism, Northwestern University, Evanston, Ill.

DAVID SARNOFF GOLD MEDAL award by Society of Motion Picture & TV Engineers for outstanding contribution to technical phase of TV engineering. Address Society of Motion Picture & TV Engineers, 55 W. 42nd St., New York 36, N.Y.

SATURDAY REVIEW awards to broadcasters for distinguished institutional advertising in public interest. Address Saturday Review, 25 W. 45th St., New York 36, N.Y.

ROBERT E. SHERWOOD awards by Fund for the Republic for best network drama, best network documentary and best production of either type by an independent station, which "increase public understanding of the principles set down in the Constitution and Bill of Rights." Address Fund for the Republic Inc., 60 E. 42nd St., New York 17, N.Y. (For latest winners, see *Television Digest*, Vol. 12:25, p. 18.)

SIGMA DELTA CHI awards for TV-radio public service in journalism, to TV and radio stations or networks. Address Victor E. Bludorn, executive director, Sigma Delta Chi Awards in Journalism, 35 E. Wacker Drive, Chicago 1, Ill. (For latest winners, see *Television Digest*, Vol. 12:16, p. 10.)

(Continued on next page)

Washington Newsmen

TV-Radio Correspondents Galleries of Congress

Senate Gallery:

Robert C. Hough, *supt.*
Extensions 1263-1264.

(Active Membership as of January 1, 1957)

House Gallery:

Robert Menaugh, *supt.*
Extensions 1410-1411.

Telephone: National 8-3120

Executive Committee

Robert Hurligh, MBS, *chairman.*
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member-at-large.

AMERICAN BROADCASTING CO.—4641 Connecticut Ave. NW. Kellogg 7-1100. Edward L. Burch, Elmer Davis, Florence Davis, John Edwards, Benjamin A. Franklin, William B. Hatch, John P. Magee, Philip A. Melillo, Edward P. Morgan, Henry A. Mustin, Richard Rendell, John H. Secondari. Associate resident: Charles D. Bishop, Frederick S. Houwink. Associate non-resident: Julian C. Anthony, Don Coe, John Charles Daly Jr., Francis N. Littlejohn Jr., John W. Vandercook, Thomas Velotta.

AMERICAN FORUM OF THE AIR—1627 K St. NW. National 8-4600. Julian A. Bartolini, Marjorie V. McGranaghan, Leonard H. Zweig.

ASSOCIATED PRESS RADIO—Star Bldg., 11th & Pennsylvania Ave. NW. District 7-1500. James S. Cannon, William C. Owen, Joseph R. Wesley. Associate resident: Frank M. Stearns. Associate non-resident: Frank H. Fuller, Max Fullerton.

BRITISH BROADCASTING CORP.—National Press Bldg. Executive 3-1465. Christopher H. Serpell, Douglas Willis.

CANADIAN BROADCASTING CORP.—National Press Bldg. Metropolitan 8-4269. James M. Minife.

CANADIAN MARCONI CO.—Harrington Hotel. Executive 3-8676. Arthur Stanley Hamilton.

TRIS COFFIN ASSOCIATES—World Center Bldg. Sterling 3-7393. Tris Coffin.

COLLEGE PRESS CONFERENCE—Woodner Hotel. Hobart 2-5251. Ruth Gerl Hagy, Margaret B. Whedon.

COLUMBIA BROADCASTING SYSTEM—40th & Brandywine Sts. NW. Emerson 2-9300. Theodore A. Ayers, Griffing Bancroft, Milton D. Bittenbender, George Cheely, Wells Church, Peter R. Clapper, Charles Lee Coney Jr., William T. Corrigan, Thomas J. Craven Jr., Harriet P. Culley, Beryl S. Denzer, William Downs, Nancy Hanschman, George E. Herman, Bruce Hoertel, Theodore F. Koop, Michael J. Marlow, Donald W. Richardson, Ralph A. Santos, Eric Sevareid, Willard F. Shadel, Lewis W. Shollenberger, Neil E. Strawser, Charles von Fremd, Andrew Willoner. Associate non-resident: James Burke, Jack Bush, Ronald V. Cochran, John M. Cooper, Walter L. Cronkite, John F. Day, Douglas Edwards, Allan Jackson, Mac R. Johnson, Howard L. Kany, Ernest Leiser, Larry Leseur, Elmer Lower, Sig Mickelson, Edward R. Murrow, Stuart Novins, Helen J. Sloussat, Lowell Thomas, Dallas Townsend Jr., Robert Trout, David E. Zellmer, Jesse Zousmer.

CORRICK PRODUCTIONS—3900 16th St. NW. Taylor 9-4242. Ann Corrick.

DAVECK ASSOCIATES—5220 Klinge Road, NW. Columbia 5-7075. Peg Eck, David H. Wills.

HAMILTON-MEANS ASSOCIATES—Walker Bldg. Lincoln 6-2040. Roulhac Hamilton, Henrietta Means.

HEARST METROTONE NEWS-TELENEWS—1905 Fairview Ave. NE. Lawrence 6-5607. Harold H. Lion, Jack O. May, William T. Richards, Charles E. Shutt, Alfred R. Simonson, George Sozio, Ronald T. Weston.

BILL HENRY ASSOCIATES—2480 16th St. NW. Decatur 2-1422. Virginia H. Blum, William M. Henry.

LES HIGBIE ASSOCIATES—House Radio-TV Gallery. National 8-3120. Les Higbie.

FLORENCE S. HOFF—6116 Utah Ave. NW. Emerson 3-4367. Represents KING-TV & KING, Seattle.

INTERNATIONAL NEWS SERVICE—Pennsylvania Bldg. National 8-1733. John B. Booth, Arthur Kranish, J. Harley Murray. Associate non-resident: Louis Allwell.

THEODORE R. JAFFEE—25 Bramleigh Road, Lutherville, Md. Mohawk 4-7600. Represents WAAM, Baltimore.

SAM JONES—National Press Bldg. Republic 7-4287. Represents KOY, Phoenix; WABJ, Adrian, Mich. and Rural Radio Network, Ithaca, N.Y.

McCAFFREY REPORTS—Senate Radio Gallery. National 8-3120. Joseph F. McCaffrey.

McCORMICK ASSOCIATES—1627 K St. NW. National 8-4600. Stephen J. McCormick.

MUTUAL BROADCASTING SYSTEM—1627 K St. NW. Metropolitan 8-1551. Jack A. Gertz, Cleo Giannopoulos, Robert F. Hurligh, Fulton Lewis Jr., C. Russell Turner Jr., Barbara Walker. Associate non-resident: Cecil Brown, Milton Burgh, Bob Considine, William Cunningham, Cedric Foster.

NATIONAL BROADCASTING CO. (Network News)—Sheraton Park Hotel. Adams 4-5400. Martin Agronsky, LeRoy Anderson, Arthur F. Barriault, Morgan Beatty, David Brinkley, Ned Brooks, Robert C. Doyle, Lewis V. Gilpin, Julian Goodman, Peter Hackes, Richard Harkness, Ray Henle, Leo Hersfield, John F. Hofen, Charles O. Jones, Herbert E. Kaplow, G. Bradford Kress, John R. Langenegger, Robert K. McCormick, Fred Morrison, Bryson B. Rash, Ray Scherer, Russell Charles Tornabene, David Wiegman Jr., Henrietta Young. Associate resident: Patricia B. Cavin, Carleton D. Smith. Associate non-resident: Kenneth Banghart, Frank Blair, Henry Cassidy, Clifford Evans, Reuben Frank, Pauline Frederick, John F. Ghilain, Ann Gillis, Rex R. Goad, Ben Grauer, James Hurlburt, Eugene E. Juster, H. V. Kaltenborn, William R. McAndrew, Francis C. McCall, Joseph O. Meyers, Samuel Sharkey Jr., John Cameron Swayze, Davidson Taylor, Barry Wood.

NATIONAL BROADCASTING CO (WRC)—Sheraton Park Hotel. Adams 4-5400. John E. Connolly, Wallace R. Fanning Jr., Casius M. Keller, Hazel Markel, Walter Jay Royen, William B. Sprague Jr., David von Sothen, Russell Ward.

NORTHWEST GERMAN RADIO—National Press Bldg. Sterling 3-6734. Peter Von Zahn.

CHARLES PARMER ASSOCIATES—2802 S. Alfred St., Alexandria, Va. Temple 6-0237. Charles Parmer.

DREW PEARSON TV-RADIO PROGRAMS—1313 29th St. NW. Adams 2-4321. William Neel.

RADIO FREE EUROPE—301 E. Capitol St. Lincoln 7-4429. Patrick E. Nieburg.

ARTHUR A. SNOWBERGER—8th & I Sts. NW. Republic 7-8000. Represents WOOK & WFAN-FM, Washington.

UNITED BROADCASTING CO.—8th & I Sts. NW. Republic 7-8000. Pierre Daniel Eaton, Joseph F. Quinn. Associate resident: Richard Eaton.

UNITED PRESS MOVIE-TONE TV NEWS—413 3rd St. NW. District 7-6448. Bryce W. Burke, Thomas J. Craven, William J. Eaton, Horace M. Lambert, Arthur V. Lodovichetti, William K. Smythe, Malcolm Williams.

UNITED PRESS (Radio)—National Press Bldg. Executive 3-3430. Bernard Brenner, Anthony V. DeLeonardis, George J. Marder, Robert J. Serling, Helen Thomas, Susan Wagner.

WARNER ASSOCIATES—4810 Glenbrook Road, NW. Woodley 6-9039. Albert L. Warner, Harriet R. Warner.

WASH-FM & WDON, Washington—1319 F St. NW. District 7-1356. Paul A. Shinkman.

WASL, Annapolis, Md.—Box 508, Annapolis. Ray Martin.

WIK, Cleveland—3001 Dent Pl. NW. Decatur 2-5040. Katherine M. Halle.

WOL, Washington—2000 P St. NW. Hobart 2-3900. Maxwell Marvin.

WORLD WIDE BROADCASTING SYSTEM—2891 Audubon Terrace, NW. Woodley 6-6686. Mrs. Dorothy A. Marks.

WASHINGTON REPORTERS Inc.—National Press Bldg. District 7-8313. Jack R. Reed, Harry Stringer.

WTOP, Washington—40th & Brandywine Sts. NW. Emerson 2-9300. Lawrence Beckerman, Stephen Walker Cushing, R. Paul Hallett, Claude A. Mahoney, Roger Mudd, Edward F. Ryan.

WTTG, Washington—Raleigh Hotel. Sterling 3-5300. Matthew Warren.

WWDC, Washington—8800 Brookville Road, Silver Spring, Md. Tuckerman 2-7600. Norman H. Baum, Kenneth P. Evans.

TV-Radio Awards

(Continued from page 407)

ALFRED P. SLOAN award by National Safety Council's Alfred P. Sloan Foundation to stations, networks and advertisers for programs contributing to highway safety. Address National Safety Council, 425 No. Michigan Ave., Chicago 11, Ill. (For latest winners, see *Television Digest*, Vol. 12:20, p. 15.)

SOCIETY OF MOTION PICTURE & TV ENGINEERS Progress Medal award for invention, research or development in TV or motion pictures. Address Society of Motion Picture and TV Engineers, 55 W. 42nd St., New York 36, N. Y.

SYLVANIA awards to persons and organizations in TV for contributions to creative TV techniques in 15 program categories. Address Committee of Judges, Sylvania TV Awards, 655 Madison Ave., New York 21, N. Y. (For latest winners, see *Television Digest*, Vol. 12:49, p. 6.)

VARIETY'S "SHOWMANAGEMENT" awards to TV and radio stations, their managements and personalities (executive and talent) for distinctive performances. Address TV-Radio Editor, Variety, 154 W. 46th St., New York 36, N. Y. (For latest winners, see *Television Digest*, Vol. 12:16, p. 12.)

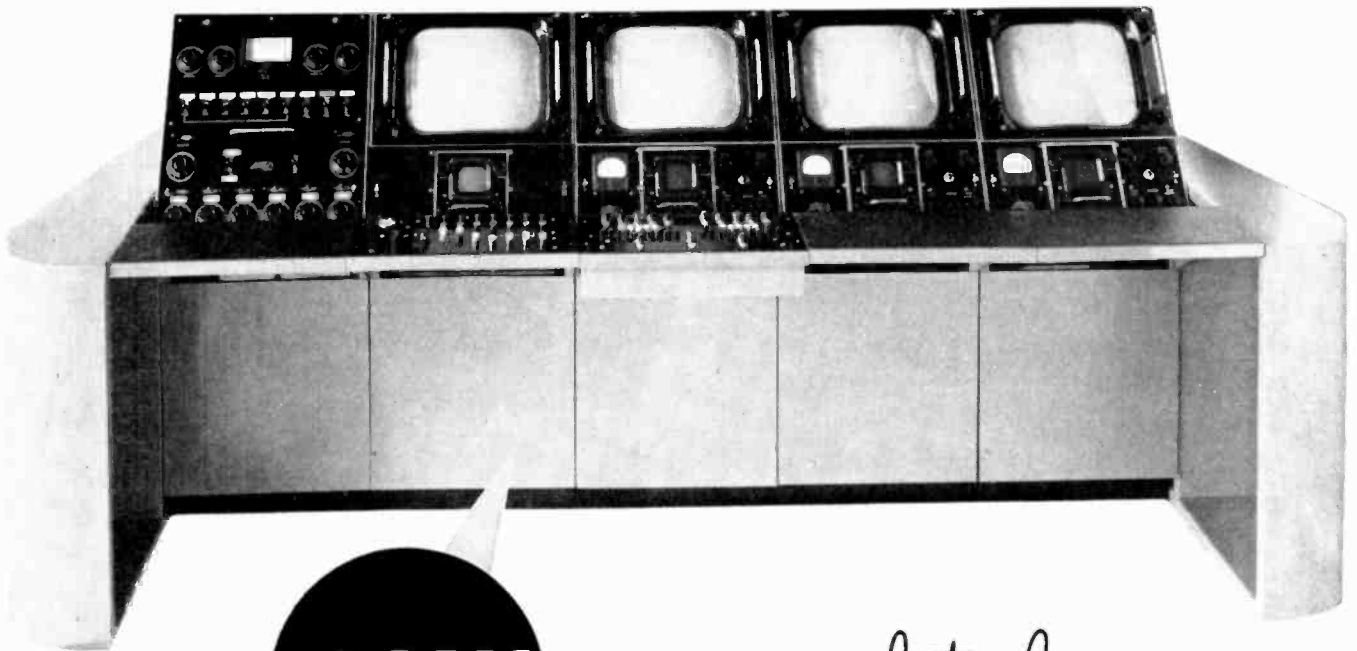
VLADIMIR K. ZWORYKIN award of Institute of Radio Engineers for contribution to electronic TV. Address Awards Committee, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y. (For latest winner, see *Television Digest*, Vol. 12:46, p. 15.)

Trade, Technical & Advertising

Publications in Television and Related Fields

- ADVERTISING AGE**, 200 E. Illinois St., Chicago 11, Ill. Delaware 7-5200. 450 Lexington Ave., New York 17, N. Y. PLaza 5-0404. Advertising Publications Inc., G. D. Crain Jr., president & publisher; S. R. Bernstein, editor. Weekly.
- ADVERTISING AGENCY MAGAZINE**, 48 W. 38th St., New York 18, N. Y. Longacre 5-3320. Moore Publishing Co., Robert D. Stuart, editor; Albert H. Jaegglin, managing editor. Biweekly.
- ADVERTISING REQUIREMENTS**, 200 E. Illinois Ave., Chicago 11, Ill. Delaware 7-5200. Advertising Publications Inc. G. D. Crain, president & publisher. Dick Hodgson, exec. editor. Monthly.
- AMERICAN CINEMATOGRAPHER**, 1782 N. Orange Dr., Hollywood 28, Calif. Hollywood 7-2135. A. S. C. Agency, Inc. Arthur E. Gavin, editor. Monthly.
- AUDIO**, 204 Front St., Mineola, N. Y. Pioneer 2-1950. Radio Magazines, Inc. C. G. McProud, editor & publisher. Monthly.
- AUDIOCRAFT**, Publishing House, Great Barrington, Mass. Phone: 1300. Audicom Inc. Charles Fowler, publisher. Monthly.
- AUDIO-VISUAL COMMUNICATION REVIEW**, 1201 16th St. N.W., Washington 6, D. C. ADams 4-4855. Dept. of Audio-Visual Instruction, National Education Assn. William Allen, editor. Quarterly.
- AVIATION WEEK**, 330 W. 42nd St., New York 36, N.Y. Longacre 4-3000. McGraw-Hill Publishing Co. Robert W. Martin Jr., publisher; Robert B. Hotz, editor; Phillip J. Klass, avionics editor. Weekly.
- BELL LABORATORIES RECORD**, 463 West St., New York 14, N.Y. CHelsea 3-1000. Bell Telephone Laboratories. W. D. Bulloch, editor. Monthly.
- THE BELL SYSTEM TECHNICAL JOURNAL**, 195 Broadway, New York 7, N. Y. CHelsea 3-1000. A. T. & T. Co. J. D. Tebo, editor, Bell Telephone Laboratories, 463 West St., New York 14, N. Y. BImonthly.
- BELL TELEPHONE MAGAZINE**, 195 Broadway, New York 7, N. Y. American Telephone & Telegraph Co. Judson S. Bradley, editor. Quarterly.
- THE BILLBOARD**, 1564 Broadway, New York 36, N. Y. PLaza 7-2800. Sam Chase, gen. mgr., TV; Leon Morse, TV News editor; R. S. Littleford Jr. & W. D. Littleford, publishers. Weekly.
- THE BRAILLE TECHNICAL PRESS INC.**, 984 Waring Ave., New York 69, N. Y. Olinville 4-3858. Donald J. S. Merten, pres.; R. W. Gunderson, editor. Radio-electronics technical magazine for the blind.
- BROADCAST NEWS**, Camden, N. J. WOODlawn 3-8000. RCA Broadcast Dept. John P. Taylor, adv. mgr. BImonthly.
- BROADCASTING-TELECASTING**, 1735 DeSales St. N.W., Washington 6, D. C. METropolitAn 8-1022. Broadcasting Publications Inc. Sol Taishoff, editor & publisher. Weekly.
- BUSINESS SCREEN MAGAZINE**, 7064 Sheridan Rd., Chicago 26, Ill. BRlArgate 4-8234. O. H. Coelln Jr., editor & publisher. Every 6 weeks.
- THE CHRISTIAN BROADCASTER**, Room 523, 156 Fifth Ave., New York 10, N.Y. CHelsea 2-3230. World Committee for Christian Broadcasting. Rev. W. Burton Martin, editor, English edition. Quarterly.
- COMMUNICATIONS NEWS**, Camden, N. J. RCA Communications Dept. John P. Taylor, adv. mgr.; Paul A. Greenmeyer, editor.
- CONTROL ENGINEERING**, 330 W. 42nd St., New York 36, N.Y. Longacre 4-3000. McGraw-Hill Publishing Co. W. W. Garey, publisher. Monthly.
- CQ—THE RADIO AMATEURS' JOURNAL**, 300 W. 43rd St., New York 36, N. Y. JUdson 2-4460. Cowan Publishing Corp. S. R. Cowan, president; Wayne Green, editor. Monthly.
- DAILY VARIETY**, 6404 Sunset Blvd., Hollywood 28, Cal. HOLlywood 9-1141. Syd Silverman, president; Joe Schoenfeld, editor.
- EDITOR & PUBLISHER**, 1700 Times Tower, New York 36, N. Y. BRyAnt 9-3052. Charles T. Stuart, publisher; Robert U. Brown, editor. Weekly.
- ELECTRICAL COMMUNICATION**, 67 Broad St., New York 4, N. Y. BOwling Green 9-3800. International Telephone & Telegraph Corp. H. P. Westman, editor. Quarterly.
- ELECTRICAL ENGINEERING**, 500 Fifth Ave., New York 36, N.Y. BRyAnt 9-0887. American Institute of Electrical Engineers. Charles S. Rich, editor. Monthly.
- ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y. Longacre 4-3000. McGraw-Hill Publishing Co. H. W. Mateer, publisher. Laurence Wray, editor. Monthly.
- ELECTRONIC & APPLIANCE SPECIALIST**, 216 W. 14th St., New York 11, N. Y. WATkins 4-5585. Nathan Boolhack, editor & publisher; Sally Boolhack, v.p. Monthly.
- ELECTRONIC DESIGN**, 19 E. 62nd St., New York 21, N. Y. TEMpleton 8-1940. Hayden Publishing Co. Inc. T. Richard Gascoigne, James S. Mulholland Jr., co-publishers. Edward E. Grazda, editor. Semi-monthly.
- ELECTRONIC INDUSTRIES & TELE-TECH**, Chestnut & 56th Sts., Philadelphia 39, Pa. SHERwood 8-2000. Chilton Co. Bernard F. Osbahr, editor; Maurice Clements, publisher. Monthly.
- ELECTRONIC MARKETS**, 330 W. 42nd St., New York 36, N. Y. Longacre 4-3000. Published by market research dept., *Electronics Magazine*, McGraw-Hill Publishing Co. H. W. Mateer, publisher; Wallace B. Blood, mgr. Monthly.
- ELECTRONIC NEWS**, 7 E. 12th St., New York 3, N. Y. ALgonquin 5-5252. Fairchild Publications Inc. Wade Fairchild, publisher; Alfred D. Cook, editor.
- ELECTRONIC TECHNICIAN**, 480 Lexington Ave., New York 17, N. Y. PLaza 9-7880. Caldwell-Clements Co. M. Clements, publisher; A. Forman, editor. Monthly.
- ELECTRONIC WEEK**, 19 E. 62nd St., New York 21, N. Y. TEMpleton 8-1940. Hayden Publications Corp. T. Richard Gascoigne, James S. Mulholland Jr., co-publishers; Edward E. Grazda, editor. Weekly.
- ELECTRONICS**, 330 W. 42nd St., New York 36, N. Y. Longacre 4-3000. McGraw-Hill Publishing Co. H. W. Mateer, publisher; W. W. MacDonald, editor. Monthly.
- FACTS, FIGURES & FILM**, 535 Fifth Ave., New York 17, N. Y. MURray Hill 7-1668. Broadcast Information Bureau. Judy Dupuy, editor. Monthly.
- FEDERAL COMMUNICATIONS BAR JOURNAL**, 1735 DeSales St. N. W., Washington 6, D. C. STerling 3-3660. Federal Communications Bar Assn. John W. Willis, editor.
- THE FILM DAILY**, 1501 Broadway, New York 36, N. Y. BRyAnt 9-7117. Wid's Films and Film Folk Inc. John W. Alcoate, publisher; Charles A. Alcoate, exec. publisher; Chester B. Bahn, editor; Winfield Andrus, managing editor.
- HIGH FIDELITY**, Publishing House, Great Barrington, Mass. Phone: 1300. Audicom Inc. Charles Fowler, publisher. Monthly.
- THE HOLLYWOOD REPORTER**, 6715 Sunset Blvd., Hollywood 28, Cal. HOLlywood 4-7411. W. R. Wilkerson, publisher; Don Carle Gillette, editor. Daily.
- HOME GOODS DAILY**, 7 E. 12th St., New York 3, N. Y. ALgonquin 5-5252. Fairchild Publications Inc. Louis W. Fairchild, pres.; Louis Goodenough, editor; Henry Brief, TV-radio editor. (New name of *Retailing Daily* as of April 1, 1957)
- INTERNATIONAL PHOTOGRAPHER**, 7614 Sunset Blvd., Hollywood, Cal. HOLlywood 4-9189. Local 659, International Alliance Of Theatrical Stage Employees & Motion Picture Machine Operators. Herbert Aller, editor. Monthly.
- JOBBER NEWS & ELECTRONIC WHOLESALING**, 2775 S. Moreland Blvd., Cleveland 20, Ohio. WYoming 1-1565. Howard Markt, publisher; James C. Kinkaid, editor. Monthly.
- JOURNAL OF THE AUDIO ENGINEERING SOCIETY**, P.O. Box 12, Old Chelsea Station, New York 11, N.Y. Audio Engineering Society. Quarterly.
- JOURNAL OF THE SOCIETY OF MOTION PICTURE & TELEVISION ENGINEERS**, 55 W. 42nd St., New York 36, N. Y. Longacre 5-0172. Pierre Mertz, chairman, board of editors; Victor H. Allen, editor. Monthly.
- MARKETING**, 481 University Ave., Toronto 2, Ont. EMpire 3-5981. MacLean-Hunter Publishing Co. Ltd. Edward Earl, editor. Weekly.
- McKITTRICK'S DIRECTORY OF ADVERTISERS** (Geographical & Classified Directory of Advertisers & Advertising Agency List), 108 Fulton St., New York 38, N.Y. BARclay 7-4828.
- MIKE & SCREEN PRESS DIRECTORY AND NEWS GUIDE**, Hotel Shelton, New York 17, N. Y. PLaza 1-2720. Radio-Newsreel-TV Working Press Assn. Arnold Lerner, editor. Annual.
- MILITARY ELECTRONICS**, Shaker Square, Cleveland 20, O. WYoming 1-1565. Electronic Periodicals Inc. Howard Markt, publisher; Sheldon Fitterer, editor. Monthly.
- MOTION PICTURE DAILY**, 1270 Sixth Ave., New York 20, N. Y. Circle 7-3100. Quigley Publishing Co. Martin Quigley, president and editor-in-chief; Sherwin Kane, editor.
- MOTION PICTURE HERALD**, 1270 Sixth Ave., New York 20, N.Y. Circle 7-3100. Quigley Publishing Co. Martin Quigley, editor-in-chief & publisher; Martin Quigley Jr., editor. Weekly.
- NAEB JOURNAL and NEWSLETTER**, 14 Gregory Hall, Urbana, Ill. URbana 7-6611, Ext. 671. National Assn. of Educational Broadcasters. Dr. Harry J. Skornia, exec. director; Tracy F. Tyler, editor. Monthly.
- NARDA NEWS, Merchandise Mart**, Chicago 54, Ill. MICHigan 2-5505. National Appliance & Radio-TV Dealers Assn. A. W. Bernsohn, publisher. Weekly.
- NATESA SCOPE**, 5908 S. Troy Ave., Chicago 29, Ill. GROvehill 6-6363. National Alliance of TV & Electronic Service Assns. Frank Moch, editor. J. L. Noga, business mgr. Monthly.
- NEDA JOURNAL**, 4704 W. Irving Park Rd., Chicago 41, Ill. AVenue 3-6445. National Electronic Distributors Assn. Inc. H. V. Hedeon, exec. officer.
- PF REPORTER**, 2201 E. 46th St., Indianapolis 5, Ind. Glendale 4531. Howard W. Sams & Co. Inc. Howard W. Sams, publisher; Mal Parks Jr., gen mgr.; Glen Slutz, editor. Monthly.
- THE PARTS JOBBER MAGAZINE**, 56 E. Walton Dr., Chicago 11, Ill. WHItEhall 4-0676. The Parks Publishing Co. Inc. Mal Parks Sr., editor & publisher. Monthly.

(Continued on page 422)



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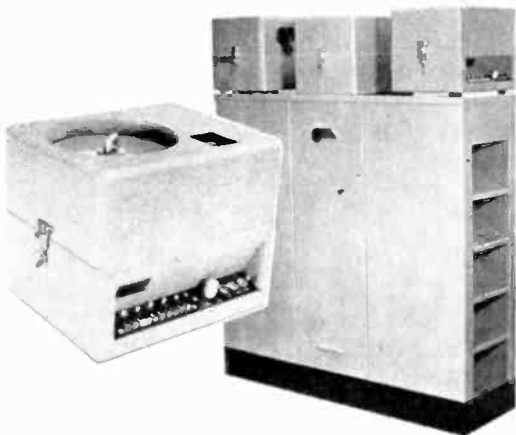
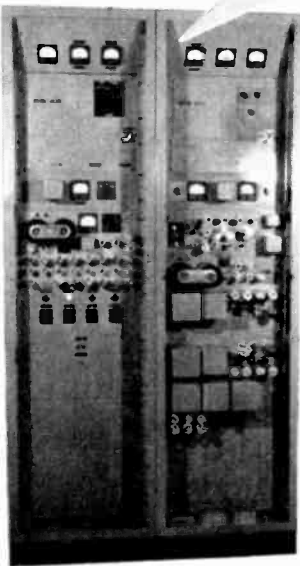
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CANADIAN GENERAL ELECTRIC CO. LTD.—Royce Works, 830 Lansdowne Ave., Toronto 4, Ont. Lennox 4-6511. Electronic Equipment & Tube Dept.: R. M. Robinson, v.p.-gen. mgr.; W. D. Scholfield, mgr. marketing; H. S. Dawson, mgr. engineering; J. R. Warren, mgr. mfg.; C. H. Hathaway, mgr. finance; C. R. Spicer, acting mgr. employe & plant community relations; W. E. Davison, mgr. tubes; A. L. Hames, mgr. product service; M. D. Locke, adv. & sales promotion; E. J. Gareau, broadcast specialist.

CANADIAN MARCONI CO.—2442 Trenton Ave., Mt. Royal, Montreal 16, Que. Regent 8-9441. S. M. Finlayson, pres.; J. J. Kingan, v.p.-gen. mgr.; C. P. McNamara, mgr. commercial products div.; J. A. Hammond, gen. sales mgr., commercial products div.; J. G. Kahan, chief engineer, commercial products div.

CONTINENTAL ELECTRONICS MFG. CO.—4212 S. Buckner Blvd., Dallas 27, Tex. Evergreen 1137. James O. Weldon, pres.; W. M. Witty, gen. mgr.; Thomas B. Moseley, dir. of sales; Mark W. Bullock, engineering mgr. Transmitters, STL microwave relays, transmitter remote control, antenna phasing & tuning equipment.

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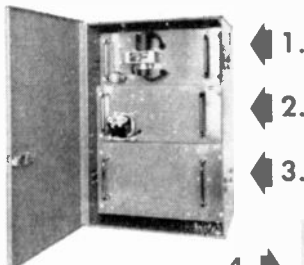
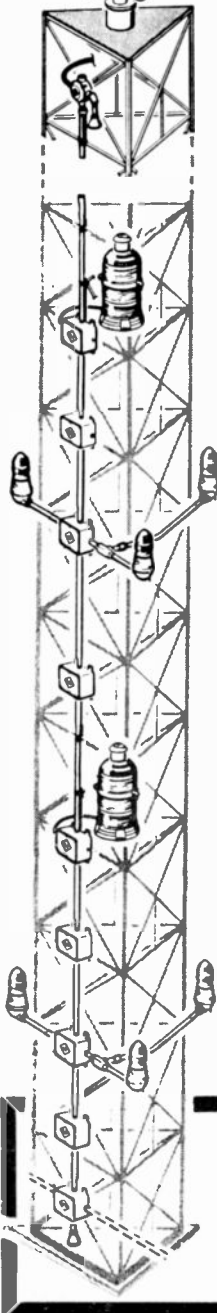
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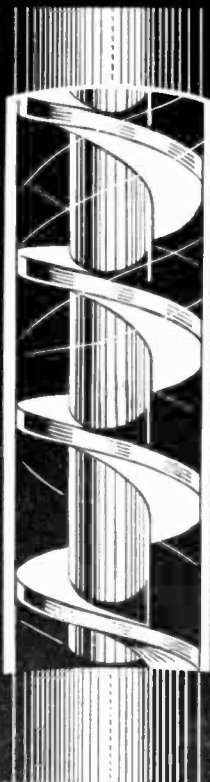
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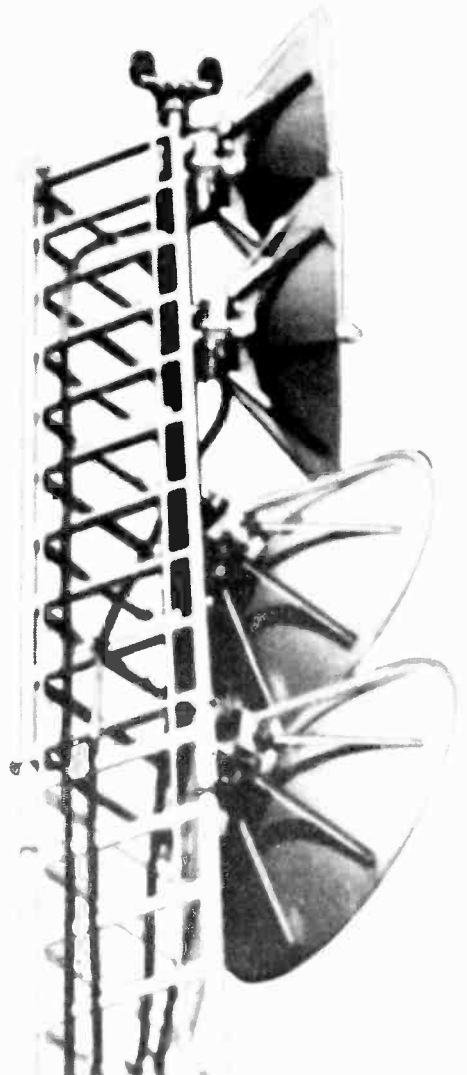
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AMERICAN ELECTRONICS INC., Audio & Recordata divs.—9449 W. Jefferson Blvd., Culver City, Cal. Vermont 9-7568, Texas 0-7245. Rav H. Cripps, pres.; Brian Jenkins, gen. mgr.; Robert D. Webb, chief application engineer; Edward Kinney, chief engineer. Magnetic recording equipment.

AMERICAN MICROWAVE CORP.—11754 Vose St., North Hollywood, Cal. Poplar 5-9041. Fred W. Bailey, pres.; Paul F. Ternes, treas.; Harold W. Jury, chief engineer. Microwave relay systems, microwave antennas and components for all TV purposes, including remote, STL & off-air pickup.

AMPEX CORP.—934 Charter St., Redwood City, Cal. Emerson 8-1471. Alexander M. Pontatoff, chairman; George I. Long, pres.; T. K. Mallen, vice chairman; P. L. Gundy, v.p.-gen. mgr., audio div.; Robert Sackman, v.p.-gen. mgr., instrumentation div.; Thomas L. Taggart, treas.; Charles E. McSharry, secy.; Frank G. Lennert, mgr., mfg. div.; Walter T. Selsted, director of research; Ross H. Snyder, mgr., video equipment sales. Videotape recorder, professional audio recorders, automatic radio broadcast audio equipment.

ANIMATION EQUIPMENT CORP.—38 Hudson St., New Rochelle, N.Y. New Rochelle 6-8138. John W. Oxberry, pres.; A. Kip Livingston, v.p.-gen. mgr.; Paschal Mathison, treas. & plant mgr.; Edward Willette, sales mgr. Animation stands, optical printers, 16 & 35mm cameras, registration devices, drawing boards, stop-motion motors.

A. R. F. PRODUCTS INC.—7627 Lake St., River Forest, Ill. Forest 9-6000. Branch: Raton, N. M. Arthur H. Maciszewski, pres.; John J. Pakan, v.p.; Teresa H. Maciszewski, secy.-treas.; Dr. Julius J. Hupert, research dir.; Milton S. Riddiford, chief mechanical engineer; Stanley Grycko, chief operations engineer; Stanley W. Torode, engineer in charge of general electronics laboratory; M. Stanley Danisch, mgr. of field engineering. FM signal generators, converters & deviation meters, crystal controlled frequency calibrators with sampler, audio & video amplifiers.

AUDIO & VIDEO PRODUCTS CORP.—730 Fifth Ave., New York 19, N. Y. Plaza 7-3091. Robert D. Winston, commercial products sales mgr. Tape recording equipment & accessories.

AURICON DIVISION. Berndt-Bach Inc.—6968 Romaine St., Hollywood 38, Cal. Hollywood 2-0931. Walter Bach, exec. v.p. TV transcription and motion picture cameras, 16mm sound-on-film, magnetic & optical; TV newsreel sound-on-film cameras.

SEMON BACHE & CO.—636 Greenwich St., New York 14, N. Y. Watkins 4-2120. David Hirsch, pres.; Ben Newton, v.p., sales & advertising; Ernest O. Salmon, treas.; R. M. Dreyfuss, secy. Mirrors (1st & 2nd surface), lenses, other glass items.

BACKGROUND ENGINEERS INC.—7313 Santa Monica Blvd., Hollywood 46, Cal. Hollywood 5-4161. W. S. Tillisch, pres.; B. M. Bodde, secy. Ivan Kingman, secy.-treas. Leases & sells Bodde rear projection equipment; screens and background slides.

E. J. BAUGHMAN CO.—1914 N. Cogswell Rd., El Monte, Cal. Gilbert 4-7586. E. J. Baughman, owner; E. C. Baughman, chief engineer. 1- & 3-chart gyros, mike booms, viewer hoods for TV cameras, monitor carts, pan & tilt mounts.

BAUSCH & LOMB OPTICAL CO.—683 St. Paul St., Rochester 2, N.Y. Locust 3000. M. H. Eisenhart, hon. chairman; C. L. Bausch, chairman; C. S. Hallauer, pres.; H. Coleman, v.p., research & development; C. Day, v.p., mfg.; J. W. Taylor, secy. & asst. treas.; W. W. McQuilkin, v.p.-treas.; M. C. Williamson, adv. director; Alton K. Marsters, v.p., sales & adv.; Albert H. Bluin, adv. mgr., scientific inst. div.; Herbert Ashcroft, works mgr.; Clarence Buss, purchasing agent; S. W. Steensma, export mgr. Balopecton TV slide projector, projection & motion picture camera lenses.

ALL THE EXPECTED EQUIPMENT FEATURES PLUS

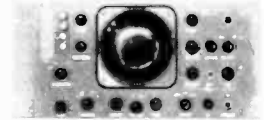
FOTO-VIDEO[®] LABORATORIES, INC.

EAGLE ROCK BLDG. • 25 AMITY ST.
LITTLE ROCK, N. J.



V-14A Video DA & Line Amplifier

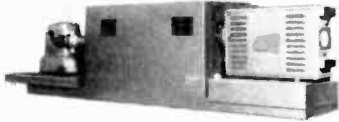
- regulated power supply
- 4 outputs as DA, 2 as line amplifier
- as much as 6 v video into 1 line or 3 v into 2 lines
- less than .25 db and 3 deg. differential gain and phase
- low in cost
- economical in rack space



V-9A 5-inch TV Waveform Monitor

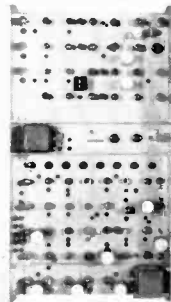
- 4 inputs—with push-button selection
- wide sweep expansion—for viewing equalizing and vertical pulses
- 1 v video & 4 v sync calibration pulse
- time markers
- push-button field shift
- built-in regulated power supply
- germanium power rectifier

SEND
FOR FREE
CATALOG



F-102A Vidicon Film Multiplexer

- complete facilities for multiplexing 2 film, 1 slide and 1 opaque projector
- designed to handle opaques with high efficiency light transmission
- precision optics and front surface mirrors
- freedom from ghosts



V-7B 525 Line TV Sync Generator

- Pos. and Neg. signal
- All RETMA sync signals
- Binary counter
- No tube selection
- Color—converted by V-8A
- Built-in dot generator
- Dot output separate
- Computer tubes
- 5 lock-in sources
- terminal board
- many test points
- powered by one V-2A

V-3B Keyed Video Signal Generator

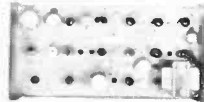


- Response of Transmitter, Link, and Studio
- Full composite signal
- No disabling of clamps
- Direct response of Waveform monitor
- Direct resolution test of picture monitor
- Timing and pulse width measurements
- Differential gain and phase throughout color band
- Full-range 90 kc to 10 mc
- Built-in regulated power supply



V-15A Aperture and Phase Corrector

- independent aperture correction crisps pictures
- wide range independent phase correction removes transients
- 6-step aperture correction from flat to 8:1 at 6 mc
- economical in power drain and in cost
- picture level does not shift with correction



V-8A Color Subcarrier Generator

- Instantly converts V-7B to NTSC color
- Binary frequency divider plus stabilized multivibrator
- Low power drain provided by V-10A Supply
- Meets 2CC 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
- highly stable



V-5A Amplitude Linearity Tester

- phase-locked linear sawtooth signal at horizontal frequency
- blanking component for use with clamp circuits
- full composite picture signal with sync component optional (switch)
- video level adjustable 0 to 1.0 volt
- built-in regulated power supply

V-12A High Pass Filter

(for differential measurements)



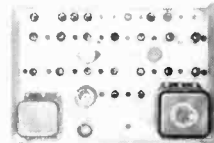
V-1A Video Distribution Amplifier and Mixer

- 2 channels completely independent
- individual gain adjustment (0.5 to 1.5)
- sync insertion into each channel
- excellent characteristics for either color or monochrome TV
- low power drain
- low cost

V-27B Portable Sync Generator



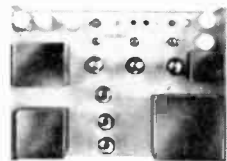
- All the plus features of V-7B
- Built-in power supply
- Binary counter and built-in dot generator
- Light weight
- Low cost



V-6A Linearity and Convergence Dot Generator

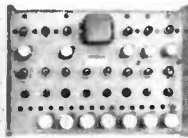
- meets RETMA standard for geometric distortion measurements
- full composite picture signal with sync optional

- number of dots adjustable. 10 to 20 H; 7-15 V
- choice of dots or standard blanking
- selection of white dots (black background) or black dots (white background)
- phase control in both horizontal and vertical directions
- contrast control provided
- self-contained power supply



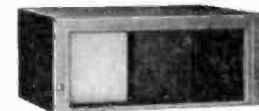
**V-2A
600 MA
Power Supply**

- conservative design
- — 150 v bias supply included
- low source impedance; less than 0.3 ohms
- ripple less than 20 mv rms
- low cost
- only 12 1/4" of rack height



**V-4A
5-Channel Sync
Distribution
Amplifier**

- 5 input channels—including one for a bar/dot pattern 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 blanking plus grating pattern
- low power drain furnished by V-10A Supply



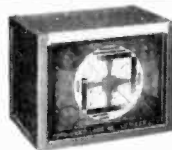
F-104A Color TV Tester

- completely self-contained
- accurate white color comparator for monitor or receiver
- correct contrast range from reference white to black level
- mid-grey reference
- extremely low cost
- only 9" x 6" x 3"



V-10A 225 MA Power Supply

- conservative design
- low source impedance; less than 0.3 ohms
- ripple less than 20 mv rms
- low cost
- only 5 1/2" of rack height



**F-101A
TV Light Box**

- uses Foto-Video high precision 8" x 10" rear-illuminated test transparencies

- available in three models—monochrome image orthicon, monochrome vidicon, and color image orthicon and vidicon
- in use by all major TV camera manufacturers for precise alignment of TV cameras
- saves time and improves quality of camera performance

ALL YOUR TEST SLIDE,

Opaque and Film Needs from One Source

	Slide	Film	Opaque
RETMA Resolution	✓	✓	✓
RETMA Linearity	✓	✓	✓
RETMA Registration	✓	✓	✓
Station TP & IP	✓	✓	✓
Window	✓	✓	✓
Gamma	✓	✓	✓
Many Others	Write for List		

Station Equipment

BELL & HOWELL CO.—7100 McCormick Rd., Chicago 45, Ill. Ambassador 2-1600. C. H. Percy, pres.; W. E. Roberts, executive v.p.; C. G. Schreyer, merchandising v.p.; R. L. Chyrchel, v.p., mfg.; W. L. Johnson, v.p., industrial relations; E. S. Lindfors, v.p., eastern operations; M. G. Townsley, v.p., engineering; H. W. Remerscheid, v.p., western operations; E. L. Schimmel, v.p., international div.; J. P. Buchan, treas.; C. K. Preston, secy.; J. N. Latter, controller; G. E. Stryker, asst. v.p.; Herman Stein, asst. treas.; G. Lloyd, asst. secy.; J. J. Graven, audio-visual sales. All types of film projectors, accessories, tape recorders.

CHARLES BESELER CO.—219 S. 18th St., East Orange, N.J. Bigelow 8-7280. H. Herbert Myers, partner & gen. mgr. Projectors for transmissions & effects.

BODDE SCREEN CO.—11541 Bradley Ave., San Fernando, Cal. Empire 5-2551. B. M. Bodde Sr., president; B. M. Bodde Jr., v.p.-gen. mgr.; T. W. Baldrick, v.p.-office mgr.; J. P. Summers, v.p.-production supt. Rear & front projection screens, background projectors, slide projectors.

BURKE & JAMES INC.—321 S. Wabash Ave., Chicago, Ill. Harrison 7-8393. George Drucker, pres.; S. Drucker, v.p.-sales mgr. Photo equipment, TV camera lenses & mounts.

THE CALVIN CO.—1105 Truman Rd., Kansas City, Mo. Harrison 1-1230. Larry Sherwood, v.p.-gen. mgr. Motion picture projection & sound equipment.

CAMERA EQUIPMENT CO.—315 W. 43rd St., New York 36, N. Y. Judson 6-1420. Frank C. Zucker, pres.; Burton H. Zucker, v.p.; Margaret B. Zucker, secy.-treas. Manufactures TV tripod heads, TV camera lens mounts, dollies, special effects, custom design equipment. Rents, sells, services motion picture & lighting equipment.

CANADIAN GENERAL ELECTRIC CO. LTD.—Electronic equipment & tube dept., 830 Lansdowne Ave., Toronto 4, Ont. Lennox 4-6511. Station & studio electronic equipment, microwave equipment. For personnel, see listing under *Transmitters*.

CANADIAN MARCONI CO.—2442 Trenton Ave., Montreal 16, Que. Regent 8-9441. Station & mobile equipment. For personnel, see listing under *Transmitters*.

CANNON ELECTRIC CO.—3208 Humboldt St., Los Angeles 31, Cal. Capitol 5-1251. Robert J. Cannon, president-gen. mgr.; Don A. Davis, director of sales & engineering. Audio & TV camera connectors.

CENTURY LIGHTING INC.—521 W. 43rd St., New York 36, N. Y. Chickering 4-7050. 1820 Berkeley St., Santa Monica, Cal. Texas 0-6961. Edward F. Kook, pres.; Saul Levy, chairman & exec. v.p.; Donald Levy, secy.-treas. Southern branch office: 1477 N.E. 129th St., North Miami, Fla. Plaza 4-5836. TV studio lighting layouts & lighting equipment, dimmer switchboards (autotransformer magnetic amplifier & all-electronic C-I switchboards), "C-lector" mike booms, light lifts, etc., special effect projection machines, rear screen projector, wiring devices.

CENTURY PROJECTOR CORP.—729 Seventh Ave., New York 19 N. Y. Circle 5-7048. H. E. Hammons, pres.; W. D. Hausler, v.p.-gen. mgr.; L. W. Davee, sales mgr. & engineer. 35mm projectors & sound equipment.

CINEMA ENGINEERING DIV., Aerovox Corp.—1100 Chestnut St., Burbank, Cal. Victoria 9-5511. James L. Fouch, gen. mgr. Studio & motion picture sound equipment.

CINEMATIC DEVELOPMENTS & CINECHROME LABORATORY—2125 32nd Ave., San Francisco 16, Cal. Montrose 4-2435. Arthur H. Hart, pres.; Florence B. Hart, secy.-treas.; A. Hamlin, operations. Design & development of special motion picture equipment, editing, titling, film laboratory services, etc.

COLLINS RADIO CO.—855 35th St., N.E., Cedar Rapids, Ia. Empire 3-0281. J. G. Flynn Jr., v.p., sales; W. H. Bigger, gen. sales mgr.; R. H. Hoilister, industrial sales mgr.; H. O. Olson, broadcast sales mgr. TV STL microwave systems, studio speech consoles & associated equipment.

CUBIC CORP.—5575 Kearny Villa Rd., San Diego 11, Cal. Browning 7-5564. Walter J. Zable, pres.; R. V. Werner, v.p.; W. Hillyer, secy. Microwave test equipment & components.

DAGE ELECTRONICS DIV., Thompson Products Inc.—W. 10th St., Michigan City, Ind. Triangle 4-3251. Complete station packages, film & studio cameras, microwave equipment, monitors, switching equipment & accessories; color equipment. For personnel, see listing under *Transmitters*.

DA-LITE SCREEN CO. INC.—2711 N. Pulaski Rd., Chicago 39, Ill. Dickens 2-9200. C. C. Cooley, pres.; H. E. Christensen, v.p.; Wm. Hoffman, asst. to pres.; C. J. Cerny, sales v.p.; G. G. Heck, sales mgr.; M. E. Painter, adv. mgr. Projection screens, accessories.

DAVEN CO.—530 W. Mt. Pleasant Ave., Rt. 10, Livingston, N. J. Livingston 6-4300. Lewis Newman, pres.; E. L. Grayson, gen. mgr. Test equipment, audio & RF attenuators, components, switches, precision resistors.

GALE DOROTHEA MECHANISMS INC.—39-39 63rd St., Woodside L. I., N. Y. Twining 8-5500. Gale Dorothea, pres.; Ed Burnett, secy.-treas. Projectors, dimmers, animation mechanisms, mechanical books, turntables.

ALLEN B. DuMONT LABORATORIES INC.—750 Bloomfield Ave., Clifton, N.J. Mulberry 4-7400. I. O. camera chains. Multiscanner equipment, Vitascan live color scanner, video switching & mixing equipment, special effect, central control, color, monitoring, microwave relay, audio, film production & test equipment, Electroncam film systems for motion picture production. For personnel, see listing under *Transmitters*.

EASTMAN KODAK CO.—343 State St., Rochester 4, N. Y. Locust 2-6000. T. J. Hargrave, chairman; A. K. Chapman, president; Donald McMaster, v.p. & gen. mgr.; M. K. Robinson, secy.; A. H.

Robinson, treas.; T. J. McCarrick, gen. comptroller; Cyril J. Staud, research v.p.; James E. McGhee, v.p. sales & adv.; Edward P. Curtis, v.p. professional motion picture sales; D. E. Hyndman, mgr. motion picture film dept. Motion picture film and equipment for TV use, recording cameras, camera lenses, TV projectors.

ELECTRO-VOICE INC.—Cecll & Carroll Sts., Buchanan, Mich. Exbow 5-6831. Albert R. Kahn, pres.; Robert Siekman, exec. v.p.; F. Lester, v.p., production; Alpha Wiggins, v.p., engineering; Newton Grieverson, purchasing agent; Richard Colip, treas.; L. Selsor, sales administrator; Howard Souther, marketing director; Jay Carver, mgr., adv. & sales promotion; George Riley, mgr., distributor sales div.; Howard Durbin, mgr., industrial sales div. Microphones, sound equipment & accessories.

FEDERAL TELECOMMUNICATION LABORATORIES, div of IT&T—TV branch, 343 Cortlandt St., Belleville, N.J. Plymouth 9-4540. Studio & microwave equipment. For personnel, see listing under *Transmitters*.

FISH-SCHURMAN CORP.—70 Portman Rd., New Rochelle, N. Y. New Rochelle 6-1300. Murray Yawitz, pres; M. F. Hertel, treas. High vacuum coated dichroic mirrors & beam splitters for color TV, lenses, prisms, glass slides for transparencies, etc.

FLETT LABORATORY—3711 Marshal Rd., Drexel Hill, Pa. Clearbrook 9-4500. W. J. Flett, director. Manufactures Title-Master news type and optical slide projector, film camera bench, cameras for training and special purposes. Designs and constructs special equipment.

FOTO-VIDEO LABORATORIES INC.—25 Amity St., Little Falls, N. J. Telephone: 4-2557. A. J. Baracket, pres. & chief engineer; A. R. Flore, v.p.; C. R. Flore, treas.; C. E. Baracket, secy.; G. J. Anderson, sales. TV test equipment, cameras, vidicon film multiplexers, video amplifiers, sync. generators, keyed video generators, power supplies; TV light boxes, test pattern & special slides & opaques for film & live cameras in monochrome & color.

JACK A. FROST—234 Piquette Ave., Detroit 2, Mich. Trinity 3-8030. Jack A. Frost, owner; E. A. Taube, asst. gen. mgr.; J. Fuller, branch mgr. Branch: 41 S. Kipling Ave., Toronto, Ont. Belmont 1-0247. Rental motion picture & studio lighting equipment, grip equipment, power & lighting generators.

GATES RADIO CO.—123 Hampshire St., Quincy, Ill. Baldwin 2-8202. Monitoring equipment, projectors, video & audio preset master control, custom audio consoles, amplifiers, etc. For personnel, see listing under *Transmitters*.

GENERAL COMMUNICATIONS—Box 169, ½ mi. on Janesville Rd., Fort Atkinson, Wis. Jordan 3-5547. Broadcast div.: E. O. Peterson, pres.; O. O. Bell, secy.-treas. Camera & program switching systems, dial operated monitor switching systems, monitors, power supplies, sync & clamp amplifiers, video distribution & pulse amplifiers, consoles, equipment racks.

GENERAL ELECTRIC CO.—Electronics Park, Syracuse, N.Y. Telephone 76-4411. Studio and microwave equipment, color and monochrome. For personnel, see listing under *Transmitters*.

GENERAL PRECISION LABORATORY INC.—63 Bedford Rd., Pleasantville, N.Y. Rogers 9-5000. Studio & portable TV equipment. For personnel, see listing under *Transmitters*.

GENERAL RADIO CO.—275 Massachusetts Ave., Cambridge 39, Mass. Trowbridge 6-4400. Harold B. Richmond, chairman; C. C. Carey, pres.; Arthur E. Thlessen, sales v.p.; D. B. Sinclair, engineering v.p.; AM, FM & TV frequency & modulation monitors, distortion & noise meters. Test equipment.

GRAY RESEARCH DEVELOPMENT CO.—658 Hilliard St., Manchester, Conn. Mitchell 9-4506. W. E. Dittmars, pres.; N. F. Smith, v.p.; H. G. McKenzie, sales mgr.; C. A. Snow, chief engineer. Telops, Telojectors, multiplexers, camera turrets, vertical titler units, video devices, transcription pick-up arms & equalizers, audio devices, custom built audio & video equipment.

HALLAMORE ELECTRONICS CO.—8352 Brookhurst Ave., Anaheim, Cal. Prospect 4-1010. Low-budget studio equipment. For personnel, see listing under *Special Closed-Circuit Systems*.

HARWALD CO. INC.—1216 Chicago Ave., Evanston, Ill. Davis 8-7070. Robert Grunwald, pres.; Henry Yankow, treas.; Robert Menary, sales mgr.; Richard Wallace, technical director. Admatic automatic slide projector, Inspect-O-Film automatic film inspecting machine, film projectors.

HARWOOD MANUFACTURING CO.—466 W. Superior St., Chicago 10, Ill. Whitehall 3-0465. Photographic & electronic lighting equip., sheet metal fabricating; spun metal reflectors, portable lighting bars.

HEWLETT-PACKARD CO.—275 Page Mill Rd., Palo Alto, Cal. Davenport 5-4451. David Packard, president; William R. Hewlett, v.p.; Barney Oliver, research dir.; W. Noel Eldred, sales mgr. TV & FM monitors and test equipment.

HOUSTON-FEARLESS DIV., Color Corp. of America—11801 W. Olympic Blvd., Los Angeles 64, Cal. Bradshaw 2-4331. R. C. Wilcox, president; H. W. Houston, engineering v.p.; K. B. Elliott, sales v.p.; Harvey L. Karp, asst. secy.; A. Donoso, asst.-treas. Motion picture processing machines, printers, cranes, dollies and associated TV studio equipment, remote control heads for studio & vidicon cameras.

HYCON MFG. CO.—707 S. Raymond Ave., Pasadena, Cal. Ryan 1-9381. Trevor Gardner, pres.; Wm. C. McFadden, exec. v.p.; Gover Judy, v.p.; Robert G. Taylor, secy.; John G. McKean, treas.; Harry A. Kirkpatrick, gen. mgr.; Hycon Electronics Inc.; Everett J. Norman, sales mgr., Hycon Electronics Inc. Oscilloscopes & test equipment.

INDUSTRIAL TELEVISION INC.—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Horace Atwood Jr., president; Louis M. Rehak, v.p.; Robert J. Harrington, secy.-treas. Monochrome & color monitors.

INTERNATIONAL RESEARCH ASSOCIATES, Div. of Iresco Inc.—2221 Warwick Ave., Santa Monica, Cal. Texas 0-4415, Exbrook 4-6330. Lewis E. Brown, pres.; J. W. Allison, v.p.; D. N. Brown, secy.-treas. TV monitors, booster transmitters.

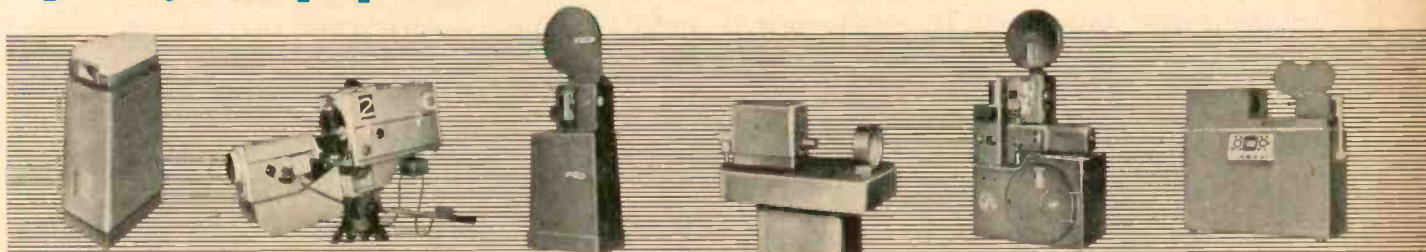
to quote

J. B. Fuqua, President, WJBF (tv), Augusta, Ga.,



'GPL tops everybody'

"... in quality of equipment ..."



GPL THREE-VIDICON COLOR FILM CHAIN provides color picture of unmatched quality. Superiority achieved with a highly advanced color filter system, precise registration, precision-engineered GPL components, factory-adjusted optical and mechanical alignment. Compact, easily fitted into your present monochrome film layout.

GPL-WATSON VARI-FOCAL LENS—High definition equal to fixed-focus cameras. 3" to 30" focal length makes lens equally useful in studio and field. Performs most work requiring 2 chains. Fits all monochrome and color image orthicon cameras. Fully color-corrected; flat field over entire range. Operates from camera or control room.

GPL 16MM. TELECAST PROJECTOR—Bright, crisp pictures, high fidelity sound reproduction. Designed for use with all film chains, monochrome or color. 4,000-ft. film magazine delivers 2 hours continuous operation. Separate motor drive for film feed and take-up. Provides trouble-free start and stop operation, local or remote.

GPL VIDICON FILM CHAIN—Provides sharper picture and contrast, better transmission. Operates unattended. Most advanced black and white equipment available. Can replace iconoscope overnight; using same projectors, master and utility monitors and racks. Has long-life vidicon tube; stable black level; easy to multiplex.

GPL 35MM. TELECAST PROJECTOR gives superior color transmission. Projects equally fine black and white film, and permits still-frame operation. To produce this new leader in the 35mm. field, GPL engineering skill adapted to television the famed Simplex XL mechanism and sound head made by International Projector, an affiliated GPE Company.

GPL VIDEO RECORDING SYSTEM—Used in over 90% of video-recording-equipped studios. A thoroughly integrated system providing finest picture resolution and grey scale, high quality sound. Exact synchronization between local power frequency and incoming video not needed, so permits recording of signals from remote locations.

"... and in servicing customers ..."

Says Mr. Fuqua: "I want you to know how very much I appreciate the wonderful service which you gave us when our TV station was burned . . . While we had a total loss on most equipment, we were back with complete programming in less than three days only because of the very splendid cooperation we got from GPL. . . . From the very beginning of our TV station in 1953, our experience in dealing with equipment people leads me to say that GPL tops everybody, not only in quality of equipment, but, what is more important, you top everybody in servicing your customers, both on a regular and emergency basis."

Write, wire or phone for information on GPL equipment.



