

1957 FALL-WINTER

Semi-Annual Edition | No. 25

Television Factbook

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

25th

EDITION

1957 FALL-WINTER

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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- Call Letters —
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throughout New England

more people
spend more time

watching

wnac
tv
Boston

Operated by Yankee Network Division, RKO Teleradio Pictures, Inc.

EACH PEARL A MEMORY

President Coolidge had just made the *first* Presidential broadcast from the floor of Congress; the *first* Federal Radio Commission had been recently appointed; Columbia Phonograph Broadcasting System, Inc. came into existence; and Secretary of Commerce Herbert Hoover spoke from Washington to New York in the *first* demonstration of television...

Lindbergh flew into the hearts of America; Commander Richard E. Byrd crashed into the sea off France; Tunney retained his championship, although Dempsey claimed a "long count," and the immortal "Babe" hit sixty home runs...

"Talking" pictures became a reality when Al Jolson in "The Jazz Singer" scored an instant success; Henry Ford unveiled the Model A; ground was broken

for the George Washington Bridge in New York...

Broadway presented Show Boat, My Maryland, Connecticut Yankee, Hit the Deck, and Good News: Tin Pan Alley gave us Chloe, Me and My Shadow, Just a Memory, At Sundown, Blue Skies, and many others.

This was the wonderful year of 1927—on July 11th of that year Storer Broadcasting Company started.

Only the old and tired stop counting birthdays. Storer Broadcasting Company, being neither, is proud and happy to celebrate its *30th anniversary*. Proud, too, of its *thirty years'* service in the public interest and happy that our advertisers find Storer stations a most effective sales medium.

Yes, each year has been a pearl—and each pearl a memory.



STORER BROADCASTING COMPANY

WSPD-TV
Toledo, Ohio

WSPD
Toledo, Ohio

WJW-TV
Cleveland, Ohio

WJW
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WJBK
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WAGA
Atlanta, Ga.

WIBG
Philadelphia, Pa.

WPFH-TV
Wilmington, Del.
(WVUE-eff. Sep. 1, 1957)

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.

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

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

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

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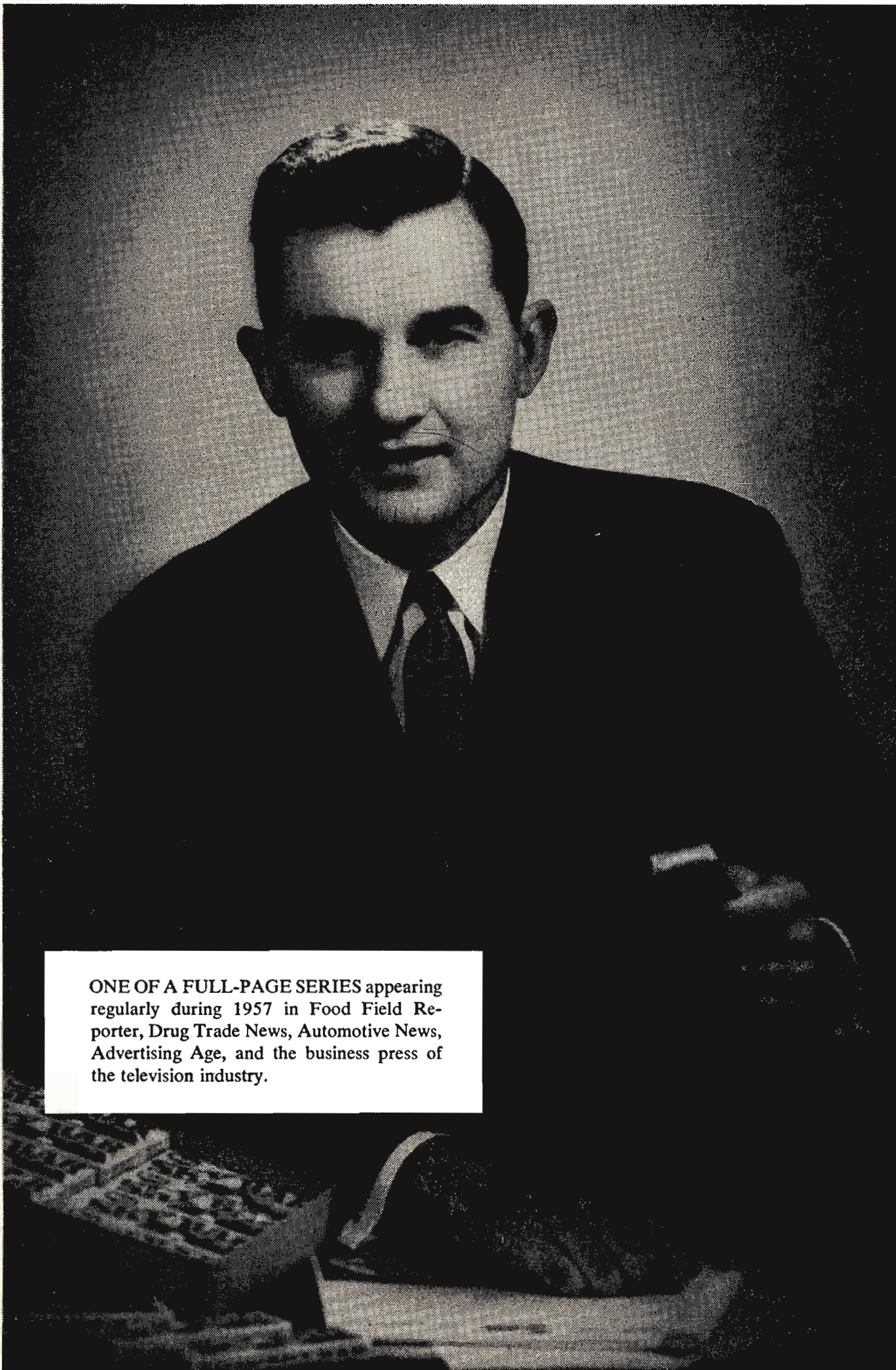
INSTRUCTIONS FOR USE: This volume supersedes Television Factbook No. 24 (Spring-Summer, 1957) and all Addenda thereto (weekly blue sheets). This Factbook also starts a new series of weekly Addenda, reporting on new stations starting, current FCC grants, applications, allocations, changes, etc. Weekly Addenda 25-A, 25-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 this TV Factbook (No. 25) current.

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This semi-annual Factbook Issue (extra copies \$5, or \$3.50 each for 5 or more) is Vol. 13, No. 54 of Television Digest with Electronics Reports, published every Saturday, with Factbook Numbers (53rd and 54th issues) published in February and August, by Radio News Bureau, Wyatt Bldg., Washington 5, D. C. Sterling 3-1755. Subscription rates: Weekly Television Digest only, \$75 per year; Full TV Subscription, \$100 per year; Full TV plus AM-FM Subscription, \$150 per year. Application for second class mail privileges pending at Post Office, Washington, D. C.
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"In Sky Bar promotion, we find Spot-TV means Terrific Value,"



says Proctor A. Coffin,
Advertising Manager of
New England Confectionery
Company, Cambridge, Mass.

When did TV begin to impress you as the "terrific value" medium, Mr. Coffin?

About four years ago. We have been an important candy advertiser since the 1800s and this is the first time an advertising medium gave us such dramatic results. Within a month after we released our first spot campaign on Necco's Sky Bar, the sales response was even greater than we had hoped.

What type of commercials do you use?

Naturally we like dramatic presentation. Our agency, C. J. LaRoche & Co., found our particular story was well suited to animation. By using good animation, we retained the "fun" feeling which is part of candy enjoyment and attracted the interest of our key customers—children.

Do you do test advertising?

Yes, in a reasonably isolated market, specifically Binghamton. In 1955 we used the animation technique in a test-campaign on WNBC-TV, Binghamton, featuring another of our items, the Bolster Bar. Binghamton volume increased more than five-fold. The percentage increase in Elmira was even greater—this convinced us that our Bolster Bar was also adaptable to spot television advertising.

What about the current season?

We've been using Spot-TV with heavier schedules in most markets east of Chicago. For our distribution, the spot-method enables us to keep budgets closely aligned with market-potential.

What about trade reaction?

Dealers recognize TV as a natural for many products. Candy is certainly one of them. Counter-position and customer-exposure are vital to us. Wholesalers and retailers will give immediate attention to products consistently advertised on TV. We have been getting better breaks along these lines than ever before. So, I repeat, TV means Terrific Value.

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

PROCTOR A. COFFIN, Advertising Manager, New England Confectionery Company

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

BLAIR-TV

Television's
First Exclusive
National
Representative

WTVR—Richmond
WDSU-TV—New Orleans
WOW-TV—Omaha

WBNS-TV—Columbus
KING-TV—Seattle-Tacoma
KTTV—Los Angeles

WBKB—Chicago
WXYZ-TV—Detroit
KFRE-TV—Fresno

WFIL-TV—Philadelphia
KVOO-TV—Tulsa
WFLA-TV—Tampa-St. Petersburg

WPRO-TV—Providence
WIIC—Pittsburgh
WNBFTV—Binghamton

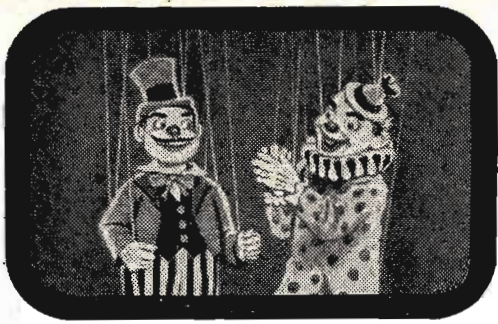
WEWS—Cleveland
WCPO-TV—Cincinnati
WMCT—Memphis

KGO-TV—San Francisco
KFJZ-TV—Dallas-Ft. Worth
KGW-TV—Portland

WABC-TV—New York
WFBG-TV—Altoona
KTVI—St. Louis
WAAM—Baltimore

OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS • JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTI
TEmpleton 8-5800 SUperior 7-5580 HUbbard 2-3163 WOod'rd 1-6030 CHestnut 1-5688 Elgin 6-5570 Riverside 4228 DUnkirk 1-3811 YUKan 2-7068 ELIto

Here's the only



Network



Color Studio



B/W Studio



Remote



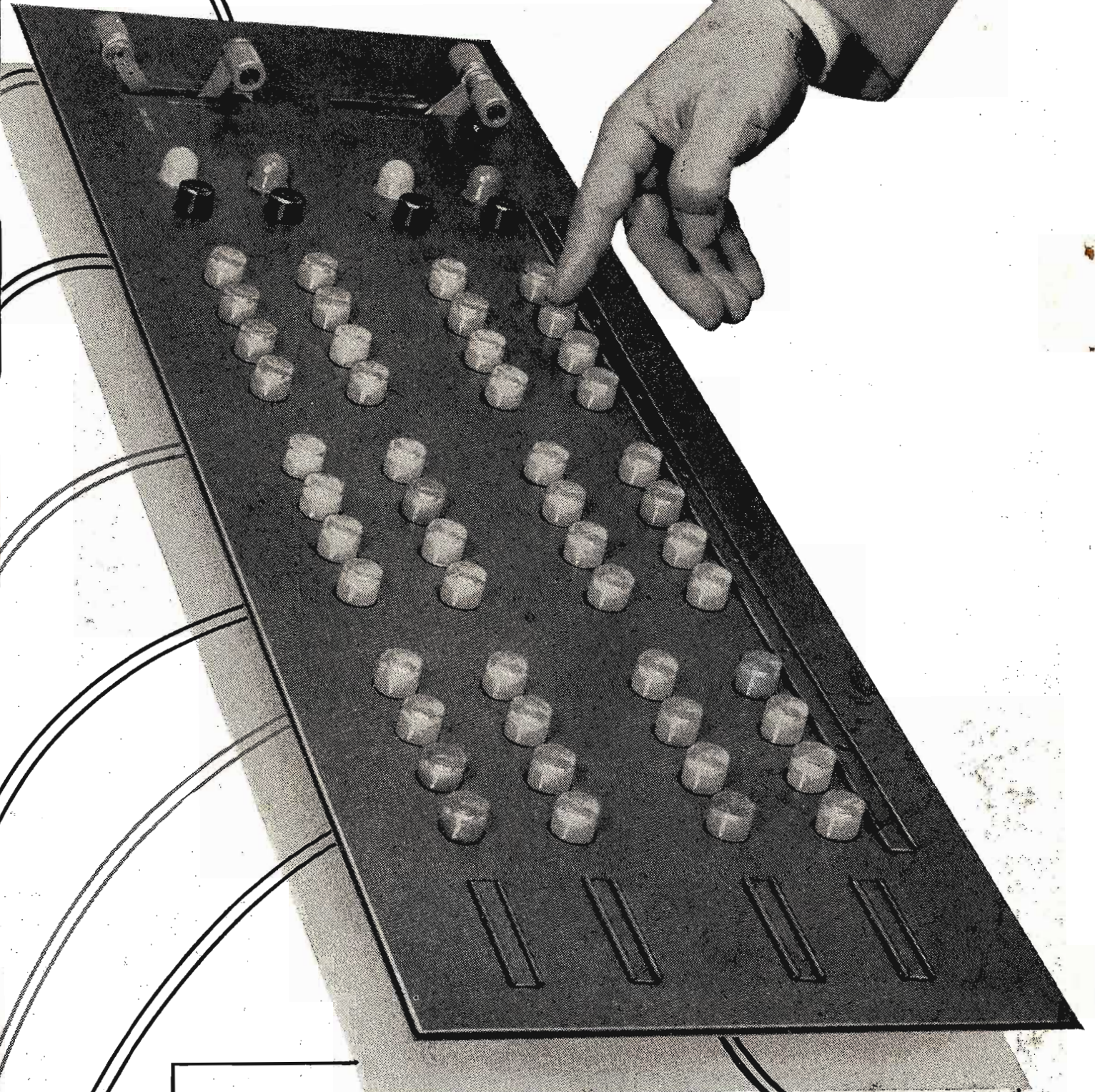
Color Film



B/W Film



Special Effects, Montage, etc.



Applicable anywhere in TV system Meets highest performance standards

1. Crosstalk better than 55 db down.
2. Ideally suited to studio, master or transmitter control.
3. Switch action makes all contacts simultaneous within one millisecond.
4. Holds differential gain within 0.1 db.
5. Limits differential phase to below 0.1 degree.
6. Perfect input match to 75 ohm line . . . requires no high frequency compensation . . . flat to 7 MG.
7. Module design permits 10 or 15 inputs and 2, 4 or 6 outputs per switch.
8. 10 x 6 switch requires only 21" of rack space . . . Controls grouped for easy identification and operation.

proven TV switching system for all color and monochrome!

*New Philco switch provides centralized—transientless—control of
simultaneous color . . . coded-color . . . monochrome for studio control, master control or transmitter*

Before you expand station facilities or update present equipment . . . get the facts on simultaneous switching from Philco. This new switch offers significant savings over other systems in requirements for video processing equipment . . . handles TV color or monochrome—composite or non-composite—by remote control.

Only the new Philco switching system permits use of a single color or two colors alone. The scope of special program effects is greatly increased

since switching can be accomplished before the signal has been color coded.

Audio switching, sync insertion, tally-lights and change from color to monochrome may be easily interlocked with video switching. Low voltage DC Relays eliminate costly video cabling. This new switching system has been proven over thousands of hours of operation on RGB and composite switching. Life tested for more than a million switching cycles without maintenance or failure.



Studio Control



Master Control



Transmitter

PHILCO® CORPORATION

GOVERNMENT AND INDUSTRIAL DIVISION

Philadelphia 44, Pennsylvania • In Canada—Philco Corporation of Canada Limited, Don Mills, Ontario

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pick a number from

1 to 723

No matter how many feature films your station programs, MGM-TV has a plan to fill your needs—a plan that will bring you *higher audience ratings* and *bigger sales increases* than you ever imagined.

For “one-time” impact, choose single pictures, individually priced in keeping with their fabulous audience appeal.

Or, for maximum economy, choose one of the already-packaged groups, consisting of from 100 to more than 700 titles of the greatest motion pictures ever produced.



Write, wire or phone now to determine if your market is still available.

MGM-TV

A SERVICE OF
LOEW'S INC.

701 Seventh Avenue, New York 36, N. Y.
Richard A. Harper, General Sales Manager

MGM... the fabulous features that
started the revolution in ratings!

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AIM FOR

RESULTS!

**In planning a successful sales campaign, call
Young Television Corp.
for accurate media and marketing analysis.**

Young Television Corp.

3 East 54th Street, New York 22, N. Y.

the fastest rising name in station representation

Studio and Universal **ZOOMARS** make possible one-camera studio and
56 Universal ZOOMARS made sensational coverage

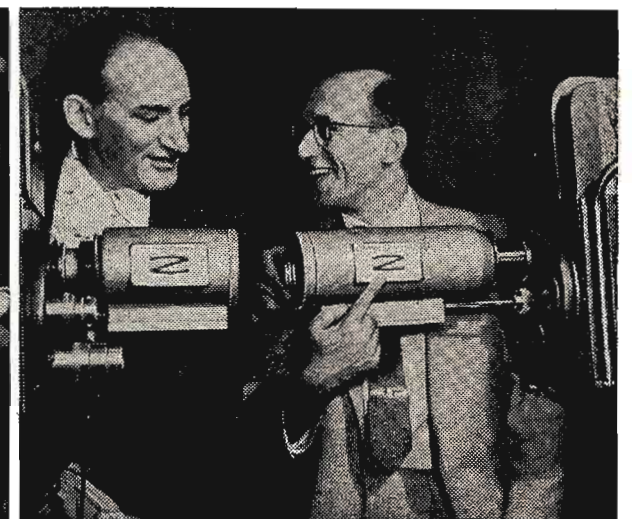
SPEED: F:3/9 • ZOOM RANGE: 2½ TO 16 INCHES
WEIGHT: TEN POUNDS • LENGTH: FOURTEEN INCHES

The UNIVERSAL ZOOMAR **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



Dr. Back demonstrating Universal Zoomar for Peter Dimmock, Head of BBC Outside Broadcasts, London, England. Copyright, BBC.

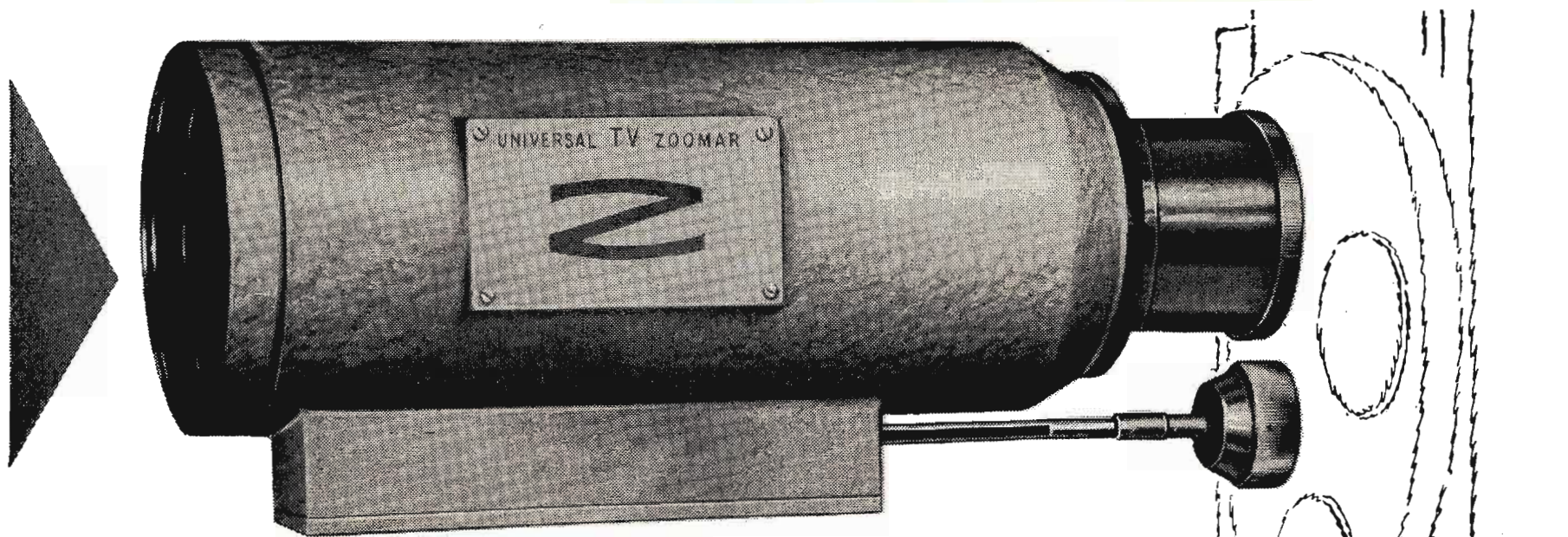


Lionel Wittenberg and Dr. Frank G. Back, inventor of the STUDIO ZOOMAR and UNIVERSAL ZOOMAR LENSES, at Station WISN-TV, Milwaukee.

USERS OF UNIVERSAL ZOOMARS

WLW—T	WWLP	WTMJ—TV	WBBM	WHAS—TV	WGN—TV
WISN—TV	KUTV	WHO—TV	WSLS—TV	KVOO—TV	WTIC—TV
WITN	P. RICO	WHCT	WTTV	XEW (2)	ABC
NBC, N.Y. (11)	LR3—TV	CBS, N.Y. (2)	KTSM—TV	KTNT—TV	WXEX—TV
WLW—A	WPIX	WCKT	WNBQ	WJBK—TV	WWL—TV
WCPO—TV	KSTP—TV	WRAL—TV	WTOP—TV	WOR—TV	BBC—Eng.

remote operations—monochrome and color, improved picture, Reduced cost.
possible by network and independent stations this past season.



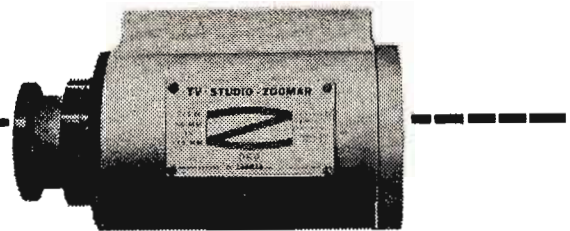
THE NEW *Universal* ZOOMAR

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!

165 Studio ZOOMARS used by television stations everywhere

WJTV	WSAZ-TV	KXJB-TV	WRVA-TV
XETV	WNBS-TV	WKBN-TV	WTVJ
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KIVA	KRON-TV	KSLA-TV	CUBA
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WVET-TV	WHIO-TV	WXYZ-TV	DZAQ
SK&F LABS.	WGR-TV	WNBQ	WRCV
WFIL-TV	WJAC-TV	KNOX	KONO-TV
WLBT	WOW-TV	KOB-TV	KCTS-
WHAM-TV	WAVE-TV	WFLA-TV	KCMO-TV
KDKA-TV	KRNT-TV	KWTV	WKZO-TV
WDAN-TV	KPRC-TV	KOMO-TV	WTIC-TV (2)
WNHC-TV	WBEN-TV	KBTV	WFGA-TV
KBMT	WTVT	EXPT. (2)	KETV
KOVR	WMT-TV	WRGP-TV	WWLP
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WINK-TV	YVKS-TV	WCKT	WJW-TV
KCKT	JAPAN (7)	WBRE-TV	BBC, LONDON
NAVY	KOAT-TV	WBUF-TV	

STUDIO ZOOMAR



More than 165 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.



TELEVISION ZOOMAR CORPORATION

300 Fifth Avenue, New York 26, New York • BR 9-5433

RCA and GE sell Zoomars

For demonstration and further information, contact
JACK A. FUGLER, President

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FINANCING

KIDDER, PEABODY & CO.—

- Has been manager or co-manager of publicly offered securities issues totaling over \$1,500,000,000 in the past five years.
- Has negotiated private financings in excess of \$700,000,000 in the past five years.

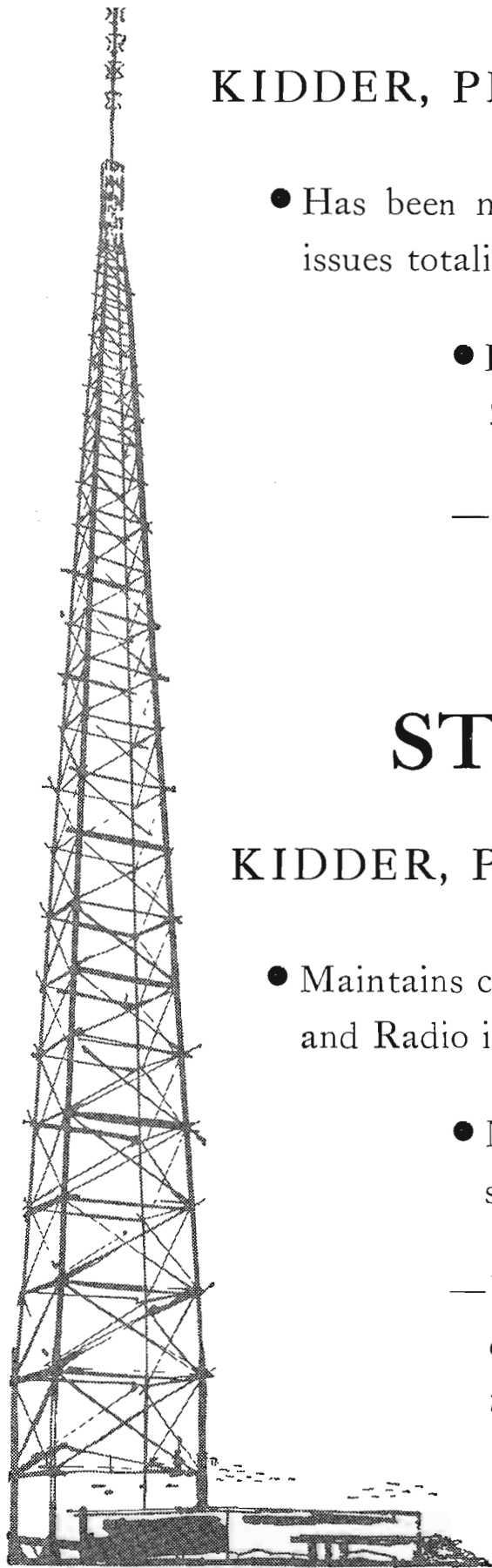
—We invite you to call upon our experience.

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Maintains close contact 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:

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Kidder, Peabody & Co.
First National Bank Building
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RECORD-BREAKING FACTS

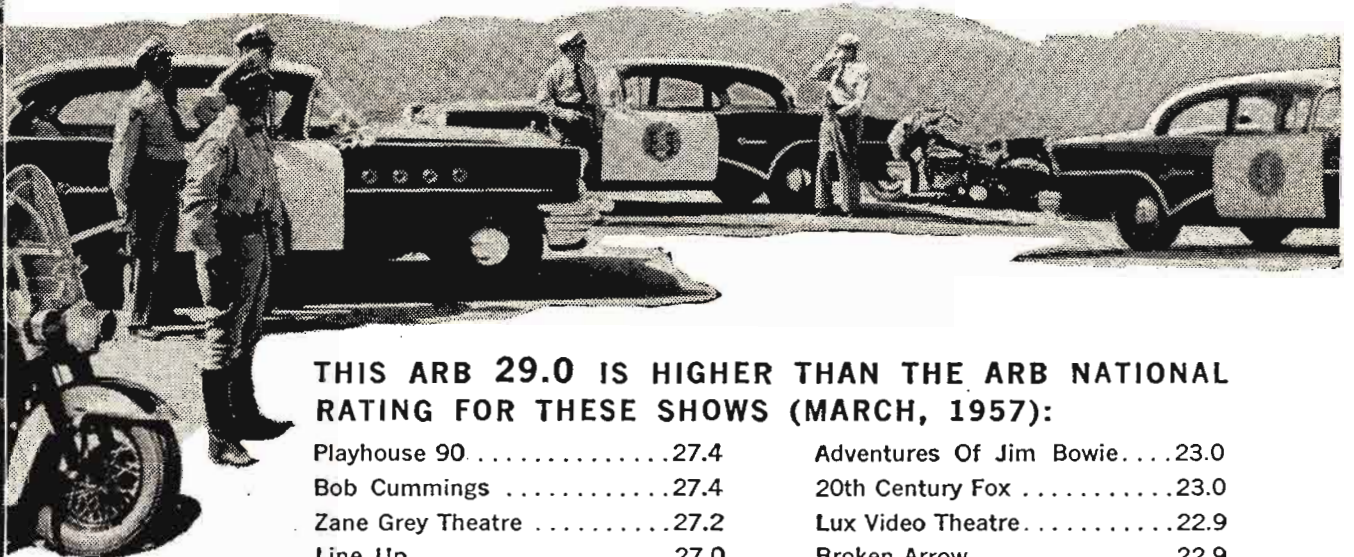
23,000

VIEWERS IN JUST

"HIGHWAY PATROL"



"HIGHWAY PATROL"
starring
BRODERICK CRAWFORD



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

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Bob Cummings	27.4	20th Century Fox	23.0
Zane Grey Theatre	27.2	Lux Video Theatre	22.9
Line Up	27.0	Broken Arrow	22.9
Life Of Riley	26.6	Cavalcade Of Sports	22.6
Robin Hood	26.5	Navy Log	21.8
Studio One	26.0	Ozzie and Harriet	20.9
Loretta Young	25.2	Welk's Top Tunes	20.4
People's Choice	25.1	Conflict	20.0
George Gobel	24.7	Big Story	19.9
Mr. Adams and Eve	23.1	Big Surprise	19.5

AMERICAN RESEARCH BUREAU, INC.
COLLEGE PARK, MARYLAND
8 May, 1957 B365Y-57

F. H. CLAY
CHIEF DIRECTOR
ZIV TELEVISION PROGRAMS, INC.
1529 Madison Road
Cincinnati 6, Ohio

CONFIRMATION OF SPECIAL TABULATION RESULTS
Description: National rating and persons for Highway Patrol. Ratings by individual markets surveyed in March '57.

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

Tabulation from: ARB Natl. TV Survey, Mar. '57
Ordered by: New York Office.

AMERICAN RESEARCH BUREAU, INC.
H. J. Waters
H. J. Waters, Project Director



JAMES W. SEILER, DIRECTOR OF ARB, supervised the compilation of the ARB rating facts in this ad. This data proves HIGHWAY PATROL's "overwhelming" audience appeal.

THE PULSE, INC.
May 14, 1957

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

SPECIAL ANALYSIS - SPRING 1957

TELEPULSE NATIONAL RATING
"HIGHWAY PATROL"
Results: Rating 25.8
Persons (add 000) 23,200

THE PULSE, INC.

DISCLOSED BY NATIONAL RATING ANALYSES . . .

0,000

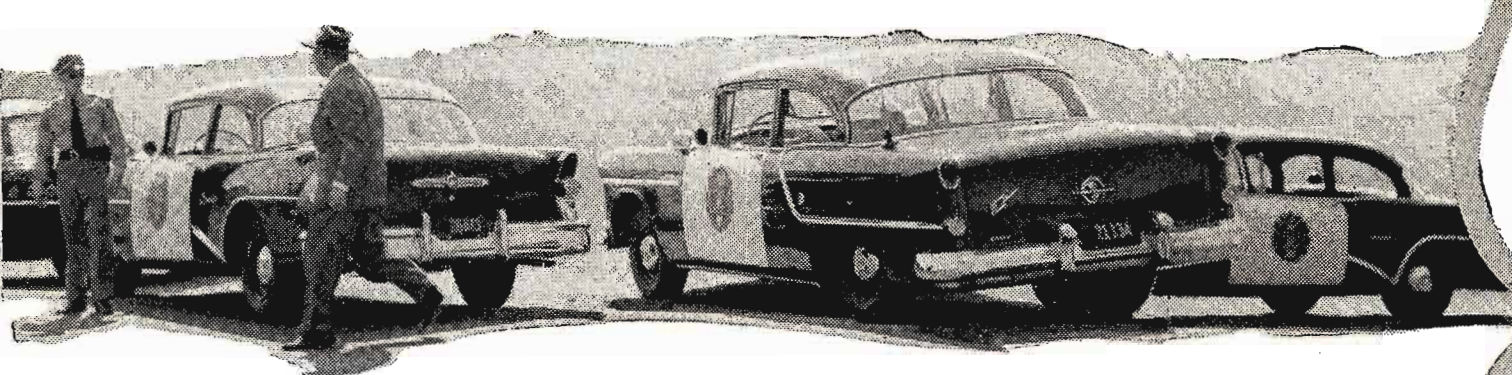
ONE WEEK FOR

PATROL!"

ARB
NATIONAL
RATING
29.0
HIGHWAY PATROL • MARCH, 1957

PULSE
NATIONAL
RATING
25.8
HIGHWAY PATROL • SPRING, 1957

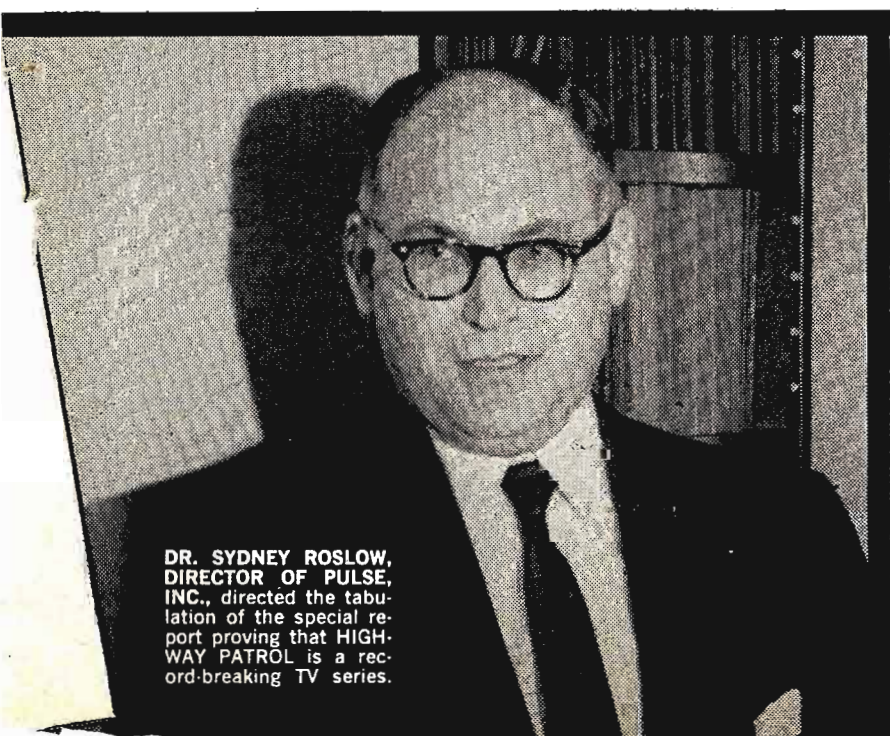
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Treasure Hunt	15.1
DuPont Cavalcade Theatre	13.5
Wire Service	12.1
Danny Thomas	10.9

ARB National March, 1957

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



DR. SYDNEY ROSLOW, DIRECTOR OF PULSE, INC., directed the tabulation of the special report proving that HIGHWAY PATROL is a record-breaking TV series.



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



**For
SERVICE
in
TV**

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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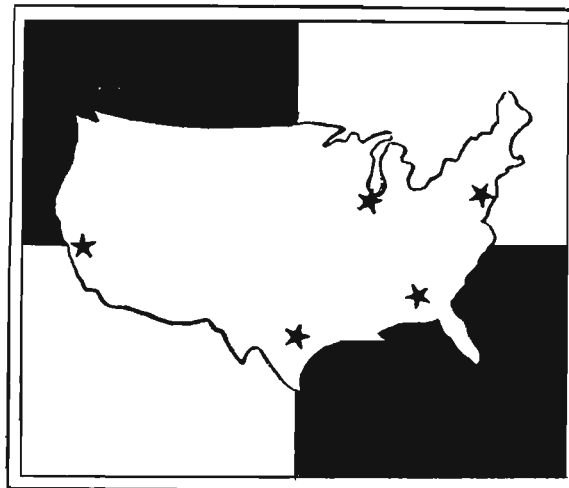
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an outstanding industry service . . .

PURCHASING

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FINANCIAL
CONSULTING

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES, INC.

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DE 7-2755

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Jack L. Barton
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JA 3-3431

DALLAS, TEX.

Dewitt (Judge) Landis
Fidelity Union Life Bldg.
RI 8-1175

SAN FRANCISCO

W. R. (Ike) Twining
111 Sutter St.
EX 2-5671

objective:
Introduction of a new product in a highly competitive field

complicating factor:
An uncertain timetable of production-distribution facilities

solution:
The American Tobacco Company's HIT PARADE cigarettes and its agency, BBD&O, are

To introduce its new HIT PARADE cigarette on a market-by-market saturation basis, American Tobacco required the ultimate in advertising flexibility. Anticipated shifts, both in production and in distribution patterns, called for the kind of flexibility that would allow changes in advertising schedules at a moment's notice.

Spot Radio and Spot TV received the largest media appropriation of the 13-week introductory budget. HIT PARADE entered each market with a minimum of 50 weekly radio spots, 10 weekly TV spots. Nationally, the campaign built to a peak of 13,000 radio spots and 700 TV spots per week.

SOLD ON SPOT

Left to right: Richard Arbuckle, Radio Sales Representative, NBC Spot Sales; William Conner, BBD&O Account Director for Radio & TV; Stephen Bell, BBD&O Account Supervisor; Harry Mulford, TV Sales Representative, NBC Spot Sales; Henry See, BBD&O Account Executive; Alan C. Garratt, Advertising Manager of the ACC Division (PALL MALL and HIT PARADE cigarettes) of the American Tobacco Company.

Photograph by Morris H. Jaffe



Within the first few weeks of the campaign, a special study in New York showed that a phenomenal 77% of people canvassed not only knew there was a new cigarette on the market . . . they knew the cigarette's name was HIT PARADE.

Advertising Manager Alan C. Garratt explains why HIT PARADE continues to use Spot broadcasting: *"Introducing HIT PARADE cigarettes to a mass audience in a highly competitive field is a major advertising problem. Thanks especially to BBD&O and Spot Radio and Television, we have cracked the country, market by market. NBC Spot Sales represented stations played a big part in the promotion of our new brand."*

Call in your NBC Spot Salesman. He can show you, too, how to build your sales . . . market by market.

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

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San Francisco KNBC

Honolulu KGU, KONA



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Zugsmith, Albert, Corp., station broker	359

Are you taking advantage of AMPEX DIRECT-TO-CUSTOMER SERVICE?

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*professional
products division*

**AVAILABLE
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VIDEOTAPE RECORDERS
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MODEL 300 sold only direct



MODEL 350



MODEL 601

Available only direct — Automatic programming systems, tape duplicators, and custom-engineered products.

ATLANTA, TRINITY 4-0736	DALLAS, LAKESIDE 6-7741	SAN FRANCISCO, EMERSON 9-1481
CHICAGO, TERRACE 3-7050	LOS ANGELES, OLIVE 3-1610	WASHINGTON, D. C., JUNIPER 5-8270
	NEW YORK, N. Y., PLAZA 3-9232	



Why N.W. Ayer
Timebuyer
Selects
Crosley WLW
Stations for
Philip Morris

"One of the things I look for when selecting stations is service. That's why I always consider WLW Stations for Philip Morris Cigarettes. The Crosley Stations give their full cooperation and personal attention to each advertiser . . . to constantly improve time availabilities . . . to really leave a 'call for Philip Morris' across the board."

Isabel Ziegler
Isabel Ziegler, N.W. Ayer Timebuyer.

Like N.W. Ayer's Isabel Ziegler, you'll get full cooperation—availabilities, talent, promotion and merchandising. So before you buy, check with your Crosley WLW Representative. You'll be glad you did!

WLW-T
Cincinnati

WLW-C
Columbus

WLW-D
Dayton

WLW-A
Atlanta

WLW
Radio

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco

Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas Crosley Broadcasting Corporation, a division of



TV's Alphabet Soup:

Commonly Used Initials & Abbreviations

AAAA—American Association of Advertising Agencies
AAAA—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
AFCCE—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—See MST
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—See ATVAS
ATFP—Alliance of Television Film Producers
AT&T—American Telephone & Telegraph Co.
ATV—Associated Television Ltd. (British)
ATVAS—Academy of Television Arts & Sciences
AWRT—American Women in Radio & TV

BBC—British Broadcasting Corporation
BDSA—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—Closedcircuit 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

EIA—Electronic Industries Assn. (RETMA)
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 Employes & 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
MST—Association of Maximum Service Telecasters

NAB—National Audience Board
NABET—National Association of Broadcast Employes & Technicians
NABUG—National Association of Broadcast Unions & Guilds
NAEB—National Association of Educational Broadcasters
NAED—National Association of Electrical Distributors
NAFBRAT—National Association for Better Radio & Television
NAM—National Association of Manufacturers
NAMM—National Assn. of Music Merchants
NARDA—National Appliance & Radio-TV Dealers Association
NARTB—National Association of Radio & Television Broadcasters
NATESA—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

RAB—Radio Advertising Bureau
RAI—Radiotelevisione Italiana
RCA—Radio Corporation of America
RDF—See RTF
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—Radiodiffusion-Television Francaise
RTNDA—Radio-TV News Directors Assn.

SAG—Screen Actors Guild
SCG—Screen Cartoonists Guild
SDG—Screen Directors Guild
SDR—Suddeutscher Rundfunk, Stuttgart (Germany)
SDX—Sigma Delta Chi
SIMPP—Society of Independent Motion Picture Producers
SMPTE—Society of Motion Picture & TV Engineers
SRA—Station Representatives Association
SRG—Schweizerische Rundspruch Gesellschaft (Switzerland)
SSR—Societe Suisse de Radiodiffusion (Switzerland)
STA—special temporary authorization
STL—studio-transmitter link
SWF—Sudwestfunk, 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
UHF-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

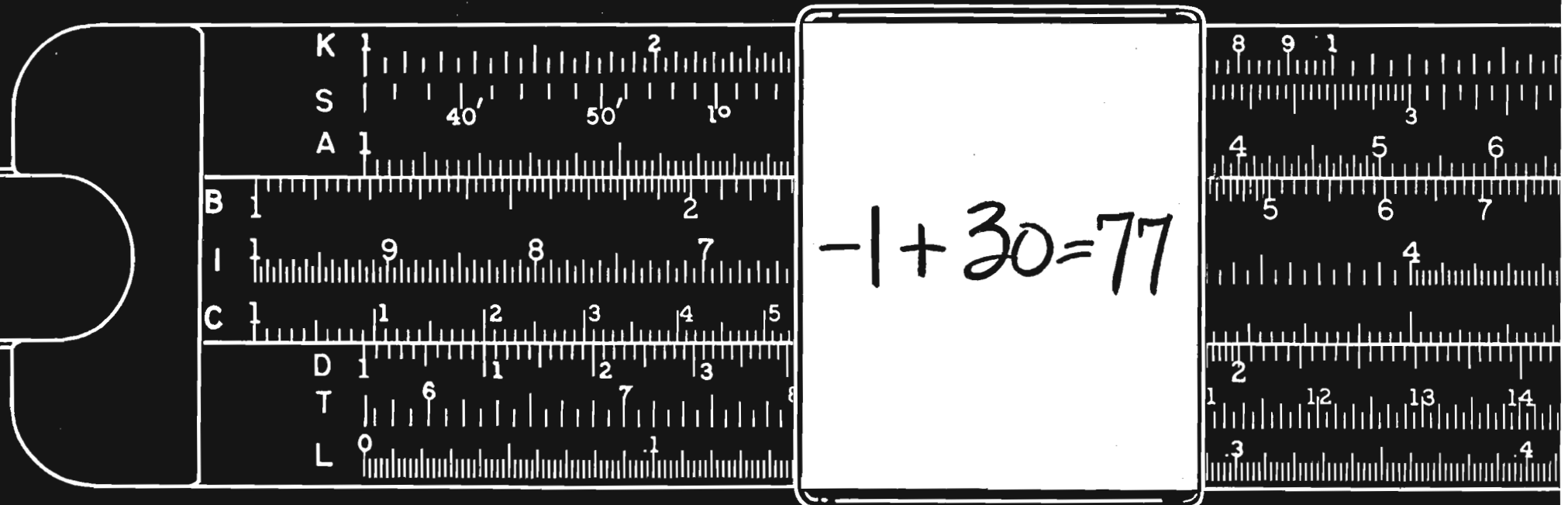
VOA—Voice of America

WBC—Westinghouse Broadcasting Co.
WCEMA—West Coast Electronic Manufacturers Association
Wescon—Western Electronic Show & Convention
WGA—Writers Guild of America

Sales

IN THE CAROLINAS

power



A HARBINGER OF GOOD NEWS FOR YOU!

There's good news for you in the NCS # 2 report on actual viewing of Southeastern TV families.

-1 + 30 = 77 may even stump Univac, but for the discerning advertiser it means simply that WBTV lost one county in the NCS # 2, but picked up 30 counties for a total coverage area of 77 prosperous North and South Carolina, Tennessee and Virginia counties.

Here's your good news:

- A population increase in WBTV's coverage area of 49.8% for a new total of 3,821,700 potential customers.*
- A 43.3% increase in Effective Buying Income brings the new total to \$4,258,069,000.*
- A retail sales increase of 45.2% giving a new total of \$3,028,602,000.*

WBTV's dominant position overpowers the Carolinas' second-place station by 48.5%; submerges the third-ranked station by 63.6%; and swamps the fourth-ranked station by 80%.

Forget your former formula. Translate -1 + 30 = 77 into potent Sales Power for you! Contact WBTV or CBS Television Spot Sales for the complete Nielsen story on the Southeast's top television station.

*1956 "Survey of Buying Power"



JEFFERSON STANDARD BROADCASTING COMPANY

U.S. TV Homes, Sets-in-Use and Percentage of Saturation

1946-1957

For sets-in-use in other countries, see Foreign TV Directory section

Date	TV Homes	Secondary Sets in Homes	Sets in Public Places	Total TV Sets	Total Homes	% TV Saturation
Jan. 1, 1946	8,000	—	2,000	10,000	37,825,000	0.02
Jan. 1, 1947	14,000	—	2,000	16,000	38,575,000	0.04
Jan. 1, 1948	172,000	1,000	17,000	190,000	39,950,000	0.4
Jan. 1, 1949	940,000	10,000	50,000	1,000,000	41,475,000	2.3
Jan. 1, 1950	3,825,000	50,000	75,000	3,950,000	43,000,000	8.9
Jan. 1, 1951	10,270,000	165,000	115,000	10,550,000	43,888,000	23.4
Jan. 1, 1952	15,300,000	315,000	185,000	15,800,000	44,760,000	34.2
Jan. 1, 1953	20,400,000	505,000	295,000	21,200,000	45,640,000	44.8
Jan. 1, 1954	26,000,000	800,000	500,000	27,300,000	46,660,000	55.8
Jan. 1, 1955	30,700,000	1,000,000	800,000	32,500,000	47,621,000	64.5
Jan. 1, 1956	34,900,000	1,610,000	1,080,000	37,600,000	48,600,000	71.8
Jan. 1, 1957*	38,850,000	2,520,000	1,280,000	42,650,000	49,500,000	78.5
July 1, 1957*	40,000,000	3,160,000	1,340,000	44,500,000	49,800,000	80.3

* Preliminary

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	Total	57.8	170.8	332.3	453.9	606.1	809.2	1,025.3	1,255.0
	Network	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	35.0
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. Complete final estimates are due for release at end of August, and will be detailed in *Television Digest* for Aug. 31 (Vol. 13:35). However, *Printers' Ink* has released some final figures including 1956 revised grand total of \$9,904.7 billion, combined network & spot TV expenditures of \$954,700,000, combined network & spot radio expenditures of \$229,900,000. For 1957, *Printers' Ink* forecasts grand total of \$10,238 billion, network & spot TV \$1,035 billion, network & spot radio \$280,000,000.

Sylvania Research Estimates*

Television Sets Produced, Sold and In Use

Including Screen Sizes, Receivers Scrapped, Portables and Color Sets

By Quarters 1955, 1956 and First Half of 1957
(000 Omitted)

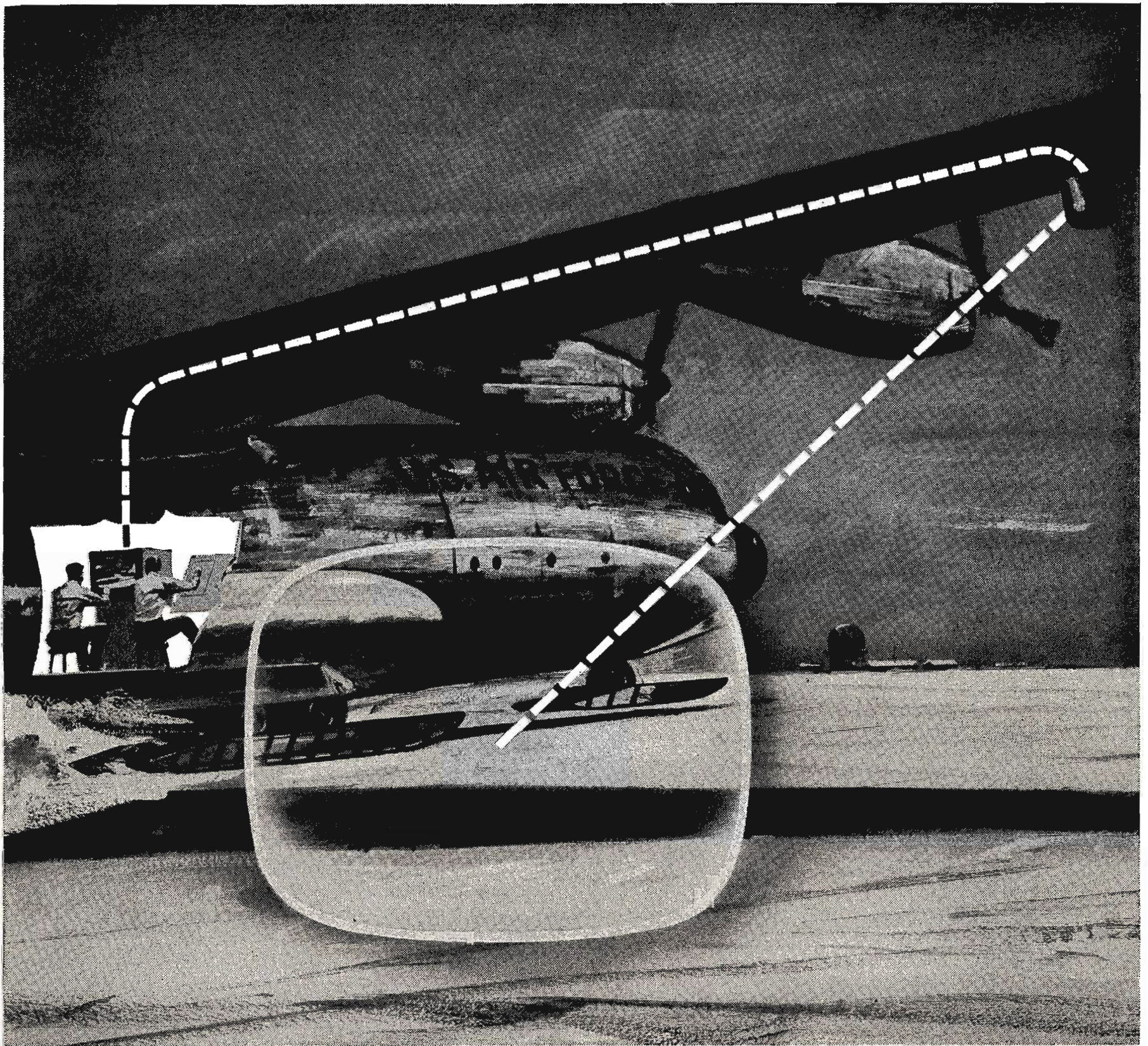
	1955 Totals				1956 Totals				1957 Totals			
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.
FACTORY PRODUCTION (No. Sets)												
Portables 15-in. & Less.....		47	141	96	109	217	465	597	187	79		
Portables 16-in. & Over.....						171	128	222	252	292		
Regular 15-in. & Less.....	3											
Regular 16 - 18-in.....	273	237	137	138	181	129	15	112	53	40		
Regular 19 - 21-in.....	1,803	1,290	1,407	1,395	1,372	956	1,037	1,031	901	772		
Regular 22-in. & Over.....	109	68	247	368	183	98	198	167	81	61		
Total Black-&-White.....	2,188	1,641	1,932	1,996	1,845	1,571	1,844	2,128	1,475	1,244		
Color.....	2	5	15	28	30	35	40	45	20	45		
TOTAL.....	2,190	1,646	1,947	2,024	1,875	1,606	1,884	2,173	1,495	1,289		
DISTRIBUTOR SALES TO DEALERS												
Portables 15-in. & Less.....		23	77	152	97	126	294	579	165	167		
Portables 16-in. & Over.....						56	121	239	194	192		
Regular 15-in. & Less.....	6	4										
Regular 16 - 18-in.....	243	146	188	216	177	129	50	120	53	35		
Regular 19 - 21-in.....	1,614	867	1,646	1,539	1,234	671	1,158	1,305	944	585		
Regular 22-in. & Over.....	105	76	178	340	194	90	192	195	102	73		
Total Black-&-White.....	1,968	1,116	2,090	2,247	1,702	1,073	1,815	2,438	1,458	1,052		
Color.....	1	3	12	24	30	25	35	40	15	30		
TOTAL.....	1,969	1,119	2,102	2,271	1,732	1,098	1,850	2,478	1,473	1,082		
DEALER SALES TO PUBLIC												
Portables 15-in. & Less.....		13	81	143	90	117	260	526	152	182		
Portables 16-in. & Over.....						44	113	206	173	195		
Regular 15-in. & Less.....	6	6				1	1					
Regular 16 - 18-in.....	245	153	176	230	190	139	56	112	80	36		
Regular 19 - 21-in.....	1,605	1,015	1,524	1,585	1,191	801	1,116	1,190	1,141	650		
Regular 22-in. & Over.....	88	71	167	313	217	77	189	167	137	69		
Total Black-&-White.....	1,944	1,259	1,947	2,271	1,689	1,179	1,735	2,201	1,683	1,132		
Color.....	1	2	10	22	20	25	30	45	10	40		
TOTAL.....	1,945	1,261	1,957	2,293	1,709	1,204	1,765	2,246	1,693	1,172		
NO. SETS SCRAPPED												
Portables 15-in. & Less.....								2	5	3		
Portables 16-in. & Over.....												
Regular 15-in. & Less.....	165	170	133	119	99	97	107	185	163	104		
Regular 16 - 18-in.....	205	212	166	150	134	131	147	252	239	153		
Regular 19 - 21-in.....	127	132	104	92	104	101	113	192	222	143		
Regular 22-in. & Over.....	3	3	2	3	4	4	5	8	11	7		
Total Black-&-White.....	500	517	405	364	341	333	372	639	640	410		
Color.....									1	1		
TOTAL.....	500	517	405	364	341	333	372	639	641	411		

Sets-in-Use—10-Year Cumulative

NO. OF SETS IN USE (End of Period)	1955		1956		1957		1958		1959	
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	1st Qtr.	2nd Qtr.
Portables 15-in. & Less.....		13	94	238	328	445	705	1,229	1,376	1,555
Portables 16-in. & Over.....						44	157	363	536	731
Regular 15-in. & Less.....	4,899	4,735	4,602	4,483	4,385	4,289	4,183	3,998	3,835	3,731
Regular 16 - 18-in.....	12,528	12,469	12,479	12,558	12,614	12,622	12,531	12,391	12,232	12,115
Regular 19 - 21-in.....	15,259	16,143	17,562	19,055	20,142	20,842	21,845	22,844	23,763	24,270
Regular 22-in. & Over.....	583	651	816	1,126	1,339	1,412	1,596	1,755	1,881	1,943
Total Black-&-White.....	33,269	34,011	33,553	37,466	38,808	39,654	41,017	42,580	43,623	44,345
Color.....	6	8	18	40	60	85	115	160	169	208
TOTAL.....	33,275	34,019	33,571	37,500	38,868	39,739	41,132	42,740	43,792	44,553
SETS IN USE (Pct. of Total)										
Portables 15-in. & Less.....			.3%	.6%	.8%	1.1%	1.7%	2.9%	3.1%	3.5%
Portables 16-in. & Over.....						.1	.4	.8	1.2	1.6
Regular 15-in. & Less.....	14.7	13.9	12.9	12.0	11.3	10.8	10.2	9.4	8.8	8.4
Regular 16 - 18-in.....	37.6	36.7	35.1	33.5	32.5	31.8	30.4	29.0	27.9	27.2
Regular 19 - 21-in.....	45.9	47.5	49.4	50.8	51.8	52.4	53.1	53.4	54.3	54.5
Regular 22-in. & Over.....	1.8	1.9	2.3	3.0	3.4	3.6	3.9	4.1	4.3	4.3
Total Black-&-White.....	100.0%	100.0%	100.0%	99.9%	99.8%	99.8%	99.7%	99.6%	99.6%	99.5%
Color.....				.1	.2	.2	.3	.4	.4	.5
TOTAL.....	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 marketing research, Sylvania Electric Products, Inc., and used with permission. For further details (EIA figures) on TV-radio receiver production, factory-distributor-retail sales, factory & distributor inventories,

see pp. 434-435; for TV shipments to dealers by states, see p. 438. † Preliminary—subject to revision. Note: For 1953 totals, see TV Factbook No. 22, p. 19; for 1954 totals, see TV Factbook No. 24, p. 24.



A Knowing Look

When Lockheed wanted to watch the in-flight behavior of the giant skis on their 62 ton C-130 Hercules propjet—they used an IT&T closed-circuit TV system to show engineers inside the plane exactly what was happening.

Closed-circuit television systems developed by International Telephone and Telegraph Corporation are proving to be valuable tools for industry, management, and the military.

When there's a need to see, you can use the eyes

of the TV camera to overcome distance, dust, or hazardous locations—even to peer inside a boiler! It takes you anywhere—and sees everything.

This is another major contribution in visual telecommunication and electronic controls by the creative engineering of IT&T.



INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York, N. Y.

For information about Closed-Circuit Television Systems write Industrial Products Division of IT&T, 100 Kingsland Road, Clifton, N. J.

1957 *Fall-Winter Edition*

27

**your advertising
becomes a family
matter... on the
Meredith Stations**

... and in the 4 key markets of
Syracuse, Omaha, Kansas City and
Phoenix this combination assures
sales growth for advertisers. Com-
bined dollar volume of Metropolitan
County Retail Sales alone approximates
\$3,000,000,000.00 The station
managers will be happy to give
you complete information.

**KANSAS CITY
SYRACUSE
PHOENIX
OMAHA**

**KCMO
WHEN
KPHO
WOW**

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

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

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

Network Television Billings: PIB Reports, 1949-57 *

1949	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 6,273	\$ 104,989	\$ 51,330	\$ 260,693	\$ 423,285
Feb.	18,674	135,036	72,200	353,055	578,965
March	26,352	190,865	81,352	476,800	775,369
April	47,359	186,616	87,851	477,843	799,669
May	132,146	243,241	61,394	460,440	897,221
June	119,835	198,161	58,646	399,790	776,432
July	119,674	114,401	73,714	317,775	625,564
Aug.	115,002	164,471	66,154	284,160	629,787
Sept.	155,480	271,938	91,556	470,080	989,054
Oct.	217,199	590,626	80,143	937,294	1,825,262
Nov.	214,660	677,836	124,435	1,035,808	2,052,739
Dec.	219,337	568,713	106,750	1,026,366	1,921,166

Total \$1,391,991 \$3,446,893 \$ 955,525 \$6,500,104 \$12,294,513

1950	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 233,949	\$ 640,822	†	\$1,042,153	\$ 1,916,924
Feb.	202,911	570,708	†	978,243	1,751,862
March	344,097	675,491	†	1,175,186	2,194,774
April	372,022	873,343	†	1,147,698	2,393,063
May	367,989	1,003,658	†	1,583,185	2,954,832
June	405,566	840,374	†	1,574,771	2,820,711
July	210,947	380,906	†	941,243	1,533,096
Aug.	265,421	354,524	†	1,242,276	1,862,221
Sept.	461,822	892,461	†	2,148,399	3,502,682
Oct.	1,221,773	2,211,898	†	3,007,771	6,441,442
Nov.	1,243,549	2,215,744	†	3,070,010	6,529,303
Dec.	1,298,616	2,304,602	†	3,274,757	6,877,975

Total \$6,628,662 \$12,964,531 † \$21,185,692 \$40,778,885

† Not available, but DuMont officially announced total 1950 network revenue as \$4,500,000.

1951	ABC	CBS	DuMont	NBC	Total
Jan.	\$1,328,719	\$2,601,165	\$ 435,527	\$4,187,222	\$ 8,552,633
Feb.	1,254,851	2,600,339	406,079	3,949,360	8,210,629
March	1,539,470	2,993,902	457,811	4,654,063	9,645,246
April	1,432,319	2,906,891	574,025	4,758,309	9,671,544
May	1,385,901	3,066,249	622,646	4,946,338	10,021,134
June	1,437,593	2,900,782	564,478	4,244,240	9,147,093
July	1,351,168	3,434,659	645,359	3,477,952	8,909,138
Aug.	1,444,593	3,734,551	763,071	3,359,856	9,302,071
Sept.	1,622,482	4,159,213	738,578	5,405,243	11,925,516
Oct.	1,897,427	4,731,219	768,684	7,060,289	14,457,619
Nov.	1,911,243	4,605,506	847,373	6,535,907	13,900,029
Dec.	1,980,145	4,736,368	937,875	6,592,673	14,247,061

Total \$18,585,911 \$42,470,844 \$7,761,506 \$59,171,452 \$127,989,713

1952	ABC	CBS	DuMont	NBC	Total
Jan.	\$2,020,461	\$5,074,643	\$ 717,148	\$7,259,307	\$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985	5,385,820	749,497	5,791,534	13,209,836
July	1,082,751	4,916,245	799,074	5,963,550	12,761,620
Aug.	1,166,169	5,190,934	845,780	5,618,643	12,821,526
Sept.	1,203,917	5,860,751	809,475	6,769,228	14,643,371
Oct.	1,453,811	6,896,206	958,674	8,076,848	17,385,539
Nov.	1,396,699	6,654,812	1,026,566	8,026,017	17,104,394
Dec.	1,331,588	7,088,506	1,211,316	7,830,806	17,462,216

Total \$18,353,003 \$69,058,548 \$10,140,656 \$83,242,573 \$180,794,780

1953	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,083,619	\$ 982,794	\$ 7,604,638	\$ 17,275,943
Feb.	1,481,032	6,621,629	862,299	6,876,029	15,840,989
March	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
April	1,640,597	7,770,181	850,658	7,513,430	17,774,866
May	1,813,985	7,622,432	903,945	8,052,545	18,392,907
June	1,607,320	7,399,078	835,768	7,324,315	17,166,481
July	1,299,471	7,422,337	592,890	6,903,092	16,217,790
Aug.	1,244,993	7,783,813	742,665	6,564,841	16,336,312
Sept.	1,376,017	8,503,620	678,302	7,837,467	18,395,406
Oct.	2,297,862	9,381,816	1,462,143	10,267,232	23,409,053
Nov.	2,396,203	9,756,593	1,790,981	9,654,023	23,597,800
Dec.	2,619,862	10,381,879	1,617,058	10,062,808	24,681,607

Total \$21,110,680 \$97,466,809 \$12,374,360 \$96,658,551 \$227,610,400

1954	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,780,574	\$10,713,329	\$ 1,445,608	\$10,116,937	\$ 25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
March	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
April	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,057,484	23,668,840
Sept.	2,660,601	12,936,020	802,721	9,798,774	26,198,116
Oct.	3,890,802	13,985,922	1,447,411	12,370,228	31,694,363
Nov.	4,134,103	14,186,194	1,397,328	12,357,133	32,074,758
Dec.	3,994,832	15,060,653	1,457,436	13,047,419	33,560,340

Total \$34,713,098 \$146,222,660 \$13,143,919 \$126,074,597 \$320,154,274

1955	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 3,718,195	\$15,831,141	\$ 723,960	\$13,172,695	\$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
March	3,806,425	16,036,896	628,625	14,102,093	34,574,039
April	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	11,538	13,720,643	33,044,766
Oct.	5,876,756	16,590,891	†	15,618,704	38,086,351
Nov.	6,496,236	16,866,314	†	15,489,279	38,851,829
Dec.	6,301,578	17,086,161	†	16,010,878	39,398,617

Total \$51,393,434 \$189,018,121 3,102,708 \$163,384,796 \$406,899,059

1956	ABC	CBS	NBC	Total
Jan.	\$ 6,382,046	\$17,820,455	\$14,695,116	\$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,481,719	13,733,765	37,747,514
Aug.	6,842,292	19,430,748	16,323,549	42,596,589
Sept.	5,673,910	18,399,872	14,932,295	39,006,077
Oct.	6,878,183	20,446,755	18,142,005	45,466,943
Nov.	6,619,109	19,866,463	17,593,056	44,078,628
Dec.	6,699,450	20,395,400	17,666,721	44,761,571

Total ... \$76,726,129 \$223,520,382 \$187,921,123 \$488,167,634

1957	ABC	CBS	NBC	Total
Jan.	\$ 6,715,581	\$20,231,474	\$16,554,941	\$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,331,441	15,878,585	43,468,833

* Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers' Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. The 1952 figures also do not include revenues from July national political conventions. PIB began compiling TV figures in 1949. For later months see issue of weekly *Television Digest* nearest end of each month.

† Effective Sept. 15, 1955, DuMont changed from a national network to a local operation.

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Revenues, Expenses and Earnings

Of TV & Radio Stations: 1946-1955

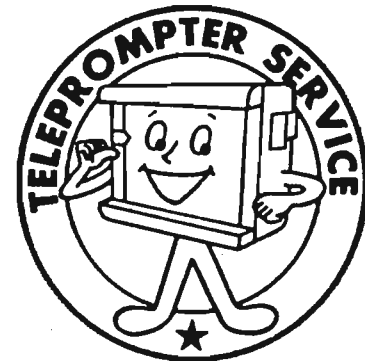
Summaries of the Financial Data Compiled Annually by FCC Economics Division
(Dollar Figures in Millions)

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	133.8	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 ³	16 ⁶	374.0	306.0	68.0	421	370.0	288.5	81.5	744.7	594.5	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)			
1956 ⁷													
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
1956 ⁸													

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). ⁷ TV data for 1956 due late summer 1957. ⁸ Radio data for 1956 due December 1957.

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As an incomparable electronic
crawl for instance . . .



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SEE PAGE 32



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Channel 4, NBC

IN PITTSBURGH
KDKA-TV
Channel 2, CBS, NBC, ABC

IN CLEVELAND
KYW-TV
Channel 3, NBC

IN SAN FRANCISCO
KPIX
Channel 5, CBS

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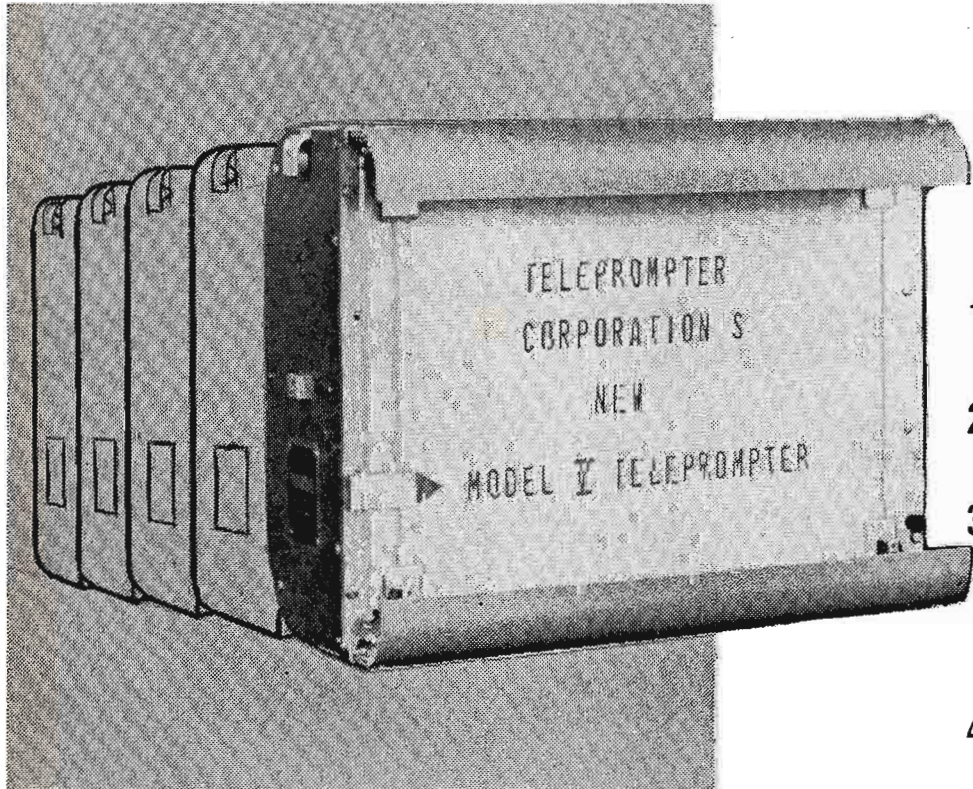


RADIO
BOSTON, WBZ-WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX

TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales
WJZ represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

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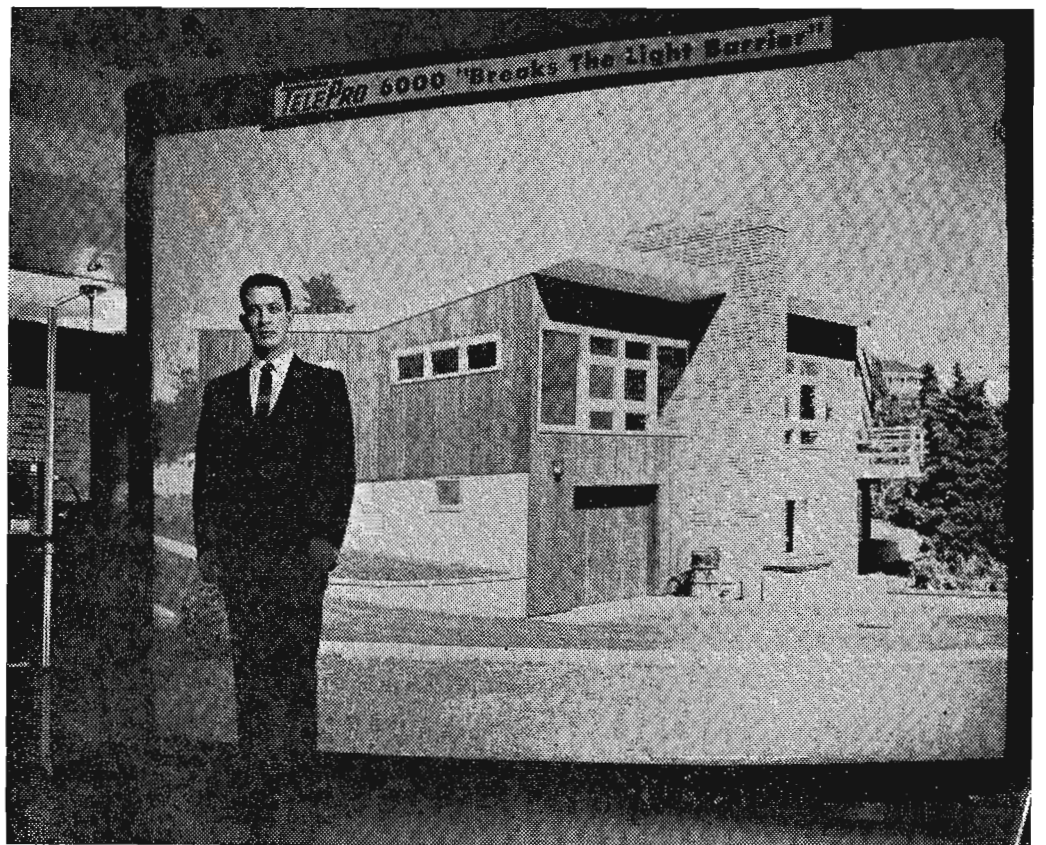
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Television Stations by Call Letters: U.S. & Canada

As of August 1, 1957

With Channel Numbers in Parentheses. Call Letter Assignments to CP Holders Included.

Dagger (†) Indicates Educational Non-Commercial Station

K

- KABC-TV.....Los Angeles (7)
 KABL-TV...Helena, Mont. (10)
 KAKE-TV...Wichita, Kan. (10)
 KAKJ.....Reno, Nev. (4)
 KALB-TV...Alexandria, La. (5)
 KAMT-TV...Alpine, Tex. (12)
 KARD-TV...Wichita, Kan. (3)
 KARK-TV...Little Rock, Ark. (4)
 KATV.....Pine Bluff, Ark. (7)
 KAVE-TV...Carlsbad, N.M. (6)
 KAYS-TV.....Hays, Kan. (7)
- KBAC-TV..Bakersfield, Cal. (29)
 KBAS-TV...Ephrata, Wash. (43)
 KBAY-TV...San Francisco (20)
 KBES-TV...Medford, Ore. (5)
 KBET-TV...Sacramento, Cal. (10)
 KBIC-TV...Los Angeles (22)
 KBID-TV...Fresno, Cal. (53)
 KBMB-TV...Bismarck, N.D. (12)
 KBMT...Beaumont, Tex. (31)
 KBOI-TV.....Boise, Ida. (2)
 KBTM-TV...Jonesboro, Ark. (8)
 KBTW.....Denver (9)
 KBTX-TV.....Bryan, Tex. (3)
- KCBD-TV...Lubbock, Tex. (11)
 KCEB.....Tulsa (23)
 KCEN-TV...Temple, Tex. (6)
 KCJB-TV...Minot, N. D. (13)
 KCKT...Great Bend, Kan. (2)
 KCMC-TV...Texarkana, Tex. (6)
 KCMO-TV...Kansas City, Mo. (5)
 KCOF.....Los Angeles (13)
 KCOR-TV...San Antonio (41)
 KCRG-TV...Sacramento, Cal. (3)
 KCRG-TV...Cedar Rapids, Ia. (9)
 KCSJ-TV...Pueblo, Colo. (5)
 KCTL...Great Falls, Mont. (3)
 †KCTS.....Seattle, Wash. (9)
 KCTV...San Angelo, Tex. (8)
- KDAL-TV..Duluth-Superior (3)
 KDIX-TV..Dickinson, N.D. (2)
 KDKA-TV...Pittsburgh, Pa. (2)
 KDLO-TV...Florence, S.D. (3)
 †KDPS-TV...Des Moines, Ia. (11)
 KDRO-TV...Sedalia, Mo. (6)
 KDSJ-TV...Deadwood, S.D. (5)
 KDUB-TV...Lubbock, Tex. (13)
- KEDY-TV..Big Spring, Tex. (4)
 KELO-TV..Sioux Falls, S.D. (11)
 KELP-TV...El Paso, Tex. (13)
 KENI-TV..Anchorage, Alaska (2)
 KENS-TV..San Antonio, Tex. (5)
 KEPR-TV...Pasco, Wash. (19)
 KERO-TV..Bakersfield, Cal. (10)
 †KETA.....Oklahoma City (13)
 †KETC.....St. Louis (9)
 KETV.....Omaha, Neb. (7)
 KEYT...Santa Barbara, Cal. (3)
- KFAR-TV.Fairbanks, Alaska (2)
 KFBB-TV.Great Falls, Mont. (5)
 KFBC-TV...Cheyenne, Wyo. (5)
 KFDA-TV...Amarillo, Tex. (10)
 KFDX-TV.Wichita Falls, Tex. (3)
 KFEQ-TV...St. Joseph, Mo. (2)
 KFJZ-TV..Ft. Worth, Tex. (11)
 KFMB-TV...San Diego, Cal. (8)
 KFRE-TV...Fresno, Cal. (12)
 KFSA-TV..Fort Smith, Ark. (22)
 KFSD-TV..San Diego, Cal. (10)
 KFXV-TV...Cape Girardeau (12)
 KFXJ-TV..Montrose, Colo. (10)
 KFYR-TV...Bismarck, N.D. (5)
- KGBT-TV...Harlingen, Tex. (4)
 KGEO-TV.....Enid, Okla. (5)
 KGEZ-TV..Kalspell, Mont. (8)
 KGGM-TV...Albuquerque (13)
 KGLH-TV...Billings, Mont. (8)
 KGLD...Garden City, Kan. (11)
 KGLO-TV...Mason City, Ia. (3)
 KGMB-TV.....Honolulu (9)
 KGMS-TV.Sacramento, Cal. (46)
 KGNC-TV...Amarillo, Tex. (4)
 KGO-TV...San Francisco (7)
 KGTV.....Des Moines, Ia. (17)
 KGUL-TV.....Galveston (11)
 KGUN-TV...Tucson, Ariz. (9)
 KGW-TV...Portland, Ore. (8)
- KHAD-TV.....Laredo, Tex. (8)
 KHAS-TV...Hastings, Neb. (5)
 KHBC-TV.....Hilo, Hawaii (9)
 KHJ-TV.....Los Angeles (9)
 KHOL-TV...Kearney, Neb. (13)
 KHPL-TV...Hayes Center, Neb. (6)
 KHQ-TV.....Spokane (6)
 KHQA-TV...Hannibal, Mo. (7)
 KHSL-TV...Chico, Cal. (12)
 KHTV...Twin Falls, Ida. (13)
 KHUM-TV...Eureka, Cal. (13)
 KHVH-TV...Honolulu, T.H. (13)
- KICA-TV.....Clovis, N.M. (12)
 KID-TV...Idaho Falls, Ida. (3)
 KIDO-TV...Boise, Ida. (7)
 KIEM-TV...Eureka, Cal. (3)
 KIMA-TV...Yakima, Wash. (29)
 KING-TV...Seattle, Wash. (5)
 KINY-TV...Juneau, Alaska (8)
 KIRO-TV...Seattle, Wash. (7)
 KIVA.....Yuma, Ariz. (11)
- KJEO.....Fresno, Cal. (47)
- KKTV...Colorado Springs (11)
- KLAS-TV.....Las Vegas (8)
 KLEW-TV...Lewiston, Ida. (3)
 KLFY-TV...Lafayette, La. (3)
 KLIX-TV...Twin Falls, Ida. (11)
 KLRJ-TV...Henderson, Nev. (2)
 †KLSE.....Monroe, La. (13)
 KLTV.....Tyler, Tex. (7)
 KLZ-TV.....Denver (7)
- KMAU-TV...Wailuku, T.H. (3)
 KMBC-TV...Kansas City, Mo. (9)
 KMGM-TV...Minneapolis (9)
 KMID-TV...Midland, Tex. (2)
 KMJ-TV...Fresno, Cal. (24)
 KMMT.....Austin, Minn. (6)
 KMOT.....Minot, N.D. (10)
 KMOX-TV..St. Louis, Mo. (11)
 KMTV.....Omaha, Neb. (3)
 KMSO-TV..Missoula, Mont. (13)
 KMVI-TV..Wailuku, Hawaii (12)
- KNAC-TV...Ft. Smith, Ark. (5)
 KNBT-TV.Brownwood, Tex. (19)
 KNOE-TV...Monroe, La. (8)
 KNOX-TV...Grand Forks (10)
 KNTV.....San Jose, Cal. (11)
 KNUZ-TV...Houston (39)
 KNXT.....Los Angeles (2)
- KOA-TV.....Denver, Colo. (4)
 †KOAC-TV...Corvallis, Ore. (7)
 KOAM-TV..Pittsburg, Kan. (7)
 KOAT-TV...Albuquerque (7)
 KOB-TV..Albuquerque, N.M. (4)
 KODE-TV...Joplin, Mo. (12)
 †KOED-TV...Tulsa (11)
 KOIN-TV...Portland, Ore. (6)
 KOLD-TV...Tucson, Ariz. (13)
 KOLF-TV...Flagstaff, Ariz. (9)
 KOLN-TV...Lincoln, Neb. (10)
 KOLO-TV...Reno, Nev. (8)
 KOMO-TV...Seattle (4)
 KOMU-TV...Columbia, Mo. (8)
 KONA.....Honolulu (11)
 KONO-TV...San Antonio (12)
 KOOK-TV..Billings, Mont. (2)
 KOOL-TV...Phoenix (10)
 KOOS-TV...Coos Bay, Ore. (16)
 KOSA-TV...Odessa, Tex. (7)
 KOTA-TV..Rapid City, S.D. (3)
 KOTI...Klamath Falls, Ore. (2)
 KOTV.....Tulsa (6)
 KOVR.....Stockton, Cal. (13)
- KPAC-TV.Port Arthur, Tex. (4)
 KPAR-TV.Sweetwater, Tex. (12)
 KPHO-TV.....Phoenix (5)
 KPIC.....Roseburg, Ore. (4)
 KPIX.....San Francisco (5)
 KPLO-TV..Lake Charles, La. (7)
 KPLO-TV...Reliance, S.D. (6)
 KPRC-TV.....Houston (2)
 KPRT...San Francisco, Cal. (26)
 KPTV.....Portland, Ore. (12)
- †KQED.....San Francisco (9)
 KQTV.....Fort Dodge, Ia. (21)
- KRBB.....El Dorado, Ark. (10)
 KRBC-TV...Abilene, Tex. (9)
 KRCA.....Los Angeles (4)
 KRCG...Jefferson City, Mo. (13)
 KRDO-TV.Colorado Springs (13)
 KREM-TV...Spokane (2)
 KREX-TV..Grand Junction, Colo. (5)
 KRGV-TV...Weslaco, Tex. (5)
 KRIS-TV...Corpus Christi (6)
 KRLD-TV...Dallas (4)
 †KRMA-TV...Denver (6)
 KRNT-TV...Des Moines, Ia. (8)
 KROC-TV.Rochester, Minn. (10)
 KROD-TV...El Paso, Tex. (4)
 KRON-TV...San Francisco (4)
 KRSD-TV..Rapid City, S.D. (7)
 KRTV...Walla Walla, Wash. (8)
- †KSAC-TV..Manhattan, Kan. (8)
 KSAN-TV...San Francisco (32)
 KSBW-TV...Salinas, Cal. (8)
 KSBY-TV..San Luis Obispo, (6)
 KSD-TV...St. Louis, Mo. (5)
 KSEI-TV...Pocatello, Ida. (6)
 KSHO-TV..Las Vegas, Nev. (13)
 KSIX-TV...Corpus Christi (10)
 KSLA-TV...Salt Lake City (5)
 KSLA-TV..Shreveport, La. (12)
 KSLM-TV...Salem, Ore. (3)
 KSPG.....Tulsa, Okla. (17)
 KSPR-TV...Casper, Wyo. (6)
 KSPS...Hot Springs, Ark. (9)
 KSTF...Scottsbluff, Neb. (10)
 KSTP-TV..St. Paul-Minn. (5)
 KSWO-TV...Lawton, Okla. (7)
 KSWV-TV...Roswell, N. M. (8)
 KSYD-TV...Wichita Falls, Tex. (6)
- KTAG-TV.Lake Charles, La. (25)
 KTBC-TV...Austin, Tex. (7)
 KTBS-TV...Shreveport, La. (3)
 KTEN.....Ada, Okla. (10)
 †KTCA-TV..St. Paul, Minn. (2)
 KTES...Nacogdoches, Tex. (19)
 KTHV...Little Rock, Ark. (11)
 KTIV...Sioux City, Ia. (4)
 KTLA.....Los Angeles (5)
 KTNB-TV...Tacoma, Wash. (11)
 KTRB-TV...Modesto, Cal. (14)
 KTRF-TV...Lufkin, Tex. (9)
 KTRK-TV...Houston (13)
 KTSM-TV...El Paso, (9)
 KTTS-TV..Springfield, Mo. (10)
 KTTV...Los Angeles (11)
 KTVA...Anchorage, Alaska (11)
 KTVC...Ensign, Kan. (6)
 KTVF...Fairbanks, Alaska (11)
 KTVH...Hutchinson, Kan. (12)
 KTVI...St. Louis, Mo. (2)
 KTVK...Phoenix (3)
 KTVO...Kirksville, Mo. (3)
 KTVQ...Oklahoma City (25)
 KTVR...Denver, Colo. (2)
 KTVT...Salt Lake City (4)
 KTVW...Tacoma, Wash. (13)
 KTVX...Muskogee, Okla. (8)
 KTWV-TV...Casper, Wyo. (2)
 KTWX-TV..Sheridan, Wyo. (9)
- KUAM-TV...Agana, Guam (8)
 †KUED...Salt Lake City (7)
 †KUHT...Houston (8)
 KULA-TV...Honolulu (4)
 KUMV-TV...Williston, N.D. (8)
 †KUON-TV...Lincoln, Neb. (12)
 KUTV...Salt Lake City (2)
- KVAL-TV...Eugene, Ore. (13)
 KVAN-TV...Vancouver (21)
 KVAR...Phoenix (12)
 KVDO-TV...Corpus Christi (22)
 KVIP...Redding, Cal. (7)
 KVIS...Santa Fe, N.M. (2)
 KVOA-TV...Tucson (4)
 KVOO-TV...Tulsa, Okla. (2)
 KVOS-TV Bellingham, Wash. (12)
 KVSO-TV...Ardmore, Okla. (12)
 KVTV...Sioux City, Ia. (9)
 KVTX...San Angelo, Tex. (3)
 KVVG...Tulare, Cal. (27)
- KWGB-TV..Goodland, Kan. (10)
 KWK-TV...St. Louis (4)
 KWRB-TV..Riverton, Wyo. (10)
 KWTW...Oklahoma City (9)
- KWTX-TV...Waco, Tex. (10)
 KWVL-TV...Waterloo, Ia. (7)
- KXAB-TV...Aberdeen, S.D. (9)
 KXGN-TV..Glendive, Mont. (5)
 KXJB-TV..Valley City, N. D. (4)
 KXLF-TV...Butte, Mont. (6)
 KXLJ-TV...Helena, Mont. (12)
 KXLY-TV...Spokane (4)
 KXYZ-TV...Houston (29)
- KYAT.....Yuma, Ariz. (13)
 KYTV...Springfield, Mo. (3)
 KYW-TV...Cleveland, O. (3)

W

- WABC-TV...New York (7)
 WABD...New York (5)
 WABI-TV...Bangor, Me. (5)
 WABT...Birmingham, Ala. (13)
 WACA-TV...Camden, S. C. (14)
 WACH-TV...Newport News (33)
 WAFB-TV...Baton Rouge (28)
 WAGA-TV...Atlanta, Ga. (5)
 WAGM-TV...Presque Isle, Me. (8)
 WAIM-TV..Anderson, S. C. (40)
 †WAIQ...Andalusia, Ala. (2)
 WAKR-TV...Akron, O. (49)
 WALA-TV...Mobile, Ala. (10)
 WALB-TV...Albany, Ga. (10)
 WALN-TV...Ashland, Ky. (59)
 WANE-TV..Ft. Wayne, Ind. (15)
 WAPA-TV...San Juan, P. R. (4)
 WARD-TV..Johnstown, Pa. (19)
 WARL-TV...Arlington, Va. (20)
 WARM-TV...Scranton, Pa. (16)
 WATE-TV..Knoxville, Tenn. (6)
 WATL-TV...Atlanta, Ga. (36)
 WATR-TV Waterbury, Conn. (53)
 WATV...Newark-N.Y.C. (13)
 WAVE-TV...Louisville, Ky. (3)
 WAVY-TV.Portsouth, Va. (10)
 WAZL-TV...Hazleton, Pa. (63)
- WBAL-TV...Baltimore (11)
 WBAP-TV...Fort Worth (5)
 WBAY-TV...Green Bay, Wis. (2)
 WBBM-TV...Chicago (2)
 WBEN-TV...Buffalo, N. Y. (4)
 WBID-TV...Detroit (62)
 †WBIQ...Birmingham, Ala. (10)
 WBIR-TV..Knoxville, Tenn. (10)
 WBKB...Chicago (7)
 WBLN...Bloomington, Ill. (15)
 WBMG...Birmingham, Ala. (42)
 WBNS-TV...Columbus, O. (10)
 WBOC-TV...Salisbury, Md. (16)
 WBOY-TV...Clarksburg, W. Va. (12)
 WBPZ-TV..Lock Haven, Pa. (32)
 WBRC-TV...Birmingham (6)
 WBRE-TV Wilkes-Barre, Pa. (28)
 WBRZ...Baton Rouge, La. (2)
 WBTM-TV...Danville, Va. (24)
 WBTW...Charlotte, N.C. (3)
 WBTW...Florence, S.C. (8)
 WBUF...Buffalo (17)
 WBZ-TV...Boston (4)
- WCAN-TV...Milwaukee (25)
 WCAU-TV...Philadelphia (10)
 WCAX-TV...Burlington, Vt. (3)
 WCBC-TV...Anderson, Ind. (61)
 WCBF-TV..Rochester N.Y. (15)
 WCBI-TV..Columbus, Miss. (4)
 WCBS-TV...New York (2)
 WCCO-TV...Minneapolis (4)
 WCDA...Albany, N.Y. (41)
 WCDB...Hagaman, N.Y. (29)
 WCDC...Adams, Mass. (19)
 †WCET...Cincinnati (48)
 WCHS-TV..Charleston, W.Va. (8)
 WCIA...Champaign, Ill. (3)
 WCKG...New Orleans (26)
 WKCT...Miami, Fla. (7)
 WCMB-TV.Harrisburg, Pa. (71)
 WCNS...Baton Rouge, La. (40)
 WCNY-TV..Carthage, N.Y. (7)
 WCOC-TV..Meridian, Miss. (30)
 WCOV-TV...Montgomery (20)
 WCPO-TV...Cincinnati (9)
 WCSC-TV..Charleston, S.C. (5)
 WCSH-TV...Portland, Me. (6)

(Continued on next page)

CALL LETTERS—(Continued)

†WCTB...Bridgeport, Conn. (71)
 †WCTN...Norwich, Conn. (63)
 WCTV...Thomasville, Ga. (6)
 WCYB-TV...Bristol, Va. (5)

WDAF-TV...Kansas City, Mo. (4)
 WDAM-TV...Hattiesburg, Miss. (9)
 WDAN-TV...Danville, Ill. (24)
 WDAU-TV...Scranton, Pa. (22)
 WDAY-TV... Fargo, N. D. (6)
 WDBJ-TV...Roanoke, Va. (7)
 WDBO-TV...Orlando, Fla. (6)
 WDEF-TV...Chattanooga (12)
 WDMJ-TV...Marquette, Mich. (6)
 WDSM-TV...Duluth-Superior (6)
 WDSU-TV...New Orleans (6)
 WDXI-TV...Jackson, Tenn. (7)

WEAL-TV...Orlando, Fla. (18)
 WEAR-TV...Pensacola, (3)
 WEAT-TV...W. Palm Beach (12)
 WEAU-TV...Eau Claire, Wis. (13)
 †WEDH...Hartford, Conn. (24)
 WEEK-TV...Peoria, Ill. (43)
 WEEQ-TV...La Salle, Ill. (35)
 WEFU-TV...Reading, Pa. (33)
 WEHT...Evansville, Ind. (50)
 WELI-TV...New Haven, Conn. (59)
 WENS...Pittsburgh, Pa. (16)
 WEOL-TV...Elyria, O. (31)
 WERE-TV...Cleveland (65)
 WESH-TV...Daytona Beach, Fla. (2)
 †WETV...Atlanta, Ga. (30)
 WEWS...Cleveland (5)

WFAA-TV...Dallas (8)
 WFAM-TV...Lafayette, Ind. (18)
 WFBK-TV...Greenville, S.C. (2)
 WFBG-TV...Altoona, Pa. (10)
 WFBM-TV...Indianapolis (6)
 WFGA-TV...Jacksonville, Fla. (12)
 WFIE-TV...Evansville, Ind. (14)
 WFIL-TV...Philadelphia (6)
 WFLA-TV...Tampa (8)
 WFLB-TV...Fayetteville, (18)
 WFMJ-TV...Youngstown, O. (21)
 WFMY-TV...Greensboro, N.C. (2)
 WFMZ-TV...Allentown, Pa. (67)
 WFOX-TV...Milwaukee, Wis. (31)
 WFRV-TV...Green Bay (5)
 WFTV...Duluth (38)

WGAL-TV...Lancaster, Pa. (8)
 WGAN-TV...Portland, Me. (13)
 †WGBH-TV...Boston (2)
 WGBS-TV...Miami, Fla. (23)
 WGEN-TV...Quincy, Ill. (10)
 WGLV...Easton, Pa. (57)
 WGN-TV...Chicago (9)
 WGR-TV...Buffalo (2)
 †WGTE-TV...Toledo (30)
 †WGTW...Athens, Ga. (8)
 WGVV...Greenville, S. C. (23)

†WHA-TV...Madison, Wis. (21)
 WHAS-TV...Louisville, Ky. (11)
 WHBF-TV...Rock Island, Ill. (4)
 WHBF-TV...Memphis, Tenn. (13)
 WHCT...Hartford, Conn. (18)
 WHCU-TV...Ithaca, N. Y. (20)
 WHDH-TV...Boston, Mass. (5)
 WHEC-TV...Rochester, N. Y. (10)
 WHEF-TV...Brockton, Mass. (62)
 WHEN-TV...Syracuse, N. Y. (8)
 WHFC-TV...Chicago (26)
 WHIO-TV...Dayton, O. (7)
 WHIS-TV...Bluefield, W. Va. (6)
 WHIZ-TV...Zanesville O. (18)
 WHK-TV...Cleveland (19)
 WHLS-TV...Port Huron, Mich. (34)
 WHO-TV...Des Moines, Ia. (13)
 WHP-TV...Harrisburg, Pa. (55)
 WHTN-TV...Huntington, W.Va. (13)
 WHTO-TV...Atlantic City (46)
 †WHTV...Syracuse, N. Y. (43)
 WHUM-TV...Reading, Pa. (61)
 WHYN-TV...Springfield-Holyoke (55)
 †WHYY-TV...Philadelphia (35)

WIBW-TV...Topeka, Kan. (13)
 WICA-TV...Ashtabula, O. (15)
 WICC-TV...Bridgeport, Conn. (43)
 WICS...Springfield, Ill. (20)
 WICU...Erie, Pa. (12)
 †WIET...Ithaca, N. Y. (14)
 WIFE...Dayton, O. (22)
 WIIC...Pittsburgh, Pa. (11)
 WILK-TV...Wilkes-Barre, Pa. (34)
 †WILL-TV...Champaign-Urbana, Ill. (12)
 WIMA-TV...Lima, O. (35)
 WIND-TV...Chicago (20)
 WINK-TV...Fort Meyers, Fla. (11)
 WINR-TV...Binghamton, N. Y. (40)
 †WIPR-TV...San Juan, P.R. (6)
 WJRL-TV...Peoria, Ill. (25)
 WIS-TV...Columbia, S.C. (10)
 WISC-TV...Madison, Wis. (3)
 WISE-TV...Asheville, N.C. (62)
 WISH-TV...Indianapolis (8)
 WISN-TV...Milwaukee, Wis. (12)

WITH-TV...Baltimore (72)
 WITI-TV...Milwaukee, Wis. (6)
 WITN...Washington, N.C. (7)
 WITV...Ft. Lauderdale, Fla. (17)

WJAC-TV...Johnstown, Pa. (6)
 WJAR-TV...Providence (10)
 WJBF...Augusta, Ga. (6)
 WJBK-TV...Detroit (2)
 †WJCT...Jacksonville, Fla. (7)
 WJDM...Panama City, Fla. (7)
 WJDW...Boston (44)
 WJHL-TV...Johnson City (11)
 WJHP-TV...Jacksonville (36)
 WJIM-TV...Lansing, Mich. (6)
 WJMR-TV...New Orleans (61)
 WJMS-TV...Ironwood, Mich. (12)
 WJPB-TV...Fairmont, W. Va. (35)
 WJRT...Flint, Mich. (12)
 WJTV...Jackson, Miss. (12)
 WJW-TV...Cleveland, O. (8)
 WJZ-TV...Baltimore (13)

WKAQ-TV...San Juan (2)
 WKAR-TV...E. Lansing (60)
 WKBN-TV...Youngstown, O. (27)
 WKBT...LaCrosse, Wis. (8)
 WKDN-TV...Camden, N.J. (17)
 WKJF-TV...Pittsburgh, Pa. (53)
 WKJG-TV...Fort Wayne, Ind. (33)
 WKLO-TV...Louisville, Ky. (21)
 WKNA-TV...Charleston, W. Va. (49)
 WKNE-TV...Keene, N. H. (45)
 WKNO-TV...Memphis, Tenn. (10)
 WKNX-TV...Saginaw, Mich. (57)
 WKNY-TV...Kingston, N. Y. (66)
 WKOK-TV...Sunbury, Pa. (38)
 WKOW-TV...Madison, Wis. (27)
 WKRC-TV...Cincinnati, O. (12)
 WKRG-TV...Mobile, Ala. (5)
 WKST-TV...New Castle, Pa. (45)
 WKTU...Utica, N. Y. (13)
 WKVM-TV...Caguas, P.R. (11)
 WKY-TV...Oklahoma City (4)
 WKYT...Owensboro, Ky. (14)
 WKZO-TV...Kalamazoo (3)

WLAC-TV...Nashville, Tenn. (5)
 WLAN-TV...Lancaster, Pa. (21)
 WLAP-TV...Lexington, Ky. (27)
 WLBC-TV...Muncie, Ind. (49)
 WLBR-TV...Lebanon, Pa. (15)
 WLBT...Jackson, Miss. (3)
 WLEV-TV...Bethlehem, Pa. (51)
 WLEX-TV...Lexington, Ky. (18)
 WLOS-TV...Asheville, N.C. (13)
 WLTV...Wheeling, W. Va. (51)
 WLVA...Lynchburg, Va. (13)
 WLWA...Atlanta, Ga. (11)
 WLWC...Columbus, O. (4)
 WLWD...Dayton, O. (2)
 WLWI...Indianapolis, Ind. (13)
 WLWT...Cincinnati, O. (5)

WMAC-TV...Massillon, O. (23)
 WMAL-TV...Washington (7)
 WMAR-TV...Baltimore (2)
 WMAV-TV...Springfield, Ill. (36)
 WMAZ-TV...Macon, Ga. (13)
 WMBD-TV...Peoria, Ill. (31)
 WMBR-TV...Jacksonville (4)
 WMBV-TV...Marinette, Wis. (11)
 WMCN...Grand Rapids (23)
 WMCT...Memphis, Tenn. (5)
 WMFD-TV...Wilmington, N.C. (6)
 WMFL...Miami, Fla. (33)
 WMSL-TV...Decatur, Ala. (23)
 WMT-TV...Cedar Rapids, Ia. (2)
 WMTV...Madison, Wis. (33)
 WMTW...Poland Spring, Me. (8)
 †WMUB-TV...Oxford, O. (14)
 WMUR-TV...Manchester, N. H. (9)
 †WMVS-TV...Milwaukee, Wis. (10)

WNAO-TV...Boston (7)
 WNAO-TV...Raleigh, N. C. (28)
 WNBC...New Britain, Conn. (30)
 WNBC-TV...New Bern, N.C. (13)
 WNBC-TV...Binghamton, N.Y. (12)
 WNBQ...Chicago (5)
 WNET...Greenville, N. C. (9)
 WNDV-TV...South Bend (46)
 WNET-TV...Bay City, Mich. (5)
 WNET...Providence, R. I. (16)
 WNHC-TV...New Haven (8)
 WNLC-TV...New London (26)
 WNOK-TV...Columbia, S.C. (67)
 WNOP-TV...Newport, Ky. (74)
 WNOW-TV...York, Pa. (49)
 WNYC-TV...New York (31)
 WNYT-TV...Buffalo, N.Y. (29)

WOAI-TV...San Antonio (4)
 WOAY-TV...Oak Hill, W. Va. (4)
 WOC-TV...Davenport, Ia. (6)
 WOCN...Atlantic City (52)
 WOI-TV...Ames, Ia. (5)
 WOOD-TV...Grand Rapids (8)
 WOOK-TV...Washington, D.C. (50)
 WOPT...Chicago (44)
 WOR-TV...New York, N.Y. (9)
 WORA-TV...Mayaguez, P.R. (5)
 †WOSU-TV...Columbus, O. (34)

WOW-TV...Omaha, Neb. (6)
 WOWL-TV...Florence, Ala. (41)

WPAG-TV...Ann Arbor, Mich. (20)
 WPBN-TV...Traverse City, Mich. (7)
 WPBZ-TV...Lock Haven, Pa. (32)
 WPFA-TV...Pensacola, Fla. (15)
 WPHD...Philadelphia, Pa. (23)
 WPIX...New York, N.Y. (11)
 WPKN...Pekin, Ill. (69)
 WPRO-TV...Providence, R.I. (12)
 WPSD-TV...Paducah, Ky. (6)
 WPSF-TV...Miami, Fla. (10)
 WPTA...Roanoke, Ind. (21)
 WPTR-TV...Albany, N.Y. (23)
 WPTT...Augusta, Me. (10)
 WPTV...Palm Beach, Fla. (5)
 WPTZ...Plattsburgh, N.Y. (5)

WQCY...Allentown, Pa. (39)
 †WQED...Pittsburgh, Pa. (13)
 WQIK-TV...Jacksonville (30)
 †WQTV...Binghamton, N.Y. (46)
 WQXL-TV...Louisville, Ky. (41)
 WQXN-TV...Cincinnati, O. (54)

WRAK-TV...Williamsport, Pa. (36)
 WRAL-TV...Raleigh, N.C. (5)
 WRAY-TV...Princeton, Ind. (52)
 WRBL-TV...Columbus, Ga. (4)
 WRC-TV...Washington, D.C. (4)
 WRCA-TV...New York, N.Y. (4)
 WRCV-TV...Philadelphia, Pa. (3)
 WRDW-TV...Augusta, Ga. (12)
 WREC-TV...Memphis, Tenn. (3)
 †WREG...New York, N.Y. (25)
 WREX-TV...Rockford, Ill. (13)
 WRGB...Schenectady, N.Y. (6)
 WRGP-TV...Chattanooga (3)
 WRIK-TV...Ponce, P.R. (7)
 WRLP...Greenfield, Mass. (32)
 WROC-TV...Rochester, N.Y. (5)
 †WROH...Rochester, N.Y. (21)
 WROM-TV...Rome, Ga. (9)
 WRTV...Asbury Park, N.J. (58)
 WRVA-TV...Richmond, Va. (12)

WSAU-TV...Wausau, Wis. (7)
 WSAV-TV...Savannah, Ga. (3)
 WSAZ-TV...Huntington, W. Va. (3)

WSB-TV...Atlanta, Ga. (2)
 WSBA-TV...York, Pa. (43)
 WSBT-TV...S. Bend, Ind. (34)
 WSEE...Erie, Pa. (35)
 WSES...Philadelphia, Pa. (29)
 WSFA-TV...Montgomery, Ala. (12)
 WSIL-TV...Harrisburg, Ill. (22)
 WSIX-TV...Nashville, Tenn. (8)
 WSJS-TV...Winston-Salem (12)
 WSJV...Elkhart, Ind. (52)
 WSLA...Selma, Ala. (8)
 WSLV-TV...Roanoke, Va. (10)
 WSM-TV...Nashville, Tenn. (4)
 WSOC-TV...Charlotte, N.C. (9)
 WSPA-TV...Spartanburg, S.C. (7)
 WSPD-TV...Toledo, O. (13)
 WSTF...Stamford, Conn. (27)
 WSTV-TV...Steubenville, O. (9)
 WSUN-TV...St. Petersburg (38)
 WSUR-TV...Ponce, P.R. (9)
 WSWA-TV...Harrisonburg, Va. (3)
 WSYE-TV...Elmira, N.Y. (18)
 WSYR-TV...Syracuse, N.Y. (3)

WTAO-TV...Cambridge-Boston, Mass. (56)
 WTAP...Parkersburg, W. Va. (15)
 WTAR-TV...Norfolk, Va. (3)
 WTCN-TV...Minneapolis (11)
 WTHI-TV...Terre Haute, Ind. (10)
 †WTHS-TV...Miami, Fla. (2)
 WTIC-TV...Hartford, Conn. (3)
 †WTIQ...Munford, Ala. (7)
 WTLC...Canton, O. (29)
 WTLE...Evanston, Ill. (32)
 WTLF...Baltimore, Md. (18)
 WTLN...Laurel, Miss. (7)
 WTLO...Orlando, Fla. (9)
 †WTLV...New Brunswick, N.J. (19)
 WTMJ-TV...Milwaukee, Wis. (4)
 WTOB-TV...Winston-Salem (26)
 WTOC-TV...Savannah, Ga. (11)
 WTOH-TV...Toledo, O. (79)
 WTOK-TV...Meridian, Miss. (11)
 WTOM-TV...Lansing, Mich. (54)
 WTOP-TV...Washington, D.C. (9)
 WTOV-TV...Norfolk, Va. (27)
 WTPA...Harrisburg, Pa. (27)
 WTRF-TV...Wheeling, W. Va. (7)
 WTRI...Schenectady, N.Y. (35)
 WTTG...Washington, D.C. (5)
 WTTV...Bloomington, Ind. (4)
 †WTTW...Chicago, Ill. (11)
 WTVD...Durham, N.C. (11)
 WTVE...Elmira, N.Y. (24)

WTVG...Mansfield, O. (36)
 WTVH...Peoria, Ill. (19)
 WTVI...Ft. Pierce, Fla. (19)
 WTVJ...Miami, Fla. (4)
 WTVK...Knoxville, Tenn. (26)
 WTVM...Columbus, Ga. (28)
 WTVN-TV...Columbus, O. (6)
 WTVQ...Rockford, Ill. (39)
 WTVR...Decatur, Ill. (17)
 WTVQ...Pittsburgh, Pa. (47)
 WTVR...Richmond, Va. (6)
 †WTVS...Detroit, Mich. (56)
 WTVT...Tampa, Fla. (13)
 WTVU...Scranton, Pa. (73)
 WTVW...Evansville, Ind. (7)
 WTVX...Gastonia, N.C. (48)
 WTVY...Dothan, Ala. (9)
 †WTVZ...Albany, N.Y. (17)
 WTWO...Bangor, Me. (2)
 WTVV...Tupelo, Miss. (9)

†WUNC-TV...Chapel Hill, N.C. (4)
 †WUOM-TV...Ann Arbor, Mich. (26)
 WUSN-TV...Charleston, S.C. (2)
 WUTV...Charlotte, N.C. (36)

WVEC-TV...Hampton, Va. (15)
 WVET-TV...Rochester, N.Y. (10)
 WVUE...Wilmington, Del. (12)

WWEZ-TV...New Orleans, La. (32)
 WWJ-TV...Detroit, Mich. (4)
 WWL-TV...New Orleans, La. (4)
 WWLP...Springfield, Mass. (61)
 WWOR-TV...Worcester, Mass. (14)
 WWTW...Cadillac, Mich. (13)

WXEL...Boston, Mass. (38)
 WXEX-TV...Petersburg, Va. (8)
 WXIX...Milwaukee, Wis. (19)
 WXTV...Youngstown, O. (73)
 WXYZ-TV...Detroit, Mich. (7)

†WYES...New Orleans, La. (8)

CANADA

CBFT...Montreal, Que. (2)
 CBHT...Halifax, N.S. (3)
 CBHF...Halifax, N.S. (3)
 CBLT...Toronto, Ont. (9)
 CBMT...Montreal, Que. (6)
 CBOFT...Ottawa, Ont. (9)
 CBOF...Ottawa, Ont. (4)
 CBUT...Vancouver, B.C. (2)
 CBWT...Winnipeg, Manitoba (4)

CFCL-TV...Timmins, Ont. (6)
 CFCM-TV...Quebec City (4)
 CFCR-TV...Kamloops, B.C. (4)
 CFCY-TV...Charlottetown, P.E.I. (13)
 CFJC-TV...Port Arthur, Ont. (2)
 CFPL-TV...London, Ont. (10)
 CFQC-TV...Saskatoon, Sask. (8)
 CFRN-TV...Edmonton, Alta. (3)
 CFTM-TV...Trois-Rivieres, Que. (13)

CHAT-TV...Medicine Hat, Alta. (6)
 CHBC-TV...Kelowna, B.C. (2)
 CHCA-TV...Red Deer, Alta. (6)
 CHCH-TV...Hamilton, Ont. (11)
 CHCT-TV...Calgary, Alta. (2)
 CHEX-TV...Peterborough, Ont. (12)
 CHLT-TV...Sherbrooke, Que. (7)
 CHSJ-TV...St. John, N.B. (4)

CJBR-TV...Rimouski, Que. (3)
 CJCB-TV...Sydney, N.S. (4)
 CJIC-TV...Sault Ste. Marie (2)
 CJLH-TV...Lethbridge, Alta. (7)
 CJON-TV...St. John's, Nfld. (2)
 CJOX-TV...Argentia, Nfld. (10)

CKBI-TV...Prince Albert, Sask. (5)
 CKBL-TV...Matane, Que. (9)
 CKCK-TV...Regina, Sask. (2)
 CKCW-TV...Moncton, N.B. (2)
 CKCO-TV...Kitchener, Ont. (13)
 CKDA-TV...Victoria, B.C. (6)
 CKGN-TV...North Bay, Ont. (10)
 CKLW-TV...Windsor, Ont. (9)
 CKMI-TV...Quebec City (5)
 CKNX-TV...Wingham, Ont. (8)
 CKRN-TV...Rouyn, Que. (4)
 CKRS-TV...Jonquiere, Que. (12)
 CKSO-TV...Sudbury, Ont. (5)
 CKVR-TV...Barrie, Ont. (3)
 CKWS-TV...Kingston, Ont. (11)
 CKX-TV...Brandon, Man. (5)

Never trust

your Aunt Abby... too far!



Her opinions are interesting—of course. And she's sure to let you know—particularly when they concern television. But neither she nor all your other relatives should have too great a voice in evaluating a show. That's a job for pre-testing with impartial audiences.

How? By having the show on film. Then you can test all you want—from here to Timbuktu—economically, efficiently.

And on film, when you want to make changes—you just splice 'em in! That's why a good show is a better show on EASTMAN FILM.

For complete information write to: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

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 Film, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to shoot IN COLOR . . . You'll be glad you did

Allen Kander's
RULES OF GOOD BEHAVIOR*
FOR
BROADCAST NEGOTIATORS

1. Your function is to emphasize agreement. You will do this by resolving differences.
2. Your special virtues should be honesty and patience.
3. Nothing is worth selling that isn't worth buying.
4. You are dealing with the most sensitive business enterprises in the world. Part of your obligation is to see to it that they are in respectable hands.
5. A man who owns and operates a business develops a natural affection for it. Remember that when he sells, he is separating himself from a way of life as well as an enterprise. He wants to do this with dignity and in a friendly fashion.
6. Every buyer with whom you do business may in time become a seller. He will judge your abilities by your consideration of his interests.
7. You will spend more dollars than you make on some transactions. But this is a short-time loss; or rather, a long-term investment in good will.
8. The man who deals in millions is no taller than the man who deals in thousands. Give to each a full measure of service.
9. Learn the meaning of the term "business confidence". You will hear much more when you are not talking.
10. A good reputation is more to be desired than a fee.

** Reprinted from a memorandum by Allen Kander to his executive staff.*

ALLEN KANDER AND COMPANY

Washington
1625 Eye Street N.W.
NAtional 8-1990

New York
60 East 42nd Street
MURray Hill 7-4242

Chicago
35 East Wacker Drive
RAndolph 6-6760

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; KABC-TV, Los Angeles; 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.

Board of Directors (AB-PT): Earl E. Anderson, A. H. Blank, John A. Coleman, Charles T. Fisher Jr., E. Chester Gersten, Leonard H. Goldenson, Robert H. Hinckley, Robert L. Huffines Jr., William T. Kilborn, Sidney M. Markley, Walter P. Marshall, H. Hugh McConnell, Edward J. Noble, Robert B. Wilby.

ABC-TV Stations Affiliates Association: Frederick Houwink, *Chairman*, WMAL-TV, Washington, D. C.; Harry LeBrun, *vice chairman*, WLW-A, Atlanta, Ga.; Joseph Hladky, *secy.*, KCRG-TV, Cedar Rapids, Ia.; Joseph Drilling, *treas.*, KJEO-TV, Fresno, Cal.; Joseph Bernard, KTVI, St. Louis, Mo.; Donald Davis, KMBC-TV, Kansas City, Mo.; Joseph Herold, KBTW, Denver, Colo.; J. W. McGough, WTVN-TV, Columbus, O.; Willard Walbridge, KTRK-TV, Houston, Tex.

ABC OFFICERS

Leonard H. Goldenson, *president of AB-PT; acting pres. of ABC*
Eugene Accas, *vice president*
James T. Aubrey Jr., *vice president*
James W. Beach, *vice president*
Alfred Beckman, *vice president*
Slocum Chapin, *vice president*
Donald Coyle, *vice president*
John Daly, *vice president*
Michael J. Foster, *vice president*
Robert H. Hinckley, *vice president*
Earl Hudson, *vice president*
Frank Marx, *vice president*
John H. Mitchell, *vice president*
Sterling C. Quinlan, *vice president*
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Simon B. Siegel, *treasurer of AB-PT and ABC*
Robert L. Stone, *vice president*
Oliver Treyz, *vice president*
Thomas Velotta, *vice president*
Mortimer Weinbach, *vice president & general counsel*
Omar Elder, *secy. & asst. general counsel*
Michael P. Boland, *assistant treasurer*
J. Russell Gavin, *assistant treasurer*

Television Network

Oliver Treyz, *vice president in charge*

Engineering

Frank Marx, *v.p. in charge*
Richard Hamilton, *supervisor of communications*
George Milne, *director of traffic & communications*
Clure Owen, *administrative assistant*
John G. Preston, *dir. of engineering facilities*
Lawrence A. Ruddell, *recording director*
William H. Trevarthen, *director of engineering operations*
John Bourcier, *engineering operations supervisor, radio*
Reginald Willcocks, *traffic manager*
Merle Worster, *Eastern TV engineering operations manager*

Finance Personnel & General Services

Simon B. Siegel, *treasurer of AB-PT and ABC*
Michael P. Boland, *asst. treasurer*
J. Russell Gavin, *asst. treasurer*
Joseph W. Fitzpatrick, *internal auditor*
Edward Graessle, *mgr. of treasury affairs*
Marie McWilliams, *director of personnel*
Richard L. Freund, *director of labor relations*
Joseph J. Spagnola, *office & studio services director*
Edmond R. Samuels, *purchasing agent*

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*
Sidney R. Mesibov, *director of special exploitation projects*
Hank Warner, *director of press information*
Stephen Strassberg, *asst. director of press information*

Continuity Acceptance

Grace Johnsen, *director of continuity acceptance*

TV Programming & Services

James T. Aubrey Jr., *vice president, programming & talent*
Ruth K. Blainey, *operations manager*
Thomas P. DeVito, *program service manager*
Theodore H. Fetter, *program director*
Freelon Fowler, *film program manager*
Armand Grant, *exec. producer for daytime programs*
John B. Green, *manager of TV program department*
Frederick P. Laffey, *business mgr. & budget officer for TV programming*
Leonard Maskin, *business mgr. for TV production services*
James McNaughton, *executive art director*
Daniel Melnick, *program development manager*
Bernard Paulson, *manager of production services*
Frederick Schuhmann, *studio services coordinator*
William Seaman, *manager of program production*

Station Relations

Alfred Beckman, *vice president in charge of station relations*

Network Sales

Slocum Chapin, *v.p. in charge of TV network sales*
Henry W. Cox, *national program sales manager*
John Fitzgerald, *director of sales service*
Henry T. Hede, *eastern sales manager*
William Mullen, *sales manager, Detroit div.*
Eugene C. Wyatt, *national sales manager*

Station Clearance

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

Research & Sales Development

Donald Coyle, *v.p. in charge 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, *v.p. & general manager*; Joseph Stamler, *sales manager*; Alvin L. Hollander Jr., *program manager*.
WBKB, Chicago: Sterling C. Quinlan, *v.p.*; Mathew Vieracher, *gen. mgr.*; Manuel Fingerhut, *controller*; Clar Heider, *national spot sales mgr.*; Daniel Schuffman, *program manager*.
KABC-TV, Los Angeles: Selig J. Seligman, *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*; George Rice, *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*
William C. Gillogly, *sales director*
Elliott Henry Jr., *director of publicity & promotion*
William P. Kusack, *mgr. of engineering dept.*

Western Division (Los Angeles)

Earl J. Hudson, *vice president in charge*
Robert Adams, *executive producer, TV*
Elliot F. Alexander, *mgr. of advertising & promotion*
J. Clifford Anderson, *director of labor relations*
Dorothy L. Brown, *continuity acceptance editor*
Sanford C. Cummings, *manager, TV network program department*
Rowe S. Giesen, *ABC-Disney coordinator*
Theodore Grenier, *chief engineer*
Thomas M. Lufkin, *TV network program service manager*
Allan E. Maynard, *supervisor, general services*
Courtney McLeod, *director network traffic, station clearance & TV sales service, Western Division*
Robert P. Myers, *Pacific Coast counsel, ABC*
Norma T. Olsen, *director TV program operations*
Daniel P. O'Reilly, *news director*
Frank G. Ralston, *director, TV network film department*
Florence T. Schiro, *personnel director*
Ernest E. Stern, *director of promotion-publicity*
John C. Wagner, *controller*

(Continued on page 40)

what they watch



needs watching



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

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

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

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

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

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

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

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



Network Rates and Data

ABC-TV NETWORK—(Continued)

San Francisco

John H. Mitchell, *vice president in charge.*
 Jon Barkhurst, *director of station & program exploitation*
 Vincent Francis, *western div. TV network sales mgr.*
 Chandler R. Meloy, *TV sales operations manager*
 Lorraine Pedersen, *continuity acceptance editor*
 Edith Kirby, *traffic manager*
 Victor Reed, *mgr. of news & special events, advertising & promotion & publicity*
 Henry A. Saroyan, *controller and purchasing agent*
 Harry Jacobs, *chief engineer and building maintenance mgr.*

Washington

Robert H. Hinckley, *v.p. in charge, Washington Office*

ABC FILM SYNDICATION INC.

1501 Broadway, New York; Lackawanna 4-5050

George T. Shupert, *president*
 John B. Burns, *v.p. & director, national sales*
 Wm. L. Clark, *v.p. & director, western sales div.*
 Don L. Kearney, *v.p. in charge of sales*
 Richard P. Morgan, *v.p. in charge of operations*
 Raymond Fox, *controller*
 Howard Anderson, *midwestern sales mgr.*
 Robert Dalchau, *southern sales mgr.*
 Robert E. Marcato, *eastern sales mgr.*
 Lee Francis, *mgr. of advertising & promotion*
 Joseph F. Greene, *asst. to v.p. in charge of sales*

American Broadcasting Co. Radio Network, Inc.

(A subsidiary of AB-PT Inc.)

Robert E. Eastman, *president*
 Stephen C. Riddleberger, *administrative vice president*

ABC Radio Stations Affiliates Advisory Board: District 1—Simon Goldman, WJTN, Jamestown, N.Y.; District 2—J. P. Williams, WING, Dayton, O.; District 3—Ben A. Laird, WDUZ, Green Bay, Wis.; District 4—T. B. Lanford, KRMD, Alexandria, La.; District 5—C. B. Locke, KFDM, Beaumont, Tex.; District 6—William C. Grove, KFBC, Cheyenne, Wyo.; District 7—James W. Wallace, KPQ, Wenatchee, Wash.; District 8—J. S. Younts, WEEB, Southern Pines, N.C.

Radio Programming & Services

Stephen B. Labunski, *vice president in charge of programs*
 Walter Gustafson, *supervisor of sound effects*
 William D. Hamilton, *eastern program manager*
 J. Ward Michell, *manager of script*
 George Sax, *national director of program operations & co-operative program manager*
 Ruth B. Smith, *supervisor of production control unit*
 Frank Vagnoni, *manager of music division*

Station Relations

Edward DeGray, *vice president in charge of station relations*

Research & Sales Development

Raymond F. Eichmann, *director of sales development & research*
 Lawrence Pollack, *director of research*
 Edward Armsby, *director of sales development*

Network Sales

Thomas C. Harrison, *vice president in charge of sales*
 S. William Aronson, *director of sales service*
 Leslie Harris, *eastern sales manager*

Owned Radio Stations

WABC, New York: Stewart Barthelmess, *gen. mgr.*; Robert Noble, *sales mgr.*; Myrtle Tower, *program director*
KABC, Hollywood: John S. Hansen, *gen. mgr.*; Dresser Dahlstead, *program mgr.*; William P. Baxley, *sales mgr.*
WXYZ, Detroit: James G. Riddell, *pres. & gen. mgr.*; Harold Neal, *v.p. in charge of radio*; Robert Baker, *radio studio mgr.*; Robert Baldrice, *asst. radio sales mgr.*
KGO, San Francisco: John H. Mitchell, *v.p. in charge*; George Rice, *program mgr.*

Central Division (Chicago)

Clar Heider, *national spot sales manager*
 Elliott W. Henry Jr., *director of publicity & promotion*
 William P. Kusack, *manager of engineering department*
 James E. Duffy, *sales manager of radio network*

Western Division (Hollywood)

Earl J. Hudson, *vice president in charge*
 J. Clifford Anderson, *director of labor relations*
 Dorothy L. Brown, *continuity acceptance editor, western div.*
 Dresser Dahlstead, *program manager, western div.*
 Theodore Grenier, *chief engineer, western div.*
 Allan E. Maynard, *supervisor of general services*
 Courtney McLeod, *director network traffic, station clearance & TV sales service, western div.*
 Jon Meyers, *asst. program mgr. & production mgr., KABC-radio*
 Robert P. Myers, *Pacific Coast counsel, ABC*
 Daniel P. O'Reilly, *news director*
 Florence T. Schiro, *personnel director*
 John C. Wagner, *controller, western div.*
 Harry Woodworth, *director of radio, western div.*

ABC-TV NETWORK RATES

(Rate Card No. 7—Revised to July 15, 1957)

(Consult Network for Discounts, Specifications, etc.)

Class A rates (6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.). **Class B rates** (2-6 p.m., Sat.; 1-5 p.m., Sun.) are 75% of Class A rates. **Class C rates** (all other times, except as provided in Class D) are 50% of Class A rates. **Class B rates** will apply in certain markets for Mon. thru Fri. 5-6 p.m.; a listing of these markets will be given upon request. **Class D rates** (daytime up to 5 p.m., Mon.-Fri., effective Sept. 1, 1957), are 33.3% of Class A rates.

GROSS STATION RATES

(Class A Rates)

Station	Hour	30 Min.	15 Min.
KTEN-TV, Ada, Okla.	\$200.00	\$120.00	\$80.00
WAKR-TV, Akron, Ohio	150.00	90.00	60.00
†WALB-TV, Albany, Ga.	175.00	105.00	70.00
WTRI, Albany-Schenectady-Troy	400.00	240.00	160.00
KOAT-TV, Albuquerque, N.M.	200.00	120.00	80.00
WFBG-TV, Altoona, Pa.	700.00	420.00	280.00
†KFDA-TV, Amarillo, Tex.	300.00	180.00	120.00
WAIM-TV, Anderson, S.C.	Bonus to WLOS, Asheville, N.C.		
WLOS-TV, Asheville, N.C.	450.00	270.00	180.00
WLW-A, Atlanta, Ga.	950.00	570.00	380.00
WJBF-TV, Augusta, Ga.	400.00	240.00	160.00
KMMT, Austin, Minn.	200.00	120.00	80.00
†KTBC-TV, Austin, Tex.	525.00	315.00	210.00
KBAK-TV, Bakersfield, Cal.	200.00	120.00	80.00
WAAM, Baltimore, Md.	1450.00	870.00	580.00
†WABI-TV, Bangor, Me.	325.00	195.00	130.00
†WBRZ-TV, Baton Rouge, La. ..	400.00	240.00	160.00
WNEM-TV, Bay City, Mich.	575.00	345.00	230.00
†KFDM-TV, Beaumont, Tex.	400.00	240.00	160.00
*KOOK-TV, Billings, Mont.	150.00	90.00	60.00
WBNF-TV, Binghamton, N.Y.	900.00	540.00	360.00
WABT, Birmingham, Ala.	950.00	570.00	380.00
†KFYR-TV, Bismarck, N.D.	150.00	90.00	60.00
*KIDO-TV, Boise, Idaho	200.00	120.00	80.00
WHDH-TV, Boston, eff. Nov. 1	2500.00	1500.00	1000.00
WNAC-TV, Boston, Mass.	2800.00	1680.00	1120.00
WICC-TV, Bridgeport, Conn.	200.00	120.00	80.00
*WCYB-TV, Bristol, Va.	300.00	180.00	120.00
WGR-TV, Buffalo, N.Y.	1200.00	720.00	480.00
*KXLF-TV, Butte, Mont.	150.00	90.00	60.00
†WWTW, Cadillac, Mich.	300.00	180.00	120.00
KCRG-TV, Cedar Rapids, Iowa	450.00	270.00	180.00
WCSC-TV, Charleston, S.C.	400.00	240.00	160.00
WBTW, Charlotte, N.C.	1200.00	720.00	480.00
WDEF-TV, Chattanooga, Tenn.	500.00	300.00	200.00
†KFBC-TV, Cheyenne, Wyo.	150.00	90.00	60.00
WBKB, Chicago, Ill.	3300.00	1980.00	1320.00
KHSL-TV, Chico, Cal.	225.00	135.00	90.00
WCPO-TV, Cincinnati, Ohio.	1200.00	720.00	480.00
WEWS, Cleveland, Ohio	2300.00	1380.00	920.00
KKTU, Colorado Springs, Colo.	225.00	135.00	90.00
†KOMU-TV, Columbia, Mo.	250.00	150.00	100.00
†WIS-TV, Columbia, S.C.	450.00	270.00	180.00
WRBL-TV, Columbus, Ga.	400.00	240.00	160.00
WTVN-TV, Columbus, Ohio ...	1025.00	615.00	410.00
*KRIS-TV, Corpus Christi, Tex.	300.00	180.00	120.00
WFAA-TV, Dallas, Tex.	1400.00	840.00	560.00
WDAN-TV, Danville, Ill.	Bonus to network		
WLW-D, Dayton, Ohio	1025.00	615.00	410.00
WTVP, Decatur, Ill.	350.00	210.00	140.00
KBTU, Denver, Colo.	700.00	420.00	280.00
WOI-TV, Des Moines, Iowa	550.00	330.00	220.00
WXYZ-TV, Detroit, Mich.	2300.00	1380.00	920.00
*WTVY, Dothan, Ala.	100.00	60.00	40.00
†KDAL-TV, Duluth, Minn.	450.00	270.00	180.00
†WDSM-TV, Duluth, Minn.	450.00	270.00	180.00
WTVD, Durham, N.C.	550.00	330.00	220.00
WGLV, Easton, Pa.	200.00	120.00	80.00
†WEAU-TV, Eau Claire, Wis.	150.00	90.00	60.00
*KELP-TV, El Paso, Tex.	250.00	150.00	100.00
†KROD-TV, El Paso, Tex.	350.00	210.00	140.00
WICU, Erie, Pa.	600.00	360.00	240.00
*KIEM-TV, Eureka, Cal.	150.00	90.00	60.00
WTVW, Evansville, Ind.	350.00	210.00	140.00
†WDAY-TV, Fargo, N.D.	400.00	240.00	160.00
*WFLB-TV, Fayetteville, N.C. ..	50.00	30.00	20.00
WBTW, Florence, S.C.	400.00	240.00	160.00
*WINK-TV, Ft. Myers, Fla.	50.00	30.00	20.00
†KFSA-TV, Ft. Smith, Ark.	120.00	72.00	48.00
WANE-TV, Ft. Wayne, Ind.	500.00	300.00	200.00
KJEO-TV, Fresno, Cal.	475.00	285.00	190.00
WOOD-TV, Grand Rapids, Mich.	1100.00	660.00	440.00
*KFBB-TV, Great Falls, Mont. ..	150.00	90.00	60.00
WFRV-TV, Green Bay, Wis.	400.00	240.00	160.00
WPMY-TV, Greensboro, N.C. ...	900.00	540.00	360.00
†WNCT, Greenville, N.C.	450.00	270.00	180.00
*KGBT-TV, Harlingen, Tex. ...	250.00	150.00	100.00
WTPA, Harrisburg, Pa.	300.00	180.00	120.00
WSVA-TV, Harrisonburg, Va. ...	250.00	150.00	100.00
*WDAM-TV, Hattiesburg, Miss. ...	100.00	60.00	40.00
KTRK-TV, Houston, Tex.	1000.00	600.00	400.00
WHTN-TV, Huntington, W.Va.	450.00	270.00	180.00
*KID-TV, Idaho Falls, Idaho ..	150.00	90.00	60.00
WLWI, Indianapolis, Ind.	1250.00	750.00	480.00
WTTV, Indianapolis-Bloomington	1000.00	600.00	400.00
WJTV, Jackson, Miss.	450.00	270.00	180.00
WLBT, Jackson, Miss.	400.00	240.00	160.00
WJHP-TV, Jacksonville, Fla. ...	325.00	195.00	130.00
WMBR-TV, Jacksonville, Fla. ...	750.00	450.00	300.00
†KRCG-TV, Jefferson City, Mo.	275.00	165.00	110.00
WJHL-TV, Johnson City, Tenn.	350.00	210.00	140.00
WKZO-TV, Kalamazoo, Mich.	1300.00	780.00	520.00
KMBC-TV, Kansas City, Mo. ...	1300.00	780.00	520.00
†KHOL-TV, Kearney, Neb.	300.00	180.00	120.00
WTVK, Knoxville, Tenn.	300.00	180.00	120.00
†WKBT, La Crosse, Wis.	300.00	180.00	120.00
†KPLC-TV, Lake Charles, La. ...	200.00	120.00	80.00

Station	Hour	30 Min.	15 Min.
WJIM-TV, Lansing, Mich.	900.00	540.00	360.00
KLRJ-TV, Las Vegas, Nev.	150.00	90.00	60.00
KSWO-TV, Lawton, Okla.	150.00	90.00	60.00
†WLEX-TV, Lexington, Ky.	150.00	90.00	60.00
†WIMA-TV, Lima, Ohio	150.00	90.00	60.00
KOLN-TV, Lincoln, Neb.	450.00	270.00	180.00
KATV, Little Rock, Ark.	400.00	240.00	160.00
KABC-TV, Los Angeles, Cal.	2600.00	1560.00	1040.00
WAVE-TV, Louisville, Ky.	1100.00	660.00	440.00
†KCBT-TV, Lubbock, Tex.	350.00	210.00	140.00
WLVA-TV, Lynchburg, Va.	350.00	210.00	140.00
WMAZ-TV, Macon, Ga.	300.00	180.00	120.00
WKOW-TV, Madison, Wis.	280.00	168.00	112.00
WMUR-TV, Manchester, N.H.- Boston, Mass.	600.00	360.00	240.00
**†KBES-TV, Medford, Ore.	150.00	90.00	60.00
WHBQ-TV, Memphis, Tenn.	1050.00	630.00	420.00
†WTOX-TV, Meridian, Miss.	275.00	165.00	110.00
WPST-TV, Miami, Fla.	850.00	510.00	340.00
WISN-TV, Milwaukee, Wis.	1350.00	810.00	540.00
WTCN-TV, Minneapolis-St. Paul, Minn.	1250.00	750.00	480.00
†KCJB-TV, Minot, N.D.	150.00	90.00	60.00
†WALA-TV, Mobile, Ala.	450.00	270.00	180.00
KNOE-TV, Monroe, La.	350.00	210.00	140.00
†WSFA-TV, Montgomery, Ala.	450.00	270.00	180.00
WMTW, Mt. Washington, N.H.	400.00	240.00	160.00
†WLBC-TV, Muncie, Ind.	200.00	120.00	80.00
WSIX-TV, Nashville, Tenn.	600.00	360.00	240.00
WNHC-TV, New Haven, Conn.	1400.00	840.00	560.00
WJMR-TV, New Orleans, La.	300.00	180.00	120.00
WABC-TV, New York, N.Y.	4800.00	2880.00	1920.00
WAVY-TV, Norfolk, Va.	650.00	390.00	260.00
WTAR-TV, Norfolk, Va.	925.00	555.00	370.00
†WOAY-TV, Oak Hill, W.Va.	200.00	120.00	80.00
KGEO-TV, Oklahoma City (Enid)	600.00	360.00	240.00
KETV, Omaha, <i>eff. Sept.</i>	900.00	540.00	360.00
KMTV, Omaha, Neb.	950.00	570.00	380.00
WDBO-TV, Orlando, Fla.	450.00	270.00	180.00
†WJDM-TV, Panama City, Fla.	70.00	42.00	28.00
WTAP-TV, Parkersburg, W.Va.	100.00	60.00	40.00
†WEAR-TV, Pensacola, Fla.- Mobile, Ala.	250.00	150.00	100.00
WTVH-TV, Peoria, Ill.	450.00	270.00	180.00
WFIL-TV, Philadelphia, Pa.	3300.00	1980.00	1320.00
KTVK, Phoenix, Ariz.	400.00	240.00	160.00
†KOAM-TV, Pittsburg, Kan.	300.00	180.00	120.00
WENS, Pittsburgh, Pa.	500.00	300.00	200.00
†WPTZ, Plattsburg, N.Y.-Bur- lington, Vt.	275.00	165.00	110.00
KGW-TV, Portland, Ore.	700.00	420.00	280.00
WJAR-TV, Providence, R.I.	1300.00	780.00	520.00
†WGEM-TV, Quincy, Ill.	350.00	210.00	140.00
†KVIP, Redding, Cal.	225.00	135.00	90.00
†KOLO-TV, Reno, Nev.	150.00	90.00	60.00
WTVR, Richmond, Va.	875.00	525.00	350.00
WSLS-TV, Roanoke, Va.	725.00	435.00	290.00
WROC-TV, Rochester, N.Y.	975.00	585.00	390.00
WHEC-TV & WVET-TV, Rochester	750.00	450.00	300.00
WREX-TV, Rockford, Ill.	450.00	270.00	180.00
WHBF-TV, Rock Island, Ill.	850.00	510.00	340.00
†KSWB-TV, Roswell, N.M.	175.00	105.00	70.00
KSD-TV, St. Louis, Mo.	1700.00	1020.00	680.00
KTVI, St. Louis, Mo.	1200.00	720.00	480.00
KWK-TV, St. Louis, Mo.	1750.00	1050.00	700.00
KSBW-TV, Salinas, Cal.	325.00	195.00	130.00
†WBOC-TV, Salisbury, Md.	Bonus to network		
KUTV, Salt Lake City, Utah ..	600.00	360.00	240.00
KONO-TV, San Antonio, Tex. ..	600.00	360.00	240.00
*XETV, San Diego, Cal.	700.00	420.00	280.00
KGO-TV, San Francisco, Cal. ..	2100.00	1260.00	840.00
KSBY-TV, San Luis Obispo, Cal.	Bonus to KSBW-TV		
†KEYT, Santa Barbara, Cal.	350.00	210.00	140.00
WTOC-TV, Savannah, Ga.	275.00	165.00	110.00
WARM-TV, Scranton, Pa.	225.00	135.00	90.00
KING-TV, Seattle, Wash.	1200.00	720.00	480.00
KSLA, Shreveport, La.	550.00	330.00	220.00
†KVTI, Sioux City, Iowa	500.00	300.00	200.00
†KELO-TV, Sioux Falls, S.D.	410.00	246.00	164.00
WSJV-TV, So. Bend-Elkhart, Ind.	300.00	180.00	120.00
KREM-TV, Spokane, Wash.	500.00	300.00	200.00
†WICS-TV, Springfield, Ill.	175.00	105.00	70.00
†KYTV, Springfield, Mo.	275.00	165.00	110.00
WSTV-TV, Steubenville-Wheel- ing-Pittsburgh	500.00	300.00	200.00
KOVR, Stockton, Cal.	650.00	390.00	260.00
WHEN-TV, Syracuse, N.Y.	900.00	540.00	360.00
WSUN-TV, Tampa-St. Peters- burg, Fla.	350.00	210.00	140.00
†WTHI-TV, Terre Haute, Ind.	500.00	300.00	200.00
KCMC-TV, Texarkana, Tex.	200.00	120.00	80.00
*WCTV, Thomasville, Ga.	200.00	120.00	80.00
WSPD-TV, Toledo, Ohio	875.00	525.00	350.00
†KGUN-TV, Tucson, Ariz.	200.00	120.00	80.00
KTVX, Tulsa, Okla.	570.00	342.00	228.00
WKTU, Utica, N.Y.	550.00	330.00	220.00
KWTX-TV, Waco, Tex.	300.00	180.00	120.00
WMAL-TV, Washington, D.C.	1200.00	720.00	480.00
WATR-TV, Waterbury, Conn.	200.00	120.00	80.00
WCNY-TV, Watertown-Carth- age, N.Y.	200.00	120.00	80.00
†WSAU-TV, Wausau, Wis.	300.00	180.00	120.00
WEAT-TV, W. Palm Beach, Fla.	225.00	135.00	90.00
KAKE-TV, Wichita, Kan.	675.00	405.00	270.00

Network Rates and Data

Station	Hour	30 Min.	15 Min.
KFDX-TV, Wichita Falls, Tex.	350.00	210.00	140.00
WILK-TV, Wilkes-Barre, Pa.	350.00	210.00	140.00
*WMFD-TV, Wilmington, N.C.	200.00	120.00	80.00
KIMA-TV, Yakima, Wash.	200.00	120.00	80.00
WSBA-TV, York, Pa.	250.00	150.00	100.00
WKBN-TV, Youngstown, O.	500.00	300.00	200.00
WKST-TV, Youngstown, O.	350.00	210.00	140.00
WHIZ-TV, Zanesville, Ohio	100.00	60.00	40.00

† Limited Live Service. * Non-Interconnected.

** Combination rate will be \$250 if both KIEM-TV, Eureka, and KBES-TV, Medford, are ordered and available.

Advertisers using any bonus station by film, prefilm or delayed telecast will pay a service charge of \$15 net (non-commissionable) per telecast, while station is furnished as a bonus station.

ABC WESTERN REGIONAL NETWORK—ABC Television Center, Hollywood 27, Cal. Telephone: Normandy 3-3311. Pacific Coast stations: XETV, San Diego; KABC-TV, Los Angeles; KEYT, Santa Barbara; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield; KJEO-TV, Fresno; KSBW-TV, Salinas; KGO-TV, San Francisco; KCCC-TV, Sacramento; KOLO-TV, Reno; KHSL-TV, Chico; KIEM-TV, Eureka; KBES-TV, Medford, Ore.; KLOK-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle; KREM-TV, Spokane. Mountain stations: KUTV, Salt Lake City; KBTU, Denver; KTVK, Phoenix; KVOA-TV, Tucson; KROD-TV, El Paso; KLRJ-TV, Las Vegas; KKTU, Colorado Springs, Colo.; KSWB-TV, Roswell, N.W.; KOAT-TV, Albuquerque, N.M.; KIDO-TV, Boise, Ida.; KFBC-TV, Cheyenne, Wyo.; KID-TV, Idaho Falls, Ida.; KXFL-TV, Butte, Mont.; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KFAR-TV, Fairbanks, Alaska; KENI-TV, Anchorage, Alaska; KULA-TV, Honolulu, Hawaii. Executives: Earl J. Hudson, v.p. western div.; J. English Smith, director, national TV network programming, western div.; Vincent Francis, sales mgr., national TV network, western div.; Ernest Stern, publicity & promotion; John Wagner, controller; Theodore Grenier, chief engineer.

ALASKA-HAWAII-PUERTO RICO SERVICE

KENI-TV, Anchorage, Alaska..}	\$100.00	\$60.00	\$40.00
KFAR-TV, Fairbanks, Alaska..}			
KULA-TV, Honolulu, T.H.	275.00	165.00	110.00
WAPA-TV, San Juan, P.R.	200.00	120.00	80.00

CANADIAN SERVICE

CKVR-TV, Barrie, Ont.	\$300.00	\$180.00	\$120.00
CKX-TV, Brandon, Man.	170.00	102.00	68.00
CHCT-TV, Calgary, Alta.	350.00	210.00	140.00
CFCY-TV, Charlottetown, P.E.I.	170.00	102.00	68.00
CFRN-TV, Edmonton, Alta.	400.00	240.00	160.00
CBHT, Halifax, N.S.	340.00	204.00	136.00
CHCH-TV, Hamilton, Ont.	550.00	330.00	220.00
CFCR-TV, Kamloops, B.C.	75.00	45.00	30.00
CHBC-TV, Kelowna, B.C.	75.00	45.00	30.00
CKWS-TV, Kingston, Ont.	300.00	180.00	120.00
CKCO-TV, Kitchener, Ont.	430.00	258.00	172.00
CJLH-TV, Lethbridge, Alta.	175.00	105.00	70.00
CFPL-TV, London, Ont.	485.00	291.00	194.00
CHAT-TV, Medicine Hat, Alta.	75.00	45.00	30.00
CKCW-TV, Moncton, N.B.	245.00	147.00	98.00
CBMT, Montreal, P.Q.	890.00	534.00	356.00
CKGN-TV, North Bay, Ont.	160.00	96.00	64.00
CBOT, Ottawa, Ont.	475.00	285.00	190.00
CHEX-TV, Peterboro, Ont.	265.00	159.00	106.00
CFCJ-TV, Port Arthur, Ont.	180.00	108.00	72.00
CKMI-TV, Quebec, P.Q.	200.00	120.00	80.00
CKCK-TV, Regina, Sask.	285.00	171.00	114.00
CKRN-TV, Rouyn, P.Q.	75.00	45.00	30.00
CHSJ-TV, Saint John, N.B.	285.00	171.00	114.00
CJON-TV, St. John's, Nfld.	230.00	138.00	92.00
CFQC-TV, Saskatoon, Sask.	255.00	153.00	102.00
CJIC-TV, Saulte Ste. Marie, Ont.	170.00	102.00	68.00
CKSO-TV, Sudbury, Ont.	235.00	141.00	94.00
CJCB-TV, Sydney, N.S.	255.00	153.00	102.00
CFCL-TV, Timmins, Ont.	160.00	96.00	64.00
CBLT, Toronto, Ont.	1100.00	660.00	440.00
CBUT, Vancouver, B.C.	680.00	408.00	272.00
CHEK-TV, Victoria, B.C.	240.00	144.00	96.00
CKLW-TV, Windsor, Ont.	450.00	270.00	180.00
CKNX-TV, Wingham, Ont.	245.00	147.00	98.00
CBWT, Winnipeg, Man.	490.00	294.00	196.00

Canadian stations are not subject to ABC discounts or rebates. Special frequency and group discounts allowed by CBC will be given on request. Rate classification and percentage of the hour are not the same as the ABC Television Network rates.

Eliminate unprofessional off-camera
cue-card glances with the
new into-the-lens prompting of . . .



TELEPROMPTER[®]

SERVICE

SEE PAGE 32

COLUMBIA BROADCASTING SYSTEM, INC.

CBS Television Division

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

Production Center: 524 W. 57th St., New York 19. 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, 2348 Broadway; in Los Angeles at 1313 N. Vine St. and Television City; in Chicago at 630 N. McClurg Court; in Milwaukee at 5445 N. 27th St.; in Hartford at 555 Asylum 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; holds CP for KMOX-TV, St. Louis; 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; WEEI, Boston.

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

Operating Divisions of Columbia Broadcasting System Inc. include CBS Laboratories Division (Peter C. 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.; Leslie C. Johnson, WHBF-TV, Rock Island, Ill.; 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., *exec. v.p. in charge of network programs*
William H. Hylan, *v.p. in charge of sales administration*
H. Leslie Atlans, *v.p. in charge of Central Division*
Howard S. Meighan, *v.p., west coast services*
Alfred J. Scalpone, *v.p. in charge, network programs, Hollywood*
Harry G. Ommerle, *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., production*
W. Spencer Harrison, *v.p. and business mgr. of talent & contract properties*
Philip Feldman, *v.p. and business mgr. of talent & contract properties, Hollywood*
Herbert V. Akerberg, *v.p. in charge of station relations*
William B. Lodge, *v.p., engineering and station relations*
Craig Lawrence, *v.p. in charge of CBS-owned TV stations*
Edward P. Shurick, *v.p. and director of station relations*
Leslie Harris, *v.p. & gen. mgr., CBS Television Film Sales Inc.*
Thomas H. Dawson, *v.p. in charge of network sales*
Thomas K. Fisher, *v.p. & general attorney*
William J. Flynn, *controller*

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Thomas H. Dawson, *v.p. in charge of network sales*
George E. Klayer, *general sales manager*
Sam K. Maxwell, *eastern sales manager*
Roland R. Blair, *midwestern sales manager*
Charles R. Sterritt, *Detroit sales manager*
Robert Livingston, *Pacific Coast sales manager*
William J. Fagan, *business manager*
Robert F. Jamieson, *sales service manager*
Edward P. Lethen Jr., *manager of network sales development*
Len Morreale, *sales manager, EMP*
George A. Kolpin, *contract manager*
Jack Purves, *sports sales manager*
Robert P. Hoag, *director, network program sales*

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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 program executive, N.Y.*
Bertram Berman, *director daytime program development*
Edwin S. Friendly Jr., *director of daytime programs*
Marlo Lewis, *executive producer*
Richard Lewine, *executive producer*
John Houseman, *executive producer*
William Morwood, *executive producer*
Ray Cossett, *executive editor*
Ed Roberts, *eastern story editor*
Robert Da'le Martin, *casting director*
John Hundley, *program service manager*
Robert Milford, *production manager*
James Lavenstein, *administrative manager*
Robert Sparks, *exec producer, charge of film, Hollywood*
Charles Holden, *production manager Hollywood*
Guy della Cioppa, *director of network programs, Hollywood*
Emanuel Leshin, *production mgr. in charge of film, Hollywood*
Hal Graham, *program executive, Hollywood*
Charles Straus, *director of casting Hollywood*
Allan Parr, *business manager, Hollywood*
Michael Burke, *program director, London*

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Ira DeLumen, *director, administrative services*
John E. Forsander, *director, purchasing*
Henry Grossman, *director, facilities operations*
Lawrence B. Gumbinner, *director, communications*
Harold C. Meier, *director, broadcast operations*
Walter R. Pierson, *director, facilities planning*
Gordon Shadwick, *director, film services*
Robert G. Thompson, *director, technical operations*
Orville Sather, *manager, technical operations*
H. Grant Theis, *director, west coast production*
E. Carlton Winckler, *director, production operations*
Anthony J. Boschetti, *director, design and general services*
M. Clay Adams, *director, film production*
John Burrell, *executive director, design services*
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Harry Murray, *director, scenic construction*
Albert J. Raymond, *director, staging services & labor relations*
Paul E. Wilson, *director, production coordination*
Paul Wittlig, *director, development*

STATION RELATIONS

William B. Lodge, *v.p. in charge of station relations*
Herbert V. Akerberg, *v.p. of station relations*
Edward P. Shurick, *v.p. and director of station relations*
Carl Ward, *national manager of station relations*
Bert Lown, *western manager, Los Angeles*
Ed Scovill, *midwest manager*
David Williams, *eastern manager*
Robert Wood, *manager of contracts and records*
Donald E. Clancy, *asst. manager of contracts and records*

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John P. Cowden, *operations director*
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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*

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Larry Lowenstein, *director of press information, N.Y.*
James Kane, *director, press information, Hollywood*
Dorothy Leffler, *director of magazine division*
Harry Feeney, *manager of trade & business news*
Robert Blake, *exploitation director, Hollywood*

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Mae Clarke, *manager of advertising records*
Leonard DeNooyer, *manager of coverage*
Tore Hallonquist, *manager of program analysis*
Calvin Morris, *manager of special projects*
Rose Marie O'Reilly, *manager of ratings*

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H. A. Chinn, *chief engineer*
R. S. O'Brien, *asst. director, audio & video engineering*
J. D. Parker, *asst. director, radio frequency engineering*

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Herbert A. Carlborg, *director*

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Philip Feldman, *v.p. and business mgr. of talent & contract properties, Hollywood*
Merritt H. Coleman, *director of business affairs*
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

Leon R. Brooks, *asst. general 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*
W. Thomas Dawson, *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*
Anthony Bartley, *sales and program representative, London*

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, 630 N. McClurg Court, Chicago 11: H. Leslie Atlass, *v.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*; Richard P. Hogue, *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 other executives and additional 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*
William C. Ackerman, *director of information services*
May Dowell, *manager, general information and library*
James Connors, *budget control officer*
John Jefferson, *asst. director of public affairs*
Malcolm R. Johnson, *asst. director of news for TV*
Robert Skedgell, *asst. director of news for radio*
David Zellmer, *executive producer, TV news*
James Burke, *managing editor*
Frank Donghi, *assignment editor*
Jack Fern, *national editor*
Ralph Paskman, *foreign editor*
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 Ilott, *director of religious broadcasts*
Helen J. Sioussat, *director of talks*
Paul Levitan, *director of special events*

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*

Foreign Offices

Argentina—Peter H. Hahn, Paraguay 1583, Buenos Aires.
Austria—Daniel Karasik, Kalbeckgasse 5, Vienna 18.
Egypt—Frank Kearns, Flat 44, Badrowi Bldg., 8 Sh. Salah Ayoub, Zamalek, Cairo.
England—Charles Collingwood, Alexander Kendrick, 26 Hallam St., London W1.
France—David Schoenbrun, Louis Cioffi, 33 Champs Elysees, Paris 8e.
Germany—Ernest Leiser, Koblenzer Strasse 270, Bonn.
Hong Kong—Guy Searles, 517 Jaffe Rd.
India—Arthur Bonner, 32 Alipur Rd., Delhi.
Italy—Winston Burdett, Piazza Grazioli No. 5, Rome
Japan—Peter Kalischer, Foreign Correspondents Club, Marunouchi, Tokyo.
Lebanon—Richard Kalsen, c/o American Embassy, Beirut.
Sweden—Wilfrid Fleisher, 18 Sturegatan, Stockholm, Sweden.
U.S.S.R.—Daniel Schorr, Hotel Metropole, Moscow.

FACILITIES ENGINEERING SERVICES

Louis R. LaPorte, *director*

OFFICE SERVICES

A. H. Bryant, *manager*
Maud Stubner, *supervisor, program typing*
Laurette Banks, *supervisor, ticket bureau*
Harry Kestenbaum, *supervisor, general files & record center*
Marie Dunn, *supervisor, transportation*
Charlotte Friel, *manager, audience mail*
Joseph Sharp, *supervisor, mail room*

PERSONNEL RELATIONS

Robert Kalaidjian, *director*
Charles Burt, *personnel administrator*
Dr. Jack Nelson, *director, medical office*
C. Donald McCullen, *personnel records & research manager*
Richard Stanley, *employment manager*

PHOTOGRAPHY

Walter I. Seigal, *manager*

Network Rates and Data

CBS Radio

OFFICERS

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

NETWORK SALES

John J. Karol, *v.p. in charge*
Ben S. Lochridge, *network sales manager*
William W. Firman, *eastern sales manager*
Chicago: 630 N. McClurg Court. Roger K. Huston, *mgr.*
Los Angeles: 6121 Sunset Blvd. J. Donahue, *Pacific Coast mgr.*
Detroit: Fisher Bldg. Cornelius Knox, *mgr.*

NETWORK PROGRAMS

Howard G. Barnes, *v.p. in charge*
Gerald Maulsby, *manager, network broadcasts*
Harlan Dunning, *program supervisor*

OPERATIONS

Horace Guillotte, *v.p. in charge*
Arthur G. Peck, *manager, network operations*
Davidson Vorhes, *mgr. technical operations*

STATION RELATIONS

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

PRESS INFORMATION

Charles S. Steinberg, *director*
Melvin Spiegel, *asst. director*
Sidney Garfield, *director of exploitation*
Lloyd Brownfield, *director, Hollywood*
Phil Cohan, *trade news editor*

SALES PROMOTION & ADVERTISING

Louis Dorfsman, *director*
Murry Salberg, *director, program promotion*
Richard Golden, *director, sales presentations*
Edward Kaylin, *administrative manager*

RESEARCH

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

BUSINESS AFFAIRS

I. S. Becker, *v.p. in charge*
Preston Pumphrey, *asst. to v.p.*
Ann Nelson, *director*

EDITING

Don Ball, *director*

CBS Radio Spot Sales

Gordon Hayes, *general mgr.*
Milton Allison, *eastern sales mgr.*
Edward O'Berst, *research mgr.*
Fred Heywood, *sales promotion mgr.*
Ray Kremer, *sales development mgr.*

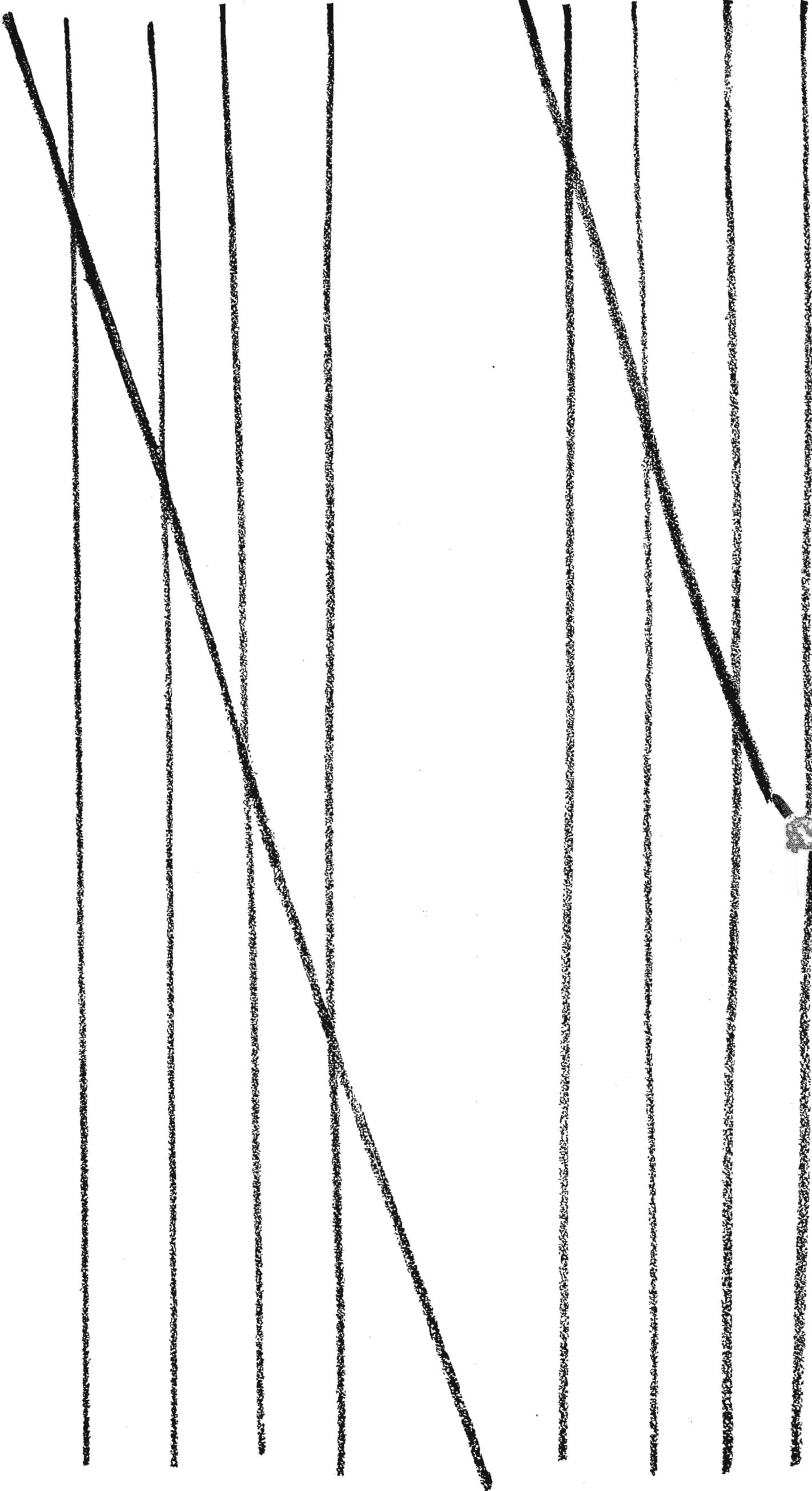
CBS-OWNED RADIO STATIONS

WCBS & WCBS-FM, 485 Madison Ave., New York 22: Sam Slate, *gen. mgr.*; G. E. Hurst, *sales mgr.*; Allen Ludden, *program mgr.*
KCBS & KCBS-FM, Sheraton-Palace Hotel, San Francisco: Henry Untermyer, *gen. mgr.*; Richard Schutte, *sales mgr.*; E. Whitney, *program director*.
KMOX, Ninth & Sidney Sts., St. Louis: Robert Hyland, *gen. mgr.*; Foster Brown Jr., *sales mgr.*
KNX & KNX-FM and Columbia Pacific Radio Network, 6121 Sunset Blvd., Hollywood: Fred Ruegg, *gen. mgr.*; Maurie Webster, *sales mgr.*; Robert Sutton, *director of programs*.
WBBM & WBBM-FM, 630 No. McClurg Court., Chicago: H. Leslie Atlass, *v.p. in charge of Central Div. & WBBM gen. mgr.*; E. H. Shomo, *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*

(Continued on page 46)



Annual Report

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

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

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

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

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

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

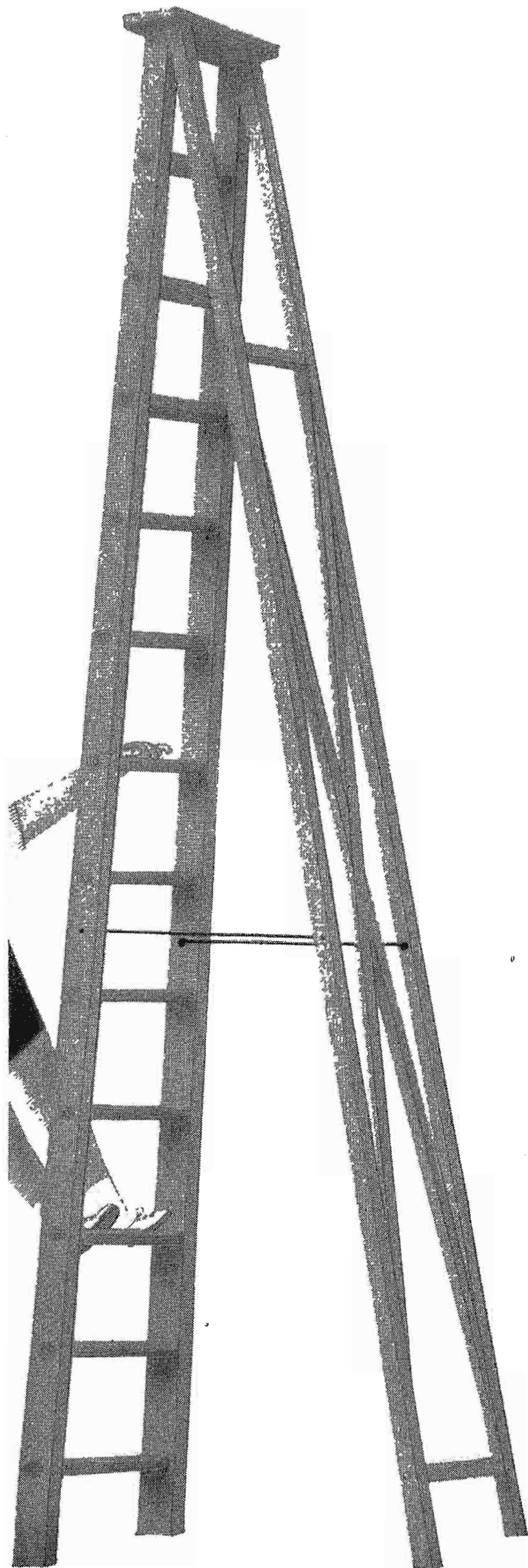
It had a monthly average of 8 of the 10 most popular nighttime programs and 7 of the 10 most popular daytime programs.

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

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

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

CBS TELEVISION



Network Rates and Data

CBS-TV NETWORK RATES

(Rate Card 13 revised through August 1, 1957)

(Consult Network for Discounts, Specifications, etc.)

Class A (6 p.m. to 11 p.m., Monday through Sunday, except Mountain Time Zone Sunday, where Class A is 5 p.m. to 11 p.m.) gross rates are listed below. Class B (5 p.m. to 6 p.m., Monday through Friday; 2 p.m. to 6 p.m. Saturday & Sunday) are 75% of gross rates. Class C (all other times, except between sign-on and 9 a.m. in Eastern and Central Time Zones) are 50% of gross rates. Class D (between station sign-on and 9 a.m. in Eastern and Central Time Zones) are 37½% of gross rates. Rates for periods less than one hour shall be the following percentages of applicable full hour rate: 80% for 45 minutes; 60% for 30 minutes; 50% for 20 minutes; 40% for 15 minutes; 33⅓% for 10 minutes; 30 for 5 minutes.

BASIC REQUIRED GROUP—(58 STATIONS)

City & State	Call Letters	Class A Hr. Rate	30 Min.	15 Min.
New York, N.Y.	WCBS-TV	\$8,000	\$4,800	\$3,200
Albany, N.Y.	WCDA	725	435	290
Adams, Mass.	WCDC	*		
Hagaman, N.Y.	WCDB	*		
Atlanta, Ga.	WAGA-TV	1,200	720	480
Baltimore, Md.	WMAR-TV	1,600	960	640
Birmingham, Ala.	WBRC-TV	1,000	600	400
Boston, Mass.	WNAC-TV	2,800	1,680	1,120
Buffalo, N.Y.	WBEN-TV	1,400	840	560
Charleston-Huntington, W.Va.	WCBS-TV	600	360	240
Charlotte, N.C.	WBTB	1,200	720	480
Chicago, Ill.	WBBM-TV	4,100	2,460	1,640
Cincinnati, Ohio	WKRC-TV	1,300	780	520
Cleveland, Ohio	WJW-TV	2,400	1,440	960
Columbus, Ohio	WBNS-TV	1,100	660	440
Dallas, Texas	KRLD-TV	1,450	870	580
Dayton, Ohio	WHIO-TV	1,100	660	440
Denver, Colo.	KLZ-TV	800	480	320
Des Moines, Iowa	KRNT-TV	700	420	280
Detroit, Mich.	WJBK-TV	2,800	1,680	1,120
Fresno, Calif.	KFRE-TV	600	360	240
Greensboro-Winston-Salem, N.C.	WFMY-TV	900	540	360
Hartford, Conn.	WHCT	650	390	260
Houston-Galveston, Texas	KGUL-TV	1,100	660	440
Indianapolis, Ind.	WISH-TV	1,400	840	560
Jacksonville, Fla.	WMBR-TV	750	450	300
Kalamazoo-Grand Rapids, Mich.	WKZO-TV	1,300	780	520
Kansas City, Mo.	KCMO-TV	1,400	840	560
Los Angeles, Calif.	KNXT	3,500	2,100	1,400
Louisville, Ky.	WHAS-TV	1,000	600	400
Memphis, Tenn.	WREC-TV	1,000	600	400
Miami, Fla.	WTVJ	1,000	600	400
Milwaukee, Wis.	WXIX	800	480	320
Minneapolis, Minn.	WCCO-TV	1,650	990	660
Nashville, Tenn.	WLAC-TV	850	510	340
New Orleans, La.	WWL-TV	1,000	600	400
Norfolk, Va.	WTAR-TV	925	555	370
Oklahoma City, Okla.	KWTU	850	510	340
Omaha, Neb.	WOW-TV	950	570	380
Philadelphia, Pa.	WCAU-TV	3,500	2,100	1,400
Pittsburgh, Pa.	KDKA-TV	2,400	1,440	960
Portland, Ore.	KOIN-TV	950	570	380
Providence, R.I.	WPRO-TV	1,200	720	480
Richmond, Va.	WRVA-TV	650	390	260
Rochester, N.Y.	WHEC-TV & WVET-TV	750	450	300
Rock Island-Davenport	WHBF-TV	850	510	340
Sacramento, Calif.	KBET-TV	750	450	300
St. Louis, Mo.	KWK-TV	1,750	1,050	700
Salt Lake City, Utah	KSL-TV	650	390	260
San Antonio, Texas	KENS-TV	700	420	280
San Diego, Calif.	KFMB-TV	800	480	320
San Francisco, Calif.	KPIX	2,300	1,380	920
Seattle-Tacoma, Wash.	KTNT-TV	1,000	600	400
Shreveport, La.	KSLA-TV	525	315	210
Syracuse, N.Y.	WHEN-TV	900	540	360
Tampa, Fla.	WTVT	700	420	280
Toledo, Ohio	WSPD-TV	875	525	350
Tulsa, Okla.	KOTV	825	495	330
Washington, D.C.	WTOP-TV	1,650	990	660
Wichita-Hutchinson, Kan.	KTVH	650	390	260

Group Total \$80,275 \$48,165 \$32,110

* No charge, no rebate when used with WCDA, Albany.

CBS-TV BASIC OPTIONAL GROUP—(50 STATIONS)

City & State	Call Letters	Class A Hr. Rate	30 Min.	15 Min.
Altoona, Pa.	WFBG-TV	\$700	\$420	\$280
Augusta, Ga.	WRDW-TV	350	210	140
Austin, Tex.	KTBC-TV	525	315	210
Bakersfield, Cal.	KBAK-TV	200	120	80
Baton Rouge, La.	WAFB-TV	250	150	100
Beaumont, Texas	KFDM-TV	400	240	160
Binghamton, N.Y.	WNBF-TV	775	465	310
Burlington, Vt.	WCAK-TV	450	270	180
Cedar Rapids, Iowa	WMT-TV	650	390	260
Champaign, Ill.	WCIA	850	510	340
Charleston, S.C.	WCSC-TV	400	240	160
Chattanooga, Tenn.	WDEF-TV	500	300	200
Columbia, S.C.	WNOK-TV	200	120	80
Columbus, Ga.	WRBL-TV	400	240	160
Corpus Christi, Tex.	KSIX-TV	300	180	120
Duluth, Minn.	KDAL-TV	450	270	180
El Paso, Tex.	KROD-TV	350	210	140
Erie, Pa.	WSEE-TV	250	150	100
Evansville, Ind.	WEHT	350	210	140
Florence, S.C.	WBTW	400	240	160
Ft. Wayne, Ind.	WANE-TV	500	300	200
Green Bay, Wis.	WBAY-TV	750	450	300
Greenville, N.C.	WNCT	450	270	180

City & State	Call Letters	Class A Hr. Rate	30 Min.	15 Min.
Harrisburg, Pa.	WHP-TV	325	195	130
Huntington-Charleston, W.Va.	WHTN-TV	450	270	180
Jackson, Miss.	WJTV	450	270	180
Johnson City, Tenn.	WJHL-TV	350	210	140
Knoxville, Tenn.	WBIR-TV	550	330	220
Lansing, Mich.	WJIM-TV	775	465	310
Little Rock, Ark.	KTHV	450	270	180
Macon, Ga.	WMAZ-TV	300	180	120
Madison, Wis.	WISC-TV	500	300	200
Mobile, Ala.	WKRG-TV	450	270	180
Montgomery, Ala.	WCOV-TV	225	135	90
Orlando, Fla.	WDBO-TV	450	270	180
Phoenix, Ariz.	KOOL-TV	500	300	200
Portland, Me.	WGAN-TV	450	270	180
Roanoke, Va.	WDBJ-TV	675	405	270
Rockford, Ill.	WREX-TV	450	270	180
Scranton, Pa.	WDAU-TV	550	330	220
Sioux City, Ia.	KVTU	500	300	200
South Bend, Ind.	WSBT-TV	450	270	180
Spartanburg-Greenville, S.C.	WSPA-TV	525	315	210
Spokane, Wash.	KXLY-TV	500	300	200
Springfield-Holyoke, Mass.	WHYN-TV	350	210	140
Springfield, Mo.	KTTS-TV	325	195	130
Steubenville-Wheeling	WSTV-TV	500	300	200
Terre Haute, Ind.	WTHI-TV	500	300	200
Topeka, Kan.	WIBW-TV	300	180	120
Youngstown, O.	WKBN-TV	500	300	200

Group Total \$22,800 \$13,680 \$ 9,120

BASIC GROUP TOTALS—(108 STATIONS)

Basic Required Group \$80,275 \$48,165 \$32,110
Basic Optional Group 22,800 13,680 9,120

Total for 108 Stations \$103,075 \$61,845 \$41,230

SUPPLEMENTARY—INTERCONNECTED GROUP—(47 STATIONS)

Albuquerque, N.M.	KGGM-TV	\$300	\$180	\$120
Amarillo, Tex.	KFDA-TV	300	180	120
Anderson, S.C.	WAIM-TV	150	90	60
Bangor, Me.	W-TWO	275	165	110
Boise, Ida.	KBOI-TV	200	120	80
Cadillac, Mich.	WWTV	300	180	120
Cape Girardeau, Mo.	KFVS-TV	450	270	180
Cheyenne, Wyo.	KFBC-TV	150	90	60
Scottsbluff, Neb.	KSTF ¹			
Chico, Calif.	KHSL-TV	225	135	90
Colorado Springs, Colo.	KKTU	225	135	90
Eureka, Calif.	KIEM-TV	150	90	60
Fort Smith, Ark.	KNAC-TV	150	90	60
Harlingen, Tex.	KGBT-TV	250	150	100
Idaho Falls, Ida.	KID-TV	175	105	70
Jefferson City, Mo.	KRCG-TV	275	165	110
Johnstown, Pa.	WARD-TV	200	120	80
Joplin, Mo.	KSWM-TV	300	180	120
Kearney, Neb.	KHOL-TV	300	180	120
Hayes Center, Neb.	KHPL-TV ²			
Lafayette, La.	KLFY-TV	200	120	80
La Crosse, Wis.	WKBT	300	180	120
Lancaster, Pa.	WGAL-TV	1,200	720	480
Lincoln, Neb.	KOLN-TV	450	270	180
Lubbock, Tex.	KDUB-TV	300	180	120
Mason City, Ia.	KGLO-TV	400	240	160
Medford, Ore.	KBES-TV	150	90	60
Meridan, Miss.	WTOK-TV	275	165	110
Minot, N.D.	KCJB-TV	150	90	60
Monroe, La.	KNOE-TV	350	210	140
Mt. Washington, N.H.	WMTW	400	240	160
Odessa, Tex.	KOSA-TV	200	120	80
*Peoria, Ill.	WTVH	450	270	180
Quincy-Hannibal, Ill.	KHQA-TV	450	270	180
Raleigh, N.C.	WNAO-TV	200	120	80
Reno, Nev.	KOLO-TV	150	90	60
Saginaw, Mich.	WKNX-TV	300	180	120
St. Joseph, Mo.	KFEQ-TV	350	210	140
Salinas-Monterey, Cal.	KSBW-TV	325	195	130
San Luis Obispo, Cal.	KSBY-TV ³			
San Angelo, Tex.	KCTV	200	120	80
Savannah, Ga.	WTOC-TV	275	165	110
Texarkana, Tex.	KCMC-TV	200	120	80
Tucson, Ariz.	KOLD-TV	225	135	90
Valley City, N.D.	KXJB-TV	400	240	160
Bismarck, N.D.	KBMB-TV ⁴			
Waco, Tex.	KWTX-TV	300	180	120
Watertown-Carthage, N.Y.	WCNY-TV	200	120	80
Wausau, Wis.	WSAU-TV	300	180	120
Wichita Falls, Tex.	KSJD-TV	350	210	140
Yakima, Wash.	KIMA-TV	200	120	80
Ephrata, Wash.	KBAS-TV ⁵			
Pasco, Wash.	KEPR-TV ⁵			
Lewiston, Ida.	KLEW-TV ⁵			

* To be replaced by WMBD-TV, Peoria, about Jan. 12, 1958.

¹ No charge, no rebate when used with KFBC-TV, Cheyenne.

² No charge, no rebate when used with KHOL-TV, Kearney.

³ No charge, no rebate when used with KSBW-TV, Salinas.

⁴ No charge, no rebate when used with KXJB-TV, Valley City.

⁵ No charge, no rebate when used with KIMA-TV, Yakima.

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	200	120	80

CANADIAN GROUP, INTERCONNECTED—(10 STATIONS)

Barrie, Ontario	CKVR-TV	\$300	\$180	\$120
Kitchener, Ontario	CKCO-TV	430	258	172
London, Ontario	CFPL-TV	485	291	194
Montreal, Quebec	CBMT	890	534	356
Ottawa, Ontario	CBOT	475	285	190
Peterboro, Ontario	CHEX-TV	265	159	106
Quebec City, Quebec	CKMI-TV	200	120	80
Sudbury, Ont.	CKSO-TV	235	141	94
Toronto, Ontario	CBLT	1100	660	440
Wingham, Ontario	CKNX-TV	245	147	98

CANADIAN GROUP, NON-INTERCONNECTED—(20 STATIONS)

Brandon, Manitoba	CKX-TV	\$170	\$102	\$68
Calgary, Alberta	CHCT-TV	350	210	140
Charlottetown, P. E. Island	CFCY-TV	170	102	68
Edmonton, Alberta	CFRN-TV	400	240	160
Halifax, Nova Scotia	CBHT	340	204	136
Famloops, B.C.	CFCR-TV	75	45	30
Lethbridge, Alberta	CJLH-TV	175	105	70
Moncton, New Brunswick	CKCW-TV	245	147	98
North Bay, Ontario	CKGN-TV	160	96	64
Port Arthur, Ontario	CFJC-TV	200	120	80
Regina, Saskatchewan	CKCK-TV	285	171	114
Rimouski, Quebec	CJBR-TV	240	144	96
Saulte Ste. Marie, Ontario	CJIC-TV	170	102	68
St. John, New Brunswick	CHSJ-TV	285	171	114
St. John's, Newfoundland	CJON-TV	230	138	92
Saskatoon, Saskatchewan	CFQC-TV	255	153	102
Sydney, Nova Scotia	CJCB-TV	255	153	102
Timmins, Ontario	CFCL-TV	160	96	64
Vancouver, British Columbia	CBUT	680	408	272
Winnipeg, Manitoba	CBWT	490	294	191

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	
Walluku, 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

**Extended Market Plan Group
(35 Stations)**

City & State	Inter-connection	Call Letters	Channel	Class A Hour Rate
Agana, 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.	"	KEDY-TV	6	50
Casper, Wyo.	Non-Inter.	KSPR-TV	6	50
Clovis, N.M.	"	KICA-TV	12	50
Columbus, Miss.	Inter.			
Decatur, Ala.	"	WMSL-TV	23	50
Dickinson, N.D.	"	KDIX-TV	2	50
Dothan, Ala.	"	WTVY	9	100
Ensign, Kan.	Non-Inter.	KTVC	6	50
Fayetteville, N.C.	"	WFLB-TV	18	50

Network Rates and Data

City & State	Inter-connection	Call Letters	Channel	Class A Hour Rate
Fort Myers, Fla.	Inter.	WINK-TV	11	50
Goodland, Kan.	"	KWGB-TV	10	50
Grand Junction, Colo.	"	KREX-TV	5	100
*Montrose, Colo.	"	KFXJ-TV		
Jackson, Tenn.	"	WDXI-TV	7	125
Juneau, Alaska	Non-Inter.	KINY-TV	8	50
Kalspell, Mont.	Inter.	KGEZ-TV	8	50
Klamath Falls, Ore.	"	KOTI-TV	2	50
Lafayette, Ind.	"	WFAM-TV	59	85
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	100
Ottumwa, Iowa	"	KTVO	3	115
Panama City, Fla.	"	WJDM-TV	7	80
Parkersburg, W.Va.	"	WTAP	15	100
Pembroke, Bermuda	Non-Inter.	ZMB-TV	10	50
Presque Isle, Me.	"	WAGM-TV	8	60
Rapid City, S.D.	"	KOTA-TV	3	100
Salisbury, Md.	Inter.	WBOC-TV	16	70
Sweetwater-Abilene, Tex.	"	KPAR-TV	12	150
Twin Falls, Idaho	"	KLIX-TV	11	65
Yuma, Ariz.	"	KIVA	11	100
Grand Total				\$2,510

* No charge, no rebate when used with KREX-TV.

COMBINATION RATES

KIEM-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
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.; KPFE-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.; KPBB-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 Rosenquest, operations mgr.; Dean D. Linger, promotion & publicity director.

Television and Radio Station APPRAISALS

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn & Company to make accurate, authoritative appraisals that have been tested in the market place hundreds of times.

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Healey Building
Jackson 5-1576

NATIONAL BROADCASTING CO.

Executive & Business Offices: RCA Building, New York 20, N.Y.
Telephone: Circle 7-8300. Telegraphic Address: NATBROADCAST,
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, WKNE, 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, KCBQ-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	Charles B. Jolliffe
Charles R. Denny	Robert E. Kintner
Frank M. Folsom	Edward F. McGrady
Harry C. Hagerty	Emanuel Sacks
George L. Harrison	David Sarnoff
Joseph V. Heffernan	Robert W. Sarnoff
Mrs. Douglas Horton	Walter Bedell Smith
Harry C. Ingles	John K. West

OFFICERS

Robert W. Sarnoff, *president*

David C. Adams, <i>exec. v.p.</i>	Howard L. Letts, <i>v.p.</i>
Harry Bannister, <i>v.p.</i>	Robert F. Lewine, <i>v.p.</i>
Hugh M. Beville Jr., <i>v.p.</i>	Alan W. Livingston, <i>v.p.</i>
Kenneth W. Bilby, <i>v.p.</i>	Thomas A. McAvity, <i>exec. v.p.</i>
J. M. Clifford, <i>exec. v.p.</i>	Thomas C. McCray, <i>v.p.</i>
Charles H. Colledge, <i>v.p.</i>	William K. McDaniel, <i>v.p.</i>
Matthew J. Culligan, <i>v.p.</i>	Thomas B. McFadden, <i>v.p.</i>
Michael H. Dann, <i>v.p.</i>	H. Earl Rettig, <i>v.p.</i>
Jerry A. Danzig, <i>v.p.</i>	Frank M. Russell, <i>v.p.</i>
Charles R. Denny, <i>exec. v.p.</i>	Emanuel Sacks, <i>v.p.</i>
James E. Denning, <i>v.p.</i>	Thomas W. Sarnoff, <i>v.p.</i>
Don Durgin, <i>v.p.</i>	Walter D. Scott, <i>v.p.</i>
Sydney H. Eiges, <i>v.p.</i>	Carleton D. Smith, <i>v.p.</i>
Thomas E. Ervin, <i>v.p.</i>	Carl M. Stanton, <i>v.p.</i>
William R. Goodheart Jr., <i>v.p.</i>	Davidson Taylor, <i>v.p.</i>
Richard H. Graham, <i>v.p.</i>	John K. West, <i>v.p.</i>
Andrew L. Hammerschmidt, <i>v.p.</i>	Lloyd E. Yoder, <i>v.p.</i>
William S. Hedges, <i>v.p.</i>	William A. Williams, <i>assist. treas.</i>
Joseph V. Heffernan, <i>v.p.</i>	George D. Matson, <i>controller</i>
Jules Herbuveaux, <i>v.p.</i>	John Q. Cannon, <i>secy.</i>
Edward H. Hitz, <i>v.p.</i>	Paul B. Lynch, <i>assist. secy.</i>
Thomas E. Knode, <i>v.p.</i>	John V. Shute, <i>asst. secy.</i>
Robert E. Kintner, <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*.
James Jurist, *manager, audits & systems*.
Charles J. Ochsenreiter, *coordinator, electronic 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, *director, facilities administration & service*.
William S. Duttera, *manager, allocations engineering*.
Raymond F. Guy, *senior staff engineer*.
Albert Humbert, *manager, building maintenance*.
Edward M. Lowell, *manager, administration*.
George M. Nixon, *director, engineering development*.
Chester A. Rackey, *director, facilities engineering*.
James L. Wilson, *manager, engineering administration & services*.

Law

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

Personnel

B. Lowell Jacobsen, *director of personnel*.
H. O. Lumb, *manager, personnel*.
George H. Fuchs, *manager, labor relations*.

Talent

James E. Denning, *v.p., talent & program contract administration*.
Martin J. Begley, *casting director*.
Thomas H. Belviso, *manager, music & literary rights*.
Charles J. Moos, *manager, talent & program contract operations*.
James A. Stable, *manager, talent negotiations*.

Treasurer's Office

H. Earl Rettig, *vice president & treasurer*.
William A. Williams, *assistant treasurer*.
Harry F. McKeon, *director, tax office*.

Corporate Relations

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

Planning

Hugh M. Beville, *vice president, planning & research*.
Dr. Thomas E. Coffin, *director, research*.
Allen R. Cooper, *director, corporate planning*.
James Cornell, *staff asst., program planning*.
Harold Cranton, *manager, plans presentations*.
Robert D. Daubenspeck, *manager, research services*.
Jack B. Landis, *manager, research projects*.
Barry Rumble, *manager, plans development*.

Station Relations

Harry Bannister, *vice president for station relations*.
Thomas E. Knode, *v.p., 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*.
Richard L. Berman, *manager, facilities, international operations*.
Alvin Ferleger, *manager, administration & sales development*.
Romney Wheeler, *director, European operations*.

NBC International Ltd.

Alfred Stern, *chairman of board*.
Romney Wheeler, *president*.

Facilities Operations

Charles H. Colledge, *vice president, facilities operations*.
Sherman Hildreth, *director, station operations*.

Production

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

Film Operations

James Glenn, *manager, film operations*.
Frank C. Lepore, *manager, film services*.
Stanley Parlan, *manager, film editing*.

Technical Operations

George McElrath, *manager, technical operations*.
Reid R. Davis, *manager, television technical operations*.
William R. Ahern, *administrator, television technical operations*.

Production Operations

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

Studio & Theatre Operations

Humbert Rodomista, *manager, studio & theatre operations*.

Studio & Plant Planning

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

Design, Art & Scenic Production

Walter Giebelhaus, *manager, design, art & scenic production*.
Richard Aimone, *supervisor, special effects operations*.
Peter Bonardi, *supervisor, scenic shops*.
John L. Kelly, *manager, production services*.
Robert MacKichan, *manager, design & art*.

Integrated Services

William S. Hedges, *vice president, integrated services*.
Edwin L. Dunham, *manager, music library & services*.
John A. Hilton, *assistant manager, traffic*.
Mildred Joy, *chief librarian*.

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, western sales*.
William F. Fairbanks, *manager, eastern sales*.
Howard Gardner, *manager, sales development*.
George A. Graham, *director, sales planning*.
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*.
Ludwig W. Simmel, *manager, radio sales service & traffic*.
Theodore Zaer, *manager, business affairs, radio network*.

Public Relations Division

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

Continuity Acceptance

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

Advertising

J. Donald Foley, *manager, trade & NBC owned stations advertising.*
John Graham, *art director.*
Murray Hellweil, *manager, merchandising.*
John H. Porter, *director, advertising.*
Alexander S. Rylander, *director, exploitation.*
Peter M. Tittle, *manager, guest relations.*
Edwin Vane, *manager, audience advertising & promotion.*

Press and Publicity

Sydney H. Eiges, *vice president, press & publicity.*
William E. Anderson, *manager, business & trade publicity.*
Milton Brown, *manager, program publicity.*
Kathryn Cole, *manager, information.*
Sidney Desfor, *manager, photo unit.*
Charles A. Henderson, *manager, publicity, AM network, NBC owned stations & NBC Spot Sales.*
Mike Horton, *director, information.*
William Burke Miller, *night executive officer.*
Ellis Moore, *director, press department.*
Cornelius K. Sullivan, *public relations representative.*

Foreign Representatives

England—Joseph C. Harsch, Robert Abernathy, National Broadcasting Co. Inc., 2 Mansfield Street, London W. 1.
France—Leif Eid, Paul Archinard, 52 Avenue des Champs Elysees, Room 533, Paris 8.
Hong Kong—Eddie Chan, 77 French Bank Bldg., 5 Queens Rd., Hong Kong.
Japan-Korea—James Robinson, Foreign Correspondents Club, Marimouchi Chiyodaku, Tokyo.
Germany—John Rich, Berlin, Press Center (American), APO 742, c/o PM, New York, N. Y.
Italy—Edwin Newman, Robert A. Hecox, Secondo Piano AP, Piazza Grazioli 5, Rome.
Vienna—Frank Bourgholtzer, Johannegasse 12, Vienna, Austria.

Television Network Programs and Sales

Robert E. Kintner, *exec. v.p., TV network programs & sales.*
Howard L. Letts, *v.p., business affairs, TV network programs & sales.*
Carl M. Stanton, *v.p., color television coordination.*

News Department

William McAndrew, *director of news.*

Sports Department

Thomas S. Gallery, *director of sports.*

Public Affairs

Davidson Taylor, *vice president, public affairs.*
Edward Stanley, *manager of public service programs.*
Leslie C. Vaughan, *business manager, public affairs.*

Special Projects

Henry Salomon, *director.*
Donald B. Hyatt, *manager, special projects programs.*
James H. Nelson, *manager, program services.*
John W. Kiermaier, *manager, administration.*

Television Network Programs

Emanuel Sacks, *vice president, television network programs.*

Television Daytime Programs

Jacques Hein, *executive producer, Today.*
Richard Jackson, *manager, operations.*
Carl Lindemann Jr., *director, daytime programs.*
Sidney Piermont, *manager, program talent.*
William V. Sargent, *director, T-H-T programs.*

Television Nighttime Programs

Robert F. Lewine, *vice president, nighttime programs.*
John N. Calley, *manager, program services.*
Alvin Cooperman, *director, TV nighttime programs.*
Perry Cross, *director, TV nighttime programs.*
Joseph P. Cunneff, *director TV nighttime programs.*
Ross Donaldson, *manager, writing services.*
William Hammerstein, *director, program submissions.*
Richard L. Linkroum, *executive producer, Tonight.*
LeRoy Passman, *manager, program administration.*
David Tebet, *manager, special programs.*

Music

Samuel Chotzinoff, *general music director.*

Program Development

Nat Wolff, *director, program development.*

Television Network Sales

William R. Goodheart Jr., *vice president, television network sales.*
Michael H. Dann, *vice president, television program sales.*
Don Durgin, *vice president, sales planning.*
Walter D. Scott, *vice president, national sales manager.*
Charles R. Abry, *manager, Eastern sales.*
Edward R. Hitz, *vice president, television sales, central division.*
Stephen Flynn, *director, television sales traffic operations.*
Walter W. Gross, *manager, television sales, Detroit.*
David Hedley, *manager, television sales presentations.*
Robert McFadyen, *manager, sales & merchandising plans.*
Morris Rittenberg, *manager, special program sales.*
Hamilton Robinson, *manager, office services.*
Gerald A. Vernon, *director, sales services.*
John T. Williams, *manager, television sales, western division.*

Network Rates and Data

NBC Owned Stations & NBC Spot Sales

Thomas B. McFadden, *v.p., NBC owned stations & NBC spot sales.*
Donald E. Bishop, *director, community services.*
George A. Heinemann, *director, program planning & development.*
Thomas S. O'Brien, *director, business affairs.*
Harold W. Shepard, *director, special projects.*

NBC Spot Sales

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

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: 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 Herbuveaux, *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.*
KNBC, KNBC-FM, San Francisco: George W. Fuerst, *general manager.*

Pacific Division

3000 W. Alameda Ave., Burbank, Cal.
Thornwald 5-7000

John K. West, *vice president for the Pacific division.*
Alan W. Livingston, *vice president, television network programs.*
Thomas W. Sarnoff, *vice president, production & business affairs.*
Richard Graham, *vice president, law.*
Sheldon B. Hickox Jr., *director of station relations.*
Max Bauman, *manager, purchasing.*
Blake Chatfield, *manager, air promotion.*
Fenton Coe, *director, film production.*
Maurice J. Corwith, *manager, broadcast operations.*
Frank V. Dellett, *assistant treasurer, Pacific division.*
Paul Gale, *manager, traffic.*
Helen Hall, *manager, advertising & promotion.*
Harold Kemp, *general program executive.*
John R. Kennedy, *liaison engineer.*
Joseph L. Kubin, *assistant controller, Pacific division.*
Henry Maas, *manager, sales program services.*
Malcolm E. Madden, *manager, production services.*
John W. Nelson, *general program executive.*
Karel E. Pearson, *director, radio network.*
Edward A. Rosenberg, *manager, contract administration.*
Ralph F. Shawhan, *director, press & publicity.*
John H. Thompson, *manager, news & special events.*
Robert D. Thompson, *manager, general services.*
Oscar C. Turner, *personnel & labor relations manager.*
Richard C. Welsch, *director, production.*
Robert Wood, *manager, continuity acceptance.*

CALIFORNIA NATIONAL PRODUCTIONS, INC.