GENERAL PRECISION LABORATORY
INCORPORATED

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Station Equipment

- INTER-STATE COMMUNICATIONS CO.**—845 Chicago Ave., Evanston, Ill. Davis 8-4800. Warren B. Cozzens, gen. mgr.; Michael J. Cudahy, sales mgr. Microwave relay equipment & systems.
- JENFRED INC.**—36 W. 57th St., New York 19, N. Y. C. M. Frederick, pres.; Grace Frederick, secy.-treas. Rear projection equip.
- KAY ELECTRIC CO.**—14 Maple Ave., Pine Brook, N.J. Caldwell 6-4000. Harry R. Foster, partner; Elmo E. Crump, partner & chief engineer; John Gilmore, sales mgr.; Patrick B. Daniels, credit mgr.; M. J. Shaw, purchasing agent; A. K. Driggs, production mgr.; I. Silberg, production test mgr.; C. L. Janick, export mgr. Broadcast test equipment.
- KAY LAB INC.**—5725 Kearney Villa Rd., San Diego 12, Cal. Brown- ing 7-6700. La Motte T. Cohn, pres.; Richard T. Silberman, v.p.; R. E. Langworthy, chief engineer. Camera chains, remote control systems, monitors, switching & distribution equipment for station use.
- KLIEGL BROS. INC.**—321 W. 50th St., New York 19, N. Y. Colum- bus 5-0130. Western representative: Kliegli Lighting Co. of Calif., 1228 W. 6th St., Los Angeles 17. Midwest: Midwest Stage Light- ing Co., 55 W. Wacker Dr., Chicago 1. John Kliegli, pres.; Herbert Kliegli, v.p. Manufactures TV studio & field lighting fixtures, ac- cessories, wiring devices, switchboards, etc.
- KOLLMORGEN OPTICAL CORP.**—347 King St., Northampton, Mass. Justice 4-0280. E. O. Kollmorgen, pres.; John L. Maul- betsch, v.p.; W. A. Rudd, treas.; W. C. O'Donnell, sales & adv. mgr. Motion picture equipment, TV projection lenses & optical systems.
- LADUE SUPPLY INC.**—8870 Ladue Rd., St. Louis 24, Mo. Parkview 5-6490. Wm. E. Ball, pres.; J. C. Coonrod, v.p. Cemsteel package TV & radio stations, including complete building, heating & air conditioning (without electronic equipment).
- LAMBDA-PACIFIC ENGINEERING INC.**—14725 Arminta St., Van Nuys, Cal. Stanley 3-2400. L. W. Mallach, pres.; Challen Mc- Cune Jr., v.p. Microwave relay equipment, test equipment, para- bolic dishes, camera cables. For personnel, see listing under *Transmitters*.
- LANGEVIN MANUFACTURING CORP.**—See *Maxson Instruments*.
- MARCONI'S WIRELESS TELEGRAPH CO. LTD.**—Chelmsford, Essex, England. Cameras, links, mobile, master control, teletext and film recording equipment. See listing under *Transmitters*.
- MAXSON INSTRUMENTS** div., W. L. Maxson Corp.—47-37 Austell Pl., Long Island City 1, N.Y. Ravenswood 9-1800. F. H. Rohrig, pres.; C. D. Berger, sales mgr.; W. Kram, chief engineer. Langevin Mfg. Corp. audio & electronic equipment, amplifiers & transformers.
- METROPOLITAN ELECTRIC MFG. CO., Lumi-Tron Div.**—22-50 Steinway St., Long Island City 5, N.Y. Astoria 8-3200. Stephen Skirpan, div. mgr. Studio dimmer switchboards (auto trans- former & magnetic amplifier preset consoles), lighting fixtures & accessories, electrical distribution systems, panelboards, etc.
- MICROLAB**—71 Okner Pkwy., Livingston, N. J. Livingston 6- 0692. Harry A. Augenblick Jr., pres.; Albert Sachs Jr., chief engineer. Coaxial attenuators, filters, multipliers, terminations, other microwave components.
- MICROWAVE ASSOCIATES INC.**—Northwest Industrial Park, Burlington, Mass. Burlington 7-2711. Dana W. Atchley Jr., pres.; Vess Chigas, exec. v.p.-gen. mgr.; Richard M. Walker, v.p.-chief engineer; Julian Pathe, v.p.-magnetics; G. S. Kariotis, v.p.-gen. sales mgr.; Wm. P. Toorks, v.p.-production; J. Bothwell, v.p.-comptroller. Microwave diodes, TR tubes, waveguide components & test equipment.
- MITCHELL CAMERA CORP.**—666 W. Harvard St., Glendale 4, Cal. Chapman 5-1086. Mrs. Eva Fox, pres.; Mona Fox, secy.; Belle Fox, J. D. McCall, Joe Leo, v.p.'s. Film cameras & projectors.
- MOLE-RICHARDSON CO.**—937 N. Sycamore Ave., Hollywood 38, Cal. Oldfield 4-3660. Warren K. Parker, v.p.-treas. TV & photographic lighting equipment.
- MOTOROLA INC.**—4545 W. Augusta Blvd., Chicago 51, Ill. Spaulding 2-6500. Robert W. Galvin, pres.; Daniel E. Noble, exec. v.p., industrial, semiconductor & military electronics divs.; Arthur L. Reese, v.p.-gen. mgr., communications & industrial electronics div. Microwave & 2-way communications.
- MOVIOLA MANUFACTURING CO.**—1451 N. Gordon St. Hollywood 28, Cal. Hollywood 7-3178. Mark Serrurier, pres.; N. Serrurier, v.p.; J. A. Romoli, secy. Motion picture film editing equip- ment.
- NATIONAL CINE EQUIPMENT INC.**—209 W. 48th St., New York 36, N. Y. Circle 6-0348. John A. Clemens, pres.; Erwin G. Harwood, secy.-treas. Sells, rents & services TV dollies, lenses, microphone booms, lighting equipment & motion picture equip.
- NEMS-CLARKE INC.**—919 Jesup-Blair Drive, Silver Spring, Md. Juniper 5-8300. A. S. Clarke, pres.; F. E. Floyd & E. J. Wiley, R. E. Harman, v.p.'s; E. C. Kogok, secy.-treas; F. Whitehead, sales mgr. Telesync units, field intensity meters, video & audio jacks and plugs.
- NEUMADE PRODUCTS CORP.**—250 W. 57th St., New York 19, N. Y. Judson 6-5810. Oscar F. Neu, pres.; Helene E. Neu, secy.; L. E. Jones, sales mgr. Film equipment.
- O'BRIEN ELECTRIC CORP.**—6514 Santa Monica Blvd., Hollywood 38, Cal. Hollywood 4-1117. Frank O'Brien, pres.; Leona Smith, v.p.; W. B. Scales, secy.-treas. Mike hoists, custom consoles & control equipment, metal work.
- OTTO K. OLESEN CO.**—1534 Cahuenga Blvd., Hollywood 28, Cal. Hollywood 5-5194. Daniel E. Murphy, pres.; Walter C. Smith, sales mgr.; Stewart S. Romans, v.p., mfg.; B. E. Frieberg, secy.- treas. TV lighting equipment, booms.
- PEMBREX THEATRE SUPPLY CORP.**—1969 S. Vermont Ave., Los Angeles 7, Cal. Republic 1-3111. Louis M. Wutke, pres. & gen. mgr.; Edwin C. Wutke, v.p.; "Pemarc" high intensity arc back- ground slide projectors, "Telinc" incandescent background projectors, 16 & 35mm background motion picture projectors, screens, projectors & accessories for film & slide editing and handling.
- PHILCO CORP.**—Govt. & Industrial Div., 4700 Wissahickon Ave., Philadelphia 44, Pa. Tennessee 9-4000. Color film pickup sys- tems; color video switching equipment; complete low-power station packages. For personnel, see listing under *Transmitters*.
- POLARAD ELECTRONICS CORP.**—43-20 34th St., Long Island City 1, N. Y. Exeter 2-4500. Dr. D. L. Jaffe, pres.; P. H. Odessey, exec. v.p.; C. J. Eisen, treas.; S. M. Skeist, v.p. contracts. NTSC color flying spot scanners, cinecon scanners, color synchronizing generators, color bar generators, color video monitors, black-&- white monoscope cameras, sync generators, picture & waveform monitors, portable video monitors, distribution amplifiers, power supplies.
- RADIANT MANUFACTURING CORP.**—2627 W. Roosevelt Rd., Chicago 8, Ill. Crawford 7-6300. Harry E. Eller, pres.; Adolph Werthelmer, exec. v.p.; Herschel Feldman, sales v.p.; Grant U. Meyers, v.p.-comptroller; Knute Petersen, production v.p. Projection screens.
- RADIO CORP. OF AMERICA, Commercial Electronic Products**— Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. Microwave relay equipment, field & studio cameras, switching equipment, TV audio equipment, custom video equipment, studio lighting equipment, video & audio amplifiers.
- RADIO ENGINEERING LABORATORIES INC.**—36-40 37th St., Long Island City 1, N. Y. Stillwell 6-2100. C. R. Runyon Jr., pres.; Frank A. Gunther, v.p.-sales mgr.; James R. Day, v.p.-research dir.; Joseph Behr, v.p.; C. R. Runyon III, secy. Aural studio-transmitter links.
- RAVEN SCREEN CORP.**—124 E. 124th St., New York 35, N. Y. Lehigh 4-8408. Frank A. Raven, pres.; Fred Rose, mgr.; Ernest D. Reif, secy.-treas. Projection screens.
- RAYTHEON MANUFACTURING CO., Commercial Equipment Div.**— 100 River St., Waltham, Mass. Twinbrook 3-5860. J. H. Beedle, asst. v.p.-mgr.; D. J. Webster, marketing mgr.; A. E. Keleher Jr., mgr., communications product planning. TV microwave relay systems, color & monochrome, with simultaneous program audio channel, for portable or permanent installation.
- RESEDL ENGINEERING CORP.**—330 S. Fair Oaks Ave., Pasadena 1, Cal. Ryan 1-7689. H. K. Abajian, pres.-gen. mgr.; Alfred J. Slegmeth, chief engineer. Electronic measuring equipment, in- dustrial electronics.
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- STANCIL-HOFFMAN CORP.**—921 N. Highland Ave., Hollywood 38, Cal. Hollywood 4-7461. Wm. V. Stancil, pres.; George F. Jones, v.p. Magnetic recording & film reproducing equip- ment.
- STEPHENS TRU-SONIC INC.**—8538 Warner Dr., Culver City, Cal. Texas 0-6671. Bert Berlant, pres.; Bernard D. Cirilin, v.p. Amplifiers, cabinets, condenser microphones, loudspeakers, multi- cellular horns, wireless microphones.
- STRONG ELECTRIC CORP.**—87 City Park Ave., Toledo 1, O. Cherry 8-3741. Arthur Hatch, pres.; Harold Brown, v.p.; Lee T. Nelson, asst. secy. & treas. Carbon arc spotlights, background side projectors, projection arc lamps.
- STUDIO TELEVISION PRODUCTS SALES CORP.**—342 W. 40th St., New York 18, N.Y. Oxford 5-2199. John Newton, pres. Camera dollies, bases, tripods, mike booms.
- TARC ELECTRONICS INC.**—48 Urban Ave., Westbury, N.Y. Edge- wood 4-3900. H. Wilson Cain, pres.; M. L. Singer, exec. v.p.; Hazel Cain, secy.-treas. Broadcast equipment, special purpose test instrument.
- SARKES TARZIAN INC.**, Broadcast Equipment Div.—E. Hillside Dr., Bloomington, Ind. Bloomington 7251. Image orthicon & vidicon cameras, switching systems, TV dollies, microwave relay systems, TV monitors, audio consoles, 16mm film projectors, 35mm slide projectors. For personnel, see listing under *Transmitters*.
- TECHNICRAFT LABORATORIES INC.**—Thomaston-Waterbury Rd., Thomaston, Conn. Atlas 3-4315. A. M. Winchell, pres.; A. R. Anderson, v.p.; E. T. Candee, secy.-treas.; H. T. Miller, asst. secy.; E. W. Couch, asst. treas.; W. H. Dyson, controller; F. T. Eddy, gen. mgr. Flexible & rigid waveguide assembly; microwave components.
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- TELECHROME MFG. CORP.**—28 Ranick Dr., Amityville, N.Y. Lincoln 1-3600. J. Raymond Popkin-Curman, pres.; Edward W. London, v.p.; H. Charles Riker, sales, v.p. Color transmis- sion equipment, video transmission test equipment, multibest generators, stairstep generators, window generators, differen- tial phase & gain measuring receivers, Chromascope, envelope delay measuring equipment.

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Low in initial cost, this versatile new vidicon studio camera features the heretofore unavailable convenience of a 7-inch viewfinder combined with simplicity of operation and extremely high sensitivity. Performance is considerably better than RETMA requirements in all respects. Whether used as a primary or utility camera it will provide high qual-

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Station Equipment—Publications

STATION EQUIPMENT—PUBLICATIONS—(Continued)

- TELEPROMPTER CORP.**—311 W. 43rd St., New York 36, N. Y. Judson 2-3800. Irving B. Kahn, pres.; Hubert J. Schlafly Jr., v.p. engineering; Herbert W. Hobler, v.p. sales; Ray Tyrrell, v.p. asst. to pres.; Fred Barton, v.p. Group Communications div. (closed-circuit); Wm. P. Rosensohn, dir.; Robert Rosencrans, mgr. Teleprompter, Telepro, Telights. Telema- tion, staging facilities, TV closed circuit. For Teleprompter of Canada, see page 379.
- TELEVISION ASSOCIATES OF INDIANA INC.**—E. Barker Ave., Lakeland, Michigan, Michigan City, Ind. Triangle 4-7207. W. C. Eddy, pres.; Kenneth P. Humbert, v.p.; Russell H. Ericson, treas.; Margaret Durnal, secy. Microwave reflectors, camera mountings, dollies & tripods.
- TELEVISION SPECIALTY CO. INC.**—350 W. 31st St., New York 1, N. Y. Longacre 4-2334. K. Alfred Jenkins, pres.; Lee Jenkins, secy-treas. Motion picture cameras & production equipment, film processors, rear screen projectors, studio dollies, micro- phone booms, lighting equipment, film & kine equipment.
- TELEVISION UTILITIES CORP.**—112-33 Colonial Ave., Corona 68, N.Y. Twining 8-1000. A. E. Siegel, president; Charles H. Odom, v.p. & chief engineer. Designs & manufactures "Private Eye" monitors, pulse cross monitors, video line & distribution amplifiers, industrial sync generators.

Publications in TV and Related Fields

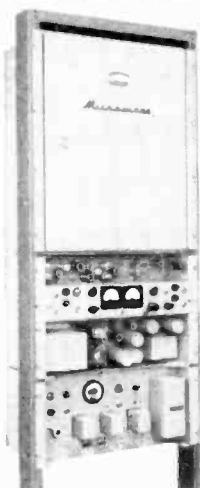
(Continued from page 409)

- PIKE & FISCHER RADIO REGULATION**, 1735 DeSales St., N. W., Washington 6, D.C. STerling 3-3660. Henry G. Fischer, exec. editor. Weekly.
- POPULAR ELECTRONICS**, 366 Madison Ave., New York 17, N. Y. Ziff-Davis Publishing Co. MURray Hill 7-8080. Oliver Read, publisher; Oliver P. Ferrell, managing editor. Monthly.
- PRINTERS' INK**, 205 E. 42nd St., New York 17, N. Y. MURray Hill 3-6500. Eldridge Peterson, editor & publisher. Weekly.
- PROCEEDINGS OF THE IRE**, 1 E. 79th St., New York 21, N. Y. LEhigh 5-5100. Institute of Radio Engineers Inc. Donald G. Fink, editor. Monthly.
- QST**, 38 La Salle Rd., West Hartford 7, Conn. ADams 3-6268. American Radio Relay League. A. L. Budlong, editor. Monthly.
- THE QUARTERLY OF FILM, RADIO & TELEVISION**, Berkeley 4, Cal. University of California Press. Mildred R. Jordan, managing editor.
- RADIO & TELEVISION JOURNAL**, 1475 Broadway, New York 36, N. Y. Oxford 5-5151. V. L. McKernin, publisher; H. Clay Fischer, editor. Monthly.
- RADIO & TELEVISION NEWS**, 366 Madison Ave., New York 17, N. Y. Ziff-Davis Publishing Co. B. G. Davis, pres.; Oliver Read, publisher. Monthly.
- RADIO & TELEVISION WEEKLY**, 99 Hudson St., New York 13, N. Y. WAlker 5-2576. John E. Riesenfeld, pub.; Cy Kneller, ed.
- RADIO-ELECTRONICS**, 154 W. 14th St., New York 11, N. Y. ALgonquin 5-7755. Hugo Gernsback, editor-in-chief & publisher. Monthly.
- RADIO-TELEVISION DAILY**, 1501 Broadway, New York 36, N. Y. WISconsin 7-6336. John W. Alicoate, publisher; Charles A. Ailcoate, exec. publisher.
- RADIO-TELEVISION SERVICE DEALER**, 67 W. 44th St., New York 36, N. Y. MURray Hill 7-2080. Cowan Publishing Corp. Sanford R. Cowan, publisher; S. L. Marshall, editor. Monthly.
- RCA REVIEW**, Princeton, N. J. PRinceton 1-2500. RCA Laboratories. C. C. Foster, mgr. Quarterly.
- RECORD & SOUND RETAILING**, 274 Madison Ave., New York 16, N. Y. MURray Hill 5-5383. M. & N. Harrison Inc. Neil F. Harrison, publisher; Saul Heller, editor. Monthly.
- RETAILING DAILY**, 7 E. 12th St., New York 3, N. Y. ALgonquin 5-5252. Fairchild Publications Inc. Louis W. Fairchild, president; Louis Goodenough, editor; Henry Brief, TV-radio editor. Changes name to *Home Goods Daily* April 1, 1957.
- RORABAUGH REPORT ON SPOT TELEVISION ADVERTISING**, 347 Madison Ave., New York 17, N. Y. MURray Hill 6-2193. N. C. Rorabaugh Co. Inc. N. Charles Rorabaugh, publisher; Greta Lanvin, editor. Quarterly.
- ROSS REPORTS—TELEVISION INDEX**, 551 Fifth Ave., New York 17, N. Y. MURray Hill 2-5910. Television Index Inc. Jerry Leichter, editor & publisher. Semi-weekly, monthly & annual.
- SALES MANAGEMENT**, 386 Fourth Ave., New York 16, N. Y. Lexington 2-1760. Raymond Bill, pres.; Philip Salisbury, editor & publisher. Semi-monthly.
- SEMICONDUCTOR ELECTRONICS**, Box 407, Boston 39, Mass. Semi-conductor Information Service. Geoffrey Knight Jr., editor. Monthly.
- SERVICE**, 52 Vanderbilt Ave., New York 17, N.Y. MURray Hill 4-0170. Bryan Davis Publishing Co. Bryan S. Davis, pres.; Lewis Winner, editor & publication director. Monthly.
- SERVICE MANAGEMENT**, Box 1321, Indianapolis, Ind. MELrose 6-5596. Lecture Bureau Publishing Co. Paul H. Wendel, editor & publisher. Monthly.
- TELEVISION ZOOMAR CORP.**—500 Fifth Ave., New York 36, N.Y. Bryant 9-5835. Jack A. Pegler, pres.; Frank G. Back, treas. Studio Zoomar, Universal Zoomar, Field Zoomar lenses.
- TEL-INSTRUMENT ELECTRONICS CORP.**—728 Garden St., Carlstadt, N.Y. Webster 9-9520. J. L. Roemisch, pres.-treas.; E. W. Brinkerhoff, v.p.-sales mgr.; D. L. Schacher, chief engineer. Test equipment, studio equipment for monochrome & color TV.
- TRANS-LUX CORP.**—625 Madison Ave., New York 22, N.Y. Plaza 1-1311. P. E. Furber, pres.; A. Giles, v.p.; B. W. Roth, sales director. Rear projection screens, slide projectors, etc.
- VISUAL ELECTRONICS CORP.**—342 W. 40th St., New York 18, N.Y. Longacre 4-0518. James B. Tharpe, pres.; John P. Gallagher, v.p.; Herbert Bloomberg, secy.; Morris A. Mayers, mgr., closed circuit operations; Mrs. Tamara Z. Washnik, office mgr. National distribution of technical supplies & accessories for TV broadcast equipment; off-air pickup & microwave relay systems; lower-power installations & TV studio equipment.
- WARE COUPLING & NIPPLE CO.**—Electronics div., 5 Milner St., Ware, Mass. Ware 905. Donald W. Howe Sr., pres.; Donald W. Howe Jr., v.p.; Haldimand S. Putnam Jr., treas., Conelrad alarm, remote control equipment, audio automatic gain control.
- WICKES ENGINEERING & CONSTRUCTION CO.**—12th St. & Ferry Ave., Camden 4, N. J. Woodlawn 4-4912. Richard G. Wickes, pres.; Max F. King, secy.-treas. Color TV studio & test equipment.
- WOLLENSAK OPTICAL CO.**—850 Hudson Ave., Rochester 21, N. Y. Congress 6-1000. E. A. Springer, pres.; A. A. Wollensak, v.p. TV & motion picture camera lenses.
- SIGNAL**, 1624 I St. NW, Washington 6, D. C. EXecutive 3-3033. Armed Forces Communications & Electronics Assn. W. J. Baird, editor. Monthly.
- SPACE & TIME AND INSIDE ADVERTISING**, 1564 Broadway, New York 36, N. Y. Circle 6-7962. Sam Shain, editor & publisher. Weekly.
- SPONSOR**, 40 E. 49th St., New York 17, N. Y. MURray Hill 8-2772. Norman R. Glenn, editor & president. Weekly.
- SPOT RADIO REPORT**, Larchmont, N. Y. TENnyson 4-0833. Executives Radio-TV service. James M. Boerst, publisher. Monthly.
- STANDARD ADVERTISING REGISTER**, 147 W. 42nd St., New York 36, N.Y. Longacre 4-1710. National Register Publishing Co. R. W. Ferrel, pres.; C. H. Brown, gen. mgr.
- STANDARD RATE & DATA SERVICE (SRDS)**, 1740 Ridge Ave., Evanston Ill. HOLlycourt 5-2400. Walter E. Bothof, publisher; Edward D. Gorman, editorial mgr. *Spot Television Rates & Data*, Bernard Kroeger, editorial mgr., and *Films for Television* issued separately. Monthly.
- TELECOMMUNICATIONS REPORTS**, 1208 National Press Bldg., Washington 4, D. C. DIstrict 7-2654. Roland C. Davies, editor. Weekly.
- TELEFILM MAGAZINE**, 1580 Crossroads of the World, Hollywood 28, Cal. HOLlywood 3-5134. Al Preiss, editor & publisher. Bi-monthly.
- TELE-TECH**—See *Electronic Industries*.
- TELEVISION**, 600 Madison Ave., New York 22, N. Y. PLaza 3-9944. Frederick Kugel Co. Frederick A. Kugel, editor & publisher; Hermand Land, exec. editor. Monthly.
- TELEVISION AGE**, 444 Madison Ave., New York 22, N.Y. PLaza 1-1122. S. J. Paul, publisher; Art King, editor. Bi-weekly.
- TELEVISION DIGEST WITH ELECTRONICS REPORTS**, Wyatt Bldg., Washington 5, D. C. STerling 3-1755. Radio News Bureau. Martin Codel, editor & publisher. Weekly.
- TIDE**, 1564 Broadway, New York 16, N. Y. Plaza 7-2800. Executive Publications Inc. Hartley W. Barclay, publisher; Morgan Browne, editor. Semi-monthly.
- TIME BUYERS REGISTER**, Larchmont, N. Y. TENnyson 4-0833. Executives Radio-TV Service, James M. Boerst, publisher. Jan. May & Sept.
- TV FILM PROGRAM DIRECTORY**, 535 Fifth Ave., New York 17, N.Y. MURray Hill 7-1668. Broadcast Information Bureau. Martin Lawrence, membership secy. Bimonthly.
- TV GUIDE**, 400 N. Broad St., Philadelphia, Pa. RITTenhouse 6-1600. Triangle Publications Inc. Walter H. Annenberg, editor; Merrill Panitt, managing editor; James T. Quirk, publisher. Weekly.
- TV, THE NEWS MAGAZINE OF THE TELEVISION WORLD**, 6327 Santa Monica Blvd., Hollywood 38, Cal. HUDson 2-3255. Ver Halen Publishing Co. Syd Cassidy, editor. Monthly.
- VARIETY**, 154 W. 46th St., New York 36, N. Y. LUXemburg 2-2700. Syd Silverman, president; Abel Green, editor; George Rosen, TV-radio editor. Weekly.
- VISION**, 2533 Gerrard St. E, Toronto 13, Ont. Oxford 9-9697. Reg K. Willson, publisher; Tom Briggs, editor. Monthly.
- WESTERN ADVERTISING**, 580 Market St., San Francisco 4, Cal. GARfield 1-8966. Allan J. Oppenheim, publisher; Frank J. Bruggiere, editor. Magazine monthly, "news issue" weekly.
- WESTERN APPLIANCES & TELEVISION**, 274 Brannan St., San Francisco 7, Cal. EXbrook 7-0070. Frederic M. Rea, publisher; Myra Carr, asst. editor. Monthly.
- WHO'S WHO AND WHAT'S WHERE AT TV STATIONS**, 535 Fifth Ave., New York 17, N.Y. MURray Hill 7-1668. Broadcast Information Bureau. Judy Dupuy, editor. Semimonthly.
- WHO'S WHO IN TV FILM PRODUCTION & DISTRIBUTION**, 535 Fifth Ave., New York 17, N.Y. MURray Hill 7-1668. Broadcast Information Bureau. Judy Dupuy, editor. Quarterly.

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Read this brief engineering report before you select this vital equipment

ITEM	Raytheon KTR-Series	Link "Q"	Link "S"	Link "T"
Available in both 100 mw and 1 watt for NTSC color?	YES	NO	NO	NO
Total number of tubes used?	59	87	72	68
Audio channel included in basic unit?	YES	NO	NO	NO
Either rack-mounted or portable?	YES	NO	NO	NO
Field change of frequency, from 6,000 to 7,000 to 13,000 Mc.—without obsolescence?	YES	NO	NO	NO
Transmitter Monitor included?	YES	YES	NO	NO
Number of units for complete system—either rack-mounted or portable.	4	5	5	6
Total Weight of portable system (lbs.)	162	299	195	295



Either portable or rack-mounted units available.

THE RAYTHEON KTR-SERIES*

Reliable, low-cost Microwave Links
Most complete and best-selling line in the industry

KTR-100A—Portable
KTR-100A^(R)—Rack-mounted
Color transmission with simultaneous program audio, 7000 mc band.

KTR-1000A—Portable
KTR-1000A^(R)—Rack-mounted
Powerful one watt output, color transmission with program audio, 7000 mc band.

KTR-100E—Portable
KTR-100E^(R)—Rack-mounted
Color transmission with program audio, 6000 mc band.

KTR-1000E—Portable
KTR-1000E^(R)—Rack-mounted
One watt for common-carrier band, color transmission with program audio, 6000 mc band.

KTR-100F—First link available for this band, color transmission with program audio, 13,000 mc band.

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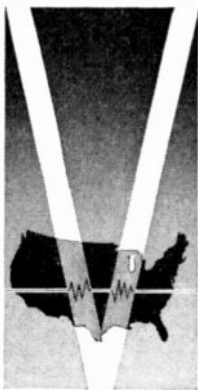
Equipment Marketing Department, Waltham 54, Mass.

Closed-Circuit TV Systems

Industrial TV, Community Antenna Systems,
Theatre & Large-Screen Projection Receivers

(For related equipment and system components,
see Station Equipment listings)

- AMPLITEL INC.**—342 W. 40th St., New York 18, N. Y. Bryant 9-0710. Herbert M. Ardston, pres.; Harry Morris Jr., v.p.; Norman Perlman, chief engineer; Jack Saunders, purchasing agent; Henry Berk, sales mgr.; Wm. L. Grassi, installation director, community systems; Joseph Maneri, installation director, master antenna systems; John Rice, chief of service. Manufactures & installs community antenna systems, master amplified antenna systems, complete RF amplifiers.
- A.R.F. PRODUCTS INC.**—7627 Lake St., River Forest, Ill. Forest 9-6000. Community antenna systems and amplifiers; consulting engineering and design of complete systems. For personnel, see listing under *Studio & Station Equipment*.
- BENCO TELEVISION ASSOCIATES LTD.**—278 Bridgeland Ave., Toronto 10, Ont. Russell 1-6681. S. W. Weilum, gen. mgr. Community antenna & distribution systems.
- BLONDER-TONGUE LABORATORIES INC.**—526 North Ave., Westfield, N. J. Westfield 2-7032. Isaac S. Blender, pres.; Ben H. Tongue, chairman; Joseph H. Kerner, sales mgr.; Joseph H. Gibbs, asst. sales mgr.; Robert McKiernan, sales engineer; T. Shea, systems planning engineer. Master TV systems, community TV systems, closed-circuit TV cameras & systems, video monitors, accessories, field strength meters.
- CANADIAN GENERAL ELECTRIC CO. LTD.**—Electronic equipment & tube dept., 830 Lansdown Ave., Toronto 4, Ont. Lennox 4-6511. Closed-circuit TV systems & equipment. For personnel, see listing under *Transmitters*.
- COMMUNITY ENGINEERING CORP.**—Box 824, State College, Pa. Adams 7-7221. John L. McLucas, chairman; James R. Palmer, pres.; Floyd B. Fischer, v.p.; John R. Knapp, secy.; S. M. Woolsey, treas. Community antenna system equipment and system rebuilding & modernizing service.
- DAGE TELEVISION DIV.**, Thompson Products Inc.—W. 10th St., Michigan City, Ind. Triangle 4-3251. Industrial TV systems. For personnel, see listing under *Transmitters*.
- DIAMOND POWER SPECIALTY CORP.**—Lancaster, O. Phone 4830. W. P. Thomas, chairman; W. J. Fitzburgh, pres.; L. B. Schueler, v.p.; W. I. McCord, elec. sales mgr.; J. A. Good, mgr., electronics dept. Industrial TV systems & TV pickup tubes.
- ALLEN B. DUMONT LABORATORIES INC.**—750 Bloomfield Ave., Clifton, N.J. Mulberry 4-7400. Industrial TV systems & Electronic film systems. For personnel, see listing under *Transmitters*.
- ENTRON INC.**—4902 Lawrence St., Box 287, Bladensburg, Md. Appleton 7-9585. H. M. Diambra, pres.; G. G. Eden & Robert J. McGeehan, v.p.'s; H. M. Kannee, secy.-treas. Community systems. Equaline RF systems, closed-circuit industrial systems, consulting engineering & planning services.
- FARNSWORTH ELECTRONICS CO. (div. of IT&T)**—3700 E. Pontiac St., Fort Wayne, Ind. Eastbrook 7571. Industrial TV systems.
- GENERAL ELECTRIC CO.**—Electronics Park, Syracuse, N. Y. Telephone 76-4411. P. P. Barnes, mgr., marketing, closed-circuit TV; C. J. Simon, mgr., sales, closed-circuit TV. Intra-tel closed-circuit industrial TV. Eldophor color theatre TV.
- GENERAL PRECISION LABORATORY INC.**—63 Bedford Rd., Pleasantville, N.Y. Rogers 9-5000. Industrial & institutional closed circuit TV systems (II-TV); large theatre TV projection systems and portable projection systems for small theatres, auditoriums & classrooms. For personnel, see listing under *Transmitters*.
- HALLAMORE ELECTRONICS CO.**, div. of The Siegler Corp.—8352 Brookhurst Ave., Anaheim, Cal. Prospect 4-1010. John G. Brooks, pres.; Robert L. Purcell, v.p.-secy.; Norman E. Grandt, v.p.-treas.; Lloyd G. Hallamore, v.p., electronics div.; W. G. Ullman, v.p.; J. S. Johnson, v.p.; Henry Casey, mgr., communications div. Industrial, military & educational closed-circuit TV systems & electronic communication systems.
- HANCOCK ELECTRONICS CORP.**—2553 Middlefield Rd., Redwood City, Cal. Emerson 6-8468. Warren D. Hancock, pres.; Homer T. Craig, exec. v.p.; A. R. Ogilvie, v.p., technical operations; C. Richard Lange, secy.-gen. counsel. Closed-circuit systems & equipment.
- HOLT ELECTRONIC MANUFACTURERS**—105 E. Spruce St., Mahanoy City, Pa. Telephone 1228. Marion Holt, owner; Luther D. Holt, chief engineer; Martin F. Kerrigan, mgr. Antenna site pre-amplifiers, crystal converters, mixers, AGC-controlled single-channel amplifiers, line amplifiers, splitters, distribution units, service taps, traps, pads; community systems.
- INDUSTRIAL TELEVISION INC.**—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Special industrial TV systems & development. For personnel, see listing under *Studio & Station Equipment*.
- INTERNATIONAL CLOSED CIRCUIT TELEVISION INC.**—9756 Wilshire Blvd., Beverly Hills, Cal. Crestview 4-5968. Carl Leserman, pres.; Wm. H. Husted, v.p.; Wm. R. Burlingham, secy.-treas. Constructs closed-circuit systems.
- INTERNATIONAL TELEMETER CORP.** (subsidiary of Paramount Pictures Corp.)—2000 Stoner Ave., Los Angeles 25, Cal. Granite 8-7752. Louis A. Novins, v.p. & asst. secy.; Eugene J. Zukor, treas. & asst. secy.; Jacob Karp, secy.; Paul MacNamara, Chester I. Lappen & James Murtagh, v.p.'s; Arthur Israel Jr., Morris Simpson & Stanley A. Wainer, asst. treas. Ampli-Vision community antenna equipment.
- JERROLD ELECTRONICS CORP.**—23rd & Chestnut Sts., Philadelphia 3, Pa. Locust 4-0707. Milton J. Shapp, pres.; Zalmon Garfield, asst. to pres.; Henry J. Arbeiter, v.p.-chief engineer; Donald Kirk, v.p.-director of development & research; Caywood C. Cooley, v.p. field service organization; Wm. H. Miller, mgr. community operations div.; Fred Lieberman, sales mgr., community equipment; Bob Vendeland, mgr., closed-circuit industrial TV; Daniel Aaron, public relations director. Design, engineering, installation & manufacture of equipment for community antenna systems, closed-circuit TV, remote control systems, RF test equipment.
- KAY LAB INC.**—5725 Kearney Villa Rd., San Diego 12, Cal. Browning 7-6700. Industrial TV systems. For personnel, see listing under *Studio & Station Equipment*.
- LYNMAR ENGINEERS INC.**—1432 N. Carlisle St., Philadelphia 21, Pa. Stevenson 7-4450. Edward M. Beeler, pres.; Samuel Sabaroff, v.p.; Donald R. Trilling, secy.-treas. Community systems.
- PHILCO CORP.**—Govt. & Industrial Div., 4700 Wissahocken Ave., Philadelphia 44, Pa. Tennessee 9-4000. Closed-circuit industrial TV systems. For personnel, see listing under *Transmitters*.
- RADIO CORP. OF AMERICA**, Commercial Electronic Products—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. E. S. Clammer, mgr., closed-circuit sales. M. J. Yahr, mgr., distributed products; D. R. Berne, mgr., sound & community antenna equipment. Industrial & closed-circuit TV systems, large-screen projection sets; community antenna equipment.
- RADIO RECEPTOR CO. INC.**—240 Wythe Ave., Brooklyn 11, N.Y. Evergreen 8-6000. Hugo Cohn, pres.; Ralph Mendel & Adm. Joseph J. Clark, v.p.'s; Harold Zeamans, secy.-treas. & counsel. Industrial TV systems.
- SPENCER-KENNEDY LABORATORIES INC.**—1320 Soldiers Field Rd., Boston 35, Mass. Algonquin 4-5400. Fitzroy Kennedy, chairman; Donald Spencer, pres. & treas.; George W. W. Brewster, chairman, exec. committee & asst. treas.; Lester C. Smith, chief engineer; W. K. Headley, sales mgr.; A. W. Bridgett, engineering; W. W. Bemis, field engineering. Community antenna and industrial TV systems.
- SARKES TARZIAN INC.**, Broadcast Equipment Div.—E. Hillside Dr., Bloomington, Ind. Bloomington 7251. Closed-circuit TV systems. For personnel, see listing under *Transmitters*.
- TELEVISION TRANSMISSION CO.**—301 Peru St., Peru, Ill. Telephone: 1106. Earle S. Nelson Sr., v.p.; Earle S. Nelson Jr., v.p.-mgr.; J. A. Biggs, chief engineer. Community antenna systems and industrial TV components.
- TWENTIETH CENTURY-FOX FILM CORP.**—444 West 56th St., New York 19, N. Y. Columbus 5-3320. Spyros P. Skouras, president; Earl I. Sponable, director of research & development. Holds world rights for manufacture & distribution of Eldophor color theatre-TV system (to be manufactured by General Electric under contract).
- VISUAL ELECTRONICS CORP.**—11 W. 42nd St., New York 36, N.Y. Longacre 4-0518. Mfrs. reps for industrial, closed-circuit and community distribution equipment. See listing under *Studio Equipment*.
- WESTBURY ELECTRONICS INC.**—300 Shames Dr., Westbury, N.Y. Edgewood 4-8300. H. B. Abajian, pres.; H. C. Cochran, production mgr.; Wm. J. McBride, sales mgr. Community systems.



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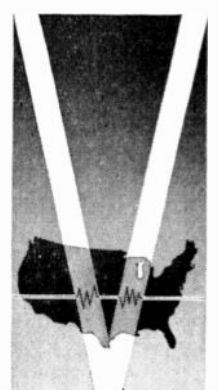
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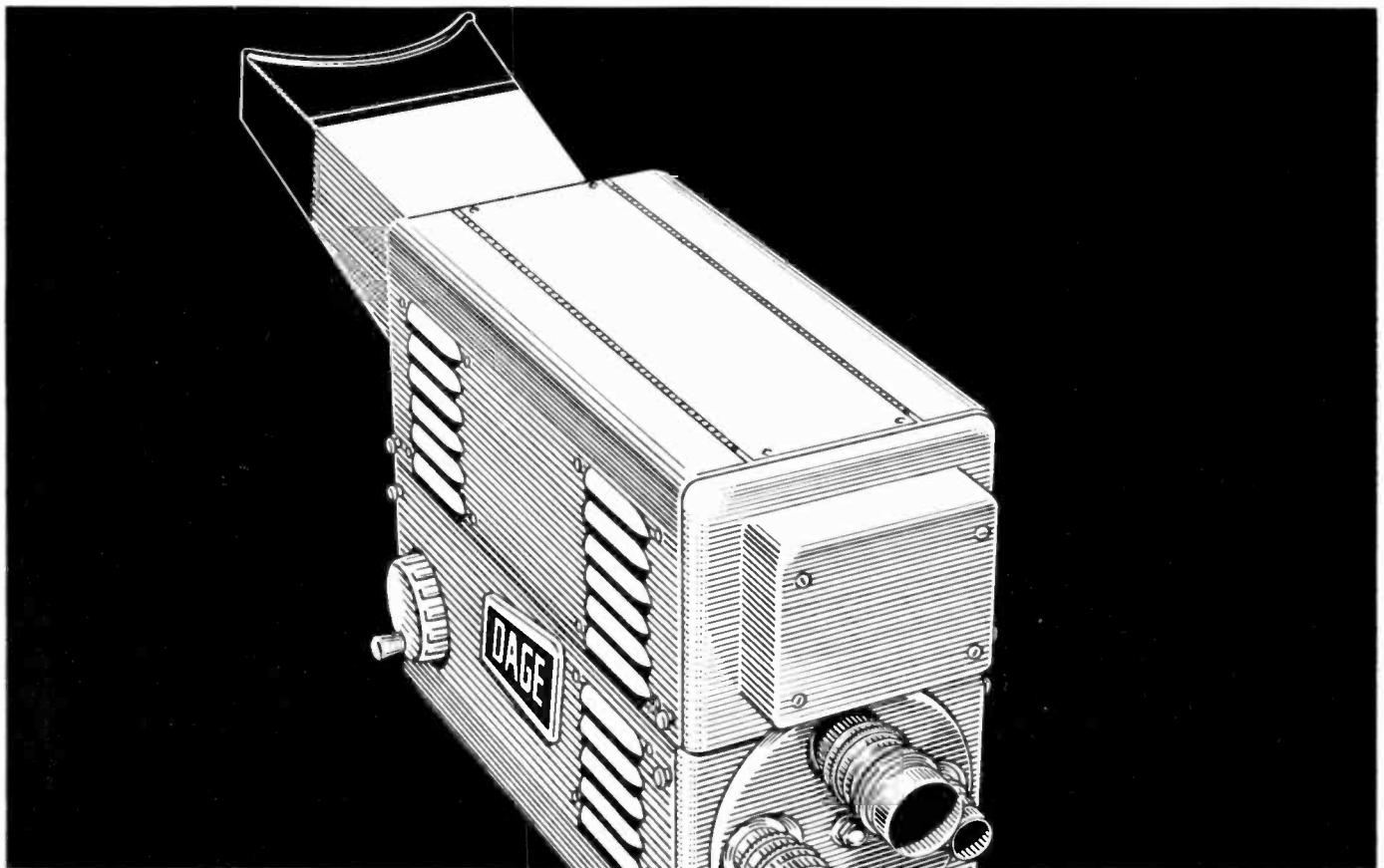
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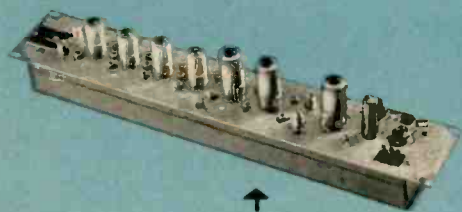
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Ever since Jerrold pioneered the first community antenna system in Lansford, Pa., we have continuously provided the industry with the most advanced distribution equipment and components. This continuing research is developing

and producing new ideas, new methods and new equipment for your use... now! Keep a close eye on Jerrold for a succession of new and improved products as spectacular as these recent "break throughs" below.



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—surpasses legendary "WCA" strip for use at the "head end" or for cascading. 60 DB gain; 2 volts output; matched dual input and output; built in AGC.

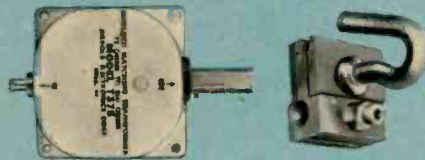


Cascader

—finest wide band amplifier ever! Highest cascability! Lowest noise figure! Flattest response! Highest overload level! Perfect operating stability!

Matching Transformers and Receiver Isolation Units

—perfect mates for every subscriber connection. Only Jerrold offers a fully compensated tap-off unit. More Jerrold tap-offs and matching transformers are in use than all other makes combined.



Wide-Band Sweep Generators

—a first in the electronic industry! Sweep entire TV band in one swoop! Flat response! High output! Models from .2 mc to 1000 mc.

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Directory of

Community Television Antenna Systems

(as of February 1, 1957)

Data supplied by system operators, equipment manufacturers or
National Community Television Assn.

Asterisk (*) indicates project still in planning stage. Date indicates when service started.

For list of equipment manufacturers, see page 424.

ALABAMA

Florence—Muscle Shoals TV Cable Corp., 121 S. Court St. Phone: At. 2-7571. No. subscribers, 3500; estimated potential, 9000. Began service March 1954. Equipment, Jerrold. W. R. Tucker, pres.; J. R. Moore, v.p. & gen. mgr. Stations: WBRC-TV & WABT, Birmingham; WSIX-TV, Nashville.

Fort Payne—City TV Co. Fort Payne. Began service Aug. 1951. Equipment Entron. James L. Killian, pres.

Huntsville—TV Distribution System, c/o Station WBHP, Huntsville. Equipment Jerrold.

Russellville—Better TV Cable Co., W. Lawrence St. Phone: 885. No. subscribers, 300; estimated potential, 1000. Began service June 18, 1954. Equipment, Jerrold. E. E. Stuart, John McCollum, J. Foy Guin, J. Foy Guin Jr., partners. Stations: WABT & WBRC-TV, Birmingham; WSIX-TV, Nashville.

ARIZONA

Ajo—Ajo TV Service Co., Inc., 250 Pizal St. Phone: DU 7-6012. No. subscribers, 825; estimated potential, 1100. Began service Nov. 1953. Equipment, Blonder-Tongue. V. E. Blow, pres. Stations: KPHO-TV, KTVK, KOOL-TV & KVAR, Phoenix.

Bisbee—Nichol's Radio & TV Service, 90 Main St. Equipment Jerrold.

Clifton—Clifton-Morenci Community TV Inc., Box 1168. Phone: Townsend 5-4133. No. subscribers, 1500; estimated potential 3000. Began service Dec. 1954. Equipment Motorola. Ed Furman, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

Douglas—Whitey's TV & Cable Co. Inc., 1121 G Ave. Phone: EM 42233. No. subscribers, 750; estimated potential 2000. Began service June 1955. Equipment, Jerrold. I. W. Brayer, pres. Stations: KTVK, Phoenix; KVOA-TV, KOPO-TV & KDWI-TV, Tucson.

Flagstaff—Flagstaff TV & Cable Co., 112 E. Aspen St. Phone: 1391. No. subscribers, 1600; estimated potential, 3000. Began service Aug. 1, 1954. Equipment, Jerrold. Milton J. Shapp, pres.; Mary Jane Phillippi, mgr. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

Holbrook—Winslow-Holbrook Community TV Inc., 450 N. Navajo Blvd. Phone: 235W. No. subscribers, 50; estimated potential, 800. Began service Dec. 1956. Equipment Motorola. Wm. Ross, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

Miami—Antennavision Inc., 507 Live Oak St. Phone: 14. No. subscribers, 2300; estimated potential, 5000. Began service June 1953. Equipment Ameco. Bruce Merrill, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

Nogales—Clear-Vision TV, 349 Morely Ave. Phone: 1162. No. subscribers, 400; estimated potential, 1000. Began service April 1, 1954. Equipment, Jerrold. Charles G. Boice, J. H. Barbee & J. W. Allen, partners. Stations: KVOA-TV & KOPO-TV, Tucson; KOOL-TV, Phoenix.

Prescott—TV Services Inc., 116 N. Montezuma. Phone: 1680. Estimated potential, 3000. Began service June 1953. Norman A. Hendry, pres. Stations: KPHO-TV, KOOL-TV, KVAR & KTVK, Phoenix.

Ray-Sonora—Arizona Community TV Systems Inc., 120 Sixth Ave., San Manuel. Phone: Dudley 5-2321. San Manuel. No. subscribers, 350; estimated potential, 700. Began service March 1955. Equipment Ameco. Bruce Merrill, pres. Stations KOOL-TV, KVAR & KTVK, Phoenix.

Safford—Antennavision Inc., 218 E. Main. St. Phone: 950. No. subscribers, 600; estimated potential, 1400. Began service June 1953. Equipment Ameco. Bruce Merrill, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

San Manuel—Arizona Community TV Systems Inc., 120 Sixth St. Phone: Dudley 5-2321. No. subscribers, 450; estimated potential, 1000. Began service March 1955. Equipment Ameco. Bruce Merrill, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

Williams—Whitey's TV & Cable Co. Inc., 108 S. 3rd St. Phone: 472. No. subscribers, 410; estimated potential, 500. Began service Sept. 28, 1955. Equipment Jerrold. I. W. Brayer, pres.-mgr. Stations: KTVK, KVAR & KOOL-TV, Phoenix.

Winslow—Winslow-Holbrook Community TV Inc., 220 Kinsley Ave. Phone: 1000. No. subscribers, 750; estimated potential, 2200. Began service May 1956. Equipment Motorola. Wm. Ross, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

ARKANSAS

Batesville—Community Antenna Co., 22nd & Main St. Phone: 1414. No subscribers, 350; estimated potential, 1000. Began service June 1952. Equipment, Entron. Jimmy Davidson, owner. Stations: WMCT & WREC-TV, Memphis; KARK-TV & KTHV, Little Rock; KATV, Pine Bluff.

Fayetteville—Trans-Video Corp. of Arkansas, Broadcast Center, Hillcrest 2-7111. No. subscribers, 2100; estimated potential, 3500. Began service March 1, 1953. Equipment RCA, Jerrold. Hal Douglas, pres.; Fred J. Stevenson, v.p.-gen. mgr. Stations: KOTV & KVOO-TV, Tulsa; KYTV, Springfield; KTVX, Muskogee.

Harrison—Twin Lakes TV Corp., 120 E. Rush. Phone: 490. No. subscribers, 1200; estimated potential, 2000. Began service Sept. 1, 1953. Equipment RCA. Betty Lou Wheeler, pres. Stations: KYTV & KTTS-TV, Springfield; KARK-TV, Little Rock.

Marshall—Jack Treece, Marshall. Equipment Jerrold.

Mena—TV Signal Service, 515 Mena St. Phone: 252. No. subscribers, 378; estimated potential, 650. Began service Feb. 1954. Equipment, Entron & Ampli-Vision. Stations: KARK-TV & KTVH, Little Rock; KCMC-TV, Texarkana; KATV, Pine Bluff.

Rogers—Ka-Mo TV Cable System, 312 W. Walnut St. Phone: 1254. No. subscribers, 100; estimated potential, 1000. Began service Oct. 1, 1956. Equipment Entron. G. Don Thompson, pres.-mgr. Stations: KOTV & KVOO-TV, Tulsa; KTVX, Muskogee; KYTV, Springfield; KSWM-TV, Joplin.

Siloam Springs—Garrett Coaxial TV Tower Inc., S. Mt. Olive St. Phone: 67. No. subscribers, 121; estimated potential, 500. Began service 1955. Equipment Entron. Tom H. Garrett, pres. Stations: KOTV & KVOO-TV, Tulsa; KTVX, Muskogee; KOAM-TV, Pittsburg; WNAC-TV, Ft. Smith.

CALIFORNIA

Auburn—Master Antenna Systems Inc., 941 Lincoln Way. Phone: TU 5-2137. No. subscribers, 480; estimated potential, 7-800. Began service March 2, 1952. Equipment Jerrold. James D. Owen, pres. Stations: KPIX, KRON-TV & KGO-TV, San Francisco; KVOI, Stockton; KBET-TV, Sacramento.

Banning—Banning Communications Corp., Box 315. Phone: Victor 9-4503. No. subscribers, 225; estimated potential, 500. Began service March 1, 1954. Equipment Jerrold. E. N. Knox, v.p.-mgr. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT, KTTV, Los Angeles.

Barstow—TV Relay Systems Inc., 222 E. Main St. Phone: 9311. No. subscribers, 2100; estimated potential, 4500. Began service Nov. 1952. Equipment Jerrold. D. M. DeVoe, pres.; Harry A. Ford, mgr. Stations: KNXT, KRCA, KABC-TV, KTLA & KHJ-TV, Los Angeles.

Beverly Hills—Community TV Reception Co., 2576 Benedict Canyon. Phone: HO 2-7253. No. subscribers, 300; estimated potential, 700. Began service March 1954. Equipment composite. Allan MacDougall Jr., pres. Stations: KABC-TV, KCOP, KHJ-TV, KNXT, KRCA, KTLA & KTTV, Los Angeles.

Big Bear Lake—Master TV Dist. System Inc., Box 495. Equipment Jerrold.

Carmel—Alarm Corp., 7th & Lincoln Sts. Phone: 8-0012. No. subscribers, 751; estimated potential, 2500. Began service June 1952. Equipment RCA. G. B. Henderson, chairman; Howard F. Bruggeman, pres.-treas. Stations: KRON-TV, KPIX & KGO-TV, San Francisco.

Dunsmuir—Dunsmuir TV Co., Box 757. Phone: 4873. No. subscribers, 300; estimated potential, 400. Began service Feb. 1954. Equipment Jerrold. John F. Burgess, pres. Stations: KBES-TV, Medford; KHSL-TV, Chico.

Eagle Mountain Mines—Kaiser Steel Corp., Box 217, Fontana, Cal. Equipment Jerrold. E. C. Ketaaly, chief electrician.

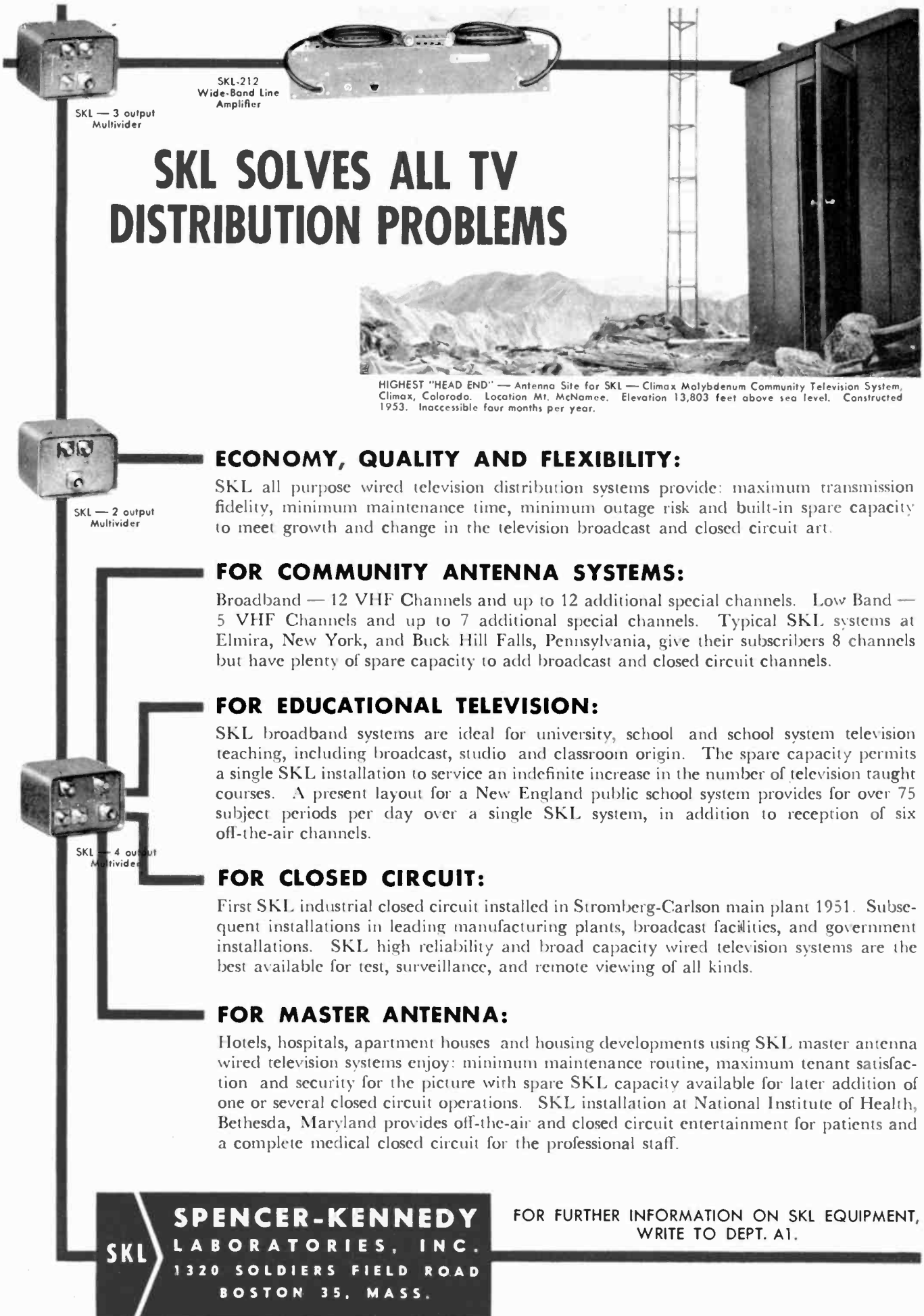
Glendale—Standard Reception Co., Box 2574, Terminal Annex, Los Angeles, Cal. Citrus 4-4118. Began service Sept. 1953. Equipment, Spencer-Kennedy. E. Spencer, pres.

Grass Valley—Community Antenna Co. Inc., 127 Neal St. Phone: 761. No. subscribers, 200; estimated potential, 650. Equipment Jerrold. John Colling, pres. Stations: KPIX, KRON-TV & KGO-TV, San Francisco.

Ione—Angier Appliance, Box 864. Equipment Jerrold. Lawrence Angier, owner.

Jackson—Angier Appliance, Box 864, Ione, Cal. Equipment, Jerrold. Lawrence Angier, owner.

Laguna Beach—Tel-I-Clear Systems Inc., 334 Glenneyre St. Hyatt 4-1413. No. subscribers, 550; estimated potential, 2000. Began service June 6, 1953. Equipment Jerrold. Lewis L. Lemieux, pres. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT & KTTV, Los Angeles.



SKL SOLVES ALL TV DISTRIBUTION PROBLEMS



HIGHEST "HEAD END" — Antenna Site for SKL — Climax Molybdenum Community Television System, Climax, Colorado. Location Mt. McNamee. Elevation 13,803 feet above sea level. Constructed 1953. Inaccessible four months per year.

ECONOMY, QUALITY AND FLEXIBILITY:

SKL all purpose wired television distribution systems provide: maximum transmission fidelity, minimum maintenance time, minimum outage risk and built-in spare capacity to meet growth and change in the television broadcast and closed circuit art.

FOR COMMUNITY ANTENNA SYSTEMS:

Broadband — 12 VHF Channels and up to 12 additional special channels. Low Band — 5 VHF Channels and up to 7 additional special channels. Typical SKL systems at Elmira, New York, and Buck Hill Falls, Pennsylvania, give their subscribers 8 channels but have plenty of spare capacity to add broadcast and closed circuit channels.

FOR EDUCATIONAL TELEVISION:

SKL broadband systems are ideal for university, school and school system television teaching, including broadcast, studio and classroom origin. The spare capacity permits a single SKL installation to service an indefinite increase in the number of television taught courses. A present layout for a New England public school system provides for over 75 subject periods per day over a single SKL system, in addition to reception of six off-the-air channels.

FOR CLOSED CIRCUIT:

First SKL industrial closed circuit installed in Stromberg-Carlson main plant 1951. Subsequent installations in leading manufacturing plants, broadcast facilities, and government installations. SKL high reliability and broad capacity wired television systems are the best available for test, surveillance, and remote viewing of all kinds.

FOR MASTER ANTENNA:

Hotels, hospitals, apartment houses and housing developments using SKL master antenna wired television systems enjoy: minimum maintenance routine, maximum tenant satisfaction and security for the picture with spare SKL capacity available for later addition of one or several closed circuit operations. SKL installation at National Institute of Health, Bethesda, Maryland provides off-the-air and closed circuit entertainment for patients and a complete medical closed circuit for the professional staff.

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LABORATORIES, INC.
 1320 SOLDIERS FIELD ROAD
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 WRITE TO DEPT. A1.

Martel—Angler Electric & TV, Box 13. Equipment Jerrold. Lawrence Angler, pres.

Martinez—TV Transmission Inc., 908 Ferry St. Phone: 2505. No. subscribers, 1000; estimated potential, 2000. Began service March 1952. Equipment Telesystems. Wm. A. Gentry, pres. Stations: KGO-TV, KPIX & KRON-TV, San Francisco.

Morro Bay—Jerry Martin TV Service, 950 E St. Phone: Spruce 2-6781. No. subscribers, 39; estimated potential, 1500. Began service Sept. 1954. Equipment Jerrold. Jerry Martin, owner. Stations: KEYT, Santa Barbara; KVEC-TV, San Luis Obispo.

Nevada City—Community Antenna Co. Inc., 127 Neal St., Grass Valley, Cal. Phone: 761, Grass Valley. Began service Jan. 1954. No. subscribers, 20; estimated potential 500. Equipment Jerrold. John G. Collins, pres. Stations: KRON-TV, KPIX KGO-TV. San Francisco.

Palm Springs—Palm Springs Community TV Corp., 192 S. Indian Ave. Phone 5002. No. subscribers, 2550; estimated potential, 5000. Began service Nov. 4, 1952. Equipment Ampli-Vision. Carl Leerman, pres.; Frank L. Allen, mgr. Stations: KNXT, KRCA, KTLA, KABC-TV & KHJ-TV, Los Angeles.

Placerville—El Dorado TV Engineering Corp., 564 Main St. Phone: 140. No. subscribers, 200; estimated potential 500. Began service March 1, 1953. Equipment Jerrold. John S. Hocking, pres. Stations: KRON-TV, KPIX & KGO-TV, San Francisco.

Sacramento—J. W. Brewer Co., 2800 Stockton Blvd. Phone: Gilbert 1-8455. No. subscribers, 330; estimated potential, 400. Began service Feb. 1954. Equipment, Ampli-Vision, Blonder-Tongue & Transvision. James W. Brewer, owner. Stations: KVOR, Stockton; KBET-TV, KCCC-TV & KCRA-TV, Sacramento.

San Bernardino—Community TV, 3315 E St. Phone: 47-7522. No. subscribers, 950; estimated potential, 1500. Began service Jan. 1953. Equipment Jerrold. Richard J. Filanc, pres.; Samuel P. Boyd, mgr. Stations: KRCA, KABC-TV, KHJ-TV, KCOP, KTLA, KNXT & KTTV, Los Angeles.

San Diego—Video Antenna Systems Inc., 3686 El Cajon Blvd. Atwater 1-8146. No. subscribers, 2568; estimated potential, 5000 plus. Began service May 15, 1953. Equipment Jerrold. Roy P. Cloud, pres. Stations: KNXT, KRCA, KTTV, KCOP, Los Angeles; KFMB-TV & KFSD-TV, San Diego; XETV, Tijuana.

Santa Cruz—Pacific Telescription System, 924 Soquel Ave. Phone: Garden 3-6510. No. subscribers, 1600; estimated potential, 6500. Began service Sept. 20, 1954. Equipment composite. David McKay, mgr. Stations: KGO-TV, KPIX & KRON-TV, San Francisco; KOVR, Stockton.

Taft—Kern Mutual Telephone Co., 307 Main St. Phone: 5-4126. No. subscribers, 187; estimated potential, 500. Began service June 1955. Equipment Jerrold. J. P. Maguire, pres.; C. E. Keaneley, mgr.

Ukiah—Spanish Mountain TV Corp., 175 Seminary Ave. HO 2-5472. No. subscribers, 1450; estimated potential, 3000. Began service Dec. 1952. Equipment Jerrold. Owned by Jerrold Electronics Corp. John A. Sullivan, gen. mgr. Stations: KRON-TV, KPIX & KGO-TV, San Francisco; KOVR, Stockton.

Ventura—Avenue TV Coaxial Cable Service, 1963 E. Main St. MI 3-6819. No. subscribers, 325; estimated potential, 800. Began service Jan. 1951. Equipment Ampli-Vision & Jerrold. John G. George, owner. Stations: KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV & KCOP, Los Angeles.

Victorville—Desert TV & Appliance Co., 16824 C St. Equipment Jerrold.

COLORADO

Alamosa—Community TV Systems of Colorado Inc., 419 State St. Phone: 616. No. subscribers, 600; estimated potential 750. Began service July 1, 1955. Equipment Jerrold. L. W. Peay, pres. Stations: KOB-TV, KOAT-TV & KGGM-TV, Albuquerque.

Antonito—Community TV Systems of Colorado Inc., Antonito. No. subscribers, 75. Began service Jan. 2, 1956. Equipment Jerrold. L. W. Peay, pres. Stations: KOB-TV, KOAT-TV & KGGM-TV, Albuquerque.

Climax—Climax Molybdenum Co., Climax. Phone: 5111. No. subscribers, 500; estimated potential, 550. Began service Oct. 1953. Equipment Spencer-Kennedy, Don Stephens, public relations asst. Stations: KTVR, KOA-TV, KBTB & KLZ-TV, Denver.

Durango—Durango TV Network Inc., 1221 Main Ave. Phone: 739-W. No. subscribers, 1100. Began service Dec. 1954. Equipment Jerrold. John J. Morrissey Jr., pres.-mgr. Stations: KOB-TV, KGGM-TV & KOAT-TV, Albuquerque.

Estes Park—Estes Park TV Co., E. Riverside. Phone: 322. No. subscribers, 219; estimated potential, 300. Began service Sept. 1, 1953. Equipment composite. Richard N. Statham, pres. Stations: KTVR, KOA-TV, KLZ-TV & KBTB, Denver.

Glenwood Springs—Radio & TV Service, Glenwood Springs. E. J. Pocock.

*** Gunnison—Community TV Systems of Colorado Inc., Gunnison.** Estimated potential, 500. Equipment Jerrold. L. W. Peay, pres. Station: KCSJ-TV, Pueblo.

La Jara—Community TV Systems of Colorado Inc., La Jara. No. subscribers, 75. Began service March 15, 1956. Equipment Jerrold. L. W. Peay, pres. Stations: KOB-TV, KOAT-TV & KGGM-TV, Albuquerque.

Leadville—Leadville Community TV Co., Leadville. Equipment Jerrold.

Monte Vista—Community TV Systems of Colorado Inc., Monte Vista. No. subscribers, 300. Equipment Jerrold. L. W. Peay, pres. Stations: KOB-TV & KGGM-TV, Albuquerque.

Community Antenna Systems

Salida—Community TV Systems of Colorado Inc., 117 W. Second St. Phone: 288-W. No. subscribers, 600; estimated potential 6-700. Began service Nov. 11, 1954. Equipment Jerrold. L. W. Peay, pres. Stations: KLZ-TV, KOA-TV & KBTB, Denver.

Sterling—Sterling Community TV Co., 127 S. Second St. LO 2-0978. No. subscribers, 1875; estimated potential, 2000. Began service Sept. 29, 1954. Equipment Ampli-Vision & Blonder-Tongue. J. E. Collier & Karl O. Krummel, partners; Charles H. Pope, mgr. Stations: KTVR, KOA-TV, KLZ-TV, KBTB, Denver; KFBC-TV, Cheyenne.

Trinidad—Trinidad Community TV Co., 312 N. Commercial St. Phone: Victor 6-2912. No. subscribers, 1200; estimated potential 1600. Began service May, 1953. Equipment Jerrold. Donald H. Jacobs, pres.; Pete Ruiz Jr., mgr. Stations: KCSJ-TV, Pueblo; KKTU, Colorado Springs.

FLORIDA

Key West—Key West Cable-Vision Inc., 824 Duval St. Phone: Cypress 6-6555. No. subscribers, 950. Estimated potential, 6000. Began service July 1, 1955. Equipment Jerrold. John M. Spottswood, pres.; Milton J. Shapp, v.p.; Zalmon Garfield, secy.; Simon Pomerantz, treas.; C. E. Smith Jr., mgr. Stations: WTUV & WGBS-TV, Miami; CMQ-TV, Havana; closed-circuit originations.

Sarasota—City TV Antenna Network Inc., 415 S. Pineapple Ave. Phone: RI 6-7481. No. subscribers, 250; estimated potential, 5000. Began service March, 1954. Equipment Ampli-Vision. Preston Edmonds, pres. Stations: WSUN-TV, St. Petersburg; WTVT & WFLA-TV, Tampa.

IDAHO

Avery—Nolan's TV Service, Avery. Equipment Jerrold & Ampli-Vision. Ronald Nolan, owner.

Bonnars Ferry—TV Sales Inc., Bonners Ferry. Equipment Jerrold.

Burke—Burke TV Cable, Burke. Equipment Jerrold & Ampli-Vision.

Cottonwood—Master TV Service, Cottonwood. Phone: YO 2-3281. No. subscribers, 110; estimated potential, 200. Began service Dec. 1955. Equipment Jerrold & Blonder-Tongue. Abe Uhlenkott, owner-mgr. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane; KLEW-TV, Lewiston.

Craigmont—Craigmont TV Cable Service, Craigmont. Phone: WA 4-5547. No. subscribers, 72; estimated potential, 160. Began service Jan. 1, 1955. Equipment Entron. Carl L. Blevins, owner. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane; KLEW-TV, Lewiston.

Deary—Deary TV Co-op, Deary. Equipment Jerrold.

Elk River—Elk River TV Co., Elk River. Equipment Jerrold.

Grangeville—Grangeville TV Service Inc., 313 W. Main St. Phone: 741. No. subscribers, 282; estimated potential, 450. Began service Sept. 1954. Stanley Wright, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

Kamiah—Fleisher Electric & TV, Kamiah. Phone: 67M. No. subscribers, 62; estimated potential, 245. Began service Nov. 1, 1954. Equipment Entron & Jerrold. J. A. Fleisher, owner. Stations: KHQ-TV & KXLY-TV, Spokane.

Kellogg—Kellogg TV System Inc., 102 Sidney Bldg. Phone 2161. No. subscribers, 1600; estimated potential, 2000. Began service June 1, 1953. Equipment Jerrold. J. C. Moore, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

Ketchum—Sun Valley—Wood River TV, Ketchum. Phone: 4141. No. subscribers, 150; estimated potential, 400. Began service Nov. 20, 1954. Equipment Ampli-Vision. C. E. Atkinson, owner. Stations: KBOI, Boise; KID-TV, Idaho Falls; KSL-TV, Salt Lake City; KLIX-TV, Twin Falls.

Lewiston—Pacific Northwest TV Inc., 1323 F St. Phone: SH 3-2212. No. subscribers, 2600; estimated potential, 6000. Began service July 13, 1953. Equipment Jerrold. Newell Pries, pres.; Harley Steiner, v.p.-mgr. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

Moscow—TV Cable Co., 414 S. Main St. Phone: 2-1166. No. subscribers, 480; estimated potential, 700. Began service June 1, 1953. Equipment, Entron. S. C. Haddock & Kyle Laughlin, partners. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane; KLEW-TV, Lewiston.

Moscow—University of Idaho. Equipment Jerrold.

Mullan—Mullan TV Cable Service, Mullan. Equipment Jerrold & Ampli-Vision. Russell L. Miller, mgr.

Orofino—Clearwater Cable TV, Orofino. Equipment Jerrold & Ampli-Vision. Harry Gutemey, mgr.

Osborn—Televue Antenna Systems, Box 500. Equipment Jerrold. Wm. Zanetti, mgr.

Pierce—Eldon Hutchins, Pierce. Equipment Jerrold.

Pinehurst—Everett's Electric Corner, Pinehurst. Equipment Jerrold & Ampli-Vision. E. Arvidson, mgr.

Pinehurst—Pinehurst Co-op TV Inc., Pinehurst. Equipment Jerrold.

Pocatello—Bannock TV Inc., Hotel Bannock. Philip D. Hamlin, mgr.

Smelterville—E & F TV System, Smelterville. Equipment Jerrold.

(Continued on page 430)

Community Antenna Systems

IDAHO—(Continued)

Troy—Troy TV Co. Inc., Troy. Phone: 78R. No. subscribers, 72; estimated potential, 100. Began service Aug. 1, 1952. Equipment Blender-Tongue. Herman Krier, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane; KLEW-TV, Lewiston.

Twin Falls—Cable-Vision Inc., 440 Main S. Phone: 264. No. subscribers, 70. Began service April 1, 1955. Equipment Jerrold. W. L. Reiher, owner. Stations: KID-TV, Idaho Falls; KBOI-TV, Boise; KLIX-TV, Twin Falls.

Weippe—General Sales & Service, Weippe. Phone: 2721. No. subscribers, 350; estimated potential, 450. Began service Oct. 1954. Equipment Jerrold. Eldon Hutchins, mgr. Stations: KLEW-TV, Lewiston; KHQ-TV, KREM-TV, & KXLY-TV, Spokane.

ILLINOIS

Marengo—Marengo TV Inc., 306 S. State St. Began service Oct. 1952. Equipment Spencer-Kennedy. Frank Drake, pres.

Peru—TV Transmission Co., 301 Peru St. Phone: 1106. No. subscribers, 1300; estimated potential, 5000. Began service Sept. 1951. Equipment, composite. Richard Stretch, pres.; Earl S. Nelson Jr., v.p.-mgr. Stations: WBBM-TV, WNBQ, WGN-TV & WBKB, Chicago; WTVH, Peoria.

Taylorville—West End TV Assn. Co-op. Taylorville. Phone: 1718. No. subscribers, 1050. Began service 1950. Equipment Jerrold. Sophronia I. Moss, secy. Stations: KSD-TV, St. Louis; WTVP, Decatur; WCIA, Champaign; WICS, Springfield.

INDIANA

Cannelton—Channel Towers, Madison St. Phone: 729J. No. subscribers, 100; estimated potential, 175. Began service May 1952. Equipment Jerrold. Edward Northnor, mgr. Stations: WHAS-TV & WAVE-TV, Louisville.

IOWA

Dubuque—Dubuque Jerrold TV Cable Corp., 1043 Main St. Phone: 3-9171. No. subscribers, 4200. Began service May 9, 1955. Equipment Jerrold. Milton Shapp, pres.; John Campbell, mgr. Stations: WMT-TV & KCRG-TV, Cedar Rapids; WOC-TV, Davenport; WHBF-TV, Rock Island; WREX-TV, Rockford; KWWL-TV, Waterloo.

Ft. Madison—Madison Coaxial Antenna Inc., 616 18th St. Phone: 1949. No. subscribers, 500; estimated potential, 1000. Began service April 27, 1953. Equipment Jerrold. Marie E. Carroll, pres. Stations: WOC-TV, Davenport; WHBF-TV, Rock Island; KHQA-TV, Hannibal.

KANSAS

Centralia—Johnstone Auto & Electric, Centralia. Equipment Jerrold. Jack Johnstone, mgr.

Liberal—TV Cable Inc., 12 W. Third St. Equipment Community Engineering Corp.

* **Longford**—Frank H. Dieter, Box 117. Phone: 63.

Onaga—Grim Radio & Electric. Began service Nov. 15, 1950. Equipment Jerrold. E. A. Grim, owner.

KENTUCKY

Alva—Black Star TV Assn., Alva. Phone: 1. No. subscribers, 142. Began service Nov. 1954. Equipment Jerrold. Raymond Burnette, mgr.; O. L. Julian, secy-treas. Stations: WATE, Knoxville; WJHL-TV, Johnson City; WBTB, Charlotte.

Barbourville—Brown Radio & TV Co., Liberty St. Phone: 431. No. subscribers, 180; estimated potential, 400. Began service Nov. 1952. Equipment Jerrold. Dwight L. Brown, owner. Station: WATE, Knoxville.

Benham—Benham Community TV Project, Benham. Phone: 51. No. subscribers, 253; estimated potential, 475. Began service March 1953. Equipment Jerrold. A. J. McCarty, pres. Stations: WSAZ-TV, Huntington; WJHL-TV, Johnson City; WATE, Knoxville.

Brookside—Harlan Collieries Co., Brookside. Harlan 3502. No. subscribers, 79; estimated potential, 300. Began service Feb. 4, 1953. Equipment Jerrold. B. W. Whitfield Jr., pres. Stations: WSAZ-TV, Huntington; WATE, Knoxville.

Burkesville—Cumberland TV, Burkesville. Phone: 120. No. subscribers, 120; estimated potential, 200. Began service Sept. 1954. Equipment Entron & Blender-Tongue. Cecil B. Coffey, owner. Stations: WSM-TV & WLAC-TV, Nashville.

Frankfort—Community Service Inc., 129 W. Main St. Phone: 4-7513. No. subscribers, 915; estimated potential, 2000. Began service Oct. 1952. Equipment RCA. John Gerard, pres. Stations: WAVE-TV & WHAS-TV, Louisville; WCPO-TV, Cincinnati.

Harlan—Harlan Community TV Inc., Box 187. Equipment Jerrold. Joe Guthrie, mgr.

Irvine—Miller's Inc., 157 Broadway. Phone: 131. No. subscribers, 200; estimated potential, 300. Began service Jan. 1, 1953. Equipment Jerrold & Blender-Tongue. Frank Miller, pres.; Francis G. Miller, v.p.-mgr.; C. S. Miller, secy. Stations: WAVE-TV, Louisville; WLWT, Cincinnati; WLEX-TV, Lexington.

Liberty—Liberty TV Co., Liberty. No. subscribers, 165; estimated potential, 225. Began service Aug. 15, 1953. Equipment, RCA. George E. Wolford, mgr. Stations: WAVE-TV & WHAS-TV, Louisville; WLEX-TV, Lexington.

Lynch—Union Supply Co., Dept. 50, Lynch. Equipment, Jerrold.

Manchester—Perfect TV Co., Box 351. Phone: 2292. No. subscribers, 200; estimated potential, 400. Began service Dec. 1955. Equipment, Jerrold. Clyde P. & Laura S. House, owners. Stations: WATE-TV & WBIR-TV, Knoxville; WJHL-TV, Johnson City.

McDowell—Paintsville Appliance Co., Virginia Ave., Pineville, Ky. Phone: Edgewood 7-3308. No. subscribers, 71; estimated potential, 75. Began service May 1952. Equipment Jerrold & Taco. C. Trimble, owner. Station: WSAZ-TV, Huntington.

Paducah—Midwest Video Corp., 509 Jameswood. Estimated potential, 1000. Equipment RCA.

Paintsville—Paintsville TV Cable Corp., College St. Phone: 211. No. subscribers, 700; estimated potential, 900. Began service May 1951. Equipment Jerrold. D. L. Brown, pres. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston.

Pikeville—Valley TV Service Inc., Pikeville. Phone: 152. No. subscribers, 400; estimated potential, 600. Began service June 1951. Equipment, Jerrold. R. G. Wells Jr., pres. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston.

Pineville—Paintsville Appliance Co., Virginia Ave. Phone: Edgewood 7-3308. No. subscribers, 200; estimated potential, 350. Began service Oct. 15, 1954. Equipment Jerrold & Taco. Chester Trimble, owner. Stations: WATE-TV, Knoxville; WJHL-TV, Johnson City; WLOS-TV, Asheville.

Pineville—Pineville TV, Pineville. Began service June 1954. Equipment, Entron. Dr. J. M. Brooks Jr., pres.

Prestonburg—Flanery & Dingus TV, Prestonburg. Equipment Jerrold.

Wheelwright—Inland Steel Co., Wheelwright. Began service Sept. 27, 1951. Equipment, Jerrold. George Leatherman, mgr.

Whitesburg—Salyer Radio & TV Co., Whitesburg. Began service May 1, 1952. Equipment, Jerrold. R. B. Salyer, owner.

Winchester—Tele-Ception of Winchester Inc., Winchester. Equipment, Entron & Jerrold. W. Howes Meade, pres.

Yancey—Harlan Fuel Co., Harlan. Equipment, Jerrold. Joe Guthrie, mgr.

MAINE

Dixfield—Rumford TV Services Corp., Dixfield. Joseph Pulla mgr. Equipment Westbury Electronics.

Houlton—Houlton TV Inc., Market Square. Phone: 3697. No. subscribers, 725; estimated potential, 800. Began service Jan. 1, 1955. Equipment Jerrold. Malcolm E. York, pres. Stations: WABI-TV & WTWO, Bangor; CHSJ-TV, St. John.

MARYLAND

Cumberland—Potomac Valley TV Co. Inc., 100 S. Liberty St. Phone: Parkview 2-6540. No. subscribers, 6485; estimated potential, 15,000. Began service Dec. 20, 1951. Equipment, Entron. J. Holland Rannels, pres. Stations: WRC-TV, WTTG, WMAL-TV & WTOP-TV, Washington.

Friendsville—Yough TV Co. Inc., Friendsville. Phone: Shadyside 6-2526. No. subscribers, 80; estimated potential, 140. Began service Jan. 1, 1951. Equipment, Jerrold. R. Earl Guard, pres. Stations: WJAC-TV, Johnstown; KDKA-TV, Pittsburgh; WSTV-TV, Steubenville.

Hancock—Community TV Inc., Main St. Phone: Orchard 8-6127. No. subscribers, 225; estimated potential, 250. Began service March 24, 1952. Equipment Jerrold. Stanley M. Fulton, pres.; George Sheeder, mgr. Stations: WRC-TV, WMAL-TV & WTOP-TV, Washington.

Lonaconing—Jackson TV Co., 22 Main St. Phone: HO 3-5601. No. subscribers, 225; estimated potential, 500. Began service Jan. 1952. Equipment Blender-Tongue & Jerrold. Thomas M. Connor, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; KDKA-TV, Pittsburgh.

MASSACHUSETTS

Athol—Mohawk Valley TV Inc., 503 Main St. Phone: 1986. No. subscribers, 1700; estimated potential, 4000. Began service Nov. 8, 1954. Equipment Jerrold. James B. Wright, pres. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady; WMUR-TV, Manchester; WNHC-TV, New Haven.

Millers Falls—Millers Falls Antenna Corp., 12 Main St. Phone: Oldfield 9-3318. No. subscribers, 170; estimated potential, 250. Began service Oct. 1, 1954. Equipment Jerrold. Ronald M. Zschau, pres. Stations: WNAC-TV & WBZ-TV, Boston; WNHC-TV, New Haven.

Shelburne Falls—Shelburne Falls Community Antenna Service Inc., 39 Bridge St. Phone: Madison 5-6771. No. subscribers, 430; estimated potential, 600. Began service Oct. 1953. Equipment Jerrold. Phillip Tedesco Jr., pres. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady; WMUR-TV, Manchester.

MICHIGAN

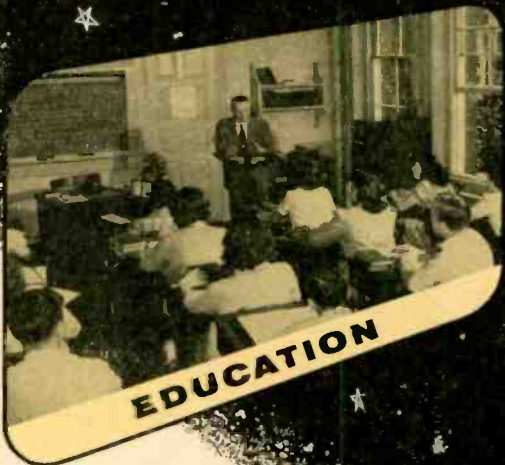
Caspian—Caspian Community TV Corp., Box 338. Phone: 1410. No. subscribers, 275; estimated potential, 350. Began service Sept. 15, 1955. Equipment Jerrold. L. B. Ghiggia, pres. Stations: WBAY-TV & WFRV-TV, Green Bay; WMBV-TV, Marinette.

Houghton—Northern Community System Inc., Box 111. Phone: 1651. No. subscribers, 400; estimated potential, 1000. Began service Aug. 1, 1955. Equipment Jerrold. Wm. Link, pres.; Richard E. Juntikka, v.p.-mgr. Stations: CFPA-TV, Port Arthur; WDSM-TV & KDAL-TV, Duluth; WDMJ-TV, Marquette.

Iron Mountain—Northside TV Corp., 110 Lehman Ave. Equipment Jerrold & Westbury.

Norway—City of Norway Community TV Antenna, City Hall. Phone: 5601. No. subscribers, 510; estimated potential, 800. Began service March 15, 1954. Equipment Jerrold. Paul A. Flynn, city mgr.; Arthur Marcell, technician. Stations: WBAY-TV, WFRV-TV, Green Bay; WMBV-TV, Marinette.

Petoskey—Great Lakes Community TV Inc., 413 Waukazoo St. Phone: DI 7-4352. No. subscribers, 798; estimated potential, 1500. Began service Aug. 15, 1954. Equipment, composite. Gilbert R. Clark, pres. Stations: WBAY-TV, Green Bay; WWTV, Cadillac; WPBN-TV, Traverse City.



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Community Antenna Systems

MINNESOTA

Benson—Community TV Inc., E. Nevada St. Phone: 3-1000. No. subscribers, 125; estimated potential, 1000. Began service June 1, 1955. Equipment Community Engineering Corp. Victor Hanson, pres. Stations: WCCO-TV, KEYD-TV, KSTP-TV & WTCN-TV, Minneapolis; KDLO-TV, Florence.

Brainerd—Brainerd Video, Inc., 619 Oak St. Phone: 5176. No. subscribers, 60; estimated potential, 3500. Began service Nov. 1956. Equipment Spencer-Kennedy. Paul Schmitt, pres.; Frank Thompson, mgr. Stations: WCCO-TV, KSTP-TV, WTCN-TV & KMGM-TV, Minneapolis-St. Paul; KDAL-TV, Duluth.

Mankato—Minnesota TV Signal Distributing Co., 629 S. Front St. Phone: 5160. No. subscribers, 350; estimated potential, 5000. Began service Oct. 29, 1956. Equipment Spencer-Kennedy. Frank Drake, pres.; Joseph C. Polre, treas.-mgr. Stations: WCCO-TV, KSTP-TV, KMGM-TV & WTCN-TV, Minneapolis-St. Paul; KROC-TV, Rochester.

* **Willmar**—Willmar Community TV, Willmar. Phone: 744. Estimated potential, 1500-2000. Lloyd V. Stenberg, organizer. Stations: KSTP-TV, WCCO-TV, WTCN-TV & KMGM-TV, Minneapolis-St. Paul.

MISSISSIPPI

Amory—Community Antenna Co., Inc., Amory. Equipment Jerrold.

Columbus—Columbus TV Cable Corp., 319 Second Ave. S. Phone: FA 8-1781. No. subscribers, 625; estimated potential, 3800. Began service Nov. 2, 1954. Equipment Jerrold. Nelson Myers, pres.; M. M. Dunn, v.p.-mgr. Stations: WBRC-TV & WABT, Birmingham; WTOK-TV, Meridian; WLBT, Jackson.

Drew—Delta Valley Antenna Co. Inc., 114 Shaw St. Phone: RI 5-8706. No. subscribers, 74; estimated potential, 400. Began service March 1, 1956. Equipment Entron. J. E. Oliver, pres.; R. R. Riley, mgr. Stations: WMCT, WHBQ-TV & WREC-TV, Memphis; KATV, Pine Bluff.

Greenville—Delta Video Co., Hwy. 82E. Phone: 2-2101. No. subscribers, 2600; estimated potential, 4000. Began service Nov. 11, 1954. Equipment RCA. W. E. McCourt, pres.; W. D. Gardner, exec. v.p. Stations: KNOE-TV, Monroe; WLBT & WJTV, Jackson; KATV, Pine Bluff.

Greenwood—Community TV System Inc., Box 552. Phone: 4738. No. subscribers, 750; estimated potential, 2000. Began service Oct. 12, 1955. Equipment Jerrold. E. G. Perkins, pres.; E. H. Wilcoxin, secy.-mgr. Stations: WJTV & WLBT, Jackson; WMCT, Memphis.

Grenada—Grenada Video Inc., Main St. Phone: 1458. No. subscribers, 145; estimated potential, 900. Began service Nov. 5, 1956. Equipment Spencer-Kennedy. Hugh Stanfill, pres. Stations: WMCT, WREC-TV & WHBQ-TV, Memphis; WJTV & WLBT, Jackson.

Hattiesburg—Perfect Video Inc., 504 Corrine St. Phone: JU 2-1981. No. subscribers, 1300; estimated potential, 4000. Began service Jan. 30, 1955. Equipment Spencer-Kennedy. John A. Stiglets Jr., pres.; Robert F. Jernigan, v.p.-gen. mgr. Stations: WLBT & WJTV, Jackson; WKRG-TV, Mobile; WTOK-TV, Meridian; WDAM-TV, Hattiesburg; WDSU-TV, New Orleans.

Indianola—Crosby Home Appliance Co., Front St. Phone: 440. Estimated potential, 600. Began service Dec. 1, 1956. Equipment Entron. I. T. Crosby, owner. Stations: WJTV & WLBT, Jackson; KATV, Pine Bluff; KNOE-TV, Monroe.

Tupelo—Tupelo Community Antenna Inc., Armstrong Arcade, Court St. Phone: Vinewood 2-6353. No. subscribers, 700; estimated potential, 3000. Began service June 13, 1955. Equipment Jerrold. Frank G. Haley, mgr. Stations: WHBQ-TV, WMCT & WREC-TV, Memphis; WTVV, Tupelo.

MONTANA

Big Timber—TV Cable Assn. Inc., Box 815. No. subscribers, 150; estimated potential, 500. Began service Nov. 17, 1954. Equipment Jerrold. McLean A. Clark, pres. Station: KOOK-TV.

Bozeman—Bozeman Community TV Inc., 233 E. Main St. Phone: JU 6-2089. No. subscribers, 1180; estimated potential, 3000. Began service June 1954. Equipment Ampli-Vision & Jerrold. G. Norman Penwell, pres. Stations: KFBB-TV, Great Falls; KXLF-TV, Butte; KID-TV, Idaho Falls.

Cut Bank—Highline Community Antenna Service, Wilkins Bldg. Phone: 789. No. subscribers, 500; estimated potential, 1250. Began service Sept. 1955. Equipment Jerrold & Blonder-Tongue. Francis L. Bitney, pres. Stations: KFBB-TV, Great Falls; CJLH-TV, Lethbridge.

Havre—Community TV Assn. of Havre. 426 First St. Phone: 1097. No. subscribers, 500; estimated potential, 3000. Began service Jan. 1955. Equipment composite. Charlotte H. Brader, pres. Station: KFBB-TV, Great Falls.

Helena—Helena TV Inc., 428 N. Main St. Phone: Hickory 2-6790. No. subscribers, 1400; estimated potential, 3500. Began service Feb. 10, 1955. Equipment Ampli-Vision & Jerrold. W. L. Fiehl, pres.; Bruce Hamilton, mgr. Stations: KFBB-TV, Great Falls; KGVO-TV, Missoula; KXLF-TV, Butte.

Kalispell—Northwest Video Inc., 127 Second St. W. Phone: Skyline 6-5400. No. subscribers, 1600; estimated potential, 3000. Began service May, 1953; Equipment Blonder-Tongue & Jerrold. John R. Penwell, mgr. Stations: KXLV-TV, KREM-TV & KHQ-TV, Spokane; KGVO-TV, Missoula.

Lewistown—Perfect TV Inc., Box 638. Phone: KE 8-3818. No. subscribers, 850; estimated potential 1400. Began service March 20, 1955. Equipment Jerrold. Paul B. McAdam, pres.; Paul G. O'Neill, mgr. Stations: KOOK-TV, Billings; KFBB-TV, Great Falls.

Livingston—Livingston Community Antenna Assn., Main St. Phone: 1133. No. subscribers, 1400; estimated potential, 2200. Began service May 27, 1954. Equipment Jerrold. P. B. McAdams, pres. Stations: KOOK-TV, Billings; KID-TV, Idaho Falls.

* **Miles City**—KATL TV Inc., Haynes Ave. Phone: 1340. Estimated potential, 1000. I. A. Elliot, mgr.

Missoula—Missoula TV Cable Co. Inc., 924 S. 3rd St. W. No. subscribers, 250; estimated potential, 10,000. Began service Nov. 15, 1956. Equipment Jerrold. Richard V. Gies, pres.

Whitefish—Big Mountain TV Inc., Box 877. Phone: 2-1791. No. subscribers, 800; estimated potential, 950. Began service Aug. 1954. Equipment Jerrold, Ampli-Vision & Blonder-Tongue. Richard V. Gies, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

NEBRASKA

Falls City—Falls City TV Distribution System, 614 W. 21st St. Phone: 3923. No. subscribers, 550; estimated potential, 1000. Began service Feb. 1, 1952. Equipment Jerrold. Marion L. Boatman, owner. Stations: KFEQ-TV, St. Joseph, Mo.; KMTV & WOW-TV, Omaha; WDAF-TV & KCMO-TV, Kansas City.

Scottsbluff—Pioneer Radio & TV Inc., 1517 Broadway. L. L. Hilliard, pres.

Sidney—Sidney Community TV Co., 2128 Illinois St. Phone: 4300. No. subscribers, 850; estimated potential, 1200. Began service Oct. 28, 1955. Equipment Blonder-Tongue, Jerrold & Ampli-Vision. Everett Collier & Karl Krummel, owners; Charles H. Pope, mgr. Stations: KOA-TV, KLZ-TV & KBTW, Denver.

NEVADA

Elko—TV Transmission Inc., 908 Ferry St., Martinez, Cal. Estimated potential, 1750. Began Jan. 15, 1956. Wm. A. Gentry, pres. Stations: KSL-TV, KTVT & KUTV, Salt Lake City.

Reno—Community Antenna Co. Inc., 319 S. Virginia St. Phone: FA 3-0741. No. subscribers, 2200; estimated potential, 10,000. Began service Jan. 10, 1954. Harry W. Lightstone, pres. Stations: KPIX & KGO-TV, San Francisco; KOVR, Stockton; KCRA-TV, Sacramento.

Sparks—Community Antenna Co. Inc., 240 W. First St., Reno. Equipment Jerrold. John G. Colling, pres.

Tonopah—Tonopah TV Inc., Tonopah. Phone: 1554. No. subscribers, 128; estimated potential, 200. Began service Dec. 1955. Equipment RCA. R. S. Downs, pres.; Edward Lee, mgr. Station: KRON-TV, San Francisco.

NEW HAMPSHIRE

Berlin—Paper City TV Cable Corp., 1 Green Square. Phone: 2148. No. subscribers, 1300; estimated potential, 3000. Began service Dec. 4, 1954. Equipment Jerrold. Richard L. Blais, mgr. Stations: WNAC-TV, Boston; WMTW, Mt. Washington; WCAX-TV, Burlington; WCSH-TV, Portland; CBFT, Montreal.

Claremont—Bellows Falls Cable Corp., 45 Crescent St. Equipment Westbury Electronics.

Keene—Better TV Inc., 27 Main St. Phone: Elmwood 2-9200. No. subscribers 130; estimated potential, 4000. Began service Dec. 1955. Equipment Spencer-Kennedy. Albert J. Ricci, pres. Stations: WGBH-TV, WBZ-TV & WNAC-TV, Boston; WMTW, Mt. Washington.

Laconia—Community TV Corp., 77 Court St.

NEW JERSEY

Ventnor—South Jersey TV Cable Co., 5302 Ventnor Ave. Phone: 2-1173. No. subscribers, 725; estimated potential, 2000. Began service June 11, 1953. Equipment, Jerrold. Milton J. Shapp, pres.; Morton H. Schwartz, mgr. Stations: WRCV-TV, WPIL-TV & WCAU-TV, Philadelphia; WPFH, Wilmington.

NEW MEXICO

Bayard—Nichols TV Service, 413 N. Central St. Phone: JE 7-2543. No. subscribers, 160; estimated potential, 500. Began service Sept. 1, 1956. Equipment Blonder-Tongue. Harold E. Nichols, owner; Charles M. Nichols, mgr. Stations: KDWI-TV, Tucson; KROD-TV, El Paso.

Clovis—Midwest Video Corp., 1427 Main St. Phone: 3300. No. subscribers, 2200; estimated potential, 3500. Began service Dec. 1, 1954. Equipment, Spencer-Kennedy. C. E. Palmer, pres.; Marsh Whittington, mgr. Stations: KFDA-TV & KGNC-TV, Amarillo; KCBD-TV & KDUB-TV, Lubbock.

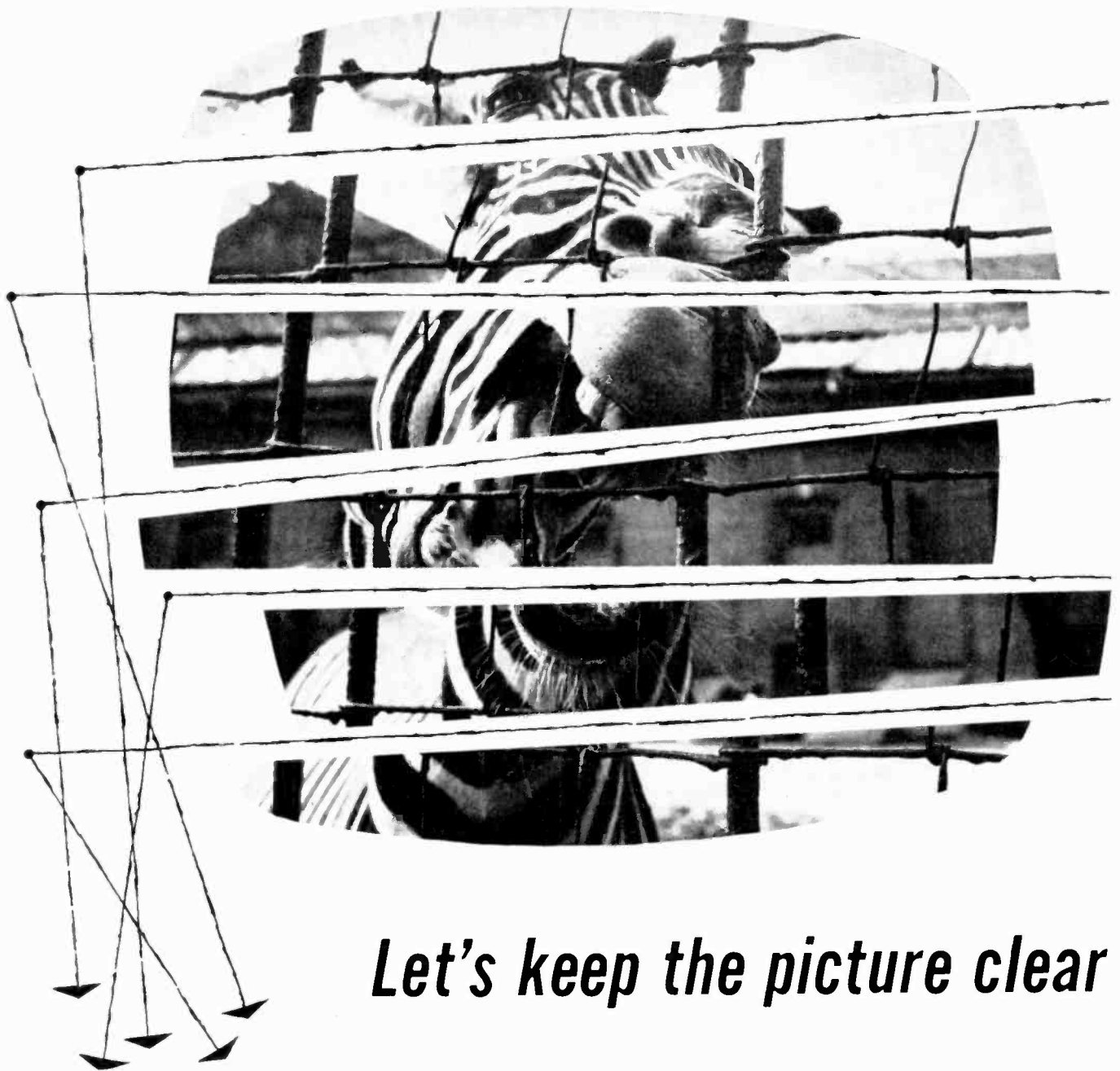
Farmington—Farmington Community TV Inc., 407 W. Broadway. Phone: Davis 5-5511. No. subscribers, 775; estimated potential, 2000. Began service Jan. 1, 1955. Equipment Jerrold. Bill Daniels, pres.; I. E. Shahan, v.p.-gen. mgr. Stations: KOB-TV, KGGM-TV & KOAT-TV, Albuquerque.

Hobbs—Hobbs TV Co., 203 E. Dunham St. Phone: Express 3-8600. No. subscribers, 2175; estimated potential, 4000. Began service June 1, 1955. Equipment Spencer-Kennedy. C. H. Sweet, chairman; Lloyd A. Calhoun, pres.; J. F. Maddox, v.p.; James Murray Jr., v.p. Stations: KCBD-TV & KDUB-TV, Lubbock; KMD-TV, Midland; KSW-TV, Roswell; KOSA-TV, Odessa.

Lovington—Lovington Antenna Co., 715 S. Main St. Phone: 6-2171. No. subscribers, 938; estimated potential, 1900. Began service Dec. 19, 1954. Equipment Jerrold. D. W. Erwin, mgr. Stations: KDUB-TV & KCBD-TV, Lubbock; KSW-TV, Roswell; KOSA-TV, Odessa; also closed-circuit originations.

Raton—A.R.F. Products Inc., 7627 Lake St., River Forest, Ill. Phone: Forest 9-6000. No. subscribers, 400; estimated potential, 1000. Began service 1953. Equipment A.R.F. Arthur H. Maciszewski, pres. Stations: KKTW, Colorado Springs; KCSJ-TV, Pueblo.

Silver City—Antennavision of Silver City Inc., 1014 Pope St. Phone: 160. No. subscribers, 200; estimated potential, 2500. Began service May 1956. Equipment Motorola. Ed Furman, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.



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Community Antenna Systems

NEW YORK

- Bainbridge**—Bainbridge TV Service, 28 Julland St. Phone: 3212. No. subscribers, 50; estimated potential, 200. Began service Nov. 1953. Equipment Blonder-Tongue. David H. Coe, engr. Stations: WBNF-TV, Binghamton; WSYR-TV & WHEN-TV, Syracuse; WRGB, Schenectady.
- * **Beacon**—Beacon Co-Ax Inc., 158 Grand St., Newburgh. Phone: Newburgh 667. Est. potential, 4800. Harry Calhoun, pres.
- Canisteo**—Canisteo TV Inc., 24 Spruce St.
- Cooperstown**—Cooperstown Video Co., 70 Main St. Phone: 158. No. subscribers, 210; estimated potential, 300. Began service Oct. 1, 1955. Equipment Jerrold. Raymond Kniskern, owner. Stations: WKTU, Utica; WHEN-TV, Syracuse; WRGB, Schenectady.
- Corning**—Corning Community TV Corp., 135 Bridge St. Phone: 6-6931. No. subscribers, 1500; estimated potential, 4000. Began service Oct. 1, 1954. Equipment Entron. Charles W. Fribley Jr., pres. Stations: WSYR-TV & WHEN-TV, Syracuse; WBNF-TV, Binghamton; WBEN-TV, Buffalo; WROC-TV, Rochester.
- Corning**—Stauben TV Cable Co., 104 Bridge St. Equipment Community Engineering Corp.
- Dansville**—Community Enterprise Signal System, 1 Exchange St. Phone: 830. No. subscribers, 200; estimated potential, 500. Began service Feb. 1951. Equipment Jerrold. Dr. Calder, pres.; John E. Durkee, mgr. Station: WROC-TV, Rochester.
- Delhi**—Delhi Video Inc., Main St. Phone: Oneonta 342. No. subscribers, 400; estimated potential, 550. Began service Oct. 1, 1954. Equipment Jerrold & Blonder-Tongue. Wm. J. Calsam, mgr. Stations: WBNF-TV, Binghamton; WRGB, Schenectady; WSYR-TV & WHEN-TV, Syracuse.
- Ellenville**—Ulster County Trans-Video, 152 Canal St. Phone: 2345. No. subscribers, 1000; estimated potential, 1600. Began service Dec. 1952. Equipment Jerrold & Westbury. Norman Tennenbaum, pres. Stations: WABC-TV, WABD, WCBS-TV, WOR-TV, WPIX, WRCA-TV & WATV, New York.
- Ellenville**—Westwood Video Inc., Ellenville. Phone: 1056. No. subscribers, 400; estimated potential, 400-500. Equipment, Spencer-Kennedy. David E. Winer, mgr. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX & WATV, New York.
- Elmira**—Elmira Video Inc., 500 N. Main St. Phone: 3-9141. No. subscribers, 900; estimated potential, 3000. Began service Sept. 15, 1955. Equipment Spencer-Kennedy. J. H. Laubach Jr., pres.-treas. Stations: WSYR-TV & WHEN-TV, Syracuse; WBEN-TV, Buffalo; WROC-TV, Rochester; WBNF-TV, Binghamton; WARM-TV & WGBI-TV, Scranton; WTVE & WSYE, Elmira.
- Gibson**—Fribley's Radio Service, 135 Bridge St., Corning. Began service Feb. 26, 1953. Equipment, Jerrold. Charles W. Fribley Jr., mgr.
- Hornell**—Ford Walton TV Co., 374 Ontario St. Equipment, Entron. Ford Walton, mgr.
- Hornell**—Hornell TV Service Inc., 164 Main St. Phone: 1269. No. subscribers, 2000; estimated potential, 4500. Began service Aug. 1951. Equipment Spencer-Kennedy. Jack E. Fryor, pres. Stations: WROC-TV, Rochester; WBEN-TV & WGR-TV, Buffalo.
- Horseheads**—Chemung Valley TV, Horseheads. Equipment Jerrold.
- Ithaca**—Ceracche TV Corp., 518 W. State St. Phone: 49939. No. subscribers, 2900; estimated potential, 4000. Began service May 1952. Equipment, Jerrold. Anthony Ceracche, pres. Stations: WBNF-TV, Binghamton; WHEN-TV & WSYR-TV, Syracuse; WHEC-TV & WVET-TV, Rochester.
- Little Falls**—John J. McDavitt, Box 711, Utica. Equipment, Jerrold.
- Margaretville**—Tel-Viz System, Margaretville. No. subscribers, 73; estimated potential, 100. Began service Jan. 21, 1953. Equipment, Taco. Dr. Gilbert Falen, partner. Station: WRGB, Schenectady.
- Montour Falls**—Montour Falls Master TV Antenna Corp., 234 Main St. Phone: 4071. Began service Aug. 25, 1951. Equipment, Jerrold. Philip Hager, pres.
- Napanoch**—Napanoch TV Service Club Inc., Napanoch. No. subscribers, 150; estimated potential, 200. Began service June 1953. Equipment, Spencer-Kennedy. W. C. Smith, pres.; D. E. Winer, mgr. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WATV & WPIX, New York.
- * **Newburgh**—Beacon Co-Ax Inc., 158 Grand St. Phone: 667. Estimated potential, 1000. Harry Calhoun, pres.
- * **Newburgh**—Community Antenna Corp., 158 Grand St. Phone: 667. Estimated potential, 600. Seymour Cook, pres.
- Norwich**—Norwich Video Inc., 28 E. Main St. Phone: 4-3639. No. subscribers, 450; estimated potential, 2000. Began service Feb. 7, 1956. Equipment Jerrold. Gordon L. Ripley, mgr.; Wm. J. Calsam, treas.-mgr. Stations: WRGB, Schenectady; WHEN-TV & WSYR-TV, Syracuse; WKTU, Utica; WBNF-TV, Binghamton.
- Olean**—Olean TV Cable Co., 124 W. State St. Phone: 4474. Estimated potential, 4000. Began service January 1, 1957. Equipment Entron. Joseph Saricks, pres. Stations: WBEN-TV, WGR-TV & WBUF, Buffalo; WROC-TV, Rochester.
- Oneonta**—Oneonta Video Inc., 5 Elm St. Phone: 342. Began service Dec. 12, 1954. No. subscribers, 1500; estimated potential, 2500. Equipment, Jerrold. Wm. J. Calsam, v.p.-mgr. Stations: WRGB, Schenectady; WSYR-TV & WHEN-TV, Syracuse; WBNF-TV, Binghamton; WKTU, Utica.
- Port Jervis**—Tel-Co TV Sales & Service, 9 Front St. Equipment Spencer-Kennedy. Thomas Sarro, mgr.
- Walton**—Walton Community Antenna System Inc., 145 Delaware St. Phone: 5-4151. No. subscribers, 400; estimated potential, 750. Began service June 1953. Equipment Jerrold. Edwin W. Miller Jr., pres. Stations: WCBS-TV, New York; WSYR-TV, Syracuse; WBNF-TV, Binghamton.
- Watertown**—C & H TV Service Inc., 119 Stone St. Phone: 6177. No. subscribers, 2100; estimated potential, 3500. Began service April 26, 1951. Equipment, Jerrold. Charles H. Curtis, pres. Stations: WSYR-TV & WHEN-TV, Syracuse; WGR-TV, Buffalo; WCNY-TV, Carthage-Watertown; CKWS-TV, Kingston, Ont.
- Watkins Glen**—Master TV, 302 N. Franklin St. Began service Dec. 31, 1952. Equipment Jerrold.
- Woodridge**—Woodridge Wired TV Co., Woodridge. Phone: Ellen-ville 1056. No. subscribers, 120; estimated potential, 200. D. E. Winer, owner. Began service July 1954. Equipment, Spencer-Kennedy. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX & WATV, New York.

OHIO

- Athens**—TV Cable Co., 11 W. State St. Phone: 3-1128. No. subscribers, 810; estimated potential, 1400. Began service Nov. 1951. Equipment composite. Andrew H. Kovlan, pres.; Glenn W. Fiscus, v.p.-mgr. Stations: WLWC, WBNS-TV & WTVN-TV, Columbus.
- Benton**—Wired TV Transmission System, Benton. Equipment Jerrold.
- Cambridge**—TV Cable System Inc., 934 Steubenville Ave. Phone: 2-6771. No. subscribers 1000; estimated potential, 3000. Equipment Jerrold. Claude Stevanus, pres. Stations: WLWC, WBNS-TV & WTVN-TV, Columbus.
- Coshocton**—Tower Antennas Inc., 620 Main St. Phone: 696. No. subscribers, 2300; estimated potential, 3500. Began service June 1953. Equipment Jerrold. Claude Stevanus, pres. Stations: WJW-TV & WEWS, Cleveland; WLWC, Columbus.
- Logan**—Logan Community TV Service, Logan. Equipment Jerrold. Phil A. Henderson & John Ayres, partners.
- New Philadelphia**—TV Antenna System Inc., 617 Tuscarawas Ave. Phone: 4-2794. No. subscribers, 2143; estimated potential, 3000. Began service Dec. 15, 1952. Equipment Jerrold. C. C. Daker, secy.-treas.-mgr. Stations: WEWS, KYW-TV & WJW-TV, Cleveland.
- Newcomerstown**—Newcomerstown TV Cable System, 109 E. Canal St. Phone: 8-6121. No. subscribers, 700; estimated potential, 850. Began service Jan. 1952. Equipment Jerrold. Harvey J. Ortt, mgr. Stations: KYW-TV & WEWS, Cleveland; WBNS-TV, Columbus.
- Sugarcreek**—Tower Antennas Inc., Sugarcreek. Phone: 2-2333. No. subscribers, 225; estimated potential, 300. Began service May 1952. Equipment Jerrold. Claude Stevanus, pres. Stations: WJW-TV, WEWS & KYW-TV, Cleveland; WTRF-TV, Wheeling.
- Waverly**—Pike County Antenna Systems, 231 N. 4th St., Columbus, O. Equipment Jerrold. L. D. Kissinger, pres.

OKLAHOMA

- * **Altus**—Vumore Co., Ardmore, Okla.
- Ardmore**—Vumore Co., 4th & Commerce Sts. Phone: 3660. No. subscribers, 3000; estimated potential, 5000. Began service Sept. 1952. Equipment Jerrold. Larry Boggs, pres. Stations: KWTU, Oklahoma City; WFAA-TV, Dallas; WBAP-TV, Ft. Worth; KFDX-TV, Wichita Falls, Tex.; KTEN, Ada, Okla.
- Elk City**—Community TV, 1215 W. 3rd St. Phone: 244. No. subscribers, 1100; estimated potential, 1500. Began service March 1954. Equipment Jerrold & composite. I. A. Patterson, G. M. Patterson & R. H. Potter, partners. Stations: WKY-TV & KWTU, Oklahoma City; KGEO-TV, Enid.
- Erick**—Cecil Crawford, c/o Crawford's Furniture Co., Erick. Equipment Jerrold.
- Guymon**—Guymon TV, 215 West 5th St. Phone: 166. No. subscribers, 415; estimated potential, 800. Began service July 15, 1955. Equipment Community Engineering Corp. Curtis M. Faris & James B. Langston Jr., partners. Stations: KFDTV & KGNC-TV, Amarillo.
- Hobart**—Vumore Co., Ardmore, Okla. No. subscribers, 750; estimated potential, 900. Stations: WKY-TV & KWTU, Oklahoma City; KFDX-TV, & KSYD-TV, Wichita Falls; KSWO-TV, Lawton.
- * **Hugo**—Vumore Co., Ardmore, Okla.

OREGON

- Albany**—Albany TV Distributing Corp., Hotel Albany. Phone: 1961. Began service April 1, 1953. Equipment, Jerrold. Chet Wheeler, pres.
- Arlington**—Arlington T-V Co-op, Arlington. Phone: 163. No. subscribers, 100; estimated potential, 130. Began service April 14, 1955. Equipment Ampli-Vision & Blonder-Tongue. Wayland Birrer, pres. Stations: KEPR-TV, Pasco; KOIN-TV, Portland.
- Astoria**—Clatsop TV Co., 1036 Duane St. Phone: 3327. No. subscribers, 1000; estimated potential, 3000. Began service Jan. 1, 1954. Equipment Ampli-Vision & Blonder-Tongue. T. R. Williams, pres.; G. M. Sampson, mgr. Stations: KING-TV & KOMO-TV, Seattle; KTVW, Tacoma; KOIN-TV, Portland.

Baker—Eastern Oregon TV Inc., 1900 Resort St. No. subscribers, 1475; estimated potential, 2000. Began service Dec. 10, 1954. Equipment Ampli-Vision & Blonder-Tongue. Kenneth B. Lockwood, pres. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

Bates—Scott's Furniture, Main St. John Day, Ore. Phone: 791. No. subscribers, 20; estimated potential, 45. Began service April 1955. Equipment, Blonder-Tongue. Kenneth & Haskell Scott, partners. Station: KBOI-TV, Boise.

Bend—Bend TV Cable Inc., 734 Franklin St. Phone: Evergreen 2-5551. No. subscribers 1900; estimated potential, 3500. Began service Oct. 1, 1955. Equipment Jerrold. Everett Rambo, pres.; Stations: KOIN-TV & KGW-TV, Portland; KVAL-TV, Eugene.

Condon—Condon TV Co-op, Condon, Equipment Jerrold.

Coos Bay-North Bend-Empire—Bay TV Inc., 250 S. 2nd St. Phone: Congress 7-7791. No. subscribers, 3100; estimated potential, 5000. Began service Oct. 1, 1954. Equipment RCA, Blonder-Tongue & Jerrold. D. W. Heckathorn, pres.; J. H. Lenahan, mgr. Stations: KOIN-TV & KGW-TV, Portland; KVAL-TV, Eugene.

Coquille—Community Cable TV, Hwy. 101 N. Phone: 692. No. subscribers, 780; estimated potential, 1500. Began service Oct. 1, 1954. Equipment Ampli-Vision. C. M. Hooker, owner. Stations: KVAL-TV, Eugene; KBES-TV, Medford; KOIN-TV, Portland.

* **Cottage Grove**—TV Cable Systems Inc. 119 S. 6th St. Phone: 1285. Equipment Entron, Blonder-Tongue & Ampli-Vision. Howard L. Langston, pres. Stations: KVAL-TV, Eugene; KOIN-TV, KLOR & KGW-TV, Portland.

Cutler City—Lincoln TV Distributing Co., Box 481, DeLake. Equipment Ampli-Vision.

Delake—Lincoln TV System Inc., Box 481. Phone: 3781. No. subscribers, 550; estimated potential, 800. Began service Oct. 22 1954. Equipment Ampli-Vision & Jerrold. Charles M. Trimble, pres. Stations: KOIN-TV & KGW-TV, Portland; KVAL-TV, Eugene.

Elgin—Elgin Electric, Elgin. Equipment Jerrold.

Enterprise—Enterprise Television Service Co. Inc., 106 S. River St. Phone: 91. No. subscribers, 385; estimated potential, 750. Began service Sept. 10, 1955. Equipment Entron & Blonder-Tongue. Harold Haller, pres. E. C. Storm, treasurer. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

Eugene—Carlson, Hatton & Hay Inc., Box 712. Owen Carman, mgr. Equipment Ampli-Vision.

Fossil—Fossil Community TV Inc., Fossil. No. subscribers, 43; estimated potential, 100. Equipment Ampli-Vision. Robert Misener, pres. Station: KOIN-TV, Portland.

Heppner—Heppner TV Inc., 113 N. Main St. Phone: 6-92-5. No. subscribers 228; estimated potential, 300. Began service June 1, 1955. Equipment Jerrold. W. C. Rosewall, pres. Stations: KEPR-TV, Pasco; KLOR & KGW-TV, Portland.

Hood River—Hood River Cable TV System, Hood River. Equipment Jerrold.

Imbler—Imbler TV Assn., Imbler. Equipment Jerrold.

Ione—Ione-Banana Valley TV System, Ione. Equipment Jerrold.

Ione—Ione City TV Co-op, Ione. Equipment Jerrold & Ampli-Vision. Garland Swanson, mgr.

John Day—John Day Canyon City Cable Co., John Day. Phone: 791. No. subscribers, 170; estimated potential, 300. Began service April, 1954. Equipment, composite. Haskell Scott, owner-mgr. Station: KBOI, Boise.

John Day—Scott's Furniture, Main St. Equipment Jerrold.

Kinzua—Kinzua Pine Mills System, Kinzua. Equipment Jerrold.

Klamath Falls—City TV Inc., Box 728. Phone: 4-5121. No. subscribers, 220. Began service 1954. Equipment Jerrold & Entron. Lloyd H. Derby, pres. Station: KBES-TV, Medford.

La Grande—Eastern Oregon TV Inc., 1310 Jefferson St. No. subscribers, 1550; estimated potential, 2000. Began service Sept. 29, 1954. Equipment: Ampli-Vision & Blonder-Tongue. Kenneth B. Lockwood, pres. Stations: KREM-TV, KXLY-TV & KHG-TV, Spokane.

Lebanon—Lebanon Community TV Co-op, Lebanon. Equipment Jerrold.

Lebanon—Lebanon TV Distributing Co., Hotel Albany, Albany, Ore. Equipment, Jerrold. Chet Wheeler, pres.

Lexington—Lexington TV Corp., Lexington. Equipment Jerrold.

Madras—Rowan's TV-Radio Service, 205 N. 5th St. Phone: 2969. No. subscribers, 130; estimated potential, 250. Began service July 1955. Equipment Jerrold. James P. Rowan, owner. Stations: KOIN-TV, KGW-TV & KLOR, Portland.

Mitchell—Mitchell Community TV, Mitchell. Equipment Jerrold.

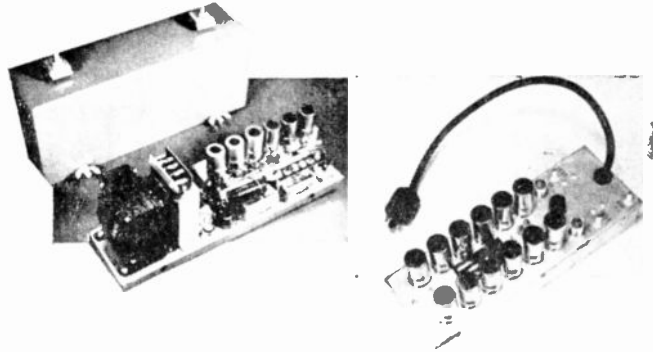
Nelscott-Oceanlake—Lincoln TV Distributing Co., Box 481, DeLake. Equipment Ampli-Vision.

Newport—Magee TV Co., 314 NW Agnes St. Equipment Jerrold.

Oakridge—Northwest Antenna Cable, Box 434. Phone: 2-2101. No. subscribers, 220; estimated potential, 500. Began service July 1954. Equipment Jerrold & Entron. Quentin Norquist, owner. Stations: KVAL-TV, Eugene; KOIN-TV, Portland.

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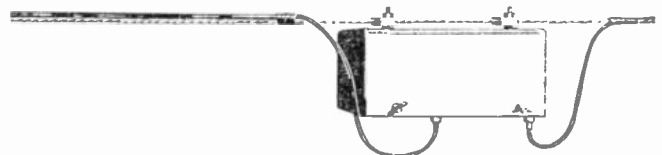
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Community Antenna Systems

OREGON—(Continued)

- Pendleton**—Pendleton Community TV System Inc., 287 SE First St. Phone: 4552. No. subscribers, 2000; estimated potential, 4800. Began service Nov. 3, 1954. V. W. McCormack, pres. Carroll Courtner, mgr. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.
- Pilot Rock**—Pilot Rock TV Corp., Box 676. Phone: 2661. No. subscribers, 110; estimated potential, 250. Began service Feb. 1, 1956. Equipment Blonder-Tongue. J. E. Sutherland, pres. Stations: KEPR-TV, Pasco; KXLY-TV, Spokane.
- Portland**—Trans-Video Co. of Oregon, 1220 SW Stark St. CA 3-2443. No. subscribers, 150; estimated potential, 500. Began service Feb. 28, 1953. Equipment, RCA. Wally Matson, pres. Stations: KOIN-TV, KPVT & KLOR, Portland.
- Prineville**—Prineville Community TV Inc., Box 381. Equipment Jerrold.
- Reedsport**—Cable TV Corp., 360 Fir Ave. No. subscribers, 500; estimated potential, 800. Began service Nov. 1954. Equipment Ampli-Vision. Wally Matson, pres. Stations: KOIN-TV & KGW-TV, Portland; KPIC, Roseburg.
- Roseburg**—Umpqua Radio & TV Inc., 1500 Harvard Ave. Phone: 3-6290. No. subscribers, 500; estimated potential, 1500. Began service March 1954. Equipment, RCA & Jerrold. Brig. Gen. J. T. Pierce, pres. Stations: KBES-TV, Medford; KVAL-TV, Eugene; KOIN-TV, Portland.
- Seaside**—Dynamic TV, 604 Broadway. Equipment Jerrold.
- Seaside**—Seaside TV Service Co. Inc., 304 Ave. A. Equipment Jerrold & Ampli-Vision.
- Taft**—Lincoln TV Distributing Co., Box 481, DeLake. Equipment Ampli-Vision.
- The Dalles**—The Dalles TV Co., 409 Union St. Phone: CY 6-2060. No. subscribers, 2500; estimated potential, 3000. Began service June 24, 1954. Equipment, Entron. Charles A. Phipps, pres.; G. L. Davenport, mgr. Stations: KOMO-TV, Seattle; KOIN-TV & KGW-TV, Portland.
- Tillamook**—Radio Sound Service, 1915 First St. Equipment Jerrold.
- Toledo**—Mac's TV & Electronics, 195 Main St. Phone: 3-2152. No. subscribers, 300; estimated potential, 800. Began service Aug. 1, 1955. Equipment Blonder-Tongue & Jerrold. Howard W. McClure, owner. Stations: KOIN-TV, KGW-TV & KLOR, Portland; KVAL-TV, Eugene.
- Union**—Eastern Oregon TV Inc., Union. No. subscribers, 70; estimated potential, 150. Began service, Nov. 10, 1956. Equipment Entron & Blonder-Tongue. Kenneth B. Lockwood, pres. Stations KREM-TV, KXLY-TV & KHQ-TV, Spokane.
- Warm Springs**—Warm Springs Cable System, Warm Springs. Phone: Madras 2612. No. subscribers, 100; estimated potential, 134. Began service July 1, 1955. Equipment Jerrold. Dan Macy, owner. Stations: KOIN-TV, KGW-TV & KLOR, Portland.
- Wheeler**—Pricketts Radio & TV, Wheeler. Phone: EM 8-3444. No. subscribers, 200; estimated potential, 400. Began service Aug. 1956. Equipment Blonder-Tongue & Entron. H. E. Prickett & Jessie P. Prickett, owners. Stations: KOIN-TV & KOMO-TV, Portland; KING-TV, Seattle.
- Wicoma Beach**—Lincoln TV System Inc., Wicoma Beach. Equipment Jerrold.
- Yachats**—Yachats Community TV System, Box 123K. Phone: Lincoln 7-3306. No. subscribers, 100; estimated potential, 150. Began service Sept. 1, 1954. Equipment Ampli-Vision. Mr. and Mrs. Homer C. Stokes, owners. Stations: KOIN-TV & KGW-TV, Portland; KVAL-TV, Eugene.

PENNSYLVANIA

- Ashland**—Ashland Video Co., Box 146. Phone: 84. No. subscribers, 400. Began service June 1, 1951. Equipment, Jerrold & Entron. Robert N. Kyler, pres.; Harry Sharp, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WGAL-TV, Lancaster.
- Avis**—Charles TV Cable System, Central St. Phone: 516-J. No. subscribers, 230; estimated potential, 275. Began service Dec. 1953. Equipment, Entron. Wm. T. Charles, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WBRE-TV & WILK-TV, Wilkes-Barre.
- Bangor**—Clar-O-View Community TV Inc., 34 Market St. Phone: 111-L. No. subscribers, 350, estimated potential, 1000. Began service April 1952. Equipment, Jerrold. J. Brymer Roberts, pres.; John W. Arnts, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPIX & WOR-TV, New York.
- Belleville**—Centre Video Corp., Petrikin Hall. Phone: Elgin 5-2970. No. subscribers, 900, estimated potential, 1500. Began service 1952. Equipment Community Engineering Corp. James M. Lawther, mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WGAL-TV, Lancaster.
- Berwick**—Lee Antenna Co. Inc., 116 E. Front St. Phone: 9625. Began service Jan. 30, 1952. Equipment Jerrold. Paul F. Lee, pres.
- Bethlehem**—Electronic Enterprises Inc., 714 E. 4th St. UN 8-5301. No. subscribers, 1289; estimated potential, 5000. Began service Sept. 1, 1950. Equipment Jerrold. James G. Petrakis, pres.; John J. Cululi, v.p.; Augustine J. Cululi, secy.-treas.-mgr. Stations: WFIL-TV, WCAU-TV & WRCV-TV, Philadelphia; WPIX, New York; WPFH, Wilmington.
- Blairs Mills**—E. B. Kling & Co., Blairs Mills. Equipment Jerrold.