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

Robert D. Levitt, *president.*
Gerald Adler, *director, European programs.*
Robert A. Anderson, *director, business affairs.*
Robert Cinader, *v.p., programs.*
Robert Forrest, *director, program planning & development, West Coast.*
Norman Ginsburg, *manager, advertising & promotion.*
Jack Orr, *press & publicity.*
Arthur Perles, *director, promotion.*
Warren J. Steibel, *manager, exploitation.*
Robert R. Max, *manager, merchandising.*
Daniel Curtis, *manager, eastern sales.*
H. Weller Keever, *v.p., sales.*
Edward Montanus, *manager, central sales.*
Clifford Ogden, *manager, western sales.*
Louis B. Ames, *director, theatrical division.*
Chandler Cowles, *general manager, NBC Opera Touring Co.*
Theodore Markovic, *mgr., film service sales.*

FIGARO, INC.

(50% owned by NBC)

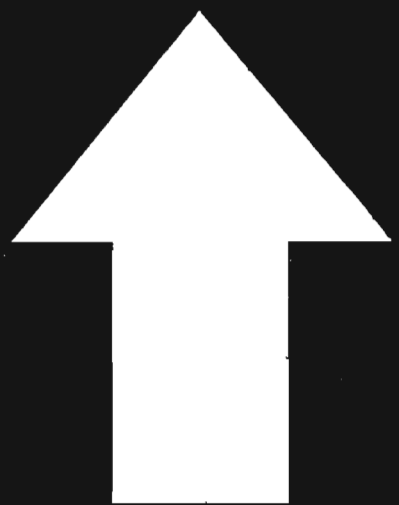
1270 Sixth Ave., New York 20, N.Y. Plaza 7-4166

Board of Directors: Joseph L. Mankiewicz, *chairman*; Bert Allenberg, Abraham L. Bienstock, James E. Denning, Robert Lantz, Alan Livingston, Earl Rettig, Emanuel Sacks.

Officers

Joseph L. Mankiewicz, *president.*
Emanuel Sacks, *executive vice president.*
Robert Lantz, *vice president.*
Earl Rettig, *treasurer.*
Richard Reiss, *secretary.*

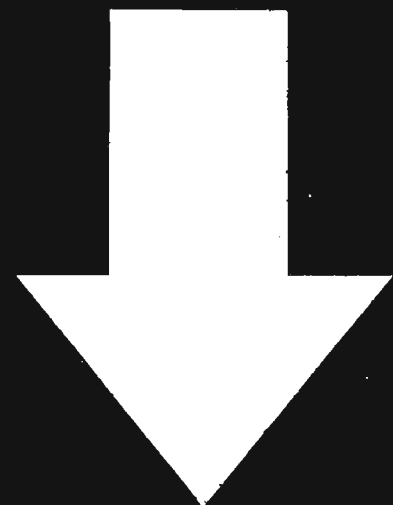
(Continued on page 52)



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

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

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



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

Network Rates and Data

NBC-TV NETWORK RATES

(Revised to June 1, 1957)

(Consult Network for Discounts, Specifications, etc.)

Gross Rates follow (applicable to 6-11 p.m., Mon.-Sun.). Three-fourth gross rates apply to 5:30-6 p.m. Mon.-Fri.; 5-6 p.m. Sat.; 2-5 p.m. Sun. One-half gross rates apply to all other times, except 7-9 a.m., Mon.-Fri. which takes 40% of gross rates.

58 BASIC INTERCONNECTED STATIONS

(Available only as a group)

Station	Hour	30 Min.	15 Min.
WSB-TV, Atlanta, Ga.	\$ 1200.00	\$ 720.00	\$ 480.00
WBAL-TV, Baltimore, Md.	1550.00	930.00	620.00
WABT, Birmingham, Ala.	950.00	570.00	380.00
WBZ-TV, Boston, Mass.	2500.00	1500.00	1000.00
WBUF, Buffalo, N.Y.	625.00	375.00	250.00
WNBQ, Chicago, Ill.	4300.00	2580.00	1720.00
WLW-TV, Cincinnati, O.	1400.00	840.00	560.00
KYW-TV, Cleveland, O.	2300.00	1380.00	920.00
WLW-C, Columbus, O.	1025.00	615.00	410.00
*WFAA-TV, Dallas, Tex.	1400.00	840.00	560.00
WOC-TV, Davenport, Ia.	875.00	525.00	350.00
WLW-D, Dayton, O.	1025.00	615.00	410.00
KOA-TV, Denver, Colo.	825.00	495.00	330.00
WHO-TV, Des Moines, Ia.	750.00	450.00	300.00
WWJ-TV, Detroit, Mich.	2800.00	1680.00	1120.00
*WBAP-TV, Ft. Worth, Tex. ..	1400.00	840.00	560.00
KMJ-TV, Fresno, Cal.	550.00	330.00	220.00
WOOD-TV, Grand Rapids	1100.00	660.00	440.00
†WBPN-TV, Traverse City			
WNBC, Hartford-New Britain,			
Conn.	600.00	360.00	240.00
KPRC-TV, Houston, Tex.	1300.00	780.00	520.00
†KTRE-TV, Lufkin, Tex.			
WSAZ-TV, Huntington-Charles-			
ton	950.00	570.00	380.00
WFBM-TV, Indianapolis, Ind.	1350.00	810.00	540.00
WJAC-TV, Johnstown, Pa.	900.00	540.00	360.00
WDAF-TV, Kansas City, Mo. ...	1400.00	840.00	560.00
WGAL-TV, Lancaster-Harris-			
burg-York	1200.00	720.00	480.00
WJIM-TV, Lansing, Mich.	775.00	465.00	310.00
KRCA, Los Angeles, Cal.	3500.00	2100.00	1400.00
WAVE-TV, Louisville, Ky.	1100.00	660.00	440.00
WMCT, Memphis, Tenn.	1200.00	720.00	480.00
†WTWV, Tupelo, Miss.			
WCKT, Miami, Fla.	950.00	570.00	380.00
WTMJ-TV, Milwaukee, Wis. ...	1700.00	1020.00	680.00
KSTP-TV, Minneapolis-St. Paul	1550.00	930.00	620.00
WSM-TV, Nashville, Tenn.	850.00	510.00	340.00
WDSU-TV, New Orleans, La. ...	1100.00	660.00	440.00
WRCA-TV, New York, N.Y. ...	8200.00	4920.00	3280.00
WVEC-TV, Norfolk, Va.	400.00	240.00	160.00
WKY-TV Oklahoma City, Okla.	950.00	570.00	380.00
KMTV, Omaha, Neb.	950.00	570.00	380.00
WRCV-TV, Philadelphia, Pa. ...	3500.00	2100.00	1400.00
KPTV, Portland, Ore.	800.00	480.00	320.00
WJAR-TV, Providence, R.I. ...	1300.00	780.00	520.00
WXEX-TV, Richmond-Peters-			
burg, Va.	700.00	420.00	280.00
WROC-TV, Rochester, N.Y. ...	975.00	585.00	390.00
KCRA-TV, Sacramento, Cal. ...	650.00	390.00	260.00
KTVT, Salt Lake City, Utah ...	650.00	390.00	260.00
WOAI-TV, San Antonio, Tex.	800.00	480.00	320.00
KFSD-TV, San Diego, Cal.	800.00	480.00	320.00
KRON-TV, San Francisco, Cal.	2400.00	1440.00	960.00
WRGB, Schenectady, N.Y. ...	1350.00	810.00	540.00
KOMO-TV, Seattle-Tacoma ...	1250.00	750.00	500.00
KSD-TV, St. Louis, Mo.	1800.00	1080.00	720.00
WSYR-TV, Syracuse, N.Y.	950.00	570.00	380.00
†WSYE-TV, Elmira, N.Y.			
WFLA-TV, Tampa-			
St. Petersburg	700.00	420.00	280.00
KVOO-TV, Tulsa, Okla.	700.00	420.00	280.00
WRC-TV, Washington, D.C. ...	1750.00	1050.00	700.00
KARD-TV, Wichita, Kan.	500.00	300.00	200.00
WBRE-TV, Wilkes-Barre-			
Scranton	575.00	345.00	230.00
WFMJ-TV, Youngstown, O. ...	450.00	270.00	180.00
Total for 58 Basic Inter-			
connected Stations	\$79,050.00	\$47,430.00	\$31,620.00

* Dallas-Ft. Worth \$1750 combined rate, applicable when both carry program simultaneously.

† Subject to availability, this station will telecast simultaneously network programs carried by the ordered associated station. There will be no additional time charge to advertisers for this service. NBC will assume no responsibility for delivery of this service and will make no reports thereon.

INTERCONNECTED STATIONS

(Individually Available)

Station	Hour	30 Min.	15 Min.
KRBC-TV, Abilene, Tex.	\$ 150.00	\$ 90.00	\$ 60.00
WALB-TV, Albany, Ga.	175.00	105.00	70.00
KOB-TV, Albuquerque, N.M. ...	325.00	195.00	130.00
KALB-TV, Alexandria, La.	200.00	120.00	80.00
KGNC-TV, Amarillo, Tex.	350.00	210.00	140.00
KVSO-TV, Ardmore, Okla.	100.00	60.00	40.00
WISE-TV, Asheville, N.C.	150.00	90.00	60.00
WJBF-TV, Augusta, Ga.	325.00	195.00	130.00
KTBC-TV, Austin, Tex.	525.00	315.00	210.00
KERO-TV, Bakersfield, Cal. ...	400.00	240.00	160.00
WABI-TV, Bangor, Me.	300.00	180.00	120.00
WBRZ, Baton Rouge, La.	400.00	240.00	160.00
WLEV-TV, Bethlehem, Pa.	200.00	120.00	80.00
WNBF-TV, Binghamton, N.Y. ...	700.00	420.00	280.00
KFYR-TV, Bismarck, N.D.	150.00	90.00	60.00

Station	Hour	30 Min.	15 Min.
WHIS-TV, Bluefield, W.Va. ...	250.00	150.00	100.00
WCYB-TV, Bristol, Va.-Tenn. ...	300.00	180.00	120.00
WCIA, Champaign-Urbana, Ill.	850.00	510.00	340.00
WUSN-TV, Charleston, S.C. ...	400.00	240.00	160.00
WSOC-TV, Charlotte, N.C.	900.00	540.00	360.00
WRGP-TV, Chattanooga, Tenn.	500.00	300.00	200.00
KRDO-TV, Colorado Springs ...	100.00	60.00	40.00
KOMU-TV, Columbia, Mo.	250.00	150.00	100.00
WIS-TV, Columbia, S.C.	400.00	240.00	160.00
WDAK-TV, Columbus, Ga.	225.00	135.00	90.00
WCBI-TV, Columbus, Miss. ...	100.00	60.00	40.00
KRIS-TV, Corpus Christi, Tex.	300.00	180.00	120.00
WMSL-TV, Decatur, Ill.	100.00	60.00	40.00
WDSM-TV, Duluth, Minn.-			
Superior, Wis.	400.00	240.00	160.00
WEAU-TV, Eau Claire, Wis. ...	150.00	90.00	60.00
KRBB, Eldorado, Ark.	100.00	60.00	40.00
KTSM-TV, El Paso, Tex.	350.00	210.00	140.00
WICU, Erie, Pa.	600.00	360.00	240.00
KVAL-TV, Eugene, Ore.	200.00	120.00	80.00
†KPIC-TV, Roseburg, Ore. ...			
*KIEM-TV, Eureka, Cal.	150.00	90.00	60.00
WFIE-TV, Evansville, Ind.	350.00	210.00	140.00
WDAY-TV, Fargo, N.D.	400.00	240.00	160.00
†KNOX-TV, Grand Forks, N.D.			
WFLB-TV, Fayetteville, N.C. ...	100.00	60.00	40.00
KQTV, Fort Dodge, Ia.	100.00	60.00	40.00
KFSA-TV, Ft. Smith, Ark.	120.00	72.00	48.00
WKJG-TV, Fort Wayne, Ind.	475.00	285.00	190.00
KCKT-TV, Great Bend, Kan. ...	175.00	105.00	70.00
WFBC-TV, Greenville-Spartan-			
burg, S.C.	600.00	360.00	240.00
WSIL-TV, Harrisburg, Ill.	100.00	60.00	40.00
WSVA-TV, Harrisonburg, Va. ...	250.00	150.00	100.00
KHAS-TV, Hastings-Kearney,			
Neb.	250.00	150.00	100.00
WDAM-TV, Hattiesburg, Miss. ...	100.00	60.00	40.00
KID-TV, Idaho Falls, Ida.	175.00	105.00	70.00
WLBT, Jackson, Miss.	400.00	240.00	160.00
WJHP-TV, Jacksonville, Fla. ...	325.00	195.00	130.00
WATE-TV, Knoxville, Tenn. ...	550.00	330.00	220.00
WKBT, La Crosse, Wis.	300.00	180.00	120.00
KPLC-TV, Lake Charles, La. ...	200.00	120.00	80.00
KLRJ-TV, Las Vegas-Henderson	150.00	90.00	60.00
WLEX-TV, Lexington, Ky.	150.00	90.00	60.00
WIMA-TV, Lima, O.	150.00	90.00	60.00
KARK-TV, Little Rock, Ark. ...	450.00	270.00	180.00
KCBD-TV, Lubbock, Tex.	350.00	210.00	140.00
WMAZ-TV, Macon, Ga.	300.00	180.00	120.00
WMTV, Madison, Wis.	280.00	168.00	112.00
WMBV-TV, Marinette-			
Green Bay, Wis.	450.00	270.00	180.00
*KBES-TV, Medford, Ore.	150.00	90.00	60.00
†KOTI, Klamath Falls, Ore.			
WTOK-TV, Meridian, Miss.	275.00	165.00	110.00
KMID-TV, Midland-Odessa, Tex.	200.00	120.00	80.00
WALA-TV, Mobile, Ala.	450.00	270.00	180.00
KNOE-TV, Monroe, La.	350.00	210.00	140.00
WSFA-TV, Montgomery, Ala. ...	400.00	240.00	160.00
WLBC-TV, Muncie, Ind.	200.00	120.00	80.00
WDBO-TV, Orlando, Fla.	450.00	270.00	180.00
KTVO, Ottumwa-Kirksville, Mo.	115.00	69.00	46.00
WPSD-TV, Paducah, Ky.	350.00	210.00	140.00
WPTV, Palm Beach, Fla.	275.00	165.00	110.00
WTAP-TV, Parkersburg, W.Va. ...	100.00	60.00	40.00
WEEK-TV, Peoria, Ill.	500.00	300.00	200.00
KVAR-TV, Pheonix-Mesa, Ariz.	550.00	330.00	220.00
KOAM-TV, Pittsburg, Kan.-			
Joplin, Mo.	300.00	180.00	120.00
KDKA-TV, Pittsburgh, Pa. ...	2400.00	1440.00	960.00
WPTZ, Plattsburgh, N.Y.-			
Burlington, Vt.	275.00	165.00	110.00
WCSH-TV, Portland, Me.	600.00	360.00	240.00
KCSJ-TV, Pueblo, Colo.	100.00	60.00	40.00
WGEM-TV, Quincy, Ill.-			
Hannibal, Mo.	350.00	210.00	140.00
WRAL-TV, Raleigh-Durham,			
N.C.	600.00	360.00	240.00
KVIP, Redding, Cal.	225.00	135.00	90.00
KOLO-TV, Reno, Nev.	150.00	90.00	60.00
WLSL-TV, Roanoke, Va.	675.00	405.00	270.00
KROC-TV, Rochester, Minn. ...	225.00	135.00	90.00
WTVO, Rockford, Ill.	300.00	180.00	120.00
KSWB-TV, Roswell, N.M.	175.00	105.00	70.00
WNEM-TV, Saginaw-Bay City,			
Mich.	575.00	345.00	230.00
KSBW-TV, Salinas-			
Monterey, Cal.	325.00	195.00	130.00
KEY-TV, Santa Barbara, Cal. ...	350.00	210.00	140.00
WSAV-TV, Savannah, Ga.	325.00	195.00	130.00
KTBS-TV, Shreveport, La.	500.00	300.00	200.00
KTIV, Sioux City, Ia.	400.00	240.00	160.00
KELO-TV, Sioux Falls, S.D. ...	410.00	246.00	164.00
†KDLO-TV, Florence, S.D. ...			
WNDU-TV, South Bend-Elk-			
hart, Ind.	475.00	285.00	190.00
KHQ-TV, Spokane, Wash.	550.00	330.00	220.00
WICS, Springfield, Ill.	150.00	90.00	60.00
WWLP, Springfield-Holyoke ...	500.00	300.00	200.00
†WRLP, Greenfield, Mass. ...			
KYTV, Springfield, Mo.	325.00	195.00	130.00
WCTV, Tallahassee, Fla.-			
Thomasville, Ga.	200.00	120.00	80.00
KCEN-TV, Temple-Waco, Tex. ...	350.00	210.00	140.00
WSPD-TV, Toledo, O.	875.00	525.00	350.00
KVOA-TV, Tucson, Ariz.	235.00	141.00	94.00
KLIX-TV, Twin Falls, Ida. ...	100.00	60.00	40.00
KLTV, Tyler, Tex.	225.00	135.00	90.00
WKTU, Utica, N.Y.	550.00	330.00	220.00
WITN, Washington-Greenville,			
N.C.	350.00	210.00	140.00
KWWL-TV, Waterloo-Cedar			
Rapids, Ia.	525.00	315.00	210.00
WSAU-TV, Wausau, Wis.	300.00	180.00	120.00

Network Rates and Data

PROGRAM DIVISION

H. G. Walker, *director of network co-ordination (Toronto)*.
 Peter McDonald, *director of English TV network programming (Toronto)*.
 Eugene Hallman, *director of English radio network programming (Toronto)*.
 Geoffrey Waddington, *director of music (Toronto)*.
 Andrew Allan, *supervisor of drama (Toronto)*.
 Hugh Kemp, *scripts supervisor (Toronto)*.
 D. C. McArthur, *director of special program projects (Ottawa)*.
 H. J. Boyle, *special radio programs development officer (Toronto)*.
 W. H. Hogg, *chief news editor (Toronto)*.
 A. E. Powley, *supervisor of special events (Toronto)*.
 R. G. Knowles, *supervisor of farm & fisheries broadcasts (Toronto)*.
 R. S. Lambert, *supervisor of school broadcasts (Toronto)*.
 W. J. Dunlop, *supervisor international exchange and institution broadcasts (Toronto)*.
 F. W. Peers, *supervisor of talks and public affairs (Toronto)*.
 O. C. Wilson, *manager of national TV film service (Toronto)*.
 W. H. Brodie, *supervisor of broadcast language (Toronto)*.
 W. C. Anderson, *supervisor of program clearance (Toronto)*.

ENGINEERING DIVISION

J. E. Hayes, *chief engineer (Montreal)*.
 W. A. Nichols, *assistant chief engineer (Montreal)*.
 D. G. McKinstry, *chief architect (Montreal)*.
 N. R. Olding, *operations engineer (Montreal)*.
 J. Carlisle, *plant engineer (Montreal)*.
 R. E. Santo, *transmission and development engineer (Montreal)*.
 H. E. S. Hamilton, *supervisor of network operations (Toronto)*.
 E. C. Stewart, *co-ordinator of engineering projects and services (Montreal)*.
 M. D. Peterkin, *purchasing agent (Montreal)*.
 G. G. Yull, *supervisor of stores (Montreal)*.
 J. M. Laporte, *supervisor of engineering service, CBC international service (Montreal)*.

CBC REGIONAL OFFICERS

NEWFOUNDLAND REGION: T. A. Bldg., St. John's—W. F. Galgay, *director (for the Province of Newfoundland)*; E. D. Witherstone, *area engineer*. R. G. O'Brien, *presentation officer*.

MARITIME REGION: United Services Bldg., 100 Sackville St., Halifax—W. E. S. Briggs, *director (for the Maritime Provinces)*; H. M. Smith, *regional engineer*; S. R. Kennedy, *regional program director*; A. W. Wilson, *regional press and information representative*.

CBHT, Halifax: G. F. Brickenden, *director of TV*; J. Simonsen, *technical director*. C. F. MacCaul, *program director, CBHT*.

QUEBEC REGION: 1425 Dorchester St., Montreal—Gerard Larmarche, *director (for the Province of Quebec)*; Roger Rolland, *program director*; H. Audet, *regional engineer*; A. Ouimet, *director of TV, Montreal*; Benoit Lafleur, *director of radio, Montreal*; R. Elie, *supervisor of press information (French)*; Jean Saint Georges, *supervisor of station relations (French)*; M. Valliquette, *commercial manager (Quebec)*.

CBC-TV Stations, Quebec Region: F. Guerard, *program director, CBFT, Montreal*; C. Frenette, *technical director, CBFT*; D. E. McGill, *program director, CBMT, Montreal*; C. Frenette, *technical director, CBMT*.

ONTARIO REGION: 354 Jarvis St., Toronto—Ira Dilworth, *director*; H. G. Walker, *assistant director*; H. R. Hilliard, *regional engineer*; Charles Walls, *manager of press and information*; F. Mutrie, *director of TV, operations (Ontario)*; J. M. Kannawin, *director of radio operations (Ontario)*.

CBC-TV Stations, Ontario Region: C. P. Wright, *stations manager, Ottawa*; Georges Huard, *manager of TV operations, Ottawa*; Dennis Townsend, *program director, CBOT*; M. Gilbert, *chief operator, Ottawa*; J. H. Book, *technical director, TV, Ottawa*; John W. Barnes, *production manager, CBLT, Toronto*; R. Horton, *technical director, CBLT*.

PRAIRIE REGION: 541 Portage Avenue, Winnipeg, Manitoba—J. R. Finlay, *director (for the Prairie Provinces)*; D. E. Cameron, *program director*; R. D. Cahoon, *regional engineer*; P. M. Haskell, *press & information representative*; R. L. Horley, *sales representative*; L. S. McIlhagga, *director of radio*.

CBWT, Winnipeg: W. Carpentier, *director of TV*; H. C. Heywood, *technical director*; Bruce McPherson, *program director*.

BRITISH COLUMBIA REGION: 701 Hornby St., Vancouver, B. C.—K. P. Caple, *director (for the Province of British Columbia)*; J. D. Nixon, *program director*; Hugh Palmer, *director of TV, Vancouver*; R. G. Harlow, *director of radio*; F. B. C. Hilton, *regional engineer*; R. Jessup, *press & information representative*; M. L. Munro, *sales representative*.

CBUT, Vancouver: Hugh Palmer, *director*; R. Whiteside, *technical director*.

CBC INTERNATIONAL SERVICE, Radio Canada Building, Montreal, P.Q.: C. R. Delafield, *director*; J. M. Laporte, *supervisor, engineering service*; H. Shane, *press & information*.

CBC AT UNITED NATIONS: V. M. Tovell, *CBC representative*; Miss M. Fielder, *production assistant*.

EUROPEAN OFFICES: 200 Oxford St., London, W.1, England—B. Trotter, *European representative*; D. Lachance, *correspondent, Paris*.

(Continued on next page)

Station	Hour	30 Min.	15 Min.
WTRF-TV, Wheeling, W.Va. ...	600.00	360.00	240.00
KRGV-TV, Weslaco, Tex.	275.00	165.00	110.00
KFDX-TV, Wichita Falls, Tex.	350.00	210.00	140.00
WMFD-TV, Wilmington, N.C....	200.00	120.00	80.00
WSJS-TV, Winston-Salem, N.C.- Greensboro, N.C.	700.00	420.00	280.00
KIMA-TV, Yakima, Wash.	200.00	120.00	80.00
†KLEW-TV, Lewiston, Ida...			
†KBAS-TV, Ephrata, Wash..			
†KEPR-TV, Pasco, Wash....			
KIVA, Yuma, Ariz.	100.00	60.00	40.00
WHIZ-TV, Zanesville, O.	100.00	60.00	40.00

* Eureka-Medford \$250 combined rate, applicable when both stations carry programs simultaneously.

† See footnote below.

OPTIONAL NON-INTERCONNECTED STATIONS

(Individually Available)

Station	Hour	30 Min.	15 Min.
KENI-TV, Anchorage, Alaska } KFBK-TV, Fairbanks, Alaska }	100.00	60.00	40.00
KOOK-TV, Billings, Mont.	150.00	90.00	60.00
KIDO-TV, Boise, Ida.	200.00	120.00	80.00
KXLF-TV, Butte, Mont.	150.00	90.00	60.00
KTWO-TV Casper, Wyo.	100.00	60.00	40.00
KFBC-TV, Cheyenne, Wyo. ...	150.00	90.00	60.00
†KSTF, Scotts Bluff, Neb. ..			
KREX-TV, Grand Junction, Colo.	100.00	60.00	40.00
†KFXJ-TV, Montrose, Colo.			
KFBB-TV, Great Falls, Mont.	150.00	90.00	60.00
KONA-TV, Honolulu	350.00	210.00	140.00
†KMVI-TV, Wailuku			
KUAM-TV, Agana, Guam, (in- dividual order)	100.00	60.00	40.00
KHAD-TV, Laredo, Tex.	100.00	60.00	40.00
KCJB-TV, Minot, N.D.	150.00	90.00	60.00
WJDM, Panama City, Fla.	100.00	60.00	40.00
KOTA-TV, Rapid City, S.D. ..	100.00	60.00	40.00
KTXL-TV, San Angelo, Tex. ...	200.00	120.00	80.00
WAPA-TV, San Juan, P.R.	200.00	120.00	80.00

†Subject to availability, this station will telecast a simultaneously network programs carried by the ordered associated station. There will be no additional time charge to advertisers for this service. NBC will assume no responsibility for delivery of this service and will make no reports thereon.

CANADIAN BROADCASTING CORPORATION

Television Network

Executive Offices: Victoria Bldg., 140 Wellington St., Ottawa, Ont. Telephone: Central 6-7331.

Business Offices and Studios: 354 Jarvis St., Toronto, Ont. Telephone: Walnut 3-5461 (TV studios also in Montreal, Ottawa, Halifax, Winnipeg, Vancouver).

Other Affiliations: CBC operates TV stations CBLT, Toronto; CBFT & CBMT, Montreal; CBOT & CBOFT, Ottawa; CBUT, Vancouver; CBWT, Winnipeg; CBHT, Halifax with privately owned affiliates in St. John's, Nfld., Charlottetown, P.E.I., Sydney, N.S.; St. John & Moncton, N.B.; Rimouski, Jonquiere, Sherbrooke & Quebec, P.Q.; Kingston, Hamilton, London, Kitchener, Windsor, Wingham, Barrie, North Bay, Timmins, Sudbury, Port Arthur, Sault Ste. Marie & Peterborough, Ont.; Brandon, Man.; Saskatoon & Regina, Sask.; Lethbridge, Edmonton & Calgary, Alta.; Victoria, B.C.; plus two English-language radio networks and one French-language radio network, consisting of 22 CBC-owned AM stations, 5 CBC-owned FM stations and 97 privately-owned affiliates; also operates shortwave international service in 15 languages on behalf of Canadian Govt.

BOARD OF GOVERNORS: A. Davidson Dunton, Ottawa, chairman; Dr. Adrien Pouliot, Quebec, vice chairman; Gordon A. Winter, St. John's, Nfld.; Prof. J. A. Corry, Kingston, Ont.; F. J. Crawford, Toronto; G. Douglas Steel, Charlottetown, P.E.I.; K. G. Montgomery, Edmonton, Alta.; R. K. Gervin, Vancouver, B. C.; Gerard Gingras, Montreal; Mrs. R. S. Houck, Brampton, Ont.; A. M. Shinbane, Winnipeg.

CBC EXECUTIVES

J. A. Ouimet, *general manager (Ottawa)*.

E. L. Bushnell, *asst. gen. mgr. (Ottawa)*.

Charles Jennings, *controller of broadcasting & director of programs (Ottawa)*.

J. P. Gilmore, *controller of operations*.

R. P. Landry, *controller of administration (Ottawa)*.

Marcel Quimet, *asst. controller of broadcasting (Ottawa)*.

Harry Bramah, *treasurer (Ottawa)*.

G. W. Richardson, *executive assistant (Ottawa)*.

Marcell Ouimet, *asst. controller of broadcasting (Ottawa)*.

R. C. Fraser, *director of press and information services (Ottawa)*.

W. G. Richardson, *director of engineering (Ottawa)*.

Charles Delafield, *director of international service (Montreal)*.

George Young, *director of station relations and manager, broadcast regulations (Ottawa)*.

N. M. Morrison, *director of audience research (Ottawa)*.

W. E. Powell, *commercial manager (Toronto)*.

C. E. Stiles, *director of personnel and administrative services (Ottawa)*.

Network Rates and Data

CBC-TV NETWORK—(Continued) CBC RADIO EXECUTIVES

Benoit Lafleur, *director of radio (Montreal)*.
J. M. Kannawin, *director of radio operations (Ontario)*.
L. S. McIlhagga, *director of radio (Winnipeg)*.
R. G. Harlow, *director of radio (Vancouver)*.
E. S. Hallman, *director of English radio network programming (Toronto)*.

CBC-OWNED TV STATIONS

CBLT-Toronto (Ch. 6) 354 Jarvis St. Toronto 5, Ont. Video: 99.5-kw ERP Audio: 53.5-kw ERP	CBFT-Montreal (Ch. 2) Radio-Canada Bldg. Montreal 25, Que. Video: 100-kw ERP Audio: 50-kw ERP
CBOT-Ottawa (Ch. 4) Lanark Ave. Ottawa, Ont. Video: 50.1-kw ERP Audio: 26.7-kw ERP	CBMT-Montreal (Ch. 6) Radio-Canada Bldg. Montreal 25, Que. Video: 43.8-kw ERP Audio: 26.2-kw ERP
CBWT-Winnipeg (Ch. 4) 541 Portage Ave. Winnipeg, Man. Video: 56.2-kw ERP Audio: 33.7-kw ERP	CBHT-Halifax (Ch. 3) 70 Bell Road Halifax, N. S. Video: 100-kw ERP Audio: 60-kw ERP
CBUT-Vancouver (Ch. 2) 701 Hornby St. Vancouver, B. C. Video: 89.4-kw ERP Audio: 47.8-kw ERP	CBOFT-Ottawa (Ch. 9) Lanark Ave. Ottawa, Ont. Video: 55-kw Audio: 31-kw

Owned Radio Affiliates

CBN, St. John's, Nfld.; CBG, Gander, Nfld.; CBT, Grand Falls, Nfld.; CBY, Corner Brook, Nfld.; CBI, Sydney, N.S.; CBH, Halifax, N.S.; CBA, Sackville, N.S.; CBM, Montreal, Que.; CBO, Ottawa; CBL, Toronto, Ont.; CJBC Toronto, Ont.; CBE, Windsor, Ont.; CBW, Winnipeg, Man.; CBK, Regina, Sask.; CBX, Lacombe, Alta.; CBXA, Edmonton, Alta.; CBU, Vancouver, B.C.; CFPR, Prince Rupert, B.C.; CBJ, Chicoutimi, Que.; CBV, Quebec, Que.; CBF, Montreal, Que.; CBAF, Moncton, N.B.

NETWORK RATES—RATE CARD NO. 12, July 1, 1957

(Consult network for Discounts, Specifications, Charges, etc.)

Class A—6-11 p.m. Mon.-Sat., 5-11 p.m. Sun. (gross rates as listed below). Class B—5-6 p.m. Mon.-Fri., 1-6 p.m. Sat., 1-5 p.m. Sun, 11 p.m.-signoff daily (75% of gross rates). Class C—All other times (60% of gross rates). Rates for periods less than 1 hour: 80% for 45 min., 60% for 30 min., 50% for 20 min., 40% for 15 min., 35% for 10 min., 30% for 5 min.

CBC TELEVISION NETWORK—(English)

STATION RATES EFFECTIVE JULY 1st, 1957

BASIC STATIONS

ATLANTIC REGION

Station	Hour	30 Min.	15 Min.
CJON-TV, St. John's, Nfld. [with satellite CJOX-TV, Argentia]	\$230.00	\$138.00	\$92.00
CFCY-TV, Charlottetown, P.E.I.	170.00	102.00	68.00
CBHT, Halifax, N.S.	340.00	204.00	136.00
CJCB-TV, Sydney, N.S.	255.00	153.00	102.00
CKCW-TV, Moncton, N.B.	245.00	147.00	98.00
CHSJ-TV, Saint John, N.B.	285.00	171.00	114.00

MID-EASTERN REGION

CBLT, Toronto, Ont.	1,100.00	660.00	440.00
CHEX-TV, Peterboro, Ont.	265.00	159.00	106.00
OKWS-TV, Kingston, Ont.	300.00	180.00	120.00
CBOT, Ottawa, Ont.	475.00	285.00	190.00
CBMT, Montreal, P.Q.	890.00	534.00	356.00
CHCH-TV, Hamilton, Ont.	550.00	330.00	220.00
CKCO-TV, Kitchener, Ont.	430.00	258.00	172.00
CFPL-TV, London, Ont.	485.00	291.00	194.00
CKNX-TV, Wingham, Ont.	245.00	147.00	98.00
CKLW-TV, Windsor, Ont.	450.00	270.00	180.00
CKVR-TV, Barrie, Ont.	300.00	180.00	120.00
CKGN-TV, North Bay, Ont.	160.00	96.00	64.00
CKSO-TV, Sudbury, Ont. [with satellite in Elliot Lake]	235.00	141.00	94.00
CFCL-TV, Timmins, Ont. [with satellite in Kapuskasing] ..	160.00	96.00	64.00
CJIC-TV, Sault Ste. Marie, Ont. ...	170.00	102.00	68.00
CFCJ-TV, Port Arthur, Ont.	200.00	120.00	80.00

PRAIRIE REGION

CBWT, Winnipeg, Man.	490.00	294.00	196.00
CKX-TV, Brandon, Man.	170.00	102.00	68.00
CKCK-TV, Regina, Sask.	285.00	171.00	114.00
CFQC-TV, Saskatoon, Sask.	255.00	153.00	102.00
CHCT-TV, Calgary, Alta.	350.00	210.00	140.00
CFRN-TV, Edmonton, Alta.	400.00	240.00	160.00
CJLH-TV, Lethbridge, Alta.	175.00	105.00	70.00

PACIFIC REGION

CBUT, Vancouver, B.C.	680.00	408.00	272.00
CHEK-TV, Victoria, B.C.	240.00	144.00	96.00

SUPPLEMENTARY STATIONS

CKMI-TV, Quebec, P.Q.	200.00	120.00	80.00
*CKRN-TV, Rouyn, P.Q.	75.00	45.00	30.00
**CHAT-TV, Medicine Hat, Alta.	75.00	45.00	30.00
CFCR-TV, Kamloops, B.C.	75.00	45.00	30.00
*CHBC-TV, Kelowna, B.C. [with satellites in Penticton and Vernon]	75.00	45.00	30.00

* Bilingual, due on air in fall.

** Due on air in fall.

CBC TELEVISION NETWORK (French)

STATION RATES EFFECTIVE JULY 1st, 1957

Basic Stations

Station	Hour	30 Min.	15 Min.
CBFT-TV, Montreal, P.Q.	\$1,100.00	\$660.00	\$440.00
CBOFT, Ottawa, Ont.	315.00	189.00	126.00
CHLT-TV, Sherbrooke, P.Q.	450.00	270.00	180.00
CFCM-TV, Quebec, P.Q.	475.00	285.00	190.00
CKRS-TV, Jonquiere, P.Q.	245.00	147.00	98.00
CJBR-TV, Rimouski, P.Q.	255.00	153.00	102.00
CKRN-TV, Rouyn, P.Q.	75.00	45.00	30.00
*CFCL-TV, Timmins, Ont. [with satellite in Kapuskasing]	160.00	96.00	64.00

* Supplementary station.

Note: Station time rates, after frequency discounts are deducted, are subject to regional discounts except in Pacific Region (only two stations) unless one other full English Region is ordered. Interconnection charges, after deduction of frequency discount, are subject to regional discounts for only those regions in which microwave circuits are operating. To earn regional discounts, all stations in groups must be ordered to benefit from following rates: one region, 4%; 2 regions, 8%; 3 regions, 12%; 4 regions, 16%; 5 regions, 20%.

Categories of

Ownership of Canadian TV Stations

Canadian Broadcasting Corp.—Owns and operates CBLT, Toronto (CBF); CBMT & French-language CBFT, Montreal (CBM); CBOT, Ottawa and French-language CBOFT (CBO); CBUT, Vancouver (CBU); CBWT, Winnipeg (CBW); CBHT, Halifax (CBH). Also operates 22 CBC-owned AM stations. For details, see CBC network above.

Sen. W. Rupert Davies-Roy Thomson—Sen. Davies owns 51%, Thomson 49% of CKWS-TV, Kingston, Ont. (CKWS) and CHEX-TV, Peterborough, Ont. (CHEX). Sen. Davies publishes *Kingston Whig Standard* and *Peterborough Examiner*. Thomson owns chain of 20 Canadian newspapers as well as *St. Petersburg (Fla.) Independent*. Other Thomson newspapers are *Edinburgh Scotsman* and *Dispatch*, *Weekly Scotsman* (all in Edinburgh, Scotland) and *weekly Canada Review* (London, England). Thomson also is chairman of Scottish Television Ltd., program contractor for British Independent Television Authority.

Famous Players Canadian Corp.—Royal Bank Bldg., Toronto, Ont. Telephone: Empire 4-0141. Owns 50% of CKMI-TV, Quebec City, and companion French language outlet CFCM-TV; also 50% of CKCO-TV, Kitchener, Ont. J. J. Fitzgibbons, president.

Sifton Newspaper Interests—Subsidiary Transcanada Communications Ltd. owns CKCK-TV, Regina, Sask. (CKCK) and radio CKRC, Winnipeg, Man. Clifford Sifton, pres., has minority interest in CHCH-TV, Hamilton, Ont. (through holdings in radio CKOC, which owns 1/3 of CHCH-TV). Sifton newspapers are *Regina Leader-Post* and *Saskatoon Star-Phoenix*.

Southam Newspaper Interests—Offices: 321 Bloor St. E., Toronto, Ont.; 1070 Bleury St., Montreal, Que. CHCT-TV, Calgary, Alta., 20% (through radio CFAC); CHCH-TV, Hamilton, Ont., 33 1/3% (held by Southam Co. Ltd.); 100% of radio CJCA, Edmonton, Alta. Southam newspapers are *Ottawa Citizen*, *Hamilton Spectator*, *Calgary Herald*, *Edmonton Journal*, *Vancouver Province*, *Winnipeg Tribune*, *Medicine Hat News*. President: Philip S. Fisher, Montreal.

Lethbridge (Alta.) Herald—50% of CJLH-TV. Hugh Buchanan, pres.

London (Ont.) Free Press—Owns CFPL-TV (CFPL). Walter J Blackburn, pres. & publisher.

Saint John (N.B.) Telegraph-Journal and Times-Globe—Owns CHSJ-TV (CHSJ). Thomas F. Drummie, pres. & publisher.

Sherbrooke (Que.) La Tribune—Owns CHLT-TV (CHLT). Paul Desruisseau, pres.; Alpee Gauthier, v.p. & gen. mgr.

CJON-TV, St. John's, Newfoundland (Ch. 6)—Operates satellite CJOX-TV, Argentia, Newfoundland.

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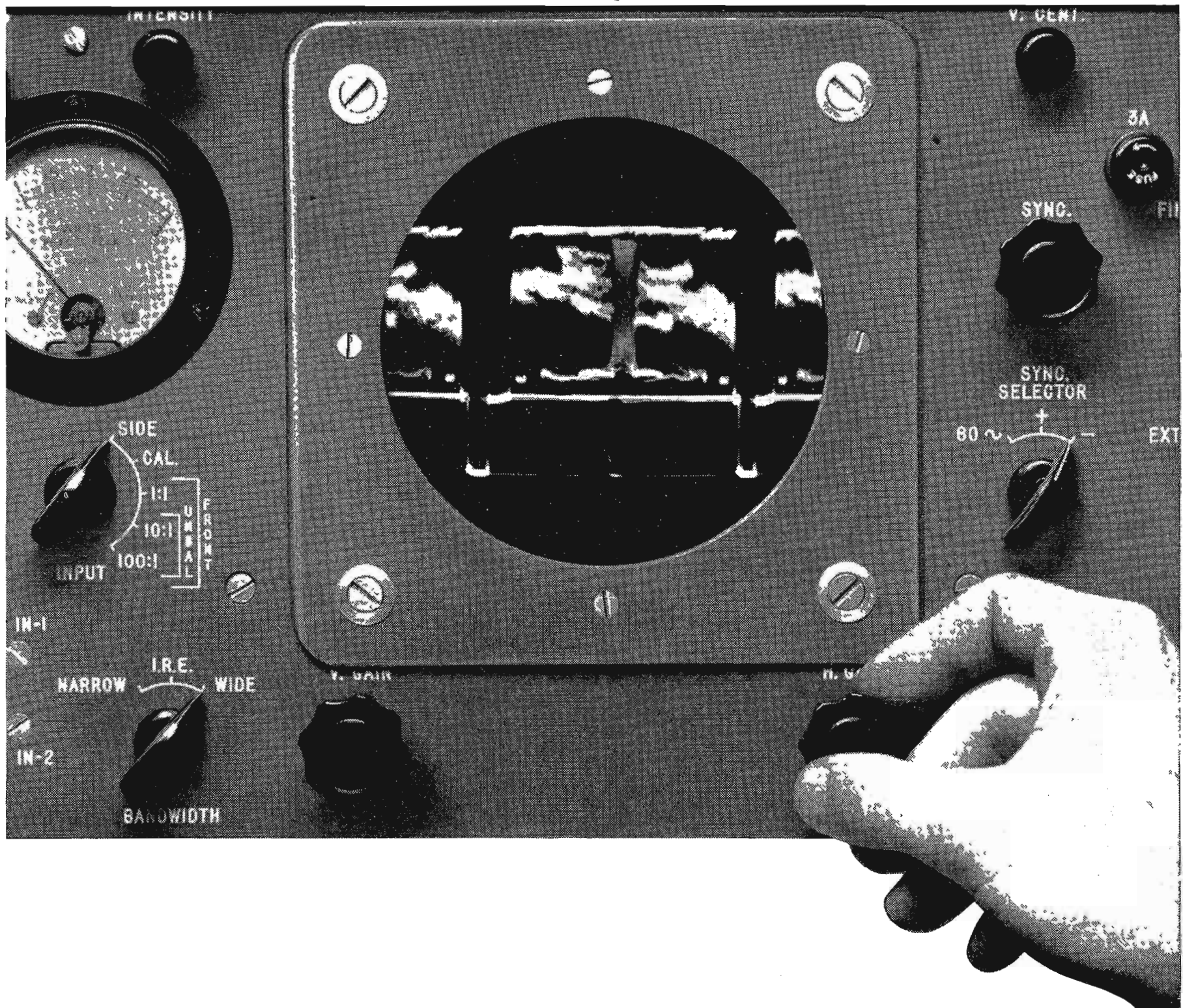
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Nowadays, everyone calls this "bleeding whites"

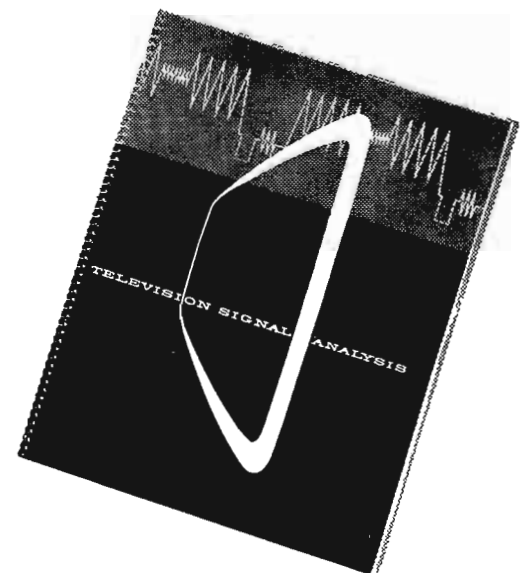
Time was when this phenomenon went by a variety of names—all describing an overloading condition in which white areas appear to flow irregularly into black areas.

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"Television Signal Analysis." Network technicians and Bell System men teamed up to write it. Their purpose: to give precise definitions to a uniform set of terms. That way, when describing picture quality, they'd all be talking about the same thing.

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TELEVISION STATION DIRECTORY

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

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

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

For UHF Translators Operating and CPs Outstanding, see p. 262

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

Licensee: 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: Fairfax 4-2741, 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, 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*.
Louis Peneguy, *director of coordination & information*.
Al Renfro, *chief engineer*.

WABT Birmingham

(Ch. 13)

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

Studio and Transmitter: Atop Red Mt.

Telephone: Fairfax 2-3506. 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: Central New York Bcstg. Corp. (Samuel I. Newhouse), licensee of WSYR-TV, Syracuse, N. Y. Newhouse newspapers include *The Birmingham News* and *The Huntsville (Ala.) Times* (WHBS). For other interests, see WSYR-TV.

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) Harrington, Righter & Parsons Inc

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. 11 (July 1, 1957)

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—6-7 p.m., 10-10:30 p.m., daily.						
700 00	420 00	280 00	245.00	210.00	180.00	90.00
Class B—5-6 p.m., Mon.-Sat.; 2-6 p.m., Sun.						
488.00	293.00	195.00	171.00	145.00	98.00	49.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; 9-2 p.m., 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-9 a.m., daily.						
250.00	150.00	100.00	88.00	63.00	50.00	25.00

WBRC-TV Birmingham

(Ch. 6)

Licensee: WBRC Inc., 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: Radio Cincinnati Inc. (WKRC-TV), 67%; Hulbert Taft Jr., 15%; David G. Taft, 10%; Louise H. Ingalls, 8%.

Began Operation: July 1, 1949. Sale to present owners by Storer Bcstg. Co. approved May 8, 1957 (*Television Digest*, Vol. 13:13-14, 19); Storer previously acquired stations from Mrs. Eloise Hanna in May 1953 (Vol. 9:13, 21).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

Hulbert Taft Jr., *president*.
David G. Taft, *exec. v.p. & TV operations supervisor*.
Robert Schlinkert, *general manager*.
Kenneth W. Church, *v.p. for national sales*.
Don Chapin, *national sales manager (New York)*.
Oliver V. Naylor, *sales manager*.
Richard Stephen, *local sales manager*.
Robert L. DuPriest, *chief engineer*.
M. D. Smith, *program director*.
Jerry Thompson, *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: Fairfax 4-2741.

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. T. S. Akers, 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*.
Louis Peneguy, *director of coordination & information*.
Al Renfro, *chief engineer*.

WMSL-TV Decatur

(Ch. 23)

Licensee: 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: 14.82-kw maximum and 9.33-kw horizontal visual, 8.93-kw maximum and 5.01-kw horizontal aural. Antenna: 1° electrical beam tilt, 350-ft. above av. terrain, 383-ft. above ground, 973-ft. above sea level, lat. 34° 36' 44.5" long. 86° 59' 08". Holds CP for 189.2-kw max. and 117-kw horizontal visual, 102.2-kw max. and 63.1-kw horizontal aural.

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 Jack Masla & Co. Inc.

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

WTVY Dothan

(Ch. 9)

Grantee (STA): WTVY, Inc., Box 798.

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., 20.95%; F. E. Busby, exec. v.p. & gen. mgr., 12.86%; Dr. Paul Flowers, treas., 14.76%; J. T. Thrower, v.p., 10.48%; Alto V. Lee III, secy., .95%; Huey D. McInnish, asst. secy., .95%; 20 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. and general manager*.
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

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*.
Dick McMullen, *acting program director*.
C. C. Badger, *publicity director*.
Raymond Hurley, *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.

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". Hold CP for 1050-ft. above av. terrain, 996-ft. above ground, 1198-ft. above sea level, lat. 30° 40' 55.2", long. 87° 49' 40.8"; transmitter to U. S. Hwy. 31, 5.1-mi. E of junction with U. S. Hwy. 90.

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 E. 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. Armbrrecht 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. Frank Conwell, 1.33% owner, is pres. & 29.5% owner of Ch. 11 applicant for Houma, La.

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

Alabama

WCOV-TV
Montgomery
(Ch. 20)

Licensee: Capitol Broadcasting Co., Box 2505.

Studio and Transmitter: Adrian Lane.

Telephone: 5-3561. TWX No.: MG 6039.

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 Smith & Pepper.

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

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. 4—(Feb. 4, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—6:29-10:01 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 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-2 p.m., Sat. & Sun.					
100.00	60.00	40.00	35.00	25.00	20.00
Class D—Sign-on-10 a.m., daily.					
75.00	45.00	30.00	22.00	15.00

Subject to frequency discounts.

First with important news



AT&T MAY RATION CIRCUITS THIS FALL: Network topkicks are keeping their ears crossed and hoping it won't happen -- but at the same time they're making advance plans for the probability that the AT&T will have to allocate its major inter-city microwave-cable routes among TV users this fall, for first time in 5 years.

Spectre of allocations -- throwback to TV's pioneer days -- materializes again because of this simple fact: There is now an indication that...

This extremely significant report on June 8th alerted the industry to a critical situation. It produced action. It stimulated *Television Digest's* subscribers to

prepare in advance, to anticipate trouble and minimize it. It epitomized *Television Digest's* role as an attention-getter, a trouble-shooter, a go-between.

Use the card at the back of this book to request a free sample of TELEVISION DIGEST.

• For other *Television Digest* "firsts" see pages 142, 182, 216, 430

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. TWX No.: MG 90.

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.

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*.
Carter Hardwick, *commercial manager*.
Gene R. Jacobsen, *program manager & film buyer*.
M. H. Yeoman, *sales promotion manager*.
Sam P. Spivey, *production manager*.
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: Fairfax 4-2741, 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, 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*.
Louis Peneguy, *director of coordination & information*.
Al Renfro, *chief engineer*.

Performers gain complete freedom from unflattering cue-card positions with . . .



TELEPROMPTER[®]
SERVICE
SEE PAGE 32

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., 20.19%; Frank Beer, v.p., 4.96%; Tom & Ann Kerney, 19.47%. Mr. Autry also owns 51% of KMPC, Los Angeles, 48% of KOLD-TV & KOLD, Tucson, and 50% of KSFO, San Francisco. Mr. Chauncey owns 20% of KOLD-TV & KOLD. Messrs Autry and Kerney each own 12.5% of *Phoenix Republic* and *Gazette*.

Began Operation: Oct. 24, 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. Hollingbery 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*.
Jack Murphy, *asst. station manager*.
Homer Lane, *asst. general manager*.
Robert W. Miller, *sales manager*.
Paul Gribben, *news director*.
Jack Ware, *jarm director*.
Blake Ramsey, *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.					
\$550.00	\$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, Wollenberg & Kenehan.

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*.

DIGEST OF RATE CARD NO. 10
(April 1, 1957)

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., daily; 10-10:30 p.m., Mon.-Fri.; 10 p.m. -sign-off, Sat. & Sun.						
360.00	216.00	144.00	126.00	90.00	72.00	36.00
Class C—4-6 p.m., Mon.-Fri.; 10:30 p.m.-sign-off, 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.; 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)

Licensee: 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, *executive v.p.*
Roger Van Duzer, *general manager.*
Burton B. LaDow, *commercial manager.*
Don Tuckwood, *program director.*
Lloyd Steinkamp, *production manager.*
George McLouth, *chief engineer.*

DIGEST OF RATE CARD NO. 3
(July 1, 1957)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$400.00	\$240.00	\$160.00	\$120.00	\$90.00	\$50.00
Class B—6-7 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10-10:30 p.m., daily.					
350.00	210.00	140.00	105.00	80.00	40.00
Class C—5-6:30 p.m., Mon.-Sat.; 10:30 p.m.-sign-off, daily.					
300.00	180.00	120.00	90.00	60.00	30.00
Class D—Sign-on-5 p.m., daily.					
270.00	162.00	118.00	81.00	54.00	27.00

Subject to frequency discounts.

KVAR
Mesa-Phoenix
(Ch. 12)

Licensee: KTAR Bestg. Co., 1101 N. Central Ave., Phoenix.
Studios: 1101 N. Central Ave., Phoenix and Mesa-Phoenix Highway.
Transmitter: Top of Mt. Suappa, 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).

1957 Fall-Winter Edition

Arizona

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.*
Bill Robb, *program director.*
Woody Hartzog, *production manager.*
Charles Wallace, *special events director.*
Hal Ackerman, *continuity director.*
John Beck, *chief engineer.*

DIGEST OF RATE CARD NO. 2-A
(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.

KGUN-TV
(formerly KDWI-TV)
Tucson
(Ch. 9)

Licensee: Tucson Television Co. Inc., Box 5147.
Studio: 2175 N. Sixth Ave. **Transmitter:** Mt. Bigelow.
Telephone: Main 3-3633. **TWX No.:** TS 5971.
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' 59.4".

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; Clark Brown Co. (South).

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-N
(June 15, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.; 5-10 p.m., Sun.					
\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$30.00
Class A—6-6:30 p.m., Mon.-Fri.; 10-10:30 p.m., daily.					
250.00	150.00	100.00	75.00	50.00	25.00
Class B—All other times.					
150.00	90.00	60.00	40.00	30.00	15.00

Subject to frequency discounts.

KOLD-TV
(formerly 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: KOLD, .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.

(Continued on next page)

Arizona - Arkansas

TUCSON: KOLD-TV—(Continued)

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.

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 also owns KOAT-TV, Albuquerque, N.M.

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. Duey 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

Worth its weight in golden renewals . . .



TELEPROMPTER SERVICE

SEE PAGE 32

KIVA

Yuma

(Ch. 11)

Licensee: Valley Telecasting Co., P. O. Box 1671.

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: 28.8-kw visual, 14.6-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: Harry Butcher, 100%.

Began Operation: Oct. 8, 1953. Sale to present owner by Donald Ellsworth founding group approved July 25, 1957 by FCC (*Television Digest*, Vol. 13:28, 30).

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*.
Eugene Guerra, *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". Requests change to 316-kw visual, 171-kw aural, 1000-ft. above av. terrain, 100-ft. above ground, 1162-ft. above sea level, lat. 32° 59' 25", long. 92° 13' 42"; transmitter to .15-mi. ENE of crossroads at Sadie, La.

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 Richard O'Connell (New York & Illinois); Clarke Browne Co. (South & Southwest).

Represented (engineering) by Robert M. Silliman.

Personnel:

William Bigley, *general manager*.
John Turner, *studio manager*.
Pat Williams, *promotion manager*.
Larry Self, *chief engineer*.

DIGEST OF RATE CARD NO. 1

(Jan. 1, 1957)

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.

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.; is applicant for Ch. 10, Elko, Nev.; owns 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 9, 1953.

Represented (sales) by Venard, Rintoul & McConnell, Inc.

Represented (legal) by Haley, Wollenberg & Kenehan.

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: George T. Herbreich, 50%; Harry Pollock, 33.33%; Harry Newton Co. (Harry Pollock family), 16.66%.

Began Operation: Dec. 3, 1956. Sale to present owners by Salome Nakdimen as administratrix for husband's estate approved by FCC Feb. 27, 1957 and June 27, 1957 (*Television Digest*, Vol. 13:9, 26).

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

Represented (legal) by Cottone & Scheiner.

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

Personnel:

Dick Campbell, *general manager*.
Glenn W. White, *program director*.
Larry Nolan, *local commercial manager*.
Shirley Archer, *promotion manager*.
Milt Peters, *sports director*.
R. L. Masters, *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.

Arkansas

KARK-TV Little Rock

(Ch. 4)

Licensee: Arkansas Radio & Equipment Co., 10th & Springs 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, *executive v.p.*
Douglas Romine, *v.p. & station manager*.
H. Lee Bryant, *commercial manager*.
Fred Schmutz, *program director*.
Bob Buice, *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.

KTHV Little Rock

(Ch. 11)

Grantee (STA): Arkansas Television Co., Box 269.
Studio: 8th & Icard 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 Bestg. 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. KTHS 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 Sultt, *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—5:30-6:30 p.m., 10-10:30 p.m., daily.						
338.00	203.00	135.00	118.00	85.00	75.00	38.00
Class C—Noon-5:30 p.m., 10:30 p.m.-midnight, daily.						
225.00	135.00	90.00	79.00	56.00	50.00	25.00
Class D—Midnight-noon, daily.						
113.00	68.00	45.00	40.00	28.00	25.00	13.00

Arkansas - California

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, chairman, 45%; James C. Leake, pres., 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, *chairman*.
 James C. Leake, *president*.
 Bryan Mathes, *secretary-treasurer*.
 Mike Shapiro, *executive v.p.* (Tulsa, Okla.)
 John H. Fugate, *general manager*.
 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.)



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CALIFORNIA

KBAK-TV

Bakersfield

(Ch. 29)

Licensee: 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 Thieriot, 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*.
 Helen Smythe, *traffic*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class A—6:30-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-11 p.m., daily.						
280.00	168.00	112.00	98.00	70.00	56.00	28.00
Class B—5-6:30 p.m., Mon.-Sat.; noon-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50
Class C—Noon-5 p.m., Mon.-Sat.; sign-on-noon, Sun.						
131.25	78.75	52.50	46.00	32.75	26.25	13.25
Class D—Sign-on-noon, Mon.-Sat.						
87.50	52.50	35.00	30.75	22.00	17.50	8.75

Subject to frequency discounts.

KERO-TV

Bakersfield

(Ch. 10)

Licensee: Wrather-Alvarez Broadcasting Inc., Fifth & Ash Sts., San Diego, Cal.

Studio: 1420 Truxtun Ave. Transmitter: Breckenridge Mt., 22 ml. 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: Same as KFMB-TV, San Diego.

Began Operation: Sept. 26, 1953. Sale to present owners by Albert E. DeYoung and associates approved July 18, 1957 by FCC (*Television Digest*, Vol. 13:2, 11, 29).

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

Represented (legal) by Haley, Wollenberg & Kenahan.

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

Personnel:

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

DIGEST OF RATE CARD NO. 8—(March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$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—5-6 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.-5 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.						
187.50	112.50	75.00	66.00	47.00	37.50	18.75

Subject to frequency discounts.

KHSL-TV

Chico

(Ch. 12)

Licensee: Golden Empire Bcstg. Co., Box 1041.

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

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

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum and 234-kw horizontal visual, 158-kw maximum and 117-kw horizontal aural using 1° electrical beam tilt. Antenna: 1290-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, Wollenberg & Kenehan.

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*.

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

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., 79%; Donald H. Telford, 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.; 50% of KOTI-TV, Klamath Falls, Ore.

Began Operation: Oct. 25, 1953.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

Donald H. Telford, *v.p.*

W. Edwin Smith, *manager*.

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

1957 Fall-Winter Edition

California

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: KRFB, 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, treas., 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*.

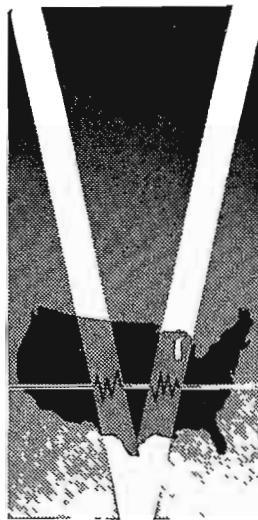
Keith L. Mealey, *engineering v.p.*

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.



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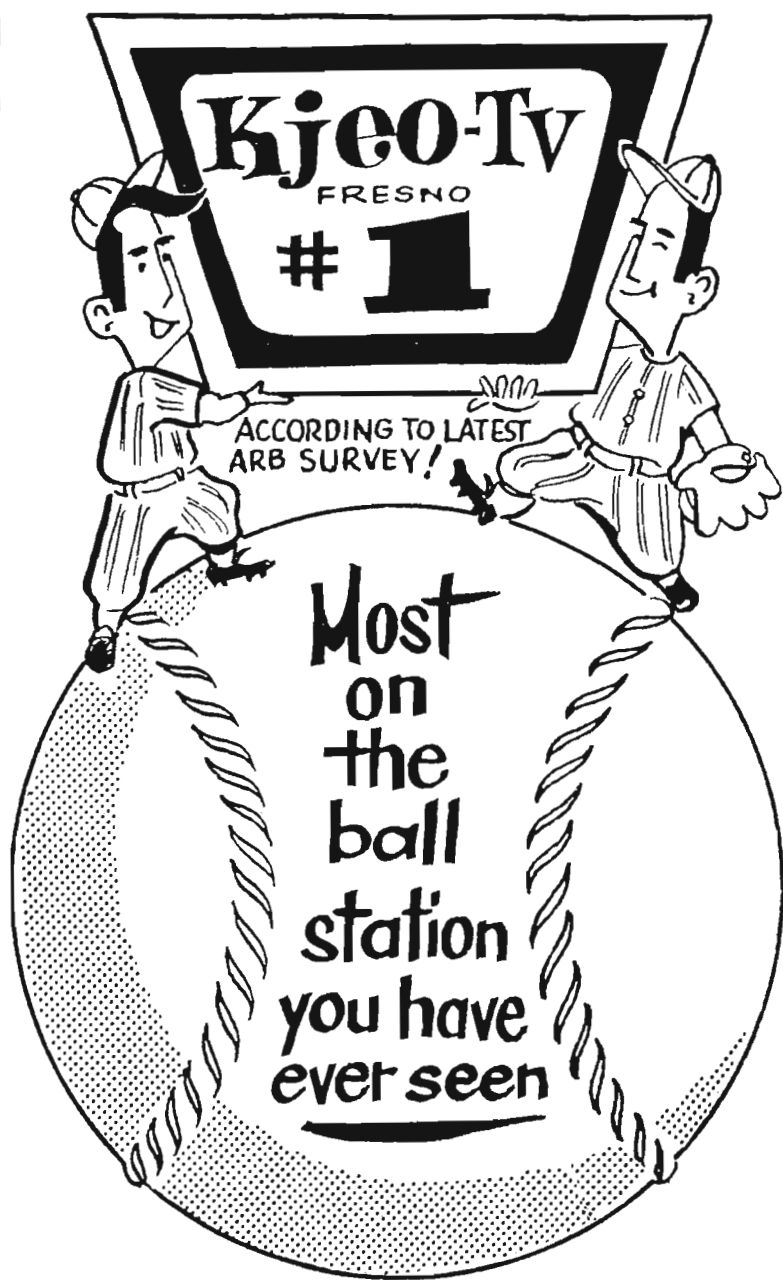
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P.O. BOX 1708, FRESNO, CALIFORNIA

**KJEO
Fresno
(Ch. 47)**

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

Studio: Shaw at Cedar. Transmitter: Bald Mt.

Telephone: Baldwin 2-2411. TWX No.: FR 271.

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 1700-kw maximum visual with directional antenna and tilt, 550-kw maximum horizontal and 380-kw average horizontal visual, 273-kw maximum aural. Antenna: 1787-ft. above av. terrain, 156-ft. above ground, 4614-ft. above sea level, lat. 37° 04' 13", long. 119° 25' 31".

Network Service: ABC.

Ownership: J. E. O'Neill, pres. 100%. Also is buying CP for Ch. 14, Modesto, to be operated as partial satellite (*Television Digest*, Vol. 13:23).

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.*
Patti Johns, *promotion manager.*

**DIGEST OF RATE CARD NO. 6
(May 15, 1957)**

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.					
\$600.00	\$360.00	\$240.00	\$180.00	\$150.00	\$75.00
Class B—5-6:30 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 10:30-11 p.m., daily.					
450.00	270.00	180.00	135.00	90.00	45.00
Class C—4:30-5 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.					
200.00	120.00	80.00	60.00	50.00	25.00
Class D—Sign-on-4:30 p.m., Mon.-Fri.					
100.00	60.00	40.00	30.00	25.00	12.50

Subject to frequency discounts.

**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; KBEE, 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:

John Edwards, *manager.*
Wilson Lefler, *national sales & service manager.*
Orbie Sullivan, *sales manager.*
Tom Flynn, *production manager.*
Joe Tomes, *program manager.*
Marion 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: electrically tilted 3°, 2970-ft. above av. terrain, 234-ft. above ground, 5940-ft. above sea level, lat. 34° 13' 36", long. 118° 03' 59".

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. 8—(March 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class A—7-10:30 p.m., daily.						
\$2300.00	\$1380.00	\$920.00	\$500.00	\$250.00
Class B—5-7 p.m., 10:30-11 p.m., daily.						
1600.00	960.00	640.00	\$535.00	\$425.00	300.00	150.00
Class C—All other times.						
800.00	480.00	320.00	265.00	215.00	125.00	65.00

* Class AA (7:29-10 p.m., daily) 20 Sec. \$600, 10 Sec. \$300 (not subject to frequency discounts). Class A (6:59-7:29 p.m., 10-10:30 p.m., daily).

Subject to frequency discounts.

KCOP
Los Angeles
(Ch. 13)

Licensee: The 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: 162-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".

1957 Fall-Winter Edition

California

Ownership: The 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. Note: Sale to Kenyon Brown-Bing Crosby syndicate pending FCC approval (*Television Digest*, Vol. 13:16, 22).

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.
O. Knudson, production director.
Amos T. Baron, sales manager.
Al Fischler, asst. sales manager.
Helen McDermott, business manager.
Al Browdy, chief engineer.

DIGEST OF RATE CARD NO. 3

(May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.							
\$1350.00	\$810.00	\$540.00	\$350.00	\$250.00	\$150.00
Class B—5-6:30 p.m., Mon.-Fri.; sign-on-6:30 p.m., Sat. & Sun.; 10:30 p.m.-midnight, daily.							
875.00	525.00	350.00	\$262.50	\$218.75	200.00	135.00	100.00
Class C—All other times.							
600.00	360.00	240.00	180.00	150.00	80.00	60.00	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 KFI-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'Neil, 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, director of promotion, radio & TV.
Bill Barron, public relations director.
Robert L. Nelson, promotion manager.
James D. Higson, program manager.
Robert Arne, chief engineer.

DIGEST OF RATE CARD NO. 5

(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$1750.00	\$1050.00	\$700.00	\$580.00	\$435.00	\$400.00	\$350.00	\$200.00
Class B—5-7 p.m., Mon.-Sat.; noon-7 p.m., Sun.; 10:30-11 p.m., daily.							
1200.00	720.00	480.00	400.00	300.00	265.00	230.00	130.00
Class C—All other times.							
600.00	360.00	240.00	210.00	150.00	135.00	115.00	65.00

Subject to frequency discounts.

California

KNXT Los Angeles (Ch. 2)

Licensee: 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*.
Rudy Wissler, *sales traffic manager*.
Dean Linger, *sales promotion & publicity director*.
Larry Lazarus, *business manager*.
Donald M. Hine, *program manager*.
Donald B. Cook, *executive producer*.
Bill L. Alcine, *film director*.
Alberta Hackett, *production manager*.
Floren Thompson, *production coordinator*.
William Whitley, *public affairs director*.
Lester Bowman, *manager of technical operations*.
Sam Zelman, *director of news & special events*.
Henry J. Schaefer, *operations & traffic manager*.

DIGEST OF RATE CARD NO. 7 (April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class A—6:30-10 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$3500.00	\$2100.00	\$1400.00	\$600.00	\$300.00
Class B—6-6:30 p.m., 10-11 p.m., Mon.-Sat.						
2200.00	1320.00	880.00	\$733.33	\$660.00	400.00	200.00
Class C—9 a.m.-6 p.m., Mon.-Fri.; 11 a.m.-6 p.m., Sat. & Sun.; 11 p.m.-midnight, daily.						
1750.00	1050.00	700.00	583.33	525.00	210.00	105.00
Class D—Sign-on-9 a.m., Mon.-Fri.; sign-on-11 a.m., Sat. & Sun.; midnight-sign-off, daily.						
875.00	525.00	350.00	291.67	262.50	125.00	62.50

* Class AA (7:29-10 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.) 20 Sec. \$800, 10 Sec. \$400. Class A (6:59-7:29 p.m., 10-10:30 p.m., Mon.-Sat.; 5:59-6:59 p.m., 10:30-11 p.m., Sun.). Class B (5:59-6:59 p.m., 10:30-11 p.m., Mon.-Sat.; 4:59-5:59 p.m., Sun.). Class C (7 a.m.-5:59 p.m., Mon.-Fri.; 8:59 a.m.-5:59 p.m., Sat.; 10:59 a.m.-4:59 p.m., Sun.; 11 p.m.-midnight, daily.) Class D (Sign-on-7 a.m., Mon.-Fri.; sign-on-8:59 a.m., Sat.; sign-on-10:59 a.m., 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*.
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*.
Norvell Gillespie, *farm director*.

DIGEST OF RATE CARD NO. 12—(April 1, 1957)

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	210.00
Class B—6-7:30 p.m., Mon.-Sat.						
1700.00	1020.00	680.00	595.00	425.00	250.00	115.00
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	175.00	80.00
Class D—All other times.						
825.00	495.00	330.00	288.75	206.25	125.00	55.00

* 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%. Note: Being sold to DuMont Bcstg. Corp. (*Television Digest*, Vol. 13:18, 20).

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, *v.p. & general manager*.
Henry Flynn, *asst. general manager*.
Robert Mohr, *general sales manager*.
Stanley H. Chambers, *asst. sales manager*.
Dick Jolliffe, *sales service manager*.
James J. Rue, *advertising, promotion & publicity manager*.
Ray Lukshis, *program director*.
Hal Dasbach, *production supervisor*.
Jerry Rogers, *film program director*.
Gilbert Martyn, *news director*.
Harry P. Warner, *legal director*.
John Silva, *chief engineer*.
Roy A. White, *engineering operations supervisor*.

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

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 KMG-M-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*.
 Joe Bluth, *technical operations supervisor*.
 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	360.00	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: Chestnut 1-1414. **TWX No.:** RG 75.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 117-kw visual, 58.9-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".

Network Service: NBC, ABC.

AM Affiliate: KRLH, 1-kw, 540 kc (CP).

Ownership: George C. Fleharty (mayor of Redding), pres., 19 $\frac{3}{8}$ %; Laurence W. Carr, 19 $\frac{3}{8}$ %; Wm. B. Nystrom, 14 $\frac{3}{8}$ %; Morris K. Cohen, 9 $\frac{3}{8}$ %; Robert L. Hammett, 13 $\frac{3}{4}$ %; Carl R. McConnell, 9 $\frac{3}{8}$ %; C. T. Ross, 9 $\frac{3}{8}$ %; Russell K. Olsen, 5%. Note: Shasta Telecasting is buying 50% of CP for KHUM-TV, Eureka, Cal. (*Television Digest*, Vol. 13:20); also is buying 49% of CP for KSLM-TV, Salem, Ore. (Vol. 13:23).

Began Operation: Aug. 1, 1956.

Represented (sales) by George P. Hollingbery 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 & chief engineer*.
 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.

Easy as putting words
into their mouths . . .



**TELEPROMPTER
SERVICE**

SEE PAGE 32

1957 Fall-Winter Edition

**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, M. V. Sarkisian, & P. K. Onnigian, 2.74% each.

Began Operation: March 20, 1955.

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Wollenberg & Kenehan.

Represented (engineering) by Robert Hammet Assoc.

Personnel:

John H. Schacht, *v.p., & general manager*.
 George Greaves, *station 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. 4—(April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 5:30-10:30 p.m., Sun.						
\$850.00	\$510.00	\$340.00	\$297.50	\$255.00	\$200.00	\$100.00
Class B—6-7 p.m., Mon.-Sat.; 4-5:30 p.m., Sun.; 10:30-11 p.m., Sun.-Fri.; 10:30 p.m.-midnight, Sat.						
600.00	360.00	240.00	210.00	180.00	150.00	75.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-4 p.m., Sun.; 11 p.m.-sign-off, Sun.-Fri.; midnight-sign-off, Sat.						
275.00	165.00	110.00	96.25	82.50	55.00	27.50

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., 16.68%; 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 & Balley Inc.

Personnel:

Ewing C. Kelly, *president & general manager*.
 Howard J. Smiley, *assistant general manager*.
 Robert E. Kelly, *station manager*.
 Tom Breen, *operations director & film buyer*.
 W. Herbert Hartman, *director of engineering*.
 John Kuhlman, *educational director*.
 Fred Wade, *continuity director*.
 Ted Hardy, *promotion manager*.
 Milly Sullivan, *women's director*.
 Ed Jeffery, *news director*.
 John MacKenzie, *farm director*.

DIGEST OF RATE CARD NO. 3—(June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.							
\$800.00	\$480.00	\$320.00	\$280.00	\$220.00	\$200.00	\$175.00	\$85.00
Class B—6-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.							
600.00	360.00	240.00	210.00	150.00	120.00	120.00	60.00
Class C—Noon-6 p.m., daily; 11 p.m.-sign-off, daily.							
425.00	255.00	170.00	148.75	106.25	100.00	100.00	50.00
Class D—Sign-on-noon, daily.							
300.00	180.00	120.00	105.00	75.00	60.00	60.00	30.00

Subject to frequency discounts.

KSBW-TV Salinas-Monterey (Ch. 8)

(Also operates semi-satellite KSBY-TV, San Luis Obispo)

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". Holds CP for 240-kw maximum and 234-kw horizontal visual, 120-kw maximum and 117-kw horizontal aural, 219-ft. above ground, 3296-ft. above sea level, using .5° electrical beam tilt.

Network Service: CBS, ABC, NBC.

AM Affiliate: KSBW, 5-kw, 1380 kc (MBS).

Ownership: John C. Cohan, pres., 31.8%; William M. Oats, secy.-treas., 25.63%; Lester V. Antle, 5%; Jerome Kantro, 5%; Bruce Church, 5%; Eugene E. Harden, 5%; L. Michael Tynan, 5%; 12 other stockholders, none owns more than 2.5%. Also owns semi-satellite KSBY-TV, San Luis Obispo, Cal. John Cohan owns radio KVEC, San Luis Obispo.

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 Dow, Lohnes & Albertson.

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

Personnel:

John Cohan, *president and general manager*.
William M. Oates, *secy.-treas. and asst. manager*.
A. Richard Roberston, *sales development, promotion & publicity director*.
Gary Ferlisi, *program director*.
Graham Moore, *sales manager*.
Bill Hargan, *chief engineer*.

DIGEST OF RATE CARD NO. 4—(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-9:30 p.m., daily.						
\$425.00	\$260.00	\$170.00	\$150.00	\$128.00	\$90.00	\$45.00
Class A—6:30-7:30 p.m., 9:30-10:30 p.m., daily.						
400.00	240.00	160.00	140.00	120.00	80.00	40.00
Class B—5:30-6:30 p.m., 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—All other times.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00
Combination Rates—KSBW-TV & KSBY-TV, San Luis Obispo.						
Class AA—7:30-9:30 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$170.00	\$130.00	\$104.00	\$52.00
Class A—6:30-7:30 p.m., 9:30-10:30 p.m., daily.						
425.00	260.00	170.00	150.00	128.00	90.00	45.00
Class B—5:30-6:30 p.m., 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.

KFSD-TV San Diego (Ch. 10)

Licensee: KFSD Inc., 3642 Enterprise St.

Studio: 3642 Enterprise St. (New studios at 47th St. & Federal Freeway are to be ready by end of 1957.)

Transmitter: Mt. Soledad.

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. (76.6%). 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. Note: Sale of 46.22% to *Newsweek* by Fox, Wells interests pends FCC approval (*Television Digest*, Vol. 13:30).

Began Operation: Sept. 9, 1953. Sale to present owners by Tom Sharp, Charles E. Salik 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. Goetze, *exec. v.p. & general manager*.
Jay Grill, *general sales manager*.
Earl Rast, *local sales manager*.
Jim Wade, *executive producer*.
Les Bobby, *chief accountant & office manager*.
Grant Recksieck, *promotion & publicity director*.
Harold Boone, *director of merchandising*.
Leroy Bellwood, *chief engineer*.
Mildred Fenton, *public service director*.
Rosalind Haley, *director of operations & traffic*.

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.

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). Wrather-Alvarez Bcstg. also owns KERO-TV, Bakersfield, Cal. and holds CP for Ch. 13, Yuma, Ariz.

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. 12A (April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.							
\$900.00	\$540.00	\$360.00	\$315.00	\$270.00	\$230.00	\$200.00	\$100.00
Class A—6-7 p.m., Sat.; 10-10:30 p.m., daily.							
800.00	480.00	320.00	280.00	240.00	200.00	160.00	80.00
Class B—6-7 p.m., Mon.-Fri.; 5-6 p.m., Sun.							
600.00	360.00	240.00	210.00	180.00	140.00	120.00	60.00
Class C—Sign-on-6 p.m., Mon.-Sat.; sign-on-5 p.m., Sun.; 10:30 p.m.-sign-off, daily.							
500.00	300.00	200.00	175.00	150.00	100.00	80.00	40.00

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. 6

(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—8-10 p.m., daily.							
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$180.00	\$160.00	\$80.00
Class A—7-8 p.m., 10-10:30 p.m., daily.							
700.00	420.00	280.00	245.00	175.00	160.00	140.00	70.00
Class B—5-7 p.m., 10:30-11 p.m., daily.							
500.00	300.00	200.00	175.00	125.00	100.00	100.00	50.00
Class C—All other times.							
400.00	240.00	160.00	140.00	100.00	80.00	80.00	40.00

Subject to frequency discounts.

California

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.
Yale Roe, national spot sales manager.
Victor P. Reed, manager, promotion-publicity.
George Rice, program manager.
Robert Mitchell, film manager.
Edith Kirby, traffic manager.
Chan Melloy, sales service manager.
Harry Jacobs, chief engineer.
Edward Smith, production manager.
Lorraine Pederson, continuity acceptance editor.

DIGEST OF RATE CARD NO. 12—(May 15, 1957)

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	\$450.00	\$225.00
Class A—7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.; 4-7:30 p.m., Sun.; 10-10:30 p.m., daily.						
1250.00	750.00	500.00	417.00	334.00	300.00	150.00
Class B—5-7 p.m., Mon.-Fri.; 4-6 p.m., Sat.; noon-4 p.m., Sun.; 10:30-11 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

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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.

California

KRON-TV San Francisco

(Ch. 4)

Licensee: Chronicle Publishing Co., 901 Mission St.

Studio: 929 Mission St. Transmitter: TV 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.

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.

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 Thieriot, *president*.
Harold P. See, *general manager*.
Norman Louvau, *sales manager*.
Richard C. Block, *mechandising & advertising manager*.
Thomas Mullahey, *public affairs director*.
Roland D. Irving, *promotion manager*.
Douglas Elleson, *program manager*.
James Bentley, *asst. program manager & film buyer*.
J. L. Berryhill, *chief engineer*.

DIGEST OF RATE CARD NO. 12—(Sept. 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.
Color—Rates on request.

KPIX

San Francisco

(Ch. 5)

Licensee: Westinghouse Broadcasting Co. Inc. (Cal.), 2655 Van Ness Ave.

Studio: 2655 Van Ness. 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.

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); WJZ, Baltimore; 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 Baccari, 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. 12—(March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$1700.00	\$1020.00	\$680.00	\$595.00	\$510.00	\$500.00	\$250.00
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	300.00	150.00
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

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KPIX channel 5

THE SAN FRANCISCO STATION FOR THE CBS TELEVISION NETWORK

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TELEVISION: BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX.

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• SAN FRANCISCO CHRONICLE • PETERS, GRIFFIN, WOODWARD •

California

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: W. P. Fuller Brawner, chairman; Mortimer Fleishhacker Jr., pres.; Roland Pierotti, treas.; George A. Pettitt, v.p.; Gerald Trautman, secy.

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.

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.	50 Min.	Min. or 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.

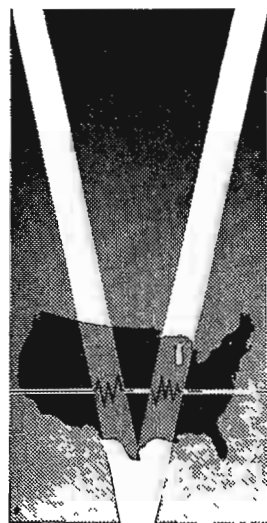


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KNTV San Jose

(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: 26.3-kw visual, 15.8-kw aural. Antenna: 2769-ft. above av. terrain, 291-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:

A. T. Gilliland, president.
Fran Conrad, general manager.
Robert I. Guy, operations manager.
Walt Harris, 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—All other times.						
175.00	105.00	70.00	60.00	55.00	40.00	20.00

Subject to frequency discounts.

KSBY-TV

(formerly KVEC-TV)

San Luis Obispo

(Ch. 6)

(Semi-satellite of KSBW-TV, Salinas-Monterey)

Licensee: Salinas Valley Broadcasting Corp., Box 1615, Salinas, Cal.

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: Same as KSBW-TV.

AM Affiliate: KVEC, 1-kw (.5-kw night) 920 kc (MBS).

Ownership: Same as KSBW-TV, Salinas-Monterey.

Began Operation: May 25, 1953. Sale to Salinas Valley Bcstg. Corp. by co-owners John C. Cohan and Jerome Kantro approved July 18, 1957 by FCC. Cohan and Kantro's purchase of TV and radio KVEC from Christina M. Jacobson & Leslie H. Hacker approved June 13, 1956 (*Television Digest*, Vol. 12:24; 13:22, 29).

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 (KSBW-TV).
Rowena Kimzey, resident manager.
Graham Moore, executive sales manager.
Jess Land, local sales manager.
Ted Warner, program director.
Bill Hargan, director of engineering.
Lew Jones, chief engineer.

DIGEST OF RATE CARD NO. 3 (July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-9:30 p.m., daily.						
\$220.00	\$132.00	\$88.00	\$77.00	\$55.00	\$44.00	\$22.00
Class A—6:30-7:30 p.m., 9:30-10:30 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class B—5:30-6:30 p.m., 10:30-11 p.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	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: Key Television Inc., 730 Miramonte Dr.
 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, 201-ft. above ground, 4201-ft. above sea level, lat. 34° 31' 32", long. 119° 57' 08".
 Network Services: ABC, CBS, NBC.
Ownership: Richard C. D. Bell, pres., 16 $\frac{2}{3}$ %; Wm. Luton, v.p. & treas., 41 $\frac{2}{3}$ %; Nancy Luton, 41 $\frac{2}{3}$ %.
Began Operation: July 24, 1953. Sale to present owners by Harry C. Butcher-Colin M. Selph group approved March 27, 1957 by FCC (*Television Digest*, Vols. 12:52; 13:9, 13).
Represented (sales) by George P. Hollingbery Co.
Represented (legal) by Leo Resnick.
Represented (engineering) by A. E. Towne Associates Inc.
Personnel:
 Richard C. D. Bell, *president and general manager.*
 Mary Ann Casey, *program operations manager.*
 Joe Costantino, *program production manager.*
 Thomas Chace, *sales manager.*
 Bill Huddy, *news editor.*
 Lloyd M. Jones, *director of engineering.*
 Mary Colores, *comptroller.*
 Richard Sinclair, *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; 12:59-5:59 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.
 Network Service: ABC.
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%. Note: Sale to Lowell Thomas, Frank M. Smith and associates pending FCC approval (*Television Digest*, Vol. 13:28). Hoffman & Lee are Ch. 37 applicants in Delano, Cal.
Began Operation: Sept. 5, 1954.
Represented (sales) by George P. Hollingbery Co.
Represented (legal) by McKenna & Wilkinson.
Personnel:
 Terry Hamilton Lee, *president & general manager.*
 Ned Smith, *general sales manager.*
 Paul LeRew, *local sales manager.*
 Bel Lange, *production supervisor.*
 Richard Anderson, *chief engineer.*

DIGEST OF RATE CARD NO. 4A—(March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$650.00	\$390.00	\$260.00	\$230.00	\$160.00	\$135.00	\$68.00
Class B—5-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.						
490.00	300.00	200.00	170.00	125.00	100.00	50.00
Class C—All other times.						
250.00	150.00	100.00	90.00	65.00	50.00	25.00

Subject to frequency discounts.

1957 Fall-Winter Edition

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". Holds CP for 450-kw maximum and 174-kw horizontal visual, 225-kw maximum and 87.1-kw horizontal aural, 820-ft. above av. terrain, 147-ft. above ground, 5269-ft. above sea level, lat. 36° 38' 15", long. 118° 56' 35"; transmitter to Eshom Point, near Badger, Cal.
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

COLORADO

KKTV
Colorado Springs
(Ch. 11)

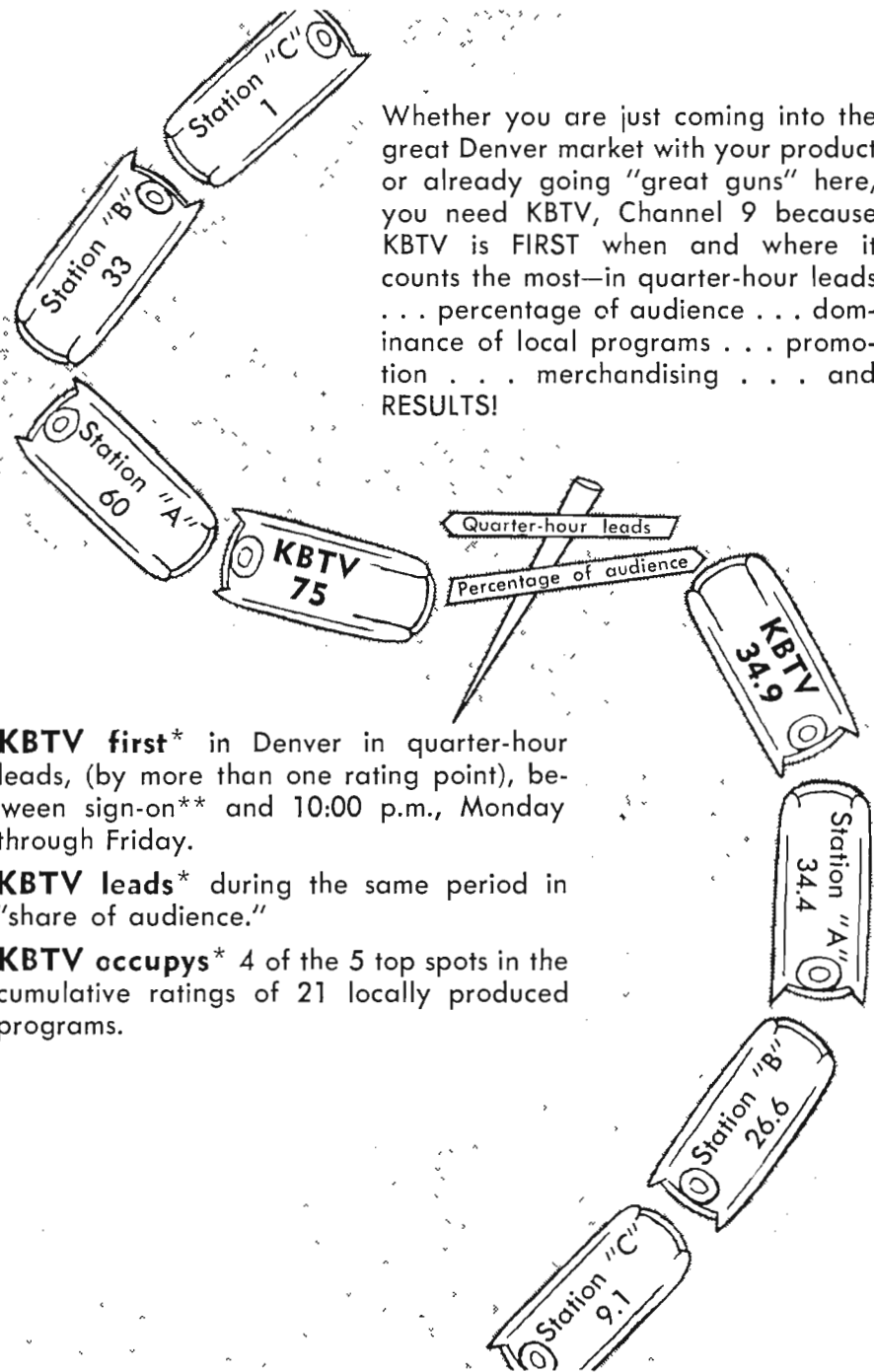
Grantee (STA): TV Colorado Inc., 512 S. Tejon.
 Studio: Box 1078, 512 S. Tejon. Transmitter, Cheyenne Mt.
 Telephone: Melrose 4-2844. TWX No.: COL SP 581.
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 107.5-kw visual, 49.7-kw aural. Antenna: 1701-ft. above av. terrain, 197-ft. 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. Phillips is licensee of radio KGHF, Pueblo.
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.*
 Hal Kennedy, *sales service director.*
 Carl Pehlman, *program director and film editor.*
 Jack East, *promotion manager.*
 Robert Smith, *news director.*
 H. Cozine Strang, *chief engineer.*

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

75

KBTV is leader in DENVER TV



Whether you are just coming into the great Denver market with your product or already going "great guns" here, you need KBTV, Channel 9 because KBTV is FIRST when and where it counts the most—in quarter-hour leads . . . percentage of audience . . . dominance of local programs . . . promotion . . . merchandising . . . and RESULTS!

KBTV first* in Denver in quarter-hour leads, (by more than one rating point), between sign-on** and 10:00 p.m., Monday through Friday.

KBTV leads* during the same period in "share of audience."

KBTV occupies* 4 of the 5 top spots in the cumulative ratings of 21 locally produced programs.

KBTV first in the nation for promotion of locally produced programs—third in the nation for general audience promotion and only station in the Rocky Mountain Area recognized by 19th Annual Billboard Promotion Awards Competition.

KBTV only Denver station offering solid, successful merchandising cooperation for its advertisers in the form of the MAP Plan.

*ARB Denver Survey—May, 1957
**KBTV sign-on 10 30 a.m.

KBTV has loads of success stories. Call your P.G.W. Colonel today. Buy the station in the rich Denver market that delivers People and PURSES . . . Impacts and RESULTS!

Write, Wire or Phone KBTV or Peters, Griffin, Woodward, Inc.

KBTV channel 9

DENVER, COLORADO

JOHN C. MULLINS, president



JOSEPH HEROLD, station manager

KRDO-TV Colorado Springs

(Ch. 13)

Licensee: Pikes 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: Estate of 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 McConnaughey, Sutton & L'Heureux.

Represented (engineering) by James C. McNary.

Personnel:

Harry W. Hoth Jr., *president & general manager.*
Darold Wilkinson, *business manager.*
Joe Cahalan, *film director.*
Bob Fitzmorris, *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, Wollenberg & Kenehan.

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.*
Mann Reed, *program manager.*
Russ Kundert, *production manager.*
James Barker, *promotion & publicity manager.*
James H. Butts, *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.

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 & Boithoff Co., 14%; Bob Hope (actor), 39%; James L. Saphier, 4.5%; and 15 others, none over 4%. Mr. Searle also is pres. of Town & Farm Inc., operator of KMMJ, Grand Island, Neb.; KXXX, Colby, Kan.; WFNF, Shenandoah, Ia. Note: Bob Hope and associates are buying KREX-TV, Rockford, Ill. (*Television Digest*, Vol. 13:24).

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.
Dick Harris, 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.
Sam Houston, film 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

Subject to frequency discounts.

KRMA-TV

Denver

(Ch. 6)

Non-Commercial Educational Station

Licensee: 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 mi. 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, 8.51-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 director.
James Case, program director.
Don Allen, art producer.
John Cullen, chief engineer.
John Gorvett, studio technical supervisor.
Richard Gottardi, kinescope technician.
Edward K. Wolanski, studio technician.
Florence Bodka, general secretary.
Jack Schlaefle, production assistant.
Clellan C. Rains, production assistant.
Phyllida Porter, traffic control.
Jack Gardner, camera technician.
Howard Hansen, art & scene asst.
Rollins Brook, audio-video technician.
Stanley Simpson, transmitter technician.

1957 Fall-Winter Edition

Colorado

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: TLF Broadcasters Inc. (wholly-owned by Time Inc.), 100%. For other interests, see Time 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 Plerson, Ball & Dowd.

Personnel:

Hugh B. Terry, president & general manager.
Jack Tipton, manager & director of sales.
Bob Hart, local sales manager.
Paul Blue, program manager.
Al Shepard, publicity director.
John Connors, promotion & advertising manager.
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

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.; 50% of WSMB, New Orleans. 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.

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 Inc.

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Hugh Ben LaRue, exec. v.p. & general manager.
Jack Miller, asst. general manager.
Ray Gallagher, program director.
Lynn Christian, production supervisor.
Robert G. Artman, chief engineer.

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.

Colorado-Connecticut

KREX-TV Grand Junction

(Ch. 5)

(Also operates satellite KFXJ-TV, Montrose, Colo.)

Licensee: 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, 5-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 satellite KFXJ-TV, Montrose, Colo. Rex Howell is co-owner of KGLN, Glenwood Springs, 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*.
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.						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
Class B—All other times.						
125.00	75.00	50.00	43.75	37.50	25.00	12.50

* This is combined rate card for KREX-TV and KFXJ-TV. 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:

Rex Howell, *general manager*.
Carl Q. Anderson, *station director*.

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.

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*.
Marion Cunningham, *director of engineering & production*.
Dick Kearney, *business manager*.
Bill Bruce, *program manager*.

DIGEST OF RATE CARD NO. 11

(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.						
\$225.00	\$135.00	\$90.00	\$79.00	\$56.50	\$45.00	\$22.50
Class A—3-5 p.m., Sun.; 10-11 p.m., daily.						
135.00	81.00	54.50	47.50	34.00	27.00	13.50
Class B—Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m.-sign-off, daily.						
90.00	54.00	36.00	31.50	22.50	18.00	9.00
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: 18.3-kw visual, 9.15-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 Hartford

(Ch. 18)

Licensee: 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: 182-kw maximum and 158-kw horizontal visual, 100-kw maximum and 87-kw horizontal 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 General 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.-midnight, 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.

WTIC-TV Hartford

(Channel 3)

(Due to Begin Operation in September)

Grantee: Travelers Broadcasting Service Corp., 26 Grove St.

Studio: 26 Grove St. Transmitter: Talcott Mt., Avon, Conn.

Telephone: Jackson 5-0801. TWX No.: HFD 372.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 911-ft. above av. terrain, 452-ft. above ground, 1249-ft. above sea level, lat. 41° 46' 30", long. 72° 48' 20".

AM affiliate: WTIC, 50-kw, 1080 kc (NBC). FM Affiliate: WTIC-FM, 8-kw, 96.5 mc (No. 243), 705-ft. antenna height.

Ownership: Travelers Insurance Co., 100%. Note: Owners of WDRC, Hartford, have option to purchase 23.076% of stock, if they dispose of WDRC.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

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

Personnel:

Paul W. Morency, *president*.
Walter C. Johnson, *v.p., & general manager*.
Leonard J. Patricelli, *v.p., programs*.
Bernard L. Mullins, *v.p., public relations*.
Irwin C. Cowper, *general sales manager*.
Herman D. Taylor, *chief engineer*.
George Bowe, *production manager*.
Eugene J. Muriaty, *promotion manager*.
Ernest N. Olivieri, *chief film editor*.

DIGEST OF RATE CARD NO. 1 (June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:15 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$130.00	\$65.00
Class B—5-7 p.m., 10:15 p.m.-sign-off, daily.						
600.00	360.00	240.00	210.00	150.00	100.00	50.00
Class C—All other times.						
400.00	240.00	160.00	140.00	100.00	65.00	37.50

Subject to frequency discounts.

1957 Fall-Winter Edition

Connecticut

WNBC 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.

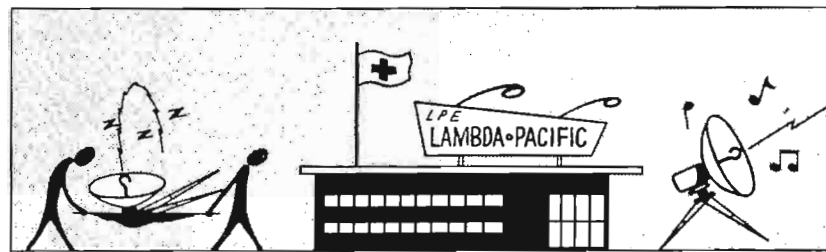
Personnel:

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*.
Philip B. Hale, *film supervisor*.
John Palmer, *production supervisor*.
Barry Barents, *news director*.
John Shipley, *operations manager*.
Neil Murphy, *business affairs manager*.

DIGEST OF RATE CARD NO. 7 (April 15, 1957)

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

* Class AA (7:29-10:30 p.m., daily) Min. or 20 Sec. \$140, 10 Sec. \$70.
Subject to frequency discounts.



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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*.
John F. Cundiff, *sales manager*.
Chester R. Cooper, *program manager*.
Howard W. Wessenberg, *chief engineer*.
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—3:30-6 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.-3:30 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.

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.: WBV 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, *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.

1957 Fall-Winter Edition

DELAWARE

WVUE

(formerly WPFH)

Wilmington-Philadelphia

(Ch. 12)

Licensee: Storer Bcstg. Co. Shipley 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". Holds CP for change to 194-kw aural, 900-ft. above av. terrain, 896-ft. above ground, 1046-ft. above sea level, lat. 39° 44' 02", long. 75° 04' 10"; transmitter to Hurfville-Cross Keys Rd., Washington Twsp. Note: This CP postponed, pending outcome of hearing.

AM Affiliate: WIBG (Philadelphia), 10-kw, 990 kc. FM Affiliate: WIBG-FM, 20-kw, 94.1 mc (No. 231), 355-ft. antenna height.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: June 30, 1949; Sale to present owner by controlling stockholder Paul F. Harron approved March 27, 1957 by FCC; Harron's purchase of station from Steinman brothers was approved March 23, 1955 (*Television Digest*, Vol. 11:4; 13; 12:51; 13:9, 13).

Represented (sales) by The Katz Agency, Inc.

Personnel:

George B. Storer, *president*.
J. Robert Kerns, *v.p. and managing director*.
Peter Storer, *N. Y. sales manager*.
Glenn B. Lau, *sales manager*.
William J. Conran, *Sales promotion manager*.
James S. McMurray, *program and operations coordinator*.
Marvin H. Fisher, *production manager*.
Luther O. Piersol, *chief engineer*.

DIGEST OF RATE CARD NO. 9 (Sept. 8, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.						
\$1600.00	\$960.00	\$640.00	\$480.00	\$320.00	\$270.00	\$135.00
Class B—5-7 p.m., daily.						
1200.00	720.00	480.00	360.00	240.00	200.00	100.00
Class C—All other times.						
800.00	480.00	320.00	240.00	160.00	125.00	62.50

Subject to frequency discounts.

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.

(Continued on next page)

District of Columbia

WASHINGTON: WMAL-TV—(Continued)

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. 10 (April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$1500.00	\$900.00	\$600.00	\$350.00	\$175.00
Class A—6-7:30 p.m., Sun.; 10:30-11 p.m., daily.						
700.00	420.00	280.00	140.00	70.00
Class B—5-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.						
550.00	330.00	220.00	\$165.00	\$137.50	110.00	55.00
Class C—11-11:15 p.m., Mon.-Fri.; 11-11:30 p.m., Sat. & Sun.						
.....	144.00	108.00	90.00	72.00	36.00
Class D—Sign-on-5 p.m., 11:15 p.m.-sign-off, Mon.-Fri.; sign-on-6 p.m., 11:30 p.m.-sign-off Sat. & Sun.						
250.00	150.00	100.00	75.00	62.50	50.00	25.00

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". Holds CP for 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 Lozier, *sales manager*.
Lefferts A. McClelland, *operations director*.
James E. Kovach, *program director*.
William Grayson, *program 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. 12A (Dec. 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; 5:30-6 p.m., Mon.-Fri.						
450.00	270.00	180.00	157.50	112.50	80.00	40.00
Class D—Sign-on-10 a.m., Mon.-Sat.; 1-2:30 p.m., Mon.-Fri.; 1-3 p.m., 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.

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. Haves, *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*.
Twila F. Walker, *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 Goodwin, *president*.
Richard D. Buckley, *v.p., program & sales*.
James Bonfils, *station manager WTTG*.
Martin E. Calle Jr., *local sales manager*.
Charles Heaton, *promotion director*.
Weston Harris, *production manager*.
Malcolm M. Burleson, *chief engineer*.
Coral Long, *sales service supervisor*.
Louis Lorenzetti, *film manager*.

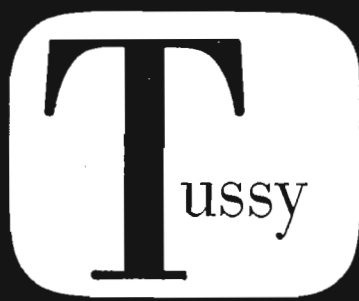
DIGEST OF RATE CARD NO. 10—(Nov. 15, 1956)

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.; 11 p.m.-sign-off, daily; 3 p.m.-sign-on, Sat. & Sun.						
360.00	216.00	144.00	120.00	90.00	72.00	31.00
Class D—Sign-on-3 p.m., Mon.-Fri.						
252.00	151.00	101.00	84.00	64.00	50.00	22.00

TV Factbook No. 25

**REVOLUTIONARY
DEVELOPMENT
FOR SPOT
COMMERCIALS
EXCLUSIVE ON
WRC-TV IN
WASHINGTON, D. C.**

**MAGIC
LENS!**



WRC-TV's new "Magic Lens technique" brings to local *live* TV in Washington the eye-catching effects of expensive filmed commercials. Now you can get network-calibre production values for your live spot commercial—at *no extra cost*. Whirls, wipes and split screens, and unlimited types of intricate dissolves, make this new effects generator one of the most pronounced advances in local TV. Your trademark, for example, can now become the focal point of a *live* dissolve into your commercial message!

WRC-TV can also be your testing ground for new commercial ideas and forms — without costly pilot films and extra technical expenses. All you have to do is send your script.

The WRC-TV *Commercial Production Service* does the rest.

The "Magic Lens technique" is the latest service developed at WRC-TV, both for advertisers and viewers. Another major contribution will come this Fall with the opening of WRC-TV's new \$4 million color plant. For then, the "Magic Lens technique" will radiate your message in color as well as black-and-white. Find out now how WRC-TV's "Magic Lens technique" can work sales wonders for *you* in the nation's 9th largest market!

WASHINGTON, D. C.

SOLD BY **NBC** SPOT SALES

WRC-TV-4

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". Holds CP for 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.

Ownership: WCOA Inc. is licensee of WCOA, Pensacola, 100% owned by Jacksonville Journal (Perry Newspapers). Perry interests own 40% of radio WNDB, Daytona Beach; 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.*
Joe Smedley Jr., *program director.*
Beecher Hayford, *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

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.

Ownership: Mortimer W. Loewi, pres., 15.5%; Russell E. Lowell, director, 17.3%; George W. English, secy., 14%; L.C. Judd, director, 8.6%; E. J. Richardson, v.p., 11.3%; 18 others hold remaining 33.3%.

Began Operation: Nov. 25, 1953.

Represented (sales) by Forjoe-TV Inc.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Jansky & Bailey, Inc.

Personnel:

Mortimer W. Loewi, *president & 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 Scourman, *traffic & program director.*
John Murphy, *film director.*
Bill Bayer, *news director.*
Clure Mosher, *sports director.*
Bea May, *women's director.*
Ted Clark, *public service & special events 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

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 McGillvra 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.*

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., daily.					
150.00	90.00	60.00	52.00	38.00	26.00
Class B—2-6 p.m., Sat.-Sun.; 4:30-6 p.m., Mon.-Fri.; 10 p.m.-sign-off, daily.					
112.00	68.00	45.00	40.00	28.00	22.00
Class C—Sign-on-4:30 p.m., Mon.-Fri.					
60.00	36.00	24.00	20.80	15.20	10.00

WFGA-TV Jacksonville

(Ch. 12)

(Due to Begin Operation in September)

Grantee (STA): Florida-Georgia Television Co., Inc., Box 414.

Studio: 1070 E. Adams St. Transmitter: 1070 E. Adams St.

Telephone: Elgin 6-3381. TWX No. JK 362.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 940-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level, lat. 30° 19' 22", long. 81° 38' 34".

Network Service: NBC.

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. For other Wolfson-Meyer interests, see WTVJ, Miami.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Koteen & Burt.

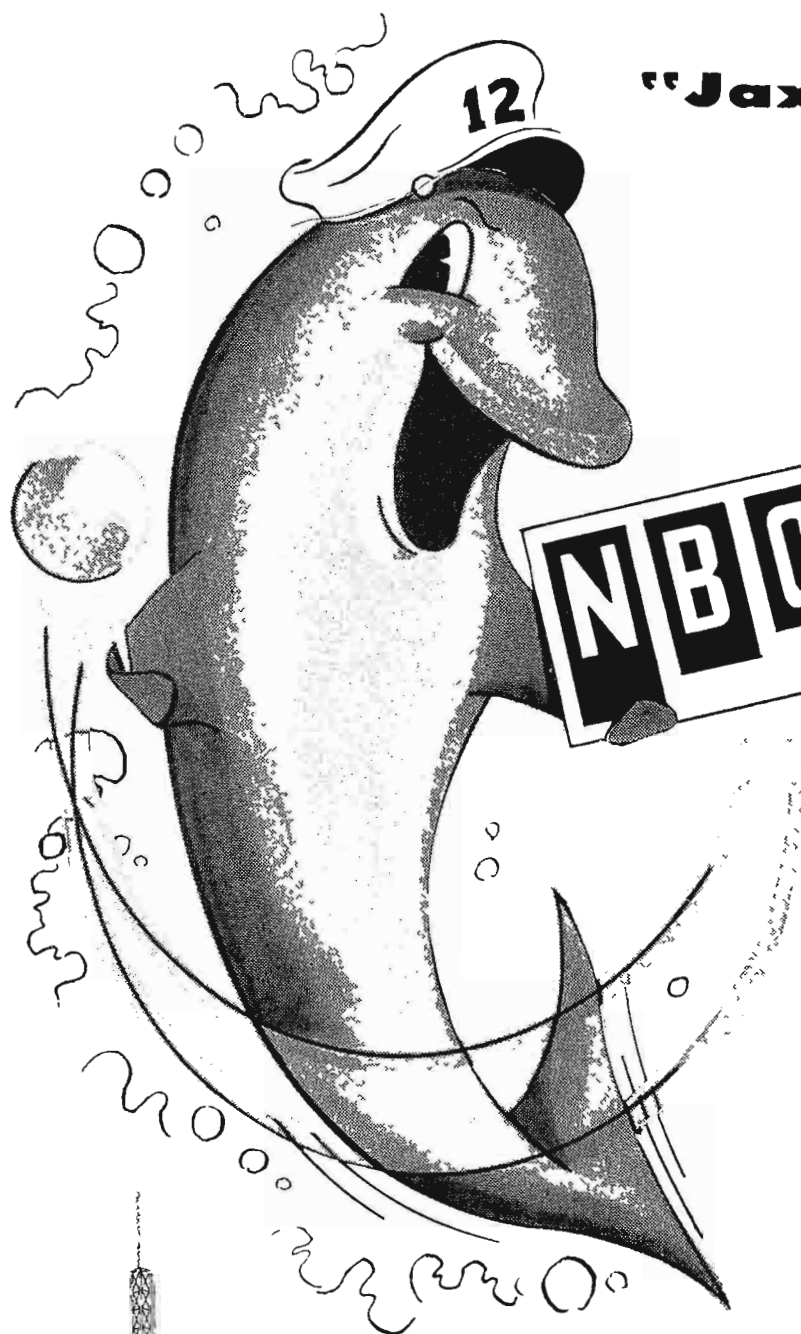
Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

George H. Hodges, *president.*
Alexander Brest, *secretary-treasurer.*
Mitchell Wolfson, *v.p. & director.*
Jesse H. Cripe, *v.p. & general manager.*
Ralph W. Nimmons, *general sales manager.*
Willard Fraker, *local sales manager.*
Carl Bruton, *production manager & acting program mgr.*
Harold S. Cohn, *v.p. for news, sports & public affairs.*
Harold Baker, *director for news & special events.*
Bill Walker, *promotion manager.*
James P. Reidenbach, *film editor.*
Sherwood H. Smith, *public service director.*
Mrs. John W. Donahoo, *women's and children's director.*
H. L. Wingfield, *chief engineer.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—8-10 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$200.00	\$180.00	\$150.00	\$75.00
Class A—7:30-8 p.m., Mon.-Fri.; 7-8 p.m., Sat.; 6-8 p.m., Sun.; 10-10:30 p.m., daily.						
510.00	306.00	204.00	170.00	153.00	128.00	64.00
Class B—6-7:30 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., daily.						
390.00	234.00	156.00	130.00	117.00	70.00	35.00
Class C—9 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-6 p.m., Sat.; 1-5 p.m., Sun.; 11-11:30 p.m., daily.						
270.00	162.00	108.00	90.00	81.00	48.00	24.00
Class D—Sign-on-9 a.m., Mon.-Fri.; sign-on-10 a.m., Sat.; sign-on-1 p.m., Sun.; 11:30 p.m.-sign-off, daily.						
180.00	108.00	72.00	60.00	54.00	34.00	17.00



"Jaxie" says . . .

WFGA-TV

Jacksonville, Fla.

is basic

NBC

For A Service Area of 64
Florida - Georgia Counties

TV Sets	226,880 (1)
Population	1,511,300 (2)
Buying Power	\$1,785,944,000 (2)
Retail Sales	\$1,562,627,800 (2)

(1) Television Magazine, June 1957.

(2) Sales Management Survey of Buying Power, 1957

WFGA-TV • Channel 12 • VHF

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.



FLORIDA'S COLORFUL STATION!



There's more to Florida!

The popular image of Florida as America's greatest playground often overshadows the fact that it's also one of the fastest-growing, wealthiest industrial states. In the past year alone more than 300 industrial plants moved to Florida.

There's Jacksonville, for instance

...hub of a bustling \$1,775,521,000 market where population has increased 256% faster than the national average... where retail sales are up 90% in the past seven years and more than 600 manufacturing plants are thriving. One firm alone has a \$6,000,000 payroll.

and WMBR-TV *capsules this gold mine for you, covering 300,000 television families in 67 counties. WMBR-TV delivers almost five times the audience of its competition in metropolitan Jacksonville—and eleven times the audience throughout the "outside" area.*

WMBR-TV—Channel 4, Jacksonville. Operated by The Washington Post Broadcast Division... Represented by CBS Television Spot Sales.

Audience data from NCS #2 (updated) and ARB

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. for television*.
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*.
Alette 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.

WJCT Jacksonville

(Ch. 7)

Non-Commercial Educational Station
(Due to Begin Operation in Late Fall)

Grantee: Educational Television Inc., 203 Greenleaf Bldg.

Studio: WMBR-TV, 605 S. Main St. Transmitter: WFGA-TV, 1070 E. Adams St.

Telephone: Elgin 5-6421.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 14.8-kw visual, 7.4-kw aural. Antenna: 840-ft. above av. terrain, 859-ft. above ground, 1000-ft. above sea level, lat. 30° 19' 21.6", long. 81° 38' 34.1".

Ownership: Non-profit corp. Heywood A. Dowling, pres.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co. and Vandivere, Cohen & Wearn.

Personnel:

Dr. William Kenneth Cumming, *general manager*.

1957 Fall-Winter Edition

Florida

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.

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; WDLP, 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*.
Jack Newsom, *station manager*.
Beecher Hayford, *technical director*.

DIGEST OF RATE CARD NO. 7

(May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class A—7-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.; 10-11 p.m., daily.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class B—5:30-7 p.m., Mon.-Fri.; 5-7 p.m., Sat.; 1-6 p.m., Sun.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class C—9 a.m.-5:30 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class D—Sign-on-9 a.m., Mon.-Fri.; sign-on-1 p.m., Sun.						
120.00	72.00	48.00	42.00	30.00	24.00	12.00

Subject to frequency discounts.

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° 46' 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 & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Vernon Bronson, *director*.
Herb Evans, *chief engineer*.

Florida

WCKT Miami

(Ch. 7)

Grantee (STA): Biscayne Television Corp., Box M, Little River Station, Miami 38, Fla.

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 Uridge, 5%; James M. LeGate, 3.5%; Milton C. Scott, 3.5%. John S. Knight is publisher of *Miami Herald*; for other Knight 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.*
Jon Arden, *promotion manager.*
Frank Struzzieri, *film booker.*
Charles Harrison, *director of news & special features.*
M. C. Scott Jr., *chief engineer.*

DIGEST OF RATE CARD NO. 2—(May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$950.00	\$570.00	\$380.00	\$313.00	\$271.00	\$237.00	\$119.00
Class A—7-7:30 p.m., daily; 10:30-11 p.m., Sat. & Sun.						
836.00	502.00	334.00	251.00	214.00	176.00	88.00
Class B—5:30-7 p.m., daily; 10:30-11 p.m., Mon.-Fri.; 11-11:30 p.m., Sat. & Sun.						
618.00	371.00	247.00	219.00	185.00	157.00	79.00
Class C—All other times.						
423.00	257.00	171.00	152.00	126.00	108.00	54.00

Subject to frequency discounts. Color—Rates on request.

WPST-TV

Miami

(Ch. 10)

(Due to Begin Operation in August)

Grantee: Public Service Television Inc., 316 N.E. 21st St.

Studio: 316 N.E. 21st St. Transmitter: Honey Hill Rd., TV Antenna Farm.

Telephone: Franklin 1-6501. TWX No.: MM 289.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 195-kw aural. Antenna: 954-ft. above av. terrain, 991-ft. above ground, 997-ft. above sea level, lat. 25° 57' 27", long. 80° 12' 43".

Network Service: ABC.

Ownership: National Airlines Inc., 100%. G. T. Baker, pres.

Represented (sales) by H-R Television Inc.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Walter Koessler, *general manager.*
Bob Hanna, *sales manager.*
Jack Barry, *production manager.*
John Holbrook, *news director.*
William R. Needs, *chief engineer.*

DIGEST OF RATE CARD NO. 1

(Aug. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AAA—8-10 p.m., daily.						
\$825.00	\$495.00	\$330.00	\$275.00	\$245.00	\$210.00	\$105.00
Class AA—7:30-8 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 7-8 p.m., Sun.						
750.00	450.00	300.00	250.00	215.00	190.00	95.00
Class A—6:30-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7 p.m., Sun.						
660.00	400.00	265.00	200.00	170.00	140.00	70.00
Class B—6-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 5-6 p.m., Sun.; 11-11:30 p.m., daily.						
490.00	295.00	200.00	175.00	150.00	125.00*	65.00
Class C—9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat.; 1-5 p.m., Sun.; 11:30 p.m.-sign-off, daily.						
340.00	205.00	135.00	120.00	100.00	85.00*	43.00
Class D—Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun.**						
225.00	135.00	90.00	75.00	70.00	60.00*	30.00

* Min. or 20 Sec. ** When available. Subject to frequency discounts.



MIAMI

... split personality
packed with the **PURCHASING POWER**
of *385,000 TV-homes!

Here is buying power at its peak—the happy result of industry and tourism welded into a powerful, young and growing market. Miami today is a balanced economy worthy of a thriving metropolitan area. It is a virile market in which WCKT sells 385,000 set homes — a hard core nucleus of concentrated purchasing power!

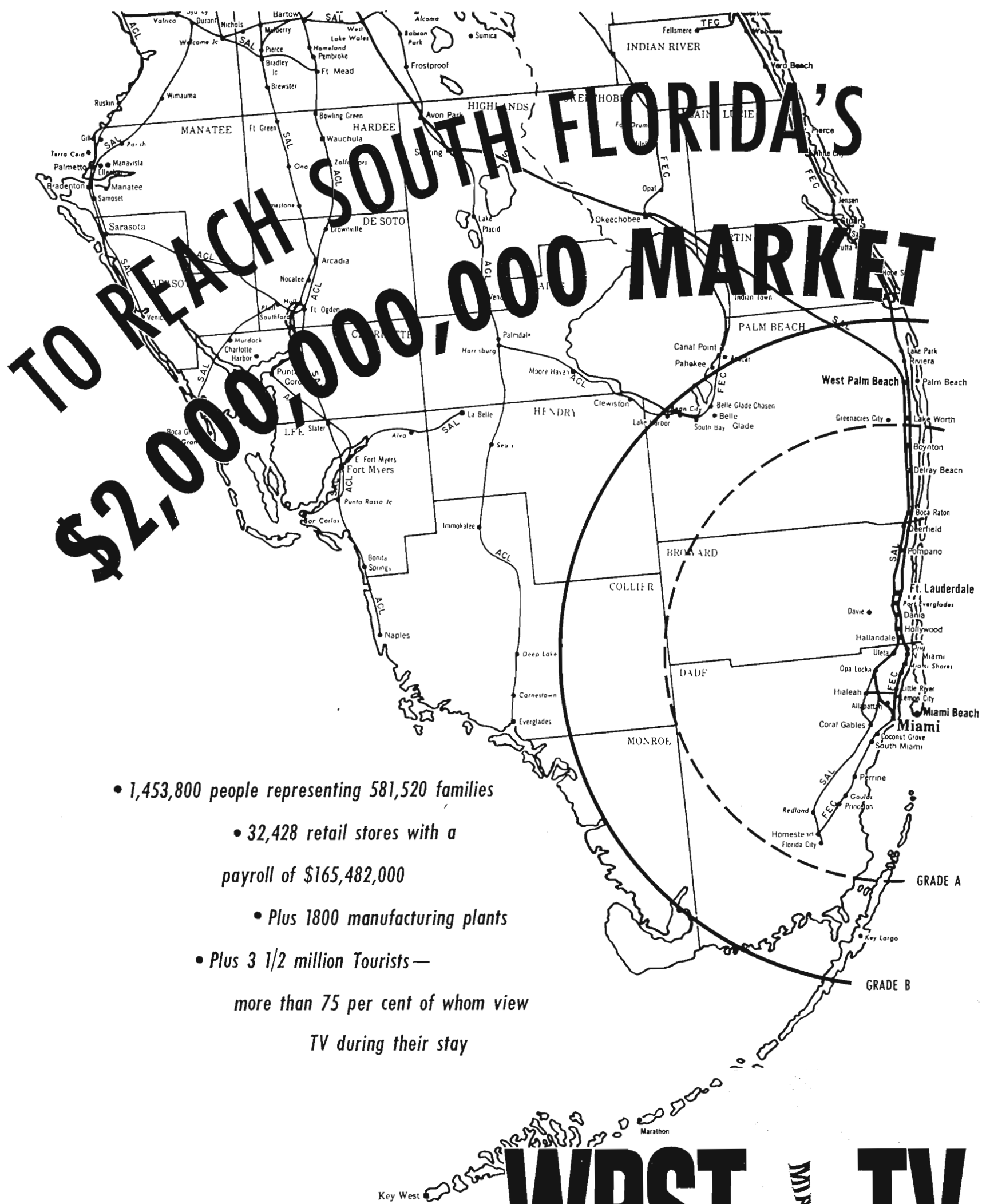
*TV-Set Homes in WCKT Primary Coverage Area

WCKT

CHANNEL



MIAMI, FLORIDA



- 1,453,800 people representing 581,520 families
 - 32,428 retail stores with a payroll of \$165,482,000
 - Plus 1800 manufacturing plants
- Plus 3 1/2 million Tourists—
more than 75 per cent of whom view TV during their stay

WPST TV

BISCAYNE BOULEVARD AT 21st STREET, N.E., MIAMI, FLORIDA TELEPHONE: FRANKLIN 1-6501



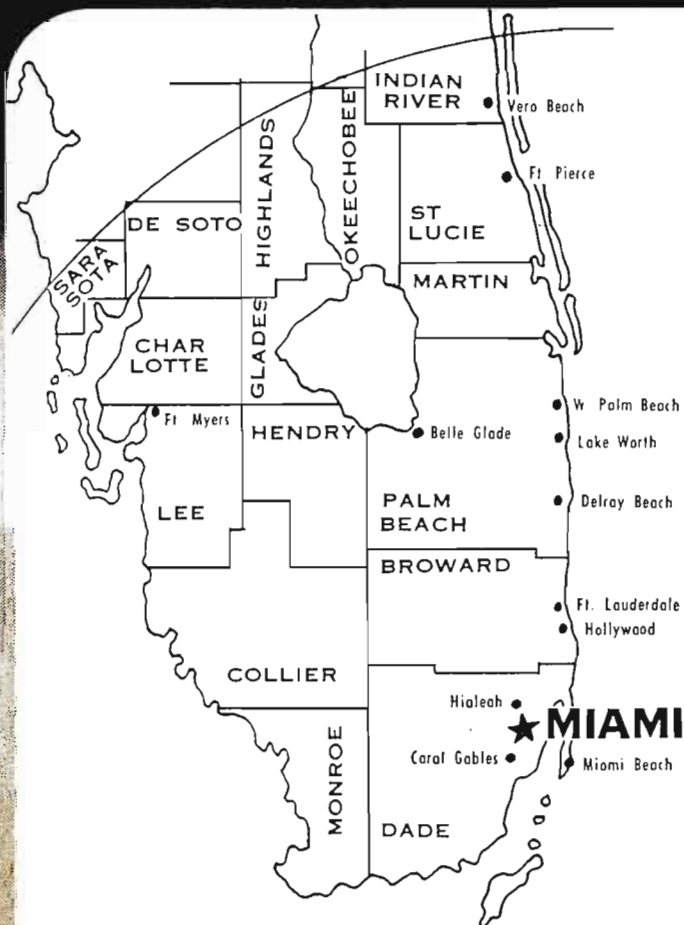
ABC NETWORK

NATIONALLY REPRESENTED BY H-R TELEVISION, INC.

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 WFGA-TV, Ch. 12, Jacksonville, Fla. WTVJ owners also hold 50% of WMTV, Madison, Wis. WTVJ Inc. also is Ch. 11 applicant for Houma, La.

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.*
Ken Bagwell, *asst. national sales director.*
Ted Elland, *local sales manager.*
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, *merchandising & publicity director.*
H. Paul Field, *commercial services supervisor.*
Ralph Renick, *news director.*
Jack Cummins, *sports director.*

DIGEST OF RATE CARD NO. 14

(May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AAA—8-10 p.m., daily.						
\$1100.00	\$660.00	\$440.00	\$365.00	\$330.00	\$280.00	\$140.00
Class AA—7:30-8 p.m., 10-10:30 p.m., Mon.-Sat.; 7-8 p.m., Sun.						
1000.00	600.00	400.00	330.00	285.00	250.00	125.00
Class A—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10:30-11 p.m., daily.						
880.00	528.00	352.00	264.00	225.00	185.00	93.00
Class B—6-6:30 p.m., Mon.-Fri.; 1-6:30 p.m., Sat.; 5-6 p.m., Sun.; 11-11:30 p.m., daily.						
650.00	390.00	260.00	230.00	195.00	165.00	83.00
Class C—9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat.; 1-5 p.m., Sun.; 11:30 p.m.-sign-off, daily.						
450.00	270.00	180.00	160.00	133.00	114.00	57.00
Class D—Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun.						
300.00	180.00	120.00	100.00	90.00	75.00	38.00

Subject to frequency discounts. Color—Rates on request.

WITV-TV

Fort Lauderdale-Miami

(See Fort Lauderdale)

WDBO-TV

Orlando

(Ch. 6)

Licensee: Cherry Broadcasting Co. Inc., Box 1833, Orlando, Fla.

Studio: 30 S. Ivanhoe Blvd. Transmitter: 950 N. Texas Ave.

Telephone: Cherry 1-1491. TWX No.: ORL 84088.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 540-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: William S. Cherry Jr., pres., 85%; Arnold F. Schoen Jr., v.p. & secy., 5%; Wm. H. Goodman, 10%. Cherry is pres. of WPRO-TV, Providence, R.I.

TV Factbook No. 25

Began Operation: June 5, 1954. Sale to present owners by group headed by Harold P. Danforth approved May 8, 1957 by FCC (*Television Digest*, Vol. 13:14, 19).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

Harold P. Danforth, *general manager*.
 Walter Sickles, *program director & film buyer*.
 Agnes Carlson, *sales coordinator*.
 Mark V. Barker Jr., *production director*.
 Harold P. Danforth, *film director*.
 James E. Yarbrough, *v.p. & chief engineer*.

DIGEST OF RATE CARD NO. 4—(April 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:29-10 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$150.00	\$112.00	\$90.00	\$45.00
Class A—5:59-7:29 p.m., 10:01-11 p.m., daily.						
375.00	225.00	150.00	125.00	95.00	75.00	37.50
Class B—4:59-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	100.00	75.00	60.00	30.00
Class C—11:59 a.m.-4:59 p.m., Mon.-Fri.; sign-on-12:59 p.m., Sat. & Sun.						
225.00	135.00	90.00	75.00	55.00	45.00	22.50
Class D—Sign-on-11:49 a.m., daily.						
170.00	102.00	68.00	56.00	42.00	34.00	17.00

Subject to frequency discounts.

**WPTV
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 Blair Television Associates Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

L. Herschel Graves, *managing director, Phipps stations*.
 Stephen P. Willis, *general manager*.
 Bill Woods, *national sales manager*.
 Robert W. Murphy, *production manager*.
 Lewis Evenden, *chief engineer*.
 W. A. Snowden, *director of engineering*.

DIGEST OF RATE CARD NO. 5-N—(April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	8 Sec.*
Class A—6-10:30 p.m., daily.						
\$275.00	\$165.00	\$110.00	\$82.50	\$64.00	\$50.00	\$25.00
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	20.00
Class C—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

* Class AA (7:59-10 p.m., daily) Min. or 20 Sec., \$60, 8 Sec. \$30. Subject to frequency discounts.

**WJDM
Panama City
(Ch. 7)**

Grantee (STA): WJDM-TV Inc., 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.

(Continued on next page)

Miami

WTVJ

**is Florida's
First Television
Station**

First

...with
VIEWERS
May 1957 ARB shows WTVJ leading in 366 out of 521 quarter-hours surveyed.

First

...with
ADVERTISERS
An average of 175 National and 135 Local Advertisers invest in WTVJ TV every month, at South Florida's lowest cost per thousand.

First

...in **COMMUNITY SERVICE**
Over 1000 Awards and Citations for Community service makes WTVJ your prestige station.

**WTVJ
Channel 4
MIAMI**

Florida

PANAMA CITY: WJDM—(Continued)

Ownership: J. D. Manly, 96%; Mel Wheeler & wife, 4%. For other interests, see WEAR-TV, Pensacola, Fla.

Began Operation: Dec. 1, 1953.

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. 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.

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". Holds CP for 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 owns 4% and is gen. mgr. of WJDM, Panama City, Fla., and owns radio station WFNM, DeFuniak Springs, Fla., and WSCM (CP) Panama City Beach, Fla. and is buying CP for WTYT, Titusville, 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
Class D—Sign-on-noon, Mon.-Fri.						
90.00	54.00	36.00	31.50	27.00	18.00	9.00

Subject to frequency discounts.

WCTV Tallahassee (See Thomasville, Ga.)

WSUN-TV St. Petersburg-Tampa

(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 8-082.

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". Requests change to Ch. 10, 316-kw visual, 1042-ft. antenna, near Elfers, Fla.

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 W. Mason, *TV program director*.
Jerome Baker, *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

WFLA-TV

Tampa-St. Petersburg

(Ch. 8)

Licensee: The Tribune Co., 905 Jackson St.

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: 302-kw visual, 151-kw 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*.
William B. Faber, *sales manager*.
J. E. Faraghan, *program director*.
Carl P. Bergquist, *program operations manager*.
L. George Geiger, *production manager*.
Byron Taggart, *promotion manager*.
Peter Holst, *film editor*.
Mardi Liles, *farm director*.
Joe H. Mitchell, *chief engineer*.

DIGEST OF RATE CARD NO. 7—(June 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7-11 p.m., daily.						
\$850.00	\$510.00	\$340.00	\$298.00	\$213.00	\$160.00*	\$80.00*
Class B—6-7 p.m., daily; 3-7 p.m., Sun.						
600.00	360.00	240.00	210.00	150.00	100.00	50.00
Class C—Noon-6 p.m., Mon.-Sat.; 11-11:30 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	70.00	35.00
Class D—Sign-on-noon, Mon.-Sat.; sign-on-3 p.m., Sun.; 11:30 p.m.-sign-off, daily.						
250.00	150.00	100.00	88.00	63.00	40.00	20.00

* Class AA (7:30-10:30 p.m., daily) Min. or 20 Sec. \$210, ID \$105. Subject to frequency discounts.

WTVT
Tampa-St. Petersburg

(Ch. 13)

Licensee: WKY Television System Inc., Box 1198, Tampa.
 Studio: 3213 Grand Central Ave. Transmitter: Prospect Rd. 6-mi. SE of Tampa.
 Telephone: Redwood 6-1313. TWX No.: TP 8116.
 Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 790-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 Haberlan, *commercial manager.*
 Edwin Jay, *promotion manager.*
 William Witt, *chief engineer.*
 Robert Doty, *program manager.*
 Dick John, *news director.*
 Walter Rhoads, *production manager.*
 Robert Hancock, *farm director.*

DIGEST OF RATE CARD NO. 6—(June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.						
\$850.00	\$510.00	\$340.00	\$305.00	\$255.00	\$160.00	\$80.00*
Class B—6-7 p.m., daily.						
600.00	360.00	240.00	200.00	150.00	120.00	60.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; noon-6 p.m., Sun.; 11 p.m.-sign-off, daily.						
400.00	240.00	160.00	140.00	100.00	70.00	35.00
Class D—Sign-on-9 a.m., Mon.-Sat.; sign-on-noon, Sun.						
250.00	150.00	100.00	88.00	63.00	40.00	20.00

* 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. \$220, 10 Sec. \$110. Subject to frequency discounts.

Florida

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: Palm Beach TV Co. Inc., 100%. Its owners are Rand Broadcasting (Rex Rand, pres.), 80%, and Bertram Lebar, 20%. Rand Broadcasting is licensee of WINZ, Miami.
Began Operation: Jan. 1, 1956. Sale to present owners by RKO Teleradio Pictures Inc. approved May 16, 1957 by FCC (*Television Digest*, Vol. 13:12, 20). RKO purchase from J. Robert Meachem interests was approved July 27, 1955 by FCC (Vol. 11:27, 31).
 Represented (sales) by Venard, Rintoul & McConnell Inc.; James S. Ayers Co. (Southeast).
 Represented (legal) by Cohn & Marks.

Personnel:
 Rex Rand, *president.*
 Bertram Lebar Jr., *exec. v.p. & 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

*You don't Need a Shot Gun** **TO HIT THIS SALES TARGET!**

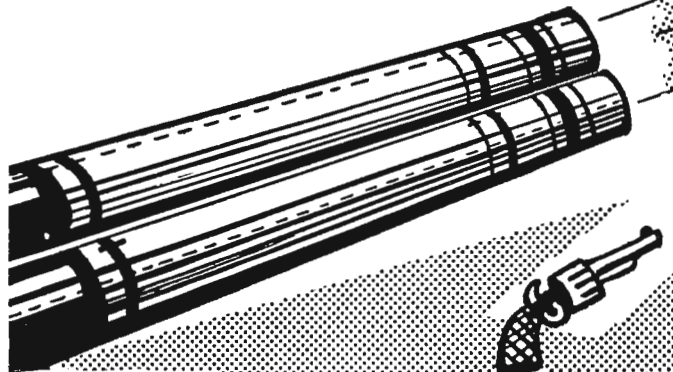
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UHF WITH UHC (ULTRA-HIGH CONVERSION)

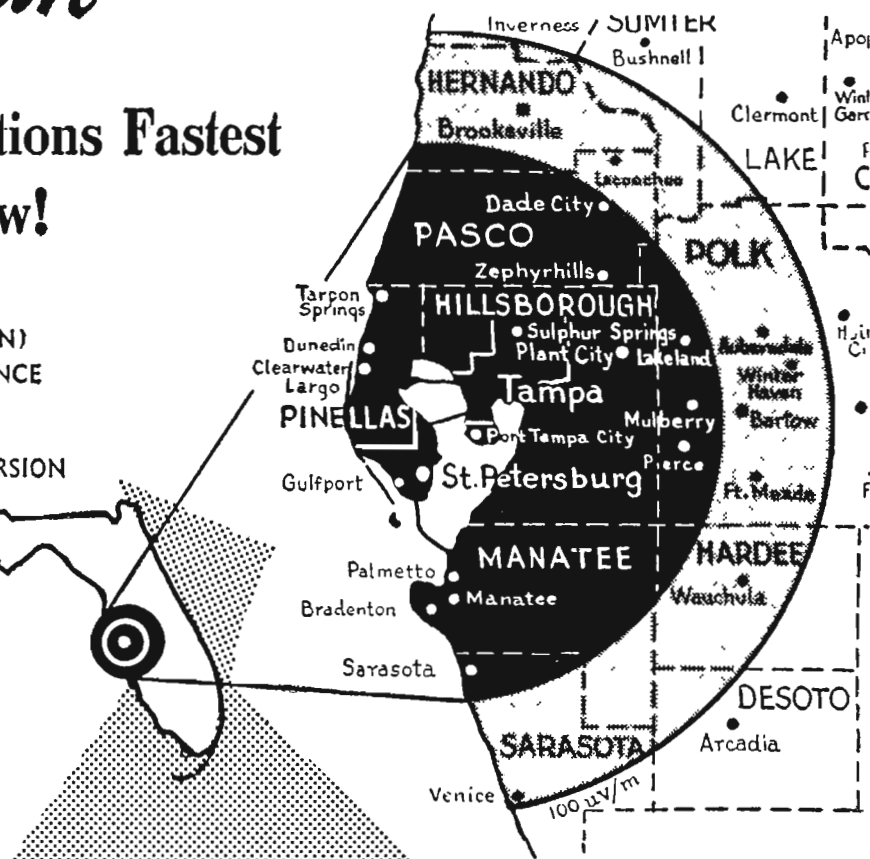
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- 99% METROPOLITAN AREA CONVERSION
- 85% PRIMARY AREA CONVERSION (171,339 TV Homes ... Tel. Mag.)

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WSUN-TV ST. PETERSBURG-TAMPA FLORIDA
 UNDUPLICATED ABC ON FLORIDA'S WEST COAST

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". Holds CP for 91.2-kw visual, 45.7-kw aural, 390-ft. above av. terrain, 423-ft. above ground, 640-ft. above sea level, lat. 31° 36' 46", long. 84° 11' 19"; transmitter to .5-mi. N of city limits near Greenwood & Stewart Sts.

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*.
James M. Robinson, *general manager*.
Ray Carow, *sales manager*.
John L. Rivard, *chief engineer*.

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	\$50.00	\$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	18.75
Class C—All other times.						
125.00	75.00	50.00	43.75	37.50	25.00	12.50

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 Group Ownership.

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*.
Robert H. Kimball, *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	\$125.00
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	75.00
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*	53.00
Class D—Sign-on-8:30 a.m., daily.						
250.00	150.00	100.00	88.00	63.00	53.00**	27.00

* 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, 158-kw aural. Antenna: 540-ft. above av. terrain, 585-ft. above ground, 1527-ft. above sea level, lat. 33° 47' 58", long. 84° 23' 12".

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.

Represented (legal) by Hogan & Hartson.

Personnel:

Robert E. Dunville, *president*.
Harry Le Brun, *v.p. & general manager*.
J. P. Dwyer, *v.p. & business manager*.
James H. Burgess, *sales manager*.
Harvey J. Aderhold, *chief engineer*.
Wilbur L. Fattig, *asst. chief engineer*.
Howard M. Rowe, *client service director*.
Bob Hendrickson, *program & news director*.
Darlene Jones, *national traffic co-ordinator*.
James Sharp, *production manager*.
Thomas L. Hitchcock, *film director*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.*	10 Sec.
Class A—7-10:30 p.m., daily.							
\$900.00	\$540.00	\$360.00	\$315.00	\$225.00	\$175.00	\$175.00	\$90.00
Class B—6-7 p.m., 10:30-11 p.m., daily.							
675.00	405.00	270.00	236.25	202.50	110.00	95.00	55.00
Class C—8:30 a.m.-6 p.m., daily.							
450.00	270.00	180.00	157.50	112.50	80.00	70.00	40.00
Class D—Sign-on-8:30 a.m., daily.							
295.00	165.00	110.00	96.25	90.00	50.00	40.00	25.00

* Class B—(5-7 p.m., 10:30-11 p.m., daily) Class C—(8:30 a.m.-5 p.m., 11 p.m.-sign-off daily).
Subject to frequency discounts.

WSB-TV

Atlanta

(Ch. 2)

Licensee: Atlanta Newspapers Inc., 10 Forsyth St. N.W.

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". Holds CP for 1010-ft. above av. terrain, 1076-ft. above ground, 2049-ft. above sea level.

Network Service: NBC.

AM Affiliate: WSB, 50-kw, 750 kc (NBC). **FM Affiliate:** WSB-FM 48-kw, 98.5 mc (No. 253), 770-ft. antenna height.

Ownership: Atlanta Newspapers Inc., 100%, publisher of *Atlanta Journal and Constitution*. 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. Toalson, *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	\$125.00
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*	70.00
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**	50.00
Class D—Sign-on-noon, daily.						
400.00	240.00	160.00	140.00	100.00	70.00***	35.00

* 20 Sec., \$125. ** 20 Sec., \$80. *** 20 Sec., \$50.
Subject to frequency discounts. Color rates to be determined.

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-five years of programming in the public interest has earned for these stations an audience confidence and respect that means much to advertisers. It means a *pre-conditioned* acceptance of your programs—even those still in the planning. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets* . . . with a record of higher-than-anticipated dividends paid to sponsors.



WSB RADIO / WSB-TV

ATLANTA

Affiliated with The Atlanta Journal and Constitution NBC affiliate Represented by Edw. Petry & Co.

1957 Fall-Winter Edition

95

Georgia

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". Holds CP for 100-kw visual, 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 Pine-log Rd. near Beach Island, S.C

Network Service: NBC, ABC.

Ownership: J. B. Fuqua, pres., 100%.

Began Operation: Sept. 22, 1953.

Represented (sales) by Avery-Knodel Inc.

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. Hennesy, *sales manager.*
Donald MacDonald, *business manager.*
John Radek, *program manager.*
John P. 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. 4—(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:29-10:30 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., 10:30-11 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class B—5-6:29 p.m., 11-11:05 p.m., Mon.-Sat.; 1-6:29 p.m., Sun.						
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.

WRBL-TV Columbus (Ch. 4)

Licensee: 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, 50-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. Hollingbery 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. 5—(March 10, 1957)

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.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00
Class D—Before noon, daily.						
125.00	75.00	50.00	43.75	37.50	25.00	12.50

Subject to frequency discounts.

Small, medium and large stations are finding that
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TELEPROMPTER SERVICE



SEE PAGE 32

WTVM
(formerly WDAK-TV)
Columbus
(Ch. 28)

Licensee: Martin Theatres of Georgia Inc., 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.

Ownership: Martin Theatres of Georgia Inc. E. D. Martin, pres.; Roy E. Martin Jr., v.p.; C. L. Patrick, secy.-treas.

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:

Guy Tiller, *general manager*.
Joe Windsor, *asst. general manager*.
Reeve Owen, *director of engineering & production*.
John Hughes, *director of local sales*.
Claribel Rodriguez, *director of sales service*.
Ronnie Otwell, *director of film*.
Weyman Brooks, *director of news*.
Nancy Arnold, *director of women's activities*.

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

WMAZ-TV
Macon (Warner Robins)
(Ch. 13)

Licensee: Southeastern Bcstg. Co., 682 Cherry St., Macon.

Studio & Transmitter: U.S. 129, 7 mi. SE 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*.
Joe Andrews, *news & public affairs 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". Holds CP for 316-kw visual, 178-kw aural, 1030-ft. above av. terrain, 280-ft. above ground, 2360-ft. above sea level, lat. 35° 09' 41", long. 85° 19' 05"; transmitter to Taft Hwy. near Bachman School near Chattanooga.

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 McGillvra Inc.

Represented (legal) by Dow Lohnes & Albertson.

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.

WSAV-TV
Savannah
(Ch. 3)

Licensee: 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: 33.1-kw visual, 16.6-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 Inc.

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. 2
(August 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.							
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$55.00	\$30.00
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.

Georgia

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, *v.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.

WCTV

Thomasville-Tallahassee (Fla.)

(Ch. 6)

Licensee: John H. Phipps, Box 3166, Tallahassee, Fla.

Office: 2225 N. Monroe St., Tallahassee.

Studios: 2225 N. Monroe St., Tallahassee, Fla.; 112 N. Madison, 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: 690-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 Inc.; Harry E. Cummings (Southeast).

Represented (legal) by McKenna & Wilkinson.

Personnel:

L. Herschel Graves, *managing director.*
W. L. Woods, *national sales manager.*
Joseph E. Hosford, *director of operations.*
W. A. Snowden, *director of engineering.*

DIGEST OF RATE CARD NO. N-3 (April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*
Class AA—8-10 p.m., daily.					
\$300.00	\$180.00	\$120.00	\$90.00	\$75.00	\$80.00
Class A—6-8 p.m., 10-10:30 p.m., daily.					
275.00	165.00	110.00	82.50	68.75	65.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30 p.m.-sign-off, daily.					
250.00	150.00	100.00	75.00	62.50	50.00
Class C—Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.					
200.00	120.00	80.00	60.00	50.00	40.00

* Class AA (7:59-10 p.m., daily). Class A (5:59-7-59 p.m., 10-11 p.m., daily). Class B (4:59-5:59 p.m., Mon.-Sat.; 11-11:30 p.m., daily; 12:59-5:59 p.m., Sun.). Class C (All other times).
Subject to frequency discounts.



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KBOI-TV Boise (Ch. 2)

Licensee: 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., 4.8%; Willis C. Moffatt, v.p., 6.5%; Earl Glade Jr., secy.-treas., 3%; Fred M. Taylor, director, 5.8%; Stanley E. King, director, 9.1%; Lloyd Klingensmith, director, 1.5%; Rudy Anderson, director, 2.7%; Robert Howell, director, 7.8%; Joe Albertson, director, 2.5%; Theresa Whillock, 4.8%; Edwin A. Snow, 3%; Radio Service Corp. of Utah (owners of 64% of KSL-TV, Salt Lake City, Utah and 23% of KID-TV, Idaho Falls, Idaho), 12.5%; 48 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 (7:59-10 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 Inc.

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.*
Del Lundbom, *program director.*
Bill Harvey, *film director.*
Vern Moore, *news director.*
Harold W. Toedtemeier, *technical director.*

1957 Fall-Winter Edition

Idaho

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, 23%; Zion Securities Corp., 17.4%; A. W. Schweider, pres., 7.3%; Guy A. Poulsen, v.p., 6.7%; 10 others, none owns more than 4.8%. Radio Service Corp. also owns 6% of KBOI-TV, Boise, Ida. and 64% of KSL-TV, Salt Lake City. Schwieder also is applicant for Ch. 6, Butte, Mont.

Began Operation: Dec. 20, 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.*
Mel Richardson, *promotion manager.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; all day Sun.						
\$225.00	\$135.00	\$90.00	\$80.00	\$70.00	\$55.00	\$50.00
Class B—All other times.						
150.00	95.00	70.00	60.00	50.00	40.00	35.00

Also has Class A 10 Sec. \$22.50, Class B \$15.00.

KLEW-TV Lewiston (Ch. 3)

(Satellite of KIMA-TV, Yakima, Wash.)

Grantee (STA): Lewiston TV Co., Box 358.

Studio: 1115 Idaho St. Transmitter: 3 mi. NW of Clarkston, Wash., 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.*
Gene Wilson, *chief engineer.*

Sold only in combination with KIMA-TV, Yakima.

Idaho - Illinois

KLIX-TV Twin Falls (Ch. 11)

Licensee: Southern Idaho Bcstg. & Television Co., Box 432.
Studio: Elizabeth Blvd. & Eastland Dr. **Transmitter:** Flat Top Butte, 14 mi. north of city.
Telephone: Redwood 3-5840. **TWX No.:** 196.
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 29.5-kw visual, 14.8-kw aural. Antenna: 670-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, Wollenberg & Kenehan.
Personnel:
 Cecil L. Heftel, *v.p. & general manager*.
 Gordon O. Glasmann, *asst. general manager*.
 Joe Gibney, *station manager*.
 Dave Fox, *program supervisor*.
 D. W. Evans, *operations manager*.
 E. E. Graybeal, *film director*.
 D. K. Cederstrom, *technical supervisor*.

DIGEST OF RATE CARD NO. 3 (Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6:29-10:30 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$37.50	\$15.00
Class B—5:29-6:29 p.m., daily.						
100.00	60.00	40.00	35.00	30.00	25.00	10.00
Class C—10:30 p.m.-midnight, sign-on-5:29 p.m., daily.						
90.00	54.00	36.00	31.50	27.00	22.50	9.00

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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 R. 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 Fielding, *production manager, asst. secy. & treas.*
 Len Davis, *national sales manager*.
 Bob Myers, *chief engineer*.
 Martha Egan, *sales traffic director*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:29-9:59 p.m., daily.							
\$900.00	\$540.00	\$190.00	\$95.00
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.							
750.00	450.00	\$300.00	\$160.00	\$150.00	130.00	65.00
Class B—5:59-6:59 p.m., Mon.-Fri.; noon-5:59 p.m., Sat. & Sun.; 10:29-10:59 p.m., daily.							
550.00	330.00	200.00	\$165.00	120.00	115.00	95.00	45.00
Class C—9:59 a.m.-5:59 p.m., Mon.-Fri.; 8:59-11:59 a.m., Sat.; 10:59 p.m., sign-off, daily.							
360.00	215.00	144.00	110.00	80.00	72.50	52.00	26.00
Class D—Sign-on-9:59 a.m., Mon.-Fri.; sign-on-8:59 a.m., Sat.; sign-on-noon, Sun.							
.....	55.00	50.00	30.00	15.00

Subject to frequency discounts.

WILL-TV Champaign-Urbana (Ch. 12)

Non-Commercial Educational Station

Licensee: University of Illinois, Division of University 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 university broadcasting*.
 Richard L. Rider, *program director*.
 Richard G. Lawson, *operations director*.
 Rob R. Beldon, *chief engineer*.

TV Factbook No. 25

WBBM-TV

Chicago

(Ch. 2)

Licensee: Columbia Broadcasting System Inc., 630 N. McClurg Court.

Studio: 630 N. McClurg Ct. Transmitter: American National Bank Building.

Telephone: Whitehall 4-6000. TWX No.: CG 3200.

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 WBKB); sold to present owner Feb. 9, 1953 (*Television Digest*, Vol. 9:7).

Represented (sales) by CBS Television Spot Sales.

Personnel:

H. Leslie Atlass, *v.p. and general manager*.
C. W. Doebler, *executive assistant*.
George Arkedis, *sales manager*.
Ralph Trieger, *promotion manager*.
Eugene E. McClure, *sales traffic manager*.
Justin A. Cassidy, *sales service manager*.
William Ryan, *program director*.
Frank Atlass, *executive producer*.
Herb Grayson, *publicity director*.
Don Dillion, *production manager*.
Elizabeth Bain, *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. 7 (March 1, 1957)

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.						
\$4100.00	\$2460.00	\$1640.00	\$500.00**	\$250.00**
Class B—10-10:30 p.m., daily.						
3000.00	1800.00	1200.00	\$1000.00	\$900.00	350.00**	175.00**
Class C—9 a.m.-6:30 p.m., Mon.-Sat.; 2-5 p.m., Sun.; 10:30-11 p.m., daily.						
2050.00	1230.00	820.00	683.33	615.00	280.00**	140.00*
Class D—Noon-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-noon, Sun.; mid-night-sign-off, daily.						
1050.00	630.00	420.00	350.00	315.00

* Also has Class AA Announcements (6:59-10 p.m., Mon.-Sat.; 6:29-10 p.m., Sun.), 20 Sec. \$875; 10 Sec. \$437.50.

** Class A (6:29-6:59 p.m., Mon.-Sat.; 4:59-6:29 p.m., Sun.; 10-10:30 p.m., daily). Class B (4:59-6:29 p.m., Mon.-Sat.; 3:59-4:59 p.m., Sun.; 10:30-11 p.m., daily). Class C (8:59 a.m.-4:59 p.m., Mon.-Sat.; sign-on-3:59 p.m., Sun.; 11 p.m.-12:30 a.m., daily). Class D (Sign-on-8:59 a.m., Mon.-Sat.; 12:30 a.m.-sign-off, daily). Subject to frequency discounts.

Illinois

WBKB

Chicago

(Ch. 7)

Licensee: American Broadcasting Co., 190 N. State St.

Studio: 190 N. State St. 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.

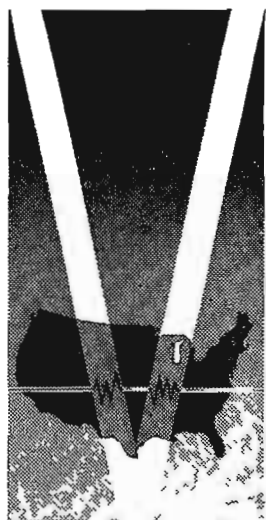
Personnel:

Sterling C. Quinlan, *v.p. and sales manager*.
Mathew E. Vieracker, *general manager*.
Clar W. Helder, *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. 10 (Oct. 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 (5-5:59 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.



Lambda *LPF* Pacific

50 Watt Microwave

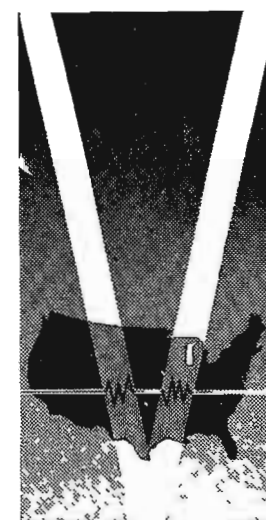
(7,000 mc) Amplifier

- 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
distributed nationally by

VISUAL ELECTRONICS CORP.

342 West 40th Street, New York 18, N.Y.



Illinois

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*.
Bradley Eldmann, *national sales supervisor*.
Mel Wolens, *local sales supervisor*.
Ben H. Berentson, *eastern sales office*.
Robert Hibbard, *film manager*.
Charles A. Wilson, *advertising & sales promotion manager*.
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.

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". Holds CP for 275-kw visual, 141-kw aural, lat. 41° 52' 45", long. 87° 37' 53"; transmitter to 135 S. LaSalle St.

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. Ferreira, *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*.
Duane M. Weise, *director of engineering*.

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, *TV sales director*.
Richard G. Ricker, *sales manager*.
John F. Whalley, *operations director*.
Alfred Lewis, *business manager*.
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—6:59-10 p.m., daily; 20 Sec., \$900; 10 Sec., \$425. Class AA—10-10:15 p.m., daily. Class A—6:30-6:59 p.m., 10:15-10:30 p.m., daily.

Color—All 20 Sec. and 10 Sec. station breaks adjacent to or within regularly scheduled color programs available in color only.

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*.
Norlyn Dossey, *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.



“GEE! That’s the car for me!”

He was watching WGN-TV where top programming has a way of getting viewers interested and absorbed. He was part of a 722,700-person audience delivered by the 10 o’clock movie (May 1957 Nielsen, 17.1%).

Top programming week after week lets WGN-TV offer you the kind of audience you want to reach—morning, noon *and* night.

That’s why Top Drawer Advertisers use WGN-TV

Let our specialists fill you in on some exciting WGN-TV case histories, discuss your sales problems and advise you on current availabilities.

Put “GEE!” in your Chicago sales with

WGN-TV

CHANNEL 9—CHICAGO

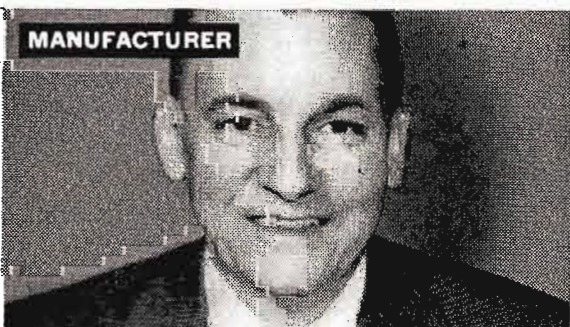


BURBANK TEST PILOT says:

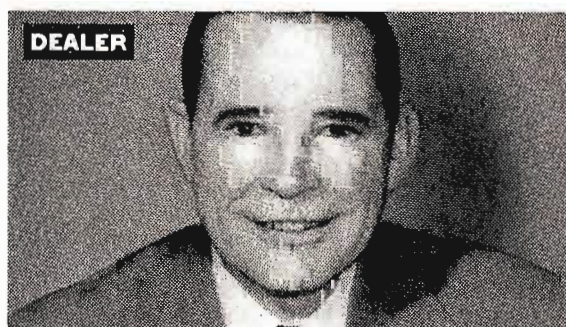
"Experimenting is my business, but when I shop I don't take risks..."

FPG

I'm always satisfied most with
a **BRAND** that's made a **NAME** for itself!"



"**I MADE IT...** and I know it combines top quality materials and superior workmanship at a fair price. That's the only way I can be sure my product will satisfy people and make a good name for itself."



"**I SOLD IT...** recommended it because it's made a name for itself. Trusted brands give folks the widest choice and newest improvements. There's no confusion, no risks, and no lost customers!"



"**I BOUGHT IT...** and I'm satisfied it's the best for my money. I *know* what I'm getting with well-known brands. They take the risk out of buying... even when you have to order by phone."

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They stand firmly behind every product and claim they make.

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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 Gill-Perna Inc.

Represented (legal) by Haley, Wollenberg & Kenehan.

Represented (engineering) by Walter F. Kean.

Personnel:

W. L. Shellabarger, *president*
Robert G. Wright, *station manager*.
Ben K. West, *sales manager*.
Jack Kussart, *program manager*.
Fritz Woyna, *production 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

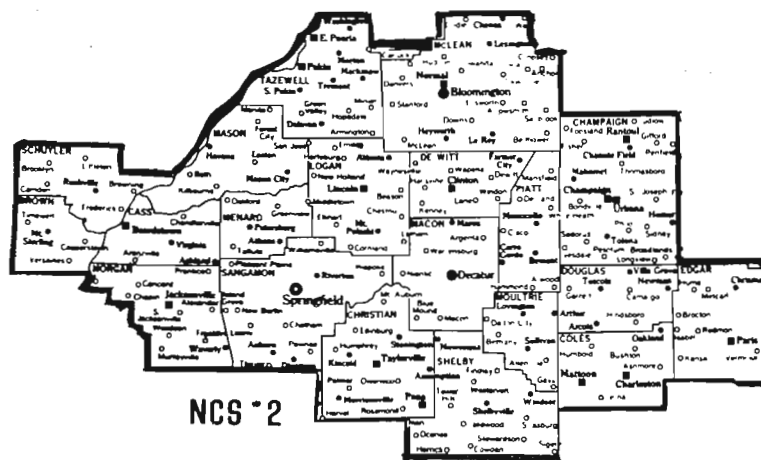
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1957 Fall-Winter Edition

In Illinois
WTVP

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WITH **2 in 1** GRADE "A"
COVERAGE OF
THIS BILLION DOLLAR
2 in 1 MARKET

**DECATUR-
SPRINGFIELD**



WTVP reaches 160,000
unduplicated ABC TV homes

CONTACT GILL-PERNA INC.



Illinois

WEEQ-TV

La Salle

(Ch. 35)

(Affiliated with WEEK-TV, Peoria, Ill.)

(Due to Begin Operation in August)

Grantee (STA): West Central Broadcasting Co., 2907 Springfield Rd., E. Peoria, Ill.

Studio & Transmitter: 1.7-mi. NE of Tonica, Ill.

Telephone:

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 14.3-kw visual, 7.15-kw aural. Antenna: 440-ft. above av. terrain, 445-ft. above ground, 1095-ft. above sea level, lat. 41° 14' 02", long. 89° 02' 25".

Network Service: Same as WEEK-TV, Peoria.

Ownership: See WEEK-TV, Peoria.

Represented (sales) by Headley-Reed TV.

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

Represented (engineering) by Kear & Kennedy.

Personnel:

Edward G. Smith, *general manager*.
William W. Pendergraft, *chief engineer*.

Rates: To be sold in combination with WEEK-TV, Peoria.

WEEK-TV

Peoria

(Ch. 43)

(Also operates affiliated WEEQ-TV, La Salle, Ill.)

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: 183.6-kw max. and 178-kw horizontal visual, 91.8-kw max. and 91.2-kw horizontal aural. Antenna: 550-ft. above av. terrain, 439-ft. above ground, 1184-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 Bcstg. also is owner of WEEQ-TV, Ch. 35 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*.
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

WMBD-TV

Peoria

(Ch. 31)

(Due to Begin Operation in January)

Grantee: WMBD Inc., 212 S.W. Jefferson St.

Studio: 212 S.W. Jefferson St. Transmitter: Fahey Hollow Rd., E. Peoria, Ill.

Telephone: 6-0711. TWX No.: PE 8577.

Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 1000-kw maximum and 653-kw horizontal visual, 581-kw maximum and 380-kw horizontal aural. Antenna: 670-ft. above av. terrain, 606-ft. above ground, 1349-ft. above sea level, lat. 40° 38' 04", long. 89° 32' 20".

Network Service: CBS.

AM Affiliate: WMBD, 5-kw, 1470 kc (CBS). FM Affiliate: WMBD-FM, 2.5-kw 92.5 mc (No. 223), 550-ft. antenna height.

Ownership: Charles C. Caley, pres.-treas., 66.67%; John E. Fetzer, v.p., 33.33%. Caley owns 38% of WDZ, Decatur, Ill.; Fetzer controls WKZO-TV, Kalamazoo, Mich. and KOLN-TV, Lincoln, Neb. and radio stations WKZO and WJEF, Grand Rapids, Mich.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Lohnes & Culver.

Personnel:

Charles C. Caley, *president*.
Robert O. Runnerstrom, *v.p. & director of TV*.
George Pyle, *chief engineer*.

DIGEST OF RATE CARD NO. 1 (Jan. 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class B—6-7 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—All other times.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

Subject to frequency discounts.

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*.

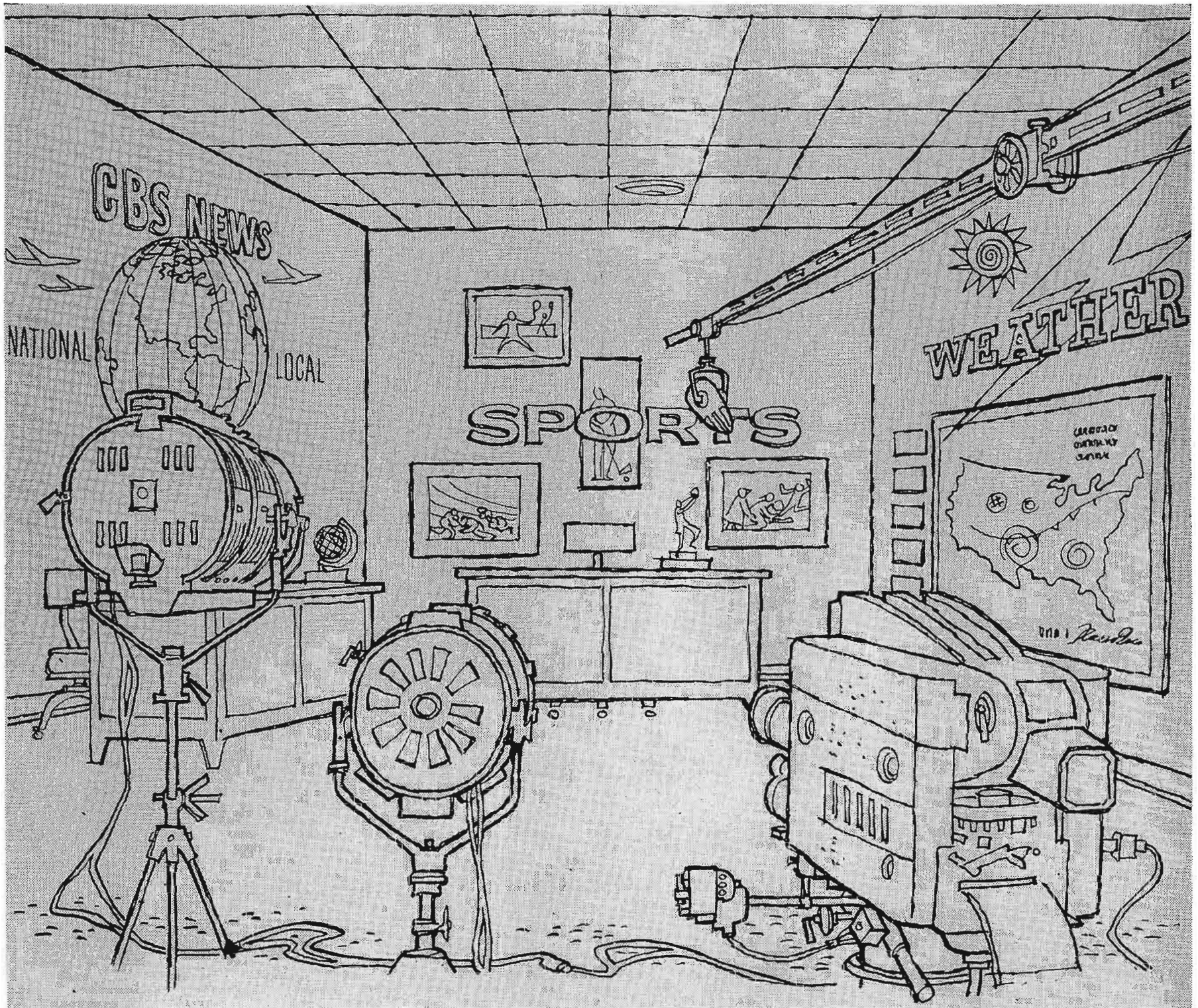
DIGEST OF RATE CARD NO. 5 (July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$550.00	\$330.00	\$220.00	\$192.50	\$148.50	\$110.00	\$55.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
500.00	300.00	200.00	175.00	135.00	100.00	50.00
Class B—5-6:30 p.m., daily.						
375.00	225.00	150.00	131.25	101.25	75.00	37.50
Class C—Sign-on-3:30 p.m., Mon.-Fri.; sign-on-5 p.m., Sat. & Sun.						
250.00	150.00	100.00	87.50	67.50	50.00	25.00

Subject to frequency discounts.

THE STAGE IS SET...

AIR DATE JANUARY, 1958



...FOR COMPLETE
TELEVISION IN PEORIA

WMBD-TV Ch. 31



WGEM-TV
Quincy-Hannibal (Mo.)
 (Ch. 10)

Licensee: 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 Heidebreder, director of advertising.
 Bill Wegman, farm director.
 Frank Laughlin, chief engineer.

DIGEST OF RATE CARD NO. 3
 (May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:59-10:29 p.m., Mon.-Sat.; 5:59-10:29 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$123.00	\$88.00	\$60.00	\$30.00
Class B—4:59-6:59 p.m., Mon.-Fri.; 1-6:59 p.m., Sat.; noon-5:59 p.m., Sun.; 10:29-10:59 p.m., daily.						
225.00	135.00	90.00	78.75	56.00	45.00	22.50
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.						
150.00	90.00	60.00	52.50	40.50	30.00	15.00

Subject to frequency discounts.

KHQA-TV
Quincy
 (See Hannibal, Mo.)

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 Bcstrs. 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. Note: WREX-TV is being sold to Bob Hope and associates (*Television Digest*, Vol. 13:24).
 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 Mazzie, 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
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)

Licensee: 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, ABC.
 AM-FM Affiliates: None.
 Ownership: H. & E. Balaban Corp., 50%; Dubinsky Brothers Theatre Corp., 50%. Officers of Winnebago Television Corp.: Harry Balaban, pres.; Irwin Dubinsky, v. p.; Elmer Balaban, secy.; H. W. Dubinsky, treas. For other Balaban interests see WICS, Springfield, Ill.
 Began Operation: April 29, 1953.
 Represented (sales) by Headley-Reed Co.
 Represented (legal) by McKenna & Wilkinson.
 Represented (engineering) by Walter F. Kean, Riverside, Ill.
 Personnel:
 Harry Balaban, president.
 Harold Froelich, manager.
 Gene Daneri, 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. 5
 (May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class A—6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-10:30 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.-Sat.; 1-6 p.m., Sun.; 10:30-11 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

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". Holds CP for 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, approx. 15-mi. SE of Rock Island.
 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 Argus*); 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. Hyett (Minneapolis); W. E. McClenahan Co. (Milwaukee-Madison).

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*.
 Jim Koch, *TV news chief*.
 Joe Grear, *film manager*.
 Robert J. Sinnett, *chief engineer*.
 Jerry Keefe, *asst. chief engineer—TV*.

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". Holds CP for 914-kw max. and 724-kw horizontal visual, 520-kw max. and 363-kw horizontal aural, 950-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. 33 satellite in Champaign, Ill. Balaban Corp. also owns 50% of radio WRIT, Milwaukee, and KFBI, Wichita; owns 1/3 of WIL, St. Louis and WWIL, Fort Lauderdale.

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.

**WCIA
 Urbana**
 (See Champaign, Ill.)

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: 3590 Bluff Rd., Indianapolis.

Telephones: 2-1407, Bloomington; State 7-2211, 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 44.55-kw visual, 26.75-kw aural, 1250-ft. above av. terrain, 1222-ft. above ground, 2097-ft. above sea level, lat. 39° 24' 26.5", long. 86° 08' 52"; transmitter to approx. .6-mi. SSE of Trafalgar, Ind.

Network Service: ABC, NBC.

AM Affiliate: WTTT, 5-kw, (.5-kw-N), 1370 kc (ABC).

Ownership: Sarkes Tarzian, pres., 51%; Mary Tarzian, secy.-treas., 18%; Verage Tarzian, director; Thomas Tarzian, 15 1/2%; Patricia Tarzian, 15 1/2%. 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.; Clarke Brown Co. (South).

Represented (legal) by A. L. Stein.

Represented (engineering) by Geo. P. Adair Engineering Co.

Personnel:

Sarkes Tarzian, *president*.
 Jerry Danziger, *director, operations (Indianapolis)*.
 Keith Wilson, *merchandising director*.
 Robert Petranoff, *program manager*.
 Frank Edwards, *director of news*.
 Frank Willis, *national sales manager*.
 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—5:30-7 p.m., 10 p.m.-sign-off, daily.						
720.00	432.00	288.00	252.00	180.00	144.00	72.00
Class B—5-5:30 p.m., Mon.-Fri.; 2-5:30 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.

WSJV
Elkhart-South Bend
 (Ch. 52)

Licensee: Truth Publishing Co. Inc., 416 S. 2nd St.

Studio & Transmitter: Mishawaka & Oakland Rds.

Telephone: 2-1518. Elkhart; Atlantic 7-4052, South Bend. 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.; 45%; Carl D. Greenleaf, v.p., 15%; Walter R. Beardsley, v.p., 40% (for A. H. Beardsley trust); Geoffrey Wade II, 15%. Carl Greenleaf is chairman of C. G. Conn Ltd. (band instruments); Mr. Beardsley is pres. of Miles Laboratories. Truth Publishing also publishes *Elkhart Truth*. Truth Publishing owns 60% and Beardsley 25% of WKJG-TV, Ft. Wayne (WKJG).

Began Operation: March 15, 1954.

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

(Continued on next page)

Indiana

ELKHART—SOUTH BEND: WSJV—(Continued)

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

John F. Dille Jr., *president*.
 Paul C. Brines, *v.p. & general manager*.
 Bill Morrow, *program production manager*.
 Edwin J. Lasko, *asst. manager in charge of programs*.
 Vince Doyle, *national sales director*.
 Don Fuller, *regional & local sales director*.
 Arthur C. Whitaker Jr., *film director*.
 Lester W. Zellmer, *chief engineer*.

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—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.

WEHT Evansville (Ch. 50)

Licensee: 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%; Ernest Felix, v.p., 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 Malco 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.*
 Howard D. Duncan, *sales manager*.
 Walter Reese, *sales service manager*.
 Lucille Gander, *promotion director*.
 Jo Klasen, *traffic director*.
 Becky Allen, *continuity director*.
 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
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

Subject to frequency discounts.

WFIE-TV Evansville

(Ch. 14)

Grantee (STA): WFIE Inc., 1115 Mount Auburn Rd.

Studio & Transmitter: 1115 Mount Auburn Rd.

Telephone: Harrison 5-6201.

Technical Facilities: Channel No. 14 (470-476 mc.) Authorized power: 200-kw maximum and 178.4-kw horizontal visual, 104.8-kw maximum and 93.3-kw horizontal aural. Antenna: 560-ft. above av. terrain, 533-ft. above ground, 993-ft. above sea level, lat. 37° 59' 21", long. 87° 35' 37".

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 Segal, Smith & Hennessey.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

Nathan Lord, *president*.
 E. Berry Smith, *v.p. & general manager*.
 Lee Browning, *general sales manager*.
 Chet Behrman, *program director*.
 Ed. Yalowitz, *promotion manager*.
 Fred Rollison, *news & farm director*.
 Paul C. Kelley, *chief engineer*.

DIGEST OF RATE CARD NO. 6—(Jan. 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.						
\$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.; 10:30-11 p.m., daily; 1-6 p.m., Sat. & Sun.						
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.

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., 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. Hollingbery Co.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by Vandivere, Cohen & Wearn.

Personnel:

Dick Shively, *station manager*.
 Bill Spillman, *sales manager*.
 Bill Hill, *program director*.
 Al Uzzell, *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.

WANE-TV
(formerly WINT)
Fort Wayne
(Ch. 15)

Grantee (STA): Indiana Broadcasting Corp., 2000 Lincoln Tower, Ft. Wayne, Ind.

Studio: Waterloo, Ind. (to be moved to 2915 W. State Blvd., Fort Wayne.)

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 218-kw maximum and 200-kw horizontal visual, 127-kw maximum and 100-kw horizontal aural, 830-ft. above av. terrain, 839-ft. above ground, 1649-ft. above sea level, lat. 41° 05' 35", long. 85° 10' 42"; transmitter to between E. State Blvd. & Spring St.

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 Edward Petry & Co. Inc.

Represented (legal) by Covington & Burling.

Personnel:

- C. Wrede Petersmeyer, *president*.
- R. Morris Pierce, *managing director*.
- Robert F. Bryan, *secretary & treasurer*.
- John Keenan, *director of sales*.
- Franklin C. Mitchell, *program director*.
- 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)

Licensee: WKJG 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: 263-kw visual, 144-kw aural. Antenna: 770-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).

Ownership: Truth Publishing Co., 60%; Walter R. Beardsley, 25%; Albert G. Wade II, 15%. Truth Publishing publishes *Elkhart Truth* and is licensee of WSJV (Ch. 52) and radio WTRC. Beardsley is pres. of Miles Labs and owns 49.5% of Truth Publishing.

Began Operation: Nov. 21, 1953. Sale to present owners by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 by FCC (*Television Digest*, Vol. 13:5, 11).

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

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Gautney & Jones.

Personnel:

- John F. Dille Jr., *president*.
- Edward G. Thoms, *v.p. & general manager*.
- Paul C. Brines, *v.p.*
- Hilliard Gates, *asst. manager and sports director*.
- Carleton B. Evans, *commercial manager*.
- Calo O. Mahlock, *program manager*.
- Paul Dawson, *continuity director*.
- Wayne Rothgeb, *farm director*.
- Wilson Schroeder, *promotion manager*.
- Eugene A. Chase, *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 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

WFBM-TV
Indianapolis
(Ch. 6)

Licensee: Twin State Broadcasting 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).

Ownership: TLF Bcstrs. Inc., 100%; subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

Began Operation: May 30, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (*Television Digest*, Vol. 12:50-51; 13:16).

Represented (sales) by Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

- Wayne Coy, *president*.
- Eldon Campbell, *v.p. & general manager*.
- Don Menke, *commercial manager*.
- Hugh L. Kibbey, *sales-service manager*.
- John F. Hurlbut, *promotion-public relations manager*.
- Estel D. Freeman, *publicity manager*.
- William Fall, *program director*.
- George Morrison, *news director*.
- Robert Flanders, *asst. chief engineer for maintenance*.
- Robert W. Robbins, *asst. chief engineer for operations*.
- Harry Martin, *farm director*.

DIGEST OF RATE CARD NO. 10—(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10:30 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—1:30-6 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-1:30 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.

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TELEPROMPTER SERVICE



SEE PAGE 32

Indiana

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 WANE-TV, Fort Wayne & 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.

WLWI Indianapolis (Ch. 13)

(Due to Begin Operation in September)

Grantee: Crosley Broadcasting Corp., 140 W. 9th St., Crosley Square, Cincinnati, O.

Studio: 1401 N. Meridian St. **Transmitter:** Ditch Rd. & 96th St.
Telephone: Melrose 4-5403. **TWX No.:** IP 347.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 982-ft. above av. terrain, 1016-ft. above ground, 1846-ft. above sea level, lat. 39° 55' 43", long. 86° 10' 55".

Network Service: ABC.

AM Affiliate: None locally.

Ownership: See WLWT, Cincinnati, O.

Represented (sales) by Crosley Broadcasting Corp.

Represented (legal) by Hogan & Hartson.

Personnel:

John Babcock, *asst. general manager*.
 Robert Lamb, *sales manager*.
 Bruce Cox, *director of special services*.
 John Traxler, *film director*.
 Charles Brodhead, *program director*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.						
\$1100.00	\$660.00	\$440.00	\$385.00	\$275.00	\$200.00	\$100.00
Class A—6:30-7 p.m., 9:30-10:30 p.m., daily.						
880.00	528.00	352.00	308.00	220.00	160.00	80.00
Class B—6-6:30 p.m., 10:30-11 p.m., daily.						
660.00	396.00	264.00	231.00	165.00	120.00	60.00
Class C—11 a.m.-6 p.m., 11 p.m.-midnight, daily.						
400.00	240.00	160.00	140.00	100.00	70.00	35.00
Class D—Midnight-11 a.m., daily.						
220.00	132.00	88.00	77.00	55.00	40.00	20.00

Subject to frequency discounts.

WFAM-TV Lafayette (Ch. 59)

Licensee: 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 & 162-kw horizontal visual, 100-kw maximum and 89.1-kw 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". Holds CP for 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: Henry Rosenthal, 25%; Alvin H. Huth, 25%; D. & B. Equipment Corp. (Jack M. Drysdale, pres.), 50%. Rosenthal also owns 25% of AM applicant in Crawfordsville, Ind.

Began Operation: May 8, 1953. Sale to present owners by founder O. E. Richardson approved by FCC Feb. 20, 1957 (*Television Digest*, Vol. 13:4, 8).

Represented (sales) by William G. Rambeau Co. Inc.

Personnel:

Henry Rosenthal, *general manager*.
 James Mathis, *program director*.
 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: 14.1-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.

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. 3 (Nov. 15, 1956)

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.
 Subject to frequency discounts.

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". Requests change to Ch. 16, 185.8-kw maximum and 97.7-kw horizontal visual, 92.9-kw maximum and 48.85-kw horizontal aural, 581-ft. above av. terrain, 552-ft. above ground, 1397-ft. above sea level.

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, director sales development.
Bazil O'Hagan, chief engineer.
William A. Garden, director sales service.
E. L. Doyle, director of public affairs.
Bill Etherton, 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.

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: 240-kw max. and 219-kw horizontal visual, 141-kw max. and 115-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. Requests change to Ch. 22, 249-kw maximum and 224-kw horizontal visual, 148-kw maximum and 135-kw horizontal aural, 539-ft. above av. terrain, 484-ft. above ground, 1359-ft. above sea level.

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, commercial manager.
Robert J. Drain, program director.
Jim Halpin, promotion manager.
Walter A. Sweitzer, film director.
Arthur R. O'Neil, chief engineer.

1957 Fall-Winter Edition

Indiana

**DIGEST OF RATE CARD NO. 4
(April 1, 1957)**

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., 10-10:30 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 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—7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-noon, Sat. & Sun.; 11 p.m.-sign-off, daily.						
225.00	135.00	90.00	79.00	56.25	45.00	22.50

Subject to frequency discounts.

WSJV Elkhart-South Bend (See Elkhart)

WTHI-TV Terre Haute (Ch. 10)

Licensee: Wabash Valley Bcstg. 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". Requests change to Ch. 2, 100-kw visual, 50-kw aural, 991-ft. above av. terrain, 1002-ft. above ground, 1617-ft. above sea level, lat. 39° 17' 59", long. 87° 22' 56"; transmitter to E of US Hwy. 41, 10.3-mi. S of Terre Haute, near Pimento, Ind.

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 22, 1954.

Represented (sales) by the Bolling Co. Inc.

Represented (legal) by Haley, Wollenberg & Kenehan.

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

Personnel:

Anton Hulman Jr., president.
Joseph M. Higgins, general manager.
George A. Foulkes, national sales 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. 3
(March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:29-10 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$175.00	\$150.00	\$100.00	\$50.00
Class A—5:59-6:29 p.m., 10-10:30 p.m., daily.						
350.00	210.00	140.00	122.00	105.00	75.00	38.00
Class B—All other times.						
250.00	150.00	100.00	87.00	75.00	60.00	30.00

Subject to frequency discounts.

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Television Factbook No. 25

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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.*

Dan Norton, *commercial manager.*

Don Peterson, *program-sales service.*

Wally Bishop, *news director.*

Warren Royer, *film director.*

Doris MacFarquhar, *promotion manager.*

Joseph North, *TV training lab supervisor.*

Keith Ketcham, *chief engineer.*

DIGEST OF RATE CARD NO. 7—(Sept. 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.						
\$650.00	\$390.00	\$260.00	\$227.50	\$195.00	\$140.00	\$70.00
Class B—5-6:30 p.m., 10-11 p.m., daily.						
500.00	300.00	200.00	150.00	125.00	100.00	50.00
Class C—All other times.						
200.00	120.00	80.00	70.00	60.00	50.00	25.00

Subject to frequency discounts.

KCRG-TV Cedar Rapids

(Ch. 9)

Licensee: Cedar Rapids Television Co., 1st Ave. & 1st St. S.W.

Studio: 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 Weed Television Corp.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

Represented (engineering) by Kear & Kennedy.

Personnel:

Joseph F. Hladky Jr., *president.*

Edna A. Herbst, *general manager.*

Richard J. Butterfield, *station manager.*

Ralph D. Willey, *program director.*

Phillip Hess, *film editor.*

John K. Williams, *news director.*

John Jennings, *production 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: 600 Old Marion Rd., NE. Transmitter: 4.75-mi. N of Urbana, Ia.

Telephone: Empire 4-0171. TWX No.: CR 11.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 1449-ft. above av. terrain, 1355-ft. above ground, 2395-ft. above sea level, lat. 42° 17' 39", long. 91° 53' 10".

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, *executive v.p.*

Lew Van Nostrand, *v.p., sales.*

Douglas B. Grant, *v.p. TV operations.*

Leo F. Cole, *business manager.*

Robert Kenney, *promotion manager.*

Charles Worcester, *director news & public affairs.*

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.)

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*.
 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.						
220.00	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 KVTM, 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.; Donald D. Sullivan, v.p.; Robert Tincher, v.p.; Robert Dillon, v.p.; David Kruidenier Jr., v.p.; Carl T. Koester, 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*.
 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*.
 Jim Zabel, *sports director*.
 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.

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SEE PAGE 32

Iowa

KQTV 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.*

Rollie Camp, *commercial manager.*

Drexel Peterson, *program director.*

David Sinclair, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—6:59-10 p.m., daily.						
\$150.00	\$100.00	\$75.00	\$60.00	\$50.00	\$40.00	\$25.00
Class A—5:59-6:59 p.m., 10-10:30 p.m., daily.						
135.00	90.00	60.00	50.00	40.00	30.00	20.00
Class B—4:59-5:59 p.m., Mon.-Fri.; 2-5:59 p.m., Sat. & Sun.; 10:31-11 p.m., daily.						
90.00	60.00	50.00	40.00	30.00	25.00	15.00
Class C—All other times.						
75.00	50.00	40.00	30.00	25.00	20.00	10.00

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: Garden 3-2540. 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 (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 Klinger, 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.; Carlton 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. & sales director.*

Don Stone, *program director.*

Gene Quilleash, *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.*

Robert G. Engelhardt, *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.

KWWL-TV

Waterloo-Cedar Rapids

(Ch. 7)

Licensee: Black Hawk Bcstg. Co., E. Fourth & Franklin Sts.
 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%; E. E. Wheeler, 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%; W. Lyle Harvey, 2.1%. There are several other stockholders, each owning 1% or less. Note: Is acquiring KMMT, Austin, Minn. (Ch. 6) with radio KAUS (Television Digest, Vol. 13:6).

Began Operation: Nov. 25, 1953.

Represented (sales) by Avery-Knodel, Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Robert M. Silliman.

Personnel:

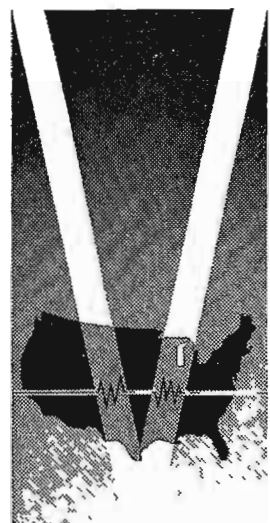
Ralph J. McElroy, president & general manager.
 James S. Dugan, national sales manager.
 Don E. Inman, business manager.
 Norman Tarbox, director of TV operations.
 Ed Falk, director of news.
 T. W. Kirksey, director of engineering.

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 the above, plus 25%.

Subject to frequency discounts.



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1957 Fall-Winter Edition

KANSAS

**KTVC
 Ensign**

(Ch. 6)

(Operated in affiliation with KAKE-TV, Wichita)

Grantee (STA): Southwest Kansas Television Co. Inc., Cimarron, Kan.

Studio & Transmitter: State Hwy. 23, 20 mi. SW of Dodge City.
 Telephone: Hunter 3-4531.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 28.2-kw visual, 14.1-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: ABO (private relay from KAKE-TV), CBS.

Ownership: Leigh Warner, pres., 4.85%; Wendell Elliott, v.p., 5.65%; F. C. Walker, treas., 1.5%; Paul Masoner, secy., .25%; 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%.

Began Operation: July 24, 1957.

Represented (sales) by The Katz Agency, Inc. (on sales with KAKE-TV).

Represented (legal) by Loucks, Zias, Young & Jansky.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Wendell Elliott, v.p. & general manager.
 Hershel Holland, program manager.
 Kenneth Karr, 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—6:30-9 30 p.m., daily.						
\$100.00	\$60.00	\$40.00	\$35.00	\$25.00	\$22.00	\$11.00
Class B—6-6:30 p.m., 9:30-10:30 p.m., daily.						
70.00	42.00	28.00	24.00	18.00	15.00	7.50
Class C—All other times.						
50.00	30.00	20.00	17.00	13.50	10.00	5.00

Note: For combination rates, see KAKE-TV, Wichita, Kan.
 Subject to frequency discounts.

**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: Gladstone 3-7868.

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. 38° 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%; Vyri 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. Also holds CP for Ch. 11 satellite in Garden City, Kan.

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, operations manager.
 Don Latter, production director.
 Bill Brooks, news and sports director.
 Herman Haerele, 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	42.00	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.

Kansas

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: 316-kw visual, 158-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".

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*.
William S. Ritchie, *local sales manager*.
Kenneth H. Cook, *chief engineer*.
Dale Larsen, *promotion manager*.
Jim Johnston, *sports editor*.
Joe MacConkey, *news editor*.

DIGEST OF RATE CARD NO. 4 (Revised April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class AA—7-10 p.m., daily.						
\$575.00	\$345.00	\$235.00	\$200.00	\$155.00	\$135.00	\$67.50
Class A—6-7 p.m., Mon.-Fri.; 5-7 p.m., Sat.; 1:30-7 p.m., Sun.; 10-10:30 p.m., daily.						
400.00	240.00	160.00	140.00	120.00	90.00	45.00
Class B—Sign-on-1:30 p.m., Sun.						
250.00	150.00	100.00	85.00	65.00	55.00	27.50
Class C—Sign-on-6 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; 10:30 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	55.00	45.00	22.50

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 McConnaughey, Sutton & L'Heureux.

Represented (engineering) by Lohnes & Culver.

Personnel:

Cowgill Blair, *chairman*.
Lester E. Cox, *president*.
R. E. Wade, *general manager*.
Louis R. Martin, *program director*.
Leo Stafford, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$360.00	\$210.00	\$145.00	\$125.00	\$90.00	\$80.00	\$40.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
270.00	160.00	105.00	95.00	67.00	55.00	28.00
Class C—All other times.						
180.00	105.00	72.00	63.00	45.00	40.00	20.00

Subject to frequency discounts.

KODE-TV Pittsburg (See Joplin, Mo.)

WIBW-TV Topeka

(Ch. 13)

Licensee: Topeka Bcstg. Assn. Inc., Box 119.

Studio: SBA Hill. Transmitter: 1.5-mi. W of city limits.

Telephone: CE-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 Avery-Knodel Inc.

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

Personnel:

O. S. Stauffer, *president*.
Thad M. Sandstrom, *general manager*.
Hilton Hodges, *sales manager*.
Ray Senate, *national sales coordinator*.
Charles Logas, *program director*.
Wes Seyler, *farm 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.						
360.00	216.00	144.00	126.00	108.00	72.00	36.00
Class C—All other times.						
240.00	144.00	96.00	84.00	72.00	48.00	24.00

Subject to frequency discounts.

KAKE-TV

Wichita

(Ch. 10)

(Affiliated with separately-owned KTVC, Ensign, Kan.)

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 McEwen, 2.04%; H. E. Zoller III, 2.04%; David Zoller, 2.04%. Corwin also holds CP for KBAY-TV, San Francisco (Ch. 20), is applicant for Ch. 34, Los Angeles, and owns 11% of radios KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, all Cal.

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.
Donivan Waldron, national sales manager.
Bryce Benedict, local sales manager.
Norman W. Larson, sales service director.
John Froome, production supervisor.

Kansas

Robert C. Payne, public relations & program director.
Betty Hannah, 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.

DIGEST OF RATE CARD NO. 4 (July 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

Combination Rates: KAKE-TV & KTVC, Ensign, Kan.

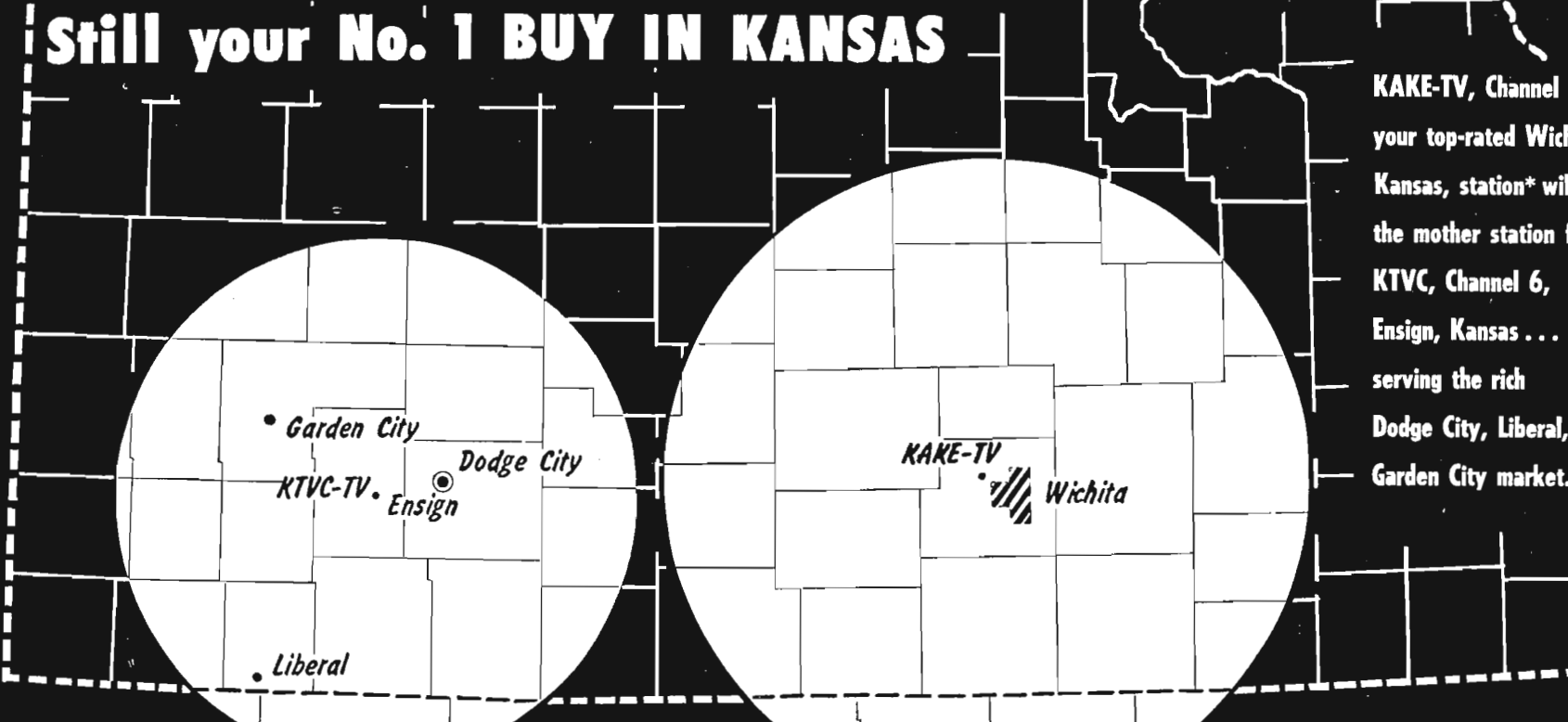
Class A—6:30-9:30 p.m., daily.						
\$675.00	\$405.00	\$270.00	\$236.25	\$168.75	\$151.50	\$76.25
Class B—6-6:30 p.m., 9:30-10:30 p.m., daily.						
472.50	283.50	189.00	165.00	118.50	101.25	50.63
Class C—5-6 p.m., Mon.-Sat.; 4-6 p.m., Sun.						
337.50	202.50	135.00	117.75	85.15	72.50	36.75
Class D—10:30 p.m.-sign-off, daily.						
217.50	166.50	111.00	96.75	75.15	62.50	31.75

Subject to frequency discounts.


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.



*(June 1957 ARB)

Kansas - Kentucky

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.

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*.
Russell V. Goyette, *chief engineer*.
Sam Worsham, *program director*.
Mary Phares, *woman's director*.
Dilmond D. Postlewait, *office manager*.

DIGEST OF RATE CARD NO. 3 (April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., Sun.-Fri.; 5:30-10 p.m., Sat.						
\$650.00	\$390.00	\$292.00	\$228.00	\$195.00	\$150.00	\$75.00
Class A—6-6:30 p.m., Mon.-Fri.; 5-5:30 p.m., Sat.; 5-6:30 p.m., Sun.; 10-10:35 p.m., daily.						
400.00	240.00	180.00	140.00	120.00	90.00	45.00
Class B—5-6 p.m., Mon.-Fri.; 4-5 p.m., Sat. & Sun.; 10:35-11 p.m., daily.						
250.00	150.00	112.50	87.50	75.00	55.00	28.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-4 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
200.00	120.00	90.00	70.00	60.00	45.00	22.50

Subject to frequency discounts.

KTVH

Hutchinson-Wichita
(See Hutchinson, Kan.)

KENTUCKY

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., .114%; John G. Atchison Jr., .114%; 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*.
J. M. Pennock, *sales manager*.
Alex B. McCauley, *program director*.
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 & Hennessey.

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

Personnel:

George W. Norton, *president*.
Nathan Lord, *v.p. & 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 Holtman, *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.

In Louisville-

the more you compare programming,
ratings, coverage, or costs per
thousand — the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE

NBC AFFILIATES

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 Fishersville.

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*.

Albert John Gillen, *sales manager*.

William F. Loader, *promotion manager*.

Sam Gifford, *program director*.

William J. Small, *news director*.

Charles McDaniel, *film director*.

O. W. Towner, *director of engineering*.

DIGEST OF RATE CARD NO. 9—(Aug. 20, 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., Mon.-Fri.; 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)

Licensee: 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.

Ownership: Paducah Newspapers Inc. (E. J. Paxton Sr., pres.), publishes *Paducah Sun-Democrat*. E. J. Paxton Jr., v.p. and 11.2% owner also votes 25% of WFRX, West Frankfort, Ill held by *Sun-Democrat*.

Began Operations: May 28, 1957.

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*.

Fitz Hooton, *program director*.

Ernest J. Pell, *technical director*.

Wm. Mobley Jr., *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 (Revised to Feb. 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—6-6:30 p.m., Mon.-Sat.						
.....	120.00	80.00	70.00	60.00	40.00	20.00
Class C—All other times.						
175.00	105.00	72.00	54.00	46.00	35.00	17.50

Subject to frequency discounts.

WBRZ Baton Rouge

(Ch. 2)

Licensee: Louisiana Television Broadcasting Corp., 1650 Highland Rd.

Studios & Transmitter: 1650 Highland Rd.

Telephone: Dickens 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. Hollingbery Co.

Represented (legal) by Cohn & Marks.

Personnel:

Douglas L. Manship, *president*.

John H. Bone, *general manager*.

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!

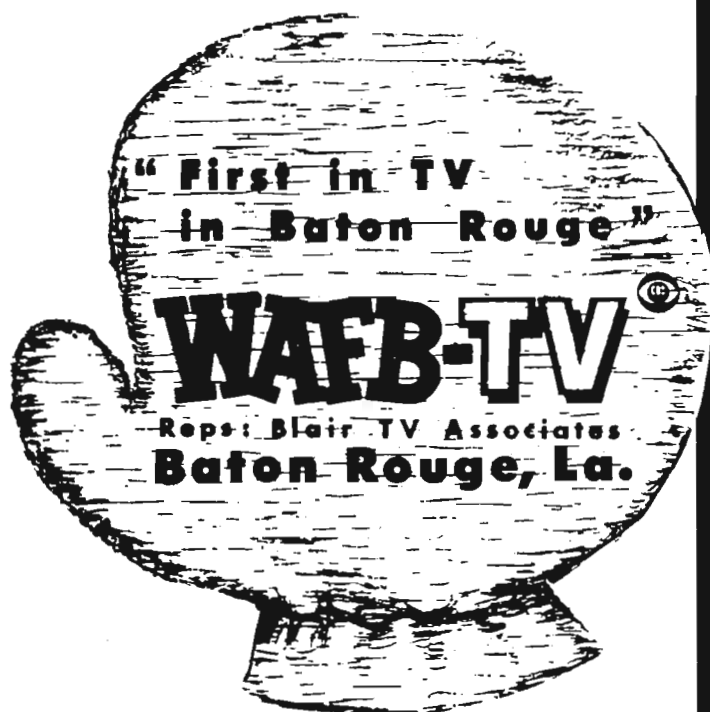
Are you participating?

VICTOR A. SHOLIS, Director
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times



BASIC CBS-TV Network

The Only TV STATION
to win FOUR
MAJOR AWARDS
In One National
PROMOTION CONTEST



FIRST in the nation for promotion of network programs.*

FIRST in the nation for promotion of syndicated film programs.*



FIRST in Louisiana and third in the nation for general audience promotion.*

SECOND in the nation for promotion of local live programs.*

WAFB-TV is tops in other merchandising contests . . . with 8 major awards in 8 national contests during 1956-57.

WAFB-TV is tops in ratings and entertainment, too . . . with 4 out of 5 top night-time shows, 8 out of 10 top morning shows and 16 out of 25 top week-day strips.

* BILLBOARD'S 19th ANNUAL PROMOTION COMPETITION

"First in TV in Baton Rouge"

WAFB-TV
Baton Rouge
(Ch. 28)

Licensee: Modern Broadcasting Co. of Baton Rouge Inc.

Studio and Transmitter: 844 Government St.

Telephone: Dickens 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.

Ownership: WDSU, Bcstg. Corp., New Orleans, 68.87%; Dwight W. Martin, chairman, 12.63%; 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 19, 1953.

Represented (sales) by Blair Television Associates Inc.

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. Reid, *v.p.*
Mervyn Rhys, *commercial manager*.
Donald K. Allan, *chief engineer*.
Don Hallman, *program manager*.
Grace McElveen, *promotion & merchandising 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

* Class D (7 a.m.-noon, 11 p.m.-sign-off, daily) Min. or 20 Sec. \$15, 10 Sec. \$7.50.

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.: LF 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". Requests change to 944-ft. above av. terrain, 973-ft. above ground, 1018-ft. above sea level, lat. 30° 21' 53", long. 92° 13' 49"; transmitter to 2.85-mi. SSW of Church Point, La.

Network Service: CBS.

Ownership: Paul H. DeClouet, pres., 18.75%; Thomas A. DeClouet, v.p., 18.75%; Harold J. Delhommer, v.p., 18.75%; John W. Mitchell, secy.-treas., 18.75%; Roland Fink, 7.89%; C. C. DeGravelles, 4.11%; G. W. Ducote, 4.11%; Vincent L. Riehl, 2.13%. 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 Young Television Corp.; 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*.
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

TV Factbook No. 25

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: 316-kw visual, 158-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. Sepaugh, 1/3; R. M. Dean, 1/6; Viola Lipe Dean, Trust, 1/6. Lanford and Sepaugh 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 Weimar, *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". Requests change to Ch. 3, 100-kw visual, 55-kw aural, 1505-ft. above av. terrain, 1541-ft. above ground, 1552-ft. above sea level, lat. 30° 04' 31", long. 92° 41' 41"; transmitter to .37-mi. W of Lake Arthur & .63-mi. S of State Rt. 14. Requests change to 1657-ft. antenna near Lake Arthur, La.

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 WPFA-TV, Pensacola, Fla., and owns 5% of Ch. 18 applicant in Baton Rouge, La.

Began Operation: Nov. 2, 1953.

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

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 Fall-Winter Edition

Louisiana

KNOE-TV Monroe

(Ch. 8)

Licensee: James A. Noe, Box 1472.

Studio & Transmitter: Knoe Rd.

Telephone: 8155. TWX No.: MRO LA 371.

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

Licensee: 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.

Began Operation: March 9, 1957.

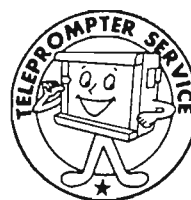
Represented (legal) by Warren Woods.

Represented (engineering) by Frank H. McIntosh & Assoc.

Personnel:

Gordon Canterbury, *station and program manager*.

Why hesitate, get in the last word
with . . .



TELEPROMPTER[®] SERVICE

SEE PAGE 32

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. **IWX 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 Bcstg. Corp. owns 68.87% of WAFB-TV, Baton Rouge and 51% of WDAM-TV, Hattiesburg, Miss. and is applicant for Ch. 12, Port Arthur, Tex.

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*.

Elaine Phillips, *film director*.

William Monroe, *news director*.

Al Wester, *sports director*.

Stanley Rames, *art director*.

Lindsey Riddle, *chief engineer*.

DIGEST OF RATE CARD NO. 11—(June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$1100.00	\$600.00	\$375.00	\$325.00	\$275.00	\$250.00	\$125.00
Class A—6-7 p.m., 10-10:30 p.m., daily.						
900.00	500.00	310.00	275.00	225.00	170.00	85.00
Class B—1-6 p.m., Sat.; 3-6 p.m., Sun.; 5-6 p.m., Mon.-Fri.; 10:30-11:30 p.m., daily.						
700.00	400.00	260.00	230.00	190.00	140.00	70.00
Class C—Sign-on-1 p.m., Sat.; 1-3 p.m., Sun.; noon-5 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily.						
500.00	300.00	190.00	175.00	150.00	80.00*	40.00
Class D—9 a.m.-noon, Mon.-Fri.; sign-on-1 p.m., Sun.						
400.00	240.00	150.00	140.00	120.00	70.00*	35.00
Class E—Sign-on-9 a.m., Mon.-Fri.						
250.00	150.00	100.00	90.00	75.00	40.00*	20.00

* Min. rate only. Class C 20 Sec. \$70, Class D \$60, Class E \$30. Subject to frequency discounts.

WJMR-TV New Orleans

(Ch. 20)

Grantee (STA): Supreme Bcstg. 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". Requests change to Ch. 12, 316-kw visual, 166-kw aural, 1051-ft. above av. terrain, 1050-ft. above ground, 1051-ft. above sea level, lat. 29° 32' 42", long. 89° 45' 23"; transmitter to La. Hwy. 39, Pointe-a-la-Hache. Also has authority to operate experimental station on Ch. 12 simultaneously with Ch. 20.

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 Bcstg. also owns 28% of WORA-TV, Mayaguez, P.R. George A. Mayoral also owns 50% of Ch. 7 grantee 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.

Represented (legal) by McKenna & Wilkinson.

Personnel:

Chester F. Owens, *president*.

George A. Mayoral, *v.p. & general manager*.

Robert E. Jeffers, *v.p.-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	\$105.00	\$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.

WWL-TV New Orleans

(Ch. 4)

(Due to Begin Operation in August)

Grantee: Loyola University, 6363 St. Charles Ave.

Studio: 1023 N. Rampart St. **Transmitter:** Cooper Rd., near Gretna, La.

Telephone: Express 4444.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 710-ft. above av. terrain, 750-ft. above ground, 750-ft. above sea level, lat. 29° 54' 27", long. 90° 02' 24".

Network Service: CBS.

AM Affiliate: WWL, 50-kw, 870 kc (CBS).

Ownership: Loyola University. Rev. Patrick Donnelly, S.J., pres.; W. H. Summerville, gen. mgr.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

W. H. Summerville, *general manager*.

Ed Hoerner, *program manager*.

J. D. Bloom, *chief engineer*.

ADDITIONAL DATA UNAVAILABLE

WYES New Orleans

(Ch. 8)

Non-Commercial Educational Station

Grantee (STA): Greater New Orleans Educational Television Foundation Inc., 916 Navarre Ave.

Studio: 916 Navarre Ave.

Transmitter: Hibernia Bank Bldg.

Telephone: Amherst 5718.

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.

Began Operation: April 1, 1957.

Represented (legal) by Krieger & Jorgenson.

Personnel:

Duff Browne, *general manager*.

Walter Ryan, *production manager*.

John Haney, *producer-director*.

W. S. Hart, *chief engineer*.

James Hubbard, *public relations director*.

KSLA-TV Shreveport

(Ch. 12)

Licensee: Shreveport Television Co., Box 92.

Studio: Washington-Youree 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 Flett, *sales manager*.
John Renshaw, *program director*.
Morris Barton, *chief engineer*.
Carol Vinson, *promotion manager*.

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

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.						
\$500.00	\$300.00	\$200.00	\$166.50	\$150.00	\$100.00**	\$50.00**
Class B—5-6 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10-11 p.m., daily.						
375.00	225.00	150.00	124.87	112.50	75.00	37.50
Class C—Noon-5 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 11 p.m.-midnight, daily.						
250.00	150.00	100.00	83.25	75.00	50.00	25.00
Class D—Midnight-noon, daily.						
150.00	90.00	60.00	50.00	45.00	30.00	15.00

* Class AA (7-10 p.m., daily): Min. or 20 Sec. \$125, 10 Sec. \$62.50.
** Class A (6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.).
Subject to frequency discounts.

KTBS-TV Shreveport

(Ch. 3)

Licensee: 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, 69.2-kw aural. Antenna: 1140-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., 16½%; Charles W. Wray, secy.-treas., 16½%. E. Newton Wray holds 25%, George D. Wray Jr. and Charles W. Wray, 5% each, of applicant for Ch. 12, New Orleans.

Began Operation: Sept. 3, 1955.

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

Represented (legal) by Spearman & Roberson.

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

Louisiana - Maine

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*.
Claude R. Scott, *chief engineer*.

DIGEST OF RATE CARD NO. 2—(July 1, 1957)

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.						
\$500.00	\$300.00	\$200.00	\$166.50	\$150.00	\$125.00	\$62.50
Class B—5-6:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10-11 p.m., daily.						
375.00	225.00	150.00	125.00	112.50	75.00	37.50
Class C—Noon-5 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 11 p.m.-midnight, daily.						
250.00	150.00	100.00	82.50	75.00	50.00	25.00
Class D—Midnight-noon, daily.						
150.00	90.00	60.00	50.00	45.00	30.00	15.00

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 (ex-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 KMGM-TV, Minneapolis. Mr. Rea owns 2.35% of KMGM-TV. Note: Community Bcstg. is buying WACM-TV, Presque Isle, Me. with radio affiliates (*Television Digest*, Vol. 13:30).

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., *executive v.p.*
Walter L. Dickson, *v.p. in charge of operations*.
Richard B. Bronson, *acting station manager*.
James C. Fletcher, *network representative*.
Leon H. Nelson, *program director*.
Wallace Edwards, *engineering supervisor*.

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.

Electronic Page Turner for the Television Industry

TELEPROMPTER SERVICE

SEE PAGE 32

Maine

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: 36.35-kw visual, 18.6-kw aural. Antenna: 641-ft. above av. terrain, 99-ft. above ground, 941-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

WMTW Poland Spring (Ch. 8)

Licensee: Mt. Washington TV Inc., Poland Spring.

Studio: Riccar 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 Guider, 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%. For Horace Hildreth's other interests, see WABI-TV, Bangor, Me. Guider owns radio WMOU, Berlin & WJWG, Conway, both 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
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, ABC.

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.

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.; Foster & Creed (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*.
George H. Cummings, *sales promotion 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. 4
(April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., 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	70.00	35.00
Class B—5-6:30 p.m., daily.						
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.

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, 5-kw, 1390 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. Note: Sale of WAGM-TV and AM affiliates to Community Bcstg. (WABI-TV, Bangor, Me.) pends FCC approval (*Television Digest*, Vol. 13:30).

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

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". Holds CP for 730-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.

Network Service: NBC.

AM Affiliate: WBAL, 50-kw, 1090 kc (NBC).

Ownership: Hearst Corp. (newspapers & magazines, including *Baltimore News Post*). Same interests operate WISN-TV, Milwaukee and radio stations WBAL, Baltimore, WISN, Milwaukee, and (through affiliation) WCAE, Pittsburgh (50% of Ch. 4 CP).

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. Freiart, *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.*
John Lewis, *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.



Compact Color Distribution Amplifier . . .

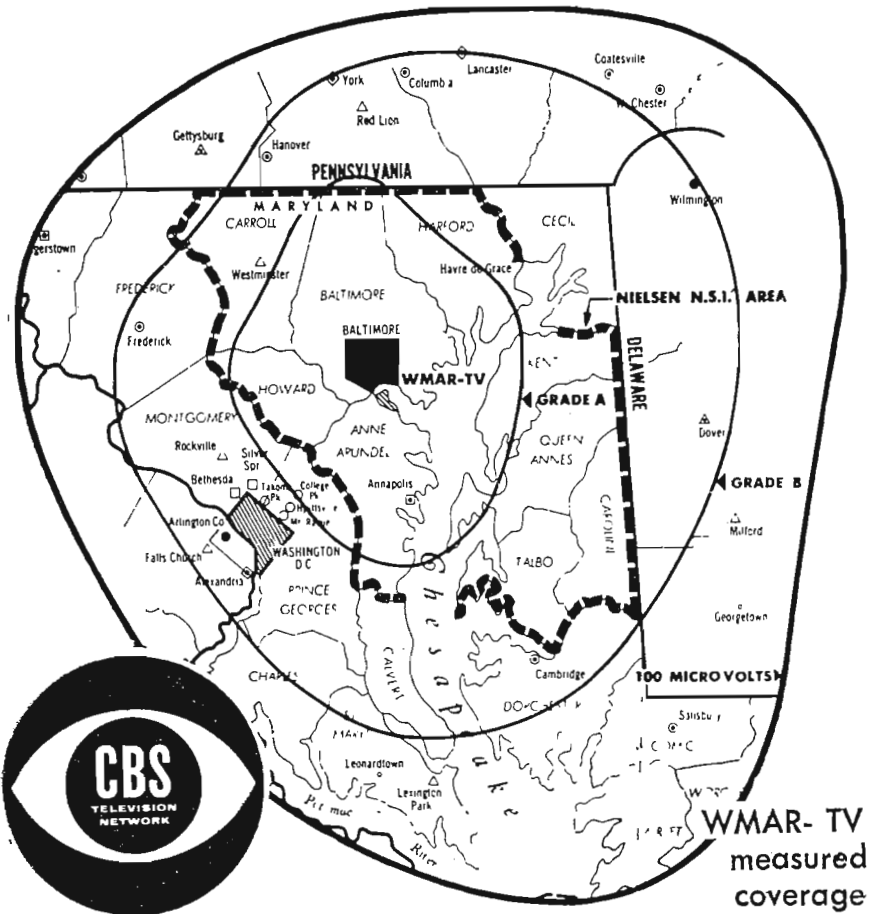
New color video and pulse distribution amplifiers and rack frame power supplies. Eight amplifiers occupy only 7 inches of rack space. Used for both color and monochrome signals.

General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

television audience leadership in baltimore's three-station market



May Nielsen reports WMAR-TV garners 50.1% share of total audience with these quarter hour homes in 1 week*

NSI area **27,056,600**
 Beyond NSI area **16,877,600**
 Total 1/4 hr. homes **43,934,200**

*7 A.M. to Midnight, Sunday through Saturday

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, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles.

WJZ

(formerly WAAM)

Baltimore

(Ch. 13)

Licensee: Westinghouse Broadcasting Co., 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". Holds CP for 730-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: 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); W. C. Swartley, v.p. (Boston); R. V. Tooke, v.p. (Cleveland); 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; Tom W. Judge, natl. TV sales mgr.; 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: Nov. 2, 1948. Sale to present owner by Ben & Herman Cohen families approved June 27, 1957, by FCC (Television Digest, Vol. 13:18-19, 26).

Represented (sales) by Blair-TV.

Personnel:

- Donald H. McGannon, *president.*
- Larry Israel, *general manager.*
- Joel Chaseman, *program manager.*
- Joseph P. Dougherty, *sales manager.*
- Pel Schmidt, *local sales manager.*
- Tommy Dukehart, *publicity-public relations manager.*
- James J. Kilian, *operations manager.*
- Benjamin Wolfe, *chief engineer.*
- Glenn H. Lahman, *asst. chief engineer.*

DIGEST OF RATE CARD NO. 12*—(Aug. 1, 1957)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.					
\$1400.00	\$840.00	\$560.00	\$432.00	\$300.00**	\$150.00**
Class A—7:30-8 p.m., 10:30-11 p.m., daily.					
1100.00	660.00	440.00	330.00	225.00**	112.50**
Class B—7-7:30 p.m., 11-11:30 p.m., daily.					
800.00	480.00	320.00	240.00	150.00*	75.00**
Class C—5-7 p.m., 11:30 p.m.-midnight, daily.					
600.00	360.00	240.00	180.00	75.00**	37.50**
Class D—Noon-5 p.m., daily.					
375.00	225.00	150.00	112.50	40.00**	20.00**
Class E—All other times.					
250.00	150.00	100.00	75.00

* Rates effective Aug. 1, 1957 subject to the transfer of title of WAAM to Westinghouse Broadcasting Co. Inc.

** Class AA (8-10 p.m., daily) spots are flat rates. Class A (7:15-8 p.m., 10-11 p.m., daily). Class B (5:30-7:15 p.m., 11-11:30 p.m., daily). Class C (noon-5:30 p.m., 11:30 p.m.-midnight, daily). Class D (midnight-sign-off, sign-on-noon, daily).

Subject to frequency discounts (except for Class AA spots).

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". Holds CP for 730-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: 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.

TV Factbook No. 25

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, *public service director*.
 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

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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 night), 960 kc.
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: July 15, 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**WCDC**

(formerly WMGT)

Adams

(Ch. 19)

(satellite of WCDA Albany, N. Y.)

Grantee (STA): Hudson Valley Broadcasting Co. Inc.
Studio: WCDA, North Greenbush, N. Y.
Transmitter: Atop Mt. Greylock, Adams.
Telephone: Albany 3-2225; Troy, Bridge 1-2345. **TWX No.:** Troy 373.
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: Same as WCDA, Albany, N. Y.
Ownership: Same as WCDA.
Began Operation: Feb. 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to present owner by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (*Television Digest*, Vol. 12:49; 13:6, 8).
Personnel:
 Len Lavendol, *resident manager*.
Rates: Sold only in combination with WCDA, Albany, N. Y. and WCDB, Hagaman, N. Y. with rates applying to simultaneous telecasts on all three stations.

• ——— •
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:** Great 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*.
 Hartford N. Gunn Jr., *general manager*.
 Paul Rader, *asst. general manager for motion pictures & development*.
 David M. Davis, *asst. general manager*.
 Robert L. Larsen, *program manager*.
 Norman J. Feather, *film manager*.
 Peter Winn, *director of public relations*.
 G. Franco Romagnoli, *director of cinematography*.
 Frank Harvey, *director of engineering*.

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Massachusetts

WBZ-TV Boston

(Ch. 4)

Licensee: Westinghouse Bestg. 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, 1349-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; WJZ, Baltimore; 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*.
Jim Allen, *sales manager*.
Donald H. Edgemon, *advertising & sales promotion mgr.*
Henry V. Greene Jr., *asst. sales manager*.
Herbert B. Cahan, *program manager*.
Ray Hubbard, *asst. program manager*.
A. A. Palmer, *auditor*.
Robert G. Duffield, *traffic manager*.
Frances Corcoran, *publicity director*.
F. Whitmarsh, *news director*.

DIGEST OF RATE CARD NO. 11—(Dec. 16, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
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—7-7:30 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—7-7:59 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.

WHDH-TV Boston

(Ch. 5)

(Due to Begin Operation in Fall)

Grantee: WHDH Inc., 6 St. James Ave.

Studio: 6 St. James Ave. **Transmitter:** Chestnut St., Newton, Mass.

Telephone: Hancock 6-5500.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 65.2-kw visual, 32.6-kw aural. Antenna: 1138-ft. above av. terrain, 1249-ft. above ground, 1349-ft. above sea level, lat. 42° 18' 27", long. 71° 13' 27".

Network Service: ABC.

AM Affiliate: WHDH, 50-kw, 850 kc. **FM Affiliate:** WHDH-FM, 20-kw, 94.5 mc (No. 233), 430-ft. antenna height.

Ownership: Subsidiary of *Boston Herald-Traveler*: Robert B. Choate, pres.; Roger P. Talmaadge, treas.

Represented (sales) by: Blair TV.

Represented (legal) by: Dempsey & Koplovitz.

Represented (engineering) by: A. Earl Cullum Jr.

Personnel:

William B. McGrath, *v.p. & managing director*.
Alexander Tanger, *operations manager*.
Phillip Baldwin, *chief engineer*.

Base hourly rate (network): \$2500.00.

ADDITIONAL DATA UNAVAILABLE

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.; 1-6 p.m., 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.; 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.

WRLP Greenfield

(Ch. 32)

(Satellite of WWLP, Springfield, Mass.)

Grantee (STA): Greenfield Television Broadcasting Corp., Box 2210, Springfield, Mass.

Studio and Transmitter: Bolton Rd., Winchester, N.H.

Telephone: Northfield 336. **TWX No.:** SM 462.

Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 918-ft. above av. terrain, 663-ft. above ground, 1623-ft. above sea level, lat. 42° 45' 35", long. 72° 26' 01".

Network Service: Same as WWLP, Springfield, Mass.

Ownership: Subsidiary of Springfield Television Broadcasting Corp., licensee of WWLP, which has grants for Ch. 79 translator station in Claremont, N.H. and Ch. 71 translator in Newport, N.H., and is applicant for 3 other translators in N.H.-Vt. area.

Began Operation: June 1, 1957.

Represented (sales) by: George P. Hollingbery Co.; Kettell-Carter (Boston).

Represented (legal) by: McKenna & Wilkinson.

Personnel:

Wallace I. Green, *station manager*.
James H. Ferguson Jr., *general sales manager (WWLP)*.
Philip J. Renison, *sales manager*.
Burlleigh M. H. Brown, *program director*.
John A. Fergie, *chief engineer*.
Ralph L. Jay, *asst. chief engineer*.

Rates: Sold only in combination with WWLP, Springfield.



eat out . . .

wind the clock
and tune to **WBZ-TV**

7-nights-a-week for the newest films available to television

New England television viewers go through a nightly ritual at 11:15 PM. That's when they tune to WBZ-TV for first run feature films . . . the very latest screen hits available.

Feature films are proved audience getters during the late viewing hours, and WBZ-TV has "Hollywood's Best" . . . Warner Brothers, Screen Gems, 20th Century Fox, and United Artists—the first post-'48 features released for TV.

With WBZ-TV now reaching 1,507,149 TV homes (100,000 more than before, thanks to our new 1,349-foot tower) advertisers have an unmatched chance to sell, Sell, SELL!

So, for a fast start to 1957-58 sales, make sure you get your share of the availabilities . . . while they last! Call

Jim Allen, WBZ-TV Sales Manager, or your nearest PGW "Colonel".

Remember! In Boston . . . and *all* New England . . . no selling campaign is complete without the WBC station . . .

WBZ 4 TV
BOSTON
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.



Massachusetts

WWLP Springfield (Ch. 22)

(Also operates satellite WRLP, Greenfield, Mass.)

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". Requests change to 215-kw visual, 107.5-kw aural, 746-ft. above av. terrain, 400-ft. above ground, 1040-ft. above sea level.

Network Service: ABC, NBC.

Ownership: Roger L. Putnam, chairman, 21%; William L. Putnam, pres., 6.1%; Raymond T. King, clerk, .3%; George R. Townsend, v.p., 1.1%; the following directors: Charles L. Furcolo; Joseph J. Deliso, 4.1%; George Vadnais, 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 also owns WRLP Ch. 32 satellite in Greenfield, Mass; is applicant for Ch. 64 satellite in Pittsfield, Mass.; holds CP for Ch. 71 translator in Newport, N.H. and Ch. 79 translator in Claremont, N.H. which will rebroadcast programs of WRLP. Also is applicant for translators in Lebanon, N.H. and Bennington & Rutland, Vt., all to repeat 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, chairman.
William L. Putnam, president & general manager.
George R. Townsend, v.p.
Howard S. Keefe, station manager.
James H. Ferguson Jr., general sales manager.
Edmund J. Hughes Jr., sales manager, WWLP.
Wallace M. Bradley, program director.
Wallace Sawyer, film director and buyer.
Jerry A. Barnes, assistant program director.
Wayne H. Latham, production director.
Donald C. Shaw, chief engineer.

DIGEST OF RATE CARD NO. 8*—(June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:59-10 p.m., daily.							
\$700.00	\$420.00	\$280.00	\$250.00	\$220.00	\$170.00	\$140.00	\$70.00
Class A—6:59-7:59 p.m., 10-11 p.m., daily.							
550.00	330.00	220.00	190.00	160.00	130.00	110.00	55.00
Class B—4:59-6:59 p.m., 11 p.m.-midnight, daily.							
400.00	240.00	160.00	130.00	100.00	90.00	80.00	40.00
Class C—12:59-4:59 p.m., midnight-sign-off, daily.							
250.00	150.00	100.00	90.00	75.00	60.00	50.00	25.00
Class D—Sign-on-12:59 p.m., daily.							
150.00	90.00	60.00	50.00	40.00	35.00	30.00	15.00

Subject to frequency discounts.

* Rates include satellite WRLP and will include all translators.

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: 990-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.

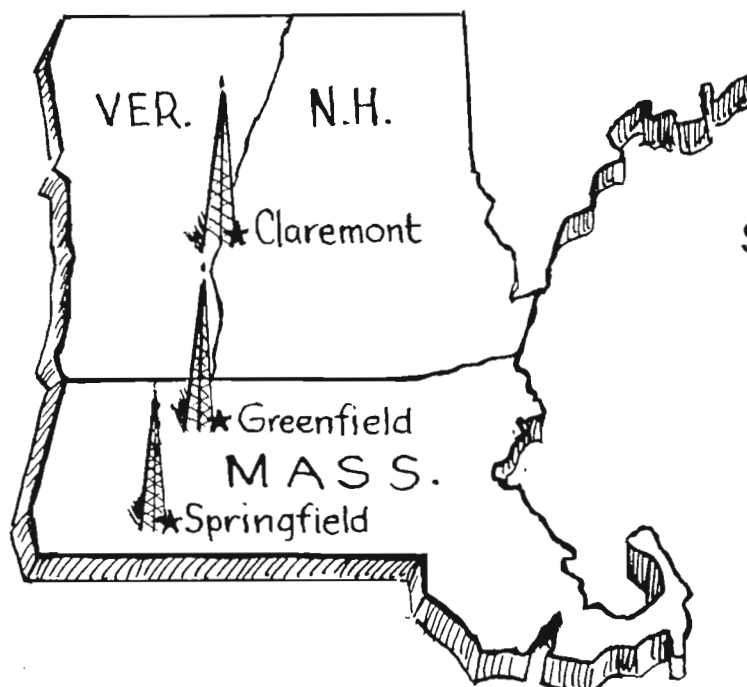
AM Affiliate: WHYN, 1-kw, 560 kc (CBS). FM Affiliate: WHYN-FM, 3.2-kw, 93.1 mc (No. 226), 1000-ft. antenna height.

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.; Harry Wheeler & Co. (New England).

NOW—COVERAGE THAT REALLY COUNTS IN WESTERN NEW ENGLAND



WWLP — Ch. 22
Springfield-Holyoke, Mass.

WRLP — Ch. 32
Greenfield, Mass.

Ch. 79
Claremont, N. H.



CO-BASIC



Representatives: National: George P. Hollingbery Co. (N.Y.-Chi.) Regional: Kettell-Carter (Boston)
Tel.: Springfield State 8-0971—TWX: SM462

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by Kear & Kennedy.

Personnel:

Charles N. DeRose, *general manager.*
Patrick J. Montague, *commercial manager.*
Manning V. Tesser, *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.

MICHIGAN

WPAG-TV Ann Arbor

(Ch. 20)

Licensee: Washtenaw Broadcasting Co. Inc., Hutzal Bldg.

Studio: Hutzal 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: Edward F. Baughn, 100%.

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.*
Bernard Ressler, *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.

WNEM-TV Bay City-Saginaw

(Ch. 5)

Grantee (STA): Gerity Broadcasting Co., 814 Adams St., Bay City.

Sales Offices: 507 Detroit St., Flint; 201 N. Washington, Saginaw.

Studio and Transmitter: 4700 Becker Rd., 3-8-mi. NE of Saginaw, Mich.

Telephones: Twinbrook 3-4504, Bay City; Center 8-4696, Flint; Pleasant 5-4471, Saginaw. 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).

Represented (legal) by Berge, Fox & Arent.

Represented (engineering) by A. Earl Cullum Jr.

1957 Fall-Winter Edition

Michigan

Personnel:

James Gerity, Jr., *president & general manager.*
Harry E. Travis, *v.p., asst. general manager & sales manager.*
D. Scott Hager, *v.p. & treasurer.*
Tom Matthews, *director of operations & film buyer.*
Frank Benesh, *news editor & special events director.*
Robert Beurket, *chief engineer.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., Mon.-Fri.; 7-10:30 p.m., Sat. & Sun.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$160.00	\$80.00
Class A—6-8 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
680.00	408.00	272.00	238.00	170.00	135.00	67.50
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily.						
560.00	336.00	224.00	196.00	140.00	112.00	56.00
Class C—Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat. & Sun.; 11:30 p.m.-sign-off, daily.						
375.00	225.00	150.00	131.25	93.75	75.00	37.50

Subject to frequency discounts.

WWTV Cadillac

(Ch. 13)

Licensee: Sparton Bcstg. Co., Arcade Bldg., 417 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 George P. Hollingbery Co.

Personnel:

John J. Smith, *president.*
Gene Ellerman, *v.p. & general manager.*
Daryl Sebastian, *asst. general manager.*
George Wilson, *chief engineer.*
Paul Hill, *program director.*

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.

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.*

Michigan

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 1/3 of stock; for other interests, see WOR-TV, New York.

Began Operation: Sept. 16, 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 manager.*
Norman Hawkins, *national sales manager.*
C. E. Gunn, *local sales manager.*
Arthur MacColl, *film director.*
Arthur Gloster, *publicity & advertising director.*
Austin Grant, *news editor.*
Bruce Chick, *traffic director.*
Stewart Clark, *engineering director.*

DIGEST OF RATE CARD NO. 3 (U.S. rates)—(April 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.							
\$1200.00	\$720.00	\$480.00	\$360.00	\$300.00	\$240.00	\$175.00	\$95.00
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.

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 Group Ownership.

Began Operation: Oct. 24, 1948.

Represented (sales) by Katz Agency Inc.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

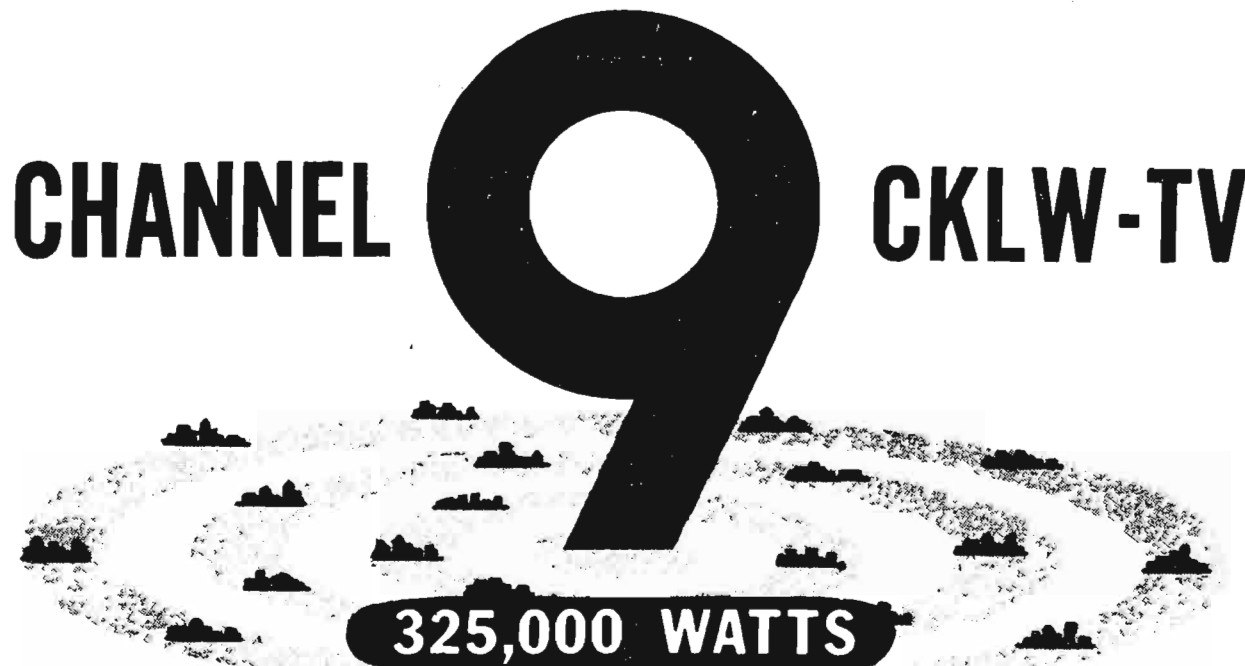
George B. Storer, *president.*
Bill Michaels, *v.p. & managing director.*
Keith McKenney, *local sales manager.*
Lewis Johnson, *WJBK-TV national sales mgr. (N.Y.C.).*
Bob Edell, *promotion & merchandising director.*
Ralph Rust, *program director.*
George Kenyon, *service coordinator.*
Chuck Bergeson, *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.

THE DETROIT AREA'S MOST POWERFUL TV STATION



CHANNEL 9 CKLW-TV

Young
Television Corporation
National Rep.

J. E. Campeau
President
Guardian Bldg. Detroit



gets you



** Nine billion, that is. Yes, all it takes
is DETROIT'S CHANNEL 2 to tap the
9-BILLION-DOLLAR purchasing power
in WJBK-TV's coverage area...
the nation's fifth market.*

WJBK-TV

CHANNEL



DETROIT

MOST VIEWERS! No. 1 (Pulse and ARB) in
1,700,000 Detroit and outstate TV homes, in-
cluding the heavily populated Flint and Port
Huron areas.

MAXIMUM POWER! 100,000 watts, 1,057-foot
tower.

TOP CBS AND LOCAL PROGRAMS



Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

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*.
 Frank Steltenkamp, *sales development manager*.
 Glenn Kyker, *sales promotion manager*.
 Ian K. Harrower, *program & production manager*.
 Peter S. Good, *asst. program manager*.
 James F. Clark, *news editor*.
 Paul Williams, *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

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*.
 Bud Kirvan, *promotion & publicity director*.
 Chas. Kocher, *chief engineer*.
 Richard Femmel, *news director*.

DIGEST OF RATE CARD NO. 12

(April 1, 1957)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.				
\$2200.00	\$1320.00	\$880.00	\$550.00	\$220.00
Class A—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 5-7:30 p.m., Sun.				
1600.00	960.00	640.00	300.00	150.00
Class B—5-7 p.m., Mon.-Sat.				
1250.00	750.00	500.00	250.00	125.00
Class C—11-11:30 p.m., daily.				
850.00	510.00	340.00	200.00	100.00
Class D—Noon-5 p.m., 11:30 p.m.-midnight, daily.				
750.00	450.00	300.00	150.00	75.00
Class E—Midnight-noon, daily.				
600.00	360.00	240.00	100.00	50.00

Also has 5 Min. Class D \$187; Class E \$150. 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: 126-kw visual, 63.1-kw aural. Antenna: 990-ft. above av. terrain, 1034-ft. above ground, 1886-ft. above sea level using .77° electrical beam tilt, lat. 42° 42' .08", longitude 84° 24' 51". 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*.

WOOD-TV

Grand Rapids

(Ch. 8)

Licensee: WOOD Broadcasting Inc., 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: Subsidiary of TLF Broadcasters Inc., subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

Began Operation: Aug. 15, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (*Television Digest*, Vol. 12:50, 51; 13:16). Bitner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

Represented (sales) by Katz Agency, Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Willard Schroeder, *president & 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*.

(Continued on page 140)

BELIEVABILITY

*. . . the Priceless Advantage You Get
When You Buy the **WWJ** Stations*

In fast-moving, hard-working Detroit—where cash registers ring up five billion dollars worth of retail sales annually—the WWJ stations back up your advertising with a very special quality of their own. It's *believability*.

Detroiters have faith in the WWJ stations, respect their traditional leadership, high standards of quality, sincerity of purpose. That's why so many say, "If it's on WWJ or WWJ-TV, it *must* be good."

Put this believability to work for you on the WWJ stations.

WWJ AM and FM
RADIO

The World's First Radio Station

original
NBC
affiliates

WWJ-TV

Michigan's First Television Station

Owned and operated by **The Detroit News**

National Representatives: *Peters, Griffin, Woodward, Inc.*

Michigan

GRAND RAPIDS: WOOD-TV—(Continued)

DIGEST OF RATE CARD NO. 6—(June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$1050.00	\$630.00	\$420.00	\$368.00	\$300.00	\$250.00	\$125.00
Class A—6:30-8 p.m., Mon.-Fri.; 6-8 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
975.00	585.00	390.00	341.00	244.00	180.00	90.00
Class B—5-6:30 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: Fireside 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., holding CP for WMBD-TV.

Began Operation: June 1, 1950.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

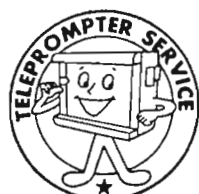
Personnel:

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

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TELEPROMPTER[®] SERVICE

SEE PAGE 32

WJIM-TV Lansing

(Ch. 6)

Licensee: Gross Telecasting Inc., WJIM Country House.

Studio and Transmitter: Vanatta Rd., near Cavanaugh Rd.

Flint Studio: Mott Bldg.

Telephone: Ivanhoe 2-1333. TWX No.: LG 72.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level, lat. 42° 41' 14", long. 84° 22' 35".

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 & Gaguine.

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.

WDMJ-TV Marquette

(Ch. 6)

Licensee: Lake Superior Bcstg. 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. Antenna: 790-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*. Also has asked approval to buy CP for WJMS-TV, Ironwood, Mich., to be operated as satellite with private relay (*Television Digest*, Vol. 13:29).

Began Operation: March 20, 1956.

Represented (sales) by Weed Television Corp.; Harry S. Hyett Co. (Midwest).

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*.
 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)

Licensee: Lake Huron Bcstg. 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: 174-kw visual, 95.5-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., 33 1/3%; Alvin M. Bentley (Congressman), v.p., 33 1/3%; Howard H. Wolfe, secy.-treas., 33 1/3%.

Began Operation: April 5, 1953.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

William J. Edwards, *president & general manager.*
Alvin M. Bentley, *v.p.*
Howard H. Wolfe, *station manager.*
Robert M. Chandler, *commercial manager.*
Robert Oliver, *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.

WPBN-TV Traverse City

(Ch. 7)

Licensee: Midwestern Bcstg. Co., Paul Bunyan Bldg.

Studio & Transmitter: 3 mi. W. of center of Traverse City.

Telephone: Windsor 7-7675.

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 (NBC).

Ownership: Les Biederman, pres., 30%; William H. Kiker, v.p., 16.25%; Drew McClay, secy.-treas., 15%; Fred Zlerle, director, 16.25%; Edward Biederman, 22.5%. Also operates WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; 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 Biederman, *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.; 4:59-6:59 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

1957 Fall-Winter Edition

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. (*Television Digest*, Vol. 13:6).

Began Operation: July 27, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Robert M. Silliman.

Personnel:

Gene P. Loffler, *general manager.*
Don E. Inman, *sales director.*
Leo Chenier, *technical director.*
James S. Dugan, *national sales manager.*

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.

KDAL-TV Duluth-Superior

(Ch. 3)

Licensee: Red River Bcstg. 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 estate, 70%; Robert A. Dettman, v.p., 10%; Odin S. Ramsland, v.p., 1%; 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:

Odin S. Ramsland, *v.p. & general manager.*
John Grandy, *sales manager.*
Earl Henton, *program director.*
Robert Dettman, *v.p. & chief engineer.*

DIGEST OF RATE CARD NO. 4

(March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:59-10 p.m., daily.							
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$101.25	\$90.00	\$45.00
Class A—6:30-6:59 p.m., 10-10:30 p.m., daily; 6-6:59 p.m., Sun.							
300.00	175.00	130.00	113.75	81.25	72.00	65.00	32.50
Class B—6-6:30 p.m., Mon.-Sat.; 1-5:59 p.m., Sun.; 10:30-11 p.m., daily.							
250.00	150.00	100.00	87.50	62.50	50.00	50.00	25.00
Class C—All other times.							
162.50	97.50	65.00	56.75	40.50	32.50	32.50	16.25

Subject to frequency discounts.

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Minnesota

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 4-9238, 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". Holds CP for 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Network Service: NBC, ABC.

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.; Bulmer & Johnson Inc. (Minneapolis).

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

Personnel:

C. D. (Duke) 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*.

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
Class A—10-10:15 p.m., daily.	130.00	113.75	81.25	65.00
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
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

Subject to frequency discounts.

KMGM-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: Loew'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. Weintraub 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 Jansky & Bailey, Inc.

Personnel:

Thomas P. Johnson, *chairman*.
Seymour Weintraub, *president*.
George W. Eby, *secretary-treasurer*.
David Murray, *director of operations*.
Robert Stone, *promotion manager & publicity director*.
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
Class A—6-7 p.m., daily.	600.00	360.00	216.00	180.00	120.00
Class B—5-6 p.m., daily.	400.00	240.00	144.00	105.00	70.00
Class C—3:30-5 p.m., 11 p.m.-sign-off, daily.	350.00	210.00	126.00	90.00	60.00

Subject to frequency discounts.

First with important news



CH. 2-6 MILITARY SCARE STORY LAID TO REST: The rash of alarmist rumors that military is actively trying to grab off Ch. 2-6 or any other TV channels (Vol. 13:14) was nailed firmly to the mast this week in another unequivocal, categorical and flat denial -- by the top U.S. military allocations official.

He is Rear Adm. J. N. Wenger, deputy director for communications-electronic Joint Staff Joint Chiefs Staff, in writing.

On April 13th, *Television Digest* again kept the record straight. There had been rumors that the military services were seeking to take Ch. 2 to 6 from TV. Understandably, these highly publicized whispers produced

jitters among many of TV's pioneer station operators. *Television Digest* went directly to the key military officers involved. Their unequivocal denials are history—and the TV industry was relieved.

Use the card at the back of this book to request a free sample of TELEVISION DIGEST.

• For other *Television Digest* "firsts" see pages 59, 182, 216, 430

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.

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 1954 (*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*.
Don R. Gillies, *national sales manager*.
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, *studio engineer*.
Neil B. Coil, *transmitter engineer*.
Robert R. Hansen, *merchandising director*.
Rollie Johnson, *news, sports & special events director*.
Arle Haerberle, *director of women's activities*.
Harry Seils, *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.						
800.00	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	140.00	109.00	80.00	35.00

Subject to frequency discounts. Color—Rates on request.

WTCN-TV Minneapolis-St. Paul

(Ch. 11)

Licensee: Twin State Broadcasting Inc., 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: TLF Broadcasters Inc., 100%; subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

1957 Fall-Winter Edition

Minnesota

Began Operation: Sept. 1, 1953. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (*Television Digest*, Vol. 12:50, 51; 13:16). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, and made WTCN-TV into full time outlet after FCC approved sale April 6, 1955 (Vol. 11:5, 15).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Wayne Coy, *president*.
Phil Hoffman, *v.p. and general manager*.
Miller C. Robertson, *manager*.
James R. Hoel, *general sales manager*.
William E. Daley, *local sales manager*.
Fred Kaufman, *program director*.
George J. Lord, *promotion director*.
Sheldon W. Peterson, *news director*.
Gene Wecker, *film director*.
Joseph Kahnke, *chief engineer*.
Warren Fritze, *asst. chief engineer*.
Leonard C. Nachbar, *asst. treas. & asst. secretary*.

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—7-9:30 p.m., daily.						
\$1200.00	\$720.00	\$480.00	\$420.00	\$320.00	\$250.00	\$100.00
Class A—6:30-7 p.m., 9:30-10 p.m., daily.						
900.00	540.00	360.00	315.00	243.00	170.00	70.00
Class B—5-6:30 p.m., 10-11 p.m., daily.						
600.00	360.00	240.00	210.00	162.00	110.00	55.00
Class C—4-5 p.m., 11 p.m.-sign-off, daily.						
350.00	210.00	140.00	123.00	95.00	60.00	30.00
Class D—Sign-on-4 p.m., daily.						
225.00	135.00	90.00	79.00	61.00	40.00	20.00

Subject to frequency discounts.

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. Requests change to 239-kw visual, 125-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. Postier, *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*.

RATE CARD NO. 3 (Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:59-10:15 p.m., Mon.-Sat.; 5:59-10:15 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B—4-6:59 p.m., 10:15-11 p.m., daily; 1-5:59 p.m., Sun.						
200.00	120.00	80.00	70.00	50.00	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.

Minnesota - Mississippi

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, 62.17%; 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, 8.18%; Philip A. Du Frene; Stanley S. Hubbard; and the following stockholders not holding office: Didrikke S. Hubbard, 15.84%; Vera S. Bragg, 8.18%; Mrs. Paulette E. Godfrey, 5.64%. KSTP Inc. owns KOB-TV, Albuquerque, N.M. (Ch. 4) & KOB; holds 23% of KWK-TV, St. Louis. Mr. Bush also owns 50% of WKAI, Macomb, Ill. and KLIL, Estherville, Ia.

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.*

Stanley S. Hubbard, *v.p., research and development.*

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. 18—(May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.						
\$1650.00	\$970.00	\$650.00	\$570.00	\$490.00	\$360.00	\$180.00
Class A—6:30-7 p.m., Mon.-Sat.; 5:30-6 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.; 5-5:30 p.m., Sun.; 10:30-11 p.m., daily.						
800.00	500.00	350.00	300.00	250.00	160.00	80.00
Class C—1-6 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 11 p.m.-midnight, daily.						
500.00	300.00	200.00	180.00	150.00	100.00	50.00
Class D—Sign-on-1 p.m., midnight-sign-off, daily.						
400.00	240.00	160.00	140.00	110.00	80.00	40.00

Subject to frequency discounts

KTCA-TV

St. Paul-Minneapolis

(Ch. 2)

Non-Commercial Educational Station

(Due to Begin Operation in September)

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 & 298.

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.

Began Operation: On air with test pattern March 8, but programming delayed until Sept. (*Television Digest*, Vol. 13:25).

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: 20-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, ABC.

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: July 13, 1956.

Represented (sales) by Everett-McKinney Inc.; Dixieland Stations Inc. (Southeast).

Represented (legal) by Arnold, Fortas & Porter.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

Bob McRaney, *general manager.*

P. B. Hinman, *station manager.*

W. W. Whitfield, *sales manager.*

Tom McFerrin, *chief engineer.*

DIGEST OF RATE CARD NO. 2

(Aug. 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.; 6-10 p.m., Sun.						
\$180.00	\$100.00	\$65.00	\$55.00	\$45.00	\$30.00	\$15.00
Class B—All other times.						
100.00	72.00	48.00	38.40	30.00	20.00	10.00

Subject to frequency discounts.

WDAM-TV

Hattiesburg

(Ch. 9)

Licensee: Lion Television Corp., 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: 55-kw visual, 33.1-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.; Dave Matison Jr. owns 66% of CP for radio WXXX, Hattiesburg. 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.*

Jerry Keith, *sales manager.*

Keith Glatzer, *program director.*

David L. Waite, *asst. operations mgr. & sales service director.*

John Carroll, *chief engineer & operations manager.*

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: 316-kw visual, 158-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".
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 51% of KALB-TV, Alexandria, La., 33 1/3% of KPLC-TV & KPLC, Lake Charles, La.; has interest in radios KRMD, Shreveport and KRRV, Sherman, Tex. Sepaugh also has 33 1/3% 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

WLBT Jackson

(Ch. 3)

Licensee: 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: 680-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

Mississippi

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

WTOK-TV Meridian

(Ch. 11)

Licensee: Southern Television Corp., Box 1771, Meridian.
Studio: Southern Bldg. **Transmitter:** U.S. Hwy. 45, 1/8-mi. S of city.
Telephone: 3-1441. TWX No.: MERID 281.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 560-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.

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, *v.p. & sales manager*.
 Cecil Germany, *traffic & program manager*.
 George E. Shannon, *production director*.
 Joe H. Saxon, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(April 1, 1957)

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.							
\$275.00	\$165.00	\$137.50	\$110.00	\$96.25	\$68.75	\$55.00	\$27.50
Class B—5-6:30 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.							
206.25	123.75	103.13	82.50	72.19	51.56	41.25	20.63
Class C—All other times.							
137.50	82.50	68.75	55.00	48.13	34.38	27.50	13.75

Subject to frequency discounts.

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%; Mr. Petit is TV development engineer with NBC-TV, N.Y.

Began Operations: March 18, 1957.

Represented (sales) by Jack Masla & Co. Inc.

Represented (legal) by Haley, Wollenberg & Kenehan.

Personnel:

Frank K. Spain, *general manager*.
 Walter D. Spain, *sales manager*.
 Robert Gordon, *program director*.
 James Stenbridge, *production director*.
 Joseph G. Petit, *chief engineer*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:45-10:15 p.m., Mon.-Sat.; 2-10:15 p.m., Sun.						
\$150.00	\$90.00	\$60.00	\$50.00	\$40.00	\$30.00	\$18.00
Class B—5-5:45 p.m., Mon.-Fri.; 2-5:45 p.m., Sat.; 10:15-11 p.m., daily.						
120.00	72.00	48.00	36.00	32.00	25.00	15.00
Class C—All other times.						
90.00	54.00	36.00	27.00	24.00	20.00	12.00

MISSOURI

KFVS-TV Cape Girardeau

(Ch. 12)

Licensee: 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.

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 McConnaughey, Sutton & L'Heureux.

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.						
200.00	120.00	80.00	64.00	50.00	40.00	20.00

Subject to frequency discounts.

KOMU-TV Columbia

(Ch. 8)

Licensee: 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: 790-ft. above av. terrain, 774-ft. above ground, 1612-ft. above sea level, lat. 38° 53' 16", long. 92° 15' 48".

Network Service: NBC, AEC.

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.*
Ron Hunt, *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.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class C—7 a.m.-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.

KHQA-TV Hannibal-Quincy, Ill.

(Ch. 7)

Grantee (STA): Lee Bcstg. Inc., 510 Main 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. 1.18%; 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.

WGEM-TV Hannibal (See Quincy, Ill.)

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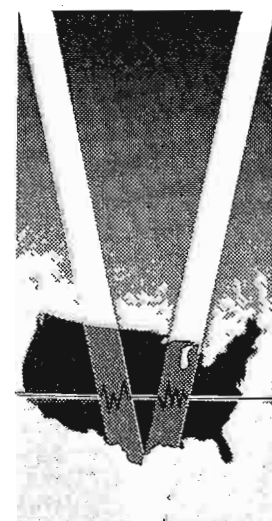
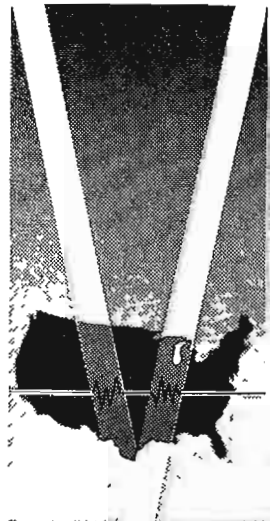
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New York 18, N.Y.



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, 1010-ft. above av. terrain, 923-ft. above ground, 1767-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 Bcstg. Co., licensee of radio KWOS, Jefferson City.

Began Operation: Feb. 13, 1955.
Represented (sales) by Blair Television Associates Inc.
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*.

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.; sign-on-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
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 Avery-Knodel Inc.
Represented (legal) by Cohn & Marks.
Represented (engineering) by Robert M. Silliman.

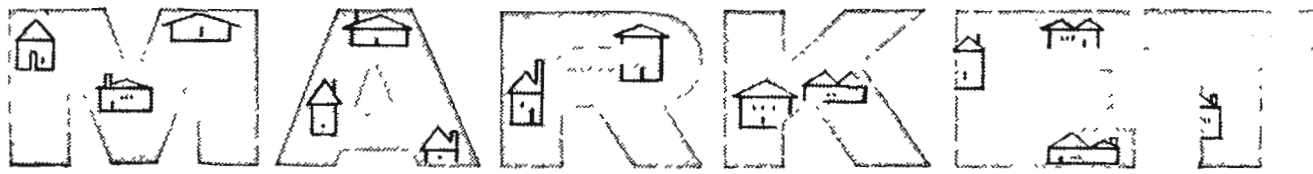
Personnel:
 John J. Laux, *exec. v.p.*
 Harry D. Burke, *v.p. & general manager*.
 Rod Gibson, *national sales manager*.
 D. T. Knight, *local sales manager*.
 Ron Robson, *program director*.
 Jack Langford, *chief engineer*.

DIGEST OF RATE CARD NO. 4
 (Jan. 1, 1957)

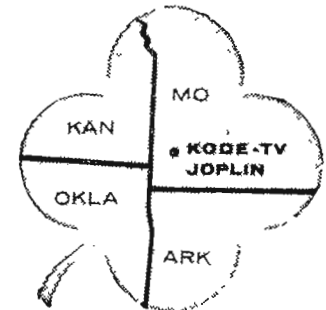
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.							
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$67.50	\$60.00	\$30.00
Class B—5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.							
225.00	135.00	90.00	78.00	56.00	50.65	45.00	23.00
Class C—All other 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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136,547 TV HOMES* IN THE JOPLIN MARKET
 Larger than Duluth, Phoenix, Ft. Wayne
 \$776,919,000 Buying Income; 669,800 Total Population

- *NOW 28% HIGHER TOWER—HIGHEST IN 4-STATE COVERAGE AREA
- *NOW 29% MORE POWER—71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
- *NOW COVERS 136,547 TV HOMES IN JOPLIN MARKET—AN ALL-TIME HIGH
- *Television Magazine Set Count, July, 1957

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316,000 WATTS Designed Power 
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 203 miles East of Wichita • 250 miles Southwest of St. Louis

Harry D. Burke, V.P. & Gen'l Mgr. Represented by AVERY-KNODEL



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 WPAR, Parkersburg • WBOY, WBOY-TV, Clarksburg • WPIT, Pittsburgh

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, Wollenberg & Kenehan.

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. 5 (March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.						
\$1350.00	\$810.00	\$540.00	\$473.00	\$338.00	\$300.00	\$150.00
Class A—10-10:30 p.m., daily.						
1150.00	690.00	460.00	403.00	288.00	250.00	125.00
Class B—6:30-7 p.m., Mon.-Sat.						
1000.00	600.00	400.00	350.00	250.00	200.00	100.00
Class C—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
750.00	450.00	300.00	245.00	175.00	150.00	75.00
Class D—9 a.m.-6 p.m., Mon.-Sat.; 11 p.m.-12:30 a.m., daily.						
600.00	360.00	240.00	210.00	150.00	120.00	60.00
Class E—Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class F—After 12:30 a.m., daily. 50% of Class E rates.						

Subject to frequency discounts.

KOAM-TV Joplin

(See Pittsburg, Kan.)

Performers gain complete freedom from unflattering cue-card positions with . . .



TELEPROMPTER[®] SERVICE

SEE PAGE 32

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

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 Fitzner, 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%; Alice E. Fisher, secy.-treas., .16%; B. E. Allison, .16%; 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

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".

Ownership: Milton J. Hinlein, 100%.
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:
Miss Le Chapman, general manager.
Harry Trotman, sales manager.
Dick Younger, 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

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 Glenstone 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. 4—(March 1, 1957)

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.						
\$325.00	\$195.00	\$130.00	\$113.75	\$95.00	\$81.25*	\$32.50*
Class B —5-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-5 p.m., Sun.						
243.75	146.25	97.50	85.00	73.00	48.75	24.50
Class C —11 p.m.-sign-off, daily.						
162.50	97.50	65.00	56.75	47.50	32.50	16.25

* Also has Class AA announcements (7:29-9:30 p.m., daily) 20 Sec. \$81.25; 10 Sec. \$40.65.

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); Tams Bixby III, pres.; Lester L. Cox, v.p., 24.966%; 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. Stufflebam, co-manager & sales manager.
Carl Fox, co-manager & program manager.
E. Dennis White, chief engineer.

DIGEST OF RATE CARD NO. 6—(April 1, 1957)

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.						
\$325.00	\$195.00	\$130.00	\$113.75	\$97.50	\$65.00*	\$32.50
Class B —Noon-1 p.m., 4-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.						
243.75	146.25	97.50	85.31	73.13	48.75	24.38
Class C —7 a.m.-noon, 1-4 p.m., Mon.-Fri.; sign-on-11 a.m., Sun.; 11 p.m.-sign-off, daily.						
162.50	97.50	65.00	56.88	48.75	32.50	16.25

* 20 Sec. only. Min. \$81.25. Also has Class AA (7:29-9:30 p.m., daily) Min. or 20 Sec. \$81.25, 8 Sec. \$40.65.

Missouri

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: 100-kw visual, 50-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".

Network Service: CBS, ABC.

AM Affiliate: KFEQ, 5-kw, 680 kc (MBS).

Ownership: Kenyon Brown, pres., 25%; Bing Crosby, v.p., 25%; George L. Coleman, v.p. 25%; Joseph A. Thomas, 25%. Brown also operates radio KFFT, Wichita Falls, Tex., and has interest in radio KGLC, Miami, Okla., and with Frank Lynch owns KANS, Wichita, Kan. Owners of KFEQ-TV are also buying KCOP, Los Angeles. (*Television Digest*, Vol. 13:16, 22).

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).

Represented (sales) by Blair Television Associates Inc.

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 Milsteen, *program manager*.
Shirley Strueby, *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.

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*.

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*.
Keith Gunther, *film buyer*.
Austin Bridgman, *news editor*.
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

KTVI St. Louis (Ch. 2)

Grantee (STA): Signal Hill Telecasting Corp., 5915 Berthold Ave.

Studio & Transmitter: 5915 Berthold Ave.

Telephone: Mission 7-3600.

Technical Facilities: Channel No. 2 (54-60 mc). Holds temporary authority to operate on Ch. 2, 100-kw visual, 50-kw aural. Antenna: 577-ft. above av. terrain, 592-ft. above ground, 1127-ft. above sea level, lat. 38° 37' 48", long. 90° 17' 08.5". Requests 1047-ft. above av. terrain, 1018-ft. above ground, 1608-ft. above sea level, lat. 38° 32' 06", long. 90° 22' 22"; transmitter to intersection of Gravois & Lindberg Blvds., Sappington, Mo.

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); March 20, 1957, it left air temporarily for changeover to Ch. 2, and resumed operation April 15, 1957. (Vol. 13:16).

Represented (sales) by Blair-TV.

Represented (legal) by Roberts & McInnis.

Personnel:

Paul E. Peltason, *president*.
Joseph J. Bernard, *v.p. & general manager*.
John I. Hyatt, *sales manager*.
Fred Buschmeyer Jr., *program director*.
Don B. Curran, *promotion manager*.
Richard J. Trompeter, *chief engineer*.

DIGEST OF RATE CARD NO. 4—(April 15, 1957)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.					
\$1000.00	\$600.00	\$400.00	\$300.00	\$250.00	\$125.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.					
800.00	500.00	350.00	250.00	200.00	100.00
Class B—6-6:30 p.m., 10:30-11 p.m., daily.					
650.00	400.00	275.00	200.00	160.00	80.00
Class C—9 a.m.-6 p.m., 11-p.m.-midnight, daily.					
400.00	240.00	160.00	100.00	80.00	40.00
Class D—Midnight-sign-off, daily.					
265.00	160.00	106.00	75.00	50.00	25.00



10 PROVEN years in St. Louis...

Advertisers naturally look for performance! In St. Louis they have found that KSD-TV produces results—consistent results year after year!

During 1956, Channel 5 carried more national spot advertisers than any other television station in St. Louis. In addition, KSD-TV carried the advertising of more national spot accounts than did any station in the New York, Chicago, Detroit or San Francisco markets.* In fact, KSD-TV (in America's 9th market) ranked FIFTH among television stations in the nation's TEN TOP markets.

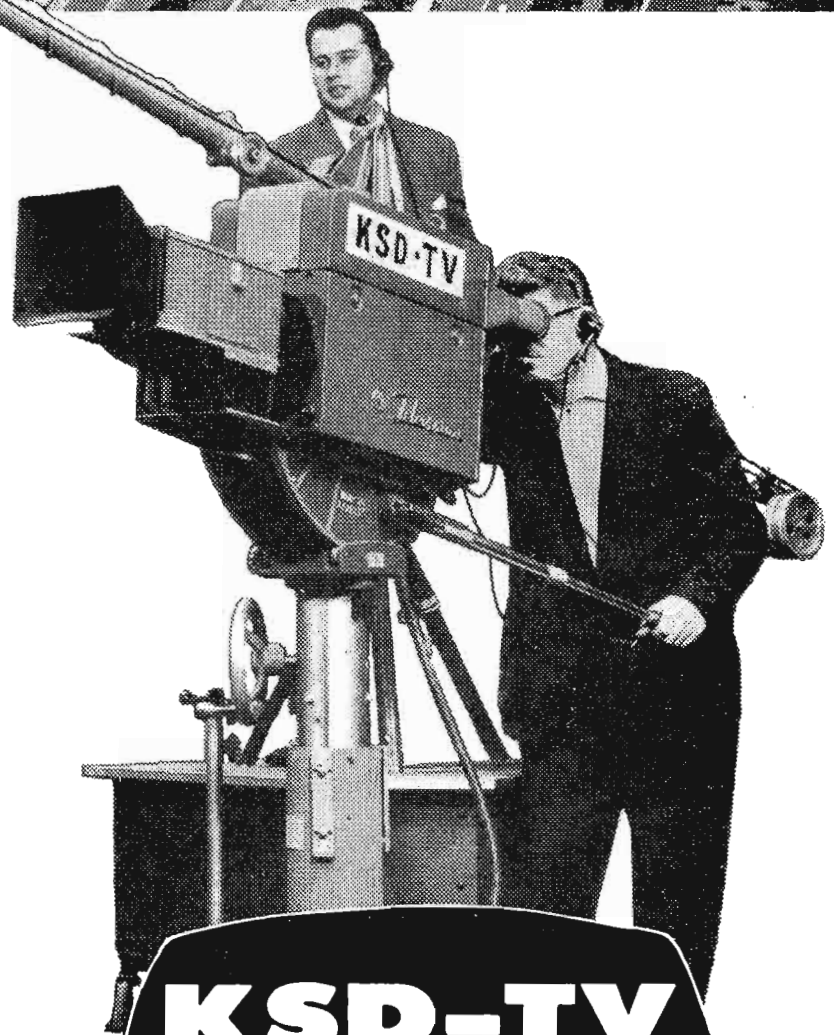
In 1957, KSD-TV continues to be the preference of national spot advertisers seeking to sell the St. Louis market.*

Through the years—and now, too—experience of national spot advertisers has repeatedly proven they can rely on KSD-TV's stability of PERFORMANCE—a performance that is based on permanence and continuity of good programming.

Your nearest NBC Spot Sales Office will give you, the facts on KSD-TV's pioneering television experience† and continued effective performance.

*Rorabaugh Reports, 1956 and 1957

†KSD-TV, channel 5, went on the air February 8, 1947



KSD-TV
MAXIMUM
POWER
channel **5**

THE ST. LOUIS POST-DISPATCH STATION.



SPOT SALES
National Representative

BASIC AFFILIATE



Missouri-Montana

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 1110-ft. above av. terrain, 1210-ft. above ground, 1645-ft. above sea level, lat. 38° 31' 47", long. 90° 17' 58"; transmitter to Ave. H, north of Reavis Barracks Rd.

AM Affiliate: KWK, 5-kw, 1380 kc.

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. KSTP Inc. owns KSTP-TV, St. Paul (KSTP) and KOB-TV, Albuquerque (KOB).

Began Operation: July 8, 1954.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dempsey & Koplovitz.

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.*
 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.

MONTANA

KOOK-TV

Billings

(Ch. 2)

Licensee: 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 488.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level, lat. 45° 46' 18", long. 108° 28' 00".

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; Art Moore & Assoc. (Seattle & Portland).

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 Peiss, *program & operations director.*
 Grant French, *chief engineer.*
 Conna G. May, *merchandising director.*

DIGEST OF RATE CARD NO. 2

(Jan. 20, 1957)

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.						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$45.00	\$22.50
Class B—6-6:29 p.m., Mon.-Fri.; 10:30 p.m.-midnight, daily.						
160.00	96.00	64.00	56.00	48.00	36.00*	18.00
Class C—Sign-on-5:59 p.m., Mon.-Fri.; sign-on-4:59 p.m., Sat.						
100.00	60.00	40.00	35.00	30.00	22.50	11.25

* Min. only; 20 Sec. is \$27.00

Subject to frequency discounts.



GPL-WICKES Color TV test equipment

Meets strictest requirements of NTSC systems. Designed for convenience in practical use. Available in complete packages for station conversion or individual units to meet your needs. GPL's Color Consultation Service is at your disposal.

General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

KXLF-TV

Butte

(Ch. 4)

Licensee: Television Montana, Box 1988.

Studio: 1003 S. Montana St.

Transmitter: 3 mi. E. of Butte on XL Heights.

Telephone: 2-9111.

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%; KXLJ, 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 KXLJ, KXLK, KXLL); Barclay Craighead, v.p., .05% (owns 58% of KXLK, 15% of KXLJ); E. B. Craney, treas., .1% (owns 49.6% of KXLQ, 49.4% of KXLF, 42% of KXLJ, 30% of KXLL); J. J. Manning, secy., .45% (owns 10% of KXLL). KXLJ, Helena is grantee of KXLJ-TV, Ch 12 satellite.

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; KXLJ, 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 Inc.

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. 3 (March 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$65.00	\$55.00	\$40.00	\$20.00
Class A—6-7:30 p.m., 10:10-10:30 p.m., daily.						
175.00	105.00	75.00	60.00	50.00	35.00	16.00
Class B—4-6 p.m., 10:30-11 p.m., daily.						
150.00	90.00	60.00	52.00	45.00	30.00	15.00
Class C—All other times.						
120.00	72.00	48.00	42.00	36.00	24.00	12.00

Subject to frequency discounts.

1957 Fall-Winter Edition

Montana

KGEZ-TV

Kalispell

(Ch. 9)

Grantee (STA): KGEZ-TV Inc., Box 439.

Studio & Transmitter: Flathead, approx. 1.3-mi. N of Kalispell on U.S. Hwy. 93.

Telephone: Skyline 6-5056.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 14.65-kw visual, 7.92-kw aural. Antenna: 327-ft. above av. terrain, 322-ft. above ground, 3339-ft. above sea level, lat. 48° 12' 49", long. 114° 19' 23".

Network Service: CBS, NBC.

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; he also owns KLCB, Libby, Mont. All other officers have interest in either KGEZ or KBOW.

Began Operation: July 9, 1957.

Represented (sales) by Donald Cooke Inc.

Represented (legal) by Wheeler & Wheeler.

Personnel:

Richard V. Vick, v.p. & general manager.

Robert S. Bennett, commercial manager.

Martin Tollberg, program director.

Wilbur E. Myhre, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., Mon.-Fri.; sign-on-10:30 p.m., Sun.						
\$125.00	\$75.00	\$50.00	\$43.75	\$31.25	\$20.00	\$10.00
Class B—All other times.						
100.00	60.00	40.00	35.00	25.00	15.00	7.50

Subject to frequency discounts.

KMSO-TV

Missoula

(Ch. 13)

Licensee: 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, NBC.

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.

S. John Schile, general manager.

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.

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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). Meves owns KPLK, Dallas, Ore.

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. 2—(May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10:30 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$43.75	\$21.88
Class B—5-7 p.m., daily.						
206.25	114.75	82.50	72.90	52.19	36.10	18.05
Class C—Sign-on-5 p.m., 10:30 p.m.-sign-off, daily.						
150.00	90.00	60.00	52.50	37.50	26.25	13.13

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*.
Wayne Pash, *chief engineer*.

Rates: Sold only in combination with KHOL-TV, Kearney, with rates applying to simultaneous telecasts on both stations.

KHOL-TV

Kearney

(Ch. 13)

(Also operates satellite KHPL-TV, Hayes Center, Neb.)

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, 110-kw aural. Antenna: 552-ft. above av. terrain, 578-ft. above ground, 2793-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 and office manager*.
Tom Nuss, *promotion director*.
Art Eckdañl, *news director*.
Jerry Granger, *sports director*.
W. M. Greely, *director of engineering*.

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. Fetzer; for other interests, see WKZO-TV, Kalamazoo, Mich.

Began Operation: Feb. 10, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John E. Fetzer approved by FCC Nov. 15, 1955. (*Television Digest*, Vol. 9:30, 34, 10:9, 13, 20.)

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

John E. Fetzer, *president*.
A. James Ebel, *v.p. & manager*.
Lester C. Rau, *sales manager*.
Bob Johnson, *program director*.
Bill Hemke, *production director*.
Les Blauvelt, *farm director*.
Ramona Deitemeyer, *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

Licensee: University of Nebraska, 12th & R 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: 26.3-kw visual, 13.2-kw aural. Antenna: 360-ft. above av. terrain, 403-ft. above ground, 1597-ft. above sea level, lat. 40° 49' 23", long 96° 39' 28".

Began Operation: Nov. 1, 1954.

Represented (legal) by Cline, Williams, Wright & Johnson, Lincoln and Dow, Lohnes & Albertson.

Personnel:

Jack McBride, station director
Ronald Hull, production director.
Bob Schlater, program manager.
Wm. Boyd Rooney, film director.
Betty Meisinger, traffic manager.
Shirley Marsh, home economics specialist.
Dwaine Trenkle, agricultural specialist.
Adolph R. Dvorak, chief engineer.

KETV

Omaha

(Ch. 7)

(Due to Begin Operation by Fall)

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".

Network Service: ABC.

Ownership: Herald Corp. (Ben. H. Crowder, pres.; Eugene S. Thomas, v.p.), 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 Inc.

Personnel:

Eugene S. Thomas, v.p. and general manager.
Robert O. Paxson, sales manager.
Ernest Dade, sales service director.
John Quigley, program manager.
Robert Coats, public service & promotion director.
Jack Petrik, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-9:30 p.m., daily.						
\$900.00	\$540.00	\$360.00	\$200.00	\$100.00
Class A—6-7 p.m., 9:30-10 p.m., daily.						
700.00	420.00	280.00	\$230.00	\$175.00	140.00	70.00
Class B—5-6 p.m., 10-11 p.m., daily.						
500.00	300.00	200.00	165.00	125.00	100.00	50.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily.						
200.00	120.00	80.00	67.00	50.00	40.00	20.00

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.

AM Affiliate: KMA, Shenandoah, Ia., 5-kw, 960 kc (ABC). KFAB, Omaha, 50 kw, 1110 kc (NBC).

Ownership: May Broadcasting Co., 100% (licensee of radio station KMA, Shenandoah, Ia.) & Central Bcstg. Co., (WOC-TV & WOC, Davenport, Ia., and WHO-TV & WHO, Des Moines) owns 25% of May Bcstg. Co. May Bcstg. owns 48.86% of KFAB, Omaha (*Television Digest*, Vol. 13:13). Officers of May Bcstg. Co.: Edward W. May, pres.; Owen L. Saddler, exec. v.p.; R. H. Sawyer, secy.; and the following directors: Gertrude W. May, Ralph Evans, William D. Wagner, J. D. Rankin Jr., Raymond Sawyer, Raymond J. Schroeder and Owen L. Saddler.

Nebraska

Began Operation: Sept. 1, 1949.

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

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Robert M. Silliman.

Personnel:

Edward W. May, president.
Owen Saddler, executive v.p. & general manager.
Arden Swisher, general sales manager.
Frank Peddie, regional & local sales manager.
Lew Jeffrey, general program manager.
Norman Williams, production manager.
Amos E. Eastridge, promotion manager.
Jack Katz, film 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. Home Office: 1716 Locust St., Des Moines, Ia. Payson Hall, director of radio & television and treas.; C. Alfred Larson, asst. director of radio & television. Meredith WOW Inc. officers: Frank P. Fogarty, v.p. and general manager; Payson Hall, v.p. and treas. Other Affiliations: KCMO-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, Wollenberg & Kenehan.

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.
Richard Higgs, sales service director.
George C. Mirras, sales development manager.
Bill McBride, program director.
Robert Froemming, asst. program director.
William J. Kotera, director of engineering.
Glenn Flynn, chief engineer.
Robert Seitzer, 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 (Revised to July 1, 1957)

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	285.00	170.00	155.00	80.00
Class B—6-6:30 p.m., Mon.-Sat.; 10-10:30 p.m., daily.							
650.00	390.00	265.00	160.00	145.00	75.00
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.

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)

Licensee: 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-kw visual, 6.03-kw aural. Antenna: 110-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 Avery-Knodel Inc.

Represented (legal) by Haley, Wollenberg & Kenehan.

Personnel:

William D. Stiles, *general manager*.
Patrick Burke, *local sales manager*.
Allen W. Dunn, *national sales manager*.
David Rogers, *chief engineer*.
Mark Smith, *operations manager*.
Anne Gibb, *advertising director*.
Norwin S. Yoffie, *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

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: Herman M. Greenspun, pres., 68.8%; J. Dewey Solomon, v.p., 10.92%; Oran Gragson, 5.05%; L. W. Mechem, 3.95%; C. H. Huntington, 3.31%; Harvey E. Luce, 2.89%; George Albright, 2.86%; William Uрга, 2.86%; Frederick Stoye, .07%. Mr. Greenspun publishes *Las Vegas Sun*. Note: Mr. Greenspun increased holdings from 36.6% to 68.8% when Mr. Jolley sold his interest in KLAS-TV back to company. (*Television Digest*, Vols. 12:25; 13:9).

Began Operation: July 8, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Welch, Mott & Morgan.

Personnel:

Marian Y. Komar, *general manager*.
Alex Gold, *sales manager*.
Ralph Hodges, *production manager*.
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 17.5%; Ira Laufer, 20%; Morton Sidley, 10%. Zugsmith and Hogan each own 25% of KULA-TV, Honolulu (KULA). Hogan owns 100% of radio KFOX, Long Beach, Cal. and Albert Zugsmith Corp., Hollywood. Zugsmith and Hogan control KVSM, San Mateo, Cal.; Zugsmith also has interest in California radio stations KRKD, Los Angeles and KITO, San Bernardino. Zugsmith, Hogan, Oxarart & Feldman control group buying KBYE, Oklahoma City; Zugsmith and Hogan also are part of syndicate purchasing KREX-TV, Rockford, Ill. (*Television Digest*, Vol. 13:24). Sidley is gen. mgr. of KLAC, Los Angeles.

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:

Ira Laufer, *general manager*.
Jay Cowan, *sales manager*.
Lee Peer, *operations director*.
Bob Gardner, *film manager*.
Ervin Greene, *chief engineer*.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
All times.						
\$200.00	\$120.00	\$72.50	\$36.00	\$24.00	\$18.00	\$15.00

Never before have so many TV talents owed so much to two little words . . .

TELEPROMPTER SERVICE

SEE PAGE 32



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 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, Wollenberg & Kenehan.

Represented (engineering) by Robert L. Hammett.

Personnel:

Harry Huey, *general manager*
Lee Hirshland, *sales manager*
Ed Cardinal, *program director & operational supervisor*
Durward Yasmer, *production director*
George Rogers, *merchandising specialist*
Loren Logan, *film supervisor*
Thomas Hughes, *chief engineer*

DIGEST OF RATE CARD NO. 7—(June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.							
\$300.00	\$180.00	\$120.00	\$90.00	\$75.00	\$60.00	\$40.00	\$30.00
Class B—Sign-on-7 p.m., 10:30 p.m.-sign-off, daily.							
225.00	135.00	90.00	78.75	67.50	45.00	33.75	22.50

NEW HAMPSHIRE

WMUR-TV

Manchester

(Ch. 9)

Licensee: Radio Voice of New Hampshire Inc., 1819 N. Elm St.

Studio: WMUR-TV Bldg. Transmitter: Goffstown, N. H.

Telephone: National 3-8061. TWX No.: MANCH 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, 918-ft. above av. terrain, 941-ft. above ground, 1046-ft. above sea level, lat. 42° 43' 20.8", long. 70° 58' 58.42"; transmitter to 32-mi SE of Manchester on Rt. 133, Georgetowa Twsp., Mass.

Network Service: ABC, CBS.

Ownership: Francis P. Murphy, pres.-treas., 100%.

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*
Gordon Moore, *national sales manager*
William Gildersleeve, *promotion manager*
Warren Park, *program manager*
Charles Halle, *chief engineer*

DIGEST OF RATE CARD NO. 6

(May 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:29-10:30 p.m., daily.							
\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	\$165.00	\$140.00	\$70.00
Class A—6:29-7:29 p.m., Mon.-Fri.; 4:59-7:29 p.m., Sat. & Sun.; 10:30-11 p.m., daily.							
600.00	360.00	240.00	210.00	180.00	140.00	120.00	60.00
Class B—4:59-6:29 p.m., Mon.-Fri.; 1-4:59 p.m., Sat. & Sun.; 11-11:30 p.m., daily.							
450.00	270.00	180.00	157.00	135.00	100.00	80.00	40.00
Class C—1-4:59 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11:30 p.m.-midnight, daily.							
300.00	180.00	120.00	105.00	90.00	67.50	52.50	26.25
Class D—All other times.							
200.00	120.00	80.00	70.00	60.00	45.00	35.00	17.50

1957 Fall-Winter Edition

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 4 others less than 1% each. Also owns KVSF, Santa Fe.

Began Operation: Sept. 24, 1953.

Represented (sales) by The Branham Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

A. R. Hebenstreit, *president & general manager*
R. C. (Dusty) Rhoads, *manager*
Bob Van Driel, *program director*
Vergie Abeyta, *traffic & national sales manager*
Leonard Dodds, *chief engineer*

DIGEST OF RATE CARD 4

(Aug. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat. 6-10 p.m., Sun.							
\$400.00	\$250.00	\$160.00	\$125.00	\$100.00	\$85.00	\$75.00	\$45.00
Class A—6-6:30 p.m., Mon.-Sat.; 10-10:30 p.m., daily.							
300.00	180.00	120.00	105.00	80.00	60.00	55.00	30.00
Class B—3-6 p.m., Mon.-Sat.; sign-on-6 p.m., Sun.; 10:30 p.m.-sign-off, daily.							
180.00	110.00	75.00	65.00	50.00	35.00	30.00	18.00
Class C—All other times.							
100.00	60.00	40.00	35.00	25.00	18.00	13.75	9.00

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.

Ownership: Clinton McKinnon, 100% (also owns 25% of KVOA-TV, Tucson, Ariz.).

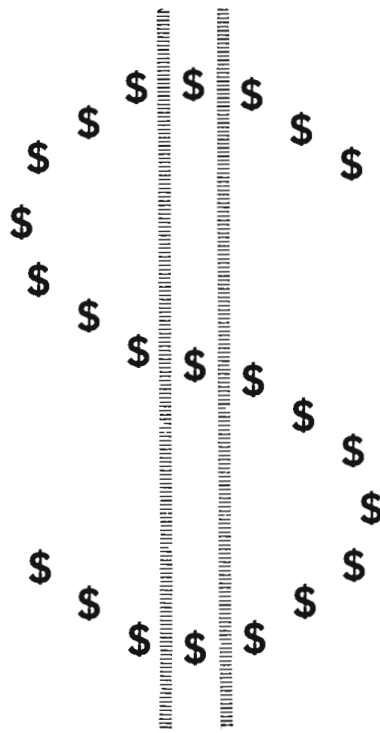
Began Operation: Sept. 28, 1953. Sale to present owner by Walter J. Stiles group approved Feb. 6, 1957 (*Television Digest*, Vols. 12:51, 13:6).

Represented (sales) by George P. Hollingbery Co.; John L. McGuire & Co. (Denver); Clarke Brown (South).

Represented (legal) by Cohn & Marks.

Represented (engineering) by John H. Mullaney.

(Continued on page 159)



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

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Personnel:

Wm. F. MacCraystall, *general manager.*
 Evelene Wills, *film director.*
 Howard Morgan, *program director.*
 Frank Idaspe, *production manager.*
 James Sharmon, *chief engineer.*

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: KSTP Inc., see KSTP-TV, St. Paul-Minneapolis.

Began Operation. Nov. 29, 1948. Sale to present owner by Wayne Coy and Time Inc., who previously acquired TV-radio from T. H. Pepperday, was approved March 13, 1957 (*Television Digest*, Vol. 13:2, 11; for sale by Pepperday, see Vol. 8:9, 16, 17, 22).

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

Represented (legal) by Spearman & Roberson.

Personnel:

Stanley E. Hubbard, *president & general manager.*
 George S. Johnson, *station manager.*
 Rolf S. Nielsen, *sales manager.*
 Al Jarrett, *production & program manager.*
 Dallas Wyant, *promotion manager.*
 Lawrence Billmaier, *technical operations.*

DIGEST OF RATE CARD NO. 7
 (June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$410.00	\$260.00	\$170.00	\$125.00	\$100.00	\$85.00	\$45.00
Class A—6-6:30 p.m., 10-10:30 p.m., daily.						
310.00	185.00	125.00	105.00	80.00	60.00	30.00
Class B—Noon-6 p.m., 10:30 p.m.-midnight, daily.						
175.00	100.00	75.00	67.50	50.00	35.00	20.00
Class C—All other times.						
100.00	60.00	40.00	35.00	30.00	18.00	9.00

Subject to frequency discounts.

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, ABC.

AM Affiliate: KAVE, 25-kw, 1240 kc (CBS).

Ownership: Nancy H. Battison, pres., 76%; Charles D. Cole, v.p., 3%; Edward P. Talbott (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 Philip M. Baker.

1957 Fall-Winter Edition

Personnel:

John H. Battison, *general manager.*
 Don Husted, *asst. general manager.*
 Jim Cooper, *program director.*
 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)

Licensee: KICA Inc., Box 111.

Studio & Transmitter: 1000 Sycamore St.

Telephone: Porter 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.

Ownership: Frank Lesley, pres., 50%; Mae Strauss, secy., 50%.

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:

Robert L. Sanders, *general manager*
 Jim Richardson, *sales manager.*
 Bud LeRoy, *program manager.*
 M. S. O'Dell, *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 manager.*
 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)

(Also operates satellites WCDB, Hagaman, N. Y. and WCDC, Adams, Mass.)

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. and WCDC, Ch. 19 satellite in Adams, Mass. 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. Same interests also control WTVD, Durham, N.C. Lowell Thomas, Frank M. Smith and associates also are negotiating for purchase of KOVR, Stockton, Cal. (*Television Digest*, Vol. 13:28).

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 George C. Davis Consulting Engineers.

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. Helsler, *chief engineer*.

DIGEST OF RATE CARD NO. 6 (March 1, 1957)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.*	ID*
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.					
\$625.00	\$375.00	\$250.00	\$156.25	\$120.00	\$60.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.					
468.75	281.25	187.50	117.19	90.00	45.00
Class C—All other times.					
312.50	187.50	125.00	78.12	60.00	30.00

* Class AA (7:30-10:30 p.m., daily) Min. or 20 Sec. \$130, ID \$65. Class A (7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily). Class B (6-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.). Class C (7 a.m.-6 p.m., Mon.-Fri.; 7 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily).

Rates include WCDB, Hagaman, N.Y. & WCDC, Adams, Mass. 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". Holds CP for 883-kw max. and 490-kw horizontal visual, 442-kw max. and 251-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.

WRGB

Albany

(See Schenectady, N.Y.)

WNUF-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: WNUF, 5-kw, 1290 kc (CBS). **FM Affiliate:** WNUF-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, Wilner & Bergson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

George Dunham, *general manager*.
A. G. Hubbell, *sales manager*.
Russ Baker, *operations manager*.
Sherman M. Egan, *chief engineer*.
Donn E. Winther, *promotion manager*.
Cal Tinney, *news director*.
E. W. Farneti, *business manager*.

DIGEST OF RATE CARD NO. 9 (Nov. 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—4:30-6 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.

WINR-TV
Binghamton
 (Ch. 40)

(Due to Begin Operation in September)

Grantee: Binghamton Press Co. Inc., 58 Exchange St.

Studio: 70 Henry St. Transmitter: Hiner Rd.

Telephone: 4-4318. TWX No.: BN 80.

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 1070-kw maximum and 575-kw horizontal visual, 535-kw maximum and 286-kw horizontal aural. Antenna: 628-ft. above av. terrain, 509-ft. above ground, 1949-ft. above sea level, lat. 42° 06' 47", long. 75° 51' 15".

Network Service: NBC.

AM Affiliate: WINR, 1-kw (.5-kw night), NBC.

Ownership: Same as *Binghamton Press* (Gannett). For other interests, see WHEC-TV, Rochester, N.Y.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

Albert B. Engelbert, *gen. mgr. of Binghamton Press Co. Inc.*

Dale Taylor, *general manager of TV-radio.*

A. Victor Ludington, *sales manager.*

Bill Dorn, *program director.*

Tom Cawley, *news editor.*

Gino Ricciardelli, *technical director.*

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

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	\$105.00	\$75.00	\$60.00	\$30.00
Class B—5-6:30 p.m., daily.						
225.00	135.00	90.00	79.00	56.00	45.00	23.00
Class C—All other times.						
150.00	90.00	60.00	53.00	38.00	30.00	15.00

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*. Mrs. Edward H. Butler, pres.

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 Haeffner, *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.

1957 Fall-Winter Edition

**Here's all you
 need to know-**



The second biggest market in the nation's biggest-spending state is defined and digested for you in the new WBEN-TV Coverage Brochure.

This brochure includes market facts of the 14 Western New York and four Northwestern Pennsylvania counties served by WBEN-TV. It also contains a graphic coverage map that pin points your total sales area where 3½ billions are spent annually at the retail level. In all, it presents a clear and concise picture of all you need to know to stimulate sales thinking and sales effort.

And to help you reach and penetrate this huge market the most effective way, you'll find this brochure brimming with facts on facilities and service that have proven to TV advertisers since 1948 that "TV dollars count for more on Channel 4".

We'll be happy to send you a copy of this fact-packed brochure. Just write our Sales Department or HARRINGTON, RIGHTER & PARSONS, Inc.

WBEN-TV

channel 4
CBS in Buffalo

*The Pioneer Station
 of Western New York*



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*.
Howard Van Der Muelen, *publicity director*.
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—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 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—6-7:30 p.m., Mon.-Sat.; 6-7 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-6 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 of board & pres., 11.56%; Felix L. Piech, secy.-treas., 12%. Following directors and stockholders hold more than 3% each: Paul A. Schoellkopf Jr., director, 14.15%; J. Fred Schoellkopf IV, director, 11.07%; Seymour H. Knox, director, 5.41%; Seymour H. Knox III, director, 3.69%; Northrup R. Knox, 3.08%; Margaret Crotty, 5.31%; Virginia Deuel, 7.65%; Norma Deuel Lutz, 7.65%; Norman Joseph, 3.22%. Paul A. Schoellkopf Jr., J. Fred Schoellkopf IV, Seymour H. Knox, Seymour H. Knox III and Northrup R. Knox also have interest in Transcontinent Television Corp. which owns 100% of WROC-TV, Rochester, N. Y., and 50% of WSA-TV & WSA, Harrisonburg, Va. Note: WGR Corp. is planning merger with Transcontinent TV Corp. (*Television Digest*, Vol. 13:18, 27).

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*.
Van Beuren W. DeVries, *station manager*.
Paul H. Sciandra, *program director*.
Albert L. Cooper, *program coordinator*.
G. Paschall Swift, *sales and promotion manager*.
Clifford Kirtland Jr., *business manager*.
Jack Doudourian, *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).

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 Saiff 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*.
Donald K. Hopkins, *news director*.
John G. Case, *sports editor*.
Mrs. Loretta Rich, *traffic manager*.
Michael R. Yonkovig, *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

WSYE-TV Elmira (Ch. 18)

(Semi-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: 175-kw max. and 120-kw horizontal visual, 87.5-kw max. and 60-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*.

Rates: Sold in combination with WSYR-TV, Syracuse.

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*using **WGR-TV** today!*

ABC AFFILIATE ...

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Buffalo, New York*

RATINGS ...

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of 'em — check Pulse
or ARB.*

CONTACT ...

*PETERS,
GRIFFIN, WOODWARD,
INC.
right now. Thanks*

New York

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 only in combination with WCDA, Albany and WCDC, Adams, Mass. with rates applying to simultaneous telecasts on all three stations.

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' 34", long. 73° 59' 10".

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). ABC officers: Leonard Goldenson, pres. 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, *v.p.*
Joseph Stamler, *sales manager.*
A. L. Hollander, *program manager.*
Donald A. Pels, *business manager.*
Barbara Case, *sales service manager.*
John Curtis, *sales development & research 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.						
.50.00	\$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".

AM Affiliate: WNEW, 50-kw, 1130 kc.

Ownership: Paramount Pictures Corp., 21.75%; Richard D. Buckley, 9.84%; remainder held by numerous others. Officers: Bernard Goodwin, pres.; Richard D. Buckley, v.p.; Bennet H. Korn, v.p.; Paul Raibourn, treas.; Arthur Israel Jr., secy.; Richard L. Geismar, asst. treas. & exec. asst. to the pres.; Melvin J. Stack, asst. treas.; Robert A. Dreyer, general counsel & asst. secy. Licensee also owns and operates Station WTTG, Washington and Radio Station WNEW, New York. DuMont Bcstg. Corp. was 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. Note: Buckley controls radio WHIM, Providence, R. I.

Began Operation: May 2, 1944.

Represented (sales) by Weed Television Corp.

Represented (legal) by Roberts & McInnis.

Personnel:

Richard Goodwin, *president.*
Richard D. Buckley, *v.p., program & sales.*
Bennet H. Korn, *v.p. & station manager.*
John M. Grogan, *program manager.*
William D. Kelly, *chief engineer.*
Mrs. Mary McKenna, *research & sales development.*
David Yarnell, *public relations director.*
Kenneth Klein, *advertising director.*
Leonard Zweig, *news & special events director.*
Bernard Zeidman, *traffic manager.*
Jack Lynn, *film buyer.*
Merle Bredwell, *film production manager.*

DIGEST OF RATE CARD NO. 10 (Sept. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Fri.; 12 noon-11 p.m., Sat. & Sun.							
\$3000.00	\$1800.00	\$1200.00	\$1050.00	\$750.00	\$300.00	\$180.00	\$120.00
Class B—12 noon-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily.							
1500.00	900.00	600.00	525.00	375.00	150.00*	90.00*	60.00*
Class C—Midnight-noon, daily.							
1000.00	600.00	400.00	350.00	250.00

* All other times.
Subject to frequency discounts.

WATV Newark-New York (Ch. 13)

Licensee: Atlantic Tele Vision, Television Center, 1020 Broad St., Newark, N.J.

Sales Office: 575 Madison Ave., New York.

Studio: Television Center, Newark, N.J. **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: 178-kw visual, 89.1-kw aural. Antenna: 1190-ft. above av. terrain, 1200-ft. above ground, 1251-ft. above sea level, lat. 40° 44' 54", long. 73° 59' 10".

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 Brezin, 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 Kavaleer, *TV sales manager.*
 George Green, *program director.*
 William Davis, *merchandising director.*
 Robert Paskow, *film director.*
 Ralph Amatrudi, *art director.*
 Grace Reese, *traffic director.*
 Robert Macdougall, *public relations director.*
 Herb Green, *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

**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 1-3350; 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' 54", long. 73° 59' 10".

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.; KMOX-TV & KMOX, St. Louis. CBS also owns radio stations KCBS, San Francisco; 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.*
 Thomas Costigan, *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.	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—7-7:30 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.						
4000.00	2400.00	1600.00	1333.33	1200.00	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.

**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' 54", long. 73° 59' 10".

AM Affiliate: WOR, 50-kw, 710 kc. 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.; Robert Leder, v.p.; John B. Poor, v.p.; Wendell B. Campbell, national sales v.p.; Robert Mamby, v.p.; Patrick J. Winkler, asst. secy. & gen. auditor. RKO Teleradio Pictures Inc. 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; WBBQ-TV, Memphis, Tenn.; Canadian subsidiary owns 1/3 of CKLW-TV, Windsor-Detroit (CKLW). Note: MBS network has been sold to group headed by Paul Roberts (*Television Digest*, Vol. 13:30).

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.

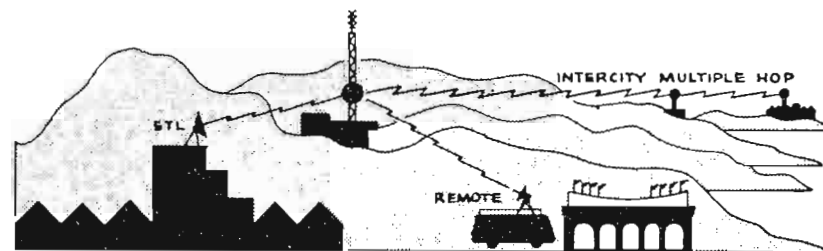
Personnel:

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 & planning.*
 James Yergin, *presentations manager.*
 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.



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City:

State:

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' 54", long. 73° 59' 10".
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*.
Frank Tuoti, *promotion, advertising, research manager*.
William Lewis Cooper Jr., *film 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; WNBC, West Hartford; and AM stations WRCA, New York; WRC, Washington; WKNE, 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*.
Peter Affe, *director of operations*.
Max E. Buck, *director of sales*.
George A. Heinemann, *director of programs*.
J. H. Riedel, *technical operations manager*.
Richard Barnhill, *operations coordinator*.
Jay J. Heitin, *sales director*.
James Barry, *sales manager*.
Stanford Levy, *sales facilities coordinator*.
Ben Hudelson, *production manager*.
Gabe Pressman, *news manager*.
Tony Kraemer, *advertising & promotion manager*.
Joseph E. Murphy, *merchandising manager*.
John O'Keefe, *publicity manager*.
Alvin Perlmutter, *special events manager*.
Albert Odeal, *film director*.
Mrs. Patricia Farrar, *religious & educational program manager*.

1957 Fall-Winter Edition

New York

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.; midnight-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—All 20 Sec. and 10 Sec. station breaks adjacent to or within regularly scheduled color programs are available in color only.
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 Ecstg. Inc., 414 French St., Wilmington, Del.
Studio: 357 Cornelia St., Plattsburgh, N. Y. **Transmitter:** Terry Mountain.
Telephone: 3070.
Technical Facilities: Channel No. 5 (76-82 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". Requests change to 100-kw visual, 50-kw aural.
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; KATZ, St. Louis, Mo.
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 Inc.; 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*.
J. F. Missick, *chief engineer*.

DIGEST OF RATE CARD NO. 4
(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.						
\$400.00	\$240.00	\$160.00	\$128.00	\$100.00	\$80.00	\$40.00
Class B—5-6 p.m., Mon.-Fri.; 1-5 p.m., Sat. & Sun.						
256.00	153.60	102.40	81.90	64.00	51.20	25.60
Class C—All other times.						
200.00	120.00	80.00	64.00	50.00	40.00	20.00

Subject to frequency discounts.

Never at a loss for words . . .
with Teleprompter.



TELEPROMPTER
SERVICE

**WHEC-TV
Rochester
(Ch. 10)**

Grantee (STA): WHEC Inc., 191 East Ave.

Studio: 191 East Ave. 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. emeritus; Paul Miller, pres.; Glover DeLaney, 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. WHEC Inc. is also share-time applicant for Ch. 27 in Rochester. *Binghamton Press* owns WINR and CP for WINR-TV.

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.
LeMoine 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. 3—(April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	8 Sec.*
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$150.00	\$75.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily.						
600.00	360.00	240.00	210.00	150.00	100.00	50.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
400.00	240.00	160.00	140.00	100.00	70.00	35.00
Class D—Sign-on-9 a.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

* Class AA (7:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.) Min. \$180, 8 Sec. \$90. Class A (7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily). Class B (6-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily). Class C (9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.). Class D (sign-on-9 a.m., 11:30 p.m.-sign-off, 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. Maillefert, 4.8%; Hal James, 4.8%. Of more than 100 additional stockholders only following own over 3%: Fred W. Geib, 3.8%; John S. Houseknecht, 3.4%; Frank W. Lovejoy, 3%. Also is share-time applicant for Ch. 27 in Rochester and Ch. 10 applicant in Vail Mills, N. Y.

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 Jobs, chief engineer.

**DIGEST OF RATE CARD NO. 3
(April 1, 1957)**

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.						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$150.00	\$75.00
Class B—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.						
600.00	360.00	240.00	210.00	150.00	100.00	50.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
400.00	240.00	160.00	140.00	100.00	70.00	35.00
Class D—Sign-on-9 a.m., daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00

* Class AA (7:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.) Min. or 20 Sec. \$180, 10 Sec. \$90. Class A (7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily). Class B (6-7 p.m., Mon.-Fri.; 1-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily). Class C (9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.). Class D (sign-on-9 a.m., 11:30 p.m.-sign-off, daily).

Subject to frequency discounts.

**WROC-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%. WGR-TV, Buffalo, which has interlocking ownership with Transcontinent, has sought FCC approval of a merger (*Television Digest*, Vol. 13:27).

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.
L. 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.					
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$150.00
Class B—5-7 p.m., Mon.-Sat.; 1-5 p.m., Sun.					
525.00	315.00	210.00	183.75	131.25	80.00
Class C—9 a.m.-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.					
350.00	210.00	140.00	122.50	87.50	70.00

* Class A (6:59-7:59 p.m., 10:01-11:01 p.m., daily). Class BB (5:59-6:59 p.m., Mon.-Sat.; 12:59-6:59 p.m., Sun.). Class C (8:59 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) \$175. Class B (11:01-11:29 p.m., Mon.-Fri.; 11:01-11:35 p.m., Sat. & Sun.) \$80. Class D (sign-on-8:59 a.m., Mon.-Sat.; 11:29 p.m.-sign-off, Mon.-Fri.; 11:35 p.m.-sign-off, Sat. & Sun.) \$40.

Subject to frequency discounts.



No matter how you slice it!

**WROC-TV and
only WROC-TV can
guarantee maximum
circulation throughout
the ROCHESTER area**

Take FIVE delivered homes, rather than FOUR, when you buy the Rochester, New York market. Get the most mileage for your advertising dollars in this rich, prime area where nearly a million people spend more than a billion dollars annually, in one of the nation's first 45 markets.

MARKET COVERAGE

HOMES REACHED MONTHLY	26.2%	MORE than the other Rochester Channel
HOMES REACHED ONCE A WEEK	24.1%	MORE than the other Rochester Channel

DAYTIME CIRCULATION


HOMES REACHED ONCE A WEEK	24.0%	MORE than the other Rochester Channel
HOMES REACHED DAILY AVERAGE	27.4%	MORE than the other Rochester Channel

NIGHTTIME CIRCULATION

HOMES REACHED ONCE A WEEK	22.3%	MORE than the other Rochester Channel
HOMES REACHED DAILY AVERAGE	18.6%	MORE than the other Rochester Channel

Represented Nationally by Peters, Griffin, Woodward Television Sales

Rochester's MOST POWERFUL Station



WROC-TV

CHANNEL 5

SOURCES:
Sales Management Survey 1956
Nielsen No. 2 Spring 1956

A TRANSCONTINENT TELEVISION CORPORATION STATION
Rochester Broadcasting Center • Rochester 3, N. Y. • BUTler 8-8400

New York

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.: SCDY 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. Luebbe, secy.; John D. Lockton, treas.

Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939).

Represented (sales) by NBC Spot Sales.

Personnel:

J. Milton Lang, general mgr. broadcasting station operations.
Merl L. Galusha, manager.
George F. Spring, manager, sales.
Francis A. Pasley, manager of finance.
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 p.m.-1 a.m., daily; sign-on-1 p.m., Sun.; sign-on-5 p.m., Sat.).
Subject to frequency discounts (except in Class AA).

WTRI Schenectady (See Albany, N.Y.)

WHEN-TV Syracuse (Ch. 8)

Licensee: 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: Granite 4-8511. TWX No.: SS 463.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 190-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".

Network Service: CBS, ABC.

AM Affiliate: WHEN, 5-kw (1-kw night), 620 kc (CBS).

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, Wollenberg & Kenahan.

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)

(Also operates semi-satellite WSYE, Elmira, N. Y.)

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.; Mitzi 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*. Huntsville newspaper owns WHBS radio. Central New York Bcstg. owns WABT, Birmingham (Ch. 13) with WAPI & WAFM, also 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.
Louis B. Switzer, promotion director.
William V. Rothrum, v. p. and program manager.
Albert J. Eicholzer, chief engineer.

DIGEST OF RATE CARD NO. 10—(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	ID*
Class A—7:30-10:30 p.m., daily.						
\$1100.00	\$660.00	\$440.00	\$330.00	\$275.00	\$200.00	\$100.00
Class B—6-7:30 p.m., 10:30-11 p.m., daily.						
800.00	480.00	320.00	240.00	200.00	150.00	75.00
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	75.00	37.50
Class E—Sign-on-9 a.m., daily.						
300.00	180.00	120.00	90.00	75.00	40.00	20.00

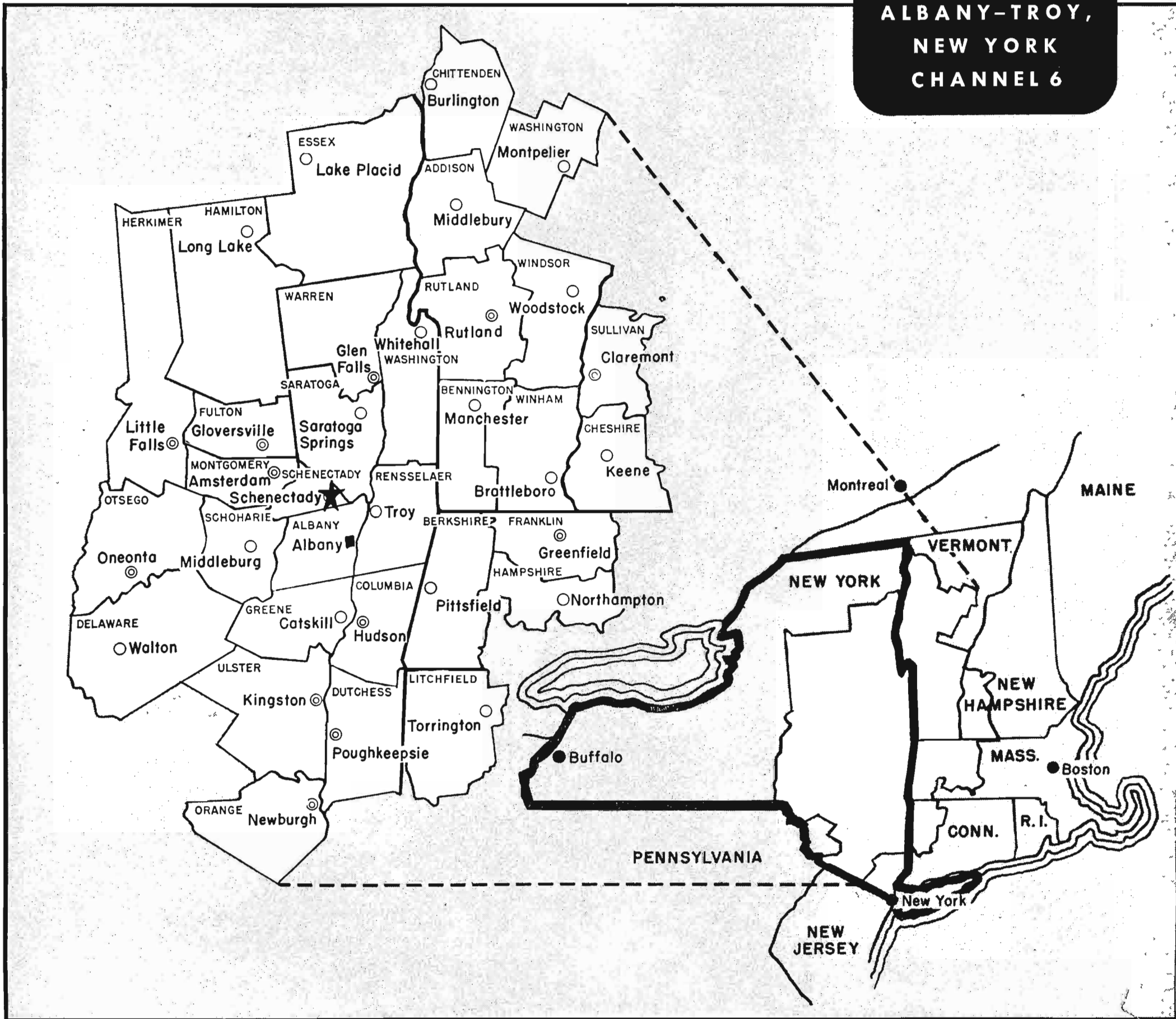
* Class A (8-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.). Class B (7-8 p.m., Mon.-Sat.; 10:30-11 p.m., daily). Class C (6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 11 p.m.-midnight, daily). Class D (9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.). Class E (Midnight-9 a.m., daily).
Subject to frequency discounts. Color—Add 10% origination charge to regular rates.

NOT LOCAL...

REGIONAL

WRGB

SCHEENCTADY-
ALBANY-TROY,
NEW YORK
CHANNEL 6



A prestige station that delivers the advertiser's message to a maximum audience in a vital market

America's Pioneer Television Station serves Eastern New York and Western New England. Meeting our responsibilities, we deliver the finest in programming to more than half a million families in this prosperous region. Thousands depend completely on WRGB's V-signal—their only source of television. 509

WRGB, Channel 6 Represented nationally by NBC SPOT SALES

New York-North Carolina

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: 316-kw visual, 159-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". The FCC has directed station to show cause why it should not move to Ch. 2.

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.

WCNY-TV Watertown (See Carthage, N.Y.)

NORTH CAROLINA

WISE-TV Asheville (Ch. 62)

Grantee (STA): WISE-TV Inc., 92 Haywood St.

Studio and Transmitter: Scenic Highway, Sunset Mt.

Telephone: Alpine 3-5381 (office), 3-4793 (studio). TWX No.: AV 58.

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 24-kw visual, 12-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*.
George I. Norman Jr., *general and national sales 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)

Licensee: Skyway Bcstg. Co., Box 2150.

Studio: Battle House, 288 Macon Ave. Transmitter: Atop Mt. Pisgah, 16.7 mi. SW of city.

Telephone: Alpine 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 B. Britt, v.p., 14.4%; Joe H. Britt, 9.5%; H. J. Britt, 11.3%; WTVJ Inc., 18.4%. Over 70 others, none owns more than 6%.

Began Operation: Sept. 18, 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. 7 (July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:59-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00	\$45.00
Class B—5:59-6:59 p.m., 10:30-11 p.m., daily.						
270.00	162.00	108.00	94.50	67.50	54.00	27.00
Class C—Noon-5:59 p.m., daily.						
225.00	135.00	90.00	73.75	56.25	45.00	22.50
Class D—11 p.m.-sign-off, sign-on-noon, daily.						
125.00	75.00	50.00	43.75	31.25	25.00	12.50

WUNC-TV Chapel Hill (Ch. 4)

Non-Commercial Educational Station

Licensee: 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; William B. Aycock, Chancellor, U. of N. C.; Gordon W. Blackwell, 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*.

BIG, NEW INDUSTRIES!
RECORD EMPLOYMENT!
RETAIL SALES SOARING!
DOWNTOWN PARKING NETWORK!

BUILDING CONSTRUCTION AT NEW HIGH!
NEW CITY AUDITORIUM!
DOWNTOWN 1 MILE FROM THRUWAY!
NEW SHOPPING PLAZAS!



NEW POWER

IN PURCHASING!

Utica tied for 4th place in proportionate increase in department store sales in 1956 among the 20 top northeastern metropolitan cities, as new industries joined expanding "natives" to give the Utica area the largest proportionate increase over last year in total non-agricultural employment of all major New York State markets... pushed Utica's average production wage up a record 30% in 7 years! *Utica Area Annual Retail Sales (estimated): \$352,000,000! This is real purchasing power!*

IN TV COVERAGE!

And WKTV matches this purchasing power with *selling power* — the first television station in Central New York to broadcast with maximum visual power of 316,000 watts... equal in strength to any VHF television station in the United States! WKTV brings the *best possible picture* with the *greatest continuity of service* to the *widest possible audience* — both in black and white and in color! Tell your story to this rich market through its *strongest medium* — WKTV!



WKTV

serving UTICA - ROME New York
Represented nationally by Donald Cooke, Inc.

Now telecasting with maximum visual power of 316,000 watts

North Carolina

WBTV 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, 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 WFMV-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*.
 Thomas B. Cookerly, *national sales manager*.
 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. Rierson, *production manager*.
 Lacy S. Sellars, *program manager*.
 Joseph W. (Buck) Timberlake, *Carolinas' sales manager*.
 John P. Dillon, *promotion manager*.
 William Melson, *personnel manager*.
 Nelson Benton, *news manager*.
 William Ward, *sports director*.
 Jack Burney, *research manager*.
 Nat Tucker, *film supervisor*.
 James Babb, *publicity supervisor*.

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
Class D—Sign-on-9 a.m., daily.						
300.00	180.00	120.00	100.00	90.00	60.00	30.00

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)

Licensee: WSOC Broadcasting Co., Box 2536.

Studio: 1925 N. Tryon St.

Transmitter: 1.4 mi. SSE of Newell, N.C.

Telephone: Franklin 6-8401. TWX No.: CE 483.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-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. E. Jones, 46%; Hunter Marshall family, 27%; R. S. Morris, 21%; Larry Walker, 5%; E. J. Gluck, 1%.

Began Operation: April 28, 1957.

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, *chairman*.
 Larry Walker, *president & general manager*.
 C. George Henderson, *exec. v.p. & general sales manager*.
 James W. Evans, *promotion manager*.
 Bob Provence, *publicity director*.
 Leo Decker, *production manager*.
 Carroll McGaughey, *news director*.
 L. L. Caudle Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 1 (April 28, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	8 Sec.*
Class A—7:30-10:30 p.m., daily.						
\$900.00	\$540.00	\$360.00	\$315.00	\$270.00	\$160.00	\$80.00
Class B—6-7:30 p.m., Mon.-Sat.; 1-7:30 p.m., Sun.; 10:30-11 p.m., daily.						
675.00	405.00	270.00	236.25	202.50	90.00	45.00
Class C—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
450.00	270.00	180.00	157.50	135.00	45.00	22.50
Class D—Sign-on-9 a.m., daily.						
275.00	165.00	110.00	96.00	82.00	30.00	15.00

* Class AA (7:29-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.) Min. or 20 Sec. \$225, 8 Sec. \$112.50. Class A (6:29-7:29 p.m., Mon.-Sat.; 5:59-6:59 p.m., Sun.). Class B (4:59-6:29 p.m., Mon.-Sat.; 12:59-5:59 p.m., Sun.). Class C (8:59 a.m.-4:59 p.m., Mon.-Sat.; 8:59 a.m.-12:59 p.m., Sun.; 11 p.m.-sign-off, daily).

Subject to frequency discounts.

WTVD Durham

(Ch. 11)

Grantee (STA): Durham Bcstg. 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: Durham TV Co. Inc., controlled by owners of WCDA, Albany, N.Y. Frank M. Smith, pres. (also pres. of WCDA) Wm. J. Casey, v.p., 8.92%; Gerald Dickler, treas., 1.25%; Robert I. Lipson, secy., .83%; and the following directors: Lowell J. Thomas, 9.58%; John F. McGrath, 7.79%; Alger B. Chapman, 3.56%; Clarence A. Dunn, 2.94%. Other stockholders: Harmon L. & Virginia D. Duncan, 12.5% (6.25% each); J. Floyd Fletcher, 12.5%; Durham Radio Corp. (WDNC), 5%; Louis H. Gross, 2.94%; Lowell Thomas Jr., 2.5%; Thomas S. Murphy, 1.67% (WCDA gen. mgr.); Robert Ducas, 1.67%; John P. Sawyer, 1.67%; Robert W. Straus, 1.25%; Frank V. Sutland, 1.25%; Dean P. Taylor, 1.25%. All but Lipton, the Duncans & Fletcher have WCDA stock.

Began Operation: Aug. 12, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and radio WDNC approved by FCC May 22, 1957 (Television Digest, Vol. 13:14, 21).

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

Represented (legal) by Spearman & Roberson.

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

Personnel:

Harmon L. Duncan & J. Floyd Fletcher, *co-general managers*.
 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.

**FULL TALLEST
POWER TOWER**

316,000



WATTS

**Strongest program schedule
in the Carolinas!**

NBC and ABC ADJACENCIES

Complete merchandising and promotional set-up

H-R REPRESENTATIVES
NATIONWIDE

F-J REPRESENTATIVES
FOR ATLANTA

WSOC

**Channel 9 • Television
CHARLOTTE, N. C.**

North Carolina

WFLB-TV Fayetteville

(Ch. 18)

Grantee (STA): Fayetteville Bcstrs. 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.

DIGEST OF RATE CARD NO. 2—(Jan. 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$120.00	\$72.00	\$48.00	\$42.00	\$33.00	\$24.00	\$16.00
Class B—Noon-6 p.m., daily.						
90.00	54.00	36.00	31.50	22.30	18.00	12.00
Class C—All other times.						
60.00	36.00	24.00	21.00	15.00	12.00	8.00

WFMY-TV Greensboro

(Ch. 2)

Licensee: Greensboro News Co., 200 N. Davie St.

Studio and Transmitter: Phillips Ave. & White St.

Telephone: Broadway 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 WBTB & WBT, Charlotte, radio WBIG, Greensboro, and WBTW, Florence, S.C., owns 16.59% of licensee.

Began Operation: Sept. 22, 1949.

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

Gaines Kelley, general manager.
Joe E. Lake, commercial manager.
Gomer R. Lesch, program director.
Doyle D. Thompson, chief engineer.

DIGEST OF RATE CARD NO. 9—(Aug. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	10 Sec.
Class A—7:30-10:30 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$280.00	\$240.00	\$160.00	\$80.00
Class B—6-7:30 p.m., 10:30-11 p.m., daily.						
650.00	390.00	260.00	228.00	195.00	130.00	65.00
Class C—5-6 p.m., Mon.-Sat.; noon-6 p.m., Sun.						
500.00	300.00	200.00	175.00	150.00	100.00	50.00
Class D—9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-noon, Sun.; 11 p.m.-sign-off, daily.						
350.00	210.00	140.00	123.00	105.00	70.00	35.00
Class E—Sign-on-9 a.m., daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00

* Announcements are flat rates, only discounts available being in Class D and E. Usual frequency discounts apply to other time segments.

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, 3.7%. 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. Hollingbery 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 Tribley, operations manager.
Heber Adams, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.							
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00	\$80.00	\$40.00
Class A—6-7:30 p.m., Mon.-Sat.; 12:30-6:30 p.m., Sun.; 10:30-11 p.m., daily.							
300.00	180.00	120.00	105.00	80.00	75.00	60.00	30.00
Class B—Noon-6 p.m., Mon.-Sat.							
200.00	120.00	80.00	70.00	60.00	50.00	40.00	20.00
Class C—All other times.							
150.00	90.00	60.00	52.50	45.00	37.50	30.00	15.00

Subject to frequency discounts.

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.

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.

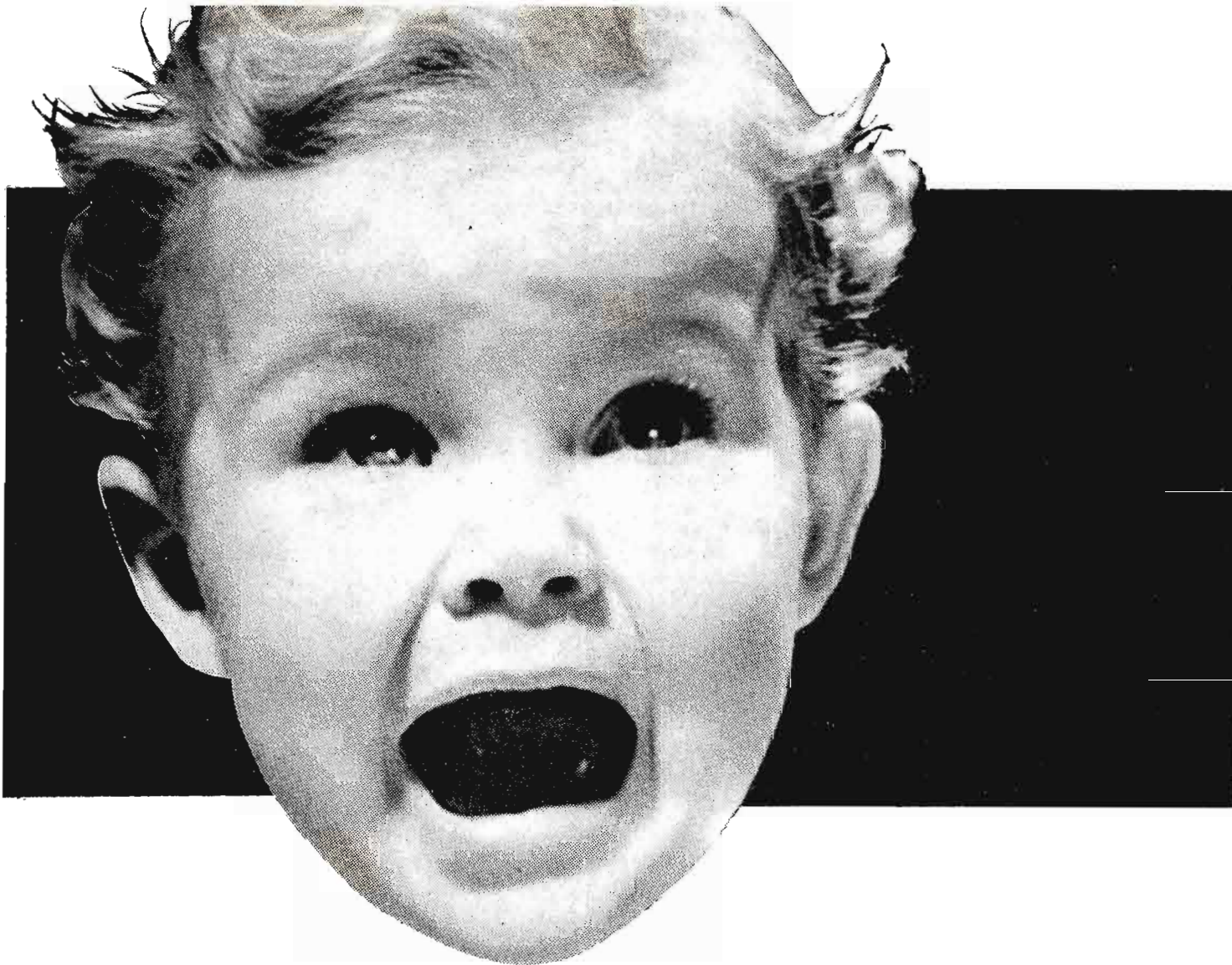
Represented (legal) by Haley, Wollenberg & Kenahan.

Represented (engineering) by Lohnes and Culver.

Personnel:

John H. Bone, v.p.
C. Roger Bower, general manager.
Earl Welde, asst. general manager.
Leo Ribitzki, program director.
Ray Best, head comptroller.
Lee Poole, chief engineer.
Wayne Yelverton, asst. chief engineer.
George Peterson, film director.

(Continued on page 178)



you mean **IT'S NOT A ONE-STATION MARKET?**

No, Virginia, it's not a one-station market—even though ARB, Nielsen and Pulse have made it look that way. There really *are* other TV stations in Eastern North Carolina. Sure, these are the facts . . .

- . . . ARB (Jan. 1957) credits WNCT with: • every one of the top 15 shows
- dominance of 140 nighttime ¼ hours (6 P.M.-Midnight, Sun. thru Sat.) • plus daytime dominance, too. • (confirming the earlier Pulse ratings) . . . Nielsen reports that WNCT reaches more Eastern N. C. homes and is viewed regularly by 40% more homes than any other station.

But honest, Virginia, WNCT is not the only TV station in Eastern N. C. It's just that all those reliable sources keep making it look that way.

WHALE OF A STATION	❖	WHALE OF A MARKET
COUNTIES SERVED		42
POPULATION		1,496,700
TV HOMES		194,560
EFFECTIVE BUYING INCOME		\$1,460,140,000
RETAIL SALES		\$1,150,316,750
GROSS TOBACCO SALES (Type 12)		\$477,816,430
<i>Sources</i> NCS No. 2, TV Magazine, USDA, SM Survey of Buying Power, SRDS		

WNCT GREENVILLE, NORTH CAROLINA

CHANNEL 9 — CBS • ABC A. Hartwell Campbell, Gen'l Mgr., Represented Nationally by HOLLINGBERY

**Any way you
measure it !**



**Is the BEST BUY
in central and eastern
North Carolina**

★ ★ ★

★ Population served – 1,749,100
Covering 30 N. C. and Va.
Counties.

18% more than station "A"
217% more than station "B"

◆ Ratings – 13 out of the 15 most
looked at shows in the Raleigh
area are on WRAL – TV.

★ Retail Sales – Over \$1.5 billion
in 1956

13% more than station "A"
213% more than station "B"

★ ★ ★

**Yes, any way you measure it,
for complete coverage of Ral-
eigh – Durham – Fayetteville
and eastern North Carolina –**

**WRAL-TV is your
BEST BUY!
"NBC"**

★ GRADE "B" CONTOUR-SRDS
JUNE 1957

◆ ARB - FEB., 1957

WRAL-TV

CHANNEL



RALEIGH, N.C.

Represented by H-R

RALEIGH: WNAO-TV—(Continued)

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., dally.						
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 Salls-
bury 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.
Fletcher Turner, general sales manager.
Gene Gaudette, local sales manager.
David Witherspoon, promotion & publicity director.
Ted Cramer, film buyer.
Ken Parker, production 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., dally.						
\$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., dally.						
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. & family, 64%; Wm. S. Page, 25%;
W. E. Barnes, 10%; others, 1%.

Began Operation: Sept. 28, 1955.

Represented (sales) by Headley-Roed Television; James S. Ayers
Co. (Southeast).

Represented (legal) by Roberts & McInnis.

Represented (engineering) by George C. Davis Consulting Engi-
neers.

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.

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.

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: Park 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, chairman), 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.*
Carl Wiegold, *film manager.*
F. O. Carver Jr., *news director.*
Harvey Dinkins, *farm director.*

DIGEST OF RATE CARD NO. 6
(Aug. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class A—7-11 p.m., daily.					
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$125.00
Class B—5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.					
450.00	270.00	180.00	157.00	112.50	95.00
Class C—All other times.					
300.00	180.00	120.00	105.00	75.00	65.00

Subject to frequency discounts.

WMFD-TV
Wilmington
(Ch. 6)

Grantee (STA): WMFD-TV Inc., 225 Princess St.

Studio: 225 Princess St. Transmitter: Delco, N. C.

Telephone: 3-4666. TWX No.: WM61.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 960-ft. above av. terrain, 997-ft. above ground, 1049-ft. above sea level, lat. 34° 19' 15", long. 78° 13' 42".

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. Mitton, 4%.

Began Operation: April 9, 1954.

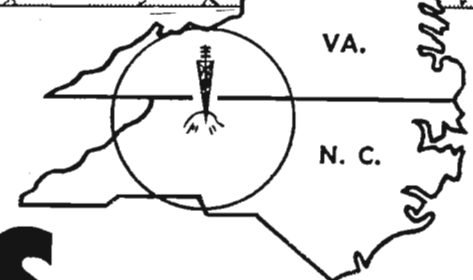
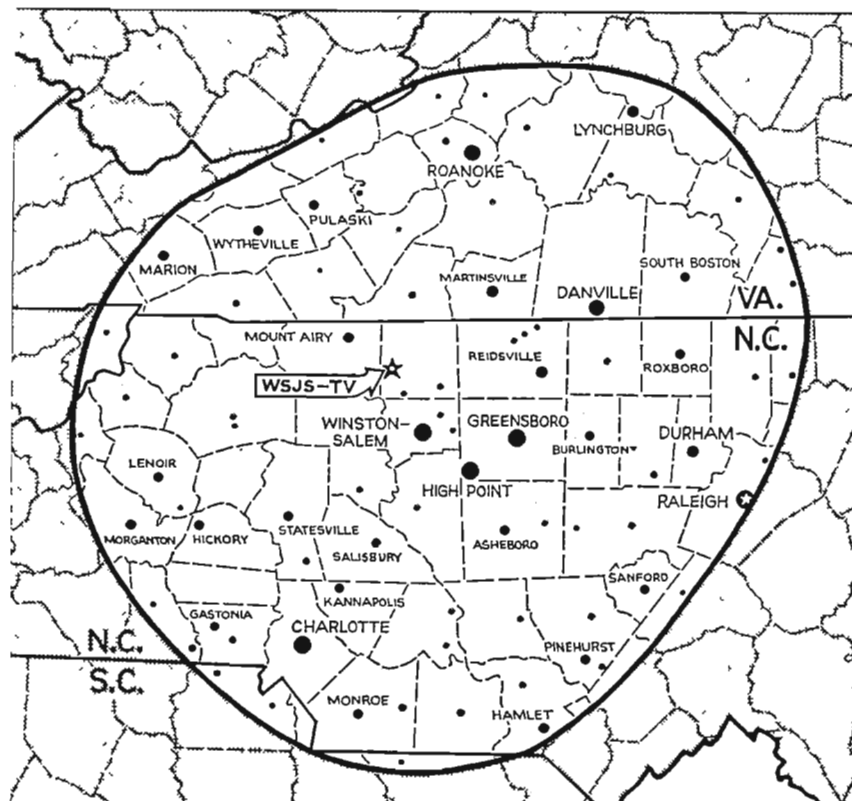
Represented (sales) by Roy V. Smith Assoc.; James S. Ayers Co. (Southeast).

Represented (legal) by Stephen Tuhy Jr.

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

(Continued on next page)

1957 Fall-Winter Edition



FACTS

that make **WSJS Television**
your best market buy in the
Southeast

- Top Set Count — over 600,000 sets!
- Wide Coverage—75 counties in 4 states!
- Expanding Population—over 3 million people!
- Total Retail Sales — \$3,224,629,000
- High Purchasing Potential—over 4 billion dollars buying power
- Maximum Power — 316,000 watts
- Mountaintop Tower—2,000 feet above average terrain
- NBC for the big Metropolitan Market of Winston-Salem, Greensboro, High Point
- Viewing Preference for the Piedmont Region—the Southeast's biggest, richest market

Call Headley-Reed for

WSJS
television

WINSTON-SALEM

NORTH CAROLINA

Channel 12



AFFILIATE

North Carolina - North Dakota

WILMINGTON: WMFD-TV—(Continued)

Personnel:

Richard A. Dunlea Jr., *general manager.*
 Clint Long, *operations & national sales manager.*
 Claud O'Shields, *local sales manager.*
 Wayne Jackson, *program director.*
 Bob West, *production director.*
 E. I. Herring, *chief engineer.*

DIGEST OF RATE CARD NO. 4
(June 1, 1957)

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.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—1-6 p.m., Mon-Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off daily.						
262.50	157.50	105.00	92.00	65.75	52.50	26.25
Class C—7 a.m.-1 p.m., Mon.-Sat.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

Subject to frequency discounts.

NORTH DAKOTA

KBMB-TV Bismarck

(Ch. 12)

(Operates in affiliation with KXJB-TV, Valley City, N. D.)

Grantee (STA): North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N. D.

Business Office and Transmitter: Hwy. 83N, 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 89.1-kw visual, 44.7-kw aural, 400-ft. above av. terrain, 243-ft. above ground, 2143-ft. above sea level, lat. 46° 49' 31", long. 100° 46' 08"; transmitter to Ray St. & Palmer Ave.

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 Fitzsimonds, *v.p. and 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.

If, after many tries your talent doesn't succeed . . .
 Try Teleprompter.



TELEPROMPTER
SERVICE
 SEE PAGE 32

KFYR-TV Bismarck

(Ch. 5)

(Also operates semi-satellite KUMV-TV, Williston, N. D.)

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., .1% (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 operates satellite KUMV-TV, Williston, N. D. and holds CP for Ch. 10, Minot, N. D.

Began Operation: Dec. 8, 1953.

Represented (sales) by Blair Television Associates Inc.; 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.

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., 11.51%; Frank P. Whitney, v.p., 12.03%; Orville F. Burda, secy.-gen. mgr., 4.86%; W. K. Johnson, treas., 11.03%; William O. Rabe, 12.03%; L. W. Veigel, 9.25%; P. J. Baseflug, 6.86%.

Began Operation: Oct. 15, 1956.

Represented (sales) by Hal Holman Co.

Represented (legal) by Eugene L. Burke.

Personnel:

Orville F. Burda, *general manager.*
 James O'Leary, *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 28, 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. 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.						
\$450.00	\$270.00	\$180.00	\$150.00	\$112.50	\$90.00	\$45.00
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
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)

Licensee: 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*.
Jim Syrdal, *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.

1957 Fall-Winter Edition

North Dakota

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 205-kw visual, 103-kw aural, 1120-ft. above av. terrain, 1053-ft. above ground, 3123-ft. above sea level, lat. 48° 03' 02", long. 101° 20' 29"; transmitter to 11.5-mi. S & 2-mi. W of Minot.

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. and holds CP for KDHS, Aberdeen, S. D. (Ch. 9); is Ch. 11 applicant in Fargo, 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, *v.p. and resident manager*.
Don McDowell, *program director*.
Cis Hadley, *director of women's programs*.
Joseph Main, *chief engineer*.

DIGEST OF RATE CARD NO. 4—(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10 p.m., Mon.-Sat.; 7-10 p.m., Sun.						
\$250.00	\$150.00	\$100.00	\$83.25	\$62.50	\$50.00	\$25.00
Class A—6:30-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-10:30 p.m., daily.						
175.00	105.00	70.00	58.50	43.75	35.00	17.50
Class B—6-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
137.50	82.50	55.00	46.00	34.50	27.50	13.75
Class C—Sign-on-6 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
87.50	52.50	35.00	29.25	22.00	17.60	8.75

Subject to frequency discounts.

KXJB-TV

Valley City

(Ch. 4)

(Also operates affiliated KBMB-TV, Bismarck, N. D.)

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, and KBMB-TV, Bismarck, and radio stations KCJB, Minot, and KSJB, Jamestown, and holds CP for KDHS, Aberdeen, S. D. (Ch. 9); is Ch. 11 applicant in Fargo, N. D. 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*.
Russell J. Cox, *advertising & promotion manager*.
Connie Wiensberg, *publicity director & women's editor*.
Robert Ridgeway, *chief engineer*.

(Continued on next page)

North Dakota-Ohio

VALLEY CITY: KXJB-TV—(Continued)

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., Mon.-Sat.; 7-10 p.m., Sun.						
\$500.00	\$300.00	\$200.00	\$166.00	\$125.00	\$100.00	\$50.00
Class A—6:30-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 10-10:30 p.m., daily.						
350.00	210.00	140.00	116.75	87.50	70.00	35.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
250.00	150.00	100.00	83.25	62.50	50.00	25.00
Class C—Sign-on-6 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
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)

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.

Began Operation: Feb. 11, 1957.

Represented (sales) by Blair Television Associates.

Personnel:

Les 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)

Licensee: 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.

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.*
Dick Dietz, *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.

First with important news



NO SKIATRON DEAL MADE, AT&T CHIEF SAYS: No commitment has been made by AT&T or any of its affiliated companies for transmission of any closed-circuit scrambled-picture fee-TV programs. This is the one island of fact we have been able to locate in the floodtide of rumors, surmises and unverified reports.

The statement comes from Frederick R. Kappel, pres. of AT&T, who supplied us with answers to series of questions arising from reports of negotiations between AT&T and Pacific Tel.

In the whirlpool of information, misinformation and rumor eddying about the pay-TV controversy, *Television Digest* on June 15 did the obvious but sometimes difficult thing—went to the top man for

clearcut answers. In this case, it was Frederick R. Kappel, president of AT&T. He gave the answers. *Television Digest's* record of serious, incisive reporting opens such doors.

Use the card at the back of this book to request a free sample of TELEVISION DIGEST.

• For other *Television Digest* "firsts" see pages 59, 142, 216, 430

**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.

Personnel:

Uberto T. Neely, *general manager.*
John Morris, *production director.*
Charles Vaughan, *program director.*
Fred Thomas, *public relations director.*
James R. Leonard, *chief engineer.*

**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, *asst general manager.*
Patrick H. Crafton, *national sales director.*
John Sweeney, *business manager.*
John Clark, *production director.*
Earl Corbett, *commercial program manager.*
Vera Schulte, *promotion director.*
Bernie Borden, *film director.*
Jack Fogarty, *news director.*
Paul Adams, *chief engineer.*

DIGEST OF RATE CARD NO. 9—(April 15, 1957)

30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.				
\$570.00	\$380.00	\$275.00	\$137.50
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

Ohio

**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; WBRC-TV, Birmingham, Ala.; 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, *exec. v.p. & TV operations supervisor.*
Kenneth W. Church, *v.p. for national sales.*
Don Chapin, *national sales manager (New York).*
Roger B. Read, *asst. gen. manager & gen. sales manager.*
Richard F. McCarthy, *local sales manager.*
Barry Hersh, *commercial production manager.*
Greg Olberding, *publicity manager.*
Helen Nugent, *community relations director.*
John J. Walsh, *coordinating director of merchandising, promotion & publicity.*
Lila Lambert, *promotion & merchandising manager.*
Pat Boisseau, *news director.*
Paul Shumate, *program and film director.*
Leonard Goorian, *executive producer and commercial manager.*
William H. Hansher, *general engineering supervisor.*
Ralph A. Mlaska, *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.).

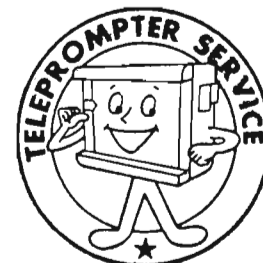
**20 Sec. \$60.

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TELEPROMPTER SERVICE

SEE PAGE 32



Ohio

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 Bcstg. 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.; 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 grantee for Indianapolis; owns and operates AM station WLW, Cincinnati.

Began Operation: Feb. 9, 1948.
Represented (sales) by Crosley Broadcasting Corp.
Represented (legal) by Hogan & Hartson.

Personnel:

J. D. Shouse, *chairman of the board.*
 R. E. Dunville, *president & general manager.*
 John T. Murphy, *v.p. in charge TV & general manager, WLW-T.*
 Thomas A. Bland, *v.p. in charge programming.*
 K. T. Murphy, *v.p. & treasurer.*
 H. P. Lasker, *v.p. in charge of sales.*
 James J. (Steve) Crane, *sales manager, WLW-T.*
 Howard Lepple, *chief engineer, WLW-T.*
 Abe Cowan, *program director, WLW-T.*
 Walt Jacobs, *production manager, WLW-T.*
 John K. Frazier, *director of client service.*

DIGEST OF RATE CARD NO. 10 (Jan. 1, 1956)

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.							
\$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 Affiliate: 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; WJZ, Baltimore; 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: 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.*
 Ralph Hansen, *program manager.*
 Robert Nashick, *advertising & sales promotion manager.*
 E. Preston Stover, *operations manager.*
 Carl M. Lawton, *film manager.*
 Richard M. Keelor, *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.

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, 1950-ft. above sea level, lat. 41° 22' 27", long. 81° 43' 05".

Network Service: ABC.

AM-FM Affiliates: None locally.

Ownership: 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.*
 Jay S. Kerekes, *national advertising manager.*
 Peter Hlinka, *Ohio advertising sales manager.*
 Ernest E. Sindelar, *operations director.*
 John J. Richards, *film director.*
 John B. Hughes, *news director.*
 J. B. Epperson, *engineering v.p.*

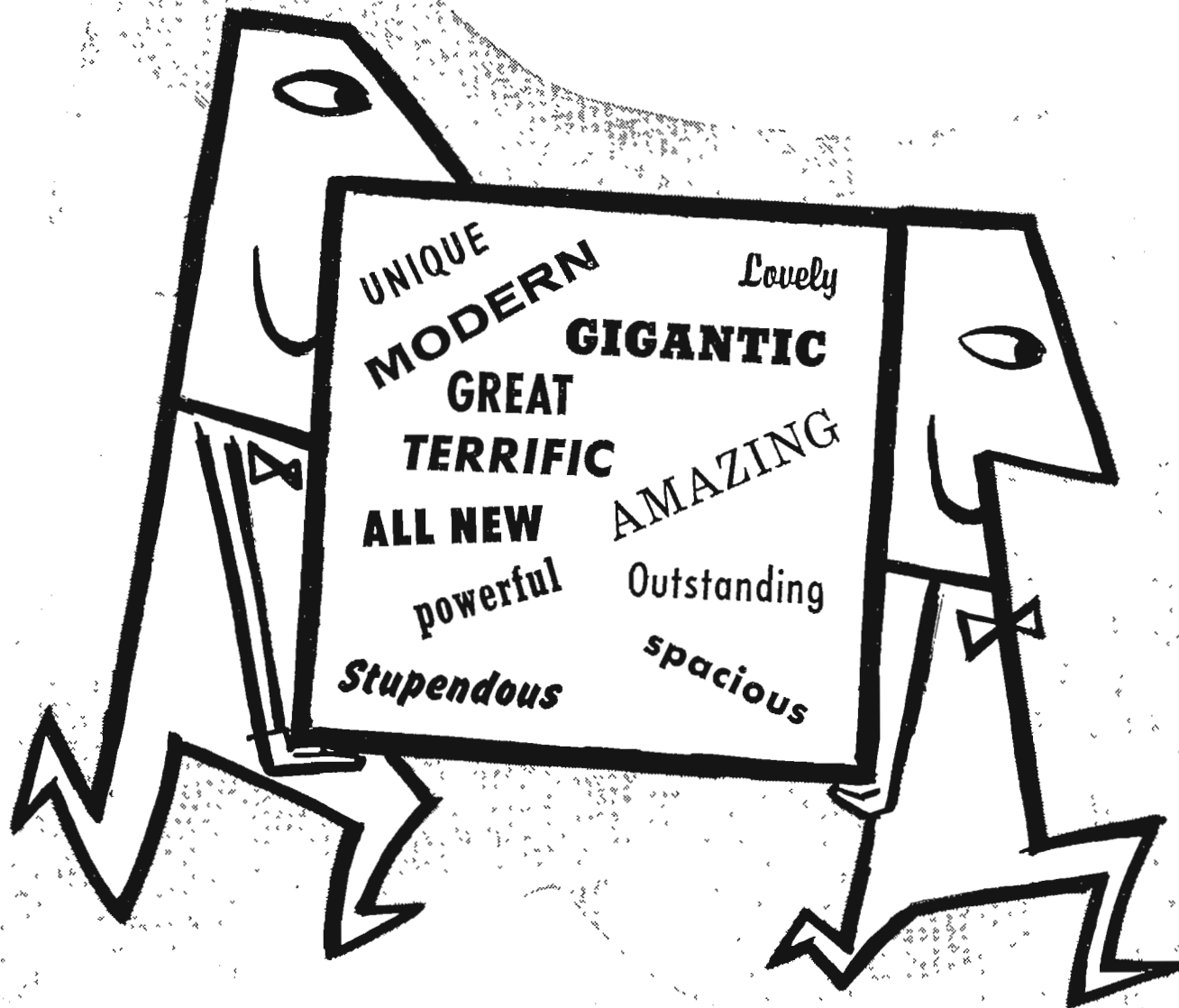
DIGEST OF RATE CARD NO. 13—(Feb. 3, 1957)

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.

Mr. Webster, Take Note



It takes a load of adjectives to tell about Cleveland's most modern television plant, the brand-new, ultra-modern, giant-size WEWS. Here are Ohio's best-and-biggest studios. 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 Ownership.

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*.
William E. Kelley, *national sales manager (N.Y.C.)*.
Edward L. Herp, *program director*.
Frank Barron, *local sales manager*.
Ted Anthony, *promotion & publicity director*.
H. A. Brinkman, *chief engineer*.

DIGEST OF RATE CARD NO. 11—(Revised) (March 18, 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.; 6-7:30 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.; 2:30-6 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.; 11 a.m.-2:30 p.m., 11:30 p.m.-sign-off, Sun.; 11:30 p.m.-1 a.m., Mon.-Sat.						
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-11 a.m., Sun.; 1 a.m.-sign-off, Mon.-Sat.						
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 342.

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". Holds CP for 316-kw visual, 191-kw aural.

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: H. Preston Wolfe, pres.; A. E. Campbell, secy. & gen. mgr.

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. Nafzger, *technical director*.
Ray Reisinger, *merchandising director*.
Chet Long, *news director*.
William H. Zipf, *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.-Fri.; 7-10:30 p.m., Sat. & 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 p.m., Sat. & Sun.; 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.

Represented (legal) by Hogan & Hartson.

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

Personnel:

James Leonard, *v.p. & general manager*.
Gregg Lincoln, *director of sales*.
Leroy Falck, *commercial operations director*.
Bud Gillis, *program manager*.
Charles Sloan, *chief engineer*.
Jack Kavanagh, *promotion manager*.
Jackson Launer, *production manager*.
Spencer Allen, *news director*.
Grant Hoatson, *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.).

WOSU-TV Columbus (Ch. 34)

Non-Commercial Educational Station

Licensee: 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: 219-kw visual, 117-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 program-
 ming on WJW-TV. Top feature
 films for participating sponsors,
 including 20th Century-Fox,
 Columbia and Selznick groups.



WJW-TV
*Represented Nationally by the
 Katz Agency*



A BASIC AFFILIATE OF THE
 CBS TELEVISION NETWORK

* Sales Management, May 10, 1956

WJW-TV—Storer Broadcasting Company • 1630 Euclid Avenue, Cleveland 15, Ohio • TOWER 1-6080

Ohio

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*.
 David G. Taft, *exec. v.p. & TV operations supervisor*.
 Wally McGough, *general manager*.
 Robert Wiegand, *asst. general manager & national sales manager*.
 Kenneth W. Church, *v.p. for national sales*.
 Don Chapin, *national sales manager (New York)*.
 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, *general engineering supervisor*.

DIGEST OF RATE CARD NO. 12 (April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$825.00	\$495.00	\$330.00	\$290.00	\$248.00	\$200.00	\$80.00
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.

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.
Represented (legal) by Hogan & Hartson.
Represented (engineering) by L. H. Carr & Associates.

Personnel:

George Gray, *manager*.
 Dale A. Smith, *sales manager*.
 Dorothy Sanders, *publicity-promotion manager*.
 Bruce Todd, *program-sales coordinator*.
 Paul Law, *program director*.
 Robert B. Wehrman, *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	300.00	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.

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".
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., 17.2%; John J. Laux, exec. v.p. & gen. mgr., 11.36%; Louis Berkman, 1st v.p., 17.2%; Fred Weber, v.p.; George W. Fellows, 2nd v.p.; Joseph M. Troesch, 2nd v.p. & asst. treas., .6%; Carl A. Weinman, secy.-treas., 5.2%; and over 20 other stockholders, none owning as much as 45 shares. WSTV Inc. also owns KODE-TV and KODE, Joplin, Mo. Ownership interlocks with radio station WPIT, Pittsburgh; 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 purchased WBOY-TV, Clarksburg (Ch. 12) & WBOY and radio WPAR, Parkersburg, W. Va. (*Television Digest*, Vol. 11:32; 13:14).

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 Evkovich, *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—Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily.							
200.00	120.00	80.00	70.00	50.00	45.00	40.00	20.00

Subject to frequency discounts.

WIMA-TV
Lima
(Ch. 35)

Grantee (STA): WLOK Inc., 1424 Rice Ave.
Studio and Transmitter: 1424 Rice Ave.
Telephone: Cathryn 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.

(Continued on next page)

FOR UNMATCHED COVERAGE OF
STEUBENVILLE-WHEELING 52nd TV Market



HERE ARE THE FACTS:

STATION—Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

MARKET—Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,800 population. More than \$2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Your TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."

WSTV-TV

STEUBENVILLE, OHIO
CHANNEL 9 234,500 WATTS



Represented by Avery-Knodel, John J. Laux, Exec. V.P. and Gen'l. Mgr.; Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C., MURRAY HILL 3-6977



A Member of the Friendly Group
WSTV, WSTV-TV, Steubenville;
KODE, KODE-TV, Joplin;
WBOY, WBOY-TV, Clarksburg
WPAR, Parkersburg
WPIT, Pittsburgh

Ohio

LIMA: WIMA-TV—(Continued)

Personnel:

R. W. Mack, *manager*.
J. L. Spring, *national sales manager*.
Don Sherwood, *news director*.
Easter Straker, *program 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

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. Requests change to 1000-ft. above av. terrain, 1036-ft. above ground, 1616-ft. above sea level, lat. 41° 41' 02", long. 83° 24' 46"; transmitter to Big Ditch Rd., .37-mi. S of Bay Shore 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 Group Ownership.

Began Operation: July 21, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

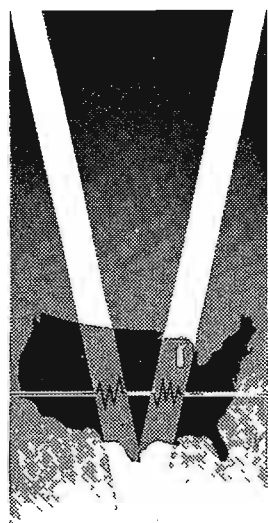
George B. Storer, *president*.
Allen L. Haid, *v.p. & managing director*.
William Ashworth, *national sales manager*.
Al Ruhfel, *program director*.
John Saunders, *production manager & asst. program director*.
Liz Wagner, *promotion director*.
W. M. Stringfellow, *chief engineer*.

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).



Lambda **LPF** Pacific

50 Watt Microwave

(7,000 mc) Amplifier

Over 600,000 Watts erp with 6 ft. dishes
Increases fade margin

27 db over 0.1 watt relay.

17 db over 1.0 watt relay.

See your Visual Electronics Sales Engineer

VISUAL ELECTRONICS CORP.

342 W. 40th St., New York 18, N.Y.

WFMJ-TV Youngstown

(Ch. 21)

Licensee: The Vindicator Printing Co. Vindicator Square.

Studio: 101 W. Boardman St. Transmitter: Mabel St.

Telephone: Riverside 4-8611. TWX No.: YO 079.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 179-kw maximum and 94-kw horizontal visual, 89.5-kw maximum and 47-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*.
Mitchell F. Stanley, *manager and sales manager*.
Jay Grier, *TV program manager*.
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—5-5:59 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 081 U.

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. Vail, 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. L. 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—6:59-10:59 p.m., Mon.-Sat.; 2:59-10:59 p.m., Sun.						
\$450.00	\$270.00	\$180.00	\$157.50	\$135.00	\$90.00	\$45.00
Class B—3:29-6:59 p.m., Mon.-Fri.; 12:59-6:59 p.m., Sat.; 12:59-2:59 p.m., Sun.; 10:59 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.

WHIZ-TV Zanesville

(Ch. 18)

Licensee: Southeastern Ohio Television System, Downerd Rd.

Studio and Transmitter: Downerd Rd.

Telephone: Glastone 2-5431, 3-0361. TWX No.: ZAN 67.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 14.8-kw visual, 8.13-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".

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

Subject to frequency discounts.

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: Federal 2-2211. 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%; Brown 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 Brown 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*.
Doc 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

1957 Fall-Winter Edition

Ohio-Oklahoma

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". Requests change to 41.8-kw visual, 20.9-kw aural, 833-ft. above av. terrain, 761-ft. above ground, 1646-ft. above sea level, lat. 34° 08' 09", long. 96° 47' 55"; transmitter to Hwy. 70, 3-mi. NW of Madill, Okla.

Network Service: NBC.

AM Affiliate: KVSO, .25-kw, 1240 kc (ABC).

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.

KGEO-TV Enid-Oklahoma City

(Ch. 5)

Licensee: Streets Electronics Inc., Box 1589, Enid.

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 Blair Television Associates Inc.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

George Streets, *general manager*.
Charles Keys, *sales manager*.
Casey Cohlma, *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.

Oklahoma

KSWO-TV

Lawton

(Ch. 7)

Licensee: Oklahoma Quality Broadcasting Co., Box 1385.

Studio & Transmitter: Administration Bldg., 4-mi. E. of Lawton.

Telephone: Elgin 5-1380. 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*.
Jimmy Lockerd, *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)

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*.

The most quoted publication in TV . . .

Television Digest is the most quoted publication in television—quoted because of its skills at spotlighting and knowingly interpreting the news.

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. Oklahoma Television Corp. is TV applicant in New Orleans.

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

Subject to frequency discounts.

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.; Eugene B. Dodson, v.p.; Edw. L. Gaylord, secy-treas. 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.*
Raymond W. Welpott, *stations manager*.
Kleith Mathers, *manager of TV operations*.
Jim Terrell, *commercial manager*.
Joe Jerkins, *program manager*.
W. J. Willis, *promotion manager*.
Bob Gamble, *news director*.
Jack Stratton, *farm director*.
H. J. Lovell, *technical operations director*.
Gene Lyons, *chief engineer*.
Aaron Britton, *color coordinator*.

DIGEST OF RATE CARD NO. 11
(March 1, 1957)

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.						
\$950.00	\$570.00	\$380.00	\$335.00*	\$295.00*	\$240.00**	\$120.00
Class A—6-7 p.m., Mon.-Sat.; 4-6 p.m., Sun.; 10-10:30 p.m., daily.						
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—7 a.m.-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-4 p.m., Sun.						
375.00	225.00	150.00	130.00	94.00	60.00***	30.00
Class D—Sign-on-7 a.m., Mon.-Fri.; 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00

* If network programming permits. ** 20 Sec. only. *** 20 Sec. only, Min. \$75.

Subject to frequency discounts.

Color—Local live, slide & film facilities available at no extra charge.

KGEO-TV
Enid-Oklahoma City
(See Enid, Okla.)

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. (100%); J. H. Whitney & Co. also owns KGUL-TV, Galveston (90%); WISH and WISH-TV, Indianapolis (100%); WANE and WANE-TV, Ft. Wayne (100%). These stations operate under the grouping of the Corinthian stations.

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, *promotion manager*.
George G. Jacobs, *director of engineering & development*.
Lavoy Hooker, *chief engineer*.
Audrey DeBoer, *traffic manager*.

DIGEST OF RATE CARD NO. 2A
(Feb. 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$825.00	\$495.00	\$330.00	\$290.00	\$205.00	\$200.00	\$100.00
Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat. & Sun.; 10-10:30 p.m., daily.						
725.00	435.00	290.00	254.00	181.00	145.00	72.50
Class B—6-6:30 p.m., Mon.-Fri.; 5-6 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class C—9 a.m.-6 p.m., Mon.-Fri.; 9 a.m.-5 p.m., Sat. & Sun.; 11 p.m.-sign-off, daily.						
360.00	216.00	144.00	126.00	90.00	72.00	36.00
Class D—Sign-on-9 a.m., daily.						
250.00	150.00	100.00	88.00	63.00	50.00	25.00

Subject to frequency discounts.

1957 Fall-Winter Edition

THE TOWER WITH THE SALES POWER IN OKLAHOMA KWTV OKLAHOMA CITY

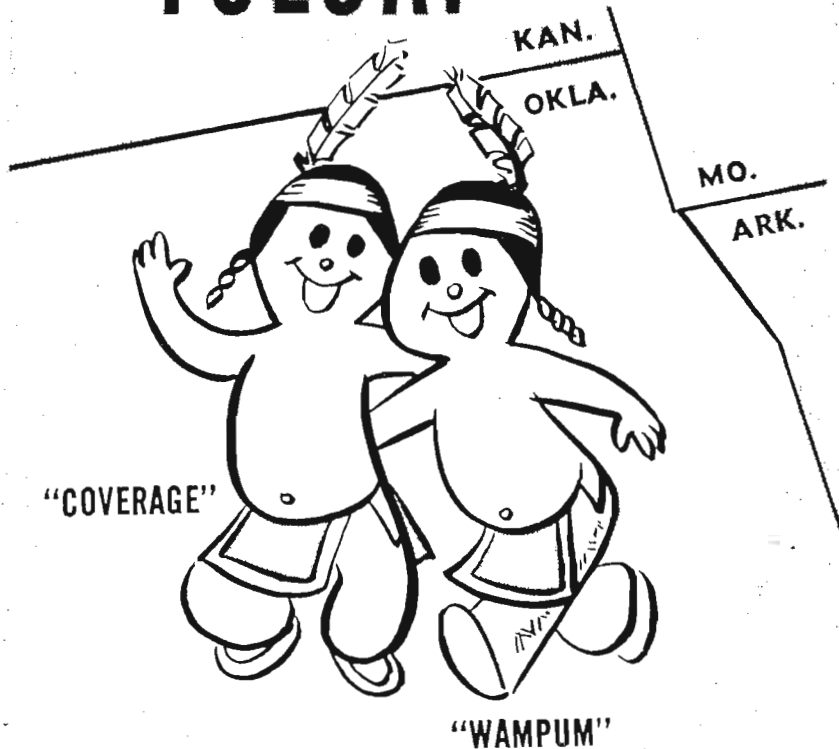
Telecasting from Oklahoma's famous 1,572' tower



EDGAR T. BELL, *Executive Vice President*
FRED L. VANCE, *Sales Manager*

Represented by
EVERY-KNODEL, INC.

IT TAKES
IN
TULSA!



**A BILLION DOLLAR
MARKET**

Anyone for a billion dollars? It can be had by alert advertisers who realize the tremendous effective buying power of northeastern Oklahoma. Your key to this treasure chest is . . . KVOO-TV. Tulsa County alone is a \$500-million market, and Sales Management rates Tulsa both a better quality and a better productive market than either Boston or Baltimore! Yes, it's there for you . . . through Channel 2. When do you start?

KVOO-TV
channel **2**



For current availabilities
contact any office of **BLAIR-TV**

KVOO-TV

Tulsa

(Ch. 2)

Grantee (STA): Central Plains Enterprises Inc., 3701 S. Peoria.
Studio: 3701 S. Peoria. Transmitter: Bigheart Mt.
Telephone: Riverside 2-5561. 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 estate, 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, *president*.
C. B. Akers, *exec. v.p. & general manager*.
John Devine, *commercial manager*.
Bill Sadler, *program director*.
Fred Komma, *production supervisor*.
Gordon Gerhardt, *promotion-marketing director*.
Forrest Brokaw, *news manager*.
Allen Cox, *film editor*.
John M. Bushnell Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 2
(March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 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., 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., 10:30-11 p.m., daily.						
487.50	292.50	195.00	170.50	121.75	97.50	48.75
Class C—10 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-10 a.m., daily.						
216.75	130.00	86.75	75.75	54.00	43.50	21.75

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, chairman, 56.5%; James C. Leake, pres., 3.61%; Bryan Cole, v.p., .212%; Marjory Griffin Leake, 39.45%; Bryan Mathes, secy.-treas., .212%. Also licensee of radios KTUL, Tulsa & KFPW, Fort Smith, Ark. Interlocking ownership with KOMA Inc. (owns 50% of KWTW, 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:

James C. Leake, *president*.
Mike Shapiro, *exec. v.p. & managing director*.
Bob Norris, *operations director*.
William D. Swanson, *commercial manager*.
John J. (Mim) Black Jr., *local & regional sales manager*.
Charles E. Larkins, *sales promotion, publicity & merchandising 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. 4
(March 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$200.00	\$150.00	\$120.00	\$60.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
500.00	300.00	200.00	167.00	125.00	100.00	50.00
Class B—6-6:30 p.m., 10:30-11 p.m., daily.						
400.00	240.00	160.00	133.25	100.00	80.00	40.00
Class C—All other times.						
200.00	120.00	80.00	66.75	50.00	40.00	20.00

Subject to frequency discounts.

OREGON

KOAC-TV
Corvallis

(Ch. 7)

Non-Commercial Educational Station

(Due to Begin Operating in Fall)

Grantee: State Board of Higher Education, Box 5175, Eugene, Ore.
Studios: Oregon State College campus, Corvallis; U of Oregon campus, Eugene.

Transmitter: Vineyard Hill, 6 mi. N of Corvallis.
Telephone: Diamond 5-1511.

Technical Facilities: Channel No 7 (174-180 mc). Authorized power: 28.8-kw visual, 14.4-kw aural. Antenna: 1210-ft. above av. terrain, 237-ft. above ground, 1737-ft. above sea level, lat. 44° 38' 19", long. 123° 16' 25".

AM Affiliate: KOAC, 5-kw, 550 kc.

Ownership: State of Oregon. R. E. Kleinsorge, pres.; Henry F. Cabell, v.p.; John R. Richards, chancellor; Earl M. Pallett, secy.; H. A. Bork, comptroller.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

Glenn Starlin, *director of inter-institutional TV teaching.*
James M. Morris, *program manager.*
Grant Feikert, *chief engineer.*

KVAL-TV
Eugene

(Ch. 13)

(Also operates satellite KPIC, Roseburg, Ore.)

Licensee: Eugene Television Inc., Blanton Heights, Eugene.

Studio & Transmitter: Blanton Heights.

Telephone: Diamond 3-2551. 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.

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 B. 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 KIHR, Hood River & holds CPs for AM stations in The Dalles, Ore., and Anacortes, Wash. Eugene TV owns 50% of satellite KPIC, Roseburg, Ore. and 100% of Pacific Television Inc., Ch. 11 applicant for Coos Bay, 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.*
Philip George, *local sales coordinator.*
Robert Anderson, *program director.*
Arlene J. Richardson, *promotion manager.*
Jean Lovell, *traffic manager.*
Martin Levinson, *film director.*
Alvin Barnard, *director of engineering.*
Theodore Marchner, *asst. director of engineering.*
William R. Riley, *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

1957 Fall-Winter Edition

Oklahoma - Oregon

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

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 Inc.

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

Note: For combination rates see KIEM-TV, Eureka, Cal.

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 Inc.

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 technical director.*
William B. Smullin, *general manager.*
Kenneth Baker, *research & development v.p. for KBES-TV; KOTI-TV, Klamath Falls, Ore.; KIEM-TV, Eureka, Cal.*

(Continued on next page)



Lewis and Clark Should Have Made Such a Discovery

Ever since the good Captains Lewis and Clark buckskinned their way into the Pacific Northwest, they have been closely followed by alert time-buyers who would make capital of the discovery. Lots of capital.

For it is a matter of historical fact—recorded tersely in the diaries of L & C, and glowingly in any market study you care to look into—that the "Green Strip" of Western Washington and Western Oregon is rich land indeed.

Now, make the biggest discovery of all. Indian-blanket this market simply by buying the high-powered pair of Seattle-Portland ABC affiliates, KING and KGW. Between them, they cover the "Green Strip"—80% of the entire Washington-Oregon market.

Makes time-buying easy, and best of all, you don't have to blaze any trails—it's all been proved for you, tested and tried by hundreds of successful spot schedules. The fellow to see is neither Lewis nor Clark, but the man from Blair.

SEATTLE KING RADIO AND TELEVISION	PORTLAND KGW RADIO AND TELEVISION
BUY THE PAIR FROM BLAIR	

ABC FOR THE PACIFIC NORTHWEST

MEDFORD: KBES-TV—(Continued)

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.

KGW-TV Portland

(Ch. 8)

Licensee: 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 648.5-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 Bcstg. Co. (KING-TV & KING, Seattle), 100%. Pioneer Bcstg. officers: Gordon D. Orput, pres.; Dorothy S. Bullitt, exec. v.p.; Henry B. Owen, administrative v.p. & treas. For other interests, see KING-TV, Seattle, Wash.

Began Operation: Dec. 15, 1956.

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Wollenberg & Kenehan.

Represented (engineering) by Lohnes & Culver.

Personnel:

Walter E. Wagstaff, *station manager*.
James L. Middlebrooks, *engineering v.p.*
John H. Pindell, *sales manager*.
John M. Slocum, *national sales manager*.
William R. Nutt, *merchandising manager*.
Thomas Dargan, *program director*.
Richard Ross, *news director*.
Gloria Chandler, *supervisor of public service and education*.
Clare Hanawalt, *chief engineer*.
Bernie Carey, *production manager*.
LeRoy Smith, *program operations manager*.

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.

KOIN-TV Portland

(Ch. 6)

Licensee: Mt. Hood Radio & Television Bcstg. 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 Bcstg. 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 3.33% of KOMO-TV. Central New York Bcstg. (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.
 Johnny Carpenter, public relations director.
 William Drips, farm director.
 Ralph Greer, traffic manager.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	8 Sec.
Class AA—7:29-10:01 p.m., Mon.-Sat.; 6:29-10:01 p.m., Sun.						
\$900.00	\$540.00	\$360.00	\$270.00	\$250.00	\$125.00
Class A—6:29-7:29 p.m., Mon.-Sat.; 4:59-6:29 p.m., Sun.; 10:01-10:31 p.m., daily.						
800.00	480.00	320.00	\$280.00	240.00	160.00	80.00
Class B—4:59-6:29 p.m., Mon.-Sat.; 11:59 a.m.-4:59 p.m., Sun.; 10:31 p.m.-midnight, daily.						
600.00	360.00	240.00	210.00	180.00	120.00	60.00
Class C—10:59 a.m.-4:59 p.m., Mon.-Sat.; 10:59-11:59 a.m., Sun.; midnight-sign-off, daily.						
400.00	240.00	160.00	140.00	120.00	80.00	40.00
Class D—Sign-on-10:59 a.m., daily.						
350.00	210.00	140.00	122.50	102.50	60.00	30.00

* Min. rate on request.

KPTV
 (formerly KLOR)
Portland
 (Ch. 12)

Licensee: Oregon Television Inc., 735 SW 20th Place.

Studio: 735 SW 20th Place.

Transmitter: Signal Hill.

Telephone: Capital 2-9921.

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: George Haggarty, 100%.

Began Operation: March 7, 1955. George Haggarty's purchase of KLOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (*Television Digest*, Vol. 13:10-11, 16, 18).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by John H. Mullaney.

Personnel:

George Haggarty, president.
 Frank Riordan, v.p. & general manager.
 Don Tykeson, sales manager.
 Terry Mason, operations manager.
 Gordon White, program director.
 Al McLaughlin, publicity director.
 Gene Phelps, chief engineer.

DIGEST OF RATE CARD NO. 5—(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.; 3-11 p.m., Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$120.00	\$60.00
Class B—6-6:30 p.m., Mon.-Fri.; 2-6:30 p.m., Sat.; 2-3 p.m., Sun.; 11-11:30 p.m., daily.						
450.00	270.00	180.00	157.50	112.50	90.00	45.00
Class C—3-6 p.m., Mon.-Fri.; sign-on-2 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily.						
350.00	210.00	140.00	122.50	87.50	60.00	30.00
Class D—Sign-on-3 p.m., Mon.-Fri.						
300.00	180.00	120.00	105.00	75.00	50.00	25.00

* Class AA (7:30-10:30 p.m., daily) Min. or 20 Sec. \$180; 10 Sec. \$90.

1957 Fall-Winter Edition

NOW...

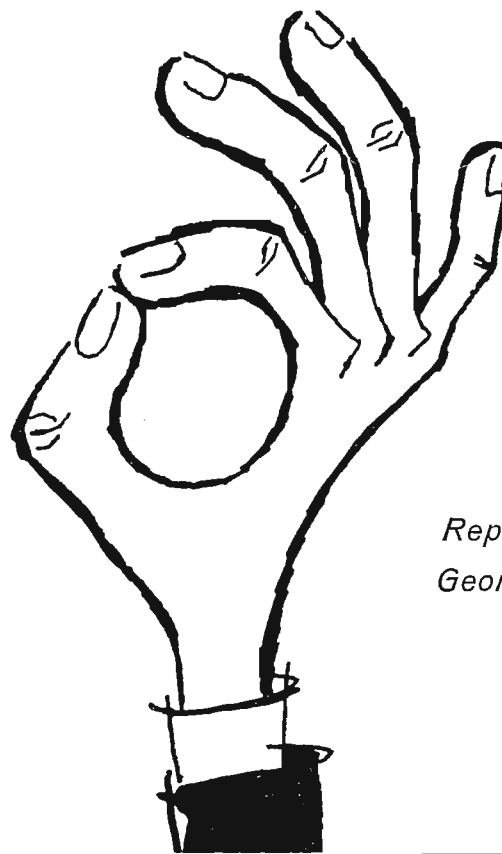
KPTV · PORTLAND is VHF Channel 12 NBC Television

KPTV . . . Oregon's first television station and the world's first commercial UHF station—now gives you a new, VHF Channel 12 in the Portland market. You get four exclusive "plusses": (1) Top-rated NBC shows and stars; (2) The best local shows and film packages of two stations (KPTV merged with KLOR, the former Channel 12); (3) Almost 5 years of viewer loyalty to Oregon's first TV station; (4) Proven results for hundreds of advertisers. Be sure the bright, new KPTV, Channel 12 is on your advertising schedule.

KPTV Channel 12

Portland, Oregon

NBC Television



Represented Nationally by
 George P. Hollinberry Co.

WHERE SHARING PAYS OFF

SOME YEARS AGO we pointed out in "Proceedings of the IRE" that an amazing and unique characteristic of scientific men is their sense of responsibility to the past and to the future, expressed in their sharing with one another the new findings and discoveries of their science. The fact that engineers share information is a major contribution to the amazing growth of industrial progress and to our high standard of living.

Design Engineers seem to have an impelling need to publish. It is important and fortunate that they have had magazines *in which to publish*. Of course, their articles make these magazines possible, just as the publishing organization's faith and courage gives them the vehicle for communication. A magazine is a three-way team of author, medium, and reader—mutually dependent.

Such a contribution of one to the other is the vital service of the periodical. The thundering pace of radio-electronics and its expression in communications; glorious hi-fi music; the brilliant, full-color picture; and that same radio principle bringing in a new era in industrial controls which makes automation practical; the amazing time-and-effort-saving electronic computer; and new fabulous developments already being discovered in research which will be made practical by the radio engineer — all these *could not have been possible* without the publication as a means of collating and organizing information, and distributing it to those who needed it and *knew how to work with it*.

These are generalities! But "Proceedings of the IRE" is *specific*. The Superheterodyne circuit, FM, TV, radar, the computer, color TV, the transistor, scatter propagation, solid state electronics (stereatronics) all were presented and developed *article by article* in the history-making issues of "Proceedings of the IRE." The impact on industry of this broad exchange of information among engineers has been enormous, creating new markets and even new ways of life.

FM is an excellent illustration of this "sharing." Consider particularly the "lead out time" needed in FM. In December 1935, an article by Armstrong (an IRE Member) in "Proceedings of the IRE" proved conclusively to the engineering world that frequency modulation was an improvement *and practical*. (Today, FM is the audio side of every TV receiver.) This was the fourteenth article on frequency modu-

lation *that has appeared in "Proceedings of the IRE,"* eight of them by Armstrong. It is now known that some of these articles which defined the weakness that had to be corrected, as well as some that amplified the discovery by further independent research, all helped make the final perfection possible.

At that time, in all the world, only four other articles on the subject had appeared. These were condensations of the "discussion" in "Proceedings of the IRE." Yet the final "Proceedings" article was published six years before the first FM broadcasting station went on the air. Engineers needed every bit of this "lead-out time" to do their work. The early publication in "Proceedings of the IRE" gave them just that; and thousands of engineers, who had followed this series, knew in December, 1935 that a great change had come and that they must design and tool up for it. Armstrong shared, "Proceedings" published, and an industry profited!

This is the traditional service of the "old-line" magazine. The author "shared"—the magazine "published"—the reader "studied" and industry progressed mightily through this three-way contribution. Truly, the reader contributes attention! This kind of publishing wins such attention, more than any other kind! It does the ground-work and sales-conviction building that comes years ahead of the final product news.

Advertising shares! The informative "ad" follows exactly the same pattern with exactly the same results. Again and again, display copy in "Proceedings of the IRE" has announced new developments or highlighted the engineering usage of a staple item. Year-after-year, we have seen tiny businesses start sharing their helpful information with readers in "Proceedings of the IRE" and as a result reap orders, prosper and grow. Today in aggregate, they are the giant industry identified as "Electronics."

It is said that the fundamental result of a magazine is to *define a market*. For 43 years, IRE *has* defined the unfolding radio market through its "Proceedings of the IRE." It leads the field in number of readers (40,509 ABC) and publishes the greatest volume of papers and pages in history-making issues. 700 advertisers have *identified themselves with this IRE market and have profited*.

THE INSTITUTE OF RADIO ENGINEERS



Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36, N. Y.
Chicago • Cleveland • San Francisco • Los Angeles

KPIC
Roseburg
 (Ch. 4)

(Satellite of KVAL-TV, Eugene, Ore.)

Grantee (STA): South West Oregon Television Bcstg. 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: 5.37-kw visual, 2.69-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:

S. W. McCreedy, *general manager.*
 Aaron Boe, *station 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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Three-Vidicon
Color Film
Chain

Best picture quality

easy to operate.

See ad on page 405

General Precision Laboratory

Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

PENNSYLVANIA

WFBG-TV
Altoona
 (Ch. 10)

Licensee: Triangle Publications Inc. (Radio & TV Div.), 46th & Market Sts., Philadelphia, Pa.

Studio and Transmitter: Wopsonnock Mt.

Telephone: Windsor 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° 26' 31". Note: Has applied for experimental on-channel booster.

Network Service: ABC, CBS.

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.*
 William Krough, *sales manager.*
 George Carroll, *program director.*
 David P. Pretz, *advertising & promotion manager.*
 Betty Adams, *film director.*
 K. R. Brubaker, *chief engineer.*

DIGEST OF RATE CARD NO. 7—(May 1, 1957)

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.							
\$750.00	\$450.00	\$170.00	\$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	147.50	130.00	65.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; noon-5 p.m., Sun.; 11-11:45 p.m., daily.							
450.00	270.00	180.00	135.00	112.50	102.00	90.00	45.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-noon, Sat. & Sun.; 11:45 p.m.-sign-off, daily.							
350.00	210.00	140.00	105.00	87.50	80.00	70.00	35.00
Class D—Sign-on-9 a.m., daily.							
175.00	105.00	70.00	52.50	43.75	40.00	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 McConnaughey, Sutton & L'Heureux.

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 pm., 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.

Pennsylvania

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 Eliot C. Lovett.

Represented (engineering) by Paul Godley Co.

Personnel:

Charles R. Thon, *general manager*.
William Latham, *general sales manager*.
Peter F. Gallagher, *director of programming & promotion & film buyer*.
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.

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° 06' 14", long. 80° 04' 11". Holds CP for 316-kw visual, 158-kw aural, 780-ft. above av. terrain, 565-ft. above ground, 1943-ft. above sea level, lat. 42° 03' 53", long. 80° 00' 21"; transmitter to Donation Rd.

Network Service: NBC, ABC.

AM Affiliate: WIKK, 5-kw, 1330 kc (NBC).

Ownership: Edward Lamb, pres.-treas., 51.94%; J. Howard McGrath, exec. v.p.; Frank C. Oswald, v.p.; Cecile Huebner, secy.; Edward H. Lamb, asst. secy., 9.72% (also 2.2% as trustee for trust in his name); Prudence H. Lamb, director, 21.11% (as trustee for 3 Lamb family trusts, holds remaining 15.03%). 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 Lohnes & Culver.

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—7-10:30 p.m., daily.	\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	\$140.00	\$70.00
Class B—5-7 p.m., 10:30-11:30 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

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A \$3 BILLION INTERNATIONAL GOLD MINE

19 U.S. AND 8 CANADIAN COUNTIES!!

THE NEW ERIE MARKET

U.S.		CANADA
1,160,000	Pop.	836,000
309,000	TV homes	176,000
\$1,885,000,000	E.B.I.	\$1,200,000,000
\$1,337,000,000	Retail Sales	\$846,000,000
\$317,000,000	Food Sales	\$171,000,000

Source: Sales Management Survey of Buying Power, 1957

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WITH FULL POWER OPERATION **BY . . .**

Get your map and stake your claim by contacting Petry or Ben McLaughlin, General Manager.

AN EDWARD LAMB ENTERPRISE



WICU Channel 12

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 Young Television Corp.

Represented (legal) by Haley, Wollenberg & Kenehan.

Represented (engineering) by Kear & Kennedy.

Personnel:

Cecil M. Sansbury, *general manager*.
Roger Garrett, *asst. general manager*.
Don Boyce, *regional sales manager*.
Bob Harris, *promotion manager*.
Ed Zellefrow, *chief engineer*.

DIGEST OF RATE CARD NO. 4—(May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class A—7-8 p.m., 10-11 p.m., Mon.-Fri.; 6-7 p.m., 11-11:30 p.m., Sat. & Sun.						
250.00	150.00	100.00	87.50	62.50	50.00	25.00
Class B—6-7 p.m., 11-11:30 p.m., Mon.-Fri.; 1-6 p.m., 11:30 p.m.-midnight, Sat. & Sun.						
225.00	135.00	90.00	78.75	56.50	45.00	22.50
Class C—Noon-6 p.m., 11:30 p.m.-midnight, Mon.-Fri.; sign-on-1 p.m., midnight-sign-off, Sat. & Sun.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00
Class D—Sign-on-noon, midnight-sign-off, Mon.-Fri.						
100.00	60.00	40.00	35.00	25.00	20.00	10.00

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: 514-kw maximum and 229-kw horizontal visual, 277-kw maximum and 123-kw horizontal aural. Antenna: 910-ft. above av. terrain, 208-ft. above ground, 1518-ft. above sea level, lat. 40° 20' 40", long. 76° 52' 09". Holds CP for 1000-kw max. and 447-kw horizontal visual, 502-kw max. and 224-kw horizontal aural, 910-ft. above av. terrain, 208-ft. above ground, 1513-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 estate, 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:

Dick Redmond, *station & program manager*.
Beatrice Redmond, *sales and business manager*.
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., dally; 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.

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✓ **NUMBERS**
✓ **LOGIC**
✓ **REASON**



YOU'LL BUY

WSEE

LOWEST COST
PER THOUSAND*
IN THE
ERIE MARKET

*THE WHOLE
TRUTH FINALLY

ERIE

PENNSYLVANIA'S
3rd City

WSEE  **ERIE, PA.**
CHANNEL 35

Represented by

YOUNG TELEVISION, INC.

Pennsylvania

WTPA Harrisburg

(Ch. 27)

Grantee (STA): The Patriot News Co., 312 Market St.

Studio: 3235 Hoffman St. Transmitter: Blue Mt., approx. 1-mi NE of Summerdale, Pa.

Telephone: Cedar 8-7171. TWX No.: HB 91.

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' 53", long. 76° 56' 57". Holds CP for 1030-kw maximum and 646-kw horizontal visual, 515-kw maximum and 324-kw horizontal aural, 1020-ft. above av. terrain, 505-ft. above ground, 1585-ft. above sea level, lat. 40° 19' 03", long. 76° 56' 50"; transmitter to W of U.S. Hwy. 11 & 15 and N of State Hwy. 944.

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 on Ch. 71; May 15, 1957 FCC authorized WTPA to purchase transmitter & tower of off-air WCMB-TV and to switch to Ch. 27, Ch. 71 being assigned to WCMB-TV (*Television Digest*, Vol. 13:15, 20).

Represented (sales) by Harrington, Richter & 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*.
James Maggee, *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.

WARD-TV Johnstown

(Ch. 56)

Grantee (STA): Rivoli Realty Company, 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". Holds CP for Ch. 19, 178-kw max. and 91.2-kw horizontal visual, 98-kw max. and 50-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:

Robert Nelson, *general manager*.
Howard C. Evans, *general sales manager*.
Ernest Rety, *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.

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: WJAC-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.



reduce operating costs with
practical one-camera shows

GPL-WATSON VARI-FOCAL LENS fits any make monochrome or color camera. Another example of savings GPL equipment makes possible. Write, phone or wire:

General Precision Laboratory Incorporated

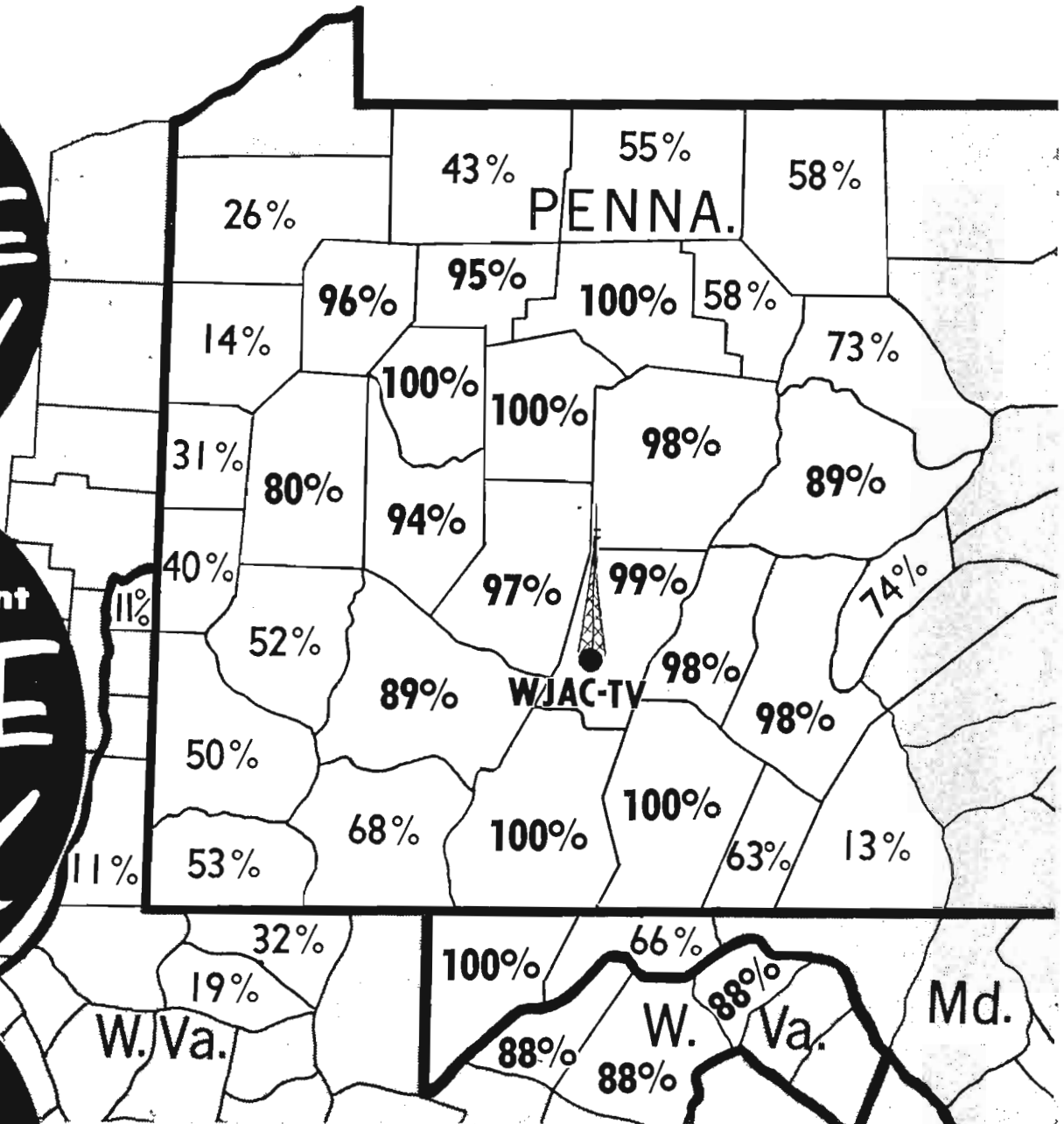
A subsidiary of General Precision Equipment Corporation

Pleasantville, New York

NOT MERELY
**COVERAGE
QUANTITY**

...but that all important
**COVERAGE
QUALITY**

only
WJAC-TV



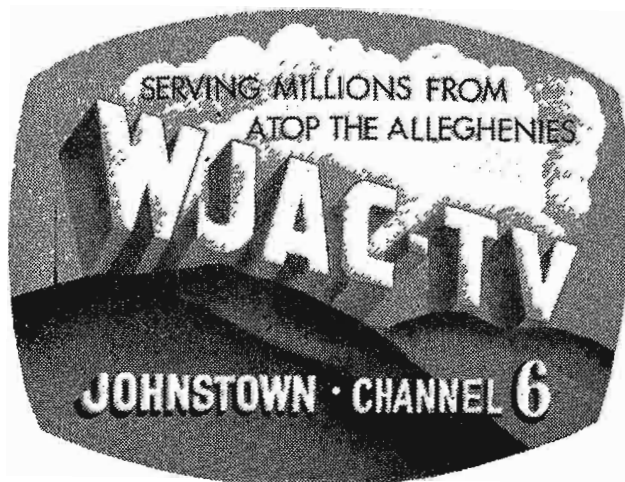
*delivers this 41-county territory—
hits 80% to 100% in 20 key counties*

If Southwestern Pennsylvania is important in your marketing plans, you just can't overlook WJAC-TV in your advertising plans. Here's sound, solid strength in coverage . . . but, even more important, amazing audience loyalty and program appeal. In the Johnstown-Altoona Market, for example, in the 7:00 to 11:00 P. M. period, WJAC-TV leads in 105 periods while Station

B leads in 7! Of the top 25 night-time shows, 24 of them are on WJAC-TV! Best of all, a sizable share of this wide and effective coverage is actually a bonus for you!