- Bloomsburg**—Municipal TV Corp., 239 Iron St. Phone: ST 4-5979. Estimated potential, 2500. Began service Aug. 1, 1953. Equipment Jerrold. John L. Pipa Jr., pres.; Elwood M. Miller, mgr. Stations: WRCV-TV, WCAU-TV & WFIL-TV, Philadelphia; WARM-TV & WGBI-TV, Scranton; WGAL-TV, Lancaster.
- Blossburg**—Williamson Road TV Corp., Blossburg. Equipment Jerrold. Wm. S. Rennie Jr., mgr.
- Bradford**—Parkway Antenna Co., Terminal Bldg. Equipment Jerrold. John DePetro, pres.
- Bradford**—Bradford TV Cable Co., 129 Main St. Phone: 6991. No. subscribers, 1970; estimated potential, 4000. Began service Sept. 1, 1954. Equipment, Entron & Ampli-Vision. Joseph Saricks, pres. Stations: WBEN-TV & WGR-TV, Buffalo; WJAC-TV, Johnstown; WFBG-TV, Altoona.
- Brandonville**—Community TV Assn., Brandonville. Equipment Jerrold. Samuel Unvsavage, secy.
- Brockton**—Schuylkill Valley Trans Video Corp., Brockton. Phone: Tamaqua 2356. No. subscribers, 643. Began service April 1952. Equipment Jerrold. D. A. Vitelli, pres. Stations: WRCV-TV, WCAU-TV & WFIL-TV, Philadelphia; WPFH, Wilmington.
- Brockway**—Brockway TV Inc., 957 Fifth Ave. Phone: 5075. No. subscribers 401; estimated potential, 500. Began serv. April 1, 1952. Equipment RCA. Fred Edwards Sr., chairman. Stations: KDKA-TV, Pittsburgh; WJAC-TV, Johnstown; WFBG-TV, Altoona.
- Buck Hill Falls**—Buck Hill Falls TV Co., Buck Hill Falls. Equipment Spencer-Kennedy.
- Carlisle**—Mathew's Inc., Box 436.
- Clarendon**—Clarendon TV Assoc., Anchor St. Phone: Warren 4308-J. No. subscribers, 164; estimated potential, 250. Began service July 1955. Equipment Blonder-Tongue & Entron. Kenneth L. Knight, pres. Stations: WBEN-TV & WGR-TV, Buffalo; WJAC-TV, Johnstown; WEWS, Cleveland.
- Clearfield**—Clearfield TV Inc., 32 North Second St. Phone: 5-5617. No. subscribers, 1703; estimated potential, 2200. Began service Feb. 1952. Equipment, Ampli-Vision & Entron. Joseph Saricks, pres.; Charles Saricks, mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; KDKA-TV, Pittsburgh.
- Conemaugh**—Apex TV & Radio Service Inc., 29 Main St. Phone: 6-0295. No. subscribers, 160; estimated potential, 1400. Began service, Jan. 1952. Equipment Jerrold, John Chiodo, pres. Stations: WJAC-TV & WARD-TV, Johnstown; WFBG-TV, Altoona; KDKA-TV, Pittsburgh; WSTV-TV, Steubenville.
- Coudersport**—Coudersport TV Cable Co., 7 Cartee St. Phone: 650. No. subscribers, 550; estimated potential, 750. Began service April 1953. Equipment Jerrold. Joseph A. English, pres. Stations: WGR-TV & WBEN-TV, Buffalo; WFBG-TV, Altoona; WJAC-TV, Johnstown.
- Cressona**—S. L. TV Corp., 36 Pottsville St. Phone: Sch Haven 398J. No. subscribers, 130; estimated potential, 250. Began service Nov. 1952. Equipment Jerrold. G. James A. Seltz, pres. Stations: WRCV-TV, WFIL-TV, WCAU-TV, Philadelphia.
- Danville**—Danville Community Antenna Systems, Montour Hotel. Equipment Jerrold.
- Easton**—Clear-Pic Electronics Inc., 612¹/₂ Northampton St. Phone: 3-3452. No. subscribers, 300; estimated potential, 2500. Began service July 1954. Equipment Spencer-Kennedy. S. M. Flitter, pres. Stations: WGLV, Easton; WRCV-TV, Philadelphia; WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV & WPIX, New York.
- Elizabethville**—Elizabethville TV Corp., 582 Main St., Lykens. Phone: GL 3-7309 (Lykens). No. subscribers, 195; estimated potential, 350. Began service Oct. 1, 1955. Equipment Holt. Max E. Miller, pres.; Mark K. Shade, mgr. Stations: WGAL-TV, Lancaster; WFBG-TV, Altoona; WTPA & WCMB-TV, Harrisburg; WFIL-TV, Philadelphia.
- Everett**—Everett TV Corp., 7 E. Main St. Phone: 61. No. subscribers, 175; estimated potential, 300. Began service June 1, 1952. Equipment Jerrold. Wm. E. Coote, pres. Stations: KDKA-TV, Pittsburgh; WTTG, Washington; WJAC-TV, Johnstown.
- Franklin**—Coaxial Cable Co., Franklin. Equipment Jerrold.
- Galeton**—Galeton TV Antenna Inc., Union St. Phone: 192. No. subscribers, 361; estimated potential, 600. Began service Jan. 15, 1953. Equipment Jerrold. Beno Kramer, pres. Stations: WBEN-TV, Buffalo; WNBC-TV, Binghamton; WSYE, Elmira.
- Hamburg**—Hamburg Tire Co., Box 49. Phone: 2451. No. subscribers, 500; estimated potential, 750. Began service Jan. 1, 1951. Equipment Jerrold. D. H. Schoener, owner. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPFH, Wilmington; WGAL-TV, Lancaster.
- Harrisburg**—Perfect TV Inc., 263 Reilly St. Phone: CE 8-3429. No. subscribers, 1300. Began service Sept. 1951. Equipment Jerrold. J. Calvin Frank, pres. Stations: WMAR-TV & WBAL-TV, Baltimore; WFIL-TV, Philadelphia; WGAL-TV, Lancaster; WTPA, WHP-TV & WCMB-TV, Harrisburg.
- Hazleton**—Mountain City TV Co., 86 N. Wyoming St. Gladstone 4-3841. No. subscribers, 3750; estimated potential, 5000. Began service March 1952. Equipment Jerrold. Fred Corraile, pres.; Vincent Santapoli, mgr. Stations: WCBS-TV, WRCA-TV, WPIX, WABD & WOR-TV, New York; WFIL-TV, Philadelphia.
- Herndon**—Pike's Peak TV Assn., Box 1043. Equipment Jerrold.

Community Antenna Systems

Honesdale—Honesdale TV Service, 1133 Main St. Phone: 1282. No. subscribers, 630; estimated potential, 1200. Began service Jan. 1, 1954. Equipment Jerrold & Spencer-Kennedy. Henry Kalinowski, owner. Stations: WCBS-TV, WRCA-TV, WABD, WABC-TV, WOR-TV, WPIX & WATV, New York; WBNF-TV, Binghamton.

Isabella—Community Antenna Co., Box 121. Began service June 1951. Equipment Jerrold. Frank J. Beachley, mgr.

Jersey Shore—Hardt's Video Service, 1312 Allegheny St. Phone: 1444. No. subscribers, 1158; estimated potential, 2000. Began service May 6, 1954. Equipment Holt & Jerrold. Fred W. Hardt, owner. Stations: WJAC-TV, Johnstown; WILK-TV & WBRE-TV, Wilkes-Barre; WFBG-TV, Altoona; WGAL-TV, Lancaster; WGBI-TV, Scranton; closed-circuit originations.

Johnsonburg—Johnsonburg Community TV Inc., Market St. Phone: 52-332. No. subscribers, 1064; estimated potential, 1200. Began service Oct. 1953. Equipment Jerrold. Roy Nelson, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WBNF-TV, Buffalo; KDKA-TV, Pittsburgh; WEWS, Cleveland.

Kingston—Teleservice Co., 337 Wright Ave. Phone: BU 8-4328. Began service Oct. 31, 1951. Equipment Community Engineering Corp. James V. Coffey, mgr. Stations: WRCV-TV & WFIL-TV, Phila.; WCBS-TV, WABD & WPIX, New York.

Lansford—Panther Valley TV Co. Inc., 23-25 W. Ridge St. Phone: 1427. No. subscribers, 2400; estimated potential, 3000. Began service May 1950. Equipment Jerrold. Robert J. Tarlton, pres. Stations: WRCV-TV, WFIL-TV, WCAU-TV, Philadelphia; WPIX & WOR-TV, New York.

Lehigh—Lehigh Trans-Video Corp., 235 N. First St. Phone: 708. No. subscribers, 1600; estimated potential, 2000. Began service Dec. 1952. Equipment Jerrold. Joseph J. Humphries, pres. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPIX, New York; WPFH, Wilmington.

Lewistown—Pennwire TV Co., 16 S. Dorcas St. Phone: 4075. No. subscribers, 1500. Began service Jan. 1, 1952. Equipment composite. G. F. Gardner Jr., pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WGAL-TV, Lancaster.

Lock Haven—Susquehanna Valley TV Corp., 308 N. Grove St. Phone: 2003. No. subscribers, 1810; estimated potential, 2500. Began service Oct. 1951. Equipment Jerrold. Dale W. Allen, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WBRE-TV & WILK-TV, Wilkes-Barre.

Lykens—Lykens TV Extension Co., Inc., 582 Main St. Phone: GL 3-7309. No. subscribers, 1375; estimated potential, 1500. Began service May 1952. Equipment Holt, Max E. Miller, pres.; Mark Shadle, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WGAL-TV, Lancaster; WPFH, Wilmington.

Mahanoy City—City TV Corp., 100 W. Pine St. Phone: 1583. No. subscribers, 800; estimated potential, 1000. Began service Dec. 1950. Equipment Jerrold. A. P. McLaughlin, pres. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPFH, Wilmington; WGAL-TV, Lancaster.

Mahanoy City—Service Electric Co., Main & Pine Sts. Phone: 890. No. subscribers, 12,295; estimated potential, 15,000. Began service Dec. 1950. Equipment Holt & Jerrold. John Walsonovich, owner. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPIX, New York; WBRE-TV & WILK-TV, Wilkes-Barre; WGAL-TV, Lancaster; WPFH, Wilmington; WGBI-TV & WARM-TV, Scranton.

Mansfield—Tyco TV Co., 50 W. Wellsboro St. Phone: 79. No. subscribers, 350; estimated potential, 400. Began service March 27, 1953. Equipment Holt. Byron A. Neal & Homer P. Neal, partners. Stations: WBNF-TV, Binghamton; WBNF-TV, Buffalo; WSYR-TV, Syracuse.

Meadville—Meadville Master Antenna Inc., 870 Market St. Phone: 54-973. No. subscribers, 3400; estimated potential, 5000. Began service July 11, 1953. Equipment Jerrold. George J. Barco, pres.; Yolanda G. Barco, v.p.-mgr. Stations: WEWS, KYW-TV & WJW-TV, Cleveland; WSEE, Erie; KDKA-TV, Pittsburgh.

Meyersdale—Kirchner TV Co., 231 Main St. Phone: 377 W. No. subscribers, 265; estimated potential, 300. Began service Aug. 1952. Equipment Jerrold. Robert Kirchner, pres. Stations: KDKA-TV, Pittsburgh; WJAC-TV, Johnstown; WSTV-TV, Steubenville.

Millersburg—Millersburg TV Co., Green & Pine Sts. Phone: 94. No. subscribers, 526; estimated potential, 850. Began service Oct. 1953. Equipment Jerrold. Fred R. Helwig, pres. Stations: WMAR-TV, Baltimore; WGAL-TV, Lancaster; WFIL-TV & WRCV-TV, Philadelphia; WHP-TV, Harrisburg.

Minersville—Minersville Trans-Video Corp., 305 Sunbury St. Phone: LI 4-2714. No. subscribers, 1014; estimated potential, 1700. Began service April 1952. Equipment RCA & Jerrold. F. E. Moser, pres.; Frank K. Waters, gen. mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WGAL-TV, Lancaster; WPFH, Wilmington.

Montgomery—Montgomery Video Corp., 6 N. Main St. Phone: 2881. No. subscribers, 460; estimated potential, 500. Began service April 1, 1954. Equipment Entron. Francis Helmbach, pres. Stations: WHP-TV, Harrisburg; WBNF-TV, Binghamton; WGAL-TV, Lancaster; WBRE-TV & WILK-TV, Wilkes-Barre.

Mt. Union—Mt. Union Antenna Co. Inc., 11 S. Division St. Phone: 569. No. subscribers, 530; estimated potential, 650. Began service Sept. 1952. Equipment Jerrold. Fred B. Appleby, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WTTG, Washington.

Muncy—Muncy TV Corp., 582 Main St., Lykens. No. subscribers, 510; estimated potential, 650. Began service May 1954. Equipment Holt. Max E. Miller, pres.; Mark K. Shadle, mgr. Stations: WBRE-TV & WILK-TV, Wilkes-Barre; WBNF-TV, Binghamton; WGAL-TV, Lancaster; WGBI-TV, Scranton.

Nesquehoning—Nesquehoning Electronics Inc., 102 E. Catawissa St. Phone: 4262. No. subscribers, 600; estimated potential, 750. Began service Nov. 1949. Equipment Jerrold. Frank Mitchell, pres. Stations: WPIX, New York; WCAU-TV, WFIL-TV & WRCV-TV, Philadelphia; WPFH, Wilmington.

Newport—Newport TV Co., 26 N. 2nd St. Phone: 181. Began service May 15, 1953. Equipment Jerrold. Henry O. Shiffer, pres.

Oil City—TV Cable Co., 4 State St. Phone: 5-3701. No. subscribers, 3700; estimated potential, 5000. Began service Dec. 1951. Equipment Jerrold. B. A. Drelick, pres. Stations: KDKA-TV, Pittsburgh; WJAC-TV, Johnstown; WKBN-TV, Youngstown.

Palmerton—Palmerton TV Signal Corp., 465 Delaware Ave. Phone: 2551. No. subscribers, 1141; estimated potential, 1400. Began service, Sept. 1951. Equipment Community Engineering Corp. C. E. Reinhard, pres. Stations: WPIX, New York; WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPFH, Wilmington.

Pine Grove—Pine Grove TV Cable Service, 19 W. Pottsville St. Phone: 2631. No. subscribers, 285; estimated potential, 600. Began service, 1951. Equipment Jerrold. Dr. Sidney Melnicove, pres.; Theodore Gibson, mgr. Stations: WRCV-TV, WFIL-TV, WCAU-TV, Philadelphia; WGAL-TV, Lancaster; WSBA-TV, York.

Plymouth—Hawley TV Service Co., 28 E. Main St. Equipment Jerrold.

Port Allegany—Dealer's Repair Service. Equipment Community Engineering Corp.

Pottsville—Pottsville Trans-Video Corp., 2nd & Laurel Sts. Phone: MA 2-2161. No. subscribers, 4700; estimated potential, 6800. Began service Feb. 1951. Equipment RCA. M. F. Malarkey Jr., pres.; Frank K. Waters, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPFH, Wilmington; WGAL-TV, Lancaster.

Pottsville—Wire Tele-View Corp., 428 E. Norwegian St. Phone: 6381. No. subscribers, 1100; estimated potential, 1500. Began service May 1951. Equipment Jerrold. Clarence F. Schoff-stall, pres. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPIX, New York; WPFH, Wilmington.

Renovo—Greater Renovo TV Corp., 704 Erie Ave. Phone: 787. No. subscribers, 750; estimated potential, 850. Began service July 1953. Equipment Jerrold. John P. Rathmell, pres.; Ray Rathmell, treas.-mgr. Stations: WBNF-TV, Binghamton; WFBG-TV, Altoona; WBRE-TV, Wilkes-Barre.

Ridgway—Ridgway TV Co., 119 N. Broad St. No. subscribers, 1078; estimated potential, 1500. Began service Feb. 8, 1952. Equipment Jerrold. Ralph C. Possinger, mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; KDKA-TV, Pittsburgh.

Salona—Salona Mutual TV Cable Assn., Salona. Equipment Jerrold.

Schuylkill Haven—Schuylkill Haven Trans-Video Corp., 101 E. Main St. Phone: FU 5-1750. No. subscribers, 1700; estimated potential, 2000. Began service Feb. 1952. Equipment Jerrold. A. M. Strause, pres.; Frank K. Waters, treas.-mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPFH, Wilmington; WGAL-TV, Lancaster.

Selinsgrove—River TV Co., 19 S. Market St. Phone: 6921. Began service Oct. 1, 1953. Equipment Jerrold. W. M. Kearney, pres.-mgr. Stations: WFBG-TV, Altoona; WBRE-TV & WILK-TV, Wilkes-Barre; WGAL-TV, Lancaster.

Shamokin—Eastern Pennsylvania Relay Station Inc., 313 N. Shamokin St. Phone: 8-7131. No. subscribers, 3300; estimated potential, 6000. Began service Sept. 1, 1951. Equipment Jerrold. John J. Barni, pres. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WGAL-TV, Lancaster.

Shamokin—TV Extension Corp., 715 W. Walnut St. Phone: 8-4861. No. subscribers, 2600; estimated potential, 4000. Began service Nov. 1951. Equipment Jerrold. Fred Bower, pres. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPFH, Wilmington; WGAL-TV, Lancaster.

Sheffield—South Side TV Assn., 218 Church St. Phone: 3111. No. subscribers, 227; estimated potential, 250. Began service May 1953. Equipment Blonder-Tongue. F. F. Feldler Jr., pres. Stations: KDKA-TV, Pittsburgh; WBNF-TV, Buffalo; WJAC-TV, Johnstown; WFBG-TV, Altoona.

Shenandoah—Shen-Heights TV Assoc. Inc., 9 W. Coal St. Phone: 2-2198. No. subscribers, 2229; estimated potential, 2300. Began service Oct. 1951. Equipment Jerrold. Frank T. Brophy, pres.; J. M. Uritis, secy.-treas. Stations: WCAU-TV, WFIL-TV & WRCV-TV, Philadelphia; WILK-TV, Wilkes-Barre; WARM-TV, Scranton.

Shickshinny—Shickshinny TV Corp., Shickshinny. Began service Nov. 28, 1952. Equipment Jerrold. Noel B. Caverly, pres.

Slatington—Kerns' Electric & TV Antenna Inc., 619 Main St. Phone: Porter 7-2281. No. subscribers, 595; estimated potential, 1200. Began service March 1953. Equipment Jerrold. Lawrence J. Kern, pres. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPIX, New York; WPFH, Wilmington.

Smethport—Palmer Electric Co., 215 W. Main St. Phone: 433. No. subscribers, 200; estimated potential, 300. Began service Oct. 1, 1953. Equipment Jerrold. R. K. Palmer, owner. Stations: WBNF-TV & WGR-TV, Buffalo; WROC-TV, Rochester; WJAC-TV, Johnstown.

Community Antenna Systems

PENNSYLVANIA—(Continued)

- Snowshoe**—Snowshoe TV Co., Snowshoe. Equipment Community Engineering Corp.
- State College**—State College TV Cable Co., 300 South Pugh St. Phone: AD 8-6655. No. subscribers, 300; estimated potential, 500. Began service 1952. Equipment Community Engineering Corp. James R. Palmer, pres. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona.
- St. Clair**—St. Clair TV Corp., 15 S. Second St. Phone: 1344. No. subscribers, 620; estimated potential, 1200. Began service Sept. 1951. Equipment Jerrold. Bertram Silver, secy-treas.; John S. Warner, mgr. Stations: WFIL-TV, WCAU-TV & WRCV-TV, Philadelphia; WPIX, New York; WPFH, Wilmington.
- St. Mary's**—St. Mary's TV Co., St. Mary's. Equipment, Entron. Frank Vitarelli, mgr.
- Steelton**—Better TV Co., 249 Swatara St. Phone: 9-2725. Began service March 1952. Equipment Philco. M. L. Houtz, owner.
- Stroudsburg**—Pocono TV Relay Inc., 155 Broad St. Phone: 3950. No. subscribers, 450; estimated potential, 2000. Began service April 1, 1954. Equipment Spencer-Kennedy. John M. Price, pres. Stations: WCBS-TV, WRCA-TV, WABD & WPIX, New York; WFIL-TV, Philadelphia.
- Sunbury**—B.K.P. TV Systems Inc., 108 S. 10th St. Phone: AT 6-5951. No. subscribers, 3000; estimated potential, 5000. Began service Jan. 1953. Equipment Jerrold. John J. Barni Jr., pres. Stations: WBRE-TV & WILK-TV, Wilkes-Barre; WGAL-TV, Lancaster; WFBG-TV, Altoona; WGBI-TV & WARM-TV, Scranton.
- Tamaqua**—Tamaqua TV Inc., 109 E. Broad St. Phone: 1673. No. subscribers, 2149; estimated potential, 2500. Began service June 1951. Equipment Jerrold. Ben P. Houser, pres.; Melvin L. Boyer, treas.-mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPFH, Wilmington; WGAL-TV, Lancaster.
- Titusville**—Titusville Cable Co., 214 W. Main St. Phone: 3-6805. No. subscribers, 700; estimated potential, 1200. Began service Nov. 20, 1953. Equipment Entron. A. D. Carlson, pres.-mgr. Stations: WJAC-TV, Johnstown; WSEE, Erie; WBEN-TV, Buffalo; KDKA-TV, Pittsburgh; WFMJ-TV, Youngstown; WEWS, Cleveland.
- Warren**—Warren TV Corp., 207 E. 5th St. Phone: 3479. No. subscribers, 2411; estimated potential, 2500. Began service March 26, 1953. Equipment Transvision, Westbury & Jerrold. Robert E. Dunham, pres.; William T. Loucks, v.p.-gen. mgr. Stations: WBEN-TV, WGR-TV & WBUF, Buffalo.
- Warren**—West Side TV Corp., 1405 Pennsylvania Ave. Phone: 339R. No. subscribers, 225; estimated potential, 325. Began service Jan. 1, 1954. Equipment Jerrold. Frank Gerarde, pres. Stations: WBEN-TV & WGR-TV, Buffalo; WJAC-TV, Johnstown.
- Wellsboro**—West End TV Cable System, 11 Central Ave. Phone: 7121. No. subscribers, 850; estimated potential, 1100. Began service Dec. 1952. Equipment Entron. Chester Pierce, owner-mgr. Stations: WBNF-TV, Binghamton; WSyr-TV, Syracuse; WBEN-TV, Buffalo.
- Westfield**—Westfield Community Antenna Assn. Inc. c/o Eberle Tanning Co. Phone: 53. No. subscribers, 310; estimated potential, 400. Began service Aug. 1952. Equipment Jerrold. J. F. Eberle, pres. Stations: WBNF-TV, Binghamton; WBEN-TV, Buffalo; WSyr-TV, Elmira.
- Wilkes-Barre**—Teleservice Co., 153 S. Main St. VA 4-8111. Began service Oct. 31, 1951. Equipment Community Engineering Corp. James V. Coffey, mgr. Stations: WRCV-TV & WFIL-TV, Philadelphia; WCBS-TV, WPIX & WABD, New York.
- Williamsport**—Lycorning TV Corp., 1428 W. Southern Ave. Phone: 3-4677. No. subscribers, 2600; estimated potential, 8000. Equipment Entron. Francis Heinbach, pres.; John C. Sanders, mgr. Stations: WILK-TV & WBRE-TV, Wilkes-Barre; WFBG-TV, Altoona; WBNF-TV, Binghamton; WGAL-TV, Lancaster.
- Williamsport**—West Branch TV Services Inc., 439 William St. Phone: 3-3701. No. subscribers, 2400; estimated potential, 6500. Began service March 27, 1952. Equipment Ampli-Vision. Otto L. Stradley, mgr. Stations: WBRE-TV & WILK-TV, Wilkes-Barre; WFBG-TV, Altoona; WBNF-TV, Binghamton; WGAL-TV, Lancaster.
- Williamsport**—Williamsport TV Cable Corp., 450 William St. Phone: 2-9869. No. subscribers, 7216; estimated potential, 7600. Began service Nov. 1952. Equipment Jerrold. Clive Runnels Jr., pres.; Ray Schneider, v.p.-mgr. Stations: WBNF-TV, Binghamton; WFBG-TV, Altoona; WILK-TV & WBRE-TV, Wilkes-Barre; WGAL-TV, Lancaster.
- Williamsport**—Cole TV, 88 Cottage Ave. Phone: 9559. No. subscribers, 80; estimated potential, 2-3000. Began service Jan. 1954. Equipment Blonder-Tongue. H. L. Cole, owner. Stations: WILK-TV & WBRE-TV, Wilkes-Barre; WFBG-TV, Altoona.
- Youngsville**—Youngsville TV Corp., 140 W. Main St. Phone: 22704. No. subscribers, 260; estimated potential, 400. Began service June 1, 1954. Equipment Jerrold. Rex E. Young, pres. Stations: WBEN-TV & WGR-TV, Buffalo. WJAC-TV, Johnstown.

SOUTH DAKOTA

- Chamberlain**—Missouri Valley TV Co. Inc., Chamberlain. Phone: 85W. No subscribers, 105; estimated potential, 400. Equipment Jerrold. Began service Nov. 20, 1955. T. H. Steen, pres. Stations: KTIV & KVTU, Sioux City; KELO-TV, Sioux Falls; KDLO-TV, Florence.
- Mitchell**—Palace Trans-Video Co., 109 E. 2nd Ave. Phone: 3057. Estimated potential, 3400. Began service Jan. 1955. Equipment Jerrold & Westbury. Allen C. Harmes, owner. Stations: KELO-TV, Sioux Falls; KVTU, Sioux City; closed circuit originations.

TENNESSEE

- Blountville**—J. W. Adams Co., Box 128. Phone: 4811. No. subscribers, 25; estimated potential, 100. Began service Feb. 1953. Equipment Blonder-Tongue & RCA. J. W. Adams, owner; George R. Cowan, mgr. Stations: WBTV, Charlotte; WJHL-TV, Johnson City; WATE, Knoxville.
- Copperhill**—E. R. Lewis TV System, Copperhill. Phone: 485. No. subscribers, 200; estimated potential, 300. Began service Jan. 1, 1953. Equipment Blonder-Tongue & Jerrold. L. R. Lewis & John M. Griner, owners. Stations: WSB-TV, WAGA-TV & WLWA, Atlanta.
- Erwin**—C & M TV Cable Co., 217 S. Main St. Phone: 38851. No. subscribers, 400; estimated potential, 1000. Began service, 1954. Equipment, Blonder-Tongue. Chester A. Hale mgr. Stations: WBTV, Charlotte; WATE-TV, Knoxville; WJHL-TV, Johnson City; WCYB-TV, Bristol; WLOS-TV, Asheville.
- Johnson City**—Huntsman TV Cable Co., Johnson City. Phone: 3769. No. subscribers, 400. Began service Nov. 1952. Equipment, RCA. R. M. & Clara M. Huntsman, partners. Stations: WBTV, Charlotte; WJHL-TV, Johnson City; WLOS-TV, Asheville; WATE, Knoxville.
- Kingsport**—TV Cable Corp., 137 E. New St. CI 6-8851. No. subscribers, 1900; estimated potential, 3500. Began service Dec. 1951. Equipment, Jerrold. W. Kyle Huddle, pres.; Wm. A. Crafts, v.p.-mgr. Stations: WBTV, Charlotte; WLOS-TV, Asheville; WATE, Knoxville; WCYB-TV, Bristol; WJHL-TV, Johnson City.

TEXAS

- Albany**—King Appliance Co., Albany. Equipment Jerrold.
- Brady**—TV Enterprises Ltd., 115 N. Church St. Phone: 2180. No. subscribers, 600; estimated potential, 800. Began service Dec. 1, 1954. Equipment Jerrold. John P. Threadgill, owner. Stations: KTBC-TV, Austin; WOAI-TV & KENS-TV, San Antonio; KRBC-TV, Abilene; KTXL-TV, San Angelo; KCEN-TV, Temple.
- Breckenridge**—Breckenridge TV Distributing Co., 331 Walker St. Phone: Hickman 9-2861. No. subscribers, 400; estimated potential, 800. Began service Nov. 1953. Equipment Jerrold. Don B. Crenshaw, pres. Stations: WBAP-TV, Ft. Worth; KRLD-TV, Dallas; KFDX-TV, Wichita Falls.
- Bryan**—Midwest Video Inc., 500 Texas Ave. Phone: 6-9797. Equipment Spencer-Kennedy.
- Childress**—Vumore Coe, Ardmore, Okla. Stations: KFDX-TV & KSYD-TV, Wichita Falls; KDUB-TV, Lubbock.
- Del Rio**—Del Rio TV Cable Corp., 115 W. Losoya St. Phone: 5-2666. No. subscribers, 750; estimated potential, 1800. Began service Sept. 27, 1955. Equipment Jerrold. Robert Cauthorn, pres. Jack R. Crosby, secy.-mgr. Stations: WOAI-TV & KENS-TV, San Antonio.
- Denison**—Better TV Inc., 409 S. Mirick St. Phone: HO 5-1471. No. subscribers, 1300; estimated potential, 2500. Began service 1952. Equipment, Jerrold & Blonder-Tongue. Charles F. Johnson, pres. Stations: WBAP-TV & KFJZ-TV, Ft. Worth; KRLD-TV & WFAA-TV, Dallas; KTEK, Ada.
- Gatesville**—Cable Vision Co., 605 College St. Equipment Ampli-Vision.
- Gatesville**—Gatesville TV Cable System, Gatesville. Equipment Jerrold.
- Graham**—TV Distributing Co., 610 Oak St. Phone: 197. No. subscribers, 1550; estimated potential, 1800. Began service Aug. 1951. Equipment Jerrold. Brown Walker, owner. Stations: WBAP-TV & KFJZ-TV, Ft. Worth; KRLD-TV, Dallas; KFDX-TV & KSYD-TV, Wichita Falls.
- Jacksonville**—TV Cable Service, Jacksonville. Equipment Jerrold.
- Madisonville**—Madisonville Cable Corp., Madisonville. Equipment, Jerrold. Lee Green, mgr.
- Marfa**—Marfa TV Cable Inc., 122 E. El Paso St. Phone: 273. No. subscribers, 110; estimated potential, 300. Began service Dec. 1, 1955. Equipment, Jerrold. E. K. Bealand, pres.; Ernest Barnett, mgr. Stations: KROD-TV, El Paso; KOSA-TV, Odessa.
- Mineral Wells**—Community Aerial System, 304 N. Oak St. Phone: 804. No. subscribers, 1400; estimated potential, 2000. Began service, 1951. John Campbell, owner. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV & KFJZ-TV, Ft. Worth; KFDX-TV, Wichita Falls; closed circuit FM music.
- Ozona**—Ozona TV System, Ozona. Phone: 2. No. subscribers, 260; estimated potential, 400. Began service Feb. 9, 1955. Equipment Jerrold. W. E. White, pres.; Oscar Kost, mgr. Stations: KTXL-TV, San Angelo; WOAI-TV, San Antonio; KMID-TV, Midland.
- Paducah**—TV Signal Service Co., 9th & Garrett Sts. Phone: 54. No. subscribers, 225; estimated potential, 450. Began service Sept. 1, 1954. Equipment, Jerrold. V. L. Hutchinson, pres. Stations: KFDX-TV & KSYD-TV, Wichita Falls; KDUB-TV & KCBF-TV, Lubbock.

Community Antenna Systems

Palestine—Clearview Cable Service Corp., 506 W. Spring St. Phone: 2112. No. subscribers, 27; estimated potential, 5000. Began service May 1, 1955. Equipment Entron. C. G. Joyce, pres.; C. Gerald Joyce, secy.-treas.; Ray Barnes, v.p.-mgr. Stations: KLTW, Tyler; WBAP-TV, Ft. Worth; KRLD-TV & WFAA-TV, Dallas; KCEN-TV, Temple.

Paris—Mid-West Video Corp., 128 S. Main St. Equipment RCA.

Sherman—Tele-Vue Products Co., 325 W. Houston St. Phone: 801. No. subscribers, 1200; estimated potential, 3000. Began service Dec. 1951. Equipment composite. O. P. Leonard Jr., pres.; Raymond Tucker Jr., mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth.

Sonora—Sonora TV Service Inc., Main St. Phone: 2-7951. No. subscribers, 260; estimated potential 400. Began service April 1955. Equipment Jerrold. Edwin E. Sawyer, pres. Stations: KTXL-TV, San Angelo; KENS-TV & WOAI-TV, San Antonio; KMID-TV, Midland.

Sulphur Springs—TV Cable System, 127 Jefferson St. Phone: TU 5-3757. No. subscribers, 500; estimated potential, 1000. Began service Jan. 1, 1954. Equipment Entron. Robert M. Rogers, pres.; Charles Reynolds, mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth; KLTW, Tyler.

Tyler—Tyler-TV Co., 317 N. Broadway. Phone: 2-8251. No. subscribers, 6000; estimated potential 7000. Began service March 1952. Equipment Jerrold. G. H. Flinn, pres.; Raymond Hedge, v.p.; J. E. Mankin, gen. mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth; KTBS-TV, Shreveport; KLTW, Tyler.

Uvalde—Uvalde TV Cable Corp., 222 N. Getty St. Phone: BR 8-4525. No. subscribers, 700; estimated potential, 1500. Began service June 24, 1955. Equipment Jerrold. Benjamin J. Conroy Jr., pres.-mgr. Stations: KENS-TV, KONO-TV & WOAI-TV, San Antonio.

Van Horn—Van Horn Cable Co., Main St. Phone: 121. No. subscribers, 267; estimated potential, 300. Began service Sept. 1955. Equipment Blonder-Tongue. J. H. Benton, owner. Station: KROD-TV, El Paso.

Victoria—Tele-Tenna Corp. of Victoria, 2000 E. Rio Grande St. Equipment RCA. A. B. Alkek, pres.

Wellington—Vumore Co., 1410 Dallas St. Phone: 85. No. subscribers, 385; estimated potential, 500. Began service Aug. 11, 1955. Equipment Entron. Larry Boggs, pres. Stations: KGNC-TV & KFDA-TV, Amarillo; KFDX-TV & KSYD-TV, Wichita Falls.

UTAH

Price—Veteres Perfect TV Inc., Price. No. subscribers, 680; estimated potential, 3000. Began service Oct., 1954. Equipment Jerrold. Louis Vetere, owner. Stations: KSL-TV, KTVT & KUTV, Salt Lake City.

Salt Lake City—Sevier TV Signal Distribution Co., 2183 Berkeley.

Sunnyside—Price Trading Co., Sunnyside. Phone: 4416. No. subscribers, 900; estimated potential, 1320. Began service Oct. 12, 1955. Equipment Jerrold. Oscar Carlson Jr., mgr. Stations: KSL-TV, KTVT & KUTV, Salt Lake City.

VERMONT

Barre—Vermont TV Inc., 61 No. Main St. Phone: GR 6-4901. No. subscribers, 1150; estimated potential, 2200. Began service May 1, 1952. Equipment, Spencer-Kennedy. Leo Sanguinetti, pres.; E. Nicholas Sanguinetti, mgr. Stations: WRGB, Schenectady; WPTZ, Plattsburgh; WMTW, Mt. Washington; WCAX-TV, Burlington; CBMT, Montreal.

Bellows Falls—Bellows Falls Cable Corp., 105 Rockingham St. Phone: 136. No. subscribers, 856; estimated potential, 1000. Began service Oct. 1953. Equipment Westbury Electronics Inc. George R. Story, pres. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester.

Brattleboro—Brattleboro TV Inc., 49 Elliot St. Alpine 4-4000. No. subscribers, 1530; estimated potential, 1800. Began service Nov. 1, 1953. Equipment, Spencer-Kennedy. F. Elliot Barber Jr., pres. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester; WWLP, Springfield; WMTW, Mt. Washington.

Burlington—Green Mt. TV Corp., 187 Church St. Phone: 4-5749. No. subscribers, 3200; estimated potential, 6000. Began service Aug. 1952. Equipment, Jerrold. Richard A. Snelling, pres.; Stations: WRGB, Schenectady; WMTW, Mt. Washington; WCAX-TV, Burlington; CBMT & CBFT, Montreal.

Ludlow—Okemo Vue Inc., 41 Depot St. Phone: 82381. No. subscribers, 175; estimated potential, 200. Began service May 1953. Equipment, Jerrold. V. W. Jarvi, pres. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester.

Montpelier—Montpelier Community TV Inc., 23 Langdon St. Phone: Capitol 3-2852. No. subscribers, 875; estimated potential, 1500. Began service Nov. 15, 1953. Equipment, Jerrold. Eugene Kramer, pres.; Phillips Lothrop, treas.-mgr. Stations: WMTW, Mt. Washington; WRGB, Schenectady; WCAX-TV, Burlington.

Northfield—Trans-Video, 37 Park Sq. Phone: 4112. No. subscribers, 400; estimated potential, 600. Began service Dec. 24, 1951. Equipment, Westbury Electronics. George L. Goodrich, owner; Henry Beaudette, technical mgr.; C. Arthur Goodrich, sales mgr. Stations: WRGB, Schenectady; WCAX-TV, Burlington; WMTW, Mt. Washington.

Springfield—John T. Thurber Inc., Springfield. Began service Nov. 3, 1952. Equipment, Spencer-Kennedy.

Springfield—Young's Community TV Corp., 201 Union St. Phone: TU 5-4552. No. subscribers, 1300; estimated potential, 2000. Began service March 1953. Equipment, Jerrold. S. R. Young, pres. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady; WMUR-TV, Manchester; WCAX-TV, Burlington.

St. Johnsbury—St. Johnsbury Community TV Corp., 45 Main St. Phone: 8-2870. No. subscribers, 500; estimated potential, 750. Began service March 1, 1954. Equipment, Jerrold. Eugene F. Ellingwood Jr., pres. Stations: WCSH-TV & WGAN-TV, Portland; WMTW, Mt. Washington.

Windsor—Windsor Community Antenna Corp., 113 Main St. Phone: 740. No. subscribers, 530; estimated potential, 900. Began service, July 1954. Equipment, Jerrold. S. R. Young, pres.; S. E. Young, mgr. Stations: WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester; WCAX-TV, Burlington; WMTW, Mt. Washington.

Woodstock—Woodstock TV Inc., Central St. Phone: 115-M. No. subscribers, 94; estimated potential, 250. Began service Dec. 8, 1953. Equipment, Westbury Electronics. Reno Casellini, pres. Stations: WBZ-TV, Boston; WRGB, Schenectady; WMTW, Mt. Washington.

VIRGINIA

Appalachia—Paintsville Appliance Co., Appalachia. Phone: 633. No. subscribers, 140; estimated potential, 300. Began service Nov. 20, 1955. Equipment Jerrold & Taco. Chester Trimble, owner. Stations: WJHL-TV, Johnson City; WLOS-TV, Asheville; WSAZ-TV, Huntington.

Grundy—Grundy TV Co., Box 1045. Phone: WE 5-2621. No. subscribers, 550; estimated potential, 800. Began service, Jan. 1, 1951. Equipment, Community Engineering Co. Barnes B. Rife, owner. Stations: WSAZ-TV, Huntington; WJHL-TV, Johnson City; WOAY-TV, Oak Hill.

Harrisonburg—Harrisonburg Trans-Video Corp., 14 Graham St. Phone: 4-6030. No. subscribers, 1100; estimated potential, 3800. Began service Aug. 29, 1952. Equipment Jerrold & RCA. Martin F. Malarkey, pres. Stations: WTTG, WMAL-TV & WTOP-TV, Washington; WXEX-TV, Petersburg; WSWA-TV, Harrisonburg.

Marion—Home & Auto Supply Co. Inc., 209 E. Main St. Phone: 3-5321. No. subscribers, 155; estimated potential, 500. Began service Dec. 1953. Equipment composite. C. E. Coulthard, pres. Stations: WSLV-TV, Roanoke; WHIS-TV, Bluefield; WJHL-TV, Johnson City.

Staunton—Staunton Video Corp., 27 Middlebrook Ave. Phone: 5-7493. No. subscribers, 600; estimated potential, 3000. Began service April 1952. Equipment, Community Engineering Corp. R. W. Tucker, pres. Stations: WTVR, Richmond, WMAL-TV, WTTG & WTOP-TV, Washington; WXEX-TV, Petersburg.

WASHINGTON

Aberdeen—Harbor TV Corp., 208 South H St. Phone AB 1986. No. subscribers, 5900; estimated potential, 7500. Began service Nov. 1952. Equipment, Ampli-Vision. Homer A. Bergren, chairman; Fred G. Goddard, pres. Stations: KOMO-TV & KING-TV, Seattle; KTNT-TV & KTVW, Tacoma.

Bellingham—Telecable Inc., 205 Chestnut St. No. subscribers, 500; estimated potential, 2000. Began service July 1952. Equipment Ampli-Vision, Blonder-Tongue & Jerrold. A. J. Barrett, pres.-mgr. Stations: KOMO-TV & KING-TV, Seattle; KTNT-TV, Tacoma.

Chehalis—KELA TV Inc., Old Pacific Highway. Phone: Sherwood 8-3321. No. subscribers, 300; estimated potential, 3000. Began service June 1952. Equipment, Blonder-Tongue. Joe Chytil, pres. Stations: KING-TV & KOMO-TV, Seattle; KTNT-TV, Tacoma.

Chelan—Chelan Antenna Service, Chelan. No. subscribers, 275; estimated potential, 300. Began service May 1954. Equipment Ampli-Vision. Emory Welmer, mgr. Stations: KXLY-TV, KREM-TV & KHQ-TV, Spokane.

Colville—Colville Video Inc., 151 N. Main St. Phone: 104. No. subscribers, 318; estimated potential, 500. Began service Aug. 14, 1953. Equipment, Jerrold. August Schwartz, pres. Stations: KREM-TV, KHQ-TV & KXLY-TV, Spokane.

Connell—Connell TV Co., Box 478. Phone: Bel 4-3481. No. subscribers, 54; estimated potential, 85. Began service Dec. 23, 1955. Equipment Blonder-Tongue. James O. Heltzman & Texas H. German, partners. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane; KEPR-TV, Pasco.

Coulee Dam—TV Assoc. of Coulee Dam, Box 367. No. subscribers, 190; estimated potential, 300. Equipment, Ampli-Vision. George Curtiss, pres. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

Dayton—Touchet Valley TV Inc., Dayton. Phone: 10. No. subscribers, 410; estimated potential, 500. Began service Nov. 10, 1953. Equipment, Jerrold. Ben H. Klingenstein, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.

Ellensburg—Ellensburg Jerrold TV Cable Corp., 505 N. Pearl St. Phone: 2-2556. No. subscribers, 1010; estimated potential, 1750. Began service Aug. 4, 1954. Equipment Jerrold. John C. Sorenson, mgr. KING-TV & KOMO-TV, Seattle; KXLY-TV, Spokane.

Ephrata—Empire TV Inc., 101 B St. NW. No. subscribers, 900; estimated potential, 1500. Began service Dec. 1953. Equipment Ampli-Vision & Blonder-Tongue. Harold Catlow, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane; KBAS-TV, Ephrata.

Community Antenna Systems

WASHINGTON—(Continued)

- Everett**—TV Cable Inc., 2507 Broadway. Phone: CE 3171. No. subscribers, 1000; estimated potential, 3000. Began service July 15, 1953. Equipment, Blonder-Tongue. Eldon A. Root, pres. Stations: KOMO-TV, KCTS & KING-TV, Seattle; KTNT-TV & KTVW, Tacoma.
- Goldendale**—Goldendale TV Cable Inc., 431 E. Broadway. Phone: 2981. No. subscribers, 200; estimated potential, 300. Began service Jan. 1, 1956. Equipment Blonder-Tongue. W. O. Spoon, pres. Stations: KOIN-TV, KFOR, KPTV & KGW-TV, Portland.
- Kennewick**—Columbia TV Service Co., 320 Ave. C. Phone: JU 2-8600. No. subscribers, 325; estimated potential, 5000. Began service Sept. 29, 1956. Homer A. Bergren, pres. C. M. Kirkeeng, mgr. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane; KEPR-TV, Pasco.
- Kennewick**—Tri-City TV Service Inc., 432 Ave. "C". Phone: 9851. No. subscribers, 600; estimated potential, 4000. Began service Dec. 1953. Equipment, Ampli-Vision. R. S. McCaw, pres. Stations: KHQ-TV & KXLY-TV, Spokane; KIMA-TV, Yakima.
- Lind**—Lind TV Service, Inc., Lind. No. subscribers, 85; estimated potential, 100. Equipment, Jerrold. John Shimek, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.
- Moses Lake**—Moses Lake TV Inc., 205 W. Ash St. Phone: RO 5-6151. No. subscribers, 900; estimated potential, 3000. Began service June 1954. Equipment Blonder-Tongue. R. C. Hughes, pres.; Pat Hughes, secy.-treas.-mgr. Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane.
- Omak-Okanogan-Tonasket**—Okanogan Valley TV Cable Co., Tonasket. Wash. Phone: 2370. No. subscribers, 825. Equipment composite. Melvin Rothrock, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.
- Pomeroy**—Christensen-Rauch Co., Pomeroy. Phone: 327. No. subscribers, 300. Began service Aug. 1, 1953. Equipment, composite. Wm. E. Rauch, chief engineer. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.
- Pullman**—Williams TV Cable & Appliance, 301 Paradise St. Phone: 2621. No. subscribers, 375; estimated potential, 800. Began service March 1954. Equipment composite. R. V. Williams, owner. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.
- Quincy**—Quincy TV Cable Co., Quincy. Equipment Jerrold.
- Raymond**—Powell's Radio & TV, 301 Duryea St. Phone: 95. No. subscribers, 600; estimated potential, 1000. Began service Feb. 1, 1951. Equipment, Jerrold. LeRoy Powell, owner; Merle C. Smith, mgr. Stations: KING-TV & KOMO-TV, Seattle; KTNT-TV, Tacoma.
- Republic**—Republic TV Assn., Republic. Equipment Jerrold.
- Richland**—Richland TV Cable Corp., 503 Lee Blvd. Phone: 4-9110. No. subscribers, 1800; estimated potential, 3000. Began service May 26, 1954. Equipment Jerrold. Charles E. Brown, pres.; Frank J. Beaver, v.p.-gen. mgr. Stations: KREM-TV, KHQ-TV & KXLY-TV, Spokane.
- Seattle**—Holert Electronic Inc., 2300 W. Spokane St. Began service June 20, 1952. Equipment, Jerrold. Frank T. Holert Jr., pres.
- Seattle**—Master TV Antenna Systems, 4020 49th St. S. Equipment, Jerrold. Fred Nelson, v.p.
- Sedro Wooley**—Pat Malone, Sedro Wooley. Equipment Jerrold.
- Soap Lake**—Soap Lake TV Inc., Box 758. Phone: 3256. No. subscribers, 125; estimated potential, 350. Began service June 15, 1954. Equipment Ampli-Vision & Blonder-Tongue. Leonard McNamara, pres.; Clifton W. Collins, secy.-treas.-mgr. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.
- Starbuck**—Starbuck Community Antenna System, Starbuck. Equipment Jerrold.
- Sumas**—Municipal TV Cable, Sumas. Equipment Jerrold.
- Sunnyside**—Harrie's TV, 6th & Edison Sts. Equipment Jerrold.
- Walla Walla**—Blue Mts. TV Cable Corp., 34 S. Colville St. Phone: 220. No. subscribers, 3500; estimated potential, 5000. Began service Oct. 15, 1953. Equipment, Jerrold. Charles E. Brown, pres.; Charles Rees, exec. v.p.; Frank J. Beaver, v.p.-mgr. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.
- Washtucna**—Snyder Electric Co., Washtucna. Equipment Jerrold.
- Waterville**—Clements TV, Waterville. Phone: RI 5-2802. No. subscribers, 250; potential, 350. Began service Jan. 1, 1953. Equipment Ampli-Vision. Charles E. Clements, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.
- Wenatchee**—Consolidated TV Cable Corp., 739 S. Mission St. Phone: 3-4608. No. subscribers, 5000; estimated potential, 7000. Began service Nov. 1, 1953. Equipment, Jerrold. Charles E. Brown, pres.; Charles Rees, v.p.; Chester M. Murphy, mgr. Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane; also closed-circuit originations.
- Wilsoncreek**—S & S Electronics, Wilsoncreek. Equipment Jerrold.
- Wishram**—Wishram TV, Wishram. Phone: 19. No. subscribers, 145; estimated potential, 250. Began service Sept. 1, 1954. Equipment Ampli-Vision. Raymond Coffield, mgr. Stations: KOIN-TV, KPTV & KFOR, Portland.

WEST VIRGINIA

- Amherstdale**—Durfee's Inc., Man, W.Va. Began service Jan. 1952. Equipment, Jerrold.
- Bluefield**—Bluefield TV Cable Corp., 616 Federal St. Phone: DAV 7-7805. No. subscribers, 1500; estimated potential, 4000. Began service April 15, 1954. Equipment Jerrold. W. R. Tucker, pres.; F. Gordon Fuqua, mgr. Stations: WCHS-TV, Charleston; WLSL-TV, Roanoke; WJHL-TV, Johnson City.
- Burnsville**—Marlindon Cable Co. Equipment, Jerrold.
- Charlton Heights**—Jack Knight. Equipment, Jerrold.
- Chesapeake**—Chesapeake Water & Light Co., Chesapeake. Equipment, Jerrold.
- Clarksburg**—Clarksburg TV Cable Corp., 231 S. Third St. Phone: Main 4-7464. No. subscribers, 7200; estimated potential, 11,500. Began service July 15, 1953. Equipment Jerrold. W. R. Tucker, pres.; Sandford P. Randolph, v.p.-mgr. Stations: WTRF-TV, Wheeling; KDKA-TV, Pittsburgh; WSTV-TV, Steubenville.
- Coalwood**—Olga Coal Co., Coalwood. Phone: Welch 4200. No. subscribers, 465; estimated potential, 1000. Began service July 1952. Equipment, Jerrold. W. D. Dantzler, mgr. Stations: WSAZ-TV, Huntington; WLSL-TV, Roanoke; WCHS-TV, Charleston.
- East Gulf**—C. H. Mead Coal Co., East Gulf. Began service May 15, 1952. Equipment, Jerrold. H. G. Schmidt, pres.
- Elkins**—Tygart Valley Cable Corp., 200 Davis St. Phone 30. Estimated potential 2500. Began service Nov. 13, 1953. Equipment Jerrold. Ralph S. Shepler, pres. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.
- Fairmont**—Fairmont TV Cable Corp., 217 Fairmont Ave. Phone: 1020. No. subscribers, 4100; estimated potential, 7000. Began service May 1953. Equipment Jerrold. W. R. Tucker, pres.; Bertram Cousins Jr., mgr. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.
- Follansbee**—Alco Radio & Supply, Follansbee. Equipment Jerrold. Leo Cocco, mgr.
- Glendale**—Glen-Tenna, Box 369, Moundsville. Phone: Tilden 5-2660. No. subscribers, 52; estimated potential, 100. Sam Shaw, owner. Equipment Blonder-Tongue. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.
- Grafton**—Bennett Refrigerator Co., Main St. Equipment, Entron.
- Hinton**—Hinton TV Corp, Hinton. Phone: 466. No. subscribers, 419; estimated potential, 600. Began service Oct. 1, 1953. Equipment Jerrold. J. V. Coste, pres. Stations: WLSL-TV, Roanoke; WCHS-TV, Charleston; WOAY-TV, Oak Hill; WHIS-TV, Bluefield.
- Keyser**—Keyser TV Co. Inc., 51 N. Main St. Phone: 6426. No. subscribers, 1035; estimated potential, 1500. Began service Oct. 1952. Equipment Jerrold. Dr. Harry F. Coffman, pres.; A. T. Patrick, v.p.-mgr. Stations: WTOP-TV & WMAL-TV, Washington; WJAC-TV, Johnstown.
- Logan**—Durfee's Inc., Logan. Phone: 278. No. subscribers, 1200; estimated potential, 2000. Began service March 1952. Equipment Entron. C. O. Erickson, pres.-mgr. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston; WOAY-TV, Oak Hill.
- Lost Creek**—Lost Creek TV Co., Lost Creek. Equipment Jerrold. D. B. Randolph, pres.
- Man**—Durfee's Inc., Man. Phone: 5581. No. subscribers, 1100; estimated potential, 1500. Began service March 1952. C. O. Erickson, pres. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston.
- Morgantown**—Community Cable Co. Inc., Morgantown. Phone: 5932. No. subscribers, 120; estimated potential, 3000. Began service Jan. 1957. Equipment Benco. Stations: KDKA-TV, Pittsburgh; WJAC-TV, Johnstown; WTRF-TV, Wheeling; WSTV-TV, Steubenville.
- Moundsville**—Clear TV Inc., Box 337. Phone: Tilden 5-9172. No. subscribers, 650; estimated potential, 3000. Began service June 1952. Equipment composite. Z. A. Zainoon, pres.; Sam Shaw, secy.-enrg. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville; WEWS, Cleveland.
- Mullens**—Mullens TV Cable Service. 317 Moran Ave. Phone: 32. No. subscribers, 620; estimated potential, 750. Began service April 1952. Equipment Jerrold. H. E. & DeForrest Lilly, partners. Stations: WHIS-TV, Bluefield; WCHS-TV, Charleston; WOAY-TV, Oak Hill; WSAZ-TV, Huntington.
- New Martinsville**—TV Cable Inc., New Martinsville. Phone: 789. No. subscribers, 100; estimated potential, 400. Began service Sept. 1953. Equipment Jerrold. P. P. McCray, pres. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.
- Phillippi**—Phillippi Community TV, Phillippi. Began service June 1954. Equipment Entron.
- Piedmont**—Upper Potomac TV Co. Inc., 77 Ashfield St. Phone: 6121. No. subscribers, 1550; estimated potential, 2000. Began service March 1952. Equipment Jerrold. I. H. Ferrell, pres. Stations: WRC-TV, WTTG, WTOP-TV & WMAL-TV, Washington; WJAC-TV, Johnstown.
- Prenter**—Red Parrot Coal Co., Prenter. Began service Dec. 12, 1951. Equipment Jerrold. J. A. Gothot, supt.
- Princeton**—Commercial TV Inc., Box 205. Phone: GA 5-3378. No. subscribers, 211; estimated potential, 1200. Began service June 1952. Equipment Jerrold & Taco. E. Clyde Bourne, pres. Stations: WCHS-TV, Charleston; WOAY-TV, Oak Hill.
- Rainelle**—Rainelle TV Corp., Rainelle. Phone: 3271. No. subscribers, 300; estimated potential, 500. Began service 1952. Equipment Jerrold. J. E. Decker, pres. Stations: WLSL-TV, Roanoke. Va.; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

Community Antenna Systems

WYOMING

Richwood—Richwood TV Co. Inc., Oakford & Main Sts. Phone: 4741. No. subscribers, 793; estimated potential, 900. Began service May 1, 1952. Equipment Jerrold. Carl E. Gainer, pres. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

Ronceverte—Ronceverte TV Corp., Ronceverte. Phone: 537. No. subscribers, 148; estimated potential, 175. Began service Feb. 1954. Equipment Jerrold. Dr. P. E. Prillaman, pres. Stations: WSLs-TV & WDBJ-TV, Roanoke; WOAY-TV, Oak Hill; WHIS-TV, Bluefield.

Rowlesburg—Community Cable Co. Inc., Diamond St. Phone: 4371. No. subscribers, 40; estimated potential, 100. Began service Oct. 1953. Equipment, Blonder-Tongue. S. A. Phillips Jr., pres. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville.

Slab Fork—Slab Fork Coal Co., Slab Fork. Equipment Jerrold. S. Austin Caperton Jr., mgr.

Spencer—T. J. Arnold Appliance Co., 329 Market St. Phone: 893. No. subscribers, 200; estimated potential, 450. Began service 1950. Equipment Jerrold. Thomas J. Arnold, owner. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston.

War—TV Antenna Service Inc., Main St. Phone: 9. No. subscribers, 450; estimated potential, 1500. Began service March 1952. Equipment Jerrold. L. W. Coffey, pres. Stations: WSAZ-TV, Huntington; WHIS-TV, Bluefield; WCHS-TV, Charleston.

Webster Springs—Webster TV Cable Co., Webster Springs. Phone: 44. No. subscribers, 375; estimated potential, 500. Began service Jan. 1, 1953. Equipment Jerrold. Harry Harkins, owner. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

Weirton—Weirton TV Cable Corp., 3225 Main St. Phone: 1603. Began service April 1952. Equipment Jerrold. Victor A. Greco, pres.

Welch—Welch Antenna Co., 330 Virginia Ave. Phone: 1431. Began service June 1951. Equipment Jerrold. Edmund O. Gates & Wm. Turner, partners. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WSLs-TV, Roanoke, Va.

Weston—Weston TV Cable Corp., 229 Main Ave. Phone: 607. No. subscribers, 1550; estimated potential, 2250. Began service Jan. 1, 1954. Equipment Jerrold. M. Wm. Adler, pres. Stations: WTRF-TV, Wheeling; WSTV-TV, Steubenville; WCHS-TV, Charleston.

Wheeling—Wheeling Antenna Co., 1116 Water St. Phone: CE 3-0919. Began service May 5, 1952. Donald W. Levenson, pres. Stations: KDKA-TV, Pittsburgh; WSTV-TV, Steubenville; WTRF-TV, Wheeling.

Whitesville—Whitesville Radio & Refrigeration Service, Whitesville. Phone: 4221. No. subscribers, 100; estimated potential, 250. Began service July 1951. Equipment Jerrold. Wm. D. Peters & James Williams, partners. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

Williamson—Williamson TV Corp., Williamson. Began service June 1952. Equipment Jerrold. Jack Gates, mgr.

WISCONSIN

Niagara—Niagara Community TV Co-op, 100 Clark St. Phone: 69. No. subscribers, 450; estimated potential, 500. Began service Oct. 15, 1954. Equipment, Jerrold. Edward Gaber, pres. Stations: WBAY-TV & WFRV-TV, Green Bay; WMBV-TV, Marinette.

Rhineland—Rhineland TV Cable Corp., Box 179. Forest 2-4942. Began service Oct. 1954. Equipment Jerrold. D. H. Goodearle, pres.; C. W. Gilley, mgr. Stations: WBAY-TV & WFRV-TV, Green Bay; WSAU-TV, Wausau; WMBV-TV, Marinette.

Richland Center—Therman Moon's TV Co., Richland Center. Equipment Jerrold.

Wausau—Wisconsin Community Antenna Inc., 512 Fulton St. Phone: 4169. No. subscribers, 250; estimated potential, 3000. Began service July 1955. Equipment Jerrold. M. C. Bimer, pres.-mgr. Stations: WBAY-TV & WFRV-TV, Green Bay; WMBV-TV, Marinette; WSAU-TV, Wausau.

ALBERTA

East Coulee—Joe Gerlinger, East Coulee. No. subscribers, 20; estimated potential, 100. Began service Dec. 1956. Equipment Benco. Station: CHCT-TV, Calgary.

BRITISH COLUMBIA

Cranbrook—Cranbrook Television Ltd., Cranbrook. Equipment, Jerrold. Ross Leyden, pres. Station: KXLY-TV, Spokane.

Creston—Creston Cabled Video Ltd., Creston. Equipment, Jerrold. Tak Toyota, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

Duncan—Bernard TV Ltd., Duncan. No. subscribers, 40; estimated potential, 75. Began service Jan. 1956. Equipment Benco. Stations: CBUT, Vancouver; KING-TV & KOOMO-TV, Seattle.

Horseshoe Bay—Northwest Television Systems Ltd., Box 72. Equipment Jerrold. Stanley Thomas, pres.

Basin—Western TV Corp., 122 S. Eighth St., Worland, Wyo. Phone: 834. No. subscribers, 134; estimated potential, 350. Began service Oct. 10, 1955. Equipment Ampli-Vision. Thomas W. Mitchell Jr., pres. Station: KOOK-TV, Billings.

Casper—Community TV Systems of Wyoming, 451 S. Durbin St. Phone: 2-7171. No. subscribers, 5800; estimated potential, 9500. Began service Dec. 23, 1953. Equipment Jerrold. Bill Daniels, pres.; G. W. Schneider, secy.-treas.-mgr. Stations: KLZ-TV, KOA-TV, KBTV & KTVR, Denver; KFBC-TV, Cheyenne.

Cody—Cody Community TV Corp., 1147 Sheridan St. Phone: 1147. No. subscribers, 454; estimated potential, 1000. Began service Sept. 1954. Equipment Ampli-Vision & Jerrold. H. M. Moore, pres.; E. T. Melbraaten, secy.-treas. Stations: KOOK-TV, Billings; KID-TV, Idaho Falls.

Cokeville—Cokeville Radio & Electric Co., Cokeville. Phone: 59. No. subscribers, 52; estimated potential, 75. Began service Oct. 1, 1954. Equipment Jerrold. H. L. Carraway & R. L. Langford, partners. Stations: KUTV, KTVT & KSL-TV, Salt Lake City.

Greybull—Western TV Corp., 122 S. Eighth St. Phone: 824. No. subscribers, 120; estimated potential, 400. Began service March 1956. Equipment Ampli-Vision. Thomas W. Mitchell Jr., pres. Station: KOOK-TV, Billings.

Jackson—Jackson Community TV System, Jackson. Phone: 188. No. subscribers, 40; estimated potential, 100. Began service Aug. 1955. Equipment, Jerrold. Everett L. Mains. Station: KID-TV, Idaho Falls.

Kemmerer—Kem-Tev Corp., 717 Pine Ave. Phone: 323. No. subscribers, 270; estimated potential, 400. Began service Aug. 16, 1955. Equipment Ampli-Vision P. C. Steinhour, pres. Stations: KSL-TV, KTVT & KUTV, Salt Lake City.

Laramie—Laramie Community TV Co., 24th & Baker Sts. Phone: 6100. No. subscribers, 1900; estimated potential, 4500. Began service March 10, 1954. Equipment Ampli-Vision. J. E. Collier & Karl O. Krummel, partners. Stations: KTVR, KOA-TV, KLZ-TV & KBTV, Denver; KFBC-TV, Cheyenne.