Call your Katz man for all the facts and figures.

The dominant force
in
Pennsylvania's
3rd TV Market



AMERICA'S 10th TV MARKET

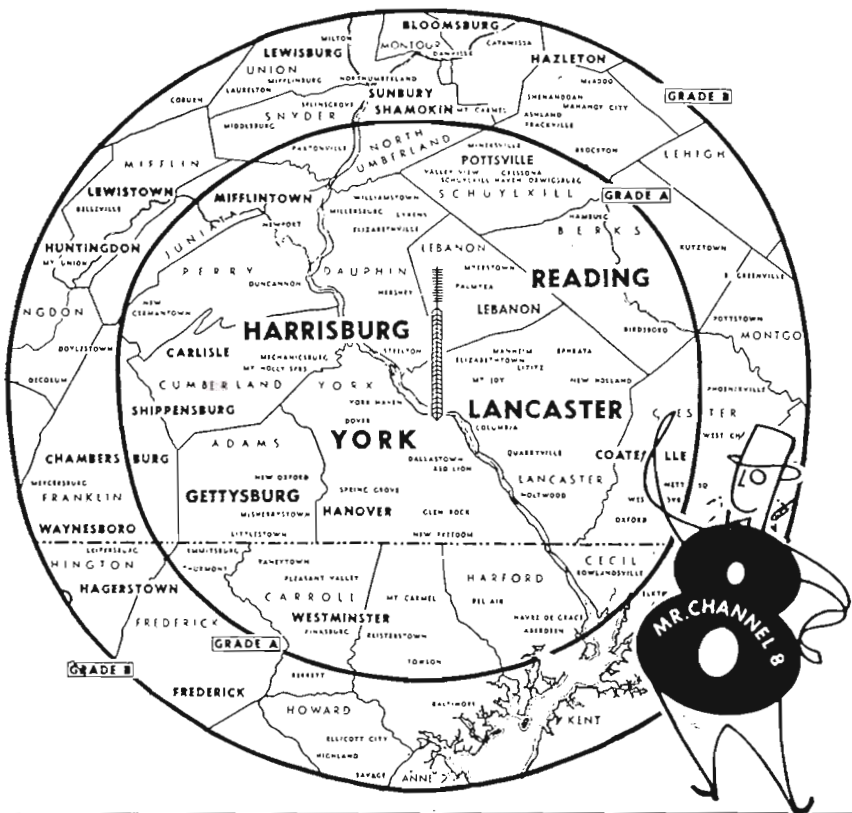
WGAL-TV
LANCASTER, PENNA.
NBC and CBS

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

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 have CP for WRAK-TV (Channel 36), Williamsport, Pa., and operate AM stations WDEL, Wilmington, Del.; WGAL, Lancaster; WORK, York; WKBO, Harrisburg; WEST, Easton; WRAW, Reading; WRAK, Williamsport, all in Pennsylvania, Steinmans also publish *Lancaster New Era* and *Intelligencer-Journal*.

Began Operation: March 18, 1949.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by James C. McNary.

Personnel:

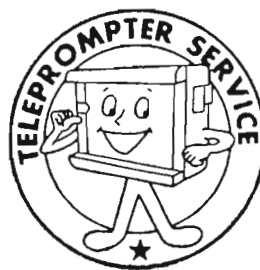
Clair R. McCollough, *president & general manager.*
J. Robert Gulick, *asst. general manager in charge of sales.*
Harold E. Miller, *station manager.*
Harry J. Shaub Jr., *business manager.*
Paul C. Rodenhauser, *program manager.*
Paul I. Woodland, *promotion manager.*
Robert Malick, *farm director.*
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.

The greatest TV talents in the world are consistently greater with . . .



**TELEPROMPTER[®]
SERVICE**

SEE PAGE 32

WLBR-TV

Lebanon

(Ch. 15)

Grantee: Triangle Publications Inc. (Radio & TV Div.), 46th & Market Sts., Philadelphia, Pa.

Studio & Transmitter: Television Hill.

Telephone: 3-1601. TWX No.: LEB 351.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 129-kw visual, 69.2-kw aural. Antenna: 880-ft. above av. terrain, 572-ft. above ground, 1472-ft. above sea level, lat. 40° 15' 49", long. 76° 27' 42".

Ownership: See WFIL-TV, Philadelphia.

Began Operation: Oct. 9, 1953, but left air Oct. 16, 1954. Sold to present owner by radio WLBR-Lebanon News interests and station resumed operation May 2, 1957 (*Television Digest*, Vol. 11:27; 13:18).

Represented (sales) by Blair Television Associates, Inc.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) by Kear & Kennedy.

Personnel:

Frank B. Palmer, *general manager*.
Leonard Savage, *operations manager*.

DIGEST OF RATE CARD NO. 2 (May 2, 1957)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.						
\$200.00	\$120.00	\$46.00	\$40.00	\$20.00
Class B—6-7 p.m., 10-11 p.m., daily.						
150.00	90.00	\$60.00	\$37.50	34.50	30.00	15.00
Class C—All other times.						
100.00	60.00	40.00	25.00	23.00	20.00	10.00

Subject to frequency discounts.

WPFH

Wilmington-Philadelphia

(See Wilmington, Del.)

WHYY-TV

Philadelphia

(Ch. 35)

Non-Commercial Educational Station

(Due to Begin Programming In September)

Grantee (STA): Metropolitan Philadelphia Educational Radio & TV Corp., 1622 Chestnut St.

Studio: 1622 Chestnut St. Transmitter: Architects Bldg., 17th & Sansom Sts.

Telephone: Locust 8-2370.

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: William Goldman, pres.; Allen T. Bonnell, v.p.

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*.
William McCarter, *production manager*.
Samuel H. Barbour, *chief engineer*.

1957 Fall-Winter Edition

AMERICA'S 10th TV MARKET

CHANNEL 8 MULTI-CITY MARKET



NBC and CBS 316,000 WATTS

**\$6¹/₄ billion
annual income**
**\$3³/₄ billion
retail sales**

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative

the **MEEKER Company, Inc.**

New York
Chicago

Los Angeles
San Francisco

Pennsylvania

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 WDAU-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.
Marvin L. Shapiro, national sales manager.
E. Gordon Walls, regional sales manager.
Lionel Wernick, business manager.
Jack Dolph, asst. program manager.
Mel Levine, asst. manager for television.
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

* Class B (6-7:30 p.m., Mon.-Fri.; 11-11:15 p.m., daily; 5-7 p.m., Sat.; 1-7 p.m., Sun.). Class C (8 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-5 p.m., Sat.; 10 a.m.-1 p.m., Sun.; 11:15 p.m.-1 a.m., daily).
Subject to frequency discounts.

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". Holds CP for 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".

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; WLBR-TV, Lebanon, Pa.; WBNF-TV & WBNF-AM & FM, Binghamton, N. Y.; WNHC-TV & WNHC-AM & FM, New Haven, Conn.; owns 50% of WHGB, Harrisburg, 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.
John C. Harlan, business manager.
Thomas A. O'Neill, asst. business manager.
Josef Rosenberg, promotion supervisor.

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	\$1280.00	\$1066.67	\$853.33	\$750.00	\$375.00
Class A—7-7:30 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.; 11-11:30 p.m., daily.						
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.; 11:30 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. (After Oct. 1, 1957: Roxborough 28, 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". Holds CP for 100-kw max. and 97-kw horizontal visual, 50-kw max. and 48.5-kw horizontal aural. 1000-ft. above av. terrain, 1110.1-ft. above ground, 1369-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.
Ted Walworth, sales director.
Chet Messervey, local sales manager.
George Mathews, business manager.
George Cyr, program manager.
Jack Wiley, advertising & promotion manager.
William Howard, manager, technical operations.

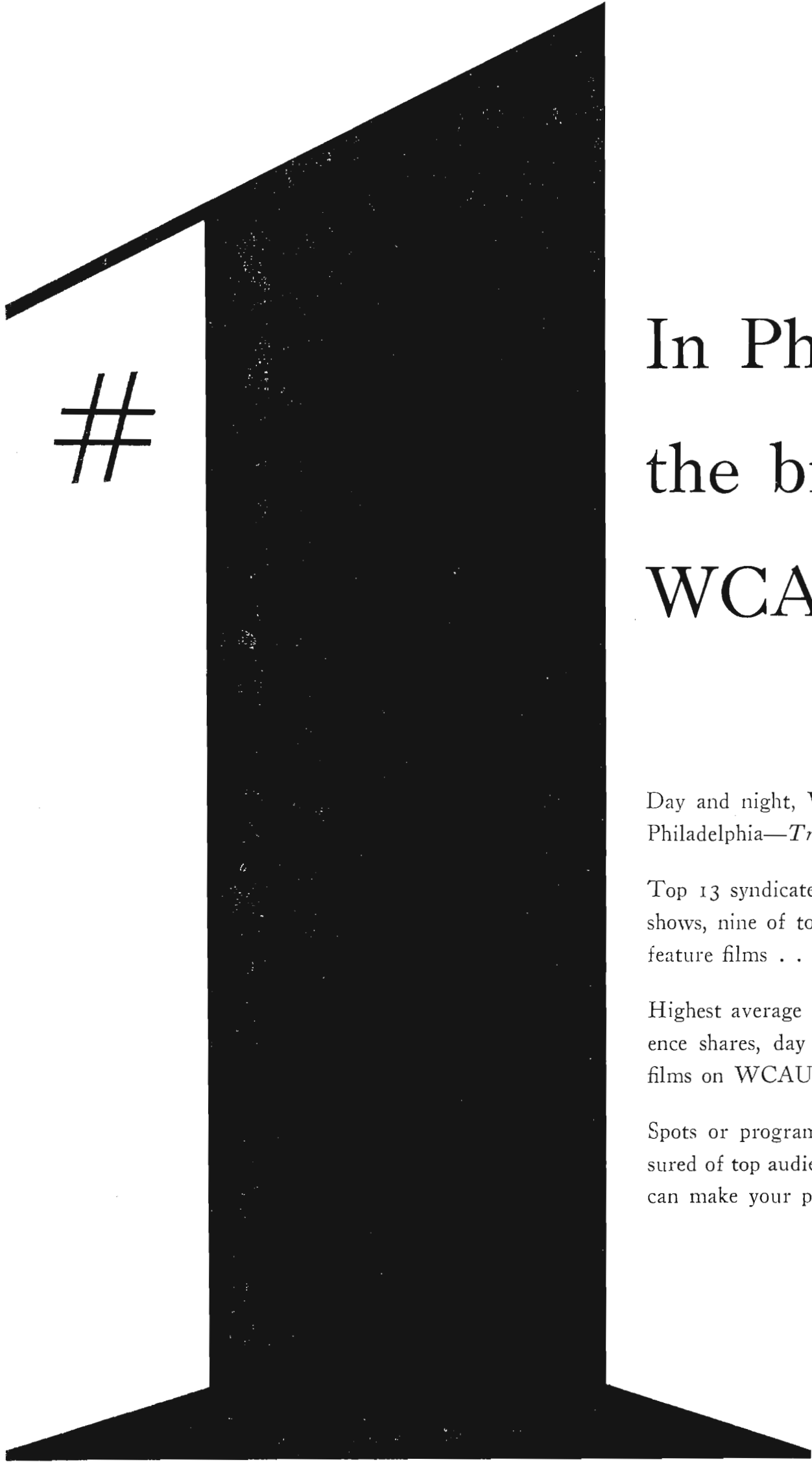
DIGEST OF RATE CARD NO. 1 (April 1, 1956)

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).



#

In Philadelphia the big one is WCAU-TV

Day and night, WCAU-TV audiences are largest in Philadelphia—*Trendex*.

Top 13 syndicated films, nine of top 10 multi-weekly shows, nine of top 10 network shows, four of top 10 feature films . . . all on WCAU-TV—*Telepulse*.

Highest average ratings, day and night, greatest audience shares, day and night, 10 of top 12 syndicated films on WCAU-TV—*ARB*.

Spots or programs . . . day or night . . . you're assured of top audiences on WCAU-TV, the station that can make your product the Big One in Philadelphia!

W C A U · T V

Philadelphia

The Philadelphia Bulletin Television station. Represented by CBS-TV Spot Sales. Philadelphia's most popular station. Ask ARB. Ask Telepulse. Ask Philadelphians.



Also CBS for Northeast Pennsylvania

W D A U · T V

Scranton

Pennsylvania

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, 2048-ft. above sea level, lat. 40° 29' 38.22", long. 80° 01' 9.4".

Network Service: ABC, CBS.

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); WJZ, Baltimore; 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

* Min. only. 20 Sec. \$100.

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. WENS is Weston, W. Va. Ch. 2 applicant.

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*.
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.

WIIC

Pittsburgh

(Ch. 11)

(Due to Begin Operation in Summer)

Grantee: WIIC Inc., Hotel Sherwyn.

Studio: 700 Ivory Ave. Transmitter: 341 Rising Main St.

Telephone: Wellington 1-6900. TWX No.: PG 16.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 150-kw aural. Antenna: 1000-ft. above av. terrain, 842-ft. above ground, 2042-ft. above sea level, lat. 40° 27' 47", long. 80° 00' 17".

Network Service: NBC.

Ownership: P. G. Publishing Co., publisher of *Pittsburgh Post-Gazette*, 100%. Oscar M. Schloss, pres., WWSW Inc. Same interests also publish *Toledo Blade*, TV applicant. Note: Option agreement with owners of radio WJAS will give them 50% of WIIC, with WJAS to be sold. WJAS owners also control WHJB, Greensburg, Pa.

Represented (sales) by Blair-TV.

Represented (legal) by Segal, Smith & Hennessey.

Personnel:

O. M. Schloss, *president*.
Robert A. Mortensen, *general manager*.
Roger D. Rice, *sales manager*.
Shelton Weaver, *production manager*.
Henry R. Kaiser, *chief engineer*.
Caley E. Augustine, *promotion manager*.
Warren Gerard, *national sales service*.

DIGEST OF RATE CARD NO. 1

(April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.						
\$1800.00	\$1080.00	\$720.00	\$630.00	\$540.00	\$450.00	\$225.00
Class A—6-7:30 p.m., Mon.-Fri.; 11-11:30 p.m., daily; 5-7:30 p.m., Sat. & Sun.						
1500.00	900.00	600.00	450.00	380.00	300.00	150.00
Class B—5-6 p.m., Mon.-Fri.; 11:30 p.m.-midnight, daily; 1-5 p.m., Sat. & Sun.						
1300.00	800.00	540.00	400.00	330.00	260.00	130.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat. & Sun.						
900.00	540.00	360.00	270.00	225.00	160.00*	70.00
Class D—Midnight-9 a.m., daily.						
550.00	330.00	220.00	165.00	140.00	110.00**	40.00

* 20 Sec., \$140.00. ** 20 Sec., \$80.00. Flat rates only.

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TELEPROMPTER SERVICE



SEE PAGE 32

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". Note: Also has applied for permission to operate 2nd station on Ch. 47.

Ownership: Officers of this publicly financed station are: Leland Hazard, chairman; John T. Ryan Jr., pres.; Leon Falk Jr., v.p.; George L. Follansbee, 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*.
John W. Ziegler, *asst. to gen. mgr. in charge of special projects*.
Edward C. Horstman, *director of engineering and business manager*.

Ralph J. Tangney, *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: 1244-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 off-air WTVE, Elmira, N.Y. (Ch. 24)

Began Operation: Feb. 9, 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*.
Frances M. 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

WDAU-TV Scranton

(formerly WGBI-TV)

(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: 1070-kw maximum and 479-kw horizontal visual, 544-kw maximum and 245-kw horizontal aural. Antenna: tilted 0.7° electrically 1350-ft. above av. terrain, 421-ft. above ground, 2545-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.

1957 Fall-Winter Edition

Pennsylvania

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. 5

(April 1, 1957)

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	\$125.00	\$62.50
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.-Sat.; 1-7 p.m., Sun.; 11-11:15 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—11 a.m.-6 p.m., Mon.-Sat.; 11 a.m.-1 p.m., Sun.; 11:15 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	20.00
Class D—Sign-on-11 a.m., daily.						
150.00	90.00	60.00	52.50	37.50	30.00	15.00

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*.

Franklin D. Coslett, *operations director*.

Ernest Lewis, *national sales manager*.

Charles Sakoski Sr., *chief engineer*.

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—7-8 p.m., 10:30-11 p.m., daily.						
400.00	240.00	200.00	160.00	140.00	100.00	80.00
Class B—5:30-7 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—2-5:30 p.m., Mon.-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.

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CRAWFORD H. GREENEWALT

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President, E. I. du Pont de Nemours & Co., Inc.

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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 16½% 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.

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 Hutchison, *farm director.*
William P. Williams, *production manager.*
Joe Moore, *continuity director.*
Louise Tillie, *promotion manager.*
Rosalie Gavlick, *operations desk.*
Donald Shook, *film director.*
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.

WRAK-TV
Williamsport

(Ch. 36)

(Due to Begin Operation in Fall)

Grantee: WRAK Inc., c/o WGAL-TV, 8 West King St., Lancaster, Pa.

Studio & Transmitter: North White Deer Ridge Rd.

Telephone: 2-6116. **TWX No.:** WMPT 75.

Technical Facilities: Channel 36 (602-608 mc). Authorized power: 21-kw visual, 10.5-kw aural. Antenna: 1280-ft. above av. terrain, 242-ft. above ground, 2132-ft. above sea level, lat. 41° 11' 21", long. 76° 58' 53". Requests change to 16.8-kw visual, 11.76-kw aural, 428-ft. above av. terrain, 442-ft. above ground, 1382-ft. above sea level, lat. 41° 15' 11", long. 77° 01' 28.5"; transmitter to 1.5-mi. NW of center of city.

AM Affiliate: WRAK, .25-kw, 1400 kc (NBC).

Ownership: Same as WGAL-TV, Lancaster, Pa.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by Hogan & Hartson

Represented (engineering) by James C. McNary.

Personnel:

Clair R. McCullough, *president & general manager.*

ADDITIONAL DATA UNAVAILABLE

1957 Fall-Winter Edition

Pennsylvania

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". Requests change to Ch. 33.

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 estate, 30.4%; Morgan E. Cousler, 43.5%; Lowell W. Williams, 26.1%. Note: Sale to Wm. F. Rust Jr. and Ralph Gottlieb after transfer of 30.4% by H. J. Williams estate to Helm Coal Co. pending FCC approval (*Television Digest*, Vol. 13:11, 27).

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. Louis J. Appell Jr. owns 25% of WCTC, New Brunswick, N. J.

Began Operation: Dec. 22, 1952.

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

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.
Edward Boghosian, sales manager.

DIGEST OF RATE CARD NO. 8
(May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—8-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat. & Sun.							
\$1300.00	\$780.00	\$520.00	\$455.00	\$325.00	\$310.00	\$300.00	\$150.00
Class A—7:30-8 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.							
1150.00	690.00	460.00	400.00	285.00	250.00	225.00	115.00
Class B—5-7:30 p.m., Mon.-Fri.; 4-6 p.m., Sat. & Sun.; 11-11:30 p.m., daily.							
850.00	510.00	340.00	295.00	215.00	170.00	150.00	75.00
Class C—Noon-5 p.m., Mon.-Fri.; noon-4 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, daily.							
575.00	345.00	230.00	200.00	140.00	110.00	90.00	45.00
Class D—Sign-on-noon, daily.							
300.00	180.00	120.00	100.00	90.00	60.00	50.00	25.00

Subject to frequency discounts.

WPRO-TV Providence

(Ch. 12)

Licensee: 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: Cherry Broadcasting Co., 44.9%; William S. Cherry Jr., pres.; Anna Cherry Gross, v.p., 44.9%; Charles W. Knowles, treas., 10.2%. Cherry Broadcasting Company, of which William S. Cherry Jr. is 85% owner, owns 100% of WDBO-TV and AM & FM, Orlando, Fla.

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.
Donald S. Moeller, production 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, CBS.

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; Dora-Clayton Agency Inc. (Atlanta).

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.



Compact Color Distribution Amplifier . . .

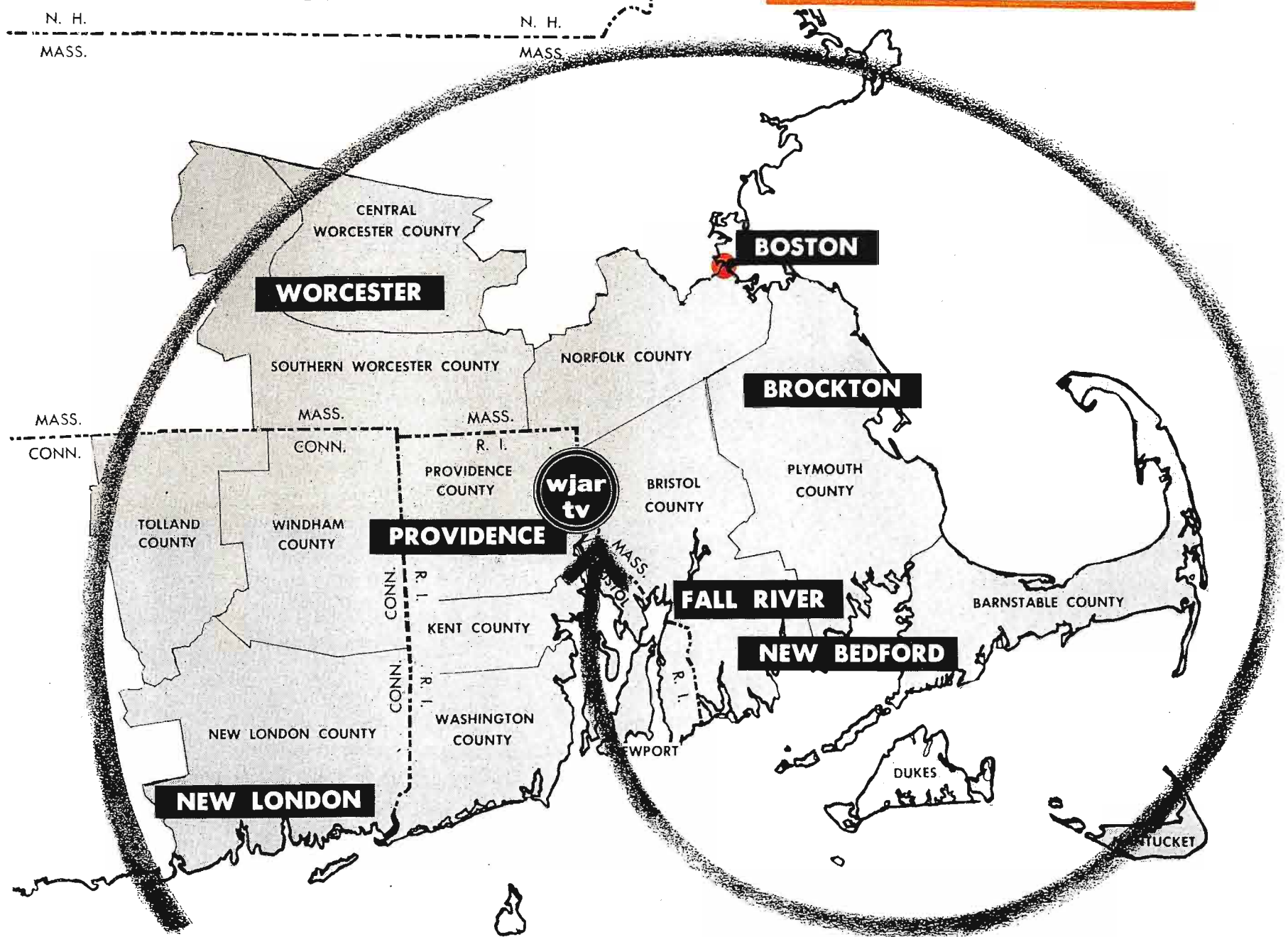
New color video and pulse distribution amplifiers and rack frame power supplies. Eight amplifiers occupy only 7 inches of rack space. Used for both color and monochrome signals.

General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

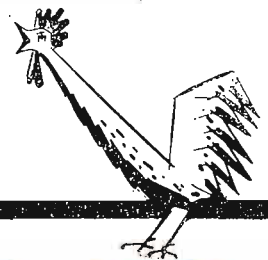
This is the Southeastern New England Market... **810,700 Homes!**



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.

wjar-tv
CHANNEL **10**



Represented by
Edward Petry & Co., Inc.

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 Hanevold, *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—6-7 p.m., Mon.-Sat.; 12:59-7 p.m., Sun.; 11-11:30 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 Eliot C. Lovett.

Represented (engineering) by Gautney & Jones.

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. 4—(June 1, 1957)

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	\$37.50
Class B—6-7 p.m., Mon.-Sat.; noon-7 p.m., Sun.; 10:30-11 p.m., daily.						
200.00	120.00	80.00	70.00	50.00	45.00	22.50
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	25.00	12.50

Subject to frequency discounts.

WIS-TV Columbia

(Ch. 10)

Licensee: The Broadcasting Co. of The South, 1111 Bull St.

Studio: 1111 Bull St. Transmitter: Gervais & Bull Sts.

Telephone: Alpine 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". Requests change to 316-kw visual, 159-kw aural, 1542-ft. above av. terrain, 1519-ft. above ground, 1870-ft. above sea level, lat. 34° 07' 27", long. 80° 45' 25"; transmitter to State Hwy. 12, 20-mi. NE of Columbia.

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 (sales) by Peters, Griffin, Woodward Inc.

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. (Specs) Munzell, *exec. producer & film buyer.*
Dixon Lovvorn, *program director.*
John Bondeson, *promotion manager.*
E. Grenville Seibels, *news director.*
Barnett F. Goldberg, *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—7:30-10:30 p.m., daily.						
\$450.00	\$270.00	\$180.00	\$110.00	\$55.00
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—5:30-6:30 p.m., 11-11:15 p.m., daily.						
300.00	180.00	120.00	105.00	75.00	60.00	30.00
Class C—10 a.m.-5:30 p.m., 11:15 p.m.-midnight, 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.

WNOK-TV Columbia

(Ch. 67)

Grantee (STA): Palmetto Radio Corp., Box 5307.

Studio: 1811 Main St. Transmitter: Cushman Rd.

Telephone: Alpine 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.*
John P. Sholar, *sales 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 Bcstg. 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, 824-ft. above ground, 923-ft. above sea level, lat. 34° 16' 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*.
Tom Rogers, *farm editor*.
Emil A. Sellars, *engineering manager*.

DIGEST OF RATE CARD NO. 3
(April 15, 1957)

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.; 5-6 p.m., Sat.; 1-6 p.m., 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.-Sat.; 9-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
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. \$85; 10 Sec. \$42.50. 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, 8.7-kw, 93.7 mc (No. 229), 1114-ft. antenna height.

Ownership: *Greenville News-Piedmont* (WFBC), 48%; 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.

1957 Fall-Winter Edition

South Carolina

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*.

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 B
(April 1, 1957)

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.; 5-6 p.m., Sat.; 1-6 p.m., 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	54.00	27.00
Class D—All other times.						
140.65	84.40	56.25	47.25	40.50	36.00	18.00

* Also has Class AA (7:30-10 p.m., daily) Min. or 20 Sec. \$112.50, 8 Sec. \$56.25. Subject to frequency discounts.

One word worth ten thousand pictures . . . Teleprompter.



**TELEPROMPTER[®]
SERVICE**

SEE PAGE 32

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 and KPLO-TV, Reliance, with rates applying to simultaneous telecasts on all stations.

KOTA-TV

Rapid City

(Ch. 3)

Licensee: Duhamel Enterprises Inc., Box 1752.

Business Office: 524½ 6th Street.

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, 2 2/29%; Abner H. George, treas., 10/29%; J. Norman Heffron, v.p., 10/29%; William F. Turner, secy., 10/29%; Marguerite Heffron, 2 2/29%; Wm. F. Duhamel, 1 21/29%; Helen Kathleen Duhamel, 1 21/29%. Duhamel Enterprises also is applicant for Ch. 4 satellite in Hay Springs, Neb.

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.

First *with important news*



TRANSLATORS—ECONOMICAL AID TO UHF OUTLETS: First use of translators by WLP-TV, Springfield, Mass. (Ch. 22) -- hasn't started yet, but station thinks potentials for extended uhf coverage are so good that already it's planning to add at least 4 more to 5 definitely scheduled now, one of them ready to go on air.

"We think this is a damned good idea," treas.-gen. mgr. Wm. L. Putnam of WLP-TV enthused to us this week. He was all set for operation within another week of the nation's first station owned and operated by a UHF outlet.

This June 22nd report on a station's use of translators, giving specific facts and figures, characterizes *Television Digest's* dollars-&-cents approach to industry developments. It's a good example, too, of the

Digest's continuous probing of new techniques for extending and intensifying TV's impact—be it community antenna systems, closed-circuit business meetings, industrial TV, educational TV, foreign TV, growth, etc.

Use the card at the back of this book to request a free sample of TELEVISION DIGEST.

• For other *Television Digest* "firsts" see pages 59, 142, 182, 430

KELO-TV Sioux Falls

(Ch. 11)

(Also operates satellites KDLO-TV, Florence, and KPLO-TV, Reliance, S.D.)

Licensee: Midcontinent Broadcasting Co., 8th St. & Phillips Ave.

Studio: 8th St. & Phillips Ave.

Transmitter: Near Shindler, 7-mi. SE 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., 33⅓%; N. L. Bentson, v.p., 33⅓%; Edmund R. Ruben, secy.-treas., 33⅓%. Same interests own KDLO-TV (Ch. 3), Florence, and KPLO-TV (Ch. 6), Reliance, S.D., operated in conjunction with KELO-TV; they also own radio WLOL, St. Paul.

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*.

Bob Rosen, *promotion manager*.

Tom Sheeley, *operations manager*.

Les Harding, *farm director*.

DIGEST OF RATE CARD NO. 8 (Aug. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$510.00	\$300.00	\$200.00	\$175.00	\$150.00	\$125.00	\$75.00
Class A—6-7 p.m., 10-10:30 p.m., daily.						
400.00	240.00	160.00	140.00	120.00	90.00	60.00
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	45.00
Class C—All other times.						
250.00	140.00	90.00	80.00	70.00	50.00	35.00

Sold only in combination with KDLO-TV, Florence, and KPLO-TV, Reliance, S.D., with rates applying to simultaneous telecasts on all stations.
Subject to frequency discounts.

KPLO-TV Reliance

(Ch. 6)

(Satellite of KELO-TV, Sioux Falls, S.D.)

Grantee: Midcontinent Broadcasting Co., Phillips Ave. at 8th St., Sioux Falls, S.D.

Studio & Transmitter: Medicine Butte, 6-mi. N of Reliance.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 53.7-kw visual, 31.6-kw aural. Antenna: 1110-ft. above av. terrain, 711-ft. above ground, 2883-ft. above sea level, lat. 43° 57' 55", long. 99° 36' 11".

Network Service: Same as KELO-TV, Sioux Falls.

Ownership: See KELO-TV, Sioux Falls.

Began Operation: July 15, 1957.

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

C. J. Johnson, *station & sales manager*.

Charles Delperdang, *engineering supervisor*.

Rates: Sold only in combination with KELO-TV, Sioux Falls and other satellite KDLO-TV, Florence, with rates applying to simultaneous telecasts on all stations.

1957 Fall-Winter Edition



HERE'S A HELLUVA SALESMAN FOR YOU!

With new satellite KPLO-TV added, Joe Floyd now delivers to you 86% of the entire population of South Dakota—plus Iowa, Minnesota and Nebraska!

NOW, more than ever, Joe will sell the daylights out of your product in the Upper Midwest's widest-flung TV market!

KPLO
TV

Pierre, Winner,
Chamberlain

KELO
TV

Sioux Falls, S. D.
(New 1,032-ft. Tower)

KDLO
TV

Aberdeen, Huron,
Watertown

JOE FLOYD, Pres.; EVANS NORD, Gen. Mgr.; LARRY BENTSON, V-P.

NBC • CBS • ABC

Represented by H-R for TV and AM

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)

Licensee: Mountain City Television Inc., Rcad 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, 70%; H-R Television, 30%.

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*.
George Moore, *sales manager*.
Jack Wiedemann, *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 Bcstg. Co., Williams Bldg., Box 309.

Studio: Williams Bldg. Transmitter: Muse St. at city limits.

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 Venard, Rintoul & McConnell Inc.

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*.
James Thomas, *chief engineer*.

DIGEST OF RATE CARD NO. 3

(April 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.						
\$250.00	\$150.00	\$100.00	\$88.00	\$63.00	\$50.00	\$25.00
Class B—All other times.						
150.00	90.00	60.00	45.00	37.50	30.00	15.00

Subject to frequency discount.

WJHL-TV Johnson City

(Ch. 11)

Licensee: 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: 316-kw visual, 158-kw aural. Antenna: 720-ft. above av. terrain, 630-ft. above ground, 2538-ft. above sea level, lat. 36° 19' 26", long. 82° 20' 36".

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.
\$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
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

Tennessee

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: 5-8101. TWX No.: KX 88.

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. (see WKRC-TV, Cincinnati), 30%; Gilmore N. Nunn, 30%; Martha Henderson Ashe, 22.5%; Robert L. Ashe, 7.5%; John P. Hart, 10%. Officers: Hubert 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. 2—(April 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20Sec.	8 Sec.
Class AA—8-10:30 p.m., Mon.-Fri.; 7-10:30 p.m., Sat. & Sun.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$60.00
Class A—7-8 p.m., Mon.-Fri.; 10-30-11 p.m., daily.						
500.00	300.00	200.00	175.00	125.00	100.00	50.00
Class B—6-7 p.m., 11 p.m.-sign-off, daily.						
350.00	210.00	140.00	122.50	87.50	60.00	30.00
Class C—Sign-on-6 p.m., daily.						
225.00	135.00	90.00	80.00	60.00	40.00	20.00

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.

FULL POWER

broadcast center • chattanooga

Tennessee

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 23, 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 manager*.
 William E. Eckstein, *program manager*.
 Tom Mayhew, *news director*.
 Joe Broyles, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (April 11, 1957)

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.

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.
Represented (legal) by Pierson, Ball & Dowd.
Personnel:
 William H. Grumbles, *general manager*.
 Boone F. Nevin, *sales manager*.
 Gordon A. Lawhead, *operations manager*.
 Mark Forrester, *program director*.
 William C. Rucker, *merchandising director*.
 Gene Roper, *news director*.
 Allan Burns, *sales service director*.
 Welton M. Roy, *chief engineer*.

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


Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.						
\$900.00	\$540.00	\$360.00	\$315.00	\$225.00	\$200.00	\$100.00
Class A—6:30-7 p.m., 9:30-10:30 p.m., daily.						
800.00	480.00	320.00	280.00	200.00	175.00	88.00
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—Sign-on-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.						
280.00	168.00	112.00	98.00	70.00	56.00*	25.00

* Min. rate only. 20 Sec.: Class B \$93.75, Class C \$50. Subject to frequency discounts.

M

an, it's big! . . .

the
emphis
arket



Here is news of interest to every advertiser seeking top audience and top buying power . . . The Consumer Markets' data for the State of Tennessee to January 1, 1957, released by Standard Rate and Data, shows Metropolitan Memphis one of the nation's dynamic markets . . . leading Tennessee's average in retail sales per household by nearly fifty percent!

What a box score of buying power for you to tap! . . . and the top TV station of the area (according to recent coverage figures) is resoundingly WMCT . . . reaching over 9.5% more TV homes than Station B and 17.67% more than Station C!

... and latest SRDS consumer markets data figures show how big it is!

Retail Sales per Household
\$4,565⁰⁰

43.1% above Tenn. average
... which is 18.4% above
national average!

CSI per Household
(income after taxes)

31.7% above Tennessee
... and 3% above
national average!

WMCT *Channel*

MEMPHIS 5

the TV AREA station for
the Memphis market

WMC—WMCB—WMCT MEMPHIS—FIRST TV STATION

100,000 WATTS • NBC BASIC

National Representatives: Meir-TV | Owned and operated by THE COMMERCIAL APPEAL

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: WMC, 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.

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	\$200.00	\$100.00
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.

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. 3—(March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.						
\$900.00	\$540.00	\$360.00	\$315.00	\$225.00	\$200.00	\$100.00
Class A—6:30-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily.						
750.00	450.00	300.00	263.00	188.00	175.00	88.00
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—8 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-8 a.m., Mon.-Fri.						
280.00	168.00	112.00	98.00	70.00	45.00	23.00

1957 Fall-Winter Edition

Tennessee

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: 27.6-kw visual, 13.41-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*.
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; Guilford 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*.
Joe Loughlin, *news director*.
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.

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Tennessee

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, pres, 59.3% (additional 14.8% as trustee for Jacquelyn Draughon); John Sprouse, v.p., 7.4%; George Hearn Jr., chairman, 18.5%.

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.

Represented (legal) by Stephen Tuhy Jr.

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

Personnel:

Louis R. Draughon, *president*.
Robert L. Claudoin, *film buyer*.
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 1410-ft. above av. terrain, 1363-ft. above ground, 2049-ft. above sea level, lat. 36° 08' 27", long. 86° 51' 56"; transmitter to Watts Lane.

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, *general manager*.
Hi Bramham, *commercial manager*.
Harriane Moore, *director of public relations*.
Bill Williams, *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.



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TEXAS

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.

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 L. Burke.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Dale Ackers, *president & general manager.*
Geo. C. Breeding Jr., *station & national sales manager.*
Al Evans, *program director.*
James Hallmark, *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.	Min. or 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.

KPAR-TV

Abilene-Sweetwater
(See Sweetwater, Texas)

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: KFDA, 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 Inc.

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.*
Bill Spiller, *chief engineer.*
Don Daniels, *technical supervisor.*
Ray Pardue, *accountant.*
Vernon Poerner, *program director.*
Dick Knerr, *film editor.*
Dick Bay, *promotion manager.*

Texas

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.*	8 Sec.*
Class A—6:30-10:15 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—1-6 p.m., Sun.; 10:15 p.m.-sign-off, daily.						
225.00	135.00	90.00	67.50	56.00	45.00	22.50
Class D—7 a.m.-6 p.m., Mon-Sat.; 11 a.m.-1 p.m., Sun.						
180.00	108.00	72.00	54.00	45.00	35.00	17.50

Class AA (7-10 p.m., daily) Min. or 20 Sec. \$85, 8 Sec. \$42.50.
Subject to frequency discounts.

KGNC-TV

Amarillo

(Ch. 4)

Licensee: Globe News Publishing Co., 2000 N. Polk St., Box 751.

Telephone: Drake 4-4601. TWX No.: AM 4.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power:

Network Service: NBC, ABC.

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 KFYO, 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.

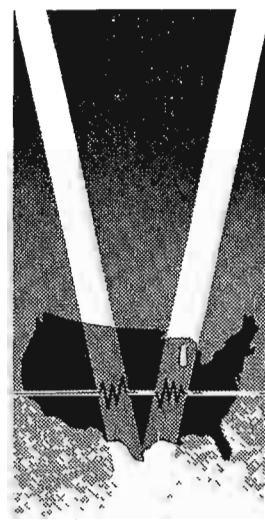
Personnel:

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.



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Texas

KTBC-TV Austin (Ch. 7)

Licensee: The LBJ Co., Driskill Hotel.
Studio: Driskill Hotel, Box 717. Transmitter: 3.8-mi. NW of State Capitol.
Telephone: Greenwood 2-2424. TWX No.: AZ 74.
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1280-ft. above av. terrain, 1137-ft. above ground, 2049-ft. above sea level, lat. 30° 18' 35", long. 97° 47' 33".
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.*
 Rosemary Reddens Schwartzel, *women's editor.*
 Dave Shanks, *farm director.*
 Charles Brown, *merchandising & promotion director.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—8-10 p.m., daily.						
\$525.00	\$315.00	\$210.00	\$168.00	\$126.00	\$105.00	\$52.50
Class A—7-8 p.m., 10-10:30 p.m., daily.						
450.00	270.00	180.00	144.00	108.00	90.00	45.00
Class B—6-7 p.m., daily.						
415.00	249.00	166.00	133.00	100.00	83.00	41.50
Class C—5-6 p.m., noon-1 p.m., 10:30-11 p.m., daily; 1-6 p.m., Sat. & Sun.						
310.00	186.00	124.00	99.00	74.00	62.00	31.00
Class D—All other times.						
200.00	120.00	80.00	64.00	48.00	40.00	20.00

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 KFDM-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:
 O. B. Locke, *exec. v.p. & general manager.*
 Mott M. Johnson, *sales & operations manager.*
 Bob McManus, *production manager.*
 Dave Russell, *local sales.*
 Harold Bartlett, *chief engineer.*

DIGEST OF RATE CARD NO. 3—(June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:30-10 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$80.00*	\$48.00

Class B—5:30-6:30 p.m., 10-11 p.m., daily.						
275.00	165.00	110.00	\$95.00	\$70.00	60.00	36.00
Class C—All other times.						
150.00	90.00	75.00	60.00	50.00	30.00	18.00

Subject to frequency discounts. * 20 Sec. only.

KPAC-TV Port Arthur-Beaumont (See Port Arthur, Tex.)

KEDY-TV (formerly KBST-TV) Big Spring (Ch. 4)

(Affiliated with KDUB-TV, Lubbock)

Grantee (STA): Texas Telecasting Inc., Box 1475, Lubbock, Tex.
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.
Ownership: Operated under lease arrangement by owners of KDUB-TV, Lubbock, with option to buy 50% of stock plus sales and program control after 5 years. (*Television Digest*, Vol. 13:1, 4-5). Physical assets during 5-year lease are held by local businessmen headed by Wm. J. Wallace.
Began Operation: Jan. 10, 1956.
Represented (sales) by The Branham Co.
Personnel:
 W. D. (Dub) Rogers, *president,* Texas Telecasting Inc.
 E. A. (Buzz) Hassett, *national sales manager.*
 W. H. Shipley, *promotion manager.*
 William J. Wallace, *station manager.*
 (For additional personnel, see KDUB-TV, Lubbock.)

DIGEST OF RATE CARD NO. 2-B—(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$15.00
Class B—5-6 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
112.50	67.50	45.00	39.40	33.75	22.50	11.25
Class C—1-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.						
75.00	45.00	30.00	26.25	22.50	15.00	7.50
Class D—6 a.m.-1 p.m., daily.						
45.00	27.00	18.00	15.75	13.50	12.00	6.00

Subject to frequency discounts.

Note: See KDUB-TV, Lubbock, for combination rate.

KBTX-TV Bryan (Ch. 3)

(Affiliated with KWTX-TV, Waco, with which it has microwave hookup.)
Licensee: Brazos Broadcasting Co., Box 746.
Studio & Transmitter: 29th St., near Villa Maria Rd.
Telephone: Victor 6-6766. TWX No.: WC 8480.
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 60.3-kw visual, 30.2-kw aural. Antenna: 410-ft. above av. terrain, 427-ft. above ground, 709-ft. above sea level, lat. 30° 38' 39", long. 96° 19' 46".
Network Service: ABC, CBS.
Ownership: KWTX Bcstg. Co., 50% (owns KWTX-TV, Waco); W. C. Mitchell, pres., 10%; Frank Seale, v.p., 10%; John M. Lawrence III, secy-treas., 5%; Brazos A. Varisco, 10%; M. N. Bostick, 10% (gen. mgr. & 9% owner of KWTX-TV).
Began Operation: May 22, 1957.
Represented (sales) by Paul H. Raymer Co. Inc.
Represented (engineering) by A. Earl Cullum Jr.
Personnel:
 M. N. Bostick, *general manager.*
 Harry Lee Gillam, *station manager.*
 Woody Cox, *chief engineer.*

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

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; sign-on-10:30 p.m., Sun.					
\$150.00	\$90.00	\$60.00	\$45.00	\$30.00	\$15.00
Class B—All other times.					
112.50	67.50	45.00	33.75	22.50	11.25

Subject to frequency discounts. There is a 10% discount when both KWTX-TV, Waco & KBTX-TV are ordered.

KRIS-TV
Corpus Christi
 (Ch. 6)

Licensee: 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: 100-kw visual, 50-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, ABC.
 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) Eikner, *sales v.p.*
 Charles Nethery, *promotion manager.*
 Harry Abbott, *operations manager & film buyer.*
 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 4-1616. TWX No.: CC 137.
 Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 214-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 (CBS, ABC).
 Ownership: Corpus Christi Bcstg. 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 Kear & Kennedy.
 Personnel:
 Vann M. Kennedy, *president & general manager.*
 Charles R. Manning, *vice president.*
 Dan Hayslett, *commercial manager.*
 Gene Looper, *program manager.*
 Bill Kessel, *chief engineer.*

DIGEST OF RATE CARD NO. 2
 (May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-9:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$75.00	\$37.50
Class A—6:30-7 p.m., 9:30-10:30 p.m., daily.						
250.00	150.00	100.00	90.00	75.00	60.00	30.00
Class B—5-6:30 p.m., 10:30-11 p.m., daily.						
200.00	120.00	80.00	70.00	60.00	40.00	20.00
Class C—Sign-on-5 p.m., 11 p.m.-sign-off, daily.						
150.00	95.00	60.00	50.00	45.00	30.00	15.00

Subject to frequency discounts.

KVDO-TV
Corpus Christi
 (Ch. 22)

Licensee: South Texas Telecasting Co. Inc., 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.
 Ownership: E. J. Healey, chairman, 17%; Hubert J. Schmidt, pres., 17%; William G. Barfield, v.p., 4%; Samuel A. Story Jr., secy.-treas., 4%; Nestor Cuesta Jr., 13%; Gabriel Lozano, 9%; Joe Garza, 9%; Celso Guzman, 9%; Dr. Jose A. Garcia, 9%; Murphy L. Walker, 4%; Jean N. Cyrus, 4%. Messrs. Cuesta, Lozano and Guzman are minority stockholders of KCCT, Corpus Christi.
 Began Operation: June 9, 1954. Sale to present owners by Coastal Bend TV Co. approved April 3, 1957 by FCC (*Television Digest*, Vol. 13:2, 12, 14).
 Represented (sales) by Young Television Corp.; Clyde Melville Co. (South only).
 Represented (legal) by Cohn & Marks.
 Represented (engineering) by Commercial Radio Equipment Co.
 Personnel:
 Nestor Cuesta, *manager & chief engineer.*
 Ron Dexter, *production manager.*

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: 1685-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 Eliot 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, *manager film dept.*
 William B. Honeycutt, *chief engineer.*

DIGEST OF RATE CARD NO. 11-A—(March 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.						
\$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	316.00	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: 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, exec. 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*.
 Karl Lambert, *asst. to managing director*.
 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.

KELP-TV (formerly KILT) El Paso (Ch. 13)

Grantee (STA): KELP Television Corp., 4530 Delta St.
Studio & Transmitter: 4530 Delta St.
Telephone: Keystone 3-3658. **TWX No.:** EP 43.
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: Joseph Harris, chairman, 40%; Norman Alexander, pres., 40%; Richard E. Jones, 20%. Same owners also operate KXLY-TV, Spokane (KXLY).
Began Operation: Sept. 1, 1956. Sale to present owners by McLendon Investment Corp. approved March 20, 1957 (*Television Digest*, Vol. 13:12).
Represented (sales) by Young Television Corp.; Avery-Knodel (South).
Represented (legal) by Wheeler & Wheeler.
Represented (engineering) by Vandivere, Cohen & Wearn.
Personnel:
 Richard E. Jones, *v.p.*
 Edward Winton, *general manager*.
 Irv Prell, *sales manager*.
 John Amodeo, *program director*.
 Ed Rencher, *chief engineer*.
 Al Grosby, *publicity director*.

DIGEST OF RATE CARD NO. N-2—(June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or Less	10 Sec.
Class A—6-10 p.m., daily.						
\$300.00	\$180.00	\$115.00	\$100.00	\$75.00	\$60.00	\$30.00

Subject to frequency discounts.

KROD-TV El Paso (Ch. 4)

Licensee: Roderick Broadcasting Co., 2201 Wyoming St.
Studio: 2201 Wyoming St. **Transmitter:** Atop Mount Franklin.
Telephone: Keystone 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: 1150-ft. above av. terrain, 285-ft. above ground, 5285-ft. above sea level, 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: Keystone 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 & Jansky.
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, *special events director*.
 Jack Salem, *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.

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"rose colored glasses"
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like these!**



* Based on preliminary estimates, May 10, 1957 Sales Management "Survey of Buying Power."

WFAA-TV EFFECTIVELY BLANKETS ALL THIS!

* based on Television Magazine designation of the market.

* substantiated by A. C. Nielsen's NSI reports.

POPULATION	2,401,300
FAMILIES	738,400
EFFECTIVE BUYING INCOME	\$3,852,123,000
RETAIL SALES	\$2,919,846,000
FOOD SALES	\$ 614,385,000
GEN'L. MERCHANDISE	\$ 460,457,000
APPAREL	\$ 159,699,000
FURNITURE, HOUSEHOLD	\$ 120,485,000
GAS STATIONS	\$ 195,793,000
AUTOMOTIVE	\$ 670,332,000
DRUGS	\$ 100,862,000

WFAA-TV

DALLAS

ABC, Channel 8

A television service of
The Dallas Morning News
Edward Petry & Co.,
National Representatives

Texas

KFJZ-TV Fort Worth

(Ch. 11)

Licensee: 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: 209-kw visual, 107-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".

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.*
Joe Evans, *national sales manager.*
Bill Terry, *local sales manager.*
Don Henry, *production manager.*
Pete Peterson, *chief engineer.*
Arno Mueller Jr., *film buyer.*

DIGEST OF RATE CARD NO. 2—(June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—7-10:30 p.m., daily.						
\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$225.00	\$175.00
Class B—1-7 p.m., Sun.; 6-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.						
500.00	300.00	200.00	175.00	150.00	100.00	80.00
Class C—All other times.						
350.00	210.00	140.00	123.00	88.00	50.00	40.00

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° 16' 07".

Network Service: NBC.

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.

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TELEPROMPTER[®] SERVICE

SEE PAGE 32

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 7005.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-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 Whitney 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. B. Johnson, *film director.*
L. V. Deskins, *office manager.*

DIGEST OF RATE CARD NO. 4A

(May 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$1200.00	\$720.00	\$480.00	\$400.00	\$360.00	\$250.00	\$140.00
Class A—6-7 p.m., 10-10:30 p.m., daily.						
900.00	540.00	360.00	300.00	270.00	180.00	115.00
Class B—5:30-6 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.-5:30 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.

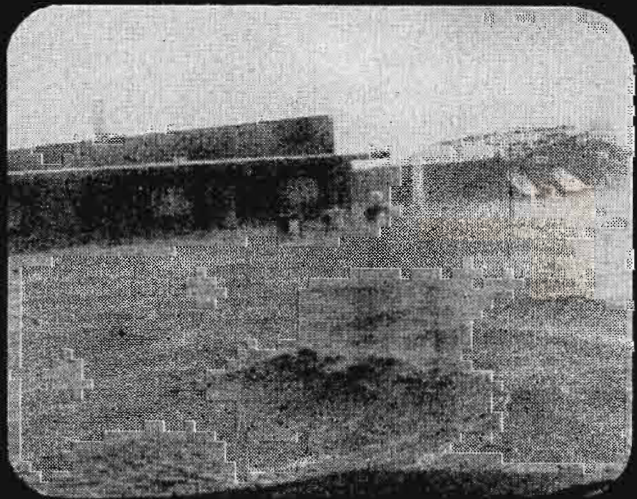
FIRST.

with the FINEST Newsreel Coverage



THIS IS A TORNADO

... as it happened in Dallas on April 2. The "Texas News" newsreel film showed the tornado funnel forming, first hitting the Oak Cliff section, then skipping across the western section of Dallas. The "Texas News" had actual scenes of the injured being taken from the wreckage, sound-film interviews with survivors.



THIS IS A FLOOD

... as it happened in many Texas communities this spring. The "Texas News" covered the flood from Fort Worth to the south Texas town of Lampasas, recording the loss of lives and property, the heartbreak that is the human side of disaster.

WBAP-TV's "TEXAS NEWS"

When black, boiling clouds formed over the southwest section of Dallas at 4:25 P.M. on April 2, "Texas News" cameramen were there to record on film the tornado that snaked through Dallas leaving ten dead and millions of dollars in damage. Complete coverage was seen *first on television* at 10 P.M. on "Texas News."

Later in April, seven years of drought were broken in Texas with rampaging floods in Fort Worth, Dallas, Waco, Lampasas and many other communities all over the state. WBAP-TV cameramen got *complete and exclusive* coverage of swirling flood waters, dramatic rescues and on-the-scene interviews with victims. Some scenes were shot, processed and on the air *minutes after their occurrence*.

On June 27, the first hurricane of the season, AUDREY, lashed the southeastern tip of Texas and the Gulf coast region of Louisiana . . . WBAP-TV cameramen were there to bring to "Texas News" viewers the frightening scenes of tragedy.

In the Southwest . . . the first, the finest, the most efficient, the most effective newsreel coverage . . . is WBAP-TV's award-winning "Texas News."

TEXAS NEWS . . . MORE THAN DOUBLE THE RATINGS OF ANY OTHER TV NEWS SHOW IN THE FORT WORTH-DALLAS AREA!

Day of the Week	Ratings*	Day of the Week	Ratings*
Sunday	31.2	Thursday	21.8
Monday	27.7	Friday	21.8
Tuesday	19.8	Saturday	27.2
Wednesday	19.8	*Weekly average 24.5	

SINCE 1948 — NOW SEVEN NIGHTS A WEEK . . . 10 P.M.

Weather, crime, violence, politics, or whatever the **BIG STORY** in Texas is at the moment . . . fast, complete coverage on film is routine for WBAP-TV. That's why the "Texas News" has an average rating (ARB) of more than twice that of the highest opposition rating.

WBAP-TV CHANNEL 5

BASIC NBC FORT WORTH, TEXAS
STAR-TELEGRAM STATION

AMON CARTER | AMON CARTER, JR. | HAROLD HOUGH | GEORGE CRANSTON | ROY BACUS
Founder | President | Director | Manager | Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives

Texas

KGBT-TV Harlingen

(Ch. 4)

Licensee: Harbenito Bcstg. 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". Holds CP for 100-kw visual, 50-kw aural, 990-ft. above av. terrain, 991-ft. above ground, 1046-ft. above sea level, lat. 26° 08' 56", long. 97° 49' 18"; transmitter to 1/8 mi. S of LaFeria, Tex.

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%.

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, national-regional sales manager.
L. W. Bud Smith, 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)

(Affiliated with separately-owned KTRE-TV, Lufkin, Texas)

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, station manager.
Jack Healy, local sales manager.
Paul Huhndorff, operations manager.
Kirt Harriss, promotion & merchandising director.
Earl Corridon, film operation manager.
Edna Forester, publicity director.
George Roesner, farm director.
Kathryn Estes, traffic.

DIGEST OF RATE CARD NO. 11—(May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.						
\$1100.00	\$660.00	\$410.00	\$350.00	\$300.00	\$250.00	\$150.00
Class A—6:30-7 p.m., Mon.-Fri.; 10-10:30 p.m., daily.						
900.00	540.00	350.00	300.00	250.00	180.00	110.00

Class B—5:30-6:30 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

KTRK-TV Houston

(Ch. 13)

Licensee: 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. and KLFY, Lafayette, La.

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. 3—(April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$900.00	\$540.00	\$310.00	\$290.00	\$270.00	\$180.00	\$108.00
Class A—6-7 p.m., daily.						
720.00	432.00	288.00	238.00	175.00	144.00*	86.00*
Class B—5-6 p.m., 10 p.m.-sign-off, daily.						
600.00	320.00	220.00	200.00	160.00	120.00*	72.00*
Class C—Sign-on-5 p.m., daily.						
300.00	180.00	120.00	90.00	75.00	60.00	36.00

Subject to frequency discounts.

*Class A (6:30-7 p.m., daily). Class B (5-6:30 p.m., daily).

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; Houston Independent School Dist., Mrs. Frank Dyer, pres.

Began Operation: May 12, 1953.

Represented (legal) by Reagan Cartwright, Houston.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

John W. Meaney, radio-TV-film center director.
Roy Barthold, program director.
Patrick Welch, chairman, TV-radio dept.
Jim Bauer, film operations director.
Ray Yelkin, TV operations director.
Richard Uray, news director.
Tom C. Battin, Lillian Thorson & Fred Smith, producer-directors.
James Byrd, chief engineer.
George Collins, art director.

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:

Amalia Samuels, *asst. manager in charge*
W. Irven Simpson, *chief engineer.*

DIGEST OF RATE CARD NO. 2 (April 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-9:30 p.m., daily.						
\$187.50	\$112.50	\$75.00	\$65.63	\$56.25	\$37.50	\$18.75
Class A—6-7:30 p.m., 9:30-10:30 p.m., daily.						
180.00	108.00	72.00	63.00	54.00	36.00	18.00
Class B—Sign-on-6 p.m., 10:30 p.m.-sign-off, daily.						
135.00	81.00	54.00	47.28	40.50	27.00	13.50

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.

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%; Marvin 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.*

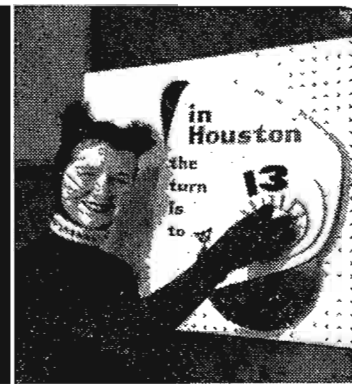
DIGEST OF RATE CARD NO. 4A (July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	10 Sec.*
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$60.00	\$30.00
Class B—5-6:30 p.m., daily; 10:30-11 p.m., 1-6:30 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.; 11 p.m.-sign-off, daily.						
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

* Class AA (7-10 p.m., daily): Min. \$70; 10 Sec. \$35.
Subject to frequency discounts.

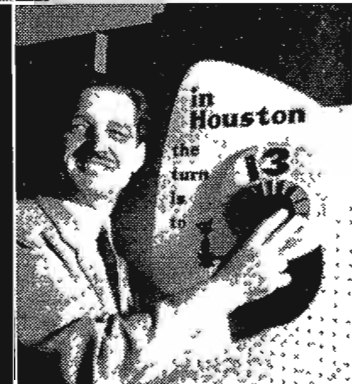
1957 Fall-Winter Edition

In Houston
the turn
is to
13



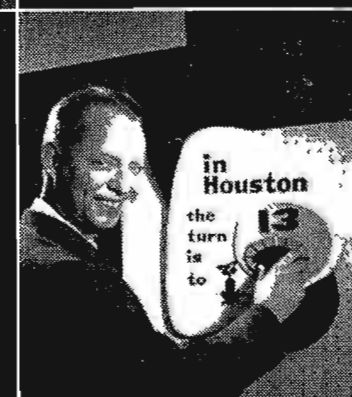
because we
create
and deliver

the right
combination
of



shows
and
showmanship

network
and
local "live"!



HOUSTON'S
BEST BUY

KTRK-TV
CHANNEL
13

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 Co.
500 Fifth Avenue, New York 36, New York

Texas

KDUB-TV Lubbock

(Ch. 13)

(Also operates affiliated KPAR-TV, Sweetwater-Abilene and KEDY-TV, Big Spring, Texas)

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., 31.55%; Vernice Ford, v.p., 21.36%; W. W. Conley, secy.-treas., 5.03%; W. H. Shipley, v.p., 3.81%; Roger L. Kuykendall, 9.47%; A. L. Lott Sr., 3.51%; 19 others, none owns more than 2.8%. Same interests also own KPAR-TV, Sweetwater, Tex. Note: Also operates KEDY-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 Eliot 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, *v.p. & general sales manager*.
Ray Trent, *program & film 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—6-10:30 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.; 10:30-11 p.m., 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.; 11 p.m.-sign-off, daily.						
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 Rate Card No. 1-C (Feb. 1, 1957)—KDUB-TV, Lubbock; KPAR-TV, Sweetwater-Abilene; KEDY-TV, Big Spring.						
Note: Also has separate rate for KPAR-TV and KEDY-TV.						
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.; 10:30-11 p.m., 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.; 11 p.m.-sign-off, daily.						
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

* Class AA (7-10 p.m., daily) Min. or 20 Sec. \$70, 10 Sec. \$35. Subject to frequency discounts.

KTRE-TV Lufkin

(Ch. 9)

(Operates in affiliation with KPRC-TV, Houston)

Licensee: Forest Capital Bestg. Co., Box 701.

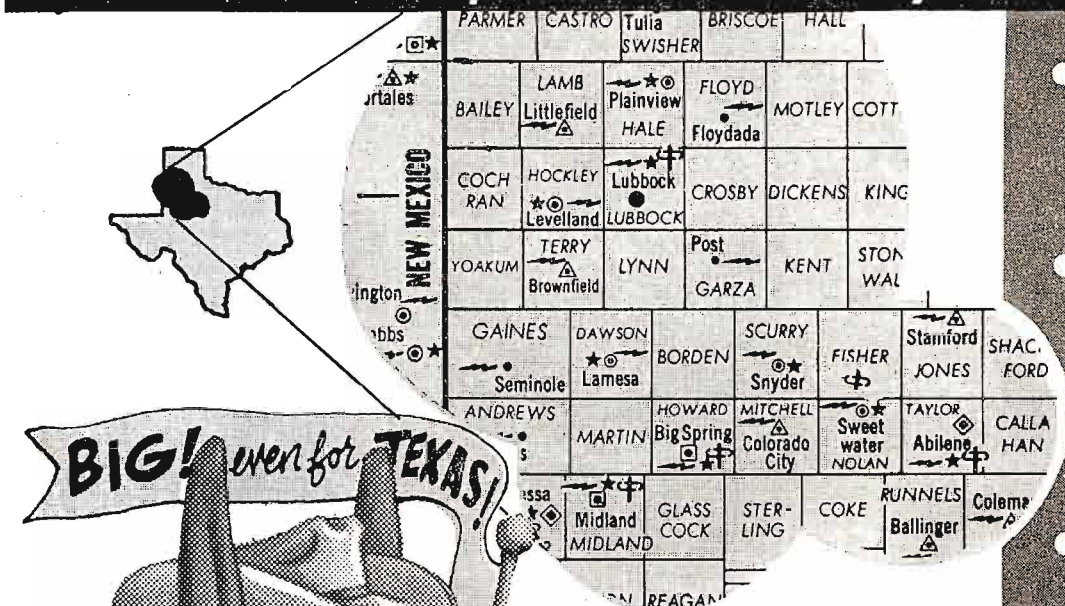
Studio and Transmitter: 1.4 mi. NW. of Clawson.

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.

Texas best major-market buy.. West Texas Television Network



K/DUB
stations

KDUB-TV
LUBBOCK TEXAS
KPAR-TV
ABILENE SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

- Ranks as one of Texas' four top TV markets!
- Micro-wave system combines the rich oil, cattle and cotton area of West Texas into one vast market!
- Delivers greater % of audience in all time segments than any other BIG Texas market!
- Larger in area (46,000 sq. mi.) than the state of Ohio, Maine or Pennsylvania!

REPRESENTED BY THE BRANHAM COMPANY

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS • NAT'L SALES MGR.: E. A. "BUZZ" HASSETT

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.
Hank Huggins, 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.

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.

KFDM-TV
(See Beaumont, Tex.)

KOSA-TV
Odessa
(Ch. 7)

Licensee: 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%.

Began Operation: Jan. 1, 1956.

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

Represented (legal) by Haley, Wollenberg & Kenehan.

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.
Wm. R. Schock, chief engineer.

DIGEST OF RATE CARD NO. 3—(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or Less	8 Sec.
Class A —6:30-10:30 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$35.00
Class B —5-6:30 p.m., 10:30-11 p.m., daily; 3-6:30 p.m., Sun.						
225.00	135.00	90.00	79.00	56.00	45.00	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.

KPAC-TV
Port Arthur-Beaumont
(Ch. 4)

(Due to Begin Operation in September)

Grantee: Texas Goldcoast TV Inc., P.O. Box 3191, Beaumont, Tex.

Studio: 17th & Woodworth Blvd., Port Arthur. **Transmitter:** Hwy. 1132, 2.5-mi. NE of Vidor, Tex.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 702-ft. above av. terrain, 767-ft. above ground, 787-ft. above sea level, lat. 30° 08' 59", long. 93° 58' 54".

Network Service: NBC.

AM Affiliate: KPAC, 5-kw (1-kw night), 1250 kc (MBS).

Ownership: Port Arthur College, 50%; Jefferson Amusement Co., 50%. Texas Goldcoast officers are: Julius M. Gordon, pres. (Jefferson Amusement Co.); Carl D. Levy, secy. (Jefferson Amusement); O. W. Collins, v.p. (Port Arthur College); Earl R. Moxon, treas. (Port Arthur College). Sale to Texas Goldcoast approved June 27, 1957 (*Television Digest*, Vol. 13:22, 26).

Represented (sales) by Paul Raymer Co. Inc.

Represented (legal) by Fisher, Wavland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

Julius M. Gordon, president & general manager.
Mack Newberry, sales manager.
Glenn Boatright, chief engineer.

DIGEST OF RATE CARD NO. 1
(Sept. 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA —7-9:30 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$80.00*	\$48.00
Class A —6:30-7 p.m., 9:30-10 p.m., daily.						
325.00	195.00	130.00	75.00	45.00
Class B —5:30-6:30 p.m., 10-11 p.m., daily.						
250.00	150.00	100.00	\$87.50	\$62.50	55.00	33.00
Class C —11 a.m.-5:30 p.m., 11 p.m.-sign-off, daily.						
137.50	82.50	55.00	48.00	35.00	27.50	16.50
Class D —Sign-on-11 a.m., daily.						
122.50	73.50	49.00	42.90	30.65	20.00	12.00

* 20 Sec. only.
Subject to frequency discounts.

Texas

KCTV (formerly 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: Radio KGKL, San Angelo, 50% (Lewis O. Seibert, owner); Roy H. Simmons, 25%; B. P. Bludworth, 25%. Seibert also holds 10% of KEDY-TV, Big Spring (Ch. 4), operated under lease arrangement by KDUB-TV, Lubbock; he also owns 20% of radio KBST, Big Spring; 45% of KPLT, Paris, Tex.

Began Operation: June 26, 1953. Transfer of 75% to KGKL and R. H. Simmons approved March 13, 1957 (*Television Digest*, Vol. 13:2, 11).

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, 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.

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%; Nathan Safir, 2.29%; 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 in treasury stock. Rogers brothers also own 51% of radio KJET, Beaumont, applicant for Ch. 12.

Began Operation: June 2, 1955.

Represented (sales) by Richard O'Connell Inc.; Dora-Clayton Agency Inc. (South); Tracy Moore & Assoc. (West Coast).

Represented (legal) by Haley, Wollenberg & Kenahan.

Represented (engineering) by Robert M. Silliman.

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.

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". Requests change to 50-kw aural, 1392-ft. above av. terrain, 1526-ft. above ground, 2044-ft. above sea level, lat. 29° 16' 6.85", long. 98° 15' 55.37"; transmitter to 4-mi. NE of Elmendorf, Tex.

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. Brackenridge 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 Bcstg. 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 Kearn, general sales manager.
Ken James, program director.
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
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.; 10:30 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.

KONO-TV San Antonio

(Ch. 12)

Licensee: Mission Telecasting Corp., 1408 N. St. Mary's St.

Studio & Transmitter: 1408 N. St. Mary's St.

Telephone: Capitol 6-7611. TWX No.: SA 122.

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. 21, 1957.

The electronic page-turner for the television industry . . .

TELEPROMPTER[®] SERVICE

SEE PAGE 32

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.*
 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". Requests change to 60-kw aural, 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level, lat. 29° 16' 6.85", long. 98° 15' 55.37"; transmitter to 3-mi. E on Laverina Rd. Change involves waiver of rules on co-channel spacing.

Network Service: NBC.

AM Affiliate: WOAI, 50-kw, 1200 kc (NBC-ABC).

Ownership: Hugh Half Jr., chairman, 40%; estate of Hugh A. L. Half, 12%; G. A. C. Half Foundation, 24%; National Jewish Hospital at Denver, 24%.

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:

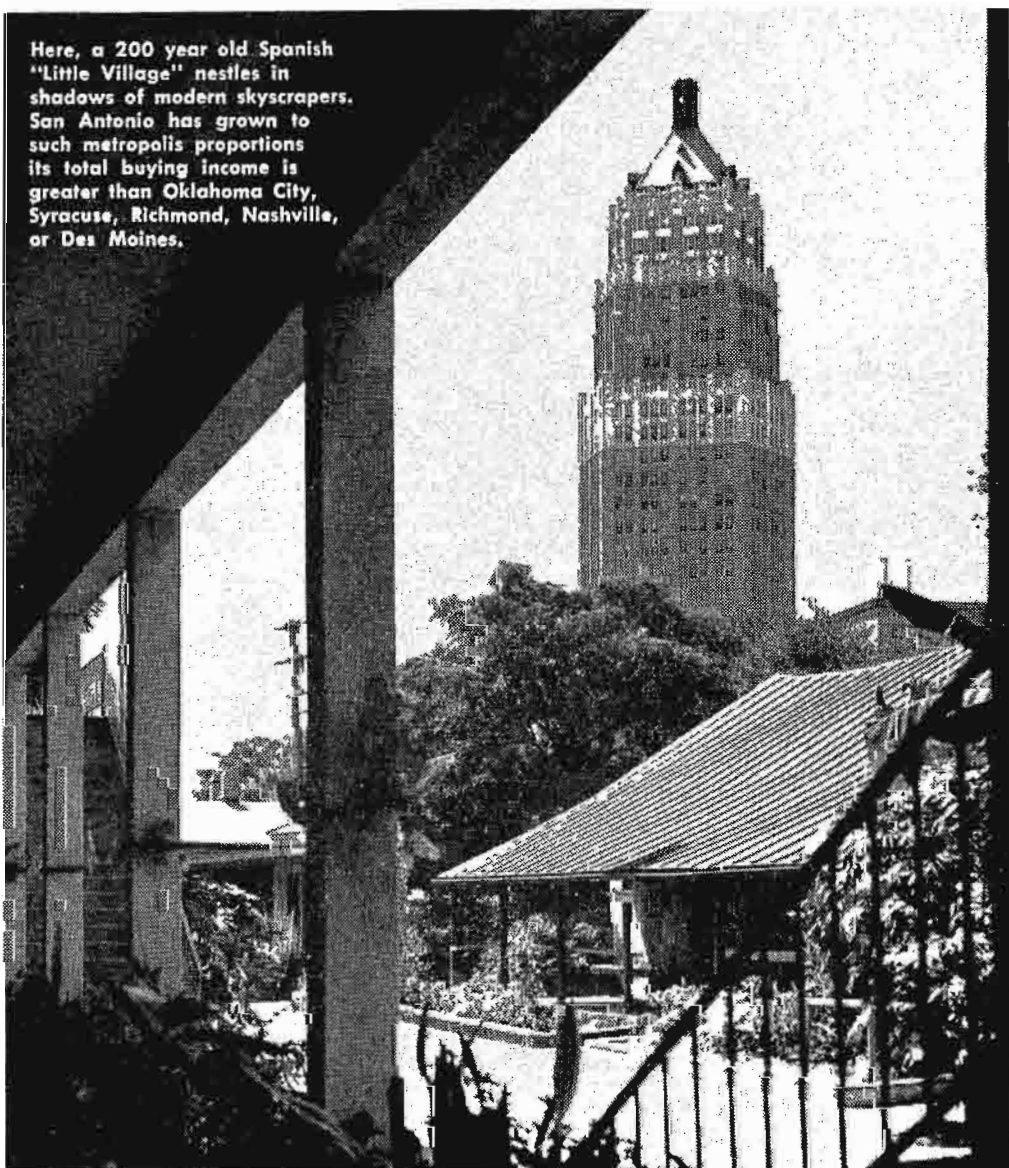
Hugh Half Jr., *chairman of the board.*
 James M. Gaines, *president & general manager.*
 George C. Beaury, *v.p. & treasurer.*
 Edward V. Cheviot, *commercial manager.*
 Imogene Stanley, *publicity director.*
 Robert Reed, *program manager.*
 French Ferguson Jr., *production manager.*
 Bill N. Yancy, *promotion manager.*
 Bill McReynolds, *farm director.*
 Faye Leavitt, *film manager.*
 Charles L. Jeffers, *v.p. & 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—7-9:30 p.m., Mon.-Sat.; 6-9:30 p.m., Sun.						
\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	\$175.00	\$105.00
Class A—6:30-7 p.m., Mon.-Sat.; 9:30-10:15 p.m., daily.						
600.00	360.00	240.00	210.00	180.00	120.00	60.00
Class B—6-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:15-11 p.m., daily.						
450.00	270.00	180.00	157.50	135.00	90.00	45.00
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
Class D—All other times.						
180.00	108.00	72.00	63.00	54.00	36.00	18.00

Subject to frequency discounts.

Color—Same rates as monochrome. For facility charges, consult supplement card No. 1 available from station.



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SAN ANTONIO, TEXAS



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Texas

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.

Abilene Studios: 5th & Pine Sts

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". Holds CP for 91.2-kw visual, 45.7-kw aural.

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.

Represented (engineering) by Kear & Kennedy.

Personnel:

W. D. (Dub) Rogers, *president*.

E. A. (Buzz) Hassett, *national sales manager*.

W. H. Shipley, *promotion manager*.

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.; 10:30-11 p.m., 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.; 11 p.m.-sign-off, daily.						
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: Plaza 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 92% stockholder & pres. of Bell Broadcasting Co. (licensee of KTEM, Temple); Red River Valley Publishing (*Sherman Democrat*) & Realty Companies, Sherman; Killeen Publishing Co., (*Killeen Herald*); 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*.

Curtis Casey, *chief engineer*.

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 A—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class B—6-7 p.m., Mon.-Fri.; noon-6 p.m., Sat. & Sun.; 10-10:30 p.m., daily.						
262.50	157.50	105.00	91.75	65.75	52.50	26.25
Class C—Noon-6 p.m., Mon.-Fri.; 10:30 p.m.-midnight, daily.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50
Class D—7 a.m.-noon, Mon.-Fri.; 9 a.m.-noon, Sat.						
105.00	63.00	42.00	36.75	26.25	18.00	9.00

Subject to frequency discounts.

KCMC-TV

Texarkana

(Ch. 6)

Licensee: KCMC Inc., Summerhill Rd.

Studio & Transmitter: Summerhill Rd.

Telephone: 33-1133. 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° 26' 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 estate, 37%; Bettie M. Palmer, pres., 5.5%; Walter E. Hussman, exec. v.p.; Alden P. Mooney, 3.5%; J. Q. Mahaffey, secy-treas., 4%. Ownership interlocks with KCMC, Texarkana and KAMD, Camden, Ark. Palmer properties include *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:

Bettie M. Palmer, *president*.

Walter E. Hussman, *exec. v.p.*

Walter M. Windsor, *general manager*.

Les Eugene, *program director*.

Richard M. Peters, *commercial manager*.

Charles Mathis Jr., *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

KLTV

Tyler-Longview

(Ch. 7)

Licensee: The Channel 7 Co., 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: 520-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.

Ownership: Lucille Ross Lansing, 40%; Gerald Hall Lansing, 40%; Marshall Pengra, 20%.

Began Operation: Oct. 14, 1954.

Represented (sales) by H-R Television Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Lohnes & Culver.

Personnel:

Marshall H. Pengra, *general manager*.

Bonnie Lenox, *program director*.

Ralph Coleman, *news director*.

Hudson Collins, *chief engineer*.

John Lenox, *sales manager*.

Kip Kippenbrock, *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)

(Affiliated with KBTX-TV, Bryan, Texas)

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 semi-satellite KBTX-TV, Bryan, Tex.; M. N. Bostick, 10%.

Began Operation: April 3, 1955.

Represented (sales) by Paul Raymer Co. Inc.

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.						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B—4-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; sign-on-noon, Sun.; 10:30-11:30 p.m., daily.						
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

KRGV-TV

Weslaco

(Ch. 5)

Licensee: KRGV Television Inc., Box 626, Weslaco.

Studio: 311 Missouri St. Transmitter: La Feria, Tex.

Telepone: Wo 8-3131. TWX No.: 072.

Technical Facilities: Channel No 5 (76-82 mc). Authorized power: 100-kw visual, 50-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".

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 Paul H. Raymer Co. 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.
Burt Johnson, promotion & merchandising director.
Jacque Elliott, production director.
Brad Smith, news director.
Charlie Rankin, farm director
Jean Graham, 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
Class A—6-6:59 p.m., Mon.-Fri.; 9:30-10:15 p.m., daily; 1-6:59 p.m., Sat. & Sun.					
250.00	150.00	100.00	75.00	50.00	40.00
Class B—4:30-5:59 p.m., Mon.-Fri.					
187.50	112.50	75.00	56.25	40.50	33.75
Class C—All other times.					
125.00	75.00	50.00	37.50	27.00	22.50

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 KFDM-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. 5
(April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:59-10:01 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$42.00
Class B—5:59-6:59 p.m., 10:01-10:31 p.m., Mon.-Sat.; 1-6:59 p.m., Sun.						
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.

KSYD-TV

Wichita Falls

(Ch. 6)

Licensee: KSYD Television Co. Inc., Box 2130.

Studio and Transmitter: Seymour St., 2.5-mi. W of center of Wichita Falls.

Telephone: 2-6957. TWX No.: WF 8388.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 450-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: March 1, 1953 as KWFT-TV. Sale to present owners by E. H. Rowley theater chain family and ½ owner Kenyon Brown approved Jan. 11, 1956 by FCC (*Television Digest*, Vol. 11:46, 48 & 12:2).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Lyon, Wilner & Bergson.

Represented (engineering) A. Earl Cullum Jr.

Personnel:

Sidney A. Grayson, president & general manager.
Lambert Cain, commercial manager.
Thomas R. Sugars, traffic manager.
Herbert Wiley, chief engineer.

DIGEST OF RATE CARD NO. 6
(April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A—7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$42.00
Class B—6-7 p.m., 10:10:30 p.m., Mon.-Sat.; noon-6:30 p.m., Sun.						
250.00	150.00	100.00	87.50	62.50	50.00	30.00
Class C—Noon-6 p.m., Mon.-Sat.; sign-on-noon, Sun.; 10:30 p.m.-sign-off, daily.						
200.00	120.00	80.00	70.00	50.00	40.00	24.00
Class D—Sign-on-noon, Mon.-Sat.						
120.00	72.00	48.00	42.00	30.00	24.00	14.40



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KSL-TV

Salt Lake City
CBS for the Mountain West
Represented by CBS-TV Spot Sales

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: 33.1-kw visual, 18.2-kw aural. Antenna: 3660-ft. above av. terrain, 90-ft. above ground, 9137-ft. above sea level, lat. 40° 39' 25", long. 112° 12' 05".
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) and 6% of KBOI-TV, Boise, Ida. (KBOI).
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.
Robert G. Murdock, promotion manager.
Harry G. Fletcher, merchandising director.
Scott R. Clawson, production manager.
Daniel A. Keeler, production services.
Richard V. Thiriot, film director.
Vincent E. Clayton, chief engineer.

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. (TLF Bcstrs. Inc., 80%; G. Bennett Larson, 20%). TLF is wholly owned by Time Inc. For other broadcasting interests of Time Inc., see listing under Group Ownership.
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.
Hack Woolley, sales manager.
Tim Monroe, promotion manager.
Dan Rainger, program director & film supervisor.
Allen L. Gunderson, director of engineering.
Jack Goodman, news, farm & special events director.
Kenneth J. Hanni, comptroller.

DIGEST OF RATE CARD NO. 12
(March 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.						
\$700.00	\$420.00	\$310.00	\$270.00	\$210.00	\$140.00	\$70.00
Class B —5:30-6 p.m., 10:30-11 p.m., daily.						
350.00	210.00	154.00	133.00	105.00	85.00	42.50
Class C —1-5:30 p.m., daily.						
235.00	140.00	105.00	90.00	70.00	50.00	25.00
Class D —9 a.m.-1 p.m., 11 p.m.,-sign-off, daily.						
165.00	98.00	72.00	63.00	49.00	35.00	17.50
Class E —Sign-on-9 a.m., daily.						
95.00	56.00	42.00	36.00	30.00	25.00	12.50

* Class A (5:59-6:29 p.m., 9:31-10:29 p.m., daily). Also has Class AA (6:29-9:30 p.m., daily) Min. or 20 Sec. \$180, 10 Sec. \$90.

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, 229-ft. above ground, 8709-ft. above sea level, lat. 40° 36' 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 KLIK, and controls radio stations KLO, Ogden, Utah; KIMN, Denver; KGEM, Boise, Ida. Mr. & Mrs. Hatch also operate KALL, Salt Lake City and control KOPR, Butte, Mont. (TV applicant in Butte). Examiner and Kearns Tribune Corp. each holds 30% of McGill, Nev. applicant for 3 translators.

Began Operation: Sept. 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Kearns-Tribune Corp. approved March 7, 1956 (Televiston Digest, Vol. 11:31, 38 & 12:10).

Represented (sales) by Avery-Knodel, Inc.

Represented (legal) by Haley, Wollenberg & Kenehan.

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.

KUED
Salt Lake City
(Ch. 7)

Non-Commercial Educational Station
(Due to Begin Operation in Fall)

Grantee: University of Utah, Salt Lake City 12.

Studio: University campus. Transmitter: Mt. Vision.

Telephone: Davis 2-4761, ext. 311.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 22.9-kw visual, 13.8-kw aural. Antenna: 2990-ft. above av. terrain, 140-ft. above ground, 8456-ft. above sea level, lat. 40° 36' 30.5", long. 112° 09' 34". Requests change to 25.47-kw visual, 15.27-kw aural, 3053-ft. above av. terrain, 202-ft. above ground, 8633-ft. above sea level, lat. 40° 36' 29.5", long. 112° 09' 32"; transmitter to Oquirrh Mts., 17-mi. SSW of Salt Lake City.

Ownership: State University; A. Ray Olpin, pres.

Personnel:

C. Richard Evans, manager.
Herbert W. Holtshouser, chief engineer.

1957 Fall-Winter Edition

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. Pearley 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.; Radio Time Sales, Ltd. (Canada).

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. 5

(April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA —7:30-10:30 p.m., daily.						
\$450.00	\$280.00	\$180.00	\$167.50	\$112.50	\$90.00	\$45.00
Class A —6:30-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat. & Sun.; 10:30-11 p.m., daily.						
360.00	216.00	144.00	126.00	90.00	72.00	36.00
Class B —5-6:30 p.m., Mon.-Fri.; 2-6 p.m., Sat. & Sun.						
270.00	162.00	108.00	94.50	67.50	54.00	27.00
Class C —All other times.						
180.00	108.00	72.00	63.00	45.00	36.00	18.00

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: 85.1-kw visual, 42.7-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". Holds CP for 120-ft. above ground, lat. 36° 26' 57", long. 82° 06' 31"; transmitter move to Rye Patch Knob, Cherokee National Forest.

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. 16 $\frac{2}{3}$ %; Harry M. Daniel, v.p., 16 $\frac{2}{3}$ %; Frank W. DeFriece Jr., treas., 16 $\frac{2}{3}$ %.

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.

(Continued on next page)

Virginia

BRISTOL: WCYB-TV—(Continued)

Personnel:

Robert H. Smith, *president & general manager.*
 J. Fey Rogers, *v.p. & sales manager.*
 Labe B. Mell, *TV operations manager.*
 Frank Spaulding, *program & promotion supervisor.*
 Walter Crockett, *news editor.*
 Russell Robinson, *chief engineer.*
 Alice Friberg, *women's director.*
 Frank Raymond, *farm director.*

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

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%; John P. Read Jr., secy-treas., 4.21%; Norfolk Broadcasting Corp., licensee of WNOR, 21.39% (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 McConnaughey, Sutton & L'Heureux.

Represented (engineering) by Lohnes & Culver.

Personnel:

Edward A. Allen, *president.*
 Philip P. Allen, *v.p. & general manager.*
 John T. Orth, *chief engineer.*
 Tom Turner, *commercial manager.*
 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.

WVEC-TV Hampton-Norfolk (Ch. 15)

Grantee (STA): Peninsula Bcstg. 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". Request change to Ch. 13, 316-kw visual, 158-kw aural, 496-ft. above av. terrain, 526-ft. above ground, 544-ft. above sea level, lat. 36° 48' 19", long. 76° 11' 04"; transmitter to Indian River Rd.

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.*
 Pete Edels, *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-A (June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00	\$35.00
Class A—6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 5-7 p.m., Sun.; 10-11 p.m., daily.						
300.00	180.00	120.00	104.00	75.50	60.00	30.00
Class BB—6-6:30 p.m., Mon.-Fri.; 3-6 p.m., Sat.; 2-5 p.m., Sun.						
262.50	157.50	105.00	91.00	66.00	52.50	26.25
Class B—11-11:30 p.m., daily.						
200.00	120.00	80.00	69.50	50.50	40.00	20.00
Class C—10 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-3 p.m., Sat.; 10 a.m.-2 p.m., Sun.						
175.00	105.00	69.00	61.25	44.00	35.00	17.50
Class D—11:30 p.m.-10 a.m., daily.						
122.50	73.00	48.50	36.50	29.00	23.50	10.50

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 Eliot 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. 13B—(Feb. 25, 1957)

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.; 3-5 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.						
.....	300.00	200.00	150.00	135.00	125.00	62.50
Class C—10 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-3 p.m., Sat.; 10 a.m.-3 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 & Spratley Sts. Requests change to Ch. 13, 316-kw visual, 175-kw aural, 506-ft. above av. terrain, 526-ft. above ground, 546-ft. above sea level, lat. 36° 47' 30", long. 76° 11' 09"; transmitter to Rt. 166, .6-mi. SW of Indian River Rd. intersection.

Ownership: Temus R. Bright, 50%; Norfolk Bcstg. Corp., 50%. Louis H. Peterson owns Norfolk Bcstg., licensee of WNOR, Norfolk, also 21% of WLVA-TV & WLVA, Lynchburg, Va. Peterson owns 94% of WSSV, Petersburg, Va.

Began Operation: Oct. 22, 1953, but quit air Oct. 3, 1954; sale by E. L. Scott group to Temus R. Bright was approved by FCC March 9, 1955; station resumed operation May 25, 1955 and July 10, 1957 FCC approved final stock transfer which gave Norfolk Bcstg. Corp. 50% ownership (*Television Digest*, Vol. 10:40; 13:29).

Represented (sales) by Joseph Hershey McGillivra Inc.

Personnel:

Temus R. Bright, *president & station manager*.

Winston Bright, *v.p.*

Anna C. Bright, *secretary-treasurer*.

Louis H. Peterson, *general manager*.

Tovey Lee, *asst. station manager & program director*.

Charles Adams, *commercial manager*.

Dorothy Kehs, *production manager*.

Madeline Shockley, *women's director*.

(Continued on next page)

MORE VIEWERS ARE WATCHING WVEC-TV CHANNEL 15 THAN ANY UHF STATION ON THE EAST COAST

WVEC-TV

- ★ the number one Virginia Market
- ★ Lowest cost per thousand
- ★ a basic NBC Station

Serving

Norfolk	Portsmouth
Hampton	Warwick
Newport News	Virginia Beach

NBC

Represented by AVERY-KNODEL

Virginia

NORFOLK: WTOV-TV—(Continued)

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 Operation in September)

Grantee (STA): Tidewater Teleradio Inc., 801 Middle St., Portsmouth; 709 Boush St., Norfolk, Va.

Studios: 801 Middle St. Transmitter: Kings Hwy., Drivers, Va.

Telephone: Madison 7-2345, Norfolk; Export 3-7331, Portsmouth.

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*.
Gary S. Franklin, *news director*.
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., 2.2%; 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 Berge, Fox & Arent.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

Thomas G. Tinsley Jr., *president*.
Irvin G. Abeloff, *v.p., managing director & national sales mgr*.
Lawrence Slon, *local sales manager*.
Robert C. Currie Jr., *operations manager*.
John Costello, *chief engineer*.

DIGEST OF RATE CARD NO. 3—Revised—(April 28, 1957)

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—7 a.m.-6:30 p.m., 11 p.m.-midnight, daily.							
350.00	210.00	150.00	100.00	75.00	60.00	50.00	25.00
Class D—Midnight-7 a.m., daily.							
200.00	140.00	120.00	80.00	60.00	50.00	40.00	20.00

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.

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, Righter & 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*.
Jerome Chamberlain, *production manager*.
George Passage, *news director*.
Robert Pie, *film manager*.
Elizabeth Hayter, *traffic manager*.
S. T. Terry Jr., *chief engineer*.

DIGEST OF RATE CARD NO. 3 (Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$700.00	\$350.00	\$280.00	\$210.00	\$175.00	\$140.00	\$70.00
Class A—6:30-7:30 p.m., 10:30-11 p.m., daily.						
400.00	200.00	160.00	120.00	80.00	77.50	50.00
Class B—9 a.m.-6 p.m., daily.						
325.00	162.50	130.00	97.50	65.00	50.00	20.00
Class C—11 p.m.-9 a.m., daily.						
225.00	135.00	90.00	70.00	60.00	45.00	12.50

Flat rates, no 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. Germain, 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.

Virginia

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: Diamond 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 McConnaughey, Sutton & L'Heureux

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. 2—(April 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.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$140.00	\$60.00
Class A—6-8 p.m., 10:30-11:15 p.m., daily.						
450.00	270.00	180.00	157.50	112.50	100.00	50.00
Class B—5-6 p.m., daily.						
350.00	210.00	140.00	122.50	87.50	80.00	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.



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:

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General Precision Laboratory Incorporated

Pleasantville, New York

A subsidiary of General Precision Equipment Corporation

Virginia - Washington

WLSL-TV Roanoke (Ch. 10)

Licensee: Shenandoah Life Stations Inc., Church Ave. at 3d St.
Studio: Church Ave. at 3d St.

Telephone: Diamond 4-9226. 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: WLSL, 1-kw, 610 kc (NBC). **FM Affiliate:** WLSL-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 Eliot 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 Trevilian, *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". Holds CP for 216-kw visual, 107-kw aural, 2870-ft. above av. terrain.

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); Art Moore & Assoc. (Northwest).

Represented (legal) by Haley, Wollenberg & Kenehan.

Personnel:

Rogan Jones, *president*.
David Mintz, *manager*.
Ernest E. Harper, *chief engineer*.
Fred Elsethagen, *sales manager*.

DIGEST OF RATE CARD NO. 6*
(Aug. 1, 1957)

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.							
\$550.00	\$330.00	\$220.00	\$203.50	\$165.00	\$137.50	\$110.00	\$55.00

Class A—4:59-5:59 p.m., 11 p.m.-midnight, Mon.-Sat.; noon-4:59 p.m., Sun.							
300.00	180.00	120.00	111.00	90.00	75.00	60.00	30.00
Class B—All other times.							
180.00	108.00	72.00	66.60	54.00	45.00	36.00	18.00

*Accounts with U. S. distribution only are discounted to Rate Card No. 3. Subject to frequency discounts.

KBAS-TV Ephrata (Ch. 43)

(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: 16.75-kw max. and 13.5-kw horizontal visual, 8.37-kw max. and 6.76-kw horizontal aural. Antenna: 860-ft. above av. terrain, 339-ft. above ground, 2439-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.

Began Operation: Feb. 15, 1957.

Represented (sales) by Weed Television Corp.

Represented (legal) by Prince, Taylor & Crampton.

Personnel:

James Schroeder, *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". Requests change to 143.6-kw maximum and 103.3-kw horizontal visual, 71.3-kw maximum and 51.7-kw horizontal aural.

Network Service: Same as KIMA-TV, Yakima.

AM Affiliate: KEPR, 5-kw, 610 kc (CBS).

Ownership: See KIMA-TV.

Began Operation: Dec. 28, 1954.

Represented (sales) by Weed Television Corp.

Represented (legal) by Prince, Taylor & Crampton.

Personnel:

Monte Strohl, *manager*.
Gene Normoyle, *production manager*.
William G. Moody, *program director*.
Grant Norlin, *news director*.
Mike Rastovich, *chief engineer*.

Rates: Sold only in combination with KIMA-TV, Yakima.

KCTS Seattle (Ch. 9)

Non-Commercial Educational Station

Licensee: 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: 28.8-kw visual, 17.4-kw aural. Antenna: 470-ft. above av. terrain, 293-ft. above ground, 608-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.

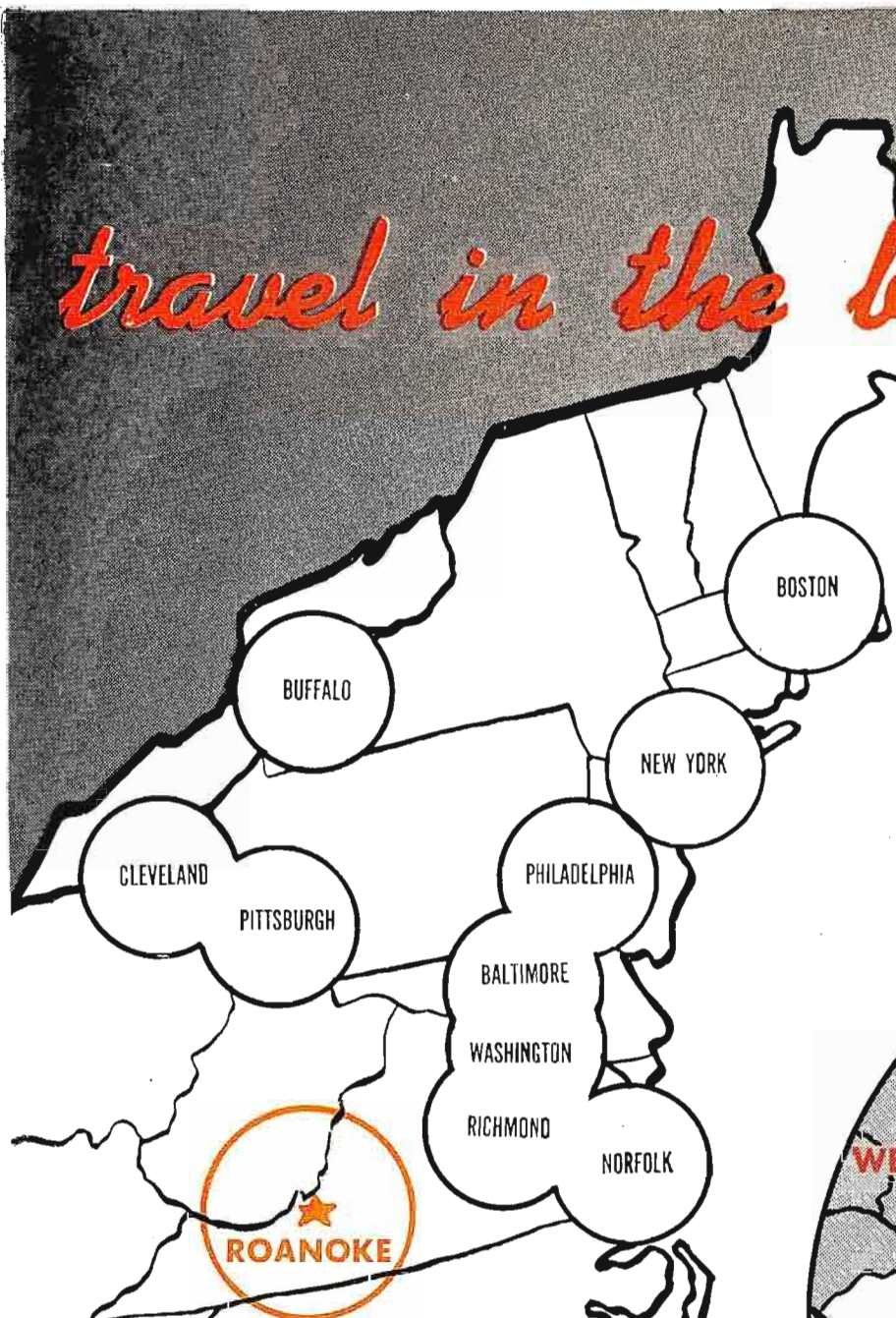
Ownership: University of Washington; Dr. Henry Schmitz, president

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*.

travel in the best circles



The circle of **WSLS-TV** influence reaches a 2 billion dollar market and bringing 548,200 households within sales range.

Confirmed by NCS #2 Spring 1956

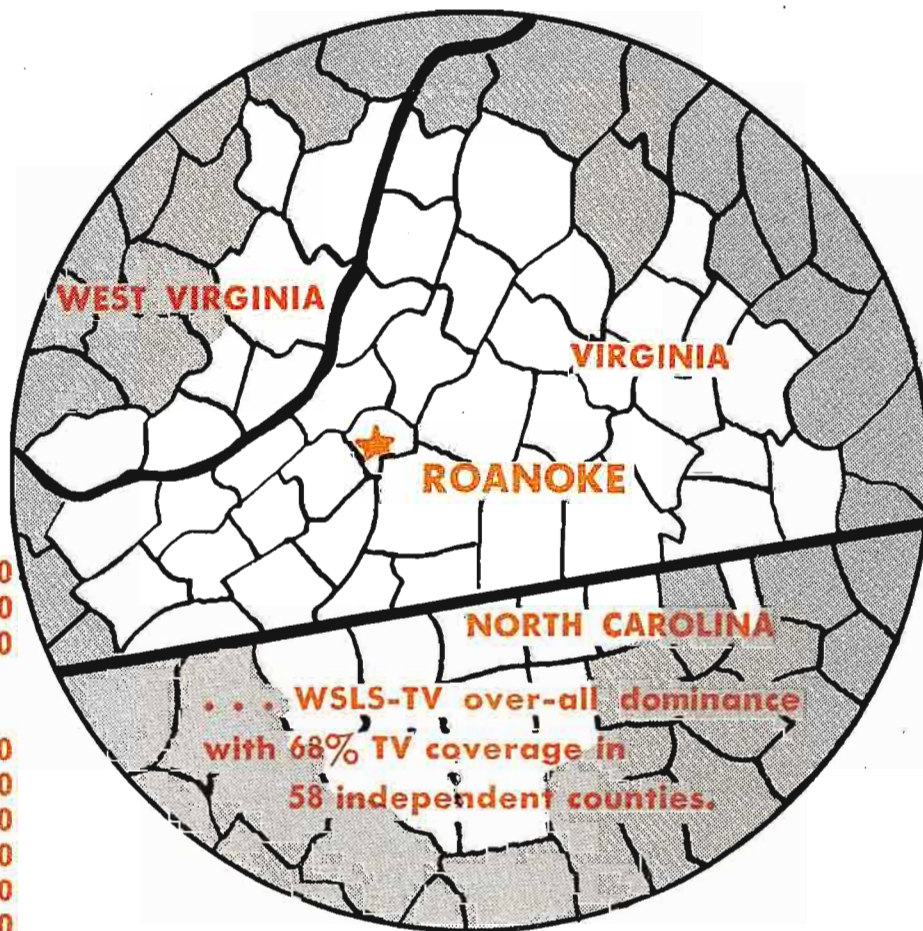
THE GREATER ROANOKE MARKET

Population.....	2,209,500
Consumer Spend. Inc.....	\$2,700,177,000
Retail Sales.....	\$1,950,146,000

By store classifications:

Food.....	\$456,058,000
Drug.....	\$ 55,502,000
General Merchandise.....	\$235,399,000
Apparel.....	\$107,998,000
Home Furnishings.....	\$107,784,000
Automotive.....	\$403,677,000
Filling Stations.....	\$174,001,000
Farm Population.....	624,100
Gross Farm Income.....	\$351,801,000

Source: 1-1-57 SRDS estimates of consumer markets



HIGHEST RATED IN AREA

16 of the top 20 nighttime network programs on WSLS-TV.

11 of the top 13 half-hour film shows on WSLS-TV.

Rated highest in 341 of 499 quarter-hours. (March '57 A. R. B.)

WSLS-TV Roanoke

316,000 Watts



Channel 10

REPRESENTED BY AVERY-KNODEL, INC.

In
KOMOLAND...
*the natives
 are always
 restless...*
TO BUY!*



*
*Like automobiles, for instance.
 Sixty-five per cent of Washington
 State's auto sales are made within
 KOMO-TV's effective signal
 area. More money for other things
 too—an average family spendable
 income of \$6,433 in King County
 alone—almost \$700 higher than
 the U.S. average!*

(Source: Sales Management, May 10, 1957)



KOMO-TV
*NBC for Seattle
 and Western Washington*

See one of the braves from NBC Spot Sales for
 headcounts, set counts and so forth.

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. (insur-
 ance) and other properties in Seattle and Northwest region.
 KING Bcstg. Co. controls KGW-TV & KGW, Portland, Ore.

Began Operation: Nov. 25, 1948, as KRSC-TV. Sold to present li-
 censee August 1949 (see *Television Digest*, Vol. 5:20, 23, 30).

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Wollenberg & Kenehan.

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.-mid- night, 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 Enter-
 prises 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*.
Dee Waymire, *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	82.50	41.25
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.

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".

Washington

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%. Note: Being sold to KREM Bcstg. Co. Inc., controlled by KING-TV, Seattle (*Television Digest*, Vol. 13:28).

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. 3
(March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$60.00
Class A—6:30-7 p.m., 10-10:30 p.m., daily.						
450.00	270.00	180.00	157.50	112.50	90.00	45.00
Class B—5-6:30 p.m., Mon.-Sat.; noon-6:30 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—Sign-on-5 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily.						
175.00	105.00	70.00	61.25	43.75	35.00	17.50

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: 3060-ft. above av. terrain, 162-ft. above ground, 6030-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%. Owners also operate KXLY-TV (Ch. 13) and KXLY-TV, 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.

The electronic page-turner for the television industry . . .

TELEPROMPTER [®] **SERVICE**

SEE PAGE 32

Washington-West Virginia

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.
Max Bice, asst. manager & chief engineer.
Len Higgins, director of industry relations.
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)

Licensee: 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-kw aural. Antenna: 780-ft. above av. terrain, 533-ft. above ground, 950-ft. above sea level, lat. 47° 16' 41", long. 122° 30' 42". Requests change to 316-kw visual, 158-kw aural, 796-ft. above av. terrain, 541-ft. above ground, 1000-ft. above sea level, lat. 47° 37' 52", long. 122° 21' 09"; transmitter to 152 Lee St.

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, president.
James Hawkins, general manager.
Tom Towey, program director.
Cecil Flory, operations director.
Howard Perkins, film director.
Charles R. Morris, chief engineer.

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)

(Also operates satellites KEPR-TV, Pasco; KBAS-TV, Ephrata, Wash.; KLEW-TV, Lewiston, Ida.)

Licensee: Cascade Broadcasting Co. Inc., Radio & Television Center, Box 702.

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: 970-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level, lat. 46° 31' 57", long. 120° 30' 26". CP for 155-kw max. and 105-kw horizontal visual, 117-kw max. and 52.5-kw horizontal aural, 970-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); KBAS-TV Ephrata, Wash. (Ch. 43); also holds CP for Ch. 8 in Walla Walla and owns radio KEPR, Kennewick-Pasco, 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. 7

(April 1, 1957)

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.						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
Class B—5-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily.						
350.00	210.00	140.00	122.50	87.50	70.00	35.00
Class C—All other times.						
250.00	150.00	100.00	88.00	62.50	50.00	25.00

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.

Telephone: Davenport 7-7115. TWX No.: BF 30.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 50-kw visual, 28.8-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. Hugh I. Shott Jr., pres., 52.8% (holds 23.6%, is executor of Hugh I. Shott Sr. estate holding 29.2%); Ned Shott, v.p., .12%; John C. Shott, secy.-treas., .12%; Jim H. Shott estate, 23.5%; Mrs. Lillian S. Brandt, 23.4%; 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., president and general manager.
P. T. Flanagan, admin. & technical director, TV & radio.
John Shott, station manager.

DIGEST OF RATE CARD NO. 2
(April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.						
\$240.00	\$140.00	\$95.00	\$85.00	\$70.00	\$60.00	\$30.00
Class B—5:30-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 10:30-11 p.m., daily.						
160.00	96.00	64.00	56.00	48.00	40.00	20.00
Class C—Sign-on-5:30 p.m., Mon. Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, daily.						
100.00	60.00	40.00	35.00	30.00	25.00	12.50

Subject to frequency discounts.

WCHS-TV
Charleston
(Ch. 8)

Grantee (STA): WCHS-TV Inc., 1111 Virginia St. E.

Studio: 1111 Virginia St. E. Transmitter: Coal Mt., 3.5 mi. W of St. Albans, W. Va.

Telephone: Dickens 6-5358. TWX No.: CH 90.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 158-kw visual, 94-kw aural. Antenna: 1236-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level, lat. 38° 24' 27", long. 81° 54' 12".

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 WNAR, Norristown, Pa.; WWNR, 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*
Ned Martin, *sports director*
William E. Dixon, *technical director*
Gene Brick, *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—7:30-10:30 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.

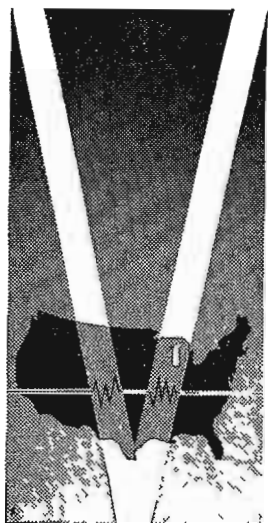


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1957 Fall-Winter Edition

West Virginia

WBOY-TV
Clarksburg
(Ch. 12)

(Due to Begin Operation in October)

Grantee (STA): WSTV Inc., c/o WSTV-TV, Steubenville, O.

Studio & Transmitter: Pinnickinnick Mt.

Telephone: Main 4-7571.

Technical Facilities: Channel No. 12 (204-210 mc). Power 131-kw visual, 65-kw aural. Antenna: 740-ft. above av. terrain, 420-ft. above ground, 1920-ft. above sea level, lat. 39° 17' 02", long. 89° 19' 47".

Network Service: NBC.

AM Affiliate: WBOY, .25-kw, 1400 kc (NBC).

Ownership: WSTV Inc., 100%; see WSTV-TV, Steubenville, O.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Kirkland, Fleming, Green, Martin & Ellis.

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

Personnel:

Jack N. Berkman, *president*
John J. Laux, *executive v.p.*
Fred Weber, *v.p.*
George Clinton, *general and sales manager*
Peter Lyman, *program manager & production director*
Vilah Brooks, *chief engineer*

DIGEST OF RATE CARD NO. 1
(Oct., 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—(Time segments not available)						
\$250.00	\$150.00	\$100.00	\$80.00	\$70.00	\$60.00	\$30.00
Class A—						
200.00	120.00	80.00	70.00	60.00	50.00	25.00
Class B—						
150.00	90.00	60.00	52.50	45.00	37.50	20.00
Class C—						
100.00	60.00	40.00	35.00	30.00	25.00	15.00

Subject to frequency discounts.

WJPB-TV
Fairmont
(Ch. 35)

(Due to Begin Operation in Fall)

Grantee (STA): WJPB-TV Inc., 400 Quincy St.

Studio: 400 Quincy St. Transmitter: Grant & Hill Sts.

Telephone: 8000.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 5.37-kw visual, 2.88-kw aural. Antenna: 100-ft. above av. terrain, 190-ft. above ground, 1330-ft. above sea level, lat. 39° 29' 17", long. 80° 08' 17".

Network Service: NBC, ABC.

Ownership: J. Patrick Beacom, 100%. Mr. Beacom is city director-mayor; owns 90% of WVWV, Grafton; 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.

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*
Emily Peed, *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

Subject to frequency discounts.

West Virginia

WHTN-TV Huntington

(Ch. 13)

Grantee (STA): Cowles Broadcasting Co., 625 Fourth Ave.
Studio: 625 Fourth Ave. Transmitter: Barkers Ridge Rd.
Telephone: Jackson 5-7661.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 200-kw aural. Antenna: 1000-ft. above av. terrain, 844-ft. above ground, 1784-ft. above sea level, lat. 38° 30' 21", long. 82° 12' 30".

Network Service: ABC.

AM Affiliate: WHTN, 1-kw, 800 kc (ABC). 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.
- O. W. Myers, national sales manager.
- George A. Miller Jr., commercial manager.
- Norman L. Bacon, program director.
- Wayne Boyd, business manager.
- Charles Prohaska, technical director.
- Audrey Rose, traffic.
- Chas. Dinkins, merchandising & promotion director.
- Robert Willis, publicity director.
- Ray Stewart, public affairs director.
- Dick Hite, film director.

DIGEST OF RATE CARD NO. 2—(May 1, 1957)

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	\$130.00	\$65.00
Class B—6:30-7:30 p.m., 10:30-11 p.m., daily.						
450.00	270.00	180.00	157.50	112.50	100.00	50.00
Class C—5-6:30 p.m., daily.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00
Class D—Sign-on-5 p.m., 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	75.00	45.00	22.50

Subject to frequency discounts.

WSAZ-TV

Huntington-Charleston

(Ch. 3)

Licensee: WSAZ Inc., WSAZ Bldg., 201 Ninth St., Huntington.
Studios: WSAZ Bldg., Huntington; 210 Dickinson St., Charleston.
Transmitter: Barker's Ridge, W. Va.

Telephone: Jackson 9-4126; Charleston, Dickens 3-0150. 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) and WKAZ, 5-kw (1-kw night), 950 kc (NBC), Charleston.

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, 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.
- Leroy E. Kilpatrick, v.p. & operations manager.
- C. T. Garten, commercial manager.
- James H. Ferguson, program director.
- Elizabeth Conaty, national sales director.
- G. A. Greenwood, promotion manager.
- Nick Basso, news director.
- William R. Murray, Charleston regional manager.
- 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.

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% PENETRATION OF COUNTIES IN COVERAGE		
WSAZ-TV	STA B	STA C
100% COVERAGE COUNTIES	21	1 1
MORE THAN 75% COVERAGE COUNTIES	45	21 5
MORE THAN 50% COVERAGE COUNTIES	56	30 15
TOTAL COUNTIES COVERAGE	69	50 22

WSAZ-TV
CHANNEL 3
1949

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

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*.
Robert Brown, *station & commercial 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

West Virginia

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. publishes *Wheeling News-Register* (evening) and *Wheeling Intelligencer* (morning) and 6 other West Virginia daily newspapers. Dix family publishes *Martins Ferry-Bellaire Times-Leader* and other Ohio-W. Va. newspapers and has interest in WWST, Wooster, O.

Began Operation: Oct. 23, 1953.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by Robert M. Silliman.

Personnel:

Robert W. Ferguson, *exec. v.p. & general manager*.
H. Needham Smith, *sales manager*.
Cyril J. Ackermann, *regional sales manager*.
Gary Vorhees, *program director*.
Greg Van Camp, *promotion manager*.
Edwin Johnston, *production manager*.
Kirk Jackson, *sales service director*.
Albert Jones, *merchandise manager*.
Irene Kogat, *traffic manager*.
Wesley Manley, *administrative assistant*.
George Diab, *news & sports 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

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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: 310-kw visual, 155-kw aural. Antenna: 900-ft. above av. terrain, 958-ft. above ground, 1847-ft. above sea level, lat. 44° 47' 58", long. 91° 47' 59".

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* and *Lafayette (La.) Advertiser*, 50% owner of radio KVOL, TV applicant. 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.						
400.00	240.00	160.00	140.00	100.00	80.00	40.00

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.

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.

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 Burridge, 10.9%; Robert Brebner, 4.5%; 10 other stockholders, none with more than 1.5% each. S. N. Pickard owns radio WNAM, Neenah, Wis.

Began Operation: May 21, 1955.

Represented (sales) by Headley-Reed TV.

Represented (legal) by McKenna & Wilkinson.

Personnel:

Soren H. Munkhof, *exec. v.p. & general manager*.
Elden Anspach, *program 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.

WMBV-TV Green Bay (See Marinette, Wis.)

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*, 27.5%; Howard Dahl, 21%; Kenneth Dahl, 9.6%; Catherine Dahl Wood and Dorothy Dahl Martineau, 9.2% each; W. T. Burgess, 10%; following, each owning 2%: Charles D. Gellatt, Allan Schilling, Ray Ping, Runge Sletten, Orval Nelson; following, each owning 1%: Fred Ristow, E. L. Burgess, Ed Keefe; R. L. Bangsberg, .5%.

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 & Bailey Inc.

Personnel:

Howard Dahl, *general manager*.
Raymond O. Skaran, *program manager*.
Al Leeman, *chief engineer*.
Robert Z. Morrison Jr., *sales manager*.

DIGEST OF RATE CARD NO. 4—(June 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.						
\$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: University of Wisconsin, 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. Stiehl, 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: Alpine 7-2588. TWX No.: MN 8512.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 795-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 Hariu, 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. & treas., 8.7%; George W. Icke, v.p., 6%; E. C. Severson, 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; W. E. McClenahan Co. (Milwaukee).

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)

Licensee: WTVJ Inc., 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: 158-kw visual, 85.1-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".

Network Service: NBC.

AM-FM Affiliates: None locally.

Ownership: Mitchell Wolfson, pres., 12.5%; Sidney Meyer, v.p., 12.5%; Lee Ruwitch, secy.-treas., 25%; WTVJ Inc., 25%; radio WMAV, Springfield, Ill. (Gordon Sherman, pres.), 25%. Wolfson is principal owner of WTVJ, Miami; Meyer and Ruwitch are WTVJ executives. For other interests, see WTVJ.

Began Operation: July 8, 1953. Sale to present owners by founding Gerald A. Bartell family was approved July 25, 1957 by FCC (Television Digest, Vol. 13:26, 30).

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.
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
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
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
Class C—12:30 a.m.-noon, Mon.-Sat.					
84.00	50.40	33.60	29.40	25.20	16.80

Subject to frequency discounts.

Wisconsin

WMBV-TV Marinette-Green Bay

(Ch. 11)

Grantee (STA): M & M Bestg. 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.

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
Eldred J. Robinson, national sales manager.
Bill Liegeois, news editor.
Pat Kehoe, program director.
Charles Dietsch, Green Bay manager.
Alister 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.

WFRV-TV Marinette

(See Green Bay, Wis.)

WMVS-TV Milwaukee

(Ch. 10)

Non-Commercial Educational Station
(Due to Begin Operation in Fall)

Grantee (STA): Board of Vocational & Adult Education, 1015 N. Sixth St.

Studio: 1015 N. Sixth St. Transmitter: Port Washington & Donges Bay Rds.

Telephone: Broadway 1-1550.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 83.2-kw visual, 41.7-kw aural. Antenna: 740-ft. above av. terrain, 1046-ft. above ground, 1746-ft. above sea level, lat. 43° 12' 30", long. 87° 55' 19". Requests change to 128.6-kw visual, 68.8-kw aural, 750-ft. above av. terrain.

Ownership: City Board of Vocational & Adult Education. Officers: Otto A. Jirikowic, pres.; Ralph E. Bowes, v.p.; Ebner F. Luetzow, secy.; Wm. F. Rasche, director.

Represented (legal) by Walter J. Mattison, city attorney.

Represented (engineering) by Glenn Koehler, U. of Wisconsin.

Personnel:

H. E. Barg, asst. executive director.
Paul K. Taff, operations manager.
James C. Wulliman, chief engineer.

▶ Extra copies of enclosed

Television Wall Map

available at \$1.50 each

WISN-TV Milwaukee

(Ch. 12)

Licensee: Hearst Corp., 759 North 19th St.

Studio: 19th & Wells Sts. Transmitter: 5201 Belle Isle Dr.

Telephone: Division 2-3000. 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, which holds 50% of Ch. 4 CP for nearby McKeesport.

Began Operation: October 26, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron 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, station manager.
R. E. (Dick) Shireman, local sales manager.
Mel Quinn, program director.
Lou Riepenhoff, 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
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, Righter & 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, administrative assistant.
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. Hoelt, farm director.
Bruce Wallace, mgr., public service broadcasts & promotion.
William McCormack, 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.

(Continued on page 256)

**BETTER
THAN
EVER!**

**12
WISN-TV**

**HIGH
RATINGS
(ARB)**

**LOW COST
PER M**

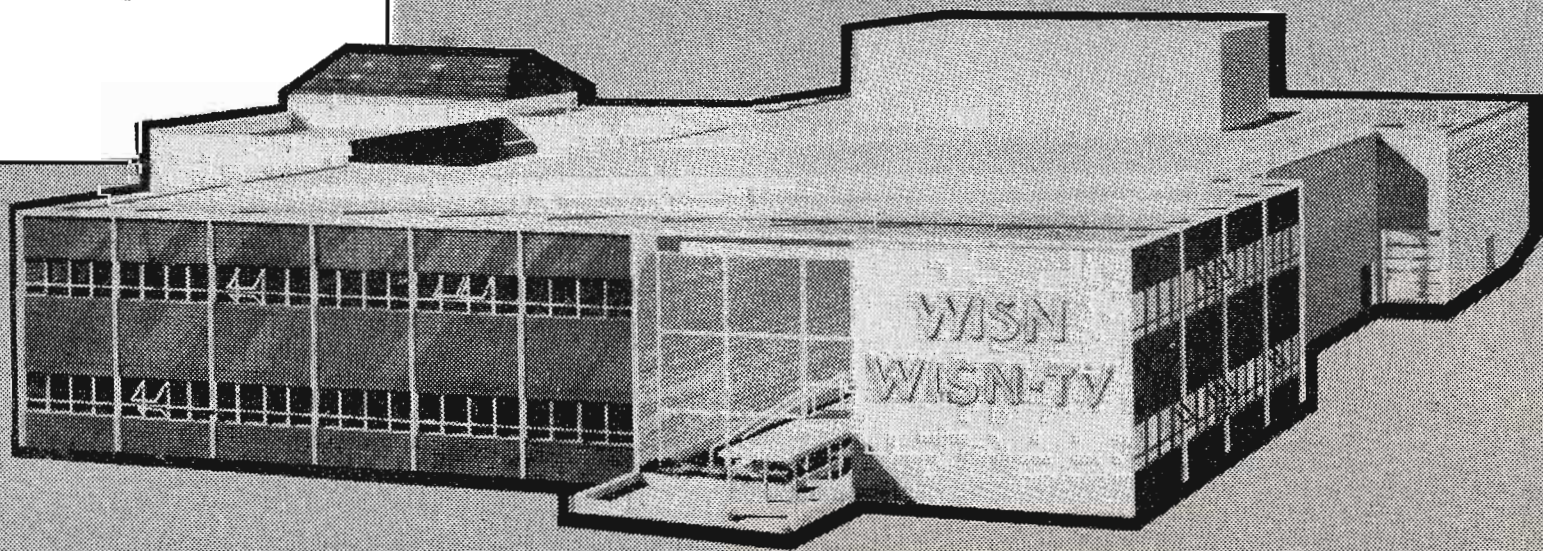
**Effective
Merchandising**

**Wide Coverage
In Wisconsin**

**MILWAUKEE
America's
14th Market**

- 362,400 families
 - \$2,248,671,000 effective buying income
 - \$1,451,481,000 total retail sales
-
- Plus coverage of 418,000 additional families beyond the metropolitan area

John B. Soell, Station Manager
Represented by Edward Petry & Co., Inc.



THE NEW WISN WISN-TV COMMUNICATIONS CENTER

Basic ABC Affiliate

Wisconsin

MILWAUKEE: WTMJ-TV—(Continued)

DIGEST OF RATE CARD NO. 21 (Aug. 1, 1957)

Hour	30 Min.	15 Min.	20 Sec.*	10 Sec.*
Class AA—6:30-10 p.m., daily.				
\$1450.00	\$870.00	\$580.00	\$275.00	\$138.00
Class A—6-6:30 p.m., Sun.; 10-11 p.m., daily.				
1250.00	750.00	500.00	200.00	100.00
Class B—5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat.; noon-6 p.m., Sun.				
937.50	562.50	375.00	150.00	75.00
Class C—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-noon, Sat. & Sun.; 11 p.m.-midnight, daily.				
625.00	375.00	250.00	100.00	50.00
Class D—Midnight-9 a.m., daily.				
400.00	240.00	160.00	75.00	38.00

*Class AA (6:30-9:30 p.m., daily). Class A (9:30-11:30 p.m., daily). Class B (5-6:30 p.m., Mon.-Fri.; noon-6:30 p.m., Sat. & Sun.). Rates for 30 Sec. station breaks, when available, are 150% of applicable 20 Sec. rate. Discounts: 13 times, 7½%; 26 or more 15%. (Announcements not included).

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*.
Richard P. Hogue, *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*.
W. A. Wesley, *chief engineer*.
Trudi Johnston, *traffic manager*.
Bob Herzog, *news director*.
J. Lathrop Viemeister, *business manager*.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	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.; 5:59-10 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)

Licensee: Independent Television Inc., 212 W. Wisconsin Ave., Milwaukee.

Studio and Transmitter: Pt. Washington Rd. & Donges Bay Rd., Mequon, Wis.

Telephone: Flagstone 2-6600. TWX No.: THNVL 36.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 64.6-kw aural. Antenna: 980-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., 7.63%; Arthur Fleischman, v.p., 12.77%; Robert K. Straus, v.p., 10.91%; Lawrence Fleischman, treas., 12.77%; Wm. A. Roberts, secy., 6.37%. Other board members are: Jack Kahn, 34.85%; Max Osnos, 10.56%. Max Osnos owns 93% of Woodward Bestg., which holds CPs for WBID, Detroit and WTOH-TV, Toledo. Lawrence Fleischman owns 15% of weekly newspaper *Livonian 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*.
Dean McCarthy, *asst. to pres. and program director*.
J. Grant Sandison, *general sales manager*.
Lawrence Turet, *asst. program director and promotion director*.
Daniel Gellerup, *technical director*.
Leon Dolnick, *merchandise manager*.
Stuart Armstrong, *news and special events director*.
Robert Truscott, *chief engineer*.

DIGEST OF RATE CARD NO. 4 (July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—7-11:30 p.m., daily.						
\$600.00	\$360.00	\$225.00	\$195.00	\$165.00	\$110.00	\$55.00
Class B—6-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.						
440.00	264.00	176.00	154.00	132.00	88.00	44.00
Class C—All other times.						
220.00	132.00	88.00	77.00	66.00	44.00	22.00

Note: Base hour for NTA programs is \$800. 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". Requests change to 316-kw visual, 177-kw aural, 1349-ft. above av. terrain, 609-ft. above ground, 2549-ft. above sea level, lat. 44° 55' 10", long. 89° 41' 12"; transmitter to approx. 4-mi. SW of city.

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 Bcstg. 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); W. E. McClenahan (Milwaukee).

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 Ziebel, *film editor*.
Tom Bolger, *promotion manager*.

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 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

Subject to frequency discounts.

WYOMING

KSPR-TV

Casper

(Ch. 6)

(Due to Begin Operation in Summer)

Grantee (STA): Donald Lewis Hathaway, Box 930.

Studio & Transmitter: .5 m. E. of Casper.

Telephone: 3-5777. TWX No.: CP 190X.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 12.9-kw visual, 6.45-kw aural. Antenna: 77-ft. above av. terrain, 381-ft. above ground, 5776-ft. above sea level, lat. 42° 51' 00", long. 106° 16' 22".

Network Service: CBS.

AM Affiliate: KSPR, 5-kw (1-kw night), 1470 kc (CBS).

Ownership: Donald Lewis Hathaway, 100%.

Represented (sales) by The Walker Representation Co. Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Gautney & Jones.

Personnel:

Donald Lewis Hathaway, *owner & general manager.*
 Marcus R. Nichols, *national sales manager.*
 Richard Frech, *local sales manager.*

DIGEST OF RATE CARD NO. 1

(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—All times.							
\$120.00	\$72.00	\$48.00	\$42.00	\$36.00	\$26.00	\$20.00	\$12.50

Subject to frequency discounts

KFBC-TV

Cheyenne

(Ch. 5)

(Also operates satellite KSTF, Scottsbluff, Neb.)

Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway.

Studio & Transmitter: Borle, 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, .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*, *World 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.

Represented (legal) by Koteen & Burt.

Personnel:

Robert S. McCracken, *president.*
 William C. Grove, *general manager & chief engineer.*
 Charles P. Cahill, *commercial manager.*
 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—5:29-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.						
\$175.00	\$105.00	\$70.00	\$61.00	\$52.00	\$35.00	\$17.50
Class B—11:59 a.m.-5:29 p.m., Mon.-Sat.; 10:30 p.m.-midnight, daily.						
140.00	84.00	56.00	49.00	42.00	28.00	14.00

* 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.

1957 Fall-Winter Edition

Wyoming-Alaska

KTWO-TV

Casper

(Ch. 2)

Grantee (STA): Harriscope 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". Holds CP for 13.71-kw visual, 6.85-kw aural, minus 268-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%. Harriscope is producer-packager of film & live shows for TV. Also holds CP for Ch. 9, Sheridan, Wyo., to be operated as satellite.

Began Operation: March 8, 1957.

Represented (sales) by The Meeker Co. Inc.; John L. McGuire & Co. (Denver).

Represented (legal) by Sher, Oppenheimer & Harris.

Represented (engineering) by Robert M. Silliman.

Personnel:

Burt I. Harris, *president.*
 Lawrence S. Berger, *exec. v.p. & general manager.*
 R. Kress, *traffic manager.*
 Hanley Cohn, *film director.*
 Robert Lebsock, *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	\$15.00

Subject to frequency discounts.

ALASKA

KENI-TV

Anchorage

(Ch. 2)

Licensee: Midnight Sun Bcstg. Co., Box 1160.

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.*
 William E. Greene, *sales manager.*
 Robert Capstick, *program director.*
 Maury Rider, *production manager.*
 Charles Gray, *chief engineer.*

DIGEST OF RATE CARD NO. 2

(June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-10 p.m., daily.							
\$150.00	\$90.00	\$60.00	\$52.00	\$38.00	\$30.00	\$20.00	\$15.00
Class B—All other times.							
97.50	58.50	39.00	33.80	24.70	19.50	13.00	9.75

Subject to frequency discounts.

Combination Rate: KENI-TV & KFAR-TV, Fairbanks: Double single station rate less 15%.

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Alaska

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.*
Paul West, *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	\$15.00

Sold in combination with KTVF, Fairbanks and KINY-TV, Juneau at 15% Discount. Any two-station combination still earns 10%.

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: 5.37-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 Andon, *station manager.*
Jack Barnhart, *sales manager.*
Don Bullock, *news director.*
John Miller, *program director.*
William E. Van Blytterswik, *chief engineer.*

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-10 p.m., daily.							
\$150.00	\$90.00	\$60.00	\$52.00	\$38.00	\$30.00	\$20.00	\$15.00
Class B—All other times.							
97.50	58.50	39.00	33.80	24.70	19.50	13.00	9.75

Subject to frequency discounts.
Combinate Rate: KFAR-TV & KENI-TV, Anchorage. Double single station rate less 15%.

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.*
Steve LaFranchi, *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

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.

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.*
Vic Hampdon, *sales manager.*
Richard Peter, *production & program manager.*
J. W. McKinley, *chief engineer.*

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

Hour	30 Min.	15 Min.	10 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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GUAM

KUAM-TV

Agana

(Ch. 8)

Licensee: Radio Guam, 321 S. Beverly Dr., Beverly Hills, Cal.

Sales Offices: Bishop Bank Bldg., Honolulu; Box 11, Miibashi P.O., Naha, Okinawa, Phone: 88-2324; Great Chica House, No. 8 and 8-A, Queen's Road, Hong Kong; Natividad Bldg., Escolta, Manila, Phone: 3-8968.

Studio & Transmitter: 1.9 mi. SE of Agana.

Telephone: Beverly Hills, Crestview 6-4491; Guam, 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. & KFXM, San Bernardino, Cal., and has minority interest in KVEN, Ventura, Cal.

Began Operation: Aug. 5, 1956.

Represented (sales) by Intercontinental Services Ltd.

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.*

Ron Tompkins, *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.

HAWAII

KHBC-TV

Hilo

(Ch. 9)

(Satellite of KGMB-TV, Honolulu)

Licensee: Hawaiian Bcstg. System Ltd., 1534 Kapiolani Blvd., Honolulu.

Studios: 1534 Kapiolani Blvd., Honolulu.

Transmitter: Pihooua 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.

Guam-Hawaii

KGMB-TV

Honolulu

(Ch. 9)

(Also operates satellites KHBC-TV, Hilo and KMAU-TV, Wailuku)

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, *general sales manager.*

Robert Costa, *local sales manager.*

Dan Hunter, *chief engineer.*

Sheridan (Dar) Reid, *program supervisor.*

Colleen Ng, *promotion director.*

Wayne Collins, *news director.*

Frank Valenti, *sports director.*

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 pm., 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.

KHVH-TV

Honolulu

(Ch. 13)

Licensee: Kaiser Hawaiian Village Television Inc., Box 8089.

Studio & Transmitter: 2005 Kalia Rd.

Telephone: 991041. TWX No. HU-181.

Technical Facilities: Channel 13 (210-216 mc). Authorized power: 12.9-kw visual, 7.76-kw aural. Antenna: minus 40-ft. above av. terrain, 364-ft. above ground, 369-ft. above sea level, lat. 21° 17' 5.8", long. 157° 50' 22".

AM Affiliate: KHVH, 5-kw, 1040 kc.

Ownership: Henry J. Kaiser, pres., 75%; Hal Lewis, exec. v.p., 25%. Kaiser and Lewis are co-equal owners of radio KHVH.

Began Operation: May 5, 1957.

Represented (sales) by Roy V. Smith Associates (N.Y.) and Duncan A. Scott Co. (San Francisco).

Represented (legal) by Haley, Wollenberg & Kenehan.

Represented (engineering) by Jansky & Bailey Inc.

Personnel

Hal Lewis, *exec. v.p. & general manager.*

James A. Washburn, *executive producer.*

Ernest Lindemann, *chief engineer.*

DIGEST OF RATE CARD NO. 2

(May 1, 1957)

PARTICIPATIONS

(MGM & Warner Bros. Special Features)

Min.	20 Sec.	10 Sec.
Class AAA—7-9 p.m., daily.		
\$75.00	\$65.00	\$37.50
Class A—6-7 p.m., 9 p.m.-midnight, daily.		
60.00	50.00	30.00
Class B—4:30-6 p.m., daily.		
45.00	37.50	22.50

Block time rated on request.

Hawaii

KONA Honolulu

(Ch. 2)

(Programs are rebroadcast by separately-owned KMVI-TV, Wailuku)

Licensee: 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: 60.3-kw visual, 30.2-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). Requests change to 247-ft. above av. terrain.

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 Bcstg. 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:

Lorin 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, *general sales manager.*
James Spencer, *national sales manager.*
Mary Stasack, *promotion-publicity manager.*
Clarence Chun, *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.

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 controls KRKD, Los Angeles, and KITO, San Bernardino. Jack Burnett also is applicant for Ch. 9, Ogden, Utah and Ch. 11, Provo, Utah. Note: Zugsmith and Hogan also have interest in firm buying WREX-TV, Rockford, Ill. (*Television Digest*, Vol. 13:24).

Began Operation: April 16, 1954. Sale to present owners by American Broadcasting Stations Inc. (WMT-TV, Cedar Rapids, Ia.) and Dolph-Petty Bcstg. Co. was approved Jan. 11, 1956 by FCC (*Television Digest*, Vol. 11:46 & 12:2).

Represented (sales) by Young Television Corp.

Personnel:

Jack Burnett, *exec. v.p. & general manager.*
Arthur P. Sprinkle, *station manager.*
Daniel Kawakami, *production manager.*
Ronald T. Miyahira, *chief engineer.*
Paul Yamamoto, *promotion manager.*

DIGEST OF RATE CARD NO. 4—(revised) (March 1, 1957)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
\$250.00	\$150.00	\$90.00	\$70.00	\$50.00	\$40.00	\$25.00
Class B—All other times.						
150.00	90.00	60.00	45.00	30.00	24.00	15.00

Subject to frequency discounts.

KMAU-TV Wailuku

(Ch. 3)

(Satellite of KGMB-TV, Honolulu)

Licensee: Hawaiian Bcstg. 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.

Personnel:

Ezra J. Crane, *general manager.*
Richard E. Mawson, *manager.*
Frank Kovacic, *sales manager.*
Neil F. Arveschoug, *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.

USEFUL FACTS:

The most *useful* way to invest \$5.00 is in an extra copy of TV Factbook No. 25—so they won't keep borrowing yours when you need it.

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 Services: CBS, ABC, NBC.

AM Affiliate: WORA, 1-kw, 1150 kc, **FM Affiliate:** WORA-FM, 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 Intercontinental Services Ltd.

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)

Licensee: 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, 33.9-kw aural. Antenna: 220-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.

Ownership: Winston-Salem Bcstg. Corp., 80% (owns off-air WTOB-TV, Winston-Salem); 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.

Began Operation: March 5, 1954. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 by FCC (*Television Digest*, Vol. 13:13, 14, 18).

Represented (sales) by Caribbean Networks Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

John G. Johnson, *president.*
David H. Polinger, *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 Fall-Winter Edition

Puerto Rico

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 Consulting Engineers.

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.

TV Stations with Satellite Operations

(For executives, see station listings)

- WCDA, Albany, N.Y. (Ch. 41)—Operates satellites WCDB, Haganan, N.Y. (Ch. 29) and WDCD, Adams-Pittsfield, Mass. (Ch. 19).
- KFYR-TV, Bismarck, N.D. (Ch. 5)—Operates satellite KUMV-TV, Williston, N.D. (Ch. 8).
- KFBC-TV, Cheyenne, Wyo. (Ch. 5)—Operates satellite KSTF, 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, Wailuku (Ch. 3).
- KONA, Honolulu, Hawaii (Ch. 2)—Special affiliation with separately-owned semi-satellite KMVI-TV, Wailuku (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.
- WEEK-TV, Peoria, Ill. (Ch. 43)—Holds CP for WEEQ-TV, La Salle, Ill. (Ch. 35) to be operated in affiliation with WEEK-TV.
- KSBW-TV, Salinas-Monterey, Cal. (Ch. 8)—Owns KSBY-TV, San Luis Obispo, Cal. (Ch. 6), operated in affiliation with KSBW-TV.
- KELO-TV, Sioux Falls, S.D. (Ch. 11)—Operates satellites KDLO-TV, Florence, S.D. (Ch. 3) and KPLO-TV, Reliance, S.D. (Ch. 6).
- WWLP, Springfield, Mass. (Ch. 22)—Operates 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).
- KWTX-TV, Waco, Tex. (Ch. 10)—KWTX Bcstg Co. owns 50% & gen. mgr. M. N. Bostick 10% of KBTX-TV, Bryan, Tex. (Ch. 3) operating as semi-satellite.
- KAKE-TV, Wichita, Kan. (Ch. 10)—Special affiliation with separately-owned KTVC, Ensign, Kan. (Ch. 6).
- KIMA-TV, Yakima, Wash. (Ch. 29)—Operates satellites KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Ida. (Ch. 3); KBAS-TV, Ephrata, Wash. (Ch. 43). Also holds CP for KWAB, Walla Walla, Wash. (Ch. 8).
- CJON-TV, St. John's, Newfoundland (Ch. 6)—Operates satellite CJOX-TV, Argentia, Nfld. (Ch. 10).

UHF Translator Stations Authorized

By FCC as of August 1, 1957 *

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.

ARIZONA

† **BULLHEAD CITY (Ch. 72)**—K72AH, Mohave County Board of Supervisors, Box 390, Kingman, Ariz. Input Ch. 2 (KLRJ-TV, Henderson-Las Vegas). Power: 80-watts. Antenna: 20-ft. above ground, 1250-ft. above sea level, lat. 35° 12' 45", long. 114° 33' 20". Transmitter: Davis Dam, Black Mt. Will also serve communities of Davis Dam, Katherine Resort and Mohave Valley below Bullhead City. Ownership: Mohave County Board of Supervisors. Chairman: George C. Ricca. Began Operation: June 20, 1957.

FLAGSTAFF (Ch. 71)—K71AD, Coconino Television Inc, Box 1677. Input Ch. 3 (KTVK, Phoenix). Power: 32-watts. Antenna: 20-ft. above ground, 9220-ft. above sea level, lat. 35° 14' 28", long. 111° 35' 48". Transmitter: Mt. Elden. Ownership: Non-profit; Charles J. Saunders, pres.; Frank Michelbach, v.p. BPTT-47. CP granted July 18, 1957.

FLAGSTAFF (Ch. 74)—K74AI, Same as K71AD above, except input Ch. 10 (KOOL-TV, Phoenix). BPTT-52. CP granted July 18, 1957.

GAS CITY—See K72AE, Needles, Cal.

GLOBE-MIAMI (Ch. 77)—K77AD, Community Television Project, Route 1, Box 40-C, Globe. Input Ch. 10 (KOOL-TV, Phoenix). Power: 72-watts. Antenna: 20-ft. above ground, 6652-ft. above sea level, lat. 33° 20' 20", long. 110° 52' 16". Transmitter, Madera Peak. Ownership: Non-profit organization supported by public subscription. Also holds CP for K80AE and is applicant for Ch. 83. Officers: Kenneth G. Nylund, pres.; Gordon E. Napp, v.p.; Max H. Decker, treas.; Harold Beelar, secy. BPTT-99. CP granted June 6, 1957. [Note: Plans to be in operation in Sept., 1957.]

GLOBE-MIAMI (Ch. 80)—K80AE. Same as K77AD above, except input Ch. 3 (KTVK, Phoenix). BPTT-100.

† **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; Albert S. Jagerson, clerk. Began Operation: Dec. 15, 1957.

† **KINGMAN (Ch. 78)**—K78AC. Power: 152-watts. Other data same as K70AC above, except input Ch. 3 (KTVK, Phoenix).

† **KINGMAN (Ch. 82)**—K82AA. Same as K70AC above, except input Ch. 10 (KOOL-TV, Phoenix).

† **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.; Wallace Davis, TV chairman; A. R. Turk, chief engineer. Began Operation: Nov. 23, 1956.

CALIFORNIA

† **ALTURAS (Ch. 72)**—K72AD, Alturas T.V. Club Inc., Box 478. Input Ch. 7 (KVIP, Redding, Cal.). Power: 32-watts. Antenna: 20-ft. above ground, 5008-ft. above sea level, lat. 41° 31' 00", long. 120° 31' 12". Transmitter: Alturas. Ownership: O. L. Spath, chairman of dues-paying club. Began Operation: April 17, 1957.

ALTURAS (Ch. 74)—K74AH, Henderson Chevrolet Inc., 1259 Main St. Input Ch. 2 (KOTI, Klamath Falls, Ore.). Power: 32-watts. Antenna: 30-ft. above ground, 4876-ft. above sea level, lat. 41° 26' 54", long. 120° 34' 00". Transmitter: Alturas. Ownership: Grady W. Henderson, 100%. BPTT-103. CP granted June 27, 1957.

† **BISHOP (Ch. 70)**—K70AA, James R. Oliver, Box 757. Input Ch. 2 (KNXT, Los Angeles). Power: 133-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 KIBS, Bishop). Began Operation: Oct. 11, 1956.

† **BISHOP (Ch. 73)**—K73AA. Same as K70AA above, except input Ch. 4 (KRCA, Los Angeles).

† **BLYTHE (Ch. 71)**—K71AB, Palo Verde Valley TV Club, Box 874, Blythe, Cal. Input Ch. 3 (KTVK, Phoenix, Ariz.) Power: 283.5-watts. Antenna: 20-ft. above ground, 3334-ft. above sea level, lat. 33° 34' 12", long. 114° 20' 56". Transmitter: Cunningham Peak, Yuma County, Ariz. Ownership: Non-profit corp. Committee in charge: Paul Micalizio, Dana Fisher, Lyle Addison, Jack Kelly, James Pollard. Began Operation: May 4, 1957.

† **BLYTHE (Ch. 75)**—K75AD. Same as K71AB above, expect input Ch. 10 (KOOL-TV, Phoenix). Began Operation: July 11, 1957.

BLYTHE (Ch. 79)—K79AA. Same as K71AB above, except input Ch. 12 (KVAR-TV, Phoenix). BPTT-72. CP granted June 27, 1957.

* See Translator Applications in "Blue Section" for data on following CPs granted Aug. 1, 1957: Show Low, Ariz. (Ch. 80); Yosemite National Park, Cal. (Ch. 72); Grangeville, Ida. (Ch. 72 & 75); Shelby, Mont. (Ch. 72); Hawthorne, Nev. (Ch. 8); San Saba, Tex. (Ch. 77).

† **GREENVILLE (Ch. 70)**—K70AP, Indian Valley TV Co., c/o Raymond F. Linn, Greenville. Input Ch. 3 (KCRA-TV, Sacramento). Power: 64-watts. Antenna: 70-ft. above ground, 5070-ft. above sea level, lat. 40° 07' 09", long. 120° 55' 20". Transmitter: 2-mi. SE of Greenville. Ownership: Dow Bettis, pres.; Earl C. Pedersen, v.p.; Raymond F. Linn, secy.; Robert H. Hunter, engineer. Began Operation: May 9, 1957.

† **LIKELY (Ch. 70)**—K70AQ, Likely T.V. Club, Likely. Input Ch. 8 (KOLO-TV, Reno, Nev.). Power: 32-watts. Antenna: 15-ft. above ground, 7392-ft. above sea level, lat. 41° 09' 08", long. 120° 33' 14.5". Transmitter: South Fork Mt., Lassen County. Ownership: To be financed by public donations. Officers: Wm. Longmire, pres.; John W. Roberts, secy. & treas. Began Operation: June 1, 1957.

LONE PINE (Ch. 80)—K80AD, Lone Pine Television Inc., Box 134. Input Ch. 4 (KRCA, Los Angeles). Power: 144-watts. Antenna: 20-ft. above ground, 8720-ft. above sea level, lat. 36° 32' 20", long. 117° 47' 15". Transmitter: Cerro Gordon Peak. Grantee is community antenna operator. Ownership: Ernest F. Lasky, pres., 25%; E. G. Butler, v.p., 25%; Donald H. Branson, v.p., 25%; E. A. Bramore, secy.-treas., 25%. BPTT-76. CP granted May 15, 1957.

† **NEEDLES (Ch. 72)**—K72AE, Needles Community Television Club Inc., c/o Paul C. Griswold, Box 617. Input Ch. 2 (KLRJ-TV, Henderson, Nev.). Power: 338.4-watts. Antenna: 20-ft. above ground, 4030-ft. above sea level, lat. 35° 22' 00", long. 114° 22' 14". Transmitter: 1-mi. NE of Oatman, Ariz. in Black Mt. Range. Ownership: Non-profit association, supported by public subscription. Officers: Paul C. Griswold pres.; Horace E. Chambers, 1st v.p.; J. L. Coffey, 2nd v.p.; Eudora Markham, secy.-treas. This installation also serves Gas City, Ariz. Began Operation: April 20, 1957.

PALM SPRINGS (Ch. 70)—K70AL, Palm Springs Translator Station Inc., 360 N. Palm Canyon Drive. Input Ch. 2 (KNXT, Los Angeles). Power: 83-watts. Antenna: 21-ft. above ground, 1271-ft. above sea level, lat. 33° 51' 38", long. 116° 26' 16". Transmitter: 8-mi NE of Palm Springs. Ownership: Non-stock non-profit organization. Officers: Frank H. Bennett, pres.; Frank Bogert, secy.; Ward Risvold, treas. BPTT-13. CP granted Feb. 6, 1957. [Note: Delayed by hearing concerning request for increased power and changes in antenna system.]

PALM SPRINGS (Ch. 73)—K73AD. Same as K70AL above, except input Ch. 4 (KRCA, Los Angeles). BPTT-12. CP granted Feb. 6, 1957.

SUSANVILLE (Ch. 72)—K72AJ, Honey Lake Community T-V Corp., 2210 Main St. Input Ch. 3 (KCRA-TV, Sacramento). Power: 56.79-watts. Antenna: 19-ft. above ground, 6754-ft. above sea level, lat. 40° 26' 00", long. 120° 82' 00". Transmitter, Shafer Mt. Ownership: Non-profit; M. D. Covert, pres. BPTT-129. CP granted July 18, 1957.

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. LaPlata Electric Assn. also operates K77AA, Bayfield and K74AD, Pagosa Springs, Colo. Began Operation: Jan. 20, 1957.

† **BAYFIELD (Ch. 77)**—K77AA. Same as K74AC above, except input Ch. 7 (KOAT-TV, Albuquerque). BPTT-40.

† **CENTER-SARGENT (Ch. 80)**—K80AA, Central Television Assn., Center. Input Ch. 5 (KCSJ-TV, Pueblo). Power: 221-watts. Antenna: 110-ft. above ground, 7760-ft. above sea level, lat. 37° 48' 30", long. 106° 08' 22.5". Transmitter: 1.5-mi. W, 4-mi. N of Center, Colo. Ownership: M. E. McKnight is pres. of local business group which depends on public donations for support. Began Operation: Nov. 2, 1956. [Note: Sale by Eugene Strausser to present owners approved May 1, 1957 by FCC.]

† **CORTEZ-MANCOS (Ch. 70)**—K70AF, T. V. Inc., Box 12, Cortez. Input Ch. 4 (KOB-TV, Albuquerque). Power: 54.4-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.

† **PAGOSA SPRINGS (Ch. 74)**—K74AD, La Plata Electric Assn., Inc., 171 Seventh St., Durango, Colo. Input Ch. 4 (KOB-TV, Albuquerque, N.M.). Power: 62.4-watts. Antenna: 100-ft. above ground, 7868-ft. above sea level, lat. 37° 15' 40", long. 107° 02' 45". Transmitter: 1-mi. W of Pagosa Springs. Ownership: See K74AC, Bayfield, Colo. Began Operation: Feb. 21, 1957.

UHF Translators

† **ROMEO** (Ch. 82)—K82AC, San Luis Valley Television Inc., c/o Alonzo Barton, Romeo. Input Ch. 13 (KGGM-TV, Albuquerque, N.M.). Power: 217-watts. Antenna: 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. Ownership: Non-profit, supported by public subscription. President: Alonzo Barton. Serves 14 other San Luis Valley communities. Began Operation: May 28, 1957.

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.

IDAHO

SALMON (Ch. 70)—K70AS, Lemhi Television Corp., Salmon. Input Ch. 3 (KID-TV, Idaho Falls). Power: 56.7-watts. Antenna: 50-ft. above ground, 5450-ft. above sea level, lat. 113° 49' 00", long. 45° 11' 30". Transmitter: 4.8-mi. NE of Salmon. Ownership: Dale Skinner, pres., 20%; F. Milton Havemann, Lynn Scott, Charles Herndon and Joe W. Herndon each own 20%. BPTT-35. CP granted May 15, 1957.

SALMON (Ch. 73)—K73AG, Lemhi Television Corp., Salmon. Input Ch. 70, converted to Ch. 6. Power: 53.55-watts. Antenna: 70-ft. above ground, 4070-ft. above sea level, lat. 113° 55' 00", long. 45° 10' 50". Transmitter: 304 First St. Ownership: See K70AS above. BPTT-36. CP granted May 15, 1957.

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 Shephard Rd. & Wild Horse Trail on hill. Ownership: see K82AB, above. Note: Began equipment tests Dec. 3, 1956.

LIBBY (Ch. 72)—K72AI, Libby Video Club, Libby. Input Ch. 2 (KREM-TV, Spokane). Power: 73.6-watt. Antenna: 30-ft. above ground, 3180-ft. above sea level, lat. 48° 26' 15", long. 115° 31' 45". Transmitter, 3-mi. NE of Libby. Ownership: Non-profit. Officers: E. J. Peck, pres.; A. F. Muenchow, v.p.; Joe D. Schroedel, secy-treas. BPTT-102. CP granted May 29, 1957.

NEVADA

† **BATTLE MOUNTAIN** (Ch. 72)—K72AF, Battle Mountain Television Club, c/o Ray A. Foote, pres. Input Ch. 8 (KOLO-TV, Reno, Nev.). Power: 32-watts. Antenna: 50-ft. above ground, 4640-ft. above sea level, lat. 40° 35' 25", long. 116° 54' 00". Transmitter: 3.75-mi. SE of Battle Mountain. Ownership: To be financed by public donation. Officers: Ray A. Foote, pres.; Roy B. Wallace, v.p.; Louis B. Negro, secy-treas. (each owns 20%). Began Operation: April 27, 1957.

ELY (Ch. 70)—K70AT, White Pine Bcstg. Co., Box 600, Ely. Input Ch. 5 (KSL-TV, Salt Lake City). Power: 95-watts. Antenna: 15-ft. above ground, 10,755-ft. above sea level, lat. 39° 09' 35", long. 114° 36' 32". Transmitter: Cave Mt., Schell Creek Range. Ownership: David L. Hansen 50%; Dale V. Bradley, 50%. BPTT-89. CP granted May 15, 1957.

† **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. Also is applicant for Ch. 80 translator, Hawthorne. Began Operation: Sept. 5, 1956.

† **WEED HEIGHTS** (Ch. 72)—K72AA, Anaconda Co., Box 1000. Input Ch. 8 (KOLO-TV, Reno). Power: 66-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. (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-TV, 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. Secy-treas.: Carl F. Moeller. Note: Began equipment tests in Dec., 1956.

NEW HAMPSHIRE

† **CLAREMONT** (Ch. 79)—W79AA, Springfield Television Bcstg. Corp., Box 2210, Springfield, Mass. Input Ch. 32 (WRLP, Greenfield, Mass.). Power: 64-watts. Antenna: 60-ft. above ground, 947-ft. above sea level, lat. 43° 23' 48", long. 72° 18' 17". Transmitter: Green Mt. Ownership: See WWLP, Springfield, Mass. Note: Began equipment tests July 16, 1957.

NEWPORT (Ch. 71)—W71AA, Springfield Television Bcstg. Corp., Box 2210, Springfield, Mass. Input Ch. 32 (WRLP, Greenfield, Mass.). Power: 259-watts. Antenna: 80-ft. above ground, 1641-ft. above sea level, lat. 43° 19' 44", long. 72° 12' 06". Transmitter: Pike's Hill, approx. 3-mi. SW of center of Newport. Ownership: See WWLP, Springfield, Mass. BPTT-111. CP granted July 3, 1957.

NEW MEXICO

FARMINGTON (Ch. 71)—K71AC, San Juan Non-Profit T.V. Assn., 402 E. Main St. Input Ch. 4 (KOB-TV, Albuquerque). Power: 103.6-watts. Antenna: 95-ft. above ground, 5892-ft. above sea level, lat. 36° 41' 52", long. 108° 10' 36". Transmitter: 2-mi. SE of town. Also is applicant for Ch. 81 translator. President: Dr. L. E. Lamoreaux. TV Communications Engineers Inc., Ft. Collins, Colo. in charge. BPTT-105. CP granted June 20, 1957.

FARMINGTON (Ch. 75)—K75AC. Same as K71AC above, except input Ch. 7 (KOAT-TV, Albuquerque). BPTT-106. CP granted June 20, 1957.

† **SANTA ROSA** (Ch. 83)—K83AB, Santa Rosa Chamber of Commerce. Input Ch. 13 (KGGM-TV, Albuquerque). Power: 58.4-watts. Antenna: 96-ft. above ground, 4916-ft. above sea level, lat. 34° 57' 20", long. 104° 40' 55". Transmitter: 1.5-mi. N. of Santa Rosa. Ownership: Santa Rosa Chamber of Commerce, temporary custodian. Officers: E. M. Lucero, pres.; A. J. Zimmerman, secy.-mgr. Consulting engineers: Television Communications Engineers Inc., Fort Collins, Colo. Began Operation: July 23, 1957.

† **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. Also operates translator K80AC, same city. Began Operation: Nov. 8, 1956.

† **TRUTH OR CONSEQUENCES** (Ch. 80)—K80AC, 605 Sims St. Input Ch. 13 (KGGM-TV, Albuquerque). Power: 40 watts. Antenna: 40-ft. above ground, 5040-ft. above sea level, lat. 33° 09' 35", long. 107° 17' 40". Transmitter: 25-mi. NW of city. Ownership: see K70AE, above. Began Operation: May 21, 1957.

† **TUCUMCARI** (Ch. 80)—K80AB, UHF TV Assn. c/o John Thomas. 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: Non-profit group. Began Operation: Dec. 11, 1956.

OKLAHOMA

† **BOISE CITY** (Ch. 70)—K70AO, City of Boise City, c/o Mayor Millard Fowler. Input Ch. 4 (KGNC-TV, Amarillo, Tex.). Power: 53.9-watts. Antenna: 200-ft. above ground, 4400-ft. above sea level, lat. 36° 43' 00", long. 102° 30' 20". Transmitter: top of Co-op grain elevator S of Santa Fe RR tracks. Ownership: Non-profit municipal operation. Began Operation: April 18, 1957.

OREGON

† **BROWNLEE POWER PLANT CAMP** (Ch. 72)—K72AC, Box 770, Boise, Ida. Input Ch. 2 (KBOI-TV, Boise). Power: 68.8-watts. Antenna: 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. Ownership: Idaho Power Co., 100%, also owner of K70AN & K74AE, Oxbow Power Plant Camp, Ore. Officers: R. E. Gale, v.p.; A. B. Day, communications engineer; Carl Lewis, engineer in charge. Began Operation: April 22, 1957.

† **BROWNLEE POWER PLANT CAMP** (Ch. 76)—K76AC. Same as K72AC above, except input Ch. 7 (KIDO-TV, Boise).

BROWNLEE TRAILER COURT (Ch. 79)—K79AB, Morrison-Knudsen Co., Box 450, Boise, Ida. Input Ch. 2 (KBOI-TV, Boise). Power: 68.8-watts. Antenna: 10-ft. above ground, 1835-ft. above sea level, lat. 44° 52' 08", long. 116° 52' 42". Transmitter: approx. 14-mi. S of Homestead, Ore. Ownership: Construction firm: H. W. Morrison, pres. BPTT-124. CP granted July 11, 1957. [Note: Expects to begin operation in Sept. 1957.]

BROWNLEE TRAILER COURT (Ch. 82)—K82AD. Same as K79AB above, except input Ch. 7 (KIDO-TV, Boise). BPTT-125. CP granted July 11, 1957.

CAVE JUNCTION (Ch. 70)—K70AU, California-Oregon Television Inc., Box 1189, Medford, Ore. Input Ch. 5 (KBES-TV, Medford). Power: 72-watt. Antenna: 40-ft. above ground, 4040-ft. above sea level, lat. 42° 15' 31", long. 123° 39' 43". Transmitter: Eight Dollar Mt. Ownership: See KBES-TV, Medford. BPTT-96. CP granted May 15, 1957.

† **JOHN DAY** (Ch. 72)—K72AG, John Day Valley Television Inc., John Day, Ore. Input Ch. 2 (KBOI-TV, Boise). Power: 56-watts. Antenna: 98-ft. above ground, 4018-ft. above sea level, lat. 44° 26' 15", long. 118° 57' 25". Transmitter: 1-mi. N of John Day. Ownership: Non-profit corporation. President: R. W. Southworth. Began Operation: June 2, 1957.

JOHN DAY (Ch. 77)—K77AC. Same as K72AG above, except input Ch. 7 (KIDO-TV, Boise). BPTT-69. CP granted April 24, 1957.

LA GRANDE (Ch. 70)—K70AW, Grande Ronde Television Assn., c/o Harlow Speckhart, Box 317, La Grande. Input Ch. 6 (KHQ-TV, Spokane). Power: 415-watts. Antenna: 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. Ownership: Non-profit group. Officers: Homer Case, pres.; Jack Crook, v.p.; Harlow Speckhart, secy-treas. BPTT-45. CP granted July 3, 1957. [Note: Expects to begin operation in Aug., 1957.]

† **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". Transmitter: Hwy. 97, 3-mi. S of Madras. Non-profit corporation supported by stock subscriptions. Officers: E. M. Bone, pres.; Bert C. Adams, v.p.; Kenneth McCannell, secy-treas.; Wally Matson, engineer. Also holds CP for Ch. 80, Madras and is Ch. 71 applicant. Began Operation: Jan. 29, 1957.

MADRAS (Ch. 77)—K77AE, Jefferson County Television Inc., Box 757. Input Ch. 12 (KPTV, Portland). Power: 135-watts. Antenna: 56-ft. above ground, 2806-ft. above sea level, lat. 44° 34' 48", long. 121° 09' 12". Transmitter: Hwy. 97, 3-mi. S of Madras. For ownership and other interests, see K74AB, above. BPTT-110. CP granted June 13, 1957.

† **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: E. L. Stovall, 100%. Began Operation: Feb. 4, 1957.

UHF Translators

OREGON-TV—(Continued)

NEWPORT (Ch. 74)—K74AG, Paul Kafoury d/b as Radio Center, 137 S.E. Coast Hwy. Input Ch. 6 (KOIN-TV, Portland). Power: 576-watts. Antenna: 20-ft. above ground, 965-ft. above sea level, lat. 44° 45' 40", long. 124° 03' 15". Transmitter: mountain top, 1-mi. E and N of Otter Rock. Ownership: Paul Kafoury, 100%. Will also serve Otter Rock. BPTT-94. CP granted June 27, 1957. [Note: Expects to begin operation in Aug. 1957.]

† **OXBOW POWER PLANT CAMP (Ch. 70)**—K70AN, Box 770, Boise, Ida. Input Ch. 2 (KBOI-TV, Boise). Power: 68.8-watts. Antenna: 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. Ownership: Idaho Power Co., 100%, also owner of K72AC & K76AC, Brownlee Power Plant Camp, Ore. Began Operation: May 9, 1957.

† **OXBOW POWER PLANT CAMP (Ch. 74)**—K74AE. Same as K70AN above, except input Ch. 7 (KIDO-TV, Boise).

† **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, except input Ch. 12 (KPTV, Portland). Began Operation: May 15, 1957.

REDMOND (Ch. 73)—K73AE, Redmond Junior Chamber of Commerce, c/o A. J. Sheffield, Box 1032, Redmond. Input Ch. 6 (KOIN-TV, Portland, Ore.). Power: 795-watts. Antenna: 25-ft. above ground, 5950-ft. above sea level, lat. 44° 26' 40", long. 120° 57' 35". Transmitter: 1300-ft. from Mt. Grizzly top bench mark on a 160 azimuth. Officers: Dr. Dean Dowd, pres.; A. J. Sheffield, chairman JC-TV; Kirk Patrick, in charge of maintenance. BPTT-79. CP granted May 1, 1957.

REDMOND (Ch. 83)—K83AA. Same as K73AE, except input Ch. 12 (KPTV, Portland, Ore.). BPTT-98. CP granted May 15, 1957.

PENNSYLVANIA

NORTH WARREN (Ch. 82)—W82AA, Conewango Valley Television Inc., 101 Ditmar St. Input Ch. 4 (WBEN-TV, Buffalo). Power: 56-watts. Antenna: 88-ft. above ground, 1760-ft. above sea level, lat. 41° 52' 54", long. 79° 07' 40". Transmitter: Davies Hill. Ownership: Non-profit corporation supported by public donations. President: Wendell O. Lawson. BPTT-116. CP granted July 3, 1957.

TEXAS

† **ALPINE (Ch. 77)**—K77AB, The Honor System TV Assn. Inc., 308 East Ave. E., Alpine. Input Ch. 7 (KOSA-TV, Odessa). Power: 72-watts. Antenna: 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. Ownership: Non-profit corporation supported by public subscription. Officers: Kenneth R. Hughes, pres.; Wallace I. Neu, gen. mgr.; Quata B. Hughes, and W. John Newell, directors. Also serves Marfa, Tex. Began Operation: April 26, 1957.

MARFA—See K77AB, Alpine, Tex.

UTAH

† **CASTLE DALE (Ch. 70)**—K70AR, Emery County, a Public Body Corporate and Politic, Castle Dale. Input Ch. 5 (KSL-TV, Salt Lake City). Power: 65.8-watts. Antenna: 25-ft. above ground, 8727-ft. above sea level, lat. 39° 12' 36", long. 111° 08' 30". Transmitter, North Horn Mt., 6.5-mi. W of Castle Dale. Ownership: Emery County. Officers: William Justeson, chairman, recreation committee. Also serves Orangeville, Ferron and Huntington. Began Operation: June 28, 1957.

† **CASTLE DALE (Ch. 78)**—K78AA. Same as K70AR above, except input Ch. 4 (KTVT, Salt Lake City). BPTT-75.

MYTON (Ch. 70)—K70AV, Uintah Basin Television Co., c/o R. Earl Dillman, Roosevelt, Utah. Input Ch. 5 (KSL-TV, Salt Lake City). Power: 700-watts. Antenna: 14-ft. above ground,

10,214-ft. above sea level, lat. 40° 21' 10", long. 110° 47' 30". Transmitter: Tabiona Peak, Uintah Mts. Ownership: Non-profit corp. Officers: R. Earl Dillman, pres.; W. H. Link, v.p.; Kenneth Aycock, secy. Also operates K75AB, Roosevelt, Utah. BPTT-58. CP granted May 23, 1956.

ROOSEVELT (Ch. 75)—K75AB, Uintah Basin Television Co., c/o R. Earl Dillman, Roosevelt. Input Ch. 70 (K70 translator located in Myton, repeating KSL-TV, Salt Lake City). Power: 144-watts. Antenna: 45-ft. above ground, 5365-ft. above sea level, lat. 40° 15' 10", long. 110° 02' 40". Transmitter: On ridge, 3.75-mi. SW of Roosevelt. Ownership: See K70AV, Myton, BPTT-59. CP granted May 23, 1957.

WASHINGTON

† **ELLENSBURG (Ch. 71)**—K71AA, Kittitas Valley T. V. Assn. Inc., 208 S. Ruby St. Input Ch. 29 (KIMA-TV, Yakima). Power: 129-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.

MANSON (Ch. 70)—K70AM, Manson Community TV Co., Inc., Manson. Input Ch. 2 (KREM-TV, Spokane). Power: 447-watts. Antenna: 20-ft. above ground, 5370-ft. above sea level, lat. 47° 54' 09", long. 120° 15' 00". Transmitter: Slide Ridge. Ownership: Marion McFadden, mgr. Also operates experimental TV station K02XBX, Manson. BPTT-3. CP granted Feb. 20, 1957. [Note: Has fall target.]

MANSON (Ch. 75)—K75AA. Same as K70AM above, except input Ch. 6 (KHQ-TV, Spokane). BPTT-4. CP granted April 3, 1957. [Note: Has fall target.]

RAYMOND (Ch. 76)—K76AD, Willapa Harbor T.V. Assn. Inc., 209 Third St. Input Ch. 4 (KOMO-TV, Seattle). Power: 60.2-watts. Antenna: 60-ft. above ground, 325-ft. above sea level, lat. 46° 39' 54", long. 123° 44' 17". Transmitter: Lots 7 to 12 of Block 12 of 5th addition to Raymond. Ownership: Non-profit corporation; Walter Rosentangle, pres. BPTT-80. CP granted July 3, 1957.

WYOMING

† **PINEDALE (Ch. 70)**—K70AX, Town of Pinedale, c/o Glen W. Wise, Pinedale Power & Light Co. Input Ch. 3 (KID-TV, Idaho Falls, Ida.). Power: 40-watts. Antenna: 30-ft. above ground, 7580-ft. above sea level, lat. 42° 54' 00", long. 109° 51' 10". Transmitter: Pinedale. Ownership: City will build, but funds are to be replenished by public subscription. Note: Began equipment tests July 26, 1957.

† **RAWLINS (Ch. 73)**—K73AF, Rawlins Bcstg. Co., c/o Station KRAL, U. S. Hwy. 30, Rawlins. Input Ch. 5 (KFBC-TV, Cheyenne). Power: 56-watts. Antenna: 60-ft. above ground, 7037-ft. above sea level, lat. 41° 47' 51", long. 107° 14' 34". Transmitter, 2-mi. N of Wyoming State Penitentiary. Ownership: Initial cost raised by committee of businessmen through public contributions. Station will be given to KRAL Co. as gift to be run by station at its own expense plus additional contributions from committee. Executive: Donald Stanczyk, gen. mgr. KRAL. Began Operation: May 15, 1957.

† **ROCK SPRINGS (Ch. 78)**—K78AB, Translator T.V. Bcstg. Corp. Inc., Box 912. Input Ch. 5 (KSL-TV, Salt Lake City). Power: 268.6-watts. Antenna: 50-ft. above ground, 7750-ft. above sea level, lat. 41° 29' 35", long. 109° 20' 30". Transmitter: Top of Wilkins Peak, 7-mi. SW of Rock Springs. Ownership: Supported by public donations. Officers: W. M. Woodward, pres.; W. T. Steinhok, v.p.; John E. Wendt, secy.; R. A. Forsgren, director. Also operates K74AF and is applicant for Ch. 82 translator. Began Operation: July 4, 1957.

† **ROCK SPRINGS (Ch. 74)**—K74AF. Same as K78AB above, except input Ch. 4 (KTVT, Salt Lake City).

† **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.]

Experimental TV Stations

With Applications Pending: Status as of August 1, 1957.

Powers are Peak Transmitter Outputs
Unless Otherwise Noted

CONNECTICUT

WATERBURY—K02XFF, licensed to Adler Communications Laboratories, 1 LeFevre Lane, New Rochelle, N. Y., Channel 53 (704-710 mc), 10-w, for tests of booster to rebroadcast signals of WATR-TV, Waterbury.

ILLINOIS

CHICAGO—KS2XBR, licensed to Zenith Radio Corp., 135 S. La Salle St., 512-528 mc, 1-kw, for color and subscription TV tests.

LOUISIANA

NEW ORLEANS—KK2XFW, Supreme Bcstg. Co. Inc., 1500 Canal St. CP for Channel 12 (204-210 mc), 10 kw visual, 5 kw aural, for direct comparison of simultaneous uhf and vhf operation

NEVADA

RENO—K02XEQ, licensed to Radio Supply Co. of Nevada, 690 Tahoe St., Channel 70 (806-812 mc), 10 watts, to demonstrate translator equipment and make site tests.

NEW JERSEY

CAMDEN—KE2XNY, licensed to Radio Corp. of America, Front & Cooper Sts., Channels 2-6 (100 kw ERP), 7-13 (316 kw), 14-83 (1000 kw).

NEW YORK

NEW ROCHELLE—KE2XPS, licensed to Adler Communications Laboratories, 1 LeFevre Lane, Channel 25 (536-542 mc), 10-w, for tests of UHF booster. Also holds license for KE2XTI, Ch. 70-83 (806-890 mc), 15-w, to test translators.

NEW YORK—KE2XKC, Special Temporary Authorization to RKO Teleradio Pictures Inc., 1440 Broadway, to use commercial station WOR-TV (Channel 9) for tests of Subscriber-Vision (Skiatron) system of subscription TV.

SYRACUSE—KE2XHJ, licensed to General Electric Co., Electronics Park, Channels 2-83, 50 kw visual, 50 kw aural.

PENNSYLVANIA

EMPORIUM—KG2XDU, licensed to Sylvania Electric Products Inc., Emporium, 509-529 mc, & 870-890 mc, 300 watts visual, 100 watts aural. Also licensed for KG2XEL, 878-884 mc, 30 watts visual, 10 watts aural, to test satellite operation, and for KG2XFZ, 518-524 mc, 3-w, KG2XEJ, 1990-2078 mc, 2-w and KG2XEK, 2042-2059 mc, 2-w, boosters for KG2XDU.

LANCASTER—KG2XDI, licensed to Conestoga Television Assn., New Holland & Fountain Aves., 596-608 mc, 5 kw visual, 2.5 kw aural.

TEXAS

SAN ANTONIO—KK2XGG, licensed to Richard R. Hayes, 151 North St., Channel 70 (806 812 mc), 10-w, for use in developing translator equipment.

WASHINGTON

MANSON—K02XBX, licensed to Manson Community TV Co., c/o Marion McFadden, Manson, Channel 16 (482-488 mc), with 200-w ERP, to test UHF translator. Also licensed for K02XDV, Chelan, 26.11 mc, 40-w, for use with K02XBX.

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, Nfld.)

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.

Began Operation: May 30, 1957.

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, 704-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.; A. C. 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.

Ev (Smitty) Smith, program director.

Bill Harrington, news editor.

Jack Mattenley, chief engineer & operations manager.

DIGEST OF RATE CARD NO. 4

(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-11 p.m., daily.							
\$300.00	\$180.00	\$120.00	\$98.00	\$84.00	\$70.00	\$55.00	\$35.00
Class A—6-7 p.m., Mon.-Sat.; sign-on-7 p.m., Sun.							
250.00	150.00	100.00	75.00	62.50	55.00	42.50	30.00
Class B—Noon-1 p.m., 5-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; noon-6 p.m., Sun.							
200.00	120.00	80.00	70.00	60.00	44.00	34.00	24.00
Class C—Sign-on-noon, 1-5 p.m., Mon.-Sat.							
150.00	90.00	60.00	45.00	37.50	30.00	22.50	15.00

Subject to frequency discounts.

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.

1957 Fall-Winter Edition

Canada

AM Affiliate: CKX, 5-kw (1-kw night), 1150 kc (CBC).

Ownership: Western Manitoba Bcstrs. Ltd.

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: Chestnut 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%; Frederick Shaw, 66 2/3%. Calgary Bcstg. is affiliated with *Calgary Herald* (Southam Newspapers). Southam also publishes *Hamilton Spectator*, *Vancouver Province* & *Edmonton Journal*; owns 1/3 of CHCH-TV, Hamilton; operates radio station CJCA, Edmonton.

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. 4

(July 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.							
\$350.00	\$210.00	\$140.00	\$122.00	\$105.00	\$75.00*	\$60.00*	\$45.00*
Class B—Noon-1 p.m., 4-6 p.m., 11 p.m.-sign-off, Mon.-Sat.							
262.00	157.00	105.00	92.00	79.00	60.00	45.00	35.00
Class C—7 a.m.-noon, 1-4 p.m., Mon.-Sat.							
168.00	101.00	67.00	59.00	50.00	42.00	34.00	25.00

* Class A (6-7:30 p.m., 10:30-11 p.m., daily). Also has Class AA (7:30-10:30 p.m., daily) Min. \$90, 20 Sec. \$85, 8 Sec. \$65.

Subject to frequency discounts.

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because it knows what they're
going to say . . .



TELEPROMPTER[®]
SERVICE

SEE PAGE 32

Canada

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.

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:

E. F. Large, *station manager*.

E. Paul Williams, *traffic manager*.

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. 4

(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$78.00*	\$30.00*
Class B—5-6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily.						
300.00	180.00	120.00	105.00	90.00	62.50	24.00
Class C—All other times.						
200.00	120.00	80.00	70.00	60.00	45.00	16.50

* Class AA (7-10:30 p.m., daily) Min. \$110; 8-sec. \$45.

CBHT

Halifax, N.S.

(Ch. 3)

Licensee: Canadian Bcstg. Corp., 100 Sackville St., Box 175.

Studio: 70 Bell Rd. Transmitter: Gelzer's Hill, NW of city.

Telephone: 2-8311.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw maximum and 56-kw horizontal visual, 60-kw maximum and 33.8-kw horizontal aural. Antenna 680-ft. above av. terrain, 434-ft. above ground, 884-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*.

Robert Toye, *news editor*.

G. W. Hames, *film director*.

A. W. Wilson, *press & information representative*.

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

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.						
\$340.00	\$204.00	\$136.00	\$119.00	\$102.00	\$68.00*	\$51.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
255.00	153.00	102.00	89.25	76.50	51.00	38.25
Class C—All other times.						
204.00	122.40	81.60	71.40	61.20	40.80	30.60

* 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. \$85, 20 Sec. \$68. 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". Note: Has been approved for 150-kw visual, 90-kw aural, 654-ft. above av. terrain.

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, *director of engineering*.

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



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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

CFCR-TV Kamloops, B. C.

(Ch. 4)

Licensee: Twin Cities Television Ltd., 4th Ave. & St. Paul St.
Studio & Transmitter: 4th Ave. & St. Paul St.
Telephone: 1021.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 1-kw visual, .05-kw aural. Antenna: minus 110-ft. above av. terrain, 100-ft. above ground, 1260-ft. above sea level, lat. 50° 40' 34", long. 120° 19' 51".

Network Service: CBC.

AM Affiliate: CFJC, 1-kw, 910 kc (CBC).

Ownership: Ian G. Clark, principal owner & gen. mgr.

Began Operation: April 8, 1957.

Represented (sales) by Weed Television Corp. (for U.S.) and All-Canada Television.

Personnel:

Ian G. Clark, *general manager*.
Walter Harwood, *commercial manager*.
John Symonds, *program manager*.
Jean C. Ross, *film director*.
Bob Hill, *promotion*.

Rates: Base hour is \$75.00

ADDITIONAL DATA UNAVAILABLE

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*.

1957 Fall-Winter Edition

Canada

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". Requests change to 275-kw visual, 142-kw aural, 928-ft. above av. terrain.

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 CFCM-TV & CKMI-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*.
William Whiting, *publicity director*.
A. G. Day, *chief engineer*.

DIGEST OF RATE CARD NO. 6—(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily; all day Sun.							
\$450.00	\$270.00	\$180.00	\$158.00	\$135.00	\$90.00	\$70.00	\$45.00
Class B—5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.							
338.00	203.00	135.00	119.00	102.00	70.00	55.00	35.00
Class C—All other times.							
270.00	162.00	108.00	95.00	81.00	50.00	40.00	25.00

Subject to frequency discounts.

CJLH-TV Lethbridge, Alta.

(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. 2—(April 15, 1957)

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.							
\$160.00	\$96.00	\$64.00	\$56.00	\$48.00	\$40.00	\$32.00	\$24.00
Class B—5-6 p.m., Mon.-Sat.; sign-on-5 p.m., Sun.; 11 p.m.-midnight, daily.							
120.00	72.00	48.00	42.00	36.00	30.00	24.00	18.00
Class C—All other times.							
\$80.00	\$48.00	\$40.00	\$32.00	\$28.00	\$20.00	\$16.00	\$12.00

Canada

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 Laidlaw, *newsreel supervisor.*

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

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.							
\$525.00	\$315.00	\$210.00	\$185.00	\$160.00	\$120.00	\$105.00	\$50.00
Class B—5-6:30 p.m., Mon.-Fri.; 11:30-p.m.-sign-off, Fri. & Sat.; sign-on-5 p.m., Sat. & Sun.; 11-11:30 p.m., daily.							
420.00	250.00	165.00	145.00	125.00	90.00	80.00	40.00
Class C—Sign-on-5 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, Sun.-Thu.							
250.00	150.00	100.00	90.00	75.00	50.00	40.00	20.00

CHAT-TV Medicine Hat, Alta. (Ch. 6)

(Due to Begin Operation in Fall)

Licensee: Monarch Broadcasting Co. Ltd., 520 First St.
Studio & Transmitter: 520 First St.
Telephone: 2821.
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 4.78-kw visual, 2.39-kw aural. Antenna: 313-ft. above av. terrain, 279-ft. above ground, 2728-ft. above sea level, lat. 50° 04' 36", long. 110° 47' 40".
Network Service: CBC.
AM Affiliate: CHAT, 1-kw, 1270 kc (CBC).
Ownership: J. H. Yuill, pres. and 100% owner.
Represented (sales) by Weed Television Corp. (for U.S.) and H. N. Stovin & Co.
Personnel:
R. J. Buss, *v.p. & general manager.*

DIGEST OF RATE CARD NO. 1—(Sept. 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.							
\$100.00	\$60.00	\$40.00	\$35.00	\$30.00	\$22.50	\$16.50	\$11.50
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; sign-on-6 p.m., Sat.							
75.00	45.00	30.00	26.25	22.50	17.50	12.50	9.00
Class C—All other times.							
60.00	36.00	24.00	21.00	18.00	12.00	9.00	6.00

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.*

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. 10—(July 1, 1957)

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.						
\$1,250.00	\$750.00	\$500.00	\$437.50	\$375.00	\$250.00*	\$187.50*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
'937.50	562.50	375.00	328.13	281.25	187.50	140.63
Class C—All other times.						
750.00	450.00	300.00	262.50	225.00	150.00	112.50

* 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. \$312.50, 20 Sec. \$250.00. 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.*
D. E. McGill, *program director.*
Maurice Valliquette, *commercial manager, Quebec.*
C. Frenette, *technical director.*
G. Barre, *press & information, Montreal.*

DIGEST OF RATE CARD NO. 8
(July 1, 1957)

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).

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. Vallin, 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:

Cedric Price, general manager.
W. Hart, production manager.
Fred J. Noon, sales 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 Corp., 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, 607.5-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.
L. G. MacDonald, news editor.
Larry O'Neill, sales representative.
Maxted Gilbert, chief operator.
J. H. Book, technical director.
David Polowin, press and information.

DIGEST OF RATE CARD NO. 9—(July 1, 1957)

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.							
\$475.00	\$285.00	\$190.00	\$166.25	\$142.50	\$95.00	\$71.25*	\$47.50*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.							
356.25	213.75	142.50	124.69	106.88	71.25	53.44	35.63
Class C—All other times.							
285.00	171.00	114.00	99.75	85.50	57.00	42.75	28.50

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. \$118.75, 20 Sec. \$95, 8 Sec. \$71.25. Subject to frequency discounts (except spot announcements).

1957 Fall-Winter Edition

Canada

CBOFT
Ottawa, Ont.
(Ch. 9)
(French Outlet)

Licensee: Canadian Bcstg. Corp., 140 Wellington St.

Studio & Transmitter: Lanark Ave.

Telephone: Parkway 8-1771.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 55-kw maximum and 31-kw horizontal visual, 31-kw maximum and 17-kw horizontal 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 Huard, manager of TV operations.
Dennis Townsend, program director.
Maxted Gilbert, chief operator.
J. H. Book, technical director.
H. P. Morin, news editor.
Pierre Tabarly, press and information.

DIGEST OF RATE CARD NO. 3
(July 1, 1957)

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.						
\$315.00	\$189.00	\$126.00	\$110.25	\$94.50	\$63.00*	\$47.25*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11-p.m.-sign-off, daily.						
236.25	141.75	94.50	82.69	70.88	47.25	35.44
Class C—All other times.						
189.00	113.40	75.60	66.15	56.70	37.80	28.35

* 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. \$78.75, 20 Sec. \$63, 8 Sec. \$47.25. 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); has approval for 5-kw, 980 kc.

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 Frappler, 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.

Canada

CFCJ-TV

(formerly CFPA-TV)

Port Arthur, Ont.

(Ch. 2)

Licensee: Thunder Bay Electronics Ltd., 87 N. Hill St.

Studio & Transmitter: 87 N. Hill St.

Telephone: 4-2404.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 28-kw visual, 15-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".

Network Service: CBC.

Ownership: Thunder Bay Electronics Ltd.

Began Operation: Sept. 17, 1954. Sold by Ralph Parker to present owners in Jan. 1957 (*Television Digest*, Vol. 12:49; 13:2).

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

Ralph H. Parker, *general manager*.

DIGEST OF RATE CARD NO. 2

(July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Ser
Class A—6:30-11 p.m., Mon.-Sat.; all day Sun.							
\$225.00	\$135.00	\$90.00	\$79.00	\$68.00	\$55.00	\$45.00	\$35.00
Class B—All other times.							
169.00	101.00	68.00	59.00	51.00	40.00	30.00	20.00

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. Picard, 10%. Famous Players also owns 50% of CKCO-TV, Kitchener, Ont. Television de Quebec also owns 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*.

A. C. Picard, *executive director*.

J. A. Pouliot, *general manager*.

Ernest W. Miller, *CFCM-TV station & sales manager*.

Rene Lapointe, *comptroller*.

DIGEST OF RATE CARD NO. 6—(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily; all day Sun.							
\$475.00	\$285.00	\$190.00	\$166.00	\$143.00	\$100.00*	\$80.00*	\$50.00*
Class B—5-6 p.m., 11 p.m.-midnight, Mon.-Sat.; noon-6 p.m., Sat.							
356.00	214.00	142.00	125.00	107.00	80.00	60.00	40.00
Class C—All other times.							
285.00	171.00	114.00	100.00	86.00	65.00	50.00	30.00

* Class AA (7:30-10 p.m., daily) Min. \$120, 20 Sec. \$95, 10 Sec. \$60. Subject to frequency discounts.

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SERVICE



See Page 32

CKMI-TV Quebec City, Que.

(Ch. 5)

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: 457-ft. above av. terrain, 685-ft. above sea level, using same facilities as CFCM-TV.

Network Service: CBC.

Ownership: Same as CFCM-TV, Quebec City.

Began Operation: March 17, 1957.

Represented (sales) by Horace N. Stovin & Co. (Toronto, Montreal, Winnipeg, Vancouver); Weed Television Corp. (New York, Chicago).

Personnel:

Gaston Pratte, *president*.

A. C. Picard, *executive director*.

Jean A. Pouliot, *general manager*.

A. P. Fitzgibbons, *station manager & commercial manager*.

R. A. Lapointe, *comptroller*.

Mrs. F. Cochrane, *traffic manager*.

Andrew N. McLellan, *manager of promotion & publicity*.

Gerald Taaffe, *program manager*.

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. 5

(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	8 Sec.*
Class A—6-11 p.m., Mon.-Sat., noon-11 p.m., Sun.							
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$65.00	\$52.00	\$39.00
Class B—Noon-1 p.m., 5-6 p.m., Mon.-Fri.; noon-6 p.m., Sat.; 11 p.m.-sign-off, daily.							
225.00	135.00	90.00	78.75	67.50	52.00	42.00	32.00
Class C—All other times.							
180.00	108.00	72.00	63.00	54.00	42.00	33.00	25.00

* Class AA (7-10:30 p.m., daily) Min. \$75, 20 Sec. \$60, 8 Sec. \$45. Class A (6-7 p.m., Mon.-Sat.; noon-7 p.m., Sun.; 10:30-11 p.m., daily). Class B (Noon-1 p.m., Mon.-Sat.; 5-6 p.m., 11 p.m.-sign-off, daily). 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 Brillant, pres.

Began Operation: Nov. 21, 1954.

Represented (sales) by Canadian Station Representatives Ltd. (for U.S.) & Horace N. Stovin & Co. (for Canada).

Personnel:

Jacques Brillant, *president*.
Andre Lecomte, *station manager*.
Francois Raymond, *program director*.
Harry A. Willsie, *public relations*.

DIGEST OF RATE CARD NO. 3

(July 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.							
\$260.00	\$150.00	\$100.00	\$90.00	\$80.00	\$55.00	\$45.00	\$35.00
Class B—5-6 p.m., daily.							
210.00	125.00	80.00	70.00	60.00	45.00	35.00	25.00
Class C—All other times.							
190.00	115.00	70.00	60.00	50.00	40.00	30.00	20.00

CKRN-TV

Rouyn, Que.

(Ch. 4)

(Due to Begin Operation in Fall)

Licensee: Northern Radio Inc., 70 Gamble St. W.

Studio and Transmitter: Powell-Rouyn Mine Hill.

Telephone: Roger 2-7741.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 50-kw visual, 12.5-kw aural. Antenna: 821-ft. above av. terrain, 660-ft. above ground, 1861-ft. above sea level, lat. 48° 15' 53", long. 79° 02' 40".

Network Service: CBC.

AM Affiliate: CKRN, .25-kw, 1400 kc (CBC).

Ownership: Controlled by David A. Gourd, pres. and J. J. Gourd, chairman. Also operate radio stations CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CKLS, La Sarre, Que.

Represented (sales) by Weed Television Corp. (for U.S.) & Jos. A. Hardy & Co. Ltd.

Personnel:

J. J. Gourd, *chairman*.
David A. Gourd, *president & general manager*.
Jean Monette, *secretary*.
Richard Staines, *treasurer*.
George A. Chartrand, *sales manager*.
Jean G. Langevin, *chief engineer*.

DIGEST OF TENTATIVE RATE CARD

(Sept. 2, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-11 p.m., Mon.-Sat.; all day Sun.						
\$160.00	\$96.00	\$64.00	\$56.00	\$35.00	\$25.00
Class B—All other times.						
120.00	78.00	48.00	42.00	\$36.00	24.00	18.00

Subject frequency to discounts.

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).

1957 Fall-Winter Edition

Ownership: New Brunswick Bcstg. Co. Ltd.; Thomas F. Drummie, pres., also publisher of *St. John Telegraph-Journal* and *Times-Globe*.

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)

(Also operates satellite CJOX-TV, Argentina, Nfld.)

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 operates CJOX-TV, Argentina, Ch. 10 satellite.

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. 3—(July 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.							
\$230.00	\$138.00	\$92.00	\$80.50	\$69.00	\$46.00	\$34.50	\$23.00
Class B—Noon-1 p.m., 4-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; 11 p.m.-sign-off, daily.							
172.50	103.50	69.00	60.38	51.75	34.50	25.88	17.25
Class C—7 a.m.-noon, 1-5 p.m., Mon.-Fri.							
138.00	82.80	55.20	48.30	41.40	27.60	20.70	13.80

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).

(Continued on next page)

Canada

SASKATOON: CFQC-TV—(Continued)

Personnel:

A. A. Murphy, *president*
 G. Blair Nelson, *station manager*.
 Vernon Dallin, *asst. manager*.
 Will Klein, *sales manager*.
 Walter Romanow, *operations manager*.
 Geoff Jamieson, *promotion manager*.
 Bill Cameron, *news service director*.
 Lyn Hoskins, *chief engineer*.

DIGEST OF RATE CARD NO. 3—(July 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.							
\$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.-Sat.							
195.00	117.00	78.00	68.25	58.50	39.00	29.25	19.50
Class C—All other times.							
156.00	93.60	62.40	54.60	46.80	31.20	23.40	15.60

* Class AA (7-10 p.m., daily) Min. \$60, 20 Sec. \$50, 8 Sec. \$30.
 Class A (6-7 p.m., Mon.-Sat.; sign-on-7 p.m., Sun.; 10-11 p.m., daily). Class B (noon-1 p.m., 5-6 p.m., Mon.-Sat.).

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, 225-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 Plouite, *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	\$120.00	\$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 Desruis-seaux, 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. (Montreal and Toronto); 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. 2

(July 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.							
\$460.00	\$276.00	\$184.00	\$161.00	\$138.00	\$100.00	\$75.00	\$50.00
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	75.00	56.25	37.50
Class C—All other times.							
276.00	165.60	110.40	96.60	82.80	60.00	45.00	30.00

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". Holds CP for 30-kw visual, 16-kw aural, using directional antenna 264-ft. above av. terrain.

Network Service: CBC, CBS, NBC, ABC.

AM Affiliate: CKSO, 5-kw, 790 kc (CBC).

Ownership: Geo. M. Miller, Q.C., pres. Also holds license for Ch. 3 satellite in Elliot Lake, Ont.

Began Operation: Oct. 20, 1953.

Represented (sales) by Weed Television Corp. (for U.S.) & All-Canada Television.

Personnel:

W. J. Woodill, *general manager*.
 J. A. Boyd, *program manager*.
 Bob Evans, *news editor*.
 James McRae, *chief engineer*.

DIGEST OF RATE CARD NO. 5

(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11:30 p.m., daily, all day Sun.							
\$240.00	\$144.00	\$96.00	\$84.00	\$72.00	\$48.00	\$36.00	\$24.00
Class B—All other times.							
150.00	90.00	60.00	52.50	45.00	32.00	28.00	17.00

Subject to frequency discounts.

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*.
 E. T. Reynolds Jr., *national sales manager*.
 Mrs. M. C. McQuarrie, *business manager*.
 Robert J. Norton, *chief engineer*.

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° 26' 42", long. 81° 22' 03".

Network Service: CBC.

AM Affiliate: CFCL, 1-kw, 580 kc.

Ownership: J. Conrad Lavigne, 100%. Also holds license for satellite in Kapuskasing, Ont. (Ch. 3). Note: Has requested change from satellite authorization to Ch. 70 translator (*Television Digest*, Vol. 13:28).

Began Operation: June 24, 1956.