Mountain View—Dahlquist & Fenus, Box 102. Phone: 101. No. subscribers, 102; estimated potential, 200. Began service April 1955. Equipment Blonder-Tongue. E. A. Dahlquist, mgr. Stations: KUTV, KTVT & KSL-TV, Salt Lake City.

Rawlins—Rawlins Community TV Co., 211 Fourth St. Phone: 150. No. subscribers, 333; estimated potential, 2500. Began service Sept. 27, 1955. Equipment Jerrold. Bill Daniels, pres.; Fred R. Kelly, mgr. Station: KFBC-TV, Cheyenne.

Rock Springs—Sweetwater TV Co., 518 Elk St. Phone: Empire 3-3773. No. subscribers, 459; estimated potential, 3300. Began service Nov. 17, 1956. Equipment Jerrold. A. M. Carrollo Sr., pres. Stations: KSL-TV, KTVT & KUTV, Salt Lake City.

Sheridan—Clouds Peak Radio & TV Corp., 21 N. Main St. Phone: 2831. No. subscribers, 290; estimated potential, 2000. Began service Sept. 1, 1955. Equipment composite. Don Tannehill, pres.; C. L. McHolland, v.p.-mgr. Station: KOOK-TV, Billings.

Thermopolis—Thermopolis Bcstg. Co. Inc., 314 Arapahoe St. Phone: 915. No. subscribers, 135; estimated potential, 700. Began service May 1, 1955. Equipment Ampli-Vision. Joe C. Henry, pres. Station: KOOK-TV, Billings.

Worland—Western TV Corp., 122 S. Eighth St. Phone: 834. No. subscribers, 597; estimated potential, 850. Began service May 5, 1954. Equipment, Ampli-Vision. Thomas Mitchell Jr., pres. Station: KOOK-TV, Billings.

ALASKA

Ketchikan—Ketchikan Alaska TV Inc., 422 Water St. Phone: 3875. No. subscribers, 750; estimated potential, 1500. Began service Nov. 17, 1953. Equipment Jerrold. R. D. Jensen, pres.; E. W. Christiansen, v.p. Originates own signals.

Canadian Community Antenna Systems

Nelson—McLennan, McFeely & Prior Ltd., Nelson. Phone: 1033R. No. subscribers, 1000; estimated potential, 2000. Began service Oct. 1954. Equipment Benco. Nick Huysman, mgr. Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane.

Port Alberni—Alberni Video Services Ltd., Port Alberni. No. subscribers 350; estimated potential, 1000. Began service Jan. 1956. Equipment Benco. Iwan Holway, principal. Stations: CBUT, Vancouver; KVOS-TV, Bellingham.

Powell River—Powell River Television Co. Ltd., Second St., Vancouver. Phone: 6681. No. subscribers, 355; estimated potential, 2700. Began service July 1955. Equipment Spencer-Kennedy. Gordon H. Turner, pres. Stations: KING-TV & KOMO-TV, Seattle; KVOS-TV, Bellingham.

Trail—Kootenay Video Programs Ltd., Pine Ave. at Farwell. Phone: 2588. No. subscribers, 1300; estimated potential 3700. Began service Oct. 1, 1954. Equipment Jerrold. John D. Hepburn, mgr. KREM-TV, KXLY-TV & KHQ-TV, Spokane.

Canadian Community Systems

Vancouver—TruVu Television, 846 Howe St. Marine 6464. Began service Sept. 1, 1953. Equipment, Spencer-Kennedy. G. C. Chandler, pres. Stations: CBUT, Vancouver; KOMO-TV & KING-TV, Seattle; KVOS-TV, Bellingham, Wash.

NEW BRUNSWICK

Campbellton—North Shore Community TV, Campbellton. Phone: 3-4411. No. subscribers, 180; estimated potential, 1000. Began service 1956. Equipment Benco. Stations: CHSJ-TV, St. John; CJBR-TV, Rimouski.

Edmundston—Madawaska Community Television Ltd., 77 St. Francis St. Phone: RE. 5-3613. No. subscribers, 202; estimated potential 1500. Began service Aug. 1956. Equipment Entron. J. A. Pichette, pres. Stations: CJBR-TV, Rimouski; CHSJ-TV, St. John; WAGM-TV, Presque Isle.

Kedgewick—Guerette TV Distribution, Kedgewick. Phone: 525. No. subscribers, 60; estimated potential, 120. Began service Oct. 1956. Equipment Benco. Stations: CJBR-TV, Rimouski; WAGM-TV, Presque Isle.

ONTARIO

Barrie—Line Vision Ltd., Barrie. Phone: 3644. No. subscribers, 70; estimated potential, 500. Began service Jan. 1955. Equipment Benco. Stations: CBLT, Toronto; WGR-TV & WBEN-TV, Buffalo.

Guelph—Neighborhood Television Ltd., 31 Quebec St. Phone: TA 4-2030. No. subscribers, 1800; estimated potential, 3000. Began service 1954. Equipment, Westbury Electronics. F. T. Metcalf, pres.-mgr. Tony Small, sales mgr. Stations: WBUF & WBEN-TV, Buffalo; CKCO-TV, Kitchener; CBLT, Toronto; CHCH-TV, Hamilton.

Hamilton—South Aberdeen TV System, Hamilton. Phone: JA 2-0123. No. subscribers, 300; estimated potential, 1000. Began service July 1955. Equipment Benco. Stations: CBLT, Toronto; CHCH-TV, Hamilton; WGR-TV, WBEN-TV & WBUF, Buffalo.

Hawkesbury—Hawkesbury TV Enterprise, Hawkesbury. Phone: 1150. Estimated potential, 800. Began service Jan. 1957. Equipment Benco. Stations: CBFT & CBMT, Montreal; CBOFT, Ottawa; WCAX-TV, Burlington.

London—Cablevision Ltd., 13 King St. Phone: 4-1144. No. subscribers, 25; estimated potential, 5000. Began service Oct. 1951. Equipment Spencer-Kennedy & Jerrold. E. R. Jarmain, pres. Stations: KYW-TV, WEWS & WJW-TV, Cleveland.

Midland—Tower TV Ltd., King St. Phone: 129. No. subscribers, 300; estimated potential, 1800. Began service May 1955. Equipment Entron. W. H. Cranston, pres.; M. A. Spence, mgr. Stations: WGR-TV & WBEN-TV, Buffalo; WROC-TV, Rochester; CBLT, Toronto; CKVR-TV, Barrie.

Pembroke—F & W Community System, Pembroke. Phone: RE 2-3907. No. subscribers, 250; estimated potential, 2000. Began service Oct. 1956. Equipment Benco. Stations: CBOT & CBOFT, Ottawa.

Stoney Creek—Niagara Co-axial Co., Stoney Creek. Phone: No. 2-8672. No. subscribers, 100; estimated potential, 800. Began service Oct. 1956. Equipment Benco. Stations: CBLT, Toronto; WGR-TV & WBEN-TV, Buffalo; CHCH-TV, Hamilton; WBUF, Buffalo.

* Toronto—Trans-Canada Telemeter Ltd., 1200 Royal Bank Bldg. Empire 4-0141. E. E. Fitzgibbons, pres.

QUEBEC

Arthabaska—Arthabaska Distribution TV, Arthabaska. Phone: 180. No. subscribers, 150; estimated potential, 250. Began service Oct. 1955. Equipment Benco. Stations: CBFT & CBMT, Montreal; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WMTW, Mt. Washington.

Asbestos—Telediffusion, Asbestos. Phone: 609. No. subscribers, 1200; estimated potential, 1500. Began service 1955. Equipment Benco. Stations: CBMT & CBFT, Montreal; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WMTW, Mt. Washington.

Bagotville—Dery Multivision Service Ltd., Bagotville. Phone: 1983. No. subscribers, 200; estimated potential, 1000. Began service Oct. 1956. Equipment Benco. Stations: CKRS-TV, Jonquiere; CJBR-TV, Rimouski.

Baie St. Paul—Charlevoix Video Ltd., Baie St. Paul. Phone: 23. No. subscribers, 140; estimated potential, 700. Began service Dec. 1956. Equipment Benco. Station: CFCM-TV, Quebec.

Beauceville—Beauce Distribution TV, Beauceville. Phone: 66. No. subscribers, 250; estimated potential, 500. Began service 1955. Equipment Benco. Stations: CFCM-TV, Quebec; WABI-TV, Bangor; WMTW, Mt. Washington.

Black Lake—Telediffusion, Black Lake. Phone: 2844. No. subscribers, 160; estimated potential, 250. Began service Oct. 1956. Equipment Benco. Stations: CFCM-TV, Quebec; WMTW, Mt. Washington; CBFT & CBMT, Montreal.

Causapscal—P. E. Bellevance, Causapscal. Phone: 89. No. subscribers, 75; estimated potential, 180. Began service Oct. 1956. Equipment Benco. Station: CJBR-TV, Rimouski.

Cowansville—W. J. Korman, 110 Willard Street. Phone: 898. No. subscribers, 10; estimated potential, 1200. Began service Nov. 15, 1956. Equipment Entron. W. J. Korman, owner. Stations: CBFT & CBMT, Montreal; WCAX-TV, Burlington; WPTZ, Plattsburgh; WMTW, Mt. Washington.

Dolbeau—Service de Television, Dolbeau. Phone: 781. No. subscribers, 200; estimated potential, 1000. Began service Sept. 1956. Equipment Benco. Station: CKRS-TV, Jonquiere.

Drummondville—TV Telecommunications (Drummond) Ltd., Drummond. Phone: Warwick P. Q. 261. No. subscribers, 100; estimated potential, 4000. Began service Nov. 1956. Equipment Benco. Stations: CBFT & CBMT, Montreal; WPTZ, Plattsburgh; WCAX-TV, Burlington; CHLT-TV, Sherbrooke.

Grand'Mere—Jules Matteau Television, 1360 Sixth Ave. Phone: LE 8-3889. No. subscribers, 2135; estimated potential, 2500. Began service Sept. 1, 1954. Equipment, Entron. Jules Matteau, owner. CBFT & CBMT, Montreal; CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WMTW, Mt. Washington; WPTZ, Plattsburgh.

Labelle—Bertrand TV Distribution, Labelle. Phone: 9. No. subscribers, 120; estimated potential, 200. Began service Oct. 1956. Equipment Benco. Stations: CBFT & CBMT, Montreal; WCAX-TV, Burlington.

La Dore—Systeme Communautaire St. Felicien, La Dore. No. subscribers, 25; estimated potential, 200. Began service July 1956. Equipment Benco. Station: CKRS-TV, Jonquiere.

La Malbaie—Systeme Communautaire TV, La Malbaie. Phone: 298. No. subscribers, 140; estimated potential, 500. Began service June 1956. Equipment Benco. Station: CJBR-TV, Rimouski.

La Tuque—Television Professionnelle, La Tuque. Phone: 3622. No. subscribers, 550; estimated potential, 1500. Began service 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CBFT, Montreal.

Lac aux Sables—Bulsson TV, Lac aux Sables. Phone: 33S12. No. subscribers, 60; estimated potential, 100. Began service Feb. 1956. Equipment Benco. Stations: CBFT, Montreal; CFCM-TV, Quebec.

Lac Beauchette—TV Distribution, Lac Beauchette. No. subscribers, 40; estimated potential, 150. Began service Dec. 1956. Equipment Benco. Station: CKRS-TV, Jonquiere.

Lac Etchemin—Dorchester Telephone Co. TV Distribution, Lac Etchemin. Phone: 3-4111. No. subscribers, 150; estimated potential, 400. Began service 1955. Equipment Benco. Stations: CFCM-TV, Quebec; WMTW, Mt. Washington.

Lac Megantic—Megantic Transvision Inc., Lac Megantic. Phone: 101. No. subscribers, 180; estimated potential, 800. Began service Aug. 1956. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WCAX-TV, Burlington; WMTW, Mt. Washington.

Maniwaki—Maniwaki TV Ltd., Maniwaki. Phone: 748. No. subscribers, 300; estimated potential, 800. Began service Dec. 1955. Equipment Benco. Stations: CBOT & CBOFT, Ottawa.

Matane—Sirois TV Distribution, Matane. Phone: 94. No. subscribers, 150; estimated potential, 1200. Began service Nov. 1956. Equipment Benco. Station: CJBR-TV, Rimouski.

Messines—TV Distribution, Messines. Phone: 59R3. No. subscribers, 40; estimated potential, 200. Began service Dec. 1956. Equipment Benco. Stations: CBOT & CBOFT, Ottawa.

Mont Laurier—Girouard Distribution TV, Mont Laurier. No. subscribers, 350; estimated potential, 800. Began service Sept. 1955. Equipment Benco. Stations: CBFT & CBMT, Montreal; CBOT, Ottawa.

Montreal—Rediffusion Inc., 6301 Park Avenue. Phone: CR 6-2501. No. subscribers, 5000. Began service Oct. 1952. Equipment Rediffusion Inc. & Westbury. A. Cross, pres.; K. Easton, chief engr. Stations: CBFT & CBMT, Montreal; closed-circuit originations.

Richmond—Richmond TV Distribution Ltd., Richmond. Phone: 89. No. subscribers, 130; estimated potential, 600. Began service Oct. 1956. Equipment Benco. Stations: CBMT & CBFT, Montreal; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WCAX-TV, Burlington; WMTW, Mt. Washington.

Riviere a Pierre—Dubols TV, Riviere a Pierre. No. subscribers, 55; estimated potential, 250. Began service Aug. 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CBFT, Montreal.

Rock Island—Hospes TV Ltd., Rock Island. Phone: TR 6-2408. No. subscribers, 40; estimated potential, 200. Began service Sept. 1956. Equipment Benco. Stations: CBMT & CBFT, Montreal; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WCAX-TV, Burlington; WMTW, Mt. Washington.

Shawinigan Falls—Fl. Thiebauld TV Distribution, Shawinigan Falls. Phone: 3316. No. subscribers, 4000; estimated potential, 6000. Began service 1955. Equipment Benco. Stations: CBFT & CBMT, Montreal; CFCM-TV, Quebec; WMTW, Mt. Washington; CHLT-TV, Sherbrooke.

Shawinigan Falls—Shawinigan Television Co., 515 Fourth St. Phone: 7-1849. No. subscribers, 1200; estimated potential, 3000. Began service Sept. 1955. Equipment Spencer-Kennedy. Romeo Despres & Jean Beauchemin, co-owners. Stations: CBFT & CBMT, Montreal; CFCM-TV, Quebec; CHLT-TV, Sherbrooke.

Shawinigan Falls-Sud—Tele-Distribution Ltd., Shawinigan Falls. Phone: 4164. No. subscribers, 800; estimated potential, 1500. Began service 1955. Equipment Benco. Stations: CBFT & CBMT, Montreal; CHLT-TV, Sherbrooke; CFCM-TV, Quebec; WPTZ, Plattsburgh.

Sherbrooke—Transvision (Sherbrooke) Inc., 6 Wellington S. Phone: Lorraine 7-4287. No. subscribers, 1000; estimated potential, 5000. Began service Jan. 1, 1956. Equipment Spencer-Kennedy. Armand Rousseau, pres.; Octave Leblanc, mgr. Stations: CBMT & CBFT, Montreal; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WMTW, Mt. Washington; WCAX-TV, Burlington.

St. Come—TV Distribution St. Come, St. Come. Phone: 32. No. subscribers, 120; estimated potential, 150. Began service 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke.

St. Donat—Coutu TV, St. Donat. Phone: 32. No. subscribers, 80; estimated potential, 150. Began service 1956. Equipment Benco. Stations: CBFT & CBMT, Montreal; WCAX-TV, Burlington.

St. Evariste—La Guadeloupe TV Inc., St. Evariste. Phone: 239S1. No. subscribers, 100; estimated potential, 150. Began service Dec. 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WMTW, Mt. Washington; WCAX-TV, Burlington.

St. Felicien—Systeme Communautaire TV, St. Felicien. No. subscribers, 110; estimated potential, 700. Began service Oct. 1956. Equipment Benco. Station: CKRS-TV, Jonquiere.

St. Georges de Beauce—Beauce Video Ltd., St. Georges de Beauce. Phone: 164. No. subscribers, 660; estimated potential, 1000. Began service 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WMTW, Mt. Washington.

St. Jovite—Fillon TV Distribution, St. Jovite. Phone: 78. No. subscribers, 270; estimated potential, 350. Began service 1955. Equipment Benco. Stations: CBMT & CBFT, Montreal; WCAX-TV, Burlington.

St. Ludger—Catellier TV, St. Ludger. Phone: St. Georges de Beauce 164. No. subscribers, 70; estimated potential, 150. Began service Dec. 1956. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke.

St. Pamphile—St. Pamphile Distribution TV Inc., St. Pamphile. Phone: 42. No. subscribers, 160; estimated potential, 300. Began service 1955. Equipment Benco. Stations: CJBR-TV, Rimouski; WABI-TV & WTWO, Bangor.

St. Pascal—Systeme Communautaire TV, St. Pascal. Phone: 192. No. subscribers, 10; estimated potential, 200. Began service Jan. 1957. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke; CJBR-TV, Rimouski.

St. Prosper—St. Prosper TV System, St. Prosper. Phone: 32S2. No. subscribers, 80; estimated potential, 200. Began service Dec. 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WMTW, Mt. Washington.

Canadian Community Systems

St. Raymond—Dery TV Distribution, St. Raymond. Phone: DU 4-2413. No. subscribers, 280; estimated potential, 600. Began service 1956. Equipment Benco. Stations: CFCM-TV, Quebec; CBFT, Montreal; CHLT-TV, Sherbrooke.

Ste. Anne de la Pocatiere—St. Pamphile Distribution TV Inc., Ste. Anne de la Pocatiere. Phone 42. No. subscribers, 60; estimated potential, 500. Began service Nov. 1956. Equipment Benco. Stations: CJBR-TV, Rimouski; CFCM-TV, Quebec.

Ste. Anne des Monts—La Compagnie de Distribution TV, Ste. Anne des Monts. Phone: 92. No. subscribers, 48; estimated potential, 600. Began service Nov. 1956. Equipment Benco. Station: CJBR-TV, Rimouski.

Trois Rivieres—La Belle Vision Inc., 953 Champflour. Phone: FR 4-8636. No. subscribers, 205; estimated potential, 8000. Began service Nov. 1956. Equipment Spencer-Kennedy. Richard Rioux, pres. Stations: CBFT & CBMT, Montreal; CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WMTW, Mt. Washington.

Victoriaville—Tele Rediffusion Victoria Inc., 213 Notre Dame W. Phone: PL 2-2238. No. subscribers, 780. Began service Nov. 1, 1955. Equipment Entron. J. A. Richard, pres.; J. H. Laflamme, mgr.

Warwick—Warwick TV Community System, Warwick. Phone: 261. No. subscribers, 270; estimated potential, 350. Began service 1955. Equipment Benco. Stations: CBMT & CBFT, Montreal; WCAX-TV, Burlington; WMTW, Mt. Washington; closed circuit originations.

SASKATCHEWAN

Prince Albert—Community Television Ltd., 119 14th St. Phone: 7633. No. subscribers, 560; estimated potential, 2600. Began service June 30, 1955. Equipment, Spencer-Kennedy. Jerrold & Westbury. E. A. Rawlinson, pres. Station: CFQC-TV, Saskatoon.

Note: International Closed Circuit TV Inc., 9756 Wilshire Blvd., Beverly Hills, Cal., Crestview 4-5968 (successor to Trans-Community TV Network), supplies program material for origination in local studios of cable systems. Officers: Carl Leserman, pres.; Wm. H. Husted, v.p.; Wm. R. Burlingham, secy.-treas.



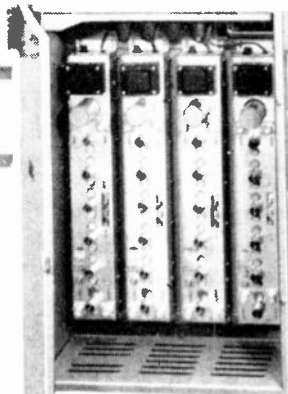
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MANUFACTURERS OF HIGH QUALITY COMMUNITY EQUIPMENT SINCE 1950

RETMA Monthly Reports

TV-Radio Set Sales and Inventories—1950-56

Television Receivers

Radio Receivers

	Factory Sales	Factory Inventories End of Month	Distributor Purchases†	Distributor Inventories End of Month	Shipments to Dealers	Retail Sales‡
1950						
January	427,000	46,800	427,000	136,100	377,900
February	495,800	30,900	495,800	96,300	535,600
March (5 weeks)	687,000	30,500	687,000	141,300	642,000
April	520,500	52,600	520,500	180,000	481,800
May	375,700	162,900	375,700	208,400	347,300
June (5 weeks)	464,200	201,200	464,200	395,500	277,100
July	348,000	182,700	348,000	273,400	468,100
August	796,100	107,200	796,100	240,300	829,200
September (5 weeks)	867,700	83,300	867,700	187,900	920,100
October	874,300	47,300	874,300	234,100	828,100
November	707,900	78,200	707,900	287,900	654,100
December (5 weeks)	792,900	143,800	792,900	363,500	717,300
Total	7,355,100		7,355,100		7,078,600	
1951						
January	636,000	158,500	631,750	371,200	624,050
February	687,119	170,700	664,019	386,319	648,900
March (5 weeks)	772,661	268,039	767,961	517,980	636,300
April	286,166	481,873	282,066	524,455	275,591
May	239,368	647,505	234,615	513,823	245,250
June (5 weeks)	202,852	797,153	195,852	519,361	190,314
July	145,079	801,000	139,604	534,440	124,525	280,525
August	186,484	761,221	183,984	541,708	176,716	245,716
September (5 weeks)	609,000	489,562	606,775	483,708	654,775	642,775
October	506,429	395,000	498,329	446,137	545,900	508,900
November	523,332	287,000	518,732	405,469	559,400	559,400
December (5 weeks)	537,398	216,710	532,123	439,340	498,252	655,252
Total	5,311,888		5,255,813		5,179,973	2,892,568
1952						
January	417,689	203,954	412,028	485,342	366,026	371,024
February	409,289	204,022	403,720	459,804	429,258	411,258
March (5 weeks)	480,562	234,021	474,046	469,349	464,501	497,501
April	265,175	291,724	261,580	447,519	283,410	312,410
May	203,842	397,257	201,079	415,899	232,699	276,699
June (5 weeks)	339,926	418,483	339,926	437,292	318,533	232,023
July	279,383	338,021	272,003	392,356	316,940	235,038
August	481,527	254,263	479,340	556,364	315,332	233,429
September (5 weeks)	845,349	164,579	842,103	582,576	815,891	875,290
October	791,190	97,506	787,686	456,463	913,779	847,219
November	768,713	105,170	768,713	468,341	756,855	803,327
December (6 weeks)	906,911	119,345	901,865	404,315	965,891	1,049,770
Total	6,193,644		6,139,480		6,174,505	6,144,988
1953						
January	703,351	135,228	697,515	406,743	695,087	640,073
February	735,065	130,760	731,610	485,262	653,091	537,122
March (5 weeks)	735,376	205,496	731,155	504,579	711,838	603,704
April	409,530	363,844	404,711	516,798	392,492	319,721
May	246,186	599,594	238,721	512,171	243,348	244,191
June	430,583	693,490	426,419	612,196	326,394	341,089
July	431,874	577,905	422,376	721,560	313,012	330,060
August	570,987	610,678	561,159	820,149	462,570	430,101
September	860,015	520,748	852,967	827,492	845,624	753,953
October	706,107	495,074	693,819	822,717	698,594	621,768
November	567,583	487,688	549,228	670,317	701,628	678,295
December	474,284	463,191	458,821	469,663	660,515	774,856
Total	6,870,941		6,768,501		6,656,555	6,375,279
1954						
January	525,257	360,418	520,380	380,216	612,622	731,917
February	521,566	265,795	515,358	435,196	460,378	536,017
March (5 weeks)	563,507	301,894	554,326	406,683	582,839	505,493
April	439,147	320,355	429,019	433,038	410,032	371,720
May	297,523	419,119	291,898	413,341	311,595	308,728
June (5 weeks)	414,942	548,319	406,532	522,368	297,505	357,885
July	373,198	482,106	365,712	558,506	329,574	368,634
August	629,200	486,293	618,657	710,469	466,694	484,533
September (5 weeks)	995,477	438,612	982,359	687,103	1,005,725	966,136
October	971,121	388,967	948,255	732,468	903,160	799,164
November	834,015	413,453	821,771	779,860	774,379	779,105
December (5 weeks)	839,635	407,241	809,071	574,704	1,014,227	1,093,702
Total	7,404,578		7,263,608		7,161,362	7,317,034
1955						
January	695,111	366,712	691,841	629,066	637,479	647,585
February	682,980	387,146	672,455	660,750	640,771	626,613
March (5 weeks)	763,786	454,516	751,968	722,621	690,097	669,794
April	407,260	630,430	389,260	650,779	361,102	411,748
May	241,866	855,958	233,112	635,710	348,181	416,908
June (5 weeks)	526,640	919,291	516,744	745,367	407,087	430,347
July	593,452	621,301	584,175	1,020,491	450,158	405,310
August	816,146	645,561	806,316	924,699	605,664	586,577
September (5 weeks)	1,082,269	502,307	1,068,643	974,151	1,019,191	978,838
October	842,180	420,362	834,225	996,064	812,312	764,274
November	645,978	406,038	640,294	1,001,616	634,742	591,366
December (5 weeks)	584,694	425,700	579,275	780,699	800,192	936,467
Total	7,738,062		7,627,973		7,421,978	7,421,084
1956						
January	622,741	391,306	611,265	768,174	623,790	614,213
February	532,075	435,513	521,147	760,095	529,226	530,554
March (5 weeks)	577,759	537,757	557,117	767,992	549,220	544,411
April	414,401	672,988	402,310	813,409	356,893	347,630
May	276,991	863,910	265,584	752,014	326,979	392,080
June	539,113	877,822	523,374	886,474	388,914	439,362
July	593,452	621,301	584,175	1,020,491	450,158	405,310
August	669,288	564,940	654,475	1,139,030	535,936	566,158
September (5 wks.)	1,020,930	438,221	1,001,591	1,311,495	829,126	763,908
October	861,454	397,548	845,567	1,313,554	843,508	683,573
November	630,682	446,859	618,856	1,314,894	617,516	560,391
December (5 wks.)	612,154	461,689	591,732	929,436	977,190	957,193
Total	7,351,040		7,177,193		7,028,456	6,804,783

Factory Sales	Distributor Sales	Retail Sales‡
1950		
934,900	818,000
1,036,300	1,014,500
1,379,400	1,312,600
1,252,000	1,108,800
1,126,500	1,023,200
1,385,400	1,231,300
704,800	905,600
1,362,400	1,316,100
1,429,400	1,507,800
1,258,400	1,163,900
1,201,100	1,256,500
1,571,600	1,688,300
14,642,200	15,346,600
1951		
1,177,995	1,118,773
1,313,480	1,195,624
1,737,079	1,483,855
1,287,073	964,569
1,262,225	1,145,609
983,205	1,017,195
489,805	535,463	484,107
555,570	533,503	505,095
1,104,070	1,051,903	688,504
898,280	885,813	629,954
739,934	834,118	618,528
909,289	1,111,135	1,188,332
12,458,005	11,877,560	4,114,520
1952		
728,659	683,543	491,987
839,772	825,539	526,582
1,118,100	1,008,085	634,790
895,877	808,457	470,739
790,339	755,777	502,284
941,436	921,070	491,975
529,917	630,847	378,195
696,429	671,287	417,327
1,036,651	1,045,994	953,816
941,356	959,122	647,469
1,016,713	832,032	562,849
1,485,809	1,826,270	1,611,688
11,021,052	10,964,033	7,689,701
1953		
1,054,287	922,799	862,393
1,147,923	1,016,182	998,589
1,416,851	1,253,442	1,170,985
1,078,363	928,250	895,894
1,031,937	1,147,560	1,213,786
1,147,869	677,179	954,890
700,723	1,025,186	702,874
937,079	891,153	868,368
1,216,875	1,078,549	1,008,224
1,112,503	875,854	743,305
1,016,575	1,029,575	1,007,028
1,073,525	1,548,155	1,781,692
12,934,610	12,393,830	12,208,028
1954		
801,349	660,868	705,065
727,765	611,735	594,640
865,823	781,265	856,283
715,635	713,897	758,900
723,426	591,055	627,142
763,026	883,035	799,023
534,541	529,860	602,485
754,500	666,692	721,065
1,071,129	1,015,854	1,057,282
1,112,436	970,137	900,798
1,170,163	1,112,399	1,070,011
1,344,356	1,598,750	1,698,172
10,546,671	10,311,963	10,555,203
1955		
1,034,353	942,350	1,047,048
991,542	903,254	912,635
1,391,227	1,247,170	1,209,870
1,062,890	977,114	931,934
987,324	954,387	956,894
1,121,677	1,126,949	1,005,954
835,636	879,943	708,408
982,454	837,055	833,475
1,325,265	1,191,294	1,198,793
1,476,737	1,294,529	1,261,636
1,546,923	1,467,856	1,484,194
1,688,012	2,038,804	2,154,424
14,444,040	13,852,306	13,696,968
1956		
1,040,696	985,898	1,050,854
1,035,830	906,406	892,478
1,118,361	1,006,080	1,005,921
961,203	747,959	770,446
900,600	829,920	848,968
1,049,760	1,094,670	1,136,086
759,845	840,449	775,018
917,490	777,189	879,239
1,467,045	1,184,815	1,106,135
1,428,341	1,301,823	1,133,484
1,468,984	1,406,150	1,298,548
1,710,895	2,379,747	2,492,309
13,859,050	13,422,270	13,389,486

† Years prior to 1952 include all factory sales. After that, figures represent factory sales in domestic markets only. ‡ Retail sales figures for TV and radio unavailable prior to July 1951. Estimates from July 1951-Aug

RETMA Monthly Reports

Television Receiving Set Production, 1947-56†

(With Factory Values—See Footnotes)

Estimates for Industry as Whole, Compiled by Radio-Electronics-Television Manufacturers Assn.

Type of Sets Table Model*	Jan.	Feb.	Mar. (5 weeks)	Apr.	May	June (5 weeks)	July	Aug.	Sept. (5 weeks)	Oct.	Nov.	Dec. (5 weeks)	Total
1947	4,790	5,372	5,350	4,831	5,646	7,654	5,554	7,984	23,185	13,512	14,674	17,763	116,315
1948	18,830	28,734	42,363	37,923	41,182	53,318	48,003	58,814	69,235	62,872	82,664	102,571	646,509
1949	95,103	102,183	139,830	126,922	139,651	131,404	61,310	136,603	155,785	213,330	281,811	208,759	1,792,691
1950	222,980	214,690	328,580	269,320	230,540	204,980	127,620	234,680	267,510	259,810	276,610	304,240	2,941,560
1951	232,152	225,219	324,121	230,197	208,503	158,348	66,166	65,458	166,672	206,930	182,121	210,014	2,275,901
1952	206,961	184,662	218,512	180,456	168,019	164,907	98,463	174,147	339,837	311,918	353,556	436,097	2,837,507
1953	301,783	330,151	388,468	272,190	222,207	240,731	131,156	280,983	316,776	270,521	259,575	210,183	3,224,724
1954	234,749	239,621	374,448	309,959	246,210	332,946	185,986	376,907	487,214	519,719	471,766	469,814	4,249,339
1955	353,486	418,703	526,877	391,136	339,384	358,416	198,259	337,055	515,333	397,654	310,457	292,916	4,439,676
1956*	319,490	331,233	423,438	387,254	343,375	359,422	215,602	355,212	596,190	554,587	461,135	407,849	4,754,787
TOTAL	1,990,304	2,080,658	2,771,987	2,210,188	1,776,698	2,012,126	1,138,119	2,027,843	2,937,737	2,810,853	2,694,369	2,660,206	27,279,009
Console & Consolette													
1947	615	880	1,266	2,329	1,706	2,433	2,591	2,273	7,589	6,714	4,178	4,465	37,039
1948	8,030	6,250	7,961	5,489	3,380	6,221	4,130	5,573	17,716	27,709	35,870	50,852	179,181
1949	37,590	29,479	66,278	63,508	52,131	58,562	32,150	85,469	105,847	143,932	188,051	126,223	989,220
1950	191,660	227,830	302,550	232,240	225,780	280,700	175,300	426,380	470,960	443,740	391,000	451,920	3,820,060
1951	356,082	396,702	485,973	245,954	176,459	178,365	75,467	73,171	151,775	188,501	211,842	234,562	2,744,859
1952	185,815	209,713	284,184	137,615	136,120	188,360	91,182	203,954	380,544	371,580	392,548	452,503	3,038,895
1953	400,818	380,828	391,531	484,368	254,766	275,037	178,242	299,963	426,346	375,062	266,186	222,193	3,755,340
1954	178,932	184,733	219,312	141,115	147,049	207,559	117,807	255,199	447,339	389,177	370,649	352,665	3,101,536
1955	292,604	267,653	292,694	185,969	122,840	225,648	143,677	302,069	408,174	348,985	310,173	299,310	3,199,796
1956	260,962	235,265	248,779	155,244	120,741	191,611	119,834	250,294	291,267	260,284	210,430	212,134	2,556,845
TOTAL	1,913,108	1,939,333	2,300,534	1,653,831	1,240,972	1,614,496	940,380	1,903,965	2,707,557	3,185,698	2,380,927	2,406,827	23,332,771
Phonograph Combination													
1947	32	1	23	726	1,338	1,397	1,862	2,026	1,945	3,467	5,283	7,117	25,217
1948	6,976	5,386	8,228	8,717	10,841	12,786	11,634	9,056	11,757	15,797	19,649	28,483	149,310
1949	17,665	16,138	20,435	16,488	11,122	10,577	5,212	8,571	17,294	21,373	44,730	28,484	218,089
1950	24,060	37,380	55,470	41,040	29,680	16,820	24,580	59,540	105,330	134,750	171,190	102,340	702,180
1951	62,466	57,398	59,900	23,849	20,038	15,787	7,293	8,076	18,894	16,436	21,369	22,532	334,038
1952	12,157	14,962	7,865	4,807	5,236	7,884	9,276	21,058	35,284	34,481	34,382	32,486	219,878
1953	16,633	19,618	30,113	11,320	4,963	8,711	6,891	22,814	26,963	34,850	34,436	17,411	235,763
1954	6,890	2,579	5,846	6,534	3,028	3,637	2,359	8,779	16,008	13,096	11,024	12,400	117,049
1955	8,492	16,158	11,585	6,069	5,170	5,909	3,192	1,281	13,243	12,580	16,086	10,944	85,840
1956	7,895	9,784	7,786	7,134	3,797	1,992	1,495	7,421	6,754	5,910	8,428	7,001	75,397
TOTAL	163,266	179,404	207,251	126,684	95,213	85,500	74,794	148,622	253,472	292,740	266,577	269,198	2,162,761
Total TV Set Production													
1947	5,437	6,253	6,639	7,886	8,690	11,484	10,007	12,283	32,719	23,693	24,135	29,345	178,571
1948	33,836	40,370	58,552	52,129	55,403	72,325	63,767	73,443	98,708	106,378	138,183	181,906	975,000 ¹
1949	150,358	147,800	226,543	206,918	202,904	200,543	98,672	230,643	278,926	378,635	514,592	363,466	3,000,000 ²
1950	438,700	479,900	686,600	542,600	486,000	502,500	327,500	720,600	843,800	838,300	738,800	858,500	7,463,800 ³
1951	650,700	679,319	870,000	500,000	405,000	352,500	148,926	146,705	337,341	411,867	415,332	467,108	5,384,798 ⁴
1952	404,933	409,337	510,561	322,878	309,375	361,152	198,921	397,769	755,655	724,117	780,486	921,086	6,096,279 ⁵
1953	719,234	730,597	810,112	567,878	481,936	524,479	316,289	603,760	770,085	680,433	560,197	449,787	7,215,827 ⁶
1954	420,571	426,933	599,606	457,608	396,287	544,142	306,985	633,387	947,796	921,476	858,501	833,423	7,346,715 ⁷
1955	654,582	702,514	831,156	583,174	467,394	589,973	344,295	617,903	939,515	759,735	631,654	604,626	7,756,521 ⁸
1956	558,347	576,282	680,003	549,632	467,913	553,025	336,931	612,927	894,211	820,781	679,993	626,984	7,387,029 ⁹
TOTAL	4,036,698	4,199,305	5,279,772	3,790,733	3,280,902	3,712,123	2,152,293	4,079,420	5,898,756	5,775,415	5,341,873	5,336,231	52,804,540

¹ Factory value estimated at \$50,000,000. ² Factory value, \$230,000,000. ³ Factory value, \$580,000,000. ⁴ Factory value, \$1,350,000,000. ⁵ Factory value, \$956,986,300. ⁶ Factory value, \$1,049,000,000. ⁷ Factory value, \$1,170,151,000. ⁸ Factory value, \$1,040,466,000. ⁹ Factory value, \$1,080,000,000. ¹⁰ Factory value, \$1,000,000,000. [†] Pre-war TV production estimated at about 8000 (no valuation reported); and 1946 production reported to old RMA was 6476 units, valued at \$1,250,000. * Includes table models and portables; for breakdown of portables produced, sold and scrapped, by screen sizes and by quarters 1954-56, and estimate of portables in use, also by screen sizes, see p. 24.

Radio Set Production: RETMA Estimates 1924-1956

Total Units	(Mfrs.) Value	Total Units	(Mfrs.) Value
1924	1,500,000	1928	3,250,000
1925	2,000,000	1929	4,428,000
1926	1,750,000	1930	3,788,961
1927	1,350,000	1931	3,593,993
			104,705,400

† Civilian production terminated April 22, 1942, by order of WPB.

Total Units	Value	Total Units	Value
1932	2,446,143	1946	15,955,000
1933	4,157,045	1947	20,000,000
1934	4,478,907	1948	16,500,000
1935	6,030,508	1949	11,400,000
1936	8,248,755	1950	14,589,900
1937	8,083,144	1951	12,627,362
1938	7,141,811	1952	10,934,872
1939	10,762,631	1953	13,368,556
1940	11,831,187	1954	10,400,530
1941	13,642,334	1955	14,528,777
1942	3,306,984†	1956	13,981,800
			294,000,000

RETMA Estimates of Factory Cathode-Ray Tube Sales, 1947-56

Initial Equipment	Renewal	Export	Govt.	Value
1947	238,427	28,649	8,402*	\$ 8,893,292
1948	1,258,797	95,816	2,225	36,215,978
1949	3,343,996	216,415	6,704	101,884,679
1950	7,530,849	494,499	13,346	19,065,214,918,874
1951	4,539,089	703,208	25,982	54,856,130,642,576
1952	6,222,706	1,447,114	87,903	60,860,178,844,275
1953	7,704,373	1,818,819	457,806	22,050,244,632,370
1954	7,596,930	1,824,849	602,499	47,770,206,075,994
1955	7,828,025	2,394,929	774,159	32,907,220,528,725
1956	7,638,036	2,762,795	734,369	37,590,211,842,537

* Combined Export and Govt.

RETMA Estimates of Factory Receiving Tube Sales, 1949-56

Initial Equipment	Renewal	Export	Govt.	Value*
1949	147,298,436	39,696,297	10,072,845	1,685,717
1950	301,483,350	69,324,540	10,767,831	1,384,878
1951	247,855,249	94,596,563	24,438,351	8,753,534
1952	241,405,452	83,843,283	13,935,151	29,335,357
1953	293,601,162	112,785,183	20,614,075	10,091,135
1954	246,728,971	115,357,829	15,922,364	7,080,294
1955	288,810,000	150,718,000	24,442,000	15,832,000
1956	262,898,000	166,558,000	25,397,000	9,333,000
				374,186,000

For previous years, only the combined annual totals are available from RETMA.

* Factory value statistics prior to 1952 not compiled.

Motorola

pioneer in the electronic "revolution"

The word revolution may not be too strong to apply to the change which will take place in electronic equipment of all kinds in the next five years.

The development of the transistor and other semiconductor devices will improve the reliability of operation and reduce the size of practically every known kind of electronics equipment. Already this year Motorola has put transistors into six new products: three portable radios, two models of car radios and the new Handie-Talkie Pocket Pager.

We're looking ahead to transistorized black-and-white and color television; transistorized radios of all types; and many other transistorized products now in the dream or blueprint stage.

The electronics art is on the move, and the changes in the old devices and the introduction of the new will demonstrate the dynamics of a young industry that is just getting started. Only the alert companies can hope to keep abreast of the changes.

Motorola is well prepared, and we shall continue to contribute our full share of the pioneering in this next stage, the flowering of the electronics industry.

 **MOTOROLA**

World's Largest Exclusive Electronics Manufacturer

BLACK-AND-WHITE AND COLOR TELEVISION • PORTABLE, HOME AND CAR RADIOS • HI-FI AND PHONOGRAPHS • TWO-WAY RADIO AND CONTROLS • MILITARY ELECTRONICS



Black & White and Color TV



Home and Car Radios



Two-way Radio Communications



Microwave Relay Systems



Handie-Talkie Radio Phone



Handie-Talkie Packset Radio Phone

1956 Stock Market Dealings In TV-Radio-Electronics and Related Stocks

All tradings on New York Stock Exchange except those marked (A) American Stock Exchange,
(OC) Over-the-Counter, (M) Midwest Stock Exchange.

Stock and Div. Rate	Sales	High	Low	Last	Net Change	Stock and Div. Rate	Sales	High	Low	Last	Net Change
Admiral (1)	451,800	22 ¹ / ₈	12 ⁵ / ₈	12 ³ / ₄	- 9 ¹ / ₈	Lear Inc. (A) (.30)	711,700	10 ¹ / ₄	7 ³ / ₈	7 ⁵ / ₈	- 5 ⁸ / ₁₆
ABC-Paramount (1a)	1,342,900	32 ¹ / ₂	21 ⁷ / ₈	24 ¹ / ₈	- 2 ³ / ₈	Litton (A)		32 ¹ / ₄	14 ³ / ₄	30 ³ / ₄	
ABC-Paramount pf. (1)	25,400	20 ⁷ / ₈	19 ³ / ₄	19 ³ / ₄	- 1	Machlett Labs. (OC) (.10)		15 ¹ / ₂	11	13 ¹ / ₂	
Aerovox (OC)		8 ³ / ₄	4	5		Magnavox (1 ¹ / ₂ b)	226,500	41	31 ¹ / ₂	36	+ 1/8
Aircraft Radio (OC) (.80a)		19	12	18 ⁷ / ₈		P. R. Mallory Co. (OC) (1.40)		42 ¹ / ₂	30 ¹ / ₂	42 ¹ / ₄	
American Bosch Arma (1b)	1,476,700	23 ³ / ₈	16 ¹ / ₂	19 ³ / ₄	+ 1 ⁵ / ₈	P. R. Mallory pf. (4 ¹ / ₂ % cm. cv.) (OC)		64	51 ¹ / ₂	63	
American Electronics (A) (.50)	42,500	13 ³ / ₄	11 ¹ / ₄	13 ¹ / ₂	- 5	P. R. Mallory pf. (5% cm. cv.) (OC)		54 ¹ / ₂	44	54	
Amer. Mach. & Fdry. (1.05b)	1,235,300	40 ³ / ₄	24 ¹ / ₈	37 ³ / ₈	+10 ³ / ₄	W. L. Maxson (OC) (.10)		8 ¹ / ₂	5 ¹ / ₂	6	
Amer. Mach. & Fdry. pf. (3.90)	175,000	93	77 ¹ / ₄	78	-11 ¹ / ₄	McIntosh Labs (OC)		50	25	50	
Ampex (OC)		43	17	32 ³ / ₄		Minn.-Honeywell (1.60a)	439,900	90 ¹ / ₂	58	84	+19
Amphenol (OC) (.95)		19 ¹ / ₂	15 ¹ / ₄	19		Minn. Mining & Mfg. (1)	291,000	75 ¹ / ₂	61 ¹ / ₈	67 ¹ / ₈	
Arvin Industries (2)	85,500	31 ³ / ₈	26 ⁷ / ₈	28 ¹ / ₈	- 2	Minn. Mining & Mfg. pf. (4)	5,330	105	95	95	- 7 ³ / ₄
AT&T (9)	3,375,800	187 ⁷ / ₈	165	171 ¹ / ₂	- 9	Motorola (1 ¹ / ₂)	287,400	51 ³ / ₄	37 ¹ / ₂	39	-11 ¹ / ₂
Avco	3,727,400	7 ⁵ / ₈	5 ¹ / ₈	5 ⁷ / ₈	- 5/8	Muntz TV (A)	300,800	2 ⁵ / ₈	1	1 ¹ / ₈	- 1 ¹ / ₂
Avco pf. (2 ¹ / ₄)	69,300	49 ¹ / ₄	37 ⁷ / ₈	42 ⁵ / ₈	- 2 ³ / ₈	Muter Co. (A)	121,500	4 ⁷ / ₈	2 ¹ / ₂	2 ⁵ / ₈	- 2
Beckman Instruments (7 ¹ / ₂ t)	286,300	43 ¹ / ₈	25 ¹ / ₈	42 ¹ / ₂	+13 ³ / ₄	National Co. (OC)		11 ¹ / ₂	8 ¹ / ₄	10 ¹ / ₈	
Beckon Instruments (A) (5 ¹ / ₂ t)	175,700	19 ³ / ₄	12 ¹ / ₂	13 ³ / ₄	- 5	National Telefilm (A)	608,400	9 ¹ / ₂	3	7 ¹ / ₂	+ 4 ¹ / ₄
Bendix Aviation (2.40b)	808,000	64 ³ / ₈	48 ¹ / ₂	62 ¹ / ₂	+ 5 ¹ / ₈	Norden-Ketay (A)	525,200	14 ⁷ / ₈	7 ³ / ₈	8 ¹ / ₈	- 6 ⁵ / ₈
C & C Super Corp. (A)	1,921,700	2 ¹ / ₈	1	1 ¹ / ₈	- 7/8	Oak Mfg. Co. (M) (1.40)	47,200	24 ¹ / ₄	19	20 ¹ / ₂	
CBS 'A' (.80a)	890,300	34 ¹ / ₂	22 ⁵ / ₈	32 ³ / ₈	+ 5 ³ / ₄	Official Films (OC)		2 ⁵ / ₈	1 ³ / ₈	2 ¹ / ₄	
CBS 'B' (.80a)	405,900	34 ¹ / ₄	22 ³ / ₈	32 ³ / ₈	+ 5 ⁵ / ₈	Orradio (OC)		6 ⁵ / ₈	2 ⁵ / ₈	4 ¹ / ₂	
Clarostat (A) (.20)	82,000	5	3 ¹ / ₈	3 ¹ / ₄	- 1 ¹ / ₄	Pacific Mercury TV (OC)		7 ⁷ / ₈	4 ³ / ₄	5 ³ / ₄	
Clevite Corp. (1.15)	343,000	24 ¹ / ₄	18	19	- 5	Packard-Bell (OC) (.50)		10 ³ / ₈	8 ³ / ₈	9 ⁵ / ₈	
Collins Radio 'A' (OC) (.35)		28 ³ / ₄	22	28		Paramount Pictures (2)	520,500	36 ¹ / ₂	27 ³ / ₈	29	- 7 ⁷ / ₈
Collins Radio 'B' (OC) (.35)		27 ³ / ₄	21	28		Philco (.80r)	1,051,400	36 ¹ / ₂	16	16 ³ / ₄	- 16 ⁷ / ₈
Consol. Electrodynamics (A) (.40a)	251,900	37	21	37	+12 ¹ / ₄	Philco pf. (3 ³ / ₄)	8,570	91	64	64 ¹ / ₂	-22 ¹ / ₂
Consol. Electronics	263,500	36 ¹ / ₂	26 ¹ / ₂	31	- 1	Pyramid Electric (OC)		6 ⁵ / ₈	2 ³ / ₈	2 ³ / ₈	
Consol. TV & Radio (OC) (1.12)		19 ¹ / ₂	14 ¹ / ₂	18		Radio Condenser Co. (OC) (.10)		9	5	5 ¹ / ₄	
Cornell-Dubiller (1.20a)	217,400	40 ¹ / ₈	23	25 ³ / ₈	- 9 ¹ / ₂	RCA (1a)	2,203,600	50 ³ / ₈	33 ³ / ₈	35 ³ / ₈	-11 ³ / ₄
Corning Glass Works (1a)	418,700	87 ¹ / ₂	60 ¹ / ₄	69 ³ / ₄	+ 1	RCA pf. (3 ¹ / ₂)	91,800	87 ¹ / ₄	70	71 ⁵ / ₈	-13 ³ / ₈
Corning Glass Works pf. (3 ¹ / ₂)	1,440	99	89	89	- 8 ¹ / ₄	Raytheon	1,457,900	19 ¹ / ₂	13	18 ¹ / ₄	- 1/4
Craig Systems (OC) (.40r)		9	7	7 ³ / ₄		Reeves Soundcraft (OC)		1 ³ / ₈	7 ⁸	1	
Davega Stores	71,500	6 ⁷ / ₈	4 ⁷ / ₈	5 ⁵ / ₈	- 1/8	Servomechanisms (A) (.40)	164,200	13 ¹ / ₂	8 ¹ / ₄	11	+ 2 ¹ / ₂
Davega Stores pf. (1)	9,500	17 ¹ / ₄	12 ⁷ / ₈	12 ⁷ / ₈	- 3 ⁵ / ₈	Siegler (OC) (.80)		21 ¹ / ₄	12 ³ / ₄	14 ³ / ₄	
Daystrom Inc. (1.20)	275,200	30 ³ / ₄	22	29 ⁵ / ₈	+ 3	Skatron (A)	389,700	5 ³ / ₄	2 ³ / ₄	3 ¹ / ₄	- 1/8
Decca Records (1)	428,000	16 ³ / ₈	12 ⁷ / ₈	13 ¹ / ₄	- 2 ¹ / ₈	Sparton Corp.	257,400	6 ¹ / ₄	4	5 ¹ / ₂	+ 1/2
DuMont Broadcasting (OC)		7 ⁵ / ₈	5	7 ¹ / ₂		Speer Carbon (OC) (1a)		32 ³ / ₄	19 ¹ / ₄	32 ³ / ₄	
DuMont Labs (A)	499,100	10	4 ³ / ₈	4 ⁵ / ₈	- 5 ¹ / ₈	Sperry Rand (.80)	4,565,600	29 ¹ / ₈	21 ³ / ₄	22 ³ / ₄	- 4 ⁵ / ₈
DuMont Labs 5 ¹ / ₂ pf. (1)(OC)		16 ⁷ / ₈	10 ¹ / ₄	11		Sperry Rand pf. (4 ¹ / ₂)	7,620	105	96 ¹ / ₄	96 ¹ / ₄	- 5 ¹ / ₂
Dynamics Corp. of America (A) (.40)	565,500	8 ³ / ₈	5 ⁵ / ₈	5 ³ / ₄	- 1 ³ / ₈	Sprague Electric (OC) (1.20)		54	30 ¹ / ₂	35	
Dynamics Corp. of America pf. (OC) (1)		19 ¹ / ₄	13 ³ / ₄	14 ⁷ / ₈		Standard Coll	380,300	12 ³ / ₄	6 ¹ / ₄	6 ¹ / ₂	- 6
Eitel-McCullough (OC) (.25r)		35 ¹ / ₂	22	34 ¹ / ₂		Stewart Warner (2b)	261,200	39 ¹ / ₂	30 ¹ / ₄	33 ¹ / ₂	- 2 ⁵ / ₈
Electrical & Musical (.12)	1,240,600	4 ⁷ / ₈	2 ³ / ₄	3	- 1 ³ / ₄	Storer Bcstg. Co. (1.80a)	248,000	29 ¹ / ₂	22 ¹ / ₈	25 ¹ / ₂	+ 2 ¹ / ₈
Electronics Corp. (A)	236,450	24 ¹ / ₄	9 ⁵ / ₈	10 ⁵ / ₈	- 3 ¹ / ₈	Sylvania Electric (2)	615,800	55 ⁷ / ₈	42	43 ⁷ / ₈	- 1 ³ / ₄
Emerson Radio (.30r)	532,000	13 ¹ / ₄	5 ³ / ₄	5 ³ / ₄	- 6 ⁷ / ₈	Sylvania Electric pf. (4)	6,800	99	81	84 ¹ / ₂	- 9 ¹ / ₂
Erie Resistor (OC) (.80)		26	17 ¹ / ₂	22		Telecomputing Corp. (OC)		8 ³ / ₄	4 ¹ / ₄	4 ¹ / ₄	
Gabriel Co. (.60)	128,800	9 ¹ / ₈	6 ³ / ₈	6 ³ / ₄	- 2 ³ / ₈	Texas Instruments	502,300	18 ³ / ₈	11 ³ / ₈	18 ¹ / ₄	+ 4 ³ / ₄
General Dynamics (2)	869,100	59 ⁵ / ₈	45 ¹ / ₈	57 ⁵ / ₈		Texas Instruments pf. (1.12)	40,800	30 ¹ / ₂	25 ³ / ₈	30 ¹ / ₂	+ 5 ¹ / ₄
General Electric (2)	3,009,800	65 ¹ / ₂	52 ³ / ₄	60 ¹ / ₄	+ 2 ¹ / ₂	Trav-Ler Radio (M)	62,700	2 ¹ / ₂	1	1 ¹ / ₄	- 7 ⁸ / ₁₆
General Instrument (3 ⁸⁾	269,300	10 ¹ / ₈	6 ¹ / ₈	6 ⁸	- 2 ⁷ / ₈	Tung-Sol (1.25r)	213,200	36 ³ / ₈	27	29 ¹ / ₈	- 2 ¹ / ₄
General Precision (2.40)	506,900	53 ¹ / ₂	34 ¹ / ₂	39 ³ / ₄	- 8	Tung-Sol pf. (2.15)	21,900	62 ¹ / ₄	49 ¹ / ₂	52 ¹ / ₂	- 2 ¹ / ₂
General Precision pf. (1.60)	364,000	35 ³ / ₄	31	32 ¹ / ₄	- 8	Unitronics (A) (formerly Olympic Radio)	353,600	10	6 ⁵ / ₈	9	+ 1 ⁷ / ₈
General Telephone (1.65)	897,200	46	38	40 ¹ / ₄	- 3 ⁴	Varian Associates (OC)		.18	13	18	
Giannini, G.M. (OC) (.25r)		14 ³ / ₈	9 ⁵ / ₈	13		Webcor, Inc. (M) (.50r)	224,000	15	8 ¹ / ₂	8 ⁵ / ₈	- 5 ¹ / ₄
Globe-Union (A) (1.20)	54,250	22	16 ³ / ₈	16 ⁵ / ₈	- 5 ³ / ₈	Wells-Gardner (OC) (1)		14 ¹ / ₈	10 ¹ / ₄	13 ³ / ₄	
Gross Telecasting (OC) (1.30)		19	15 ¹ / ₂	18 ¹ / ₈		Westinghouse Electric (2)	4,214,000	65 ⁷ / ₈	50 ⁷ / ₈	57 ¹ / ₂	- 2 ¹ / ₂
Guild Films (A)	345,400	4 ¹ / ₈	2 ¹ / ₄	2 ³ / ₈		Westinghouse Elec. pf. (3.80)	20,900	99 ³ / ₄	82 ¹ / ₂	82 ¹ / ₂	-17 ¹ / ₄
Hazeltine (A) (1.40b)	150,500	48	32	32 ¹ / ₂	-15 ¹ / ₄	WJR The Goodwill Station (OC) (.50r)		13 ¹ / ₄	10 ¹ / ₄	11 ³ / ₄	
Hoffman Electronics (1)	219,300	25 ³ / ₈	18 ¹ / ₂	18 ¹ / ₂	- 5 ⁵ / ₈	Whirlpool-Seeger (1.40)	472,900	28 ⁷ / ₈	21 ³ / ₄	26	- 1 ¹ / ₈
Hycon (OC)		7	2 ⁷ / ₈	3		Whirlpool-Seeger pf. (3.40)	16,300	80 ¹ / ₄	62	70	- 9
Indiana Steel Products (M) (1.20)	51,000	25 ¹ / ₄	19 ¹ / ₂	23 ³ / ₄		Zenth (3a)	175,500	141 ¹ / ₄	101	104	-36
Int'l Business Machines (4)	207,300	550	400	540							
Int'l Resistance (A) (.20)	225,400	8 ¹ / ₄	4 ¹ / ₂	4 ³ / ₄	- 2 ⁷ / ₈						
IT&T (1.80)	2,309,000	37 ³ / ₈	29 ¹ / ₄	30 ³ / ₄	+ 5 ⁸ / ₁₆						
Jefferson Electric (OC) (.30)		11 ⁷ / ₈	6 ⁷ / ₈	11 ¹ / ₈							
Jerrold Electronics (OC)		3 ¹ / ₂	1 ⁷ / ₈	3 ³ / ₈							

(a) Also extra or extras. (b) Annual rate plus stock dividend. (r) Declared or paid in 1956 plus stock dividend. (t) Payable in stock during 1956, estimated cash value on ex-dividend or ex-distribution date.

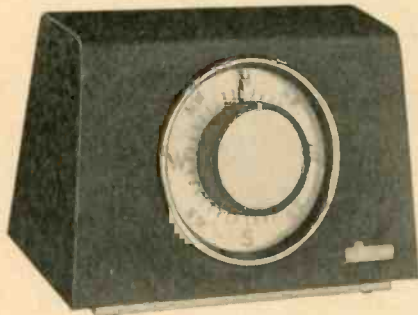


for technical manual preparation or consulting services

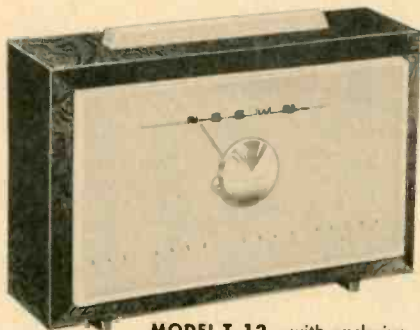
Write to: Industrial Service Division

Howard W. Sams & Co., Inc.

FULL **C** **O** **L** **O** **R** TV



MODEL U-98—first and finest fully automatic rotator. Eye-appealing decorator colors—Ivory, Forest Green and Standard Mahogany Grain. Retail \$44.25



MODEL T-12—with exclusive Tenna-Teller Pointer—highly accurate. Striking, modern design. Forest Green and Ivory or Standard Mahogany. Retail . . . \$34.25
Decorator Colors priced \$2.00 extra.

demands reliable



INCREASE THE VIEWING AUDIENCE FOR BLACK AND WHITE AND COLOR!

- TV authorities admit the higher sensitivity of color.*
- Viewers won't tolerate weak, washed out color!
- Maximum directivity with ALLIANCE TENNA-ROTOR is the best insurance for top antenna performance—for FULL COLOR!

Wherever you find Color TV, it will pay you to recommend Alliance!

- Every color TV buyer is a potential Tenna-Rotor sale . . . even in metropolitan areas. Because the "**fringe**" area for color is closer to the transmitter! Viewers who might tolerate black and white TV that's "so-so", will **not** put up with irritating, "ghosty" color. And independent interviews **at point of sale** show that color TV customers find it **easy** to say Yes to Alliance Tenna-Rotor!

*Many TV authorities agree that color is more sensitive than black and white. "Chromatic gradation" with color that's ghosty, is harder on the eyes than black and white. Many recommend properly installed outdoor antennas with rotators, to improve directivity of the antenna, to help overcome interference and reduce annoying effects caused by the higher sensitivity of color, and the normal characteristic of **color** to "drop out" quicker.

Meet the Constant Changes in Television!

Alliance Tenna-Rotor makes any good outside antenna more directional. New stations, channel changes, new towers, more power, UHF-VHF . . . AND NOW COLOR! They all add up to Alliance Tenna-Rotor!

THE ALLIANCE MANUFACTURING COMPANY, INC.

(Division of Consolidated Electronics Industries Corp.)

ALLIANCE, OHIO

In Canada—ALLIANCE MOTORS, Schell Avenue, Toronto 10

Manufacturers and Assemblers of Television Receivers

Revised to February 1, 1957

Data as provided in response to questionnaires; some radio manufacturers not regularly makers of TVs.

Asterisk (*) indicates company assembles receivers only, purchasing chassis from others.

ADMIRAL CORP.

3800 W. Cortland St., Chicago 47, Ill.
Spaulding 2-0100.

Plants: TV receivers and govt. electronics equipment, 3800 W. Cortland St., Chicago; phonographs, 4150 N. Knox Ave., Chicago; TV & radio table receivers, McHenry & Harvard, Ill.; TV table receivers & govt. electronics equipment, Bloomington, Ill.; refrigerators, freezers & ranges, Midwest Mfg. Corp., Galesburg, Ill. (subsidiary); cabinets, Shelbyville, Ind.; plastic cabinets Molded Products Corp., West Chicago, Ill. (subsidiary); Canadian Admiral Corp., Port Credit, Ont. (subsidiary), Vincent Barroca, pres.

Distributing Branches: New York, Boston, Jacksonville, Milwaukee, Chicago, Oklahoma City, San Francisco, San Diego, Los Angeles, Denver, Houston, Washington, Baltimore, Detroit.

Executives:

Ross D. Siragusa, president.
John B. Huarisa, exec. v.p. & treasurer.
W. C. Johnson, v.p. in charge of sales & pres. of distributing branches.
Vincent Barroca, v.p. operations.
George A. Bodem, v.p. electronics.
James R. Oberly, v.p. appliances, pres., Admiral International Corp. & Admiral Interamericana Corp.
Thomas J. Lloyd, v.p., Admiral International Corp. & Admiral Interamericana Corp.
C. S. Rossate, production v.p. & mgr. of plants.
Frank H. Urtell, v.p. & general counsel.
Edmond I. Eger, v.p., advertising.
Joe Marty Jr., electronics general mgr.
R. DeCola, director of engineering.
Phil G. Kerr, national sales mgr. electronics div.
Carl E. Lantz, exec. v.p. distributing branches.
Buford Melton, national sales mgr., appliance div.
T. Stanton Fremont, appliance merchandising mgr.
Richard J. Bamberg, sales mgr., air conditioner-freezer div.
Jack Plano, sales mgr., range div.
Walter Krauter, sales mgr., refrigerator div.
Martin Sheridan, director public relations.
G. E. Driscoll, secy. & asst. treasurer.
Edward P. Steele, mgr., market research.
Edward C. Madden, director of traffic.
Alfred A. Medica, radio sales mgr.
Willis L. Wood, accessories & special products mgr.
Herbert J. Naper, sales mgr. Admiral International.
Washington Representative: John Gilberte, v.p.-govt. labs div., Albee Bldg.; Sterling 3-9125.