Represented (sales by Joseph Hershey McGillvra Inc. (for U.S.); Paul Mulvihill & 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 RATE CARD NO. 2
(July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	8 Sec.*
Class A—6-11 p.m., daily.							
\$180.00	\$108.00	\$72.00	\$63.00	\$54.00	\$40.00	\$30.00	\$20.00
Class B—5-6 p.m., 11 p.m.-sign-off, Mon.-Sat.							
135.00	81.00	54.00	47.25	40.50	30.00	24.00	16.00
Class C—All other times.							
108.00	64.80	43.20	37.80	32.40	24.00	18.00	12.00

*Class AA—(7-11 p.m., daily) Min. \$45.00; 20 Sec. \$35.00; 8 Sec. \$25.00. Class A—(6-7 p.m., daily).

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: 402-ft. above av. terrain, 471-ft. above ground, 815-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: CBC-FM 11.9-kw, 99.1 mc (No. 256), 422-ft. antenna height.

Began Operation: Sept. 8, 1952.

Personnel:

Fergus Mutrie, *director*.
J. R. W. Graham, *assistant director*.
Reginald Horton, *technical director*.
Peter McDonald, *program director*.
W. K. Moyer, *film procurement officer*.
John Malloy, *supervisor of TV sales*.
Leonard Crainford, *supervisor of design*.
L. E. Duffey, *news editor*.
W. C. Walls, *manager of press and information*.

DIGEST OF RATE CARD NO. 9—(July 1, 1957)

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.						
\$1,250.00	\$750.00	\$500.00	\$437.50	\$375.00	\$250.00*	\$187.50*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
937.50	562.50	375.00	328.13	281.25	187.50	140.63
Class C—All other times.						
750.00	450.00	300.00	262.50	225.00	150.00	112.50

*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. \$312.50, 20 Sec. \$250. Note: No announcements scheduled on Sunday. Subject to frequency discounts (except spot announcements).

▶ *Extra copies of this*

Television Factbook No. 25

available at \$5.00 each

CBUT
Vancouver, B.C.

(Ch. 2)

Licensee: Canadian Bcstg. Corp. (Pacific Region), 701 Hornby St.

Studio: 1200 W. Georgia St. Transmitter: Mt. Seymour.

Telephone: Marine 6121

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 89.4-kw maximum and 47.6-kw horizontal visual, 47.8-kw maximum and 25.4-kw horizontal 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:

Hugh Palmer, *television director*.
Ross L. Whiteside, *technical director*.
M. L. Munro, *commercial representative*.
B. L. Elson, *newsreel editor-in-charge*.
J. D. Patterson, *film director*.
Cliff Robinson, *design director*.
Reg. Jessup, *pres. & information representative*.

DIGEST OF RATE CARD NO. 8
(July 1, 1957)

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.						
\$680.00	\$408.00	\$272.00	\$238.00	\$204.00	\$136.00*	\$102.00*
Class B—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily.						
510.00	306.00	204.00	178.50	153.00	102.00	76.50
Class C—All other times.						
408.00	244.80	163.20	142.80	122.40	81.60	61.20

*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. \$170, 20 Sec. \$136. 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: 340-ft. above av. terrain, 203-ft. above ground, 423-ft. above sea level, lat. 48° 27' 39", long. 123° 20' 32".

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). John N. Hunt Assoc. (Vancouver).

Personnel:

David M. Armstrong, *president*.
John C. Morris, *general sales manager*.
Harry O. Watts, *promotion director*.
Norman E. Bergquist, *chief engineer*.
Ted Bissland, *operations manager*.

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.

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 July 1, 1957

For U. S. Armed Forces TV Stations, see p. 282

For Technical Transmission Standards and Channel Numbers, see p. 281

Locations of Operating Stations Indicated by **BOLD-FACE CAPITALS**, Stations Not Yet on Air by **LIGHT FACE**

Algeria

(French standards)
Sets in use: 3000

(Simultaneous sound channels for French & Arabic)

ALGIERS—Radiodiffusion-Télévision Française (Govt.), Ch. F-11. Transmitter 10 kw, ERP 50 kw. Started Dec. 1956.

Planned:

ORAN—Radiodiffusion-Télévision Française. Due late 1957.

Argentina

(Western European standards, U.S. channel frequencies)
Sets in use: 90,000

All stations commercial

BUENOS AIRES—LR3-TV, Radio Belgrano TV, Ch. 7. Transmitter 5 kw, ERP 40 kw. Started Sept. 1951.

Planned:

ROSARIO—(To be financed by receiver manufacturers).

Australia

(Western European standards)
Sets in use: 60,000

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.

Planned:

BRISBANE—Australian Broadcasting Commission. (Govt., non-commercial), Ch. A-2. ERP 100 kw. Due 1958.

BRISBANE—Permit not yet granted (commercial), Ch. A-7. ERP 100 kw. Due 1958.

Austria

(Western European standards)
Sets in use: 10,000

All stations owned by Osterreichischer Rundfunk (Govt.)

GRAZ (Schoeckl)—Ch. E-7, ERP 60 kw. Started Aug. 1955.

LINZ (Freinberg)—Ch. E-6, ERP 3 kw. Started Aug. 1955.

SALZBURG (Gaisberg)—Ch. E-8, ERP 60 kw. Started Aug. 1955.

SONNWENDSTEIN—Ch. E-10. Transmitter 1.5 kw. Started May 1957.

VIENNA (Kahlenberg)—Ch. E-5. Transmitter 100 watts, ERP 60 kw. Started Aug. 1955.

Planned:

JAUERLING—Ch. E-2. Transmitter 12 kw, ERP 60 kw. Due late 1957.

KLAGENFURT—Ch. E-10. Transmitter 12 kw, ERP 60 kw. Due 1957-58.

PATSCHERKOFEL—Ch. E-4. Transmitter 12 kw, ERP 60 kw. Due 1957-58.

PFANDER—Ch. E-5. Transmitter 12 kw, ERP 60 kw. Due 1957-58.

Belgium

(French standards in French districts, Western European standards [AM sound] in Flemish districts)
Sets in use: 175,000

All stations owned by Institut National Belge de Television (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.

Planned:

BRAINE-LE-COMPTÉ—Ch. E-8 (French standards). Transmitter 25 kw, ERP 100 kw. Due 1957.

MECHELEN—Ch. E-10 (Western European standards). Transmitter 25 kw, ERP 100 kw. Due 1957.

NEUFCHATEAU—Ch. E-11 (French standards). Transmitter 6 kw, ERP 25 kw. Due 1957.

TIELT—Ch. E-2 (Western European standards). Transmitter 25 kw, ERP 100 kw. Due 1957.

Bermuda

(Worldwide standards)

Planned:

PEMBROKE—ZBM-TV, Ch. 10. Commercial. Due Nov. 1957.

Note: See also U.S. Armed Forces stations.

Brazil

(Worldwide standards)
Sets in use: 600,000

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.

SANTOS—TV Rebratel. Started Jan. 1957.

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 (Helio 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.

Planned:

PORTO ALEGRE—Radio Televisao Tupi (Emissoras Associadas, commercial), Ch. 4. Planned.

RIBEIRO PRETO—Diarios Associados. Due 1958.

RIO DE JANEIRO—PRA2-TV, Servicio 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, Societe 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 Excelsior (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 Bandeirantes (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. Experimental; regular service due 1958.

Foreign TV Directory

Canada

(Worldwide standards)
Sets in use: 2,658,000
(For stations, see pp. 265-274)

Chile

(Worldwide standards)

Planned:

SANTIAGO—El Mercurio (newspaper). Due 1957-58.
VALPARAISO—El Mercurio. Due 1957-58.

China (Mainland)

Planned:

PEKING—Govt.-owned. Due 1957-58.
SHANGHAI—Govt.-owned. Due 1957-58.

Colombia

(Worldwide standards)
Sets in use: 100,000

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.

Planned: 1957-58:

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 Puerace)—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

(Worldwide standards)
Sets in use: 300,000

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—CMBF-TV Cadena Nacional, Ch. 4. Transmitter 5 kw, ERP 25 kw. (Satellite of CMBF-TV, Havana)

HAVANA—CMAB-TV, Telemundo, Ch. 2. Ambar Motors Bldg., P & 23rd Sts., Vedado. Telephone: UO-9421. Headed by Amadeo Barletta, publisher of Havana *El Mundo*, daily, and Cuban distributor for Cadillac, Oldsmobile & Chevrolet. Julio Fernandez, pres.; Antonio Bernabei, gen. mgr.; Jose Perez, in charge of programming; Ventura Montes, in charge of engineering; Joaquin Garcia Tunon, in charge of films & news dept. Transmitter 10 kw, ERP 110 kw. Also operates 6 satellites. New York office: Ambar Corp., 1775 Broadway (John A. Chiesa).

HAVANA—CMBF-TV Cadena Nacional, S.A., Ch. 4. Address: Mazon & San Miguel. Telephone: UO-9366. Alberto Hernandez Cata, director; Miguel Angel Gutierrez, sales mgr.; Alberto Villar, in charge of programming; Angel Barranco, in charge of engineering. Transmitter 10 kw, ERP 100 kw. Also operates 2 satellites. Represented in New York by Caribbean Networks, 200 W. 57th St.

HAVANA—CMQ-TV, Circuito CMQ, Ch. 6 (CMQ-TV & radio networks). Address: Radiocentro. Telephone: F-9911. Owned by Goar, Abel & Luis Augusto Mestre. Goar Mestre, pres.-gen. mgr.; Abel Mestre, chairman; Arturo Chabau, v.p., sales; Manuel Cores, v.p., programming; Rene Puig, v.p., personnel; Raul Lopez Guiral, v.p., engineering. Transmitter 10 kw, ERP 100 kw. Operates 5-station network. 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 Fernandez, v.p.'s.

HAVANA—Radio Universal, S.A., Ch. 7. Address: Radiocentro. Telephone: F-9911. Owned by operators of CMBF with Goar, Luis Augusto & Abel Mestre and other local interests as part owners. Benigno Nosti, v.p. & mgr.

JATIBONICO—Telemundo, Ch. 12. Transmitter power 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

MATANZAS—CMBF-TV, Cadena Nacional, Ch. 13. Transmitter 500 watts, ERP 2.7 kw. (Satellite of CMBF-TV, Havana).

MATANZAS—CMGQ-TV, Circuito CMQ, Ch. 9. Transmitter 5 kw, ERP 28.8 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—CMBF-TV Cadena Nacional, Ch. 3. Transmitter 5 kw, ERP 28 kw. (Satellite of CMBF-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)

Construction permits:

CIEGO DE AVILA—Circuito CMQ, Ch. 7. Transmitter 500 watts, ERP 2.85 kw. Due 1957. (See CMQ-TV, Havana)

CIEGO DE AVILA—CMBF-TV Cadena Nacional, Ch. 2. Transmitter 500 watts, ERP 2.4 kw. (Satellite of CMBF-TV, Havana)

HOLGUIN—Circuito CMQ, Ch. 3. Transmitter 5 kw, ERP 14.4 kw. Due 1957. (See CMQ-TV, Havana)

HOLGUIN—CMBF-TV Cadena Nacional, Ch. 8. Transmitter 500 watts, ERP 1.47 kw. Construction permit. (Satellite of CMBF-TV, Havana)

PINAR DEL RIO—Circuito CMQ, Ch. 3. Transmitter 5 kw, ERP 14.4 kw. (See CMQ-TV, Havana)

SANTIAGO DE CUBA—CMBF-TV Cadena Nacional, Ch. 5. Transmitter 5 kw, ERP 14.3 kw. (Satellite of CMBF-TV, Havana)

VICTORIA DE LAS TUNAS—Circuito CMQ, Ch. 10 (translator). Transmitter 10 watts. (See CMQ-TV, Havana)

Note: See also U.S. Armed Forces stations.

Cyprus

(Western European standards)

Under construction:

NICOSIA—Cyprus Broadcasting Service (govt., non-commercial), Ch. E-2. Transmitter 500 watts, ERP 1.5 kw. Due late 1957.

Czechoslovakia

(Eastern European standards)

Sets in use: 120,000

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.

Planned:

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: 76,000

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.

SOENDERJYLLAND—Ch. E-7, ERP 60 kw. Started April 1957.

Planned and under construction:

AALBORG—Ch. E-8. Transmitter 4 kw, ERP 10 kw. Due 1958.

NAESTVED—Ch. E-6. Transmitter 4 kw, ERP 60 kw. Due 1958

SKIVE—Ch. E-10. Transmitter 4-kw, ERP 60 kw. Due 1958.

VESTJYLLAND—Transmitter 4 kw. Due 1958.

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)

Under construction:

CAIRO—Govt. Due 1957.

El Salvador

(Worldwide standards)

Sets in use: 1000

SAN SALVADOR—YSEB-TV, Television Salvadorena, Ch. 6. Transmitter 500 watts. Started Sept. 1956.

Planned:

SAN SALVADOR—YSDF-TV, La Voz del Tropico. Due late 1957.

SAN SALVADOR—YSU-TV, Radio Television YSU. Planned.

Finland

(Western European standards)

Sets in use: 5000

Finnish Broadcasting Corp. (Govt.) plans limited commercial operation

HELSINKI—Finnish Broadcasting Corp. Ch. E-6. Transmitter 2 kw. Started March 1957.

HELSINKI—TV Club of Helsinki, Ch. E-9. Transmitter 40 watts. Started 1955 (experimental).

TURKU—Turku TV Club. Started 1956.

Planned:

LAHTIS—Finnish Broadcasting Corp. Due 1957.

TAMPERE—Finnish Broadcasting Corp. Due 1958.

TURKU—Finnish Broadcasting Corp. Due 1957.

France

(French standards)

Sets in use: 600,000

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 3 kw, ERP 30 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.

LYON (Mt. Pilat)—Ch. F-12. Transmitter 20 kw, ERP 200 kw. Started Dec. 1955.

LYON-FOURVIERES—Ch. F-5. Transmitter 200 watts. Started Oct. 1954.

MARSEILLES—Ch. F-8A. Transmitter 5 kw, ERP 50 kw. Started Sept. 1954.

METZ (Luttange)—Ch. F-6. Transmitter 10 kw, ERP 50 kw. Started Oct. 1956.

MULHOUSE—Ch. F-8A. Transmitter 20 kw, ERP 200 kw. Started Jan. 1956.

NANCY-VANDOEUVRE—Ch. F-7. Transmitter 50 watts, ERP 100 watts. Started May 1955.

NANTES—Ch. F-4. Low power. Started April 1957.

PARIS—Ch. F-8A. Transmitter 20 kw, ERP 100 kw. Started Dec. 1949.

REIMS-VRIGNY—Ch. F-5. Transmitter 50 watts, ERP 300 watts. Started late 1955.

RENNES—Ch. F-5. Low power. Started April 1957.

ROUEN—Ch. F-10. Transmitter 10 kw, ERP 50 kw. Started Oct. 1956.

STRASBOURG—Ch. F-5. Transmitter 3 kw, ERP 20 kw. Started Sept. 1953.

TOULON—Ch. F-11. Transmitter 50 watts, ERP 300 watts. Started late 1956.

Planned:

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 1957.

BESANCON (local)—Ch. F-11. Low power. Due 1957.

BORDEAUX—Ch. F-10. Transmitter 10 kw, ERP 50 kw. Due 1957.

CHERBOURG—Ch. F-12. Transmitter 1 kw, ERP 5 kw. Due 1957.

COGNAC—Ch. F-7. Due late 1957 or 1958.

DIJON (regional)—Ch. 10. Medium power. Due 1957.

LE MANS-TOURS—Ch. F-12. Due late 1957 or 1958.

LIMOGES—Ch. F-2. Due late 1957 or 1958.

NORTH ALSACE—Ch. F-5. Due late 1957 or 1958.

PIC DU MIDI—Ch. F-5. Due 1957.

PUY-DE-DOME (Chermont-Ferrand)—Ch. F-6. Transmitter 20 kw, ERP 200 kw. Due 1957.

ST. ETIENNE—Ch. F-8. Low power. Due early 1957.

Foreign TV Directory

Germany (west)

(Western European standards)

Sets in use: 1,100,000

AALEN—Süddeutscher Rundfunk (SDR), Ch. E-8. Transmitter 50 watts, ERP 400 watts. Started 1955.

BAD BERNECK—BR (commercial), Ch. E-6. Satellite. Started Dec. 1956.

BADEN-BADEN—Südwestfunk (SWF), Ch. E-7. Transmitter 40 watts, ERP 640 watts. Started June 1954.

BERCHTESGADEN—BR (commercial), Ch. E-6. Satellite. Started early 1957.

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 Dec. 1955.

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.

GRÜNTEN (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.

KULMBACH—BR (commercial), Ch. E-6. Satellite. Started Dec. 1956.

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.

MARBURG—HR. Started Dec. 1956.

MOSELLE (Kinnheimer Berg)—SWF, 492.25-497.75 mc (UHF). ERP 3 kw. Started early 1957.

NÜRNBERG (Dillberg)—BR, Ch. E-6. Transmitter 10 kw, ERP 100 kw. Started 1955.

PFORZHEIM—SDR, Ch. E-5. Satellite. Started early 1957.

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. Started 1955.

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.

Low-power translators operated by SWF:

ALF-BULLAY—Ch. E-11. ERP 200 milliwatts. Started Dec. 1956.

DOCKWEILER—Ch. E-11. ERP 250 milliwatts. Started Nov. 1956.

GEROLSTEIN—Ch. E-11. ERP 250 milliwatts. Started Nov. 1956.

HILLESHEIM—Ch. E-11. ERP 250 milliwatts. Started Nov. 1956.

JUNKERATH—Ch. E-11. ERP 200 milliwatts. Started Nov. 1956.

OLZHEIM—Ch. E-11. ERP 500 milliwatts. Started Nov. 1956.

PRUM—Ch. E-11. ERP 200 milliwatts. Started Nov. 1956.

Note: see also U.S. Armed Forces Stations.

Foreign TV Directory

Germany (east)

(Western European standards)

Sets in use: 100,000

All stations owned by Staatliches Rundfunk-Komitee (Govt.)

BERLIN (Stadtmittel I)—Ch. E-5. Transmitter 3 kw. Started Dec. 1952.

BERLIN (Stadtmittel II)—Started 1956.

BERLIN (Grünau)—Ch. E-5. ERP 30 kw. Started 1955.

BROCKEN (Harz Mt.)—Started June 1955.

CHEMNITZ (Fichtelberg)—Started 1955 (experimental).

DRESDEN—Transmitter 3 kw. Started June 1954.

INSELSBERG—Started 1955.

HEPTERBERG—Started 1957.

LEIPZIG—Transmitter 3 kw. Started 1955.

ROSTOCK (Marlow)—Ch. E-8. Started 1955.

Guatemala

(Worldwide standards)

Sets in use: 11,000

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.

Hong Kong

(Closed-circuit system; British standards)

Sets in use: 2000

HONG KONG—Rediffusion Hong Kong. Started May 1957.

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.

Planned:

BUDAPEST—Ch. R-II. ERP 30 kw. Under construction. Due 1957.

KORISHEGY—Ch. R-5. ERP 5 kw. Planned July 1959.

MISKOLC—Ch. R-III. ERP 5 kw. Planned July 1958.

India

Planned:

BOMBAY—All India Radio (Govt.). Transmitter 5 kw. Due 1958.

Iraq

(Western European standards)

Sets in use: 1700

BAGHDAD—Minister of Interior (Govt.), Ch. E-8. Transmitter 250 watts, ERP 500 watts. Started May 1956.

Italy

(Western European standards)

Sets in use: 575,000

All stations owned by Radiotelevisione Italiana (Govt.-granted monopoly); limited commercial operation

CHANNEL FREQUENCIES (mc)

Ch. A 52.5-59.5	Ch. E 182.5-189.5
Ch. B 61-68	Ch. F 191-198
Ch. C 81-88	Ch. G 200-207
Ch. D 174-181	Ch. H 209-216

MAIN TV CENTERS

GAMBARIE (Reggio)—Ch. D. Transmitter 5 kw. Started Dec. 1956.

MARTINA FRANCA—Ch. D. Started 1957.

MILANO—Ch. G. Transmitter 7.5 kw. Started April 1951.

MONTE ARGENTARIO—Ch. E. Transmitter 5 kw. Started Dec. 1956.

MONTE CACCIA (Bari)—Ch. A. Transmitter 1 kw. Started late 1956.

MONTE CAMMARATA—Ch. A. Started 1957.

MONTE CONERO (Ancona)—Ch. E. Transmitter 250 watts. Started Dec. 1956.

MONTE FAITO (Napoli)—Ch. B. ERP 34 kw. Started 1955.

MONTE FAVONE—Ch. H. Transmitter 50 watts. Started late 1956.

MONTE LAURO—Ch. F. Transmitter 7.5 kw. Due 1957.

MONTE LIMBARA (Sardinia)—Ch. H. Transmitter 250 watts. Started Dec. 1956.

MONTE NERONE—Ch. A. Transmitter 5 kw. Started Dec. 1956.

MONTE PEGLIA—Ch. H. Transmitter 2.5 kw, ERP 15 kw. Started June 1954.

MONTE PELLEGRINO (Palermo)—Ch. H. Transmitter 500 watts. Started Dec. 1956.

MONTE PENICE—Ch. B. Transmitter 10 kw, ERP 100 kw. Started May 1953.

MONTE SAMBUCCO (Foggia)—Ch. H. Transmitter 250 watts. Started Dec. 1956.

MONTE SCURO—Ch. G. Transmitter 250 watts. Started June 1956.

MONTE SERPEDDI (Sardinia)—Ch. G. Started Dec. 1956.

MONTE SERRA (Livorno)—Ch. D. Transmitter 7.5 kw, ERP 121 kw. Started June 1954.

MONTE SORO (Sicily)—Ch. E. Transmitter 250 watts. Started Dec. 1956.

MONTE VENDA (Venezia)—Ch. D. Transmitter 5 kw, ERP 162 kw. Started June 1954.

MONTE VERGINE (Benevento)—Ch. D. Transmitter 250 watts. Started Dec. 1956.

PESCARA—Ch. F. Started 1957.

PORTOFINO (Genova)—Ch. H. Transmitter 5 kw, ERP 70 kw. Started Sept. 1953.

PUNTA BADDE URBARA (Sardinia)—Ch. D. Transmitter 200 watts. Started Dec. 1956.

ROMA (Mt. Mario)—Ch. G. Transmitter 7.5 kw, ERP 108 kw. Started Jan. 1954.

SAN NICOLAO—Ch. A. Started 1957.

TORINO—Ch. C. Transmitter 5 kw, ERP 162 kw. Started June 1954.

AUTOMATIC SATELLITES

(ERP about 50 watts)

AOSTA—Ch. D. Started 1956.

ASCOLI PICENO—Ch. G. Started 1957.

ASIAGO—Ch. F. Started Dec. 1956.

BAGNI DI LUCCA—Ch. B. Started 1957.

BELLAGIO (Lago di Como)—Ch. D. Started early 1956.

BOLZANO—Ch. D. Started early 1956.

BORGO TOSSIGNANO—Ch. G. Started 1957.

CAGLIARI—Ch. H. Started 1957.

CALALZO—Ch. G. Started 1957.

CAMPO IMPERATORE (Aquila)—Ch. D. Started early 1956.

CARRARA—Ch. G. Started 1956.

CASOLA VALSENIO—Ch. G. Started 1957.

CATANZARO—Ch. F. Started Dec. 1956.

COL VISENTIN (Belluno)—Ch. H. Started early 1956.

COMO—Ch. H. Started late 1956.

CORTINA D'AMPEZZO—Ch. D. Started 1956.

FELTRE—Ch. B. Started 1957.

FIUGGI—Ch. D. Started Dec. 1956.

GARFAGNANA—Ch. G. Started early 1956.

GENOVA-POLCEVERA—Ch. D. Started early 1956.

GENOVA-RIGHI—Ch. B. Started early 1956.

GORIZIA—Ch. E. Started Dec. 1956.

LAGONEGRO—Ch. H. Started late 1956.

LUNIGIANA (Pontremoli)—Ch. G. Started late 1956.

MADONNA DI CAMPIGLIO—Ch. H. Started 1957.

MASSA—Ch. H. Started late 1956.

MERCATO SARACENO—Ch. G. Started 1957.

MIONE—Ch. D. Started Dec. 1956.

MODIGLIANA—Ch. G. Started June 1957.

MONTE CELENTONE—Ch. B. Started June 1957.

MONTE CREO—Ch. H. Started Dec. 1956.

MUGELLO (Borgo)—Ch. H. Started late 1956.

PAGANELLA (Trento)—Ch. G. Started 1955.

PAVULLO NEL FRIGNANO—Ch. G. Started 1957.

PIEVE DI CADORE—Ch. A. Started 1957.

PIEVEPELAGO—Ch. G. Started 1957.

PLATEAU ROSA (Cervinia)—Ch. H. Started late 1956.

PLOSE—Ch. E. Started late 1956.

POIRA—Ch. G. Started Dec. 1956.

PORRETTA—Ch. G. Started 1957.

POTENZA—Ch. H. Started 1956.

PREMENO—Ch. D. Started late 1956.

RIVA DEL GARDA—Ch. E. Started June 1957.

ROVERETO—Ch. E. Started 1956.

SAN CERBONE—Ch. G. Started 1956.

SAN MARCELLO PISTOIESE (Pistoia)—Ch. H. Started 1956.

SAN PELLEGRINO—Ch. D. Started Dec. 1956.

SANREMO—Ch. B. Started 1956.

SASSARI—Ch. E. Started Dec. 1956.

SERAVEZZA—Ch. G. Started 1957.

SESTRIERE—Ch. G. Started Dec. 1956.

SONDRIO—Ch. D. Started Dec. 1956.

SPOLETO—Ch. F. Started 1956.

STAZZONA—Ch. E. Started Dec. 1956.

SULMONA—Ch. E. Started 1957.

TERMINILLO—Ch. B. Started 1956.

TERNI—Ch. F. Started 1957.

TRIESTE—Ch. G. Started 1955.

UDINE—Ch. F. Started 1957.

VERNIO—Ch. B. Started 1957.

VILLAR PEROSA—Ch. H. Started 1956.

ZERI—Ch. B. Started 1957.

Japan

(Worldwide standards)

(Sets in use: 650,000)

Broadcasting Corp. of Japan (NHK) stations are govt.-owned, non-commercial. Privately owned stations are commercial.

FUKUOKA—JOLK-TV, Broadcasting Corp. of Japan (NHK, Govt.), Ch. J-3. Transmitter 10 kw. Started April 1956.

HAKODATE—JOVK-TV, NHK. ERP 780 watts. Started April 1957.

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 Bcstg. 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 Bcstg. Corp. (commercial), Ch. J-6. Transmitter 10 kw, ERP 63 kw. Started Dec. 1956.

SAPPORO—JOIK-TV, NHK. ERP 38.9 kw. Started April 1957.

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.

Planned or under construction:

FUKUOKA—JOFR-TV, Radio Kyushu (commercial). Due fall 1957.

KAGOSHIMA—JOHG-TV, NHK. Due 1957.

KOKURA—JOSK-TV, NHK ERP 6.6 kw. Due 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 Bcstg. Co. (commercial). ERP 100 kw. Due 1957.

SAPPORO—JOHR-TV, Hokkaido Broadcasting Co. (commercial). Due 1957.

SHIZUOKA—JOPK-TV, NHK. ERP 6.4 kw. Due April 1957.

TOKYO—JOLF-TV, Nippon Bcstg. System (commercial). Due 1957.

Korea

(Worldwide standards)

Sets in use: 1500

SOEUL—HLKZ-TV, Korcad Corp. (Joseph Miller, commercial), Ch. 9. Transmitter 100 watts, ERP 250 watts. Started May 1956.

Planned:

SOEUL—Chang Hang Pyunghwa Shinnum (newspaper, commercial). ERP 12 kw.

Note: See also U.S. Armed Forces Stations.

Lebanon

(Worldwide standards)

Planned:

BEIRUT—Ministry of Education (Govt.). Due 1957-1958.

Luxembourg

(French standards)

Sets in use: 1000

LUXEMBOURG—Compagnie Luxembourgeoise de Telediffusion (Tele-Luxembourg, commercial), Ch. E-7. Transmitter 3 kw, ERP 30 kw. Started Jan. 1955.

Mexico

(Worldwide standards)

Sets in use: 300,000

All stations privately-owned, commercial

CHIHUAHUA, Chihuahua—Televisora de Chihuahua, S.A., Ch. 10 (Affiliated with Telesistema Mexicano). Transmitter 50 kw, 8-gain antenna.

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, Televimex, S.A., Ch. 2, Edificio Telecentro, Avenida Chapultepec 18, Telephone: 18-50-20. Owned & operated by Telesistema Mexicano 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.—XHGC-TV, Television Gonzalez Camarena, S.A., Ch. 5. Same address as XEW-TV. Operated by Telesistema Mexicano. Transmitter 5 kw, 6-gain antenna.

MEXICO CITY, D.F.—XHTV, Television de Mexico, S.A., Ch. 4. Same address as XEW-TV. Operated by Telesistema Mexicano. Transmitter 5 kw, 3-gain antenna.

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MONTERREY, Nuevo Leon—XHNL-TV, Televisora del Norte, Ch. 10. 5 de Mayo Oriente 110. Subsidiary of Telesistema Mexicano. Mario Quintanilla, mgr.

PASO DE CORTES (Altzomoni)—XEQ-TV, Radio Panamericana, Ch. 9. Same address as XEW-TV, Mexico City. Operated by Telesistema Mexicano. 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 as XEW-TV, Mexico City. Operated by Telesistema Mexicano. Relays XHTV programs from Cortez Pass. Transmitter 7.5 kw, 3-gain antenna.

QUERETARO, Queretaro—XEZ-TV, Televisora del Centro, Ch. 3. Same address as XEW-TV, Mexico City. Operated by Telesistema Mexicano. Transmitter atop Mt. Zamorano (El Pinal del Zamorano) relays programs from Paso de Cortes stations. Transmitter 10 kw.

TIJUANA, Baja California—XETV, Radio-Television, S.A., Ch. 6. Business address: 4233 Park Blvd., San Diego, Cal. Telephone: Woodcrest 5-3345. Emilio Azcarraga, principal stockholder. Alexander Nervo, mgr. Represented in U.S. by Weed TV.

Under construction:

MEXICALI, Baja California—XEM-TV, Televisora de Mexicali, Ch. 3 (affiliated with Telesistema Mexicano). Transmitter 5-kw, 3-gain antenna.

MONTERREY, Nuevo Leon—Cadena Televisora del Norte, S.A., Ch. 2. Transmitter 5 kw, 3-gain antenna.

TIJUANA, Baja California—Televisora de Calimex, S.A., Ch. 12 (affiliated with Telesistema Mexicano). Transmitter 5 kw, 6-gain antenna.

TORREON, Coahuila—Televisora de Torreon, Ch. 4 (affiliated with Telesistema Mexicano). Transmitter 1 kw, 4-gain antenna.

Monaco

(French standards)

Sets in use: 6000

MONTE CARLO—TMC, Tele Monte-Carlo (commercial), Ch. F-10. Transmitter 5 kw, ERP 50 kw. Started Nov. 1954.

Morocco

(French standards)

Sets: 5000

Both stations off air due to financial difficulties; 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: 150,000

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.

FRIESLAND—NTS (satellite). Temporary. Started 1957.

IRNSUM—NTS, Ch. E-6 (satellite). Temporary. Started 1957.

LOPIK (Amsterdam)—Nederlandse Televisie Stichting (NTS, Govt.-private), Ch. E-4. Transmitter 5 kw, ERP 20 kw. Started Oct. 1951.

MARKELO—NTS, Ch. E-7 (satellite). ERP 45 kw. Started 1957.

Planned:

APPELSCHA—NTS, Ch. E-6. Transmitter 5 kw, ERP 25 kw. Planned for 1958.

GOES—NTS, Ch. E-7. Transmitter 500 watts, ERP 5 kw. Planned for 1959.

ROERMOND—NTS, Ch. E-7 (satellite). ERP 50 kw. Due late 1957.

Nicaragua

(Worldwide standards)

Sets: 500

MANAGUA—YN-TV, Television de Nicaragua, Ch. 8. ERP 100 watts. Started Aug. 1956, left air Oct. 1956; plans now indefinite.

Norway

(Western European standards)

Sets: 300

OSLO—Norsk Rikskringkasting (Govt.), Ch. E-4 (experimental). Transmitter 500 watts, ERP 1.3 kw. Started Jan. 1954; now off air, but due to resume in 1957 or 1958.

Panama

(Worldwide Standards)

Sets in use: 3500

(Viewers tune to U.S. Armed Forces stations, Canal Zone)

COLON—Ch. 6 & 8, (commercial). Construction permits.

PANAMA CITY—2 & 4 (commercial). Construction permits.

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Peru

(Worldwide standards)

"Temporary licenses" (construction permits):

LIMA—El Comercio (newspaper). Commercial.
LIMA—Minister of Education (Govt., non-commercial).
LIMA—Radio America, Ch. 4 (commercial) Transmitter 2 kw. Due Nov. 1957.
LIMA—Radio Emisoras Nacionales (commercial).
LIMA—Radio Nacional (Govt., non-commercial). Planned 1957.
LIMA—Radio Panamericana (commercial).
LIMA—Radio Victoria (commercial).

Philippines

(Worldwide standards)

Sets in use: 11,000

MANILA—DZAG-TV, Bolinao Electronics Corp. (commercial), Ch. 3. Transmitter 2 kw, ERP 7.36 kw. Started Sept. 1953.

Planned:

MANILA—Metropolitan Bcstg. Co. (commercial), Ch. 9. Transmitter 2 kw, ERP 12.4 kw. Plans now indefinite.

Note: See also U.S. Armed Forces stations.

Poland

(Eastern European standards)

Sets in use: 10,000

All stations owned by Polskie Radio (Govt.)

LODZ—Ch. R-5. ERP 3.5 kw. Started 1956.
POSNAN—Ch. R-5. ERP 8 kw. Started 1957.
STETTIN—Experimental. Started 1957.
WARSAW—Ch. R-III. Transmitter 1.1 kw, ERP 7 kw. Started July 1954.

Under construction and planned:

KATOWICE—Under construction. Transmitter 15 kw, ERP 200 kw. Due 1957-58.
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: 500

All stations owned by Radiotelevisao Portuguesa (Govt.-private), commercial

LISBON—(Serra Monsanto)—Ch. E-7. ERP 100 kw. Started experimentally Sept. 1956; regular operation started July 1957.

Under construction and planned:

COIMBRA (Lousa)—Ch. E-3. ERP 60 kw. Due Aug. 1957.
MONCHIQUE—Ch. E-5. ERP 5 kw. Due Oct. 1957.
MONTEJUNTO—Ch. E-6. ERP 1.2 kw. Due Sept. 1957.
OPORTO—Ch. E-9. ERP 100 kw. Due Dec. 1957.

Rumania

(Eastern European standards)

Sets in use: 1100

BUCHAREST—Radiodifuziunea Romina (Govt.), Ch. R-2. ERP 15 kw. Started Dec. 1956.

Saudi Arabia

(Worldwide standards)

Under construction:

DHARAN—Arabian-American Oil Co. Transmitter 6 kw. Due late 1957.

Note: See also U.S. Armed Forces TV stations.

Spain

(Western European standards)

Sets in use: 3200

All stations owned by Radio Nacional de Espana (Govt.)

MADRID—Ch. E-3. ERP 2 kw. Started 1951; programming Oct. 1956.

Planned:

BARCELONA—Ch. E-2. Transmitter 5 kw, ERP 20 kw. Due 1957.
SARAGOSSA—Due 1958.

Sweden

(Western European standards)

Sets in use: 45,000

All stations owned by A. B. Radiotjänst (Govt.)

GOTEBORG—Ch. E-9. ERP 1.5 kw (temporary). Started Oct. 1955.
MALMO—Ch. E-10. ERP 1 kw. Started Dec. 1955.
NORRKOPING—Ch. E-5. ERP 1 kw. Started 1957.
STOCKHOLM—Ch. E-4. ERP 60 kw. Started Oct. 1951.

Planned:

BODEN—Ch. E-4. ERP 60 kw. Planned 1962.
GAVLE—Ch. E-9. ERP 3 kw. Planned 1959.
HALMSTAD—Ch. E-7. ERP 60 kw. Planned 1959.
HALSINGBORG—Ch. E-9. ERP 1 kw. Planned 1960.
HORBY—Ch. E-2. ERP 100 kw. Planned 1959.
NASSJO—Ch. E-10. ERP 60 kw. Planned 1959.
OREBRO—Ch. E-2. ERP 60 kw. Planned 1961.
SKOVDE—Ch. E-3. ERP 3 kw. Planned 1959.
SUNDSVALL—Ch. E-5. ERP 60 kw. Planned 1962.
VASTERAS—Ch. E-8. ERP 10 kw. Planned 1961.

Switzerland

(Western European standards)

Sets in use: 25,000

All stations owned by Swiss General Post Office (Govt.)

BASLE (St. Crischona)—Ch. E-10. Transmitter 500 watts. 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.

Planned:

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: 10,000

BANGKOK—HSI-TV, Thai Television Co. (commercial), Ch. 4. Transmitter 10 kw, ERP 30 kw. Started June 1955.

Tunisia

(French standards)

TUNIS—Radiodiffusion-Télévision Française, Ch. F-12. Transmitter 3 kw, ERP 20 kw. Due 1957.

Turkey

(Western European standards)

Sets in use: 200

ISTANBUL—Teknik Universite, Ch. E-4 (experimental). Transmitter 100 watts.

United Kingdom

(British standards)

Sets in use: 7,450,000

British Broadcasting Corp. (BBC) stations are owned & operated by Public Corporation under Royal Charter (noncommercial)
Independent Television Authority (ITA) stations are owned by ITA and 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); full power due late 1957.

CENTRAL SCOTLAND (Kirk O'Shotts)—BBC, Ch. B-3. Transmitter 50 kw, ERP 100 kw. Started March 1952.

CENTRAL SCOTLAND (Blackhill)—ITA, Ch. B-10. Transmitter 10 kw, ERP max. 475 kw (directional). Started Aug. 1957.

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; permanent 1-kw station due late 1957.

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 at Alexandra Palace, March 1956 at Crystal Palace. 200-kw ERP due end of 1957.

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. Hessary Tor)—BBC, Ch. B-2. Transmitter 5 kw, ERP 1-15 kw (directional). Started Dec. 1954.

WEST WALES (Blaen Plwy)—BBC, Ch. B-3. Transmitter 500 watts, ERP 1 kw. Started April 1957.

YORKSHIRE (Emley Moor)—ITA, Ch. B-10. Transmitter 10 kw, ERP 200 kw. Started Nov. 1956.

Under construction and planned:

DOVER—BBC, Ch. B-2. Transmitter 500 watts. Due 1957 or 1958.

INVERNESS (Rosemarkie)—BBC, Ch. B-2. Transmitter 500 watts, ERP 1 kw. Due 1957.

ISLE OF WIGHT (Chillerton Down)—ITA. Due mid-1958.

LONDONDERRY (Sheriffs Mt.)—BBC, Ch. B-2. Transmitter 500 watts, ERP 1 kw. Due 1957.

NORTHERN IRELAND (Belfast area)—ITA, Due 1959.

SOUTH WALES & WEST (St. Hilary)—ITA, Ch. 10. Transmitter 20 kw, ERP 200 kw. Due end 1957.

Uruguay

(Worldwide standards)
Sets in use: 10,000

MONTEVIDEO—Sociedad Anonima Emisoras de Television Y Anexos (SAETA, commercial), Ch. 10. Transmitter 350 watts. Started Dec. 1956.

Planned:

MONTEVIDEO—Servicio Oficial de Difusion Radio Electrica (SODRE, Govt.), Ch. 5. Transmitter 5 kw, ERP 32.5 kw. Due early 1957.

USSR

(Eastern European standards)
Sets in use: 3,000,000

All non-amateur stations owned by Govt. agencies

BAKU—Started late 1956.
BARNAUL—Started early 1957.
BIISK—Started second quarter 1957.
BLAGOVESHCHENSK—Experimental.
DNIEPROPETROVSK—Started 1956.
IZHEVSK—Started Nov. 1956.
KALININ—Transmitter 2 kw. Started 1954.
KAZAN—Experimental.
KHABAROVSK—Amateur station. Started Sept. 1956.
KHARKOV—Transmitter 5 kw. Started 1951.
KIEV—Transmitter 5 kw. Started 1952.
LENINGRAD—ERP 20 kw. Started 1946.
MINSK—Started 1956.
MOSCOW—Transmitter 15 kw, ERP 40 kw. Started 1946.
MOSCOW—Started 1956.
NALCHIK—Started early 1957.
ODESSA—Transmitter 500 watts.
OMSK—Started 1955.
RIGA—Started 1954.
RYAZAN—Satellite. Started Nov. 1956.
SARATOV—Experimental.
SEVASTAPOL—Started 1957.
STALINO—Started early 1957.
STALINOGORSK—Started 1957.
SVERDLOVSK—Started Oct. 1955.
TALLIN—Started July 1955.
TASHKENT—Started Nov. 1956.
TBILISI—Experimental. Started Dec. 1956.
TOMSK—Started 1955.
VILNIUS—Started second quarter 1957.
VINNISTA—Started 1955.
VLADIMIR—Started 1956.
VLADIVOSTOK—Experimental.
VORONEZH—Started second quarter 1957.
YAROSLAVL—Started 1955.
YEREVAN—Started Nov. 1956.
Reported under construction: Gorky, Krasnovodsk, Moscow, Sumy, Tula.

Venezuela

(Worldwide standards)
Sets in use: 105,000

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.
CORO—Satellite, Televisa Venezolana (commercial), Ch. 8.
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.

Yugoslavia

(Western European standards)
Sets in use: 4000

All stations owned by Govt.

BELGRADE—YZO, Radiodiffusion Yougoslave, Ch. E-2. Transmitter 5 kw. Started 1955.
ZAGREB—YZO-3, Radio Televizija Zagreb, Ch. E-4. Transmitter 50 watts. Started May 1956.
Planned:
LJUBLJANA—YZO-2, Radiodiffusion Yougoslave, Ch. E-5. Transmitter 5 kw. Planned.

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

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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. GREELY, ALASKA**—AFG-TV (Ch. 8), CG, Army Arctic Indoctrination Center, APO 949, Seattle. Equipment, Dage. Began operation May 1956.
- KODIAK, ALASKA**—AFRS-TV (Ch. 8), U.S. Naval Station, Navy No. 127, Seattle. Equipment, Dage. Began operation June 1956.
- WHITTIER, ALASKA**—APW-TV (Ch. 8, closed-circuit), Port of Whittier, CG Army Arctic Indoctrination Center, APO 949, Seattle. Equipment, Dage. Under construction.
- ENIWETOK, MARSHALL IS.**—WXL-TV (Ch. 6), 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**—AHD-TV, (Ch. 21), Ramey Air Force Base. 72nd Bombardment Wing, APO 845, New York. Equipment Dage. Began operation March 1957.

Outside the United States

- AZORES**—CSL-TV (Ch. 8), Lajes 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**—AFR-TV (Ch. 20), Landstuhl Air Base. Equipment, Dage. Began operation April 1957.
- GERMANY**—AFS-TV (Ch. 24) Spangdahlem Air Base. Equipment, Dage. Began operation April 1957.
- GREENLAND**—WXL-C-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.
- KOREA**—5-station network planned.
- 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.

Television Systems of the United Kingdom

BRITISH BROADCASTING CORP.—Broadcasting House, London W. 1. Telephone: Langham 4468. Television Centre, Wood Lane, London W. 12. Telephone: Shepherds Bush 8030. Operates 16 TV transmitters (locations, etc., page 280). 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; C. J. Strother, engineering establishment officer; E. L. E. Pawley, head of engineering services group; L. W. Turner, head of engineering information dept.; J. H. D. Ridley, head of engineering secretariat; K. R. Sturley, head of engineering training dept.; A. R. A. Rendall, head of designs dept.; A. N. Thomas, head of planning and installation dept.; W. P. Wilson, head of research dept.; E. C. Drewe, head of equipment dept.; R. H. S. Howell, head of building dept.; M. T. Tudsbury, consulting civil engineer. 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; L. 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; Southern Scotland, Aug. 31, 1957; 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; T.W.W. Ltd., South Wales & West England station, daily (to be opened end of 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; T. H. Summerson, J.P., chairman, N.E. area board, British Transport Commission; 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.

ITA Commercial Program Contractors

ASSOCIATED REDIFFUSION LTD., Television House, Kingsway, London W.C.2. Telephone: Holborn 7888. J. S. Wills, *chairman*; J. Clayton, C. S. Eade, Sir Edwin Herbert, R. A. Redhead, C. W. V. Truefitt, C. D. Wilson, directors; Paul Adorian, managing director; Capt. T. M. Brownrigg, 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. Derengton, asst. business mgr. Staff: F. Coven, personal advisor to gen. mgr.; Lloyd Williams, asst. controller of programs (production); 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; K. Johnstone, head of sport; Comd. R. Eberett, head of remotes; 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, *managing director*; Lew Grade, *deputy managing chairman*; J. A. L. Drummond, Lord Bessborough; R. P. T. Gibson, 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 operations & outside broadcasts. Producers: Jack Barton, Colin Clew, Tony Flanagan, Lionel Harris, John Irwin, Michael Jeans, R. Leeman, Carson Plant, Brian Tesler, Bill Lyon-Shaw, Dickle Leeman, Peter Glover, John Irwin, Hugh Rennie, Antony Kearey, Reg. Watson, Fred Wilby, Albert Locke, Arthur Lane, Michael Redington, Stephen Wade, Cecil Petty, Noele Gordon, Quentin Lawrence, Bill Allenby, Leonard Breet, Rex Firkin. Midland 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: Regent 8080. 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; George Cooper; 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; 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; A. Jelly, sales director; Peter Cookman, London sales manager; W. J. T. K.-Boyd, chief engineer; J. H. B. Munro, secy. 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.*; Lord Cillecennin of Hereford, *chairman*; Herbert Agar, W. Emsley Carr, Alfred Francis, Sir Ifan ab Owen Edwards, Sidney Gilliat, Lt. Col. H. M. Llewellyn, Sir Alexander Maxwell, Sir Grismond Philips; Mark Chapman-Walker, managing director; Percy Jones, Alderman Huw T. Edwards, D. V. P. Lewis, Eoin Mekie, Walter Kemp, chief engineer; Bryan Michie, programme manager; S. J. Leach, sales controller; G. Bailes, secy. Studios: Pontcanna Studio, Canton Cardiff. Offices: 6 Caroline St., Cardiff. Telephone: Cardiff 3-1153.

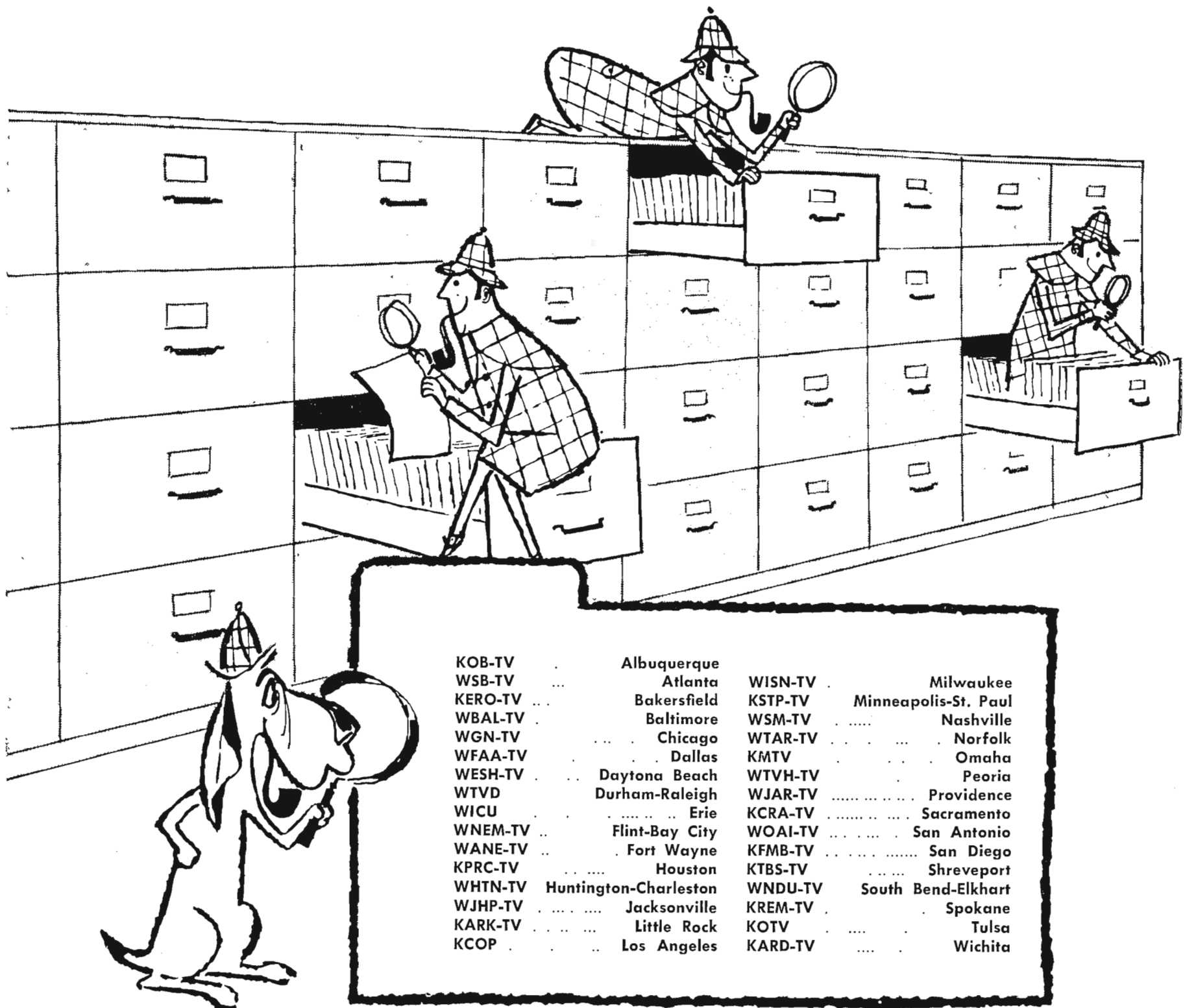
INDEPENDENT TELEVISION NEWS CO., Television House, Kingsway, London W.C.2. Telephone: Holborn 7690. Geoffrey Cox, editor; Norman Dickson, gen. mgr.; T. Traill, secy.; Arthur Clifford, news editor; James Bredin, senior producer; John Cotter, film assignments manager.

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WGN-TV	Chicago	KMTV	Omaha
WFAA-TV	Dallas	WTVH-TV	Peoria
WESH-TV	Daytona Beach	WJAR-TV	Providence
WTVD	Durham-Raleigh	KCRA-TV	Sacramento
WICU	Erie	WOAI-TV	San Antonio
WNEM-TV	Flint-Bay City	KFMB-TV	San Diego
WANE-TV	Fort Wayne	KTBS-TV	Shreveport
KPRC-TV	Houston	WNDU-TV	South Bend-Elkhart
WHTN-TV	Huntington-Charleston	KREM-TV	Spokane
WJHP-TV	Jacksonville	KOTV	Tulsa
KARK-TV	Little Rock	KARD-TV	Wichita
KCOP	Los Angeles		

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With List of Stations Represented as of August 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 TWX No.: SF 147	Vincent Francis, <i>Regional Sales Mgr.</i>
Hollywood 27	ABC Television Center Normandy 3-3311 TWX No.: LA 353	Vincent Francis
New York 23	7 W. 66th St. Susquehanna 7-5000 TWX No.: NY 1-2382	Slocum Chapin, <i>v.p.</i> , <i>Network Sales</i> Henry T. Hede, <i>Eastern Sales Mgr.</i> William Mullen, <i>Sales Mgr., Detroit</i>
Chicago 6	20 N. Wacker Dr. Andover 3-0800 TWX No.: CG 1440	Wm. C. Gillogly, <i>Sales Director,</i> <i>Central Div.</i>

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 TWX No.: NY 1-1905	Lewis H. Avery Arthur H. Sherin Jr.
Chicago 1	Prudential Plaza Whitehall 4-6869 TWX No.: CG 588	J. W. Knodel R. M. Nelhengen
San Francisco 4	235 Montgomery St. Yukon 2-2053	David H. Sandeberg David Meblin
Los Angeles 5	3325 Wilshire Blvd. Dunkirk 5-6394	Douglas MacLatchie
Atlanta 3	41 Marietta St., NW Jackson 3-2545 TWX No.: AT 884	Charles C. Coleman
Dallas 1	Fidelity Union Life Bldg., Riverside 7-7330 TWX No.: DL 274	Wallis S. Ivy Jr.
Detroit 26	National Bank Bldg. Woodward 1-9607 TWX No.: DE 461	Glenn W. Gilbert

TV Stations Represented:

WJBF, Augusta, Ga.	KTVX, Muskogee-Tulsa, Okla.
KMMT, Austin, Minn.	WVEC-TV, Newport News-Norfolk-Hampton, Va.
KHSL-TV, Chico, Cal.	KWTW, Oklahoma City, Okla.
KDAL-TV, Duluth, Minn.- Superior, Wis.	WGAN-TV, Portland, Me.
*KELP-TV, El Paso, Tex.	WSLS-TV, Roanoke, Va.
KODE-TV, Joplin, Mo.	WHBF-TV, Rock Island, Ill.
WKZO-TV, Kalamazoo-Grand Rapids, Mich.	KUTV, Salt Lake City, Utah
WATE, Knoxville, Tenn.	WTOC-TV, Savannah, Ga.
KOLN-TV, Lincoln, Neb.	KXLY-TV, Spokane, Wash.
KLRJ-TV, Las Vegas, Nev.	WSTV-TV, Steubenville, O.-Wheeling, W Va.
KATV, Little Rock-Pine Bluff, Ark.	WIBW-TV, Topeka, Kan.
WMAZ-TV, Macon, Ga.	KWWL-TV, Waterloo, Ia.
WKRK-TV, Mobile, Ala.	WILK-TV, Wilkes-Barre, Pa.

* In South only.

JAMES S. AYERS CO.

Atlanta 3	Glenn Bldg. Jackson 5-0459	James S. Ayers
Charlotte	South Church St. Bldg. Franklin 5-6146	Guy Vaughan

TV Stations Represented (Southeast only):

WCOV-TV, Montgomery, Ala.	WLOS-TV, Asheville, N.C.
WINK-TV, Fort Myers, Fla.	WITN-TV, Washington, N.C.
WSUN-TV, St. Petersburg, Fla.	WMFD-TV, Wilmington, N.C.
WEAT-TV, W. Palm Beach, Fla.	WDXI-TV, Jackson, Tenn.
WALB-TV, Albany, Ga.	KCMC-TV, Texarkana, Tex.
WTVM-TV, Columbus, Ga.	

CHARLES BERNARD CO.

New York 19	730 Fifth Ave. Circle 6-7242	Charles Bernard
Baltimore 1	8 N. Howard St. Lexington 9-1630	Miss L. Wentworth
Dallas	1000 Main St. Riverside 2-3605	Stu Barondess
Kansas City 6	2201 Grand Ave. Baltimore 1-5175	Miss M. Marian
Los Angeles	1050 Montecito Dr. Capitol 5-3526	Joyce Evans

TV Station Represented: KVVG, Tulare-Fresno, Cal.

BLAIR-TV

New York 17	415 Madison Ave. Templeton 8-5800 TWX No.: NY 1-3172	John P. Blair, <i>Chairman</i> Wm. H. Weldon, <i>Pres.</i>
Boston 16	6 St. James Ave. Hubbard 2-3163	Bruce Pattysen
Chicago 11	520 N. Michigan Ave Superior 7-5580 TWX No.: CG 964	Jack Davis
Dallas 2	Rio Grande Bldg. Riverside 1-4228 TWX No.: DL 994	Steve Beard
Detroit 26	617 Book Bldg. Woodward 1-6030	Gabriel Dype
Jacksonville 2	1402 Barnett Bank Bldg. Elgin 6-5770	Harry E. Cummings
St. Louis 1	1037 Paul Brown Bldg. Chestnut 1-5688 TWX No.: SL 35	Richard Quigley Jr.
Los Angeles 5	3460 Wilshire Blvd. Dunkirk 1-3811 TWX No.: LA 451	Frank Moreland
San Francisco 4	2502 Russ Bldg. Yukon 2-7068 TWX No.: SF 695	Lindsey Spight
Seattle	White Henry Stuart Bldg. Elliott 6270-1 TWX No.: SE 174	John Burr

TV Stations Represented:

WFBG-TV, Altoona, Pa.	WABC-TV, N. Y., N.Y.
WAAM, Baltimore, Md.	WOW-TV, Omaha, Neb.
WBNF-TV, Binghamton, N.Y.	WFIL-TV, Philadelphia
WBKB, Chicago, Ill.	KGW-TV, Portland, Ore.
WCPO-TV, Cincinnati, O.	WPRO-TV, Providence, R.I.
WEWS, Cleveland, O.	WTVR, Richmond, Va.
WBNS-TV, Columbus, O.	KGO-TV, San Francisco
WXYZ, Detroit, Mich.	KING-TV, Seattle, Wash.
KFJZ-TV, Fort Worth, Tex.	KTVI, St. Louis, Mo.
KFRE-TV, Fresno, Cal.	WFLA-TV, Tampa, Fla.
KTTV, Los Angeles, Cal.	KVOO-TV, Tulsa, Okla.
WMCT, Memphis, Tenn.	WIIC, Pittsburgh, Pa. (CP)
WDSU-TV, New Orleans, La.	WHDH-TV, Boston, Mass. (CP)

Note: See also Blair Television Associates Inc.

BLAIR TELEVISION ASSOCIATES INC.

(Subsidiary of Blair-TV)

New York 17	422 Madison Ave. Plaza 1-1922 TWX No.: NY 1-4966	John Blair Richard L. Foote
Chicago 1	333 N. Michigan Ave. Franklin 2-3819 TWX No.: CG 636	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 TWX No.: SL 35	Richard Quigley
San Francisco 4	Russ Bldg. Yukon 2-7068 TWX No.: SF 695	Lindsey Spight
Los Angeles 5	3460 Wilshire Blvd. Dunkirk 1-3811 TWX No.: LA 451	Frank Moreland
Dallas 2	Rio Grande Bldg. Riverside 1-4228 TWX No.: DL 994	Steve Beard
Boston 16	6 St. James Place Hubbard 2-3163	Bruce Pattysen
Seattle	White-Henry-Stuart Bldg., Elliott 6270 TWX No.: SE 174	John Burr

TV Stations Represented:

KFDA-TV, Amarillo, Tex.	*KBES-TV, Medford, Ore.
WAFB-TV, Baton Rouge, La.	KGEO-TV, Oklahoma City, Okla.
KFYR-TV, Bismarck, N.D.	WDBO-TV, Orlando, Fla.
KIDO-TV, Boise, Ida.	WPTV, Palm Beach, Fla.
KTVR, Denver, Colo.	WPTZ, Plattsburgh, N.Y.
*KIEM-TV, Eureka, Cal.	KFEQ-TV, St. Joseph, Mo.
KFBB-TV, Great Falls, Mont.	WSAV-TV, Savannah, Ga.
KRCG, Jefferson City, Mo.	WCTV, Thomasville, Ga.-Tallahassee, Fla.
*KOTI, Klamath Falls, Ore.	KSVD-TV, Wichita Falls, Tex.
WLBR-TV, Lebanon, Pa.	

* Available as combination.

Station Reps

THE BOLLING CO. INC.

New York 17	247 Park Ave. Plaza 9-8150 TWX No.: NY 1-153	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 TWX No.: CG 134	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.	KTVO, Kirksville, Mo.- Ottumwa, Ia.
KKTV, Colorado Springs, Colo.	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.	
WLEX-TV, Lexington, Ky.	

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.

THE BRANHAM CO.

New York 16	99 Park Ave. Murray Hill 2-4606 TWX No.: NY 1-3746	J. F. Timlin
Chicago 1	360 N. Michigan Ave. Central 6-5726 TWX No.: CG 1125	Eugene F. Corcoran, Pres.
Dallas 1	Fidelity Life Bldg. Riverside 8-5831 TWX No.: DL 190	G. T. Harding
Atlanta 3	Rhodes-Haverty Bldg. Jackson 2-3025	H. L. Ralls
Detroit 2	General Motors Bldg. Trinity 1-0440 TWX No.: DE 476	F. A. Weber
St. Louis 1	Title Guaranty Bldg. Chestnut 1-6192	John J. Schwarz
Memphis 3	Sterick Bldg. Jackson 6-2344	S. L. Nichols
Charlotte 2	Liberty Life Bldg. Edison 2-8839	B. C. Finch
Los Angeles 48	6399 Wilshire Blvd. Webster 1-1551 TWX No.: LA 919	Norman E. Noyes
San Francisco 3	703 Market St. Yukon 2-1582 TWX No.: SF 548	James M. Lowman
Miami	496 N.E. 29th Terrace Franklin 9-4685	D. Gattoni

TV Stations Represented:

KGGM-TV, Albuquerque, N.M.	KDUB-TV, Lubbock, Tex.
WRDW-TV, Augusta, Ga.	KMGH-TV, Minneapolis, Minn.
*KEDY-TV, Big Spring, Tex.	WENS, Pittsburgh, Pa.
WCHS-TV, Charleston, W.Va.	WHYN-TV, Springfield -Holy- oke, Mass.
WDEF-TV, Chattanooga, Tenn.	KPAR-TV, Sweetwater, Tex.
KRLD-TV, Dallas, Tex.	KVOA-TV, Tucson, Ariz.
KROD-TV, El Paso, Tex. & KAVE-TV, Carlsbad, N.M.	WITI-TV, Whitefish Bay-Mil- waukee, Wis.
KJEO-TV, Fresno, Cal.	
KTHV, Little Rock, Ark.	

* Affiliated with KDUB-TV, Lubbock, Tex.

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 Eisele
Atlanta	101 Marietta St. Bldg. Jackson 3-7797	Bill McRae, V.P. John A. Hicks
New Orleans	910 Royal St. Canal 3917	Thomas J. Craig
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):

KSIX-TV, Corpus Christi, Tex.	KOAT-TV, Albuquerque, N.M.
KTSM-TV, El Paso, Tex.	KKTV, Colorado Springs, Colo.
KGBT-TV, Harlingen, Tex.	KTEN, Ada, Okla.
KMID-TV, Midland, Tex.	WTVY-TV, Dothan, Ala.
KONO-TV, San Antonio, Tex.	KLFY-TV, Lafayette, La.
KGUN-TV, Tucson, Ariz.	WTTV, Indianapolis, Ind.
KRBB-TV, El Dorado, Ark.	WXEX-TV, Richmond, Va.

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. KDLO-TV, Florence, S.D.
KNOX-TV, Grand Forks, N.D. KPLO-TV, Reliance, S.D.
WDSM-TV, Duluth, Minn. [Satellites of KELO-TV]

BURKE-STUART CO. INC.

New York 22	60 E. 56th St. Plaza 1-4646	Allan Kerr, 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. Franklin 2-1370	Donald Roberts
Detroit	Dime Bldg. Woodward 1-1675	Wendell Parmelee

TV Stations Represented:

WATR-TV, Waterbury, Conn.	WAKR-TV, Akron, O.
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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.

CBS TELEVISION SPOT SALES

(Columbia Broadcasting System)

New York 22	485 Madison Ave. Plaza 1-2345 TWX No.: NY 1-935	John A. Schneider, Gen. Mgr. Bruce R. Bryant Eastern Sales Mgr.
Chicago 11	630 N. McClurg Court 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.	WXIX, Milwaukee, Wis.
WHCT, Hartford, Conn.	WBBM-TV, Chicago, Ill.
WCAU-TV, Philadelphia, Pa.	KGUL-TV, Galveston-Houston
WTOP-TV, Washington, D.C.	KSL-TV, Salt Lake City, Utah
WBTW, Charlotte, N.C.	KOIN-TV, Portland, Ore.
WBTW, Florence, S.C.	KNXT, Los Angeles, Cal.
WMBR-TV, Jacksonville, Fla.	CBS Television Pacific Network

DONALD COOKE INC.

New York 17	331 Madison Ave. Murray Hill 2-7270	Donald Cooke
Chicago 1	205 W. Wacker Dr. State 2-5096	Fred Jones
Los Angeles 48	111 N. LaCienega Blvd. Crestview 5-2022	Lee O'Connell
San Francisco 4	110 Sutter St. Garfield 1-6936	John Palmer

TV Stations Represented:

WKTV, Utica, N.Y.	KGEZ-TV, Kalispell, Mont.
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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. KMSO-TV, Missoula, Mont.
KOMO-TV, Seattle, Wash.

CROSLY BROADCASTING CORP.

Chicago 1	360 N. Michigan Ave. State 2-6693	Harry F. Albrecht Bob Reisinger
New York 22	3 E. 54th St. Plaza 1-5353	H. P. Lasker Gene Sumner
Detroit 26	Penobscot Bldg. Woodward 1-1610	NBC Spot Sales John C. Treacy
San Francisco 2	NBC Bldg. Greystone 4-8700	NBC Spot Sales Bob Anderson
Hollywood 28	Sunset & Vine Sts. Hollywood 9-6161	NBC Spot Sales Walter B. Davison
Atlanta 9	900 Peachtree St., N.E. Trinity 6-3726	Bomar Lowrance & Assoc., B. Lowrance
Dallas	Fidelity Union Bldg. Randolph 8206	Bomar Lowrance & Assoc., Bob Keefe

TV Stations Represented:

WLW-T, Cincinnati, O.	WLW-A, Atlanta, Ga.
WLW-D, Dayton, O.	WLW-I, Indianapolis, Ind.
WLW-C, Columbus, O.	

DIXIELAND STATIONS INC.

Atlanta	Glenn Building Jackson 2-3872	Gene Tibbett
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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
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TV Stations Represented (Southern region only):

WMSL-TV, Decatur, Ala.	WAIM-TV, Anderson, S.C.
WLEX-TV, Lexington, Ky.	KCOR-TV, San Antonio, Tex.

EVERETT-McKINNEY INC.

New York 17	40 E. 49th St. Plaza 3-9332 TWX No.: NY 1-2597	Powell Ensign, Exec. V.P.
Chicago 11	410 N. Michigan Ave. Superior 7-9052 TWX No.: CG 1574	John B. Shelton
Los Angeles	111 N. LaCienega Blvd. Crestview 5-2022	Lee F. O'Connell
San Francisco	410 N. Michigan Ave. Garfield 1-6936	John Palmer

TV Stations Represented:

WPAG-TV, Ann Arbor, Mich.	WHEC-TV, Rochester, N. Y.
WCBI-TV, Columbus, Miss.	WKST-TV, New Castle, Pa. (CP)
WDAN-TV, Danville, Ill.	

Station Rep

HUGH FELTIS & ASSOCIATES

Seattle 1	Tower Bldg. Elliot 1868	Hugh Feltis John Mowbray
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TV Stations Represented (Seattle-Tacoma area only):

KHSL-TV, Chico, Cal.	KOOL-TV, Phoenix, Ariz.
KVIP, Redding, Cal.	KOLD-TV, Tucson, Ariz.
KEYT, Santa Barbara, Cal.	KMSO-TV, Missoula, Mont.
KOVR, Stockton, Cal.	KGEZ-TV, Kalispell, Mont.
KPTV, Portland, Ore.	KFBC-TV, Cheyenne, Wyo.
KREM-TV, Spokane, Wash.	KLRJ-TV, Las Vegas, Nev.
KOAT-TV, Albuquerque, N.M.	KHUM-TV, Eureka, Cal. (CP)
KUTV, Salt Lake City, Utah	

FORJOE-TV INC.

New York 36	580 Fifth Ave. Judson 6-3100	Joseph Bloom, Pres.
Chicago 11	435 N. Michigan Ave. Delaware 7-3504	Tom Cinquina, Gen. Mgr.
Los Angeles 48	451 N. La Cienega Blvd. Oleander 5-7755	Lawrence Krasner, V.P.
San Francisco 5	593 Market St. Sutter 1-7569	Charles E. Haddix
Atlanta 3	120 Marietta St. Jackson 3-0518	Charles Trainor
Philadelphia 19	310 W. Glenn Echo Rd. Chestnut Hill 7-4510	Morton Lowenstein
Seattle	Times Square Bldg. Mutual 1088	Don McBride

TV Stations Represented:

KVOS-TV, Bellingham, Wash.	**WXEX-TV, Petersburg- Richmond, Va.
WITV, Fort Lauderdale-Miami.	WNAO-TV, Raleigh, N.C.
KSHO-TV, Las Vegas, Nev.	CHEK-TV, Victoria, B.C.
WMUR-TV, Manchester, N.H.	
*WATV, New York	

*except in New York

**except New York, Philadelphia, Baltimore & Washington.

FOSTER & CREED

Boston 16	Statler Office Bldg. Hubbard 2-4845	R. C. Foster W. A. Creed
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TV Station Represented (New England): WGAN-TV, Portland, Me.



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

BRANHAM

11 OFFICES
FROM COAST
TO COAST. . . .

representing
RADIO
representing
TELEVISION

national
advertising
representatives

Station Reps

GILL-PERNA INC.

New York 21	654 Madison Ave. Templeton 8-4740	Helen Gill, Pres. John J. Perna Jr.
Boston	80 Boylston St. Liberty 2-6481	Harry Wheeler
Chicago 1	75 East Wacker Drive Franklin 2-8665	Walter Beadell Mid-West Mgr.
Los Angeles	730 S. Western Ave. Dunkirk 7-4388	Robert W. Walker
San Francisco	57 Post St. Sutter 1-5568	Rogers Parratt

TV Stations Represented:

WTVP, Decatur, Ill.	WKNX-TV, Saginaw, Mich.
KID-TV, Idaho Falls, Ida.	KLIX-TV, Twin Falls, Ida.
KMSO-TV, Missoula, Mont.	WJPB-TV, Fairmont W.Va. (CP)

HARRINGTON, RIGHTER & PARSONS INC.

New York 17	589 Fifth Ave. Murray Hill 8-7050 TWX No.: NY 1-3130	John E. Harrington Jr.
Chicago 11	Tribune Tower Whitehall 4-0510 TWX No.: CG 2140	Carroll Layman
San Francisco 4	235 Montgomery St. Sutter 1-4125	Frank Dougherty
Atlanta 9	1430 Peachtree St. NW Trinity 5-8458 TWX No.: AT 243	Frank B. Rice
Boston	80 Boylston St. Liberty 2-7537	Carter Knight

TV Stations Represented:

WCDA-WCDB, Albany, N.Y.	WHAS-TV, Louisville, Ky.
WABT, Birmingham, Ala.	WTMJ-TV, Milwaukee, Wis.
WBEN-TV, Buffalo, N. Y.	WRVA-TV, Richmond, Va.
WFMY-TV, Greensboro, N. C.	WSYR-TV, Syracuse, N. Y.
WTPA, Harrisburg, Pa.	WJRT, Flint, Mich. (CP)
WDAF-TV, Kansas City, Mo.	WTIC-TV, Hartford, Conn. (CP)
WMTW, Poland Spring-Portland, Me.	

HEADLEY-REED TV

New York 17	420 Lexington Ave. Murray Hill 5-8700 TWX No.: NY 1-2620	Frank W. Miller, Sr., Chairman Frank W. Miller Jr., Director Sterling B. Beeson, Pres. I. N. Hardingham V.P. & Sales Mgr.
Chicago 1	230 N. Michigan Ave. Franklin 2-4686 TWX No.: CG 1099	John H. Wrath, Exec. V.P.
Atlanta 3	Palmer Bldg. Cypress 4311 TWX No.: AT 599	George Crumbley
San Francisco	110 Sutter St. Yukon 2-4912	Fred Adair Richard Kelliher
Hollywood 28	Taft Bldg. Hollywood 4-7738	Clark Barnes Arthur Astor
Philadelphia	Philadelphia Bank Bldg. Locust 4-6027	Robert S. Dome

TV Stations Represented:

WAIM-TV, Anderson, S. C.	WTVO, Rockford, Ill.
KOOK-TV, Billings, Mont.	WBOC-TV, Salisbury, Md.
KFVS-TV, Cape Girardeau, Mo.	KDWI-TV, Tucson, Ariz.
WDAK-TV, Columbus, Ga.	WITN, Washington, N. C.
WGLV, Easton, Pa.	WBRE-TV, Wilkes-Barre, Pa.
WFRV-TV, Green Bay, Wis.	WSJS-TV, Winston-Salem, N. C.
WKOW-TV, Madison, Wis.	WFMJ-TV, Youngstown, O.
WTOK-TV, Meridian, Miss.	WEEQ-TV, La Salle, Ill. (CP)
WEEK-TV, Peoria, Ill.	Satellite of WEEK-TV
KOTA-TV, Rapid City, S. D.	Peoria]

GEORGE P. HOLLINGBERRY CO.

Chicago 1	307 N. Michigan Ave. Dearborn 2-6060 TWX No.: CG 839	G. P. Hollingbery Warren Nelson
New York 36	500 Fifth Ave. Oxford 5-5560 TWX No.: NY 1-4788	F. E. Spencer Jr. Harry W. Wise Jr.,
Atlanta 3	134 Peachtree St. Jackson 4-8081 TWX No.: AT 362	Richard N. Hunter
Los Angeles 13	3325 Wilshire Blvd. Dunkirk 5-2071	Roy S. Edwards Jr.
San Francisco 4	417 Montgomery St. Douglas 2-2541	George E. Lindman
Seattle 1	Tower Bldg. Elliot 1868	Hugh Feltis
Detroit 26	Guardian Bldg. Woodward 1-3555 TWX No.: DE 934	Joseph D. Payne

TV Stations Represented:

WABI-TV, Bangor, Me.	KVIP, Redding-Chico, Cal.
WBRZ, Baton Rouge, La.	KEYT, Santa Barbara, Cal.
WWTW, Cadillac, Mich.	KTIV, Sioux City, Ia.
WCIA, Champaign, Ill.	WSPA-TV, Spartanburg, S.C.
KFBC-TV, Cheyenne, Wyo.	WWLP, Springfield-Holyoke, Mass.
*KSTF, Scottsbluff, Neb.	**WRLP, Greenfield, Mass.
WRBL-TV, Columbus, Ga.	KYTV, Springfield, Mo.
WHIO-TV, Dayton, O.	KOVR, Stockton-Sacramento, Cal.
WEAU-TV, Eau Claire, Wis.	KTVW, Seattle-Tacoma, Wash.
KTSM-TV, El Paso, Tex.	KCEN-TV, Temple-Waco, Tex.
KVAL-TV, Eugene, Ore.	KOPO-TV, Tucson, Ariz.
†KPIC, Roseburg, Ore.	WTRF-TV, Wheeling, W.Va.
WTVW, Evansville, Ind.	†Satellite of KVAL-TV, Eugene, Ore.
WNCT, Greenville, N.C.	*Satellite of KFBC-TV, Chey- enne, Wyo.
KTRK-TV, Houston, Tex.	*Satellite of WWLP, Spring- field-Holyoke, Mass.
WLBT, Jackson, Miss.	
WLVA-TV, Lynchburg, Va.	
WSIX-TV, Nashville, Tenn.	
WJDM, Panama City, Fla.	
WEAR-TV, Pensacola, Fla.	
KOOL-TV, Phoenix, Ariz.	
KPTV, Portland, Ore.	

HAL HOLMAN CO.

Chicago 1	64 E. Lake St. Franklin 2-0016	Hal Holman
New York 17	366 Madison Ave. Murray Hill 7-5365	Ed Devney
Los Angeles 28	6381 Hollywood Blvd. Hollywood 2-2351	Tracy Moore
San Francisco 8	260 Kearney St. Exbrook 2-6444	John Funk

TV Stations Represented:

KREX-TV, Grand Junction, Colo. [Also satellite KFXJ-TV, Montrose, Colo.]	WPNB-TV, Traverse City, Mich.
	WLBC-TV, Muncie, Ind.
	KDIX-TV, Dickinson, N.D.

H-R TELEVISION INC.

New York 17	380 Madison Ave. Oxford 7-3120 TWX No.: NY 1-4044	Frank Headley, Pres. Frank Pellegrin, V.P. Paul Weeks, V.P.
Chicago 1	35 East Wacker Drive Randolph 6-6431 TWX No.: CG 1961	Dwight S. Reed, V.P. Arthur D. Kelley
San Francisco	155 Montgomery St. Yukon 2-5837 TWX No.: SF 1124	James M. Alspaugh John T. Bradley
Hollywood	Equitable Bldg. Hollywood 2-6453 TWX No.: LA 1770	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 Andrew E. Peranni
Houston	520 Lovett Blvd. Jackson 8-1601	Jack Eisele
Atlanta	Marietta St. Bldg. Jackson 3-7797	Bill McRae John A. Hicks
Miami 32	Pan American Bank Bldg., Franklin 3-7753	Alex Campbell Jr.

TV Stations Represented:

*WOR-TV, New York City	WSOC-TV, Charlotte, N.C.
WNAC-TV, Boston, Mass.	WRAL-TV, Raleigh, N.C.
WDAU-TV, Scranton, Pa.	KSIX-TV, Corpus Christi, Tex.
WIMA-TV, Lima, O.	KONO-TV, San Antonio, Tex.
KHJ-TV, Los Angeles, Cal.	KLTV, Tyler, Tex.
KTVH, Wichita-Hutchinson, Kan.	KGBT-TV, Harlingen, Tex.
WALA-TV, Mobile, Ala.	WKBT, La Crosse, Wis.
KNAC-TV, Fort Smith, Ark.	KBET-TV, Sacramento, Cal.
KNOE-TV, Monroe, La.	KSBW-TV, Salinas-Monterey, Cal.
KOMU-TV, Columbia, Mo.	**KSBY-TV, San Luis Obispo, Cal.
WREX-TV, Rockford, Ill.	KELO-TV, Sioux Falls, S.D.
WPST-TV, Miami, Fla. (CP)	***KDLO-TV, Florence, S.D.
WSJV, Elkhart-South Bend, Ind.	***KPLO-TV, Reliance, S.D.
WMAL-TV, Washington, D.C.	KETV, Omaha, Neb. (CP)
WRGP-TV, Chattanooga, Tenn.	WAVY-TV, Portsmouth-Nor- folk, Va. (CP)
WHBQ-TV, Memphis, Tenn.	

* For West Coast.

** Satellite of KSBW-TV, Salinas Cal.
*** Satellite 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.



“but why should I have to sell my representative, too?”

Good question! Yet this station manager — with a well-established TV outlet in a good market—faces a problem confronting more and more television operators today.

Competition for the TV advertising dollar is understandable. It demands hard selling. But competition to get a fair share of your representative's attention... competition with a host of *other* stations on his list... simply *doesn't* make sense.

You shouldn't have to sell your representative on performing his job fully. And with *specialized* representation, you don't. There's no routine, no “production line” formula when you're one of the quality stations on Harrington, Righter and Parsons' limited list. Your representation is tailored to your station's distinctive merits by people who specialize only in the television medium. Caliber TV stations like those below don't want to be one of the pack. With us, they never are!

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

1957 Fall-Winter Edition

television — the only medium we serve

WCDA-B-C Albany **WABT** Birmingham **WBEN-TV** Buffalo
WJRT Flint **WFMY-TV** Greensboro/Winston-Salem
WTPA Harrisburg **WTIC-TV** Hartford **WDAF-TV** Kansas City
WHAS-TV Louisville **WTMJ-TV** Milwaukee **WMTW** Mt. Washington
WRVA-TV Richmond **WSYR-TV** Syracuse

Station Reps

THE KATZ AGENCY INC.

New York 22	477 Madison Ave. Plaza 9-4460 TWX No.: NY 1-3994	Edward Codel, TV Director Scott Donahue Jr., TV Sales Mgr.
Chicago 1	Prudential Plaza Mohawk 4-7150 TWX No.: CG 2084	G. H. Gunst, Mgr. Wm. W. Joyce, Mid-West Sales
Atlanta 3	Fulton Bank Bldg. Jackson 5-1637	K. S. Byerly
Detroit 26	Penobscot Bldg. Woodward 3-8420 TWX No.: DE 992	Arthur J. Underwood Jr.
Dallas 1	2006 Bryan St. Riverside 1-4036	David Rutledge
St. Louis 1	915 Olive St. Central 1-1868 TWX No.: SL 417	Alan T. Axtell
San Francisco 4	Russ Bldg. Douglas 2-7628 TWX No.: SF 973	S. J. Reulman
Los Angeles 5	3325 Wilshire Blvd. Dunkirk 5-6284 TWX No.: LA 1848	Richard Hasbrook

TV Stations Represented:

KGNC-TV, Amarillo, Tex.	WTCN-TV, Minneapolis-St. Paul
WAGA-TV, Atlanta, Ga.	WSFA-TV, Montgomery, Ala.
WMAR-TV, Baltimore, Md.	WLAC-TV, Nashville, Tenn.
WBRC-TV, Birmingham, Ala.	WNHC-TV, New Haven-Hartford, Conn.
WHIS-TV, Bluefield, W. Va.	WKY-TV, Oklahoma City, Okla.
WMT-TV, Cedar Rapids, Ia.	KPHO-TV, Phoenix, Ariz.
WKRC-TV, Cincinnati, O.	KOAM-TV, Pittsburg, Kan.
WJW-TV, Cleveland, O.	KTVT, Salt Lake City, Utah
WTVN-TV, Columbus, O.	KFSD-TV, San Diego, Cal.
KLZ-TV, Denver, Colo.	KPIX, San Francisco, Cal.
KRNT-TV, Des Moines, Ia.	KFTV, Sioux City, Ia.
WJBK-TV, Detroit, Mich.	KHQ-TV, Spokane, Wash.
WOOD-TV, Grand Rapids, Mich.	KWK-TV, St. Louis, Mo.
WSAZ-TV, Huntington, W. Va.	WHEN-TV, Syracuse, N.Y.
WFBM-TV, Indianapolis, Ind.	WTVT, Tampa-St. Petersburg
WJTV, Jackson, Miss.	WSPD-TV, Toledo, O.
WJAC-TV, Johnstown, Pa.	KAKE-TV, Wichita, Kans.
KOMO-TV, Kansas City, Mo.	WVUE, Wilmington, Del.
WBIR-TV, Knoxville, Tenn.	WWL-TV, New Orleans, La.
KABC-TV, Los Angeles, Cal. (ABC)	(CP)
WREC-TV, Memphis, Tenn.	

ROBERT S. KELLER INC.

New York 14	72 Barrow St. Watkins 4-6599	Bob Keller
Chicago 6	205 W. Wacker Dr. 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. WMTW, Poland Spring, Me.
WWLP, Springfield, Mass.

JACK MASLA & CO. INC.

New York 17	551 Fifth Ave. Yukon 6-7370	Jack Masla, Pres.
Chicago 11	410 N. Michigan Ave. Superior 7-3052	Bert Martin
Beverly Hills	111 N. La Cienega Blvd. Olympia 2-1313	Lee F. O'Connell

TV Stations Represented:

WBLN, Bloomington, Ill. WTWV, Tupelo, Miss.
WMSL-TV, Decatur, Ala.

W. E. McCLENAHAN CO.

Milwaukee	611 E. Lakeview Ave. Woodruff 4-3028	W. E. McClenahan
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TV Stations Represented (Milwaukee-Madison only):

KDAL-TV, Duluth, Minn. WHBF-TV, Rock Island, Ill.
WBAY-TV, Green Bay, Wis. WKOW-TV, Madison, Wis.
WSAU-TV, Wausau, Wis. [Milwaukee only]

JOSEPH HERSHEY MCGILLVRA INC.

New York 17	366 Madison Ave. Murray Hill 2-8755	E. J. Devney
Chicago 1	185 N. Wabash Ave. State 2-5282	Rudolph S. Nelson
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	Louis Borgatti

TV Stations Represented:

WMSL-TV, Decatur, Ala. WTOV-TV, Norfolk, Va.
WINK-TV, Fort Myers, Fla. CFCL-TV, Timmins, Ont.
WROM-TV, Rome, Ga.

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 KCSJ-TV, Pueblo, Colo.
KREX-TV, Grand Junction, Colo. KOAT-TV, Albuquerque, N. M.
KFXJ-TV, Montrose, Colo. KTWO-TV, Casper, Wyo.
[Satellite of KREX-TV]

THE MEEKER CO. INC.

New York 17	521 Fifth Ave. Murray Hill 2-2170 TWX No.: NY 1-2060	Robert Meeker, Pres. E. B. Filion, TV V.P.
Chicago 1	333 N. Michigan Ave. Central 6-1742 TWX No.: CG 1262	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-Allen-town-Easton, Pa. WSAU-TV, Wausau, Wis.
WTTV, Bloomington-Indianapolis KHPL-TV, Hayes Center, Neb.
[Satellite of KHOL-TV, Kearney, Neb.]
KHOL-TV, Kearney, Neb. KTWO-TV, Casper, Wyo.
WGAL-TV, Lancaster, Pa. WPTA, Roanoke, Ind. (CP)
KROC-TV, Rochester, Minn. WRAK-TV, Williamsport, Pa. (CP)
KSWs-TV, Roswell, N. M.

CLYDE MELVILLE CO.

Dallas, Tex.	Melba Bldg. Riverside 8-5239 TWX No.: DL 787	Clyde B. Melville
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TV Stations Represented (Southwest region only):

KFSA-TV, Fort Smith, Ark. KTRE-TV, Lufkin, Tex.
KCEN-TV, Temple-Waco, Tex. KSWs-TV, Roswell, N. M.
KCMC-TV, Texarkana, Tex.-Ark. KTXL-TV, San Angelo, Tex.
KVDO-TV, Corpus Christi, Tex.

MICHIGAN SPOT SALES INC.

Detroit-Dearborn	15001 Michigan Ave. Tiffany 6-2362	Charles J. Sitta
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TV Stations Represented (Michigan only):

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

ART MOORE & ASSOCIATES INC.

Seattle 1	Jones Bldg. Mutual 3377	Art Moore Jack Clarke Bob Rogers
Portland 4, Ore.	Cascade Bldg. Capitol 8-7284	Ed Henry Jack Swenson

TV Stations Represented (Pacific Northwest region only):

KVOS-TV, Bellingham, Wash. KVAL-TV, Eugene, Ore.
KXLY-TV, Spokane, Wash. KPIC, Roseburg, Ore.
KTNT-TV, Tacoma, Wash. [Satellite of KVAL-TV]
KIMA-TV, Yakima, Wash. KOOK-TV, Billings, Mont.
*KBAS-TV, Ephrata, Wash. KXLF-TV, Butte, Mont.
*KEPR-TV, Pasco, Wash. KID-TV, Idaho, Falls, Ida.
*KLEW-TV, Lewiston, Ida. KBOI-TV, Boise, Ida.
KOIN-TV, Portland, Ore. KLIX-TV, Twin Falls, Ida.

* Satellites of KIMA-TV, Yakima.

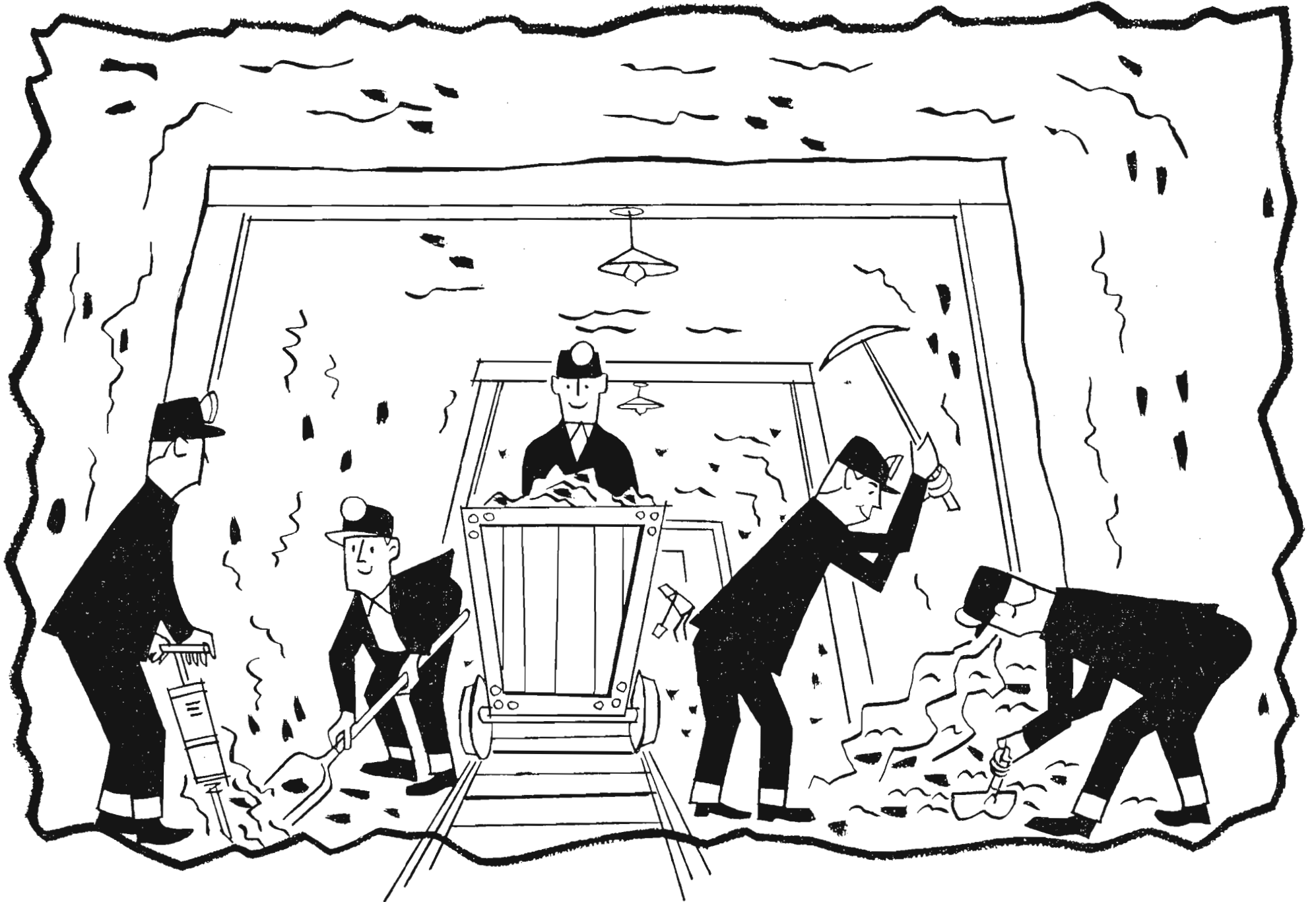
TRACY MOORE & ASSOCIATES

Los Angeles 28	6381 Hollywood Blvd. Hollywood 2-2351	Tracy Moore
San Francisco 8	260 Kearney St. Exbrook 2-6444	John Funk

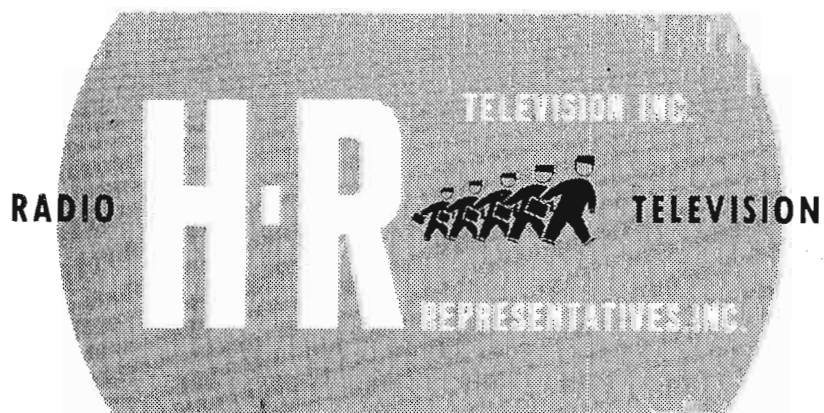
TV Stations Represented (West Coast only):

KSAN-TV, San Francisco, Cal. KCOR-TV, San Antonio, Tex.

WORKING PARTNERS



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



Digging for business is our business! We've made it our business since the day when H-R was started by a group of Working Partners. And because the H-R partners are still working partners today, and our staff made up of mature, experienced and sales seasoned men, the stations we represent and the buyers of time we serve, all know that when H-R goes digging for business, "we always send 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 2-5837

416 Rio Grande Bldg.
 Dallas, Texas
 RIVERSide 2-5148

101 Marietta Street
 Atlanta, Georgia
 JACkson 3-7797

520 Lovett Boulevard
 Room No. 1D
 Houston, Texas
 JACkson 8-1601

910 Royal Street
 Canal 3917
 New Orleans, La.

529 Pan American Bank
 Bldg
 Miami, Florida
 FRANKlin 3-7753

Station Reps

NBC SPOT SALES (National Broadcasting Co.)

New York 20	30 Rockefeller Plaza Circle 7-8300 TWX No.: NY 1-3773	Jack Reber Richard H. Close Edwin Jameson John Ryan
Chicago 54	Merchandise Mart Superior 7-8300 TWX No.: CG 3	John Mulholland
Detroit 26	Penobscot Bldg. Woodward 1-1610 TWX No.: DE 27	John C. Treacy
Hollywood 28	Sunset & Vine Thornwall 5-7000 TWX No.: LA 790	Walter B. Davison
San Francisco 2	Taylor & O'Farrell Graystone 4-8700	Kenneth Johnson Robert Anderson
Atlanta	900 Peachtree St., N.E. Trinity 6-3726	Bomar Lowrance & Assoc., Sales Rep.
Dallas	Fidelity Union Bldg. Riverside 2-8206	Bomar Lowrance & Assoc., Sales Rep.

TV Stations Represented:

WNBC, Hartford-New Britain, Conn.	WBUF, Buffalo, N.Y.
WRCA-TV, New York City	WAVE-TV, Louisville, Ky.
WRGB, Schenectady-Albany-Troy, N. Y.	WNBQ, Chicago, Ill.
WRCV-TV, Philadelphia, Pa.	KSD-TV, St. Louis, Mo.
WRC-TV, Washington, D.C.	KOA-TV, Denver, Colo.
WCKT, Miami, Fla.	KOMO-TV, Seattle-Tacoma
	KRCA, Los Angeles, Cal.
	KONA, Honolulu, Hawaii

JOHN E. PEARSON TELEVISION INC.

New York 22	444 Madison Ave. Plaza 1-3366 TWX No.: NY 1-2896	John E. Pearson
Chicago, Ill.	333 N. Michigan Ave. State 2-7494 TWX No.: CG 1412	James D. Bowden
Dallas, Tex.	Fidelity Union Life Bldg. Riverside 7-3723	Thomas R. Murphy
Minneapolis, Minn.	Northwestern Bank Bldg. Federal 8-5689	Calden P. (Bud) Stitt
Los Angeles 5	3242 W. 8th St. Dunkirk 5-5084	David Cassidy
San Francisco 4	58 Sutter St. Douglas 2-7159	Martin H. Percival
Atlanta	Glenn Bldg. Jackson 5-2912	Robert M. Baird

TV Stations Represented:

KVSO-TV, Ardmore, Okla.	WOAY-TV, Oak Hill, W.Va.
KICA-TV, Clovis, N.M.	WPSD-TV, Paducah, Ky.
KRDO-TV, Colorado Springs	WTAP, Parkersburg, W.Va.
KQTV, Fort Dodge, Ia.	KOSA-TV, Odessa, Tex.
WDAM-TV, Hattiesburg, Miss.	KCSJ-TV, Pueblo, Colo.
WJHL-TV, Johnson City, Tenn.	KOLO-TV, Reno, Nev.
KHAD-TV, Laredo, Tex.	KDRO-TV, Sedalia, Mo.
KSWO-TV, Lawton, Okla.	WHIZ-TV, Zanesville, O.

PETERS, GRIFFIN, WOODWARD INC.

New York 17	250 Park Ave. Yukon 6-7900 TWX No.: NY 1-1157	H. Preston Peters Pres. Lloyd Griffin, V.P. John W. Brooke, East. TV Sales Mgr.
Chicago 1	Prudential Plaza Franklin 2-6373 TWX No.: CG 2391	John A. Cory, V.P. William J. Tynan Midwest TV Sales Mgr.
Detroit 26	Penobscot Bldg. Woodward 1-4255 TWX No.: DE 542	Louis J. Hummel Jr.
Atlanta 3	Glenn Bldg. Murray 8-5667 TWX No.: AT 487	Wm. J. Stubbs
Fort Worth 2	406 W. Seventh St. Edison 6-3349	W. Hal Thompson
Hollywood 28	1750 North Vine Street Hollywood 9-1688 TWX No.: LA 806	Hal W. Hoag, V.P. John A. Serrao
San Francisco 4	Russ Bldg. Sutter 1-3798 TWX No.: SF 850	Wm. A. Exline

TV Stations Represented:

WBZ-TV, Boston, Mass.	WDAY-TV, Fargo, N. D.
WGR-TV, Buffalo, N. Y.	WISC-TV, Madison, Wis.
KYW-TV, Cleveland, O.	WCCO-TV, Minneapolis-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-TV, Denver, Colo.
WSVA-TV, Harrisonburg, Va.	KRON-TV, San Francisco, Cal.
WDBJ-TV, Roanoke, Va.	KGMB-TV, Honolulu, Hawaii
WFGA-TV, Jacksonville, Fla.	KHBC-TV, Hilo, Hawaii
WTVJ, Miami, Fla.	KMAU-TV, Walluku, Maui
WHO-TV, Des Moines, Ia.	[Satellites of KGMB-TV]
WOC-TV, Davenport, Ia.	
WDSM-TV, Duluth, Minn.	

EDWARD PETRY & CO. INC.

New York 22	3 E. 54th St. Murray Hill 8-0200 TWX No.: NY 1-456	Edward Petry, Pres. Martin L. Nierman, V.P. Sales.
Chicago 11	400 N. Michigan Ave. Whitehall 4-0011 TWX No.: CG 1892	Edward E. Voynow, Exec. V.P. Louis A. Smith, Sales Mgr.
Atlanta 3	101 Marietta St. Jackson 4-8861 TWX No.: AT 785	Richard W. Hughes
Detroit 26	Penobscot Bldg. Woodward 3-0125 TWX No.: DE 150	Franklin M. Walker
Los Angeles 14	530 W. 6th St. Tucker 3171 TWX No.: LA 966	Wm. Larimer
San Francisco 4	Russ Bldg. Yukon 2-3631 TWX No.: SF 576	George Ledell
St. Louis 3	915 Olive St. Chestnut 1-7191 TWX No.: SL 478	Hugh O. Kerwin
Boston	Statler Office Bldg. Hubbard 2-6440 TWX No.: BS 858	Bill Walsh

TV Stations Represented:

KOB-TV, Albuquerque, N.M.	WISN-TV, Milwaukee, Wis.
WSB-TV, Atlanta, Ga.	KSTP-TV, Minneapolis-St. Paul
KERO-TV, Bakersfield, Cal.	WSM-TV, Nashville, Tenn.
WBAL-TV, Baltimore, Md.	WTAR-TV, Norfolk, Va.
WNEM-TV, Bay City, Mich.	KMTV, Omaha, Neb.
WGN-TV, Chicago, Ill.	WTVH, Peoria, Ill.
WFAA-TV, Dallas, Tex.	WJAR-TV, Providence, R.I.
WESH-TV, Daytona Beach, Fla.	KCRA-TV, Sacramento, Cal.
WTVD, Durham-Raleigh, N. C.	WOAI-TV, San Antonio, Tex.
WICU, Erie, Pa.	KFMB-TV, San Diego, Cal.
WANE-TV, Fort Wayne, Ind.	KTBS-TV, Shreveport, La.
KPRC-TV, Houston, Tex.	WNDU-TV, South Bend, Ind.
WHTN-TV, Huntington, W. Va.	KREM-TV, Spokane, Wash.
WJHP-TV, Jacksonville, Fla.	KOTV, Tulsa, Okla.
KARK-TV, Little Rock, Ark.	KARD-TV, Wichita, Kan.
KCOP, Los Angeles, Cal.	

WILLIAM G. RAMBEAU CO. INC.

New York 17	347 Madison Ave. Murray Hill 6-5940	Wm. G. Rambeau, Pres.
Chicago 1	185 N. Wabash Ave. Andover 3-5566	Mary Rudd
Minneapolis 2	Roanoke Bldg. Federal 8-7017	Vivian Bulmer
Los Angeles 28	1350 N. Highland Ave. Hollywood 4-6017	Ed Lytle
San Francisco 4	Mills Bldg. Exbrook 2-4073	Evelyn Wiggins

TV Stations Represented:

WFAM-TV, Lafayette, Ind.	WOWL-TV, Florence, Ala. (CP)
KNOX-TV, Grand Forks, N.D.	

PAUL H. RAYMER CO. INC.

New York 22	444 Madison Ave. Plaza 9-5570 TWX No.: NY 1-629	Paul H. Raymer, Pres. Fred C. Brokaw, Exec. VP.-Sales Mgr.
Chicago 11	435 N. Michigan Ave. Superior 7-4473 TWX No.: CG 239	Clay E. Forker, V.P.
Dallas 1	Mercantile Securities Bldg. Riverside 1-5663 TWX No.: DL 297	John H. Hicks, Jr.
San Francisco 4	Russ Bldg. Douglas 2-8909 TWX No.: SF 335	Ray Rhodes, V.P.
Detroit 26	Penobscot Bldg. Woodward 3-0764 TWX No.: DE 554	Robert B. Rains
Hollywood 28	1680 Vine St. Hollywood 2-2376 TWX No.: LA 208	John D. Gale
Atlanta 3	Glenn Bldg. Jackson 5-6508 TWX No.: AT 462	Edward D. Brandt

TV Stations Represented:

KRBC-TV, Abilene, Tex.	WSBT-TV, South Bend, Ind.
KTBC-TV, Austin, Tex.	KWTX-TV, Waco, Tex.
WNOK-TV, Columbia, S.C.	KBTX-TV, Bryan, Tex.
WKJG-TV, Ft. Wayne, Ind.	[Affiliated with KWTX-TV]
KMJ-TV, Fresno, Cal.	KRGV-TV, Westaco, Tex.
KTAG-TV, Lake Charles, La.	KFDX-TV, Wichita Falls, Tex.
KTLA, Los Angeles, Cal.	WKBN-TV, Youngstown, O.
KCBD-TV, Lubbock, Tex.	KIVA-TV, Yuma, Ariz.
KVAR, Phoenix, Ariz.	KPAC-TV, Port Arthur-Beaumont, Tex. (CP)
KSLA-TV, Shreveport, La.	

SELECT STATION REPRESENTATIVES INC.

New York 17	400 Madison Ave. Plaza 8-1850 TWX No.: NY 1-3916	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.

ROY V. SMITH ASSOCIATES

New York 17* 280 Madison Ave. Roy V. Smith
Murray Hill 4-4244

TV Stations Represented:

WMFD-TV, Wilmington, N.C. KTVF, Fairbanks, Alaska
KHVH-TV, Honolulu, Hawaii KINY-TV, Juneau, Alaska
KTVA, Anchorage, Alaska

* For offices in Seattle, San Francisco & Los Angeles, see Alaska Radio-TV Sales under Territorial and Foreign-Language Station Representatives.

STARS NATIONAL INC.

New York 17 400 Madison Ave. Bernard Howard
Plaza 8-0555 Larry Wasserstein
Chicago 1 35 E. Wacker Dr. Alan Bress
Central 6-2135
Atlanta Box 1598 Paul Sanford
Dearborn 2143
Los Angeles 28 6381 Hollywood Blvd. Jerry Moore
Hollywood 2-2351
San Francisco 5 260 Kearny St. John Funk
Exbrook 2-6444
Dallas 1000 Main St. Stu Barondess
Riverside 2-3605

TV Station Represented: KSAN-TV, San Francisco, Cal.

VENARD, RINTOUL & McCONNELL INC.

New York 17 579 Fifth Ave. Lloyd George Venard
Murray Hill 8-1088 Stephen R. Rintoul
TWX No.: NY 1-2431 James V. McConnell
Chicago 1 35 E. Wacker Dr. Howard B. Meyers
State 2-5260
TWX No.: CG 194
San Francisco Mills Bldg. Duncan A. Scott
Garfield 1-7950
TWX No.: SF 1037
Los Angeles 5 2978 Wilshire Blvd. Wilt Gunzendorfer
Dunkirk 8-4151
TWX No.: LA 830

TV Stations Represented:

WLOS-TV, Asheville, N.C. KCMC-TV, Texarkana, Tex.
WTRI, Albany-Troy-Schenectady, N.Y. WEAT-TV, W. Palm Beach, Fla.
WTWO, Bangor, Me. KTEN, Ada, Okla.
WFIE, Evansville, Ind. WALB-TV, Albany, Ga.
KFSA-TV, Fort Smith, Ark. KTRE-TV, Lufkin, Tex.
WMBV-TV, Green Bay-Marquette, Wis. KMID-TV, Midland, Tex.
WSUN-TV, St. Petersburg-Tampa, Fla. KTXL-TV, San Angelo, Tex.
WDXI-TV, Jackson, Tenn.

THE WALKER REPRESENTATION CO. INC.

New York 17 347 Madison Ave. Wythe Walker
Murray Hill 3-5830 C. Otis Rawalt
TWX No.: NY 1-2299 Lionel Colton
Chicago 1 360 N. Michigan Ave. Norbert J. Cavanagh
Andover 3-5771
TWX No.: CG 1637
Los Angeles 5 672 S. Lafayette Park Harlan Oakes
Pl. Fairfax 3200
San Francisco 4 110 Sutter St. William G. Imore
Sutter 1-7971
Atlanta Mortgage Guarantee Tom Atkinson
Bldg. Alpine 1241
Boston 100 Boylston St. George Bingham
Hubbard 2-4370

TV Stations Represented:

KXLF-TV, Butte, Mont. WSIL-TV, Harrisburg, Ill.
KXLJ-TV, Helena, Mont. (CP) KSPR-TV, Casper, Wyo. (CP)
[Satellite of KXLF-TV]

More benefits than
meets the eye . . .



TELEPROMPTER[®]
SERVICE

SEE PAGE 32

Station Reps

WEED TELEVISION CORP.

New York 17 579 Fifth Ave. Joseph J. Weed, Pres.
Plaza 9-4700 E. J. Fitzsimmons,
TWX No.: NY 1-4830 V P., Sales
Bates Halsey,
East. Mgr.
Chicago 1 Prudential Bldg. Neal Weed, V P.
Whitehall 4-3434 George Lindsay
TWX No.: CG 789 Western Mgr.
Detroit 26 Book Bldg. Bernard P. Pearse
Woodward 1-2685
TWX No.: DE 687
Des Moines 9 505 Fifth Ave. Wm. J. Scharton
Cherry 3-3930
TWX No.: DM 165
Atlanta 3 Glenn Bldg. George L. Griesbauer
Cypress 4081
TWX No.: AT 527
Hollywood 28 6331 Hollywood Blvd. Edwin C. Metcalfe
Hollywood 2-6676
TWX No.: LA 1136
San Francisco 5 625 Market St. Donald Staley
Exbrook 7-0535
TWX No.: SF 475
Boston 16 Statler Bldg. Robert R. Reardon
Hubbard 2-5677
TWX No.: BS 64

TV Stations Represented:

KALB-TV, Alexandria, La. WJMR-TV, New Orleans, La.
KBAK-TV, Bakersfield, Cal. WABD, New York City
WCYB-TV, Bristol, Va. *KEPR-TV, Pasco, Wash.
WCAX-TV, Burlington, Vt. KTVK, Phoenix, Ariz.
WCNY-TV, Carthage-Watertown, N.Y. WCSH-TV, Portland, Me.
KCGR-TV, Cedar Rapids, Ia. KNTV, San Jose, Cal.
WOI-TV, Des Moines (Ames), Ia. KTTS-TV, Springfield, Mo.
WBAY-TV, Green Bay, Wis. KTNT-TV, Tacoma (Seattle)
WUSN-TV, Charleston, S.C. KXJB-TV, Valley City, N.D.
WFBC-TV, Greenville, S.C. **KBMB-TV, Bismarck, N.D.
KHQA-TV, Hannibal, Mo. WTTG, Washington, D.C.
(Quincy, Ill.) KIMA-TV, Yakima, Wash.
KHAS-TV, Hastings, Neb. XETV, Tijuana, Mex.
KPLC-TV, Lake Charles, La. (San Diego)
KLAS-TV, Las Vegas, Nev. *KBAS-TV, Ephrata, Wash.
*KLEW-TV, Lewiston, Ida. (CP)
WDMJ-TV, Marquette, Mich. * Satellites of KIMA-TV,
YGLO-TV, Mason City, Ia. Yakima, Wash.
KCJB-TV, Minot, N.D. **Semi-satellite of KXJB-TV,
Valley City, N.D.

Canadian TV Stations Represented:

CKX-TV, Brandon, Man. CFCM-TV, Quebec City, Que.
CHCT-TV, Calgary, Alta. CKCK-TV, Regina, Sask.
CFCY-TV, Charlottetown, P.E.I. CHSJ-TV, Saint John, N.B.
CFCR-TV, Kamloops, B.C. 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. CKRN-TV, Rouyn, Que. (CP)

HARRY WHEELER & CO.

Boston Little Bldg. Harry Wheeler, Pres.
Liberty 2-6481
TV Station Represented (New England only): WHYN-TV, Springfield-Holyoke, Mass.

YOUNG TELEVISION CORP.

New York 22 3 E. 54th St. Adam J. Young Jr.
Plaza 1-4848 S. J. Machcinski, Jr.
TWX No.: NY 1-2831
Chicago 2 Prudential Plaza James F. O'Grady Jr.
Michigan 2-6190
St. Louis 317 N. 11th St. John B. Hetherington
Main 1-5020
Los Angeles 28 6331 Hollywood Blvd. William L. Wallace
Hollywood 2-2289
San Francisco 4 Russ Bldg. Chas. R. Christianson
Yukon 6-6769
Boston Statler Office Bldg. Nona Kirby
Hubbard 2-6117

TV Stations Represented:

WICC-TV, Bridgeport, Conn. WMTV, Madison, Wis.
KVDO-TV, Corpus Christi, Tex. WCOV-TV, Montgomery, Ala.
CKLW-TV, Detroit, Mich.-Windsor, Ont. KLFY-TV, Lafayette, La.
WTVY, Dothan, Ala. WGEM-TV, Quincy, Ill.-Hannibal, Mo.
KELP-TV, El Paso, Tex. WICS, Springfield, Ill.
WEHT, Evansville, Ind. KULA-TV, Honolulu, Hawaii
WSEE, Erie, Pa.

Territorial and Foreign-Language Station Representatives

ALASKA RADIO-TV SALES

New York 17	280 Madison Ave. Murray Hill 4-4244	Roy V. Smith
Seattle 1	Securities Bldg. Seneca 6333	William J. Wagner, <i>Pres.</i>
San Francisco 4	Mills Bldg. Garfield 1-7950	Duncan A. Scott Cy Jobson

TV Stations Represented:
KTVA, Anchorage, Alaska
KTVE, Fairbanks, Alaska

KINY-TV, Juneau, Alaska

CARIBBEAN NETWORKS INC.

New York 19	200 W. 57th St. Circle 7-8224	Jose Ramon Quinones, <i>Pres.</i> A. M. Martinez, <i>Exec. V.P.</i> Juan J. Cerna, <i>V.P.</i>
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TV Stations Represented:
WAPA-TV, San Juan, P.R.
CMBF-TV Network, Cuba
CMQ-TV Network, Cuba
RPC-TV, Colon, Panama (CP)

YSEB-TV, San Salvador, El Salvador
RPC-TV, Panama, Panama, (CP)

DEL DAY

Seattle	Vance Bldg. Mutual 6535	Del Day
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TV Stations Represented (Western U.S.):
KENI-TV, Anchorage, Alaska
KFAR-TV, Fairbanks, Alaska

INTERCONTINENTAL SERVICES LTD.

New York 22	3 E. 54th St. Plaza 3-7930	S. A. Mann
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TV Stations Represented:
KUAM-TV, Agana, Guam
WORA-TV, Mayaguez, P.R.

ZBM-TV, Hamilton, Bermuda (CP)

INTER-AMERICAN PUBLICATIONS INC.

New York 17	41 E. 42d St. Murray Hill 2-0884	Angel Ramos
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TV Station Represented: WKAQ-TV, San Juan, P. R.

NATIONAL TIME SALES

New York 17	370 Lexington Ave. Murray Hill 5-1300	Arthur Gordon
Los Angeles	672 S. Lafayette Park Place, Dunkirk 2-3200	Harlan G. Oakes
San Francisco	110 Sutter St. Sutter 1-7971	Norman Cunningham

TV Stations Represented:
XEJ-TV, Juarez, Mex (El Paso, Tex.)
XEM-TV, Mexicali, Mex. (CP) (El Centro, Cal.)

RICHARD O'CONNELL INC.

New York 22	527 Madison Ave. Plaza 5-9751	Richard O'Connell
Los Angeles	6381 Hollywood Blvd. Hollywood 2-2351	Tracy Moore & Assoc. Inc.
San Francisco	Monadnock Bldg. Exbrook 2-6444	Tracy Moore & Assoc. Inc.

TV Stations Represented:
KCOR-TV, San Antonio, Tex. [Spanish Language Station.]
KRBB, El Dorado, Ark.

PAN AMERICAN BROADCASTING CO.

New York 17	370 Lexington Ave. Murray Hill 5-1300	E. Bernald
Los Angeles	672 S. Lafayette Park Place Dunkirk 2-3200	Harlan G. Oakes
San Francisco	110 Sutter St. Sutter 1-7971	Norman Cunningham

TV Station Represented: WSUR-TV, Ponce, P.R. (CP)

Canadian TV Station Sales Representatives

ALL-CANADA TELEVISION

Toronto, Ont.	80 Richmond St. W. Empire 6-9236	Reo Thompson, <i>Mgr.</i>
Montreal, Que.	Dominion Square Bldg. University 6-9868	Burt Hall, <i>Mgr.</i>
Vancouver, B. C.	1161 Melville St. Tatlow 7461	J. E. Baldwin
Calgary, Alta.	Taylor-Pearson & Carson Bldg. 2-7691	J. E. Cavanaugh
Winnipeg, Man.	Electric Railway Chambers 926 & 861	M. V. Chesnut

TV Stations Represented:
CJOB-TV, Sydney, N. S.
CHSJ-TV, Saint John, N. B.
CKWS-TV, Kingston, Ont.
CHEX-TV, Peterborough, Ont.
CHCH-TV, Hamilton, Ont.
CFPL-TV, London, Ont.
CKNX-TV, Wingham, Ont.
CKLW-TV, Windsor, Ont.
CKSO-TV, Sudbury, Ont.
CJIC-TV, Sault Ste. Marie, Ont.

CFJC-TV, Port Arthur-Fort William, Ont.
CKX-TV, Brandon, Man.
CKCK-TV, Regina, Sask.
CHCT-TV, Calgary, Alta.
CJLH-TV, Lethbridge, Alta.
CFCY-TV, Charlottetown, P.E.I.
CFER-TV, Kamloops, B.C.
CHBC-TV, Kelowna, B.C. (CP)

BROADCAST REPRESENTATIVES LTD.

Winnipeg, Man.	Lindsay Bldg. 926-374	R. M. MacLennan
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TV Stations Represented:
CFRN-TV, Edmonton, Alta.
CFQC-TV, Saskatoon, Sask.

CHEK-TV, Victoria, B. C.

CANADIAN BROADCASTING CORP.

Toronto	354 Jarvis St. Walnut 3-5461	W. E. Powell, <i>commercial mgr.</i>
Montreal	Radio Canada Bldg. University 6-2571	M. Valliquette, <i>com- mercial mgr. (Que.)</i>

TV Stations Represented:
*CBFT, Montreal, Que.
CBMT, Montreal, Que.
CBOT, Ottawa, Ont.
*CBOFT, Ottawa, Ont.

CBLT, Toronto, Ont.
CBUT, Vancouver, B.C.
CBWT, Winnipeg, Man.
CBHT, Halifax, N.S.

* French language stations.

CANADIAN STATION REPRESENTATIVES LTD.*

New York 22	3 E. 54th St. Plaza 1-4848 TWX No.: NY 1-2831	Adam J. Young Jr. Thomas F. Malone Stearns R. Ellis
Chicago 1	Prudential Plaza Michigan 2-6190	James F. O'Grady Jr.
St. Louis	317 North Eleventh St. Main 1-5020	John B. Hetherington
Los Angeles 28	6331 Hollywood Blvd. Hollywood 2-2289	William L. Wallace
San Francisco 4	Russ Bldg. Yukon 6-6769	Chas. R. Christianson

TV Stations Represented:
CKVR-TV, Barrie, Ont.
CFRN-TV, Edmonton, Alta.
CHCH-TV, Hamilton, Ont.
CKCW-TV, Moncton, N. B.
CKGN-TV, North Bay, Ont.

CJBR-TV, Rimouski, Que.
CFQC-TV, Saskatoon, Sask.
CKNX-TV, Wingham, Ont.
CHLT-TV, Sherbrooke, Que.

* Affiliated with Young Television Corp.

JOS. A. HARDY & CO. LTD

(TV Division)

Toronto	19 Richmond St. W. Empire 3-9433	A. E. Stewart John McIlwaine
Montreal	1489 Mountain St. Plateau 1101	Gilles Loslier Gilles Morin

TV Stations Represented:
CKRS-TV, Jonquiere, Que.
CFCM-TV, Quebec City
[French language outlet]
CKCO-TV, Kitchener, Ont.

CHLT-TV, Sherbrooke, Que.
CKRN-TV, Rouyn, Que. (CP)
CKBL-TV, Matane, Que. (CP)

JOHN N. HUNT & ASSOC.

Vancouver, B.C.	198 W. Hastings St. Tatlow 6277	John Hunt
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TV Stations Represented (Western Canada):
CKVR-TV, Barrie, Ont.
CKRS-TV, Jonquiere, Que.
CKCO-TV, Kitchener, Ont.
CFCM-TV, Quebec City, P.Q.
[French language outlet]

CHLT-TV, Sherbrooke, Que.
CKGN-TV, North Bay, Ont.
CFCL-TV, Timmins, Ont.
CHEK-TV, Victoria, B. C.
KOMO-TV, Seattle, Wash.

INTER-PROVINCIAL BROADCAST SALES

Toronto 199 Bay St. K. Davis
 Empire 4-1197
 Montreal 1411 Stanley St. L. Morin
 Avenue 8-7533
 TV Station Represented: CJBR-TV, Rimouski, Que. (Effective Jan. 1, 1958)

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.
 WKTV, 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.
 WGAL-TV, Lancaster, Pa. WPTZ, Plattsburgh, N. Y.
 WMTW, Poland Spring, Me. WCNY-TV, Carthage-
 Watertown, N. Y.
 WJW-TV, Cleveland, O. KLOB, Portland, Ore.
 WSTV-TV, Steubenville, O. KING-TV, Seattle, Wash.
 WWJ-TV, Detroit, Mich. WTCN-TV, Minneapolis, Minn.
 WOOD-TV, Grand Rapids, Mich. WDSM-TV, Duluth, Minn.
 WNAC-TV, Boston, Mass.

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.
 CFCL-TV, Timmins, Ont.

RADIO TIME SALES (QUEBEC) LTD.

Montreal 1440 St. Catherine St. Ralph J. Judge, Pres.
 W. University 2-5761

TV Station Represented: WCAX-TV, Burlington, Vt.

HORACE N. STOVIN & CO.

Toronto 5, Ont. 406 Jarvis St. Lee Raeburn
 Walnut 4-5768 W. D. Byles, Exec. v.p.
 Montreal, Que. Keefer Bldg. T. C. Maguire
 University 6-3392 D. Genin
 Winnipeg, Man. 1111-211 Portage Ave. C. E. Montgomery
 925-097
 Vancouver, B. C. 615 Pender St. W. J. W. Stovin
 Tatlow 4831

TV Stations represented (in Canada):

KVOS-TV, Bellingham, Wash. WHEC-TV & WVET-TV, Roch-
 WLEV-TV, Bethlehem-Allen- ester, N. Y.
 town, Pa. KWSW-TV, Roswell, N. M.
 WTTV, Bloomington, Ind. KTVT, Salt Lake City, Utah
 WBZ-TV, Boston, Mass. KGO-TV, San Francisco, Cal.
 WEWS, Cleveland, O. WNDU-TV, South Bend, Ind.
 WBNS-TV, Columbus, O. WSYR-TV, Syracuse, N. Y.
 WOC-TV, Davenport, Ia. WSPD-TV, Toledo, O.
 WHIO-TV, Dayton, O. WSAU-TV, Wausau, Wis.
 WXYZ-TV, Detroit, Mich. WPFH, Wilmington, Del.
 WEHT, Henderson, Ky.-Evans- CKCW-TV, Moncton, N.B.
 ville, Ind. CJBR-TV, Rimouski, Que.
 WJAC-TV, Johnstown, Pa. CJON-TV, St. John's, Nfld.
 KHOL-TV, Kearney, Neb. CJOX-TV, Argentina, Nfld.
 WKNY-TV, Kingston, N. Y. [Satellite of CJON-TV]
 WGAL-TV, Lancaster, Pa. CKMI-TV, Quebec City, Que.
 WJIM-TV, Lansing, Mich. CHAT-TV, Medicine Hat, Alta.
 KABC-TV, Los Angeles, Cal. (CP)
 WABC-TV, New York, N. Y. CMBF-TV, Havana, Cuba
 KMTV, Omaha, Neb. CMQ-TV network, Havana,
 WFIL-TV, Philadelphia, Pa. Cuba
 KROC-TV, Rochester, Minn.

TELEVISION REPRESENTATIVES LTD.

Toronto 76 St. Clair Ave. W. Gordon Ferris, Pres.
 Walnut 4-0720 & TV Sales Mgr.
 Montreal 1411 Crescent St. Wilf Dippie
 Avenue 8-4257
 Vancouver 804 Hornby Ave. Ed Hall
 Mutual 3-6131
 Winnipeg Lindsay Bldg. R. J. MacLennan
 9-6374

TV Stations Represented:

CFRN-TV, Edmonton, Alta. CHEK-TV, Victoria, B. C.
 CFQC-TV, Saskatoon, Sask. [Except Vancouver]

Congressional Committees

Handling TV-Radio Matters

85th Congress, First Session

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 Ralph Yarborough, Tex.

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 John W. Heselton, Mass.
 John E. Bennett, Mich.
 John V. Beamer, Ind.
 * William L. Springer, Ill.
 Alvin R. Bush, Pa.
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 Joseph L. Carrigg, Pa.
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 Kenneth J. Painter, asst clerk
 Herman C. Beasley, asst clerk
 Kurt Borchardt, counsel

Andrew Stevenson
 Sam G. Spal
 Martin W. Cunningham
 Roy P. Wilkinson

† Retires Oct. 1, 1957

SUBSCRIPTION TELEVISION

Organizations and Manufacturers

ENTRON INC.—4902 Lawrence St., Bladensburg, Md. Appleton 7-9585. H. M. Diambra, 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.; Wm. H. Miller, sales mgr.; Henry J. Arbeiter, v.p.-chief engineer; Donald Kirk, v.p.-director of development & research; Caywood Cooley, v.p. test instrument div.; Leon Papernow, mgr., community operations div.

JOINT COMMITTEE ON TOLL TV—1585 Broadway, New York. Circle 5-4800. Phil Harling, Trueman Rembusch, co-chairmen.

SKIATRON ELECTRONICS & TELEVISION CORP.—180 Varick St., New York 14, N. Y. Watkins 4-7060. Arthur Levey, president; Frank V. Quigley, secy.-treas. Printed circuit & punch-card operated system.

SKIATRON TV INC.—541 Lexington Ave., New York 17, N.Y. Matthew Fox, pres. Owns U.S. rights to promote & market Skiatron subscription TV.

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.

VIDEO INDEPENDENT THEATERS INC.—11 N. Lee Ave., Oklahoma City, Okla. Regent 9-0681. Henry S. Griffing, pres. Subsidiary Vumore Co. (Larry Boggs, pres.) operates "Telemovies" wired pay-TV system in Bartlesville, Okla.

ZENITH RADIO CORP.—6001 Dickens Ave., Chicago 39, Ill. For personnel, see listing in *Manufacturers of TV Receivers* section.

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 July 15, 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 call letters WAFM-TV. (1953 Vol. 9:15, 17, 24).

WBRC-TV, Birmingham (Ch. 6)—Sold with AM & FM adjuncts for \$6,350,000 by Storer to Hulbert Taft family, following FCC approval of Storer's purchase of WVUE (formerly WPFH), Wilmington; for details, see WVUE (1957 Vol. 13:13-14, 19). Storer previously acquired WBRC-TV & WBRC from Mrs. Eloise Hanna for \$2,400,000 (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, publisher 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 Oxarat, sales mgr. of Los Angeles KFVB, 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).

KIVA, Yuma (Ch. 11)—Sold to Harry Butcher in transaction involving \$241,000 by Donald Ellsworth, Howard L. Roberts, Wm. S. Porter, and associates (1957 Vol. 13:29, 30).

ARKANSAS

KNAC-TV, Fort Smith (Ch. 5)—50% optioned to George T. Hearnreich by Mrs. Salome Nakdimen, executrix of H. S. Nakdimen estate, with Hearnreich becoming 50% partner in \$150,000 stock subscription agreement, also assuming up to 50% of \$150,000 in obligations (1957 Vol. 13:7, 9). Other 50% sold by Salome Nakdimen to Harry Pollock (33.33%) and Harry Newton Co. (16.66%) for \$61,500, with Pollock agreeing to lend KNAC-TV \$125,000 (1957 Vol. 13:19, 26).

CALIFORNIA

KBAK-TV, Bakersfield (Ch. 29)—Sheldon Anderson and family sold 51 $\frac{2}{3}$ % 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 97 $\frac{1}{2}$ % 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, 11, 29).

KHUM-TV, Eureka (Ch. 11)—50% of CP sold to KVIP, Redding, Cal. (Ch. 7) for out-of-pocket expenses (1957 Vol. 13:20, 31).

KABC-TV, Los Angeles (Ch. 7)—Formerly KECA-TV. See WABC-TV, New York City.

* **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*.

† **KCOP, Los Angeles (Ch. 13)**—Sold to owners of KFEQ-TV, St. Joseph, Mo. for \$4,000,000 by Copley Press, publisher of *San Diego Union and Tribune* and 8 Los Angeles county dailies as well as other newspapers (1957 Vol. 13:16, 22). Copley Press acquired station, as KLAC-TV, for \$1,375,000 from Mrs. Dorothy Schiff Sonneborn, publisher of *New York Post* (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 KTSL. 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.

† **KTLA, Los Angeles (Ch. 5)**—Acquired, along with Famous Music Corp. and 50% of Paramount-Roy Rogers Music Co. and Gomalco Music Corp., by DuMont Bestg. Co. from Paramount Pictures Corp. in stock deal involving approximately \$7,000,000 (1957 Vol. 13:18, 20).

KTTV, Los Angeles (Ch. 11)—25% purchased for approximately \$1,625,000 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). Note: Dellar took station off air May 31, 1957 and turned over plant and stock for \$202,399 of KOVR, Stockton, stock and debentures, with option to acquire additional stock, which would bring holdings to 17% (1957 Vol. 13:20-12).

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 Bestg. 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)**—46.22% interest in TV and KFSD acquired by *Newsweek* in deal with Fox, Wells & Co. involving \$1,502,900 (1957 Vol. 13:30). Fox, Wells & Co. retains control by means of stock pooling agreement with minority owners who control 19.63% (Fox, Wells stock now consisting of but 34.15%). Previously Fox, Wells & Co. acquired control of TV & radio from Tom Sharp, Charles E. Salik and TBC Television (about 40 stockholders) in \$3,200,000 transaction (1954 Vol. 10:31, 32, 34, 38, 42). TBC, headed by Harrison G. Sloan, acquired its $\frac{1}{3}$ interest from Sharp and associates for about \$350,000 as part of deal paving way for TV grant (1953 Vol. 9:46).

KGO-TV, San Francisco (Ch. 7)—See WABC-TV, New York City.

KBAY-TV, San Francisco (Ch. 20)—CP acquired by Sherrill C. Corwin (also 15% owner of KAKE-TV & KAKE, Wichita) for \$1750 out-of-pocket expenses from Dr. and Mrs. Leonard Averett (1957 Vol. 13:8, 16). Averetts acquired CP from Lawrence Harvey in 1954, in transaction involving no money (1954-55 Vol. 10:45; 11:1).

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 by Salinas Valley Bestg. Corp., operator of KSBW-TV & KSBW, Salinas-Monterey, for \$50,000 plus payment of \$77,450 advanced to TV by co-owners John C. Cohan and Jerome Kantro, also stockholders in KSBW-TV & KSBW (1957 Vol. 13:22, 29). At same time, Cohan acquired 100% control of radio KVEC by buying 50% held by Kantro for \$50,000. Cohan & Kantro owned properties one year, having purchased KVEC-TV & KVEC for \$450,000 from Christina M. Jacobson, $\frac{2}{3}$ owner, and Leslie H. Hacker, $\frac{1}{3}$ (1956 Vol. 12:20, 24).

KEYT, Santa Barbara (Ch. 3)—Optioned for \$1,640,000 to Key TV Inc., headed by Richard C. D. Bell, ex-KPIX, San Francisco, with 16 $\frac{2}{3}$ %; Wm. F. Luton, 41 $\frac{2}{3}$ %; Robert H. Dunlap, 41 $\frac{2}{3}$ %. Selling group included Harry C. Butcher, KIST; Colin M. Selph, gen. mgr.; Arthur F. Marquette, C. H. Jackson, Ronald Coleman, et al. (1956 Vols. 12:52; 13:9, 13).

† **KOVR, Stockton (Ch. 13)**—Sold by Television Diablo Inc. (H. Leslie Hoffman, principal owner) for approximately \$3,500,000 to Lowell Thomas, Frank M. Smith and associates (1957 Vol. 13:28).

Sales & Transfers

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).

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).

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 \$525,000 involving MGM film purchases. (1956 Vol. 12:36).

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

WVUE, Wilmington (Ch. 12)—Sold as WPFH with radio WIBG by Paul F. Harron group to Storer Broadcasting Co. for approximately \$5,626,312 plus assumption of \$1,000,000 in obligations (1956-57 Vols. 12:51; 13:9, 13). 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). WGBS-TV sold studio facilities, land & tower to WPST-TV for \$500,000 and left air April 13, 1957 (1957 Vol. 13:14-15).

WDBO-TV, Orlando (Ch. 6)—Sold with radio adjuncts for \$3,000,000 to firm controlled by Wm. Cherry, also pres. of WPRO-TV, Providence, R. I.; selling group was headed by Harold P. Danforth (1957 Vol. 13:14, 19).

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).

WEAT-TV, West Palm Beach (Ch. 12)—Optioned with radio WEAT to Palm Beach TV Co. Inc. (Rex Rand's WINZ, Miami, 80%; Bertram Leihar, 20%, with option for 5% more from WINZ) for \$600,000 by RKO Teleradio Pictures (1957 Vol. 13:12, 20). RKO Teleradio previously had acquired properties from J. Robert Meachem for \$194,000 (1955 Vol. 11:27, 31).

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Sales & Transfers

GEORGIA

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

WBLN, 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.

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 Atlass 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).

† **WREX-TV, Rockford (Ch. 13)**—Sold for approximately \$3,000,000 to Bob Hope and associates (including Albert Zugsmith interests) by radio WROK and local businessmen headed by Louis E. Caster (1957 Vol. 13:24).

INDIANA

WEHT, Evansville (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).

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 Bcstg. 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, 11).

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. (1956-57 Vols. 12:47, 50-52; 13:11, 16).

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 Bcstg. 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, 8).

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

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 Bcstg. 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).

MARYLAND

WJZ-TV, Baltimore (Ch. 13)—Sold as WAAM to Westinghouse for approximately \$4,400,000 by WAAM Inc., controlled by Ben & Herman Cohen families (1957 Vol. 13:18-19, 22, 26).

MASSACHUSETTS

WCDC, Adams-Pittsfield (Ch. 19)—Sold as WMCT for \$379,260 by Leon Podolsky group to WCDA, Albany, N.Y. which operates 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 $\frac{2}{3}$ control, *Holyoke Transcript* gen. mgr. Chas. DeRose, $\frac{1}{3}$. (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 (1956-57 Vol. 12:51-52; 13:11, 16). TV station (as WLAV-TV) previously acquired by Harry Bitner interests for \$1,382,086 from Leonard A. Vershuls (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

† **KMMT, Austin (Ch. 6)**—Optioned with radio KAUS to owners of KWWL-TV, Waterloo, Ia. (Ralph J. McElroy, pres.), who paid \$41,000 for stock, assumed \$146,948 in notes due 5 former co-equal owners headed by Charles A. Weseman (1957 Vol. 13:6).

KMGM-TV, Minneapolis (Ch. 9)—25% acquired by Loew's Inc. (MGM) for about \$750,000 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 (1956-57 Vol. 12:51-52; 13:11, 16). 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 vhf; 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).

KCTY, 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).

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).

Sales & Transfers

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 (1956-57 Vols. 12:25; 13:9).

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 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, 11). 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).

KICA-TV, Clovis (Ch. 12)—½ of TV and KICA sold for \$36,666 to parent KICA Inc. by Garfield C. Packard (1957 Vol. 13:18, 22).

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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).

WBNF-TV, Binghamton (Ch. 12)—Sold with WBNF 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).

WBUF, 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 Bestg. 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).

NORTH CAROLINA

WTVD, Durham (Ch. 11)—Purchased by Durham TV Co. Inc. (controlled by Lowell Thomas interests) for \$1,621,800 from founding group headed by Harmon L. Duncan and J. Floyd Fletcher, with Duncan and Fletcher also holding stock in Durham TV Co. Inc. (1957 Vol. 13:14, 21).

† **WQMC, Charlotte (Ch. 36)**—Transferred to new Century Advertising Co. Inc. by Hugh A. Deadwyler, who will hold 49.5%, with Frank P. Larson Jr. holding other 49.5%. Principals are to lend new firm \$125,000 (1957 Vol. 13:7). Deadwyler previously acquired station for token \$4 from G. W. Dowdy, B. T. Whitmire, J. Horton Doughton & Harold H. Thoms and changed call from WAYS-TV. Station 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)—33⅓% 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 Coil 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 Bestg. 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).

KLOR, Portland (Ch. 12)—Sold to George Haggarty for \$2,500,000 by Julius L. Meier Jr., Henry A. White, Stephen E. Thompson and associates. Haggarty also optioned NBC-TV affiliate KPTV (Ch. 27) from Storer for \$1,183,921 plus assumption of service contracts—on May 1 Ch. 12 began using KPTV studios and switched call to KPTV, Ch. 27 having left air previous day. (1957 Vol. 13:10-11, 16-18).

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. Note: Optioned by Storer to George Haggarty, see KLOR, Portland, above.

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).

WTPA, Harrisburg (Ch. 71)—Swapped transmitters, towers & channels with off-air WCMB-TV (Ch. 27) in deal whereby it also gave WCMB-TV \$150,000, also got FCC permission to switch to Ch. 27 (1957 Vol. 13:15, 20).

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%; returned to air by Triangle on May 2, 1957. (1955-57 Vol. 11:27, 31, 45; 13:18).

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). [Note: NBC-WBC swap of Cleveland-Philadelphia station is subject of anti-trust suit by Dept. of Justice (Vol. 12:49, 51; 13:18, 20).

WVUE, Philadelphia-Wilmington—See WVUE, 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).

† **WNOW-TV, York (Ch. 49)**—Sold with radio WNOW for \$255,000 to Wm. F. Rust Jr. and wife (70%) and Ralph Gottlieb (30%) by partners Morgan E. Cousler and Lowell W. Williams. Previously licensee Helm Coal Co. acquired 30.4% from H. J. Williams estate for \$125,731, which increased Cousler's holdings to 62.5%, Williams' to 37.5% (1957 Vol. 13:11, 27).

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 ⅓ owner by acquiring ⅓ 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 ⅓ 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).

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, 14).

WFAA-TV, Dallas (Ch. 8)—Purchased by *Dallas News* for \$575,000 from Tom Potter. Former call letters KBTW 1950 Vol. 6:4, 11).

KELP-TV, El Paso (Ch. 13)—Sold as KILT with radio KELP by McLendon Investment Corp. (Barton R. McLendon, pres. 50%; Gordon B. McLendon, v.p. 49%) for \$750,000 to owners of KXLY-TV, Spokane, Wash. (1956-57 Vols. 12:49; 13:12).

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).

KXYZ-TV, Houston (Ch. 29)—CP sold with radio KXYZ to Milton R. Underwood family for \$600,000 by Glenn H. McCarthy; investment firm of Underwood, Neuhas & Co. selling 3.75% it owned of radio KTHT, Houston (1957 Vol. 13:9, 13).

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).

KTXL-TV, San Angelo (Ch. 8)—75% sold by co-owners A. D. Rust and B. P. Bludworth; Rust sold all stock, Bludworth retained 25%. Lewis O. Seibert's San Angelo radio KGKL paid \$32,288 for 50%; Roy H. Simmons, \$50,000 for 25% (1957 Vol. 13:7, 11).

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).

KLTV, Tyler (Ch. 7)—20% sold to Marshall Pengra for \$7460 and assumption of 20% of obligations by Lucille Ross Lansing, who reduced stock holdings from 100% to 40%, with other 40% going to Gerald Hall Lansing (1957 Vol. 13:8).

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. Glassmann 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 KLAB (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).

Sales & Transfers

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). Louis H. Peterson's radio WNOR, Norfolk, later acquired 50% for \$53,000, with Bright retaining other 50% (1957 Vol. 13:27, 29).

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.

† **KREM-TV, Spokane (Ch. 2)**—Control of TV and radio KREM sold by Louis Wasmer for \$2,000,000 to King Bcstg. Co., operator of KING-TV, Seattle (1957 Vol. 13:28).

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 Bcstg. 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

WBOY-TV, Clarksburg (Ch. 12)—Radio WBOY and CP for WBOY-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*. Former call letters WBLK-TV & WBLK. (1955-57 Vol. 11:32, 46; 12:39; 13:14).

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 KVTW, 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).

WMTV, Madison (Ch. 33)—Sold by Gerald A. Bartell family for \$550,000 to WMTV Inc., 50% owned by WTVJ, Miami, and pres. Mitchell Wolfson, 25% by Lee Ruwitch, WTVJ exec. v.p.-gen. mgr. and 25% by radio WMAY, Springfield, Ill. (1957 Vol. 13:22, 26, 30).

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

KGMB-TV, Honolulu (Ch. 9)—6.73% acquired for \$125,000 from Mormon Church by Consolidated Amusement Co., bringing holdings to 75.45%. Church was told its interest in KGMB-TV with 2 satellites; KSL-TV, Salt Lake City; KID-TV, Idaho Falls, Ida. and KBOI-TV, Boise, Ida. violated 5-vhf ownership limit and FCC ordered sale of one station (1957 Vol. 13:7).

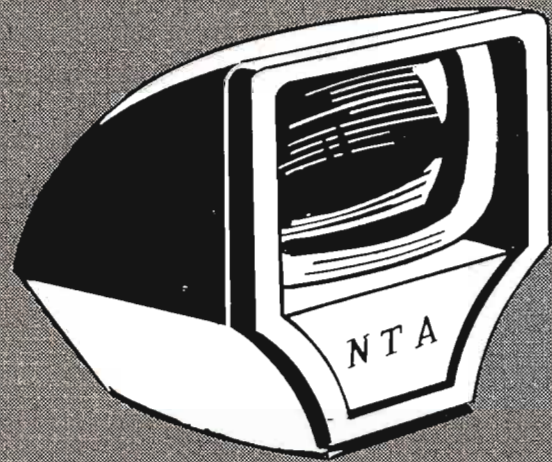
KONA, Honolulu (Ch. 11)—Transferred to new company 50% owned by *Honolulu Advertiser* (KGU) and 50% by J. Elroy McCaw & John D. Keating (KPOA) by Herbert M. Richards group, on condition KPOA sold within 90 days of transfer (1953 Vol. 9:13, 23).

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).

PUERTO RICO

WAPA-TV, San Juan (Ch. 4)—80% acquired by WTOB-TV, Winston-Salem, N.C. for \$320,000, plus \$431,733 in obligations from Jose Ramon Quinones and two minority owners (1957 Vol. 13:13-14, 18).

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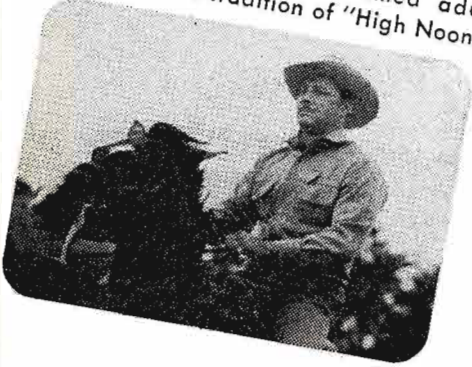
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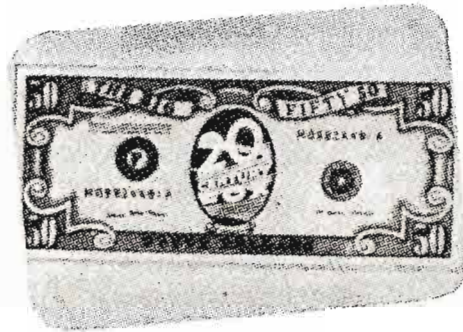
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Revised to July 15, 1957

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. 317).

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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ACADEMY PICTURES, 49 W. 45th St., New York 36, N.Y. Plaza 7-0744. C. Moray Foutz, pres. Branch: Los Angeles—433 S. Fairfax Ave. **AN PFC PIE POE PSC.**

ACME FILM LABORATORIES Inc., 1161 N. Highland Ave., Hollywood 38, Cal. Hollywood 4-7471. Samuel Sawelson, pres. **Lab.**

ACUS PICTURES Corp., 165 W. 46th St., New York City. Plaza 7-2265. Patrick E. Shanahan, pres. **DF DSH.**

ADELPHIA BOOKING SERVICE, 309 N. 13th St., Philadelphia, Pa. Robert E. Gabriel, pres. **SR.**

ADVERTISERS' BROADCASTING Co., 117 W. 46th St., New York 36, N.Y. Plaza 7-3560. Sholom Rubinstein, pres. **PFS O.**

AFFILIATED PROGRAM SERVICE Inc., 535 Fifth Ave., New York 17, N.Y. Murray Hill 7-1881. Paul F. Adler, pres. **PFC.**

AGRA FILMS Inc., P.O. Box 967, Athens, Ga. **DIF Lab O PFC PIF StF.**

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ALLEN-MOORE PRODUCTIONS Inc., 7936 Santa Monica Blvd., Hollywood 46, Cal. Oldfield 4-8015. **PIF.**

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ALL-SCOPE PICTURES Inc. (20th Century Fox Commercial Film Div.), 1417 N. Western Ave., Hollywood 27, Cal. Hollywood 2-6231. Gordon S. Mitchell, pres. **PFC PIF.**

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AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS, 575 Madison Ave., New York 22, N.Y. Murray Hill 8-8800. Paul Cunningham, pres. **ML**.

ANDERSON AND ANDERSON Inc., 53 W. Jackson Blvd., Chicago 4, Ill. Harrison 7-1072. George B. Anderson, pres. **PFS PFC O**.

CLYDE ANDERSON, 334 A St., Salt Lake City, Utah. Telephone: 3-5337. **PFC PIF**.

ANIMATED FILM PRODUCERS OF AMERICA, 159 E. Chicago Ave., Chicago 11, Ill. Whitehall 3-2424. Cal Dunn, exec. prod.; I. Yarbrough, prod. dir. **AN PFC PIF PSC**.

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ANIMATION EQUIPMENT Corp., 38 Hudson St., New Rochelle, N.Y. New Rochelle 6-8138. John W. Oxberry, pres. **Mfg-AN**.

ANIMATION Inc., 8564 Melrose Ave., Hollywood 46, Cal. Olympia 2-3540. **AN PFC PIF POE**.

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APOLLO PICTURES INC., 522 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 1-8480. Gerald A. Bartell, pres. **P DFS DOE**.

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J. ARMSTRONG & Co., 19 W. 44th St., New York City. Murray Hill 7-0669. Joseph Armstrong, pres. **POE PFC**.

ARROW PRODUCTIONS Inc., 5746 Sunset Blvd., Los Angeles 28, Cal. Hollywood 2-6071. Leon Fromkess, pres. **PFS**.

ARTISTS RECORDING STUDIOS, 818 Grand Ave., Kansas City, Mo. Harrison 1-6109. Bill L. Godden, pres. **AR O RF PSC PFC**.

ASHLEY-STEINER Inc., 579 Fifth Ave., New York 17, N.Y. Murray Hill 8-8330. Ted Ashley, pres. **AR SR**.

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by GEORGE T. SHUPERT

Excerpts from article in Television Magazine, Spring, 1944 issue.

What are we going to use to program a television station? Will it be live talent, spot news, sporting events, motion pictures, or something entirely new?

Undoubtedly, good use will be made of many types of programs. Motion pictures afford letter perfect performance due to time and care in editing. There will be no embarrassing mistakes before the camera.

From one to a hundred or more television transmitters can offer the same program either simultaneously or at different times. Series of television programs recorded on film in advance of telecast assure continuity.

Production short cuts known to capable motion picture producers will assure reasonable costs.

Initial cost and maintenance of television transmission equip-

ment and personnel capable of telecasting film programs is much less than for live talent programs.

The minute movie type of film transcription offers an economical means of spot advertising.

Speaking generally, it isn't going to make a great deal of difference to the viewing, listening audience whether the picture is being recorded from live talent in the studio or from a film made several months ago—as long as it is well produced and interesting.

Of course cost is a very important consideration. Television will undoubtedly be supported by advertising much as is standard radio today. The advertiser will not support it unless he gets more than his money back.

Greater Impact

A recent survey was made

comparing industrial motion pictures with other advertising media. In many instances the cost per thousand of audience of Industrial movies was less than that for full page ads in national magazines—based on those who read the ad through. This seems to be a fair basis for comparison because a motion picture usually gets the complete attention of its audience. While in many instances, films cost more to make and distribute than other media, in every case checked the advertisers felt that the greater impact of the motion picture was well worth the additional expense.

So it seems reasonable to assume that motion picture film, because of its many advantages may well prove to be basic television programming for some time to come.

WHAT EVERYBODY KNOWS NOW

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(Continued on page 308)

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INTERNATIONAL NEWS SERVICE, 235 East 45th St., New York City. Murray Hill 7-8800. Kingsbury Smith, gen. mgr.; Barry Faris, associate gen. mgr. and editor-in-chief; Robert H. Reid, TV sales mgr.; Kenneth Smith, promotion mgr.

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CORONET FILMS (Div. of Esquire Inc.), 65 E. South Water St., Chicago 1, Ill. Dearborn 2-7676. Ellsworth C. Dent, distribution dir.; E. N. Nelsen, sales mgr. 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 36, Cal. William G. Cox, producer. Webster 4-8590. PIF PFC PN PSC.

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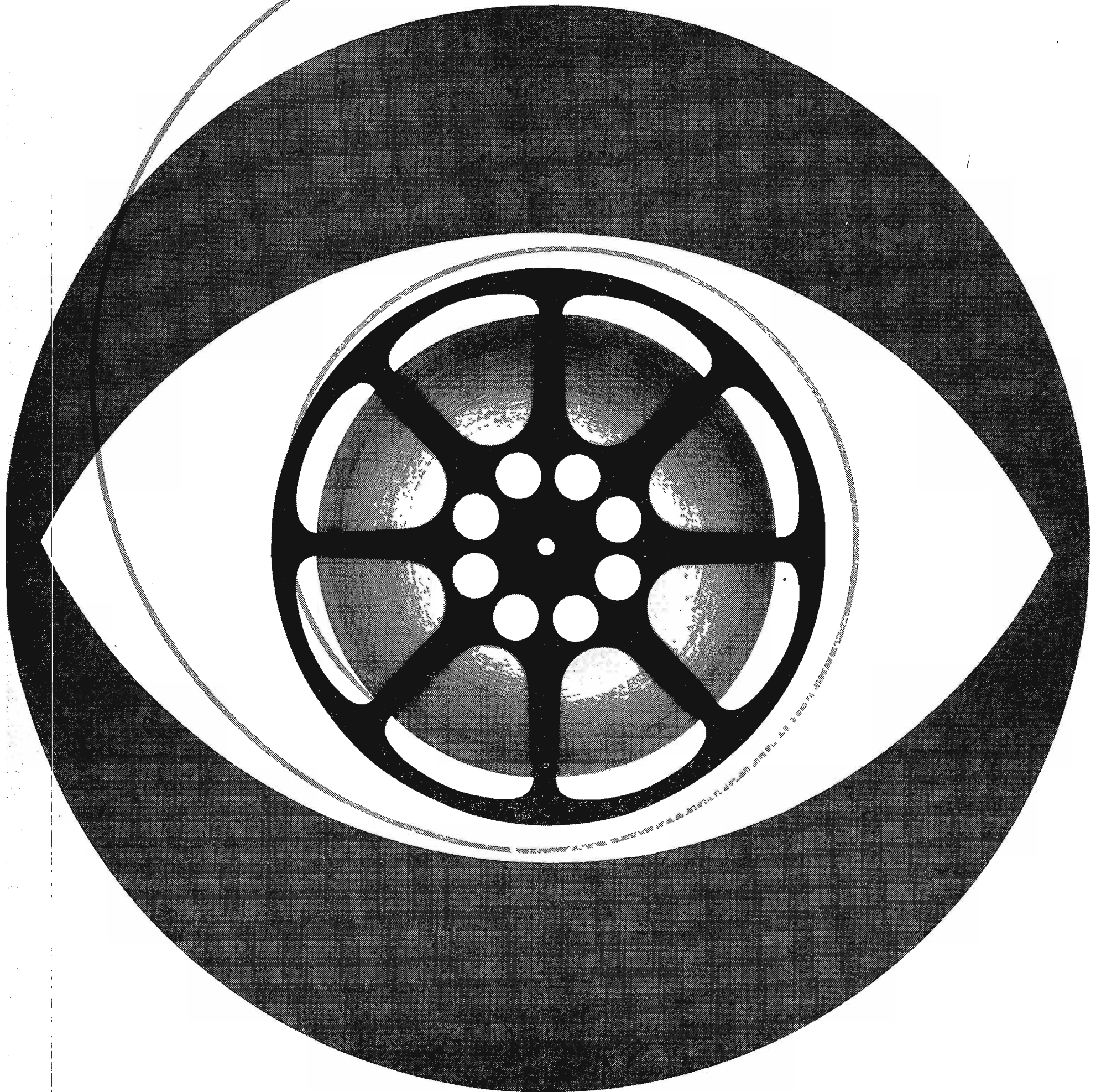
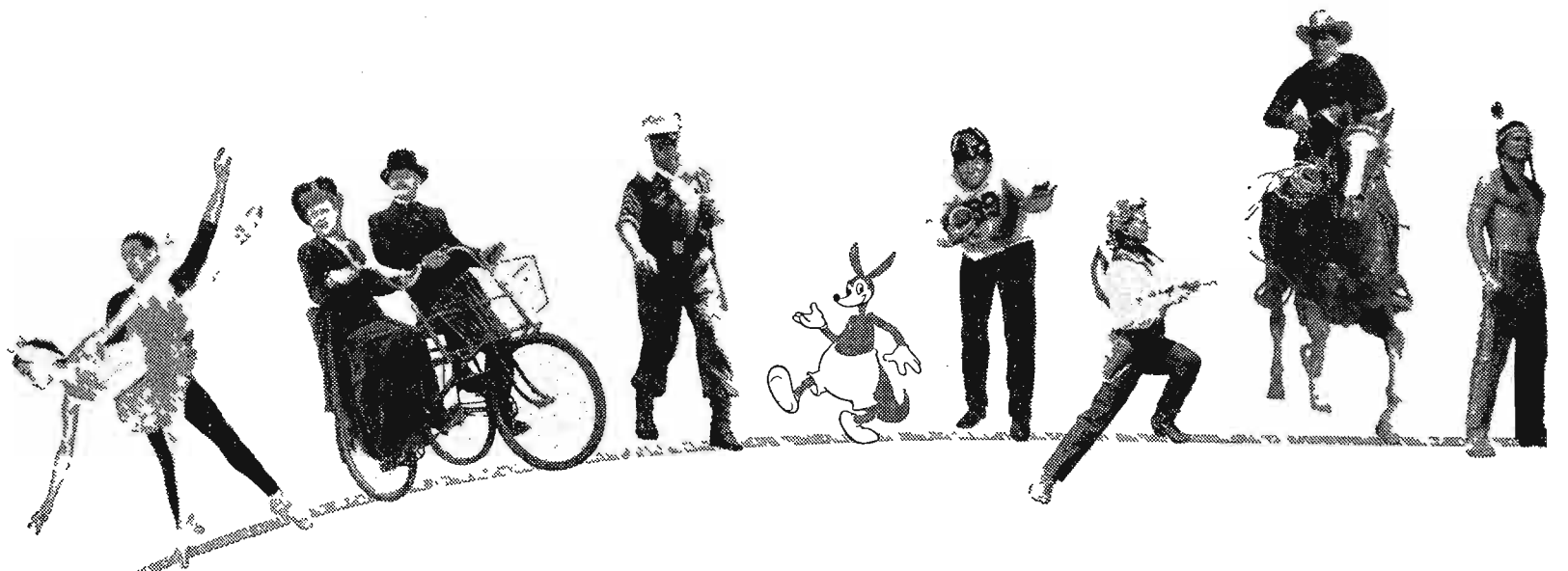
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- DEPHOURE STUDIOS Inc.**, 782 Commonwealth Ave., Boston, Mass. Beacon 2-5722. Joseph Dephoure, pres.; Milton Levy, sales v.p. **PFC PIF PNO PFS StF Lab PSC RF ML KI AN.**
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- JACK DOUGLAS PRODUCTIONS**, 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.
- 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; Maury Glaubman, dir. public affairs div.; Sol S. Feuerman, dir. medical div.; Leslie Goldman, dir. television commercials div.; Murry Schlesinger, dir. film distrib. **P-DFS PFC PIF DFC DIF StF.**
- 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.; Ken Joseph, Spot 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.**
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- ED-VENTURE FILMS**, 1122 Calada St., Los Angeles 23, Cal. **PFO PIF.**
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- EMERSON FILM Corp.**, 540 Lakeshore Dr., Chicago 11, Ill. Michigan 2-7470. Walter Colmes, pres.; James D. Krane, exec. v.p. **PFC PIF PFS.**
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- FEATURE STORY FILM PRODUCTIONS, P.O.** Box 405, Clermont, Fla. Exeter 4-4652. Rosemary Young, pres. **DIF DN PIF PN O.**
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- FEDERAL TELEFILMS Inc.**, 1041 Formosa Ave., Hollywood, Cal. Hollywood 7-5111. William Collier, pres.; Harry Joe Brown, v.p.; Louis L. Goldman, secy.-treas. **PFO PFS.**
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- FILM GRAPHICS Inc.**, 245 W. 55th St., New York City. Judson 6-1922. Lee E. Blair. **AN PIF.**
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- FILM OPTICALS Inc.**, 421 W. 54th St., New York 19, N.Y. Plaza 7-7120. Leon Levy, pres. **PSC Art.**
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- FILM VISION Corp.**, 1501 Broadway, New York 36, N.Y. Longacre 4-5592. Jules Weill, pres. **DF DFS.**
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- 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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GENERAL SERVICE STUDIOS, 1040 N. Las Palmas Ave., Hollywood 38, Cal. Hollywood 7-3111. James Nasser, pres. StF.

MITCHELL GERTZ AGENCY, 338 N. Rodeo Dr., Beverly Hills, Cal. Crestview 4-5491. P-DFS.

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JACK GOETZ, 959 Seward St., Hollywood, Cal. PFO Lab StF.

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ABNER J. GRESHLER PRODUCTIONS Inc., 8701 Wilshire Blvd., Beverly Hills, Cal. Crestview 4-5339. Abner J. Greshler, pres. PF PFS.

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GUILD FILMS Co. Inc., 460 Park Ave., New York 22, N.Y. Murray Hill 8-5365. Reub Kaufman, pres.; George De Martini, treasurer, v.p.; Lou Shainmark, adv. & public relations v.p.; John J. Cole, sales v.p.; S. L. Adler, national sales dir.; Jerry Liddiard, Eastern div. sales supervisor; Lew Dickey, Midwest div. sales supervisor; Irv Feld. Western div. sales supervisor; Nox Lempert, commercials producer. Branches: Chicago—28 East Jackson Blvd.; Wabash 2-1803; Bob DeVinny. Dallas—3020 Fairmont St.; Riverside 8-4007; Bruce Collier. Hollywood—8255 Sunset Blvd.; Oldfield 6-3770; Dalton Danon. Kansas City—7609 Sni-A-Bar Terrace; Wabash 3-4310; Vic Peck, Portland, Ore.—611 N. Tillamook; Atlantic 4-4255, Merriman Holtz. St. Louis—Arcade Place, NW; Trinity 2-9492; Ed Simmel. DF DFS PFC PFO PFS.

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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.

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HOLLYWOOD FILM ENTERPRISES Inc., 6060 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-2181. Mickey Kaplan, pres. T. H. Emmett, sales mgr. DF DSh.

HOME CRAFT FILMS, 5009 Libbit Ave., Encino, Cal. State 4-7150. Irving X. Burg, exec. v.p. & sales mgr. P-DFS P-DIF.

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—260 Tremont 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.; Riverside 2-4127. 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. 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. 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 Eye St. NW; Republic 7-0155. DF.

SANDY HOWARD PRODUCTIONS, 853 Seventh Ave., New York 19, N.Y. Judson 6-6610. Marvin Paige, gen. mgr. Live shows & Film Pkgs.

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.

HOWCO PRODUCTIONS Inc., 120 S. Poplar St., Charlotte, N.C. Franklin 5-6051. J. Francis White, pres. PFS PF.

HULLINGER-CASSELLBERRY 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.

Program Sources

- 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.**
- IMPRO Inc.**, 7324 Santa Monica Blvd., Hollywood 46, Cal. OL 4-2800. Herbert L. Strock, pres. **PFC PFO PFS PIF POE.**
- 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 16mm Corp.**, 165 W. 46th St., New York 36, N. Y. Plaza 7-2265. Patrick E. Shanahan, pres. **PSh.**
- 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 TELEVISION PROGRAMS Inc.** (Affiliate of Ziv Television Programs Inc.), 530 Maxwell Ave., Cincinnati, 19, O. University 1-5000. Edward Stern, pres.; Millard Segal, international 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, Telenews assignment editor. **DN PFO PFS PN SF.**
- 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. **DF DFL DFS.**
- CAROL IRWIN**, 277 Park Ave., New York City. Plaza 1-4970. **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 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.
- 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**, 17 E. 48th St., 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.; Seymour Posner, customer relations. **AN PSh PIF DFS DIF PFC PSC.**
- 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. Fenton Kelsey Jr., pres.; Richard L. Huff, mgr. **POE PFC PFS AN.**
- 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.
- KING-SHORE FILMS LTD.**, 445 Park Ave., New York City. Plaza 1-5370. Sig Steven Shore. **DF DFS.**
- 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 FILM PRODUCTIONS**, 1058 W. Washington Blvd., Chicago 7, Ill. Seeley 8-4181. Robert Eirinberg, pres.; Alfred D. LeVine, sales. 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.**, 353 W. 57th St., New York 19, N.Y. Plaza 7-6167. Lorraine Lester, pres. **PIF PFC AN PFO PFS PSh RF StF Props.**
- 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 Mucciolo, v.p.-studio operations; Henry Traiman, v.p.-editorial supervision; Philip Kornblum, treas. Branch: Toronto—32 Front St.; Empire 4-1448; John T. Ross, v.p. **PFC PFS PIF A.**
- FRANCIS LEE STUDIOS Inc.**, 43 W. 61st St., New York, N.Y. Judson 2-7379. **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 PFS PSC PIF POE StF.**
- JACK LEWIS STUDIOS**, 2025 Monument Ave., Richmond 19, Va. Richmond 4-5786. Jack Lewis. **PIF PFC PSC.**
- LEWISLOR FILMS, Inc.**, 9885 Charleville Blvd., Beverly Hills, Cal. Crestview 4-6023. R. F. Shewalter, treas. **PFS.**
- LEWMAN Ltd.**, 4024 Radford Ave., N. Hollywood, Cal. Poplar 6-3871. 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.**
- JACK H. LIEB PRODUCTIONS**—Same as Producers Film Studios.
- LOU LILLY PRODUCTIONS Inc.**, 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 5-6325. 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. Oldfield 6-4607. Jack Lloyd, exec. producer. **PFC PFO PFS PSC RF SR.**
- ARTHUR LODGE PRODUCTIONS Inc.**, 21 W. 46th St., New York 36, N.Y. Judson 2-5477. Arthur J. Lodge Jr., pres. **PFO PIF PFC.**
- GUY LOMBARDO ENTERPRISES**, Freeport, L.I., New York. Guy Lombardo; Herb Sussan, mgr. **PFS.** Live shows.
- THE LONE RANGER Inc.**, 270 N. Canon Dr., Beverly Hills, Cal. Crestview 4-8521. 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. Leon S. Rhodes, v.p. **PIF PFC AN 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.**
- M.A.C. STUDIOS**, Congress Hotel, Chicago 5, Ill. Harrison 7-9660. Richard Shelton, pres. Branches: New York—1721 Broadway; Co. 5-7720. Hollywood—1822 N. Wilcox Ave. Kansas City—12th St. at Walnut Bldg. **SR.**
- THE ROY MACK AGENCY**, 9126 Sunset Blvd., Hollywood 46, Cal. Crestview 1-3324. Roy Mack. Special scripts.
- MAJOR TELEVISION PRODUCTIONS Inc.**, 1270 Avenue of the Americas, New York 20, N.Y. Plaza 7-6990. Irving M. Lesser, pres. Branches: Chicago—203 N. Wabash Ave.; Central 6-1805; Howard Grafman, Ben Barry. Houston—1109 Binz; Jackson 3-3069; Nate Zelikow. Hollywood—5746 Sunset Blvd.; Hollywood 2-4448; Tom Corradine. Toronto—130 Carlton St.; Walnut 2-3163; Jerry Solway. **DF DFS.**

Program Sources

MANHATTAN TELEVISION CO., 1908 S. Vermont, Los Angeles 7, Cal. Republic 2-3016. 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 VanBergen, 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.**

MASTER MOTION PICTURE Co., 50 Piedmont St., Boston 16, Mass. Hancock 6-3592. Avner Rakov. **PFC Lab O PIF PSC RF.**

MASTERPIECE PRODUCTIONS Inc., 45 W. 45th St., New York 36, N.Y. Judson 2-4717. Frances Kaplan, office mgr. **DF.**

MASTERTONE RECORDING STUDIOS Inc., 709 Eighth 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 Edelman. **PFS.**

ROBERT MAXWELL ASSOCIATES, 5746 Sunset Blvd., Hollywood 28, Cal. Hollywood 2-6027. Robert Maxwell, pres. **PFS PFO.**

MCA TV FILM SYNDICATION DIVISION, 598 Madison Ave., New York 22, N.Y. Plaza 9-7500. David Sutton, v.p. in charge; L. Friedland, v.p., station sales; Wynn Nathan, v.p.; 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.; Jackson 4-6750. Boston—41 Charlesbank Rd., Newton; Copley 7-5830. Buffalo—331 Grayton Rd., Tonawanda, N.Y.; Atwater 4040. Charlotte—106 N. Caldwell St., P.O. Box 1503; Franklin 7-5360. 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; Riverside 7-7536. Detroit—15037 W. 8 Mile Rd.; Broadway 3-8690. Houston—204 Marshall; Jackson 3-3176. Kansas City, Mo.—6014 W. 76 Terrace; Niagara 2-2064. Miami—7630 Biscayne Blvd.; Plaza 8-8731. Minneapolis—Northwestern Bank Bldg.; Federal 3-5552. New Orleans—Delta Bldg.; Express 2087. Philadelphia—7711A Wagner Way; Rittenhouse 6-4818. Pittsburgh—Gateway Center; Grant 1-9995. Salt Lake City—Beason Bldg.; Empire 3-4501. San Francisco—105 Montgomery St.; Douglas 2-4368. Seattle—Jones Bldg.; Mutual 4567. St. Louis—Chemical Bldg.; Central 1-8230. Tampa—216 Thirtieth 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; Teisseire. Rome—12 Via Paraguay 859944. **DFS DF.**

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. **DPS DFS.**

M. C. PICTURES Inc., 1501 Broadway, New York 36, N.Y. Longacre 3-6187. Jerome Balsam, exec. v.p. **DF.**

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; Bob Hoffman, eastern sales mgr.; Houston -1109 Binz; Jackson 3-3069; Nate Zellkow; Portland 1-1611 N. Tillamook St.; Atlantic 4-4255; Merriman Holtz Jr. Chicago—203 N. Wabash; Central 6-1805; Ben Barry. **P-DFS SR.**

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. Las 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 Self. **PFS.**

FRANK MERRIWELL ENTERPRISES, 153 S. Oakhurst Dr., Beverly Hills, Cal. Crestview 4-5651. **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.), 1540 Broadway, New York 36, N.Y. Judson 2-2000. Charles C. (Bud) Barry, television v.p.; Richard A. Harper, gen. sales mgr.; Paul Mowrey, midwest sales mgr.; Jack Tilden, southern sales mgr.; Pete Jaeger, eastern sales mgr.; Monroe Mendelsohn, director of promotion. Branch: 10200 W. Washington, Culver City, Cal. Texas 0-3311. Maurie Gresham, western sales mgr.; Virgil Ellsworth, mgr., commercial and industrial film department; Adrian Samish, director of programs; Samuel Marx, exec. producer.

CHARLES MICHELSON Inc., 45 W. 45th St., New York 36, N.Y. Plaza 7-0695. Charles Michelson, pres. **DFS ML Ex FB.** Sound effects library.

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., 40 East 40th 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.; John Maxson, mgr. N.Y. branch. Branches: Chicago—237 E. Ontario; Delaware 7-3761; Peter Markovich, mgr. Los Angeles—3450 Wilshire Blvd.; Dunkirk 4-2511; John Lipsky, mgr.

MOGULL FILM Co., 112 W. 48th St., New York 36, N.Y. Plaza 7-1414. Charles Mogull, pres. **DFL DF DRF DSh Ex SF.**

NELSON MORRIS PRODUCTIONS Inc., 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.**

MORTON PRODUCTIONS, 64 E. Lake St. Chicago 1, Ill. Central 6-4144. Morton Jacobson, pres. **P-DFS-IF.**

MOTION PICTURE ADVERTISING SERVICE Co. Inc., 1032 Carondelet St., New Orleans, La. Raymond 2253. C. J. Mabry, pres. R. Karrigan, sales v.p. Branches: New York City—70 E. 45th St.; Murray Hill 6-3676; C. Lee. Atlanta—193 Walton St. NW.; Alpine 5493. **DFS PFS PFC PIF.**

MOTION PICTURE CENTER STUDIOS, 846 N. Cahuenga Blvd., Hollywood 38, Cal. Hollywood 9-5981. Joseph Justman, pres.; N. Gayle Gitterman, managing dir. **StF.**

MOTION PICTURE SERVICE Co., 125 Hyde St., San Francisco 2, Cal. Ordway 3-9162. Gerald L. Karski, pres.; Harold Zell, v.p. **Lab PIF PFC PFO RF AN O.**

MOTION PICTURES FOR INDUSTRY, 2543 Kelton Ave., Los Angeles 64, Cal. Brighton 0-4757. Harry O. Hoyt, pres. **PIF PFC PFO POE Psh PFS SF O.**

MOTION PICTURE STAGES Inc., 3 E. 57th St., New York 22, N.Y. Plaza 3-4840. C. F. Vetter Jr., pres.; Gerald Margolis, studio mgr. **StF O.**

MOTION PICTURES FOR TELEVISION Inc., 460 Park Ave., New York, N.Y. Murray Hill 8-5365. Matthew Fox, pres. **PFS F R.**

MOVIELAB COLOR Corp.—Same as Movie Film Laboratories Inc.

MOVIELAB FILM LABORATORIES Inc., 619 W. 54th St., New York 19, N.Y. Judson 6-0360. Frank Berman, production mgr.; Ben Bloom, asst. prod. mgr. **Lab.**

MOVIETONE NEWS Inc., 460 W. 54th St., New York 19, N.Y. Columbus 5-7200. Edmund Reek, v.p. **PN SF.**

MPO TELEVISION FILMS Inc., 15 E. 53rd St., New York 22, N.Y. Murray Hill 8-7830. Judd L. Pollock, pres. Branches: Detroit: 6560 Cass Ave.; Trinity 2-2280; Ross Sutherland. **DIF PFC PIF.**

OWEN MURPHY PRODUCTIONS Inc., 723 Seventh Ave., New York 19, N.Y. Plaza 7-8144. Owen Murphy, pres.; S. W. Crampton, v.p.; Paul Cohen, production mgr. **PIF PFC.**

MUTUAL TELEVISION PRODUCTIONS Inc., 8732 Sunset Blvd., Hollywood 16, Cal. Crestview 1-1191. Edward M. Gray. **PFS.**

MICHAEL MYERBERG PRODUCTIONS, 234 W. 44th St., New York 36, N.Y. Chickering 4-4846. Michael Myerberg, chairman; Arthur Gray Jr., pres.; John J. Bergen Jr., v.p. **PF PFO PFC.**

NASSOUR STUDIOS Inc., 8460 W. Third St., Los Angeles 48, Cal. Olive 3-0400. William Nassour, pres.; Edward Nassour, v.p.; Lloyd Laumann, secy. **PFC AN PFO PFS PIF.**

NATIONAL ASSOCIATION OF MANUFACTURERS, 2 E. 48th St., New York 17, N.Y. Murray Hill 8-4200. G. W. Johnston, dir., radio TV & film public relations. Branches: Detroit—Natl. Bank Bldg.; Woodward 5-5900; Wm. Grier. New York—2 E. 48th St.; Murray Hill 8-4200; R. Rathbun. Portland, Ore.—831 Pacific Blvd.; Capitol 7-2637; J. Shields. Boston—80 Boylston St.; Liberty 2-8736; Harry Easton. Philadelphia—7708 City Line Ave.; Greenwood 7-4640; J. X. Ryan. Chicago—201 N. Wells St.; Andover 3-2061; J. Bieber. St. Louis—25 S. Bemiston Ave.; Volunteer 3-8335; R. A. Price. Atlanta—1261 Spring St. NW; Trinity 6-3633; S. Berry. Houston—Prudential Bldg.; Jackson 8-1576; Frank Steinbruegge. Palo Alto, Cal.—532 Emerson St.; Davenport 3-0291; J. Hammond, Los Angeles—3440 Wilshire Blvd.; Dunkirk 9-4128; P. Holle. Minneapolis—Foshay Tower; Federal 5-2119; B. McKean. **P-DFS. "Industry On Parade."**

NATIONAL AUDUBON SOCIETY, Audubon House, 1130 Fifth Ave., New York City. Enright 9-2100. Rea King. **P-DIF SF.**

NATIONAL FILM BOARD OF CANADA, 630 Fifth Ave., Suite 658, New York City. Judson 6-2400. J. W. Cosman, senior U.S. rep.; Lyall Stewart, rep.

NATIONAL FILM STUDIOS (formerly Capital Film Studio), 105 11th St. SE, Washington, D.C. Lincoln 6-8822. F. Wm. Hart, Mgr. **PF PFO PFS StF.**

NATIONAL SCREEN SERVICE Corp., TV & Industrial Films div., 1600 Broadway, New York 19, N.Y. Sales office: 509 Madison Ave., New York 22, N.Y.; Circle 6-5700; Robert L. Gruen, v.p.; Wm. S. Kent, dir. of sales & producer. Branches: Hollywood—7026 Santa Monica Blvd.; Ben Ashe. London—Nacreno House. Soho Square; Arnold Williams. **AN DOE FH O PFC PFO PFS PIF POE PSC.**

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SOUTHERN BAPTIST CONVENTION, Radio and Television Commission, Baptist TV-Radio Center, 6248 Camp Bowie Blvd., Ft. Worth 16, Tex. Pershing 8-2188. Rev. Paul M. Stevens. P-DRFS.

SOUTHERN TV SALES Inc., P.O. Box 3453 White Station, Memphis, Tenn. Mutual 3-6764. Fred A. Meyers, pres.; Arnold L. Savereide, gen. mgr. 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. Glucksman. PFS.

SPORTLITE Inc., 20 N. Wacker Dr., Chicago 6, Ill. Central 6-8955. Alfred D. LeVine. DFS, SR.

SPORTS NETWORK Inc., 36 W. 44th St., New York 36, N.Y. Murray Hill 2-0117. Saul J. Turell, pres. Sports film shows.

SPORTS TV Inc., 1161 N. Highland Ave., Hollywood 38, Cal. Charles S. Leeds, P-DFS (sports events).

SPORTLITE NEWS Inc., 607 N. La Brea Ave., Los Angeles 36, Cal. Webster 8-2191. Jack Siegal, pres. Branch: New York City—2 Tudor Place. PFN PN-O.

SQUARE DEAL PICTURES Corp., Pines Bridge Road, Ossining, N.Y. Ossining 2-2617. Donn Marvin, v.p. P-DSh PIF.

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JULIENNE DUPUY *
EDITOR and EXECUTIVE DIRECTOR

* THE BASIS OF ALL SUCCESSFUL PROGRAMING WAS ESTABLISHED FIRST BY MISS DUPUY IN HER RESEARCH STUDY IN BOOK FORM, "TELEVISION SHOWBUSINESS", PUBLISHED BY G.E.

Program Sources

STANDARD TELEVISION, 6040 Sunset Blvd., Hollywood 28, Cal. Hollywood 4-7571. M. L. Kaplan, v.p.

STANDARD RADIO TRANSCRIPTION SERVICES Inc., 360 N. Michigan Ave., Chicago 1, Ill. State 2-5322. Milton M. Blink, pres.; Olga Blohm, mgr. ML. Sound effects, background music.

WILLIAM STANLEY PRODUCTIONS, 1829 Edgebrook Dr., Rockford, Ill. Telephone: 7-7775. William Laven. Live Shows.

STANDARD TELEVISION Corp., 745 Fifth Ave., New York 22, N.Y. Eldorado 5-7566. Arche A. Mayers, gen. mgr. DF.

STAR ENTERTAINMENT Corp., 211 W 53rd St., New York 19, N.Y. Judson 2-0770-1. 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. (Division of P.C. Corp.), 1450 Broadway, New York City. Wisconsin 7-2055. Bob Gettinger, mgr. PFS.

STERLING TELEVISION Co. Inc., 6 E. 39th St. New York 16, N.Y. Murray Hill 3-6300. 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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WILBUR STRECH PRODUCTIONS Inc., 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.; Paul K. Freeman, art director. PFC PIF PSh.

STRICKLAND FILMS Inc., 220 Pharr Rd. NE, Atlanta, Ga. Cedar 3-5317. 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.

SUNSHINE FILMS, 225 Fourth St. S., St. Petersburg, Fla. Telephone: 7-7701. DIF.

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. 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. Richmond 2-5841. Donald T. Martin, pres. 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, exec. in charge of TV production.

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.

TELECAST PICTURES Corp., 130 E. 40th St., New York City. Michael Laurence. PF.

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 O PIF PFC PSC.

TELENEWS FILM Corp., 850 Tenth Ave., New York 19, N.Y. C. B. Stratton, exec. v.p.; Max Klein & John Michon, editorial producers. PIF PN SF.

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TELEPIX Corp., 1515 N. Western Ave., Hollywood 27, Cal. Hollywood 4-7391. Robert P. Newman, pres.; Martin Weiner, v.p.; Pat. Shields, production head. AN O PFC PFO PIF PFS PRF PSC RF StF.

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TELESTARS FILMS Inc., 509 Madison Ave., New York City. Murray Hill 8-0940. Sy Weintraub & Bernard L. Schubert, partners. PFS DF.

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. PFS.

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TELEVISION MAT SERVICE Co., 129 E. 18th St., New York 3, N.Y. Gramercy 3-8384. Charles Woodruff. Services: Special mat service (logos, etc.) for stations, ad agencies, sponsors; film clips, slides and local cut-ins.

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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.

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TOMLIN FILM PRODUCTIONS Inc., 480 Lexington Ave., New York 17, N.Y. Plaza 8-3070. Frederick A. Tomlin, pres. PFC PSC.

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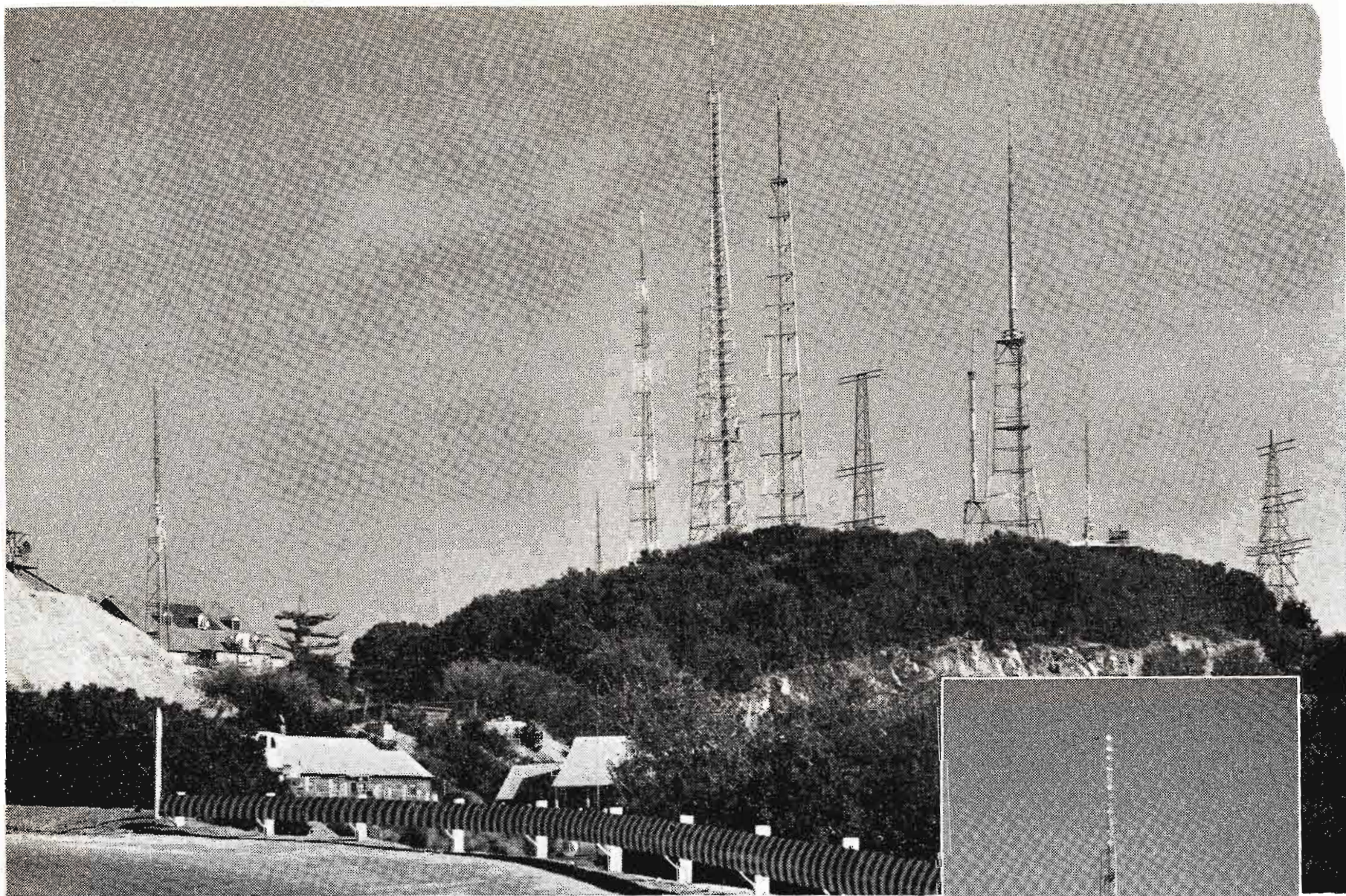
TRI-STATE 16 mm PRODUCTIONS, P.O. Box 112, Pittsburgh 30, Pa. Geo LeRay. AN PIF PFC O POE PRF ML.

TV ART Inc., 7 N. 7th St., St. Louis 1, Mo. Central 1-4757. Daniel Bishop, pres. art.

TV AND MOTION PICTURE PRODUCTIONS Inc., 117 E. Main St., Richmond, Va. Telephone 3-4444. John C. Wood, pres.; E. P. Williams, v.p. AN FH Lab O PFC PFO PIF PN Props PSC RF StF.

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- MOVIE NEWS SERVICE**, 219 E. 44th St., New York, N.Y. Oxford 7-2555. Bruce Balaban, president.
- SPOTS Inc.**, 1037 N. Cole Ave., Los Angeles 38, Cal. Hollywood 5-171. Shull Bonsall, pres.; William M. Bauman, v.p. & gen. mgr.; Sam Nicholson, v.p. & creative dir. Branches: Chicago—520 N. Michigan Ave.; Robert F. Kemper, New York City—E. 52nd St.; Anthony Baker. AN PFC PIF.
- STATIONS Inc.**, 9 E. 75th St., New York City. Trafalgar 9-5250. Herb Jacobs, gen. mgr. FB.
- 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.
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- UNITED ARTISTS Corp., TV Div.**, 729 Seventh Ave., New York City. Circle 5-6000. John Leo, director of TV sales & distribution. 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 TELEVISION SERVICE**, United Nations, New York City. Plaza 4-1234. William Henson, chief.
- 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.
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- 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 7-1211; 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.
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- 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. PFC PFS.
- VIDEART Inc.**, 343 Lexington Ave., New York 16, N.Y. Lexington 2-7378. Joe Zuckerman, pres. O Art.
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- 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 DFS FH PFS.
- 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. Olympia 2-6525. 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.
- 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.; Gerald Schnitzer, v.p. 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, 4000 Warner Blvd., Burbank, Cal. Hollywood 9-1251. Jack Warner Jr., TV film series; Walter Bien, TV film commercials. New York Office—321 W. 44th St.; Circle 6-1000; Norman Moray, v.p. N.Y. sales liaison. PFS PFC.
- WASHINGTON VIDEO PRODUCTIONS Inc.**, 1536 Connecticut Ave. NW, Washington, D.C. Adams 4-5737. George F. Johnston, pres. AN PFO PFS. Live Shows.
- WEAVER ASSOCIATES**—See Program Service.
- ADRIAN WEISS PRODUCTIONS**, 655 N. Fairfax Ave., Los Angeles 36, Cal. Olive 3-4440. Adrian Weiss, pres. PIF 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; H. S. Jacobson. Philadelphia—Adelphia Booking Service; 309 N. 13th St.; Locust 7-2698. New York—Lakeside Television Co.; 1465 Broadway; Longacre 5-4582; Bernard Schulman. Washington, D.C.—Wheeler Film Co.; 920 New York 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.
- 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. Jack Lemmon, Eastern TV sales mgr.; Joe Morton, Midwest TV sales mgr. 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—3920 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 ML PFC PSC RF.
- WILLIAMS & MEYER 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: 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 PIF.
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- 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. Murray Hill 7-0760. Hans H. Kaden, pres. DFS.
- WRATHER TELEVISION PRODUCTIONS Inc.**, 270 N. Canon Dr., Beverly Hills, Cal. Crestview 4-8521. J. D. Wrather, Jr., pres. PFS.
- YUGOSLAV FILMS**, 816 Fifth Ave., New York City. Templeton 8-2300. Karla Duhar. DIF DSH DFS DN.
- 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. 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.
- 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; Allan Martini, western div. sales mgr. Chicago—520 N. Michigan Ave.; Whitehall 4-1030; Alvin E. Unger, v.p. PFC PFO DFS StF PFS.
- SEYMOUR ZWEIBEL PRODUCTIONS Inc.**, 11 E. 44th St., New York 17, N.Y. Murray Hill 2-4450. Seymour Zweibel, pres. PIF PSC PFO.



Five Ideco Towers take the punishment at nation's most rugged antenna farm

It's not always as peaceful as this on top of Mt. Wilson, 5,900 feet above Los Angeles, where Ideco towers serve 5 television stations.

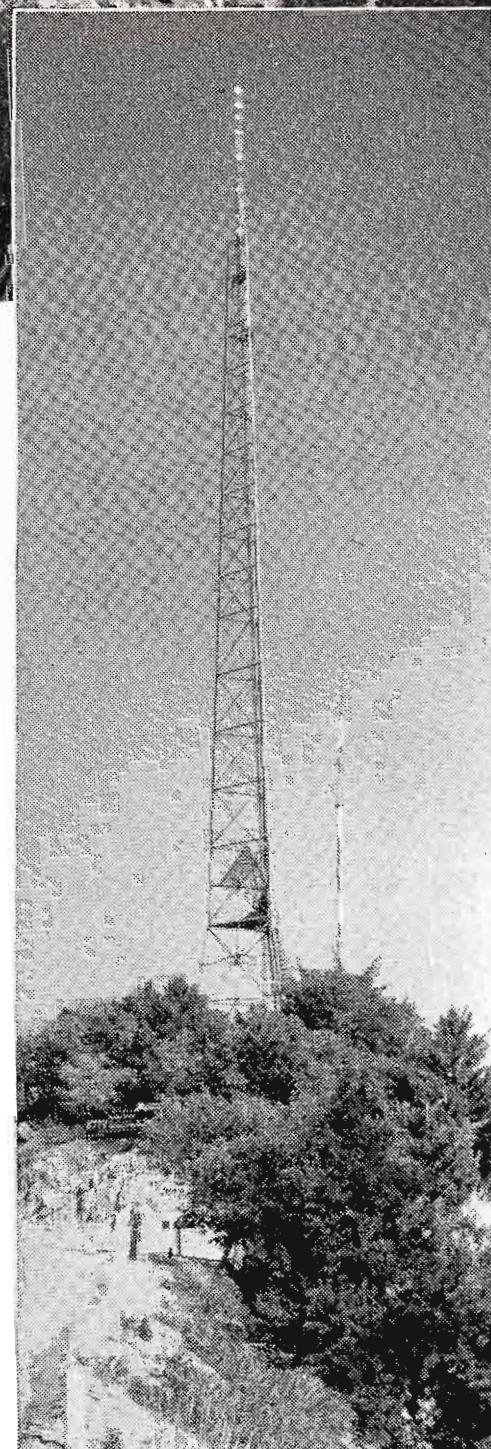
In the winter, loaded down with ice and hammered repeatedly with gale-force winds, these towers absorb some of the roughest punishment that towers take anywhere in the country.

Despite these extreme conditions the 5 Ideco towers have faithfully done their job for each of the 3 to 10 winters they've been in service.

Dependability like this is designed and fabricated into every Ideco tower. It's the unseen but essential factor contributed by the tower engineers at Dresser-Ideco from a background of knowledge unmatched in the industry.

You, too, can depend on Dresser-Ideco — all the way from early planning, on through to final inspection, your tower is in the industry's most experienced hands.

So when you start thinking about your new tower, start planning with Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.



Designed for a 30-lb. wind load with 2" of radial ice, this 200' Ideco tower for KTTV atop Mt. Wilson supports a 6 bay channel 11 antenna.

Dresser-Ideco Company

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TOWER DIVISION, DEPT. TF-12
875 MICHIGAN AVE., COLUMBUS 8, OHIO



CPs Outstanding and Applications Pending

For New Stations (Including Off-Air Stations in CP Status)

(Canadian CPs on Page 342)

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. 340; translators on air or with CP, see p. 262

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. 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; for other interests, see WICS, Springfield, Ill.); Winston-Salem Bcstg. Co. Inc., 50% (owns Birmingham radio WSGN; for other interests, see off-air WTOB-TV, Winston-Salem, N.C.). 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, 810 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). Radio WOWL also owns 45% of KBLO, Hot Springs, Ark. BPCT-2208. Rep: Rambeau. Starting Date (as reported): Sept. 1957. [Note: Has petitioned for Ch. 15.]

Mobile (Ch. 48)—Wistenn Inc., 1017 S. Second St., Milwaukee, Wis. 23.25-kw visual, 13.95-kw aural, 185-ft. above av. terrain, 219-ft. above ground, 229-ft. above sea level, lat. 30° 41' 34", long. 88° 02' 29". Transmitter, 26 N. Royal. Plant, \$137,797; yearly operating, \$180,000. Equipment, RCA. Also applicant for St. Louis, Mo. & Des Moines, Ia. Bernard D. Helfetz, pres., 25% (furniture mfr.); Wm. H. Schield Jr., v.p., 25% (furniture mfr. exec.); Milton S. Binswanger Jr., secy.-treas., 25% (wholesale glass dealer; real estate); Wm. H. Schield Sr., 25% (millinery mfr. exec.). Counsel, Alan Wohlstetter; consulting engineers, Wm. L. Foss Inc. BPCT-2353.

★ **SELMA (Ch. 8)**—WVLA, 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)**—KOLF-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. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Electronics Corp., Dallas. BPCT-2123. Starting Date: Unreported.

Globe (Ch. 34)—Gila Bcstg. Co., 520 Main St., Safford, Ariz. 10-kw visual, 6-kw aural, 2313-ft. above av. terrain, 126-ft. above ground, 6743-ft. above sea level, lat. 33° 20' 19", long. 110° 52' 15". Transmitter, Madera Peak, 6-mi. SW of Globe. Plant, \$75,449; yearly operating, \$60,000. Equipment, GE. L. F. Long, pres., 50% (theatre owner); Grant Greenhalgh, v.p., 10% (insurance & real estate); Earl Hunt, secy.-treas., 15% (gen. mgr. of printing & publishing company); Jesse A. Udall, 5% (Graham County superior court judge); Ivins Bentley, 2½% (controller, Long theatres); Paul Merrill, 17½% (gen. mgr., Gila Bcstg. Co.). Gila Bcstg. Co. operates KGLU, Safford; KWJB, Globe; KCKY, Coolidge; KVNC, Winslow and KCLF, Clifton, all Ariz. Counsel, Fisher, Wayland, Duval & Southmayd. BPCT-2301.

★ **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). 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 KWTU, Okla. City; holds CP for Ch. 2, Santa Fe, N.M. and is TV applicant for 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 U. Fletcher, Wash., D.C.; consulting engineer, Guy C. Hutcheson. BPCT-2018. Starting Date: Unreported.

★ **JONESBORO (Ch. 8)**—KBTM-TV, Central South Sales Co., 100 Williams Rd., Pine Bluff, Ark. CP 1-12-55; 49.7-kw visual, 25-kw aural, 720-ft. above av. terrain, 624-ft. above ground, 1024-ft. above sea level, lat. 35° 46' 40", long. 90° 41' 50". Transmitter, 4.25-mi. S of courthouse. 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

Delano (Ch. 37)—Pacific Broadcasters Corp., 1317 Greeley Way, Stockton, Cal. 450-kw visual, 244-kw aural, 424-ft. above av. terrain, 484-ft. above ground, 934-ft. above sea level, lat. 35° 34' 17", long. 119° 11' 57". Transmitter, 2-mi. SE of Famoso, Cal. Plant, \$242,809; yearly operating, \$300,000. Equipment, GE. H. L. Hoffman, chairman, 60% (TV-Electronics Mfr.; 65.9% of KOVR, Stockton); Terry H. Lee, pres., 40% (pres. & gen. mgr. of KOVR); Robert S. Hazeltine, secy.; E. Underwood, treas. (.71% of KOVR). Counsel, McKenna & Wilkinson. BPCT-2372.

★ **EUREKA (Ch. 13)**—KHUM-TV, California Northwest Bcstg. Co., Box 1015. (KHUM-CBS). CP 1-17-57; 3.98-kw visual, 2.4-kw aural, minus 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. Shasta Telecasting Corp., 50% (operates KVIP, Redding, Cal.); Carroll R. Hauser, 50% (rancher, real estate; owns KHUM, Eureka, and 45.3% of KVEN, Ventura, Cal.). Counsel, John P. Hearne, San Francisco; consulting engineers, Robert L. Hammett, San Francisco. BPCT-2153. Starting Date (as reported): Sept. 1957.

FRESNO (Ch. 53)—KBID-TV, John Poole Bcstg. Co. Inc. Hotel California, Fresno. 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 expired May 9, 1957. Request for extension of CP awaits FCC action.]

California - Florida

★ **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 KBIG, Avalon, Cal.; holds CP for KBID-TV, Fresno, and owns 49% of radio KBIF, 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.]

Los Angeles (Ch. 34)—Sherrill C. Corwin, 122 S. Robertson. 251-kw visual, 137-kw aural, 2782-ft. above av. terrain, 142-ft. above ground, 5752-ft. above sea level, lat. 34° 13' 40", long. 118° 04' 01". Transmitter, Mt. Wilson. Plant, \$265,000; yearly operating, \$250,000. Equipment, RCA. Sherrill C. Corwin, 100%. (owns KBAY-TV, San Francisco; 15% of KAKE-TV, Wichita, Kan., 10 15/16% of KPRO, Riverside, KROP, Blythe; KYOR, Brawley & KREO, Indio, all Cal.; owns & operates theatres in Los Angeles Area; real estate). Counsel, Joseph Brenner, Beverly Hills; Engineer, Harold W. Jury, Northridge, Cal. BPCT-2368.

★ **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, \$74,000; yearly operating, \$50,000. Equipment, RCA. Wm. H. Bates Jr., pres.-treas. 80%; I. W. Fiscalini, v.p.; Margie W. Cleary, secy., 20%. Counsel, Elliot C. Lovett; engineers, Gautney & Jones. BPCT-1721. Starting Date: Unreported. [Note: Sale of CP for Ch. 14 to station KJEO, Fresno, pends FCC approval; see *Television Digest*, Vol. 13:23.]

★ **OAKLAND (Ch. 2)**—San Francisco-Oakland Television Inc., 609 Central Bank Bldg. CP 6-27-57; 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., 47 1/2% (formerly General Teleradio v.p. & exec. v.p. of Don Lee Div.); William D. Pabst, exec. v.p.-secy., 47 1/2% (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. Starting Date: Unreported.

★ **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 1/3 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, 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. Sherrill C. Corwin, 100% (also 15% of KAKE-TV, Wichita, Kan. and 11% of Imperial Bcstg. Inc., operator of 4 Cal. radio stations). Corwin also is applicant for Ch. 34, Los Angeles. Transfer of CP from Dr. & Mrs. Leonard Averett approved April 17, 1957 by FCC; previous transfer to Averetts by Lawrence A. Harvey approved by FCC Dec. 29, 1954. 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. & 1/3 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, Phillip M. Baker; consulting engineer, John H. Mullaney. BPCT-2215. Starting Date: Unreported.

San Francisco (Ch. 38)—Marvin Kratter d/b Golden State Telecasting 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.

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**—See also New Haven.

★ **HARTFORD (Ch. 24, ed.)**—WEDH, 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 Bcstg. 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. Rep: Harrington, Righter & Parsons. Starting Date (as reported): Summer of 1957.

★ **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., .64%; John B. Grant, secy., 1.29%; Wm. J. Falsey, treas., .33%; Anna M. Costa, 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 Bcstg. 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° 28' 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: Unreported.

★ **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° 36' 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., 42 1/2% (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 & 33 1/2% owner of WBES-TV, Buffalo, N.Y., which turned in its CP Dec. 18, 1953); Wendell Lund, secy.-treas., 42 1/2% (Washington attorney). Counsel, Vincent M. Gaughan, Genesee Bldg., Buffalo; consulting engineer, John H. Mullaney. BPCT-1672. Starting Date: Unreported.

DISTRICT OF COLUMBIA

★ **WASHINGTON (Ch. 14)**—WOOK-TV, United Bcstg. 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 Bcstg. 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. 7 educational)**—WJCT, Educational Television Inc., 203 Greenleaf Bldg. CP 2-27-57; 14.8-kw visual, 7.4-kw aural, 840-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 Heinrich, v.p. Counsel, Krieger & Jorgensen; consulting engineers, George P. Adair Engineering Co. BPET-48. Starting Date: (as reported): Sept.-Oct., 1957.

★ **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. Rep: Peters, Griffin, Woodward. Starting Date (as reported): Sept., 1957.

★ **JACKSONVILLE (Ch. 30)**—WQIK-TV, Southern Radio & Equipment Co., 10 E. Forsyth St. (WZOK). 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 WWOX, 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.

MIAMI (Ch. 23)—WGBS-TV, Storer Bestg. Co., 316 N.E. 21st St. (WGBS). Storer bought plant of WFTL-TV (Ch. 39) and CP for WMIE-TV (Ch. 27), then got permission to shift to Ch. 23 (*Television Digest*, Vol. 10:47, 51); 186-kw visual, 93.3-kw aural, 920-ft. above av. terrain, 937-ft. above ground, 943-ft. above sea level, lat. 25° 57' 27", long. 80° 12' 43". Plant, \$335,400 (paid for WFTL-TV plant & WMIE-TV CP); yearly operating, not given. Equipment, RCA. Storer Bestg. Co., for officials see listing under Group Ownership. Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr. BPCT-1971. [Note: Began operating April 7, 1953, but quit the air April 13, 1957, reverting to CP status; see *Television Digest*, Vol. 13:15. Studio facilities have been sold to WPST-TV (Ch. 10). CP expires Nov. 20, 1957.]

★ **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 Bestg. Co., Miami, operator of WINZ); Nathaniel J. Klein, secy., 20%. Counsel, Cohn & Marks; consulting engineer, Robt. M. Silliman. BPCT-1616. Starting Date: Unreported.

★ **ORLANDO (Ch. 9)**—WTLO, Mid-Florida TV Corp., 809 Metcalf Bldg. (WLOF). CP 6-6-57; 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, \$400,000. 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.); John W. Kluge, secy.-treas., 25% (pres. WGAM); Vasil Polyzois, asst. secy.-treas., 22% (accountant and 40% of WERC); Harris H. Thomson, 15% (paving & tool supply); Class A stockholders: Hyman N. Roth, secy., 20% (attorney); Donn R. 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. Starting Date: Unreported.

★ **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.

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' 18", 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.]

St. Petersburg (Ch. 10)—Florida Gulfcoast Broadcasters Inc., Times Bldg. 316-kw visual, 158-kw aural, 997-ft. above av. terrain, 1026-ft. above ground, 1046-ft. above sea level, lat. 28° 12' 30", long. 82° 44' 47". Transmitter, approx. 3 mi. SW of New Port Richey, Fla. Plant, \$1,118,050; yearly operating, \$800,000.

Equipment, RCA. Same company also owns WTSP, St. Petersburg. Nelson Poynter, pres., 60% (majority stockholder & pres. of Times Publishing Co., publisher of *St. Petersburg Times*; co-editor & publisher of *Congressional Quarterly*); Henrietta M. Poynter, v.p., 20% (co-editor & publisher of *Congressional Quarterly*); Richard L. Crago, exec. v.p., 8% (asst. to pres. of Times Publishing); John B. Olson, treas., 8% (treas. of Times Publishing); Dorothy McConnie, secy., 4% secy. of Times Publishing). Counsel, Miller & Schroeder; consulting engineer, Lohnes & Culver. BPCT-2371.

† **Tampa-St. Petersburg (Ch. 3, educational)**—Florida West Coast Educational Television Inc., Box 137, Tampa. 14.23-kw visual, 8.53-kw aural, 515-ft. above av. terrain, 547-ft. above ground, 567-ft. above sea level, lat. 27° 51' 14", long. 82° 22' 02". Transmitter, 22nd St. Causeway. Plant, \$84,100 (tower being provided by Peninsular Telephone Co. of Tampa); yearly operating, \$100,000. Equipment, RCA. Robert R. Guthrie, pres. (banker); Brintnall H. Merchant, v.p. (banker); Elwood W. Johnson, treas. (banker); Michael M. Bennett, secy. (pres. of St. Petersburg Jr. College). Counsel, Krieger & Jorgensen; engineer, Daniel H. Smith, Tampa. BPET-66.

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 (as reported): Nov., 1957.

★ † **ATLANTA (Ch. 30, educational)**—WETV, Board of Education of City of Atlanta, 68 Mitchell St. S.W. (WABE-FM). CP 3-21-56; 219-kw visual, 120-kw aural, 400-ft. above av. terrain, 515-ft. above ground, 1374-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, GE. 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): Oct., 1957.

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.; WCJN, Cincinnati, O.; WOBS, Jacksonville, Fla.; WSOK, Nashville, Tenn.; Counsel, Smith & Pepper; 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.]

† **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. Godman, Radio Station WTOG, Savannah. BPET-32.

IDAHO

Nampa (Ch. 6)—Radio Boise Inc., Hotel Boise, Boise, Ida. 12.59-kw visual, 6.3-kw aural, 341-ft. above av. terrain, 315-ft. above ground, 3057-ft. above sea level, lat. 43° 33' 35", long. 116° 24' 02". Transmitter, 3.5-mi. S of Meridian, Ida. Plant, \$53,355; yearly operating, \$101,000. Equipment, DuMont transmitter, RCA antenna. Applicant is licensee of KYME, Boise. Roger L. Hagadone, pres., 99%; Ellen D. Hagadone, secy.-treas., 1%. Counsel, Dow, Lohnes & Albertson. BPCT-2302.

★ **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., 88.9% (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). Counsel, Miller & Schroeder. BPCT-2088. Starting Date: Unreported. [Note: Control of KSEI radio and CP for KSEI-TV is being transferred by Florence M. Gardner to Henry H. Fletcher and wife Ruthe; see *Television Digest*, Vol. 13:26.]

★ **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, \$86,374; 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). Counsel, Fisher, Wayland, Duval & Southmayd; consulting engineer, H. W. Toedtemeir, Boise. BPCT-1953. Starting Date: Unreported.

Illinois - Indiana

ILLINOIS

BLOOMINGTON (Ch. 15)—WBLN, WBLN Television Inc., Box 646. CP 3-4-53; 15.8-kw visual, 8.51-kw aural, 480-ft. above av. terrain, 443-ft. above ground, 1293-ft. above sea level, lat. 40° 27' 37", long. 88° 58' 22". Transmitter, SE of Bloomington on U.S. Bypass 66 at intersection of U.S. 150. Plant, \$110,572; yearly operating, \$108,000. Equipment, DuMont transmitter, RCA antenna. Worth S. Rough, 100% (purchased from Cecil W. Roberts in 1955; see *Television Digest*, Vol. 11:29). BPCT-1554. [Note: Began operation Dec. 1, 1953, but quit air Feb. 7, 1957; May 10 it resumed operation, but left air again June 3, 1957 stating it planned to file ownership changes and return to air in August, 1957; see *Television Digest*, Vol. 13:7, 26. Request for renewal of license awaits FCC action.]

Champaign (Ch. 33, allocated to White Heath)—Plains Television Corp., 523 E. Capitol Av., Springfield, Ill. 219-kw maximum and 178-kw horizontal visual, 109.5-kw maximum and 96.2-kw horizontal aural, 574-ft. above av. terrain, 616-ft. above ground, 1316-ft. above sea level, lat. 40° 07' 19", long. 88° 25' 29". Transmitter, 1-mi. N of Seymour, Ill. 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.

★ **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 Loundy, secy., 20% (banker). Ownership interlocks with KXEL, Waterloo, Ia. Counsel, A. Harry Becker; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1820. Starting Date: Unreported.

Decatur (Ch. 23)—Moyer Television Co., Box 481, Taylorville, Ill. 20.9-kw visual, 11.65-kw aural, 359-ft. above av. terrain, 351-ft. above ground, 1061-ft. above sea level, lat. 39° 47' 32", long. 88° 58' 25". Transmitter, 2.6-mi. S. of Decatur on U. S. Hwy. 51. Plant, \$89,010; yearly operating, \$96,000. Equipment, Continental transmitter, Workshop antenna. Keith Moyer, 100% (pres. & 60% owner of WTIM, Taylorville, Ill.; 75% of WMMA, Miami, Fla.). Consulting engineer, Ralph J. Bitzer, St. Louis. BPCT-2282.

★ **EVANSTON (Ch. 32)**—WILE, 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)**—WEEQ-TV, West Central Bcstg. Co., 2907 Springfield Rd., East Peoria, Ill. CP 2-13-57; 15.1-kw visual, 8.52-kw aural, 440-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 CP is for partial satellite operation with WEEK-TV. Counsel, Fly, Shuebruk, Blume, & Gaguine; consulting engineers, Kear & Kennedy. BPCT-2180. Rep.: Headley-Reed. Starting Date (as reported): Summer of 1957.

Moline (Ch. 8)—Community Telecasting Corp., 1514 Fifth Ave. 316-kw visual, 200-kw aural, 1000-ft. above av. terrain, 1045-ft. above ground, 1775-ft. above sea level, lat. 41° 18' 33", long. 90° 22' 46". Transmitter, 3-mi. S. of Orion on U. S. Hwy. 150. Plant, \$496,000; yearly operating, \$480,000. Equipment, RCA, Mel Foster, pres., 20% (real estate & construction); S. Rodney Ainsworth, v.p., 20% (building supplies & real estate); Harold W. Hoersch, v.p., 20% (attorney; construction & real estate); Clifford I. Josephson Jr., treas., 20% (jeweler); Clifford I. Josephson III, secy., 20% (jeweler). Counsel, Arnold, Fortas & Porter; consulting engineers, George P. Adair Engineering Co. BPCT-2339.

Moline (Ch. 8)—Midland Bcstg. Co., First National Bank Bldg. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1086-ft. above ground, 1826-ft. above sea level, lat. 41° 18' 08", long. 90° 22' 30". Transmitter, U. S. Hwy. 150, 3.7-mi. S of Orion, Ill. Plant, \$732,500; yearly operating, \$600,000. Equipment, RCA. H. Leslie Atlas Jr., pres., 40% (pres. & 1/3 of Atlas Amusement Co., TV-radio consultation & programming); Adolph Estess, treas., 10% (department store owner; real estate); Frank Atlas II, 15% (1/3 of Atlas Amusement; exec. producer of WBBM-TV, Chicago); Harriet Jane Atlas, 15% (1/3 of Atlas Amusement; dir. of public affairs, WBBM-TV); Lester R. Stone, v.p., 3% (farmer); Joseph B. Oakleaf, v.p. & secy.; 3% (insurance); Joseph R. Rosborough, asst. secy., 4% (attorney; real estate) Paul C. Johnson, asst. treas., 3% (real estate); C. Richard Evans, 4% (pres. of cable reel, furnace and filter mfr.); Manley R. Hoppe, 3% (pres. of laboratory instrument mfr.). Counsel, Welch, Mott & Morgan; consulting engineers, Vandivere, Cohen & Wearn. BPCT-2370.

Moline (Ch. 8)—Tele-Views News Co. Inc., 2500 35th Ave., Rock Island, Ill. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1040-ft. above ground, 1775-ft. above sea level, lat. 41° 18' 58", long. 90° 22' 31". Transmitter, on Hwy. 150, 2.5-mi. S of Orion, Ill. Plant, \$877,467; yearly operating, \$495,000. Equipment, RCA. Applicant prints TV Guide magazine. Edward E. Janov, pres., 24%; Belle Janov, v.p., 1%; Ernest Bauvens, secy., 25%; Louis Janov, treas., 25%; Joseph Sirota, 25%. Counsel, McKenna & Wilkinson; consulting engineers, Jansky & Bailey Inc. BPCT-2367.

★ **PEKIN (Ch. 69)**—WPKN, Mid Illinois Television Co., Times Bldg. CP 2-13-57; 20-kw visual, 11.2-kw aural, 380-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.); James M. Unland, 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; v.p. of Sun Printing Co., Yuma, Ariz.); Cecile G. McNaughton, 18 3/4% (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*); 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. Starting Date: Unreported.

★ **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. Starting Date: Unreported. [Note: FCC has granted Ch. 25 to WIRL-TV, subject to approval for engineering data, but grantee has litigation pending in Federal Circuit Court of Appeals to retain Ch. 8.]

★ **PEORIA (Ch. 31)**—WMBD-TV, WMBD Inc., 212 S. Jefferson St. (WMBD-CBS). CP 6-13-57; 1000-kw max. and 653-kw horizontal visual, 581-kw max. and 380-kw horizontal aural, 670-ft. above av. terrain, 606-ft. above ground, 1349-ft. above sea level, lat. 40° 38' 04", long. 89° 32' 20". Transmitter, Gaye Hollow Rd., Groveland Twsp., Ill. Plant, \$538,369; yearly operating, \$428,819. Equipment, DuMont transmitter, RCA antenna. Charles C. Caley, pres.-treas., 66.67% (38% of WDZ, Decatur, Ill.); John E. Fetzer, v.p., 33.33% (operates WKZO-TV & WKZO, Kalamazoo, Mich. and KOLN-TV, Lincoln, Neb. and radio WJEF, Grand Rapids, Mich.). Counsel, Pierson, Ball & Dowd, consulting engineers, Craven, Lohnes & Culver. BPCT-668. Starting Date (as reported): Jan., 1958.

★ **SPRINGFIELD (Ch. 36)**—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, 1st v.p., 28.5% (v.p. & gen. mgr. WTVJ, Miami); Richard S. Cohen, 3d v.p., 18%; Syl Binkin, 2d v.p., 25%; Robt. Weiner, secy., 25%; Melvin Feldman, treas., 25%; Melvin Kampe, 2%. Sherman and Feldman jointly own 50% of radio WHIY, Orlando, Fla. WMAY owns 25% of WMTV, Madison, Wis. Counsel, Cohn & Marks; consulting engineers, Vandivere, Cohen & Wearn. BPCT-1768. Starting Date: Unreported.

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 (as reported): Sept., 1957.

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. [Note: Initial decision by examiner Thomas H. Donahue Feb. 18, 1957, recommended grant of application.]

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. [Note: Initial decision by examiner Thomas H. Donahue Feb. 18, 1957, recommended denial of application.]

★ **INDIANAPOLIS (Ch. 13)**—WLW-I, Crosley Bcstg. Corp., 140 W. 9th St., Crosley Square, Cincinnati, O. CP 3-6-57; 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. Rep.: Crosley. Starting Date (as reported): Sept., 1957.

Indianapolis (Ch. 39)—Butler University, 46th & Sunset Ave. 17.2-kw visual, 10.38-kw aural, 503-ft. above av. terrain, 540-ft. above ground, 1305-ft. above sea level, lat. 39° 50' 24", long. 86° 10' 02". Transmitter, 46th & Sunset Blvd. Plant, \$651,730; yearly operating, \$50,000. Equipment, RCA. Non-profit corporation. J. I. Holcomb, pres.: Evan B. Walker, v.p. Counsel, Emsley W. Johnson Jr. BPCT-2348.

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 WQDN, Du Quoin, Ill. and WCBQ Sarasota, Fla. Counsel, Leon Sclawy; 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 & WTTTS, Bloomington, Ind. and is applicant for Ch. 13, Bowling Green, Ky. Counsel, A. L. Stein; consulting engineers, Kear & Kennedy BPCT-1988. Rep: Meeker. Starting Date (as reported): "Sept., 1957."

Terre Haute (Ch. 2)—Cy Blumenthal, 5232 Lee Hwy., Arlington, Va. 100-kw visual, 50-kw aural, 990-ft. above av. terrain, 1022-ft. above ground, 1592-ft. above sea level, lat. 39° 21' 06", long. 87° 23' 52". Transmitter, 5-mi. W of U.S. Hwy. 41, 5.7-mi. S of Terre Haute. Plant, \$483,622; yearly operating, \$600,000. Equipment RCA. Cy Blumenthal, 100% (owns WCMS, Norfolk, Va.; KCKN, Kansas City, Kan.; majority of WARR, Arlington, holding CP for Ch. 20; is applicant for AM in Denbigh, Va.). Counsel, Philip M. Baker; consulting engineer, Russell P. May. BPCT-2316.

IOWA

Davenport-Rock Island-Moline (Ch. 8)—KSTT-Telecasting Co., 310 Harrison St., Davenport. 316-kw visual, 200-kw aural, 1020-ft. above av. terrain, 997-ft. above ground, 1807-ft. above sea level, lat. 41° 18' 04", long. 90° 10' 59". Transmitter, E of city limits of Cambridge, Ill. Plant, \$749,696; yearly operating, \$510,000. Equipment, RCA. General partnership consisting of following: Frederick Fpstein, 25% (pres. & 22% of KSTT, Davenport; pres. & 20% of KLGA, Algona, Ia.); Roy B. Cohen, 21% (pres. & 50% of TV-radio-appliance distributor); Burt H. Cohen, 22% (23% of KSTT; 35% of KLGA; 5% of distributor); Milton H. Cohen, 22% (23% of KSTT, 35% of KLGA; 2½% of distributor); Marvin Borman, 10% (10% of KSTT, 10% of KLGA; attorney). Counsel, Sher, Oppenheimer & Harris; consulting engineer, Walter F. Kean. BPCT-2356.

Davenport (Ch. 68)—Malco Theatres Inc., Box 2853, Memphis, Tenn. 23.32-kw visual, 13.98-kw aural, 98-ft. above av. terrain, 190-ft. above ground, 775-ft. above sea level, lat. 41° 31' 23", long. 90° 34' 32". Transmitter, Main & 4th Sts. Plant, \$124,300; yearly operating, \$140,000. Equipment, RCA. Also applicant for Kansas City, Mo.; Columbus, O.; Oklahoma City; Memphis, Tenn.; Utica, N. Y. M. A. Lightman, pres., 75.8%; M. A. Lightman Jr., v.p., 7%; Herbert Kohn, treas., 3.9%; Herbert R. Levy, asst. secy.-treas., 3%; Richard L. Lightman, treas., 3%; E. P. Sapinsley, secy., 6.3%; remainder held by 8 others, none with more than 2.7%. Applicant operates theatres in Ky. & Ark. and is ex-owner of WEHT, Henderson, Ky.-Evansville, Ind. Counsel, Haley, Wollenberg & Kenahan; consulting engineers, William L. Foss Inc. BPCT-2319.

★† **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. Dr. Harry W. Dahl, pres. of board; Mrs. Charles T. Cownie, v.p.; Herrold V. Mann, secy. of board; John Harris, supt. of schools. Counsel, Krieger & Jorgensen. BPET-63. Starting Date: Unreported.

DES MOINES (Ch. 17)—KGTV, 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.]

Des Moines (Ch. 23)—Wistenn Inc., 1017 S. Second St., Milwaukee, Wis. 22.21-kw visual, 13.33-kw aural, 214-ft. above av. terrain, 324-ft. above ground, 1124-ft. above sea level, lat. 41° 35' 23", long. 93° 36' 43". Transmitter, 219 E. Grand St. Plant, \$144,465; yearly operating, \$180,000. Equipment, RCA. Also applicant for St. Louis, Mo. & Mobile, Ala. For ownership, see Mobile application. Counsel, Alan Wohlstetter; consulting engineers, Wm. L. Foss Inc. BPCT-2355.

KANSAS

★ **GARDEN CITY (Ch. 11)**—KGLD, Central Kansas Television Co. Inc., Box 182, Great Bend, Kan. CP 6-13-57; 53.7-kw visual, 31.6-kw aural, 540-ft. above av. terrain, 573-ft. above ground, 3448-ft. above sea level, lat. 37° 46' 47", long. 100° 52' 08". Transmitter, U. S. Hwy. 83, approx. 12.4-mi. S of Garden City. E. C. Wedell, pres. This application is for satellite of KCKT, Great Bend, Kan. Counsel, Cohn & Marks; consulting engineers, Commercial Radio Equipment Co. BPCT-2287. Starting Date (as reported): Oct., 1957.

★ **GOODLAND (Ch. 10)**—KWGB-TV, Goodland Bcstg. Co., c/o Station KWGB, Goodland, Kan. CP 5-11-55; 316-kw visual, 158-kw aural, 766-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 P. May. BPCT-1947. Starting Date: Unreported.

★ **HAYS (Ch. 7)**—KAYS-TV, KAYS Inc., Box 695. (KAYS). CP 5-29-57; 81.3-kw visual, 44-kw aural, 660-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., 50½% (pres. & majority owner of gas producing firm); Robert E. Schmidt, treas.-gen. mgr., 49½%; Ross Beach Jr., v.p.; Paul Ward, secy. Counsel, Abe L. Stein; consulting engineers, Commercial Radio Equipment Co. BPCT-2269. Starting Date: Unreported.

† **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. Hefflinger, 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.]

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, 700-ft. above av. terrain, 664-ft. above ground, 1369-ft. above sea level, lat. 37° 01' 43", long. 86° 08' 54". Transmitter, approx. 3.6-mi. SE of Smiths Grove. Plant, \$408,765; yearly

Kentucky - Louisiana

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., Broadcast Central, N. Upper St. (WLAP-ABC). CP 12-3-53; 17.3-kw maximum and 15.5-kw horizontal visual, 8.7-kw maximum and 7.76-kw horizontal aural, 640-ft. above av. terrain, 553-ft. above ground, 1624-ft. above sea level, lat. 38° 02' 07", long. 84° 27' 04". Transmitter, approx. .5-mi. N of Liberty Rd. on North Belt Line. Plant, \$394,406; yearly operating, \$240,000. Equipment, RCA. Frederick Gregg, 1/3, pres. (Young & Rubicam, account exec.); Charles Wright, 1/3, treas. (General Dynamics, accounting exec.); Harry Feingold, 1/3 (owns Superior Distributing Co., Kansas City); Nathan Elliott, secy. Counsel, Pierson, Ball & Dowd. BPCT-1140. Starting Date: (as reported): Sept., 1957.

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, \$293,000; yearly operating \$350,000. Equipment, GE. Mid-America Bcstg. 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 WCOL, 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, Smith & Pepper; engineer, J. 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. Britenberg, 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 WVMC, Mt. Carmel, Ill.; 22.5% of WIZZ, Streator, Ill.); Ben H. Townsend, v.p., 20% (atty.; 18.75% of WVMC; 6% of WIZZ); Morris E. Kemper, treas., 30% (accountant; 37.5% of WVMC; 11.5% of WIZZ); Joel W. Townsend, secy., 20% (18.75% of WVMC, 6% of WIZZ). Consulting engineer, F. O. Grimwood Associates. BPCT-1985. Starting Date: Unreported.

LOUISIANA

★ **BATON ROUGE (Ch. 40)**—WCNS, Bavou 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.; treas. & 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 WCMI, 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, Hagaman, N.Y.; mgr. of Lowell Thomas). Counsel, Dempsey & Koplovitz; engineer, A. Earl Cullum Jr. BPCT-2148. Note: Seeks change to Ch. 18.

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 Litteral, v.p., 12.5% (ex-sales mgr., WAFB-TV; owner of KGKB, Tyler, Tex.); 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 WPPA-TV, Pensacola, Fla. & 46.2% of KTAG-TV, Lake Charles, La.); A. J. Bankhead (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.

Houma (Ch. 11)—St. Anthony Television Corp., c/o Frank Conwell, Box 70, Houma. 316-kw visual, 165-kw aural, 1000-ft. above av. terrain, 1058-ft. above ground, 1065-ft. above sea level, lat. 29° 41' 41", long. 90° 49' 09". Transmitter, 9-mi. NW of Houma on Hwy 24. Plant, \$441,810; yearly operating, \$348,600. Equipment, Standard Electronics transmitter, RCA antenna. Frank Conwell, pres., 29.50% (consultant; 1.33% of WKRG-TV, Mobile); S. Clark Collins, v.p., 14.8% (physician; 20% of chemical company; investments); C. R. Patterson Jr., secy.-treas., 19.7% (50% of trucking; chemical mfr.; insurance; real estate; construction); Thomas H. Givens, 9.8% (physician); V. L. Caldwell, 6.6% (banking; sugar raising; real estate); W. V. Seeber Jr., 4.9% (high school teacher); E. W. Jemison, 4.9% (pres. & 62 1/2% of beer distributor; v.p. & 22% of Mobile Baseball Club; fish company); Richard V. McMullen, 4.9%; Joseph S. Strada, 3%; Keith T. Kenney, 1.9% (insurance). Counsel, Howard J. Schellenberg Jr.; consulting engineers, Lohnes & Culver. BPCT-2328.

Houma (Ch. 11)—WTVJ Inc., Box 2440, Miami, Fla. 316-kw visual, 158-kw aural, 990-ft. above av. terrain, 1023-ft. above ground, 1030-ft. above sea level, lat. 29° 39' 26", long. 90° 46' 18". Transmitter, Hwy. 24, 5-mi. NW of Houma. Plant, \$1,444,500; yearly operating, \$925,000. Equipment, RCA. For ownership & other interests, see WTJV, Miami, Fla. Counsel, Cohn & Marks; consulting engineers, Vandivere, Cohen & Wearn. BPCT-2354.

Lafayette (Ch. 3)—Acadian Television Corp., Box 43. 100-kw visual, 50-kw aural, 942-ft. above av. terrain, 994-ft. above ground, 1001-ft. above sea level, lat. 30° 00' 13.2", long. 92° 20' 25". Transmitter, 2.5-mi. W of Kaplan city limits on Hwy. 14. Plant, \$702,838; yearly operating, \$525,000. Equipment, RCA. Paul Kurzweg Jr., pres., 25% (physician); O. A. LaHaye, v.p., 6.66% (auto dealer); Randolph A. LeBlanc, v.p., 5% (steel fabrication); Edward E. Wilson, 25% (auto dealer); D. Roy Domingue, secy.-treas., 3.33% (insurance); James C. Pollack, gen. mgr., 3.3%; 15 others, none with more than 3.33%. Counsel, Leo Resnick; consulting engineer, John H. Mullaney. BPCT-2351.

Lafayette (Ch. 3)—Dawkins Espy & Thomas B. Friedman db/as Lafayette Telecasters, 235 Quadro Vecchio Dr., Pacific Palisades, Cal. 94-kw visual, 47-kw aural, 131-ft. above av. terrain, 165-ft. above ground, 205-ft. above sea level, lat. 30° 13' 43", long. 92° 00' 57". Transmitter, Jefferson & Vine Sts. Plant, \$72,486; yearly operating, \$105,000. Equipment, Gates transmitter, Prodellin antenna. Dawkins Espy, pres., 50% (consulting engineer; electronic equip. mfr.; 25% of KAIR, Tucson); Thomas B. Friedman, v.p.-treas., 50% (consulting engineer; applicant for White Plains, N.Y.). Counsel, Roberts & McInnis; consulting engineer, Dawkins Espy, Los Angeles.

Lafayette (Ch. 3)—Evangeline Bcstg. Co. Inc., 519 S. Buchanan St. (KVOL-NBC). 100-kw visual, 50-kw aural, 947-ft. above av. terrain, 996-ft. above ground, 1006-ft. above sea level, lat. 29° 59' 18", long. 92° 18' 40". Transmitter, La. Hwy. 708, 1 1/2-mi. SW of Kaplan. Plant, \$634,098; yearly operating, \$407,000. Equipment, RCA. Morgan Murphy, pres. (16% owner of *Lafayette Advertiser*; for other interests, see WEAU-TV, Eau Claire, Wis.); Mrs. George H. Thomas, v.p.; George H. Thomas, 50% (also owns 50% of KANE, New Iberia); Harry Squiers, secy.; *Lafayette Advertiser Gazette* Inc. (a Morgan Murphy newspaper), 50%. Counsel, Scharfeld & Baron; consulting engineers, Vandivere, Cohen & Wearn. BPCT-2335.

★ **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. Rep.: Katz. Starting Date: (as reported): Summer of 1957.

★ **NEW ORLEANS (Ch. 26)**—WCKG, WCKG-TV Co., Melrose Bldg., Houston, Tex. (WMRY). 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. and KIOA, Des Moines, Ia. Counsel, A. L. Stein; consulting engineer, L. J. N. duTreil, 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 KFD, 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.

New Orleans (Ch. 12)—Crescent City Telecasters Inc., Box 4218, Centenary Station, Shreveport, La. 316-kw visual, 189.7-kw aural, 1352-ft. above av. terrain, 1378-ft. above ground, 1382-ft. above sea level, lat. 29° 32' 33", long. 89° 44' 10". Transmitter, approx. 2-mi. NE of Socola, La. Plant, \$892,442; yearly operating, \$1,080,000. Equipment, RCA. E. Newton Wray, pres., 25% (pres.-gen. mgr. & 1/3 owner of KTBS-TV & KTBS, Shreveport); George D. Wray Jr., v.p., 5% (v.p. & 16 2/3% of KTBS-TV & KTBS); Charles W. Wray, v.p., 5% (secy.-treas. & 16 2/3% of KTBS-TV & KTBS); Patrick J. White, secy.-treas., 5% (mgr., KTBS-TV); John A. Hendrick (physician) and Justin R. Querbes Jr. (insurance), 4% each; Robert S. Hendrick, 2%

(physician); Ernest A. Carrere Jr., 1% (attorney); 5 others, none with as much as 1%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, A. D. Ring & Assoc. BPCT-2349.

New Orleans (Ch. 12)—Oklahoma Television Corp., 7401 Lincoln Blvd., Oklahoma City, Okla. 316-kw visual, 158-kw aural, 1549-ft. above av. terrain, 1578-ft. above ground, 1580-ft. above sea level, lat. 29° 29' 35", long. 89° 43' 08". Transmitter, Hwy. 31, 1-mi. N of Potash, La. Plant, \$1,666,386; yearly operating, \$600,000. Equipment, RCA. For ownership, see KWTW, Oklahoma City. Counsel, Spearman & Roberson; consulting engineers, Paul Godley Co. BPCT-2330.

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.

MARYLAND

★ **BALTIMORE (Ch. 18)**—WTLF, United Bcstg. Co. of Eastern Maryland Inc., 912 N. Charles St. (WSID, 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° 38' 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. 5)**—WHDH-TV, WHDH, Inc., 6 St. James Ave. (WHDH). CP 4-24-57; 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. Choate, publisher of *Boston Herald-Traveler*, pres.; Roger P. Palmadge, treas. Counsel, Dempsey & Kopolvitz; consulting engineer, A. Earl Cullum Jr., Dallas. BPCT-248. Starting Date (as reported): Dec., 1957.

★ **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 38.89% of KFMB-TV, San Diego; KFMB-TV has grant for ch. 13 for Yuma, Ariz. Counsel, Welch, Mott & Morgan; consulting engineer, Geo. P. Adair Co. BPCT-1656. Starting Date: Unreported.

★ **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, .16-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 Bcstg. 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., 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.]

Louisiana - Michigan

New Bedford (Ch. 6)—E. Anthony & Sons Inc., 555 Pleasant St. (WNBH). 100-kw visual, 50-kw aural, 985-ft. above av. terrain, 925-ft. above ground, 1045-ft. above sea level, lat. 41° 19' 53", long. 70° 48' 00". Transmitter, Middle Rd., 1.8-mi. W of Nashaquitsa 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; WOCB, 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 Bcstg. 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 Bcstg. Corp., 85 William St., Worcester, Mass. 100-kw visual, 50-kw aural, 965-ft. above av. terrain, 969-ft. above ground, 1049-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%; Jacqueline I. Nelson, v.p., 6.45%; Kathleen I. Wilson, secy., 12.73%; George F. Wilson Jr., 5.45%. George F. Wilson owns WHAR, Clarksburg, W. Va. Counsel, Cohn & Marks; consulting engineer, Don Howe, Worcester. BPCT-2232.

Pittsfield (Ch. 64)—Springfield Television Bcstg. Corp., Box 2210, Springfield, Mass. 151-kw visual, 75.5-kw aural, 953-ft. above av. terrain, 278-ft. above ground, 2518-ft. above sea level, lat. 42° 31' 04", long. 73° 06' 55". Transmitter, Weston Mt. off Flintstone Rd. Plant, \$130,400; yearly operating, \$90,000. Equipment, GE. This application is for proposed satellite of WWLP, Springfield (Ch. 22). Also licensee for WRLP, Greenfield, Mass. & Ch. 79 translator in Claremont, N. H. & applicant for translators in Lebanon, N. H., Newport, N. H., Bennington, Vt., & Rutland, Vt. For ownership, see WWLP. Counsel, McKenna & Wilkinson; consulting engineer, George R. Townsend, Springfield. BPCT-2337.

WORCESTER (Ch. 14)—WWOR-TV, Salisbury Bcstg. 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, Asnebumskit 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 expired April 1, 1957, request for renewal awaits FCC action.]

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. Cummiskey, 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 Bcstg. 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. [Note: Initial decision by examiner Basil P. Cooper June 20, 1957, recommended grant of application.]

Cheboygan (Ch. 4)—R. E. Hunt d/b as Straits Bcstg. 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 & Neilson. BPCT-1998. [Note: Initial decision by examiner Basil P. Cooper June 20, 1957, recommended denial of application.]

★ **DETROIT (Ch. 50)**—WBID-TV, Woodward Bcstg. Co., 1056 Randolph 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 Osnos, 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

Michigan - Minnesota

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 Bestg. 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. 277.87-kw visual, 139.478-kw aural, 588-ft. above av. terrain, 616-ft. above ground, 1216-ft. above sea level, lat. 42° 19' 49", long. 83° 02' 52". Transmitter, Penobscot Bldg. 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. R. Jackson, trustees for G. A. Richards' Life Ins. Trust, 8.27%; Rozene R. Moore, 5.39%; Frances S. Parker, 3.86%; 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 Bestg. 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 intersection of Covell Rd. & Bridge St. Plant, \$340,808; yearly operating, \$260,000. Equipment, GE. H. & E. Balaban Corp., 50% (for other interests, see WICS, Springfield, Ill.); John D. Loeks, 33 1/3% (theatres); Howard W. Frech, 16 2/3% (theatres). Counsel, Kirkland, Fleming, Green, Martin & Ellis; engineers, Lohnes & Culver. BPCT-1730. Starting Date: Unreported.

★ **IRONWOOD (Ch. 12)**—WJMS-TV, Upper Michigan-Wisconsin Bestg. 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%; Solomon W. Patek, secy.-treas., 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. [Note: Initial decision by examiner Annie Neal Huntting March 7, 1957, recommended grant of application.]

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, \$717,581; yearly operating, \$590,000. Equipment, RCA. John C. Pomeroy, pres. & secy. (pres. & 27% owner of WILS, Lansing); Edward E. Wilson, v.p. & treas., 60% (auto & truck dealer); Lansing Bestg. Co., 40% (operator of WILS, Lansing). Counsel, Leo Resnick; engineer, John H. Mullaney. BPCT-1870. [Note: Initial decision by examiner Annie Neal Huntting March 7, 1957, recommended grant of application.]

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. C. Wayne Wright, pres., 32.5% (gen. mgr., WALM, Albion-Marshall, 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%; 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, Duvall & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-1846. [Note: Initial decision by examiner Annie Neal Huntting March 7, 1957, recommended denial of application.]

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. [Note: Initial decision by examiner Annie Neal Huntting March 7, 1957, recommended denial of application.]

Parma-Onondaga (Ch. 10)—Jackson Bestg. & 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° 16' 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. [Note: Initial decision by examiner Annie Neal Huntting March 7, 1957, recommended denial of application.]

★ **PORT HURON (Ch. 34)**—WHLA-TV, Harmon LeRoy Stevens & John F. Wismer d/b as Stevens-Wismer Bestg. Co., 932 Military St. (WHLA). 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., and WBSE, Hillsdale, Mich. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Gautney & Jones. BPCT-2166. Starting Date: Unreported.

MINNESOTA

Bemidji (Ch. 13)—Central Minnesota Television Co., Box 25, Alexandria, Minn. 28-kw visual, 14-kw aural, 906-ft. above av. terrain, 856-ft. above ground, 2326-ft. above sea level, lat. 47° 22' 22", long. 94° 41' 33". Transmitter, .5-mi. S of Ferris, Minn. Plant, \$287,533; yearly operating, \$128,000. Equipment, RCA. Thomas A. Barnstuble, director, 21%; Joseph O. Perino, pres., 10% (mgr. of electric company); Lee H. Johnson, v.p. & treas., 3.06% (Alexandria, Minn., soft drink bottler); John J. McCarten, secy., 3.06% (attorney); Kenneth C. Bechtel, asst. secy., 3.06% (stockholder of KXRA, Alexandria); Julius Hetland, 10% (technical director of WDAY-TV & WDAY); Harold W. Bangert, 10% (attorney); E. C. Reineke, 10% (pres. & 54% of WDAY-TV & WDAY, Fargo, N. D.); remainder held by 9 others, none with more than 3.06%. Counsel, Segal, Smith & Hennessey.

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 Industrial Publishing Corp., 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.]

Hibbing (Ch. 10)—Carl Bloomquist, 715 Grant Ave., Eveleth, Minn. 10.6-kw visual, 5.3-kw aural, 633-ft. above av. terrain, 437-ft. above ground, 2077-ft. above sea level, lat. 47° 22' 52", long. 92° 57' 18". Transmitter, Maple Hill. Plant, \$133,983; yearly operating, not shown. Equipment, RCA. Carl Bloomquist, 100% (owns WEVE, Eveleth). Consulting engineers, Vandivere, Cohen & Wearn.

St. Cloud (Ch. 7)—St. Cloud Television Co., 21 Sixth Ave. N. 98.4-kw visual, 49.2-kw aural, 570-ft. above av. terrain, 573-ft. above ground, 1791-ft. above sea level, lat. 45° 37' 05", long. 94° 33' 00". Transmitter, US Hwy. 52 approx. 1.5-mi. SE of Albany, Minn. Plant, \$287,488; yearly operating, \$147,400. Equipment, RCA. Each of the following owns 20%: Lawrence M. Hall, pres. (attorney); Edward L. Stockinger, v.p. (advertising); B. H. Flanagan, secy.-treas. (secy.-treas. of mfg. concern); Sylvester Fandel (dep. store pres.); George Byers (attorney). Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, Vandivere, Cohen & Wearn.

MISSOURI

★ **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. Schworzwalder, mgr.; Berten A. Holmberg, chief engineer. BPET-59. Starting Date (as reported): Sept., 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, Eliot O. 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, Plaquemine, 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, 747-ft. above av. terrain, 785-ft. above ground, 915-ft. above sea level, lat. 33° 38' 30", long. 90° 20' 47". Transmitter, State Hwy. 442, near Schlater, 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 Wells 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., CP 8-1-57; 21.47-kw visual, 11.5-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. Starting Date: Unreported.

★ **LAUREL (Ch. 7)**—WTLM, 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., 41.67% (mayor of Meridian; insurance); 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). Counsel, McKenna & Wilkinson; consulting engineers, Gautney & Jones. BPCT-2031. Starting Date: Unreported.

MERIDIAN (Ch. 30)—WCOC-TV, Mississippi Bcstg. Co., Three-foot Bldg. (WCOC-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. 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, Wollenberg & Kenahan; 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.]

Kansas City (Ch. 65)—Malco Theatres Inc., Box 2853, Memphis Tenn. 722-kw visual, 433-kw aural, 278-ft. above av. terrain, 281-ft. above ground, 1171-ft. above sea level, lat. 39° 06' 05", long. 94° 34' 53". Transmitter, 6 E. 11th St. Plant, \$295,982; yearly operating, \$250,000. Equipment, RCA. For ownership and other applications, see Davenport, Ia. Consulting engineers, William L. Foss Inc. BPCT-2317.

★ **ST. LOUIS (Ch. 11)**—KMOX-TV, Columbia Bcstg. System Inc., 485 Madison Ave., New York, N.Y. (KMOX-CBS). CP 3-27-57; 316-kw visual, 190-kw aural, 1100-ft. above av. terrain, 1156-ft. above ground, 1646-ft. above sea level, lat. 38° 31' 56", long. 90° 19' 58"; transmitter to 1.25-mi. S of Affton, Mo. 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. Rep: CBS-TV Spot Sales. Starting Date (as reported): "Close to end of the year (1957)."

St. Louis (Ch. 2)—Louisiana Purchase Co., 407 N. 8th St. 100-kw visual, 50-kw aural, 995-ft. above av. terrain, 831-ft. above ground, 1631-ft. above sea level, lat. 38° 24' 53", long. 90° 26' 24". Transmitter, 5-mi. NW of Kimmswick, Mo. Plant, \$448,352; yearly operating, \$1,500,000. Equipment, RCA. Lon Hocker, pres., 24.33% (attorney; insurance; former director of Globe-Democrat Publishing Co.); Gregory J. Nooney, v.p., 10.81% (real estate); E. H. Blind, secy.-treas.; Donald L. Barnes Jr., 10.81% (investments); Donald L. Barnes Sr., 10.81% (investments; ex-pres., St. Louis Browns); Louis W. Greenblatt Jr., 10.81% (consulting engineer); Edwin B. Meissner Jr., 10.81% (pres., St. Louis Car Co.); Charles W. DeWitt, 5.4% (insurance & real estate); William O. DeWitt, 5.4% (baseball coordinator for major leagues; ex-owner with brother of St. Louis Browns baseball team); Eathan A. Shepley, 5.4% (chancellor of Washington U., St. Louis; attorney); Sophie B. Shepley, 5.4% (housewife). Consulting engineers, Commercial Radio Equipment Co.; counsel, Miller & Schroeder. BPCT-2295.

St. Louis (Ch. 30)—Plaza Radio & TV Co., 551 Fifth Ave., New York, N.Y. 251.2-kw visual, 125.92-kw aural, 237-ft. above av. terrain, 298-ft. above ground, 708-ft. above sea level, lat. 38° 39' 08", long. 90° 08' 27". Transmitter, 2-mi. W of intersection of U.S. Hwy. Alt. 67 & County Line of St. Clair and Madison. Plant, \$251,539; yearly operating, \$264,000. Equipment, GE. Alex Rosenman, pres., 50% (advertising; former gen. mgr. & 1/3 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.

St. Louis (Ch. 42)—Wistenn Inc., 1017 South Second St., Milwaukee, Wis. 22.27-kw visual, 13.35-kw aural, 442-ft. above av. terrain, 464-ft. above ground, 929-ft. above sea level, lat. 38° 37' 43", long. 90° 11' 11". Transmitter, 8th Ave. & Olive St. Plant, \$144,500; yearly operating, \$320,000. Equipment, RCA. Also applicant for Mobile, Ala., and Des Moines, Ia. Bernard D. Heifetz, pres., 25% (furniture mfr.); Wm. H. Schield Jr., v.p., 25% (furniture mfr., exec.); Milton S. Binswanger Jr., secy.-treas., 25% (wholesale glass distributor; real estate); Wm. H. Schield Sr., 25% (millinery mfg. exec.). Counsel, Alan Wohlstetter, Washington; consulting engineers, Wm. L. Foss Inc. BPCT-2341.

MONTANA

★ **BILLINGS (Ch. 8)**—KGHL-TV, Midland Empire Bcstg. Co., 5th Ave. & North Broadway. (KGHL-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)—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 Bcstg. Co., Finlen Hotel. (KOPR). 50.12-kw visual, 26-kw aural, 3002-ft. above av. terrain, 291-ft. above ground, 9736-ft. above sea level, lat. 45° 49' 59", long. 112° 48' 21". Transmitter, Fleecer Mt., 18-mi. SW 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 Bcstg. 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.

Montana - New Hampshire

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, Kalispell. 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)**—KXGN-TV, Glendive Bcstg. Corp., c/o KXGN, Glendive, (KXGN). CP 3-13-57; 4.6-kw visual, 2.5-kw aural, minus 90-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. Mul-laney, BPCT-2256. Starting Date (as reported): Sept., 1957.

★ **GREAT FALLS (Ch. 3)**—KCTL, Robert R. & Francis N. Laird db/as Cascade Bcstg. Co., 1951 Skyline Vista Dr., La Habra, Cal. CP 5-29-57; .118-kw visual, .071-kw aural, 230-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%. Francis Laird is father of Robert. Counsel, Robert P. Lawton, La Habra, Cal. BPCT-2122. Starting Date: Unreported.

★ **HELENA (Ch. 10)**—KABL-TV, Helena TV Inc., 428 N. Main St. CP 2-13-57; .415-kw visual, .208-kw aural, minus 110-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. Piehl, 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 P. 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 Kalispell); E. J. Palmquist & wife, 6.1% (bulding & 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. Starting Date: Unreported.

★ **HELENA (Ch. 12)**—KXLJ-TV, Peoples' Forum of the Air, 1306 11th Ave. (KXLJ-NBC). CP 2-13-57; .257-kw visual, .127-kw aural, minus 150-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 KXLJ-TV & KXLF, Butte). Proposed station would be satellite of KXLJ-TV, Butte). This application is contingent on grant of KXLJ-TV application to change transmitter location and increase power. Counsel, Wheeler & Wheeler; consulting engineers, Robert W. Silliman & Assoc. BPCT-2128. Rep: Walker. Starting Date (as reported): Fall of 1957.

NEBRASKA

Alliance (Ch. 13)—Frontier Bcstg. 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 KSTF, 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 KSTF, Scottsbluff. For ownership & other interests, see KFBC-TV, Cheyenne (Ch. 5) in TV Factbook No. 23. Counsel, Koteen & Burt. BPCT-2194.

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 \$298,000; yearly operating, \$250,000. Equipment RCA. L. L. Hilliard, 13.9% (51% of KOLT, Scottsbluff; other 49% owned by his wife); Sandhills Bcstg. Corp., 6.9% (KCOW, Alliance); Gene Ackerley, v.p., .35% (gen. mgr. of KCOW); Walter R. Metz Jr., secy.-treas., .17% (attorney & KCOW secy.-treas.); J. W. Cover Sr., director, .69% (pres. of KCOW); T. C. Gregory, director, .69% (v.p. of KCOW) There are 600 other stockholders, none owns more than 3%. Counsel, Miller & Schroeder; consulting engineer, John B. Heffelfinger, Kansas City, Mo. BPCT-2205.

★ **HAY SPRINGS (Ch. 4)**—Duhamel Enterprises Inc., Box 1752, 1819 W St. Joe St., Rapid City, S. D. CP 8-1-57; 100-kw visual, 50-kw aural, 650-ft. above av. terrain, 583-ft. above ground, 4578-ft. above sea level, lat. 42° 38' 25", long. 102° 42' 04". Transmitter, approx. 2.75 mi. S of Hay Springs on Hwy. 87. Plant, \$165,000; yearly operating, \$18,000. Equipment, RCA. Proposed station will be operated as a satellite of KOTA-TV, Rapid City, S. D. Helen S. Duhamel, pres., 91 11/29%. For other interests & ownership, see KOTA-TV, Rapid City. Counsel, Fisher, Wayland, Duvall & Southmayd. BPCT-2350. Starting Date: Unreported.

★ **NORTH PLATTE (Ch. 2)**—Goldenrod Tele-Radio Co., Larsen Bldg., 400 E. Fourth St., Pueblo, Colo. CP 8-1-57; 2.88-kw visual, 1.66-kw aural, 80-ft. above av. terrain, 202-ft. above ground, 3007-ft. above sea level; lat. 40° 18' 14", long. 100° 45' 33". Transmitter, Pawnee Hotel, 5th & Pine Sts. Plant, \$92,050; yearly operating, \$135,000. Equipment, Sarkes Tarzian transmitter, RCA antenna. General partnership with each of following owning 1/3; Ray J. Williams, pres. (owns 60% of KRFC, Rocky Ford, Colo.; 25% of manufacturing concern in Irving, Tex.); Franklin R. Stewart, v.p. (attorney); Alvin E. Larsen Jr., secy.-treas. (accountant). Counsel, Fly, Shuebruk, Blume & Gaguine; consulting engineers, Vandivere, Cohen & Wearn. BPCT-2325. Starting Date: Unreported.

★ **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, v.p. & gen. mgr. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, Jansky & Bailey Inc. BPCT-1663. Rep.: H-R Television. Starting Date: (as reported): Sept., 1957.

NEVADA

Elko (Ch. 10)—Elko Bcstg. Co., Box 790 (KELK-MBS). 2.94-kw visual, 1.47-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)—Nevada Radio-Television Inc., 770 E. Fifth St., Reno, Nev. 3.02-kw visual, 1.51-kw aural, minus 430-ft. above av. terrain, 137-ft. above ground, 5287-ft. above sea level, lat. 40° 51' 08", long. 115° 45' 42". Transmitter, 1-mi. N of Elko. Plant, \$75,500; yearly operating, \$150,000. Equipment, RCA. Donald W. Reynolds, pres., 50%; Southwestern Pub. Co., 50%. Albert E. Cahlan, v.p.; C. W. Parkinson, secy.-treas. For other interests, see KFSA-TV, Fort Smith, Ark. This application replaces application of Southwestern Pub. Co. for same facilities. Counsel, Haley, Wollenberg & Kenahan; consulting engineer, Robert L. Hammett, San Francisco. BPCT-2278.

★ **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 pends to Tower Tele-casting 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 Tele-casters, Box 91, 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, \$60,000; yearly operating, \$90,000. Equipment, Sarkes-Tarzian 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., .04%; George W. Smith, treas., .02%; Robert T. Colwell, 4.8%; William A. H. Birnie, 4%. WKNE Corp. also owns 50% of WKXL, Concord, N.H. 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. [Has petitioned for Ch. 11.]

Manchester (Ch. 9)—Television For New Hampshire Inc., 1015 Elm St. 288-kw visual, 144-kw aural, 1026-ft. above av. terrain, 241-ft. above ground, 1521-ft. above sea level, lat. 42° 58' 59", long. 71° 35' 22". Transmitter, South Mt., Uncanoonuc Mts., near Goffstown, N. H. Plant, \$501,420; yearly operating, \$530,850. Equipment, GE. Charles W. Varney Jr., pres. & treas., 7.69% (insurance); Robert P. Burroughs, 38.45% (insurance; actuarial & pension consultant); Parker M. Merrow, v.p., 7.69% (publisher of *Carroll County Independent*, Center Ossipee, N. H.); Richard F. Cooper, clerk & asst. treas. (attorney); Richard S. Roble, 38.45% (85% of various auto rental agencies throughout New England); George E. Coleman Jr., 7.69% (officer & employe of poultry co.). Applicant states that it has offered to purchase WMUR-TV, Manchester (Ch. 9); that in event offer is refused, this application should be considered in any license renewal hearing for WMUR-TV following expiration of its license 4-1-57. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Radio Equipment Co. BPCT-2290.

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, \$152,700; yearly operating, \$125,000. Equipment, RCA. Ownership interlocks with Ch. 7 applicant for Buffalo, N. Y. Messrs. Jack, Louis & Allen Berkman, and Laux have minority interest in WPIT, Pittsburgh; 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 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.]

★ **ATLANTIC CITY (Ch. 52)**—WOCN, David E. Mackey, 207 W. Swisssvale 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. R. 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

† **Albuquerque (Ch. 5, Educational)**—Regents of U of New Mexico, Albuquerque, and Board of Education of the City of Albuquerque, 724 Maple St. S. E. 2.004-kw visual, 1.019-kw aural, 431-ft. above av. terrain, 34-ft. above ground, 10,697-ft. above sea level, lat. 35° 12' 42.65", long. 106° 26' 58.6" and 58.82". Transmitter, 15-mi. NE of Albuquerque. Plant, \$387,000; yearly operating, \$80,000. Equipment, RCA. (Plan to use existing auxiliary towers of KOB-TV, one for visual, one for aural). Tom L. Popejoy, pres., U of New Mexico; Charles R. Spain, supt. of schools, Albuquerque. Counsel, Kreiger & Jorgensen; consulting engineers, George P. Adair Engineering Co. BPET-68.

Farmington (Ch. 12)—Farmington Bcstg. Co., 407 W. Broadway. 31-kw visual, 15.5-kw aural, 386-ft. above av. terrain, 137-ft. above ground, 140-ft. above sea level, lat. 36° 46' 45", long. 108° 11' 20". Transmitter, Twin Peaks, 2.3-mi. N of Farmington. Plant, \$110,483; yearly operating, \$125,000. Equipment DuMont transmitter, RCA antenna. Farmington Community TV Inc. (community antenna), 33 1/3% (voted by I. E. Shahan); Hugh DeWitt Landis & Cloyed O. Kendrick, a partnership operating KVBC, Farmington, 33 1/3%; San Juan Bcstg. Co. Inc. (KIUP, Durango, Colo.), 16 2/3%; Jack W. Hawkins, 2nd v.p., 16 2/3% (owns 2/3 of KVFC, Cortez, Colo.); 50% of KIUN, Pecos, Tex.; 25% of KRIG, Odessa, Tex., 40% each of KVLFF, Alpine &

New Jersey - New York

KCMR, McCarney, both Tex.; 1/3 of real estate firm in Pecos. Officers: Cloyed O. Kendrick, pres. (50% of KVBC, Farmington); R. E. O'Brien, 1st v.p. (11.26% of KIUP); I. E. Shahan, secy.-treas. (1st v.p. & 13.6% of Farmington Community TV Inc.). Counsel, Smith & Pepper; consulting engineers, Vandivere, Cohen & Wearn. BPCT-2369.

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 Sprgs., Ark. For ownership & other interests, see Hot Springs, Ark. Counsel, Frank U. Fletcher; consulting engineer, Guy C. Hutcheson. BPCT-2017. Note: Seeks new site.

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, Patroon 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, \$298,718. 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; 1070-kw max. and 575-kw horizontal visual, 535-kw max. and 288-kw horizontal aural, 630-ft. above av. terrain, 505-ft. above ground, 1945-ft. above sea level, lat. 42° 06' 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. Rep.: Hollingbery. Starting Date (as reported): Sept. 1957. [Note: Sale to *Binghamton Press* by Donald W. Kramer group 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, Fischer, 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° 42' 31", long. 78° 44' 38". Transmitter, Buffalo. Plant, \$251,500; yearly operating, not indicated. Equipment, GE. BPET-4. Starting Date: Unreported, see WTVZ, Albany.

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★ **BUFFALO (Ch. 29)**—WNYT-TV, Frontier Television Inc., 355 Ellicott Square Bldg. CP 11-23-55; 263-kw visual, 144-kw aural, 360-ft. above av. terrain, 388-ft. above ground, 998-ft. above sea level, lat. 42° 57' 15", long. 78° 52' 39". Transmitter, 2077 Elmwood Ave. Plant, \$86,500; yearly operating, \$155,000. Equipment, RCA. Bernard I. Obletz, pres., 33 1/3% (attorney); Richard S. Levy, v.p., 33 1/3% (v.p. & 10% of electronic & appliance wholesaler); Daniel A. Roblin, secy.-treas., 33 1/3% (v.p. & 25% of salvage concern (pres. & 50% of metal company)). Counsel, Berge, Fox & Arent; consulting engineer, Frank B. Ridgeway, Buffalo. BPCT-2035. Starting Date (as reported): Summer of 1957.

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 Bleistein Rd. Plant, \$638,781; yearly operating, \$750,000. Equipment, RCA. Buffalo Courier-Express Inc., 33 1/3%; WPIT Inc., 16 2/3% (licensee of WPIT, Pittsburgh, Pa.); Cataract Theatre Corp., 16 2/3% (movie exhibitors, Niagara Falls); Copper City Bcstg. Corp., 33 1/3% (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); 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 Irion, Feb. 1, 1956, recommended grant of application.]

Buffalo (Ch. 7)—Leon Wyszatycki d/b as Greater Erie Bcstg. 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 Irion 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 Irion Feb. 1, 1956 recommended denial of application.]

ELMIRA (Ch. 24)—WTVE, WTVE Inc., Box 89, 159 Madison Ave. CP 11-5-52; 7.94-kw visual, 4.27-kw aural, 898-ft. above av. terrain, 468-ft. above ground, 1602-ft. above sea level, lat. 42° 01' 52", long. 76° 47' 05". Transmitter, Comfort Hill, Ashland Township, Chemung County. Plant, \$241,380; yearly operating, \$200,000. Equipment, DuMont transmitter, GE antenna. 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%; Joseph Stein, 2.5%; Charles F. Kennedy, 2.5%; Scranton controls WARM-TV & WARM, Scranton. Cassel owns 25.8% of WCHA, Chambersburg, Pa.; 15% of an AM CP in Newark, N. Y.; controls radios WATS, Sayre, Pa.; WTKO, Ithaca, N. Y.; WGGG, Gainesville, Fla. Booth & Cassel are each 1/3 owners of WBRX, Berwick, Pa.; Booth is 1/3 owner of radio WCHA also 100% of WMLP, Milton, Pa.; 50% of WTOW, Towson, Md., and 45% of AM CP in Waynesboro, Pa. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Kear & Kennedy. BPCT-1161. [Note: Began operating June 1, 1953, but quit air Oct. 15, 1954 when hurricane destroyed tower. Resumed operation May 6, 1956, but left air again Feb. 13, 1957, reverting to CP status; see Television Digest, Vol. 10:45; 12:18; 13:7. CP expired July 16, 1957. Request for extension awaits FCC action.]

★ **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, 212 E. State St. 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 and 50% of WKXL, Concord, N.H.), 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.

★ **NEW YORK (Ch. 31)**—WNYC-TV, City of New York, Municipal Bcstg. 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.

★ **ROCHESTER (Ch. 15)**—WCBF-TV, Star Bcstg. 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 Bcstg. also owns WTLB, 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 Bcstg. 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. For complete ownership & other interests, see WVET-TV, Rochester, in station directory section. Counsel, Spearman & Roberson; 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 Bcstg. Co. (WVET-TV). Paul Miller, president; Glover DeLaney, vice pres. & gen. manager. 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.

Utica (Ch. 54)—Malco Theatres Inc., Box 2853, Memphis, Tenn. 25.7-kw visual, 15.4-kw aural, minus 167-ft. above av. terrain, 224-ft. above ground, 654-ft. above sea level, lat. 43° 06' 06", long. 75° 13' 42". Transmitter, 225 Bleecker St. Plant, \$111,597; yearly operating, \$140,000. Equipment, RCA. For ownership and other applications, see Davenport, Ia. Counsel, Haley, Wollenberg & Kenehan; consulting engineers, Wm. L. Foss Inc. BPCT-2321.

Vail Mills (Ch. 10)—Veterans Broadcasting Co. Inc., 17 S. Clinton Ave., Rochester, N.Y. 316-kw visual, 160-kw aural, 1000-ft. above av. terrain, 936-ft. above ground, 1856-ft. above sea level, lat. 43° 02' 03", long. 74° 13' 37". Transmitter, 1.3-mi. S of Vail Mills on Black St. Plant, \$764,630, yearly operating, \$1,200,000. Equipment, GE. For ownership, see WVET-TV, Rochester, N.Y. Counsel, Spearman & Roberson; consulting engineers, Page, Creutz, Steel & Waldschmitt.

NORTH CAROLINA

CHARLOTTE (Ch. 36)—WUTV, Century Advertising Co. Inc., 1 Television Pl., Charlotte. CP 2-25-53; 191-kw visual, 112-kw aural, 420-ft. above av. terrain, 191-ft. above ground, 1160-ft. above sea level, lat. 35° 12' 15", long. 80° 47' 54". Transmitter, Independence Blvd. at City Auditorium. Plant, \$421,400; yearly operating, \$293,600. Equipment, RCA. Hugh A. Deadwyler, 49.5%; Frank P. Larson Jr., 49.5%; James Poston, exec. v.p. & gen. mgr. 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 Nov. 20, 1957. Expects to resume operation Nov. 1, 1957.]

OHIO

★ **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.

★ **NEW BERN (Ch. 12)**—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 Bcstg. 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)—New Hanover Bcstg. Co. Inc., Box 869. (WGNI). 100-kw visual, 50-kw aural, 467-ft. above av. terrain, 523-ft. above ground, 543-ft. above sea level, lat. 34° 24' 17.7", long. 77° 55' 21.2". Transmitter, U. S. Hwy. 421 approx. 12-mi. N of Wilmington. Plant, \$413,129; yearly operating, \$200,000. Equipment, RCA. J. S. Brody, pres., 49.34% (investments; 20% of WFIG, Sumter, S. C.); Leo Brody, treas., 25% (real estate; dry goods mfr.); 24.5% of WLPM, Suffolk, Va.); Fred L. Hart, v.p.-sec., 7.9% (bank director; 18.8% of WLPM); Charlotte Brody, 16.44% (housewife); Suffolk Bcstg. Corp. (WLPM), 1.32%. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, Lohnes & Culver. BPCT-2310.

Wilmington (Ch. 3)—United Bcstg. Co. Inc., 2900 Tilden St., N.W. Washington, D.C. 100-kw visual, 70.8-kw aural, 370-ft. above av. terrain, 404-ft. above ground, 444-ft. above sea level, lat. 34° 27' 18", 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.

WINSTON-SALEM (Ch. 26)—WTOB-TV, Winston-Salem Bcstg. Co. Inc., Box 5176, Ardmore P.O. (WTOB-CBS, MBS). CP 2-4-53; 7.4-kw visual, 3.71-kw aural, 370-ft. above av. terrain, 547-ft. above ground, 1447-ft. above sea level, lat. 36° 05' 30", long. 80° 16' 59". Transmitter, 300 S. Stratford Rd. Plant, \$412,092; yearly operating, \$329,040. Equipment, RCA. James W. Coan, pres., 15%; John G. Johnson, 13%; Robert V. Brawley, v.p., 8%; Archibald Craige, 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 owns 80% of WAPA-TV, San Juan, P.R.; 50% of CP for WBMG, Birmingham, Ala. (Ch. 42); is applicant for Ch. 13, Aguadilla, P.R.; operates radio station WSGN, Birmingham, Ala. Counsel, Krieger & Jorgensen; consulting engineers, Kear & Kennedy. BPCT-1497. [Note: Began operating Sept. 18, 1953, but quit the air May 11, 1957, reverting to CP status; see *Television Digest*, Vol. 13:20. CP expired July 3, 1957.]

NORTH DAKOTA

Fargo (Ch. 11)—Marvin Kratter d/b as Fargo Telecasting Co., 521 Fifth Ave., New York, N.Y. 3.7-kw visual, 2.25-kw aural, 147-ft. above av. terrain, 156-ft. above ground, 1066-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.

Fargo (Ch. 11)—North Dakota Bcstg. Co. Inc., 4000 W. Main St. 29.05-kw visual, 14.55-kw aural, 392-ft. above av. terrain, 416-ft. above ground, 1336-ft. above sea level, lat. 46° 45' 25", long. 96° 35' 37". Transmitter, 2.75-mi. SE of Sabin, Minn. Plant, \$103,450; yearly operating, \$96,000. Equipment, DuMont transmitter, RCA antenna. (Antenna system & studio equipment on hand). For ownership & other interests, see KCJB-TV, Minot, N.D. John W. Boler, pres. Counsel, Prince, Tsvlor & Crampton; consulting engineer, Lloyd R. Amoo. BPCT-2357.

★ **MINOT (Ch. 10)**—KMOT, Meyer Bcstg. Co., 200½ Fourth St. Bismarck, N.D. CP 10-5-55; 26.9-kw visual, 13.5-kw aural, 448-ft. above av. terrain, 437-ft. above ground, 2197-ft. above sea level, lat. 48° 12' 56", long. 101° 19' 05". Transmitter, 1-mi. S of city limits of Minot. Plant, \$122,000; yearly operating, \$65,000. Equipment, DuMont transmitter, RCA antenna. Also owns KFVR-TV & KFVR, Bismarck and is TV grantee for Williston, N.D. Etta Hoskins 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 & Harston; consulting engineers, Page, Creutz, Steel & Waldschmitt. BPCT-2020. Starting Date: Unreported.

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, 3½-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. (WOUI). 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)**—WTLC, 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 newspapers); Wallace R. 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. Pflug, 9.4% (owns *Stuebenville Jeffersonian*; advertising); Ethel M. Pritz, 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% (commercial 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° 06' 17", long. 84° 33' 21". Transmitter, 8th & Matson Place. Plant, \$221,660; 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). Counsel, Smith & Pepper; consulting engineer, John H. Mullaney. BPCT-1681. Starting Date: Unreported.

★ **CLEVELAND (Ch. 19)**—WHK-TV, Forest City Publishing Co., 5000 Euclid Ave. (WHK-MBS). 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 Bcstg. 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, 1593.5-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 mfr.); Ray T. Miller, pres., 21.98% (investments); Paul C. Aiken, 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.

Columbus (Ch. 40)—Malco Theatres Inc., Box 2853, Memphis, Tenn. 23.1-kw visual, 13.86-kw aural, 208-ft. above av. terrain, 290-ft. above ground, 1035-ft. above sea level, lat. 39° 58' 05", long. 83° 00' 05". Transmitter, 8 E. Long St. Plant, \$131,597; yearly operating, \$160,000. Equipment, RCA. For ownership and other applications, see Davenport, Ia. Counsel, Haley, Wollenberg & Kenahan; consulting engineers, Wm. L. Foss Inc. BPCT-2315.

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 Bcstg. 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.

Ohio-Oklahoma

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, \$236,360; 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 WICU, Erie, Pa.; AM stations, WTOP, Toledo; WIKK, Erie; WHOO, Orlando, Fla.; 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. (WMUB-FM). CP 7-18-56; 4.17-kw visual, 2.24-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. BPET-62. Starting Date: Unreported.

★† **TOLEDO (Ch. 30, educational)**—WGTE-TV, Greater Toledo Educational TV Foundation, Board of Education Bldg., 121 Southard Ave. CP 6-27-57; 3-kw visual, .15-kw aural, 188-ft. above av. terrain, 199-ft. above ground, 819-ft. above sea level, lat. 41° 39' 44", long. 83° 36' 52". Transmitter, 2801 W. Bancroft St. Plant, \$42,033; yearly operating, \$35,100. Equipment, GE. Asa S. Knowles, pres. (pres. U. of Toledo). Also has application pending for 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' 26", long. 83° 36' 55". Counsel, Krieger & Jorgensen; consulting engineer, A. R. Bitter, Toledo. BPET-53. Starting Date: Unreported.

★ **TOLEDO (Ch. 79)**—WTOR-TV, Woodward Bcstg. Co., 1056 Randolph 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 Osnos, 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 Michigan); 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, \$828,656; yearly operating, \$1,000,000. Equipment, RCA. Mason B. Jones, pres., 10.593% (diversified mfg.); Howard P. DeVilbiss, 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 Tertleather 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. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended denial of application.]

Toledo (Ch. 11)—Citizens Bcstg. 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. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended denial of application.]

Toledo (Ch. 11)—Community Bcstg. 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 Rd., near Norden Rd., 3-mi. E of Harbor View. Plant, \$805,383; yearly operating, \$1,033,127. Equipment, RCA. Frazier Reams, pres.-treas., 70% (attorney, ex-Congressman); Morton Nelpp, v.p., 10% (attorney); Thomas S. Bretherton, secy., 10% (attorney); Glenn H. Reams, asst. secy., 10% (physician). Counsel, Pier-

son, Ball & Dowd; consulting engineers, A. D. Ring & Assoc. BPCT-590. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended denial of application.]

Toledo (Ch. 11)—Great Lakes Bcstg. 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. Rairdon, 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. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended grant of application.]

Toledo (Ch. 11)—Maumee Valley Bcstg. 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%; Paul E. Wagner, v.p., 4.2%; 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. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended denial of application.]

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., pres., 33½%; William Block, v.p., 33½%; Dina W. Block, 2%. 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. [Note: Initial decision by examiner J. D. Bond March 21, 1957, recommended denial of application.]

Toledo (Ch. 11)—Unity Corp. Inc., 3225 Arlington. 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.; hold CP for Massillon, O. Counsel, McGrath & Brown; consulting engineer, Frank H. McIntosh & Assoc. BPCT-1609. [Note: Initial decision by examiner J. D. Bond March 21, 1957 recommended denial of application.]

† **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' 26", 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. Bowsher, secy. (supt. Toledo Public Schools); W. Clyde Slater, treas. (clerk-treas., Toledo Board of Education). Consulting engineer, A. R. Bitter. BPET-53. [Note: Has CP for low-power station. See above.]

★ **YOUNGSTOWN (Ch. 73)**—WXTV, Community Telecasting Co., Box 150, Farrell, Pa. CP 11-2-55; 6.46-kw visual, 3.47-kw aural, 330-ft. above av. terrain, 334-ft. above ground, 1404-ft. above sea level, lat. 41° 04' 22", long. 80° 38' 25". Transmitter, Homestead St. & Indianola Ave. Plant, \$72,500; yearly operating, \$100,000. Equipment, Continental Electronics transmitter, Gabriel antenna. Sanford A. Schafitz, 50% (owns WJAR, Farrell, Pa.; AM applicant in Lorain, O.); Guy W. Gully, 50% (banker). Counsel, Carl L. Shipley; engineer, Sanford A. Schafitz. BPCT-2015. Starting Date: Unreported.

Youngstown (Ch. 45)—The Jet Bcstg. 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 WTIV, Titusville, Pa.); William Fleckenstein, v.p.-secy.-treas., 36.5% (gen. mgr., WHOT; secy.-treas. & 36% of WJET). Counsel, Harry J. Daly; consulting engineer, John H. Mullaney. (Also filed protest against grant of WKST-TV mod. of CP, request for stay & petition for Commission to accept above application of Jet Bcstg. and to designate it for comparative hearing with WKST-TV.)

OKLAHOMA

Elk City (Ch. 8)—Southwest Bcstg. 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, Prodelin 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, Harry M. Plotkin; consulting engineer, A. Earl Cullum Jr. BPCT-2243.

Elk City (Ch. 8)—Video Independent Theatres, Inc. Box 1334, Oklahoma City, Okla. 94-kw visual, 47-kw aural, 707-ft. above av. terrain, 773-ft. above ground, 2720-ft. above sea level, lat. 35° 23' 03", long. 99° 24' 45". Transmitter S. Washington Ave., 2-mi. S of city's center. Plant, \$37,822; yearly operating, \$100,000. Equipment, Sarkes Tarzian transmitter, Prodelin 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 & Roberson; consulting engineer, Guy C. Hutcheson. BPCT-2230.

OKLAHOMA CITY (Ch. 25)—KTVQ, Republic TV & Radio Co., c/o E. A. Fariss, Liberty Bank Bldg. 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%. Counsel, McKenna & Wilkinson; engineers, Vandivere, 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.]

Oklahoma City (Ch. 19)—Malco Theatres Inc., Box 2853, Memphis, Tenn. 22.85-kw visual, 13.7-kw aural, 359-ft. above av. terrain, 393-ft. above ground, 1593-ft. above sea level, lat. 35° 28' 21", long. 97° 30' 53". Transmitter, Broadway & N. First St. Plant, \$135,647; yearly operating, \$140,000. Equipment, RCA. For ownership and other applications, see Dav-entport, Ia. Counsel, Haley, Wollenberg & Kenahan. Consulting engineers, William L. Foss Inc. BPCT-2320.

★ 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-1623. Starting Date: Unreported.

TULSA (Ch. 23)—KCEB, Elfred Beck, 2877 E. 35th St. CP 2-25-53; 170-kw visual, 93.3-kw aural, 700-ft. above av. terrain, 494-ft. above ground, 1400-ft. above sea level, lat. 36° 07' 00", long. 96° 01' 28". Transmitter, Lookout Mt. Note: Studio-transmitter facilities sold to KTVX, Muskogee. Plant, \$435,126; yearly operating, \$260,000. Equipment, RCA. Elfred 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* and *Portsmouth (Va.) World*); 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.

Coos Bay (Ch. 11)—Pacific Television Inc., c/o KVAL-TV, Box 548, Eugene, Ore. 12.22-kw visual, 6.12-kw aural, 712-ft. above av. terrain, 341-ft. above ground, 891-ft. above sea level, lat. 43° 21' 18", long. 124° 14' 27". Transmitter, Blossom Hill, 1-mi. SW of Coos Bay. Plant, \$70,800; yearly operating, \$48,000. Equipment, RCA. Eugene Television Inc., 100%. Robert P. Booth, pres.; C. H. Fisher, v.p. Also owns 50% of KPIC-TV, Roseburg, Ore. For ownership, see KVAL-TV, Eugene. Counsel, Loucks, Zias, Young & Jansky; consulting engineers, A. D. Ring & Assoc. BPCT-2309.

★ CORVALLIS (Ch. 7, educational)—KOAC-TV, State of Oregon, State Board of Higher Education, Box 5175, Eugene, Ore. CP 5-1-57; 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' 25", 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. Feikert, Corvallis. BPET-65. Starting Date (as reported): Oct., 1957.

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. Plant, \$67,300; yearly operating, \$60,000. Equipment, RCA. Robert S. McCaw, 50% (owns KWIQ, Moses Lake, Wash.; 33 1/3% of electronic distributor and a common carrier com-

pany; 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. [Note: Sale to Northwest Telecasting Inc., in which Oregon Radio Inc. holds 51%, KVIP, Redding, Cal. 49% pends FCC approval; see *Television Digest*, Vol. 13:23.]

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, WNAR, Norristown, Pa.; WWNR, 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., E. Rock Rd. (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° 26' 03". Transmitter, South Mt., about 3-mi. SSE of Allentown. Plant, \$160,973; yearly operating \$260,000. Equipment, DuMont transmitter, Gabriel antenna. Raymond F. Kohn, pres., 3.6%; Daniel Houck, secy., .02%; Ben Strouse, v.p., 31.9% (gen. mgr. of WWDC, Wash., D.C.); Maribelle Kohn, treas.; 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. Requests for extension of CP awaits FCC action.]

Erie (Ch. 66)—L. E. U. Bcstg. Co., 212 Commerce Bldg. (WLEU). 65-kw visual, 35-kw aural, 142-ft. above av. terrain, 325-ft. above ground, 985-ft. above sea level, lat. 42° 07' 26", long. 80° 04' 52". Transmitter, State & 12th Sts. Plant, \$76,000; yearly operating, \$240,000. Equipment, DuMont. Joseph P. Wardlaw Jr., pres., 100%. Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, L. H. Carr & Assoc. BPCT-2362.

HARRISBURG (Ch. 71)—WCMB-TV, Rossmoyne Corp., 228 Court St. (WCMB). CP 7-23-53; 220-kw visual, 110-kw aural, 990-ft. above av. terrain, 439-ft. above ground, 1519-ft. above sea level, lat. 45° 19' 03", long. 76° 56' 50". Transmitter: E. Penneboro Twp. Plant, \$211,000; yearly operating, \$98,000. Equipment, GE. Edgar T. Shepard Jr., pres., 66 2/3%; Edgar K. Smith, v.p., 33 1/3%. Counsel, McKenna & Wilkinson; consulting engineers, Frank H. McIntosh & Assoc. BPCT-966. [Note: Began operating on Ch. 27 Sept. 2, 1954, but quit the air April 9, 1957, reverting to CP status. May 15, 1957 FCC authorized it to swap Ch. 27, transmitter & tower with WTPA (Ch. 71) plant, with WTPA to operate on Ch. 27; see *Television Digest*, Vol. 13:15, 20. CP expired Aug. 26, 1957.]

★ 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° 56' 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., 33 1/3%; Hilda M. Deisroth, v.p., 33 1/3%; Geo. M. Chisnell, treas., 33 1/3%. Mr. Diehm also has interest in WVDA, Boston, WIDE, Biddeford, Me., and WHOL, Allentown, Pa. Counsel, Geo. O. Sutton; consulting engineer, James C. McNary. BPCT-481. Starting Date: Unreported.

★ 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° 16' 39". Transmitter, on Gypsy Hill Rd., 2.4-mi. SE of Lancaster. Plant, \$75,276; yearly operating, \$80,000. Equipment, RCA. F. H. Altdorfer, pres., 81% (secy. & 51% of WKOP, Binghamton, N.Y.; 25% of contracting firm; pres. & 60.7% of Lancaster Electric Co.); Barbara E. Altdorfer, v.p., 12%; Samuel M. Altdorfer, 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.

★ LOCK HAVEN (Ch. 32)—WBPZ-TV, Lock Haven Bcstg. Corp. 132 1/2 E. Main St. (WBPZ-MBS). CP 5-8-57; 20-kw visual, 11-kw aural, 300-ft. above av. terrain, 146-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 Tipez, 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. Lipez, 10%; W. T. Piper Jr., 10%; T. V. Weld, 10%. BPCT-2139. Starting Date: Unreported.

Pennsylvania-South Carolina

★ **McKEESPORT** (Ch. 4, allocated to Irwin, Pa.)—Television City Inc., 2900 Grant Bldg., Pittsburgh, Pa. CP 7-25-57; 100-kw visual, 50.1-kw aural, 485-ft. above av. terrain, 290-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. Television City Inc., 50%; WCAE Inc. (Hearst Publishing Co.), 50%. Earl F. Reed, pres.; Irwin D. Wolf Jr., v.p.; Lee Eckels, secy.-treas. Reed and Wolf are co-voting trustees for Television City Inc. Eckels represents WCAE Inc. Counsel, Geo. Sutton and Pierson. Ball & Dowd; consulting engineers, Lohnes & Culver. BPCT-147. Starting Date: Unreported.

NEW CASTLE (Ch. 45)—WKST-TV, WKST Inc., Cathedral Bldg., E. Lincoln Ave. CP 9-4-52; 198-kw visual, 119-kw aural, 577-ft. above av. terrain, 638-ft. above ground, 1663-ft. above sea level, lat. 41° 03' 42.6", long. 80° 38' 6.5". Transmitter, Youngstown, O. 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. Return to air using site in Youngstown expected in Fall of 1957.]

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-2009. Starting Date: Unreported.

★ **PHILADELPHIA** (Ch. 29)—WSES, Philadelphia Bcstg. Co. Inc., Western Savings Fund Bldg. CP 3-28-56; 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 McKeesport.

★ **PITTSBURGH** (Ch. 11)—WIIC, WWSW Inc., Hotel Sheraton. CP 7-20-55; 316-kw visual, 156-kw aural, 1000-ft. above av. terrain, 842-ft. above ground, 2042-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 99.58% 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 WIIC, with WJAS to be sold. WJAS interests also control WHJB, Greensburg, Pa. Counsel, Segal, Smith & Hennessey. Consulting engineer, Henry R. Kaiser, Pittsburgh. BPCT-254. Rep: Blair-TV. Starting Date (as reported): July, 1957.

★ **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° 28' 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., and is Ch. 5 applicant in Weston, W.Va. 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.]

Pittsburgh (Ch. 47)—Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave. 201-kw visual, 100.5-kw aural, 617-ft. above av. terrain, 537-ft. above ground, 1702-ft. above sea level, lat. 40° 26' 46", long. 79° 57' 51". Transmitter, 2850 Berthoud St. Plant, \$149,520; yearly operating, \$40,000. Equipment, RCA. Same ownership as WQED (Ch. 13), Pittsburgh. If proposed station is granted, applicant will provide classroom instruction on both channels (13 & 47) throughout each school day. Counsel, Fischer, Willis & Panzer.

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 Quier, 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 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, Geo. Gaul, Frank L. Hornberger, Arthur W. Heim 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 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 C. 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 Bcstg. 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.

★ **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. WGAL Inc., 100% (owns WGAL-TV, Lancaster, Pa. and radio WGAL). Steinman brothers acquired radio & CP in 1957 from George E. Joy-Margaretta T. Steele group. Counsel, Hogan & Hartson; consulting engineer, James C. McNary. BPCT-521. Starting Date: Fall of 1957.

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 Hamlin, v.p., 33.04% (jewelry mfr.); John Dunne, v.p., 33.04% (auto dealer); TV Associates of R.I. Inc., 86%. 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 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. BPET-41.

SOUTH CAROLINA

★ **CAMDEN** (Ch. 14)—WACA-TV, Camden Bcstg. 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' 38", 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% (atty.); 23 others, none holding more than 3%. Counsel, A. L. Stein; consulting engineer, Wm. E. Bennis Jr. BPCT-1544. Starting Date: Unreported.

★ **CHARLESTON** (Ch. 4)—WTMA-TV, Atlantic Coast Bcstg. Corp. of Charleston, 133 Church St. (WTMA-NBC). CP 8-1-57; 57.5-kw visual, 31.6-kw aural, 370-ft. above av. terrain, 417-ft. above ground, 421-ft. above sea level, lat. 32° 49' 20", long. 79° 58' 45". Transmitter, .6-mi. E of Old Town Rd. Plant, \$222,500; yearly operating, \$425,000. Equipment, RCA. Charles E. Smith, pres.-treas., 40%; George H. Clinton, v.p., 40% (v.p. & gen. mgr. of WPAR, Parkersburg, W.Va. and WBOY, permittee of Ch. 12, Clarksburg, W.Va.; treas. of WCMI, Ashland, Ky.); David W. Jefferies, secy., 10% (chief engineer, WTMA, Charleston, S.C.); Dorothy A. Marks, 10%. Counsel, Cohn & Marks; consulting engineer, David W. Jefferies. BPCT-2346. Starting Date: Unreported.

GREENVILLE (Ch. 23)—WGV, 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 mfg.); 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)—KXAB-TV, North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N.D. 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. John W. Boler, pres. & gen. mgr., 57%. For other interests, see KXJB-TV, Valley City, N.D. Counsel, Prince, Taylor, Crampton & Goodson; consulting engineer, Lloyd R. Amoo. BPCT-2152. Starting Date (as reported): Oct., 1957.

★ **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.

Mitchell (Ch. 5)—Mitchell Bcstg. Assn. Inc., Box 736. (KORN-MBS). 23.6-kw visual, 11.8-kw aural, 566-ft. above av. terrain, 569-ft. above ground, 1915-ft. above sea level, lat. 43° 41' 25", long. 98° 00' 27". Transmitter, .5-mi. SE of Mitchell on Hwy. 37. Plant, \$123,335; yearly operating, \$120,000. Equipment, GE transmitter, RCA antenna. R. V. Eppel, pres. & treas., 98%; Charles N. Rozum, v.p., 1%; H. T. Fuller, secy., 1%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting Engineer, Lloyd R. Amoo, Valley City, N.D.

★ **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."

★ **SIoux FALLS** (Ch. 13)—KSOO-TV, KSOO Inc., 317 S. Phillips Ave. (KSOO-ABC). 29.97-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, 8-mi. E of Sioux Falls. Plant, \$109,024; yearly operating, \$80,000. Equipment, RCA. Morton H. Henkin, pres., 69.8%; Ruth Henkin Hahn, 29.8%; George R. Hahn, 0.2%; Sylvia R. Henkin, 0.2%. Counsel, Segal, Smith & Hennessey; consulting engineers, George C. Davis Consulting Engineers. BPCT-2195. Starting Date (as reported): Fall of 1957.

TENNESSEE

Memphis (Ch. 48)—Malco Theatres Inc., Box 2853. 614.5-kw visual, 368.5-kw aural, 369-ft. above av. terrain, 393-ft. above ground, 643-ft. above sea level, lat. 35° 02' 59", long. 90° 00' 50". Transmitter, Crosstown Theatre. Plant, \$307,786; yearly operating, \$140,000. Equipment, RCA. For ownership and other application, see Davenport, Ia. BPCT-2344.

† **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, \$199,956; yearly operating, \$100,000. Equipment, not specified. Dr. Rudolph A. Light, pres. Counsel, Murphy, Duiker, 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. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Electronics Corp., Dallas. BPCT-2124. Starting Date: Unreported.

★ **AMARILLO** (Ch. 7)—Southwest States Inc., 1301 Polk St. CP 8-1-57; 46-kw visual, 23-kw aural, 840-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 KFDA); 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 Develop-

ment Corp., 20% (land development; investments). Counsel, Pierson, Ball & Dowd; consulting engineers, Page, Creutz, Steel & Waldschmitt Inc. BPCT-2199. Starting Date: unreported.

Beaumont—See also Port Arthur.

BEAUMONT (Ch. 31)—KBMT, Television Bcstrs. 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.]

Beaumont (Ch. 12)—Brown Telecasters, Inc., 307 F. & M. Bldg. 316-kw visual, 158-kw aural, 1000-ft. above av. terrain, 1029-ft. above ground, 1032-ft. above sea level, lat. 29° 43' 39", long. 93° 53' 19". Transmitter, S. 8th St., .55-mi. from center of Sabine Pass. Plant, \$991,334; yearly operating, \$640,000. Equipment, RCA. E. W. Brown Jr., pres., 60% (oil gas; timber; real estate; banker); W. E. Beathard Jr., v.p.-mgr. 10%; Charles E. Brown, v.p., 10% (oil; gas; real estate; auto dealer); G. L. Paret, v.p., 10% (gas; oil; lumber; rancher); B. L. Morris, secy.-treas., 10% (gen. mgr. of E. W. Brown oil & timber properties). Counsel, Weaver & Glassie; consulting engineers, Kear & Kennedy. BPCT-2327.

Beaumont (Ch. 12)—KPBX Bcstg. Co., Box 2673 (KJET). 316-kw visual, 158-kw aural, 579-ft. above av. terrain, 625-ft. above ground, 645-ft. above sea level, lat. 29° 55' 40", long. 94° 21' 35". Transmitter, 6.3-mi. W of Fannett, Tex. Plant, \$347,100; yearly operating, \$500,000. Equipment, Standard Electronics transmitter, Alford antenna. Ben J. Rogers, pres., 13%; Walter L. Rubens, v.p. & gen. mgr., 49%; Nathan, J. Rogers, secy.-treas., 12%; Sol J. Rogers, 13%; Victor J. Rogers, 13%. Rogers are brothers and partners in wholesale optical firm & oil investments and each owns 1% of KCOE, San Antonio. Counsel, Lyon Wilner & Bergson; consulting engineers, Vandivere, Cohen & Wearn. BPCT-2313.

★ **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. Counsel, McKenna & Wilkinson; consulting engineers, Commercial Electronics Corp., Dallas. BPCT-2090. Starting Date: Unreported.

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, Houston Bcstg. Corp., 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. Milton R. Underwood, chairman, 30% (Houston investment banker); Catherine F. Underwood, v.p., 40% (wife of Milton); David M. Underwood, 30% (son). Houston Bcstg. acquired CP with radio KXYZ from Glenn H. McCarthy's Shamrock Bcstg. Co. (*Television Digest*, Vol. 13:13). 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. Shlenker, 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)—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, Elliot C. Lovett; consulting engineers, Frank H. McIntosh & Assoc. BPCT-2183.

★ **MONAHANS** (Ch. 9)—Tri-Cities Bcstg. Co., Box 1118. CP 8-1-57; 27.5-kw visual, 13.8-kw aural, 620-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, 33 1/3% (pres. & 36% of KVKM, Monahans); J. B. Walton, 33 1/3% (ranching & oil properties); Helen W. Walton, 33 1/3% (ranching & oil properties). Counsel, Dow, Lohnes & Albertson; consulting engineer, A. Earl Cullum Jr. BPCT-2231. Starting Date: Unreported.

Texas-Virginia

★ **NACOGDOCHES** (Ch. 19)—KTES, East Texas Bcstg. Co. Inc., Box 248, CP 6-20-57; 20-kw visual, 10.7-kw aural, 292-ft. above av. terrain, 300-ft. above ground, 660-ft. above sea level, lat. 31° 35' 26", long. 94° 37' 28". Transmitter, State Hwy. 21, 2-mi. ESE of center of town. Plant, \$42,000; yearly operating, \$45,000. Equipment, DuMont transmitter, RCA antenna. Joe D. Prince, pres., 25% (soft drink bottler); T. Gillette Tilford, v.p.-treas., 25% (sawmill operator and grocer); Lee Scarborough, secy., 25% (TV sales & service; owner of KELS-FM, Nacogdoches); Dr. James G. Taylor, 25%. Counsel, Haley, Wollenberg & Kenahan; consulting engineer, Guy C. Hutcheson, Arlington, Tex. BPCT-2292. Starting Date: Unreported.

Port Arthur—See also Beaumont.

★ **PORT ARTHUR** (Ch. 4)—KPAC-TV, Texas Goldcoast TV Inc., Box 3191, Beaumont, Tex. (KPAC-MBS). CP 3-20-57; 100-kw visual, 50-kw aural, 700-ft. above av. terrain, 767-ft. above ground, 787-ft. above sea level, lat. 30° 08' 59", long. 93° 58' 54". Transmitter, Hwy. 1132, 2.5-mi. NE of Vidor. Plant, \$460,209; yearly operating, \$392,556. Equipment, RCA. Port Arthur College, 50%; Jefferson Amusement Co., 50%. Texas Goldcoast officers: Julius M. Gordon, pres. (Jefferson Amusement Co.); Carl D. Levy, secy. (Jefferson Amusement); O. W. Collins, v.p. (Port Arthur College); Earl R. Moxon, treas. (Port Arthur College). Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Commercial Radio Equipment Co. BPCT-839. Starting Date (as reported): Fall of 1957.

Port Arthur (Ch. 12)—WDSU Bcstg. Corp., 520 Royal St., New Orleans, La. 316-kw visual, 158-kw aural, 967-ft. above av. terrain, 991-ft. above ground, 996-ft. above sea level, lat. 29° 42' 57", long. 93° 51' 46". Transmitter, 5-mi. S of center of Sabine, Tex. Plant, \$884,000; yearly operating, \$636,000. Equipment, RCA. 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. Also own WDSU-TV, New Orleans; 68.87% of WAFB-TV, Baton Rouge; 51% of WDAM-TV, Hattiesburg, Miss. Counsel, Pierson, Ball & Dowd; consulting engineers, Page, Creutz, Steel & Waldschmidt. BPCT-2300.

★ **SAN ANGELO** (Ch. 3)—KVTX, Lowell Smith & Joe N. Weatherby db/as San Angelo Television Co., c/o First State Bank, Rio Vista, Tex. CP 1-27-57; 3.02-kw visual, 1.58-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, Twohig 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. Starting Date: Unreported.

† **San Antonio** (Ch. 9, educational)—San Antonio Council for Educational Television, c/o W. W. Jackson, P.O. Box 2341, 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)—KNAL-TV, Albert B. Alkek d/b as Alkek Television Co., Victoria Bank & Trust Bldg. (KNAL). CP 5-1-57; 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 Port 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. Starting Date: Unreported.

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, Prodelin 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, Prodelin 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. 6-kw visual 3-kw aural, 2845-ft. above av. terrain, 137-ft. above ground, 7772-ft. above sea level, lat. 40° 16' 56", long. 111° 56' 10". Transmitter, Lake Mt., approx. 15-mi. WNW of Provo. Plant, \$64,780; yearly operating, \$96,000. Equipment, DuMont transmitter, RCA antenna. Samuel B. Nissley, pres., 30.5% (supervisor at Geneva Works of U. S. Steel in Geneva, Utah); Jeanette C. Nissley, secy.-treas., 2.54% (bookkeeper at KEYY, Provo); John W. Taylor, 39.11% (real estate and mining interests); Freda Vernon, 5.08% (owns dance studio); 12 other stockholders none with more than 3%. 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, Prodelin 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)—KUED, 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. 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% (is applicant for Ch. 2, Terre Haute, Ind. and owns WCMS, Norfolk and 10% of WROV, 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. Motley, secy.-treas., .08%; and following directors: George W. Aron, 1.8%; George A. Carter, .13%; L. N. Dibrell Jr. (co-executor of estate of L. N. Dibrell Sr.), 39.6%; H. F. Fitchett, .21%; 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.]

Norfolk (Ch. 13)—Norfolk Newport News Television Corp., c/o Jack Siegel, 1736 Buena Vista, Ormond Beach, Fla. 316-kw visual, 159-kw aural, 1000-ft. above av. terrain, 1026-ft. above ground, 1048-ft. above sea level, lat. 36° 47' 54", long. 76° 10' 41". Transmitter, 1000-ft. NE of Bonney's Corner, Va. Plant, \$547,000; yearly operating, \$1,000,000. Equipment, RCA. Emil J. Arnold, pres., 50% (50% of optical & dental services in Boston, New York, Newark & Elizabeth City, N.J.; owns advertising agency in Boston; pres. & 50% of WALT, Tampa; pres. & 50% of WINN, Louisville, Ky.; treas., & 50% of WMFJ, Daytona Beach, Fla.; 100% of WTAM, Decatur, Ga.; 50% of grantee WHIY, Orlando, Fla.); Robert E. Wasdon, v.p., 25% (v.p. & 25% of WALT; 16 2/3% of WINN; 25% of WHIY; 50% of WIOD, Sanford, Fla.); Jack Siegel, secy.-treas., (secy. of WMFJ; secy.-treas. & 25% of WALT; 16 2/3% of WINN; 25% of WHIY; 50% of WIOD). Counsel, Miller & Schroeder; consulting engineers, Page, Cruetz, Steel & Waldschmitt. BPCT-2363.

★ **PORTSMOUTH** (Ch. 10)—WAVY-TV, Tidewater Teleradio Inc., 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, \$685,656; 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

Virginia-West Virginia

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): Summer 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 Craig, 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. Bahnsen Jr., 1.66%; Kenneth Mountcastle Jr., 1.85%; Katherine K. Bahnsen, 1.85%. Also owns off-air WTOB-TV, Winston-Salem; 80% of WAPA-TV, San Juan, P.R., and is Ch. 47 applicant for Birmingham, Ala. Counsel, Krieger & Jorgensen. BPCT-1623. Starting Date: Unreported.

WASHINGTON

Aberdeen (Ch. 58)—Grays Harbor Television Inc., 214 W. Heron St. 9.4-kw visual, 5.1-kw aural, 41-ft. above av. terrain, 205-ft. above ground, 225-ft. above sea level, lat. 46° 57' 28", long. 123° 48' 26". Transmitter, 1308 Coolidge St. Plant, \$77,350; yearly operating, \$40,000. Equipment, RCA. Harry R. Spence, pres., 25% (pres. & 85% of KXRO, Aberdeen); 10% of Harbor Television Corp., community antenna system; 11% of electronics distributor; 33.33% of Tele-Communications Inc., common carrier micro-wave; John Walker, v.p., 25% (11% of electronics distributor; 10% of Harbor TV Corp.; 25% of Sylvia TV Inc., community antenna); W. Donald McCaw, secy., 25% (50% of real estate co.; 13% of Harbor TV; 50% owner of TV applicant for LaGrande, Wash.); Fred G. Goddard, treas., 25% (10% of Harbor TV; 11% of electronics distributor; 25% of Sylvia TV; 10% of Eastern Ore. TV Inc., community antenna); 6.5% of The Dallas TV Inc., community antenna). Counsel, Haley, Wollenberg & Kenahan; consulting engineer, J. B. Hatfield, Seattle, Wash. BPCT-2284.

★ **KENNEWICK (Ch. 25)**—Columbia River Television Co., c/o Stuart Nathanson, Black Angus Motel. CP 8-1-57; 8.13-kw visual, 4.9-kw aural, 0-ft. above av. terrain, 185-ft. above ground, 665-ft. above sea level, lat. 46° 12' 37", long. 119° 09' 07". Transmitter, 2414 W. Kenewick Ave. Plant, \$76,000; yearly operating, \$108,000. Equipment, GE. Stuart Nathanson, pres., 25% (free-lance TV producer); B. K. Phillips, v.p., 18¾% (auto dealer); Stuart T. Mullen, v.p., 12½% (gen. mgr. of dept. store); C. N. Hostkoetter, v.p., 18¾% (restaurant & real estate); Robert D. Plows, secy., 6¼% news editor; Albert I. Milberg, 12½% (accountant); O. S. Bailie, 6¼% (grocer). Counsel, Saul Levine, Los Angeles; consulting engineer, Ron Oakley, La Canada, Cal. BPCT-2307. Starting Date: Unreported. [Note: Grant is subject to permittee's filing for change to Ch. 31.]

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 & ⅓ owner of KGAY, Salem, Ore., 100% of KTIK, Seattle); John Truhan, 50% (½ owner of KBAM; ⅓ of KGAY). Engineer, John Truhan. BPCT-2119.

★ **SEATTLE (Ch. 7)**—KIRO-TV, Queen City Bcstg. Co. 1530 Queen Anne Ave. (KIRO-CBS). CP 7-25-57; 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. Starting Date: Unreported.

★ **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, \$220,386; yearly operating \$560,000. Equipment, Du Mont 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* and *Portsmouth (Va.) World*. Counsel, Krieger & Jorgensen; consulting engineers, A. D. Ring & Assoc. BPCT-959. Starting Date: Unreported. [Note: Has requested Ch. 2.]

★ **WALLA WALLA (Ch. 8)**—KRTV, Walla Walla TV Co., c/o KIMA-TV, Box 702, Yakima, 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 licensee 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: Unreported.

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. & 33⅓% 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 antenna systems; is mgr. and has option to buy 33⅓% 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.

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)**—WBOY-TV, WSTV Inc., c/o WSTV-TV, Steubenville, Ohio, Exchange Realty Bldg., (WBOY-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 Pinnickinnick Mt. Plant, \$312,141; yearly operating, \$200,000. Equipment, RCA. WSTV owners operate WSTV-TV, Steubenville, O. and KODE-TV, Joplin, Mo. WSTV Inc. acquired CP for WBOY-TV and radios WBOY, Clarksburg and WPAR, Parkersburg, W.Va. from New Publishing Co., Wheeling (*Television Digest*, Vol. 13:14). Counsel, Kirkland, Fleming, Green, Martin & Ellis; consulting engineers, George C. Davis Consulting Engineers. BPCT-849. Starting Date (as reported): Sept., 1957.

FAIRMONT (Ch. 35)—WJPB-TV, WJPB-TV Inc., 400 Quincy St. CP 7-1-53; 5.37-kw visual, 2.88-kw aural, 100-ft. above av. terrain, 190-ft. above ground, 1330-ft. above sea level, lat. 39° 29' 17", long. 80° 08' 17". Transmitter, Grant & Hill Sts. Plant, \$100,580; yearly operating, \$40,000. Equipment, RCA. J. Patrick Beacom, 100%. Mr. Beacom also owns WVVW, 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 by Fall of 1957; also is applicant for Ch. 5 in nearby Weston, W.Va.; see Vol. 13:4, 18.]

★ **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.

Weston (Ch. 5)—Telecasting Inc., 700 Ivory Ave., Pittsburgh, Pa. 26.8-kw visual, 13.4-kw aural, 1000-ft. above av. terrain, 912-ft. above ground, 2262-ft. above sea level, lat. 39° 08' 30", long. 80° 22' 13". Transmitter, 1.5-mi. NE of McWhorter, between McWhorter & Lost Creek. Plant, \$308,739, yearly operating, \$231,201. Equipment, GE. For ownership & other interests, see WENS, Pittsburgh. Counsel, McKenna & Wilkinson; consulting engineers, Jansky & Bailey. BPCT-2345.

Weston (Ch. 5)—West Virginia Radio Corp., 446 Spruce St., Morgantown, W.Va. (WAJR-MBS). 100-kw visual, 50-kw aural, 1000-ft. above av. terrain, 683-ft. above ground, 2298-ft. above sea level, lat. 39° 07' 06", long. 80° 21' 43". Transmitter, Cole Rd., near McWhorter, W.Va. Plant, \$600,586; yearly operating, \$360,000. Equipment, RCA. Mrs. Agnes J. Reeves Greer, pres. & treas., 50.841% (96.71% of steel plant; 77.4% of W.Va. Newspaper Publishing Co.; 99% of WJER, Dover, O.; 91.4% of coal & coke company; owner of off-air WKJF-TV & WKJF (FM), Pittsburgh; 25% of real estate company in Dover, O.); R. A. Raese, v.p., .187% (treas. of publishing company; secy.-treas. of WJER); P. S. Linsley, secy. (accountant); Mrs. Jane G. Kelly, .187% (69.49% of Preston County Supply Co.; v.p. of WJER and publishing co.); Malcolm A. Campbell Jr., .187% (gen. mgr. of WAJR); W.Va. Newspaper Publishing Co., 48.598% (*Dominion News* and *Morgantown Post*). Counsel, Dow, Lohmes & Albertson; consulting engineers, Vandivere, Cohen & Wearn. BPCT-2343.

Weston (Ch. 5)—WJPB-TV Inc., Broadcast House, 400 Quincy St., Fairmont, W.Va. 100-kw visual, 60-kw aural, 881-ft. above av. terrain, 509-ft. above ground, 2169-ft. above sea level, lat. 39° 04' 27", long. 80° 25' 28". Transmitter, Fisher Summit. Plant, \$146,000; yearly operating, \$90,000. Equipment, RCA. J. Patrick Beacom, pres.-treas., 97.7% (98% of off-air WJPB-TV, Ch. 35, Fairmont; pres. & owner of WBUT, Butler, Pa.; pres. & 70% of WVVW, Grafton, W.Va.; pres. of demolition company; real estate); Emily P. Beacom, secy., .3%; D. D. Baer, 2%. Consulting engineers, A. D. Ring & Assoc. BPCT-2318.

Wisconsin-Puerto Rico

WISCONSIN

★† MILWAUKEE (Ch. 10, education)—WMVS-TV, Board of Vocational & Adult Education, 1015 N. Sixth St. CP 6-6-56; 83.2-kw visual, 41.7-kw aural, 740-ft. above av. terrain, 1046-ft. above ground, 1746-ft. above sea level, lat. 43° 12' 30", long. 87° 55' 19". Transmitter, NE corner of Port Washington Rd. & Donges Bay Rd. Plant, \$350,000; yearly operating, \$90,000. Equipment, GE transmitter, RCA antenna. Otto A. Jirikowic, pres.; Richard S. Falk, v.p.; Ralph E. Bowes, v.p.; Ebner F. Luetzow, secy.; Wm. Rasche, director, Milwaukee Vocational & Adult Schools. Counsel, Walter J. Mattison, city atty.; consulting engineer, Glenn Koehler, U. of Wisconsin. BPET-19. Starting Date (as reported): Fall of 1957.

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, Philip 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, owner of radio WWOC, Manitowoc, Wis.); 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. 6)—KSPR-TV, 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° 16' 22". Transmitter, .5-mi. E of Casper. Plant, \$170,000; yearly operating, \$85,000. Equipment, GE. Donald Lewis Hathaway, 100%. Counsel, Fisher, Wayland, Duvall & Southmayd; consulting engineers, Gautney & Jones. BPCT-2105. Rep: Walker. Starting Date (as reported): Summer of 1957.

★ RIVERTON (Ch. 10)—KWRE-TV, Joseph P. & Mildred V. Ernst tr/as Chief Washakie TV, Box 409, Worland, Wyo. (KWRL). CP 9-26-56; 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.

★ SHERIDAN (Ch. 9)—KTWX-TV, Harriscope Inc., 355 N. Beverly Dr., Beverly Hills, Cal. CP 5-8-57; 3.08-kw visual, 1.54-kw aural, 349-ft. above av. terrain, 67-ft. above ground, 4685-ft. above sea level, lat. 44° 41' 43", long. 106° 54' 12". Transmitter, 9.4-mi. S of county court house on Hwy. 87. Plant, \$86,671; yearly operating, \$83,400. Equipment, Gates transmitter, RCA antenna. Applicant is television film production & distribution firm and operates KTWO-TV, Casper (Ch. 2). This application is for satellite for KTWO-TV. Burt I. Harris, pres., 40%; Irving B. Harris, v.p. & chairman, 40%; Donald P. Nathanson, v.p., 20%. Counsel, Sher, Oppenheimer & Harris; consulting engineers, Robert M. Silliman & Assoc. BPCT-2279. Rep: Meeker. Starting Date (as reported): Sept., 1957.

PUERTO RICO

Aguadilla (Ch. 13)—Hector Reichard, P.O. Box 188, Aguadilla, (WABA). 14.5-kw visual, 7.25-kw aural, 422-ft. above av. terrain, 319-ft. above ground, 696-ft. above sea level, lat. 18° 26' 34", long. 67° 09' 08". Transmitter, Barrio Caimital Bajo, approx. 4-mi. NE of Aguadilla. Plant, \$131,178; yearly operating, \$45,000. Equipment, GE. Hector Reichard, 100%. Also operates radio WABA, Aguadilla. Counsel, Frank Stollenwerck; consulting engineers, Kear & Kennedy. BPCT-2306.

Aguadilla (Ch. 13)—Winston-Salem Bcstg. Co. Inc., 300 S Stratford Rd., Winston-Salem, N. C. 115.9-kw visual, 63.16-kw aural, 2050-ft. above av. terrain, 224-ft. above ground, 3091-ft. above sea level, lat. 18° 08' 49.5", long. 66° 58' 50". Transmitter, Route 120. Plant, \$199,319; yearly operating, \$120,000. Equipment, GE. Also own off-air WTOB-TV, Winston-Salem; 80% of WAPA-TV, San Juan, P. R.; 50% of Ch. 42 grantee WMBG, Birmingham, Ala. Also radios WTOB, WSGN, Birmingham & WLOW, Portsmouth, Va. Counsel, Kreiger & Jorgensen; consulting engineers, Commercial Radio Equipment Co. BPCT-2329.

★ 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)—Sucesion Luis Pirallo-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 Pirallo, 60%; Jose L. Pirallo-Lopez, 10%; Manuel Pirallo-Lopez, 10% (owns 27% of WISO, Ponce, 25% of WMIA, Arecibo); Carlos M. Pirallo-Lopez, 10% (15% of WISO, 25% of WMIA); Carmen Esperanza Pirallo-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. Francisco Collazo, acting secy. of education. Also grantee for Ch. 6, San Juan. Counsel, Arnold, Fortas & Porter; consulting engineer, A. Earl Cul-lum Jr., Dallas. BPCT-2159.

★ PONCE (Ch. 7)—WRIK-TV, Ponce TV Partnership, c/o WJMR-TV, 1500 Canal St., New Orleans, La. CP 6-20-57. 1.408-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, 1/3 (80% of electrical supply co.; 33% of building material co.) George A. Mayoral, 1/3 (exec. v.p. of WJMR-TV and WORA-TV, Mayaguez, P.R.); Luis A. Ferre, 1/3 (v.p. & 38% of WPRP, Ponce; 15% of WIAC, Santurce, v.p. & 20% of P.R. Iron Works Inc.; pres. & 20% of P.R. Glass Corp.; director & 27% of Banco de Ponce; 25% of cement & ceramic products distributor in Miami, Fla.; part owner of *El Dia*, daily newspaper in Ponce). Counsel, Owens, Levy & Voelker, New Orleans. BPCT-2049. Rep: Forjoe. Starting Date (as reported): Sept., 1957.

★ 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, \$200,000; 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. Rep: Pan American Bcstg. Starting Date (as reported): Summer of 1957.

★† 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. Francisco Collazo, acting 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 Cul-lum. BPET-42. Starting Date (as reported): Nov., 1957.

UHF TRANSLATOR APPLICATIONS

Applications filed up to August 1, 1957

(For Stations on air and CPs, See Station Directory Section)

ARIZONA

Globe-Miami (Ch. 83)—Community Television Project, Route 1, Box 40-C, Globe. Input Ch. 12 (KVAR-Phoenix). For ownership and other technical data, see K77AD, under UHF Translator Stations Authorized. BPTT-101.

Nogales (Ch. 70)—Board of Supervisors, Santa Cruz County, Box 156. Input Ch. 13 (KOPO-TV, Tucson), 32-watts, 40-ft. above ground, 4340-ft. above sea level, lat. 31° 20' 00", long. 110° 56' 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 156. 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

Blythe (Ch. 80)—Palo Verde Valley TV Club, Box 874, Blythe, Cal. Input Ch. 11 (KIVA, Yuma, Ariz.). Technical facilities & ownership same as K71AB, see UHF Translator Stations Authorized. BPTT-71.

Cedarville (Ch. 70)—Surprise Valley TV Club, Box 205. Input Ch. 8 (KOLO-TV, Reno), 58.5-watts, 20-ft. above ground, 4980-ft. above sea level, lat. 41° 37' 45", long. 120° 03' 45". Transmitter, near Cedarville. Plant, \$2977; yearly operating, \$900. Equipment, Adler. Non-profit operation which will also serve communities of Fort Bidwell, Lake City & Eagleville. BPTT-130.

NEVADA

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.

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° 26' 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 (KHJ, 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.

Yosemite National Park (Ch. 72)—Yosemite Park & Curry Co., Yosemite National Park. Input Ch. 8 (KSBW-TV, Salinas), 760-watts, 20-ft. above ground, 5270-ft. above sea level, lat. 37° 42' 47", long. 119° 42' 16". Transmitter, Turtleback Dome. Plant, \$4000; yearly operating, \$2500. Equipment, Adler. Applicant is concessionaire under contract with U. S. Govt. George H. Oliver, traffic mgr. BPTT-97.

IDAHO

Grangeville (Ch. 72)—Central Idaho T. V. Inc., c/o Fred Jessup, pres., Grangeville. Input Ch. 2 (KREM-TV, Spokane), 263.2-watts, 20-ft. above ground, 5755-ft. above sea level, lat. 46° 04' 03", long. 116° 27' 54". Transmitter, 6-mi. WNW of Cottonwood, Ida. Plant, \$5704; yearly operating, \$800. Equipment, Adler. Will also serve communities of Cottonwood, Craigmont, Nezperce & Rural. Non-profit corporation, Fred Jessup, pres. Also applicant for Ch. 75, 78 & 81 in Grangeville. BPTT-117.

Grangeville (Ch. 75)—Central Idaho T. V. Inc., c/o Fred Jessup, pres., Grangeville. Input Ch. 3 (KLEW-TV, Lewiston, Ida.), 257.6-watts, 30-ft. above ground, 5765-ft. above sea level. For other technical facilities & ownership, see Ch. 72 application, above. BPTT-120.

Grangeville (Ch. 78)—Central Idaho T. V. Inc., c/o Fred Jessup, pres., Grangeville. Input Ch. 4 (KXLY-TV, Spokane), 252-watts, 30-ft. above ground, 5765-ft. above sea level. For other technical facilities & ownership, see Ch. 72 application, above. BPTT-119.

Grangeville (Ch. 81)—Central Idaho T. V. Inc., c/o Fred Jessup, pres., Grangeville. Input Ch. 6 (KHQ-TV, Spokane), 246.4-watts, 50-ft. above ground, 5786-ft. above sea level. For other technical facilities & ownership, see Ch. 72 application, above. BPTT-118.

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.

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.

Shelby (Ch. 72)—Shelby T. V. Club Inc., 234 Main St. Input Ch. 5 (KFBB-TV, Great Falls), 300.8-watts, 20-ft. above ground, 6938-ft. above sea level, lat. 48° 51' 30", long. 111° 06' 28". Transmitter, Mt. Royal, 41-mi. NE of Shelby. Plant, \$4505; yearly operating, \$1000. Equipment, Adler. Also applicant for Ch. 76. Fred Pfannsmith, pres. BPTT-123.

Shelby (Ch. 76)—Shelby T. V. Club Inc., 234 Main St., Input Ch. 7 (CJLH-TV, Lethbridge, Alta.). 257.6-watts, 30-ft. above ground, 6948-ft. above sea level, lat. 48° 51' 30", long. 111° 06' 28". Transmitter, 41-mi. NE of Shelby and 24-mi. NNW of Chester, Mont. Plant, \$6061; yearly operating, \$600. Equipment, Adler. Non-profit corporation. Fred Pfannsmith, pres. & director. BPTT-67.

Hawthorne (Ch. 80)—Mt. Grant Television Booster Service Corp., NAD, Hawthorne. Input Ch. 8 (KOLO-TV, Reno), 66.5-watts, 50-ft. above ground, 4420-ft. above sea level, lat. 38° 31' 11", long. 118° 38' 09". Transmitter, atop water storage tank in Hawthorne. Plant, \$3550; yearly operating, \$250. Equipment, Adler. A. E. Conelly, chairman. Also operates K70AB translator in Hawthorne. BPTT-122.

McGill (Ch. 72)—T V Pix Inc., 376 Fifth St., Elko, Nev. Input Ch. 2 (KUTV, Salt Lake City), 64-watts, 12-ft. above ground, 8184-ft. above sea level, lat. 39° 25' 30", long. 114° 44' 26". Transmitter, McGill Peak. Plant, \$5625; yearly operating, \$9860. Equipment, Adler, *Ogden Standard Examiner*, 30%; Kearns-Tribune Corp., 30%; Television Transmission, 30%. Wm. A. Gentry, pres. BPTT-131.

McGill (Ch. 75)—T V Pix Inc. 376 Fifth St., Elko, Nev. Input Ch. 4 (KVTU, Salt Lake City). For ownership & other technical facilities, see Ch. 72 application, above. BPTT-132.

McGill (Ch. 78)—T V Pix Inc. 376 Fifth St., Elko, Nev. Input Ch. 5 (KSL-TV, Salt Lake City). For ownership & other technical facilities, see Ch. 72 application, above. BPTT-133.

NEW HAMPSHIRE

Lebanon (Ch. 81)—Springfield Television Bcstg. Corp., Box 2210, Springfield, Mass. Input Ch. 32 (WRLP, Greenfield, Mass.), 32-watts, 90-ft. above ground, 1150-ft. above sea level, lat. 43° 39' 15", long. 72° 17' 43". Transmitter, Craft's Hill, approx. 2¾-mi. WNW of center of Lebanon. Plant, \$5175; yearly operating, \$850. Equipment, Adler. This installation will also serve communities of Hanover, N. H. & White River Junction, Vt. Applicant also owns WWLP, Springfield, Mass. (Ch. 22) and WRLP, Greenfield; is grantee for translators in Claremont & Newport, N. H. (Ch. 71); also is applicant for translators in Bennington, Vt. and Rutland, Vt. BPTT-114.

NEW MEXICO

Farmington (Ch. 81)—San Juan Non-Profit T. V. Assn., 402 E. Main St. Input Ch. 13 (KGGM-TV, Albuquerque). Plant, \$5588; yearly operating, \$825. For ownership and other technical data, see K71AC under Translator Stations Authorized. BPTT-107.

OREGON

La Grande (Ch. 76)—Grande Ronde Television Assn. Inc., c/o Harlo Speckhart, Rt. 1, La Grande. Input Ch. 4 (KXLY-TV, Spokane), 415-watts, 25-ft. above ground, 5025-ft. above sea level, lat. 45° 26' 23", long. 117° 53' 59". Transmitter, W face of Mt. Harris approx. 12-mi. NE of La Grande. Plant, \$5325; yearly operating, \$500. Equipment, Adler. Non-profit association. Mr. Speckhart is secy.-treas. Also holds CP for K70AW, same location. BPTT-134.

Madras (Ch. 71)—Jefferson County Television Inc., c/o Kenneth McCaulou, secy. Input Ch. 8 (KGW-TV, Portland), 135-watts, 56-ft. above ground, 2806-ft. above sea level, lat. 44° 34' 48", long. 121° 09' 12". Transmitter, Madras. Plant, \$4514; yearly operating, \$750. Equipment, Adler, E. M. Bone, pres.; Bert C. Abrams, v.p.; Kenneth McCaulou, secy. Non-profit corporation supported by stock subscriptions. Also operates Ch. 74 translator in Madras and holds CP for Ch. 80. BPTT-87.

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

Brownwood (Ch. 70)—John G. Campbell d/b as Television Translator Co., 304 N. Oak, Mineral Wells, Tex. Input Ch. 4 (KRDL-TV, Dallas), 64-watts, 100-ft. above ground, 1620-ft. above sea level, lat. 31° 43' 28.7", long. 99° 00' 45.5". Transmitter, Hwy. 67 West. Plant, \$6080; yearly operating, \$650. Equipment, Adler. John G. Campbell, 100%. Applicant proposes to furnish capital for construction and operation of system for first year. Return on investment will be in form of voluntary contributions. BPTT-81.

Brownwood (Ch. 73)—John G. Campbell d/b as Television Translator Co., 304 N. Oak, Mineral Wells, Tex. Input Ch. 5 (WBAP-TV, Fort Worth). Ownership and other technical data same as Ch. 70 application, above. BPTT-82.

Brownwood (Ch. 76)—John G. Campbell d/b as Television Translator Co., 304 N. Oak, Mineral Wells, Tex. Input Ch. 6 (KCEN-TV, Temple). Ownership and other technical data same as Ch. 70 application, above. BPTT-83.

Brownwood (Ch. 79)—John G. Campbell d/b as Television Translator Co., 304 N. Oak, Mineral Wells, Tex. Input Ch. 9 (KRBC-TV, Abilene). Ownership and other technical data same as Ch. 70 application, above. BPTT-84.

Brownwood (Ch. 82)—John G. Campbell d/b as Television Translator Co., 304 N. Oak, Mineral Wells, Tex. Input Ch. 11 (KFJZ-TV, Fort Worth). Ownership and other technical data same as Ch. 70 application, above. BPTT-85.

San Saba (Ch. 77)—Norman R. Phillips, Box 682. Input Ch. 7 (KTBC-TV, Austin), 49.6-watts, 145-ft. above ground, 1503-ft. above sea level, lat. 31° 11' 09", long. 98° 39' 12". Transmitter, approx. 3-mi. E of San Saba. Plant, \$5623; yearly operating, \$1005. Equipment, Adler. Non-profit operation supported by voluntary donations. Norman R. Phillips, mgr. BPTT-126.

CANADIAN CPs OUTSTANDING

As of August 1, 1957

ELLIOT LAKE, ONT. (Ch. 3)—CKSO Radio Ltd., 336 Ash St., Sudbury, Ont. Recommended 4-30-57; 4-kw visual, 2-kw aural, 432-ft. above av. terrain, 120-ft. above ground, 1520-ft. above sea level, lat. 46° 25' 40", long. 82° 40' 10". Equipment, RCA. CKSO Radio Ltd. operates CKSO-TV, Sudbury & CKSO. This license is for satellite. Reprs.: Weed and All-Canada TV. Starting Date (as reported): Jan., 1958.

MATANE, QUE. (Ch. 9)—CKBL, La Compagnie de Radiodiffusion de Matane Limitee, 144 St. Jerome Ave. (CKBL). Recommended 6-25-57; 160-kw visual, 95-kw aural, 621-ft. above av. terrain, 250-ft. above ground, 1250-ft. above sea level, lat. 48° 50' 00", long. 67° 22' 05". Transmitter: RR 4, Petit Matane. Rene Lapointe, managing director. Starting Date (as reported): Aug., 1958.

KAPUSKASING, ONT. (Ch. 3)—CKAP-TV, J. Conrad Lavigne Enterprises Ltd., Box 620, Timmins, Ont. Recommended 4-30-57; 34-watts visual, 17-watts aural, directional antenna 100-ft. above av. terrain, 300-ft. above ground, 1300-ft. above sea level, lat. 49° 24' 20", long. 82° 26' 20". This license is for satellite of CFCL-TV, Timmins, Ont., also owned by Lavigne Enterprises. [Note: Owner plans to ask for change to Ch. 70 translator.]

KELOWNA, B.C. (Ch. 2)—CHBC-TV, Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna. Recommended 3-15-57; 3.7-kw visual, 1.65-kw aural, 98-ft. above av. terrain, 4331-ft. above sea level. Equipment, RCA. Equally owned by radio stations CKOV, Kelowna; CKOK, Penticton; CJIB, Vernon. J. H. B. Browne, pres.; Roy G. Chapman, managing director. Board of directors: J. H. B. Browne and Mrs. J. W. B. Browne (for CKOV); Roy G. Chapman & Maurice P. Finnerty (for CKOK); Charles Pitt & Richard Peters (for CJIB). Okanagan Valley Television also holds licenses to build satellites at Penticton, B.C., and Vernon, B.C. Starting Date (as reported): Sept., 1957.

MEDICINE HAT, ALTA. (Ch. 6)—CHAT-TV, Monarch Bestg. Co. Ltd., 520 First St. (CHAT). Recommended 10-26-56; 4.78-kw visual, 2.39-kw aural, 313-ft. above av. terrain, 279-ft. above ground, 2728-ft. above sea level, lat. 50° 04' 36", long. 110° 47' 40". Equipment, not specified. J. H. Yull, pres. & 100% owner. Reprs.: Weed and H. N. Stovin & Co. Starting Date (as reported): Sept., 1957.

PENTICTON, B.C. (Ch. 7)—CHBC-TV-1, Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C. Recommended 3-15-56; .54-kw visual, .27-kw aural, 108-ft. above av. terrain, 1395-ft. above sea level. Equipment, RCA. To be operated as satellite by owner CHBC-TV, Kelowna. Starting Date (as reported): Sept., 1957.

RED DEER ALTA. (Ch. 6)—CHCA-TV, CHCA Television Ltd. Recommended 6-25-57; 4.15-kw visual, 2.08-kw aural, 714-ft. above av. terrain, 321-ft. above ground, 3697-ft. above sea level, lat. 52° 16' 15", long. 113° 41' 30". Transmitter: Red Deer, Alta. Equipment: Canadian GE. G. A. Bartley, pres. Reprs.: John N. Hunt & Assoc., Vancouver; A. J. Messner, Winnipeg. Starting Date (as reported): Nov., 1957.

ROUYN, QUE. (Ch. 4)—CKRN-TV, Northern Radio-Radio Nord Inc., 70 Gamble West, Rouyn (CKRN). Recommended 10-26-56; 50-kw visual, 25-kw aural, 821-ft. above av. terrain, 715-ft. above ground, 1861-ft. above sea level, lat. 48° 15' 53", long. 79° 02' 40". Equipment, Canadian GE. J. J. Gourd, chairman; David A. Gourd, pres.-gen. mgr.; Jean Monette, secy.; Richard Staines, treas. Reprs.: Weed (for U.S.) and Joseph Hardy & Co. Starting Date (as reported): Fall of 1957.

TROIS-RIVIERES, QUE. (Ch. 13)—CFTM-TV, Henri Audet, 4176 Hingston Ave., Montreal, Que. Recommended 6-25-57; 3.07-kw visual, 1.53-kw aural, 591-ft. above av. terrain, 300-ft. above ground, 875-ft. above sea level, lat. 46° 29' 27", long. 72° 39' 00". Transmitter: Mont-Carmel, Que. Henri Audet, pres. & gen. mgr. Starting Date (as reported): Nov., 1957.

VERNON, B.C. (Ch. 7)—CHBC-TV-2, Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C. Recommended 3-15-56; .62-kw visual, .31-kw aural, directional antenna 112-ft. above av. terrain, 1660-ft. above sea level. Equipment, RCA. To be operated as satellite by owner CHBC-TV, Kelowna. Starting Date (as reported): Sept., 1957.

UHF TRANSLATOR APPLICATIONS

(Continued from Page 341)

VERMONT

Bennington (Ch. 74)—Springfield Television Bestg. Corp., Box 2210, Springfield, Mass. Input Ch. 32 (WRLP, Greenfield, Mass.), 259-watts, 80-ft. above ground, 2693-ft. above sea level, lat. 42° 51' 42", long. 73° 07' 42". Transmitter, 4-mi. ESE of Bennington. Plant, \$5020; yearly operating, \$850. Equipment, Adler. For other interests & ownership, see Newport, N. H. application, above. BPTT-112.

Rutland (Ch. 74)—Springfield Television Bestg. Corp., Box 2210, Springfield, Mass. Input Ch. 32 (WRLP, Greenfield, Mass.), 259-watts, 80-ft. above ground, 2080-ft. above sea level, lat.

TV Station Ownerships 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.

Greater New Orleans Educational Television Foundation Inc.—WYES, New Orleans. Non-commercial.

Iowa State College—WOI-TV, Ames-Des Moines, (WOI). Commercial.

Louisiana State Dept. of Education—KLSE, Monroe. Non-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).

43° 32' 33", long. 72° 59' 43". Transmitter, 5¾-mi. SE of Rutland near Round Hill. Plant, \$5020; yearly operating, \$850. Equipment, Adler. For other interests & ownership, see Newport, N. H. application, above. BPTT-113.

WYOMING

Rock Springs (Ch. 82)—Translator T. V. Bestg. Corp. Inc., Box 912, Input Ch. 2 (KUTV, Salt Lake City). Other technical & ownership data same as K78AB, Rock Springs, under Translator Stations Authorized. BPTT-91.

CANADA

Kapuskasing, Ont. (Ch. 70)—J. Conrad Lavigne Enterprises Ltd., Box 620, Timmins, Ont. Input Ch. 6 (CFCL-TV, Timmins), 34-watts, 300-ft. above ground, 1300-ft. above sea level, lat. 49° 24' 20", long. 82° 26' 120". Transmitter, Kapuskasing. Equipment, Adler. Owner also operates CFCL-TV. Note: Plans to apply for above, giving up license for Ch. 3 satellite.

Post-Freeze

Stations That Have Gone Off Air

Up to August 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 expired May 9, 1957. Request for extension of CP awaits FCC action.
- 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).
- KCCC-TV, Sacramento, Cal. (Ch. 40)**—Capital City TV Corp. Began operation Sept. 30, sold by founders Ashley Robison and Harry W. McCart to Lincoln Dellar Oct. 3, 1956. Quit air & cancelled license May 31, 1957. Dellar having made deal to turn plant and stock over to KOVR Stockton (Ch. 13) for approximately 17% of KOVR (see *Television Digest*, Vol. 12:36, 37, 40; 13:20-22).
- 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 16, 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).
- WGBS-TV, Miami, Fla. (Ch. 23)**—Storer Bcstg. Co. Began operation April 7, 1953, but quit air April 13, 1957, reverting to CP status, selling studio facilities to WPST-TV, Miami (see *Television Digest*, Vol. 13:15). CP expires Nov. 29, 1957.
- 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 WNEX and 18% owner W. A. Fickling (see *Television Digest*, Vol. 11:17, 23). Left air May 31, 1955, 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.
- WBLN, Bloomington, Ill. (Ch. 15)**—WBLN Television Inc. Began operation Dec. 1, 1953, but quit air Feb. 7, 1957. Resumed May 10, but left air again June 3, 1957 stating it planned to file ownership changes and return to air in Aug. 1957 (see *Television Digest*, Vol. 13:7, 26). Request for renewal of license 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. KRSN, 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. WJLN-TV, Birmingham, Ala. (Ch. 48), Johnson Bcstg. Co. dropped Feb. 13, 1957. KCOA, Corona, Cal. (Ch. 53), KOWL Bcstg. Co. cancelled March 27, 1957.

Stations Off Air

- WRAY-TV, Princeton, Ind. (Ch. 52)**—Southern Indiana Tele-Casting 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). Dropped CP Feb. 13, 1957.
- 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.
- 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, 1955, retaining license (see *Television Digest*, Vol. 11:13). Dropped license April 1, 1957.
- 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.
- 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). CP expires Sept. 1, 1957.
- 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 expired April 1, 1957. Request for renewal awaits FCC action.
- 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, 3011 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 C. 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. Later facilities & Channel 36 were acquired by WTVI, Belleville, Ill., which moved to St. Louis & changed call to KTVI; KTVI was allocated Ch. 2 in 1957 and began vhf operation April 15, 1957 (see *Television Digest*, Vol. 10:32; 11:16; 13:16).

Stations Off Air

- 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.
- 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). WSYE-TV, satellite of WSYR-TV, Syracuse, N. Y., now occupies Ch. 18 in Elmira.
- WTVE, Elmira, N. Y. (Ch. 25)**—WTVE Inc. Began operation June 1, 1953, but left air Oct. 15, 1954 when hurricane destroyed tower. Resumed operation May 6, 1956, but left air again Feb. 13, 1957, reverting to CP status (see *Television Digest*, Vol. 10:45; 12:18; 13:7). CP expired July 16, 1957. Request for extension awaits FCC action.
- 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.
- WUTV, Charlotte, N.C. (Ch. 36)**—Century Advertising Co. Inc. Began operation as WAYS-TV Dec. 7, 1953, then was sold to Hugh A. Deadwyler's WQMC Television Inc. Dec. 29, 1954, and quit air March 15, 1955, reverting to CP status (see *Television Digest*, Vol. 11:12). Transfer to Century Advertising Co. Inc. approved April 24, 1957 by FCC (Vol. 13:7). CP expires Nov. 20, 1957.
- WTOB-TV, Winston-Salem, N.C. Ch. 26**—Winston-Salem Bcstg. Co. Inc. Began operation Sept. 18, 1953, but quit air May 11, 1957, reverting to CP status (see *Television Digest*, Vol. 13:20). CP expired July 3, 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).
- KTVQ, 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.
- KPTV, Portland, Ore. (Ch. 27)**—Storer Bcstg. Co. Began operation Sept. 20, 1952; in 1954 it was sold to Storer by Herbert Mayer as part of Empire Coil package (*Television Digest*, Vol. 10:2, 44); taken off air and CP cancelled April 30, 1957. May 1, 1957 George Haggartv exercised option to take over studios, call letters and NBC-TV affiliation for Ch. 12 (dropping KFOR call), which he had purchased from local businessmen headed by Henry A. White (Vol. 13:10-11, 16).
- 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).
- WCMB-TV, Harrisburg, Pa. (Ch. 71)**—Rossmoyne Corp. Began operation on Ch. 27 Sept. 2, 1954, but quit air April 9, 1957, reverting to CP status; May 15, 1957 FCC approved its swap of Ch. 27, transmitter and tower for Ch. 71 & plant of WTPA (see *Television Digest*, Vol. 13:15, 20). CP expired Aug. 26, 1957.
- 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).
- WGVL, 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).
- 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 Fall of 1957 and is applicant 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.
- 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.
- 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).
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- XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.)—(Ch. 7)**—Television 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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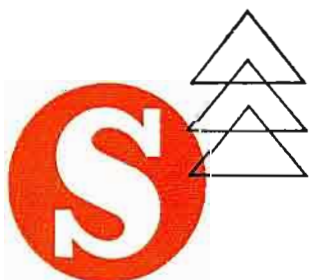
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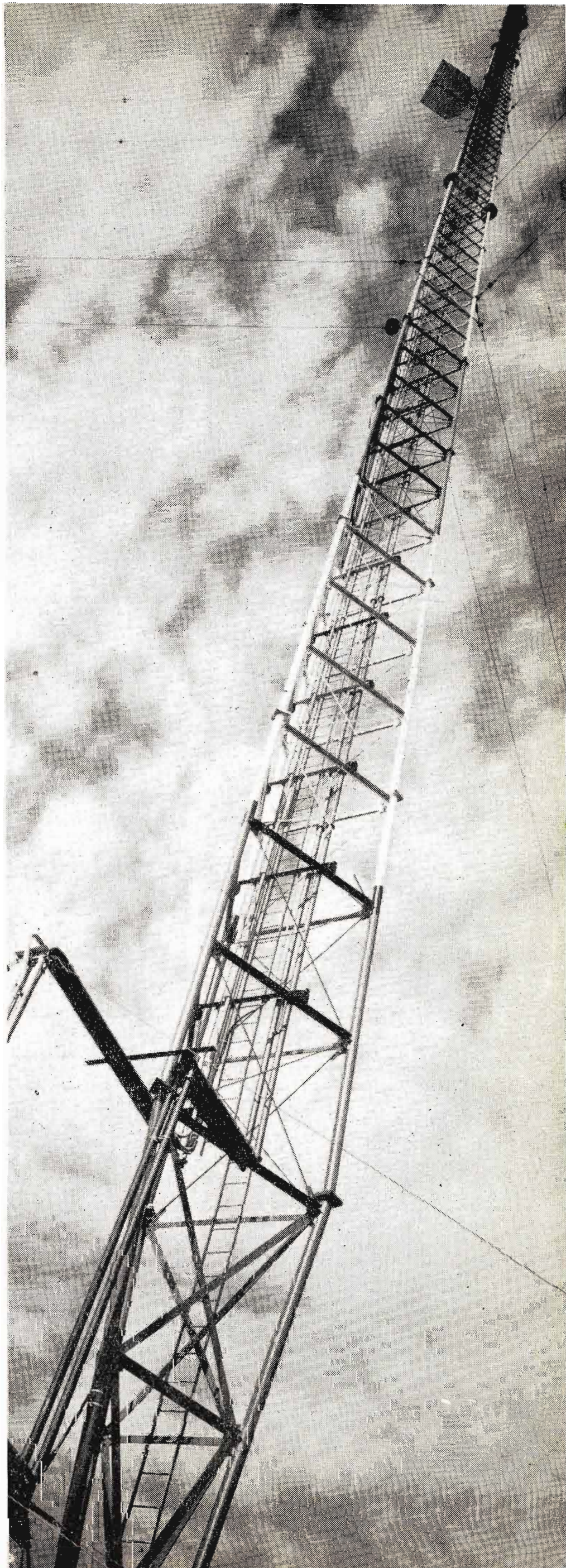
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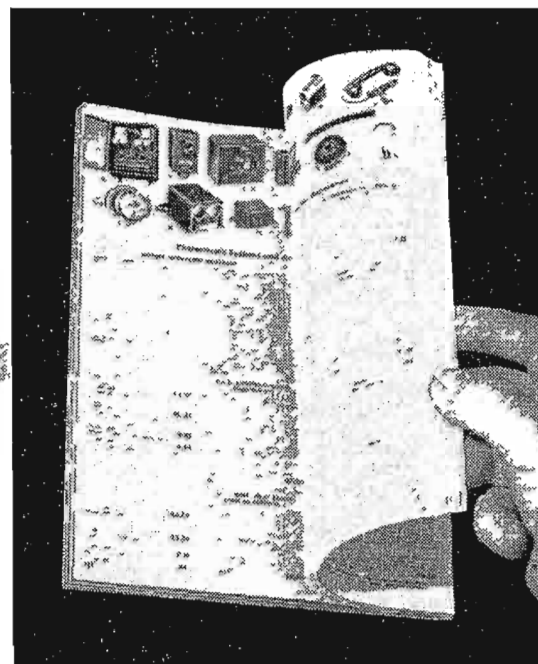
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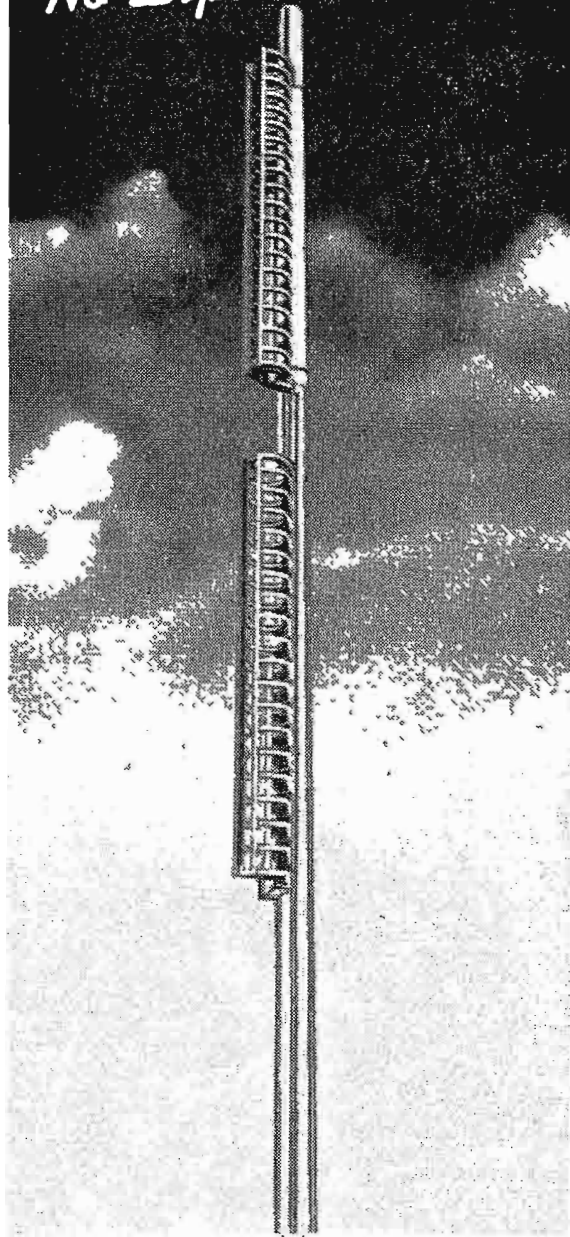
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Chicago 2, Ill.: 33 N. LaSalle St. Dearborn 2-6300. Harry Schaden,
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son.

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secy.-treas.

HARRY COLEMAN & CO.

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M. Coleman, pres.

JAMES A. COWAN

20 Carlton, Toronto 2, Ont., Canada. Empire 4-8561.

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9163 Sunset Blvd., Hollywood 46, Cal. Crestview 6-3103. Stanley
Cowan, pres.; Milli Cowan, v.p.-secy.; Allan Berkman, gen mgr.;
Gretchen Fine, account exec.

DINE & KALMUS

430 Park Ave., New York 22, N. Y. Plaza 3-1370. Josef C. Dine,
Allan H. Kalmus, partners.

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Dorrance, partner; Jean A. Swain, account rep.

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Dave A. Epstein, owner.

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8720 Sunset Blvd., Hollywood 46, Cal. Crestview 4-6721. Margaret
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Klarnet, Charlotte Klein, v.p.'s; John Coneybear, head of TV-
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Washington 6, D. C.: 1145 19th St. N. W. Sterling 3-2080. David
Apter.
Paris, France: 116 Bis, Ave. Des Champs Elysees. Champs Elysees
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(Continued on next page)

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Ben Fillis.
Pittsburgh, Pa.: 1906 Law & Finance Bldg. Atlantic 1-5554.
Lee Sellars.
Washington, D. C.: 1000 Vermont Ave., NW. Sterling 3-0270.
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Snell.

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Paris, France: 35 Boulevard Beausejour 16eme. Mirabeau 0303.
Rome, Italy: 14 Via XXIV Maggio. 61.768.

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Chicago, Ill.: Tribune Tower. Whitehall 3-0365.
Los Angeles, Cal.: Guaranty Bldg. Hollywood 3-5650.

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Schoonover, pres.; Jean Way, copy director; Charles Heston,
art director; Thomas Lazzaro, production mgr.

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Chicago, Ill.: 221 N. LaSalle St. Central 6-7818. J. Handy Wright.
Washington, D. C.: 1625 Eye St. NW. Republic 7-4040, S. R.
Bledsoe.

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Watters, owner-director.

WOLCOTT & ASSOCIATES

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San Francisco: 425 Bush St.

*Announced merger at press time into Rogers, Cowan & Jacobs,
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Major Multiple Owners

Group Ownership of Television Stations

(AM adjuncts in parentheses)

NORMAN ALEXANDER-JOSEPH HARRIS-RICHARD E. JONES—See Superior Stations.

GENE AUTRY STATIONS—511 W. Adams St., Phoenix, Ariz. Telephone: Alpine 3-3121. Owns 55.38% of KOOL-TV, Phoenix (KOOL); 48% of KOLD-TV, Tucson (KOLD); 51% of radio KMPC, Los Angeles; 50% of radio KSFO, San Francisco; 12.5% of *Phoenix Republic* and *Gazette*. Executives: Gene Autry, chairman; Tom Chauncey, pres. & gen. mgr. of KOOL-TV and exec. v.p. & managing director of KOLD-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; 33 $\frac{1}{3}$ % of radios WIL. St. Louis and WWIL, Fort Lauderdale. H. & E. Balaban Corp. also is grantee of Ch. 42, Birmingham, Ala. WICS is Ch. 33 applicant for satellite in Champaign, 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.

JOHN W. BOLER—See North Dakota Bestg. Co. Inc.

KENYON BROWN GROUP—40th & Faraon Sts., St. Joseph, Mo. Telephone: 3-2538. Kenyon Brown, Bing Crosby, George L. Coleman & Joseph A. Thomas each own 25% of KFEQ-TV, St. Joseph (KFEQ); each also owns 25% of firm buying KCOF, Los Angeles (*Television Digest*, Vol. 13:16, 22). President: Kenyon Brown.

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.; Edward A. Malone, v.p.; Everett A. Faber, v.p.; Kenneth Baker, research & development v.p.

DARROLD A. CANNAN—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%; KOLD-TV, Tucson, Ariz. (KOLD), 20%.

CHERRY BROADCASTING CO.—24 Mason St., Providence, R.I. Telephone: Plantations 1-9776. Owns 100% of WDBO-TV, Orlando, Fla. (WDBO); 44.9% of Cherry & Webb Bestg. Co., operator of WPRO-TV, Providence, R.I. (WPRO). Executives: William S. Cherry Jr., pres.; Arnold F. Schoen Jr., v.p.; William H. Goodman, treas.

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—See Salinas Valley Bestg. Corp.

CORINTHIAN BROADCASTING CORP.—630 Fifth Ave., New York, N.Y. Telephone: Plaza 7-0630. Corinthian Bestg. Corp. coordinates management policies of the J. H. Whitney & Co. TV-radio properties: KOTV, Tulsa; KGUL-TV, Galveston-Houston; WANE-TV, Fort Wayne, Ind. (WANE); WISH-TV, Indianapolis (WISH). Executives: Walter N. Thayer, chairman; C. Wrede Petersmeyer, pres.; Robert F. Bryan, secy.-treas.

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 $\frac{2}{3}$ of KOAM-TV, Pittsburg, Kan.-Joplin, Mo.

CROSLEY BROADCASTING CORP.—140 W. Ninth St., Cincinnati 2, O. Telephone: Cherry 1-1822. Crosley TV stations comprise WLW-T, Cincinnati; WLW-C, Columbus; WLW-D, Dayton; WLW-I, Indianapolis; WLW-A, Atlanta. Also operates WLW(AM), Cincinnati. Executives: J. D. Shouse, chairman; R. E. Dunville, pres.; K. T. Murphy, v.p. & treas.; 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; Scott McLean, 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; George Gray, mgr. WLW-D.

R. H. DREWRY GROUP—Box 1385, Lawton, Okla. Mr. Drewry controls KSWO-TV, Lawton, Okla. (KSWO); owns 12% of KMD-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.; E. L. Keough, gen. mgr. of KSWO-TV; Ray Herndon, gen. mgr. of KMD-TV.

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.; radio WNEW, N.Y. Also is buying KTLA, Los Angeles (Ch. 5). Executives: Bernard Goodwin, pres.; Richard D. Buckley, v.p., program & sales; Bennet H. Korn, v.p. & station mgr. WABD; Richard L. Geismar, exec. asst. to pres. & asst. treas.; Melvin J. Stack, asst. treas.; Robert A. Dreyer, gen. counsel & asst. secy.; James R. Bonfils, station mgr. WTTG.

(Continued on next page)

National Sales Offices of Group Stations

CORINTHIAN BROADCASTING CORP.—New York 20: 630 Fifth Ave., Plaza 7-0630.

CROSLEY BROADCASTING CORP.—See National TV Sales Representatives.

DuMONT TELEVISION SPOT SALES—New York 21: 205 E. 67th St., Lehigh 5-1000; Albert S. Gaustin, TV sales mgr.

FRIENDLY GROUP—New York 17: 52 Vanderbilt Ave., Murray Hill 3-6977; Rod Gibson, national sales mgr. Pittsburgh 22: 211 Smithfield St., Grant 1-3288; Wm. G. Rhodes, mgr. Wheeling, W. Va.: First National Bank of W. Va. Bldg., Cedar 2-3745; Russ Howard, mgr.

RADIO CINCINNATI INC.—New York 22: 477 Madison Ave., Plaza 9-4460; Donald L. Chapin, national sales mgr.

RKO TELERADIO PICTURES INC.—New York 18: 1440 Broadway, Longacre 4-8000; Wendell B. Campbell, national sales director. Chicago 11: Tribune Tower, Superior 7-5110; George Jeneson, midwest sales director; George H. Morris, western sales mgr.

STOREE BROADCASTING CO.—New York 22: 625 Madison Ave., Plaza 1-3940; Maurice E. McMurray, national sales mgr. Chicago 1: 230 N. Michigan Ave., Franklin 2-6498; Floyd E. Beaton, midwest TV national sales; Robert M. Flanigan, midwest radio national sales. San Francisco 4: Sutter Bldg., Sutter 1-8689; Gale V. Grubb, west coast sales mgr.

TRIANGLE PUBLICATIONS INC. (Radio & TV Div.)—New York 17: 485 Lexington Ave., Oxford 7-9736; Edward H. Benedict, national sales director. Chicago 11: 670 N. Michigan Ave., Michigan 2-4258.

WESTINGHOUSE BROADCASTING CO INC.—New York 17: 122 E. 42nd St., Murray Hill 7-0808; Alexander W. Dannenbaum Jr., v.p. sales; Tom W. Judge, national TV sales mgr. Chicago 1: 2818 Prudential Plaza, State 2-1856; Edward M. Blain, midwest sales mgr.

Group Stations

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. 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. New York Office: 52 Vanderbilt Ave., New York 17. Murray Hill 3-6977—Rod Gibson, national sales mgr. Following are Friendly Group stations: WSTV-TV, Steubenville (WSTV); KODE-TV, Joplin, Mo. (KODE); WBOY-TV, Clarksburg, W.Va., (WBOY); radio stations WPAR, Parkersburg, W.Va. and WPIT, Pittsburgh, Pa. Also off-air WHTO-TV, Atlantic City, N.J., and Great Lakes TV Inc., Ch. 7 applicant, Buffalo. Executives: Jack N. Berkman, pres.; John J. Laux, exec. v.p.

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, pres., Gannett Co. Inc.; Lynn N. Bitner, gen. mgr., Gannett Co.; Glover DeLaney, managing director, Gannett radio group.

A. L. GLASMANN GROUP—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 Heftel, v.p. & gen. mgr.). Also controls radio stations KLO, Ogden, Utah; KGEM, Boise, Ida.; KMIN, Denver.

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, chairman; James C. Leake, pres.; Bryan Cole, v.p.; Mike Shapiro, exec. v.p. & 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.

HUDSON VALLEY BCSTG. CO. INC. (Lowell Thomas interests)—Box 4100, Albany, N.Y. Telephone: 3-2225. Operates WCDA, Albany, with satellites WCDB, Haganan, N.Y. and WCDC, Adams, Mass. Same owners also control WTVD, Durham, N.C. and are buying KOVR, Stockton, Cal. *Television Digest*, Vol. 13:28). President: Frank M. Smith.

JEFFERSON STANDARD BCSTG. CO.—1 Jefferson Place, Charlotte, N.C. Telephone: Edison 3-8833. Subsidiary of Jefferson Standard Life Insurance Co. Owns WBT-TV, 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—3701 S. Peoria Ave., Tulsa, Okla. Telephone: Riverside 2-5561. Own WEEK-TV, Peoria, Ill. (WEEK); 45% of KVOO-TV, Tulsa (KVOO). WEEK-TV holds CP for WEEQ-TV, LaSalle, Ill. (Ch. 35). 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); also is buying control of KREM-TV & KREM, Spokane, Wash. (*Television Digest*, Vol. 13:28). 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.

KNIGHT NEWSPAPERS—See Beacon Journal Publishing Co.

KSTP INC.—3415 University Ave., St. Paul 14, Minn. Telephone: Midway 5-2724. Owns KSTP-TV, St. Paul-Minneapolis (KSTP); KOB-TV, Albuquerque, N.M. (KOB); 23% of KWK-TV, St. Louis. 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%); KPLC-TV, Lake Charles, La. (KPLC), 33.33%; WJTV, Jackson, Miss., 13.8%. For other radio interests, see KALB-TV in Station Directory Section.

THE LBJ 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). Executives: Claudia T. Johnson, chairman; J. C. Kellam, pres.

LEE RADIO INC.—2d & Pennsylvania Ave., Mason City Ia. Telephone: Garden 3-2540. 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 R. Ohrt, exec. v.p.

MARKET MAKER STATIONS—North Dakota Broadcasting Co. Inc., 4000 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. Also holds CP for KXAB-TV, Aberdeen, S.D. (Ch. 9), with Oct. target. 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 Rietan, 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.

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), 100% of KOAT-TV, Albuquerque, N.M.

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; owns 100% of radio WMGM, New York. 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). WEAU-TV, Eau Claire, Wis. (WEAU), 54% held by Morgan Murphy interests. For newspapers and other radio interests, see *Superior Evening Telegram* under Newspaper Ownership. 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.

NORFOLK BROADCASTING CORP.—1019 Boissevain Ave., Norfolk, Va. Telephone: Madison 2-7071. Owns 50% of WTOV-TV, Norfolk (100% of radio WNOR); 21% of WLVA-TV, Lynchburg, Va. (WLVA). Owner Louis H. Peterson also holds 94% of radio WSSV, Petersburg, Va.

NORTH DAKOTA BROADCASTING—See Market Maker Stations.

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: See individual stations for other owners.]

JOHN H. PERRY NEWSPAPERS—4038 Phillips Hwy., Jacksonville, Fla. Telephone: Exbrook 8-9751. Owns WJHP-TV, Jacksonville; 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 WDAU-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); WBRC-TV, Birmingham, Ala. (WBRC); 30% of WBIR-TV, Knoxville, Tenn. (WBIR). Executives: Hulbert Taft Jr., pres.; David G. Taft, exec. v.p.; Kenneth Church, v.p. for sales; Don Chapin, national sales mgr. (N. Y.).

DONALD W. REYNOLDS—Southwestern House, 920 Rogers Ave., Fort Smith, Ark. Telephone: Sunset 2-2011. 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. Slaters, 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.)—1440 Broadway, New York 18, N.Y. Telephone: Longacre 4-8000. Owns WNAC-TV, Boston (WNAC); KHJ-TV, Los Angeles (KHJ); KFRC, San Francisco; WOR-TV, New York (WOR); WHBQ-TV, Memphis (WHBQ). Through Canadian subsidiary owns 1/3 of CKLW-TV, Windsor-Detroit (CKLW). Also operates Don Lee Network, Yankee Network RKO Teleradio film syndicate. Executives: Thomas F. O'Neil, pres. & chairman; Daniel T. O'Shea, v.p. & director (pres. RKO Radio Pictures); John B. Poor, v.p. & director; Willet H. Brown, v.p. & director (Don Lee Network); Gordon Gray, v.p. (WOR-TV, N.Y.); Norman Knight, v.p. (Yankee Network, WNAC-TV & WNAC, Boston); Robert Manby, v.p. (RKO Television); George Steffy, v.p. (Yankee Network); Robert Leder, v.p. (WOR, N.Y.); Wendell B. Campbell, v.p. (national sales, TV-radio); Walter Branson, v.p. (RKO Radio Pictures); Wm. Dozier, v.p. (RKO Radio Pictures); Arnold Kaufman, v.p.; Robert A. Schmid, v.p.; J. Glen Taylor, v.p.; Edward L. Walton, v.p. (RKO Radio Pictures).

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.

LEWIS O. SEIBERT—KTXL-TV, San Angelo, Tex., 50% (held by his radio KGKL, San Angelo); KEDY-TV, Big Spring, Tex., 10% (property only, station is now operated under lease arrangement by KDUB-TV, Lubbock); also 20% of radio KBST, Big Spring, Tex. and 45% of KPLT, Paris, Tex.

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 WRAK with CP for WRAK-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 radio WGBS, Miami; WJBK-TV, Detroit (WJBK); WSPD-TV, Toledo (WSPD); WAGA-TV, Atlanta (WAGA); WJW-TV, Cleveland (WJW); WVUE, Wilmington, Del. (WIBG, Philadelphia); radio WWVA, Wheeling, W.Va. Executives: George B. Storer, chairman & pres.; J. Harold Ryan, senior v.p.; Lee B. Wallis, exec. v.p.; Stanton P. Kettler, v.p. for operations; Keith Kiggins, v.p. (administrative asst. to pres.); John E. McCoy, v.p. & secy.; George B. Storer Jr., v.p. for TV operations; Wm. E. Rine, v.p. for radio operations; Harry A. Steensen, treas.; Glenn G. Boundy, v.p. for engineering; Ewald Kockritz, v.p. & national program director; Arthur C. Schofield, v.p., advertising & sales promotion director; Bertha C. Prestler, asst. secy.; Allen L. Haid, v.p. & managing director, WSPD-TV; James E. Bailey, v.p. & managing director, WSPD; J. Robert Kerns, v.p. & managing director, WVUE; Glenn C. Jackson, v.p. & managing director, WAGA-TV; Claude Frazier, v.p. & managing director, WAGA; Miller N. Babcock, v.p. & managing director, WGBS; Bill Michaels, v.p. & managing director, WJBK-TV; Harry R. Lipson, v.p. & managing director, WJBK; Paul J. Miller, v.p. & managing director, WWVA; Lionel F. Baxter, v.p. & managing director, WIBG; Ben Wickham, managing director, WJW-TV; Reginald P. Merridew, managing director, WJW. For sales offices, see listing on first page of Group Ownership.

SUPERIOR STATIONS—315 W Sprague Ave., Spokane, Wash. Telephone: Madison 4291. Own KXLY-TV, Spokane (KXLY) and KERP-TV, El Paso, Tex. (KERP). 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).

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.]

LOWELL THOMAS—See Hudson Valley Bestg. Co. Inc.

TIME INC.—9 Rockefeller Plaza, New York 20, N.Y. Telephone: Judson 6-1212. TLF Broadcasters Inc., wholly owned subsidiary, controls KTVT, Salt Lake City (KDYL), 80%; KLZ-TV, Denver (KLZ), 100%; WTCN-TV, Minneapolis (WTCN), 100%; WFBM-TV, Indianapolis (WFBM), 100%; WOOD-TV, Grand Rapids (WOOD), 100%. Executives: Weston C. Pullen Jr., v.p. for bestg. operations, Time Inc.; G. Bennett Larson, pres.-gen. mgr., KTVT & KDYL; Hugh B. Terry, pres.-gen. mgr., KLZ-TV & KLZ; Wayne Coy, bestg. consultant to Time Inc. and pres., WTCN-TV & WTCN and WFBM-TV & WFBM (with Phil Hoffman, v.p.-gen. mgr., WTCN-TV & WTCN and Eldon Campbell, v.p.-gen. mgr., WFBM-TV & WFBM); Willard Schroeder, pres.-gen. mgr., WOOD-TV & WOOD.

TRANSCONTINENT TELEVISION CORP.—Owns WROC-TV, Rochester, N.Y.; WGR-TV, Buffalo, N.Y. (WGR); 50% of WSVA-TV, Harrisonburg, Va. (WSVA). Executives: Paul A. Schoellkopf Jr., chairman; David C. Moore, pres.; J. Fred Schoellkopf IV, exec. committee chairman; Hamilton Shea, v.p. (also pres. & 50% of WSVA-TV & WSVA); David G. Forman, chairman admin. & finance committee; Felix L. Piech, secy.; Clifford M. Kirtland Jr., treas. & comptroller; George C. Stevens, gen. sales mgr.

TRIANGLE PUBLICATIONS INC. (Radio & TV Div.)—46th & Market Sts., Philadelphia 39, Pa. Telephone: Evergreen 2-4700. Owns and operates WFIL-TV, Philadelphia (WFIL); WBNF-TV, Binghamton, N.Y. (WBNF); WFBG-TV, Altoona, Pa. (WFBG); WLBR-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn. (WNHC); and radio WHGB, Harrisburg, Pa. (50%). 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; George D. Coleman, regional sales director; Joe Zimmerman, sales promotion director; 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 WKJG-TV & WKJG, Fort Wayne. President: John F. Dille Jr.

UNITED TV INC.—See Telecasting Inc.-United TV Inc.

WILLIAM J. WAGNER—KINY-TV, Juneau, Alaska (KINY), 100%; KTVA, Anchorage, Alaska, 6%; KTVF, Fairbanks, Alaska, 6%. For other interests, see KINY-TV.

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). 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.

WAVE INC.—334 E. Broadway, Louisville, Ky. Telephone: Juniper 5-2201. Owns WAVE-TV, Louisville (WAVE) and WFIE, Evansville, Ind. Executives: George W. Norton Jr., 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 WDAM-TV, Hattiesburg, Miss. Executives: Edgar B. Stern Jr., pres.; Robert D. Swezey, exec. v.p. & gen. mgr.; A. Louis Read, v.p. & commercial mgr.; Lester E. Kabacoff, secy.-treas.

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); WJZ-TV, Baltimore, Md. 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.; Charles C. Woodard Jr., administrative 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; Philip 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; Michael R. Santangelo, coordinator of publicity & special events; Gordon Hawkins, educational director; Alexander W. Dannenbaum Jr., vice president, sales; Tom W. Judge, national TV sales mgr.; Perry Bascom, national radio 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.—See Corinthian Broadcasting Corp.

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.; WTVT, Tampa, Fla. Executives: E. K. Gaylord, pres. & gen. mgr.; P. A. Sugg, exec. v.p.; Eugene B. Dodson, v.p.; H. J. Lovell, technical operations director.

WRATHER-ALVAREZ BROADCASTING INC.—Fifth & Ash Sts., San Diego, Cal Telephone: Belmont 2-2114. Owns KFMB-TV, San Diego (KFMB) and KERO-TV, Bakersfield, Cal. President: J. D. Wrather.

WTVJ INC. (Wometco Theatres)—316 N. Miami Ave., Miami, Fla. Telephone: Franklin 4-6262. Operates WTVJ, Miami; same interests also own 20% of WFGA-TV, Jacksonville, Fla. and 50% of WMTV, Madison, Wis. Executives: Mitchell Wolfson, pres.; Sidney Meyer, secy.; Lee Ruwitch, exec. v.p.

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—6705 Sunset Blvd., Hollywood 28, Cal. Telephone: Hollywood 5-6171. Albert Zugsmith and Arthur B. Hogan, c/o Zugsmith Corp. own 50% (25% each) of KULA-TV, Honolulu (KULA) and KSHO-TV, Las Vegas, Nev. (KBML, Henderson, Nev.). They also control radio KVSM, San Mateo, Cal. Hogan owns radio KFOX, Long Beach, Cal. Zugsmith controls radio KRKD, Los Angeles, and radio KITO, San Bernardino, Cal. Hogan owns 18%, Zugsmith 9% of radio KBYE, Oklahoma City, Zugsmith and Hogan also have interest in firm buying WREX-TV, Rockford, Ill. Executives: Albert Zugsmith, chairman; Arthur B. Hogan, pres.

Newspaper Ownerships of Television Stations

Including Interlocking ownerships, in whole or part

AM adjuncts, if any, in parentheses. 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 (S.C.) Independent and Mail—Publisher Wilton E. Hall owns WAIM-TV (WAIM).

Ardmore (Okla.) Daily Ardmoreite—Estate of John F. Easley owns KVSQ-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*, *Pittsburg (Pa.) Sun-Telegraph*, *San Antonio Light*, *Seattle Post-Intelligencer*.

Baltimore Sunpapers—WMAR-TV.

Baton Rouge Advocate and State Times (Manship)—WBRZ, 56.6%. Also operates local radio WJBO.

Big Spring (Tex.) Herald—Publisher Robert W. Whipkey owns 13% of KEDY-TV plant (formerly KBST-TV), now operated under lease with option to buy by KDUB-TV, Lubbock, Tex. (*Television Digest*, Vol. 13:1).

Binghamton Press (Gannett)—WINR-TV (WINR). See *Rochester Democrat & Chronicle* and *Times Union* for all other Gannett TV-radio-newspaper interests.

Birmingham News and Post-Herald (Newhouse)—Central New York Broadcasting Corp. (also Newhouse) owns WABT, Birmingham (WAPI) and WSYR-TV, Syracuse, N.Y. (WSYR). Newhouse newspapers include *Huntsville (Ala.) Times (WHBS-AM)*. For other interests, see *Syracuse Post-Standard*.

Bluefield (W.Va.) Daily Telegraph and Sunset News—WHIS-TV (WHIS).

Buffalo Evening 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), 26%. Fairmont Corp., owned by Anaconda 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 KSTF, 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*, *Sports Illustrated*, *House and Home*, *Architectural Forum*) is 80% owner of KTVT, Salt Lake City (KDYL); 100% of following: KLZ-TV, Denver (KLZ); WFBM-TV, Indianapolis (WFBM); WOOD-TV, Grand Rapids (WOOD); WTCN-TV, Minneapolis (WTCN). 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 *House Beautiful*, *Good Housekeeping*, *Cosmopolitan*, *Motor*, *Motor Boating*, *Town & Country*, *Bride & Home*, *Sports Afield*, *American Druggist*, 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 has turned over *Official Detective Stories* to Annenberg Foundation. Also *Newsweek* is buying 46.22% of KFSD-TV, San Diego & KFSD (*Television Digest*, Vol. 13:30).

Chicago Tribune—WGN-TV (WGN); Tribune Co. also publishes *Chicago American* and *Sunday American*. See also *New York Daily News*.

Cincinnati Post (Scripps-Howard)—E. W. Scripps Co. publishes *Cincinnati Post*; Scripps-Howard Radio owns WCPO-TV, Cincinnati (WCPO). For other interests, see Scripps-Howard footnote at end of Newspaper Ownership list.

Cincinnati Times-Star (Taft)—WKRC-TV (WKRC); WTVN-TV, Columbus (WTVN); WBRC-TV, Birmingham, Ala. (WBRC); 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 at end of Newspaper Ownership list.

Columbus (Miss.) Commercial Dispatch—Publisher Birney Imes Jr. owns WCBI-TV (WCBI); WMOX, Meridian, Miss.; WNAG, Grenada, Miss.; WELO, Tupelo, Miss.

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—KRLD-TV (KRLD).

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 (licensee of radio WNDB) 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 KVTY, 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*.

The 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 5% of WTVD.

Easton (Pa.) Express—WGLV, Easton, Pa. (WEEX).

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 WKJG-TV, Ft. Wayne (WKJG).

El Paso Times—KROD-TV (KROD).

Erie Times and Morning News (John J. & George J. Mead)—WSEE, 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 (KORK); 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; KBEE, 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), 48%.

Greensboro (N.C.) News and Record—Jefferson Standard Life Insurance Co. (see Group Ownership) owns 16% of Greensboro News Co., which is licensee of WFMY-TV, Greensboro.

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), 24.55%; 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 WKAZ, 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 Daily News—WJTV, 40%.

Jacksonville Journal (Perry)—WJHP-TV; WESH-TV, Daytona Beach. Other Perry newspapers in Florida include *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* (WNDB) 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 KRCG (TV), Jefferson City.

Johnstown Tribune-Democrat—WJAC-TV (WJAC).

Joplin (Mo.) Globe and News-Herald—KOAM-TV, Pittsburg, Kan., 33.23%.

Kansas City Star & Times—The Kansas City Star Co. operates 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.

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. Also holds CP for WRAK-TV, Williamsport, Pa. (WRAK).

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. [Note: Sale of KCOP to Kenyon Brown-Bing Crosby syndicate pending FCC approval; see *Television Digest*, Vol. 13:16, 22.]

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, Quincy, Ill.), in which *Hannibal Courier Post* (Lee) has 20% interest. *LaCrosse Tribune* (Lee) owns 27.5% of WKBTV, 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 (KVMI), satellite of KONA, Honolulu.

Memphis Commercial Appeal and Press-Scimitar (Scripps-Howard)—WMCT (WMC). For other interests, see Scripps-Howard footnote at end of Newspaper Ownership list.

Meridian (Miss.) Star—Publisher James H. Skewes owns 6.5% of WTOK-TV (WTOK).

Miami Beach Sun—See Storer Bestg. 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*.

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Newspaper Interests

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, Ledger-Dispatch and Portsmouth Star—WTAR-TV, Norfolk (WTAR).

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*.

Paducah Sun-Democrat (E. J. Paxton)—WPSD-TV, Paducah, 100%; radio WFRX, West Frankfort, Ill., 25%.

Peoria Journal-Star—WTVH, 91.66%.

Philadelphia Bulletin—WCAU-TV (WCAU); holds controlling interest in WDAU-TV, Scranton, Pa. President: Donald W. Thornburgh.

Philadelphia Inquirer (Annenberg)—Radio & TV Div. of Triangle Publications Inc. operates WFIL-TV, Philadelphia (WFIL); WBNF-TV, Binghamton, N.Y. (WBNF); WFBG-TV, Altoona, Pa. (WFBG); WNHC-TV, New Haven, Conn. (WNHC); also owns 50% of radio WHGB, Harrisburg, Pa.

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*, *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. [Note: WREX-TV is being sold to Bob Hope and associates; see *Television Digest*, Vol. 13:24.]

Rock Island Argus—Ben H. Potter and family, owners of *Rock Island Argus*, own 75% of WHBF-TV (WHBF). Members of Potter family own all stock of 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)—KOAT-TV, Albuquerque, 100%; KVOA-TV, Tucson (KVOA), 25%. McKinnon also controls weekly *Coronado (Cal. Journal)*.

San Francisco Chronicle—KRON-TV; KBAK-TV, Bakersfield, Cal., 97 $\frac{1}{3}$ %.

San Juan (P. R.) El Mundo—WKAQ-TV (WKAQ).

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* (KILQ), *Aberdeen (S.D.) American-News* (KSDN).

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 $\frac{1}{3}$ % of CP for WCNS, Baton Rouge, La. (Ch. 40).

Sioux City Journal and Journal-Tribune—KTIV, 50% (KSCJ, 100%).

South Bend Tribune—WSBT-TV (WSBT).

Spokane Chronicle—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.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KVOL, Lafayette, La., TV applicant. 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., owner of WSYR-TV, Syracuse (WSYR) and WABT, Birmingham, Ala. (WAPI), and Newhouse Newspapers are mutually owned by Samuel I. Newhouse family, which also owns *Harrisburg (Pa.) Patriot and News* and WTPA, Harrisburg; *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*, *Staten Island Advance*, *Birmingham (Ala.) News and Post-Herald*, *Huntsville (Ala.) Times* (WHBS).

Tacoma News-Tribune—KTNT-TV (KTNT).

Tampa Tribune—WFLA-TV (WFLA). D. Tennant Bryan family owns approximately 50% of *Tampa Tribune*, they also own approximately 50% of Richmond (Va.) *Times-Dispatch* and *News-Leader* (WRNL), operated as a separate entity.

Temple (Tex.) Telegram—KCEN-TV. Frank W. Mayborn, publisher, also pres. of *Sherman (Tex.) Democrat* and *Killeen (Tex.) Herald*; pres. & 92% owner of radio KTEM, Temple.

Texarkana Gazette and News—C. E. Palmer estate 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).

Washington Evening Star—WMAL-TV (WMAL).

Watertown (N.Y.) Daily Times—WCNY-TV, Carthage-Watertown; (WWNY, 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. Note: News Publishing Co. owns 31% of WTRF-TV and 4 Dix brothers together own 31% of WTRF-TV.

Wilson (N. C.) Times (Mrs. Eliz. G. Swindell)—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*, *Covington (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*.

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. 13:30, p. 7.)

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. 13:13, p. 7.)

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 Deitch, 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. 13:12, p. 10.)

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., N. Y. 22.

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. 13:9, p. 5)

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 Rd., Concord, N.H.

EARL GODWIN memorial awards by NBC to employe of NBC affiliate for outstanding radio news reporting and to deserving undergraduate at school of journalism. Address Davidson Taylor, NBC News & Public Affairs, RCA Bldg., N.Y. 20.

"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., N. Y. 21.

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. 13:17, p. 7.)

NATIONAL ASSN. FOR BETTER RADIO & TV (NAFBRAT) 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. 13:11, p. 9.)

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. (For latest winners see *Television Digest*, Vol. 13:9, p. 5.)

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.

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.

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. 13:16, p. 7.)

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. 13:18, 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. (For latest winners, see *Television Digest*, Vol. 13:15, p. 14.)

"SCHOOL BELL" awards by 7 national organizations of teachers, parents & public school officials and Office of Education, Dept. of Health, Education & Welfare, to TV network program for "most distinguished dramatic interpretation of education" and to TV or radio station, magazine or newspaper for "most outstanding local or state reporting of education." Address Roy Wilson, executive secy., National School Public Relations Assn., 1201 16th St., NW, Washington 6, D. C. (For latest winners, see *Television Digest*, Vol. 13:28, p. 9.)

(Continued on page 393)

Color Status of Network Affiliates

(As of July 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	—	Milwaukee, Wis. ..	WTMJ-TV	Now	Now
Baltimore, Md.	WBAL-TV	Now	Now	Minneapolis-St. Paul, Minn.	KSTP-TV	Now	—
Birmingham, Ala. .	WABT	Now	—	Nashville, Tenn. .	WSM-TV	Now	—
Boston, Mass.	WBZ-TV	Now	—	New Orleans, La. .	WDSU-TV	Now	Now
Buffalo, N.Y.	WBUF	Late 1957	Early 1958	New York, N.Y. ...	WRCA-TV	Now	Now
Chicago, Ill.	WNBQ	Now	Now	Norfolk, Va.	WVEC-TV	—	—
Cincinnati, O.	WLWT	—	—	Oklahoma City ...	WKY-TV	Now	Now
Cleveland, O.	KYW-TV	Now	—	Omaha, Neb.	KMTV	Now	Now
Columbus, O.	WLWC	—	—	Philadelphia, Pa. .	WRCV-TV	Now	Now
Dallas, Tex.	WFAA-TV	Now	—	Portland, Ore.	KPTV	Now	—
Davenport, Ia.	WOC-TV	—	—	Providence, R.I. .	WJAR-TV	—	—
Dayton, O.	WLWD	—	—	Richmond-Petersburg, Va.	WXEX-TV	Now	—
Denver, Colo.	KOA-TV	—	—	Rochester, N.Y. ...	WROC-TV	—	—
Des Moines, Ia. ...	WHO-TV	Now	Late 1957	Sacramento, Cal. .	KCRA-TV	Now	Now
Detroit, Mich.	WWJ-TV	Now	—	Salt Lake City ...	KTVT	Now	—
Ft. Worth, Tex. ...	WBAP-TV	Now	Now	San Antonio, Tex. .	WOAI-TV	Now	Now
Fresno, Cal.	KMJ-TV	Now	—	San Diego, Cal.	KFSD-TV	Feb. 1958	Feb. 1958
Grand Rapids	WOOD-TV	—	—	San Francisco	KRON-TV	Now	Now
Hartford-New Britain, Conn. .	WNBC	—	—	Schenectady, N.Y..	WRGB	Aug. 1957	Aug. 1957
Houston, Tex.	KPRC-TV	Now	—	Seattle, Wash.	KOMO-TV	Now	Now
Huntington, W.Va..	WSAZ-TV	Now	Now	St. Louis, Mo.	KSD-TV	Now	—
Indianapolis, Ind..	WFBM-TV	Now	Now	Syracuse, N.Y.	WSYR-TV	Now	—
Johnstown, Pa. ...	WJAC-TV	Now	Now	Tampa, Fla.	WFLA-TV	Now	—
Kansas City, Mo. .	WDAF-TV	Now	—	Tulsa, Okla.	KVOO-TV	Now	—
Lancaster, Pa. ...	WGAL-TV	Now	Now	Washington, D.C..	WRC-TV	Dec. 1957	Dec. 1957
Lansing, Mich. ...	WJIM-TV	—	—	Wichita, Kan.	KARD-TV	Now	Now
Los Angeles, Cal. .	KRCA	Now	Now	Wilkes-Barre, Pa. .	WBRE-TV	Now	Now
Louisville, Ky. ...	WAVE-TV	—	—	Youngstown, O. ...	WFMJ-TV	—	—
Memphis, Tenn. .	WMCT	—	—				
Miami, Fla.	WCKT	Now	Nov. 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.

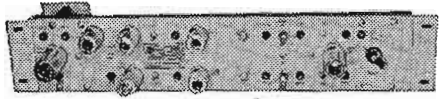
Abilene, Tex.	†KRBC-TV	—	—	Macon, Ga.	*WMAZ-TV	—	—
Albany, Ga.	*WALB-TV	—	—	Madison, Wis.	*WMTV	—	—
Albuquerque, N. M.	*KOB-TV	Fall 1957	Winter 1958	Marquette, Wis.	*WMBV-TV	—	—
Alexandria, La. ...	KALB-TV	—	—	Medford, Ore.	*KBES-TV	—	—
Altoona, Pa.	*WFBG-TV	—	—	Meridian, Miss. ...	†WTOK-TV	Jan. 1959	—
Amarillo, Tex. ...	*KGNC-TV	—	—	Midland, Tex.	*KMD-TV	—	—
Ardmore, Okla.	*KVSO-TV	—	—	Mobile, Ala.	*WALA-TV	—	—
Asheville, N. C.	WISE-TV	—	—	Monroe, La.	*KNOE-TV	Fall 1958	—
Augusta, Ga.	*WJBF	1958	—	Monterey-Salinas	*KSBW-TV	—	May 1957
Austin, Tex.	*KTBC-TV	Dec. 1958	Dec. 1959	Montgomery, Ala.	*WSFA-TV	—	—
Bakersfield, Cal. .	*KERO-TV	—	—	Muncie, Ind.	*WLBC-TV	—	—
Bangor, Me.	WABI-TV	—	—	Orlando, Fla.	*WDBO-TV	—	—
Baton Rouge, La. .	*WBRZ	—	—	Ottumwa, Ia.	*KTVO	Sept. 1957	Sept. 1957
Bay City-Saginaw .	*WNEM-TV	Now	—	Palm Beach, Fla. .	*WPTV	—	—
Bethlehem, Pa. ...	WLEV-TV	—	—	Parkersburg, W.Va. .	WTAP	—	—
Binghamton, N. Y. .	*WBNF-TV	—	—	Peoria, Ill.	*WEEK-TV	—	—
Bismarck, N. D.	†KPYR-TV	—	—	Phoenix-Mesa, Ariz.	*KVAR	—	—
Bloomington, Ind. .	WTTV	—	—	Pittsburg, Kan. ...	*KOAM-TV	—	—
Bluefield, W. Va. .	*WHIS-TV	—	—	Pittsburgh, Pa. ...	*KDKA-TV	Now	—
Bristol, Va.-Tenn..	*WCYB-TV	Now	Now	Plattsburgh, N. Y. .	†WPTZ-TV	—	—
Champaign, Ill. ...	*WCIA	—	—	Portland, Me.	*WCSH-TV	—	—
Charleston, S. C. .	*WUSN-TV	—	—	Pueblo, Colo.	KCSJ-TV	—	—
Charlotte, N. C. .	*WBTV	Now	Now	Quincy, Ill.	*WGEM-TV	—	—
Chattanooga, Tenn.	*WRGP-TV	—	—	Raleigh, N. C.	*WRAL-TV	Now	Fall 1957
Colorado Springs	KRDO-TV	—	—	Redding, Cal.	*KVIP	—	—
Columbia, Mo. ...	KOMU-TV	—	—	Reno, Nev.	KOLO-TV	—	—
Columbia, S. C. ...	*WIS-TV	—	—	Roanoke, Va.	*WSLS-TV	Now	—
Columbus, Ga. ...	*WDAK-TV	—	—	Rochester, Minn. .	*KROC-TV	—	—
Columbus, Miss. ...	WCBI-TV	—	—	Rockford, Ill.	*WTVO	—	—
Corpus Christi, Tex.	*KRIS-TV	Now	Now	Roswell, N. M.	*KSWs-TV	—	—
Decatur, Ala.	*WMSL-TV	—	—	Salinas-Monterey, Cal.	*KSBW-TV	—	Now
Duluth, Minn. ...	*WDSM-TV	—	—	Santa Barbara, Cal.	†KEYT	Jan. 1958	—
Eau Claire, Wis. .	*WEAU-TV	1958	—	Savannah, Ga.	*WSAV-TV	—	—
El Dorado, Ark. ...	*KRBB	—	—	Shreveport, La. .	*KTBS-TV	—	—
El Paso, Tex.	*KTSM-TV	—	—	Sioux City, Ia. ...	*KTIV	—	—
Erie, Pa.	*WICU	—	—	Sioux Falls, S. D. .	†KELO-TV	Now	—
Eugene, Ore.	*KVAL-TV	—	—	South Bend, Ind. .	*WNDU-TV	1957	—
Eureka, Cal.	KIEM-TV	—	—	Spokane, Wash. ...	*KHQ-TV	Now	Now
Evansville, Ind. .	*WFIE-TV	Now	Now	Springfield, Ill. ...	*WICS-TV	—	—
Fargo, N. D.	†WDAY-TV	—	—	Springfield, Mass.	*WWLP	Now	—
Fayetteville, N. C. .	*WFLB-TV	—	—	Springfield, Mo. .	*KYTV	—	—
Ft. Dodge, Ia.	†KQTV	—	—	Tallahassee-Thomasville, Fla.	WCTV	—	—
Ft. Smith, Ark. ...	*KFSA-TV	—	—	Temple, Tex.	*KCEN-TV	—	—
Ft. Wayne, Ind. ...	*WKJG-TV	—	—	Toledo, O.	*WSPD-TV	—	—
Great Bend, Kan. .	*KCKT-TV	Now	Fall 1958	Tucson, Ariz.	*KVOA-TV	—	—
Greenville, S. C. .	*WFBC-TV	Now	—	Twin Falls, Ida. ...	KLIX-TV	—	—
Harrisburg, Ill.	WSIL-TV	—	—	Tyler, Tex.	*KLTV	—	—
Harrisonburg, Va. .	WSVA-TV	—	—	Utica, N. Y.	*WKTV	—	—
Hastings, Neb.	*KHAS-TV	—	—	Washington, N. C. .	*WITN	—	—
Hattiesburg, Miss..	*WDAM-TV	—	—	Waterloo, Ia.	*KWVL-TV	—	—
Idaho Falls, Ida. ...	*KID-TV	Late 1958	Late 1958	Wausau, Wis.	WSAU-TV	—	—
Jackson, Miss. ...	*WLBT	—	—	Weslaco, Tex.	KRGV-TV	—	—
Jacksonville, Fla. .	*WFGA-TV	—	—	Wheeling, W. Va. .	*WTRF-TV	1958	—
Knoxville, Tenn. .	*WATE-TV	1957	1957	Wichita Falls, Tex.	*KFDX-TV	Now	—
La Crosse, Wis. ...	WKBT	—	—	Wilmington, N.C..	*WMFD-TV	—	—
Lake Charles, La. .	†KPLC-TV	—	—	Winston-Salem, N.C.	*WSJS-TV	—	—
Las Vegas, Nev. ...	*KLRJ-TV	—	—	Yakima, Wash. ...	*KIMA-TV	—	—
Lexington, Ky.	†WLEX-TV	—	—	Yuma, Ariz.	KIVA	—	—
Lima, O.	*WIMA-TV	—	—	Zanesville, O.	*WHIZ-TV	—	—
Little Rock, Ark. .	*KARK-TV	Now	—				
Lubbock, Tex.	*KCBD-TV	—	—				

COLOR TV

ONLY TELECHROME 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)

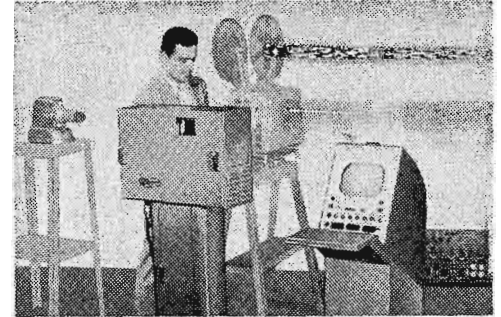
An ingenious circuit locks the entire encoding equipment in balance within 20 seconds after being turned on. Thereafter balance is held under even the most difficult operating conditions.



1003-A VIDEO TRANSMISSION TEST SIGNAL GENERATOR

Portable

Completely self-contained, portable. Produces multi-frequency burst, stairstep, modulated stairstep, 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°

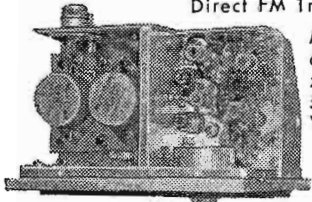


1604-AR PHASE MAGNIFIER

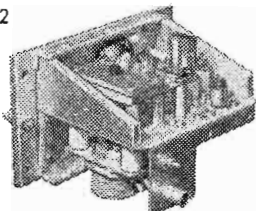
Expanded phase indicator of a signal for measurements of differential phase to .2° or better accuracy at chroma frequencies.

TELEMETERING TRANSMITTERS • High Power in Small Packages

Direct FM Transmitters Crystal controlled 215-235 megacycles. 125kc deviation.