AMERICAN TELEVISION & RADIO CO.

300 E. 4th St., St. Paul 1, Minn. Capital 2-3791.
Manufactures "ATR" sets.
Albert A. Goffstein, president & sales mgr.
Allan Degnan, service manager.

For Directory of

Radio Receiver Manufacturers

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ANDREA RADIO CORP.

27-01 Bridge Plaza N., Long Island City 1, N.Y.
Stillwell 4-5411.

Executives:

Frank A. D. Andrea, president.
Frank A. D. Andrea Jr., manufacturing v.p.
Harold J. Heindel, secy. & chief engineer.
John Andrea, industrial relations mgr.
Harold Klare, credit manager.
Ramon Masvidal, export manager.
Bruce B. Donald, director of purchases.
C. Van Maanen, general sales manager.
Joseph Haug, service manager.
M. J. McNicholas, military electronic sales director.
A. Abbene, controller.

A.R.F. PRODUCTS INC.

7627 Lake St., River Forest, Ill.
Forest 9-6000.

Produces "Ratonla", "Mt. Capulin" and "Bartlett" TV receivers for use with its own community antenna system in Raton, N.M.
Arthur H. Maciszewski, president.
John J. Pakan, vice-president.
Dr. Julius J. Hupert, research director.
Milton S. Riddiford, manufacturing director, New Mexico branch.
Teresa H. Maciszewski, treasurer.
Rudolph Napolitan, gen. sales mgr.

*BELL TELEVISION INC.

254 W. 54th St., New York 19, N.Y.
Judson 6-4350.

Assembles remote receivers and manufactures solderless coaxial connectors, solderless TV receptacles and Yagi antennas and fittings.
Martin Sugar, president.
Charles C. Schwartz, secretary.
Lee Bunting, treas. & chief engineer.
Isadore Lieberman, engineer & manager.

CALBEST ELECTRONICS CO.

4801 Exposition Blvd., Los Angeles 16, Cal.
Republic 1-7291.
Manufactures TV & radio chassis, electronic equipment and remote control for TV, remote control garage door openers and other electronic devices.
I. Dubin, president.

CAPEHART CORP.

216 W. 14th St., New York, N.Y.
Watkins 4-5900.
Benjamin Gross, chairman.
Robert Gross, president.

*CERTIFIED RADIO LABORATORIES

5507 Thirteenth Ave., Brooklyn 19, N.Y.
Gedney 8-8080.
Manufactures TV kits & chassis, also purchases some chassis from others.
M. Seligsohn, owner.

*CHATHAM TELEVISION CO. INC.

160 E. 56th St., New York, N.Y.
Plaza 5-4892.
Nicholas Yannantuono, president.
Paul V. Dooley, vice-president.
Richard P. Niesz, secy.-treas.

CONRAC INC.

Glendora, Cal.
Edgewood 5-1241.
Manufactures TV sets under Conrac & Fleetwood brands and for private label.
W. J. Moreland, president.
J. Grayson Jones, vice-president.
K. E. Peyton, treasurer.
P. C. Kemp, secretary.
T. H. Ford, credit manager.

DeWALD RADIO MANUFACTURING CORP.

35-15 37th Ave., Long Island City 1, N.Y.
Stillwell 4-9334.

David Wald, president.
Mark Glaser, engineer.
Sidney Weinberg, production engineer.
Samuel Olchak, gen. sales manager.
Seymour Wald, asst. sales manager.

ALLEN B. DuMONT LABORATORIES INC.

750 Bloomfield Ave., Clifton, N.J.
Mulberry 4-7400.

Executives:

Allen B. DuMont, chairman.
David T. Schultz, president.
Thomas T. Goldsmith Jr., v.p. & gen. mgr. govt. & research.
Irving G. Rosenberg, v.p. & gen. mgr. technical products.
Donovan H. Tyson, v.p. & treasurer.
James L. Caddigan, director of Electronic division.
Bruce T. DuMont, gen. superintendent.
Harry Houston, industrial relations director.
George Etkin, general counsel.
Morris Harris, resident counsel.
Ralph B. Austrian, west coast manager.
Nicholas De Falco, gen. mgr. of quality control.
Benjamin C. Bowker, public relations mgr.

Television Receiver Division
35 Market St., E. Paterson, N.J.

F. P. Rice, division manager.
A. B. DuMont Jr., assistant manager.
William C. Scales, sales manager.
Peter G. Buttacavoli, service manager.
Humbert Pacini, chief engineer.
William Paton, purchasing agent.

Technical Products Division
760 Bloomfield Ave., Clifton, N.J.
Peter Well, assistant general manager.
A. J. Talamini, engineering mgr.
C. P. Martin, purchasing manager.
R. E. Svozil, production manager.
E. G. Nichols, instrument product mgr.
F. M. Link, mobile product mgr.
M. G. Scheraga, instrument sales mgr.
E. E. Ecklund, automotive test equipment sales mgr.
K. F. Peterson, transmitter product mgr.
Neil Uptegrove, technical adv. mgr.

Cathode-ray Tube Division
750 Bloomfield Ave., Clifton, N.J.
Alfred Y. Bentley, manager.
Kenneth A. Hoagland, chief engineer.
William Carlin, manufacturing manager.
Robert Scott, sales manager.
A. R. Dutcher, purchasing agent.
Roy A. Olerud, mgr. industrial tube sales.

Government Division
35 Market St., E. Paterson, N.J.
Raymond C. Maude, manager.
W. J. McGinnity, mgr. manufacturing operations dept. mgr.
P. F. Brown, assistant manager, manufacturing operations.
Donald M. Christie, manufacturing mgr.
S. Calafati, engineering mgr.
J. Sheeran, production control mgr.
W. Dalley, contract coordinating mgr.
J. J. Kelly, purchasing manager.
J. Roman, govt. quality control mgr.
H. B. Graham, govt. sales mgr.
J. Nelson Lord, ast. sales manager.
Joseph Hatchwell, field service mgr.

Research Division
2 Main Ave., Passaic, N.J.
Robert T. Cavanaugh, director circuit research.
Stanley J. Koch, director tube research.
Donald J. Overocker, patents.

TV Set Makers

DUMONT—(Continued)

International Division
515 Madison Ave., New York, N.Y.
Murray Hill 8-2600

Ernest A. Marx, director.
Robert I. Gaines, assistant director.
James Segre, European rep. (Milan).
Hic Gompertz, Latin American rep
(Miami).
Mrs. Alice Close, export manager.

EMERSON RADIO & PHONOGRAPH CORP.

14th & Coles Sts., Jersey City, N.J.
Swarthmore 5-3500.
Plants: TV & radio receivers, electronic
equipment for Govt., 14th & Coles Sts.,
Jersey City, N.J.; Emerson Research
Laboratories, 701 Lamont St. NW, Wash-
ington, D.C. Subsidiaries: Jefferson-
Travis Inc., 32 Ross St., Brooklyn, N.Y.
(woodworking plant; Jules Frank, presi-
dent); Plastimold Corp., Attleboro, Mass.
(plastic cabinets, etc.; Dorman D. Israel,
president; Stanley L. Abrams, treas.;
John Stenberg, asst. secy.; Arthur Gross-
berg, asst. treas.); Emerson Radio Export
Corp., Plaza Hotel, New York City (Max
Abrams, president; J. Kattan, v.p.); Quiet
Heat Mfg. Co. Newark (air conditioners;
Stanley Abrams, president); Emerson In-
dustrial Products Corp., New York City
(institutional sale & lease; Frank Rogers,
mgr.).

Executives:

Benjamin Abrams, president.
Max Abrams, secretary-treasurer.
Dorman D. Israel, executive v.p.
Dr. Harold Goldberg, research v.p.
Harold Dietz, sales v.p.
Louis G. Pacent, production v.p.
Morton Rome, govt. contracts v.p.
Harvey Tullo, purchasing v.p.
John D. Small, govt. relations v.p.
Abraham Vogel, v.p. & controller.
Morton E. Ornitz, special staff asst. to
president.
Herbert Kabat, gen. mgr. Jefferson-Travis
consumer products div.
Raymond Herzog, asst. secretary.
Abraham Rosen, asst. treas. & director
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Stanley L. Abrams, president, Quiet
Kool.
Michael Ames, director of public rela-
tions.
Joseph Kattan, distribution & export mgr.
Edward Kantrowitz, director of adv. &
sales promotion.
Albert Leon, sales promotion manager.
George Forman, advertising manager,
Quiet Kool.
George Cohen, director of service sales.
Arnold Henderson, director of sales ad-
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Leo Hahn, TV-radio sales manager.
Martin Richmond, TV-radio production
mgr.
Elias Cohen, chief TV engineer.
William Feingold, chief color TV engi-
neer.
F. J. Burger, chief radio engineer.
Dr. Werner Auerbacher, director govt.
engineering division.
John J. Hopkins, asst. director, govt.
engineering division.
Maurice Levv, director commercial en-
gineering division.
I. M. Koenigsberg, director of purchases.
Floyd Makstein, mgr. parts, sales-service
dept.
William Kay, manager parts dept.
H. Bernstein, manager service dept.
Peter Certo, personnel manager.
Samuel Portnoy, traffic manager.
Israel Levine, distribution manager.
Dr. D. Burcham, asst. director, research
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Washington Representative: W. Toole, 701
Lamont St. NW.; Tuckerman 2-6800..

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Electronics Park, Syracuse, N.Y.
Telephone: 76-4411.

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Appliance Park, Louisville, Ky.
Glendale 4-7511

Charles K. Rieger, v.p.-gen. mgr.

Television Receiver Department
Electronics Park, Syracuse, N.Y.
Telephone: 76-4411

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Jack S. Beldon, manager marketing.
Joseph F. Effinger, sales manager TV
receivers.
Thomas J. Nicholson, sales mgr. special
products.
Thomas G. Fielder, mgr. advertising.
Joseph R. Owen, mgr. sales promotion.
E. S. Brown, manager product plan-
ning.
John F. McAllister, manager engineering.
Franklin Greene Jr., manager manufac-
turing.
Walter A. Peterson, manager finance.
John D. Walter, manager materials.
J. Kenneth Ryan, mgr. marketing ad-
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Lee Schoenfeldt, mgr. marketing research.
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lations.
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Housewares & Radio Receivers Div.

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Radio Receiver Department
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Edison 4-1012

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New York, N.Y.

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Walter R. G. Baker, v.p. & consultant,
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L. Berkley Davis, gen. mgr., electronic
components div., Owensboro, Ky.
Dr. George Haller, gen. mgr. defense
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Electronic Components Division

L. Berkley Davis, gen. mgr.

Tube Department

1 River Road, Schenectady, N.Y.
Telephone: 4-2211

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K. C. De Walt, manager engineering.
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Grady L. Roark, manager tube sales.
G. W. DeSousa, manager equipment sales.
John T. Thompson, mgr. replacement
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Eugene H. Fritschel, mgr. govt. sales.
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Marshall E. Minich, manager finance.
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Richard L. Shetler, mgr. special radar
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Joseph A. Barratt, manager manufactur-
ing.
Dyle L. Henning, manager finance.

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Kenneth Larson, manager utilities.
Reginald A. Cook, mgr. equipment de-
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J. H. Creamer, manager finance.
Clyde H. Harrison, mgr. employe relations.
E. M. Trefethen, mgr. public & commu-
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GOTHAM TELEVISION CORP.

123 W. 64th St., New York 23, N.Y.
Trafalgar 3-3787.

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Beatrice Shevers, v.p. & secretary.
Harry Snyder, general manager.
Gregory Baraks, merchandise controller.

GUILD RADIO & TELEVISION CO.

460 N. Eucalyptus Ave., Inglewood 3, Cal.
Oregon 8-7771.

Manufacturers of Guild brand TVs.
Jack E. Ackerman, partner.
Lou Dolgin, partner.

HALLICRAFTERS CO.

Subsidiary of Penn-Texas Corp.
4401 W. Fifth Ave., Chicago 24, Ill.
Van Buren 6-6300.

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dept., 4401 W. 45th St., Chicago; radio,
communications receivers, govt. elec-
tronic, general & sales offices, laboratory,
4401 W. Fifth Ave., Chicago.

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Richmond 7-9661.

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Midwestern Regional Office: Far Hills Bldg., Dayton 2, O. Oxmore 8881. Jack G. Anderson, mgr.

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TV Set Makers

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T. S. Hoffman, director of industrial relations.
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HOOTPOINT CO.

Division of General Electric Co., 5600 W. Taylor St., Chicago 44, Ill. Mansfield 6-2000.

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D. Edward Weston Jr., gen. mgr. TV receiver dept.
Howard Hibshman, marketing mgr., TV receivers.
John E. Clarke, merchandising mgr., TV receivers.

KENT TELEVISION INC.

505 Driggs Ave., Brooklyn, N.Y. Evergreen 8-2272.
Jack Mendelson, general manager.
Benjamin Wax, sales manager.

MAGNAVOX CO.

2131 Bueter Road, Ft. Wayne 4, Ind. Eastbrook 5471.

Subsidiaries: Magnavox Co. of Tennessee, Greeneville, Tenn. (TV-radio-phonos); Sentinel Radio Co., 2100 Dempster St., Evanston, Ill. (TV-radios); Jefferson City Cabinet Co., Jefferson City, Tenn.

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H. B. Allen, director of operations.
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John C. Koonz, mgr. industrial electronic products, sales & administration.
Stanley S. Sondles, asst. secy. & sales mgr. speakers & capacitors.

RETMA Estimates of Shipments of TV Receivers to Dealers by States 1946-1956 †

	Cumulative	1946-55	1950	1951	1952	1953	1954	1955	1956*
Ala.	491,112	32,167	41,938	75,311	96,592	108,829	129,423	92,277	
Ariz.	162,939	9,129	12,561	25,141	38,992	34,985	39,014	40,803	
Ark.	263,744	7,633	8,681	16,394	50,777	92,192	83,882	59,932	
Cal.	3,751,730	685,389	437,172	577,186	514,512	517,935	621,811	567,049	
Colo.	285,780	6	64	98,216	71,456	59,352	54,401	49,578	
Conn.	741,694	136,523	122,815	126,876	94,124	95,560	106,108	97,529	
Del.	126,270	27,227	15,796	19,756	15,685	15,960	17,425	15,661	
D.C.	415,623	95,756	59,561	60,989	52,225	47,895	64,459	51,936	
Fla.	811,860	41,266	51,305	97,232	137,402	216,286	257,677	201,126	
Ga.	725,159	84,931	65,828	109,508	118,731	160,606	165,995	126,420	
Ida.	103,156	53	52	1,452	26,301	41,679	32,861	23,604	
Ill.	2,503,079	582,956	350,643	348,412	426,867	439,127	415,332	338,410	
Ind.	1,231,889	163,967	160,176	220,355	229,601	216,884	202,427	154,758	
Iowa	677,992	52,348	85,702	106,571	160,581	157,285	112,875	72,135	
Kan.	406,098	19,970	24,513	38,916	104,642	119,186	95,875	69,511	
Ky.	550,994	72,983	61,284	83,254	90,992	94,038	123,589	97,145	
La.	544,531	39,975	27,715	65,048	103,197	146,149	153,767	110,241	
Me.	227,943	5,019	5,019	11,022	60,574	92,954	51,646	35,909	
Md.	733,480	154,007	95,492	109,389	79,219	85,703	101,677	83,781	
Mass.	1,657,906	399,016	231,755	244,688	196,152	190,475	209,843	176,353	
Mich.	1,993,345	392,143	281,515	262,525	264,703	295,771	311,032	245,078	
Minn.	701,332	106,223	78,094	88,608	127,025	145,082	128,170	93,470	
Miss.	217,669	4,580	6,525	24,460	48,043	59,239	70,718	54,562	
Mo.	1,115,971	194,280	151,188	161,736	164,465	204,599	197,310	143,108	
Mont.	62,753	0	123	193	11,652	26,588	23,357	22,692	
Neb.	346,967	36,501	45,301	52,862	63,954	75,443	68,091	51,112	
Nev.	30,280	106	122	111	11,483	8,596	9,620	11,108	
N.H.	148,548	14,429	15,848	22,706	22,396	34,876	27,706	18,764	
N.J.	1,895,545	411,175	237,151	242,864	180,112	202,155	230,692	202,180	
N.M.	91,234	5,117	4,225	9,425	21,875	24,487	24,466	21,156	
N.Y.	5,432,187	1,235,768	776,419	736,956	595,293	653,852	678,187	664,801	
N.C.	749,069	46,806	80,158	122,685	123,703	176,317	193,982	129,611	
N.D.	85,966	0	42	338	20,698	34,658	29,233	24,311	
Ohio	2,988,373	678,641	475,043	462,010	381,204	356,009	395,395	349,295	
Okla.	518,303	39,841	45,717	101,056	114,426	102,161	105,754	79,745	
Ore.	307,674	4	40	44,413	86,691	84,913	89,198	69,729	
Penn.	3,396,248	709,958	540,489	531,021	548,845	465,785	483,391	422,175	
R.I.	266,323	70,416	38,241	37,508	27,399	24,356	36,442	31,503	
S.C.	324,288	9,135	18,349	30,781	65,670	99,891	98,820	57,257	
S.D.	80,028	131	922	1,574	21,071	24,409	30,875	22,625	
Tenn.	611,834	61,308	47,918	77,596	114,355	152,683	150,060	109,070	
Tex.	1,766,884	152,198	123,552	290,941	378,958	379,646	400,640	311,608	
Utah	185,206	23,149	22,673	38,554	38,683	27,850	28,982	23,928	
Vt.	75,692	2,245	3,062	7,311	12,511	26,324	23,070	15,270	
Va.	654,830	83,308	71,920	112,652	128,776	122,330	138,334	110,423	
Wash.	617,574	38,785	55,412	111,379	145,944	126,418	124,845	94,916	
W.Va.	380,700	21,988	30,331	68,656	90,230	80,735	82,967	68,672	
Wis.	892,509	119,416	86,614	95,361	173,710	191,612	168,040	115,674	
Wyo.	22,997	28	77	2,507	4,058	8,088	7,786	7,271	
Total	43,014,021	7,068,000	5,095,563	6,174,505	6,656,555	7,161,362	7,397,250	
Alaska	12,986					3,166	7,490	3,907	
Hawaii	72,789					10,243	17,238	12,092	
Grand Total	43,099,796					7,174,771	7,421,978	

† Not compiled yearly prior to 1950. Cumulative data from 1946-49 based on Census Bureau reports.

* First 11 months only.

TV Set Makers

MAGNAVOX—(Continued)

Delmar Karger, new products sales.
 Gilbert H. Schmidt, administrative asst. to v.p.
 L. E. Galther, director of engineering.
 John Dimond, chief engineer, electro-magnetic devices.
 Robert H. Dreisbach, chief communications & navigation engineer.
 O. E. Hoekstra, chief engineer, magnetic devices.
 Robert G. Schriefer, chief radar engineer.
 Ralph H. Severance, chief engineer, industrial electronic products.
 R. T. Norwood, chief mechanical engineer & technical services.
 Judson West Jr., chief chemical engineer.
 James T. Smith, chief engineer, administration & budgets.
 Robert B. Brown, mgr. materials control & procurement.
 Washington Representative: Frank P. Mulgannon, 815 15th St. NW, Metropolitan 8-6515.

MAJESTIC RADIO CORP.

See Wilcox-Gay Corp.

MATTISON TELEVISION & RADIO CORP.

10 W. 181st St., New York 53, N.Y.
 Cypress 8-1400.
 Manufactures "Mattison" and private-label sets.
 Richard Mattison, president & treasurer.

MIDWEST RADIO & TELEVISION CORP.

909 Broadway, Cincinnati 2, O.
 Main 1-2371.
 Manufactures "Midwest" sets.

Executives:

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 Harry Smith, general manager.
 Walter Tarr, secretary.
 Hall Park, treasurer.
 Elmer Kist, chief engineer.

MOTOROLA INC.

4545 Augusta Blvd., Chicago 51, Ill.
 Spaulding 2-6500.

Plants: Administration, consumer products sales, advertising & engineering, TV and radio receivers, 4545 Augusta Blvd., Chicago 51, Ill.; communications & electronics div., 4501 Augusta Blvd.; national defense (govt. contract dept.), 2710 N. Clybourn Ave., Chicago 51; TV replacement parts, 2553 Edgington St., Franklin Park, Ill.; TV final assembly, 9401 W. Grand Ave., Franklin Park; communications & electronics replacement parts, 589 E. Illinois, Chicago; microwave equipment, parts manufacturing, 1400 N. Cicero Ave., Chicago 51; radio receivers, 1400 N. 30th St., Quincy, Ill.; consumer products research, 1915 N. Lamont Ave., Chicago 51; Motorola Research Lab., 3102 N. 56th St., Phoenix, Ariz.; transistors, semi-conductor products div., 5005 E. McDowell Rd., Phoenix; Riverside Research Lab., 8330 Indianan, Riverside, Cal.; car radio tuners, 406 Main St., Arcade, N.Y.

Branches (sales & service): Motorola-Chicago Co., 650 N. Pulaski Road, Chicago 24; Motorola-Detroit Co., 131 Lyndon Ave., Detroit 27; Motorola-Philadelphia Co., 120 S. 30th St., Philadelphia 4; Motorola-Baltimore Co., 522 Light St., Baltimore 5; Motorola Communications & Electronics Inc., 916 N. Kilbourn Ave., Chicago 51.

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 Joseph A. Chambers, v.p. Western Area Military Electronics Center.
 John T. Hickey, transistor manufacturing mgr., Phoenix.
 John F. Byrne, mgr. Riverside lab.

MUNTZ TV INC.

Parent company and sales organization for sets manufactured by Tele-Vogue Inc. and Muntz Industries Inc.
 1000 Grey Ave., Evanston, Ill.
 Hollycourt 5-1800.
 Walter Poronsky, general manager.
 Rex Wilson, v.p. in charge of engineering.
 Wallace Kiel, v.p., production.

OLYMPIC RADIO & TELEVISION INC.

Division of Unitorics Corp.
 34-01 38th Ave., Long Island City 1, N.Y.
 Exeter 2-5200.

Subsidiaries: Olympic Appliances Inc., New York, N.Y.; David Rubinger, pres. Olympic of Chicago Inc.; Morton M. Schwartz, president. Olympic Television of Western New York Inc., Buffalo; Paul B. Hunter, gen. mgr. Olympic Television of Northern California Inc.; Dore Schwab Jr., gen. mgr. Olympic of New Jersey Inc.; Richard B. Drazon, gen. mgr. Olympic Television of Boston Inc.; A. Brousseau, gen. mgr. Olympic Television of Missouri Inc.; M. Krieger, gen. mgr.

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 Benno Bordiga, v.p. manufacturing.
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 David Gerstein, v.p. govt. & industrial products.
 E. Lee Sigmund, chief engineer, consumer products.
 Robert S. Burros, adv. & sales promotion mgr.
 Milton Auster, director of branch operations.
 Anthony Dillon, market development mgr.
 Sol Listernick, export sales mgr.
 Seymour Lipper, sales administration mgr.
 Donald Packer, service manager.
 Abe Schneiderman, purchasing director.

PACIFIC MERCURY TELEVISION MFG. CORP.

8345 Hayvenhurst Ave., Sepulveda, Cal.
 Empire 2-3131.

Plants: TV, electronic organs & electronics, 8345 Hayvenhurst Ave., Sepulveda, Cal.; cabinets & woodworking, 14500 Aetna St., Van Nuys, Cal.; Jurge Blvd. and Maiden Lane, Joplin, Mo.

Executives:

Joe Benaron, chairman & president.
 Stanley Cutler, v.p. engineering.
 Hiram Johnson, controller.
 Arnold Buckles, production manager.
 Leonard A. Freeman, gen. mgr. Joplin div.
 George Brudney, director of industrial relations.
 Joel Axe, asst. to pres.-military contracts.
 Joe Walsh, gen. mgr. Thomas organ div.
 Wm. Morris, director of quality control.
 Mario Gardner, director of purchase.

PACKARD-BELL ELECTRONICS CORP.

12333 W. Olympic Blvd., Los Angeles 64.
 Granite 7-6721.

Plants: TV & radio receivers, phonographs, recorders, cabinets, electronic equipment for govt., 12333 W. Olympic Blvd., Los Angeles; hollow core doors & allied products, Bellwood Co. of California, wholly-owned subsidiary, 533 W. Collins, Orange, Cal.; factory service, 1920 S. Figueroa St., Los Angeles.

Executives:

H. A. Bell, chairman.
 Robert S. Bell, president.
 L. R. Day, secretary-treasurer.
 W. H. Moore, asst. to president & gen. counsel.
 R. E. Hogan, director of personnel.
 J. A. Spies, comptroller.
 Frederick W. Bahl, mgr. employe relations.

Home Products Division

K. R. Johnson, v.p. in charge.
 J. P. Gleis, v.p. manufacturing.
 O. K. Paddock, chief engineer.
 Robert H. Thompson, sales manager.
 W. P. Kennedy, purchasing agent.
 J. W. Kelso, chief designer.
 A. H. Suard, manager cabinet dept.
 C. Lombardo, mgr. tool & die dept.
 Wm. T. Reedy, adv. & sales promotion director.

Technical Products Division

Richard B. Leng, vice-president.
 A. J. Spriggs, v.p. eastern operations.
 Dr. George J. Mueller, chief engineer.
 H. L. Vick, chief, sales & contracts administration.
 T. G. Eddy, manufacturing manager.
 Gen. E. C. Langmead, advisor, aircraft systems.
 Arnold O. Babbe, mgr. technical reproductions dept.
 William L. Ungar, assistant to v.p.

Factory Service Division

C. A. Duffy, vice-president.

Bellwood Division (a subsidiary)

J. H. Sawyer, president.
 W. L. Bell, vice-president.
 S. G. Dugmore, treasurer.



for technical
 manual preparation
 or consulting services



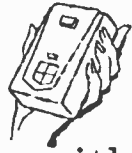
Write to: Industrial Service Division

Howard W. Sams & Co., Inc.

2201 W. 46th Street, Indianapolis 5, Ind.

See advertisement inside back cover

YEARS AHEAD TELEVISION FEATURES include *remote tuning*

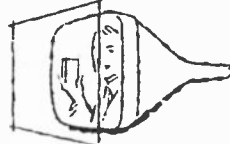


that changes channels from any place in a room with nothing between you and the set. It's

exclusive "BeamRider" tuning! Hoffman also has a sensational *on-the-set* tuning feature...*Dyna-Touch tuning*



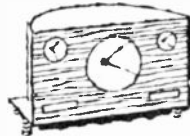
that does away with the manual selector knob...*New Black Easy Vision*



with Neutrex light shield providing a clear, bright-black picture so

easy on the eyes. Years ahead Hi-Fi features include a

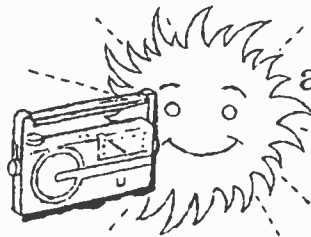
Floating Sound system



making possible custom hi-fi in one unit. Years ahead radio features include

a wafer-thin *solar powered*

set that gets its power from



the sun, stores it in batteries for endless life, plays with big set

power and clearness.



Hoffman

Electronics pioneer of the west

TV Set Makers

PHILCO CORP.

Tioga & C Sts., Philadelphia 34, Pa.
Nebraska 4-5100.

Plants: Main plant, Tioga & C Sts., Philadelphia; automobile radio & portable TV receivers, Sandusky, O. (Wm. A. McCracken, mgr.); TV & radio cabinets, Watsontown Cabinet Div., Watsontown, Pa. (Fred W. Rombach, gen. mgr.; W. Frazer, works mgr.); cathode-ray & receiving tubes, Lansdale Tube Co., Lansdale, Pa. (Wm. J. Peltz, v.p. & gen. mgr.; Raymond M. Cotter, plant mgr.); refrigerators, freezers & air conditioners, Connersville, Ind. (Samuel N. Regenstrief, v.p. manufacturing); washing machines & dryers, Fairfield, Ia. (Robert Austin, gen. mgr.); transistors, diodes & semi-conductors, Spring City, Pa. (Wm. J. Peltz, v.p.-gen. mgr.); compressors, air conditioners, Bedford, Ind. (Howard McMillen, mgr.); electronic equipment, Sierra Electronic Corp., Menlo Park, Cal. (Willard Feldscher, v.p.-gen. mgr.). Distributing Branches: New York, Philadelphia, Chicago, Los Angeles, Newark, Detroit.

Executives:

William Balderston, chairman.
James M. Skinner Jr., president.
John M. Otter, exec. v.p. for marketing.
Joseph H. Gillies, exec. v.p. operations.
Larry F. Hardy, exec. v.p. consumer products.
Leslie J. Woods, exec. v.p. research & engineering.
Harold W. Butler, v.p. industrial relations.
Russell L. Heberling, vice-president.
Robert F. Herr, vice-president.
Raymond B. George, v.p. sales promotion.
Wilson H. Oelkers, v.p. purchasing.
Frederick D. Ogilby, v.p. marketing.
Henry T. Palste, v.p. product performance & service.
Samuel N. Regenstrief, vice-president.
O. O. Schreiber, vice-president.
David B. Smith, v.p. research.
Philip Dechert, general counsel.
William R. Wilson, treasurer.
Ernest E. Bareuther, controller.
Charles F. Steinruck, secretary.
William Wight, public relations director.
Max Enelow, advertising director.
D. L. Brandon, gen. purchasing agent, consumer products.

TV Division

Henry E. Bowes, v.p. & gen. mgr.
Palmer M. Craig, v.p. engineering.
Reese B. Lloyd, v.p. operations.
Gibson B. Kennedy, sales manager.
John L. Utz, market manager.
Wm. E. Kress, market manager.
Jack Frietsch, sales promotion mgr.

Home Radio Division

James J. Shallow, gen. mgr.
Leonard Gross, sales mgr.
Reese B. Lloyd, v.p. operations.

Automotive Division

Lionel M. Searle, v.p. & gen. mgr.
Martin F. Shea, v.p. in charge Detroit operations.

Appliance Division

Harold W. Schaefer, v.p. & gen. mgr.
Samuel N. Regenstrief, v.p. manufacturing.
Albert J. Rosenbraugh, mgr. refrigerators & freezers.
Jack Cherry, mgr. air conditioners & ranges.
Wm. Shubert, mgr. home laundry dept.
Wm. J. Horn, advertising manager.

Govt. & Industrial Division

4700 Wissahickon Ave.
Philadelphia 44, Pa.
Tennessee 8-4000.

Henry F. Argento, v.p. & gen. mgr.
Joseph A. Lagore, v.p. manufacturing.
Marshall A. Williams, gen. sales mgr.
M. L. Gaskill, advertising manager.

Technical Representative Division

Robert F. Herr, vice-president.

Dexter Division

Ward L. Hunt, executive v.p.
Robert Austin, general manager.

Accessory Division

Rayford E. Nugent, general manager.

Electronic Tube & Transistor Division Lansdale, Pa.

Wm. J. Peltz, vice-president & gen. mgr.
Marshall A. Williams, gen. sales mgr.
C. H. Warshaw, mgr. semiconductor sales.
W. F. Maher, mgr. govt. sales.
J. J. Grabiec, mgr. tube sales.

Philco Distributors Inc.

(Philco has own distributorships in New York, Philadelphia, Chicago, Los Angeles, Newark and Detroit.)
John Hawkins, general manager.

Philco International Corp.

Harvey Williams, president.
W. R. Wilson, v.p. & treasurer.
F. J. Willard, v.p. sales.
Ovid Riso, v.p. advertising.

PHILHARMONIC RADIO & TELEVISION CORP.

235 Jersey Ave., New Brunswick, N.J.
Charter 7-3700.

Executives:

Bernard H. Lippin, chairman, president & treasurer.
Eli Saltz, executive v.p.
M. J. Morris, engineering v.p.
Irwin A. Yellin, secretary.
Harold Beck, director of purchasing.
E. T. Reid, director of labor relations.
Carl Graves, contract relations.
Martin Ruthford, mgr. contract div.

PHILMORE MFG. CO. INC.

113 University Pl., New York, N.Y.
Algonquin 4-3363.

Executives:

M. L. Granat, president.
Gary Granat, vice-president.
Murray Granat, treasurer.
Gerald L. Granat, secretary.
William Lipson, chief engineer.
Milton Greenker, purchasing agent.

PRESCOTT TELEVISION CO.

7352 Beverly Blvd., Los Angeles 36, Cal.
Webster 3-7193.

Manufactures "Prescott" sets.

Morris Prescott.
B. W. Reagan.

RADIO CORPORATION OF AMERICA

Front & Cooper Sts., Camden, N.J.
Woodlawn 3-8000.

Plants: Govt. & communications equipment, broadcasting, theatre, sound & industrial equipment, Bizmac equipment, TV apparatus, electronic components, Camden; TV receivers, records & receiving tubes, Indianapolis; TV receivers, Bloomington, Ind.; radios & Victrola phonographs, Canonsburg, Pa.; miniature tubes, Cincinnati; motion picture projectors, Detroit; receiving tubes & semiconductors, Harrison, N.J.; recording studio & records, Hollywood, Cal.; color kinescope, power, TV camera & special purpose tubes, Lancaster, Pa.; Govt. & commercial radar equipment, Los Angeles; CR tubes & luminescent power, Marlon, Ind.; recording studios, marine & aircraft radio communications & navigation equipment, New York City; TV cabinets, Monticello, Ind.; special govt. apparatus, Moorestown, N.J.; record players, tape recorders, high-fidelity instruments, Cambridge, O.; electronic component parts, Findley, O.; phonograph records, Rockaway, N.J.; tubes, Woodbridge, N.J.; semi-conductors, Somerville, N.J.

Consumer Products

Robert A. Seidel, executive v.p.

RCA Victor Television Div.

C. P. Baxter, v.p. & general manager.
G. K. Bryant, operations manager.
John B. Davidson, purchasing agent.
Joseph P. Bannon, general sales manager.
D. D. Cole, chief engineer.
W. E. Albright, general plant manager.
A. B. Mills, manager of merchandise.
F. R. Demmerly, controller.
J. M. Williams, adv. & sales promotion mgr.
H. M. Rundle, mgr. product development.

RCA Victor Radio & "Victrola" Div.

James M. Toney, v.p. & general manager.
Louis J. Collins, sales manager.
Orlo D. Center, controller.
J. L. Franke, chief engineer.
Thomas S. Weeks, mgr. production dept.
A. R. Baggs, mgr. product planning.
Russell E. Conley, adv. & sales promotion mgr.
Charles A. Daly, purchasing agent.

RCA Victor Record Div.

Lawrence W. Kanaga, v.p. & general manager.
Howard Letts, v.p.
James Davis, mgr. record operations dept.
G. R. Marek, v.p. & mgr. record albums dept.
W. W. Bullock, mgr. single records dept.
A. L. McClay, general plant manager.
Emmett B. Dunn, manager custom records.
R. Bradel, purchasing agent.
W. I. Alexander, advertising manager.
N. Racusin, controller.
J. R. Carlton, mgr. popular artists & repertoire.
A. Kayes, mgr. red seal artists & repertoire.

Sales & Services

Charles M. Odorizzi, executive v.p.

RCA Service Co. Inc.

E. C. Cahill, president.
D. R. Creato, v.p., secy. & general counsel.
G. W. Pfister, treasurer & controller.
W. J. Zaun, quality control manager.
J. F. Murray, personnel manager.
D. H. Kunsman, v.p. consumer products service dept.
P. B. Reed, v.p. govt. service dept.
W. L. Jones, v.p. technical products service dept.
A. L. Spaeth, purchasing agent, consumer products service.
R. N. Baggs, general sales manager.
A. Fischer, mgr. technical products sales and merchandising.
C. E. Johnson, manager operations, technical products service dept.
Conrad R. Odden, manager commercial service.
H. A. Poole, advertising & sales promotion manager consumer products.
E. C. Buurma, mgr. field marketing, govt. service dept.

RCA Victor Distributing Corp.

Offices in Chicago, Detroit, Buffalo, Kansas City, Davenport, Ia., Los Angeles & Wichita.
W. M. Norton, president.
J. A. Curl, v.p. operations control & secretary-treasurer.
W. E. Boss, vice-president, sales.
H. C. Chapman, v.p., Los Angeles branch.
N. A. Corbett, v.p., Detroit branch.
C. A. Malin, v.p., Chicago branch.
E. L. Dodelin, v.p., Buffalo branch.
E. E. Hart, v.p., Kansas City branch.
L. A. Baumgartner, v.p., Davenport.
G. H. Bahl, mgr., Wichita branch.

Defense Electronic Products Commercial Electronic Products Elmer W. Engstrom, senior exec. v.p.

Defense Electronic Products

T. A. Smith executive v.p.
T. W. Massoth, mgr. operations control.
R. H. Holmes, mgr. contracts.
W. E. Lloyd, controller.
N. J. Cappello, mgr. personnel.
W. L. Richardson, mgr. defense plans and programs.
M. C. Batsel, chief technical administrator.
C. A. Gunther, chief defense engineer, defense engineering dept.
S. N. Lev, mgr., defense production dept.
A. N. Curtiss, mgr., west coast electronic products dept.
H. R. Wege, mgr., missile & surface radar dept.
J. M. Hertzberg, mgr., airborne systems dept.
S. W. Cochran, mgr., surface communications dept.
F. L. Ankenbrandt, mgr. defense projects.

Commercial Electronic Products

A. L. Malcarney, v.p. & general manager.
A. R. Hopkins, mgr. commercial electronic marketing dept.
J. Hillier, chief engineer, engineering dept.
H. R. Swartz, mgr., commercial production dept.
W. R. Fitzpatrick, mgr. personnel.
J. J. Graham, controller.
Edwin C. Tracy, mgr., broadcast & TV equipment dept.
C. M. Lewis, mgr., communication products dept.
J. F. O'Brien, mgr., theatre & sound products dept.
L. F. Jones, mgr. Bizmac marketing.

Electronic Components
W. W. Watts, executive v.p.

Tube Division

Douglas Y. Smith, v.p. & general manager.
W. H. Painter, mgr. operations control.
P. W. Hofmann, controller.
John B. Farese, manager personnel.
G. R. Shaw, chief engineer.
T. J. Scanlon, purchasing agent.
L. S. Thees, gen. commercial manager.
Lee F. Holleran, gen. marketing manager.
H. F. Randolph, mgr. receiving tube operations dept.
C. E. Burnett, mgr. cathode-ray & power tube operations dept.
Harry R. Seelen, mgr. color kinescope operations dept.
H. S. Stamm, mgr. adv. & sales promotion.
C. W. Taylor, mgr. color kinescope marketing.
Harold F. Bersche, marketing services manager.
H. S. Gwynne, mgr. tube industry sales.
K. G. Bucklin, mgr. receiving tubes marketing.
G. C. Brewster, mgr. market administration & control.
M. J. Carroll, mgr. CR & power tubes marketing.
L. J. Battaglia, mgr., equipment & parts marketing.
Harold A. DeMooy, mgr., receiving tube manufacturing.
E. M. Wood, mgr., CR & power tube manufacturing.
G. G. Griffin, mgr., adv. & sales promotion.

Semi-Conductor Division

A. M. Glover, general manager.
F. R. Buchanan, controller.
L. Malter, chief engineer.
M. H. Green, production manager.
F. F. Neuner, mgr. marketing dept.
J. S. Gifford, marketing planning mgr.
T. R. Hays, general sales manager.
Robert D. Wick, govt. sales manager.

Components Division

William T. Warrender, general manager.
L. J. Battaglia, marketing manager.
H. M. Miller, controller.
Joseph J. Kearney, mgr. of distributor & industrial sales.
B. V. Dale, chief engineer.
C. E. Sharp, mgr. personnel.
R. E. Koehler, mgr. production dept.
J. H. Owens, mgr. adv. & market research.
Max E. Markell, mgr. equipment sales.

ROKAVILLE CO.

Electronics Division
2064 S. Bannock, Denver 23, Colo.
Pearl 3-4251.

R. L. Pierzina, owner.
Dr. Richard C. Webb, research director.

SEMCO ELECTRONICS CO.

8407 S. Hoover St., Los Angeles, Cal.
Pleasant 2-7657.
Manufactures Semco remote control TV sets & remote controls.
George A. Korkos, owner.

SENTINEL RADIO CO.

Division of Magnavox Co.
2100 Dempster St., Evanston, Ill.
University 4-2400.
Frank Freimann, president.
Leonard F. Cramer, v.p. & gen. mgr., TV-radio-phono div.
Robert Parks, national sales mgr.

SETCHELL CARLSON INC.

New Brighton, St. Paul 12, Minn.
Melrose 3-3131.
Executives:
B. T. Setchell, president & chief electrical engineer.
D. C. Carlson, secy.-treas. & chief mechanical engineer.
A. P. Chermak, v.p. & office manager.
Harold E. Tyler, general manager.
Fred Mellus, sales engineer.
W. C. McKnight, advertising mgr.
R. G. Chermak, sales manager, midwest.
D. E. Bursell, sales manager, northwest.

EUGENE SINGER ELECTRONICS CO.

Closed-Circuit TV Division
5397 Poplar Blvd., Los Angeles 32, Cal.
Capitol 5-5705.
Projection TV for institutions, theatres, etc.; "Picture on the Wall" TV for schools. Closed-circuit sales and rentals.
Eugene Singer, president.
E. E. Reed, general sales manager.
D. Jubeller, production & purchasing.
Donald Reed, sales manager, audio-visual dept.

SONORA RADIO & TELEVISION CORP.

325 N. Hoyne Ave., Chicago 12, Ill.
Chesapeake 3-2323.
Joseph Gerl, president.
Charles Robbins, vice-president sales.

SYLVANIA ELECTRIC PRODUCTS INC.

1740 Broadway, New York 19, N. Y.
Judson 6-2424.
Plants: TV & radio sets and electronic equipment, Batavia, N. Y.; TV cabinets, High Point, N. C.; radios & electronic equipment, Williamsport, Pa.; receiving tubes, Altoona, Pa.; Mill Hall, Pa.; Shawnee, Okla.; subminiature tubes, Burlington, Ia.; receiving tubes & special machinery, Emporium, Pa.; special tubes, Huntington, W. Va.; feeder plant, Point Pleasant, W. Va.; picture tubes, Seneca Falls, N. Y.; Fullerton, Cal. & Ottawa, O.; lighting products, Danvers, Ipswich & Salem, Mass.; St. Marys, Pa.; Wheeling, W. Va.; photoflash lamps, Montoursville, Pa.; Winchester, Kv.; welds, wire parts, wire & plastics, Warren, Pa.; tools & dies, Cleveland; lead-in wires, Nelsonville, O.; components, York, Pa.; electronic tubes, Woburn, Mass.; tungsten products, TV & lamp chemicals and phosphors, Towanda, Pa.; tungsten wire products, Troy, Pa.; atomic energy facilities, Bayside & Hicksville, N. Y.; electronic systems, Buffalo, Mountain View, Cal. & Waltham, Mass.

Subsidiary Corporations: Sylvania Electric (Canada) Ltd., Drummondville, Que.; Produtos Eletricos de Mica Ltda., Rio de Janeiro, Brazil; Sylvania Electric of Puerto Rico Inc., Rio Piedras, Puerto Rico; Sylvania Interamerican Corp., 1740 Broadway, New York 19, N. Y. and Apartado 459, Panama City, R. P.; Sylvania International Corp., 14 Bahnhofstrasse, Coire, Switzerland.

Executives:

Don G. Mitchell, chairman & president.
B. K. Wickstrum, vice-president sales.
Marion E. Pettegrew, operating v.p. TV-radio parts & tungsten chemical.
H. L. Richardson, vice-president engineering.
Matthew D. Burns, v.p. electronic tube operations.
Dr. Bennett S. Ellefson, v.p. engineering & research.
Arthur L. B. Richardson, secy. & gen. counsel.
G. W. Griffin Jr., director of public relations.
Terry P. Cunningham, director of adv.
Bernard O. Holsinger, director of sales promotion.
D. W. Gunn, gen. sales mgr., electronic products sales.
W. C. Hall, mgr. credits & collections.

Radio & Television Division

700 Ellicott St., Batavia, N. Y.
Batavia 3470.
Marion E. Pettegrew, v.p. & general mgr.
Robert L. Shaw, gen. sales manager.
Peter J. Grant, mgr. of TV-radio sales management dept.
Harley T. Litteral, radio sales manager.
W. E. Merriam, customer service.
Ramon J. Hartung, controller.
Leonard G. Taggart, chief purchasing agent.
John H. Riddel, merchandise planning mgr.
George T. Stewart, distribution mgr.
Charles R. Lunney, advertising manager.
Robert Thalner, chief engineer.
R. C. Jenkins, gen. mgr. of cabinets.
Verlis H. Wiley, TV chassis engineering mgr.
Guy E. Coulthard, supervisor of systems & procedures.

TV Set Makers

Radio Tube Division
Emporium, Pa.
Telephone: 301

Matthew D. Burns, v.p.
Walter A. Weiss, general manager.
H. A. Ehlers, gen. ma. ufacturing mgr.
J. M. Parish, purchasing agent.
D. W. Gunn, gen. sales mgr. (N. Y.)
W. O. Spink, equipment sales mgr. (N. Y.)
H. H. Rainier, renewal sales mgr. (N. Y.)

TV Picture Tube Division
Seneca Falls, N. Y.
Telephone: 970

Matthew D. Burns, v.p.
W. H. Lamb, general manager.
R. K. Gessford, chief engineer.
Glen W. Victory, purchasing agent.
D. W. Gunn, general sales manager.
W. O. Spink, equipment sales manager.
H. H. Rainier, renewal sales manager.

Lighting Division
60 Boston St., Salem, Mass.
Telephone: 4500.

F. J. Healy, vice-president operations.
Henry F. Callahan, general manager.

Parts Division
12 Second Ave., Warren, Pa.
Telephone: 3220.

Marion Pettegrew, v.p.
Merle W. Kremer, gen. mgr. & manufacturing mgr.
P. M. Pritchard, gen. sales manager.
K. F. Middaugh, purchasing agent.

Electronics Division
100 Sylvan Rd., Woburn, Mass.
Telephone: 2-3500.

H. L. Richardson, v.p. engineering operations.
Charles W. Hosterman, gen. mgr.
George C. Isham, gen. merchandising mgr.
E. H. Ulm, product sales manager.
J. W. Dawson, chief engineer.
J. A. Taylor, purchasing agent.
Wm. J. Hopkins, supervisor of national accounts.
Frank M. Thomas, equipment development mgr.
Norman L. Harvey, tube operations mgr.

Tungsten & Chemical Division
Towanda, Pa.
Telephone: 640

Marion Pettegrew, v.p.
Robert Beatty, sales manager.
T. R. Coyle, purchasing agent.

Atomic Energy Division
Bayside, N. Y.
Bayside 4-4400.

W. E. Kingston, general manager.
Dr. Bernard Kopelman, chief engineer.

Electronic Systems Division
Waltham, Mass.
Twinbrook 3-9200.

Henry Lehne, general manager.
James H. Brewster, general sales mgr.

International Sales Division
1740 Broadway, New York 19, N. Y.
Judson 6-2424.

Karel van Gessel, general manager.

Scientific Research Laboratories
Bayside, N. Y.
Bayside 3-5000.

Dr. B. S. Ellefson, v.p. & tech. director.
Dr. R. G. E. Hutter, mgr. physics labs.
W. E. Kingston, mgr. metallurgy labs.
G. T. Gunnell, mgr. product development labs (Kew Gardens, N. Y.)

Government Relations
734 15th St. NW, Washington, D. C.
Republic 7-7733.

Arthur L. Milk, v.p.



for technical
manual preparation
or consulting services



Write to: Industrial Service Division

Howard W. Sams & Co., Inc.

2201 W. 46th Street, Indianapolis 5, Ind.

See advertisement inside back cover

U. S. & Canadian Mfrs.

TECH-MASTER CORP.

75 Front St., Brooklyn 1, N. Y.
Ulster 5-3535.

Manufactures Videola TV receivers, marketed by Videola-Erie Corp., 75 Front St., Brooklyn 1, N. Y. (Robert Lazoff, sales mgr.). Also manufactures wired custom TV chassis, TV receiver kits, high-fidelity audio kits, components, FM tuners, AM/FM tuners, radio sets.

L. Lazoff, president.
Paul H. Witte, sales manager.
S. Oser, purchasing agent.

TELEQUIP RADIO CO.

2559 W. 21st St., Chicago 8, Ill.
Bishop 7-3841.

Manufactures own & private-label sets.

E. E. Arkin, president.
E. B. Paul, secretary.
P. A. Jannusch, treasurer.
W. Kosek, purchasing agent.
K. K. Fujimoto, chief engineer.

TRAD ELECTRONICS CORP.

1001 First Ave., Asbury Park, N. J.
Prospect 6-7447.

Manufactures private label sets, commercial test equipment, theatre TV, closed circuit TV.

George Trad, president.
Joseph Trad, executive vice-president.
Ben M. Moser, operations vice-president.
Elmer Behrens, office manager.

TRANSVISION INC.

New Rochelle, N. Y.
Telephone: 6-6000.

Manufactures TV classroom receivers and TV kits.

Herbert Suesholtz, president.

TRAV-LER RADIO CORP.

571 W. Jackson Blvd., Chicago 6, Ill.
Harrison 7-9151.

Executives:

Joe Friedman, president.
I. Edelstein, vice-president.
Ellis Friedman, production v.p.
Harold J. Schulman, asst. to president.
R. E. Strand, director of purchases.
H. Feldman, service manager.
L. Frost, traffic manager.
Edwin G. May, gen. sales mgr., private label & distributor sales.

Charles Berman, advertising manager.
Eugene Marralo, chief TV engineer.
R. J. O'Brien, chief radio-photo engr.
Henry Freer, credit manager.

WARWICK MANUFACTURING CORP.

4640 W. Harrison St., Chicago 44, Ill.
Esterbrook 8-2727.

Plant also in Zion, Ill.

John S. Holmes, president.
Gordon G. Brittan, vice-president.
Frederick L. Holmes, secretary.
Edwin B. Hassler, director of engineering.
George F. Burley, director of purchases.
Edward S. White, dir., research-development.
K. Lord, director of manufacturing.
J. Kajander, director of industrial relations.
J. Doody, director of finance.

WELLS-GARDNER & CO.

2701 N. Kildare Ave., Chicago 39, Ill.
Albany 2-8220.

Manufactures private label sets only.

Executives:

G. M. Gardner, chairman.
Robert S. Alexander, president & gen. mgr.
Grant Gardner, sales vice-president.
A. S. Wells Jr., manufacturing v.p.
W. V. Bennett, treasurer.
Frank J. Balasa, secy. & asst. treas.
G. T. Bennett, chief engineer.
J. E. Ruder, purchasing agent.
N. Schumacher, service manager.
E. E. Unger, quality control.

WESTINGHOUSE ELECTRIC CORP.

TV-Radio Div., Route 27, Metuchen, N. J.
Telephone: Liberty 8-5000.

General Executives, Pittsburgh:

Gwilym A. Price, chairman & president.
L. E. Osborne, vice-chairman.
Mark W. Cresap Jr., executive v.p.
John K. Hodnett, v.p.-gen. mgr.
J. H. Jewell, v.p. sales.
Donald C. Burnham, v.p. manufacturing.
Chris Witting Jr., v.p.-gen. mgr. consumer products.
L. E. Lynde, v.p. defense products.
John W. Craig, v.p.-gen. mgr. electric appliances.
G. G. Main, treasurer.
C. E. Headlee, controller.

Executives, TV-Radio Div., Metuchen:

E. J. Kelly, general manager.
Gilbert C. Larson, asst. general manager.
Thomas B. Kalbfus, general sales manager.
Arthur A. Currie, asst. gen. sales mgr.
P. Dusinberre, manufacturing manager.
R. A. Schieber, works manager.
Bruce W. Bragg, sales administration manager.
M. J. Ranalli, field sales manager.
R. M. Fichter, product development mgr.
Russell W. Johnson, advertising mgr.
Norman S. Kornetz, engineering mgr.
Kenneth H. Brown, service manager.
Stanley Kempner, public relations mgr.
L. W. Tomlinson, purchasing agent.
Matthew W. Cinelli, quality control mgr.
Wm. H. Eutzy, mgr. of production control
Seymour Silverman, design manager.
Bayard M. Pawson, industrial relations mgr.

WILCOX-GAY CORP.

Parent of Garod Radio Corp. & Majestic Radio. Charlotte, Mich.
Telephone: 485.

Leonard Ashbach, chairman & president.
Donald E. Heimsch, executive v.p.
Sidney Zelman, treasurer.
Arthur J. Homans, secretary.
William M. Cox, assistant secy.
Roy Dahl, assistant secy.
Neville Emery, production manager.
Allan Murray, chief engineer.
W. E. McConnell, service & sales manager.

ZENITH RADIO CORP.

6001 Dickens Ave., Chicago 39, Ill.
Berkshire 7-7500.

Executives:

E. F. McDonald Jr., president & gen. mgr.
Hugh Robertson, executive v.p.
L. C. Truesdell, v.p. & director of sales.
S. Kaplan, vice-president & treas.
G. E. Gustafson, engineering v.p.
Donald MacGregor, production v.p.
J. E. Anderson, purchasing v.p.
Dr. Alexander Ellett, research v.p.
Erik Isgrig, advertising v.p.
Joseph S. Wright, v.p. & general counsel.
Clifford J. Hunt, v.p. distribution.
W. N. Brown, v.p. hearing aid division.
Karl E. Hassel, secy. & asst. v.p.
J. E. Brown, assistant v.p.
J. Kuhajek, asst. treas. & asst. secy.
H. M. Chesser, assistant secy.
J. M. Ferren, v.p., industrial relations.
Ted Leltzell, public relations director.
Pieter E. vanBeek, asst. to pres.—Phone-
vision.
Joseph Ptacin, sales promotion manager.
Charles McKinney, advertising manager.
Philip J. Wood, radio-phono sales mgr.

Canadian TV-Radio Receiver Manufacturers and Assemblers

ADDISON INDUSTRIES LTD.

9 Hanna Ave., Toronto 3, Ont.
Empire 3-6692.

Manufactures under Motorola license.

William J. Addison, president.
Richard J. M. Allan, exec. v.p.
Wilfred R. Binch, vice-president.
E. R. Mitchell, gen. mgr.
G. H. Weston, secy. treas.

Distributor: Addisons Ltd., Offices in Halifax, Montreal, Toronto, Winnipeg, Calgary, Vancouver. N. J. Anderson, gen. mgr.; J. M. Fidler, field sales mgr.; H. B. Baskin, marketing mgr.; G. W. Gilchrist, operations mgr.; W. F. Richards, field service mgr.

CANADIAN ADMIRAL CORP. LTD.

501 Lake Shore Rd., Port Credit, Ont.
Crescent 8-5561.

Sales Branches: Toronto, Montreal, Quebec City, London, Vancouver, Calgary, Lethbridge, Ottawa, Halifax.

Executives:

Stuart D. Brownlee, executive v.p.
John M. Godfrey, secretary.
Edwin Whittaker, v.p. & gen. sales mgr.
Denis J. Olorenshaw, advertising mgr.
Charles Sowdon, purchasing agent.
W. F. Miller, chief engineer.
A. Tyler, factory superintendent.
William Trozer, national service mgr.
Martin Hodsoll, field service manager.

CANADIAN AVIATION ELECTRONICS LTD.

6214 Cote de Liesse, St. Laurent, Que.
Manufactures under DuMont license.

K. R. Patrick, president & managing dir.
W. M. Chamard, v.p. for contracts & consumer products.
Norman J. Sims, sales director.
Kenneth Clogg, plant manager.
A. Almon, procurement administrator.
E. Sarton, advertising manager.

CANADIAN GENERAL ELECTRIC CO. LTD.

214 King St. West, Toronto 1, Ont.
Empire 6-7311.

Executives, TV-radio:

W. F. Wansbrough, general manager, appliances & TV receiver dept.
C. L. Binby, manager marketing.
P. Humeniuk, mgr. mfg. & engineering.
G. K. Free, manager finance.
H. G. Mitchell, manager product planning.
W. H. Meyer, manager product service.
K. C. Hartwell, manager sales.
M. Robert, mgr. employe & community relations.
D. G. Mackenzie, manager advertising.

CANADIAN MARCONI CO.

2442 Trenton Ave., Montreal 16, Que.
Regent 8-9441.

Sales Branches: Toronto, Vancouver, Halifax, Winnipeg, Calgary & St. John's, Nfld.

Executives:

S. M. Finlayson, president.
J. J. Kingan, v.p. & general manager.
W. H. Hopkins, secretary-treasurer.
T. C. Adams, comptroller.
J. M. Young, mgr. patents & external relations.
R. E. Foreman, marine manager.
A. Wilkins, market development manager.
C. P. McNamara, commercial prod. mgr.
C. W. Perry, mgr. administration services.
R. Letts, industrial relations manager.
H. A. Rice, magnetron plant gen. mgr.
F. A. Barrow, supply manager.
S. J. Sinclair, broadcasting & TV receiver manager.
L. M. Daley, TV receiver marketing mgr.
Thomas Marshall, production manager.
R. MacLeod, manager special services.
S. Slinger, mgr. of electronic tube & components (Toronto).
W. V. George, United Kingdom representative.
R. E. Misener, broadcasting manager.

CANADIAN RADIO MFG. CORP. LTD.

11 Brentcliffe Rd., Toronto 17, Ont.
Mayfair 8621.

Manufacturing company of Rogers-Majestic Radio Co. Ltd., Philips Industries & Rogers Majestic Electronics Ltd.

R. Messier, chairman of board.
T. Van Dyk, president & gen. mgr.

CANADIAN WESTINGHOUSE CO. LTD.

Hamilton, Ont.
Jackson 8-3461.
Plant at Brantford, Ont.
Brantford 3-4101.

Executives:

George L. Wilcox, president.
J. D. Campbell, v.p.-gen. mgr., consumer products.
R. Muniz, TV-radio division manager.
David Room, manufacturing manager.
W. McConnachie, supt. production engineering.
R. Hastings, supt. quality control.
S. P. Burden, marketing manager.
L. Johansson, TV product manager.
S. Sinibaldi, radio product manager.
K. G. Coker, market research.
R. J. Robinson, service manager.
E. Olson, engineering manager.
L. C. Johnson, industrial designer.
P. L. Rice, manufacturing supt.
J. W. Dundas, purchasing agent, control.
J. McKay, supt. manufacturing engineering.

CHISHOLM INDUSTRIES LTD.

Electronic Ave. & Murray St., Port Moody, B. C.
Port Moody 320.
Manufactures "Chisholm" sets.
E. Chisholm, president.
E. Robson, chief engineer, electronics.
I. E. Schreiner, purchasing agent.
W. R. Packman, sales promotion.

DOMINION ELECTROHOME INDUSTRIES

39 Edward St., Kitchener, Ont.
Sherwood 3-0271.
Manufactures "Electrohome" TV & radio sets.
Executives:
C. A. Pollock, president.
H. A. Bauld, TV-radio purchasing agent.
W. N. Hemphill, gen. purchasing agent.
C. Allgeier, mgr. furniture division.
W. E. Curry, manager TV-radio division.
S. Englert, mgr. motor & metal products div.
F. A. O. Banks, mgr. technical products div.

ELECTRICAL PRODUCTS MFG. CO. LTD.

5680 Fullum St., Montreal, Que.
Gravelle 8361.
Manufacturer of Fleetwood brands.
M. F. Pollock, president.
F. Drucker, production manager.
M. D. Heller, chief engineer.
Mrs. Joan Poltsena, purchasing agent.
H. Galler, comptroller.
W. J. Collins, sales manager.

EMERSON RADIO OF CANADA LTD.

74 Trenton Ave., Mount Royal, Que.
Regent 8-8006.
Selby J. Sinclair, president.
N. Adrian Fallow, sales manager.

HALLICRAFTERS CANADA LTD.

Trav-Ler Radio Division
Don Mills, Ont.
Hickory 4-4401.
Joe Friedman, president.

MOTORAMA ELECTRICS LTD.

673 Caron Ave., Windsor, Ont.
Clearwater 3-4697.
Makes "Aurora" & "Coronet" sets.
W. Hurwitz, sales manager.
N. Hurwitz, purchasing agent.

PHILCO CORP. OF CANADA LTD.

Don Mills, Toronto, Ont.
Hickory 4-2541.
Wilfrid H. Jeffery, v.p. & gen. mgr.
Harry R. Carradus, asst. treasurer.
Lloyd B. Kiely, gen. sales manager.

RACINE MANUFACTURING CO. LTD.

Granby, Que.
Manufactures Olympic TV sets.
Julien Racine, president.
Bernd Koken, plant manager.

Canadian Mfrs.**RCA VICTOR CO. LTD.**

1001 Lenoir St., Montreal 30, Que.
Wellington 7551.
Plants: electronics, Prescott, Ont.; cabinets, Owen Sound, Ont.; records, Smiths Falls, Ont.
Distributing Branches: Halifax, Montreal, Toronto, Winnipeg, Calgary, Vancouver, Ottawa, Quebec City.
Executives:
F. R. Deakins, chairman.
Patrick J. C. Casella, president.
T. A. Moore, administrative v.p.
J. L. McMurray, v.p. technical products.
E. L. Gardner, v.p. operations.
R. M. Macrae, v.p. distribution.
George L. Leinenweber, gen. mgr. TV div.
H. G. Marpole, secretary.
R. C. Ludlow, treasurer.

SPARTON OF CANADA LTD.

100 Elm St., London, Ont.
Telephone: 4-8487.
Branches: Montreal and Toronto.
G. A. Holmes, president.
B. Graham, engineering v.p.
C. V. Lyons, treasurer.
W. L. Page, general sales manager.

STEWART-WARNER CORP. OF CANADA

MacDonald Ave., Belleville, Ont.
Telephone: 2860.
L. A. Young, president & gen. mgr.
G. F. Brooks, chief accounting officer.
H. C. Mackay, assistant secretary-treas.
V. J. White, assistant gen. sales manager.

SYLVANIA ELECTRIC (CANADA) LTD.

Shell Tower Bldg., Montreal, Que.
University 6-8894.
Plant at Dunnville, Ont.
R. E. Niedringhaus, president.
Guy Therien, secretary.
O. J. Hayles, TV-radio manager.

Manufacturers of TV Tuners and UHF Converters

(Trade Names in Italics)

Note: Some TV receiver manufacturers also manufacture tuners and converters; see Directory of TV Receiver Manufacturers, pp. 449-457.

ANCHOR RADIO CORP.—2215 S. St. Louis Ave., Chicago 23, Ill.
Rockwell 2-6320. Edward Kubkowski, pres.; Ernest Keller, secy.-treas. 12-channel VHF-UHF turret tuners.

BLONDER-TONGUE LABORATORIES INC.—526 North Ave., Westfield, N. J. Telephone: 2-7032. Isaac S. Blonder, pres.; Ben H. Tongue, chairman; Joseph H. Kerner, sales mgr. Single-channel UHF converter-amplifiers; *Ultravertier* and 99 all-channel UHF converters.

DAVID BOGEN DIV., Unitronics Corp.—29 Ninth Ave., New York 14, N. Y. Oregon 5-6565. David Bogen, chairman; Lester H. Bogen, exec. v.p.; Lawrence LeKashman, v.p. sales; Mortimer S. Sumbury, distrib. sales mgr.; David E. Pear, adv. & sales prom. mgr.; Alfred M. Zuckerman, chief engineer. All-channel UHF converters.

GENERAL INSTRUMENT CORP.—65 Gouverneur St., Newark, N. J. Humboldt 5-2100. M. H. Benedek, chairman; Monte Cohen, pres.; Moses Shapiro, exec. v.p.; Alois Konecny, treas. Plants at Newark, Chicopee, Mass., Joliet, Ill., Beckley, W. Va., Waterloo, Ont. VHF turret and switch tuners, UHF tuners, combinations.

GRANCO PRODUCTS INC.—36-07 20th Ave., Long Island City 5, N.Y. Ravenswood 1-0400. Henry Fogel, pres.; Seymour Napolin, v.p. & chief engineer. Al Theeman, treas.-controller; Loyd Dopkins, v.p. sales. *Granco* all-channel UHF converters.

JERROLD ELECTRONICS CORP.—23rd & Chestnut Sts., Philadelphia 3, Pa. Locust 4-0707. Milton J. Shapp, pres.; Zalmon H. Garfield, asst. to pres.; Harry Estersohn, products sales mgr.; Frederic Lieberman, systems sales mgr. Antenna mounted single-channel UHF converters.

P. R. MALLORY & CO. INC.—3029 E. Washington St., Indianapolis 6, Ind. Melrose 6-5353. Joseph Cain, pres.; Ray F. Sparrow, exec. v.p.; Harold Buell, v.p. sales; J. Earl Templeton, mgr. distributor div.; E. L. Nung, division mgr.; George Bond, adv. mgr. *Inductuner*; continuous VHF tuners; continuous UHF tuners.

OAK MFG. CO.—1260 Clybourn Ave., Chicago 10, Ill. Mohawk 4-2222. R. A. O'Reilly, pres.; H. J. Veltch, v.p.-sales mgr.; E. J. Mastney, v.p.-chief engineer; E. D. Chalmers, chief tuner engineer. *Switch type* & continuous VHF tuners; continuous all-channel UHF tuners.

RADIO CONDENSER CO.—Davis & Copewood Sts., Camden, N.J. Emerson 5-5500; Lombard 3-1238 (Philadelphia). Russell E. Cramer, pres.; Wm. W. Paul, exec. v.p.; Russ Cramer Jr., v.p.; Albert G. Shafer, v.p. western operations; Fred A. Graber, treas.; John R. Wert, secy.; Edward J. Penberthy, sales mgr.; Joseph S. Robb, dir. of engineering. Plants at Camden, N.J.; Watseka & Hoopston, Ill. Owns Radio Condenser Co. Ltd., Toronto, Ont. R/C cascade & pentode VHF switch tuners, continuous UHF tuners.

REGENCY DIV., I.D.E.A. INC.—7900 Pendleton Pike, Indianapolis 26, Ind. Liberty 7-3581. Edward C. Tudor, pres.; Roy G. True, exec. v.p. & treas.; A. C. Elles, gen. sales mgr. *Regency* continuous UHF converters.

SPENCER-KENNEDY LABORATORIES INC.—1320 Soldiers Field Rd., Boston 35, Mass. Algonquin 4-5400. Fitzroy Kennedy, chairman; Donald Spencer, pres.-treas.; George W. Brewster, chairman, exec. committee & asst. treas.; Lester C. Smith, chief engineer; Wm. K. Headley, sales mgr. Self-powered single-channel converters.

STANDARD COIL PRODUCTS CO. INC.—2085 N. Hawthorne Ave., Melrose Park, Ill. Fillmore 4-5680. J. O. Burke, pres.; A. Richenthal, secy.; John R. Johnson, v.p.-sales mgr. VHF & UHF tuners.

SUTTON ELECTRONIC CO.—2415 Nicholasville Rd., Lexington, Ky. Telephone: 2-6249. Walter T. Sutton, pres.; S. H. Schapiro, sales mgr. VHF booster-UHF converter combinations; continuous UHF converters.

SARKES TARZIAN INC.—East Hillside Drive, Bloomington, Ind. Telephone: 7251. Sarkes Tarzian, pres.; A. L. Svanascini, sales engineer. VHF & UHF tuners, VHF-UHF tuners, self-powered UHF converters.

TECH-MASTER CORP.—75 Front St. Brooklyn 1, N. Y. Ulster 5-3535. L. Lazoff, pres.; B. Lazoff, asst. mgr.; Paul Witte, sales mgr.; Lester Karg, chief engineer; Sam Oser, purchasing agent.

VIDEON ELECTRONIC CORP.—902 E. Michigan St., Indianapolis 2, Ind. Melrose 6-5461. Arthur J. Schultz, pres. & chief engineer; Ivan J. Bliscan, treas.; Charles W. Gallagher, purchasing agent.



TWIN-CONSOLE "MARK I." Four speakers—"Victrola" 3-speed phonograph—AM-FM radio—tape recorder. Walnut finish. Also traditional styling in mahog. finish. Model 6HF1. \$1600.

High Fidelity by RCA Victor...with high style to match

New Orthophonic High Fidelity "Victrolas"—ready to plug in and play. From \$129.95 to \$1600.

The magic begins the moment your RCA Victor New Orthophonic High Fidelity "Victrola"® arrives. The custom-styled cabinet is trim, clean . . . quietly luxurious in every line. And what magnificent finishes! Cherry, walnut, light rift oak, maple, mahog., new black mink.

Then you play a record. Suddenly, you're hearing *all* the music. You discover deep-throated "lows." Winged "highs" take full flight. What's behind this amazing performance? Years of experience—and new discoveries by the world's finest sound engineers.

And now, here are six distinguished members of the "first family of high fidelity"—each a complete, laboratory-balanced high fidelity system. Each

plays all record speeds and has no less than 3 speakers for true Panoramic Sound. But let these high fidelity masterpieces speak for themselves—at your RCA Victor dealer's today.

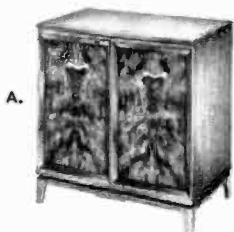
*Mark I—three-speed record changer.



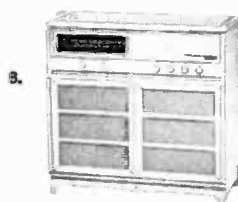
®RCA trademark for record players.

RCA VICTOR

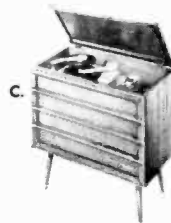
CAMDEN 8, NEW JERSEY



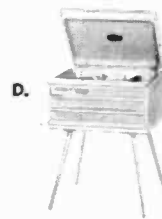
A.



B.



C.



D.



E.

Prices shown for Marks II, III, IV, and VI are for mahogany finishes. Other finishes slightly higher. A. Mark II (7HF2), 3 speakers, AM-FM radio, \$750. B. Mark III (7HF3) 3 speakers, AM-FM radio, \$325. C. Mark IV (7HF4), 3 speakers, \$179.95. D. Mark VI (7HF5), 3 speakers, \$139.95. Stand extra. E. Mark VII (8HFP1), 3-speaker portable. Luggage-style case in brown simulated leather, \$129.95. Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher in far West and South.

Leading Manufacturers of Radio Receivers

As compiled from data from companies, RETMA and other industry sources.

- ADRIAL CORP.**—3800 W. Cortland St., Chicago 47, Ill. Spaulding 2-0100. Radios manufactured at McHenry, W. Chicago and Harvard, Ill. Ross D. Siragusa, president; John B. Huarisa, executive v.p.
- AMERICAN TELEVISION & RADIO CO.**—300 E. 4th St., St. Paul 1, Minn. Capital 2-3791. Albert A. Goffstein, pres. & sales mgr.
- ANDREA RADIO CORP.**—27-01 Bridge Plaza N., Long Island City 1, N.Y. Stillwell 4-5411. Frank A.D. Andrea, president.
- ARTHUR ANSLEY MANUFACTURING CO.**—New Hope, Pa. Sugan 2711. Arthur C. Ansley, president.
- ARVIN INDUSTRIES Inc.**—13th St. & Big Four RR, Columbus, Ind. Telephone: 5521. Glenn W. Thompson, chairman & president; John C. Marshall, v.p.; Richard H. Williams, director of sales.
- AUDIO INDUSTRIES Inc.**—532 W. 4th St., Michigan City, Ind. Telephone: 7-7251. Paul W. Dolembro, president.
- AUTOMATIC RADIO MFG. CO. Inc.**—122 Brookline Ave., Boston 15, Mass. Commonwealth 6-1420. David Housman, president; A. J. Housman, v.p.; Edward L. Housman, sales mgr. Brands: Automatic Radio, Tom Thumb, Tom Thumb Jr., Tomboy.
- B & R ELECTRONICS CO.**—1178 E. 180th St., New York 60, N.Y. Sycamore 2-3510. I. Rothman, president.
- BULOVA WATCH CO.**—Bulova Park, Flushing 70, N.Y. Defender 5-6000. Arde Bulova, chairman; John H. Ballard, president; Samuel P. Epstein, exec. v.p. in charge of sales; Joseph P. Kane, v.p. for design & production; Simon C. Gershey, sales v.p. Makes Bulova radios.
- CONRAC Inc.**—Glendora, Cal. Edgewood 5-1241. W. J. Moreland, president; J. Grayson Jones, v.p.
- DATOM INDUSTRIES Inc.**—221 W. 17th St., New York, N.Y. Algonquin 5-0301. Oscar Dolgin, president.
- J. W. DAVIS & CO.**—9212 Denton Drive, Dallas 9, Texas. Fleetwood 2-8405. J. W. Davison Sr., president; J. W. Davis, sales mgr.; J. Watt Davis Jr., v.p. & chief engineer.
- DELCO RADIO (Division of General Motors)**—700 E. Firmin St., Kokomo, Ind. Kokomo 2-8211. B. W. Cooper, gen. mgr.; H. M. Steitz, sales mgr.
- DEWALD RADIO MFG. CORP.**—35-15 37th Ave., Long Island City 1, N.Y. Stillwell 4-9334. David Wald, president; Mark Glaser, chief engineer; Edward Berliant, sales mgr.
- ALLEN B. DUMONT LABORATORIES Inc.**—35 Market St., E. Paterson, N.J. Mulberry 4-7400. F. P. Rice, div. mgr.; Allen B. DuMont Jr., asst. mgr.; Wm. C. Scales, sales mgr.; Peter G. Buttacavoli, service mgr.; Humbert Pacini, chief engineer; Wm. Paton, purchasing agent.
- ECKSTEIN RADIO & TELEVISION CO.**—2601 E. Franklin St., Minneapolis 6, Minn. Federal 9-7509. E. A. Eckstein, president & sales mgr.; D. M. Rader, purchasing agent; K. W. Pietenpol, chief engineer.
- ELECTRONIC CREATIONS Inc.**—1178 E. 180th St., New York 60, N.Y. Sycamore 2-3510. I. Rothman, president.
- EMERSON RADIO & PHONOGRAPH CORP.**—14th & Coles Sts., Jersey City, N.J. Swarthmore 5-3500. Radios manufactured at 14th & Coles Sts. Benjamin Abrams, pres.; Dorman D. Israel, exec. v.p.
- ESPEY MFG. CO. Inc.**—Saratoga, N.Y. Telephone: 4100. Nathan Pinsley, president & sales mgr.; Sol Pinsley, executive v.p. & secy.; Arthur Richenthal, general counsel; Julius Zamore, purchasing agent.
- ESQUIRE RADIO CORP.**—62-01 15th Ave., Brooklyn 19, N.Y. Bensonhurst 6-2755. A. R. Lieberman, president; T. S. Block, chief engineer; D. Parker, purchasing agent; T. Ellenberg, comptroller. Manufactures radios under contract and for private label.
- FISHER RADIO CORP.**—21-21 44th Drive, Long Island City, N.Y. Exeter 2-2500. Avery R. Fisher, president; George P. Maerkle, v.p.; Ben L. Arons, v.p.; James J. Parks, director of sales.
- FIVE STAR MANUFACTURING CO.**—5822-A Harvey Wilson Drive, Houston 20, Tex. Walnut 6-4473. T. J. Thienes, president; James Packard, exec. v.p.; David Packard, engineering v.p.; E. W. Packard, secy.-treas.; E. Wilson, purchasing agent. Makes Five Star, Master and Cub radios, Playboy Jr. and Playboy Deluxe record players.
- GENERAL ELECTRIC CO.**—Housewares & radio receivers div., Bridgeport, Conn. Edison 4-1012. Radios manufactured in Utica, N.Y. Willard H. Sahloff, div. v.p.-gen. mgr.; Wm. P. Von Behren, gen. mgr. for radios; S. F. Fassler, marketing mgr.; C. S. Temple, sales mgr.; W. N. Maddox, manufacturing mgr.
- GRANCO PRODUCTS Inc.**—36-07 20th Ave., Long Island City 5, N.Y. Ravenswood 1-0400. Henry Fogel, president; Loyd Dopkins, v.p. in charge of sales; Seymour Napolin, v.p. in charge of manufacturing. Brand: Granco.
- GROSSMAN RADIO & ELECTRIC CO.**—81 Spring St., New York, N.Y. Worth 6-0790. Hyman, Benjamin and Mortimer Grossman, partners.
- GUILD RADIO & TELEVISION CO.**—460 N. Eucalyptus Ave., Inglewood 3, Cal. Oregon 8-7771. Jack E. Ackerman & Lou Dolgin, partners. Brands: Spice Cheat, Country Belle Telephone, Country Belle Music Maid radios, Grafonola & Music Box hi-fidelity & radio combination, Guild TV receivers.
- HALLICRAFTERS CO. (Subsidiary of Penn-Texas Corp.)**—4401 W. 5th Ave., Chicago 24, Ill. Van Buren 6-6300. Radios manufactured at 4401 W. 5th Ave. Wm. J. Halligan, chairman & president; Wm. J. Halligan Jr., v.p. sales.
- HEROLD RADIO & ELECTRONICS CORP.**—716 S. Columbus Ave., Mt. Vernon, N.Y. Mt. Vernon 4-1500. Jerome L. Herold, pres.
- HINNERS-GALANEK RADIO CORP.**—25-14 Broadway, Long Island City, N.Y. Ravenswood 8-7250. Frank A. Hinners, president; Leo J. Galanek, v.p.; F. A. Hinners, sales mgr. Makes Cavalier brand for own distribution, also produces private brand radios for Western Auto Supply Co., Kansas City; Aldens, Chicago, and others. Also Gamble-Skogmo "Coronado" radios.
- HOFFMAN ELECTRONICS CORP.**—3761 S. Hill St., Los Angeles 7, Cal. Richmond 7-9661. Radios manufactured at 6200 S. Avalon Blvd., Los Angeles 3, Cal. Adams 3-3151. H. L. Hoffman, president; C. E. Underwood, v.p. & treas.; Ira Kaar, v.p. in charge of engineering; J. E. Herbert, sales v.p.; M. E. Paradise, v.p.
- INDUSTRIAL DEVELOPMENT ENGINEERING ASSOCIATES Inc. (I.D.E.A.)**—7900 Pendleton Pike, Indianapolis 26, Ind. Liberty 7-3581. Edward C. Tudor, president; R. G. True, exec. v.p.-treas.; J. B. Weaver, v.p.-secy.; A. C. Elles, gen. sales mgr.; E. H. Kirk, Regency sales mgr.; W. F. Sharkey, Monitoradio sales mgr.; B. F. K. French, sales engineer. Makes Regency radios.
- LANG RADIO ENTERPRISES Inc.**—203 E. 88th St., New York 28, N.Y. Lehigh 4-6361. Max Lang, president.
- MAGNA ELECTRONICS CO.**—9810 Anza Blvd., Inglewood, Cal. Oregon 8-5675. F. Roy Chilton, president.
- MAGNAVOX CO.**—Bueter Rd., Ft. Wayne 4, Ind. Eastbrook 9721. Radios manufactured at Greeneville, Tenn. Richard A. O'Connor, chairman; Frank Freimann, president; Leonard F. Cramer, v.p.-gen. mgr. of TV-radio div.; Wm. H. Graham, gen. mgr. of Greeneville plant.
- MATTISON TELEVISION & RADIO CORP.**—10 W. 181st St., New York 53, N.Y. Cypress 8-1400. Richard Mattison, pres. & treas.
- MIDWEST RADIO & TELEVISION CORP.**—909 Broadway, Cincinnati 2, O. Main 1-2371. Spencer W. Cunningham, president.
- MOTOROLA Inc.**—4545 Augusta Blvd., Chicago 51, Ill. Spaulding 2-6500. Radios manufactured at 4545 Augusta Blvd., Chicago & Quincy, Ill. Paul V. Galvin, chairman; Robert W. Galvin, president; E. R. Taylor, exec. v.p. consumer products.
- MUSIC & SOUND Inc.**—118 Leslie St., Dallas 7, Tex. Randolph 4301. Harold J. Lemmon, president.
- NATIONAL CO.**—61 Sherman St., Malden, Mass. Malden 2-7950. Joseph H. Quick, president; Thomas D. Walsh, v.p. & controller; Lynn Eaton, v.p. in charge of sales; George R. Loux, v.p. in charge of manufacturing; Eugene F. Grant, engineering director.
- OLYMPIC RADIO & TELEVISION (Division of Unitronics Corp.)**—34-01 38th Ave., Long Island City 1, N.Y. Exeter 2-5200. Morris Sobin, president & gen. mgr.
- PACIFIC MERCURY TELEVISION MFG. CORP.**—8345 Hayvenhurst Ave., Sepulveda, Cal. Empire 2-3131. Joe Benaron, chairman & president; Stanley Cutler, v.p. engineering. Manufactures sets for Sears, Roebuck, its part owner.
- PACKARD-BELL ELECTRONICS CORP.**—12333 W. Olympic Blvd., Los Angeles 64, Cal. Granite 7-6721. Radios manufactured at 12333 W. Olympic Blvd. H. A. Bell, chairman; R. S. Bell, pres.
- PHILCO CORP.**—Tioga & C Streets, Philadelphia 34, Pa. Nebraska 4-5100. Radios manufactured in Sandusky, O. William Balderston, chairman; James M. Skinner Jr., president; John M. Otter, executive v.p.; Lionel M. Searle, v.p. & gen. mgr., automotive div.; James J. Shallow, gen. mgr., home radios.
- PILOT RADIO CORP.**—37-06 36th St., Long Island City, N.Y. Stillwell 4-5455. Isidor Goldberg, president; Joseph N. Benjamin, v.p.
- RADIO CORPORATION OF AMERICA**—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. Robert A. Seidel, executive v.p. for consumer products; J. M. Toney, v.p.-gen. mgr., Radio & "Victrola" div.
- RADIO KITS Inc.**—120 Cedar St., New York, N.Y. Beekman 3-6686. Harold Becker, manager.
- ROLAND RADIO CORP.**—716 S. Columbus Ave., Mt. Vernon, N.Y. Mt. Vernon 4-1500. P. E. Featherstone, gen. sales mgr.; H. A. Frank, national sales mgr., distributor div.
- SETCHELL CARLSON Inc.**—New Brighton, St. Paul, Minn. Melrose 3-3131. B. T. Setchell, pres. & chief electrical engineer; C. Donald Carlson, secy.-treas. & chief mechanical engineer; Fred Mellus, field engineer; Charles Gates, asst. engineer.
- SONIC INDUSTRIES Inc.**—19 Wilbur Ave., Lynbrook, L.I. Lynbrook 9-1011. Ben Burns, president.
- SONORA RADIO & TELEVISION CORP.**—325 N. Hoyne Ave., Chicago 12, Ill. Chesapeake 3-2323. Joseph Gerl, pres. & treasurer; Charles Robbins, sales mgr.

(Continued on page 479)



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All firms listed make CR Tubes, unless otherwise indicated. Asterisk (*) indicates firm also makes receiving tubes

- AIRBORNE INSTRUMENTS LABORATORY Inc.**—160 Old Country Road, Mineola, Long Island, N.Y. Pioneer 2-0600. Hector R. Skifter, president.
- * **ALLEN ELECTRONICS CORP.**—92 Branch St., Pontiac, Mich. Federal 2-6662. Charles Ellender, president. CR tube rebuilding only.
- AMERICAN STANDARD TV TUBE CORP.**—94-50 158th St., Jamaica, Long Island, N.Y. Republic 9-3774. Alan H. Shindel, president; Jack Cherches, secy.-treas.; Harold Shaw, sales mgr.
- AMPEREX ELECTRONIC CORP.**—230 Duffy Ave., Hicksville, L.I., N.Y. Wells 1-6200. Transmitting, power tubes, semi-conductors & special purpose tubes. Frank L. Randall Jr., gen. sales manager.
- ATLANTIC ELECTRONICS CORP.**—89 Jefferson St., Passaic, N. J. Prescott 9-3900. Arthur Green, president; Ann Green, v.p. & secy. Also rebuilders of CR tubes.
- BENDIX AVIATION CORP. (Red Bank Div.)**—Eatontown, N.J. Telephone: 3-2000. CR and special purpose tubes, transistors and aircraft accessories. E. F. Kolar, gen. mgr.; N. P. Barny, sales mgr.; L. Pyfe, purchasing director; Dr. W. C. Caldwell, mgr. transistor engineering; J. Wyman, chief engineer, electron tubes; K. Fox, chief engineer, accessories; M. Berdahl, comptroller; J. Webster, factory mgr.; M. Babb, plant mgr., electron tubes.
- CALVIDEO TUBE CORP.**—5222 W. 104th St., Los Angeles 45, Cal. Oregon 8-3995. Stephen Tidkl, president.
- * **CANADIAN GENERAL ELECTRIC CO. LTD.**—Electronic Tube and Devices, 189 Dufferin St., Toronto, Ont. Lennox 4-6311. Manufactures receiving, transmitting, CR and special purpose tubes and semi-conductors. W. E. Davison, gen. mgr.; V. B. Dowdell, marketing mgr.
- * **CANADIAN MARCONI CO.**—2442 Trenton Ave., Montreal, Que. Regent 8-9441. S. M. Finlayson, president; J. J. Kingan, v.p.-gen. mgr.; S. Slinger, electronic tubes & components div. mgr. (Toronto); C. P. McNamara, mgr. of commercial products div.; Harry A. Rice, mgr. of magnetron & power tube plant; K. A. Jackson, production mgr. of magnetron & power tubes; S. J. Sinclair, mgr. of broadcast & TV receivers.
- * **CANADIAN WESTINGHOUSE CO. LTD.** Electronic Tube Div., Hamilton, Ont. Jackson 8-3461. Manufactures CR, receiving, transmitting, special electronic & industrial tubes and tube parts. L. A. McCalpin, gen. mgr.; A. A. Peters, sales mgr.; R. C. Hayhow, mgr. adv. & sales promotion; H. V. Marshall, purchasing agent.
- CARDINAL MANUFACTURING CO. Inc.**—3151 Fiberglas Road, Kansas City 15, Kan. Finley 7950. John Taylor, president.
- * **CBS-HYTRON (Div. of Columbia Broadcasting System Inc.)**—100 Endicott St., Danvers, Mass. Spring 4-2360. Other plants in Lowell, Newburyport & Salem, Mass. and Kalamazoo, Mich. Eastern sales office: 32 Green St., Newark 2, N.J. Midwestern sales office: 1900 N. Mannheim Rd., Chicago 39, Ill. Manufactures cathode-ray (including black-&-white and color picture tubes), receiving, power & transmitting tubes; rectifiers; voltage regulators; germanium and silicon diodes; transistors; special purpose and other tubes.
- Executives: Arthur L. Chapman, president; Robert G. Marchisio, v.p.; John Q. Adams, sales v.p.; Michael F. Callahan, manufacturing v.p.; Walter J. Hungerford, controller; Edgar K. Wimpy, director of general engineering; Dr. Russell R. Law, director of research & development; Edward R. Carroll, director of purchasing; Albert S. Nelson, director of personnel; Dr. Benjamin H. Alexander, semiconductor operations mgr.; Joe C. Harmony, mgr. receiving tube operations; Charles E. Coffin, Danvers plant mgr.; Walter J. Foran, Salem plant mgr.; Charles E. Butcher, Newburyport TV operations mgr.; Albert J. Harcher, Kalamazoo plant mgr.; Frederick H. Garcelon, mgr. govt. sales; Louis H. Niemann, mgr. equipment sales; John H. Hauser, mgr. distributor sales; Harry G. Burnett, advertising mgr.; Malcolm S. Jones, credit mgr.; David C. Adkins, public relations mgr.
- CENTRAL ELECTRONIC MANUFACTURERS Inc.** (formerly Central Sales & Mfg. Corp.)—2 Richwood Place, Denville, N. J. Rockaway 9-4200. Transmitting, industrial & special purpose tubes; fibreglass-plastic waveguides; custom designed equipments. Lyle A. Backer, president; Gene G. Perry, sales mgr.; Charles Baxter, product mgr. equipment div.; Dave E. Trumbull, product mgr. micro devices div.; Bernard Bernstein, chief engineer tube div.
- * **CHATHAM ELECTRONICS (Div. of Gera Corp.)**—630 W. Mt. Pleasant Ave., Livingston, N. J. Livingston 6-1100. Special purpose electronic tubes. A. Scala, president; W. L. Meter, director of research; B. Bomhoff, sales service mgr.; R. W. Vieser, field sales mgr.; B. F. Steiger, v.p. engineering; S. Banas, treas. Sales offices in Boston, Baltimore, Chicago, Dallas, Los Angeles.
- CHROMATIC TELEVISION LABORATORIES Inc.** (50% owned by Paramount Pictures Corp.)—Headquarters: 1501 Broadway, New York 36, N.Y. Bryant 9-8700. West Coast Development Laboratory, 1476 66th St., Emeryville, Cal. Olympic 8-3831. Developer and manufacturer of Lawrence tri-color TV tube. Paul Raibourn, chairman; Dr. Luis W. Alvarez, v.p.; Arthur Israel Jr., secy.-treas.; Robert Dressler, v.p. & director of research & development, N.Y.; Morgan A. Gunst Jr., v.p.-asst. secy. & gen. mgr., west coast development lab.; A. C. Cooley, v.p. & business mgr., Donald R. Cone, technical director, west coast lab.
- CINESCOPIOS DE MEXICO**—Naucaupan, Mexico. Tube plant owned by El Capitolio, S. A. Zenith manufacturer & distributor for Mexico. Thomas Montemayor, engineer in charge.
- * **CLAREMONT TUBE CORP.**—36-02 35th Ave., Long Island City, N.Y. Ravenswood 1-1206. Louis Rubin, president.
- CONTINENTAL ELECTRIC CO.**—715 Hamilton St., Geneva, Ill. Telephone: 4140. Edward A. Glaeser, president; H. J. Hodgson, sales v.p.; Miss Jayne, asst. secy.-purchasing.
- CONTINENTAL ELECTRONICS CORP.**—5320 Lancaster Ave., Philadelphia 31, Pa. Greenwood 7-9900. Herman Tashman, president; Charles Thal, sales mgr.; Robert J. Dowd, chief engineer; Leonard Thal, credit mgr.; Daniel Tashman, purchasing agent; Robert Pearlam, adv. mgr.
- C.R.T. ELECTRONICS CORP.**—620 S. Columbus Ave., Mt. Vernon, N. Y. Telephone: 7-4724. Stephen Weston, president; William Genz, v.p.
- ALLEN B. DUMONT LABORATORIES INC.** (Cathode Ray Tube Div.)—750 Bloomfield Ave., Clifton, N. J. Mulberry 4-7400. TV and industrial & special purpose CR tubes.
- Executives: Alfred Y. Bentley, div. mgr.; Robert G. Scott, TV tube sales mgr.; Roy A. Olerud, industrial tube sales mgr.; Kenneth A. Hoagland, chief engineer; Wm. Carlin, manufacturing mgr.; A. R. Dutcher, purchasing agent.
- EITEL-McCULLOUGH INC.**—798 San Mateo Ave., San Bruno, Cal. Juno 8-1212. Plants in San Bruno & Salt Lake City, W. W. Eitel, president; J. A. McCullough, exec. v.p. & treas.; G. F. Wunderlich, v.p. manufacturing; E. E. McClaran, v.p. finance; J. S. McCullough, director of research & development; Frank Mansur, director of marketing; F. F. Migge, manufacturing mgr.; Clay Murdock, engineering mgr.; Wade Langley, Salt Lake City plant mgr.; Dick Chamberlin, receiving tube dept. mgr.; Donald Priest, chief research engineer; John Stenson, procurement mgr.; Berkley Baker, advertising mgr.; Warren Hoffman, export mgr.; O. H. Brown, commercial marketing mgr.; H. A. Bailey, govt. marketing mgr.; W. H. McAulay, application engineering mgr. Manufacturer of Elmec triode, tetrode, pentode and klystron transmitting tubes, diodes, capacitors, rectifiers, connectors, sockets, finger stock, klystron circuit components, vacuum pumps, switches & gauges.
- ELECTRONIC TUBE CORP.**—1200 E. Mermaid Lane, Philadelphia 18, Pa. Chestnut Hill 7-6800. Kenneth C. Meinken, president; Kenneth C. Meinken Jr., exec. v.p.; Gen. J. Harry La Brum, secy.; G. M. Lytell, asst. treas.; Robert F. Brunner, asst. secy.-sales mgr.; Albert Holmes, purchasing agent.
- FEDERAL TELEPHONE & RADIO CO. (IT&T)**—Components Div. 100 Kingsland Road, Clifton, N. J. Nutley 2-3600. R. S. Perry, president; S. J. Powers, v.p. in charge of components div.; R. E. Koehler, works mgr.; R. D. Osborne, v.p. & comptroller; J. A. Frabutt, v.p. Los Angeles plant; Joseph Solari, component sales mgr.; E. L. Shaw, distributor sales mgr.; W. C. Schmitt, product line mgr.-vacuum tubes; R. W. Deutsch, sales mgr. vacuum tubes; R. A. Felmy, product line mgr. transformers; P. J. Morrisey, sales mgr. transformers; A. A. Segal, dielectric product line mgr.; J. E. Van Wagenen, semiconductor product line mgr.; A. M. Liebschutz, sales mgr. semi-conductors; J. A. Curtis, product line mgr. power equipment; D. W. Potter, sales mgr. power equipment; J. C. Marley mgr. govt. sales, apparatus div.
- * **GENERAL ELECTRIC CO.** Electronic Components Div. (Tube Depts.)—1 River Road, Schenectady 5, N. Y. Telephone: 4-2211. TV picture tubes manufactured at Syracuse & Buffalo, N. Y. Receiving tubes manufactured at Owensboro, Ky., Tell City, Ind. & Anniston, Ala. Industrial & transmitting tubes manufactured at Schenectady, N. Y. & Scranton, Pa. Executives: L. Berkley Davis, gen. mgr. electronic components div.; Henry F. DeLong, gen. mgr.; K. C. DeWalt, mgr. engineering; Irvine D. Daniels, gen. mgr. receiving tube dept., Owensboro, Ky.; Robert O. Bullard, gen. mgr., power tube dept., Schenectady; Henry F. DeLong, gen. mgr., CR tube dept., Syracuse; Grady L. Roark, sales mgr.; G. William DeSousa, manager of equipment sales; John T. Thompson, mgr., distributor sales; Eugene H. Fritschel, mgr., government sales; A. L. Champigny, mgr. adv. & sales promotion; Thomas B. Jacocks, mgr. Washington office.
- GLASSCRAFT CO.**—4755 Telegraph Rd., Los Angeles 22, Cal. Angelus 9-7249. TV picture tubes. R. H. Seaman, pres.

(continued on next page)

Tube Manufacturers

- HUGGINS LABORATORIES INC.**—711 Hamilton Ave., Menlo Park, Cal. Davenport 3-0013. Richard A. Huggins, president; Lester A. Roberts, chief engineer. Manufacturer & developer of traveling wave tubes, backward wave oscillators and associated solenoids.
- INDUSTRIAL TUBES INC.**—Geneva, Ill. Telephone: 806. John H. Hutchings, president; Ladd Prevost, v.p. Thyratrons, rectifiers and other special electronic tubes for industrial use.
- KENTRON HAWAII LTD.**—Castlecook Box 2990, Honolulu, Hawaii. Frederick Simpich Jr., chairman; Donald C. Kenney, president; H. Robinson, v.p.; Dwight Lowrey, v.p.; R. Waterman, v.p.; Marshall M. Goodwill, secy.
- KRISS ELECTRONICS CORP.**—191 Oraton St., Newark, N. J. Manufactures Kris-Tel CR tubes. Charles J. Kriss, president & chief engineer; Emanuel Jasulick, v.p. in charge of manufacturing.
- KUTHE LABORATORIES (IT&T associate)**—730 S. 13th St., Newark, N.J. Bigelow 2-6000. William P. Maginnis, president. Manufactures hydrogen thyratrons.
- * **LANSDALE TUBE CO. (Philco division)**—Lansdale, Pa. Lansdale 5-4681. Wm. J. Peltz, v.p. & gen. mgr.; C. H. Warshaw, gen. sales mgr.; W. F. Maher, mgr. of govt. sales; J. J. Grabiec, mgr. of tube sales; George I. Gless, operations mgr.; John M. Palmer, mgr. of Spring City, Pa. plant; R. M. Cotter, Lansdale plant mgr. Surface barrier transistor, silicon transistor, micro-alloy transistor, power transistor & crystal diodes manufactured at Spring City, Pa. Receiving tubes, CR tubes, special purpose, military and subminiature tubes manufactured at Lansdale, Pa.
- LA SALLE TUBE MANUFACTURING CO., Inc.**—155 E. Grand Ave., Chicago 11, Ill. Mohawk 4-3144. M. A. Robin, president.
- LEWIS AND KAUFMAN LTD. (Division of International Glass Corp.)**—17320 El Rancho Ave., Box 337, Los Gatos, Cal. El Gato 4-3540. Transmitting, rectifier, power & special purpose tubes. Jack Kaufman, president & sales mgr.; Hubert H. Eaves, chief engineer.
- MACHLETT LABORATORIES Inc.**—1063 Hope St., Springdale, Conn. Fireside 8-7511. Transmitting & special purpose tubes. W. E. Stevenson, president; H. J. Hoffman, sales v.p.; J. W. Skehan, manufacturing v.p.; T. H. Rogers, mgr. of engineering; H. D. Doolittle, director, high-frequency development; J. A. Lambert, treas.; E. A. Henrikson, secy.; J. A. Miller, purchasing agent; R. Gordon Hamblen, industrial relations mgr.; R. E. Nelson, mgr. power tube sales.
- MARCONI INSTRUMENTS LTD.**—44 New Street, New York, N. Y. Hanover 2-0197. Local sales office of British electronic measuring instruments. R. J. Bailey, mgr.
- * **GLENN L. MARTIN CO. Inc.**—Baltimore 3, Md. Murdock 7-3800. J. N. Dunlop Jr., operations mgr. Produces receiving tubes.
- MULTI-TRON LABORATORY INC.**—4624 Washington Blvd., Chicago 44, Ill. Mansfield 6-7310. Nicholas Glyptis, president & research director. TV tubes, electron gun mounts, special purpose tubes; electronic tube research & development.
- NATIONAL TELEVISION TUBE Inc.**—Saddle Brook, N.J. Prescott 8-5900. John Sansone, sales director; A. Wasek, chief engineer.
- NATIONAL VIDEO CORP.**—4300 W. 47th St., Chicago 32, Ill. Cliffside 4-5600. Asher J. Cole, president; Melbourne L. Hayes, v.p.; A. D. Giacchetti, chief engineer; Harold Cole, sales mgr.; Marvin Rathfelder, production mgr.
- PAN-AMERICAN ELECTRONICS INC.**—1500 N. Miami Ave., Miami, Fla. Telephone: 82-6857. M. E. Yaraus, gen. sales mgr.
- PENTA LABORATORIES INC.**—312 N. Nopal St., Santa Barbara, Cal. Woodland 5-4581. Transmitting and power tubes. R. P. Leonard, president; R. L. Norton, chief engineer.

PIONEER ELECTRONICS CORP.—2235 S. Carmelina, West Los Angeles, Cal. Bradshaw 2-8053. Laurence M. Perrish, president; Victor E. DeLucia, v.p. & chief engineer; Mervin Glass, secy.-treas.; Delbert McCumby, gen. mgr. for plant operations; John Delyea, purchasing agent; Hal M. Gardner, adv. mgr.; Z. Goodman, gen. sales mgr.

PROGRESSIVE ELECTRONICS INC.—41 Hudson St., Yonkers, N. Y. Yonkers 8-6800. Jack Sonkin, pres.; Harry Crown, v.p.; Delbert McCumby, gen. mgr.

PURITAN ELECTRONICS CORP.—69 Fifth Ave., Hawthorne, N.J. Telephone: 7-5800. Thomas Stave, president.

* **RCA TUBE DIVISION**—Receiving tubes, TV picture tubes, camera pickup tubes, CR oscillograph tubes, phototubes, transmitting & special purpose tubes, tube parts & machinery, RCA replacement parts. Receiving tubes manufactured in plants at Harrison and Woodbridge, N.J., Cincinnati and Indianapolis. TV picture tubes manufactured in plants at Lancaster, Pa. and Marion, Ind. Transmitting and special purpose tubes manufactured in plants at Lancaster and Harrison. TV deflection components and speaker parts, dry batteries, test & measuring equipment manufactured by RCA Components Div. in Camden, N.J. and Findlay, O. (Transistors & germanium diodes manufactured by semi-conductor div. in Somerville, N.J.). Home office: Harrison, N.J. Executives: W. W. Watts, executive v.p., electronic components; D. Y. Smith, v.p. & gen. mgr., tube div.; L. S. Thees, gen. commercial mgr.; L. F. Holleran, gen. marketing mgr.; T. J. Scanlon, purchasing agent; G. R. Shaw, chief engineer; W. H. Painter, mgr., operations control; P. W. Hofmann, controller; J. B. Farese, personnel mgr.; G. G. Griffin, adv. & sales promotion mgr.

Executives, operating departments: H. F. Randolph, mgr., receiving tubes; C. E. Burnett, mgr., cathode ray & power tubes; H. R. Seelen, mgr., color kinescopes.

Executives, marketing activities: K. G. Bucklin, mgr., receiving tubes; M. J. Carroll, mgr., cathode ray & power tubes; C. W. Taylor, mgr., color kinescopes; H. F. Bersche, mgr., marketing services; G. C. Brewster, mgr., marketing administration & control.

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RCA VICTOR CO. LTD.—1001 Lenoir St., Montreal 30, Que. Wellington 7551. F. R. Deakins, chairman; Patrick J. Casella, president; J. L. McMurray, v.p.; Frank O'Hara, manufacturing mgr.

RAULAND CORP. (subsidiary of Zenith Radio Corp.)—4245 N. Knox Ave., Chicago 41, Ill. Mulberry 5-5000. E. N. Rauland, president; W. E. Phillips, v.p. & gen. mgr.; C. S. Szegho, v.p. & director of research; J. J. O'Callaghan, chief engineer; F. A. Zartler, works mgr.; Aayron Anderson, chief inspector; John Lobl, purchasing agent.

* **RAYTHEON MANUFACTURING CO.**—55 Chapel St., Newton 58, Mass. Bigelow 4-7500. Plants at Newton, Quincy and Brighton, Mass. CR, receiving, special purpose tubes, semi-conductor diodes & transistors; Waltham, Mass., magnetrons, klystrons, power tubes & diathermy equipment.

Executives, Receiving & CR Tube Operations: N. B. Krim, v.p. & gen. mgr., receiving & CR tube operations; F. D. Edes, asst. to v.p.-gen. mgr.; O. P. Susmeyer, asst. v.p. & receiving tube div. mgr.; R. L. McCormack, special tube div. mgr.; S. A. Standing, CR tube div. mgr.; C. R. Hammond, asst. v.p. & equipment sales mgr., receiving and CR tube operations; F. E. Anderson, distributor sales mgr., receiving and CR tube operations; V. R. Grammont, purchasing agent; N. P. Gowell, chief engineer, receiving tube div.; R. K. Dixon, engineering & product mgr. semi-conductor diodes; F. M. Dukart, engineering & product mgr., transistors; Joseph P. Roveto, sales mgr. of semiconductor diodes.

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RESITRON LABORATORIES—2908 Nebraska Ave., Santa Monica, Cal. Exbrook 3-5217. Victor E. De Lucia, president; John Neuberger, v.p.-treas.; J. J. Bernfield, gen. counsel. Special purpose, field emission X-ray tubes, neutron generators, camera pick-up tubes for TV & industrial uses, ceramic tubes, high voltage, high vacuum relays, ionization gauges.

SELSON ELECTRONIC TUBE CORP.—9th & Summit Sts., Darby, Pa. Sharon Hill 4400. John Stern, president.

SONOTONE CORP.—Elmsford, N. Y. Lyric 2-6400. Irving I. Schachtel, president; Dr. L. G. Hector, A. M. Letts, J. J. Christophel, vice-presidents; George T. Sotel, v.p. & treas. Vacuum tubes, miniature, sub-miniature, micro-miniature, ruggedized, reliable, special types, amplifiers, miniature electronic equipment, circuits using transistors, headsets, cable assemblies, microphones, nickel cadmium batteries, high-fidelity ceramic phono pickups, magnetic recording heads, hearing aids.

SPERRY RAND CORP. (Electronic Tube Div.)—Gainesville, Fla. Franklin 2-0411. J. C. Brenner, v.p. & works mgr.; H. H. Conners, contract administrator; C. E. Rich, manufacturing mgr.; J. H. Neidert, quality control supt.; R. Sterling, production engineering supt.; C. Veronda, research engineering supt.

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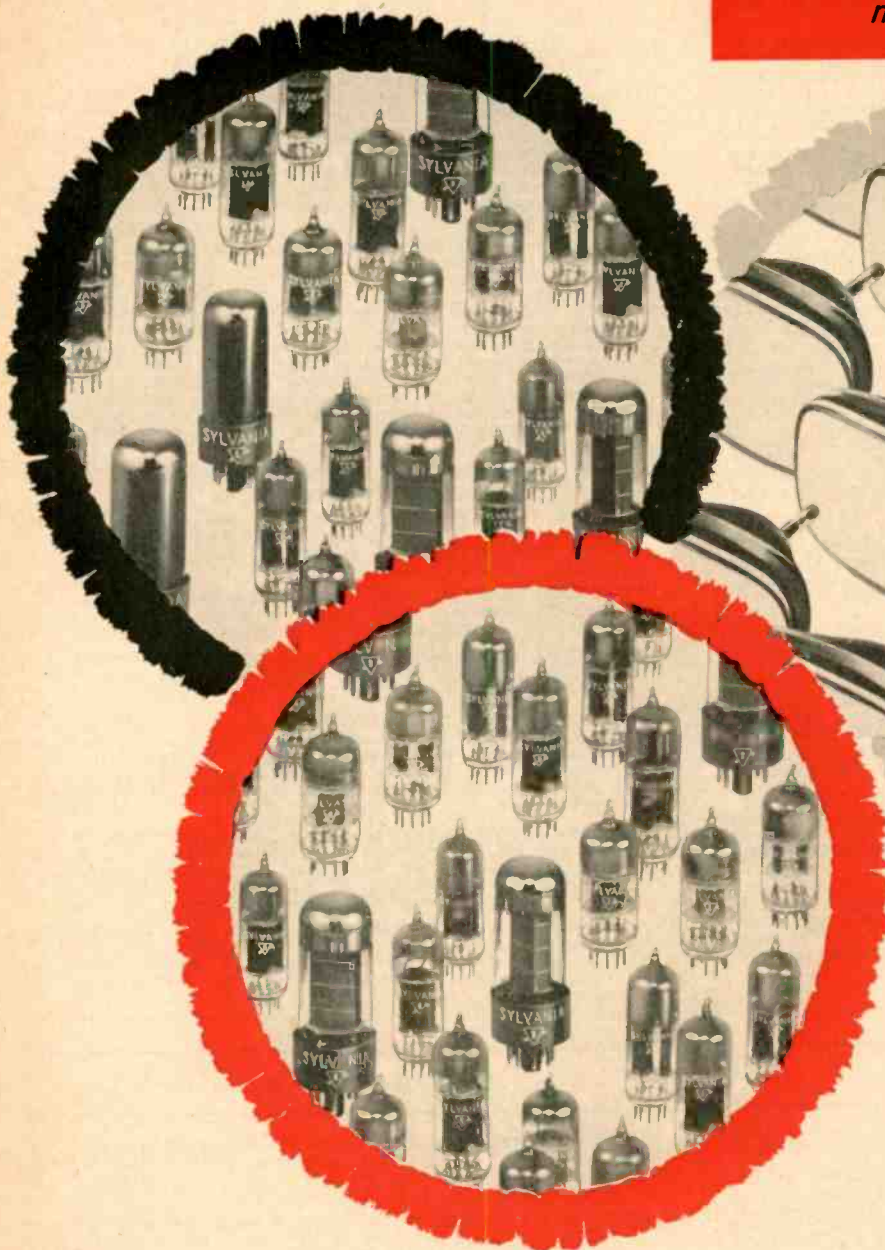
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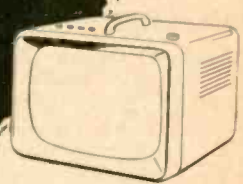
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- 17R5
- 17W4
- 35CD6GA



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Tube Manufacturers

*** SYLVANIA ELECTRIC PRODUCTS INC.**—1740 Broadway, New York 19, N. Y. Judson 6-2424.

TV Picture Tube Div.: Seneca Falls, N. Y. Telephone: 970. Matthew D. Burns, v.p.; W. H. Lamb, gen. mgr.; R. K. Gessford, chief engineer; Glen W. Victory, div. purchasing agent; D. W. Gunn, gen. sales mgr. (N.Y.); W. O. Spink, equipment sales mgr. (N.Y.); H. H. Rainier, renewal sales mgr. (N.Y.). Plants at Seneca Falls, N. Y., Fullerton, Cal., Ottawa, O.

Radio Tube Div.: Emporium, Pa. Telephone 301. Matthew D. Burns, v.p.; Walter A. Weiss, gen. mgr.; Herbert A. Ehlers, gen. mfg. mgr.; Ralph Clausen, chief engineer; J. M. Parish, div. purchasing agent; D. W. Gunn, gen. sales mgr. (N.Y.); W. O. Spink, equipment sales mgr. (N.Y.); H. H. Rainier, renewal sales mgr. (N.Y.). Plants—Altoona, Pa., receiving tubes; Emporium, Pa., receiving tubes and special machinery; Huntington, W. Va., special tubes; Mill Hall, Pa., receiving tubes; Point Pleasant, W. Va., feeder plant; Shawnee, Okla., receiving tubes; Burlington, Ia., subminiature tubes.

Electronics Div.: Woburn, Mass. H. L. Richardson, v.p., operations; C. W. Hosterman, gen. mgr.; J. W. Dawson, chief engineer; Norman L. Harvey, tube operations mgr.; J. A. Taylor, purchasing agent; D. W. Gunn, gen. sales mgr.; George C. Isham, gen. merchandising mgr. (N. Y.). Plants—Woburn, Mass.; Seneca Falls, N. Y., Hillsboro, N. H.

Parts Div.: Warren, Pa. Marion Pettegrew, v.p.; M. W. Kremer, asst. gen. mgr. R. H. Alexander, chief engineer; K. F. Mid-daugh, purchasing agent; P. M. Pritchard, sales mgr.; D. W. Gunn, gen. sales mgr. (N. Y.). Plants—Warren, Pa.; York, Pa.; Nelsonville, O.; Cleveland.

TAYLOR TUBES INC.—2312 Wabansia Ave., Chicago 47, Ill. Armitage 6-1730. B. C. Boeckeler, president; Jerry H. Worel, asst. secy.; John R. Randis, purchasing agent. Transmitting, rectifier, thyatron, power & special purpose tubes.

TELE-RAY TUBE CO. INC.—984 Saw Mill River Rd., Yonkers, N.Y. Yonkers 5-8950. S. W. Muldowny, chairman; W. F. Genz, president.

TELET Inc.—Floyd & Gaubert, Louisville, Ky. Magnolia 4980. D. Porter Bibb Jr., president; Robert S. King Jr., exec. v.p.; William H. Crutcher, secy.-treas.; J. S. Henry, controller; E. W. Lowrie, sales mgr.; F. W. Prognor, chief engineer & plant mgr.; Raymond Gill, distribution & traffic mgr. Manufactures "Cat-O-Ray" replacement picture tubes.

TELEVIDEO CORP. OF AMERICA—3317 Exposition Pl., Los Angeles 16, Cal. Axminster 2-0591. CR tubes. Thurman Brooms, general mgr.; Milton Tobias, secy. Richard Aseka, plant supervisor.

TEL-O-TUBE CORP. OF AMERICA—180 Van Riper Ave., E. Paterson, N. J. Fairlawn 6-1500. Samuel Kagan, president; Sidney Messer, secy.-treas.; Nat Malamuth, adv. & sales mgr.; Salvatore Laclura, production mgr.; Michael Dorota, chief engineer; Richard Engle, office mgr.

TEXAS ELECTRONICS MANUFACTURING CO.—3120 Lamar Ave., Houston 3, Tex. Capitol 8-8516. P. D. Beery, v.p.-gen. mgr.; Nadim E. Nasir, production mgr.

THOMAS ELECTRONICS INC.—118 Ninth St., Passaic, N. J. Gregory 3-4040. Bernard T. Hart, president; Samuel J. Donnelly, secy.; Henry Schmalz, chief engineer; C. F. Tepel, purchasing agent; Frank Beidowski, mgr. of operations; N. Broderick, mgr. quality control; Richard Hart, foreign operations.

*** TUNG-SOL ELECTRIC Inc.**—95 Eighth Ave., Newark 4, N. J. Humboldt 2-4200.

Plants: CR tubes, E. Orange, N. J.; receiving, Bloomfield, N. J.; subminiature & other special tubes, Washington, N. J.; miniature receiving tubes, Weatherly, Pa.; lamp & flasher divs., Orange St., Newark; sealed beam lamps, Boyertown, Pa.; flasher, Hazelton, Pa. Administrative offices & flasher div., 95 Eighth Ave., Newark.

Executives: H. W. Harper, chairman; Louis Rieben, president; Milton R. Schulte, exec. v.p.; D. A. Harper, v.p.; R. E. Carlson, v.p.; George W. Keown, v.p. in charge of sales; H. M. Darling, v.p. & treas.; J. E. Witbeck, v.p. lamp mfg.; A. K. Wright, v.p. engineering; G. E. Hallett, controller; Paul J. Hemschoot, secy.; J. D. Van der Veer, gen. sales mgr.; J. M. Malone, mgr. initial equipment tube sales; L. E. Costen, mgr. renewal sales; Hugh J. Casey, mgr. export sales; H. F. Cook, director of adv., sales promotion & market research; C. E. Atkins, director of product development, electronics div.; E. P. Garretson, director of purchases; E. J. Danneberg, director of industrial relations; Dr. A. M. Skellett, director of research.

VACTRONIC WORKS Inc.—1247 48th Ave., Oakland, Cal. Kello 4-7112. Anton Wegl, president.

VACUUM TUBE PRODUCTS CO. Inc.—506 S. Cleveland St., Oceanside, Cal. Saratoga 2-6567. Harold W. Ulmer, president & chief engineer; James J. Sutherland, v.p.-treas.; Leonard J. Huking, manufacturing mgr.

VEGA ELECTRONICS CORP.—1921 Pontius Ave., W. Los Angeles 25, Cal. Granite 7-7382. Angus D. Gillis, president; E. J. Alden, v.p. & chief engineer; L. J. Gilman, credit mgr.

VICTOREEN INSTRUMENT CO.—5806 Hough Ave., Cleveland 3, O. Endicot 1-6200. David H. Cogan, chairman; R. F. Shima, exec. v.p.-treas.; Richard T. Brown, v.p. & secy.

WATERMAN PRODUCTS CO.—2445 Emerald St., Philadelphia 25, Pa. Garfield 6-8600. CR oscilloscopes and associated equipment. William Waterman, president; Malcom Lane, v.p.; Samuel Murriz, secy. & purchasing agent; Morris Cooper, treas.; Frank W. Parsons, sales mgr.; William J. Sharp, mgr. catalog sales.

*** WESTINGHOUSE ELECTRIC CORP. (Electronic Tube Div.)**—P.O. Box 284, Elmira, N. Y. Telephone: 9-3611. CR, X-Ray, camera pick-up tubes, industrial & broadcast power tubes manufactured in Elmira, N. Y.; receiving tubes in Bath, N. Y.; semi-conductor devices in Youngwood, Pa.

Executives: Richard T. Orth, v.p. & gen. mgr.; Louis Martin, marketing mgr.; H. D. Hanafus, purchasing agent; F. P. Hinman, operations mgr., Elmira; B. W. Sauter, operations mgr., Bath; L. R. Hill, operations mgr., Youngwood.

Tube Blank Makers

ANCHOR HOCKING GLASS CORP.—Lancaster, O. Olive 3-3131. W. V. Fisher, president; D. A. Thompson, purchasing agent.

CORNING GLASS WORKS—Corning, N.Y. Telephone: 2-5011. William C. Decker, president; Charles D. LaFollette, v.p. & sales director; John L. Hanigan, v.p. & gen. mgr., electrical products div.; Paul T. Clark, gen. mgr., technical products div.; R. Lee Waterman, v.p. & gen. mgr., consumer products div.; John Carter, v.p. & gen. mgr., new products div.; John B. Ward, sales mgr., new products div.; Campbell Rutledge, gen. sales mgr., technical products div.; John S. Muller, staff sales mgr., electrical products div.; Forrest E. Behm, mgr., TV sales; Amory Houghton Jr., mgr., electronic components dept.; Allen W. Dawson, sales mgr., industrial bulbs; Philip C. Leffel Jr., sales mgr., receiver bulbs.

KIMBLE GLASS CO. (a subsidiary of Owens-Illinois Glass Co.)—P. O. Box 1035, Toledo 1, Ohio. Cherry 2-6543. Columbus plant, 711 Southwood Ave., Columbus, O. (TV bulbs). Technical Center, Westwood Avenue, Toledo.

Executives: R. H. Mulford, president & gen. mgr.; J. P. Kearney, v.p. & gen. mgr. electronic products div.; F. D. Pinotti, v.p. & chief engineer; C. E. Reed, plant mgr., Columbus; J. P. Gleason, sales mgr., electronic products div.; G. Pryor Molloy, mgr. new products, electronic products.

LANCASTER LENS CO.—Lancaster, O. Olive 3-0311. Dr. Robert Fox, president; W. T. Greenlee, v.p. electronics.

ZENITH OPTICAL CO. (Division of Polan Industries)—220 Eighth St., Huntington, W. Va. Telephone: 2-0301. E. G. Polan, president; D. W. Harris, sales.

Metal Cone Makers

DeLAVAL SEPARATOR CO.—Columbia St., Poughkeepsie, N.Y. Globe 2-1000. G. W. Smith, chairman; C. B. Schmidt, president; W. A. Neumann Jr., executive v.p. & treas.; W. A. McGill, sales v.p.; J. E. Austin, secy.

SPINCRAFT INC.—4122 W. State St., Milwaukee 8, Wis. Division 2-0730. Theodore J. Salow, chairman; George A. Mast, president; George F. Farley, executive v.p.; Klementine Salow, secy.-treas.; Frederic L. Banta, plant supt.; Gerald O'Donnell, project & methods engineer; N. Volke, mgr. contract manufacturing div. sales.

Face Plate Makers

DEARBORN GLASS CO.—6600 S. Harlem Ave., Bedford Park, Ill. Ludlow 5-0900. Mfrs. of reflection free tube faces, flat & bent implosion plates. Plant also at Jermyn, Pa. W. A. Williams, president; L. J. Paulick, executive v.p.; R. B. Mauritzen, v.p.; V. M. Gilstrap, gen. mgr. Bedford Park plant; B. H. Greenop, gen. mgr. Jermyn plant.

PITTSBURGH PLATE GLASS CO.—One Gateway Center, Pittsburgh 22, Pa. Atlantic 1-5100. H. B. Higgins, chairman; D. G. Hill, president; Richard B. Tucker, v.p.; F. E. Richardson Jr., mgr. pennvernion sales; R. G. Whittemore, mgr. product development dept.

Directory of

Manufacturers of TV Receiving Antennas

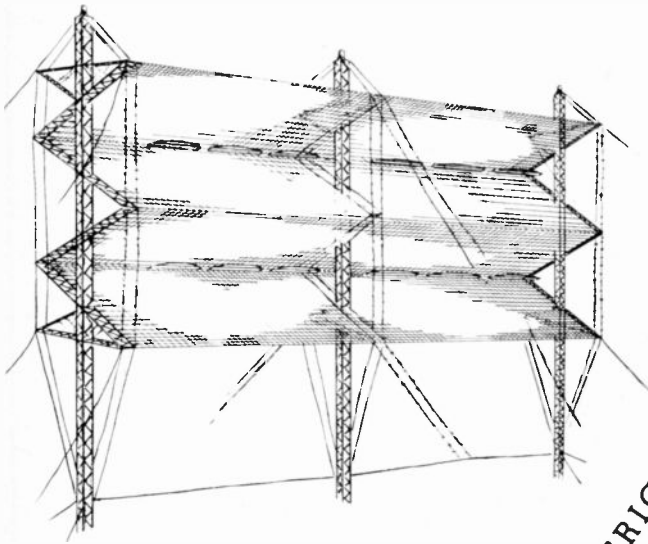
Data as Supplied by Companies in Response to Questionnaires.