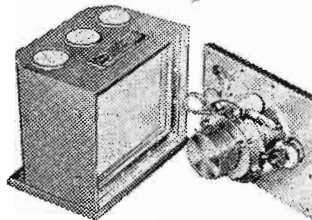
Model 1462
6" x 4 1/4"
x 3 3/4"
50 to 80
Watts



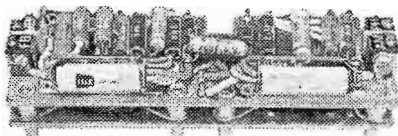
Model 1463
5 1/2" x
3 1/2" x 4"
15 to 30
Watts



Model 1472
4" x 1.5"
x 2.7"
2 Watts

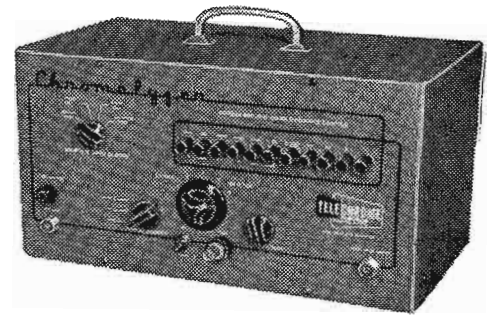


Model 1460
5" x 4 3/8"
x 3 1/16"
RF Amplifier
15 to 30
Watts



Model 800—4.5" x 1.3" x 1.4"

SUB-CARRIER OSCILLATOR. Deviation stability $\pm 1\%$ of band width. Deviation linearity less than 1% of band width under all conditions measured from a straight line drawn between end points.



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 by TELECHROME are available on request.



The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

Color-Equipped CBS-TV Basic Required Affiliates

All Basic Affiliates Are Now Equipped to Rebroadcast Network Color

City	Station	Slide & Film	Live	City	Station	Slide & Film	Live
Albany, N. Y.	WCDA	—	—	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
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. .	WCHS-TV	Now	—	Norfolk, Va.	WTAR-TV	Now	—
Charlotte, N.C.	WBTW	Now	Now	Oklahoma City	KWTV	—	—
Chicago, Ill.	WBBM-TV	—	—	Omaha, Neb.	WOW-TV	—	—
Cincinnati, O.	WKRC-TV	—	—	Philadelphia, Pa. .	WCAU-TV	Now	—
Cleveland, O.	WJW-TV	—	—	Pittsburgh, Pa. ...	KDKA-TV	Now	—
Columbus, O.	WBNS-TV	—	—	Portland, Ore.	KOIN-TV	—	—
Dallas, Tex.	KRLD-TV	Now	—	Providence, R.I. ..	WPRO-TV	—	—
Dayton, O.	WHIO-TV	—	—	Richmond, Va.	WRVA-TV	Now	—
Denver, Colo.	KLZ-TV	—	—	Rochester, N.Y. ..	WHEC-TV	—	—
Des Moines, Ia. ..	KRNT-TV	—	—	Rock Island, Ill. .	WHBF-TV	—	—
Detroit, Mich.	WJBK-TV	—	—	Sacramento, Cal. .	KBET-TV	Now	—
Fresno, Cal.	KFRE-TV	—	—	St. Louis, Mo.	KWK-TV	—	—
Galveston-Houston	KGUL-TV	—	—	Salt Lake City	KSL-TV	—	—
Greensboro, N. C. .	WFMY-TV	Now	—	San Antonio, Tex. .	KENS-TV	—	—
Hartford, Conn. ...	WHCT	—	—	San Diego, Cal. ...	KFMB-TV	—	—
Hutchinson-				San Francisco, Cal.	KPIX	—	—
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	—	—	Toledo, O.	WSPD-TV	—	—
Los Angeles, Cal. .	KNXT	Now	Now	Tulsa, Okla.	KOTV	—	—
Louisville, Ky.	WHAS-TV	—	—	Washington, D.C. .	WTOP-TV	Now	—

CBS-TV BASIC OPTIONAL AFFILIATES

Asterisk (*) Indicates Station Now Equipped to Rebroadcast Network Color.

Altoona, Pa.	*WFBG-TV	—	—	Johnson City, Tenn.*	WJHL-TV	—	—
Augusta, Ga.	WRDW-TV	—	—	Knoxville, Tenn. ...	*WBIR-TV	—	—
Austin, Tex.	*KTBC-TV	—	—	Lansing, Mich.	*WJIM-TV	—	—
Bakersfield, Cal. ...	KBAK-TV	—	—	Little Rock, Ark. ...	*KTHV	—	—
Baton Rouge, La. .	WAFB-TV	—	—	Macon, Ga.	*WMAZ-TV	—	—
Beaumont, Tex. ...	*KFDM-TV	—	—	Madison, Wis.	*WISC-TV	Now	Now
Binghamton, N.Y. .	*WNBF-TV	—	—	Mobile, Ala.	*WKRG-TV	—	—
Burlington, Vt.	WCAK-TV	—	—	Montgomery, Ala. .	*WCOV-TV	—	—
Cedar Rapids, Ia. .	*WMT-TV	—	—	Orlando, Fla.	*WDBO-TV	—	—
Champaign, Ill. ...	*WCIA	—	—	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	Now
Columbus, Ga.	*WRBL-TV	—	—	Scranton, Pa.	*WGBI-TV	—	—
Corpus Christi, Tex.*	KSIX-TV	—	—	Sioux City, Ia.	*KVTV	—	—
Duluth-Superior ..	*KDAL-TV	—	—	South Bend, Ind. .	*WSBT-TV	—	—
El Paso, Tex.	*KROD-TV	—	—	Spartanburg, S.C. .	*WSPA-TV	—	—
Erie, Pa.	*WSEE	—	—	Spokane, Wash. ...	*KXLY-TV	—	—
Florence, S. C.	*WBTW	—	—	Springfield-Holyoke,			
Ft. Wayne, Ind. ...	*WINT	—	—	Mass.	*WHYN-TV	—	—
Green Bay, Wis. ...	*WBAY-TV	—	—	Springfield, Mo. ...	*KTTS-TV	—	—
Greenville, N. C. .	*WNCT	—	—	Steubenville, O. ...	*WSTV-TV	—	—
Harrisburg, Pa.	WHP-TV	—	—	Terre Haute, Ind. .	*WTHI-TV	—	—
Henderson, Ky. ...	*WEHT	—	—	Topeka, Kan.	*WIBW-TV	—	—
Huntington, W.Va. .	WHTN-TV	—	—	Youngstown, O. ...	*WKBN-TV	—	—
Jackson, Miss.	*WJTV	—	—				

CBS-TV Supplementary Interconnected Affiliates

Albuquerque, N. M. .	*KGGM-TV	—	—	Minot, N. D.	*KCJB-TV	Now	—
Amarillo, Tex.	KFDA-TV	—	—	Monroe, La.	*KNOE-TV	—	—
Anderson, S. C. ...	*WAIM-TV	—	—	Mt. Washington,			
Bangor, Me.	*WTWO	—	—	N. H.	WMTW	—	—
Cadillac, Mich.	WWTW	—	—	Odessa, Tex.	KOSA-TV	—	—
Cape Girardeau, Mo.*	KFVS-TV	—	—	Peoria, Ill.	*WTVH-TV	—	—
Cheyenne, Wyo.	WFBC-TV	—	—	Quincy-Hannibal ..	*KHQA-TV	—	—
Chico, Cal.	KHSL-TV	—	—	Raleigh, N. C.	*WNAO-TV	—	—
Colorado Springs,				Reno, Nev.	KOLO-TV	—	—
Colo.	KKTW	—	—	Saginaw, Mich.	*WKNX-TV	—	—
Eureka, Cal.	KIEM-TV	—	—	St. Joseph, Mo.	KFEQ-TV	—	—
Ft. Smith, Ark. ...	KNAC-TV	—	—	Salinas-Monterey,			
Harlingen, Tex.	KGBT-TV	—	—	Cal.	*KSBW-TV	—	—
Jefferson City, Mo..	KRCG-TV	—	—	San Angelo, Tex. .	KTXL-TV	—	—
Johnstown, Pa.	WARD-TV	—	—	Santa Barbara, Cal.*	KEYT	—	—
Joplin, Mo.	*KODE-TV	—	—	Savannah, Ga. ...	*WTOC-TV	—	—
Kearney, Neb.	*KHOL-TV	—	—	Texarkana, Tex. ...	*KCMC-TV	—	—
LaCrosse, Wis.	WKBT	—	—	Tucson, Ariz.	KOPO-TV	—	—
Lafayette, La.	*KFLY-TV	—	—	Valley City, N. D. .	*KXJB-TV	Now	—
Lancaster, Pa.	*WGAL-TV	Now	—	Waco, Tex.	*KWFX-TV	—	—
Lincoln, Neb.	KOLN-TV	—	—	Watertown-			
Lubbock, Tex.	*KDUB-TV	Now	—	Carthage, N. Y. .	WCNY-TV	—	—
Mason City, Ia. ..	KGLO-TV	—	—	Wausau, Wis.	WSAU-TV	—	—
Medford, Ore.	*KBES-TV	—	—	Wichita Falls, Tex. .	*KSYD-TV	—	—
Meridian, Miss. ...	*WFOK-TV	—	—	Yakima, Wash.	*KIMA-TV	—	—

CBS-TV Supplementary Non-Interconnected Affiliates

Billings, Mont.	KOOK-TV	—	—	Idaho Falls, Ida. ...	KID-TV	—	—
Boise, Ida.	KBOI	—	—	Tallahassee, Fla.-			
Great Falls, Mont. .	KFBB-TV	—	—	Thomasville, Ga..	WCTV	—	—

CBS-TV Extended Market Plan Affiliates

City	Station	Slide & Film	Live	City	Station	Slide & Film	Live
Agana, Guam	KUAM-TV	—	—	Klamath Falls, Ore.	KOTI-TV	—	—
Bellingham, Wash.	KVOS-TV	—	—	Lafayette, Ind.	*WFAM-TV	—	—
Big Spring, Tex.	KBST-TV	—	—	Lake Charles, La.	KTAG-TV	—	—
Carlsbad, N.M.	KAVE-TV	—	—	Laredo, Tex.	KHAD-TV	—	—
Casper, Wyo.	KSPR-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.	WTVY	—	—	Parkersburg, W.Va.	WTAP	—	—
Ensign, Kan.	KTVG	—	—	Presque Isle, Me.	WAGM-TV	—	—
Fayetteville, N. C.	*WFLB-TV	—	—	Rapid City, S. D.	*KOTA-TV	—	—
Ft. Myers, Fla.	WINK-TV	—	—	Salisbury, Md.	WBOC-TV	—	—
Goodland, Kan.	KWGB-TV	—	—	San Luis Obispo, Cal.	KVEC-TV	—	—
Grand Junction, Colo.	KREX-TV	—	—	Sweetwater, Tex.	*KPAR-TV	—	—
Jackson, Tenn.	*WDXI-TV	—	—	Twin Falls, Ida.	KLIX-TV	—	—
Juneau, Alaska	KINY-TV	—	—	Yuma, Ariz.	KIVA	—	—
Kalispell, Mont.	KGEZ-TV	—	—				

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.	WFL-TV	Now	Now
Honolulu	KHVV-TV	Now	—	Phoenix, Ariz.	KTVK	Now	—
Houston, Tex.	KTRK-TV	Now	—	Portland, Ore.	KGW-TV	Now	Now
Los Angeles, Cal.	KTLA	Now	Now	Richmond, Va.	WTVR	Now	—
Milwaukee, Wis.	WISN-TV	Now	Now	St Paul, Minn.	KTCA	Now	—
Milwaukee, Wis.	WITI-TV	Now	Now				

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- Insurance
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- Radio Standards of Practice
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- TV Film
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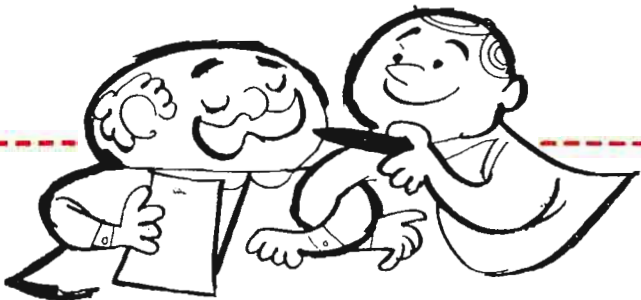
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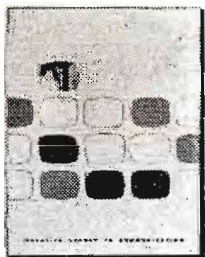


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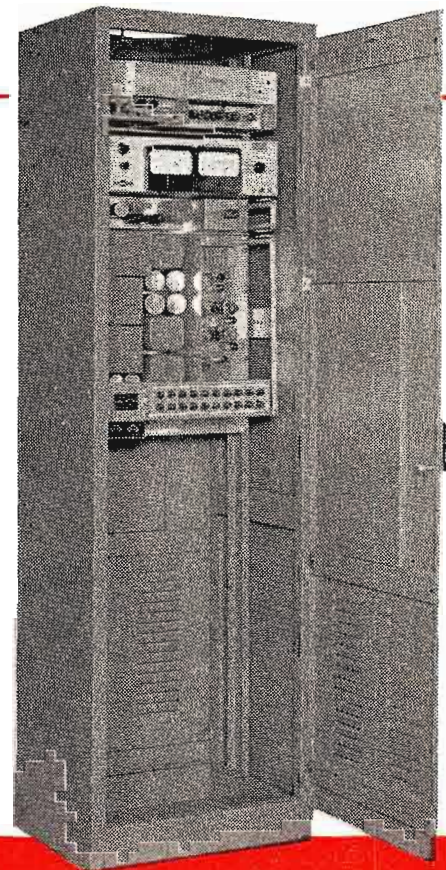
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GEORGIA—Continued

	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	—	59
Savannah	3+ *9— 11	—
Statesboro	—	22
Swainsboro	—	20—
Thomasville	6	27
Tifton	—	14—
Toccoa	—	35
Valdosta	—	37+
Vidalia	—	26
Waycross	8+	16

IDAHO

Blackfoot	—	33
Boise	2 *4+ 7	—
Burley	—	15—
Caldwell	9—	—
Emmett	—	26—
Gooding	—	23
Idaho Falls	3 8+	—
Jerome	—	17
Kellogg	—	33—
Lewiston	3—	—
Moscow	12—	*15
Nampa	6 12+	—
Payette	—	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
Bellefonte	—	54+
Bloomington	—	15—
Cairo	—	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	—	77
Harrisburg	—	22
Jacksonville	—	49—
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	— 19 25+ 31+	— *37— 43+
Quincy	10—	21+
Rockford	13+	39+ *45+

ILLINOIS—Continued

	VHF Channel No.	UHF Channel No.
Rock Island (see Davenport, Iowa)	—	—
Springfield	—	20+ 26—
	—	36— *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	*9+ 14— 50—
Fort Wayne	—	15+ 21+
	—	*27+ 33—
	—	69
Gary	—	50 *66
Hammond	—	56—
Indianapolis	6 8— 13—	*20— 39
	—	67—
Jasper	—	19+
Kokomo	—	29+
Lafayette	—	18 *47 59
Lebanon	—	79
Logansport	—	51
Madison	—	25—
Marion	—	31
Michigan City	—	62+
Muncie	49 55+	*71
Princeton	—	52+
Richmond	—	32—
Shelbyville	—	58+
South Bend	—	34— *40+
	—	46
Tell City	—	78
Terre Haute	2+ 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+ 8	*30+ 36+ 42— 68
Decorah	—	44+
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—
Muscatine	—	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
El Dorado	—	55+

KANSAS—Continued

	VHF Channel No.	UHF Channel No.
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	—	56— 62
Paducah	6+	43 72
Pikeville	—	14—
Princeton	—	45—
Richmond	—	60
Somerset	—	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	11	30+
Jackson	—	59
Jennings	—	48
Lafayette	10	38— 67—
Lake Charles	7—	*14 25 60+
Lake Charles- Lafayette	3	—
Minden	—	30
Monroe	8+ *13	43+
Morgan City	—	36+
Natchitoches	—	17+
New Iberia	—	15+
New Orleans	4+ 20— 26	32+
	6+ *8 12	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—

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Associated TV Transmitting Equipment AmerTran Transformers & Transtats

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 10+	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— 5— 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—
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—
Detroit Lakes	—	18+

MINNESOTA—Continued

	VHF Channel No.	UHF Channel No.
Duluth-Superior 3 6+ *8—10+	—	32 38
Ely	—	16
Fairmont	—	40+
Faribault	—	20
Fergus Falls	—	16—
Grand Rapids	—	20—
Hastings	—	29+
International Falls	11	—
Little Falls	—	14+
Mankato	—	15—
Marshall	—	22+
Minneapolis- St. Paul	*2— 4 5—	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	—	47
Laurel	—	52—
Laurel-Pachuta	7	33—
Louisville	—	46—
McComb	—	31—
Meridian	11—	30— *36—
Natchez	—	29+
Pascagoula	—	22
Picayune	—	14—
Starkville	—	34—
State College	*2+	—
Tupelo	9—	38
University	—	*29+
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	2 4— 5—	—
Sedalia	*9 11—	30 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	—	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	—
Kalispell	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

Ainsworth	8—	—
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	4+	—
Hayes Center	6	—
Kearney	13	19
Lexington	—	23—
Lincoln	10+ *12—	18+ 24
McCook	3+ 8—	17
Nebraska City	—	50
Norfolk	—	33+
North Platte	2— 9+	—
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	—	*69
Asbury Park	—	58
Atlantic City	—	46 52+
Bridgeton	—	64—
Camden	—	*80
Freehold	—	*74
Hammonton	—	*70
Montclair	—	*77
Newark	13—	—
New Brunswick	—	*19— 47+
Paterson	—	37+
Trenton	—	41+
Wildwood	—	48—

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	12+	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—
Batavia	—	33—
Binghamton	12— 40—	*46+ 56
Buffalo	—	17 *23
(also see Buffalo-Niagara Falls)		
Buffalo-Niagara Falls ..	2 4— 7+	29+
Carthage	7—	—
Clymer	—	37
Cortland	—	72
Dunkirk	—	46
Elmira	— 18+ 24—	30
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—
Watertown	—	48

NORTH CAROLINA

Ahoskie	—	53
Albemarle	—	20
Asheville	13— *56—	62+ 78
Burlington	—	63
Burnsville	—	18
Chapel Hill	*4+	—
Charlotte	3 9+ 11+	36+ *42+ 46+ 73—
Durham	—	31+
Elizabeth City	—	18— 54—
Fayetteville	—	48
Gastonia	—	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 Airy	—	55
New Bern	12+	—
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—
Ashtabula	—	61+
Athens	—	15
Bellefontaine	—	62—
Bellefontaine	—	63
Bowling Green	—	*70
Cambridge	—	26
Canton	—	29
Chillicothe	—	56+
Cincinnati	5— 9 12	*48— 54—
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	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+
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SOUTH CAROLINA

	VHF Channel No.	UHF Channel No.
Alken	—	54
Anderson	—	40 58—
Camden	—	14
Charleston	2+ 4 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—
Mobridge	—	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+ 9 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
Tullahoma	—	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— 12—	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+ 13—	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—	—
	6— *7+	—
Tacoma	11+ 13—	*56 62
Walla Walla	5— 8	*22
Wenatchee	—	*45 55 67
Yakima	—	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	5	32
Wheeling	—	*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—
	12	—
Oshkosh	—	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—	—
	11 13—	—
Fairbanks	2+ 4+ 7+	—
	*9+ 11+ 13+	—
Juneau	*3 8 10	—
Ketchikan	2 4 *9	—
Seward	4— 9—	—
Sitka	13	—

GUAM

Agana	8 10	—
-------------	------	---

HAWAIIAN ISLANDS

Hilo, Hawaii	2 *4 7 9 11 13	—
Honolulu, Oahu ..	2+ 4— *7+ 9—	—
	11+ 13—	—
Lihue, Kauai	3+ *8— 10+ 12—	—
Wailuku, Maui ...	3 8 *10 12	—

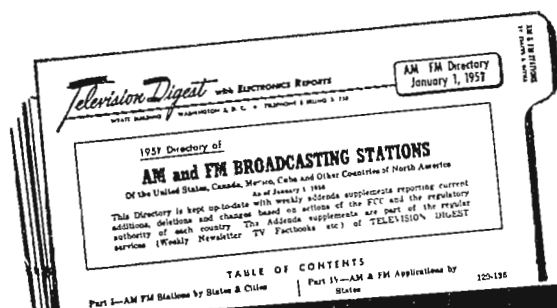
PUERTO RICO

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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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

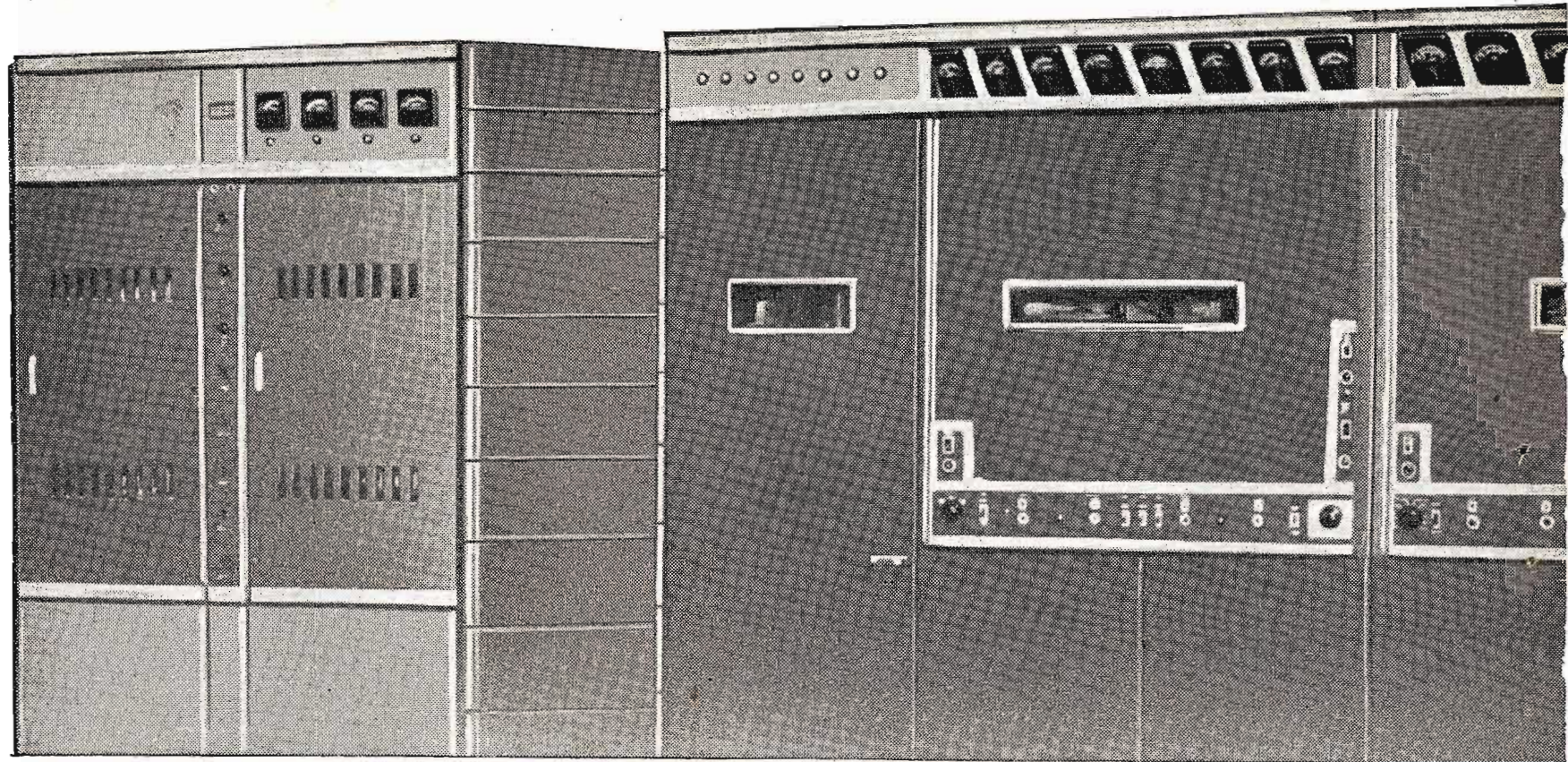
Same list as Part IV, tabulated by frequencies.

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.



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.

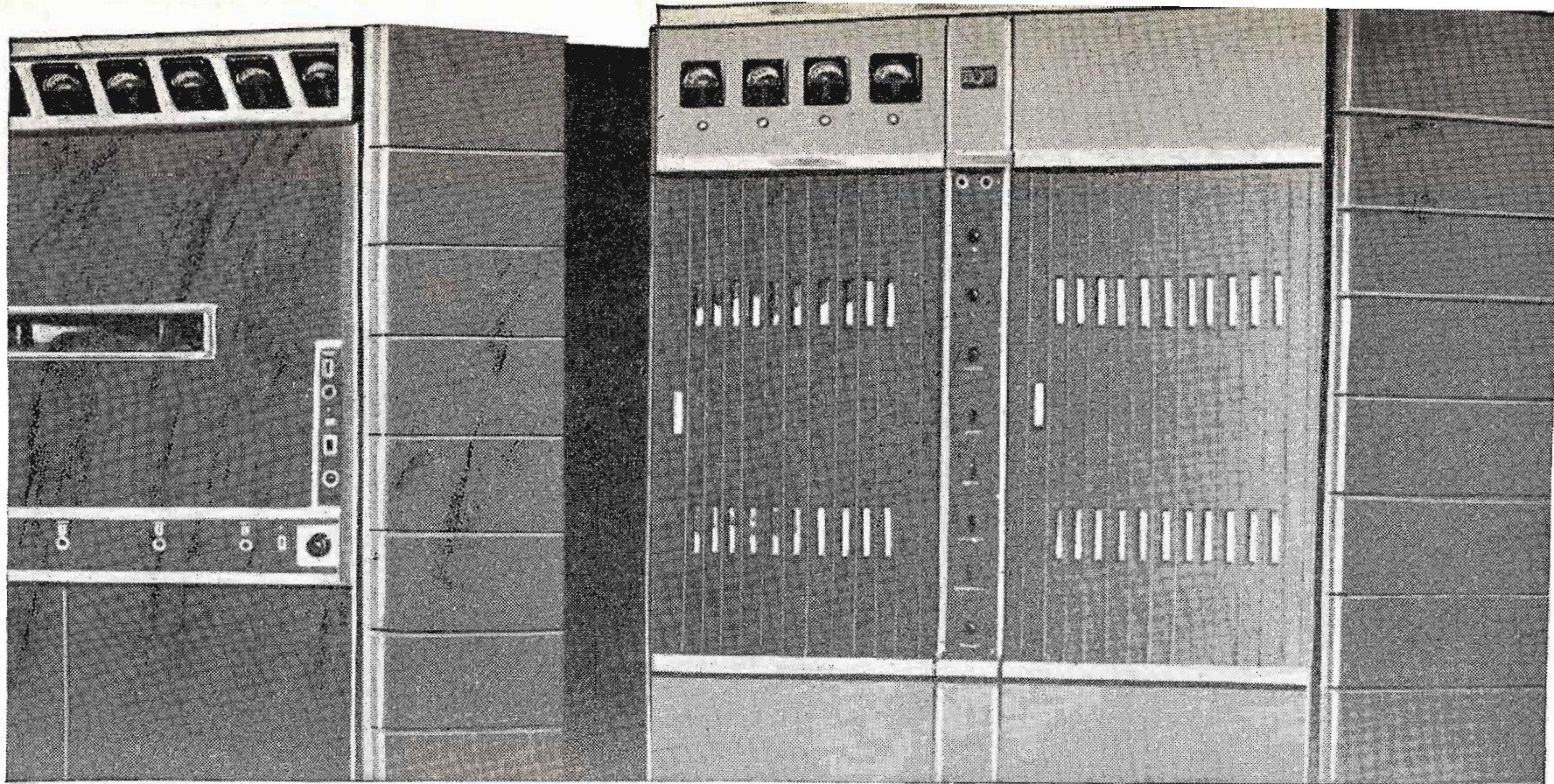
● **THERMOSTATICALLY CONTROLLED HEATERS**—for rectifier tubes are suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

● **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.





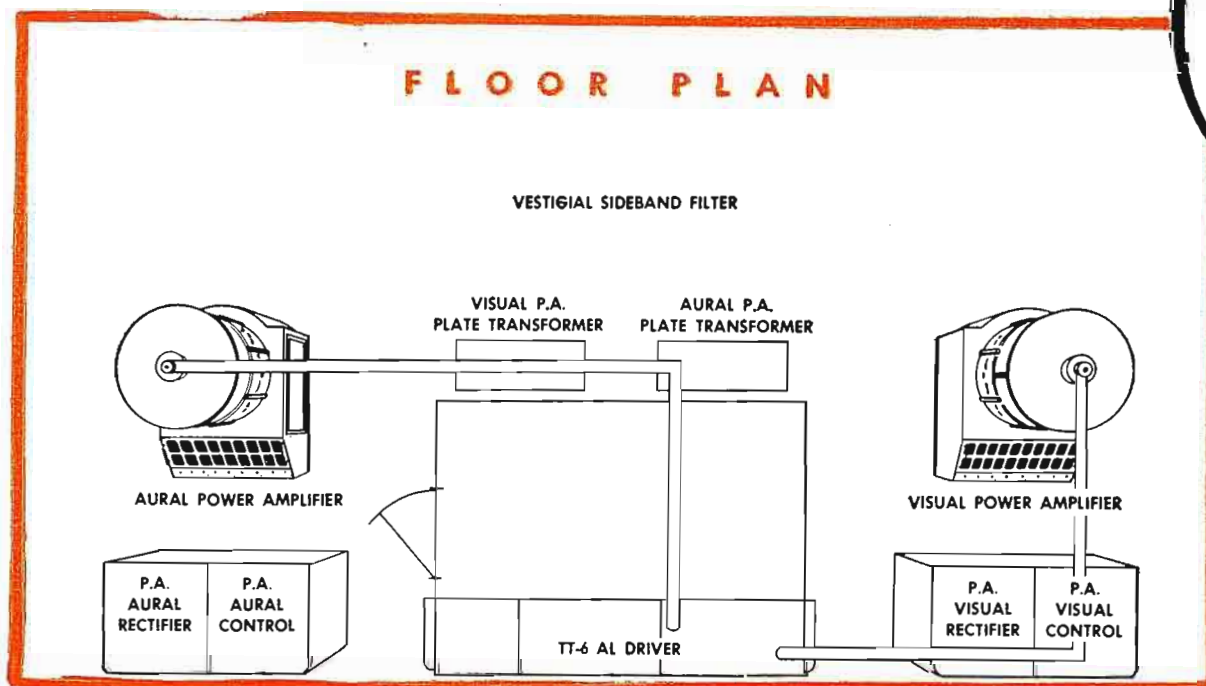
TELEVISION TRANSMITTER

**NOW
"ON-AIR"**

(Type TT-25CL, Low Band)

Reports from stations with TT-25CL's "on-air" tell of excellent results and audience response. Particularly gratifying comments come from color program viewers who are impressed with the fidelity of color transmission.

FLOOR PLAN



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.



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RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, NEW JERSEY

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 August 1, 1957

For List of Existing Grants by Channels, See Pages 389-392

Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use

For Offset Carrier Position of Each Assignment, See Pages 373-379

**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.
- Terre Haute, Ind.
- 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.
- St. Louis, 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.
- Lake Charles-Lafayette, La.
- Shreveport, La.
- Escanaba, Mich.
- Kalamazoo, Mich.
- Duluth-Superior (Wis.), Minn.
- Jackson, Miss.
- Kirksville, Mo.
- Springfield, Mo.
- Great Falls, Mont.
- Miles City, Mont.
- McCook, Neb.
- 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
- Wailuku, 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.
- Hay Springs, 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.
- Charleston, S. C.
- Greenville, S. C.
- 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.
- Miami, Fla.
- 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.
- Sedalla, 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.
- Reliance, S. D.
- Knoxville, Tenn.
- Beaumont-Port Arthur, Tex.
- 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.
 Waycross, Ga.
 Idaho Falls, Ida.
 Indianapolis, Ind.
 Davenport-Rock Island-
 Moline, Ill.
 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.
 Ainsworth, 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
 Wailuku, 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.
 *Savannah, Ga.
 Caldwell, Ida.
 Chicago, Ill.
 *Evansville, 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.
 North Platte, Neb.
 Tonopah, Nev.
 Manchester, N. H.
 *Santa Fe, N. M.
 New York, N. Y.
 Charlotte, N. C.
 Greenville, N. C.
 Cincinnati, O.
 Oklahoma City, Okla.
 *Eugene, Ore.
 Aberdeen, S.D.
 Chattanooga, Tenn.
 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.
 Tampa-St. Petersburg,
 Fla.
 Albany, Ga.
 Pocatello, Ida.
 Quincy, Ill.
 Terre Haute, Ind.
 Goodland, Kan.
 Wichita, Kan.
 Lafayette, La.
 Augusta, Me.
 Presque Isle, Me.
 Parma-Onandaga, Mich.
 Sault Ste. Marie, Mich.
 Duluth-Superior (Wis.),
 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.
 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
 *Wailuku, 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.
 Houma, La.
 New Orleans, La.

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.
 Beaumont-Port
 Arthur, Tex.
 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.
 Lamar, Colo.
 Wilmington, Del.
 Jacksonville, Fla.
 West Palm Beach, Fla.
 Augusta, Ga.
 Moscow, 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.
 Farmington, N. M.
 Silver City, N. M.
 Binghamton, N. Y.
 New Bern, N. C.
 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
 Wailuku, 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.
 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.
 Norfolk-Portsmouth-
 Newport News, 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

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 August 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. Picayune, 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.
Rhineland, 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.
Estherville, 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.
Ogdensburg, 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.
Peoria, Ill.
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
Santa Barbara, Cal.
Denver, Colo.
New London, Conn.
*Washington, D. C.
Leesburg, Fla.
Vidalia, Ga.
Emmett, Ida.
Chicago, Ill.
Anderson, Ind.
Springfield, Ill.
*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.
Mobridge, 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.
Kokomo, Ind.
Junction City, Kan.
Somerset, Ky.
Augusta, Me.
Muskegon, Mich.
Hastings, Minn.
Corinth, Miss.
Natchez, Miss.
Fallon, Nev.
Buffalo-Niagara Falls
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.
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, Ia.
Minden, La.
Cumberland, Md.
Alpena, Mich.
Meridian, Miss.
Joplin, Mo.
St. Joseph, Mo.
St. Louis, Mo.
Elmira, N. Y.
Hickory, N. C.
Roanoke Rapids, N. C.
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.
Peoria, Ill.
Marion, Ind.
Centerville, Ia.
Abilene, Kan.
Goodland, Kan.
Ironwood, Mich.
Petoskey, 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

Longmont, Colo.
Clearwater, Fla.
Douglas, Ga.
Centralia, 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.
Abilene, 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.
Arkedelphia, 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.
Springfield, Ill.
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.
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.
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.
Beeville, 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.
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. C.
*Sioux Falls, S. D.
Pulaski, Tenn.
Tooele, Utah
Covington, Va.
Bremerton, Wash.
Sturgeon Bay, Wis.

CHANNEL NO. 45
(656-662 mc)

Tuscaloosa, Ala.
Cairo, 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.
Jacksonville, Ill.
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.
Mexia, 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.
Hammond, Ind.
Dubuque, Ia.
Owensboro, Ky.
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.
Montpelier, 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)

Madera, Cal.
New Haven, Conn.
*Wilmington, Del.
Rome, Ga.
Centralia, Ill.
Lafayette, Ind.
Ashland, Ky.
Jackson, La.
Biddeford, Me.
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.
Bridgeton, 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.
Muskogee, Okla.
Salem, Ore.
Erie, Pa.
Beckley, 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.
Davenport-Rock Island-
Moline, Ill.
Hagerstown, Md.
Fall River, Mass.
*Clemson, S. C.
Tulahoma, 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)

Galesburg, Ill.
Angola, Ind.
Lebanon, Ind.
*Montclair, N. J.
*Crossville, Tenn.
Brattleboro, Vt.

CHANNEL NO. 78
(854-860 mc)

Tell City, Ind.
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-	8
Lacombe	8	7
Lethbridge	7	6-
Medicine Hat	6-	8
Red Deer	6	

BRITISH COLUMBIA

Chilliwack	3	42
Cranbrook	19+	5
Dawson Creek	5	24+
Fernie	24+	4+
Kamloops	4+	16
Kelowna	2	21
Nanaimo	48	5
Nelson	17-	5
New Westminster (see Vancouver)		13
Penticton	13	15+
Port Alberni	19	6+ 7
Prince Rupert	6+ 7	11
Trail	11	14
Vancouver-New Westminster	2+ 8+ 10+	14+ 30 36
Vernon	7-	27
Victoria	6	40 46

MANITOBA

Brandon	5+ 9+11	21 32
Dauphin	8	14+
Flin Flon	3+	34
Portage la Prairie		34
St. Boniface (see Winnipeg)		4+ 6- 7+
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

ONTARIO

Windsor		25+
Yarmouth	13-	14
Barrie	3+	14
Bellefonte		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-	18
London	10	29+
Niagara Falls		15
North Bay	10-	30+
Orillia		53-
Oshawa		30- 40+
Ottawa-Hull	4+ 9+	26
Owen Sound		32
Pembroke	5+ 13-	22
Peterborough	12+	
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+	
Rimouski	3-	21-

Riviere du Loup	6	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+	
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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 Aug. 1, 1957. For UHF Translator Authorizations, see pp. 262:264

CHANNEL NO. 2 (54-60 mc)

WAIQ, Andalusia, Ala.
 KNXT, Los Angeles, Cal.
 *——, Oakland, 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.
 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-TV, St. Paul, Minn.
 KFEQ-TV, St. Joseph, Mo.
 KTVI, St. Louis, 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.
 WFMY-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.
 KMID-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.
 *WTIC-TV, Hartford, Conn.
 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.
 *KCTL, Great Falls, Mont.
 KMTV, Omaha, Neb.
 WSYR-TV, Syracuse, N. Y.
 WBT, 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.
 *KVTX, San Angelo, 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, Walluku, 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.
 *WWL-TV, New Orleans, La.
 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.
 *——, Irwin, Pa.
 WFBC-TV, Greenville, S. C.
 WSM-TV, Nashville, Tenn.
 KGNC-TV, Amarillo, Tex.
 KEDY-TV, Big Spring, Tex.
 KRLD-TV, Dallas, Tex.
 KRQD-TV, El Paso, Tex.
 KGBT-TV, Harlingen, Tex.
 *KPAC-TV, Port Arthur, 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)

WKRQ-TV, Mobile, Ala.
 KPHO-TV, Phoenix, Ariz.
 KNAC-TV, Fort Smith, Ark.
 KTLA, Los Angeles, Cal.
 KPX, 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.
 *WHDH-TV, Boston, Mass.
 WNEM-TV, Bay City, Mich.
 KSTP-TV, Minneapolis-St. Paul, Minn.
 KCMO-TV, Kansas City, Mo.
 KSD-TV, St. Louis, Mo.
 *KXGN-TV, Glendive, Mont.
 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.
 KFYZ-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 XEJ-TV, Juarez, Mexico (opposite El Paso, Tex.).

CHANNEL NO. 6 (82-88 mc)

WBRC-TV, Birmingham, Ala.
 KSBY-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, Sedalla, 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-TV, 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.
 *KSPR-TV, Casper, Wyo.
 *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.
 *WJCT, Jacksonville, Fla.
 WCKT, Miami, Fla.
 WJDM, Panama City, Fla.
 KIDO-TV, Boise, Ida.
 WBKB, Chicago, Ill.
 WTVW, Evansville, Ind.
 KWWL-TV, Waterloo, Ia.
 *KAYS-TV, Hays, Kan.
 KOAM-TV, Pittsburg, Kan.
 KPLC-TV, Lake Charles, La.
 WNAC-TV, Boston, Mass.
 WXYZ-TV, Detroit, Mich.
 *WPBM-TV, Traverse City, Mich.
 *WTLM, Laurel, Miss.
 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.
 *KOAC-TV, Corvallis, Ore.
 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.
 KLFY-TV, Lafayette, La.
 *WPTT, Augusta, Me.
 KROC-TV, Rochester, Minn.

*KUED, Salt Lake City, Utah
 WDBJ-TV, Roanoke, Va.
 *KIRO-TV, Seattle, Wash.
 WTRF-TV, Wheeling, W. Va.
 WSAU-TV, Wausau, Wis.
 *WRIK-TV, Ponce, P. R.

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. (CP for Ch. 25)
 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.
 KSWI-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.
 KCTV, San Angelo, Tex.
 WXEX-TV, Petersburg, Va.
 KRTV, 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.
 KGUN-TV, Tucson, Ariz.
 *KSPS, Hot Springs, Ark.
 KHJ-TV, Los Angeles, Cal.

KQED, San Francisco, Cal.
 KBTV, Denver, Colo.
 WTOP-TV, Washington, D. C.
 *WTLO, Orlando, Fla.
 WROM-TV, Rome, Ga. (Holds CP for move to Chattanooga, Tenn.)
 WGN-TV, Chicago, Ill.
 KCRG-TV, Cedar Rapids, Ia.
 KVTI, 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, Kalispell, Mont.
 WMUR-TV, Manchester, N. H.
 WOR-TV, New York, N. Y.
 WCO-TV, Charlotte, N. C.
 WNCT, Greenville, N. C.
 WCPO-TV, Cincinnati, O.
 WSTV-TV, Steubenville, O.
 KWTI, Oklahoma City, Okla.
 *KXAB-TV, Aberdeen, S. D.
 KRBC-TV, Abilene, Tex.
 KTSM-TV, El Paso, Tex.
 KTRE-TV, Lufkin, Tex.
 KCTS, Seattle, Wash.
 *KTWX-TV, Sheridan, Wyo.
 *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.
 *WPST-TV, Miami, Fla.
 WALB-TV, Albany, Ga.
 WGEM-TV, Quincy, Ill.
 WTHI-TV, Terre Haute, Ind.
 *KWGB-TV, Goodland, Kan.
 KAKE-TV, Wichita, Kan.
 KLFY-TV, Lafayette, Ind.
 *WPTT, Augusta, Me.
 KROC-TV, Rochester, Minn.

KTTS-TV, Springfield, Mo.
 *KABL-TV, Helena, Mont.
 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.
 *WMVS-TV, Milwaukee, Wis.
 *KWRB-TV, Riverton, Wyo.

CHANNEL NO. 11
 (198-204 mc)

KIVA, Yuma, Ariz.
 KTHV, Little Rock, Ark.
 KTFV, Los Angeles, Cal.
 KNTV, San Jose, Cal.
 KKTU, Colorado Springs, Colo.
 WINK-TV, Fort Myers, Fla.
 WLWA, Atlanta, Ga.
 WTOC-TV, Savannah, Ga.
 KLIX-TV, Twin Falls, Ida
 WTTW, Chicago, Ill.
 *KDPS-TV, Des Moines, Ia.
 *KGLD, Garden City, Kan.
 WHAS-TV, Louisville, Ky.
 WBAL-TV, Baltimore, Md
 WTCN-TV, Minneapolis, Minn
 WTOK-TV, Meridian, Miss.
 *KMOX-TV, St. Louis, Mo.
 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.
 KCBT-TV, Lubbock, Tex.

KTNT-TV, Tacoma, Wash.
 WMBV-TV, Marinette, Wis.
 KTVA, Anchorage, Alaska
 KTVF, Fairbanks, Alaska
 *WKBM-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.
 WVUE, 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.
 *KXLJ-TV, Helena, Mont.
 KUON-TV, Lincoln, Neb.
 KICA-TV, Clovis, N. M.
 WNBFTV, Binghamton, N. Y.
 *WNBE-TV, New Bern, N.C.
 WSJS-TV, Winston-Salem, N.C.
 KBMB-TV, Bismarck, N. D.
 WKRC-TV, Cincinnati
 KVSO-TV, Ardmore, Okla.
 KPTV, 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.
 *WBOY-TV, Clarksburg, W.Va.
 WISN-TV, Milwaukee, Wis.
 KMVI-TV, Walluku, Maui, Hawaii

CHANNEL NO. 13
 (210-216 mc)

WABT, Birmingham, Ala.
 KOLD-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.
 *WLWI, Indianapolis, Ind.
 WHO-TV, Des Moines, Ia.
 WIBW-TV, Topeka, Kan.
 KLSE, Monroe, La.
 WGAN-TV, Portland, Me.
 WAAM, Baltimore, Md.
 WWTW, Cadillac, Mich.
 KRCG, 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.
 WKTU, Utica, N. Y.
 WLOS-TV, Asheville, N. C.
 KCJB-TV, Minot, N. D.
 WSPD-TV, Toledo, O.
 KETA, Oklahoma City, Okla.
 KVAL-TV, Eugene, Ore.
 WQED, Pittsburgh, Pa.
 *KSOO-TV, Sioux Falls, S.D.
 WHBQ-TV, Memphis, Tenn.
 KELP-TV, 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.
 WFIE-TV, Evansville, Ind.
 *WKYT, Owensboro, Ky.
 *WWOR-TV, Worcester, Mass.
 *WIET, Ithaca, N. Y.
 *WMUB-TV, Oxford, O.
 *WACA-TV, Camden, S. C.

CHANNEL NO. 15
 (476-482 mc)

*WPFA, Pensacola, Fla.
 *WBLN, Bloomington, Ill.
 WANE-TV, 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.
 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.
 *KGTU, Des Moines, Ia.
 *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.
 *WFAM-TV, Lafayette, Ind.
 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.
 WCDC, Adams, Mass.
 *WTLV, New Brunswick, N. J.
 *WHK-TV, Cleveland, O.
 WARD-TV, Johnstown, Pa.
 *KNBT-TV, Brownwood, Tex.
 *KTES, Nacogdoches, 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.
 WDAU-TV, Scranton, Pa.
 KVDO-TV, Corpus Christi, Tex.

CHANNEL NO. 23
 (524-530 mc)

WMSL-TV, Decatur, Ala.
 WGES-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.
 *WGVL, Greenville, S. C.

CHANNEL NO. 24
 (530-536 mc)

KMJ-TV, Fresno, Cal.
 *WEDH, Hartford, Conn.
 WDAN-TV, Danville, Ill.
 *WTVF, Elmira, N. Y.
 *WBTM-TV, Danville, Va.

CHANNEL NO. 25
 (536-542 mc)

*WIRL-TV, Peoria, Ill. (litigating to retain Ch. 8)
 KTAG-TV, Lake Charles, La.
 *WREG, New York, N. Y.
 *KTVQ, Oklahoma City, Okla.
 *WCAN-TV, Milwaukee, Wis.

CHANNEL NO. 26
 (542-548 mc)

*KPRT, San Francisco, Cal.
 *WNLC-TV, New London, Conn.
 *WHFC-TV, Chicago, Ill.
 *WCBC-TV, Anderson, Ind.
 *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.
 WTPA, Harrisburg, Pa.
 WTOV-TV, Norfolk, Va.
 WKOW-TV, Madison, Wis.

CHANNEL NO. 28
 (554-560 mc)

WTVM, 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.
 *WNYT-TV, Buffalo, N. Y.
 WCDB, Hagaman, N. Y.
 *WTLC, Canton, O.
 *WSES, Philadelphia, Pa.
 *KXYZ-TV, Houston, Tex.
 WOTV, Richmond, Va.
 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.
 *WGTE-TV, Toledo, O.

CHANNEL NO. 31
 (572-578 mc)

*WMBD-TV, Peoria, Ill.
 *WNYC-TV, New York, N. Y.
 *WEOL-TV, Elyria, O.
 *KBMT, Beaumont, Tex.
 *WFOV-TV, Milwaukee, Wis.

CHANNEL NO. 32
 (578-584 mc)

KSAN-TV, San Francisco, Cal.
 *WTLE, Evanston, Ill.
 *WWEZ-TV, New Orleans, La.
 WRLP, Greenfield, Mass.
 *WBPZ-TV, Lock Haven, Pa.

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.
 *WHLN-TV, Port Huron, Mich.
 WOSU-TV, Columbus, O.
 WILK-TV, Wilkes-Barre, Pa.

CHANNEL NO. 35
 (596-602 mc)

*WEEQ-TV, La Salle, Ill.
 WTRI, Albany-Schenectady-Troy, N. Y.
 WIMA-TV, Lima, O.
 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.
 *WMAY-TV, Springfield, Ill.
 *WUTV, Charlotte, N. C.
 *WTVG, Mansfield, O.
 *WRAK-TV, Williamsport, Pa.

CHANNEL NO. 38
 (614-620 mc)

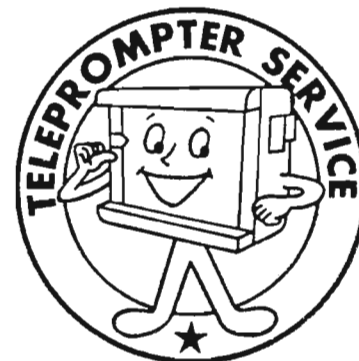
WSUN-TV, St. Petersburg, Fla.
 *WXEL, Boston, Mass.
 *WFTV, Duluth, Minn.
 *WKOK-TV, Sunbury, Pa.

CHANNEL NO. 39 (620-626 mc)	CHANNEL NO. 44 (650-656 mc)	CHANNEL NO. 50 (686-692 mc)	CHANNEL NO. 57 (728-734 mc)	CHANNEL NO. 65 (776-782 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, Evansville, Ind. *WBID-TV, Detroit, Mich.	WKNX-TV, Saginaw, Mich. WGLV, Easton, Pa.	*WERE-TV, Cleveland, O.
CHANNEL NO. 40 (626-632 mc)	CHANNEL NO. 45 (656-662 mc)	CHANNEL NO. 51 (692-698 mc)	CHANNEL NO. 58 (734-740 mc)	CHANNEL NO. 67 (788-794 mc)
*WCNS, Baton Rouge, La. *WINR-TV, Binghamton, N. Y. WAIM-TV, Anderson, S. C.	*WKNE-TV, Keene, N. H. *WKST-TV, New Castle, Pa.	WLEV-TV, Bethlehem, Pa. *WLTW, Wheeling, W. Va.	*WRTV, Asbury Park, N.J.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.
CHANNEL NO. 41 (632-638 mc)	CHANNEL NO. 46 (662-668 mc)	CHANNEL NO. 52 (698-704 mc)	CHANNEL NO. 59 (740-746 mc)	CHANNEL NO. 69 (800-806 mc)
*WOWL-TV, Florence, Ala. *WQXL-TV, 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.	WSJV, Elkhart, Ind. *WRAY-TV, Princeton, Ind. *WOCN, Atlantic City	*WELI-TV, New Haven, Conn. WFAM-TV, Lafayette, Ind. *WALN-TV, Ashland, Ky.	*WPKN, Pekin, Ill.
CHANNEL NO. 42 (638-644 mc)	CHANNEL NO. 47 (668-674 mc)	CHANNEL NO. 53 (704-710 mc)	CHANNEL NO. 60 (746-752 mc)	CHANNEL NO. 71 (812-818 mc)
*WBMG, Birmingham, Ala. *KTKA, Topeka, Kan.	KJEO, Fresno, Cal. *WTVQ, Pittsburgh, Pa.	*KBID-TV, Fresno, Cal. WATR-TV, Waterbury, Conn. *WKJF-TV, Pittsburgh	WKAR-TV, East Lansing, Mich.	*WCTB, Bridgeport, Conn. *WCMB-TV, Harrisburg, Pa.
CHANNEL NO. 43 (644-650 mc)	CHANNEL NO. 48 (674-680 mc)	CHANNEL NO. 54 (710-716 mc)	CHANNEL NO. 61 (752-758 mc)	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.	*WTVX, Gastonia, N.C. WCET, Cincinnati, O.	*WTOM-TV, Lansing, Mich. *WQXN-TV, Cincinnati, O.	*WCBC-TV, Anderson, Ind. *WHUM-TV, Reading, Pa.	*WITH-TV, Baltimore, Md.
CHANNEL NO. 44 (650-656 mc)	CHANNEL NO. 49 (680-686 mc)	CHANNEL NO. 55 (716-722 mc)	CHANNEL NO. 62 (758-764 mc)	CHANNEL NO. 73 (824-830 mc)
WJZZ-TV, Jacksonville, Fla. *WJAX-TV, Jacksonville, Fla. *WJAX-TV, Jacksonville, Fla. (granted CP to move from Ch. 44)	WLBC-TV, Muncie, Ind. WAKR-TV, Akron, O. WNOW-TV, York, Pa. *WKNA-TV, Charleston, W. Va.	WHYN-TV, Springfield, Mass. WHP-TV, Harrisburg, Pa.	*WKYT, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WXTV, Youngstown, O. *WTVU, Scranton, Pa. (granted CP to move to Ch. 44)
CHANNEL NO. 45 (656-662 mc)	CHANNEL NO. 50 (686-692 mc)	CHANNEL NO. 56 (722-728 mc)	CHANNEL NO. 63 (764-770 mc)	CHANNEL NO. 74 (830-836 mc)
*WJZZ-TV, Jacksonville, Fla. *WJAX-TV, Jacksonville, Fla. *WJAX-TV, Jacksonville, Fla. (granted CP to move from Ch. 44)	WLEV-TV, Bethlehem, Pa. *WLTW, Wheeling, W. Va.	*WTAO-TV, Cambridge, Mass. WTVS, Detroit, Mich. WARD-TV, Johnstown, Pa.	*WPKY, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WNOP-TV, Newport, Ky.
CHANNEL NO. 46 (662-668 mc)	CHANNEL NO. 51 (692-698 mc)	CHANNEL NO. 57 (728-734 mc)	CHANNEL NO. 64 (770-776 mc)	CHANNEL NO. 75 (836-842 mc)
*WKNE-TV, Keene, N. H. *WKST-TV, New Castle, Pa.	WLEV-TV, Bethlehem, Pa. *WLTW, Wheeling, W. Va.	WKNX-TV, Saginaw, Mich. WGLV, Easton, Pa.	*WPKY, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WNOH-TV, Newport, Ky.
CHANNEL NO. 47 (668-674 mc)	CHANNEL NO. 52 (698-704 mc)	CHANNEL NO. 58 (734-740 mc)	CHANNEL NO. 65 (776-782 mc)	CHANNEL NO. 76 (842-848 mc)
KJEO, Fresno, Cal. *WTVQ, Pittsburgh, Pa.	WSJV, Elkhart, Ind. *WRAY-TV, Princeton, Ind. *WOCN, Atlantic City	*WRTV, Asbury Park, N.J.	*WERE-TV, Cleveland, O.	*WTOH-TV, Toledo, O.
CHANNEL NO. 48 (674-680 mc)	CHANNEL NO. 53 (704-710 mc)	CHANNEL NO. 59 (740-746 mc)	CHANNEL NO. 66 (782-788 mc)	CHANNEL NO. 77 (848-854 mc)
*WTVX, Gastonia, N.C. WCET, Cincinnati, O.	*KBID-TV, Fresno, Cal. WATR-TV, Waterbury, Conn. *WKJF-TV, Pittsburgh	*WELI-TV, New Haven, Conn. WFAM-TV, Lafayette, Ind. *WALN-TV, Ashland, Ky.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 49 (680-686 mc)	CHANNEL NO. 54 (710-716 mc)	CHANNEL NO. 60 (746-752 mc)	CHANNEL NO. 67 (788-794 mc)	CHANNEL NO. 78 (854-860 mc)
WLBC-TV, Muncie, Ind. WAKR-TV, Akron, O. WNOW-TV, York, Pa. *WKNA-TV, Charleston, W. Va.	*WTOM-TV, Lansing, Mich. *WQXN-TV, Cincinnati, O.	WKAR-TV, East Lansing, Mich.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 50 (686-692 mc)	CHANNEL NO. 55 (716-722 mc)	CHANNEL NO. 61 (752-758 mc)	CHANNEL NO. 68 (806-812 mc)	CHANNEL NO. 79 (860-866 mc)
WEHT, Evansville, Ind. *WBID-TV, Detroit, Mich.	WHYN-TV, Springfield, Mass. WHP-TV, Harrisburg, Pa.	*WCBC-TV, Anderson, Ind. *WHUM-TV, Reading, Pa.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 51 (692-698 mc)	CHANNEL NO. 56 (722-728 mc)	CHANNEL NO. 62 (758-764 mc)	CHANNEL NO. 69 (812-818 mc)	CHANNEL NO. 80 (866-872 mc)
WLEV-TV, Bethlehem, Pa. *WLTW, Wheeling, W. Va.	*WTAO-TV, Cambridge, Mass. WTVS, Detroit, Mich. WARD-TV, Johnstown, Pa.	*WPKY, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 52 (698-704 mc)	CHANNEL NO. 57 (728-734 mc)	CHANNEL NO. 63 (764-770 mc)	CHANNEL NO. 70 (818-824 mc)	CHANNEL NO. 81 (872-878 mc)
WSJV, Elkhart, Ind. *WRAY-TV, Princeton, Ind. *WOCN, Atlantic City	WKNX-TV, Saginaw, Mich. WGLV, Easton, Pa.	*WPKY, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 53 (704-710 mc)	CHANNEL NO. 58 (734-740 mc)	CHANNEL NO. 64 (770-776 mc)	CHANNEL NO. 71 (824-830 mc)	CHANNEL NO. 82 (878-884 mc)
*KBID-TV, Fresno, Cal. WATR-TV, Waterbury, Conn. *WKJF-TV, Pittsburgh	*WRTV, Asbury Park, N.J.	*WPKY, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 54 (710-716 mc)	CHANNEL NO. 59 (740-746 mc)	CHANNEL NO. 65 (782-788 mc)	CHANNEL NO. 72 (830-836 mc)	CHANNEL NO. 83 (884-890 mc)
*WTOM-TV, Lansing, Mich. *WQXN-TV, Cincinnati, O.	*WELI-TV, New Haven, Conn. WFAM-TV, Lafayette, Ind. *WALN-TV, Ashland, Ky.	*WERE-TV, Cleveland, O.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 55 (716-722 mc)	CHANNEL NO. 60 (746-752 mc)	CHANNEL NO. 66 (788-794 mc)	CHANNEL NO. 73 (836-842 mc)	CHANNEL NO. 84 (890-896 mc)
WHYN-TV, Springfield, Mass. WHP-TV, Harrisburg, Pa.	WKAR-TV, East Lansing, Mich.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 56 (722-728 mc)	CHANNEL NO. 61 (752-758 mc)	CHANNEL NO. 67 (794-800 mc)	CHANNEL NO. 74 (842-848 mc)	CHANNEL NO. 85 (896-902 mc)
*WTAO-TV, Cambridge, Mass. WTVS, Detroit, Mich. WARD-TV, Johnstown, Pa.	*WCBC-TV, Anderson, Ind. *WHUM-TV, Reading, Pa.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 57 (728-734 mc)	CHANNEL NO. 62 (758-764 mc)	CHANNEL NO. 68 (806-812 mc)	CHANNEL NO. 75 (848-854 mc)	CHANNEL NO. 86 (902-908 mc)
WEHT, Evansville, Ind. *WBID-TV, Detroit, Mich.	*WPKY, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 58 (734-740 mc)	CHANNEL NO. 63 (764-770 mc)	CHANNEL NO. 69 (812-818 mc)	CHANNEL NO. 76 (854-860 mc)	CHANNEL NO. 87 (908-914 mc)
WLEV-TV, Bethlehem, Pa. *WLTW, Wheeling, W. Va.	*WPKY, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 59 (740-746 mc)	CHANNEL NO. 64 (770-776 mc)	CHANNEL NO. 70 (818-824 mc)	CHANNEL NO. 77 (860-866 mc)	CHANNEL NO. 88 (914-920 mc)
*WELI-TV, New Haven, Conn. WFAM-TV, Lafayette, Ind. *WALN-TV, Ashland, Ky.	*WPKY, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 60 (746-752 mc)	CHANNEL NO. 65 (782-788 mc)	CHANNEL NO. 71 (824-830 mc)	CHANNEL NO. 78 (866-872 mc)	CHANNEL NO. 89 (920-926 mc)
WKAR-TV, East Lansing, Mich.	*WERE-TV, Cleveland, O.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 61 (752-758 mc)	CHANNEL NO. 66 (788-794 mc)	CHANNEL NO. 72 (830-836 mc)	CHANNEL NO. 79 (872-878 mc)	CHANNEL NO. 90 (926-932 mc)
*WCBC-TV, Anderson, Ind. *WHUM-TV, Reading, Pa.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 62 (758-764 mc)	CHANNEL NO. 67 (794-800 mc)	CHANNEL NO. 73 (836-842 mc)	CHANNEL NO. 80 (878-884 mc)	CHANNEL NO. 91 (932-938 mc)
*WPKY, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 63 (764-770 mc)	CHANNEL NO. 68 (806-812 mc)	CHANNEL NO. 74 (842-848 mc)	CHANNEL NO. 81 (884-890 mc)	CHANNEL NO. 92 (938-944 mc)
*WPKY, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 64 (770-776 mc)	CHANNEL NO. 69 (812-818 mc)	CHANNEL NO. 75 (848-854 mc)	CHANNEL NO. 82 (890-896 mc)	CHANNEL NO. 93 (944-950 mc)
*WPKY, Owensboro, Ky. *WHEF-TV, Brockton, Mass. WISE-TV, Asheville, N.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 65 (776-782 mc)	CHANNEL NO. 70 (818-824 mc)	CHANNEL NO. 76 (854-860 mc)	CHANNEL NO. 83 (896-902 mc)	CHANNEL NO. 94 (950-956 mc)
*WERE-TV, Cleveland, O.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 66 (782-788 mc)	CHANNEL NO. 71 (824-830 mc)	CHANNEL NO. 77 (860-866 mc)	CHANNEL NO. 84 (902-908 mc)	CHANNEL NO. 95 (956-962 mc)
*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 67 (788-794 mc)	CHANNEL NO. 72 (830-836 mc)	CHANNEL NO. 78 (866-872 mc)	CHANNEL NO. 85 (908-914 mc)	CHANNEL NO. 96 (962-968 mc)
*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 68 (794-800 mc)	CHANNEL NO. 73 (836-842 mc)	CHANNEL NO. 79 (872-878 mc)	CHANNEL NO. 86 (914-920 mc)	CHANNEL NO. 97 (968-974 mc)
*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 69 (800-806 mc)	CHANNEL NO. 74 (842-848 mc)	CHANNEL NO. 80 (878-884 mc)	CHANNEL NO. 87 (920-926 mc)	CHANNEL NO. 98 (974-980 mc)
*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 70 (806-812 mc)	CHANNEL NO. 75 (848-854 mc)	CHANNEL NO. 81 (884-890 mc)	CHANNEL NO. 88 (926-932 mc)	CHANNEL NO. 99 (980-986 mc)
*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.
CHANNEL NO. 71 (812-818 mc)	CHANNEL NO. 76 (854-860 mc)	CHANNEL NO. 82 (890-896 mc)	CHANNEL NO. 89 (932-938 mc)	CHANNEL NO. 100 (986-992 mc)
*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WFMZ-TV, Allentown, Pa. WNOK-TV, Columbia, S.C.	*WTOH-TV, Toledo, O.

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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 FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA), 15 W. 44th St., New York 36, N. Y. Vanderbilt 6-1810. Clayton (Bud) Collyer, president; Stan Farrar, recording secy.; Travis Johnson, treas.; Donald F. Conaway, exec. secy. Branch of Associated Actors & Artistes of America.

AMERICAN GUILD OF MUSICAL ARTISTS (AGMA), 247 W. 46th St., New York 36, N.Y. Columbus 5-3687. John Brownlee, president; Hy Faine, exec. secy. Branch of Associated Actors and Artistes of America.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA), 110 W. 57th St., 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 (AAAA), 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 9, D.C. Hudson 3-9200. Joseph A. Beirne, president.

COMPOSERS & LYRICISTS GUILD OF AMERICA, 12924 Sarah St., N. Hollywood, Cal. Poplar 2-8377. 101 Park Ave., New York 17, N.Y. Lehigh 2-2333. Leith Stevens, pres.; Winston Sharples, v.p.

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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 B. Carey, pres.; Al Hartnett, secy.-treas.

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MOTION PICTURE SCREEN CARTOONISTS Local 841, IATSE, 7 W. 44th St., New York 19, N.Y. Murray Hill 2-3363. John Gentiella, president; Wardel Gaynor, v.p.; Pepe Ruiz, business agent.

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. Leo S. Moore, business representative.

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NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET), 80 E. Jackson Blvd., Chicago 4, Ill. Wabash 2-2462. George W. Smith, 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.

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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. Newman H. Burnett, national exec. director.

UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA (UE), 11 E. 51st St., New York 22, N.Y. Plaza 3-1960. Albert J. Fitzgerald, general president; Julius Emspak, general secy.-treas.; James J. Matles, 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.

TV-Radio Awards

(Continued from page 367)

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. 13:25, p. 7.)

SIGMA DELTA CHI awards for TV-radio public service in journalism, to TV and radio stations or networks. Address Victor E. Bluedorn, executive director, Sigma Delta Chi Awards in Journalism, 35 E. Wacker Drive, Chicago 1, Ill. (For latest winners, see *Television Digest*, Vol. 13:16, p. 6)

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. 13:18, p. 8.)

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.

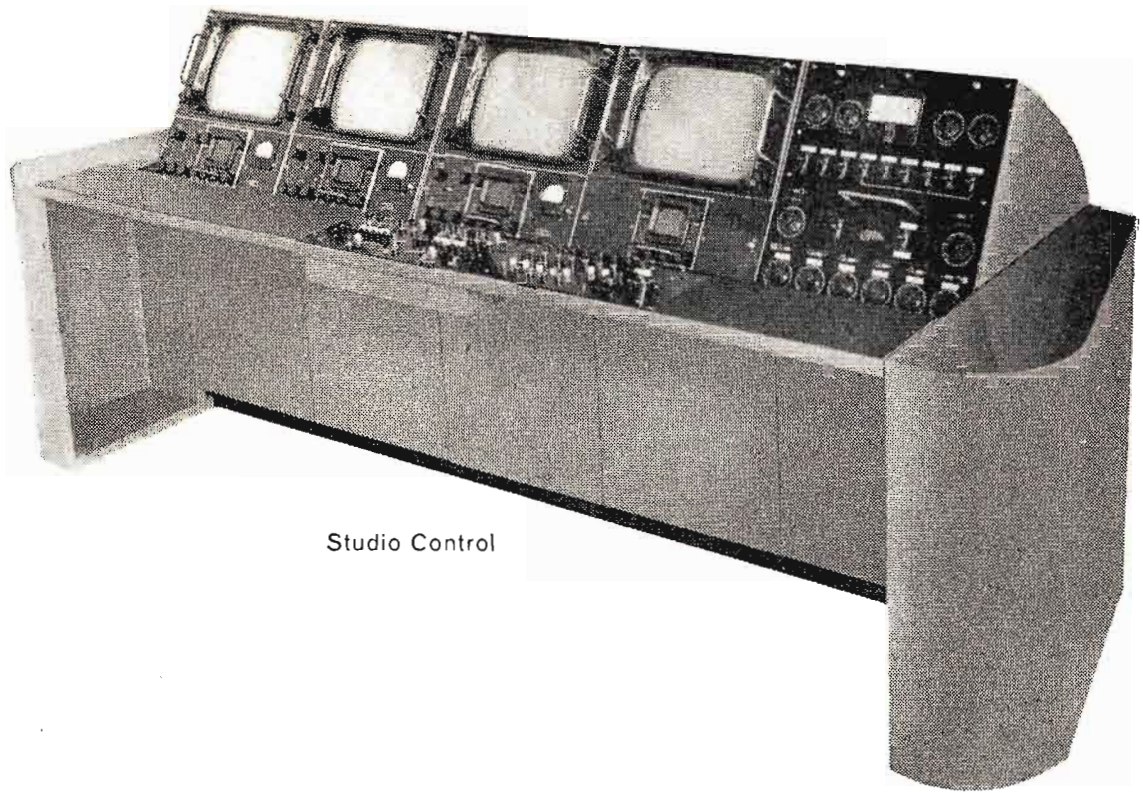
SYLVANIA awards to persons and organizations in TV for contributions to creative TV techniques in 15 program categories. Address Committee of Judges, Sylvania TV Awards, 655 Madison Ave., New York 21, N. Y. (For latest winners, see *Television Digest*, Vol. 12:49, p. 6.)

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.

WESTINGHOUSE BCSTG. CO. history award to regional historical society & non-affiliated TV or radio station for program on historical & cultural heritage of locality. Address Richard M. Pack, Westinghouse Bcstg. Co., 122 E. 42nd St., N.Y. 17.

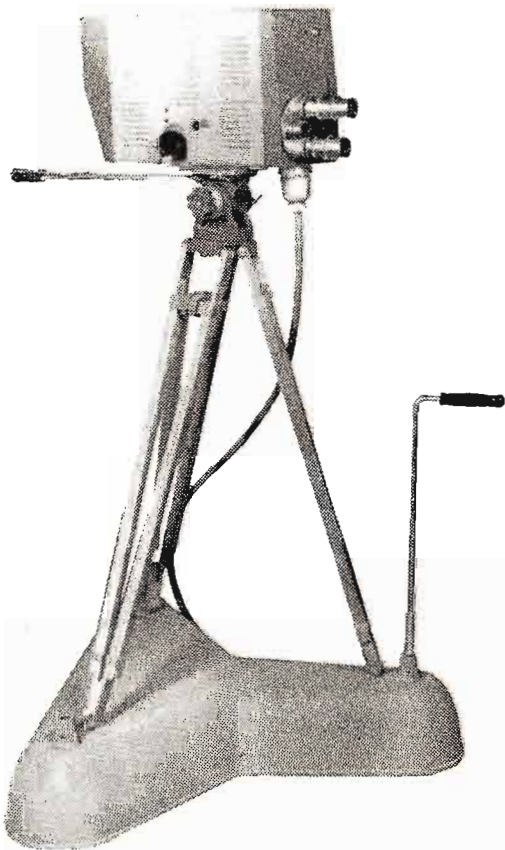
WRITERS GUILD OF AMERICA awards to script writers in various categories. Address Writers Guild of America, 8782 Sunset Blvd., Hollywood 46, Cal. (West); 22 W. 48th St., N.Y. (East).

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.)



Studio Control

1 KW Transmitter



Studio Camera

Compare the **COST** and **QUALITY** of Other Studio Equipment with the Complete **TARZIAN** Line

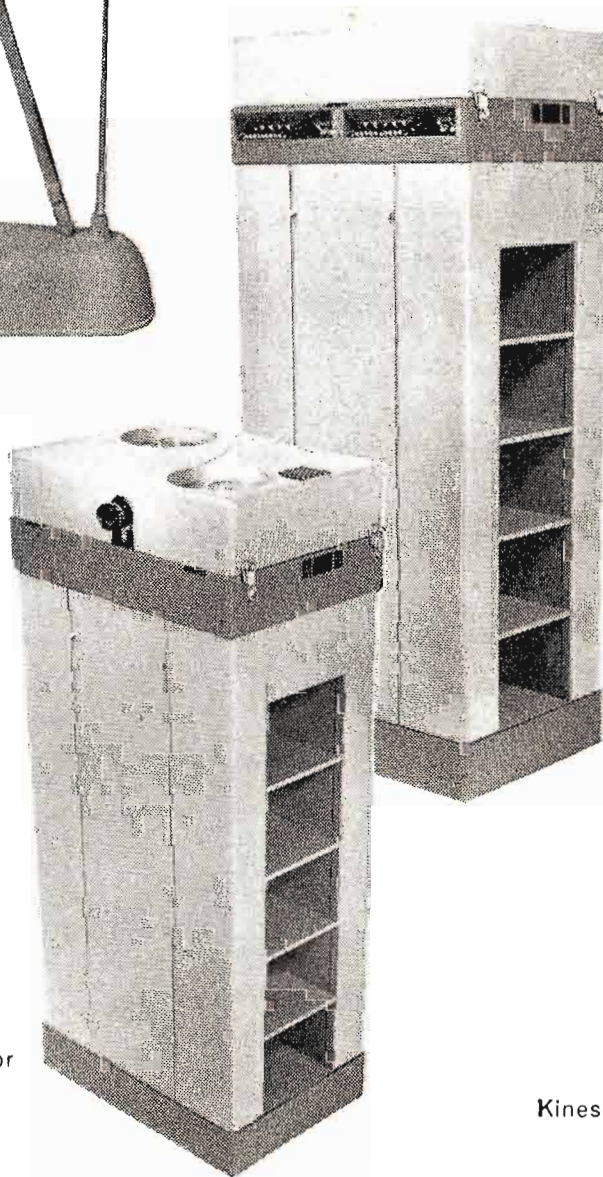
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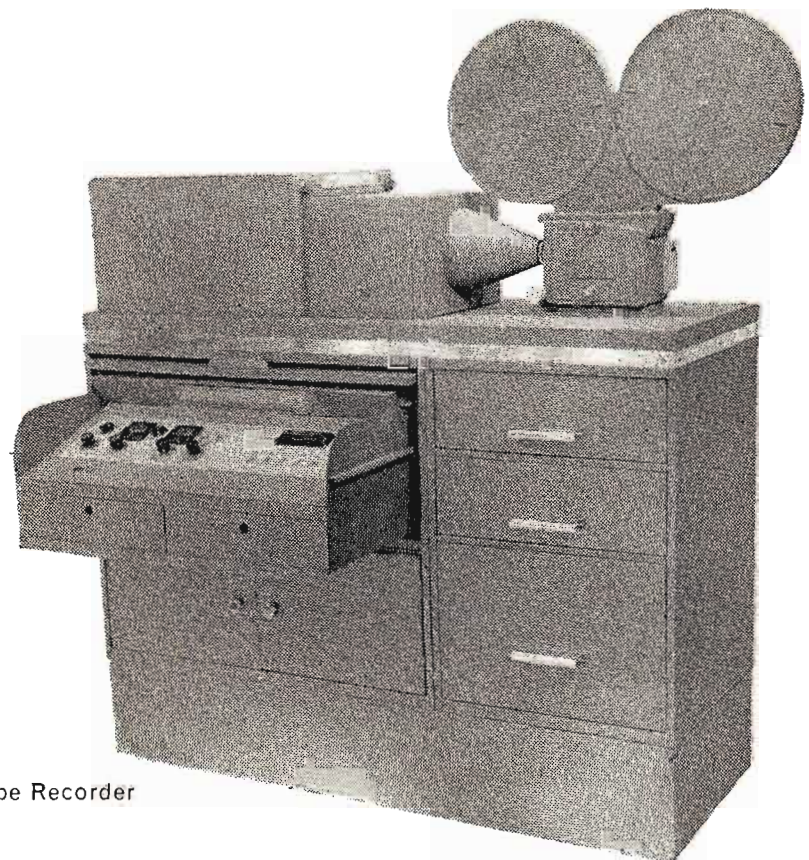
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BENCO TELEVISION ASSOCIATES LTD.—27 Taber Rd., Rexdale, Ont. Cherry 4-4295. S. W. Wellum, gen. mgr., Canadian distributor for Adler Electronics Inc., New Rochelle, N. Y.

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; R. Story, 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.

DAGE TELEVISION DIV., Thompson Products Inc.—W. 10th St., Michigan City, Ind. Triangle 4-3251. J. L. Lahey, gen. mgr.; John R. Howland, gen. sales mgr.; Neff Cox Jr., broadcast sales mgr.; J. W. Alinsky, chief engineer; G. H. Fathauer, mgr., research & development. Low-power VHF & UHF transmitters.

ALLEN B. DuMONT LABORATORIES INC., International Div.—515 Madison Ave., New York, N.Y. Murray Hill 8-2600. Ernest A. Marx, director; Robert I. Gaines, asst. director. UHF & VHF transmitters, diplexers, notch filters, dummy loads, frequency monitoring & transmitter test equipment, transmitter control equipment, switching equipment, color broadcast & mobile communications equipment.

GATES RADIO CO.—123 Hampshire St., Quincy, Ill. Baldwin 2-8202. P. S. Gates, president; L. J. Cervone, sales mgr.; N. L. Jochem, dir. of engineering; Robert Kuhl, sales operations mgr. VHF transmitters.

GENERAL ELECTRIC CO., Technical Products Dept.—Electronics Park, Syracuse, N.Y. Telephone: Granite 6-4411. Wm. J. Morlock, gen. mgr.; Paul L. Chamberlain mgr., marketing, broadcast, military & industrial; M. E. Minich, mgr., finance; C. G. Lloyd, mgr., engineering; M. Alves, mgr., mfg.; W. R. Chapin, mgr., market research & product planning; M. R. Duncan, mgr., product service; S. J. Eby, mgr., adv. & sales promotion; John Wall, mgr., sales, broadcast; A. F. Wild, mgr., sales, military & industrial.

GENERAL PRECISION LABORATORY INC.—63 Bedford Rd., Pleasantville, N.Y. Rogers 9-5000. Hermann G. Place, pres.; Raymond L. Garman, exec. v.p. & technical director; James W. Murray, exec. v.p.-gen. mgr.; Ralph N. Harder, v.p.-treas.; Blair Foulds, Richard W. Lee, Wm. J. Tull, v.p.'s; Earle B. Henley Jr., secy.; Raymond G. Johnson, controller & asst. treas.; N. M. Marshall, sales mgr.; J. W. Belcher, sales-service mgr.; Norman Wicks, sales promotion mgr. N.Y. district office: 63 Bedford Rd., Pleasantville, N.Y. Rogers 9-5000; S. L. Thomas, mgr. Mid-Atlantic district office: The Benson, Suite 111B, Jenkintown, Pa. Turner 4-3476; John W. Mullen, mgr. Midwestern office: 23 W. Calendar Ave. Box 307, La Grange, Ill. Fleetwood 2-9330; Robert H. Johnston, mgr. Western office: 21 N. Santa Anita Ave., Pasadena, Ca. Sycamore 5-5869; Robert K. Hunsicker, mgr. UHF transmitters.

MARCONI'S WIRELESS TELEGRAPH CO. LTD.—Marconi House, Chelmsford, Essex, England. Telephone: 3221. Sir George H. Nelson, chairman; F. Neil Sutherland, gen. mgr.; B. N. MacLarty, engineer-in-chief; V. J. Cooper, chief TV engineer; D. G. Smee, mgr., broadcasting div. New York Office: 23 Beaver St.; Hanover 2-0199; J. S. V. Walton.

PHILCO CORP., Govt. & Industrial Div.—4700 Wissahickon Ave., Philadelphia 44, Pa. Tennessee 9-4000. Henry F. Argento, v.p.-gen. mgr.; Marshall A. Williams, gen. sales mgr.; H. T. Taylor, marketing mgr., industrial products; Richard M. Fielding, director, public information. Complete low-power station packages.

RADIO CORP. OF AMERICA, Industrial Electronic Products—Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. T. A. Smith, exec. v.p., Industrial Electronic Products; J. P. Taylor, mgr., Industrial Electronic Products adv.; E. C. Tracy, mgr., broadcast & TV equipment dept.; D. Pratt, mgr., broadcast & TV field sales; E. N. Luddy, mgr., transmitter & antenna equipment sales; W. B. Varnum, mgr., studio equipment sales; V. E. Trouant, mgr., broadcast & TV equipment engineering; E. S. Clammer, mgr., closed circuit sales; E. T. Griffith, mgr., customer relations & services; J. E. Hill, mgr., TV field sales; R. House, mgr., closed circuit distributor sales; J. Keachie, mgr., Washington, D. C. broadcast sales; A. Miller, mgr., AM field sales; P. Greenmeyer, mgr., broadcast & TV adv.; D. Bain, mgr., transmitter sales; I. T. Newton Jr., mgr., antenna & tower sales; M. Berry, mgr., closed circuit TV sales; V. Mattison, mgr., TV studio equipment sales; C. Wallack, mgr., broadcast audio sales; A. F. Inglis, mgr., broadcast studio systems engineering; J. E. Young, mgr., broadcast transmitter engineering; J. A. Fries, mgr., contract acceptance. Color TV equipment, UHF & VHF transmitters, AM transmitters, audio equipment, monitor & test equipment for broadcast & TV equipment. Mobile cameras, control room equipment, audio and video amplifiers. AM and TV antenna systems, transmission lines, towers, tower lighting equipment & accessories. Microwave equipment.

Broadcast Regional Offices: Camden—Woodlawn 3-8000. G. F. Rester, A. Power, N. VanderDussen. Atlanta—134 Peach Tree St., N. W., Jackson 4-7703. J. W. Hillegas, P. G. Walters, J. M. Walters, C. Ogle, W. Darwin. Boston—200 Berkeley St., Hubbard 2-1700. J. P. Ulasewicz, J. R. Sims, A. S. Timms. Chicago—1186 Merchandise Mart Plaza, Delaware 7-0700. W. G. Eberhart, J. L. Nickels, F. A. Timberlake, M. M. Carpenter, W. K. Frank. Cleveland—1600 Keith Bldg., Cherry 1-3450. D. S. Newborg, J. Myers, R. S. Emch, J. E. Landy. Dallas—7901 Freeway #183. Fleetwood 2-3911. J. N. Barclay, W. D. Wenger, E. H. Hoff, M. R. Norton, B. Fincher. Kansas City—1006 Grand Ave. Harrison 1-6400. J. S. Almen, C. L. Gardner, E. E. Gloystein. New York—36 W. 49th St., Judson 6-3800. A. Josephsen, A. Power, G. F. Rester, N. VanderDussen. Hollywood—1560 N. Vine St., Hollywood 9-2154. E. Frost. San Francisco—420 Taylor St., Ordway 3-8027. R. J. Newman, J. F. Palmquist. Seattle—2250 First Ave., S. Main 8350. J. A. Renhard, O. E. Wagner. Washington—1625 K. St., N. W., District 7-1260, P. Berquist, J. Keachie.

STANDARD ELECTRONICS Div. of Radio Engineering Labs. (subsidiary of Dynamics Corp. of America)—29-01 Borden Ave., Long Island City, N. Y. Stillwell 6-2100. Wm. H. Zillger, v.p.; Harry Smith, mgr., TV engineering; W. H. Rappolt, mgr. customers service dept. District sales engineering managers: James T. Campbell, 1026 17th St., NW, Washington 6, D.C.; Republic 7-2246. S. Perry Jenkins, 526 Madison St., New Orleans, La. Raymond 0510. Lew E. Pett, 432 S. Curson Ave., Los Angeles, Cal.; Webster 1-4382. Robert C. Hutchins, Preemption, Ill.; Preemption 42. Export TV equipment: CBS International, 485 Madison Ave., New York, N.Y., & Canadian Pye Ltd., Toronto, Ont. (Cable address: "Columbine") Export AM-FM equipment. Westrex Corp., 111 8th Ave., New York, N.Y.; Chelsea 3-2300. Transmitters, VHF-UHF amplifiers, diplexers, dummy loads, harmonic filters, baluns.

SARKES TARZIAN INC., Broadcast Equipment Div.—E. Hillside Dr., Bloomington, Ind. Bloomington 7251. Sarkes Tarzian, pres.; F. Dan Meadows, commercial mgr.; B. Presti, sales mgr.; Morton Weigel, gen. mgr. W. A. Fuller, chief engineer. District sales engineers: northeast, John Mahler; southeast, Newbar Donoyan; east central, Russel Ide; north central, Richard Swan; southwest, Mel Berstler; western, Fred Steiner.

TELECHROME MFG. CORP.—28 Ranick Dr., Amityville, N. Y. Lincoln 1-3600. For personnel, see listing under *Other Station & Studio Equipment*.

Transmitting Antennas & Accessories

ADLER ELECTRONICS INC.—1 LeFevre Lane, New Rochelle, N.Y. New Rochelle 6-1620. UHF & VHF antennas. For personnel, see listing under *Transmitters*.

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(Continued on page 398)

RCA Vidicon

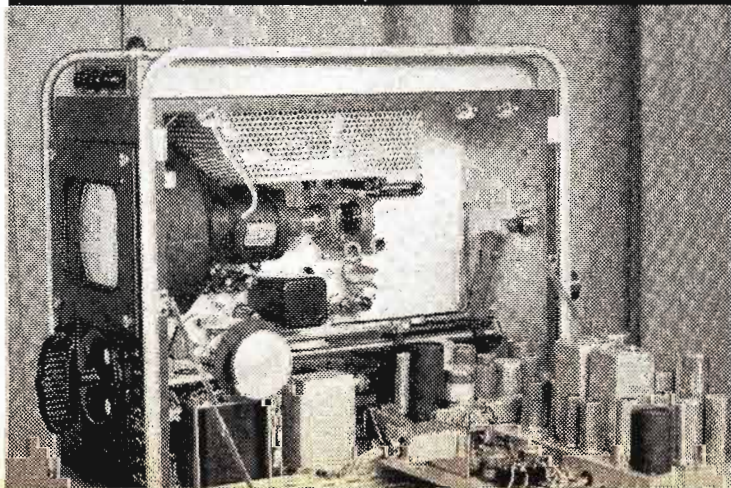


TYPE TK-15 VIDICON
CAMERA

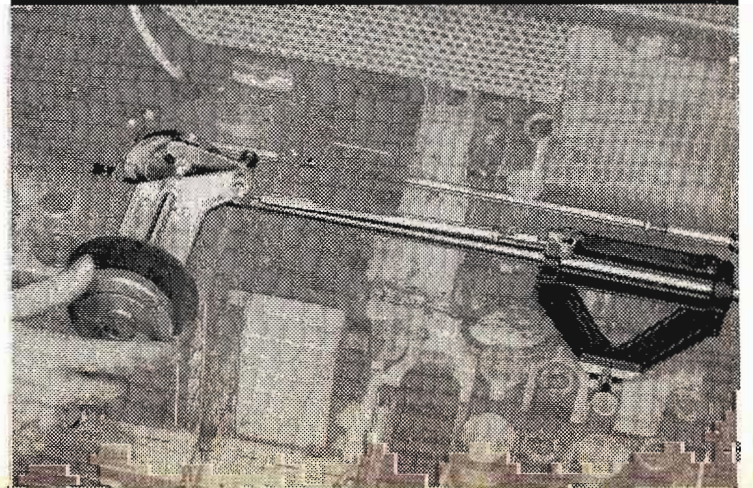
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Camera Design Combines Broadcast Equipment Standards with Operating Economy of the Vidicon Tube

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RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

Camden, N. J.

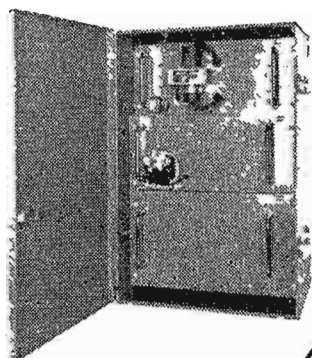
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CANADIAN GENERAL CO. LTD.—Electronic equipment & tube dept. 830 Landsdowne Ave., Toronto 4, Ont. Lennox 4-6511. Transmitting antenna & accessories. For personnel, see listing under *Transmitters*.

CANADIAN MARCONI CO.—2442 Trenton Ave., Mt. Royal, Montreal 16, Que. Regent 8-9441. For personnel, see listing under *Transmitters*.

DORNE & MARGOLIN INC.—29 New York Ave., Westbury, Long Island, N.Y. Edgewood 4-3200. Arthur Dorne, pres.; Joseph Margolin, v.p.; Dr. Eugene W. Denton, v.p., production; Thomas L. Evans, secy.; David L. Ward, sales supervisor. Antennas and accessories research, development & manufacturing.

GABRIEL ELECTRONICS DIV., The Gabriel Co.—135 Crescent Rd., Needham Heights 94, Mass. Needham 3-0005. C. W. Coleman, gen. mgr.; Steven Galagan, director of engineering & sales; B. J. Pawlowski, chief engineer. Microwave relay antennas, passive reflectors, parabolic reflectors, mobile and fixed station communications antennas.

GENERAL ELECTRIC CO.—Electronics Park, Syracuse, N.Y. Granite 6-4411. VHF & UHF antennas. For personnel, see listing under *Transmitters*.

E. F. JOHNSON CO.—Waseca, Minn. Telephone: 990. E. F. Johnson, gen. mgr.; E. T. Herbig Jr., gen. sales mgr.; M. L. Johnson, purchasing agent; B. M. Hess, works mgr.; R. N. Weise, comptroller; E. R. Johnson, treas.; A. M. Pichitino, chief engineer. Antenna insulators, RF contactors, isolation inductors, inductors, sampling loops, tower static drain chokes, lighting filters, etc.

JOHN E. LINGO & SON INC.—2814 Buren Ave., Camden 5, N. J. Woodlawn 4-0487. John E. Lingo, president; A. E. Lingo Jr., v.p.; Joseph J. Taylor, secy.-treas.

MARCONI'S WIRELESS TELEGRAPH CO. LTD.—Chelmsford, Essex, England. Manufactures antennas. See listing under *Transmitters*.

PRODELIN INC.—307 Bergen Ave., Kearny, N.J. Kearny 2-8600. L. A. Bondon, pres. and gen. mgr.; R. F. Lewis, v.p. engineering; J. W. Kole, plant mgr.; G. D. Higgins, office mgr. Branches: Maydwell & Hartzell Inc., 870 Tennessee St., San Francisco, Cal.; Adams Engineering Ltd., 1500 St. Catherine St., W. Montreal, Quebec, Canada; G. A. Chadwick, c/o Frost & Towers, Southern Bldg., Washington, D.C. Low power TV antennas, microwave antennas, scatter antenna systems, rigid copper coaxial transmission line, waveguide, supporting structures.

RADIO CORP. OF AMERICA, Industrial Electronic Products—Front & Cooper Sts., Camden, N.J. Woodlawn 3-8000. VHF superturndial antennas; UHF pylon antennas; transmission line & accessories; sleet melting equipment; waveguide transmission line, supergain & custom. For personnel, see listing under *Transmitters*.

SARKES TARZIAN INC., Broadcast Equipment Div.—E. Hillside Dr., Bloomington, Ind. Bloomington 7521. For personnel, see listing under *Transmitters*.

Tower Manufacturers & Erectors

AERIAL TOWER MANUFACTURING CO. INC.—P.O. Box 5685, 8300 S. Sunny Lane, Oklahoma City 10, Okla. Melrose 7-3880. Earl Griffith, pres.; Earl J. Walton, gen. mgr.; Evelyn Griffith, secy.-treas. Manufactures towers.

ALLISON STEEL MFG. CO.—Box 6067, S. 19th Ave., Phoenix, Ariz. Alpine 8-7731. W. L. Allison, pres., W. L. Allison Jr., v.p.; J. August Rau, v.p.; Don Leahy, secy.; Dorothy A. Richter, treas. Manufactures towers.

ALPAR MFG. CORP.—2910 Spring St., Redwood City, Cal. Emerson 8-4701. R. V. Lastrup, pres. & sales mgr.; C. R. Parmenter, v.p. & chief engineer; Edmund D. Buckley, secy. Manufactures towers.

ANDREWS TOWER INC.—1421 Oak Knoll Dr. & 1420 Layton Ave., Fort Worth 11, Tex. Terminal 1-1222. Johnnie Andrews, pres.; Leo Daniel, shop foreman; George Corpany, shop supt.; M. H. Roberts, erection foreman; Murl Williams, construction foreman. Manufactures and erects towers including lighting, etc.; manufactures and installs reflectors, microwave buildings.

JOHN F. BEASLEY CONSTRUCTION CO.—402 South D St., Muskogee, Okla. Murray 7-6381. Mercantile Bank Bldg., Dallas. Riverside 1-3228. 20 N. Wacker Dr., Chicago. State 2-7589. John F. Beasley, pres.; L. E. Berg, v.p.; A. B. Lytle, secy.-treas.; B. V. Pruden, v.p. & mgr., tower dept. Erection & maintenance.

BLAW-KNOX EQUIPMENT DIVISION, Blaw-Knox Co.—P.O. Box 1198, Pittsburgh 30, Pa. Sterling 1-2700. Tower & antenna dept.: R. A. Troman, mgr.; W. S. Roscoe, asst. mgr.; H. T. Needham, asst. mgr. Manufactures towers and large parabolic antennas.

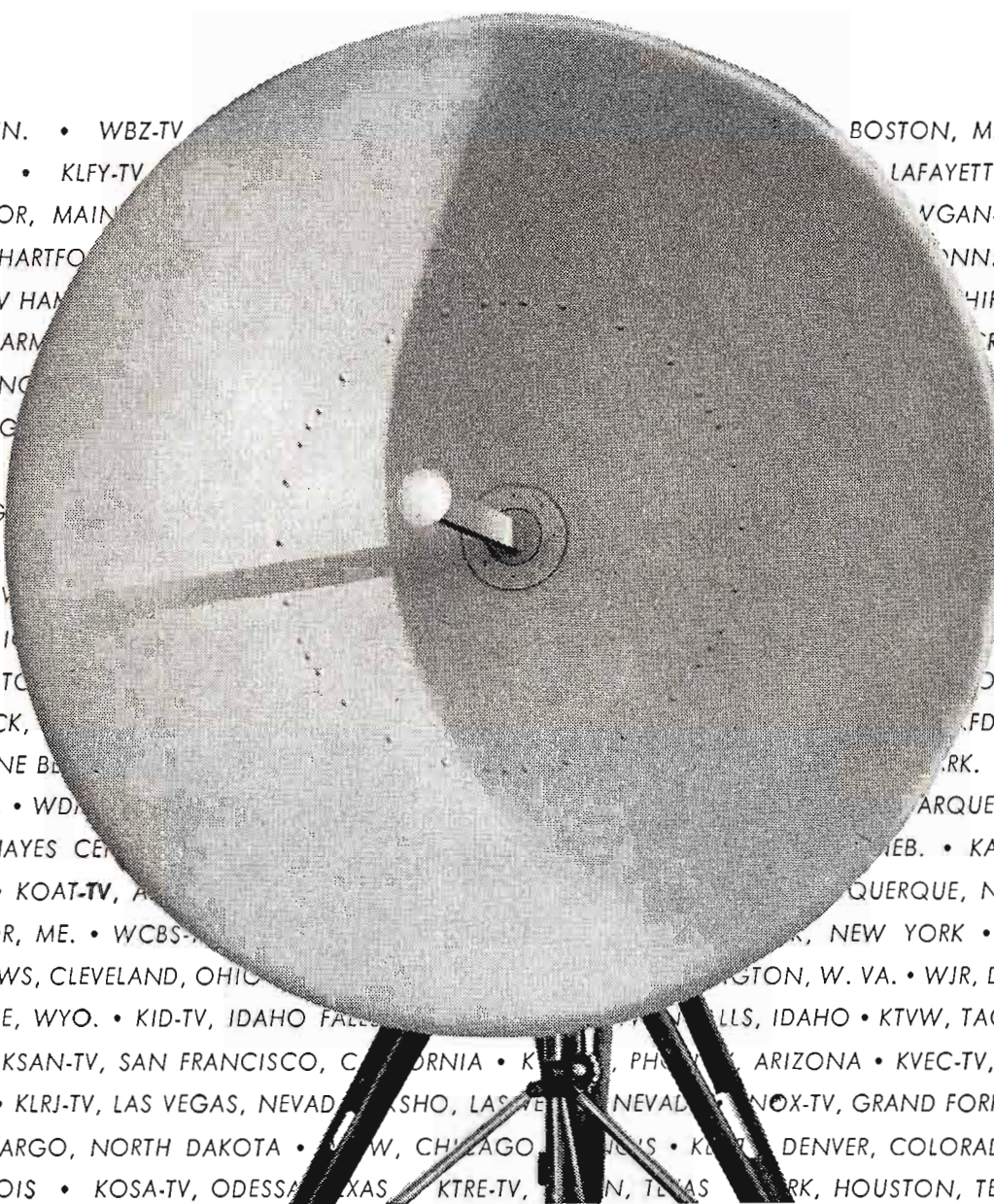
CONTINENTAL-EMSCO CO., division of Youngstown Sheet and Tube Co.—Continental Bldg., Dallas, Tex. F. M. Mayer, pres.; Wm. T. Powell, exec. v.p. in charge of manufacturing and engineering.

JOHN A. COSTELOW CO. INC.—121 Kansas Ave., Topeka, Kan. Telephone: 3-6598. John A. Costelow, president; K. A. Costelow, v.p.-treas. Distributes Lehigh towers, Andrew Co. antennas, coaxial line, etc., Hughey & Phillips tower lighting equipment.

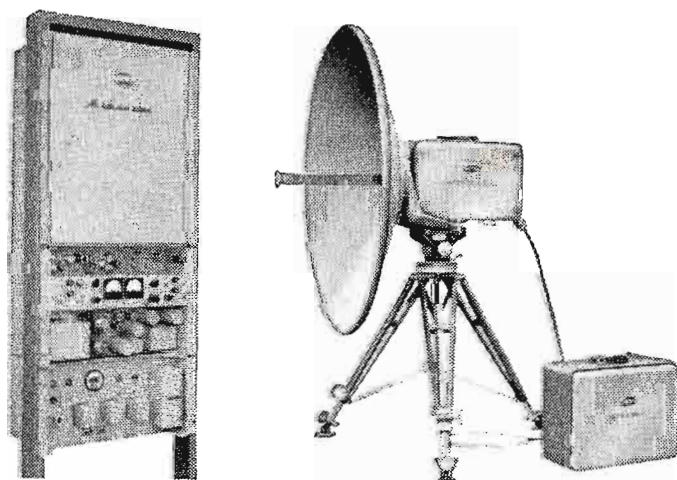
(Continued on page 400)

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350 KTR systems in use for Television Relay Service



PORTABLE OR RACK MOUNTED—Four compact units in portable system; weight, 162 lbs. Rack-mounted unit is designed for permanent installations.

More Raytheon television microwave relay systems are installed and put into operation each year than those of any other manufacturer.

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RAYTHEON MANUFACTURING COMPANY

Commercial Equipment Division, Waltham 54, Mass.



Excellence in Electronics

Tower Mfrs.—Station Equipment

- THE COSTELOW CO. INC.**—125 Kansas Ave., Topeka, Kan. Telephone: 3-6598. John A. Costelow, pres.; K. A. Costelow, v.p.-treas. Suppliers & erectors of towers.
- CROUSE-HINDS CO.**—Wolf & 7th Sts., Syracuse 1, N.Y. Phone: 74-1011. John R. Tuttle, chairman-pres.-treas.; Robert J. Sloan, exec. v.p.-secy.; Erle R. Monesmith, v.p. sales; John S. Haney, mgr. illumination sales. Tower lighting equipment.
- DRESSER-IDECO CO.**—875 Michigan Ave., Columbus 8, O. Axminster 9-2123. J. M. Hogan, gen. sales mgr.; J. Roger Hayden, product sales mgr., towers.
- ELECTRICAL TOWER SERVICE INC.**—325 S. Washington St., Peoria, Ill. Telephone: 3-9846. Stanley Bernstein, pres. Tower erection & maintenance.
- ELIZABETH IRON WORKS INC.**—P. O. Box 360, Elizabeth, N.J. Elizabeth 4-2000. Harry Diamond, pres.; Irving Diamond, secy.-treas.; Edward Lewin, gen. sales mgr. Manufactures towers.
- C. H. FISHER & ASSOCIATES**—6100 N.E. Columbia Blvd., Portland 13, Ore. Atlantic 7-7303. C. H. Fisher, pres. Tower sales & erection, coaxial lines, lighting, painting & ground systems.
- GRAND IRON WORKS INC.**—525 Tiffany St., New York 59, N.Y. Dayton 8-2600. B. E. Alpern, president; J. J. Alpern, exec. v.p. Manufactures and erects towers.
- J. M. HAMILTON & CO.**—Box 2432, Gastonia, N. C. University 4-2115. Tower erection & maintenance.
- HUGHEY & PHILLIPS INC.**—3200 N. San Fernando Blvd., Burbank, Cal. Victoria 9-1104. J. H. Ganzenhuber, v.p.-gen. mgr. 300 mm code beacons, obstruction lights, photo-electric controls, beacon flashers, microwave tower control & alarm units, remote lamp failure indicator systems, complete tower lighting kits, sleet melter circuits.
- KLINE IRON & STEEL CO.**—Box 1013, Columbia, S.C. Columbia 4-0301. B. H. Kline, pres.; M. A. Kline, vp; Harold A. Kline, treas.; Sol S. Kline, secy. Manufactures towers.
- LEHIGH STRUCTURAL STEEL CO.**—17 Battery Place, New York 4, N.Y. Whitehall 4-1424. J. F. Neary, sales mgr., radio & export div. Manufactures towers.
- LIBERTY TOWER ERECTION CO. INC.**—P.O. Box 9123, 8300 S. Sunny Lane, Oklahoma City 15, Okla. Melrose 7-3381. Earl Griffith, pres.-gen. mgr.; Evelyn Griffith, secy.-treas.
- MARCONI'S WIRELESS TELEGRAPH CO. LTD.**—Chelmsford, Essex, England. Manufactures & erects towers. See listing under *Transmitters*.
- GUNNAR A. OLSEN CORP.**—225 Broadway, New York 7, N. Y. Barclay 7-8390. Gunnar A. Olsen, pres.-treas.; Gunnar Olsen, v.p. Tower erection, antenna installation, lighting, painting, maintenance service, foundation installation & design.
- PARKERSBURG RIG & REEL CO., div. of Parkersburg-Aetna Corp.**—620 Depot St., Parkersburg, W.Va. Parkersburg 7-4521. W. A. Wood, pres.; W. V. Rathbone, J. J. Rozner, v.p.'s; A. G. Evans-Lombe, v.p.-sales mgr. Manufactures & erects towers.
- RACINE TOWER CONSTRUCTION CO. INC.**—47 Center St., Brandon, Vt. Telephone: 85. Emile Racine, pres.; Philip C. LaPorte, treas. Tower erection, TV antenna & coaxial line installation, maintenance.
- RADIO CONSTRUCTION CO. INC.**—550 Grant St., Pittsburgh 19, Pa. Court 1-1712. 6601 E. Seven Mile Rd., Detroit 34, Mich. Twinbrook 1-6600. Tower erection.
- RADIO CORP. OF AMERICA, Industrial Electronic Products**—Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. For personnel, see listing under *Transmitters*.
- PAUL SHEPARD CO.**—1675 Galvez St., San Francisco 24, Cal. Atwater 8-0482. Paul Shepard, owner-mgr. Tower erection.
- STAINLESS INC.**—Third St., North Wales, Pa. Oxbow 9-4871. Walter L. Guzewicz, pres.; Henry J. Guzewicz, v.p.; Richard J. Eberle, chief engineer; John F. Guzewicz & John S. Fisher, sales. TV, AM, FM, microwave, communications towers.
- TOWER CONSTRUCTION CO.**—2700 Hawkeye Dr., Sioux City 2, Ia. Sioux City 5-7653. M. M. Lasensky, owner; Charles Wright, gen. mgr.; L. J. Tokarczyk, asst. to owner; A. C. Tilton, office mgr. Manufactures and erects towers; manufactures & installs passive reflectors & microwave buildings.
- TOWER SALES & ERECTING CO.**—6100 N.E. Columbia Blvd., Portland 13, Ore. Atlantic 7-7303. C. H. Fisher, pres. Towers coaxial lines, lighting, painting & ground systems.
- JOHN D. TRILSCH INC.**—Box 14201, Houston 21, Tex. Republic 4-2545. John D. Trilsch, pres.; George M. Patrick, v.p.; R. M. Thornton Jr., secy.; T. Ralph Blose, asst. secy. & treas.
- TRUSCON STEEL DIV., Republic Steel Corp.**—1315 Albert St., Youngstown 1, O. Riverside 6-7211. C. B. McGehee, gen. mgr. of sales; J. D. Kirkwood, mgr. of sales, steel joist & tower products. A. C. Wallen, asst. sales mgr. Manufactures towers, products. A. C. Wallen, asst. sales mgr. Manufactures towers.
- UNION SWITCH & SIGNAL DIV., Westinghouse Air Brake Co.**—Pittsburgh 18, Pa. Churchill 2-5000. A. M. Wiggins, v.p.; P. K. Eckhardt, mgr., gen. apparatus sales. Low-frequency control & communications for TV tower elevators; customized remote control systems.
- VULCAN TOWER CO.**—Box 2467, Birmingham, Ala. Telephone: 54-4441. W. J. Brennan Washington office: 3738 Kanawha St. NW. Emerson 2-8071, Woodley 6-1148. W. E. Bennis Jr. Manufactures and erects towers.
- WIND TURBINE CO.**—E. Market St. and P.R.R., West Chester, Pa. Owen 6-3110. Robert W. Weeks, pres.; Kenneth B. Havens, v.p.; Davis B. Oat, secy.-sales mgr., Dorothea B. Weeks, treas. Makes & erects towers.
- ZANE CONSTRUCTION CO. INC.**—18 Northfield Ave., West Orange, N.J. Orange 3-2576. H. Bernard Zane, pres.; Archie Carter erection supt. Tower erection & maintenance.

Other Station & Studio Equipment

- ACME CAMERA CORP.**—2704 W. Olive Ave., Burbank, Cal. Victoria 9-3144. Edward Furer, pres.; John Kiel, v.p.; Frank Shea, secy.-treas.; Christopher Martin, purchasing agent. TV recording cameras, kinephoto monitors, animation art equipment.
- AERO ELECTRONICS CO.**—1512 N. Wells St., Chicago 10, Ill. Whitehall 3-0401. B. S. Maximoff, chief engineer; T. A. Beresney, gen. mgr.; A. G. Gumaer, chief design engineer. Custom built equipment, engineering services, research & development.
- AFFILIATED PHOTOGRAPHIC CO.**—21 W. 45th St., New York 36, N.Y. Judson 2-0522. T. Meyer, mgr., TV div. Slides, telops, balops, flipcards.
- ALTEC LANSING CORP.**—1515 S. Manchester Ave., Anaheim, Cal. Prospect 4-2900. G. L. Carrington, pres. & chairman; A. A. Ward, v.p.; E. Z. Walters, controller; E. S. Seeley, director of engineering; H. S. Morris, gen. sales mgr.; R. J. Carrington, adv. mgr. Audio control consoles, microphones, preamplifiers, amplifiers, accessories, speakers, control systems, monitors & sound systems.
- AMERICAN ELECTRONICS INC., Audio & Recordata divs.**—9449 W. Jefferson Blvd., Culver City, Cal. Vermont 9-7568, Texas 0-7245. Ray 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 & test equipment.
- AMPEX CORP.**—934 Charter St., Redwood City, Cal. Emerson 9-1481. Alexander M. Poniatoff, chairman; George I. Long, pres.; Robert Sackman, v.p.-gen. mgr.; Neal K. McNaughton, mgr, professional products div.; Robert A. Miner, marketing mgr.; C. Robert Paulson, sales mgr. Video-tape 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. Pagan, 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.
- 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, camera weather-proof housings.
- BAUSCH & LOMB OPTICAL CO.**—683 St. Paul St., Rochester 2, N.Y. Locust 2-3000. 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; Albert H. Blum, adv. mgr., scientific products div.; Herbert Ashcroft, works mgr.; Clarence Buss, purchasing agent; S. W. Steensma, export mgr. Balopticon TV slide projector, projection & motion picture camera lenses.
- 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, marketing 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.; E. F. Wagner, 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. Orange 6-6500. H. Herbert Myers, partner & gen. mgr. Projectors for transmission & effects.
- BRYG INC.**—324 S. McKean St., Butler, Pa. Butler 72-795. Ralph A. Nicholas, pres. & treas.; Samuel H. Depew, exec. v.p & gen. mgr; Ralph A. Nicholas Jr., v.p. & secy; Dr. Warren G. Millais, v.p. Packaged units to modify 3-vidicon color equipment to use black-&-white film for color telecasting, including projector, camera & electronic units.

(Continued on page 402)

PD-9 provides instant adjustment and soundless mobility for dolly shots, with Power Driven up and down camera movement. This new concept, Model PD-9, allows the cameraman to devote maximum attention to his subject without removing his hands from the camera controls. Available in two models—PD-9C for color and PD-9M for monochrome.

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Standard Television Pedestals—Used in most of the leading television stations throughout the country. Three different versions available.

Panoram Dolly—For complete camera mobility, smooth pan effects, angle shots, running shots, tilts, dolly shots and countless special effects.

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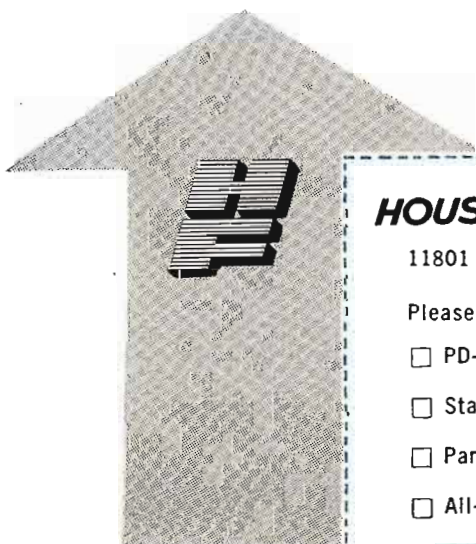
Tripod Dolly—Designed to provide convenient mobility for tripod-mounted television and motion picture cameras.

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For complete information regarding model PD-9 and any or all of the Houston Fearless TV and Motion Picture Equipment, send in the attached coupon.



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Station Equipment

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 INC.—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. Rents closed circuit TV.

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.; Floyd M. Cate, gen. sales mgr. Audio & TV camera connectors.

CATERPILLAR TRACTOR CO.—Peoria, Ill. Phone 6-3311. H. S. Eberhard, pres.; L. B. Neumiller, chairman; A. T. Brown, exec. v.p.; W. Blackie, exec. v.p. Diesel electric sets for stand-by power.

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 projectors, 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-Pacific 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.; J. M. Haerle, broadcast sales mgr. TV STL microwave systems, studio speech consoles & associated equipment.

CONRAC INC.—Glendora, Cal. Edgewood 5-1241. W. J. Moreland, pres.; J. G. Jones, v.p.; K. L. Peyton, treas.; P. C. Kemp, secy. Color video monitors, monochrome video monitors, audio-video receivers for rebroadcast and off-the-air monitoring.

CUBIC CORP.—5575 Kearny Villa Rd., San Diego 11, Cal. Browning 7-6780. Walter J. Zable, pres.; Robert V. Werner, v.p.; Donald E. Root, secy. Precision test instruments.

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.—Warsaw, Ind. Dickens 2-9200. C. C. Cooley, pres.; H. E. Christiansen, v.p.; Wm. Hoffman, asst. to pres.; C. J. Cerny, sales v.p.; E. C. Hamm, 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.

ALLEN B. DuMONT LABORATORIES INC., International Div.—515 Madison Ave., New York, N.Y. Murray Hill 8-2600. I. O. camera chains. Multiscanner equipment, video switching & mixing equipment, special effect, central control, color, monitoring, microwave relay, audio, film production & test equipment. 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.—Cecil & Carroll Sts., Buchanan, Mich. Oxbow 5-6831. Albert R. Kahn, pres.; Robert Siekman, exec. v.p.; F. Lester, v.p., production; Alpha Wiggins, v.p., engineering; Newton Grievson, 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.

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.

FOTO-VIDEO LABORATORIES INC.—25 Amity St., Little Falls, N. J. Telephone: 4-2557. A. J. Baracket, pres. & chief engineer; A. R. Fiore, v.p.; C. R. Fiore, 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 pre-set 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. D. Peterson, pres.; C. 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. Granite 6-4411. 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. C. C. Carey, pres.; Arthur E. Thiessen, sales v.p.; D. B. Sinclair, engineering v.p.; W. R. Thurston, C. A. Cady, engineers. AM, FM & TV frequency & modulation monitors, distortion & noise meters. Test equipment.

GRAY MANUFACTURING CO.—16 Arbor St., Hartford 1, Conn. Adams 3-1271. J. W. Wibel, pres.; N. F. Smith, v.p.; W. S. Sherman, sales mgr.; C. A. Snow, chief engineer. Transcription pick-up arms, equalizers, amplifiers, preamplifiers, turntable, and custom built audio equipment.

HALLAMORE ELECTRONICS CO.—8352 Brookhurst Ave., Anaheim, Cal. Prospect 4-1010. Low-budget studio equipment. For personnel, see listing under *Closed-Circuit TV 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.—1030 S. Arroyo Parkway, Pasadena, Cal. Ryan 1-9381. Trevor Gardner, pres.; Donald G. Sauernman, exec. v.p.; Gover Judy, v.p.; Robert G. Taylor, secy.; O. H. Mackley, gen. mgr., Hycon Electronics Inc. Oscilloscopes, digital volt meters & ratiometers, vacuum tube volt meters & 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.

INTERCONTINENTAL ELECTRONICS CORP.—1551 Franklin Ave., Mineola, N.Y. Pioneer 6-5010. Harry E. Pinkerton, pres.; Arnold Haase-Dubosc, v.p.; Wm. H. Dobbins, secy.-treas. Transmission systems, high definition studio systems, portable camera-transmitters, microwave systems.

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.

INTER-STATE COMMUNICATIONS CO.—845 Chicago Ave., Evanston, Ill. Davis 8-4800. 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. Slides, stock pictures, transparencies, art & studio service layouts.

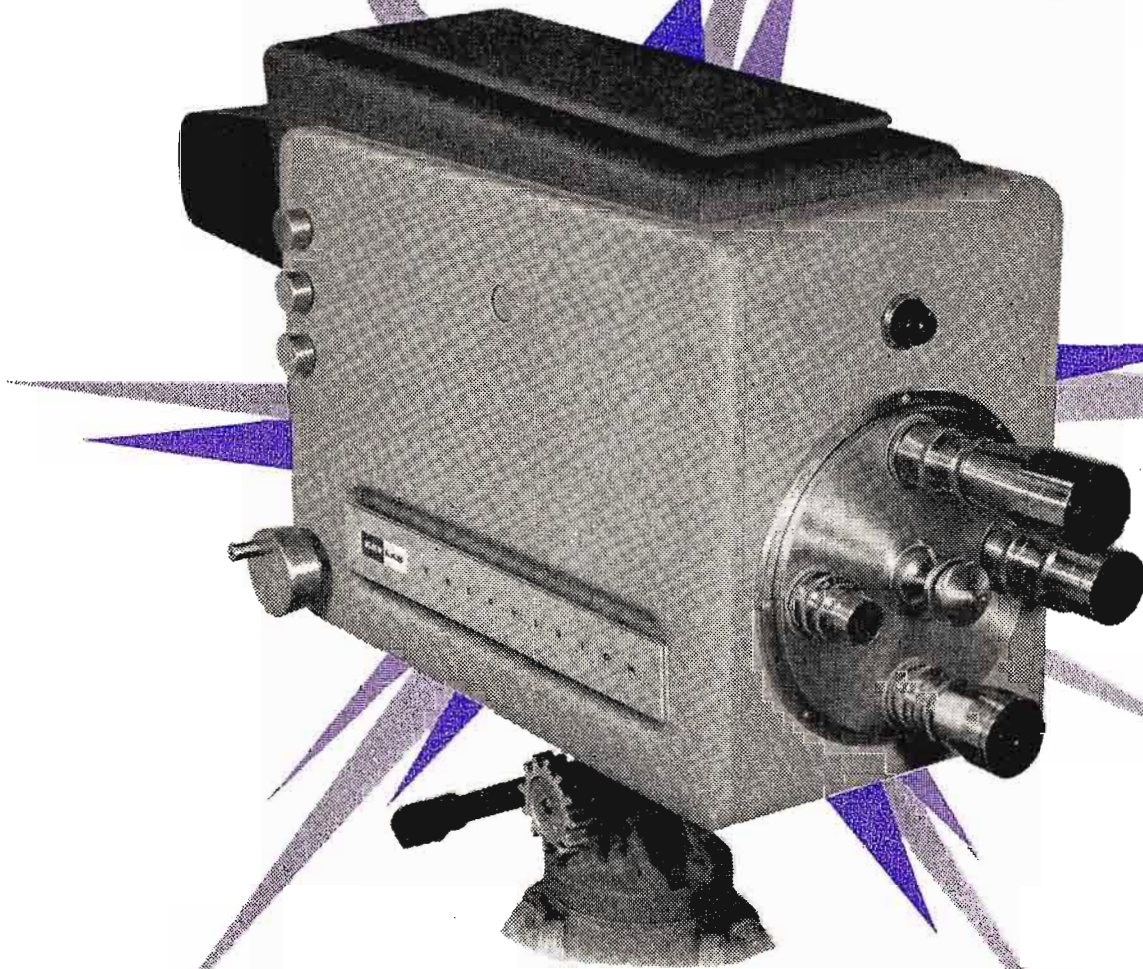
KAY ELECTRIC CO.—14 Maple Ave., Pine Brook, N.J. Caldwell 6-4000. Harry R. Foster, partner; Elmo E. Crump, partner & chief engineer; John Gilmore, sales mgr.; M. J. Shaw, purchasing agent; A. K. Driggs, production mgr.; I. Silberg, production test mgr.; C. L. Janick, export mgr. Broadcast test equipment.

KIN TEL, Div. of Cohu Electronics Inc.—5725 Kearney Villa Rd., San Diego 12, Cal. Browning 7-6700. La Motte T. Cohu, pres.; Richard T. Silberman, v.p., sales; W. S. Ivans, v.p., engineering. Camera chains, remote control systems, monitors, switching & distribution equipment for station use.

KLIEGL BROS. INC.—321 W. 50th St., New York 19, N. Y. Columbus 5-0130. Western representative: Kliegl Lighting Co. of Calif., 1228 W. 6th St., Los Angeles 17. Midwest: Midwest Stage Lighting Co., 55 W. Wacker Dr., Chicago 1. John Kliegl, pres.; Herbert Kliegl, v.p. Manufactures TV studio & field lighting fixtures, accessories, wiring devices, switchboards, etc.

(Continued on page 404)

PUT YOUR I.O. ON THE SHELF



You Can Lease* KIN TEL VIDICON Broadcast Camera Chains for Less Than I.O. Operating Costs

The Vidicon Has Come of Age. Every major TV equipment manufacturer is now making vidicon cameras. But KIN TEL pioneered and perfected equipment is proven for professional broadcast applications.

Cut Live Programming Costs. KIN TEL vidicon cameras provide better performance at lower initial and operating costs . . . Eliminate burn-in problems . . . Ideal for studio or remote live programming, commercials, newscasts, opaques.

Proved by Professional Broadcasters in day-to-day use throughout the country, KIN TEL TV equipment more than meets all FCC-RETMA requirements. An exceptionally complete line — studio and field camera chains, film chains, monitors, switching, audio, and transmitting equipment — allows us to custom design complete station packages to meet your exact requirements.

** Lease payments can be applied to purchase price.*



Field engineers in all major cities.

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Station Equipment

KOLLMORGEN OPTICAL CORP.—347 King St., Northampton, Mass. Justice 4-0280. E. O. Kollmorgen, pres.; J. C. Milligan, v.p., sales; 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 McCune Jr., v.p.; Dick Green, production mgr.; John Becker, Perry Deaton, Steve Suddjian, Edward Titzel, application engineers. Microwave fixed & portable relay equipment, test equipment, parabolic dishes & feeds, camera cables. Systems engineering for complete turn-key microwave installations.

LANGEVIN PRODUCTS—See *Maxson Instruments Corp.*

MARCONI'S WIRELESS TELEGRAPH CO. LTD.—Chelmsford, Essex, England. Cameras, links, mobile, master control, telecine and film recording equipment. See listing under *Transmitters*.

MAXSON INSTRUMENTS Corp., subsidiary of W. L. Maxson Corp. —47-37 Austell Pl., Long Island City 1, N.Y. Ravenswood 9-1850. F. H. Rohrig, v.p. & mgr.; W. J. Henderson, sales mgr.; W. Kram, chief engineer. Langevin audio & electronic equipment, amplifiers, specialty 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 transformer & 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., research & development; Julian Pathe, v.p.-magnetrons; G. S. Kariotis, v.p.-gen. sales mgr.; Wm. P. Toorks, v.p., general engineering; J. Bothwell, v.p.-comptroller; Wm. D. Tasker, production mgr. Microwave diodes, silicon rectifiers, 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.

Nems • Clarke Inc. manufacturers of

Field Intensity Meters

TV Rebroadcast Receivers

Phase Monitors

Video & Audio Jack Panels

NEMS • CLARKE

Incorporated

919 JESUP-BLAIR DRIVE

SILVER SPRING, MARYLAND

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 equipment.

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. 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 background 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 systems; 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.; A. A. Goldberg, sales mgr. 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 Wertheimer, 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, Industrial 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. For personnel, see listing under *Transmitters*.

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., Equipment Marketing Dept.—100 River St., Waltham 54, Mass. Twinbrook 3-5860. Edward Alpert, communications field sales administrator. TV microwave relay systems for portable or fixed applications. Relay accessory & remote alarm equipment, automatic carrier interrupters, remote control heads, diplexers, wave guides, antennas, etc.

RESDEL 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, industrial electronics, UHF-VHF communications equipment.

SHIELDS STUDIO—5537 Suburban Tracks, St. Louis, Mo. Forest 7-2535. Tom M. Shields, owner. Scenic TV settings. "St. Louis Stagette," painted drops, draperies, rigging, curtain tracks, "TV Green Repp Drapes."

S.O.S. CINEMA SUPPLY CORP.—602 W. 52nd St., New York 19, N.Y. Plaza 7-0440; 6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood 7-2124. J. A. Tanney, pres.-gen. mgr.; Oscar Lightstone, v.p.; Dom J. Capano, sales v.p.; Alan C. Macauley, western rep.; M. A. Radin, sales promotion mgr. Animation stands, film reviewers, sound readers, film editing machines, hydraulic lifts, camera heads (geared), hot press title machines, film edge numbering machines, microphone booms, tripods, backdrops, background projectors, film processors.

STANCIL-HOFFMAN CORP.—921 N. Highland Ave., Hollywood 38, Cal. Hollywood 4-7461. Wm. V. Stancil, pres. Magnetic recording & film reproducing equipment.

STEPHENS TRU-SONIC INC.—8538 Warner Dr., Culver City, Cal. Texas 0-6671. Bert Berlant, pres.; Bernard D. Cirlin, v.p. Amplifiers, cabinets, condenser microphones, loudspeakers, multicellular horns, wireless microphones.

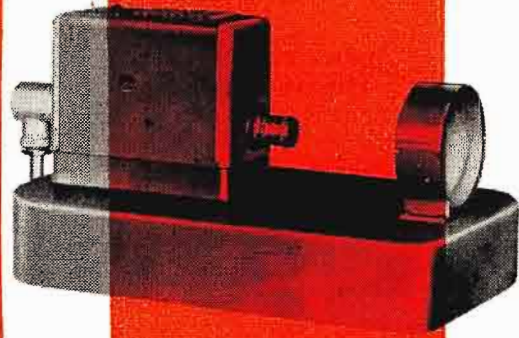
STRONG ELECTRIC CORP.—87 City Park Ave., Toledo 1, O. Cherry 8-3741. Arthur Hatch, pres.; Harold Brown, v.p.; Lee T. Nelson, asst. secy. & treas. Carbon arc spotlights, background side projectors, projection arc lamps.

(Continued on page 406)



GPL 3-VIDICON
COLOR
FILM CHAIN

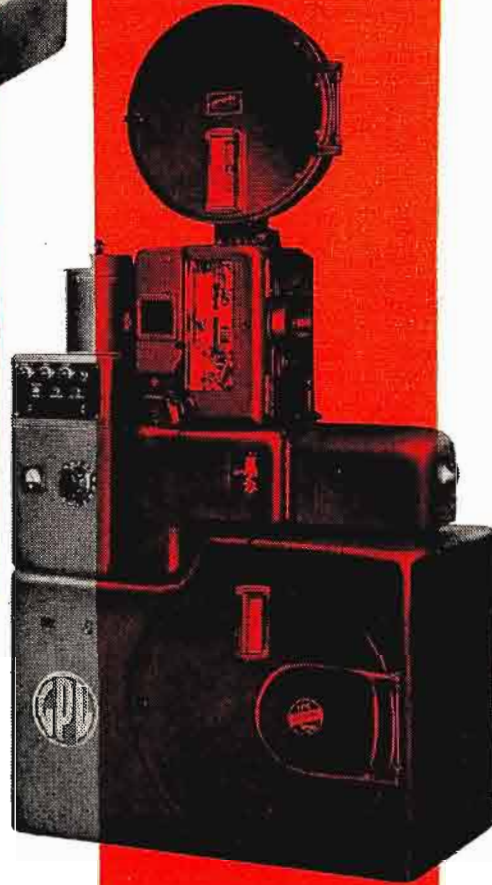
provides color
picture of unmatched
quality



GPL VIDICON
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CHROME**
FILM CHAIN

outstanding picture
sharpness, contrast
and definition

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TELECAST
PROJECTOR



superior color,
monochrome film
and single frame



GPL
16 MM
TELECAST
PROJECTOR

bright, crisp
pictures, high
fidelity sound



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has been doing a first-class job, day in and day out for years, in many of the finest and best-equipped stations in the country. With all its high quality performance, GPL professional television equipment is reasonably priced... low in maintenance...

gives you the best for less

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out why
today**

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**MONO-
CHROME**

35 MM

16 MM

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ADDRESS _____

CITY _____ ZONE _____ STATE _____

Station Equipment

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. Edgewood 4-3900. H. Wilson Cain, pres.; M. L. Singer, exec. v.p.; Hazel Cain, secy.-treas. Broadcast equipment, special purpose test instruments, switchers, power supplies, distribution amplifiers, generators, stabilizing amplifiers, automatic gain control.

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. F. T. Eddy, pres. & gen. mgr.; H. W. Miller, secy.; E. T. Candee, treas.; E. W. Couch, asst. secy.-asst. treas.; R. F. Carleton, sales mgr. Flexible & rigid waveguide assembly; microwave components.

TEKTRONIX INC.—P. O. Box 831, Portland 7, Ore. Cypress 2-2611. Howard Vollum, pres.; Jack Murdock, secy.-treas. & gen. mgr.; Bill Webber, v.p., admin.; Richard L. Ropiequet, v.p., engineering; W. K. Dallas, v.p., marketing; Bob Davis, v.p., production. TV oscilloscopes, square wave bar generators & other video test equipment.

TELECHROME MFG. CORP.—28 Ranick Dr., Amityville, N.Y. Lincoln 1-3600. J. Raymond Popkin-Clurman, pres.; S. Dublin, exec. v.p.; H. Charles Riker, sales v.p. Color transmission equipment, video transmission test equipment, multiburst generators, stairstep generators, window generators, differential phase & gain measuring receivers, Chromascope, envelope delay measuring equipment.

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., Group Communications div. (closed-circuit); Wm. P. Rosensohn, dir.; Robert Rosencrans, mgr.; Frank Noble, mgr., Detroit, 720 New Center Bldg., Trinity 1-2900; Ted Boismeau, mgr., Chicago, 177 N. State St. Franklin 2-8826; Fred Barton, v.p., Los Angeles, 357 N. La Brea. Webster 6-6195. Teleprompter, Telepro, Telights, Telemation, staging facilities, TV closed circuit. For Teleprompter of Canada, see *Closed-Circuit TV*.

TELEVISION ASSOCIATES OF INDIANA INC.—E. Barker Ave., Lakeland, 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, microphone booms, lighting equipment, film & kine equipment, TV special effects 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, kine recording monitors.

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.J. Webster 3-1600. 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.

WESTBURY ELECTRONICS INC.—300 Shames Dr., Westbury, N.Y. Edgewood 4-8300. Video switches, fader amplifiers, power supplies. For personnel, see *Closed Circuit TV Systems*.

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.

Closed-Circuit TV Systems

Industrial TV, Community Antenna Systems, Theatre & Large-Screen Projection Receivers
(For related equipment and system components, see Station Equipment listings)

AMERICAN MICROWAVE CORP.—11754 Vose St., North Hollywood, Cal. Poplar 5-9041. Video pickup and microwave relay equipment including camera chains, video monitors. For personnel, see listing under *Other Station & Studio Equipment*.

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, and closed circuit systems.

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 *Other Station & Studio Equipment*.

BENCO TELEVISION ASSOCIATES LTD.—27 Taber Rd., Rexdale, Ont. Cherry 4-4295. S. W. Wellum, gen. mgr. Community antenna & distribution systems.

BLONDER-TONGUE LABORATORIES INC.—9 Alling St., Newark 2, N.J. Market 2-8151. Isaac S. Blonder, pres.; Ben H. Tongue, chairman; Joseph H. Kerner, sales mgr.; Joseph H. Gibbs, asst. sales mgr.; Robert McKiernan, sales engineer; Richard Lontka, 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.; W. F. Christoffers, 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 Olive 3-6540. W. J. Fitzburgh, pres.; L. B. Schueler, v.p.; W. I. McCord, elec. sales mgr. Industrial TV systems & TV pickup tubes.

ALLEN B. DuMONT LABORATORIES INC., Technical Products Div.—750 Bloomfield Ave., Clifton, N.J. Mulberry 4-7400 Peter Weil, asst. gen. mgr.; A. J. Talamini Jr., engineering mgr.; R. E. Svozil, production mgr.; Kenneth F. Petersen, industrial television product mgr.; C. P. Martin, purchasing agent; Neil Uptegrove, advertising mgr. Industrial, TV systems and closed circuit systems for industry, business, schools, and other applications.

ENTRON INC.—4902 Lawrence St., Box 287, Bladensburg, Md. Appleton 7-9585. H. M. Diambra, pres.; G. G. Edlen & Robert J. McGeehan, v.p.'s; H. M. Kannee, secy.-treas. Community systems, Equaline RF systems, closed-circuit industrial systems, consulting engineering & planning services.

GENERAL ELECTRIC CO., Technical Products Dept.—Electronics Park, Syracuse, N.Y. Telephone 76-4411. F. P. Barnes, mgr., marketing, closed-circuit TV; C. J. Simon, mgr., sales, closed-circuit TV; M. R. Duncan, mgr., product service; R. F. Stone, specialist, product planning; C. W. Michaels, specialist, marketing planning; J. L. Wool, specialist, marketing administration; C. J. Ross, specialist, adv. & sales promotion. Intra-tel closed-circuit industrial TV. Eidophor 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, exec. v.p.; Norman E. Grandt, v.p.-treas.; Lloyd G. Hallamore, v.p., electronics div.; W. G. Ullman, v.p.; J. S. Johnson, v.p.; W. J. Keegan, v.p.; S. K. Hallamore, mgr. closed-circuit TV dept. Industrial, military and educational closed-circuit TV systems & electronic communication systems.

HOLT ELECTRONIC RESEARCH LABS.—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, channel equipment using conventional amplifier spacing.

INDUSTRIAL TELEVISION INC.—369 Lexington Ave., Clifton, N. J. Gregory 3-0900. Special industrial TV systems & development. For personnel, see *Other Station & Studio Equipment*.

(Continued on page 408)

ALL THE EXPECTED EQUIPMENT FEATURES PLUS

FOTO-VIDEO[®] LABORATORIES, INC.

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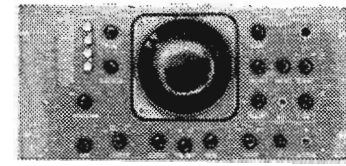
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CATALOG



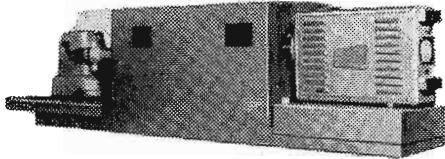
V-14A Video DA & Line Amplifier

- 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, 3 1/2"



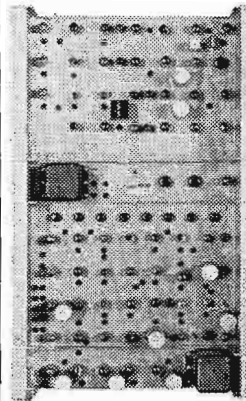
V-9A 5-inch TV Waveform Monitor

- 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



F-102A Vidicon Film Multiplexer

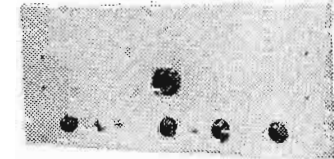
- complete facilities for multiplexing 2 film, 1 slide and 1 opaque projector
- designed to handle opaques with high efficiency light transmission
- precision optics and front surface mirrors
- freedom from ghosts



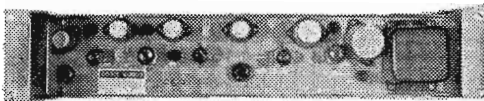
V-7B 525 Line TV Sync Generator

- 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 construct
- many test points
- powered by one V-2A

V-3B Keyed Video Signal Generator

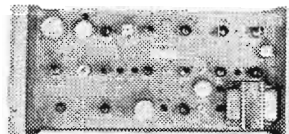


- Response of Transmitter, Link, and Studio
- Full composite signal
- No disabling of clamps
- Direct response of Waveform monitor
- Direct resolution test of picture monitor
- Timing and pulse width measurements
- Differential gain and phase throughout color band measurements
- Full-range 90 kc to 10 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 8 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

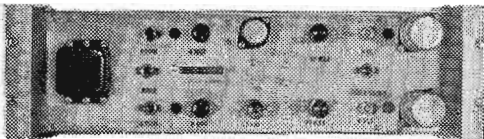


V-5A Amplitude Linearity Tester

- 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



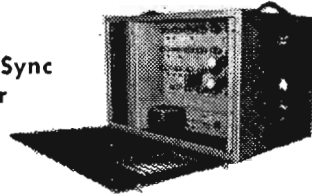
V-12A High Pass Filter (for differential measurements)



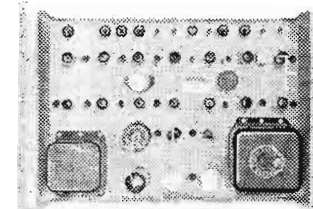
V-1A Video Distribution Amplifier and Mixer

- 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, rack height 3 1/2"

V-27B Portable Sync Generator

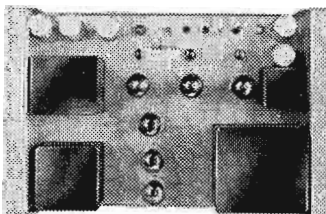


- All the plus features of V-7B
- Built-in power supply
- Binary counter and built-in dot generator
- Light weight
- Low cost



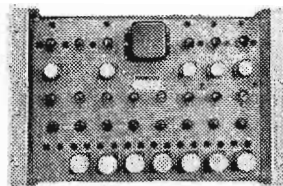
V-6A Linearity and Convergence Dot Generator

- 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, regulated



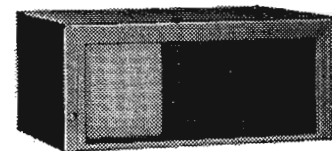
V-2A 600 MA Power Supply

- conservative design :250 v to 350 v reg.
- — 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



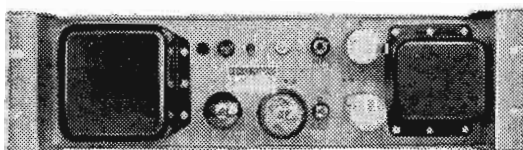
V-4A 5-Channel Sync Distribution Amplifier

- 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



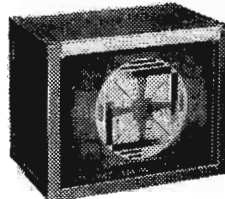
F-104A Color TV Tester

- 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 :250 v to 350 v reg.
- 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

NEW!

- V-20A Sync Signal Simulator
- V-21A Differential Test Set
- V-22A Sync Switching Unit
- V-23A Master Control Panel
- V-24A Monoscope Camera
- V-26A 2" X 2" Flying Spot Scanner
- V-28A Sync-Slave

COMPLETE LINE of Test Slides, Opaques & Film in 2" x 2", 3 1/4" x 4", 4" x 5", 8" x 10", & 16 mm.

Closed Circuit

INTERNATIONAL CLOSED CIRCUIT TELEVISION INC.—7557 Sunset Blvd Hollywood 46, Cal. Hollywood 3-4179. Brantz Mayor, pres.; Louellen Stearns, N.Y.; Bradley Kemp, program director. 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., Stanley A. Wainer, asst. treas. Ampli-Vision community antenna equipment.

INTERNATIONAL TELEPHONE & TELEGRAPH CORP., Industrial Products Div.—15191 Bledsoe St., San Fernando, Cal.

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., test instrument div.; Bernard E. Narin, treas.; Wm. H. Miller, sales mgr.; 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.

KIN TEL DIVISION of Cohu Electronics Inc.—5725 Kearney Villa Rd., San Diego 12, Cal. Browning 7-6700. Industrial TV systems. For personnel, see *Other Station & Studio 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.

MARCONI'S WIRELESS TELEGRAPH CO. LTD.—Chelmsford, Essex, England. Manufactures light-weight closed-circuit industrial television equipment. See listing under *Transmitters*.

PHILCO CORP.—Govt. & Industrial Div., 4700 Wissahockin Ave., Philadelphia 44, Pa. Tennessee 9-4000. Closed-circuit industrial TV systems. For personnel, see listing under *Transmitters*.

RADIO CORP. OF AMERICA, Industrial 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, educational, closed-circuit & industrial TV systems. Electronic instruments.

SARKES TARZIAN INC., Broadcast Equipment Div.—E. Hillside Dr., Bloomington, Ind. Bloomington 7251. Closed-circuit TV systems. For personnel, see listing under *Transmitters*.

TELECHROME MFG. CORP.—28 Ranick Dr., Amityville, N.Y. Lincoln 1-3600. For personnel, see listing under *Other Station & Studio Equipment*.

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.

VISUAL ELECTRONICS CORP.—342 W. 40th St., New York 18, N.Y. Longacre 4-0518. James B. Tharpe, pres.; Herbert Bloomberg, secy.; J. P. Gallagher, v.p.; Morris A. Mayers, mgr., closed-circuit operations. Field representatives: H. Arment, P.O. Box 686, St. George, Utah; F. Bonvouloir, 28 W. Mays Ave., Miamisburg, O.; L. C. Radford Jr., 4657 Lanier Dr., Atlanta 19, Ga.; Wayne Marcy, 4007 Bellair, Houston, Tex.; Lyle Keys, Box 1467, Casper, Wyo.; B. J. Klindworth, 10 W. 25th St., Minneapolis, Minn.

WESTBURY ELECTRONICS INC.—300 Shames Dr., Westbury, N.Y. Edgewood 4-8300. H. B. Abajian, pres.; H. C. Cochran, production mgr.; Wm. J. McBride; Harry R. Clark, sales mgr.; E. G. Caldicott, chief engineer. Community systems.

Major Suppliers of

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.

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 O. Choate Jr., chairman; Fanshawe Lindsley, pres.-treas.; Peter J. Smith, 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.

GROUP COMMUNICATIONS, div. of Teleprompter Corp.—311 W. 43rd St., New York 36, N.Y. Judson 2-3800. Irving B. Kahn, pres.; Herbert W. Hobler, sales v.p.; Wm. P. Rosensohn, division v.p.; Hubert J. Schlafly, engineering v.p.; Robert Rosencrans, mgr. Branches: Detroit—720 New Center Bldg.; Trinity 1-2900; Frank W. Noble, Chicago—177 N. State St.; Franklin 2-8825; Ted Boisumeau, Washington, D.C.—1346 Connecticut Ave., N.W.; Columbia 5-3161; Robert Doyle, Los Angeles—356 N. LaBrea; Webster 6-6195; Fred Barton, v.p. Toronto—S. W. Caldwell Ltd., 447 Jarvis St.; Walnut 2-2103.

INTERNATIONAL CLOSED-CIRCUIT TELEVISION INC.—7557 Sunset Blvd., Hollywood 46, Cal. Hollywood 3-4179. Brantz Mayor, pres.; Louellen Stearns, N.Y.; Bradley Kemp, program director. 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.

SHERATON CLOSED CIRCUIT TV INC.—311 W. 43rd St., New York 36, N.Y. Columbus 5-3830. Walter Wanger, pres.; Wm. P. Rosensohn, exec. v.p.; Robert M. Rosencrans, v.p.

TELEPROMPTER OF CANADA LTD.—447 Jarvis St., Toronto, Ont. Walnut 2-2103. Spence Caldwell, pres.; Wilf Garnham, sales rep.

TELE-SESSIONS INC. (TNT)—See *Theatre Network Television Inc.*

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. Addiss Jr., operations director; Marc Daniels, program director; Fred V. Davis, Detroit mgr.; Douglas George, Los Angeles mgr.

VIDEO INDEPENDENT THEATERS INC.—11 N. Lee Ave., Oklahoma City, Okla. Regent 9-0781. Henry S. Griffing, pres. Subsidiary Vumore Co. (Larry Boggs, pres.) operates "Tele-movies" wired movie system in Bartlesville, Okla.

VISUAL ELECTRONICS CORP.—342 W. 40th St. New York 18, N.Y. Longacre 4-0518. James B. Tharpe, pres.; Herbert Bloomberg, secy.; J. P. Gallagher, v.p.; 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.

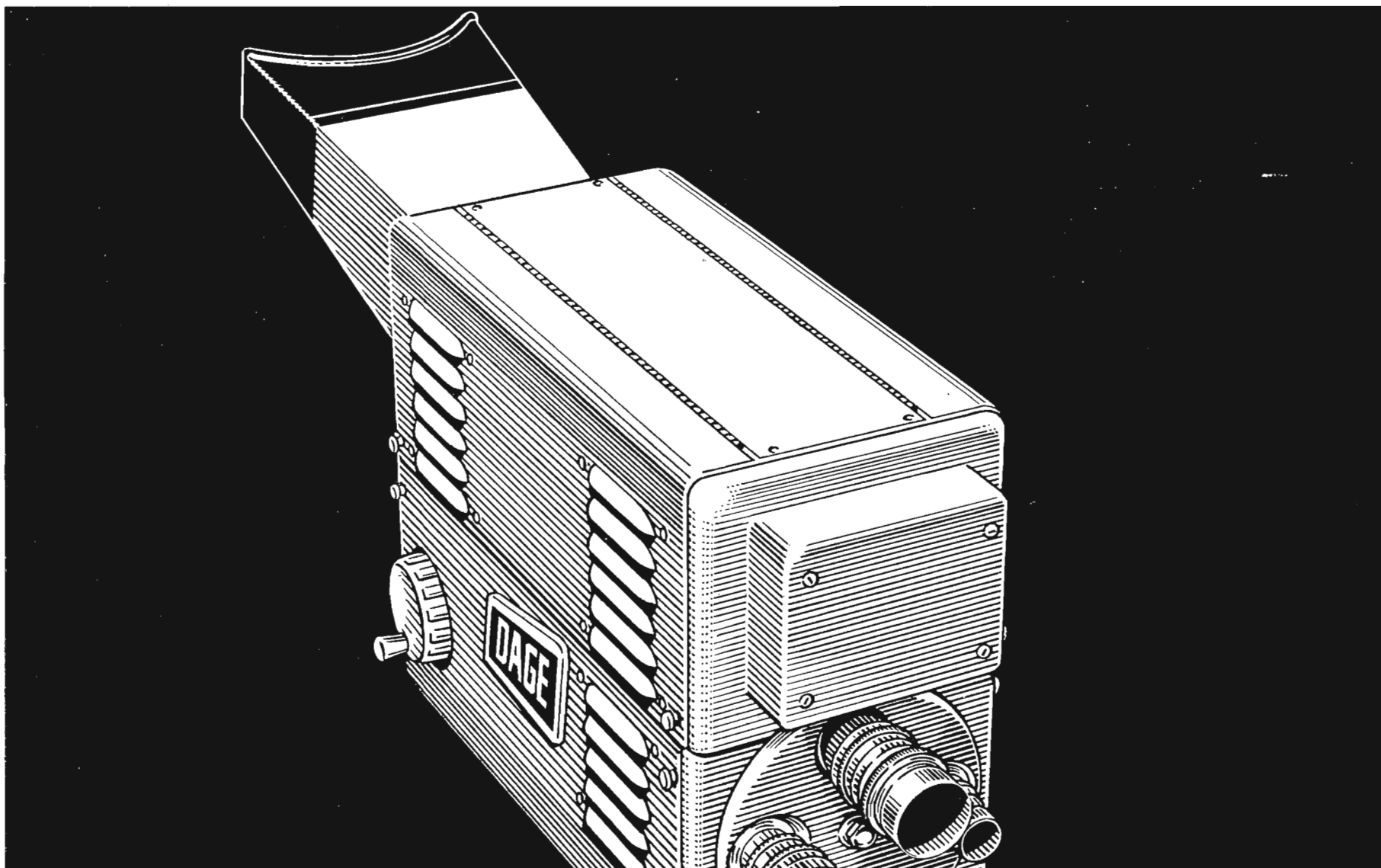
MASTER VIDEO SYSTEMS INC.—E. Shore Rd., Port Washington, N.Y., Port Washington 7-8790. George T. Weymouth, chairman; A. J. Moxham, pres.; W. E. Lutz, v.p., engineering; B. P. E. Wolbarst, v.p., sales; Mario A. Fog, v.p., admin.; R. G. Skinner, treas.; Wm. S. Satterthwaite, secy.; A. E. Monetti, counsel. 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.; Guy Passanante, asst. sales mgr.; Bernard Eisenberg, gen. 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. Lake-side 0745. Lee K. Stensrud, southwestern sales mgr. RCA receivers.



DAGE MODEL 320 VIDICON CAMERA CUTS TV PRODUCTION COSTS!

First Choice for Studio, Remote and Film Pickups and Kinescoping Programs

DAGE Model 320 is so versatile, so easy to handle, you get top telecasting quality even without extensively trained and experienced operators.

A new standard of studio perfection for the professional TV broadcaster. Check these features:

- Sweep failure protection for Vidicon pickup tube.
- Removable Electronic Viewfinder. 5" tube. White phosphor.
- 8 MC bandwidth with adjustable phase and aperture correction and adjustable peaking coils.
- Overscan switch to facilitate adjustments.
- Switch-selected control of electrical focus at either camera or control unit position.
- Four-lens turret operated from rear of camera.
- Relay operated tally lights in hood and end panels.
- Camera control consoles include 10" aluminized picture tube and 5" wave-form monitor. Built-in target calibration, regulated kinescope high voltage supply.

EXCLUSIVE NEW DAGE master monitor Model 635A includes 10" aluminized picture tube with inter-laced pulse-cross display, 5" wave-form monitor, built-in calibration pulse for level adjustments.

Dage produces complete pickup, switching and distribution equipment for film and live pickup in black and white or color. For full information, write or telephone



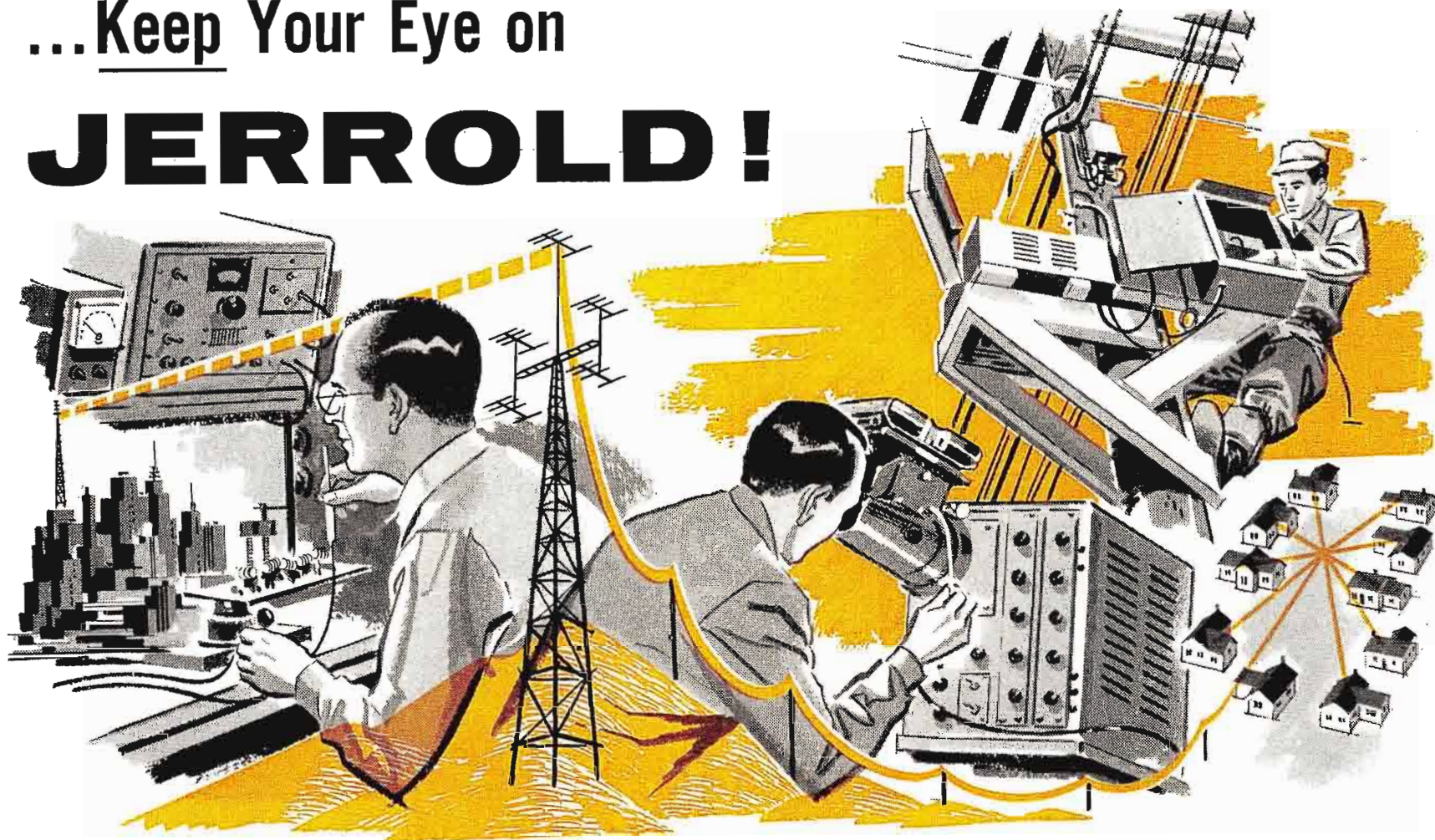
DAGE TELEVISION DIVISION

Thompson Products, Inc.

MICHIGAN CITY, INDIANA

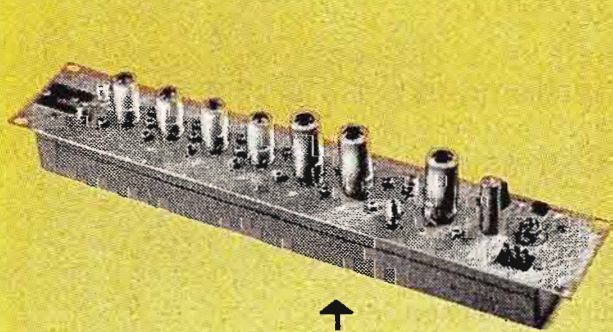
In Canada, THOMPSON PRODUCTS LTD., 804 MT. PLEASANT RD., TORONTO, ONT. • Outside North America, write C. O. BRANDES, INC., 4900 EUCLID AVE., CLEVELAND, OHIO

To Keep Abreast of the Times and Ahead of the Times ...Keep Your Eye on **JERROLD!**



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.



DeLuxe Positive Matched Amplifier

—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.

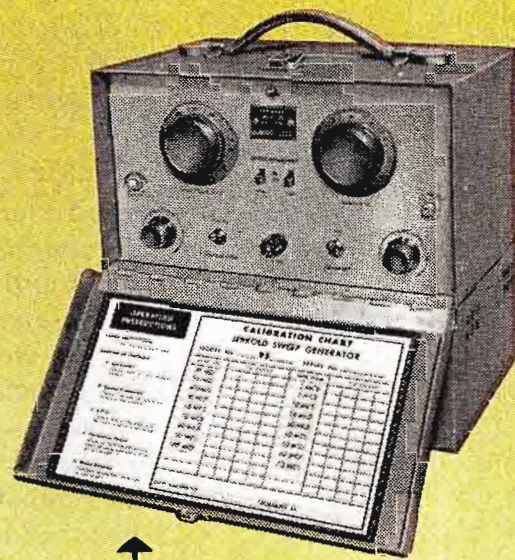


Cascader

—finest wide band amplifier ever! Highest cascading! Lowest noise figure! Flattest response! Highest overload level! Perfect operating stability!

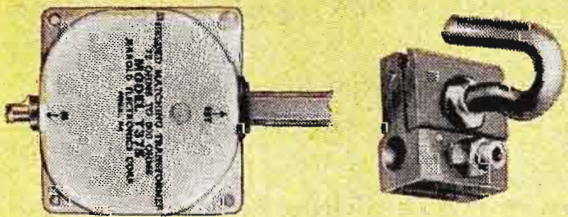
Matching Transformers and Receiver Isolation Units

—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.



JERROLD ELECTRONICS CORPORATION • 23rd and Chestnut Streets, Philadelphia 3, Pa.

Offices in: New York • Philadelphia • Baltimore • Washington • Chicago • Pittsburgh • Miami
Minneapolis • St. Louis • Dallas • Denver • San Francisco • Seattle • Los Angeles • Toronto

Directory of

Community Television Antenna Systems

(as of July 1, 1957)

Data supplied by system operators, equipment manufacturers and
National Community Television Assn.

Asterisk (*) indicates project still in planning stage. Date indicates when service started.

For list of equipment manufacturers, see page 406-408

ALABAMA

Florence—Muscle Shoals TV Cable Corp., 121 S. Court St. Phone: AT. 2-7571. No. subscribers, 4000; 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, 850; estimated potential, 1100. Began service Nov. 1953. Equipment, Blonder-Tongue. V. E. Blow, pres. Stations: KPHO-TV, KTVK & KOOL-TV; Phoenix; KVOA-TV, Tucson.

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, 1575; estimated potential, 3000. Began service Dec. 1954. Equipment Ameco. Bruce Merrill, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

Douglas—Whitey's TV & Cable Co. Inc., 1121 G Ave. Phone: EM 4-2233. No. subscribers, 985; estimated potential, 2300. Began service June 1955. Equipment, Jerrold. I. W. Brayer, pres. Stations: KTVK, Phoenix; KVOA-TV, KOLD-TV & KGUN-TV, Tucson.

Flagstaff—Flagstaff TV & Cable Co., 121 E. Aspen St. Phone: 1391. No. subscribers, 1700; estimated potential, 2500. 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: Granite 3-2161. No. subscribers, 2880; estimate potential, 6400. Began service June 1953. Equipment Ameco. Bruce Merrill, pres. Stations: KOOL-TV, KVAR, KPHO-TV & KTVK, Phoenix.

Nogales—Clear-Vision TV, 417 Morley Ave. Phone: AT 7-2891. No. subscribers, 500; estimated potential, 1000. Began service April 1, 1954. Equipment, Jerrold. J. W. Allen, mgr. Stations: KVOA-TV, KGUN-TV & KOLD-TV, Tucson; KOOL-TV, Phoenix.

Prescott—TV Services Inc., Box 1753. Phone: 1680. No. subscribers, 1400; estimated potential, 4000. Began service June 1953. Equipment composite. 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 Ave. Phone: Dudley 5-2321. No. subscribers, 785; 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, 480; estimated potential, 550. 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, 1200; estimated potential, 3000. Began service May 1956. Equipment Ameco. Wm. Ross, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.

ARKANSAS

Batesville—Community Antenna Co., 22nd & Main Sts. Phone: 690. No. subscribers, 400; estimated potential, 600. 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, 103 West Mountain. Hillcrest 2-7111. No. subscribers, 2300; 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, 1600; estimated potential, 2200. Began service Sept. 1, 1953. Equipment RCA. Betty Lou Wheeler, pres.; R. S. Wheeler Jr., mgr. Stations: KYTV & KTTS-TV, Springfield; KARK-TV, Little Rock. Also closed-circuit originations.

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—KAMO TV Cable System, 312 W. Walnut St. Phone: 1254. No. subscribers, 300; estimated potential, 1000. Began service Oct. 3, 1956. Equipment Entron. G. Don Thompson, pres.-mgr. Stations: KOTV & KVOO-TV, Tulsa; KTVX, Muskogee; KYTV, Springfield; KODE-TV & KOAM-TV, Pittsburg-Joplin.

Siloam Springs—Garrett Coaxial TV Towers Inc., 108 S. Broadway. Phone: 67. No. subscribers, 135; estimated potential, 600. Began service 1955. Equipment Entron. Tom H. Garrett, pres. Stations: KOTV & KVOO-TV, Tulsa; KTVX, Muskogee; KOAM-TV, Pittsburg-Joplin; KNAC-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; KVOR, 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, 2250; 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 Distribution System, Box 495. Phone: 5605. No. subscribers, 250; estimated potential, 500. Began service Sept. 1952. Equipment, Jerrold. James E. Peaden, pres. Stations: KNXT, KABC-TV, KRCA, KTLA, KHJ-TV, Los Angeles.

Burbank—Community TV Reception Co. Inc., 4219 West Olive. Phone: Victoria 9-2511. No. subscribers, 350; estimated potential, 1000. Began service March 1954. Equipment composite. Allan MacDougall, mgr.

Carmel—Alarm Corp., 7th & Lincoln Sts. Phone: Mayfair 4-2012. No. subscribers, 1116; 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; KSBW-TV, Salinas.

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. Ketaily, 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.

(Continued on page 413)



SKL — 3 output Multivider

SKL-212 Wide-Band Line Amplifier



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.



SKL — 2 output Multivider

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.



SKL — 4 output Multivider

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.

SKL

SPENCER-KENNEDY
LABORATORIES, INC.
1320 SOLDIERS FIELD ROAD
BOSTON 35, MASS.

FOR FURTHER INFORMATION ON SKL EQUIPMENT,
WRITE TO DEPT. A1.

CALIFORNIA—(Continued)

- 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, 600; estimated potential, 2000. Began service June 6, 1953. Equipment Jerrold. Lewis L. Lemieux, pres. Stations: KRCA, KABC-TV, KHJ-TV, KCOOP, KTLA, KNXT & KTTV, Los Angeles.
- Martel**—Angier Electric & TV, Box 13. Equipment Jerrold. Lawrence Angier, 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.
- Monterey**—LaMesa TV Co., Monterey.
- 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. Colling, pres. Stations: KRON-TV, KPIX KGO-TV, San Francisco.
- Palm Springs**—Palm Springs Community TV Corp., 192 S. Indian Ave. Phone: 5002. No. subscribers, 2730; estimated potential, 6000. Began service Nov. 4, 1952. Equipment Ampli-Vision. Carl Leserman, 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: Turner 2-2024. No. subscribers, 1150; estimated potential, 2000. Began service Jan. 1953. Equipment Jerrold. Richard J. Filanc, pres.; Samuel P. Boyd, mgr. Stations: KRCA, KABC-TV, KHJ-TV, KCOOP, 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 F. Cloud, pres. Stations: KNXT, KRCA, KTTV, KCOOP, Los Angeles; KFMB-TV & KFSD-TV, San Diego; XETV, Tijuana.
- Santa Cruz**—Pacific Telescription System, 924 Soquel Ave. Phone: Garden 3-6510. No. subscribers, 1950; estimated potential, 6500. Began service Sept. 20, 1954. Equipment composite. David McKay, pres. Stations: KGO-TV, KPIX & KRON-TV, San Francisco; KOVR, Stockton.
- Sausalito**—Sausalito Community TV, Box 617. No. subscribers, 32. Robert G. Rose, owner.
- Taft**—Kern Mutual Telephone Co., 307 Main St. Phone: 5-4126. No. subscribers, 187; estimated potential, 1000. Began service June 1955. Equipment Jerrold. J. P. Maguire, pres.; C. E. Kenealey, mgr.
- Ukiah**—Spanish Mountain TV Corp., 175 Seminary Ave. HO 2-5472. No. subscribers, 1500; estimated potential, 3000. Began service Dec. 1952. Equipment Jerrold. Owned by Jerrold Electronics Corp. Milton J. Shapp, pres.; John A. Sullivan, gen. mgr. Stations: KRON-TV, KPIX & KGO-TV, San Francisco.
- Ventura**—Avenue TV Coaxial Cable Service, 1963 E. Main St. MI 3-6819. No. subscribers, 435; estimated potential, 800. Began service Jan. 1951. Equipment Ampli-Vision & Jerrold. John G. George, owner. Stations: KNXT, KRCA, KTLA, KABC-TV, KHJ-TV, KTTV & KCOOP, Los Angeles.
- Victorville**—Clearvision TV Service, 3 Ohio St. Phone: 6-4331. No. subscribers, 450; estimated potential, 650. Began service Oct. 1, 1956. Equipment Jerrold. C. R. Tatum, pres. Stations: KTLA, KCOOP, KTTV, KRCA, KNXT, KABC-TV & KHJ-TV, 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.

Community Antenna Systems

- Durango**—Durango TV Network Inc., 105 W. 10th St. Phone: Cherry 7-2681. No. subscribers, 1200; estimated potential, 1400. 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., 215 E. Riverside. Phone: 322. No. subscribers, 200; estimated potential, 300. Began service Aug. 1953. Equipment Jerrold & Blonder-Tongue. Richard N. Statham, pres. Stations: KTVR, KOA-TV, KLZ-TV & KBTB, Denver.
- Glenwood Springs**—Radio & TV Service, Glenwood Springs. E. J. Pockock.
- * **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.
- 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. LA 2-0978. No. subscribers, 2100; estimated potential, 3000. 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, 1400; estimated potential 2000. 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, 1600; 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: WTVJ & WCKT, Miami; CMQ-TV, Havana. Also closed-circuit originations.
- Sarasota**—City TV Antenna Network Inc., 415 S. Pineapple Ave. Phone: RI 7-2989. No. subscribers, 300; estimated potential, 6000. Began service March, 1954. Equipment Ampli-Vision & Entron. Foscolo C. Hendrick, pres. Stations: WSUN-TV, St. Petersburg; WTVT & WFLA-TV, Tampa. Also closed-circuit originations.

IDAHO

- Avery**—Nolan's TV Service, Avery. Equipment Jerrold & Ampli-Vision. Ronald Nolan, owner.
- Bonnars Ferry**—TV Sales Inc., Box 839. No. subscribers, 130; estimated potential, 300-400. Began service 1955. Equipment Jerrold & Blonder-Tongue. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.
- 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, 240; estimated potential, 325. 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, 175; estimated potential, 300. Began service Dec. 1, 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, 2700; 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; KLEW-TV, Lewiston.

(Continued on next page)

Community Antenna Systems

IDAHO—(Continued)

- Moscow**—TV Cable Co., 414 S. Main St. Phone: 2-1166. No. subscribers, 532; estimated potential, 750. Began service May, 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.
- Troy**—Troy TV Co. Inc., Troy. Phone: 78R. No. subscribers, 83; estimated potential, 100. Began service June 1, 1953. Equipment Blonder-Tongue. Herman Krier, pres. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane; KLEW-TV, Lewiston.
- Twin Falls**—Cable-Vision Inc., 420 Main S. Phone: 264. No. subscribers, 70. Began service May 1, 1955. Equipment Jerrold. W. L. Reiher, owner. Stations: KID-TV, Idaho Falls; KBOI-TV & KIDO-TV, Boise; KLIK-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, 1400; 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 Division, Bannock TV Inc., 1043 Main St. Phone: 3-9171. No. subscribers, 4500. 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; KWLL-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; WBT, Charlotte.
- Barbourville**—Brown Radio & TV Co., Liberty St. Phone: 431. No. subscribers, 200; estimated potential, 300. Began service Nov. 1952. Equipment Jerrold. Dwight L. Brown, owner. Stations: WATE & WBIR-TV, 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 & Blonder-Tongue. Cecil B. Coffey, owner. Stations: WSM-TV & WLAC-TV, Nashville.

Frankfort—Community Service Inc., 129 W. Main St. Phone: 7-7513. No. subscribers, 1135; estimated potential, 3000. Began service Oct. 1952. Equipment RCA. John Gerard, pres. Stations: WAVE-TV & WHAS-TV, Louisville; WCPO-TV & WLWT; Cincinnati; WLEX-TV, Lexington.

Harlan—Harlan Community TV Inc., Box 187. Equipment Jerrold. Joe Guthrie, mgr.

Irvine—Miller's Inc., 157 Broadway. Phone: 131. No. subscribers, 225; estimated potential, 350. Began service Jan. 1, 1953. Equipment Jerrold, RCA & Blonder-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, 205; estimated potential, 350. Began service Oct. 15, 1954. Equipment Jerrold. 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.

Prestonsburg—Flanery & Dingus TV Service, Prestonsburg. No. subscribers, 200; estimated potential, 400. Began service 1950. Equipment Jerrold. Wm. J. Dingus & Dave M. Flanery, partners. Stations: WSAZ-TV & WHTN-TV, Huntington; WCHS-TV, Charleston.

Wheelwright—Inland Steel Co., Wheelwright. Began service Nov., 1951. Equipment Jerrold. George Leatherman, mgr. Stations: WCHS-TV, Charleston; WHTN-TV & WSAZ-TV, Huntington.

Whitesburg—Salzer Radio & TV Co., Whitesburg. Began service May 1, 1952. Equipment, Jerrold. R. B. Salzer, 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, 800; estimated potential, 850. 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, 8500; estimated potential, 16,000. Began service May 23, 1951. Equipment Entron. J. Holland Rannels, pres. Stations: WRC-TV, WTTG, WMAL-TV & WTOP-TV, Washington.

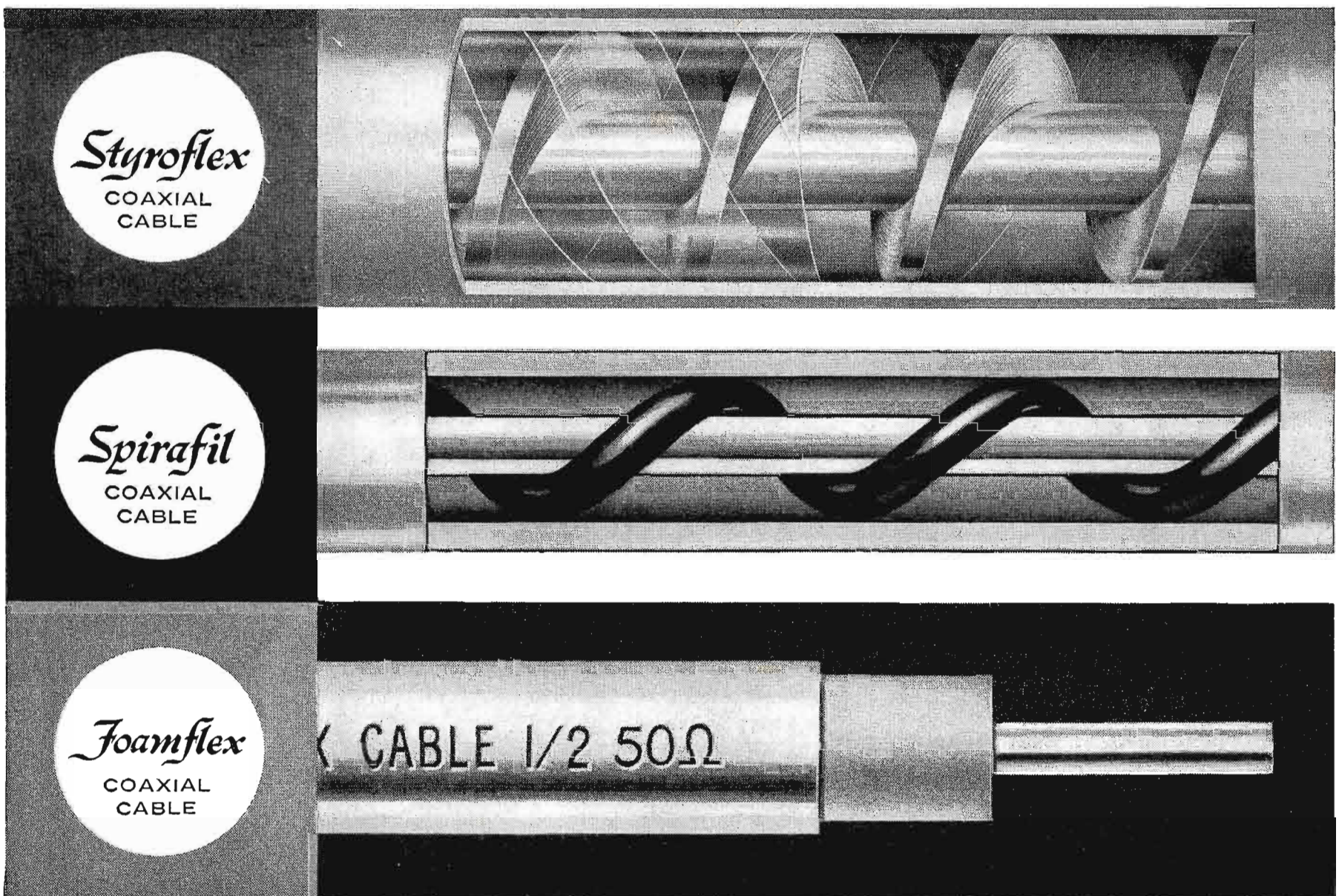
Friendsville—Yough TV Co. Inc., Friendsville. Phone: Shadyside 6-2526. No. subscribers, 80; estimated potential, 140. Began service Jan. 1, 1951. Equipment, Jerrold. R. Earl Guard, pres. Stations: WJAC-TV, Johnstown; KDKA-TV, Pittsburgh; WSTV-TV, Steubenville.

Hancock—Community TV Inc., Main St. Phone: Orchard 8-6127. No. subscribers, 240; estimated potential, 275. 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, 450; estimated potential, 700. Began service 1953. Equipment Jerrold. Thomas M. Connor & James G. McElvie, partners. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; KDKA-TV, Pittsburgh.

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Community Antenna Systems

MASSACHUSETTS

Athol—Mohawk Valley TV Inc., 503 Main St. Phone: 1986. No. subscribers, 1800; estimated potential, 3500. Began service Nov. 8, 1954. Equipment Jerrold. James B. Wright, pres. Douglas N. MacKenzie, v.p.-mgr. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady; WMUR-TV, Manchester; WHNC-TV, New Haven.

Millers Falls—Millers Falls Antenna Corp., Main St. Phone: Oldfield 9-3318. No. subscribers, 180; estimated potential, 250. Began service Sept. 1955. Equipment Jerrold. Ronald M. Zschau, pres. Stations: WNAC-TV & WBZ-TV, Boston; WNHC-TV, New Haven.

Pittsfield—Pittsfield Community Antenna Inc., Pittsfield. James B. Wright, pres.

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, 300; 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., 224 Sheldon. Phone: 1651. No. subscribers, 1000; estimated potential, 2000. 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; WFRV-TV, Green Bay; WMBV-TV, Marinette.

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, 881; estimated potential, 1500. Began service Aug. 15, 1954. Equipment, composite. Gilbert R. Clark, pres. Stations: WBAY-TV, Green Bay; WMBV-TV, Marinette; WWTW, Cadillac; WPBN-TV, Traverse City.

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, 800; estimated potential, 2500. 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 & WDSM-TV, Duluth.

Ely—Ely TV Cable Co., Ely. Charles B. Persons, owner.

Jackson—City of Jackson, 606 Third St. Phone: City Hall 785. No. subscribers, 300; estimated potential, 800. Equipment Spencer-Kennedy. Einar Wallin, mayor. Stations: KGLO-TV, Mason City; KTIV, Sioux City; KSTP-TV, St. Paul; KELO-TV, Sioux Falls.

Mankato—Minnesota TV Signal Distributing Co., 629 S. Front St. Phone: 5160. No. subscribers, 1050; estimated potential, 5000. Began service Oct. 29, 1956. Equipment Spencer-Kennedy. R. M. Regan, pres.; Joseph C. Poire, secy.-treas.-mgr. Stations: WCCO-TV, KSTP-TV, KMGM-TV & WTCN-TV, Minneapolis-St. Paul; KROC-TV, Rochester.

MISSISSIPPI

Amory—Community Antenna Co., Inc., Amory. Equipment Jerrold.

Cleveland—TV Cables Inc., Box 669.

Columbus—Columbus TV Cable Corp., 319 Second Ave. S. Phone: FA 8-1781. No. subscribers, 625; estimated potential, 3300. 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, 3350; estimated potential, 6000. Began service Nov. 11, 1954. Equipment RCA. W. E. McCourt, pres.; W. D. Gardner, secy.-treas. Stations: KNOE-TV, Monroe; WLBT & WJTV, Jackson; KATV, Pine Bluff; KARK-TV, Little Rock.

Greenwood—Community TV System Inc., 101½ Howard. Phone: 4738. No. subscribers, 1300; estimated potential, 2000. Began service Oct. 12, 1955. Equipment Jerrold. E. G. Perkins, pres.; E. H. Willcoxon, 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, 1250; estimated potential, 4000. Began service Jan. 1955. Equipment Spencer-Kennedy. Wiley Fairchild, pres.; Robert F. Jernigan, v.p.-gen. mgr. Stations: WLBT & WJTV, Jackson; WKRQ-TV, Mobile; WTOK-TV, Meridian; WDAM-TV, Hattiesburg; WDSU-TV, New Orleans.

Indianola—Crosby Home Appliance Co., Front St. Phone: 440. No. subscribers, 300; estimated potential, 600. Began service Nov. 15, 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, 1000, estimated potential, 2000. Began service June 17, 1955. Equipment Jerrold. Frank G. Haley, mgr. Stations: WHBQ-TV, WMCT & WREC-TV, Memphis; WTVV, Tupelo.

MISSOURI

White Plains—Community Cable Co., 24 Court Square.

MONTANA

Big Timber—TV Cable Assn. Inc., Box 815. Phone: 2-2441. No. subscribers, 200; estimated potential, 500. Began service Nov. 17, 1954. Equipment Jerrold. McLean A. Clark, pres. Stations: KOOK-TV & KGHL, Billings; KID-TV, Idaho Falls.

Bozeman—Bozeman Community TV Inc., 233 E. Main St. Phone: JU 6-2089. No. subscribers, 1040; estimated potential, 3000. Began service June 1954. Equipment Ampli-Vision & Jerrold. G. Norman Penwell, pres.; Dale G. Moore, secy.-mgr. Stations: KFBB-TV, Great Falls; KXLF-TV, Butte; KID-TV, Idaho Falls.

Cut Bank—Highline Community Antenna Service, Wilkins Bldg. Phone: 789. No. subscribers, 700; estimated potential, 1000. Began service Sept. 1955. Equipment Jerrold. 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, 680; estimated potential, 3000. Began service Nov. 1954. 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, 1940; estimated potential, 3500. Began service Feb. 10, 1955. Equipment Ampli-Vision & Jerrold. W. L. Pehl, pres.; Bruce Hamilton, mgr. Stations: KFBB-TV, Great Falls; KMSO-TV, Missoula; KXLF-TV, Butte.

Kalispell—Northwest Video Inc., 127 Second St. W. Phone: Skyline 6-5400. No. subscribers, 1700; estimated potential, 3500. Began service May, 1953. Equipment Blonder-Tongue & Jerrold. John R. Penwell, pres. Stations: KXLY-TV, KREM-TV & KHQ-TV, Spokane; KMSO-TV, Missoula; KGEZ-TV, Kalispell.

Lewistown—Perfect TV Inc., Masonic Bldg. Phone: KE 8-3818. No. subscribers, 946; estimated potential, 1600. Began service March 25, 1955. Equipment Jerrold. Paul B. McAdam, pres.; Paul G. O'Neil, mgr. Stations: KOOK-TV & KGHL-TV, Billings; KFBB-TV, Great Falls.

Libby—Troy Video, 1109 S. Nevada Route 1. No. subscribers, 102. Howard R. Johnson, mgr.

Livingston—Livingston Community Antenna Assn., Main St. Phone: 1133. No. subscribers, 1500; estimated potential, 2200. Began service May 10, 1954. Equipment Jerrold. P. B. McAdams, pres. Stations: KOOK-TV, Billings; KID-TV, Idaho Falls; KXLF-TV, Butte.

Missoula—Missoula TV Cable Co. Inc., 924 S. 3rd St. W. Phone: 9-2361. No. subscribers, 1000; estimated potential, 7000. Began service Nov. 15, 1956. Equipment Jerrold. Richard V. Gies, pres. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane; KMSO-TV, Missoula.

Shelby—Norwest Radio Laboratories, Shelby. No. subscribers, 90. J. R. Stimps, mgr. Station: KFBB-TV, Great Falls.

Whitefish—Big Mountain TV Inc., Wisconsin & Edgewood. Phone: University 2-1791. No. subscribers, 829; estimated potential, 900. Began service July 1954. Equipment Jerrold, Ampli-Vision & Blonder-Tongue. Fred A. Plummer, 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.

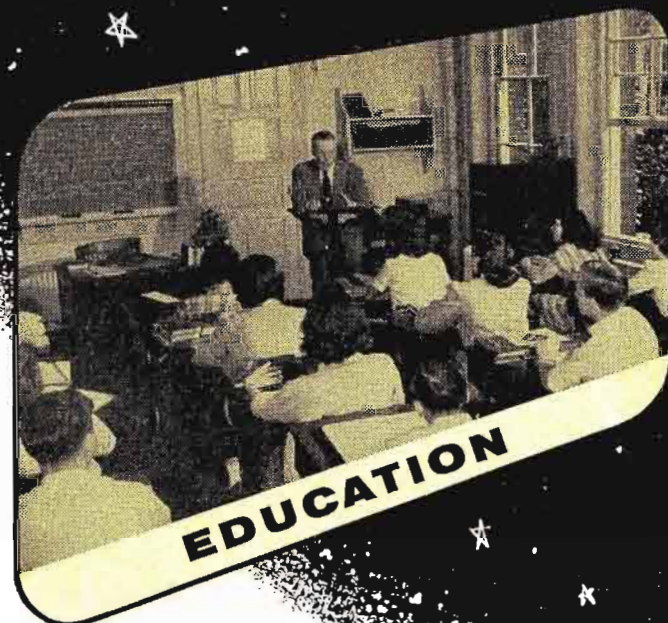
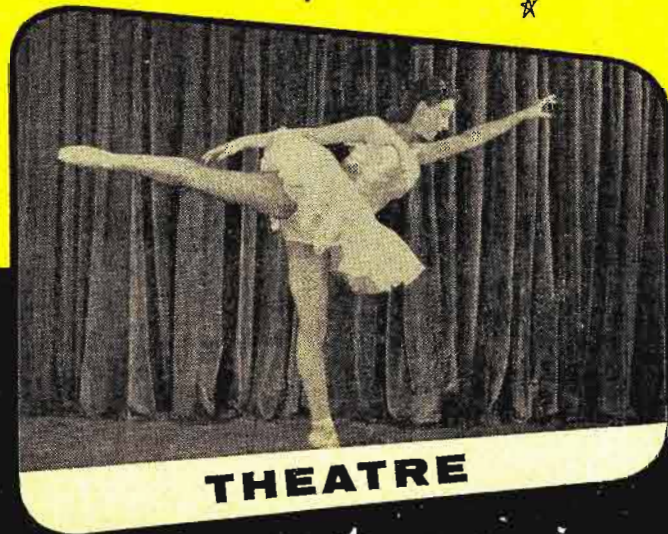
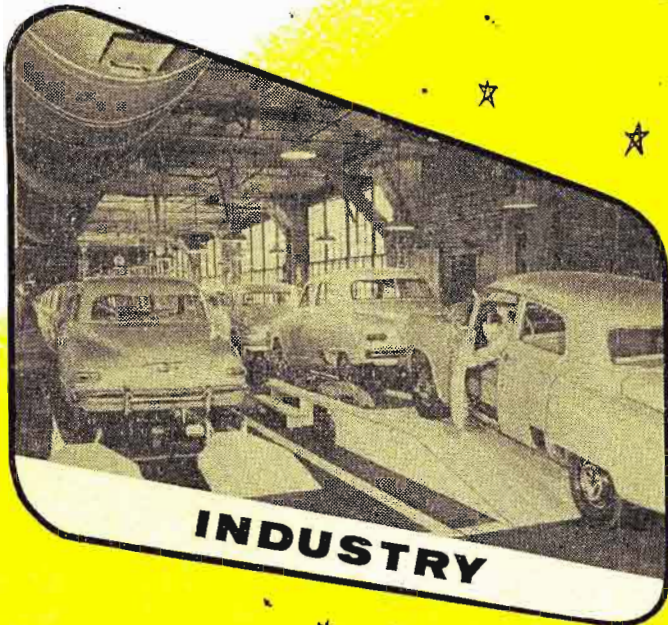
Sidney—Sidney Community TV Co., 2128 Illinois St. Phone: 4300. No. subscribers, 1200; estimated potential, 1500. Began service Oct. 28, 1955. Equipment Blonder-Tongue, Jerrold & Ampli-Vision. J. E. Collier & Karl O. Krummel, owners; Charles H. Pope, mgr. Stations: KOA-TV, KLZ-TV & KBTB, Denver; KFBC-TV, Cheyenne.

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: Fairview 3-0741. No. subscribers, 2350; estimated potential, 12,000. Began service 1954. Equipment Entron. Jack Sutherland, pres. Stations: KPIX, KGO-TV & KRON-TV, San Francisco; KOVR, Stockton; KCRA-TV & KBET-TV, Sacramento.

(Continued on page 418)



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Community Antenna Systems

NEVADA—(Continued)

- 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, 1500; 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 & WGAN-TV, Portland; CBFT, Montreal.
- Claremont**—Bellows Falls Cable Corp., 97 Pleasant St. No. subscribers, 1500; estimated potential, 3000. Equipment Westbury Electronics.
- Colebrook**—Colebrook Cable TV Inc., Colebrook. Arnold Boucher, mgr.
- Keene**—Better TV Inc., 10 Central Square. Phone: Elmwood 2-9200. No. subscribers, 243; estimated potential, 1300. Began service Dec. 1955. Equipment Spencer-Kennedy. Albert J. Ricci, pres. Stations: WGBH-TV, WBZ-TV & WNAC-TV, Boston; WMTW, Mt. Washington; WMUR-TV, Manchester; WRLP, Greenfield.
- Laconia**—Community TV Corp., 16 Pleasant St. Phone: 25. No. subscribers, 920; estimated potential, 2300. Began service May 1952. Equipment Jerrold & RCA. Henry M. Walter, mgr. Stations: WGBH-TV, WBZ-TV & WNAC-TV, Boston; WMUR-TV, Manchester.
- Lebanon**—Twin State TV Inc., 5 Court St. Phone: 601. No. subscribers, 274; estimated potential, 1600. Began service Sept. 15, 1956. Equipment Spencer-Kennedy. Thomas W. Best, Jr., pres.; Paul W. Clark, mgr. Stations: WBZ-TV & WNAC-TV, Boston; WCAX-TV, Burlington; WMUR-TV, Manchester; WMTW, Mt. Washington.
- Newport**—Krans Dept. Store, Newport. Equipment Westbury Electronics.

NEW JERSEY

- Ventnor**—South Jersey TV Cable Co., 5302 Ventnor Ave. Phone: 2-1173. No. subscribers, 800; estimated potential, 2000. Began service June 11, 1953. Equipment, Jerrold. Milton J. Shapp, pres.; Morton H. Schwartz, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WVUE, Wilmington; WPIX, New York.

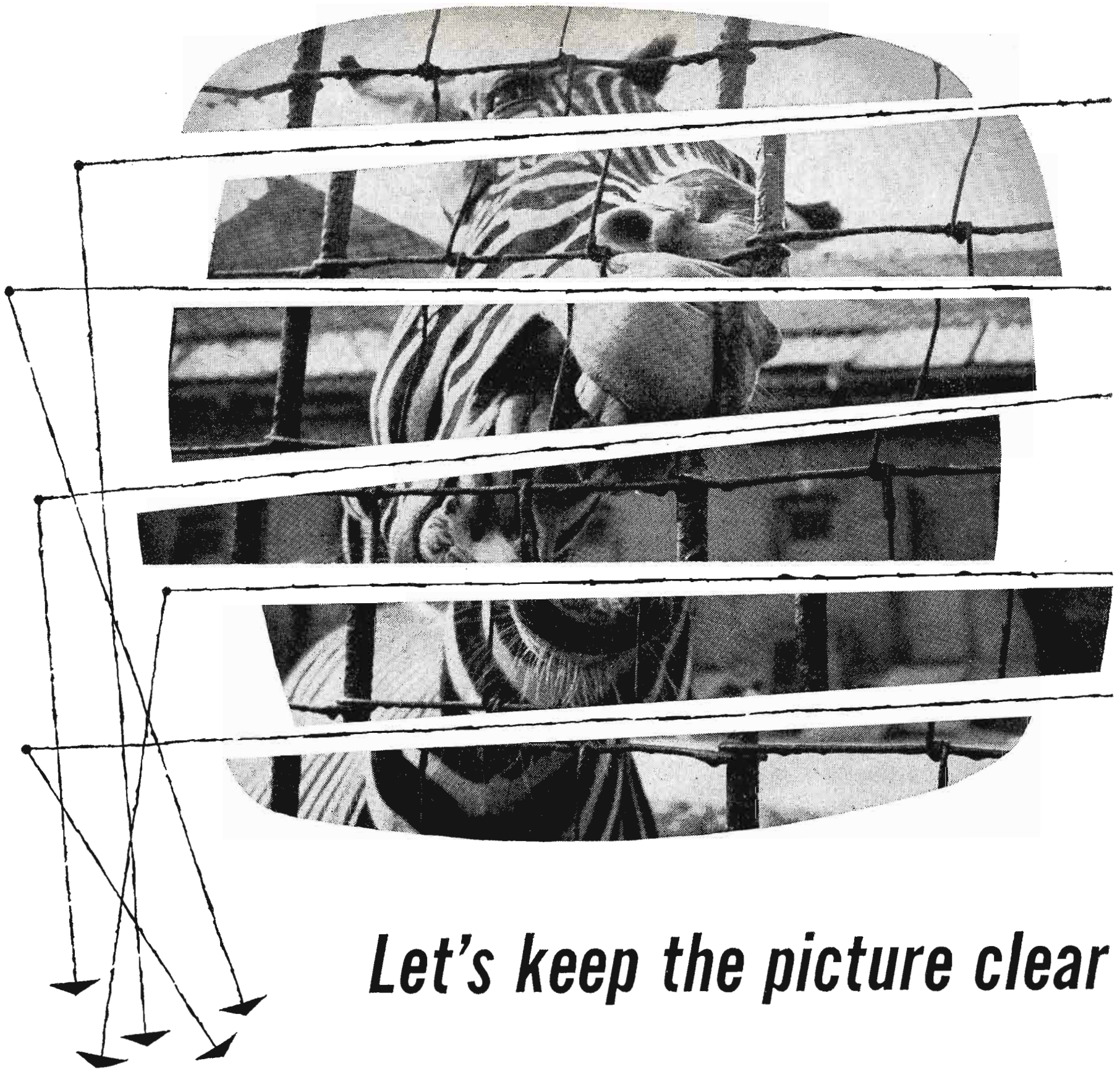
NEW MEXICO

- Aztec**—Aztec Community TV Inc., 11 E. Chaco St. No. subscribers, 177. W. J. McConathy, mgr. Station: KOB-TV, Albuquerque.
- Bayard**—Nichols TV Service, 400 Railroad Ave. Phone: JE 7-2543. No. subscribers, 368; estimated potential, 700. Began service Oct. 1956. Equipment Blonder-Tongue. Harold E. Nichols, owner; Charles M. Nichols, mgr. Stations: KGUN-TV, Tucson; KROD-TV, El Paso.
- Clovis**—Midwest Video Corp., 1427 Main St. Phone: 3300. No. subscribers, 2300; estimated potential, 4500. Began service Dec. 1, 1954. Equipment, Spencer-Kennedy. C. E. Palmer, pres.; Marsh Whitington, mgr. Stations: KFDD-TV & KGNC-TV, Amarillo; KCBT-TV & KDUB-TV, Lubbock; KSWs-TV, Roswell. Also closed-circuit originations.
- Farmington**—Farmington Community TV Inc., 407 W. Broadway. Phone: Davis 5-5511. No. subscribers, 1300; estimated potential, 1700. 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.
- Grants**—Tele-Grants Inc., Box 158. No. subscribers, 266. C. K. Gunduson, pres. Station: KOB-TV, KGGM-TV & KOAT-TV, Albuquerque.
- Hobbs**—Hobbs TV Co., 203 E. Dunham St. Phone: Express 3-8600. No. subscribers, 2400; estimated potential, 4200. 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: KCBT-TV & KDUB-TV, Lubbock; KMID-TV, Midland; KSWs-TV, Roswell; KOSA-TV, Odessa.
- Lovington**—Lovington Antenna Co., 715 S. Main St. Phone: 6-2171. No. subscribers, 1046; estimated potential, 1500. Began service Dec. 21, 1954. Equipment Jerrold. D. W. Erwin, mgr. Stations: KDUB-TV & KCBT-TV, Lubbock; KSWs-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, 600; estimated potential, 1000. Began service 1953. Equipment A.R.F. Arthur H. Maciszewski, pres. Station: KKTU, Colorado Springs.
- Silver City**—Antennavision of Silver City Inc., 1014 Pope St. Phone: 160. No. subscribers, 300; estimated potential, 2500. Began service May 1956. Equipment Ameco. Ed Furman, pres. Stations: KOOL-TV, KVAR & KTVK, Phoenix.
- Tucumcari**—Tucumcari TV Co., Box 35. No. subscribers, 380. James F. Collins, mgr. Stations: KSWs-TV, Roswell; KGNC-TV, Amarillo; KOAT-TV, Albuquerque.