Note: Manufacturers of TV receivers, many of whom also offer receiving antennas, are listed on pp. 449-457

- ADVANCE ELECTRONICS CO.**—8510 North End Ave., Oak Park 37, Mich. Lincoln 6-0248. Emanuel Silverman, owner. Outdoor only.
- AERIAL ELECTRONICS CO.**—220 Washington St., Beardstown, Ill. Beardstown 1415. Officers: John M. Janes, pres.; Edwin Snyder, secy.-treas. Outdoor only.
- ALL CHANNEL ANTENNA CORP.**—47-39 49th St., Woodside 77, N. Y. Exeter 2-1336. Marvin P. Middlemark, pres.; Wm. T. Korn, v.p.; Adrian E. Clark, adv. mgr.
- ALLIANCE MANUFACTURING CO.** (subsidiary of Consolidated Electronics Industries Corp.)—Lake Park Blvd., Alliance, O. Telephone: 1-5361. John Bentla, pres.-gen. mgr.; Arles Vernes, v.p.; R. G. Dettmer, secy.; Robert Dunn, treas.; R. E. Barrick, asst. treas. *Tenna-Rotor* antenna rotators.
- ALLWEATHER ANTENNAS MFG. CO.**—350 S. Egg Harbor Rd., Hammonton 1, N.J. Logan 1-1990. James E. Myers Jr., pres.-gen. mgr.; James E. Myers Sr., v.p., eastern div.; Sonny Greenberg, v.p., western div. Western office: 1073 N. Vine St., Hollywood, Cal. Outdoor only.
- AMERICAN ELECTRONICS CO.**—1203 Bryant Ave., New York 59, N.Y. Dayton 9-4815. Martin Schwartz, sales mgr. Indoor only.
- AMPHENOL ELECTRONICS CORP.**—1830 S. 54th Ave., Chicago 50, Ill. Bishop 2-1000. Arthur J. Schmitt, pres.; W. H. Rous, v.p., sales; R. M. Soria, v.p., engineering; R. E. Hall, gen. sales mgr.; L. J. Gallagher, field sales mgr.; R. E. Svoboda, dist. sales mgr.; K. F. Boldt, adv. mgr.; Curt Klostermann, chief engineer. Outdoor only.
- ANTENNA PRODUCTS**—3753 N. Clark St., Chicago 13, Ill. Lincoln 9-0912. Winfred Couzlin, gen. mgr. Outdoor only.
- ANTENEX CO.**—4060 Glencoe Ave., Venice, Cal. Texas 0-5519. Julius Rosenberg, pres.; Ben Dickstein, secy. Outdoor only.
- BARB CITY INDUSTRIES INC.**—5th & Girard Sts., DeKalb, Ill. Telephone: 6-8531. Louis L. Ignelzi, pres.; Charles W. Blackman, v.p.; Kent G. Blackman, secy.-treas.; Sam C. Mabel, sales mgr.
- BESTCRAFT PRODUCTS CO. INC.**—626 Broadway, New York 12, N. Y. Algonquin 4-7920. Martin Roffman, pres.; Joseph D. Gollon, secy.-treas. Indoor only.
- BRACH MFG. CORP.** div. of General Bronze Corp.—200 Central Ave., Newark 3, N. J. Humboldt 2-1500. L. S. Brach, pres.; J. B. Cejka, v.p.
- CAMBURN INC.**—32-40 57th St., Woodside 77, N. Y. Yellowstone 2-1100. M. B. Bernstein, pres.; R. F. Graf, engineering & sales dir., electronic equipment; J. Leidner, gen. mgr.
- CHANNEL MASTER CORP.**—Ellenville, N. Y. Ellenville 1300. Harry Resnick, pres.; Harold Harris, sales & engineering v.p.; Sam Schlüssel, sales mgr.
- CLEAR BEAM ANTENNA CO.**—21341 Roscoe Blvd., Canoga Park, Cal. Diamond 7-2255. Harry Lieb, pres.; Harold Florence, v.p.; R. D. Raynor, sales mgr.
- CORNELL-DUBILIER ELECTRIC CORP.**—South Plainfield, N. J. Plainfield 6-9000. Octave Blake, pres.-gen. mgr.; Wm. Dubilier, 1st v.p.; Halm Beyer, exec. v.p.-treas.; Paul McK. Deely, exec. v.p. Vice presidents: Wm. M. Bailey, Felix S. Weiss, Theodore E. Abeel, Max Bleich, Leslie A. Johnson, J. A. Bertolacci, controller; Mary F. Keating, secy.
- DAVIS ELECTRONICS**—4002 W. Burbank Blvd., Burbank, Cal. Thornwall 2-3032. Henry J. Davis, pres.; Henry M. Davis, production mgr.; Sidney Spector, sales & adv. mgr. Outdoor only.
- DELSON MANUFACTURING CORP.**—126 11th Ave., New York 11, N. Y. Chelsea 3-0953. M. D. Delson, pres.; I. Yamet, secy.-treas.
- DYNAMIC ELECTRONICS-NEW YORK INC.**—73-79 Woodhaven Blvd., Forest Hills, N. Y. Illinois 9-7000. J. M. Winer, pres.; Seymour Levy, exec. v.p.; Julius D. Winer, v.p.; Louis Fafarman, treas.; George Ginsberg, secy.; Dave Cole, national sales mgr. Indoor only.
- THE FINNEY CO.**—34 W. Interstate, Bedford, O. Bedford 2-6161. L. H. Finneburgh Jr., pres.; M. L. Finneburgh, v.p.; M. L. Finney Jr., sales mgr. Outdoor only.
- FRETCO INC.**—406 N. Craig St., Pittsburgh 13, Pa. Museum 1-8116. Joseph V. Fisher, pres.; Frank H. Robinson, v.p.; C. D. Hall, sales mgr.
- GONSET DIV., L. J. Young Spring & Wire Co.**—801 S. Main St., Burbank, Cal. Victoria 9-2222. F. R. Gonsett, gen. mgr. Outdoor only.
- HI-LO TV ANTENNA CORP.**—3540 N. Ravenswood Ave., Chicago 49, Ill. Graceland 7-1890. Frank J. Klancnik, pres.; Eugenia M. Klancnik, v.p.; E. A. Goncoe, gen. mgr. Indoor only.
- HI-PAR PRODUCTS CO.**—347 Lunenburg St., Fitchburg, Mass. Fitchburg 2-2970. V. R. Parker, P. H. Parker, H. H. Hirvonen, partners. Outdoor only.
- HOLLANDER MFG. CO.**—7390 St. Charles Rock Rd., St. Louis 14, Mo. Parkview 1-8550. H. S. Hollander, pres.; S. N. Hollander, v.p.; D. N. DeWoskin, mgr. Outdoor only.
- HOLLOWAY ELECTRONICS CORP.**—Broward County International Airport, Ft. Lauderdale, Fla. Jackson 4-4014. R. O. Holloway, pres.; Wayne R. Peppers, secy.; John R. Holloway, treas. Outdoor only.
- INSULINE CORP. OF AMERICA** (subsidiary of Van Norman Industries)—186 Granite St., Manchester N. H. Manchester 5-8511. Samuel J. Spector, pres.; B. L. Cahn, v.p.
- JAMAC PRODUCTS CO.**—8845 N.E. Sandy Blvd., Portland 20, Ore. Atlantic 2-4418. James W. Jackson, sales; Joseph R. McClelland, engineer.
- JFD MFG. CO. INC.**—6101 16th Ave., Brooklyn 4, N. Y. Dewey 1-1000. Julius Finkel, pres.; Albert Finkel, v.p.; Edward Finkel, gen. sales mgr.
- KAY-TOWNES ANTENNA CO.**—1511 Dean Ave., Rome, Ga. Telephone: 4-2631. Jack Townes, gen. mgr.; J. C. Kay, tech. dir.; J. F. Tinsley, controller; Hugh W. Gaston, sales mgr. Outdoor only.
- LAMP-TENNA CO.**—112 Burnett St., Elizabeth, N. J. N. Zanzano, mgr. Indoor lamp & antenna combination.
- LANTENNA MFG. CO. Inc.**—P. O. Box 500, Hayward, Wis. Hayward 498F2. Claude G. Carlson, pres.; Richard Phelan, v.p.; Marline Carlson, secy. Indoor lamp & antenna combination.
- LA POINTE ELECTRONICS INC.**—155 W. Main St., Rockville, Conn. Telephone: Tremont 5-3351. Jan H. Stillbach, pres. & treas.; Matthew S. Wandell, v.p.; Victor A. Mavnard, secy.
- LYNNMAR ENGINEERS INC.**—1432 N. Carlisle St., Philadelphia 21, Pa. Stevenson 7-4450. Edward M. Beeler, pres.; Samuel Sabaroff, v.p.-dir. of research; Donald R. Trilling, secy.-treas. Outdoor only.
- MARJO TECHNICAL PRODUCTS CO.**—1150 E. Henry St., Linder, N. J. Wabash 5-9807. J. M. Shuskus, pres.; M. Keck, sales mgr.; D. Martin, chief engineer. Indoor only.
- MEDAL MFG. CO. INC.**—Vine & Franklin Sts., Sharon, Pa. Diamond 2-6839. Robert Routman, pres.; Alec Routman, v.p.-treas.; Grover Miller, sales mgr.
- MILLER ELECTRONICS CO.**—2840 Naomi St., Burbank, Cal. Victoria 9-1659. John Miller, owner.
- NEAL ELECTRONIC CO. INC.**—1037 Hall St., Huntsville, Ala. Jefferson 4-4331. Wm. O. Neal, pres.; Jack Giles, v.p.; Zora Neal, secy.-treas.; P. U. Towry, sales v.p.; M. Payne, credit mgr. Outdoor only.
- PEERLESS PRODUCTS INDUSTRIES**—812 N. Pulaski Rd., Chicago 51, Ill. Belmont 5-9883. Edwin Mraz, pres.-sales mgr.; M. Mraz, secy.-adv. mgr.; Robert Mraz, factory mgr.; R. Kriz, treas. Indoor only.
- PHILSON MFG. CO.**—60 Sackett St., Brooklyn 31, N. Y. Ulster 5-0136. P. Morrison, mgr. Outdoor only.
- PHOENIX ELECTRONICS INC.**—50 Island St., Lawrence, Mass.
- Q-LINE MFG. CORP.**—1562 61st St., Brooklyn 19, N. Y. Bensonhurst 6-9320. Harold L. Brenner, pres.; Israel Pollack, secy.-treas.
- RADIART CORP.** (Subsidiary of Cornell-Dubilier Electric Corp.)—3455 Vega Ave., Cleveland 13, O. Melrose 1-6660. H. C. Crawford, pres.; W. A. Schoneberger, jobber sales mgr.; J. Chadowski, exec. engineer; Mrs. L. F. Geiser, credit mgr.
- RADIO MERCHANDISE SALES INC.**—2016 Bronxdale Ave., New York 62, N. Y. Tyrone 2-6700. Sidney Pariser, pres.; Edward E. Wineblatt, gen. mgr.
- RADION CORP.**—1130 W. Wisconsin Ave., Chicago 14, Ill. Mohawk 4-4617. R. N. Leonard, pres.; R. A. Lucas, treas.-credit mgr.; Dan O'Connell, sales v.p.; M. Silver, secy. Indoor only.
- RADIONIC INDUSTRIES**—3215 W. North Ave., Chicago 47, Ill. Brunswick 8-7777. August Buck, Harry Arnold, partners. Indoor only.
- S & A ELECTRONICS**—1025 Nevada St., Toledo 5, Ohio. Lenox 7521. George Saffran, pres.; Harley Arnold, v.p. Outdoor only.
- SKY RAY MFG. CO.**—109 Heard St., McLeansboro, Ill. Telephone: 300. Warner H. Anderson, pres.; A. B. Anderson, v.p.; Wm. E. Reed, secy. Outdoor only.
- SNYDER ANTENN-GINEERS LTD.** affiliate of Snyder Mfg. Co.—14th at Birmingham Sts., Toronto 14, Ont., Canada, Clifford 1-9743.
- SNYDER MFG. CO.**—22nd & Ontario Sts., Philadelphia 40, Pa. Baldwin 5-6565. Benjamin L. Snyder, pres.; Gerson Snyder, v.p.; Mildred Sandler, secy.-treas.

(Continued on page 468)

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For U.S. Govt. Laboratories, see p. 468

- ADMIRAL CORP.**—901 S. California Ave., Palo Alto, Cal. Davenport 5-3281. Robert M. Jones, director, advanced development section.
- AIRBORNE INSTRUMENTS LABORATORY**—160 Old Country Road, Mineola, Long Island, N.Y. Garden City 3-0600. Hector R. Skifter, president; Arthur V. Loughren, v.p. for research; Donald M. Miller, v.p. for engineering & production.
- AMERICAN BOSCH ARMA CORP.** (Arma Division)—Roosevelt Field, Garden City, N.Y. Pioneer 2-2000. E. A. Goetz, asst. chief engineer.
- AMERICAN MACHINE & FOUNDRY CO.**—1085 Commonwealth Ave., Boston 15, Mass. Algonquin 4-4234. Dr. W. B. Sell, gen. mgr. of electronics division.
- ARMOUR RESEARCH FOUNDATION**, Illinois Institute of Technology—10 W. 35th St., Chicago 16, Ill. Calumet 5-9600. Dr. Haldon A. Leedy, director.
- AVCO MANUFACTURING CORP.** (Crosley Division)—1329 Arlington St., Cincinnati 25, O. Kirby 1-6600. Clarence Felix, v.p. in charge; D. B. Nason, v.p. customer relations & sales.
- BARNES ENGINEERING Co.** (formerly Olympic Development Co.)—30 Commerce Road, Stamford, Conn. Fireside 8-5381. Dr. R. Bowling Barnes, president.
- BARTOL RESEARCH FOUNDATION**, Franklin Institute—Swarthmore, Pa. Kingsley 3-1539. Dr. W. F. G. Swann, director.
- BATTELLE MEMORIAL INSTITUTE**—505 King Ave., Columbus, O. Axminster 9-3191. Clyde Williams, president.
- BECKMAN INSTRUMENTS**—2200 Wright Ave., Berkeley, Cal. Landscape 6-7730. G. H. Bruns Jr., general manager.
- BELL TELEPHONE LABORATORIES**—463 West St., New York 14, N.Y. Chelsea 3-1000. Dr. Mervin J. Kelly, president; Dr. William O. Baker, v.p. of research.
- BENDIX AVIATION CORP.**—4855 Fourth Ave., Detroit, Mich. Temple 2-1300. Dr. Albert C. Hall, general manager.
- BROOKLYN POLYTECHNIC MICROWAVE RESEARCH INSTITUTE**—55 Johnson St., Brooklyn, N.Y. Triangle 5-4304. Dr. Ernst Weber, director.
- UNIVERSITY OF CALIFORNIA INSTITUTE OF ENGINEERING RESEARCH**—Berkeley, Cal. Montrose 4-3600. Dr. M. T. O'Brien, director of institute & chairman of engineering dept.; H. A. Schade, director of engineering research.
- CALIFORNIA INSTITUTE OF TECHNOLOGY**—Pasadena, Cal. Ryan 1-7171. F. C. Lindvall, chairman of engineering.
- CARNEGIE INSTITUTE OF TECHNOLOGY**—Schenley Park, Pittsburgh, Pa. Mayflower 1-2600. B. R. Teare Jr., dean of engineering.
- CLARK ELECTRONICS LABORATORIES**—Box 165, Palm Springs, Cal. Telephone: 8-3011. Dudley B. Clark, president.
- COLLINS RADIO CORP.**—855 35th St. NE, Cedar Rapids, Ia. Telephone: 3-0281. R. T. Cox, v.p. of research & development.
- CBS LABORATORIES**—485 Madison Ave., New York 22, N.Y. Plaza 1-2345. Dr. Peter C. Goldmark, president; John W. Christensen, v.p. & chief engineer; Thomas Petersen, administrative mgr.
- COLUMBIA UNIVERSITY ELECTRONICS RESEARCH LABORATORY**—632 West 125th St., New York, N.Y. Monument 3-0700. Dr. L. H. O'Neill, director.
- COMMONWEALTH ENGINEERING CO. OF OHIO**—1771 Springfield St., Dayton, O. Kenmore 1165. Malvern J. Hiller, president.
- CONSOLIDATED ELECTRODYNAMICS CORP.**—300 N. Sierra Madre Villa, Pasadena, Cal. Ryan 1-8421. Phillip S. Fogg, chairman; Harold W. Washburn, v.p. & director of research.
- CURTISS-WRIGHT CORP.**—Carlstadt, N. J. Geneva 8-4000. J. R. Pascuzzo, general manager.
- ALLEN B. DUMONT LABORATORIES Inc.**—35 Market St., E. Paterson, N.J. Mulberry 4-7400. Dr. Thomas T. Goldsmith Jr., v.p. govt. & research; R. T. Cavanagh, director circuit research labs. 2 Main Ave., Passaic, N.J. S. J. Koch, director tube research labs.
- ELECTRONIC ASSOCIATES Inc.**—Long Branch Ave., Long Branch, N.J. Telephone: 6-1100. Lloyd F. Christianson, president; Fred L. Martinson, chief engineer.
- ELECTRONICS CORP. OF AMERICA**—1 Memorial Drive, Cambridge 42, Mass. University 4-8000. Arthur G. B. Metcalf, president; Burton E. Shaw, v.p. for operations.
- ELECTRONICS RESEARCH LABORATORIES**—3743 Cahue nga Blvd., N. Hollywood, Cal. Stanley 7-3223. Joseph H. Leaming, owner & chief engineer.
- EMERSON RADIO & PHONOGRAPH LABORATORIES**—701 Lamont St., N.W., Washington 10, D.C. Tuckerman 2-6800. Dr. Donald P. Burcham, director.
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(Continued from page 465)

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 Cavallero, Juan—Belgrano 2883, Buenos Aires
 Cia. Standard Electric Argentina, S.I.A.C.—Uruguay 1037, Buenos Aires
 Compañía Comercial Cóndor S.A.—Sarmiento 2149, Buenos Aires
 Electrónica RAS S.R.L.—Juncal 2818, Buenos Aires
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 Isidoro Cherniavsky—Bartolomé Mitre 2259, Buenos Aires
 Philips Argentina S.A.—Vedia 3892, Buenos Aires
 RCA Victor Argentina S.A.I.C.—Bartolomé Mitro 1961, Buenos Aires
 RICMA Argentina S.R.L.—Sarmiento 309, Buenos Aires
 Roldán, Segundo y Juan B.—Tacuari 828, Buenos Aires
 Radio Sandor—Córdoba 1107, Buenos Aires
 Scheridan Radio Co. S.R.L.—Sarmiento 1362, Buenos Aires
 Werthein Gregorio y Numa—Sarmiento 258, Buenos Aires

AUSTRALIA

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 Amalgamated Wireless (Australasia) Ltd.—47 York St., Sydney, N.S.W. (RCA, U.S.A., and Marconi's Wireless Telegraph Co. Ltd., U.K.)
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 British General Electric Co. Pty. Ltd.—104 Clarence St., Sydney, N.S.W.
 Bush Simpson Television—Humphries St. & Torrens Rd., Challa Gardens, Adelaide, S.A. (Bush Radio Ltd., U.K.)
 Classic Radio and Television Pty. Ltd.—230 Collins St., Melbourne, Vic. (Raymond Electric Ltd., U.K.)
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 Pyrox Ltd.—Queensberry & Drummond Sts., Carlton (Robert Bosch G.m.b.H Germany)
 RCA of Australia Pty. Ltd.—221 Elizabeth St., Sydney, N.S.W. (RCA, U.S.A.)
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 Gramophone S.A.—bd Maurice Lemonnier, 17, Bruxelles
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 A/S Eltra—Maelkevej 3-9, Copenhagen
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 Invicta Radio, Ltd.—100, Gt. Portland St., London, W.1. (Invicta)
 J. S. Fielden (Devon), Ltd.—Branscombe, nr. Seaton, Devon, (J.S.F.)
 Kolster-Brandes, Ltd.—Footscray, Sidcup, Kent. (K-B)
 McMichael Radio, Ltd.—Nexham Road, Slough, Bucks (McMichael)
 Marconiphone Co., Ltd.—Hayes, Middlesex. (Marconiphone)
 Masteradio, Ltd.—Fitzroy Place, London, N.W.1 (Masteradio)
 Murphy Radio, Ltd.—Welwyn Garden City, Herts. (Murphy)
 Nera of England, Ltd.—Jefferies Passage, High St., Guilford, Surrey (Nera)
 Pam (Radio & Television), Ltd.—295, Regent St., London, W.1. (Pam)
 Peto Scott Electrical Instruments, Ltd.—Addlestone Rd., Weybridge, Surrey. (Peto Scott)
 Philco (Great Britain), Ltd.—Romford Rd., Chigwell, Essex. (Philco)
 Philips Electrical, Ltd.—Century House, Shaftesbury Ave., London, W.C.2 (Philips)
 Pilot Radio, Ltd.—Park Royal Road, London, N.W.10 (Pilot)
 Plessey Co., Ltd.—Vicarage Lane, Ilford, Essex
 Pye Ltd.—Radio Works, Cambridge (Pye)
 Radio Gramophone Development Co., Ltd.—Eastern Avenue West, Romford, Essex. (R.G.D.)
 Raymond Electric, Ltd.—Brent Crescent, North Circular Rd., London, N.W.10. (Raymond)
 Regentone Radio & Television, Ltd.—Eastern Ave., Romford, Essex. (Regentone)
 Radio & Allied Industries, Ltd.—Langley Park, Slough, Bucks. (Sobell)
 R.M. Electric, Ltd.—Team Valley, Gateshead, 11. (Strad)
 Stella Radio & Television Co., Ltd.—Oxford House, 9 Oxford St., London, W.1. (Stella)
 Thorn Electrical Industries, Ltd.—105 Judd St., London, W.C.1. (Ferguson)
 Ultra Electric, Ltd.—Western Ave., Acton, London, W. 3. (Ultra)
 Valradio, Ltd.—57, Fortess Rd., London, N.W.5. (Valradio)
 Vidor, Ltd.—West St., Erith, Kent. (Vidor)
 White-Ibbotson, Ltd.—Goldhawk Rd. Factory, 52a, Goldhawk Rd., Shepherds Bush, London, W.12. (White-Ibbotson)

FRANCE

Vechambre Frères—1 rue J.J. Rousseau, Asnières
 Durlent—9 rue Haynaut, Bethune
 Teletec—Sté. 95 rue d'Aguesseau, Boulogne-Billancourt
 Selecta—10 rue des Rosiers, Bourg La Reine
 Radio V.P.—76 Bd Victor-Hugo, Cligny
 S.T.I.R.—44 rue Segoffin, Courbevoile
 General Radio—30 rue de Montchapet, Dijon
 S.G.E.R.—5 rue des Margueritols, Faches Thumesnil
 Gramont—103 Bd Gabriel Péri, Malakoff
 Ets. Lagier—2 Place Général Ferrier, Marseille
 Ribet & Desjardins—13/17 rue Périer, Montrouge
 Grandin—72 rue Marceau, Montreuil Sous Bois
 Ora—66/72 rue Marceau, Montreuil Sous Bois
 Sonneclair Radio—43 Ave Faldherbe, Montreuil Sous Bois
 A.R.E.S.O.—64 rue du Landy, Plaine St Denis
 Ets. Amplix—34 rue de Flandre, Paris
 Andre-Radio—48 rue de Turenne, Paris
 Arphone—5 rue Gustave Goublier, Paris
 C.I.C.O.R. Ets.—5 rue d'Alsace, Paris
 Clarson—27 rue Pradier, Paris
 Clarville (Ets.)—6 Impasse de Chevaliers, Paris
 Cie Française de Radio—78 Champs Elysees, Paris
 Ducastel Frères Est.—208 bis rue Lafayette, Paris
 Familial Radio—206 rue Lafayette, Paris

Foreign Manufacturers

Gairadio—38 rue Claude Vellefaux, Paris
 Getou—30 Bld Voltaire, Paris
 Giallully S.A. de—1 bis rue de Washington, Paris
 L.D.T.—16 rue de Cambronne, Paris
 L.I.E.R.R.E.—12 rue St-Maur, Paris
 Marquett-Radio—74 rue Joseph de Maistre, Paris
 Sté Morrisson—104 rue Amelot, Paris
 Oceanic Radio—119 rue de Montreuil, Paris
 Ondiola—5 ter, Impasse de Genes, Paris
 Pathe Marconi—19 rue Lord Byron, Paris
 Point-Bleu—22 Ave de Villiers, Paris
 Pyrus and Buis—145 bis Bld Voltaire, Paris
 Radiax—12 rue de l'Abbé Groult, Paris
 Radio-Industrie—55/59 rue des Orteaux, Paris
 Radio Test—6 bis rue Auguste Vity, Paris
 Reela-Gees—35 rue du Poteau, Paris
 R.T.R.—12 Ave de l'Observatoire, Paris
 Sadir-Carpentier—101 Bl Murat, Paris
 TEVEA (Societe Nouvelle R.B.V. RI)—45 Ave Kleber, Paris
 Schneider Frères—3/7 rue Jean Daudin, Paris
 La Radiotechnique—79 Bd Haussmann, Paris
 Sonolor (S.A.)—38 rue Planchat, Paris
 Zodiac-Radio—29 Ave Parmentier, Paris
 Sonora Radio—5 rue de la Mairie, Puteaux
 Ets. Lavalette—72 rue Delerue, Saint Maur
 Telemondial—3 ter et 9 Bd de Champigny, Varenne
 G.T. Radio—17 Ave de Paris, Vincennes

GERMANY

AEF—Westendplatz 34, Frankfort (Main)
 Blaupunkt-Werke GmbH—Hildesheimer-Wald-Str 200, Hildesheim
 Max Braun—Russelsheimer Str 22, Frankfort (Main)
 Continental Rundfunk GmbH—Hauptstr 60, Osterode (Harz).
 C. Lorenz Aktiengesellschaft—Hellmuth-Hirth Str 42, Stuttgart-Zuffenhausen
 Fernseh GmbH—Landgraf-Philipps-Anlage 6, Darmstadt
 Graetz Kommandit-Gesellschaft—Westiger Str 172, Altena (Westf)
 Grundig Radio-Werke GmbH—Kurgartenstr 33, Furth (Bay)
 Heliowatt Werke Elektrizitäts-Aktiengesellschaft—Wilmersdorfer Str 39, Berlin-Charlottenburg 4
 Ilse-Mobel-Werke GmbH—Uslar (Hannover)
 Kaiser-Radio-Werke GmbH—Kenzingen (Baden)
 Körting Radio Werke Oswald Ritter GmbH—Grassau-Chiemgau
 KUBA Tonmobil und App. Bau Gerhard Kubetschek—Lindener Str 15, Wolfenbuttel
 Lorenz Radio—Ostliche 132, Pforzheim
 Loewe-Opta A.G.—1 Industriestr, Kronach
 Ernest Mastling, EMUD—Romerstrasse 12, Ulm (Donau)
 Metz Transformatoren-u, Apparatefabrik—Ritterstr 5, Furth (Bay)
 Nora-Radio GmbH—Wilmersdorfer Str 39, Berlin-Charlottenburg
 Norddeutsche Mende-Rundfunk GmbH—Diedrich-Wilkenstr 39-45, Bremen-Hemelingen
 Nord-Mende Norddeutsche Mende-Rundfunk GmbH—Ludwigstr 39, Bremen-Hemelingen
 Pauerphon Werner & Rottger—Boppstr 10, Berlin
 Deutsche Philips GmbH—Hauptniederlassung, Moenekebergerstr 7, Hamburg 1
 SABA Schwarzwald Apparate-Bauanstalt August Schwer Sohne GmbH—Villingen (schwarzw)
 G. Schaub Apparatebau—Karl-Friedrich Str 132, Pforzheim (Baden)
 Siemens & Halske Aktiengesellschaft—Wittelbacher, Platz 4, Munchen 2
 Sueddeutsche Telef.-App.-Kabel u Kraft-werke A.G.—Nornenstr 33, Nuernberg
 Telefunk GmbH—Werderstr 57, Karlsruhe.
 Telefunk GmbH—Hoga-Export, Mehringdamm 32, Berlin SW 6;
 Hoelderlin Platz 1, Stuttgart W.
 Tonfunk GmbH—Werderstr 57, Karlsruhe
 WEGA-Radio GmbH—Wilhelmsplatz 13A, Stuttgart
 W. Krefft, A.G.—31 Muehlenstr 31, Gavelberg

ITALY

A.B.C., Radiocostruzioni—Via Tellini 16, Milan
 A.R.T.—Viale Certosa 34, Milan
 Anelli, SpA.—Via Montello 1/A, Cremona
 Autovox, SpA.—Via Salaria 981, Rome
 CO.EL.TO.—S.r.l.—Via Arsenale 14, Turin

(continued on next page)

Foreign Manufacturers

ITALY—(Continued)

CO.MA.TEL—Via A. Provana 7, Milan
 Compagnia Generale di Elettrotecnica—Via Bergognone 34, Milan
 Effedibi Radio—Via Nicola Fabrizi 37, Turin
 Fabbrica Apparecchi Radio e Televisione—Via Crescenzo 48, Rome
 Fabbrica Italiana Apparecchi Radio—Via G.B. Grassi 98, Milan
 Fabbrica Italiana Magneti Marelli—Via Guastalla 2, Milan
 F.A.C.E.—Via Luigi Bodio 33/39, Milan
 F.A.T.M.E., SpA.—Via Appia Nuova 572, Rome
 FIMI, S.A.—Corso Matteotti 10, Milan
 Fratelli Romagnoli—Via Sondrio 3, Milan
 Gambirasio TV Fabbrica Televisoria—Via Tito Livio 5, Milan
 Geloso, SpA.—Viale Brenta 29, Milan
 Imcaradio—Spalto Gamondio 1, Alessandria
 Industria Nazionale Costruzioni Apparecchi Radio—Piazza Cal-
 rolli, Vercelli
 Irradio, SpAz.—Piazza S.Babila 4, Milan
 La Voce del Padron—Columbia Marconiphone, SpA.—Via Domeni-
 chino 14, Milan
 Magnadyne Radio—Via Avellino 6, Turin
 Marconi Italiana, SpA.—Via Condotti 11, Rome
 Mercurio Fabbrica Italiana Apparecchi Televisione—Via Valparaiso 4,
 Milan
 Nova, SpA.—Via C. Battisti 21, Novate Milanese (Milan)
 OREM—Via Smareglia 17, Milan
 Pertusati F.—Via Montello 3, Alessandria
 Philips Radio—Piazza IV Novembre 3, Milan
 Radio Allochio Bacchini—Piazza S.M. Beltrade 1, Milan
 Radio Allochio Bacchini—Piazza S.Maria Beltrade 1, Milan
 Radio Minerva—Viale Liguria 26, Milan
 Radio Ricordi—Via Artisti 9bis., Turin
 Ricagni—Via Cavriana 7, Milan
 SABA—Via S.Veniero 38, Milan
 Saltron—Via Ingegnoli 17, Milan
 S.I.C.A.R.T.—Via F.lli Rosselli 61, Firenze
 SIEMENS, SpA.—Via F. Filzi 29, Milan
 Societa Italiana Televisione—Via Paletta 1, Novara
 Superba, SpA.—Piazza Spotorno 2, Milan
 Tecno-Vidicon—Via Crescenzo 82, Rome
 Teletron, Soc.r.l.—Via Emilia Ponente 58, Piacenza
 Unda-Radio, S.A.—Via Mentana 20, Como
 Watt Radio—Via Le Chiuse 61, Turin
 Zada, S.A.—Via Gaggia 1, Milan

JAPAN

Chitose Television K.K.—26 Kurumacho, Shiba, Minato-ku, Tokyo
 Chuo Musen K.K.—5 Tashirocho, Kanda, Chiyoda-ku, Tokyo.
 Fuji Seisakusho K.K.—5 Mita 1-chome, Shiba, Minato-ku, Tokyo
 Fuji Onkyo Television K.K.—51 Minami Sakumacho 1-chome,
 Shiba, Minato-ku, Tokyo
 Hayakawa Electric Co., Ltd.—25 Nishitabe-machi, Abeno-ku, Osaka
 Hitachi Seisakusho K.K.—Shin-Marunouchi Bldg., 4 Marunouchi
 1-chome, Chiyoda-ku, Tokyo.
 Hope Television K.K.—O.S.K. Bldg., 2 Kyobashi 1-chome, Chuo-ku,
 Tokyo
 Ikegami Tsushinki Kabushiki Kaisha—666 Tsutsumikata-machi,
 Ohta-ku, Tokyo
 Kobe Kogyo K.K.—5 Wadayama-dori 1-chome, Hyogo-ku, Kobe
 Kyoritsu Denpa K.K.—1 2-chome, Muromachi, Nihombashi, Chuo-
 ku, Tokyo
 Kyoritsu Denpa Seiki K.K.—1869 Kanimeguro 3-chome, Meguro-
 ku, Tokyo
 Matsushita Denki Sangyo K.K.—1006 O-aza Kadoma, Kadoma-cho,
 Kitakawachi-gun, Osaka
 Minami Television K.K.—11 Tashirocho, Kanda, Chiyoda-ku,
 Tokyo
 Mitaka Denki K.K.—452 Honan-cho Suginami-ku, Tokyo
 Mitsubishi Denki K.K.—Marunouchi Bldg., 3 Marunouchi 2-chome
 Chiyoda-ku, Tokyo.
 Mitsuoka Denki Seisakusho—388 Itabashi 5-chome, Itabashi-ku,
 Tokyo
 Nanao Tsushinki Kabushiki Kaisha—Mitsui Bekkan, 3 Muro-
 machi 3-chome Nihombashi, Chuo-ku, Tokyo
 Nichibeil Television K.K.—80 Ogawa-machi, Kawasaki-shi, Kan-
 agawa-ken, Kanagawa
 Nichi-Bei Television Kabushiki Kaisha—80 Ogawa-cho, Kawa-
 saki

Nippon Alpha Denki K.K.—6 Fujimi-cho, Azabu, Minato-ku,
 Tokyo
 Nippon Columbia K.K.—125 Minato-machi, Kawasaki
 Nippon Columbia K.K.—125 Minato-machi, Kawasaki-shi,
 Yokohama. Kichiaburo Nomura, president; Hitoshe Momose,
 executive v.p.; Yoshiro Kitano, managing director.
 Nippon Electric Co., Ltd.—2 Mita Shikoku-machi, Shiba, Minato-
 ku, Tokyo
 Nippon Denkyo K.K.—807 Kyodomachi, Setagaya-ku, Tokyo
 Nippon Victor K.K.—12 Moriya-cho 3-chome, Kanagawa-ku,
 Yokohama. Kichisaburo Nomura, president; Hitoshe Momose,
 executive v.p.; Yoshiro Kitano, managing director.
 Riken Teibi-Kogyo K.K.—Aoki Bldg., 14 Tamura-cho 2-chome,
 Shiba, Minato-ku, Tokyo
 Sankosha Seisakusho—c/o Yutaka Sangyo K.K., 4 Chojamachi
 1-chome, Daito-ku, Tokyo
 Sanyo Denki K.K.—18 Keihan-hondori 2-chome, Moriguchi City,
 Osaka
 Shin Nippon Television Kogyo K.K.—16 Minami-Ohtsudori 6-
 chome, Naka-ku, Nagoya
 Taiyo Musen Kogyo K.K.—3-8 Higashi-Juijo 6-chome, kita-ku,
 Tokyo
 Taiho Denki K.K.—43 Bakurocho 4-chome, Higashi-ku, Osaka
 Tokyo Shibaura Denki K.K.—72 Herikawa-cho, Kawasaki-shi,
 Kanagawa
 Tokyo Shibaura Denki K.K.—72 Horikawa-cho, Kawasaki, Tokyo
 Yamanaka Denki K.K.—198 Omori 2-chome, Ohta-ku, Tokyo
 Yaou Musen K.K.—2776 Ohi Sakashita-cho, Shinagawa-ku,
 Tokyo

MEXICO

Admiral de Mexico, S.A. de C.V.—Calle 25 Norte No. 16, Mexico 9,
 D.F.
 Cia Distribuidora Mercantil, S.A.—Rhin No. 33, Mexico 5, D.F.
 Comercial Electronica, S.A.—Av. Morelos No. 20 Piso 70, Mexico, D.F.
 Corporacion Nacional Electronica S.A.—Insurgentes Norte 1314,
 Mexico, D.F.
 Delher, S.A.—Bucareli y Gral. Prim., Mexico 1, D.F.
 El Capitolio, S.A.—Av. San Francisco No. 1, Naucalpan, Mex.
 General Electric S.A. de C.V.—San Juan de Letran y. Articulo 123.
 General Electronics, S.A.—Asturias No. 65, Mexico 13, D.F.
 Philco, S.A. de C.V.—Zaragoza No. 280-9, Mexico, D.F.
 R.C.A. Victor Mexicana S.A. de C.V.—Av. Cuhtlahuac No. 2519,
 Mexico, D.F. M. S. Hazzard, president.
 Radio Manufacturera de Mexico—Av. Dos No. 236, San Pedro de
 los Pinos, Mexico 18, D.F.
 Radio y Television de Mexico, S.A.—E. Gonzalez Martinez No. 7,
 Mexico 4, D.F.

NEW ZEALAND

Bell Radio-Television Corp.—347 Queen St., Auckland
 Collier & Beale Ltd.—100 Dixon St., Wellington
 His Master's Voice (N.Z.) Ltd.—162-172 Wakefield St., Wellington
 Radio Corp. of New Zealand Ltd.—80 Courtenay Place, Wellington

SWEDEN

Centrum Radio AB, Gvilling & Co.—Lordonvia Dukten (Box 4013),
 Stockholm
 Dux Radio AB—Svarvargatan, Stockholm
 Industri AB Luxor—Motada
 Norrkopings Elektrotek—Niska Fabriker AB (NEFA)—Norrkoping
 Smith Radio AB—1 Humlegardsgatan, Stockholm
 AB Standard Radiofabrik—9-11 Johannesfredsvagen, Bromma,
 Stockholm
 AB Stern & Stern—45 Sveavagen, Stockholm
 Svenska AB Gasaccumulator, AGA—Lidingo
 Svenska Radio AB—12 Alstromergatan, Stockholm
 Svenska AB Philips—16 Cavlegatan (Box 6077), Stockholm

SWITZERLAND

Dewald, Andre & Son, Ltd.—561 Seestrasse, Zuerich. Paul Dewald
 and Jean Wildberger, directors.
 Fernseh A.G.—40 Stauffacher Quai, Zuerich. K. Buechler, director.
 Novelectric A.G.—25 Clairdenstrasse, Zuerich. Walter Haefner,
 director.
 Schwachstrom-Technik A.G. (S.A.G.)—3 Waltersbachstrasse,
 Zuerich. O. Fischer, president.
 Sport A.G.—31a Unterer Quai, Biel, Canton Bern. Hans Kaeser,
 director.

THAILAND

Thai Television Co., Ltd.—Mansion B., Rajadamnden Ave., Bang-
 kok

VENEZUELA

La Electronica Venezolana, S.A.—49 Avenida Sucre, Los Dos Cam-
 inos, Caracas
 Granadillo & Henriquez—Edificio Alcabala, Puente Anauco a Al-
 cabala, Caracas
 Jean Piret—Edificio Republica, Puente Republica, Caracas.
 Television Centro, S.A.—Edificio America, Esquina de Veroes,
 Caracas
 Televenca—Edificio Padre Sierra, Esquina de Padre Sierra, Caracas
 T.V. Service Corp., C.A.—Edificio Urapal, Ave. Andres Bello, Caracas



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 Dr. I. Wolff, *v.p., research*

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RCA Victor Radio & "Victrola" Div.

Cherry Hill, Delaware Tp., Camden 8, N. J.
 Telephone: Woodlawn 3-8000

James M. Toney, *v.p. & general manager*

RCA Victor Record Div.

155 East 24th St., New York 10, N. Y.
 Telephone: Murray Hill 9-7200

Lawrence W. Kanaga, *v.p. & general mgr.*
 Howard L. Letts, *v.p. & operations mgr.*
 George R. Marek, *v.p. record albums dept.*

Consumer Products Manufacturing Plants

Bloomington, Ind., 1300 So. Rogers St. Bloomington 7241. (TV sets).

Cambridge, O. Cambridge 2-3531. ("Victrola" phonographs, tape recorders).

Canonsburg, Pa., Adams Ave. Sherwood 5-4200 (radios, "Victrola" phonographs).

Hollywood, Calif., 1016 No. Sycamore, Hollywood 4-5171 (sound film recording, custom record pressing).

Indianapolis, Ind., 501 No. LaSalle St., Melrose 6-5321. (TV receivers, records).

Monticello, Ind., Hanawalt Rd. Monticello 100. (TV cabinets).

Rockaway, N. J., Rockaway 9-2400 (records).

SALES AND SERVICES

Charles M. Odorizzi, *executive v.p.*

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350 West 4th Street, New York 14, N. Y.
 Telephone: Watkins 4-7845

George F. Maedel, *president*

RCA Communications, Inc.

66 Broad St., New York 4, N. Y.
 Telephone: Hanover 2-1811

Thompson H. Mitchell, *president*

RCA Service Company, Inc.

Cherry Hill, Delaware Tp., Camden 8, N. J.
 Telephone: Woodlawn 3-8000

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Cleveland 15, Ohio, 1600 Keith Bldg.

Dallas, Tex., 3409 Oak Lawn Ave.

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New York 10, N. Y., 153 East 24th St.

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1186 Merchandise Mart Plaza, Chicago 54, Ill.
 Telephone: Delaware 7-0700

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Davenport, Iowa, 1235 W. Fifth St. Davenport 6-4436

Detroit 4, Mich., 7400 Intervale Ave. Texas 4-3500

Kansas City 15, Kan., Fairfax and Funston Roads. Atwater 3075

Los Angeles 22, Cal., 6051 Telegraph Rd. Raymond 3-6661

Wichita, Kan., 725 East Lincoln St. Amherst 7-1252

ELECTRONIC COMPONENTS

W. Walter Watts, *executive v.p.*

RCA Tube Division

415 South Fifth Street, Harrison, N.J.
 Telephone: Humboldt 5-3900

Douglas Y. Smith, *v.p. & general manager*

RCA Semiconductor Division

Somerville, N.J.
 Telephone: Randolph 5-4500

Dr. Alan M. Glover, *general manager*

RCA Components Division

Front & Cooper Streets, Camden, N.J.
 Telephone: Woodlawn 3-8000

William T. Warrender, *general manager*

Electronic Components Manufacturing Plants

Camden, N. J., Front & Cooper Sts. Woodlawn 3-8000 (component parts).

Cincinnati, O., 5040 Lester Rd. Eimhurst 1-2300. (miniature tubes).

Findlay, O., Fostoria Rd. Findlay 6000. (component parts).

Harrison, N. J., 415 So. Fifth St. Humboldt 5-3900 (tubes).

Indianapolis, Ind., 501 No. LaSalle St. Melrose 6-5321. (tubes).

Lancaster, Pa., New Holland Pike. Lancaster 3-3661. (color kinescopes, power tubes, TV camera & special purpose tubes).

Marion, Ind., 3301 So. Adams St. Marion 8000. (black & white kinescopes; luminescent powder).

Somerville, N. J., Randolph 5-4500. (semiconductors).

Woodbridge, N. J., Humboldt 5-3900. (tubes).

RCA DEFENSE ELECTRONIC PRODUCTS

Front & Cooper Streets, Camden, N. J.
 Telephone: Woodlawn 3-8000

T. A. Smith, *executive v.p.*

Manufacturing Plants

Camden, N. J., Front & Cooper Sts., Woodlawn 3-8000. (Govt. communications and special equipment).

Los Angeles, Calif., 11819 W. Olympic Blvd. Bradshaw 2-4335. (govt. communications equipment).

Moorestown, N. J., Marne Hwy., Woodlawn 3-8000. (aviation, radar and special govt. apparatus).

New York, 75 Varick St., Walker 5-3716.

RCA COMMERCIAL ELECTRONIC PRODUCTS

Front & Cooper Streets, Camden, N. J.
 Telephone: Woodlawn 3-8000

A. L. Malcarney, *v.p. & general manager*

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Camden, N. J., Front & Cooper Sts., Woodlawn 3-8000. (communications equipment, broadcasting, theatre, sound & industrial equipment, TV apparatus, Bizmac equip.)

Detroit, Mich., 6545 St. Antoine St. Trinity 5-4404. (film projectors).

Merchandising and Regional Managers

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H. R. Maag, *v.p. & Western manager*

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R. W. Saxon, *director, regional operations*

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J. F. O'Brien—Boston 16, Mass., 2301 Hancock Bldg. Hubbard 2-1700

H. A. Renholm—Chicago 54, Ill., 1186 Merchandise Mart Plaza, Delaware 7-0700

C. V. Bradford—Cleveland 15, Ohio, 1600 Keith Bldg. Cherry 1-3450

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H. M. Winters—Kansas City 6, Mo., 340 Dierks Bldg. Harrison 1-6480

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Columbia Broadcasting System Inc.

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(For detailed listings, see pp. 52-57)

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488 Madison Ave., New York 22, Plaza 1-2345
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485 Madison Ave., New York 22, N. Y. Plaza 1-2345
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Statler Office Building, Boston 16, Mass. Hubbard 2-2323
410 North Michigan Ave., Chicago 11, Ill. Whitehall 4-6000
1000 Fidelity Union Life Building, Dallas, Tex. Sterling 4996
905 Fischer Building, Detroit 2, Mich. Trinity 2-5500
1313 North Vine St., Hollywood 28, Cal. Webster 8-3011
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Raymond D. Bulter, *assistant controller*

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Robert R. Pampe, *second v.p. & managing director*
Kenneth E. Raine, *secretary*
Alfred E. Lorber, *asst. secretary*

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799 Seventh Ave., New York, Circle 5-7300
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William G. Wilkins, *asst. treasurer*
Raymond D. Bulter, *asst. treasurer*

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100 Endicott St., Danvers, Mass. Spring 4-2360
32 Green St., Newark 2, N. J. Market 3-5832
5637 West Diversey Ave., Chicago 39, Ill. National 2-1425
Kent & Warren Sts., Newburyport, Mass. Newburyport 2062
76 Lafayette St., Salem, Mass. Salem 2260
900 Chelmsford St., Lowell, Mass. Lowell 40446
2605 Kilgore Rd., Kalamazoo, Mich. Kalamazoo 56171
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John Q. Adams, *v.p. in charge of sales*
Michael F. Callahan, *v.p., manufacturing*
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301 N. Market St., Dallas 2, Tex., Riverside 8-5959
100 Endicott St., Danvers, Mass., Spring 4-2360
1009 South Elm St., Greensboro, N.C., Greensboro 3-4726
4722 W. Jefferson Blvd., Los Angeles 16, Cal., Republic 2-0165
1990 North Mannheim Rd., Melrose Park, Ill., Esterbrook 9-2100
3370 N.W. 37th St., Miami, Fla., Newton 5-4645
1711 Hawthorne Ave., Minneapolis 3, Minn., Federal 2-5457
213 South Front St., New Orleans, La., Tulane 5184
32 Green St., Newark 2, N.J., Market 3-5832
102-104 West Roy St., Seattle 4, Wash., Alder 2424
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Radio Corporation of America

(Continued)

RCA International Div.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: Judson 6-3800

Meade Brunet, *v.p. & managing director*
Albert F. Watters, *v.p. & operations manager*
Herbert T. Brunn, *v.p., administration*

Associated Companies In Other Countries

RCA Victor Argentina, S.A.I.C., Calle Bartolome Mitre 1961, Buenos Aires, Argentina
Telephone: 47 Cuyo 3041
Gerald Murray, *president*
RCA of Australia Proprietary Ltd., 221 Elizabeth St., Sydney, Australia.
Telephone: MA 2277.
R. E. Tolnay, *managing director*
RCA Victor Rio S.A., Rua Visconde da Gavea, 125, Rio de Janeiro, Brazil.
Telephone: 43-2855.
Richard T. Scott, *president.*

RCA Victor Company, Ltd., 1001 Lenox St., Montreal, P.Q., Canada.
Telephone: Wellington 7551.
F. R. Deakins, *chairman of board.*
P. J. Casella, *president.*

Corporacion de Radio de Chile, S.A., Vicuna Mackenna 3333, Santiago, Chile.
Telephone: Santiago 50081.
F. A. Moore, *president.*

RCA Great Britain, Ltd., Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex, England.
Telephone: Sunbury-on-Thames 3101.
C. G. Mayer, *chairman of board and managing director.*

Radio Fernseh Elektro GmbH, Rossmarkt 11, Frankfurt a.M., Germany.
Telephone: 96628 & 96781.
G. H. Schmitter, *director.*

American Radio Television (Hellas) S.A., 38 Thessaloniki St., Athens, Greece.
Telephone: 482492.
Charilaos Petropoulos, *general manager.*

Photophone Equipments, Ltd., 9, Marine Lines, Bombay, India.
Telephone: 22068.
M. A. Fazaibhoy, *managing director.*

RCA Italiana S.p.A., Via S. Alessandro, 7, Via Tiburtina, km 12°, Rome, Italy.
Telephone: 863.060; 863.716.
Pietro Vaccari, *managing director.*

American Electronic Enterprises, Ltd., Room 420, Nikkatsu International Bldg., Tokyo, Japan.
Telephone: 27-7601; 27-7602.
P. A. Richards, *manager.*

RCA Victor Mexicana, S.A., de C.V., Avenida Cuatlahuac 2519, Mexico 16, D.F.
Telephone: 27-60-20, LO 149.
Michael S. Hazzard, *president.*

RCA Española, S.A., Avenida de America y Hernandez de Tejada, Madrid, Spain.
Telephone: 25-79-21.
Gabriel Soria, *managing director.*

RCA le Venezuela, S.A., Edificio Industria, Oficina 3E Pente, Caracas, Venezuela.
C.E. Treutle, *president.*

Laboratories RCA Ltd., Hardturmstrasse 169, Zurich 5, Switzerland.
Telephone: 42-96-66.
R. F. Holtz, *general manager.*

Handy Directory of

Associations and Other Organizations

In TV and Related Fields

Telectasting	Broadcasting	Manufacturing	Merchandising	Servicing
Motion Pictures	Educational	Religious	Governmental	International
	Advertising	Music Licensors	Electronics	

ACADEMY OF TELEVISION ARTS & SCIENCES (ATAS), 9126 Sunset Blvd., Los Angeles 46, Cal. Crestview 4-5209. Johnny Mercer, pres.; Robert Longenecker, 1st v.p.; Sheldon Leonard, 2nd v.p.; Frank Lovejoy, secy.; Harry S. Ackerman, treas.; T. Freebairn-Smith, exec. secy. N.Y. Chapter: 23 W. 53rd St., New York 19, N.Y. Judson 6-5249. Ed Sullivan, chairman; Max Liebman, 1st vice chairman; Mark Goodson, 2nd vice chairman; Wm. Bratter, secy.; Lawrence Langner, treas.

ACOUSTICAL SOCIETY OF AMERICA, 57 E. 55th St., New York 22, N.Y. Eldorado 5-5850. Richard K. Cook, pres.; Wallace Waterfall, secy.

ADVERTISING ASSOCIATION OF THE WEST, 425 Bush St., San Francisco 8, Cal. Garfield 1-6868. Earl J. Glade, Salt Lake City, pres.; John Hoefler, Hoefler, Dieterich & Brown, San Francisco, senior v.p.; Mrs. Ella Breazeal, Valley National Bank, Tucson, v.p.-at-large; Eugene N. McKim, Western Farm Life, Denver, secy.; Burt Oliver, Foote, Cone & Belding, treas.; Charles W. Collier, exec. v.p.

THE ADVERTISING COUNCIL, Inc., 25 W. 45th St., New York 36, N. Y. Judson 2-1520. Theodore S. Reppler, pres.; Allan M. Wilson (Washington), George P. Ludlam (New York), v.p.'s; Gordon C. Kinney, radio-TV director. Washington: 1200 18th St. NW. Sterling 3-9153. (T. S. Reppler, A. M. Wilson). Chicago: 203 N. Wabash Ave. Randolph 6-1753 (Mrs. Lavinia Schwartz). Hollywood: 1680 N. Vine St. Hollywood 7-7166. (Robert Coleson). Radio-TV Committee of Council Board: Edwin W. Ebel, General Foods, chairman; Thomas D'Arcy Brophy, Kenyon & Eckhardt, vice chairman; Lee H. Bristol, Bristol-Myers; Felix W. Coste, Coca-Cola; Harold E. Fellows, NARTB; Clifford L. Fitzgerald, Dancer, Fitzgerald & Sample; Arthur P. Hall, Aluminum Co. of America; Marion Harper Jr., McCann-Erickson.

ADVERTISING FEDERATION OF AMERICA (AFA), 250 W. 57th St., New York, N.Y. Circle 6-2431. Ben R. Donaldson, Ford Motor Co., chairman; Elon G. Borton, pres.-gen. mgr.; Loretta Fox, secy.

ADVERTISING RESEARCH FOUNDATION, 3 E. 54th St., New York 22, N.Y. Plaza 1-5656. W. H. Wulfeck, chairman; Ben Donaldson, vice chairman; E. P. Seymour, treas.; Wm. A. Hart, pres.; Edward F. Herrick, secy.; A. W. Lehman, managing dir.; D. B. Lucas, tech. dir.

ALLIANCE OF TELEVISION FILM PRODUCERS, Inc., 6912 Hollywood Blvd., Hollywood 28, Cal. Hollywood 5-5711. Hal Roach Jr., pres.; Maurice Unger, v.p.; John Findlater, secy.; John Zinn, treas.

ALLIED STATES ASSOCIATION OF MOTION PICTURE EXHIBITORS, 1131 Dupont Circle Bldg., Washington 6, D. C. Dupont 7-7400. Abram F. Myers, chairman and general counsel; Ruben Shor, pres., 1632 Central Pkwy., Cincinnati 10, O.; Irving Dolinger, treas., 352 W. 44th St., N. Y. 36; Julius M. Gordon, secy., Gaylynn Theatre Bldg., Beaumont, Tex.; W. A. Carroll, recording secy., 512 N. Illinois St., Indianapolis. Trueman T. Rembusch, chmn., TV committee, 55½ E. Court St., Franklin, Ind.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES (AAAA), 420 Lexington Ave., New York 17, N.Y. Lexington 2-7980. Robert D. Holbrook, Compton Adv., chairman; Melvin Brorby, Needham, Louis & Brorby, vice chairman; Donald K. Clifford, Doherty, Clifford, Steers & Shenfield, secy.-treas.; Frederic R. Gamble, pres.; Kenneth Godfrey, secy. to broadcast media committee; Dorothy Copeland, secy. to TV & radio administration committee.

AMERICAN ASSOCIATION OF ENGINEERS, 8 S. Michigan Ave., Chicago 3, Ill. Randolph 6-9085. Patrick J. Lucey, pres.; M. E. McIver, national secy.; H. A. Wagner, director-consulting engineer.

AMERICAN ASSOCIATION OF FILM PRODUCERS Inc., 333 N. Michigan Ave., Chicago 1, Ill. Lawrence P. Molinee, pres.; Lang S. Thompson, v.p.; James E. Holmes, secy.; Jack Lieb, treas.; Jane Ware, adm. asst.

AMERICAN BAPTIST CONVENTION, Radio & Television Dept., 152 Madison Ave., New York 16, N.Y. Murray Hill 4-4100. Frederick L. Essex, dir.

AMERICAN COUNCIL FOR BETTER BROADCASTS, 423 N. Pinckney St., Madison 3, Wis. Alpine 5-2009. Dr. C. C. Williamson, Greenwich, Conn., pres.; Mrs. Melvin C. Koch, Columbus, O., 1st v.p.; Mrs. Gertrude Broderick, Washington, D. C., 2nd v.p.; Mrs. H. B. Faust, Beaver Falls, Pa., recording secy.; Mrs. Wm. F. Haupt, Los Angeles, Cal., corres. secy.; Patrick D. Hazard, Trenton, N. J., treas.; Dr. Leslie Spence, Madison, Wis., exec. director.

AMERICAN COUNCIL ON EDUCATION, Committee on Television, 1785 Massachusetts Ave., N.W., Washington 6, D.C. Hudson 3-6620. Dr. John C. Adams, chairman; Mrs. Dorothy R. Smith, secy.

AMERICAN HERITAGE FOUNDATION, 11 W. 42nd St., New York 36, N.Y. Bryant 9-4355. Gen. Walter Bedell Smith, chairman; Jack Cornelius, pres.; Ron Kennedy, exec. dir.

AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS (AIEE), 33 W. 39th St., New York 18, N.Y. Pennsylvania 6-9220. M. S. Coover, pres.; N. S. Hibshman, secy. TV & Aural Broadcasting Systems Committee; C. M. Braum, chairman; Carl E. Smith, vice chairman; O. W. B. Reed Jr., secy.

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AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION INC. (ANPA), 370 Lexington Ave., New York 17, N.Y. Murray Hill 5-2000. William Dwight, Holyoke (Mass.) Transcript Telegram, pres.; Cranston Williams, gen. mgr.

AMERICAN RADIO RELAY LEAGUE (ARRL), 38 La Salle Rd., West Hartford 7, Conn. Adams 3-6268. Goodwin L. Dosland, pres. Vice presidents: Wayland M. Groves, F. E. Handy, Percy C. Noble. A. L. Budlong, secy.-gen. mgr.; David H. Houghton, treas.

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AMERICAN WOMEN IN RADIO AND TELEVISION Inc., 501 Madison Ave., New York 22, N.Y. Plaza 3-2029. Edythe Fern Melrose, pres. Vice presidents: Betty Butterfield, Martha Crane, Edith Ford, Sarah Jane Moon, Marian K. Rowe, Nena Badenoch, secy.-treas.; Margo Anderson, exec. secy.

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ASOCIACION MEXICANA DE AGENCIAS DE PUBLICIDAD, A.C. (Assn. of Mexican Advertising Agencies), Apartado Postal 9488, Mexico 1, D.F.

ASSOCIATED PRESS RADIO & TELEVISION ASSN., 50 Rockefeller Plaza, New York 20, N.Y. Plaza 7-1111. Jack Shelley, WHO-TV & WHO, Des Moines, pres.; Joe H. Bryant, KCBD-TV, Lubbock, Tex., 1st v.p.; Daniel W. Kops, WAVZ, New Haven, 2nd v.p.; Pat Cullen, KHQ-TV, Spokane, v.p.; Oliver Granling, AP, secy.; Robert R. Booth, AP, treas.

ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION, 1771 N. St. NW, Washington 6, D.C. Decatur 2-9300. Dr. Sydney W. Head, U. of Miami, pres.; Lee Ruwicht, WTVJ, Miami, v.p.; Russell Porter, U. of Denver, secy.-treas.; Fred Garrigus, NARTB, exec. secy.

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ASSOCIATION OF ELECTRONIC PARTS & EQUIPMENT MANUFACTURERS, 11 S. LaSalle St., Chicago 3, Ill. Dearborn 2-4217. A. N. Haas, Bud Radio Inc., chairman; Helen Staniland Quam, Quam-Nichols Co., vice chairman; Ken Hathaway, Ward Leonard Electric, treas.; Kenneth C. Prince, exec. secy.

ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS (AFCCE), c/o John Creutz, 710 14th St. NW., Washington 5, D.C. Executive 3-5670. Everett Dillard, pres.; Robert E. L. Kennedy, v.p.; John Creutz, secy.; A. Earl Cullum, treas. Exec. Committee: Robt. M. Silliman, Geo. Gautney, Russell P. May, Geo. Lohnes.

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ASSOCIATION OF MOTION PICTURE PRODUCERS INC., 8480 Beverly Blvd., Hollywood 48, Cal. Olive 3-2200. Eric Johnston, pres.; Y. Frank Freeman, chairman; B. B. Kahane, v.p.; E. J. Mannix, v.p.; Charles S. Boren, v.p., industrial relations; James S. Howie, secy.-treas.

ASSOCIATION OF NATIONAL ADVERTISERS, 155 E. 44th St. New York 17, N.Y. Oxford 7-5950. Paul B. West, pres.; E. W. Ebel, General Foods, chairman of board; M. L. McElroy, v.p.; Cy Norton, v.p.; J. M. Allen, v.p.; Peter Allport, secy.; Rex Budd, Campbell Soup, chairman, radio & TV advertising service committee.

ASSOCIATION OF RADIO NEWS ANALYSTS — Quincy Howe, pres.; W. W. Chaplin & Joseph C. Harsch, v.p.'s; Larry Le-Seuer, secy.; Caesar Saerchinger, treas.

ASSOCIATION OF TELEVISION FILM DISTRIBUTORS, 711 Fifth Ave., New York 22, N.Y. Directors: Ralph Cohn, Harold L. Hackett, John Sinn, Milton Gordon.

AUDIO ENGINEERING SOCIETY, Box 12, Old Chelsea Station, New York 11, N.Y. W. O. Stanton, pres.; Sherman M. Fairchild, exec. v.p.; Henry J. Schroeder, central v.p.; Ross H. Snyder, western v.p.; C. J. LeBel, secy.; R. A. Schlegel, secy.

BRAND NAMES FOUNDATION Inc., 437 Fifth Ave., New York 16, N.Y. Murray Hill 5-0888. Edward R. Taylor, Motorola, chairman; John H. Breck Jr., John H. Breck Inc., & Robert E. MacNeal, Curtis Publishing Co., vice chairmen; Thomas F. O'Neil, MBS, chairman of exec. committee; Louis Hausman, CBS Inc., treas.; Henry E. Abt, pres.

BRITISH BROADCASTING CORPORATION (BBC), 630 Fifth Ave., New York, N.Y. Circle 7-0656. Barrie Thorne, North American rep.; Alec Sutherland, chief asst., N.Y.; G. Del Strother, TV officer, N.Y. Christopher Serpell, Douglas Willis, Washington correspondents, National Press Bldg.; Executive 3-1465. F. D. Walker, UN correspondent, Plaza 4-1234.

BROADCAST MUSIC Inc. (BMI), 589 Fifth Ave., New York 17, N.Y. Plaza 9-1500. Carl Haverlin, pres.; Glenn R. Dolberg, v.p., station relations. *Music licensor.*

BROADCASTERS PROMOTION ASSOCIATION, 122 E. 42nd St., New York 17, N.Y. Murray Hill 7-0808. David E. Partridge, Westinghouse Broadcasting Co., pres.; Charles A. Wilson, WGN-TV & WGN, Chicago, 1st v.p.; Montez Tjaden, KWTV, Oklahoma City, 2nd v.p. Directors: Joe C. Hudgens, KRNT-TV & KRNT, Des Moines; Bruce Wallace, WTMJ-TV & WTMJ, Milwaukee; Haywood Meeks, WMAL-TV, Washington; Roy C. Pedersen, WDAY-TV & WDAY, Fargo, N. D.; Samuel Eber, WERE, Cleveland; John M. Keys, WNBQ & WMAQ, Chicago; Foster H. Brown, KMOX, St. Louis; Howard Meagle, WWVA, Wheeling, W. Va.; Paul I. Woodland, WGAL-TV & WGAL, Lancaster, Pa.; Gene Godt, WCCO-TV, Minneapolis; Marion Annenberg, WDSU-TV & WDSU New Orleans; Joe Zimmerman, WFIL-TV & WFIL, Philadelphia.

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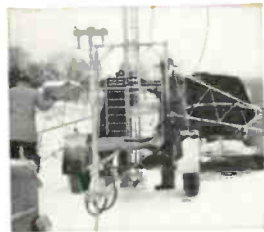
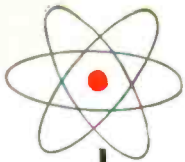
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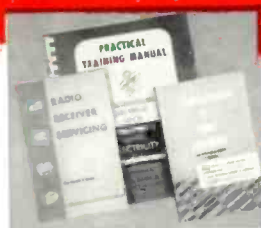
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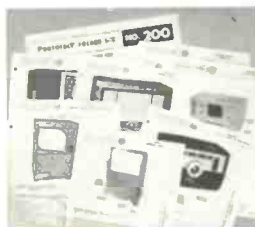
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