NEW YORK

- Bainbridge**—Bainbridge TV Service, 28 Juliard St. Phone: 3212. No. subscribers, 52; estimated potential, 150. Began service Nov. 1954. Equipment Blonder-Tongue. David H. Coe, engr. Stations: WBNF-TV, Binghamton; WSYR-TV & WHEN-TV, Syracuse; WRGB, Schenectady.
- 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: WKTV, 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**—Steuben TV Antenna System Inc., 104 Bridge St. Phone: 2-0506. No. subscribers, 289; estimated potential, 12,000. Began service Sept. 1956. Equipment Community Engineering Corp. A. E. Scudder, chairman; W. R. Conlin Sr., pres. Stations: WGR-TV & WBEN-TV, Buffalo; WBNF-TV, Binghamton; WROC-TV, Rochester; WHEN-TV, Syracuse; WSYE-TV, Elmira.
- * **Cuba**—Cuba Cable Co., 24 W. Main St. Phone: 446. Estimated potential, 700. Equipment, Community Engineering Corp. Loren Chamberlain, owner. Stations: WGR-TV & WBEN-TV, Buffalo; WROC-TV, Rochester; CBLF, Toronto.
- 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 3838. No. subscribers, 430; estimated potential, 550. Began service Oct. 1, 1954. Equipment composite. Wm. J. Calsam, pres.-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**—Hornell TV Service Inc., 164 Main St. Phone: 1269. No. subscribers, 2500; estimated potential, 4500. Began service Aug. 1951. Equipment Spencer-Kennedy. Jack E. Pryor, pres. Stations: WROC-TV, WHEC-TV & WVET-TV, Rochester; WBEN-TV & WGR-TV, Buffalo; WBNF-TV, Binghamton; WSYR-TV & WHEN-TV, Syracuse.
- Hornell**—Ford Walton TV Co., 374 Ontario St. Equipment, Entron. Ford Walton, mgr.
- 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.
- Liberty**—Liberty Video Corp., Loomis Rd., Alan Garry, mgr.
- 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 Palen, 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.
- Norwich**—Norwich Video Inc., 28 E. Main St. Phone: 4-3639. No. subscribers, 600; estimated potential, 2000. Began service Feb. 7, 1956. Equipment Jerrold. Leo Gorman, pres.; Wm. J. Calsam, gen. mgr. Stations: WRGB, Schenectady; WHEN-TV & WSYR-TV, Syracuse; WKTV, Utica; WBNF-TV, Binghamton.
- Olean**—Olean TV Cable Co., 122 W. State St. Phone: 4474. No. subscribers, 310; estimated potential, 4500. Began service May 1, 1957. Equipment Entron & Jerrold. Joseph Saricks, pres. Stations: WBEN-TV, WGR-TV & WBUF, Buffalo; WROC-TV, Rochester.

(Continued on page 420)



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1957 Fall-Winter Edition



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Community Antenna Systems

NEW YORK—(Continued)

- Oneonta**—Oneonta Video Inc., 5 Elm St. Phone: 3838. Began service Dec. 12, 1954. No. subscribers, 1750; estimated potential, 2500. Equipment, Jerrold. Wm. J. Calsam, v.p.-mgr. Stations: WRGB, Schenectady; WSYR-TV & WHEN-TV, Syracuse; WNBF-TV, Binghamton; WKTV, 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; WNBF-TV, Binghamton.
- Watertown**—C & H TV Service Inc., 119 Stone St. Phone: 6177. No. subscribers, 2033; estimated potential, 3500. Began service June 19, 1951. Equipment Jerrold. Charles H. Curtis, pres. Stations: WSYR-TV & WHEN-TV, Syracuse.
- Watkins Glen**—Master TV, 302 N. Franklin St. Began service Dec. 31, 1952. Equipment Jerrold.
- Woodridge**—Woodridge Wired TV Co., Woodridge. Phone: Ellenville 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, 1100; estimated potential, 3000. Began service Nov. 1, 1953. Equipment Jerrold. Claude Stevanus, pres. Stations: WLWC, WBNS-TV & WTVN-TV, Columbus.
- Coshocton**—Tower Antennas Inc., 620 Main St. Phone: 696. No. subscribers, 2500; estimated potential, 3500. Began service June 1953. Equipment Jerrold. Claude Stevanus, pres. Stations: WJW-TV & WEWS, Cleveland; WLWC, Columbus.
- 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.
- New Philadelphia**—TV Antenna System Inc., 617 Tuscarawas Ave. Phone: 4-2794. No. subscribers, 2175; estimated potential, 3000. Began service Dec. 15, 1952. Equipment Jerrold. J. E. Hurst, pres.; K. G. Walker, secy.-treas.-mgr. Stations: WEWS, KYW-TV & WJW-TV, Cleveland.
- Sugarcreek**—Tower Antennas Inc., 102 Main St. Phone: 2-2333. No. subscribers, 230; estimated potential, 300. Began service May 1952. Equipment Jerrold. Claude Stevanus, pres. Stations: WJW-TV, WEWS & KYW-TV, Cleveland; WTRF-TV, Wheeling; WSTV-TV, Steubenville.
- Waverly**—Pike County Antenna Systems. 231 N. 4th St., Columbus, O. Equipment Jerrold. L. D. Klissinger, 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: KWTW, 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, 1215; estimated potential, 1500. Began service March 1954. Equipment composite. I. A. Patterson, G. M. Patterson & R. H. Potter, partners. Stations: WKY-TV & KWTW, 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, 675; estimated potential, 800. Began service July 15, 1955. Equipment Community Engineering Corp. Curtis M. Faris & James B. Langston Jr., partners. Stations: KFDA-TV & KGNC-TV, Amarillo.
- Hobart**—Vumore Co., Ardmore, Okla. No. subscribers, 750; estimated potential, 900. Stations: WKY-TV & KWTW, 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: FA 5-6114. No. subscribers, 1100; 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, 2100; estimated potential, 3500. Began service Sept. 15, 1955. Equipment Jerrold. Everett Rambo, pres. Stations: KOIN-TV, KPTV & KGW-TV, Portland.
- Burns**—Burns-Hines TV Inc., 63 East B St.
- 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, 3500; estimated potential, 5000. Began service Sept. 1, 1954. Equipment composite. 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, 915; estimated potential, 1500. Began service Oct. 1, 1954. Equipment Ampli-Vision. C. M. Hooker, owner. Stations: KVAL-TV, Eugene; KBES-TV, Medford; KOIN-TV & KGW-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, KPTV & KGW-TV, Portland.
- DeLake**—Lincoln TV System Inc., Box 481. Phone: 3781. No. subscribers, 586; estimated potential, 850. Began service Oct. 22, 1954. Equipment Ampli-Vision & Jerrold. Charles M. Trimble, pres. Stations: KOIN-TV, KGW-TV & KPTV, Portland. Same system also serves towns of Taft, Cutler City, Nelscott, Oceanlake, Wecoma Beach, Cloverdale, Pacific City, Woods, Nesko-win.
- 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, treas.-mgr. Stations: KHQ-TV, KXLY-TV & KREM-TV, Spokane.
- Eugene**—Abar TV Cable Co., Box 906. No. subscribers, 924. Ray F. Siegenthaler, partner. Stations: KVAL-TV, Eugene; KOIN-TV, KPTV & KGW-TV, Portland.
- 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., Box 587. Phone: 6-9205. No. subscribers, 253; estimated potential, 300. Began service June 1, 1955. Equipment Jerrold. W. C. Rosewall, pres. Stations: KEPR-TV, Pasco; KPTV, 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, 188; estimated potential, 300. Began service April, 1954. Equipment composite. Haskell & Kenneth Scott, partners. Stations: KBOI-TV & KIDO-TV, Boise.
- John Day**—Scott's Furniture, Main St. Equipment Jerrold.
- Kinzua**—Kinzua Pine Mills System, Kinzua. Equipment Jerrold.
- Klamath Falls**—City TV Inc., 126 N. 7th St. Phone: TU 4-5121. No. subscribers, 200. Began service Aug., 1954. Equipment Jerrold & Entron. Lloyd H. Derby, pres. Stations: KBES-TV, Medford, KVIP, Redding.
- 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, 155; estimated potential, 250. Began service June 1955. Equipment Jerrold. James P. Rowan, owner-mgr. Stations: KOIN-TV, KGW-TV & KPTV, Portland.
- Mill City**—Santiam TV Cable, Mill City. Robert P. Veness.
- Mitchell**—Mitchell Community TV, Mitchell. Equipment Jerrold.

Myrtle Point—TV Systems Inc., Box 117. No. subscribers, 400. J. F. Dunn, secy. Stations: KOIN-TV, Portland; KBES-TV, Medford; KVAL-TV, Eugene.

Newport—Magee TV Co., 1032 Eads St. Phone: 1032. No. subscribers, 800; estimated potential, 1500. Began service Aug. 1955. Equipment Jerrold. Ernest Magee, pres.-treas.-owner. Stations: KOIN-TV, KPTV & KGW, Portland; KVAL-TV, Eugene.

Oakridge—Northwest Antenna Cable, Box 434. Phone: 2-2101. No. subscribers, 220; estimated potential, 500. Began service July 1954. Equipment Jerrold & Entron. Quenten Norquist, owner. Stations: KVAL-TV, Eugene; KOIN-TV, Portland.

Pendleton—Pendleton Community TV System Inc., 287 SE First St. Phone: 4552. No. subscribers, 2000; estimated potential, 4800. Began service Nov. 3, 1954. Equipment Jerrold. Morris Temple, 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, 207; estimated potential, 300. Began service Feb. 28, 1953. Equipment, RCA. Wally Matson, pres. Stations: KOIN-TV, KPTV & KGW-TV, 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.

Sheridan—Stuck Electric Co., 409 NW Gardner St. Frank B. Stuck, owner.

The Dalles—The Dalles TV Co., 409 Union St. Phone: CY 6-2060. No. subscribers, 2750; estimated potential, 3500. 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 N. Main St. Phone: 3-2152. No. subscribers, 400; estimated potential, 750. Began service Aug. 1, 1955. Equipment Blonder-Tongue & Jerrold. Howard W. McClure, owner. Stations: KOIN-TV, KGW-TV & KPTV, 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, 113; estimated potential, 130. Began service June, 1955. Equipment Jerrold. Dan Macy, owner. Stations: KOIN-TV, KGW-TV & KPTV, Portland.

Wheeler—Pricketts Radio & TV, Wheeler. Phone: Emerson 8-3444. No. subscribers, 300; estimated potential, 450. Began service 1953. Equipment Blonder-Tongue & Jerrold. H. E. Prickett & Jessie P. Prickett, owners. Stations: KOIN-TV & KOMO-TV, Portland; KING-TV, Seattle. Also serves Rockaway.

Yachats—Yachats Community TV System, Box 123K. Phone: Lincoln 7-3700. No. subscribers, 110; estimated potential, 175. Began service Sept. 1, 1954. Equipment Ampli-Vision. Homer C. Stokes, owner. Stations: KOIN-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.

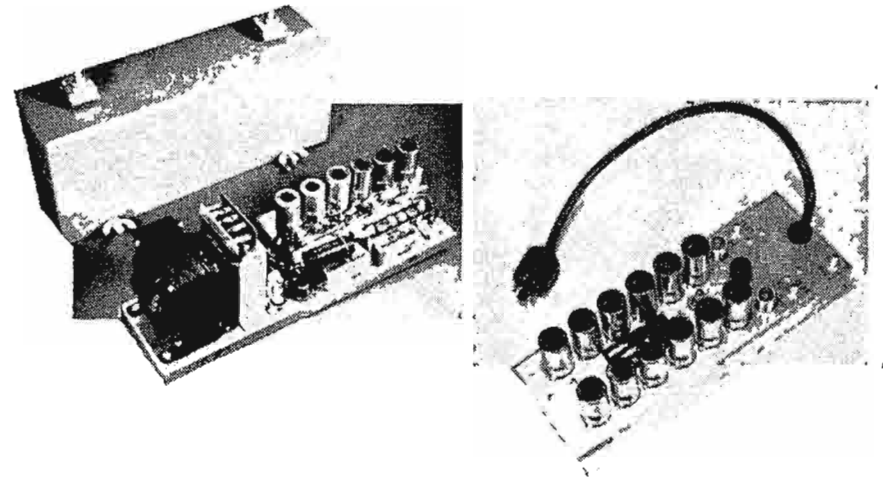
Bellefonte—Central Pennsylvania Corp., Petrikin Hall. Elgin 5-2970. No. subscribers, 950, estimated potential, 1500. Began service 1952. Equipment Community Engineering Corp. James M. Lawther, mgr. Stations: WJAC-TV, Johnstown; WFBG-TV, Altoona; WGAL-TV, Lancaster.

Berwick—Lee Antenna Co. Inc., 116 E. Front St. Phone: 9625. Began service Jan. 30, 1952. Equipment Jerrold. Paul F. Lee, pres.

(Continued on next page)

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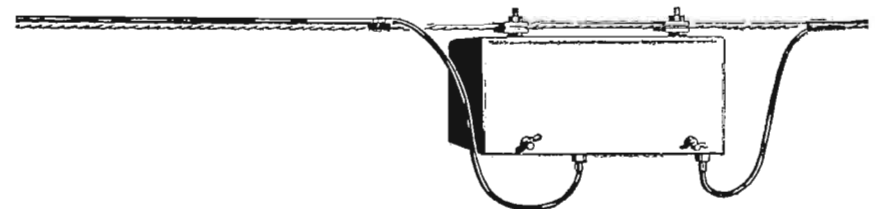
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Community Antenna Systems

PENNSYLVANIA—(Continued)

- Bethlehem**—Service Electric Inc., 714 E. 4th St. UN 8-5301. No. subscribers, 1329; estimated potential, 20,000. Began service Mar. 1951. Equipment Jerrold. John Walsonavich, pres.-secy.-treas. Stations: WFIL-TV, WCAU-TV & WRCV-TV, Philadelphia; WPIX, WOR-TV & WABC-TV, New York; WVUE, 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 Sept. 26, 1953. Equipment Jerrold. John L. Pipa Jr., pres.; Elwood M. Miller, mgr. Stations: WRCV-TV, WCAU-TV & WFIL-TV, Philadelphia; WARM-TV, Scranton; WGAL-TV, Lancaster.
- Blossburg**—Williamson Road TV Corp., Blossburg. Equipment Jerrold. Wm. S. Rennie Jr., mgr.
- Bradford**—Bradford TV Cable Co., 129 Main St. Phone: 6991. No. subscribers, 2504; estimated potential, 4500. Began service Sept. 1, 1954. Equipment, Entron & Ampli-Vision. Joseph Saricks, pres. Stations: WBEN-TV, WGR-TV & WBUF, Buffalo; WJAC-TV, Johnstown.
- Bradford**—Parkway Antenna Co., Terminal Bldg. Equipment Jerrold. John DePetro, pres.
- Brandonville**—Community TV Assn., Brandonville. Equipment Jerrold. Samuel Unvscoavage, 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 415; 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., 40 Anchor St. Phone: 5873-J-11. No. subscribers, 190; estimated potential, 250. Began service July 1955. Equipment Blonder-Tongue & Entron. George Lobdell, 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, 1863; estimated potential, 2200. Began service Jan. 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. Estimated potential, 1400. Began service, 1951. Equipment Entron. 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, 600; estimated potential, 750. Began service April 1953. Equipment Jerrold. Joseph A. English, pres. Stations: WGR-TV & WBEN-TV, Buffalo; WJAC-TV, Johnstown.
- Danville**—Service Electric Co., Montour Hotel. Phone: Browning 5-3101. Estimated potential, 9500. Began service Dec. 1953. Equipment Jerrold. Peter Walsonavich, owner. Stations: WFIL-TV, Philadelphia; WDAU-TV & WARM-TV, Scranton; WBRE-TV & WILK-TV, Wilkes-Barre; WGAL-TV, Lancaster; WHP-TV, Harrisburg.
- Easton**—Clear-Pic Electronics Inc., 612½ Northampton St. Phone: 3-3452. No. subscribers, 400; estimated potential, 5000. 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. Shadle, mgr. Stations: WGAL-TV, Lancaster; WFBG-TV, Altoona; WIPA & WCMB-TV, Harrisburg; WFIL-TV, Philadelphia.
- Everett**—Everett TV Corp., 7 E. Main St. Phone: 61. No. subscribers, 178; estimated potential, 350. Began service June 1, 1952. Equipment Entron. Wm. E. Coote, pres. Stations: KDKA-TV, Pittsburgh; WITG, Washington; WJAC-TV, Johnstown; WFBG-TV, Altoona; WSVA-TV, Harrisonburg.
- Franklin**—Coaxial Cable Co., Franklin. Equipment Jerrold.
- Galeton**—Galeton TV Antenna Inc., Mill St. Phone: 192. No. subscribers, 390; estimated potential, 600. Began service Jan. 15, 1953. Equipment Jerrold. Beno Kramer, pres. Stations: WBEN-TV, Buffalo; WNBFF-TV, Binghamton; WSYE, Elmira.
- Hamburg**—Hamburg Tire Co., Box 49. Phone: JO 2-2451. No. subscribers, 500; estimated potential, 700. Began service Jan. 1952. Equipment Jerrold. D. H. Schoener, owner. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPFH, Wilmington; WGAL-TV, Lancaster.
- Harrisburg**—Perfect TV Inc., 2015 N. 6th St. Phone: CE 8-3429. No. subscribers, 1300; estimated potential, 5000. Began service Sept. 1950. Equipment Jerrold. J. Calvin Frank, pres. Stations: WMAR-TV & WBAL-TV, Baltimore; WFIL-TV, Philadelphia; WGAL-TV, Lancaster; WHP-TV, Harrisburg; WVUE, Wilmington.
- 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 Correale, pres.; Vincent Santapoli, mgr. Stations: WCBS-TV, WRCA-TV, WPIX, WABD, WABC-TV & WOR-TV, New York; WFIL-TV, Philadelphia.
- Herndon**—Pike's Peak TV Assn., Box 1043. Equipment Jerrold.
- Honesdale**—Honesdale TV Service, 1133 Main St. Phone: 1282. No. subscribers, 700; estimated potential, 1100. 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; WNBFF-TV, Binghamton.
- Howard**—Mill Hall Cable Co. Inc., Howard. Phone: 944. No. subscribers, 165; estimated potential, 1200. Began service July 1, 1956. Equipment Entron. Wm. M. Thompson, pres.; Balser Weber, mgr. Stations: WFBG-TV, Altoona; WJAC-TV, Johnstown; WGAL-TV, Lancaster; WBRE-TV & WILK-TV, Wilkes-Barre; WNBFF-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: Express 8-2151. No. subscribers, 1283; estimated potential 1800. Began service April 26, 1953. Equipment Holt & Entron. Ann K. Hardt, owner; Fred W. Hardt, chief engr. Stations: WILK-TV & WBRE-TV, Wilkes-Barre; WFBG-TV, Altoona; WGAL-TV, Lancaster; WDAU-TV & WARM-TV, Scranton.
- 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; WBEN-TV, Buffalo; KDKA-TV, Pittsburgh; WEWS, Cleveland.
- Kingston**—Teleservice Co., 337 Wright Ave. Phone: BU 8-4323. 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, 2550; 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. Also serves Coaldale.
- Lehigh**—Lehigh Trans-Video Corp., 235 N. First St. Phone: 708. No. subscribers, 1690; estimated potential, 2000. Began service April 1953. Equipment, Jerrold. Joseph J. Humphries, pres. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPIX & WOR-TV, New York; WVUE, 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., 106 Bellefonte Ave. Phone: 2003. No. subscribers, 1975; 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, 14,250; estimated potential, 15,000. Began service Dec. 1950. Equipment, Holt & Jerrold. John Walsonavich, owner. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPIX & WOR-TV, New York; WBRE-TV & WILK-TV, Wilkes-Barre; WVUE, Wilmington; WDAU-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: WNBFF-TV, Binghamton; WBEN-TV, Buffalo; WSYE-TV, Elmira.
- Meadville**—Meadville Master Antenna Inc., 870 Market St. Phone: 54-973. No. subscribers, 3500; 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., 111 Keystone St. Phone: ME 4-3551. No. subscribers, 307; estimated potential, 400. Began service May, 1951. 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, 1108; estimated potential, 1600. Began service April 1952. Equipment RCA, Jerrold & Entron. F. E. Moser, pres. 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 Heimbach, 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, 560; estimated potential, 650. Began service Sept. 1952. Equipment Jerrold. John H. Kinsloe Jr., 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; WGAI-TV, Scranton.

Nesquehoning—Nesquehoning Electronics Inc., 102 E. Catawissa St. Phone: 4262. No. subscribers, 660; estimated potential, 750. Began service Nov. 1950. Equipment Jerrold. Frank Mitchell, pres. Stations: WPIX & WOR-TV, New York; WCAU-TV, WFIL-TV & WRCV-TV, Philadelphia; WILK-TV, Wilkes-Barre.

Newport—Newport TV Co., 26 N. 2nd St. Phone: 181. No. subscribers, 212; estimated potential, 400. Began service May 1, 1952. Equipment Jerrold. Glenn S. Laverty Sr., pres. Stations: WMAR-TV, Baltimore; WTPA, Harrisburg; WGAL-TV, Lancaster; WFBG-TV, Altoona.

Oil City—TV Cable Co., 4 State St. Phone: 5-3701. No. subscribers, 4000; estimated potential, 5000. Began service Dec. 1951. Equipment Jerrold. B. A. Drellick, pres. Stations: KDKA-TV, Pittsburgh; WJAC-TV, Johnstown; WKBN-TV, Youngstown.

Palmerton—Palmerton TV Signal Corp., 465 Delaware Ave. Phone: 2551. No. subscribers, 1165; estimated potential, 1400. Began service, Sept. 1951. Equipment Community Engineering Corp. C. E. Reinhard, pres.; Wm. E. Stone, mgr. Stations: WPIX & WOR-TV, 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., 74 E. Main St. Phone: PR 9-1228. No. subscribers, 160; estimated potential, 450. Began service Jan. 1, 1957. Equipment Jerrold. R. R. Hosey & Henry Turchank, partners. Stations: WBNF-TV, Binghamton; WBRE-TV, Wilkes-Barre; WARM-TV & WDAU-TV, Scranton.

Port Allegany—Dealer's Repair Service. Equipment Community Engineering Corp.

Pottsville—Pottsville Trans-Video Corp., Box 184. Phone MA 2-2161. No. subscribers, 4750; estimated potential, 6700. Began service Feb. 1951. Equipment RCA, Jerrold, Entron. M. F. Malarkey Jr., pres.; Frank K. Waters, mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPFH, Wilmington; WGAL-TV, Lancaster; WPIX, New York.

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. Schoffstall, 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, 800. 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, 1765; estimated potential, 2500. Began service 1954. Equipment Jerrold. A. M. Strause, pres. Frank K. Waters, treas.-mgr. Stations: WRCV-TV, WFIL-TV & WCAU-TV, Philadelphia; WPFH, Wilmington; WGAL-TV, Lancaster.

Schuylkill Haven—S. L. TV Corp., 48 Blossom Lane. Phone: Fulton 5-1381. No. subscribers, 140; estimated potential, 500. Began service Nov. 1952. Equipment Jerrold. G. James A. Seitz, pres. Stations: WRCV-TV, WFIL-TV, WCAU-TV, Philadelphia.

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, 4200, estimated potential, 7000. Began service Sept. 1, 1951. Equipment Jerrold. John J. Barni, Sr., pres.; Frank R. Lario, secy.-mgr. Stations: WRCV-TV & WFIL-TV, Philadelphia; WVUE, Wilmington; WGAL-TV, Lancaster; WDAU-TV, Scranton.

(Continued on next page)

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Community Antenna Systems

PENNSYLVANIA—(Continued)

- Shamokin**—TV Extension Corp., 715 W. Walnut St. Phone: 8-4861. No. subscribers, 2500; estimated potential, 3500. Began service July 1951. Equipment Jerrold. Fred Bower, pres. Stations: WRCV-TV & WFIL-TV, Philadelphia; WPFH, Wilmington; WGAL-TV, Lancaster; WDAU-TV, Scranton.
- Sheffield**—South Side TV Assn., 218 Church St. Phone: 3111. No. subscribers, 249; estimated potential, 275. Began service May 1953. Equipment Blonder-Tongue. F. F. Feidler Jr., pres. Stations: KDKA-TV, Pittsburgh; WBEN-TV & WGR-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. Urtis, 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, 650; estimated potential, 1000. 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: WBEN-TV & WGR-TV, Buffalo; WROC-TV, Rochester; WJAC-TV, Johnstown.
- Snowshoe**—Snowshoe TV Co., Snowshoe. Phone: EV 7-6833. No. subscribers, 105; estimated potential, 150. Began service Jan. 1, 1957. Equipment Community Engineering Corp. Norman S. Harris, pres. Stations: WFBG-TV, Altoona; WJAC-TV, Johnstown.
- 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.
- State College**—State College TV Cable Co., Box 824. 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.
- 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, 560; estimated potential, 2000. Began service March 31, 1952. Equipment Spencer-Kennedy. John M. Price, pres. George J. Bush, mgr. 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, 3500; 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; WDAU-TV & WARM-TV, Scranton.
- Tamaqua**—Tamaqua TV Inc., 109 E. Broad St. Phone: 1673. No. subscribers, 2297; 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, 855; estimated potential, 1500. Began service Jan. 1, 1953. Equipment Entron. A. D. Carlson, pres.-mgr. Stations: WJAC-TV, Johnstown; WSEE, Erie; WBEN-TV, Buffalo; KDKA-TV, Pittsburgh; WFPM-TV, Youngstown; WEWS, Cleveland.
- Warren**—Warren County TV Assn., 503 Conewango St. Phone: 3204. No. subscribers, 2200; estimated potential, 3500. Began service Jan. 1956. An organization of 18 non-profit community systems in Warren County. Kenneth Knight, pres.; Joseph, Littlefield, v.p.; Donald Andersen, secy.-treas.
- Warren**—Warren TV Corp., 207 E. 5th Ave. Phone: 3479. No. subscribers, 2620; estimated potential, 3000. Began service March 26, 1953. Equipment Westbury & Jerrold. Robert E. Dunham, pres.; William T. Loucks, v.p.-gen. mgr. Stations: WBEN-TV, WGR-TV & WBUF, Buffalo; WJAC-TV, Johnstown; WSEE, Erie.
- 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, 825; estimated potential, 1000. Began service Dec. 1952. Equipment Entron. Chester Pierce, owner-mgr. Stations: WNBC-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: WNBC-TV, Binghamton; WBEN-TV, Buffalo; WSYE, 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—Cole TV, 88 Cottage Ave. Phone: 9559. No. subscribers, 100; estimated potential, 2500. Began service Feb. 1954. Equipment Jerrold. H. L. Cole, owner. Stations: WILK-TV & WBRE-TV, Wilkes-Barre; WFBG-TV, Altoona; WGAL-TV, Lancaster; WNBC-TV, Binghamton.

Williamsport—Lycoming 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; WNBC-TV, Binghamton; WGAL-TV, Lancaster.

Williamsport—West Branch TV Services Inc., 439 William St. Phone: 3-3701. No. subscribers, 2500; estimated potential, 3500. Began service March 27, 1952. Equipment Ampli-Vision. Otto L. Stradley, mgr. Stations: WBRE-TV & WILK-TV, Wilkes-Barre; WFBG-TV, Altoona; WNBC-TV, Binghamton; WGAL-TV, Lancaster.

Williamsport—Williamsport TV Cable Corp., 450 William St. Phone: 2-9869. No. subscribers, 7650; estimated potential, 8500. Began service Nov. 1952. Equipment Jerrold. Clive Runnels Jr., pres.; Ray Schneider, v.p.-mgr. Stations: WNBC-TV, Binghamton; WFBG-TV, Altoona; WILK-TV & WBRE-TV, Wilkes-Barre; WGAL-TV, Lancaster.

Youngsville—Youngsville TV Corp., 140 W. Main St. Phone: 22704. No. subscribers, 330; 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 & KVTV, Sioux City; KELO-TV, Sioux Falls; KDLO-TV, Florence.

Lead—Western TV System Inc., 721 W. Main St. No. subscribers, 150. Harlan S. Jacobson, mgr. Stations: KOTA-TV, Rapid City; KDIX-TV, Dickinson; KFVR-TV, Bismarck; KDLO-TV, Florence. Also closed-circuit originations.

Mitchell—Palace Trans-Video Co., 109 E. 2nd Ave. Phone: 3057. Estimated potential, 3400. Began service 1954. Equipment, Jerrold & Westbury. Allen C. Harmes, owner. Stations: KELO-TV, Sioux Falls; KVTV, 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: WBTB, 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, 1954. Equipment Blonder-Tongue & Jerrold. E. R. Lewis, owner. 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: WBTB, Charlotte; WATE-TV, Knoxville; WJHL-TV, Johnson City; WCYB-TV, Bristol; WLOS-TV, Asheville.

Johnson City—Huntsman TV Cable Co., 407 W. Walnut, Johnson City. Phone: 3769. No. subscribers, 800. Began service 1953. Equipment RCA. R. M. & Clara M. Huntsman, partners. Stations: WBTB, Charlotte; WLOS-TV, Asheville; WATE, Knoxville.

Kingsport—TV Cable Corp., 137 E. New St. CI 6-8851. No. subscribers, 1700; estimated potential, 2500. Began service Dec. 1951. Equipment Jerrold. W. Kyle Huddle, pres. Stations: WBTB, 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, 450; estimated potential, 800. Began service 1954. Equipment Jerrold. Don B. Crenshaw, pres. Stations: WBAP-TV, Ft. Worth; KRLD-TV, Dallas; KFDD-TV & KSYD-TV, Wichita Falls; KRBC-TV, Abilene.

Brownwood—Brownwood TV Cable Service Inc., 91 Bluff View Dr. Phone: 2325. Estimated potential subscribers 4000. Began service July 1957. Equipment composite. Johnnie Andrews, pres.; Gilbert Keith, mgr. Stations: KRLD-TV & WFAA-TV, Dallas; WBAP-TV, Ft. Worth; KRBC-TV, Abilene. Also closed-circuit originations.

Bryan—Midwest Video Inc., 500 Texas Ave. Phone: 6-9797. Equipment Spencer-Kennedy.

Canadian—TV Cable Service, 211 Main St. Phone: 35. No. subscribers, 272; estimated potential, 350. Began service Oct. 15, 1956. Equipment Jerrold. Wm. J. Jackson, mgr. Stations: KWTB, Oklahoma City; KGEO-TV, Enid; KGNC-TV, Amarillo.

Community Antenna Systems

UTAH

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, 900; estimated potential, 2000. Began service Sept. 27, 1955. Equipment Jerrold. Robert Cauthorn, pres. Jack R. Crosby, secy-mgr. Stations: KONO-TV, 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; KTEN, Ada.

Gatesville—Cable-Vision, 507 S. 6th. Phone: 1032. No. subscribers, 200; estimated potential, 400. Began service June 1, 1953. Ewell Swift & Louis Bone, partners. Stations: WBAP-TV, Ft. Worth; KTBC-TV, Austin; WFAA-TV, Dallas; KWTX-TV, Waco.

Graham—TV Distributing Co., 610 Oak St. Phone: 197. No. subscribers, 1400; estimated potential, 2000. 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 Inc., 549 E. Rusk. Phone: 8122. No. subscribers, 600; estimated potential, 1000. Began service July 1953. Equipment composite. C. B. Owen, pres. Stations: WFAA-TV & KRLD-TV, Dallas; KTRE-TV, Lufkin.

Madisonville—Madisonville Cable Corp., Madisonville. Equipment, Jerrold. Lee Green, mgr.

Marfa—Marfa TV Cable Inc., 112 E. El Paso St. Phone: PA 9-4141. No. subscribers, 138; estimated potential, 350. Began service March 10, 1956. Equipment, Jerrold. A. Forrest Hope, pres.; E. K. Beanland, v.p. Stations: KROD-TV, El Paso; KOSA-TV, Odessa.

Memphis—Master Antenna Service, Box 657. Robert Magness, partner.

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, 315; estimated potential, 600. 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, 260; estimated potential, 400. Began service Sept. 1, 1954. Equipment, Jerrold. V. L. Hutchinson, pres. Stations: KFDX-TV & KSYD-TV, Wichita Falls; KDUB-TV & KCBD-TV, Lubbock.

Palestine—Clearview Cable Service Corp., 506 W. Spring St. Phone: 2112. No. subscribers, 530; estimated potential, 1500. Began service June, 1955. Equipment Entron. C. G. Joyce, pres.; C. Gerald Joyce, secy.-treas. Stations: KLTW, Tyler; WBAP-TV, Ft. Worth; KRLD-TV & WFAA-TV, Dallas; KTRE-TV, Lufkin.

Paris—Mid-West Video Corp., 128 S. Main St. Equipment RCA.

Sherman—Tele-Vue Products Co., 503 N. Travis. Phone: TW 2-6161. 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, 300; 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, Glover St. Phone: 5-3757. No. subscribers, 650; estimated potential, 1200. 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—Television Co., 317 N. Broadway. Phone: 2-8251. No. subscribers, 6250; 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, 775; 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, 309; estimated potential, 400. Began service Oct. 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.

Helper—Helper Community TV Inc., Helper. Frank A. Dalpiaz, secy.-treas.

Price—Vetere Perfect TV Inc., Price. No. subscribers, 800; estimated potential, 2500. Began service Oct., 1954. Equipment Jerrold. Louis Vetere, owner. Stations: KSL-TV, KTVT & KUTV, Salt Lake City.

Richfield—Sevier TV Cable, Box 136. No. subscribers, 602. T. Collins Jackson, owner. Stations: KUTV, KTVT & KSL-TV, 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.

Vernal—Basin TV Inc., Vernal. C. R. Henderson, mgr.

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, 885; 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, 1561 estimated potential, 1800. Began service Oct. 16, 1953. Equipment, Spencer-Kennedy. F. Elliot Barber Jr., pres. Stations: WBZ-TV, WGBH-TV & WNAC-TV, Boston; WMUR-TV, Manchester; WWLP, Springfield; WMTW, Mt. Washington; WRLP, Greenfield.

Burlington—Green Mt. TV Corp., 187 Church St. Phone: University 4-5749. No. subscribers, 3000; estimated potential, 6000. Began service June 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, 900; 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, 425; estimated potential, 800. 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—Young's Community TV Corp., 201 Union St. Phone: TU 5-4552. No. subscribers, 1400; estimated potential, 2000. Began service May 1953. Equipment Jerrold. S. R. Young, pres.; S. E. Young, mgr. Stations: WBZ-TV & WNAC-TV, Boston; WRGB, Schenectady; WMUR-TV, Manchester; WCAX-TV, Burlington.

Springfield—Windsor Community Antenna Corp., 201 Union St. Phone: TU 5-4552. No. subscribers, 620; estimated potential, 1000. 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.

Springfield—John T. Thurber Inc., Springfield. Began service Nov. 3, 1952. Equipment, Spencer-Kennedy.

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: WSSH-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 Caselini, pres. Stations: WBZ-TV, Boston; WRGB, Schenectady; WMTW, Mt. Washington.

VIRGINIA

Appalachia—Paintsville Appliance Co., Appalachia. Phone: 633. No. subscribers, 165; estimated potential, 300. Began service Nov. 20, 1955. Equipment Jerrold. Chester Trimble, owner. Stations: WJHL-TV, Johnson City; WLOS-TV, Asheville; WCYB-TV, Bristol.

Grundy—Grundy TV Co., Box 1045. Phone: WE 5-2621. No. subscribers, 573; estimated potential, 1000. 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.

(Continued on next page)

Community Antenna Systems

VIRGINIA—(Continued)

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; WWSA-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: WSLs-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; WWSA-TV, Harrisonburg.

WASHINGTON

Aberdeen—Harbor TV Corp., 208 South H St. Phone AB 1986. No. subscribers, 6579; estimated potential, 8000. Began service March 28, 1953. Equipment Ampli-Vision. Homer A. Bergren, chairman; Fred G. Goddard, pres. Stations: KOMO-TV & KING-TV, Seattle; KTNT-TV & KTVW, Tacoma.

Bellingham—Telecable Inc., 1059 State St. Phone: 438. No. subscribers, 500; estimated potential, 2000. Began service July 1952. Equipment Blonder-Tongue. A. J. Barrett, owner. 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.

Cle Elum—Cassassa Bros., 216 Penn Ave. No. subscribers, 330. Don Cassassa, owner.

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. Heitzman & 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. Klungenstein, 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, 1000; estimated potential, 2000. Began service Dec. 1953. Equipment Ampli-Vision & Blonder-Tongue. Harold Catlow, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane; KBAS-TV, Ephrata.

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: 3183. No. subscribers, 275; estimated potential, 400. Began service Jan. 1, 1956. Equipment Blonder-Tongue. C. J. Morlan, pres. Stations: KOIN-TV, KPTV & KGW-TV, Portland.

Kennewick—Columbia TV Service Co., 320 E. Ave. C. Phone: JU 2-8600. No. subscribers, 565; estimated potential, 5000. Began service Oct. 1, 1956. Homer A. Bergren, pres. C. M. Kirkeeng, mgr. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane; KEPR-TV, Pasco.

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, 950; estimated potential, 3000. Began service June 1954. Equipment Blonder-Tongue. Pat Hughes, pres.; Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane; KBAS-TV, Ephrata.

Omak-Okanogan-Tonasket—Okanogan Valley TV Cable Co., Tonasket, Wash. Phone: 2370. No. subscribers, 850. Began service April 1954. Equipment composite. Melvin Rothrock, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

Pomeroy—Christensen-Rauch Co., Main St. Phone: 327. No. subscribers, 315. Began service June 1953. Equipment Jerrold. Wm. E. Rauch, owner. 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: KHG-TV, KXLY-TV & KREM-TV, Spokane.

Quincy—Quincy Valley TV Assn., Quincy. No. subscribers, 1000; estimated potential, 6000. Began service Feb. 1954. Equipment composite. Wm. Turnbull, pres. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

Raymond—Powell's Radio & TV, 301 Duryea St. Phone: 95. No. subscribers, 830; estimated potential 1200. Began service Feb. 1, 1950. Equipment Jerrold. Merle C. Smith, owner. 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, 1700; estimated potential, 6000. Began service April 26, 1954. Equipment Jerrold. Henry R. Enders, 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—Malone Music Co., 118 Ferry St. Phone: WL-5-5592. No. subscribers, 870. Began service 1953. Equipment Blonder-Tongue. Patrick V. Malone, pres. Stations: KING-TV, KOMO-TV, KTNT-TV & KTVW, Seattle-Tacoma.

Soap Lake—Soap Lake TV Inc., 404 Main Ave. E. Phone: Chestnut 6-3256. No. subscribers, 190; 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, KBAS-TV, Ephrata.

Starbuck—Starbuck Community Antenna System, Starbuck. Equipment Jerrold.

Sunnyside—Harrie's TV, 6th & Edison Sts. Equipment Jerrold.

Walla Walla—Blue Mts. TV Cable Corp., 34 S. Colville St. Phone: JA 5-4962. No. subscribers, 3200; estimated potential, 4500. Began service Oct. 15, 1953. Equipment: Jerrold. Owned by Jerrold Electronics Corp. 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 & Jerrold. Charles E. Clements, pres. & mgr. 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. Owned by Jerrold Electronics Corp. Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane; also closed-circuit originations.

Wilsoncreek—S & S Electronics, Wilsoucreek. 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 & KLOR, 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; WSLs-TV, Roanoke; WJHL-TV, Johnson City.

Burnsville—Marlindon Cable Co., Burnsville. Phone: 3271. No. subscribers, 200; estimated potential, 400. Began service May 15, 1954. Equipment Jerrold. Staunton C. Trimble, secy.

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 7700; estimated potential, 12,000. Began service July 15, 1953. Equipment Jerrold. W. R. Tucker, pres.; Sanford F. 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; WSLs-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 Ave. Phone: 30. 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 Co., 217 Fairmont Ave. Phone: 1020. No. subscribers, 4200; estimated potential, 8000. Began service April 1953. Equipment Jerrold. James G. Rogers, 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.

Community Antenna Systems

Glendale—Glen-Tenna, c/o Daily Echo, Moundsville. Phone: Tilden 5-2660. No. subscribers, 50; estimated potential, 150. Began service 1952. Equipment: Blonder-Tongue. Sam Shaw, owner. 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, 550; estimated potential, 900. Began service Oct. 1, 1953. Equipment: Jerrold. J. V. Coste, pres. Stations: WDBJ-TV & WLSL-TV, Roanoke; 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., Moundsville. Phone: Tilden 5-2660. No. subscribers, 650; estimated potential 3000. Began service June 1952. Equipment composite. Z. A. Zainoon, pres.; Sam Shaw, secy.-treas.-enr. Stations: KDKA-TV, Pittsburgh; WTRF-TV, Wheeling; WSTV-TV, Steubenville; WEWS, Cleveland.

Mullens—Mullens TV Cable Service, 317 Moran Ave. Phone: 32. No. subscribers, 650; 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.

* **Petersburg**—Oates TV Service, 207 N. Main St.

Phillippi—Phillippi Community TV, Phillippi. Began service June 1954. Equipment Entron.

Piedmont—Upper Potomac TV Co. Inc., 77 Ashfield St. Phone: 6121. No. subscribers, 1650; 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, 340; estimated potential, 500. Began service 1951. Equipment Jerrold. J. E. Decker, pres. Stations: WLSL-TV, Roanoke, Va.; WCHS-TV, Charleston; WOAY-TV, Oak Hill.

Richwood—Richwood TV Co. Inc., Oakford & Main Sts. Phone: VI 6-6391. No. subscribers, 850; estimated potential, 1000. 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, 147; estimated potential, 175. Began service Feb. 1954. Equipment Jerrold. Dr. P. E. Prillaman, pres. Stations: WLSL-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.

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., Box 386. Phone: 9. No. subscribers, 525; estimated potential, 1800. Began service, March 1952. Equipment Jerrold. L. W. Coffey, pres. Stations: WSAZ-TV, Huntington; WHIS-TV, Bluefield; WCHS-TV, Charleston.

Webster Springs—Webster TV, Webster Springs. Phone: 44. No. subscribers, 410 estimated potential, 600. 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. No. subscribers, 1100; estimated potential, 1500. Began service June 1951. Equipment Jerrold. Edmund O. Gates & Wm. Turner, partners. Stations: WSAZ-TV, Huntington; WCHS-TV, Charleston; WHIS-TV, Bluefield; WOAY-TV, Oak Hill; WHTN-TV, Huntington.

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; WCHS-TV, Charleston; WHTN-TV, Huntington.

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. R. D. Van Meter, mgr.

WISCONSIN

Niagara—Niagara Community TV Co-op, 100 Clark St. Phone: 69. No. subscribers, 460; estimated potential, 500. Began service Nov. 1, 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.

Rice Lake—Rice Lake Radio Co., 15 W. Knapp St. Phone: 452-W. No. subscribers, 655; estimated potential, 950. Began service 1951. Equipment, composite. Earl Cleaveland, owner. Stations: WTCN-TV & WCCO-TV, Minneapolis; KSTP-TV, St. Paul.

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.

WYOMING

Casper—Community TV Systems of Wyoming, 451 S. Durbin St. Phone: 2-7171. No. subscribers, 5800; estimated potential, 9500. Began service Dec. 24, 1953. Equipment Jerrold. Bill Daniels, pres.; G. W. Schneider, secy.-treas.-mgr. Stations: KLZ-TV, KOA-TV, KBTB & KTVR, Denver; KFBC-TV, Cheyenne.

Cody—Cody Community TV Corp., 1149 Sheridan St. Phone: 1147. No. subscribers, 500; estimated potential, 800. Began service Oct. 1, 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.

Jackson—Jackson Community TV System, Jackson. Phone: 188. No. subscribers, 65; estimated potential, 100. Began service July 16, 1955. Equipment, Jerrold. Everett L. Mains. Station: KID-TV, Idaho Falls.

Kemmerer—Kem-Tev Corp., 717 Pine Ave. Phone: 54. No. subscribers, 390; estimated potential, 450. 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., 409 S. 4th St. Phone: 6100. No. subscribers, 2400; estimated potential, 4500. Began service March 10, 1954. Equipment Ampli-Vision. J. E. Collier & Karl O. Krummel, partners. Stations: KTVR, KOA-TV, KLZ-TV & KBTB, Denver; KFBC-TV, Cheyenne.

Mountain View—Uinta Signal Co., Box 102. Phone: 505. No. subscribers, 138; estimated potential, 200. Began service Jan. 1955. Equipment Blonder-Tongue. E. A. Dahlquist, mgr. Stations: KUTV, KTVT & KSL-TV, Salt Lake City.

Pine Bluffs—Pine Bluffs Community TV System, Pine Bluffs.

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., 710 Pilot Butte Ave. Phone: Empire 2-3773. No. subscribers, 1028; estimated potential, 3300. Began service Nov. 17, 1956. Equipment Jerrold. A. M. Carollo Sr., pres. Stations: KSL-TV, KTVT KUTV, Salt Lake City.

Sheridan—Clouds Peak Radio & TV Corp., 21 N. Main St. Phone: 2831. No. subscribers, 525; estimated potential, 1800. 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. 320 N. Railroad. Phone: 915. No. subscribers, 200; estimated potential, 700. Began service May 1, 1955. Equipment Ampli-Vision. Joe C. Henry, pres. & gen. mgr. Station: KOOK-TV, Billings.

Worland—Western TV Corp., 122 S. Eighth St. Phone: 834. No. subscribers, 994; estimated potential, 1600. Began service May 5, 1954. Equipment, Ampli-Vision. Thomas Mitchell Jr., pres. Station: KOOK-TV, Billings; KID-TV, Idaho Falls.

ALASKA

Ketchikan—Ketchikan Alaska TV Inc., 416 Water St. Phone: 3875. No. subscribers, 900; 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

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

Comax—Courtney-Comax TV Co. Ltd., c/o Bay Stores. Estimated potential, 1500. Equipment Jerrold. Ron Ellis, pres.

Cranbrook—Cranbrook Television Ltd., Box 1509. No. subscribers, 500; estimated potential, 1000. Equipment, Jerrold. Ross Leyden, pres. Station: KXLY-TV, Spokane.

Creston—Creston Cabled Video Ltd., Box 1170. No. subscribers, 200; estimated potential, 400. Equipment Benco & Jerrold. Tak Toyota, pres. Stations: KXLY-TV, KHQ-TV & KREM-TV, Spokane.

Duncan—Bernard TV Ltd., 121 Jubilee St. Phone: 1047. No. subscribers, 50; estimated potential, 75. Began service June 1955. Equipment Benco. L. J. Benard, mgr. Stations: CBUT, Vancouver; KVOS-TV, Bellingham.

Horseshoe Bay—Northwest Television Systems Ltd., 6535 Royal Ave. Phone: WE 3-3333. No. subscribers, 210; estimated potential, 600. Began service Jan. 1, 1956. Equipment Benco & Jerrold. W. S. Thomas, pres.-mgr. Stations: KOMO-TV & KING-TV, Seattle; KVOS-TV, Bellingham; CBUT, Vancouver.

Kamloops—Home-Vue Theatre of Kamloops Ltd., Kamloops. B. M. Greer, secy.

Kelowna—Black Knight TV Co. Ltd., Kelowna. Phone: 4433. No. subscribers, 50; estimated potential, 2000. Began service April 1957. Equipment Benco. Station: KXLY-TV, Spokane.

Kimberley—Kootenay Enterprises Ltd., Box 940. No. subscribers, 850; estimated potential, 1500. Equipment Jerrold. Ben Rediskey, mgr.

Montrose-Fruitvale—Montrose Audio-Video Services Ltd. No. subscribers, 100; estimated potential, 600. Equipment Benco. Stations: KREM-TV, KXLY-TV & KHQ-TV, Spokane.

Nelson—McLennan, McFeely & Prior Ltd., Baker St. Phone: 2050. No. subscribers, 1200; estimated potential, 2000. Began service Dec. 1953. Equipment Benco. Nick Huysman, engr. Stations: KHQ-TV, KREM-TV & KXLY-TV, Spokane.

Penticton—South Okanagan TV Distributors Ltd., 737 Main St. Phone: 5832. No. subscribers, 200; estimated potential, 3200. Began service Dec. 17, 1956. Equipment Jerrold. A. H. Bent, pres.; L. Gartrell, mgr. Stations: KXLY-TV & KREM-TV, Spokane.

Port Alberni—Alberni Video Services Ltd., 118 Third Ave. South. No. subscribers, 460; estimated potential, 1500. Began service Jan. 1956. Equipment Benco. Ivan Hollway, pres. Stations: CBUT, Vancouver; KVOS-TV, Bellingham.

Powell River—Powell River Television Co. Ltd., Second St. Phone: 6681. No. subscribers, 500; estimated potential, 2700. Began service July 1955. Equipment Spencer-Kennedy. Gordon H. Turner, pres. Stations: KING-TV & KOMO-TV, Seattle; KVOS-TV, Bellingham; CBUT, Vancouver.

Trail—Kootenay Video Programs Ltd., 815 Victoria St. Phone: 2588. No. subscribers, 2500; estimated potential, 3700. Began service Oct. 1, 1954. Equipment Jerrold. J. W. Loader, mgr. KREM-TV, KXLY-TV & KHQ-TV, Spokane.

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.

Youbou—Youbou TV Ltd., Youbou. No. subscribers, 75; estimated potential, 250. Equipment Jerrold. C. Severson, mgr.

NEW BRUNSWICK

Campbellton—North Shore Community TV, 137 Water St. Camp-mated potential, 250. Equipment Jerrold. C. Severson, mgr. potential, 1000. Began service 1956. Equipment Benco. J. E. Dube, pres.; John J. Hart, mgr. Stations: CHSJ-TV, St. John; CJBR-TV, Rimouski; WAGM-TV, Presque Isle.

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. Patrick Guerette, owner. Stations: CJBR-TV, Rimouski; WAGM-TV, Presque Isle.

St. Quentin—Guerette TV Distribution, St. Quentin. Estimated potential, 300. Began service July 1, 1957. Equipment Benco. Patrick Guerette, owner. 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, 2000; estimated potential, 4000. Began service 1954. Equipment, Westbury Electronics. F. T. Metcalf, pres.-mgr. A. Small, sales mgr. Stations: WBUF, WGR-TV & 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.

Kirkland Lake—Fred Lang TV Cable Systems, Kirkland Lake. Phone: 2595-CR. No. subscribers, 328; estimated potential, 4500. Began service March 1957. Equipment Benco. Station: CFCL-TV, Timmins.

Kitchener—Telefusion (Canada) Ltd., 135 Whitney Place. Phone: Sherwood 3-2023. Began service May 1956. Equipment, Spencer-Kennedy. J. S. Clark, pres.; J. A. Mendham, mgr. Stations: WBEN-TV & WBUF, Buffalo; CBLT, Toronto; CHCH-TV, Hamilton; CKCO-TV, Kitchener.

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, 350; estimated potential, 2000. Began service April 1955. Equipment Entron. C. L. Weekman, pres. Stations: WGR-TV & WBEN-TV, Buffalo; WROC-TV, Rochester; CBLT, Toronto; CKVR-TV, Barrie.

Ottawa—Deep River TV Enterprises Ltd., 791 Somerset St. W. Phone: Central 2-3731. No. subscribers, 3; estimated potential, 700. Began service May 27, 1957. Equipment Entron, Patrick J. LaMartina, pres. Station: CBOT, Ottawa.

Pembroke—Pembroke TV Enterprises Ltd., 182 East Pembroke St. Phone: RE 2-8290. No. subscribers, 200; estimated potential, 3000. Began service April 1957. Equipment Benco. Patrick J. LaMartina, pres. Stations: CBOT & CBOFT, Ottawa; WCNY-TV, Carthage-Watertown.

Stoney Creek—Niagara Co-axial Ltd., King St. E. Phone: No. 2-8672. No. subscribers, 100; estimated potential, 2000. Began service Oct. 1956. Equipment Benco. Mrs. J. Curry, pres. Stations: CBLT-TV, Toronto; WGR-TV, WBUF & WBEN-TV, Buffalo; CHCH-TV, Hamilton.

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—Faust Telediffusion, 137 St. Hubert. Phone: 609. No. subscribers, 1250; estimated potential, 1500. Began service 1955. Equipment Benco. J. A. Faust, pres. Stations: CBMT & CBFT, Montreal; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WMTW, Mt. Washington.

Bagotville—Dery Multivision Service Ltd., 26 Bagot St. Phone: 1983. No. subscribers, 350; estimated potential 1000. Began service Jan. 1956. Equipment Benco. Noel-Alexander Dery, pres.; Philippe Gagne, mgr. Stations: CKRS-TV, Jonquiere; CJBR-TV, Rimouski.

Bagotville—G. H. Duchesne Ltd., Bagotville. Phone: 149W. No. subscribers, 40; estimated potential, 50. Began service Sept. 1956. Equipment Benco. Station: CKRS-TV, Jonquiere.

Baie St. Paul—Charlevoix Video 29½ St. Jean-Bpte. Phone: 32. No. subscribers, 199; estimated potential, 500. Began service Dec. 1956. Equipment Benco. Claude Lemieux, pres.-mgr. Stations: CFCM-TV & CKMI-TV, Quebec.

Beauceville—Beauce Distribution TV, Beauceville. Phone: 66. No. subscribers, 205; estimated potential, 300. Began service 1955. Equipment Benco. Jacques R. Renault, pres. Stations: CFCM-TV, Quebec; WABI-TV, Bangor; WMTW, Mt. Washington.

Black Lake—Black Lake TV Inc., St. Joseph St., Thetford Mines. Phone: 2844. No. subscribers, 256; estimated potential, 300. Began service Oct. 1956. Equipment Benco. Stations: CFCM-TV, Quebec, WMTW, Mt. Washington; CBFT & CBMT, Montreal.

Cap Chat—L-CATV due Cap Chat. No. subscribers, 25; estimated potential, 500. Began service Dec. 1956. Equipment Benco.

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.

Ferme Neuve—Girouard & Girouard, Ferme Neuve. No. subscribers, 115; estimated potential, 500. Began service Oct. 1956. Equipment Benco. Stations: CBMT, Montreal; CBOT, Ottawa.

Grand'Mere—Jules Matteau Television, 1360 Sixth Ave. Phone: LE 8-3889. No. subscribers, 2280; estimated potential, 2600. Began service Sept. 1, 1954. Equipment, Entron. Jules Matteau, owner. CBFT & CBMT, Montreal; CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WMTW, Mt. Washington; WPTZ, Plattsburgh.

Kimberely—Kootenay Enterprises Ltd., 115 Wallinger. Phone: LU 2-2727. No. subscribers, 800; estimated potential, 2200. Began service Feb. 1955. Equipment, Jerrold. J. Gillespie, pres. Station: KXLY-TV, Spokane.

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.

Lac aux Sables—Buisson 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 Enr., Lac Beauchette. Phone: 118. No. subscribers, 75; estimated potential, 198. Began service Oct. 1956. Equipment Benco. Guy Desbiens, owner. Station: CKRS-TV, Jonquiere.

Lac des Isles—Girouard & Girouard, Lac des Isles. No. subscribers, 20; estimated potential, 100. Began service Oct. 1956. Equipment Benco. Stations: CBOT & CBOFT, Ottawa.

Lac Etchemin—Dorchester Telephone Co. TV Distribution, Lac Etchemin. Phone: 3-4111. No. subscribers, 126; 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, 225; estimated potential, 800. Began service Aug. 1956. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WCAX-TV, Burlington; WMTW, Mt. Washington.

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—Systeme Communautaire de Television Inc., La Tuque. Phone: LA 3-3622. No. subscribers, 1300, estimated potential, 2200. Began service 1955. Equipment composite. P. E. G. Malo, pres. Stations: CBFT & CBMT, Montreal; CFCM-TV & CKMI-TV, Quebec City; CHLT-TV, Sherbrooke.

Maniwaki—Maniwaki TV Ltd., Maniwaki. Phone: 748. No. subscribers, 410; estimated potential, 800. Began service Jan. 1956. Equipment Benco. Leon Piche, pres. Stations: CBOT & CBOFT, Ottawa.

Canadian Community Systems

Matane—Sirois TV Distribution, Matane. Phone: 94. No. subscribers, 150; estimated potential, 1200. Began service Nov. 1956. Equipment Benco. Station: CJBR-TV, Rimouski.

Mechines—J. R. Sirois Radio Service Eng., Mechines. No. subscribers, 60; estimated potential, 120. Began service Jan. 1957. Equipment Benco. Station: CJBR-TV, Rimouski.

Messines—Arthur Bruyere, Messines. Phone: 59R3. No. subscribers, 22; estimated potential, 50. 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; WCAX-TV, Burlington; WPTZ, Plattsburgh; WMTW, Poland Spring; closed-circuit originations.

Notre Dame de Laus—Notre Dame de Laus TV. No. subscribers, 20; estimated potential, 150. Began service March 1957. Equipment Benco. Stations: CBOT & CBOFT, Ottawa.

Richmond—TV Cable (Richmond) Inc., Richmond. Phone: 615R5. No. subscribers, 150; estimated potential, 300. Began service Sept. 1956. Equipment Benco. R. N. Quinn, pres. Stations: CBMT & CBFT, Montreal; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WCAX-TV, Burlington; WMTW, Mt. Washington.

Riviere a Pierre—Dubois TV, Riviere a Pierre. No. subscribers, 55; estimated potential, 250. Began service Aug. 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CBFT, Montreal.

Rock Island—Border Community TV Inc., Rock Island. Phone: TR 6-2408; No. subscribers, 45; 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. Thiebault 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 Radio Television Co., 515 Fourth St. Phone: LE 7-1849. No. subscribers, 1300; 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.

(Continued on next page)

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- Shawinigan Falls-Sud**—Tele-Distribution Ltd., Shawinigan Falls. Phone: LE 6-4164. 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, 1800; estimated potential, 5000. Began service Jan. 1, 1955. 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, 85; estimated potential, 150. Began service 1956. Equipment Benco. Stations: CBFT & CBMT, Montreal; WCAX-TV, Burlington; CHLT-TV, Sherbrooke.
- 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, 150; 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, 738; estimated potential, 1000. Began service 1955. Equipment Benco. Stations: CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WMTW, Mt. Washington.
- St. Jovite**—Filion 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. Justine**—St. Justine Distribution TV, St. Justine. Phone: 7-2611. No. subscribers, 35; estimated potential, 150. Began service Feb. 1956. Equipment Benco. Stations: CFCM-TV, Quebec; WMTW, Mt. Washington.
- 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**—Chouinard TV Ltd., St. Pamphile. Phone: 42. No. subscribers, 160; estimated potential, 300. Began service 1955. Equipment Benco. Stations: CFCM-TV & CKMI-TV, Quebec; WAGM-TV, Presque Isle.

- St. Pascal**—St. Pascal TV System, St. Pascal. Phone: 135. No. subscribers, 45; estimated potential, 200. Began service Jan. 1957. Equipment Benco, Benoit Paradis, mgr. Stations: CFCM-TV, Quebec; CKMI-TV, Quebec City; 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.
- St. Raymond**—Gilles Dery, St. Raymond. Phone: Dupont 4-2413. No. subscribers, 250; estimated potential, 600. Began service Oct. 1954. Equipment Benco. Stations: CFCM-TV, Quebec; CBFT, Montreal; CHLT-TV, Sherbrooke; CKMI-TV, Quebec City.
- Ste. Anne de la Perade**—Berube Radio & TV. No. subscribers, 50; estimated potential, 150. Began service Aug. 1956. Equipment Benco. Stations: CBMT, Montreal; CFCM-TV, Quebec; CHLT-TV Sherbrooke.
- Ste. Anne de la Pocatiere**—Chouinard TV Ltd., St. Pamphile. Phone: 42. No. subscribers, 60; estimated potential, 150. Began service Nov. 1956. Equipment Benco. Stations: CJBR-TV, Rimouski; CFCM-TV & CKMI-TV, Quebec.
- Ste. Anne des Monts**—La Compagnie de Distribution TV, Ste. Anne des Monts. Phone: 92. No. subscribers, 70; 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, 575; estimated potential, 8000. Began service Nov. 1956. Equipment Spencer-Kennedy. Richard Rioux, mgr. Stations: CBFT & CBMT, Montreal; CFCM-TV, Quebec; CHLT-TV, Sherbrooke; WPTZ, Plattsburgh; WMTW, Mt. Washington; CKMI-TV, Quebec City.
- Victoriaville**—Tele Rediffusion Victoria Inc., 7 St. Dominique. Phone: PL 2-2238. No. subscribers, 800; estimated potential, 3000. Began service No. 1955. Equipment Entron. J. Claude Couture, pres. Stations: CBFT & CBMT, Montreal; CFCM-TV, Quebec City; WCAX-TV, Burlington; WMTW, Mt. Washington.
- Warwick**—Warwick TV Community System, Warwick. Phone: 261. No. subscribers, 270; estimated potential, 350. Began service 1955. Equipment Benco. Stations: CMBT & CBFT, Montreal; WCAX-TV, Burlington; WMTW, Mt. Washington; closed circuit originations.

SASKATCHEWAN

- Prince Albert**—Community Television Ltd., 119 14th St. W. Phone: 7633. No. subscribers, 700; estimated potential, 6212. Began service June 30, 1955. Equipment, Spencer-Kennedy, Jerrold & Westbury. E. A. Rawlinson, pres. Station: CFQC-TV, Saskatoon.

First with important news



APRIL TV FACTORY PRICE AVERAGE DECLINES: Average price of TV sets at factory level in April dropped to about \$121 from \$127.50 in April, 1956, top industry statisticians tell us. Drop reflects bigger bite lower-price portables are taking out of market -- estimated 35% in April, compared with about 10% in same month last year. And retail sales followed about same pattern -- portable sales running 35% in April.

Drop in average price is attributable not only to greater percentage of portables in production mix but to drop in delivery of 21-in. table & console models from 65% last April to 58% this April.

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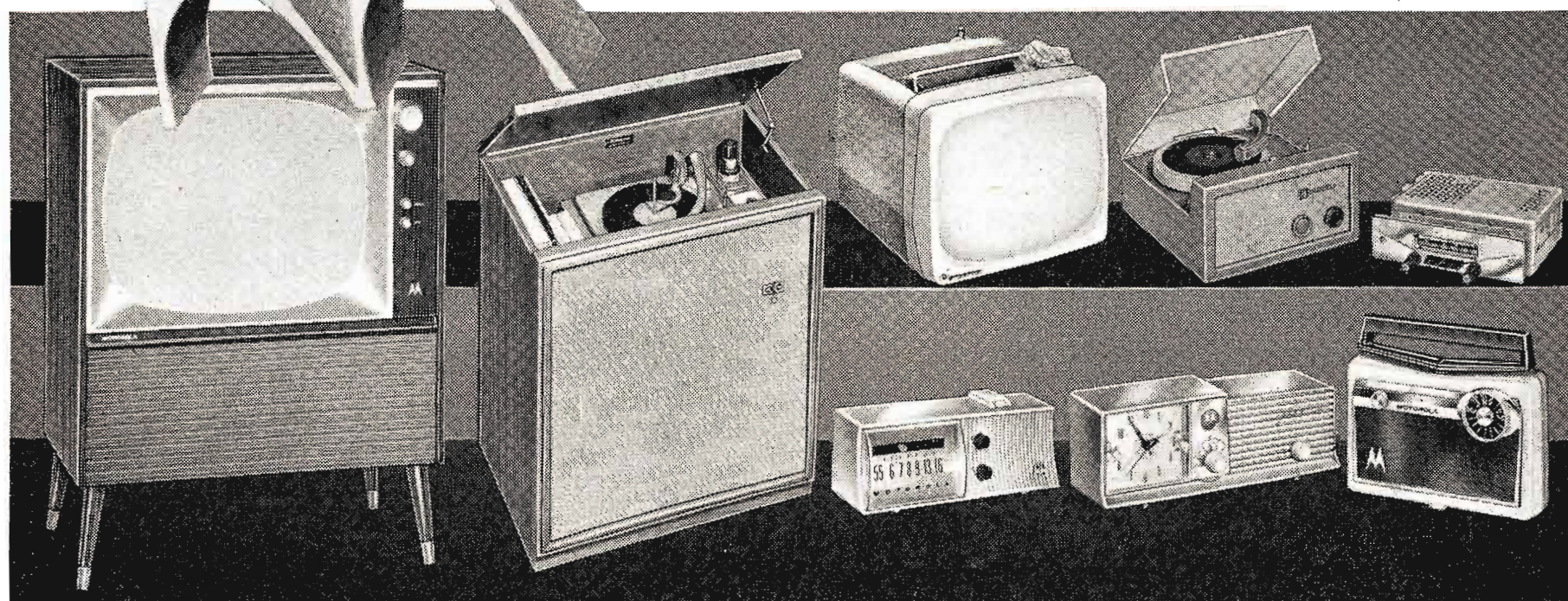
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Price Range and Changes

TV-Radio-Electronics and Related Stocks

January 1 to June 30, 1957

Symbols: (NY) New York Stock Exchange, (AS) American Stock Exchange, (MW) Midwest Stock Exchange, (PC) Pacific Coast Stock Exchange, (UN) Unlisted

Stock	High	Low	Last	Net Change	Stock	High	Low	Last	Net Change
Admiral Corp. (NY)	147 ⁷ / ₈	103 ³ / ₄	111 ¹ / ₄	- 1 ¹ / ₂	Jefferson Electric (UN)	12	10 ³ / ₄	103 ³ / ₄	- 1 ¹ / ₄
Aerovox Corp. (UN)	6 ¹ / ₄	4	4 ⁵ / ₈	+ 1 ¹ / ₄	Jerrold Electronics (UN)	3 ¹ / ₄	2 ¹ / ₈	2 ³ / ₄	- 3 ⁸ / ₈
Airborne Instrument Lab. (UN)	50	39	50	+15	Lear Inc. (AS)	8 ³ / ₄	6	6 ⁵ / ₈	- 1
Aircraft Radio Corp. (UN)	227 ⁷ / ₈	161 ¹ / ₂	22	+ 3 ¹ / ₄	Leeds & Northrup (UN)	35 ¹ / ₂	26 ³ / ₄	34	+ 6 ¹ / ₂
Allied Control (AS)	46 ¹ / ₂	19 ³ / ₈	46 ¹ / ₂	+26	Ling Electronics (UN)	8	3 ³ / ₄	7 ¹ / ₄	+ 3 ¹ / ₄
American Bosch Arma (NY)	27	19 ³ / ₈	22 ³ / ₈	+ 2 ⁵ / ₈	Litton Industries (AS)	48	29 ¹ / ₂	48	+17 ¹ / ₄
ABC-Paramount (NY)	247 ⁷ / ₈	20 ³ / ₈	21 ³ / ₈	- 2 ³ / ₈	Machlett Laboratories (UN)	18 ³ / ₄	12	13 ¹ / ₂	+ 1 ¹ / ₂
American Electronics (AS)	183 ³ / ₄	11	183 ³ / ₄	+ 5 ¹ / ₄	Magnavox (NY)	44	35	42	+ 6
American Machine & Fdry. (NY)	401 ¹ / ₈	31 ⁵ / ₈	387 ⁷ / ₈	+ 1 ¹ / ₂	P. R. Mallory (NY)	50 ¹ / ₄	45 ¹ / ₂	45 ¹ / ₂	+ 3 ¹ / ₂
AT & T (NY)	179 ⁷ / ₈	170 ¹ / ₂	173 ³ / ₄	+ 2 ³ / ₈	W. L. Maxson (UN)	9 ³ / ₄	5 ¹ / ₈	5 ¹ / ₂	- 5 ⁸ / ₈
AMP Inc. (UN)	30	19 ¹ / ₂	26 ¹ / ₂	+ 6	McGraw-Edison (NY)	47	32	44 ¹ / ₄	+ 4 ¹ / ₄
Ampex, Inc. (UN)	50 ³ / ₄	30	50	+17	Meredith Publishing (UN)	34 ¹ / ₂	26 ¹ / ₄	33 ¹ / ₂	+ 5
Amphenol Electronics (NY)	30	19	28 ¹ / ₄	+ 9 ¹ / ₄	Midwestern Instruments (UN)	8 ¹ / ₄	5	7 ¹ / ₂
Applied Science (UN)	25 ³ / ₄	14	25 ³ / ₄	+11 ³ / ₄	Minneapolis Honeywell (NY)	115	73 ¹ / ₂	106 ¹ / ₂	+22 ¹ / ₂
Arvin Industries (NY)	33 ¹ / ₂	28 ¹ / ₈	32 ¹ / ₈	+ 4	Minnesota Mining (NY)	95 ¹ / ₂	58	89 ⁵ / ₈	+22 ¹ / ₂
Astron Corp. (UN)	3 ¹ / ₂	2	2 ³ / ₈	- 1	Motorola (NY)	49	35 ³ / ₄	49	+10
Audio Devices (AS)	57 ⁷ / ₈	47 ⁷ / ₈	53 ⁴ / ₈	+ 1 ¹ / ₂	Muter (AS)	37 ⁸ / ₈	2 ¹ / ₂	3 ⁸ / ₈	+ 1 ¹ / ₂
Avco Mfg. Corp. (NY)	7	5 ⁷ / ₈	6 ¹ / ₂	+ 5 ³ / ₈	National Co. (UN)	10 ³ / ₄	10	10 ¹ / ₂
Avien (UN)	2 ¹ / ₂	1 ⁵ / ₈	2 ¹ / ₈	- 5 ⁸ / ₈	N T A (AS)	9 ³ / ₄	7	8	+ 1 ¹ / ₂
Baird-Atomic (UN)	16	8 ¹ / ₂	13 ¹ / ₄	+ 1	Norden-Ketay (AS)	11 ³ / ₄	7 ⁷ / ₈	10 ⁵ / ₈	+ 2 ¹ / ₂
Beckman Instruments (NY)	43	35 ¹ / ₄	41 ⁷ / ₈	- 5 ⁸ / ₈	Oak Mfg. (MW)	20 ³ / ₄	16 ¹ / ₄	18	- 2 ¹ / ₂
Belock Instrument (AS)	13 ⁵ / ₈	9	10 ¹ / ₄	- 3 ¹ / ₂	Official Films (UN)	2 ¹ / ₄	7 ⁸ / ₈	1 ³ / ₈	- 1 ¹ / ₂
Bendix Aviation (NY)	66 ³ / ₄	57 ¹ / ₂	59 ¹ / ₄	- 3 ¹ / ₄	ORRadio (UN)	16 ⁷ / ₈	4 ¹ / ₂	16 ³ / ₄	+12 ¹ / ₂
Burroughs Corp. (NY)	487 ⁷ / ₈	337 ⁷ / ₈	46 ¹ / ₂	+ 8	Oxford Electric (AS)	4 ¹ / ₈	3 ³ / ₈	3 ³ / ₄	- 1 ⁸ / ₈
Clarostat (AS)	5	3 ³ / ₈	4 ³ / ₄	+ 1 ¹ / ₂	Pacific Mercury TV (UN)	10	5 ³ / ₄	9 ¹ / ₈	+ 4 ⁵ / ₈
Clevite Corp. (NY)	23 ³ / ₄	18	21 ¹ / ₂	+ 2 ¹ / ₂	Packard-Bell (UN)	10	9 ¹ / ₄	9 ⁵ / ₈
Cohu Electronics (UN)	10 ¹ / ₂	7	10 ¹ / ₂	+ 2 ⁵ / ₈	Panellit, Inc. (UN)	8 ⁵ / ₈	6 ¹ / ₂	7 ⁵ / ₈	+ 1 ¹ / ₄
Collins Radio 'A' (UN)	28 ¹ / ₂	19	19 ¹ / ₂	- 8 ¹ / ₂	Paramount Pictures (NY)	36 ⁷ / ₈	28 ¹ / ₄	35 ¹ / ₈	+ 6 ¹ / ₈
Collins Radio 'B' (UN)	28 ¹ / ₄	19	19 ¹ / ₄	- 8 ¹ / ₂	Philco (NY)	18 ¹ / ₈	14 ¹ / ₈	15 ³ / ₄	- 1
CBS 'A' (NY)	36 ¹ / ₈	29 ³ / ₄	31 ¹ / ₄	- 1 ³ / ₈	Pyramid Electric (UN)	4 ¹ / ₄	2 ¹ / ₄	2 ³ / ₄	- 1 ¹ / ₂
CBS 'B' (NY)	35 ¹ / ₂	29 ¹ / ₄	30 ⁷ / ₈	- 1 ³ / ₄	Radiation Inc. (UN)	17 ¹ / ₂	11 ¹ / ₄	16 ³ / ₂	+ 3 ¹ / ₄
Consol. Electrodynamics (NY)	54 ³ / ₄	31 ¹ / ₄	49 ¹ / ₈	+12 ¹ / ₈	Radio Condenser (UN)	5 ³ / ₄	5 ¹ / ₂	5 ¹ / ₂
Consol. Electronics (NY)	35 ¹ / ₂	28 ¹ / ₄	30	- 1	R C A (NY)	40	31 ⁵ / ₈	38 ¹ / ₈	+ 2 ³ / ₄
Cook Electric (UN)	31	23 ¹ / ₂	31	+ 6 ¹ / ₂	Raytheon (NY)	22 ¹ / ₄	16 ³ / ₈	20 ¹ / ₄	+ 2
Cornell Dubilier (NY)	27 ¹ / ₂	20 ¹ / ₂	21 ⁵ / ₈	- 3 ³ / ₄	Reeves Soundcraft (UN)	1 ³ / ₈	3 ⁴ / ₄	1 ¹ / ₄	+ 1 ¹ / ₄
Corning Glass Works (NY)	99 ³ / ₄	57 ¹ / ₄	93 ¹ / ₂	+23 ³ / ₄	Sangamo Electric (NY)	39 ³ / ₄	31 ¹ / ₄	37	+ 3 ¹ / ₂
Craig Systems (UN)	8 ³ / ₄	7	8 ³ / ₄	+ 1	Servo Corp. (AS)	6 ¹ / ₂	4 ⁵ / ₈	6 ¹ / ₄	+ 3 ⁴ / ₄
Daystrom Inc. (NY)	41	29 ⁵ / ₈	40 ¹ / ₄	+10 ⁵ / ₈	Servomechanisms (AS)	12 ⁵ / ₈	9 ¹ / ₂	11
Decca Records (NY)	18 ³ / ₈	13 ³ / ₈	17 ¹ / ₄	+ 4	Siegler Corp. (UN)	20	14	18 ³ / ₈	+ 3 ³ / ₈
DuMont Broadcasting (UN)	10 ¹ / ₄	6 ³ / ₈	7 ³ / ₄	+ 1 ¹ / ₂	Skiatron (AS)	7 ³ / ₄	3 ¹ / ₈	6 ⁵ / ₈	+ 3 ³ / ₈
DuMont Laboratories (AS)	6 ¹ / ₈	4 ⁵ / ₈	4 ³ / ₄	+ 1 ⁵ / ₈	Speer Carbon (UN)	32 ³ / ₄	28	31 ³ / ₄	- 1 ¹ / ₄
Dynamics Corp. of America (AS)	7 ⁵ / ₈	5 ⁵ / ₈	5 ⁵ / ₈	- 1 ⁸ / ₈	Sperry Rand (NY)	24 ³ / ₈	20	22 ¹ / ₂	- 1 ⁴ / ₄
Eitel-McCullough (UN)	36	30	32	+ 1	Sprague Electric (UN)	37 ¹ / ₂	31	33 ¹ / ₄	- 1 ¹ / ₂
EMI (NY)	4 ¹ / ₄	3 ¹ / ₈	4 ¹ / ₈	+ 1 ¹ / ₈	Standard Coil (NY)	9 ³ / ₈	6 ¹ / ₂	7 ¹ / ₈	+ 7 ⁸ / ₈
Electronic Associates (UN)	42	20	41	+13	Stewart-Warner (NY)	41 ⁵ / ₈	31 ⁷ / ₈	40	+ 6 ¹ / ₂
Electronic Communications (AS)	11 ³ / ₈	8	10 ⁷ / ₈	- 5 ⁴ / ₈	Storer Broadcasting (NY)	29 ¹ / ₄	25 ¹ / ₄	26	+ 1 ¹ / ₂
Electronics Corp. of America (AS)	12 ⁷ / ₈	8	8 ¹ / ₈	- 2 ¹ / ₂	Sylvania (NY)	46 ¹ / ₄	39 ⁵ / ₈	40 ⁷ / ₈	- 3
Emerson Radio (NY)	6 ⁷ / ₈	5 ³ / ₄	6 ³ / ₈	+ 5 ⁴ / ₈	Taylor Instrument (UN)	81	61	81	+13
Erie Resistor (UN)	13	10 ¹ / ₄	12 ¹ / ₂	+ 2 ¹ / ₂	Telecomputing (UN)	5	3 ¹ / ₂	4 ¹ / ₈	+ 1 ⁸ / ₈
Fairchild Camera (AS)	22 ³ / ₈	16	17	- 3 ¹ / ₄	TelePrompter (UN)	26	20 ¹ / ₂	25	+ 1
Friden Calculating (PC)	60	38	58 ¹ / ₂	+18	Texas Instruments (NY)	31 ¹ / ₂	15 ⁷ / ₈	29 ³ / ₈	+11 ¹ / ₈
Gabriel Co (NY)	10	6 ⁵ / ₈	10	+ 3 ¹ / ₄	Thompson Products (NY)	89 ³ / ₄	69 ¹ / ₂	75	+ 1
General Dynamics (NY)	68 ⁵ / ₈	54 ³ / ₈	58 ⁷ / ₈	+ 1 ¹ / ₄	Time, Inc (UN)	70 ¹ / ₂	61 ¹ / ₄	64 ¹ / ₅	+ 1 ⁴ / ₄
General Electric (NY)	70 ³ / ₈	52 ³ / ₈	68 ¹ / ₂	+ 8 ¹ / ₄	Topp Industries (UN)	10 ¹ / ₄	8	10 ¹ / ₄	+ 2 ¹ / ₂
General Instrument (NY)	8 ¹ / ₈	6 ¹ / ₄	7 ¹ / ₈	+ 3 ⁴ / ₄	Trav-Ler Radio (MW)	1 ³ / ₈	1 ¹ / ₈	1 ¹ / ₈	- 1 ⁸ / ₈
General Precision (NY)	44 ³ / ₄	36 ¹ / ₂	41 ³ / ₄	+ 2	Tung-Sol Electric (NY)	37 ¹ / ₂	27 ³ / ₈	34 ⁵ / ₈	+ 5 ¹ / ₂
General Telephone (NY)	45 ¹ / ₄	39 ¹ / ₂	41 ⁵ / ₈	+ 1 ¹ / ₂	Unitronics Corp. (AS)	9 ⁵ / ₈	6 ¹ / ₂	9
General Tire (NY)	9 ³ / ₄	55 ¹ / ₄	86 ³ / ₄	+29	Varian Associates (UN)	17 ¹ / ₄	15	17 ¹ / ₄	+ 7 ⁸ / ₈
Giannini (G.M.) (UN)	21 ⁵ / ₈	12	17	+ 4 ¹ / ₈	WJR The Goodwill Station (UN)	1 ³ / ₈	11	12 ¹ / ₂	+ 1
Globe Union (AS)	20 ³ / ₄	16 ⁵ / ₈	19 ¹ / ₄	+ 2 ⁵ / ₈	Webcor (MW)	11 ⁵ / ₈	8 ¹ / ₄	9 ¹ / ₈	+ 1 ¹ / ₂
Gross Telecasting (UN)	21 ¹ / ₂	11 ³ / ₈	19	+ 7 ⁶ / ₈	Wells-Gardner (UN)	14 ¹ / ₄	10 ³ / ₄	12	- 1 ¹ / ₂
Guild Films (AS)	4 ⁵ / ₈	2 ¹ / ₂	3 ¹ / ₄	+ 5 ⁸ / ₈	Westinghouse (NY)	66 ¹ / ₂	52 ³ / ₈	65 ¹ / ₄	+11 ³ / ₄
Hazeltine (AS)	44 ¹ / ₂	30 ¹ / ₂	37 ¹ / ₂	+ 5	Zenith (NY)	121 ¹ / ₄	91 ¹ / ₄	115 ¹ / ₄	+11 ¹ / ₄
Hoffman Electronics (NY)	25 ¹ / ₈	17 ³ / ₈	24	+ 5 ¹ / ₂					
Hycor Mfg. (UN)	4 ³ / ₈	2 ¹ / ₂	3 ⁷ / ₈	+ 1					
Indiana Steel Products (MW)	23 ⁷ / ₈	19 ³ / ₄	20 ¹ / ₄	- 3 ¹ / ₂					
IBM (NY)	345	288	331	+56					
Int'l. Resistance (AS)	6 ¹ / ₈	4 ⁷ / ₈	5	+ 1 ⁴ / ₄					
I T & T (NY)	37 ¹ / ₄	29 ¹ / ₂	35 ¹ / ₄	+ 4 ¹ / ₂					



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EIA Monthly Reports

TV-Radio Set Sales and Inventories—1950-57

Factory • Distributor • Retail

Television Receivers

Radio Receivers

	Television Receivers			Radio Receivers					
	Factory Sales	Factory Inventories End of Month	Distributor Purchases†	Distributor Inventories End of Month	Shipments to Dealers	Retail Sales‡	Factory Sales	Distributor Sales	Retail Sales‡
1950									
January	427,000	46,800	427,000	136,100	377,900	934,900	818,000
February	495,800	30,900	495,800	96,300	535,600	1,036,300	1,014,500
March (5 weeks)	687,000	30,500	687,000	141,300	642,000	1,379,400	1,312,600
April	520,500	52,600	520,500	180,000	481,800	1,252,000	1,108,800
May	375,700	162,900	375,700	208,400	347,300	1,126,500	1,023,200
June (5 weeks)	464,200	201,200	464,200	395,500	277,100	1,385,400	1,231,300
July	346,000	182,700	346,000	273,400	468,100	704,800	905,600
August	796,100	107,200	796,100	240,300	829,200	1,362,400	1,316,100
September (5 weeks)	867,700	83,300	867,700	187,900	920,100	1,429,400	1,507,800
October	874,300	47,300	874,300	234,100	828,100	1,258,400	1,163,900
November	707,900	78,200	707,900	287,900	654,100	1,201,100	1,256,500
December (5 weeks)	792,900	143,800	792,900	363,500	717,300	1,571,600	1,688,300
Total	7,355,100		7,355,100		7,078,600	14,642,200	15,346,600
1951									
January	636,000	158,500	631,750	371,200	624,050	1,177,995	1,118,773
February	667,119	170,700	664,019	386,319	648,900	1,313,480	1,195,624
March (5 weeks)	772,661	268,039	767,961	517,980	636,300	1,737,079	1,483,855
April	286,166	481,873	282,066	524,455	275,591	1,287,073	964,569
May	239,368	647,505	234,619	513,823	245,250	1,262,225	1,145,609
June (5 weeks)	202,852	797,153	195,852	519,361	190,314	983,205	1,017,195
July	145,079	801,000	139,604	534,440	124,525	280,525	489,805	535,463	484,107
August	186,484	761,221	183,984	541,708	176,716	245,716	555,570	533,503	505,095
September (5 weeks)	609,000	489,562	606,775	493,708	654,775	642,775	1,104,070	1,051,903	688,504
October	506,429	395,000	498,329	446,137	545,900	508,900	898,280	885,813	629,954
November	523,332	287,000	518,732	405,469	559,400	559,400	739,934	834,118	618,528
December (5 weeks)	537,398	216,710	532,123	439,340	498,252	655,252	909,289	1,111,135	1,188,332
Total	5,311,888		5,255,813		5,179,973	2,892,568	12,458,005	11,877,560	4,114,520
1952									
January	417,689	203,954	412,028	485,342	366,026	371,024	728,659	683,543	491,987
February	409,269	204,022	403,720	459,804	429,258	411,258	839,772	825,539	526,582
March (5 weeks)	480,562	234,021	474,046	469,349	464,501	497,501	1,118,100	1,004,085	634,790
April	265,175	291,724	261,580	447,519	283,410	312,410	895,877	808,457	470,739
May	203,842	397,257	201,079	415,899	232,699	276,699	790,339	755,777	502,284
June (5 weeks)	339,926	418,483	339,926	437,292	318,533	232,023	941,436	921,070	491,975
July	279,383	338,021	272,003	392,356	316,940	235,038	529,917	630,847	378,195
August	481,527	254,263	479,340	556,364	315,332	233,429	696,429	671,297	417,327
September (5 weeks)	845,349	164,579	842,103	582,576	815,891	875,290	1,036,651	1,045,994	953,816
October	791,190	97,506	787,686	456,483	913,779	847,219	941,350	959,122	647,469
November	768,713	105,170	768,713	468,341	756,855	803,327	1,016,713	832,032	562,849
December (6 weeks)	906,911	119,345	901,865	404,315	965,891	1,049,770	1,485,809	1,826,270	1,611,688
Total	6,193,644		6,139,480		6,174,505	6,144,988	11,021,052	10,964,033	7,689,701
1953									
January	703,351	135,228	697,515	406,743	695,087	640,073	1,054,287	922,799	862,393
February	735,065	130,760	731,610	485,262	653,091	537,122	1,147,923	1,016,182	998,589
March (5 weeks)	735,376	205,496	731,155	504,579	711,838	603,704	1,416,851	1,253,442	1,170,985
April	409,530	363,844	404,711	516,798	392,492	319,721	1,078,363	928,250	895,894
May	246,186	599,594	238,721	512,171	243,348	244,191	1,031,937	1,147,506	1,213,786
June	430,583	693,490	426,419	612,196	326,394	431,089	1,147,869	677,179	954,890
July	431,874	577,905	422,376	721,560	313,012	340,406	700,723	1,025,186	702,874
August	570,987	610,678	561,159	820,149	462,570	430,101	937,079	891,153	868,368
September	860,015	520,748	852,967	827,492	845,624	753,953	1,216,875	1,078,549	1,008,224
October	706,107	495,074	693,819	822,717	698,594	621,768	1,112,503	875,854	743,305
November	567,583	487,688	549,228	670,317	701,628	678,295	1,016,575	1,029,575	1,007,028
December	474,284	463,191	458,821	469,663	660,515	774,856	1,073,525	1,548,155	1,781,692
Total	6,870,941		6,768,501		6,656,555	6,375,279	12,934,610	12,393,830	12,208,028
1954									
January	525,257	360,418	520,380	380,216	612,622	731,917	801,349	660,868	705,065
February	521,556	265,795	515,358	435,196	460,378	536,017	727,765	611,735	594,640
March (5 weeks)	563,507	301,894	554,326	406,683	582,839	505,493	865,823	781,265	856,283
April	439,147	320,355	429,019	433,038	410,032	371,720	715,635	713,897	758,900
May	297,523	419,119	291,898	413,341	311,595	308,728	723,426	591,055	627,142
June (5 weeks)	414,942	548,319	406,532	522,368	297,505	351,885	763,026	883,035	799,023
July	373,198	482,106	365,712	558,506	329,574	368,634	534,541	529,860	602,485
August	629,200	486,293	618,657	710,469	466,694	484,533	754,500	666,692	721,065
September (5 weeks)	995,477	438,612	982,359	687,103	1,005,725	986,136	1,071,129	1,015,854	1,057,282
October	971,121	388,967	948,525	732,468	903,160	799,164	1,112,436	970,137	900,798
November	834,015	413,453	821,771	779,860	774,379	779,105	1,170,163	1,112,399	1,070,011
December (5 weeks)	839,635	407,241	809,071	574,704	1,014,227	1,093,702	1,344,356	1,598,750	1,698,172
Total	7,404,578		7,263,608		7,161,362	7,317,034	10,546,671	10,311,963	10,555,203
1955									
January	695,111	366,712	691,841	629,066	637,479	647,585	1,034,353	942,350	1,047,048
February	682,080	387,146	672,455	660,750	640,771	626,613	991,542	903,254	912,635
March (5 weeks)	763,786	454,516	751,968	722,621	690,097	669,794	1,391,227	1,247,170	1,209,870
April	407,260	630,430	389,260	650,779	361,102	411,748	1,062,890	977,114	931,934
May	241,866	855,958	233,112	635,710	348,181	416,908	987,324	954,387	956,894
June	526,640	919,291	516,744	745,367	407,087	430,347	1,121,677	1,126,949	1,005,954
July	593,452	621,301	584,175	1,020,491	450,158	405,310	835,636	879,943	708,408
August	816,146	645,561	806,316	924,699	605,664	586,577	982,454	837,055	833,475
September (5 weeks)	1,082,269	502,807	1,068,643	974,151	1,019,191	978,838	1,325,265	1,191,294	1,198,793
October	842,180	420,362	834,225	996,064	812,312	764,274	1,476,737	1,294,529	1,261,638
November	645,978	406,038	640,294	1,001,616	634,742	591,366	1,546,923	1,467,856	1,484,194
December (5 weeks)	584,694	425,700	579,275	780,699	800,192	936,467	1,688,012	2,038,804	2,154,424
Total	7,738,062		7,627,973		7,421,978	7,421,084	14,444,040	13,852,306	13,696,968

† Years prior to 1952 include all factory sales. After that, figures represent factory sales in domestic markets only. ‡ Retail sales figures for TV & radio unavailable prior to July 1951. Estimates from July 1951-Aug. 1952 by Dun & Bradstreet. EIA (RETMA) started own survey Sept. 1952.

Television Receivers

	Factory Sales	Factory Inventories End of Month	Distributor Purchases†	Distributor Inventories End of Month	Shipments to Dealers	Retail Sales‡
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	450,310
August	669,288	564,940	654,475	1,139,030	535,936	566,158
September (5 weeks)	1,082,269	502,807	1,068,642	974,151	1,019,191	978,838
October	861,454	397,548	845,567	1,313,554	843,508	683,573
November	645,978	406,038	640,294	1,001,616	634,742	591,366
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
1957						
January	443,036	468,843	434,155	928,516	435,075	623,359
February	525,313	408,227	516,759	958,024	487,251	525,437
March (5 weeks)	481,543	486,526	472,078	894,792	535,310	534,115
April	293,877	553,895	287,945	853,027	329,710	337,965
May	246,342	649,939	239,602	758,708	333,921	399,757

Radio Receivers

	Factory Sales	Distributor Sales	Retail Sales‡
1956			
January	1,040,696	985,898	1,050,854
February	1,035,830	906,406	892,478
March (5 weeks)	1,118,361	1,006,080	1,005,921
April	961,203	747,959	770,446
May	900,600	829,920	848,968
June	1,049,760	1,094,670	1,136,086
July	759,845	840,449	775,018
August	917,490	777,189	879,239
September (5 weeks)	1,467,045	1,184,815	1,106,135
October	1,428,341	1,301,823	1,133,484
November	1,468,984	1,406,150	1,298,548
December (5 wks)	1,710,895	2,379,747	2,492,309
Total	13,859,050	13,422,270	13,389,486
1957			
January	1,002,952	886,786	1,084,987
February	1,207,345	1,010,313	1,047,888
March (5 weeks)	1,542,089	1,356,960	1,328,116
April	1,031,670	935,424	923,544
May	823,738	899,844	943,631

EIA Monthly Reports

Television Receiving Set Production, 1947-57 †

(With Factory Values—See Footnotes)

Estimates for Industry as Whole, Compiled by Electronic Industries Association (formerly RETMA)

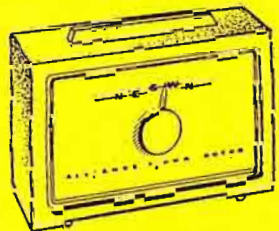
	Jan.	Feb.	Mar. (5 weeks)	Apr.	May	June (5 weeks)	July	Aug.	Sept. (5 weeks)	Oct.	Nov.	Dec. (5 weeks)	Total
TYPE OF SETS													
Table Model													
1947	4,790	5,372	5,350	4,831	5,646	7,654	5,554	7,984	23,185	13,512	14,674	17,763	116,315
1948	18,830	28,734	42,363	37,923	41,182	53,318	48,003	58,814	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
1957	153,768	179,659	175,901	116,047	108,204								
Portable													
1955‡													(286,281)
1956‡													(1,738,048)
1957	144,052	144,514	180,517	127,091	101,172								
Console													
1947	615	880	1,266	2,329	1,706	2,433	2,591	2,273	7,589	6,714	4,178	4,455	37,039
1948	8,030	6,250	7,961	5,489	3,380	6,221	4,130	5,573	17,716	27,709	35,870	50,852	179,181
1949	37,590	29,479	66,278	63,508	52,131	58,562	32,150	85,469	105,847	143,932	188,051	126,223	989,220
1950	191,660	227,830	302,550	232,240	225,780	280,700	175,300	426,380	470,960	443,740	391,000	451,920	3,820,060
1951	356,082	396,702	485,979	245,954	176,459	178,365	75,467	73,171	151,775	188,501	211,842	234,562	2,744,859
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	3,011,536
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	1,903,985	2,707,557	3,185,698	2,380,927	2,406,827	23,332,771
1957	144,261	162,412	197,887	112,552	126,614								
Phonograph Combination													
1947	32	1	23	726	1,338	1,397	1,862	2,026	1,945	3,467	5,283	7,117	25,217
1948	6,976	5,386	8,228	8,717	10,841	12,786	11,634	9,056	11,757	15,797	19,649	28,483	149,310
1949	17,665	16,138	20,435	16,488	11,122	10,577	5,212	8,571	17,294	21,373	44,730	28,484	218,089
1950	24,060	37,380	55,470	41,040	29,680	16,820	24,580	59,540	105,330	134,750	71,190	102,340	702,180
1951	62,466	57,398	59,900	23,849	20,038	15,787	7,293	8,076	18,894	16,436	21,369	22,532	334,038
1952	12,157	14,962	7,865	4,807	5,236	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	17,243	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
1957	8,109	8,112	5,537	5,556	6,396								
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 ¹
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 ²
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 ³
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 ⁴
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 ⁵
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 ⁶
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 ⁷
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	



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Customers for **COLOR TV** make more sales for Alliance Tenna-Rotor. Viewers will not tolerate color that's "ghostly" or weak. Properly installed outdoor antennas with Alliance Tenna-Rotor assure maximum directivity—help to overcome interference and deliver full **color** that's **all there!**

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New towers, more power, new stations, channel changes, UHF—VHF . . . and now **COLOR!** They all add up to Alliance Tenna-Rotor!

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(Division of Consolidated Electronics Industries Corp.)
ALLIANCE, OHIO

In Canada—**ALLIANCE MOTORS**, Schell Avenue, Toronto 10

Manufacturers and Assemblers of Television Receivers

Revised to July 1, 1957

Data as provided in response to questionnaires; for radio manufacturers, see page 447.

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.; 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 Barreca, 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 Barreca, v.p. operations.
Frank J. Kazda, v.p., purchasing.
James R. Oberly, v.p. appliances, pres., Admiral International Corp. & Admiral Interamericana Corp.
Norman E. Johnson, v.p., Admiral International Corp. & Admiral International Americana Corp.
C. S. Rossate, production v.p. & mgr. of plants.
Frank H. Uriell, v.p. & general counsel.
Edmond I. Eger, v.p., advertising.
R. DeCola, director of engineering.
Phil G. Kerr, national field sales mgr.
Carl E. Lantz, exec. v.p. distributing branches.
Buford Melton, national sales mgr., appliance div.
Richard J. Bambery, sales mgr., air conditioner-freezer 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 and hi-fi sales mgr.
Willis L. Wood, accessories & special products mgr.
Washington Representative: John Gilberte, v.p.-govt. labs div., Albee Bldg, Sterling 3-9125.
Advertising Agency: Henri, Hurst & McDonald (Consumer prod.) Cruttenden Adv. (govt. lab. div.)

AMERICAN TELEVISION & RADIO CO

300 E. 4th St., St. Paul 1, Minn Capital 2-3791
Manufactures "ATR" sets.
Albert A. Goffstein, president & sales mgr.

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.
Advertising Agency: Dowd, Redfield & Johnstone Inc.

A.R.F. PRODUCTS INC.

7627 Lake St., River Forest, Ill.
Forest 9-6000.

Produces "Ratonia", "Mt. Capulin" and "Bartlett" TV receivers for use with its own community antenna system in Raton, N.M.

Arthur H. Maciszewski, president.
John J. Pagan, 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.

552 W. 53rd 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.
Advertising Agency: Irving Davis Agency.

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, hi-fi tuners, amplifiers & systems, hi-fi sets, and other electronic devices.

I. Dubin, president.
Chas. B. Epstein, director of merchandising.

Advertising Agency: Nelson Newmark.

*CRUICKSHANK RADIO LABORATORIES

1313 Thirteenth Ave., Brooklyn 19, N.Y.
Jedney 8-8080.

Manufactures TV kits & chassis, also purchases some chassis from others.
M. Seligsohn, owner.

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. L. Peyton, treasurer.
P. C. Kemp, secretary.
T. H. Ford, credit manager.
Advertising Agency: Leech Adv. Co., Cleveland.

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.
Seymour Wald, asst. sales manager.

Manufacturer Directories

Radio Receivers	447
Picture & Receiving Tubes	449
Receiving Antennas	453
Foreign TV Manufacturers	459

ALLEN B. DuMONT LABORATORIES INC.

750 Bloomfield Ave., Clifton, N.J.
Mulberry 4-7400.

Executives:

Allen D. Dumont, chairman.
David T. Schultz, president.
Donovan H. Tyson, v.p. & treasurer.
Thomas T. Goldsmith, Jr., v.p. & gen. mgr. govt. & research.
Irving G. Rosenberg, v.p. & gen. mgr. technical products.
Raymond C. Maude, v.p. govt. operations.
Stanley J. Koch, v.p. tube operations.
Robert W. Norcross, asst. treasurer.
George Etkin, general counsel.
George G. McConeghy, controller.
Bruce T. DuMont, general superintendent.
Edward Van Houten, industrial relations director.
Nicholas De Falco, general mgr. of quality control.
Edward W. Allen Jr., public relations mgr.

Television Receiver Division

35 Market St., E. Paterson, N.J.
Allen B. DuMont Jr., asst. mgr.
William C. Scales, sales mgr.
Robert G. Furlong, marketing mgr.
William Whitacre, service mgr.

Technical Products Division

760 Bloomfield Ave., Clifton, N.J.
Peter Weil, asst. gen. mgr.
A. J. Talamini Jr., engineering mgr.
R. E. Svozil, production mgr.
M. G. Scheraga, instrument product mgr.
B. Jameson, instrument sales mgr.
E. E. Ecklund, automotive test equipment sales mgr.
Joseph A. Ricca, mobile radio communications mgr.
F. M. Link, director of mobile operations.
Kenneth F. Petersen, industrial TV product mgr.
C. P. Martin, purchasing agent.
Neil Uptegrove, adv. mgr.

Television Tube Division

750 Bloomfield Ave., Clifton, N.J.
Alfred Y. Bentley, mgr.
Kenneth A. Hoagland, chief engineer.
Robert Scott, sales mgr.
William Voss, purchasing agent.

Industrial Tube Division

750 Bloomfield Ave., Clifton, N.J.
Joseph Gordon, mgr.
Roy Olerud, sales mgr.
William Voss, purchasing agent.

Government Division

35 Market St., E. Paterson, N.J.
D. M. Christie, asst. mgr.
R. J. Bell, manufacturing dept mgr.
J. Nelson Lord, govt. relations dept. mgr.
R. A. Horton, gen sales mgr.
J. J. Kelly, purchasing mgr.
Joseph Hatchwell, field service mgr.
J. A. Sheeran, production control mgr.

Research and Development Division

35 Market St., E. Paterson, N.J.
R. T. Cavanagh, director.
H. Pacini, assoc. director.
W. Sayer, communication & radar lab mgr.
R. Wakeman, systems lab.
J. Auld, television lab.
R. Deichert, data and display lab.
R. Palmer, physical electronics lab.
L. Zucker, product design lab mgr.

International Division

515 Madison Ave., New York, N.Y.
Murray Hill 8-2600
Ernest A. Marx, director.
Robert I. Gaines, asst. director.
James Segre, European rep. (Milan).

TV Set Makers

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, Washington, D.C. Subsidiaries: Jefferson-Travis Inc., 32 Ross St., Brooklyn, N.Y. (woodworking plant); Louis Abrams, pres.; Jules Frank, v.p.; Plastimold Corp., Attleboro, Mass. (plastic cabinets, etc.); Louis Abrams, pres.; Stanley L. Abrams, treas.; John Stenberg, exec. v.p.; Arthur Grossberg, asst. treas.; Howard T. Bangs, gen. mgr. at Plastimold; Emerson Radio Export Corp., 14th & Cole Sts., Jersey City (Max Abrams, president; J. Kattan, v.p.); Emerson Quiet Kool Corp., Newark (air conditioners; Stanley L. Abrams, president); Emerson Industrial Products Corp., New York City (institutional sale & lease; Stanley M. Abrams, pres.)

Executives:
Benjamin Abrams, president.
Max Abrams, secretary-treasurer.
Dorman D. Israel, executive v.p.
Dr. Harold Goldberg, v.p., Emerson research labs.
E. A. Tracey, v.p., sales.
Louis G. Pacent Jr., v.p., engineering & manufacturing.
Morton P. Rome, v.p., govt. electronics.

Harvey Tullo, purchasing v.p.
George Forman, adv. & sales promotion director.
John D. Small, govt. relations v.p.
Abraham Vogel, v.p. & controller.
Morton E. Ornitz, asst. to president.
Raymond Herzog, asst. secretary.
Abraham Rosen, asst. treas.
Fred Abrams, assistant to treas.
Stanley L. Abrams, president, Quiet Kool.
Joseph Kattan, v.p., Emerson Radio Export Corp.
George Cohen, director of service sales
Arnold Henderson, director of merchandising.
Leo Hahn, TV-radio sales manager.
Martin Richmond, TV-radio production mgr.
Elias Cohen, chief TV engineer.
F. J. Burger, chief radio engineer.
Dr. Werner Auerbacher, v.p. engineering & mfg., govt. electronics div.
John J. Hopkins, associate director engineering & mfg., govt. electronics div.
Maurice Levy, director commercial engineering division.
I. M. Koenigsberg, director of purchases
William Kay, manager parts dept.
Harold Bernstein, service mgr.
Peter Certo, personnel manager.
Samuel Portnoy, gen. traffic mgr.
Israel Levine, distribution manager.
Dr. D. Burcham, v.p.-Emerson research labs.

Washington Representative: W. Toole, 701 Lamont St. NW.; Tuckerman 2-6800.
Advertising Agency: Bobley-Smith Inc.

GENERAL ELECTRIC CO.

Electronics Park, Syracuse, N.Y.
Telephone: Granite 6-4411.

Appliance & Television Receiver Div.
Appliance Park, Louisville, Ky.
Glendale 4-7511

Charles K. Rieger, v.p.-gen. mgr.

Television Receiver Department
Electronics Park, Syracuse, N.Y.
Granite 6-4411

Herbert Riegelman, general manager.
Jack S. Beldon, manager marketing.
Joseph F. Effinger, sales manager TV receivers.
John F. McAllister, manager engineering.
Franklin Greene Jr., manager manufacturing.
Walter A. Peterson, manager finance.
John D. Walter, manager materials.
J. Kenneth Ryan, mgr. marketing administration.
Lee Schoenfeldt, mgr. marketing research.
R. Lawrence Howes, manager employe relations.
Wesley A. Sager Jr., mgr. credits & collections.

Advertising Agency: Young & Rubicam.

Housewares & Radio Receiver Div.
Bridgeport, Conn.
Edison 4-1012

(Radios manufactured in Utica, New York)

W. H. Sahloff, v.p., div. gen. mgr.
W. P. Von Behren, gen. mgr., radio receiver dept.
S. M. Fassler, mgr., marketing.
C. S. Semple, mgr., sales.
W. N. Maddox, mgr., mfg.

Electronic, Atomic & Defense Systems Group
New York, N.Y.

Cramer W. LaPierre, exec. v.p., New York.
Walter R. G. Baker, v.p. & consultant, Syracuse, N.Y.
Harold A. Strickland Jr., gen. mgr., industrial electronics div., New York.
L. Berkley Davis, gen. mgr., electronic components div., Owensboro, Ky.
Dr. George Haller, gen. mgr. defense electronics div., Syracuse.

EIA Estimates of

Shipments of TV Receivers to Dealers by States 1946-1957 †

	Cumulative 1946-46	1950	1951	1952	1953	1954	1955	1956	1957*
Ala.	598,822	32,167	41,938	75,311	96,592	108,829	129,423	107,710	33,397
Ariz.	210,798	9,129	12,561	25,141	38,992	34,985	39,014	47,850	13,361
Ark.	333,939	7,633	8,681	16,394	50,777	92,192	83,882	70,195	19,209
Cal.	4,393,393	685,389	437,172	577,186	514,512	517,935	621,811	641,663	204,582
Colo.	344,282	6	64	98,216	71,456	59,352	54,401	58,502	18,459
Conn.	855,363	136,523	122,815	126,876	94,124	95,560	106,108	113,669	34,481
Del.	144,544	27,227	15,796	19,756	15,685	15,960	17,425	18,274	4,862
D.C.	476,306	95,756	59,561	60,989	52,225	47,895	64,459	60,673	20,620
Fla.	1,050,000	41,266	51,305	97,232	137,402	216,286	257,677	238,140	77,894
Ga.	872,910	84,931	65,828	109,508	118,731	160,606	165,995	147,751	43,861
Ida.	131,249	53	52	1,452	26,301	41,679	32,861	28,093	6,946
Ill.	3,298,064	582,956	350,643	348,412	426,867	439,127	415,332	394,985	124,244
Ind.	1,411,874	163,967	160,176	220,355	229,601	216,884	202,427	179,985	51,613
Iowa	764,178	52,348	85,702	106,571	160,581	157,285	112,875	86,186	22,875
Kan.	485,718	19,970	24,513	38,916	104,642	119,186	95,875	79,620	23,342
Ky.	662,824	72,983	61,284	83,254	90,992	94,038	123,589	111,830	35,919
La.	671,598	39,975	27,715	65,048	103,197	146,149	153,767	126,667	41,896
Me.	270,480	5,019	5,019	11,022	60,574	92,954	51,646	42,537	11,083
Md.	830,690	154,007	95,492	109,389	79,219	85,703	101,677	97,210	29,384
Mass.	1,860,394	399,016	231,755	244,688	196,152	190,475	209,843	202,488	61,813
Mich.	2,275,924	392,143	281,515	262,525	264,703	295,771	311,032	282,579	81,072
Minn.	812,123	106,223	78,094	88,608	127,025	145,082	128,170	110,791	30,111
Miss.	282,361	4,580	6,525	24,460	48,043	59,239	70,718	64,692	20,033
Mo.	1,280,504	194,280	151,188	161,736	164,465	204,599	197,310	164,533	47,267
Mont.	92,222	0	123	193	11,652	26,588	23,357	29,469	10,917
Neb.	406,216	36,501	45,301	52,862	63,954	75,443	68,091	59,249	15,386
Nev.	43,860	106	122	111	11,483	8,596	9,620	13,580	3,399
N.H.	169,593	14,429	15,848	22,706	22,396	34,876	27,706	21,045	5,439
N.J.	2,128,585	411,175	237,151	242,864	180,112	202,155	230,692	233,040	74,397
N.M.	116,578	5,117	4,225	9,425	21,875	24,487	24,466	25,344	8,749
N.Y.	6,211,293	1,235,768	776,419	736,956	595,293	653,852	678,187	778,806	247,590
N.C.	899,171	46,806	80,158	122,685	123,703	176,317	193,982	150,102	42,277
N.D.	114,209	0	42	338	20,698	34,658	29,233	28,240	7,229
Ohio	3,380,683	678,641	475,043	462,010	381,204	356,009	395,395	392,310	118,744
Okla.	609,240	39,841	45,717	101,056	114,426	102,161	105,754	90,937	22,650
Ore.	389,403	4	40	44,413	86,691	84,913	89,198	81,729	22,624
Penn.	3,889,090	709,958	540,489	531,021	548,845	465,785	483,391	492,842	142,634
R.I.	303,803	70,416	38,241	37,508	27,399	24,356	36,442	37,480	11,210
S.C.	389,024	9,135	18,349	30,781	65,670	99,891	98,820	64,736	18,162
S.D.	107,774	131	922	1,574	21,071	24,409	30,875	27,746	7,323
Tenn.	741,305	61,308	47,918	77,596	114,355	152,683	150,060	129,471	37,836
Tex.	2,132,733	152,198	123,952	290,941	378,958	379,646	400,640	365,849	117,459
Utah	214,280	23,149	22,673	38,554	38,683	27,850	28,982	29,074	9,642
Vt.	93,530	2,245	3,062	7,311	12,511	26,324	23,070	17,838	4,376
Va.	825,504	83,308	71,920	112,652	128,776	122,330	138,334	130,674	34,360
Wash.	728,383	38,785	55,412	111,379	145,944	126,418	124,845	110,809	33,769
W.Va.	460,661	21,988	30,331	68,656	90,230	80,735	82,967	79,961	21,992
Wis.	1,026,719	119,416	86,614	95,361	173,710	191,612	168,040	134,210	34,128
Wyo.	32,559	28	77	2,507	4,058	8,088	7,786	9,562	4,697
Total	50,024,743	7,068,000	5,095,563	6,174,505	6,656,555	7,161,362	7,397,250	7,010,722	2,115,313
Alaska	17,480	3,166	7,490	4,494	1,460
Hawaii	86,029	10,243	17,238	13,240	4,494
Grand Total	50,128,252					7,174,771	7,421,978	7,028,456	2,121,267

† Not compiled yearly prior to 1950. Cumulative data from 1946-49 based on Census Bureau reports.
* First 5 months only.

Electronic Components Division
Owensboro, Ky.
Murray 3-2401

L. Berkley Davis, gen. mgr.

Receiving Tube Department
Owensboro, Ky.
Murray 3-2401

I. D. Daniels, general manager.
R. E. Moe, manager, engineering.
R. E. Lee, mgr., operations research and synthesis.
R. T. Pennoyer, mgr., equipment development operation.
W. L. Gorrell, mgr., Anniston, Ala. plant.
R. M. Duncan, mgr., Owensboro plant.
W. M. Kron, mgr., Tell City plant.
H. P. Schott, manager, finance.
D. V. Dodson, employe and plant community relations.
R. V. Rontecou, manager, marketing.

Power Tube Department
Building 267, Schenectady, N.Y.
Franklin 4-2211, Ext. 6181

R. O. Bullard, general manager.
C. M. Young, manager, engineering.
L. G. Peterson, manager, finance
E. F. Russell, mgr., employe and plant community relations.
D. C. Scott, manager, Schenectady plant.
N. J. Corwin, manager, Scranton, Pa. plant.
J. W. Nelson Jr, mgr, microwave laboratory, Palo Alto, Cal.
M. J. Strehle, mgr., marketing.

Cathode Ray Tube Department
Building 6, Electronics Park, Syracuse, N.Y.
Granite 6-4411

Henry F. DeLong, general manager.
D. J. Sullivan, employe and plant community relations.
L. C. Maier, mgr., engineering.
R. H. Berg, mgr., quality laboratory.
D. A. Love, mgr., finance.
B. A. Kafka, mgr., replacement tube operations.
L. C. Kunz, mgr., marketing.

Specialty Electronic Components Department
W. Genesee St., Auburn, N.Y.
Telephone: 3-7321

L. Berkley Davis, acting general manager.
R. James Biele, manager, engineering.
Robert W. Trickey, manager, manufacturing.
Edward A. Malling, manager, marketing.
Howard M. Rumbaugh, manager, finance.
John M. Simpson, manager, employe and community relations.

**Industrial Electronics Division
Technical Products Department**

William J. Morlock, general manager.
Mario Alves, manager manufacturing.
Frank P. Barnes, manager marketing—
industrial TV.
Paul L. Chamberlain, manager market-
ing—broadcast.
C. Graydon Lloyd, manager engineering.
Marshall E. Minich, manager finance.
Wm. G. Urbon, manager employe rela-
tions.
Raymond E. Baker, counsel.

Communication Products Dept.

Harrison Van Aken Jr., general manager.
Lacy W. Goostree, manager marketing.
Britton Saterlee, mgr., community rela-
tions.
Charles M. Heiden, manager engineering.
Bill White, manager manufacturing.
R. E. Norem, manager finance.
G. H. Floyd, mgr., advertising.
H. N. McNeill, mgr., product service.
H. L. Blom, mgr., marketing administra-
tion.
R. L. Casselberry, mgr., product planning.
L. R. Shelley, mgr., sales.
R. V. Kinney, mgr., government sales.
E. W. Kenefake, mgr., power line carrier
current sales.

Semiconductor Products Department

H. Brainard Fancher, general manager.
James H. Sweeney, manager marketing.
S. R. Tedford, mgr. adv. & sales promo-
tion.
James E. Keister, manager engineering.
Theodore E. Jamro, manager manufactur-
ing.
Frederick W. Gifford, manager finance.
Dale H. Cutler, manager employe &
community relations.

Defense Electronics Division

Dr. George L. Haller, gen. manager.
Electronics Park,
Syracuse, New York
Granite 6-4411.

Division's Product Departments

**Heavy Military Electronics Equipment
Dept.**
John J. Farrell, gen. manager.
Industrial Park,
Syracuse, New York
Granite 6-4411.

**Light Military Electronic Equipment
Dept.**
Herman F. Konig, gen. manager.
French Road,
Utica, New York
Phone: 5-3311

Missile and Ordnance Systems Dept.
George F. Metcalf, gen. manager.
3198 Chestnut Street,
Philadelphia, Pa.
Evergreen 2-7800.

Other Division Components

Electronics Laboratory
Dr. John B. Russell, manager.
Electronics Park,
Syracuse, New York.
Granite 6-4411.

Technical Military Planning Operation
Dr. Richard C. Raymond, manager.
Balboa Building, 735 State Street,
Santa Barbara, Cal.
Woodland 5-0551.

**Equipment, Utilities and Relations
Operation**

William M. Barker, manager.
Electronics Park,
Syracuse, New York.
Granite 6-4411.

HALLICRAFTERS CO.

Subsidiary of Penn-Texas Corp.
4401 W. Fifth Ave., Chicago 24, Ill.
Van Buren 6-6300.

Plants: TV receivers, components, com-
munications & military-national service
dept., 4401 W. 45th St., Chicago; radio,
communications receivers, govt. elec-
tronic, general & sales offices, laboratory,
4401 W. Fifth Ave., Chicago.

Executives:

William J. Halligan, chairman & presi-
dent.
J. J. Frendreis, secy.-treasurer.
Col. Mark E. Smith, administrative asst.
to president.
E. J. Corcoran, assistant secretary.
Fritz Franke, products manager.
W. J. Halligan Jr., v.p. sales.
Harold C. Mattes, v.p. private label div.
D. P. Higgins, v.p. government sales.
C. Travis Marshall, communications mgr.
Robert F. Halligan, v.p. operations.
Charles T. Carroll, v.p. engineering.
W. F. Frankart, engineering director.
Stanley Rendall, manufacturing director.
F. Trowbridge, director of quality con-
trol & service operations.
Cletus Wiot, personnel director.
Wm. H. Shaw, organ sales mgr.
Hendrix Blue, advertising & distribution
mgr.
Wayne Thorstensen, credit manager.
J. C. Mathews, director of purchasing.
Cyrus T. Read, director of amateur rela-
tions.
A. R. Dambrauskas, national service mgr.
A. Lalli, sales mgr. govt. contracts.
C. McConkey, manufacturing manager.

HOFFMAN ELECTRONICS CORP.

3761 S. Hill St., Los Angeles 7, Cal.
Richmond 7-9661.

Plants: Govt. & labs, 3761 S. Hill St., Los
Angeles 7, Cal. Richmond 7-9661; 335 S.
Pasadena Ave., Pasadena, Cal. Ryan
1-9141; 3764 S. Broadway Pl., Los Angeles,
Cal. Richmond 7-9661. TV-radio receivers,
6200 S. Avalon Blvd., Los Angeles 3, Cal.
Adams 3-3151. Cabinets, 2034 E. 48th St.,
Los Angeles, Cal. Ludlow 2-6314. National
Fabricated Products div., 2650 W.
Belden, Chicago 47, Ill.; Dickens 2-2650.
Hoffman Semiconductor div., 930 Pitner
Ave., Evanston, Ill.; Davis 8-0800.

Distributing Branches: Los Angeles—426
W. College St.; Madison 5-2171; John B.
Chadwell, gen. mgr. Portland, Ore.—600
S.E. Stark St.; Belmont 4-7223; William
J. Merrill, branch mgr. Fresno—1740 Van
Ness Ave., Fresno 6-8321; Richard Scott,
branch mgr. San Diego—446 W. Beech
St.; Belmont 2-5101; Burt Jones, branch
mgr.

Eastern Regional Office: Cafritz Bldg.,
Washington 5, D.C. Sterling 3-4658, John
R. O'Brien, J. W. Jones.

Midwestern Regional Office: Far Hills
Bldg., Dayton 2, O. Oxmore 8881. Jack
G. Anderson, mgr.

TV Set Makers

Executives:

H. Leslie Hoffman, president.
C. E. Underwood, v.p. & treasurer.
M. E. Paradise, v.p.
I. J. Kaar, v.p. engineering.
Herbert S. Hazeltine, secretary.
Marvin G. Whitney, administrative as-
sistant.
Bruce L. Birchard, mgr. patent dept. &
asst. treasurer.
R. J. Lasher, assistant treasurer.
E. F. Forslund, assistant secretary.
E. A. Tischler, advertising director.
Paul S. Kempf, industrial relations di-
rector.

TV-Radio Division (Receiver Factory)

John Stevens, director of engineering &
manufacturing.
R. Brumme, controller.
Hal Roemer, quality control director.
E. G. Junge, credit manager.
R. W. Westerfield, purchasing director.
J. T. McAllister, plant manager.
C. A. Nichols, engineering director.
J. D. Portanova, chief cabinet designer.
B. J. Smillie, cabinet administrative asst.
Jess Ramaker, industrial relations direc-
tor.

Radio Division (Sales & Advertising)

Paul E. Bryant, v.p. sales.
D. D. Spence, asst. sales mgr. & export
mgr.
William Baldwin, national adv. manager.
Dave Van Winkle, sales promotion mgr.
John Chadwell, sales mgr., sales divisions.

Laboratories Division

H. Leslie Hoffman, chairman.
James D. McLean, president.
C. E. Underwood, v.p.
G. M. Hafner, v.p. & director of mfg.
Carlton Wasmansdorff, v.p.
Herbert S. Hazeltine, secretary.
B. L. Birchard, asst. secy.
R. J. Lasher, asst. treas.
J. B. Moss, chairman, exec. planning
comm.
Jack Kuhner, treasurer.
E. F. Forslund, assistant secretary.
R. A. Maher, chief engineer.
Milton Samuels, asst. controller.
T. C. Clark, director of military sales.
R. A. Gingrich, director of purchasing.
J. L. Dooling, contract director.
John W. Marshall, west coast sales man-
ager.
T. S. Hoffman, director of industrial re-
lations.
E. P. Davis, advertising director.
J. Souther, personnel mgr.
Advertising Agency: Dan B. Minor Co.

HOTPOINT CO.

Division of General Electric Co.
5600 W. Taylor St., Chicago 44, Ill.
Mansfield 6-2000.

Executives:

John C. Sharp, president & general man-
ager.
D. Edward Weston Jr., gen. mgr., TV
receiver dept.
Howard Hibshman, marketing mgr., TV
receivers.
John E. Clarke, merchandising mgr., TV
receivers.

Advertising Agency: Needham, Louis
and Brorby, Chicago, Ill.



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

TV Set Makers

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, Ind.
Eastbrook 9721.

Subsidiaries: Magnavox Co. of Tennessee, Greeneville, Tenn. (TV-radio-phonos); Sentinel Radio Co., Ft. Wayne, Ind. (TV-radios); Jefferson City, Cabinet Co., Jefferson City, Tenn.

Executives:

Richard A. O'Connor, chairman.
Frank Freimann, president.
Gerard M. Ungaro, v.p.-secy. & gen. counsel.
John S. Sturgeon, v.p. & treasurer.
Leonard F. Cramer, v.p. & gen. mgr., TV-radio-phono div.
Richard A. Wilson, v.p. & gen. mgr., govt. & industrial div.
John A. Rankin, v.p. & director of TV-radio-phono engineering.
Edwin S. Pridham, v.p.
N. J. Litherland, comptroller.
G. D. McClaren, industrial relations director.
David T. Richardson, credit manager.

Magnavox-Spartan Division (TV-Radio-Phonos)

Leonard F. Cramer, v.p. & general manager.
J. A. Rankin, v.p. & director of engineering.
Wm. H. Graham, v.p. & mgr. of Greeneville plant.
R. W. Sanders, chief engineer.
George H. Fezell, merchandising director.
Stewart Roberts, asst. to v.p. & director of sales planning.
Karl H. Carstens, advertising manager.
Dan Cavalier, sales promotion manager.
Russell J. Weber, sales training manager.
Warren W. Frebel, director of purchases.
Ray J. Yeranko, national service manager.
Verne Roberts, sales mgr., Spartan division.

Military and Industrial Divisions

Richard A. Wilson, v.p. & general manager.
John J. Slattery, asst. to v.p. & administrator of research & West Coast mgr.
H. B. Allen, exec. asst. to v.p. & director of operations.
Roy R. Weist, traffic manager.
David W. Martin, mgr. govt. products, sales & administration.
John C. Koonz, mgr. industrial electronic products, sales & administration.
Stanley S. Sondles, asst. secy. & mgr. component sales.
Paul B. Lovegren, sales mgr. speakers & capacitors.
Delmar Karger, new products sales.
Gilbert H. Schmidt, administrative asst. to v.p.
L. E. Gaither, director of engineering.
John Dimond, chief engineer, electromagnetic devices.
Robert H. Dreisbach, chief communications & navigation engineer.
C. 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.

Advertising Agency: Maxon Inc., Detroit.

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.

Advertising Agency: Morris Helfman Assoc.

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 & industrial 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., Military Bldg., 8201 E. McDowell Rd., Phoenix; Riverside Research Lab, 8330 Indiana, 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.

Executives:

Paul V. Galvin, chairman.
Robert W. Galvin, president.
Edward R. Taylor, exec. v.p. consumer products.
Elmer H. Wavering, exec. v.p. automotive products.
Daniel E. Noble, exec. v.p. industrial, semiconductors & military electronics.
Walter B. Scott, manufacturing v.p. products divisions.
Frank J. O'Brien, purchasing v.p.
S. R. Herkes, consumer products marketing v.p.
Arthur L. Reese, v.p. & operations mgr.
Edwin P. Vanderwicken, finance v.p. & treas.
Eugene S. Goebel, v.p. for market relations.
Charles E. Green, secy. & corporation counsel.
David H. Kutner, merchandising director.
Virden Scranton, merchandising mgr. consumer products.
Jack Davis, engineering v.p. for consumer products.
Charles P. Lloyd, TV sales manager.
Allan G. Williams, gen. sales manager.
Harold J. McCormick, adv. & sales promotion director.
Wm. S. Wheeler, mgr., Chicago military electronics center.
Richard S. Frazer, asst. to pres.
Allen Center, public relations director.
J. B. Anger, national radio sales manager.
K. Warren Snider, radio-phono product planning mgr.
Thomas P. Golden, market research director.
Robert Van Brundt, mgr. of TV adv. & sales promotion.
Garth Heisig, director of TV engineering.
Karl Horn, chief TV engineer.
Peter H. Whelen, mgr. of radio adv. & sales promotion.
Samuel M. Whisler, mgr. customer services.
H. Warren Gieffers, works mgr. for consumer products.
Hans M. Schiff, works mgr. manufacturing & military.
Harold A. Jones, national sales mgr., communications & electronics.
Arthur H. Jones, acting mgr. national defense dept.
Roy H. Olson, communications & electronics engineering director.
Joseph A. Chambers, v.p. Western Area Military Electronics Center.
John T. Hickey, transistor manufacturing mgr., Phoenix.
John F. Byrne, mgr. Riverside lab.
Advertising Agency: Leo Burnett Co.

MUNTZ TV INC.

TV and hi-fi sets manufactured by Muntz TV, and sold direct to dealers on an exclusive basis.

1000 Grey Ave., Evanston, Ill.
Hollycourt 5-1800; Davis 8-7000.
Wallace Keil, president.
Jack Simberg, v.p.
Daniel J. Domin, treasurer.
C. Wylie Allen, secretary.
Floyd G. Dana, chairman.

OLYMPIC RADIO & TELEVISION INC.

Division of Unitronics 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. Dreazon, gen. mgr. Olympic Television of Boston Inc.; D. Schwartz, gen. mgr. Olympic Television of Missouri Inc.; M. Krieger, gen. mgr.

Executives:

Morris Sobin, president & gen. mgr.
Morton M. Schwartz, sales v.p. consumer products.
Abraham Cooper, secretary.
Louis Haber, treasurer.
T. W. Buchter, gen. asst. to president.
Jack Ravdin, special asst. to president.
Benjamin Parzen, v.p. engineering.
Benno Bordiga, v.p. manufacturing.
Wm. Hegyi, v.p. purchasing.
David Gerstein, v.p. govt. & industrial products.
E. Lee Siegmund, 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.; electronics, Junge Blvd. and Maiden Lane, Joplin, Mo. Manufactures TV sets for Sears, Roebuck, its part owner.

Executives:

Joe Benaron, chairman, pres. & treasurer.
Stanley Cutler, v.p. engineering.
Hiram Johnson, controller.
Earl Fredine, production mgr.
Leonard A. Freeman, v.p. Joplin div.
George Brudney, director of industrial relations.
Joel Axe, asst. to pres.-military contracts.
Joe Walsh, v.p. Thomas Organ Co., subsidiary.
Wm. Morris, director of quality control.
Alan Scharff, director of administration.
Hugh Maguire, acting director of purchasing.
Advertising Agency: Foote, Cone & Belding, for Thomas Organ Co., subsidiary.

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, v.p.-gen. counsel.
R. E. Hogan, director of personnel.
Robert J. Haldeman, asst. treasurer.
J. A. Spies, comptroller.

Home Products Division

K. R. Johnson, v.p. in charge.
J. P. Gleis, v.p. manufacturing.
O. K. Paddock, director of engineering.
Robert H. Thompson, sales manager.
Charles Clark, sales mgr., garage door operator.
Wm. T. Reedy, director of adv. & sales promotion.
W. P. Kennedy, director of purchases.
H. W. Davidson, mgr. of material.
J. W. Kelso, director of design.
A. H. Suard, manager cabinet dept.
C. Lombardo, mgr. tool & die dept.
J. W. Van Baren, mgr. production dept.

Technical Products Division

Richard B. Leng, vice-president in charge.
A. J. Spriggs, v.p. eastern operations.
Dr. George J. Mueller, director of engineering.
H. L. Vick, chief, sales & contracts administration.
T. G. Eddy, director of manufacturing.
Gen. E. C. Langmead, assoc. director of development.
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.

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, Watertown Cabinet Div., Watertown, 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 & semiconductors, Spring City, Pa. (Wm. J. Peltz, v.p.-gen. mgr.); compressors, 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.

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.
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. Paiste, 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.
Ernst E. Bareuther, controller.
Charles F. Steinruck, secretary.
Robt. M. Jones, 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.
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.

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. Schubert, 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.

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.)

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.
Advertising Agency: Batten, Barton, Durstine & Osborn, Inc.

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 & microwave tubes, 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 powder, Marion, 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.; semiconductors, 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.
P. R. Slaninka, mgr. personnel.

RCA Victor Radio & "Victrola" Div.

James M. Toney, v.p. & general manager.
Louis J. Collins, gen. sales manager.
Orlo D. Center, controller.
J. L. Franke, chief engineer.
Thomas S. Weeks, mgr. production dept.
A. R. Baggs, mgr. merchandising.
Russell E. Conley, adv. & sales promotion mgr.
Charles A. Daly, purchasing agent.

TV Set Makers

RCA Victor Record Div.

G. R. Marek, v.p. & general manager.
Howard Letts, v.p.
James Davis, mgr. record operations dept.
W. W. Bullock, v.p. & mgr. record albums dept.
J. Y. Burgess, 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 artist & repertoire.
A. Kayes, mgr. red seal artist & repertoire.

Sales & Services

Charles M. Odorizzi, executive v.p.

RCA Service Co. Inc.

E. C. Cahill, president.
D. R. Creato, v.p., secy. & gen. counsel.
G. W. Pfister, v.p., consumer products service.
W. J. Zaun, quality control manager.
J. F. Murray, personnel manager.
D. H. Kunsman, v.p. & operations mgr.
P. B. Reed, v.p., international sales.
W. L. Jones, v.p. technical products service dept.
A. L. Spaeth, purchasing agent, consumer products service.
R. N. Baggs, v.p. & gen. sales mgr.
A. L. Conrad, v.p., govt. service.
S. D. Heller, v.p., missile test project.
E. H. Griffiths, treas. & controller.
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.

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.
C. A. Malin, v.p., Los Angeles branch.
N. A. Corbett, v.p., Detroit branch.
E. L. Dodelin, v.p., Chicago branch.
S. W. Sayers, 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

Industrial Electronic Products

Elmer W. Engstrom, senior exec. v.p.

Defense Electronic Products

A. L. Malcarney, 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.
C. B. Jolliffe, mgr., special systems & development dept.
H. R. Wege, mgr., missile & surface radar dept.
J. M. Hertzberg, mgr., defense marketing.
S. W. Cochran, mgr., surface communications dept.
F. L. Ankenbrandt, mgr. defense projects.

Industrial Electronic Products

T. A. Smith, exec. v.p.
A. R. Hopkins, mgr. commercial electronic marketing dept.
G. H. Brown, chief engineer.
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.
H. M. Emlein, mgr., theatre & industrial products dept.
L. F. Jones, mgr. Bizmac marketing.

(Continued on next page)

TV Set Makers

RCA—(Continued)

Electronic Components

W. W. Watts, executive v.p.

Electron Tube Division

Douglas Y. Smith, v.p. & general manager.
W. H. Painter, mgr. operations control.
P. W. Hofmann, controller.
John B. Farese, manager entertainment products.

G. R. Shaw, chief engineer.
T. J. Scanlon, purchasing agent.
L. S. Thees, gen. commercial manager.
L. F. Holleran, mgr., distributor products.
H. F. Randolph, mgr. receiving tube operations dept.
C. E. Burnett, mgr., industrial products.
Harry R. Seelen, mgr. color kinescope operations dept.
H. S. Stamm, mgr. adv. & sales promotion.

C. W. Taylor, mgr. color kinescope marketing.
C. W. Duckworth, mgr., CR tube planning.

J. T. Wilson, mgr., power tube planning.
H. C. Vance, mgr., power tube promotion.
K. B. Skaffer, mgr., CR tube promotion.
V. C. Houk, mgr., microwave tube planning & promotion.

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.

H. A. DeMooy, mgr., receiving tube mfg.
E. M. Wood, mgr., CR & power tube manufacturing.

G. G. Griffin, mgr., adv. & sales promotion.

Semiconductor Division

A. M. Glover, general manager.

F. R. Buchanan, controller.

L. Malter, chief engineer.

N. H. Green, production manager.

F. F. Neuner, mgr. marketing dept.

J. S. Gifford, marketing planning mgr.

T. R. Hays, general sales manager.

R. 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.

Advertising Agency: Grey Advertising, Al Paul Lefton Co. Inc., Kenyon & Eckhardt Inc.

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.
2131 Bueter Rd., Fort Wayne, Ind.
Eastbrook 9721.

Frank Freimann, president.

Leonard F. Cramer, v.p. & gen. mgr., TV-radio-phono div.

E. W. Gaughan, national sales mgr.

Advertising Agency: Rothbardt & Haas, Chicago.

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Television Factbook
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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 Melius, field 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. Jubelier, production & purchasing.

SYLVANIA ELECTRIC PRODUCTS INC.

1740 Broadway, New York 19, N.Y.
Judson 6-2424.

Plants: TV & radio sets, record players, Batavia, N.Y.; receiving tubes, Altoona, Pa.; Brookville, Pa.; Burlington, Ia.; Dubois, Pa.; Emporium, Pa.; Houtzdale, Pa.; Huntington, W. Va.; Mill Hall, Pa.; Montoursville, Pa.; Shawnee, Okla.; Williamsport, Pa.; picture tubes, Fullerton, Cal.; Ottawa, O.; Seneca Falls, N.Y.; lighting products, Danvers & Ipswich, Mass.; Montoursville & St. Marys, Pa.; Salem, Mass.; Waldoboro, Me.; Wheeling, W. Va.; Winchester, Ky.; metallic and plastic parts, Cleveland, O.; Naugatuck, Conn.; Nelsonville, O.; Titusville, Warren & York, Pa.; metallurgical-chemical materials, Towanda & Troy, Pa.; electronic systems and equipment, Buffalo, N.Y.; Mountain View, Cal.; Waltham, Mass., Williamsport, Pa.; semiconductor devices, Hillsboro, N. H., Woburn, Mass.; special tubes, Williamsport, Pa.; Woburn, Mass.; cameras and photographic equipment, Ann Arbor, Mich.

Subsidiary Corporations: Argus Cameras of Canada, Ltd., Toronto, Ont.; Sylvania Electric (Canada), Ltd., Montreal; Produtos Eletricos de Mica, Ltda., Rio de Janeiro, Brazil; Sema Electronica, S.A., Monterrey, Mexico; Sylvania Electric of Puerto Rico, Inc., Santurce, P. R.; Sylvania International Corp., Coire, Switzerland; Sylvania Sales Corp., New York, N.Y.; Victor H. Meyer Distributing Corp., New York, N.Y.

Executives:

Don G. Mitchell, chairman & president.
Matthew D. Burns, v.p., electronic tubes operations.

Bennett S. Ellefson, v.p., engineering and research.

Curtis A. Haines, v.p., facilities planning.

W. Benton Harrison, v.p., finance.

Frank J. Healy, v.p., lighting operations.

Robert E. Lewis, v.p., asst. to the pres. & pres. of Argus Cameras Div.

Marion E. Pettegrew, v.p., operations TV-radio, tungsten & chemical parts operations.

Howard L. Richardson, v.p., electronics operations.

Barton K. Wickstrum, v.p., marketing.

Arthur L. B. Richardson, gen. counsel & secy.

George W. Griffin Jr., director of public relations.

Terry P. Cunningham, director of advertising.

Donald W. Gunn, gen. sales mgr., electronic products.

Bernard O. Holsinger, director of sales promotion.

Wm. C. Hall, mgr., credits & collections.

Radio & Television Division

700 Ellicott St., Batavia, N.Y.

Batavia 3470.

Marion E. Pettegrew, v.p. & gen. mgr.

Robert L. Shaw, gen. sales mgr.

Peter J. Grant, mgr. marketing services.

Harley T. Litteral, special accounts mgr.

E. W. Merriam, customer service.

Ramon J. Hartung, controller.

Leonard G. Taggart, chief purchasing agent.

John H. Riddel, merchandise planning mgr.

George T. Stewart, national sales mgr.

Charles R. Lunney, advertising mgr.

Robert Thalner, chief engineer.

John E. Lau, sales promotion mgr.

Radio Tube Division

Emporium, Pa.

Telephone: 301.

Walter A. Weiss, gen. mgr.

H. A. Ehlers, gen. manufacturing mgr.

R. P. Clausen, chief engineer.

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.

W. H. Lamb, gen. mgr.

R. K. Gessford, chief engineer.

Glen W. Victory, purchasing agent.

D. W. Gunn, general sales mgr. (N.Y.).

W. O. Spink, equipment sales mgr. (N.Y.).

H. H. Rainier, renewal sales mgr. (N.Y.).

Lighting Division

60 Boston St., Salem, Mass.

Telephone: 4500.

Henry F. Callahan, gen. mgr.

Parts Division

12 Second Ave., Warren, Pa.

Telephone: 3220

Merle W. Kremer, gen. mgr.

P. M. Pritchard, gen. sales mgr.

R. F. Marlin, purchasing agent.

Semiconductor Division

100 Sylvan Rd., Woburn, Mass.

Telephone: 2-3500.

Charles W. Hosterman, gen. mgr.

Michael Balog, gen. manufacturing mgr.

E. H. Ulm, general sales mgr.

Dr. Herbert Bades, chief engineer.

J. A. Taylor, purchasing agent.

Special Tube Operations

100 Sylvan Rd., Woburn, Mass.

Telephone: 2-3500

Norman L. Harvey, mgr.

M. R. Yeiter, sales mgr.

Tungsten & Chemical Division

Towanda, Pa.

Telephone: 640

Marion E. Pettegrew, v.p. & gen. mgr.

Robert Beatty, sales mgr.

T. R. Coyle, purchasing agent.

Electronic Systems Division

Waltham, Mass.

Twinbrook 3-9200.

Henry Lehne, gen. mgr.

James H. Brewster, general sales mgr.

Argus Cameras Division

Ann Arbor, Mich.

Normandy 2-6511.

J. H. Detweiler, v.p., administration.

Dudley J. Scholten, v.p., & director of sales and advertising.

International Sales Division

1740 Broadway, New York 19, N.Y.

Judson 6-2424.

Karel van Gessel, managing director.

Scientific Research Laboratories

Bayside, N.Y.

Bayside 3-5000.

Dr. R. M. Bowie, director of research.

Dr. R. G. E. Hutter, mgr., physics labs.

Dr. Leslie L. Seigle, mgr., metallurgy labs.

D. J. Bracco, mgr., chemistry lab.

Government Relations

734 15th St., N.W., Washington, D.C.

Republic 7-7733.

Arthur L. Milk, v.p.

Advertising Agency: J. Walter Thompson

TECH-MASTER CORP.

75 Front St., Brooklyn 1, N. Y.

Ulster 5-3535.

Manufactures TV receivers. Also manufactures wired custom TV chassis, TV receiver kits, high-fidelity audio kits & wired components, components, FM tuners, AM/FM tuners, radio sets.

L. Lazoff, president.

Paul H. Witte, sales manager.

Advertising Agency: Sehappe-Wilker.

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.

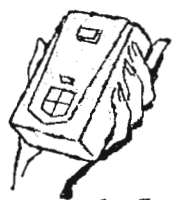
W. Kosek, purchasing agent.

K. K. Fujimoto, chief engineer.

(Continued on page 444)

YEARS AHEAD TELEVISION FEATURES include *remote*

tuning

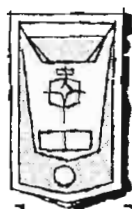


that changes channels from any place

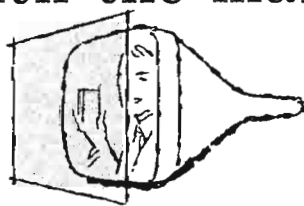
in a room with nothing between you and the set. It's

exclusive "BeamRider" tuning! Hoffman also has a sen-

sational *on-the-set* tuning feature...*Dyna-Touch tuning*



knob...*New Black Easy Vision*

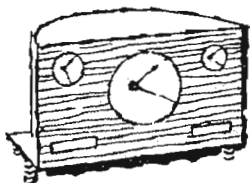


with Neutrex

light shield providing a clear, bright-black picture so

easy on the eyes. Years ahead Hi-Fi features include a

Floating Sound system

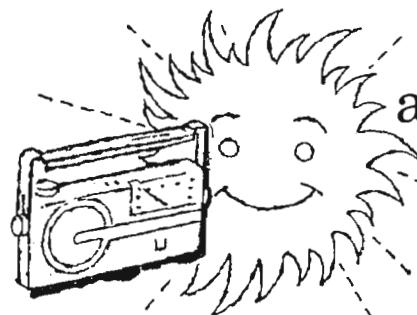


making possible cus-

tom hi-fi in one unit. Years ahead radio features include

a wafer-thin *solar powered*

set that gets its power from



all-transistor

the sun,

stores it in batteries for endless life, plays with big set

power and clearness.



Hoffman

Electronics pioneer of the west

U. S. & Canadian Mfrs.

TRANSVISION INC.

New Rochelle, N. Y.
Telephone: 6-6000.
Manufactures TV classroom receivers and TV kits.
Herbert Suesholtz, president.
Advertising Agency: H. J. Gold Co.

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.
Edwin G. May, gen. sales mgr., private label & distributor sales.
Eugene Harralo, chief TV engineer.
R. J. O'Brien, chief radio-phono engr.
Henry Freer, credit manager.
Advertising Agency: Jones-Frankel, Chicago.

WARWICK MANUFACTURING CORP.

7300 N. Lehigh Ave., Chicago 31, Ill.
Spring 4-6400.
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.

WILCOX-GAY CORP.

Parent of Garod Radio Corp., Majestic International Corp., & Majestic International Sales Corp., Charlotte, Mich.
Telephone: 485.
Leonard Ashbach, chairman & president.
Donald E. Heinisch, 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.
Advertising Agency: Stern, Walters & Jaster.

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, pres. & 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. marketing.
Donald C. Burnham, v.p. manufacturing.
Chris Witting Jr., v.p. consumer prod.
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.
A. A. Currie, TV merchandise mgr.
P. Dusinger, manufacturing manager.
R. A. Schieber, works manager.
V. J. Curry, sales administration manager.
M. J. Ranalli, field sales manager.
R. M. Fichter, TV sales mgr.
Russell W. Johnson, advertising mgr.
Norman S. Kornetz, engineering mgr.
Kenneth H. Brown, service manager.
L. W. Tomlinson, purchasing agent.
M. N. Cinelli, quality control mgr.
Wm. H. Entzy, mgr. of production control.
Seymour Silverman, design manager.
R. J. Muehlig, industrial relations mgr.
C. J. Urban, radio sales mgr.
E. D. Smithers, radio merchandise mgr.
R. H. G. Mathews, hi-fi sales mgr.
J. Rindner, market planning mgr.

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 Leitzell, public relations director.
Pieter E. vanBeek, asst. to pres.—Phone-vision.
Joseph Ptacin, sales promotion manager.
Philip J. Wood, radio-phono sales mgr.

Canada

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, H. B. Baskin, gen. merchandising mgr.; J. M. Fidler, field sales mgr.; H. B. Baskin, marketing mgr.; G. W. Gilchrist, operations mgr.; W. F. Richards, field service mgr.
Advertising Agency: W. A. McCracken Ltd.

CANADIAN ADMIRAL CORP. LTD.

501 Lake Shore Rd., Port Credit, Ont.
Crescent 8-5561.
Sales Branches: Toronto, Montreal, Quebec City, London, Vancouver, Calgary, 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 Hodson, field service manager.
Advertising Agency: Locke Johnson Co.

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. Bixby, manager marketing.
P. Humentuk, mgr. mfg. & engineering.
G. K. Free, manager finance.
H. G. Mitchell, mgr. product planning.
W. H. Meyer, manager product service.
K. C. Hartwell, manager sales.
M. Robert, mgr. employee & community relations.
D. G. Mackenzie, manager advertising.
Advertising Agency: Maclaren 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.
W. H. Hopkins, secretary-treasurer.
A. G. McCaughey, comptroller.
J. M. Young, mgr. patents & external relations.
R. E. Foreman, marine manager.
C. P. McNamara, commercial prod. mgr.
J. A. Hammond, C.P.D. sales mgr.
C. W. Perry, mgr. administration services.
R. Letts, industrial relations manager.
H. A. Rice, magnetron plant gen. mgr.
S. J. Sinclair, bcstg. & TV receiver mgr.
L. M. Daley, TV receiver marketing mgr.
R. MacLeod, manager special services.
S. Slinger, mgr. of electronic tube & components (Toronto).
L. T. Bird, 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.
Advertising Agency: Erwin, Wasey Ltd., Toronto, Ont.

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.
S. P. Burden, marketing manager.
E. Olson, engineering manager.
P. L. Rice, manufacturing supt.
J. W. Dundass, purchasing agent, control.

CHISHOLM INDUSTRIES LTD.

Electronic Ave., Port Moody, B. C.
Port Moody 320.
Manufactures "Chisholm" sets, TV-radio & electronic equipment
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.
W. N. Hemphill, gen. purchasing agent.
D. H. Johnston, engineering mgr. of TV-radio div.
W. E. Curry, manager TV-radio division.
S. Englert, mgr. motor & metal products div.
F. A. O. Banks, mgr. technical products div.
C. Allgeier, mgr. furniture division.
Advertising Agency: Vickers & Benson Ltd., Toronto, Ont.

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 Polisen, 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.
Advertising Agency: None.

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.
Advertising Agency: Hutchins Advertising.

(Continued on opposite page)

Market and Audience Research Organizations

ADVERTEST RESEARCH, 96 Bayard St., New Brunswick, N. J. Charter 7-1564. Executive Directors: Richard Bruskin, Seymour Smith. Project Directors: Howard Grossman, Munro Kagno, Jerome Medford. Director of Project Analysts: Eric Josephson. Asst. Project Directors: Michael Sandler, Virginia Davis. Field Director: Jessie Lynes.

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. Elliot 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; Arno H. Johnson, treas.; A. W. Lehman, managing dir.; D. B. Lucas, technical dir.

AMERICAN RESEARCH BUREAU Inc., National Press Bldg., Washington, D. C. National 8-0822. James W. Seiler, director; Roger Cooper, station relations. Branches: New York City—551 Fifth Ave.; Murray Hill 7-3787; Jack Gross, mgr., Monterey Park, Cal.—234 S. Garfield Ave.; Cumberland 3-3149; Bill Shafer.

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.; Robert S. Arthur, 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 C. Hoffman, exec. v.p.; Charles J. Follett, secy.-treas.; Wilfred Hudson, research & development director.

BURKE MARKETING RESEARCH Inc., 2374 Kemper Lane, Cincinnati 6, O. Woodburn 1-0378. Mrs. Alberta H. Burke, president & treas.; Albert C. Voll, v.p. & secy.; Donald L. Miller, v.p. Branch offices: Philadelphia, Minneapolis, Dayton.

ROBERT S. CONLAN ASSOCIATES Inc., 1715 Wyandotte, Kansas City, Mo. VICTOR 2-3038.

CORE RESEARCH, 80 King St. W., Toronto, Canada. Empire 3-3605. Albert A. Shea, managing director.

CROSSLEY, S-D SURVEYS Inc., 642 Fifth Ave., New York 19, N. Y. PLaza 7-5560. Arthur B. Dougall, chairman; Archibald M. Crossley, president; Carl H. Henrikson, v.p.-gen mgr.; R. C. Montgomery, treasurer; Norman P. Heine, asst. secy.; Carol A. Cruikshank, mgr. client service.

ELLIOTT-HAYNES Ltd., 515 Broadview Ave., Toronto 6, Ont., Canada. Howard 3-1144. Walter E. Elliott, president; J. Myles Leckie, v.p.; Ernest R. Comte, secy.-treas.

FACTS CONSOLIDATED, 8461 Melrose Pl., Los Angeles 46, Cal. Olive 3-3114. Dorothy D. Corey, partner; Terry M. Ewbank, exec. assistant; Wilbur E. McCann, gen. mgr.; John C. H. McGlynn, tabulation div. mgr. San Francisco—26 O'Farrell St.; EXbrook 7-1200. Roy S. Frothingham, partner; Nadene Mathews, research assistant; Ray Penfield, mgr. San Francisco office.

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.

HOWARD S. FRAZIER, Television and Radio Management Consultants, Trans-Lux Bldg., Washington 5, D. C. NATIONAL 8-2173. Howard W. Gross, associate.

GALLUP & ROBINSON INC., ADVERTISING RESEARCH, 53 Bank St., Princeton, N.J. PRinceton 1-3400. Dr. George H. Gallup, chairman; Dr. Claude E. Robinson, president; Dr. Paul I. Lyness, magazine research v.p.; Leyton E. Carter Jr., TV research v.p.

INSTITUTE FOR MOTIVATIONAL RESEARCH Inc., Albany Post Rd., Croton-on-Hudson, N. Y. Croton 1-4721. Ernest Dichter, pres.; Albert Shepard, exec. v.p.; Irving Gilman, v.p.; John A. Kellogg, research planning v.p.; Tibor Koeves, publications v.p.; Ernest Angel, experimental techniques v.p.

INTERNATIONAL SURVEYS Ltd., 1440 St. Catherine W., Montreal, Canada. University 6-1570. P. Haynes, pres.; P. Culos, v.p.; D. Roberts, secy.-treas.; M. Morton, v.p. Branch: Toronto—888 Dupont St.

RICHARD MANVILLE RESEARCH Inc., 230 Park Ave., New York 17, N.Y. Oregon 9-2435.

MARKET PSYCHOLOGY Inc., 510 Madison Ave., New York 22, N.Y. PLaza 1-1466. David Mayer, pres.; David Arthur Dietz, exec. v.p.; Dr. Bernard Rosenberg, research v.p.; Penny Chapin, TV-media div. dir.; Dr. Bruno Foa, dir. of business economics surveys; M. E. Reynolds, field staff mgr.

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.; Curtis C. Rogers, exec. v.p.; Arden B. Crawford, Chicago exec. v.p.; Larkin Osborn, secy.-treas.-controller; Palmer Waterbury, research v.p.; Donald Connell, v.p.; Daniel Connell, v.p.-New York.

MARKETING IMPACT RESEARCH Inc., 147 East 50th St., New York 22, N.Y. Plaza 1-2565. Max Bonfeld, pres.; Richard Brehl, v.p. & gen. mgr.

MOFFETT RESEARCH Co., 6253 Hollywood Blvd., Los Angeles 28, Cal. Hollywood 3-5653. Jessie Locke Moffett, pres.; Samuel Kneale Bell, v.p.; Keith Ainsley, treas.; Carol Locke, secy.

MOTIVATION ANALYSIS Inc., 215 Hollywood Ave., West End, N. J. CAPITAL 2-4387. Philip Eisenberg, pres.

NATIONAL FIELD SERVICE, 40 E. 54th St., New York 22, N. Y. Plaza 1-0730. Thomas M. Newell, director; Dr. Reuben Swartz, asst. director; Teda Altman, field director; Helen Wydie, asst. field director.

NATIONAL RESEARCH BUREAU Inc., 415 N. Dearborn St., Chicago 10, Ill. Superior 7-5080. Wm. H. Wood, president; Robert Stone, v.p.; Milton Paule, radio & TV director; G. B. Smith, copy director.

A. C. NIELSEN Co., 2101 Howard St., Chicago 45, Ill. HOLLYCOURT 5-4400. 500 Fifth Ave., New York 36, N. Y.; PENNSYLVANIA 6-2850. 70 Willow Road, Menlo Park, Cal.; DAVENPORT 5-0021. Arthur C. Nielsen, president; H. A. Rahmel, exec. v.p., broadcast div.

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.

ALFRED POLITZ MEDIA STUDIES, 527 Madison Ave., New York 22, N. Y. Plaza 9-5200.

PUBLISHERS INFORMATION BUREAU Inc. (PIB), 271 Madison Ave., New York 16, N.Y. MURRAY Hill 5-2210. Frank Braucher, president; W. H. Mullen, secy.

THE PULSE Inc., 15 W. 46th St., New York City. JUDSON 6-3316. Sydney Roslow, director; Laurence Roslow, associate dir.; David Klein, mgr.; Robert Collins, client relations dir.; Geo. Sternberg, service dir.

QUALITATIVE RESEARCH Inc. (Affiliate of Trendex Inc.), 535 Fifth Ave., New York 17, N.Y. MURRAY Hill 2-1182. Jack Boyle, pres.; E. G. Hynes, v.p.; R. B. Rodgers, v.p.; John P. List, secy.

ELMO ROPER & ASSOCIATES, 30 Rockefeller Plaza, New York City. PLaza 7-4900. Elmo Roper, Burns W. Roper, Carolyn Crusius, partners; Joel Brooke and Gerhart D. Wiebe, research executives.

ALAN C. RUSSELL MARKETING RESEARCH, 147 E. 50th St., New York City. ELdorado 5-7691. Alan C. Russell.

SCHWERIN RESEARCH Corp., 1775 Broadway, New York 19, N.Y. JUDSON 2-4690. Horace Schwerin, president; Leonard Kudisch, exec. v.p.; Henry Newell, v.p.; R. K. Maneval, v.p.; Donald McCollum, v.p.

SINDLINGER & COMPANY Inc., 11-13 E. Hinckley Ave., Ridley Park, Pa. Lehigh 2-4100. Albert Sindlinger, pres.

SOCIAL RESEARCH Inc., 145 E. Ohio, Chicago 11, Ill. MICHIGAN 2-2664. Dr. Burleigh B. Gardner, exec. dir.; Harriett Bruce Moore, associate dir. for research; Earl L. Kahn, industrial research dir.; Dr. Sidney J. Levy, director of psychological research; Dr. Lee Rainwater, director of special studies.

SOUTHWEST RESEARCH Inc., 2520 W. Mockingbird Lane, Dallas 35, Tex. Fleetwood 1-6469. Mary H. Winters, pres.; Verna C. Brock, secy.-treas.

DANIEL STARCH AND STAFF, Boston Post Rd. & Beach Ave., Mamaroneck, N.Y. Telephone: 9-5400. Daniel Starch, chairman; Howard A. Stone, pres.; D. Morgan Neu, TV research v.p.

STUDENT MARKETING INSTITUTE Inc., 375 Fifth Ave., New York 17, N.Y. MURRAY Hill 3-9918. Robert M. Stelzer, pres.

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.; John P. List, v.p.

VIDEODEX Inc., 342 Madison Ave., New York 17, N.Y. MURRAY Hill 7-8837. Allan V. Jay.

Canadian TV Manufacturers (Continued)

RCA VICTOR CO. LTD.

1001 Lenoir St., Montreal 30, Que. Wellington 7551.

Plants: electronics, Prescott, Ont.; cabinets, Owen Sound, Ont.; records, Smiths Falls, Ont.; components, Renfrew, Ont.

Distributing Branches: Halifax, Montreal, Toronto, Winnipeg, Calgary, Vancouver, Ottawa, Quebec City, London, Ont.

Executives:

F. R. Deakins, chairman.
P. J. Casella, president.

J. L. McMurray, v.p. technical products.
E. L. Gardner, v.p. finance.
R. M. Macrae, v.p. consumer prod. marketing div.
H. G. Marpole, v.p. & secretary.
F. T. Myles, treasurer.
George L. Leinenweber, gen. mgr. consumer prod. mfg. div.
G. L. Mansour, gen. mgr. record div.
R. H. Newton, gen. mgr. service div.
G. D. Reinecke, director personnel.
Advertising Agency: Kenyon & Eckhardt, Ltd.

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.

Advertising Agency: McConnell Eastman & Co., London, Ont.

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.

Advertising Agency: Harold F. Stanfield Ltd., Montreal, Que.

RCA Victor announces world's first family of High Fidelity designed for Stereophonic Sound you can add now or later!

Today—buy a New Orthophonic High Fidelity "Victrola"® . . . Now or later—add Stereophonic Sound-on-tape and monaural tape recorder



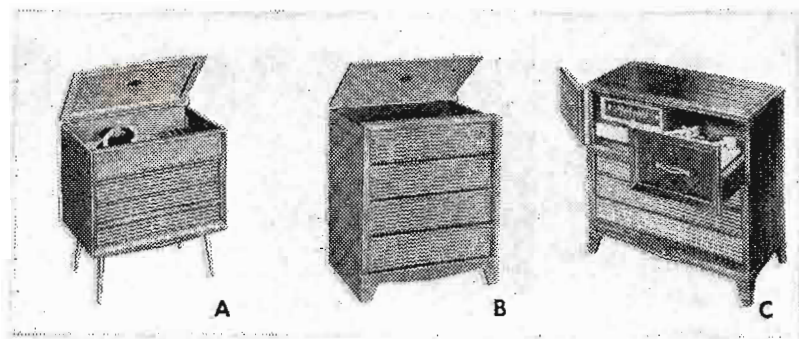
Above: The Mark IX—powerful 3-speaker High Fidelity (SHF8) in mahogany finish \$139.95—shown with matching stereophonic unit; the Recorder-"Victrola" Stereotape Player, Model STR6.

Today you can enjoy two kinds of fine recorded music at home: high fidelity on records, and stereophonic sound-on-tape. Here's how RCA Victor brings you *both*:

(1) **High Fidelity** "Victrolas" by RCA Victor are beautiful—each a laboratory-balanced system—ready to plug in and play. Each brings you 3- or 4-speaker Panoramic Sound, powered by a Supercharged Chassis.

(2) **Stereophonic Sound**—*add it now or later!* This is what it is: music is recorded with *two* microphones on *double-track* high fidelity tape. Instruments at the left are picked up more strongly on one track; instruments at the right are picked up more strongly on the other. You play this tape back through *two* speaker systems. One is in your "Victrola," the other in your Stereotape Player. You hear a *true* re-creation of the original.

Your Stereotape Player also has a built-in, single-track tape recorder. See all the new RCA Victor High Fidelity "Victrolas" at your dealer's today.



A: Mark VI. 3 speakers. 4-speed "Victrola." Mahogany, oak, maple, or natural walnut finishes. (SHF6) \$189.95. B: Mark IV. 4 speakers. Jack for AM-FM tuner. Natural walnut, mahogany, maple, oak finishes. (SHF5) \$229.95. C: Mark III. 4 speakers. 4 speeds. AM-FM. Mahogany, maple, oak finishes. (SHF3) \$375.



Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher for West and South. Prices are for mahogany finishes, other finishes available slightly higher. Most models also available in Canada. ©RCA trademark for record and tape players.

Leading Manufacturers of Radio Receivers

As compiled from data from companies, EIA and other industry sources.

- ADMIRAL CORP.**—3800 W. Cortland St., Chicago 47, Ill. Spaulding 2-0100. Radios manufactured at McHenry, W. Chicago and Harvard, Ill. Ross D. Siragusa, pres; John B. Huarisa, exec. 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. Sugas 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.
- BULOVA WATCH CO.**—Bulova Park, Flushing 70, N.Y. Defender 5-6000. A. Bulova, chairman; J. H. Ballard, pres.; E. Hochman, v.p.-sales mgr.; S. C. Gershey, v.p. sales. Makes Bulova radios.
- CAPEHART CORP. (and Capehart International Corp.)**—216 W. 14th St., New York 11, N.Y. Watkins 4-5900. Benjamin Gross, chairman; Robert A. Gross, pres; Wm. F. Smith, v.p.-sales; Thomas L. Donnelly, treas.; George F. Barth, adv. mgr.; Stephen Bennis, market research director; M. Reaboy, credit mgr.; Leon Knize, hi-fi products mgr.; Wm. R. McAllister, field sales mgr. Parts-Service div.: 454 William St., E. Orange, N.J. Orange 6-8100. Alfred P. Hummers, v.p.; Orle B. Wells, chief engineer; Kurt G. Leuser, operations mgr; Louis J. Luciani, comptroller.
- 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. Makes Jewel Radio.
- J. W. DAVIS & CO.**—9212 Denton Drive, Dallas 35, Texas. Fleetwood 2-8405. J. Watt Davis Jr., pres.
- DELCO RADIO (Division of General Motors)**—700 E. Firmin St., Kokomo, Ind. Kokomo 2-8211. B. W. Cooper, gen. mgr.; H. M. Stelzl, 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. Allen B. DuMont Jr., asst. mgr.; Wm. C. Scales, sales mgr.; Wm. Whitacre, service mgr.; Robert G. Furlong, marketing mgr.
- ECKSTEIN RADIO & TELEVISION CO.**—2601 E. Franklin St., Minneapolis 6, Minn. Federal 9-7509. E. A. Eckstein, president & sales mgr.; K. W. Pietenpol, chief engineer.
- EMERSON RADIO & PHONOGRAPH CORP.**—14th & Coles Sts., Jersey City, N.J. Swarthmore 5-3500. Radios, TV, hi-fi & air conditioners 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. Eilenberg, 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. Maerke, 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. Sahlhoff, div. v.p.-gen. mgr.; Wm. P. Von Behren, gen. mgr. for radios; S. F. Fassler, marketing mgr.; C. S. Semple, 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; Alexander Theeman, secy.-treas. 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 Chest, Country Belle Telephone, Country Belle Music Maid radios, Grafonola & Bonnet Box hi-fi phono & 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.**—6602 Austin St., Forest Hills 74, N.Y. Illinois 9-0800. Ravenswood 8-7250. Frank A. Hidders, president; Leo J. Galanek, v.p.; F. A. Hidders, sales mgr. Makes Cavalier brand for own distribution, also produces private brand radios for Western Auto Supply Co., Gamble-Skogmo.
- 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; M. E. Paradise, v.p., H. S. Hazeltine, secy.
- 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, Monitorradio 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.-mgr. of TV-radio div.; Wm. H. Graham, Greeneville plant mgr.
- MATTISON TELEVISION & RADIO CORP.**—10 W. 181st St., New York 53, N.Y. Cypress 8-1400. Richard Mattison, pres. & treas.
- 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. Riverside 2-4301. Harold J. Lemmon, president.
- NATIONAL CO.**—61 Sherman St., Malden, Mass. Malden 2-7950. Joseph H. Quick, pres. and gen. mgr.; Thomas D. Walsh, v.p., controller and asst. treas.; Lynn Eaton, v.p., asst. to pres.; George R. Loux, v.p.-manufacturing; Eugene F. Grant, dir. engineering; Louis C. Lerner, treas.; Thomas H. Bilodeau Jr., clerk; Frances L. Thompson, asst. clerk.
- 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.
- 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; Joseph H. Gillies, exec. v.p., operations; Larry F. Hardy, exec. v.p., consumer products; John M. Otter, exec. v.p., marketing; Leslie J. Woods, exec. v.p., research & engineering; 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.
- 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.
- STROMBERG-CARLSON CO. (Division of General Dynamics Corp.)**—100 Carlson Rd., Rochester 3, N.Y. Hubbard 2-2200. Robert C. Tait, president; G. G. Hoyt, exec. v.p.; S. R. Curtis, senior v.p.; G. A. Peck, v.p., electronics div.; A. G. Schifino, v.p., special products div.; J. H. Voss, v.p., telecommunication div.
- SYLVANIA ELECTRIC PRODUCTS Inc.**—1740 Broadway, New York 19, N.Y. Judson 6-2424. Radios manufactured at 700 Ellicott St., Batavia, N.Y. Don G. Mitchell, chairman & president; Marion E. Pettegrew, operating v.p.
- SYMPHONIC RADIO & ELECTRONIC CORP.**—235 Jersey Ave., New Brunswick, N.J. Max J. Zimmer, president; Howard A. Jacobs, treas.; Bernard H. Lippin, secy.
- TECH-MASTER CORP.**—75 Front St., Brooklyn 1, N.Y. Ulster 5-3535. L. Lazoff, president.
- TELEQUIP RADIO CO.**—2559 W. 21st St., Chicago 8, Ill. Bishop 7-3841. E. E. Arkin, president.
- TRAVLER RADIO CORP.**—571 W. Jackson Blvd., Chicago 6, Ill. Harrison 7-9151. Joe Friedman, president; I. Edelstein, v.p.; Ellis Friedman, v.p. in charge of mfg.; H. J. Schulman, asst. to pres.
- TRYLON RADIO LABORATORIES**—Riverside Industrial Center, Fairview & Hancock Sts., Riverside, N.J. Hobart 1-4100. Sidney Holtzman & Irving Kaplan, partners.
- WARWICK MANUFACTURING CORP.**—7300 N. Lehigh, Niles, Ill. Spring 4-6400. Plant also in Zion, Ill. John S. Holmes, pres.
- WELLS-GARDNER & CO.**—2701 N. Kildare Ave., Chicago 39, Ill. Albany 2-8220. G. M. Gardner, chairman; R. S. Alexander, president & gen. mgr.
- WESTINGHOUSE ELECTRIC CORP. (TV-Radio Division)**—Route 27, Metuchen, N.J. Liberty 8-5000. E. J. Kelly, gen. mgr.; G. C. Larson, asst. gen. mgr.; T. B. Kalbfus, gen. sales mgr.
- ZENITH RADIO CORP.**—6001 Dickens Ave., Chicago 39, Ill. Berkshire 7-7500. E. F. McDonald Jr., president & gen. mgr.; Hugh Robertson, executive v.p.



Broadcasting's Best

**—FOR EVERY RF AND
AUDIO APPLICATION**

For maximum tube performance—in power amplifiers, modulators, audio equipment, power supplies—you can rely on RCA high-quality power types. Known throughout the broadcast industry for reliable on-air service, RCA tubes provide low tube cost per hour of station operation.

Whether you have a Standard-Band or FM Station, your RCA Tube Distributor can promptly meet your tube replacement needs. For efficient service, call him.



TUBES FOR BROADCASTING
RADIO CORPORATION OF AMERICA

Manufacturers of

Television Picture & Receiving Tubes

Including Makers of Transmitting & Special Purpose Tubes and Associated Equipment

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, pres.; Arthur V. Loughren, v.p., for applied research; Donald M. Miller, v.p. for engineering & production; John N. Dyer, v.p. for research and engineering.
- * **ALLEN ELECTRONICS CORP.**—92 Branch St., Pontiac, Mich. Federal 2-6662. Charles Eilender, 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., v.p. & 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. Fyfe, 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 Tidik, 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. R. Story, 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, mgr.; A. A. Peters, sales mgr.; H. V. Marshall, purchasing agent.
- CARDINAL MANUFACTURING CO. Inc.**—3151 Fiberglass Road, Kansas City 15, Kan. Finley 2-2609. John Taylor, president.
- CENTRAL ELECTRONIC MANUFACTURERS Inc. (formerly Central Sales & Mfg. Corp.)**—2 Richwood Place, Denville, N. J. Rockaway 9-4200. Transmitting, industrial & special purpose tubes; Electronic equipment manufacturing. Sam Norris, pres.; B. Bernstein, exec. v.p.; C. L. Baxter, v.p. sales; G. G. Perry, sales mgr.
- * **CBS-HYTRON (Div. of Columbia Broadcasting System Inc.)**—100 Endicott St., Danvers, Mass. Spring 4-2360. Other plants in Lowell & Newburyport, Mass. and Kalamazoo, Mich. Eastern sales office: 32 Green St., Newark 2, N.J. Midwestern sales office: 1990 N. Mannheim Rd., Chicago 39, Ill. West coast sales office: 4722 W. Jefferson Blvd., Los Angeles, Cal. Manufactures cathode-ray, 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; 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.; Charles E. Butcher, Newburyport plant mgr.; Joseph G. Clayton, Lowell 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.
- CHROMATIC TELEVISION LABORATORIES Inc. (100% owned by Paramount Pictures Corp.)**—Headquarters: 1501 Broadway, New York 36, N.Y. Bryant 9-8700. Developer of Chromatron Lawrence tri-color TV tube. Paul Raibourn, chairman; Robert Dressler, v.p. & director of research & development; Albert Chesnes, technical director.
- CINESCOPIOS DE MEXICO, S.A.**—Naucalpan, Edo de Mexico, Mex. Tube plant, fabricating the Rauland brand tube for Mexico, owned by El Capitolio, s.a., Zenith Radio manufacturer & distributor for Mexico. Thomas Montemayor, plant mgr.
- * **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, pres.; James Hendry, sales mgr.; Miss Jayne, asst. to the pres.
- CONTINENTAL ELECTRONIC CORP.**—1900 W. Allegheny Ave., Philadelphia 31, Pa. Greenwood 7-9900. Charles Thal, sales mgr.; Robert J. Dowd, chief engineer; Leonard Thal, credit mgr.; Daniel Tashman, purchasing agent; Robert Pearlman, 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. (Television Tube Div. & Industrial Tube Div.)**—750 Bloomfield Ave., Clifton, N.J. Mulberry 4-7400. TV and industrial & special purpose CR tubes, and photoemissive & photo conductive devices. Stanley J. Koch, v.p.-gen. mgr. **TV Tube Div.:** Alfred Y. Bentley, div. mgr.; Robert G. Scott, TV Tube sales mgr.; Kenneth A. Hoagland, chief engineer; James Van Note, manufacturing mgr.; William J. Voss, director of purchasing. **Industrial Tube Div.:** Joseph P. Gordon, div. mgr.; Roy A. Olerud, industrial tube sales mgr.; R. E. Rutherford Sr., chief engineer; Gerald A. Wright, manufacturing mgr.; William J. Voss, director of purchasing.

(Continued on next page)

EIA Estimates of Factory

Cathode-Ray Tube Sales, 1947-57

	Initial Equipment	Renewal	Export	Govt.	Value
1947	238,427	28,649	8,402*	\$ 8,893,292
1948	1,258,797	95,816	2,225	5,090	36,215,978
1949	3,343,996	216,415	6,704	9,948	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
1957 [†]	2,318,000	1,155,000	308,000	27,000	67,016,000

* Combined Export and Govt.
** First 5 months only.

EIA Estimates of Factory

Receiving Tube Sales, 1949-57

	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	\$259,116,089
1953	293,601,162	112,785,183	20,614,075	10,091,135	191,328,171
1954	246,728,971	115,357,829	15,922,364	7,080,294	385,089,458
1955	288,810,000	150,718,000	24,442,000	15,832,000	358,110,000
1956	262,898,000	166,558,000	25,397,000	9,333,000	374,186,000
1957 [†]	95,236,000	78,209,000	9,169,000	3,223,000	159,147,000

For previous years, only the combined annual totals are available from EIA (formerly RETMA).

* Factory value statistics prior to 1952 not compiled.
† First 5 months only.

Tube Manufacturers

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; O. H. Brown, 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.; Robert Plummer, commercial marketing; H. A. Bailey, govt. marketing mgr.; James Welch, application engineering mgr. Manufacturer of Eimac 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.

* **GENERAL ELECTRIC CO., Electronic Components Div.**—Owensboro, Ky., Murray 3-2401. TV picture tubes manufactured at Syracuse, 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.; 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; John T. Thompson, mgr., distributor sales, Owensboro, Ky.; Eugene H. Fritschel, mgr., government sales, Owensboro, Ky.; 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.

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.

IT&T CORP., Components Div.—100 Kingsland Road, Clifton, N.J. Nutley 2-3600. B. A. Parkhurst, pres.; F. M. Viles Jr., v.p.; W. P. Maginnis, v.p.; G. A. Banino, comptroller; F. Stote, works mgr.; J. Conto, sales mgr. semiconductors; W. C. Schmitt, product line mgr. vacuum tubes; R. W. Deutsch, sales mgr. vacuum tubes; Crump Smith, adv. mgr.

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. Goodsill, secy.

KRISS ELECTRONICS CORP.—191 Oraton St., Newark, N. J. Manufactures Kris-Tel CR tubes. Charles J. Kriss, president & chief engineer; Emanuel Jasuick, 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. Ulysses 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; H. K. Ishler, dir. of engineering; George I. Gless, operations mgr.; John M. Palmer, mgr. of Spring City, Pa. plant; R. M. Cotter, Lansdale plant mgr.; J. W. Mintzer, mgr. adv. & sales promotion. Surface barrier transistors, silicon transistors, diffused base transistors, micro-alloy transistors, power transistors & 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. Frank Mansur, gen. mgr.; Jack Kaufman, sales mgr.; W. Ray Clinton, chief engineer; James Hill, purchasing agent.

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. Henrickson, secy.; J. A. Miller, purchasing agent; R. Gordon Hamblen, industrial relations mgr.; R. E. Nelson, mgr. power tube sales.

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. Ferrish, pres.; Maurice Benjamin, v.p.; Zarmond Goodman, v.p. & sales mgr.; Mervin Glass, secy.-treas.; Samuel Knobler, asst. treas.; Abraham Banks, plant supt.; John Delyea, purchasing agent; Hal M. Gardner, adv. mgr.

PROGRESSIVE ELECTRONICS INC.—41 Hudson St., Yonkers, N. Y. Yonkers 8-6800. Jack Sonkin, pres.; Harry Crown, v.p.; Delbert McCumby, gen. mgr.

RCA ELECTRON TUBE DIVISION—Receiving tubes, TV picture tubes, camera pickup tubes, CR oscillograph tubes, phototubes, transmitting & special purpose tubes, tube parts & machinery. 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.

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RCA Components Division—Test and measuring equipment; TV deflection components and speaker parts; ferrites. Manufactured at Camden, N.J. Executives: Wm. T. Warrender, gen. mgr.; L. J. Battaglia, marketing mgr.; H. M. Miller, controller; Joseph J. Kearney, mgr., distributor & industrial sales; B. V. Dale, chief engineer; C. E. Sharp, mgr. personnel; R. E. Koehler, mgr. production; J. H. Owens, mgr. adv. & market research; Max E. Markell, mgr. equipment sales.

RCA VICTOR CO. LTD.—1001 Lenoir St., Montreal 30, Que. Wellington 7551. F. R. Deakins, chairman; P. J. Casella, pres.; J. L. McMurray, v.p.; Frank O'Hara, manufacturing mgr., tube dept.

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* **RAYTHEON MANUFACTURING CO.**—55 Chapel St., Newton 58, Mass. Bigelow 4-7500. Plants at Newton, Quincy and Brighton, Mass., CR, receiving, special purpose tubes, semiconductor diodes & transistors; Waltham, Mass., magnetrons, klystrons, power tubes & diathermy equipment.

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Executives, Microwave & Power Tube Operations: P. L. Spencer, v.p. & gen. mgr., microwave & power tube operations; W. M. Thompson, asst. v.p. & mgr. of procurement and purchasing; W. Edgar, production mgr.; W. C. Brown, asst. v.p., research & development; Palmer Derby, administrative mgr., magnetron development lab; E. N. Kather, mgr. of magnetron production engineering; P. R. Hanson, mgr. of engineering groups specializing in reflex klystrons; R. C. Hergenrother, mgr. of beam and storage tube development; W. T. Welsh, asst. v.p. & sales mgr.; W. B. Driscoll, mgr. of electronic processing, equipment manufacture & services dept.; H. T. Pekin, tube design, standards & gen. tube consultant.

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. Ludlow 3-8686. 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.

(Continued on page 452)

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RCA Victor Record Div.

155 East 24th St., New York 10, N. Y.
Telephone: Murray Hill 9-7200

George R. Marek, *v.p. & general manager*

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Manufacturing Plants

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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.*

RCA Institutes, Inc.

350 West 4th Street, New York 14, N. Y.
Telephone: Watkins 4-7845
George F. Maedel, *president*

RCA Service Company, Inc.

Cherry Hill, Delaware Tp., Camden 8, N. J.
Telephone: Woodlawn 3-8000
E. C. Cahill, *president*

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Chicago 54, Ill., Merchandise Mart, Suite 1186.
Clayton 5, Mo., 7603 Forsyth Blvd.
Cleveland 15, Ohio, 1600 Keith Bldg.
Dallas, Tex., 3409 Oak Lawn Ave.
Hollywood 38, Cal., 911 N. Orange Drive
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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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

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Dr. Alan M. Glover, *general manager*

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Front & Cooper Streets, Camden, N.J.
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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
Arthur L. Malcarney, *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 INDUSTRIAL ELECTRONIC PRODUCTS

Front & Cooper Streets, Camden, N. J.
Telephone: Woodlawn 3-8000
Theodore A. Smith, *executive v.p.*

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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).

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(Continued on next page)

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and Subsidiaries

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485 Madison Ave., New York 22. Plaza 1-2345
(For detailed listings, see pp. 42-47)

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905 Fischer Building, Detroit 2, Mich. Trinity
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2-5411
1473 Barnum Ave., Bridgeport, Conn., Edison
6-0181
1400 N. Fruitridge Ave., Terre Haute, Ind.,
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 S.A. Etabl. Huygen—Paalstr. 275-277, Schoten-Antwerp
 Laboratoire Radio-Electrique (L.R.E.)—239-243 rue Petite Voie, Herstal
 S.A. Manufacture Belge de Lampes & de Materiel Electronique M.B.L.E.—rue des Deux Gares, 80, Brussels
 S.A. Cie. Industrielle et Commerciale Philips—rue d'Anderlecht, 37, Brussels
 S.A. Belge Radioelectrique S.B.R.—ch. de Ruysbroeck, 66, Forest-Brussels
 S.A. Soc. Belge de Telecommunications-Telecom—Destelheide, 36, Tourneppe
 Société Industrielle ALFA, S.A.—30 rue de la Senne, Brussels
 S. A. A.S.I.A.—4 rue Cuper, Verviers
 Ets. G. L. Carpentier, S. A.—Harelbekestraat 27, Kuurne
 C. R. C. (Ets.)—73 rue François Bossaert, Brussels
 S. A. Electra Radio—216 rue J. Wauters, Dampremy
 S.P.R.L. Manudac—18 rue Max Roos, Brussels
 S. A. Mekar—4 rue de la Chancellerie, Brussels
 S. A. Novak—65-67 rue de la Clinique, Brussels
 S. A. Philips—37 rue d'Anderlecht, Brussels
 Radio Union—9 avenue Sleenckx, Brussels
 R. R. Radio, S. A.—Chaussée de Ninove, Brussels
 S. A. Telecom—5 rue Vergote, Brussels
 Unic Radio Belge, S. A.—51 qual Bonaparte, Liège.

BRAZIL

ABC Radio e Televisao, S. A.—Rua Cardeal Arcoverde 2958, Sao Paulo
 General Electric, S. A.—Av. Almirante Barroso 81, Rio de Janeiro
 Industria e Comercio de Radios Ltda.—Rua Frei Caneca 92, Sao Paulo
 Industria Teleantenas Ltda.—Praca da Republica 386 s/703, Sao Paulo
 Invictus, S.A., Radio e Televisao—Rua Frei Caneca 92, Sao Paulo
 Philco Radio e Televisao, S. A.—Rua Joao Fernandes 44, Tatuape, Sao Paulo
 Sociedade Importadora de Mercadorias, S. A.—Rua Conde de Leopoldina 670, Rio de Janeiro
 Sociedade Eletro Mercantil Paulista Ltda.—Rua Liberdade 646, Sao Paulo
 Windsor, S. A., Radios e Televisao—Rua Lopes Coutinho 74, Sao Paulo

DENMARK

Bang og Olufsen A/S—Struer
 A/S Bravour—312-316 Buddingevej, Copenhagen
 A/S Eltra—Maelkevej 3-9, Copenhagen
 Glenhard A/S—3 Haveselskabetsvej, Copenhagen
 I. G. Jacobsen—90 Noerre Voldgade, Copenhagen
 Tobias Jensen A/S—4 Industrivej, Glostrup
 V. Prah—4 Teglgaastraede, Copenhagen
 Silcon—17 Groenningen, Kolding
 To-R Radio A/S—113 Slotsherrensvej, Vanloese
 Torotor A/S—6 Kollegievej, Charlottenlund
 Vitrohn A/S—40-42 Linde Alle, Vanloese

(Continued on next page)

Foreign Manufacturers

ENGLAND

(Brand names in parentheses)

Ambassador Radio and Television, Ltd.—Princess Works, Princess Street, Brighouse, Yorks. (Ambassador) R. N. Fitton.

A. J. Balcombe, Ltd.—52, Tabernacle St., London, E.C.2. (Alba) E. K. Balcombe.

Argosy Radiovision, Ltd.—Abbey Road, Barking, Essex. (Argosy)

Hartley Baird, Ltd.—37, Thurloe St., Kensington, London, S.W.7. (Baird)

Beethoven Electric Equipment, Ltd.—89, Reddish Lane, Gorton, Manchester, 18. (Beethoven)

British Radio Corp.—See *Thorn Electrical Industries Ltd.*

Bush Radio, Ltd.—Power Rd., Chiswick, London, W.4. (Bush)

Clark & Smith Mfg. Co. Ltd.—Melbourne Works, Melbourne Rd., Wallington, Surrey.

Cooperative Wholesalers Society, Ltd.—1, Balloon St., Manchester

A. C. Cossor, Ltd.—Highbury Grove, London, N.5 (Cossor) J. S. Clark.

Decca Record Co., Ltd.—1 Brixton Rd., London, S.W.9 (Decca) A. Pitts.

Dynaport Radio & Television, Ltd.—Portadyne Works, Gorst Rd., North Acton, London, N.W.10. (Portadyne)

Dynatron Radio, Ltd.—The Firs, Castle Hill, Maidenhead, Berks. (Dynatron) R. H. Hacker.

E. K. Cole, Ltd.—Ekco Works, Southend-on-Sea, Essex. (Ekco)

Electric Audio Reproducers, Ltd.—The Square, Isleworth, Middlesex.

English Electric Co., Ltd.—Queens House, Kingsway, London, W.C.2 (English Electric) H. C. Timewell.

Faraday Radio Gramophone, Ltd.—245 Brixton Rd., London, S.W.9.

Ferranti, Ltd.—Moston, Manchester, 10. (Ferranti)

The General Electric Co. of England, Ltd.—Magnet House, Kingsway, London, W.C.2. (G.E.C.) M. M. Macqueen

The Gramophone Company, Ltd.—Hayes, Middlesex. (H.M.V.) See *British Radio Corp.*

Grampian Reproducers, Ltd.—Hanworth Trading Estate, Feltham, Middlesex.

Haynes Radio, Ltd.—Queensway, Ponders End, Enfield, Middlesex.

Invicta Radio, Ltd.—100, Gt. Portland St., London, W.1. (Invicta) D. Biscoe.

J. S. Fielden (Devon), Ltd.—Branscombe, nr. Seaton, Devon, (J.S.F.)

Kolster-Brandes, Ltd.—Footscray, Sidcup, Kent. (K-B) L. R. Tyne.

McMichael Radio, Ltd.—Wexham Road, Slough, Bucks (McMichael) Bentley Jones.

Marconiphone Co., Ltd.—Cavendish Pl., London, W.1. (Marconiphone) See *British Radio Corp.*

Masteradio, Ltd.—Fitzroy Place, London, N.W.1 (Masteradio) H. Burns.

Mullard Ltd.—Mullard House, Torrington Pl., London, W.C.1.

Murphy Radio, Ltd.—Welwyn Garden City, Herts. (Murphy) E. J. Power.

Nera of England, Ltd.—Jefferies Passage, High St., Guildford, Surrey (Nera)

Pam (Radio & Television), Ltd.—295, Regent St., London, W.1. (Pam)

Peto Scott Electrical Instruments, Ltd.—Addlestone Rd., Weybridge, Surrey, (Peto Scott) J. C. Drewe.

Philco (Great Britain), Ltd.—Romford Rd., Chigwell, Essex. (Philco) A. R. Mitchell.

Philips Electrical, Ltd.—Century House, Shaftesbury Ave., London, W.C.2 (Philips) A. L. Sutherland.

Pilot Radio, Ltd.—Park Royal Road, London, N.W.10 (Pilot) H. L. Levy.

Plessey Co., Ltd.—Vicarage Lane, Ilford, Essex. A. G. Clark.

Pye, Ltd.—Radio Works, Cambridge (Pye)

Radio Gramophone Development Co., Ltd.—Eastern Avenue West, Romford, Essex. (R.G.D.) J. H. Williams.

Rainbow Radio Mfg. Co., Ltd.—Mincing Lane, Blackburn, Lancs. (Bowjection)

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)

Roberts Radio Co., Ltd.—35-37 Greek Rd., E. Molesby, Surrey.

Standard Telephones & Cables, Ltd.—Connaught House, Aldwych, London, W.C.2.

Stella Radio & Television Co., Ltd.—Oxford House, 9 Oxford St., London, W.1. (Stella) E. W. Brades

Thorn Electrical Industries, Ltd.—105 Judd St., London, W.C.1. (Ferguson) Note: Gramophone & Marconiphone merged June 1957 with Thorn TV-radio div. to form jointly-owned British Radio Corp.

Trielectrical Co., Ltd.—1-5 Maple Pl., Tottenham Court Rd., London, W.1.

Ultra Electric, Ltd.—Western Ave., Acton, London, W. 3. (Ultra) E. E. Rosen

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)

Wired Radio Service, Ltd.—Carlton House, Lower Regent St., London, W.1.

FRANCE

Amplivision (Ste Industrielle d'Electronique Appliquee)—148/150 Av Gambetta, Fontenay sous Bois (Seine)

Ets Amplix—34 rue de Flandre, Paris

Andre-Radio—49 rue de Turenne, Paris

A.R.E.S.O.—64 rue du Landy, Plaine St Denis

Arphone—5 rue Gustave Goublier, Paris

Broucke (Constructions Radioelectriques Jean)—47 Bd Fallieres, Henin-Lietard (P.de C.)

Burel Freres et J. Delaitre—16 rue Ginoux, Paris

C.I.C.O.R. Ets—5 rue d'Alsace, Paris

Clarson—27 rue Pradier, Paris

Clarville Ets—6 Impasse de Chevaliers, Paris

M. Dubreuil (Construction Radio)—32 rue des Cendriers, Paris

Ets A. Durlent—9 rue Haynaut, Bethune (P. de C.)

Duscastel Freres Ets—208 bis rue Lafayette, Paris

E.C.R.—127 Ave du Maine, Paris

Familial Radio—206 rue Lafayette, Paris

Cie Francaise de Radio—78 Champs Elysees, Paris

Gairadio—38 rue Claude Vellefaux, Paris

General Radio—30 rue de Montchapet, Dijon

General Television—17 Ave de Paris, Vincennes, Seine

Getou—30 Bd Voltaire, Paris

Giallully S.A. de—1 bis rue de Washington, Paris

Gramont—103 Bd Gabriel Peri, Malakoff

Grandin—72 rue Marceau, Montreuil Sous Bois

Hannecart & Dannay—43 Ave Faidherbe, Montreuil Sous Bois (Seine)

Ets Lagier—2 Place General Ferrier, Marseille

Ets Lavalette—72 rue Delerue, Saint Maur (Seine)

L.D.T.—16 rue de Cambronne, Paris

L.I.E.R.R.E.—12 rue St-Maur, Paris

L.I.R.A.R.—72 rue des Grands Champs, Paris

Malony Radio—55 Chemin de Brancolar, Nice, Alpes Mmes

Marquett-Radio—74 rue Joseph de Maistre, Paris

Minerva Radio—7 Cite Canrobert, Paris

Ste Morrisson—104 rue Amelot, Paris

Ets Jean Normand—57 rue d'Arras, Douae, Nord

Oceanic Radio—119 rue de Montreuil, Paris

Ondiola—5 ter. Impasse de Genes, Paris

Ora—66/72 rue Marceau, Montreuil Sous Bois

Pathe Marconi—19 rue Lord Byron, Paris

Soc. An. Philips—5 Ave Montaigne, Paris

Ets Pinteaux Exelsior Radio—9 rue de la Madeleine, Compiègne (Cise)

Point-Bleu—22 Ave de Villiers, Paris

Pyrus and Buis—145 bis Bd Voltaire, Paris

Radiax—12 rue de l'Abbe Groult, Paris

Radio Air (Applications Industrielles Radioelectriques)—72 rue Chauveau, Neuilly sur Seine

Radio-Antema—16 rue de l'Evangile, Paris

Radio-Industrie—55/59 rue des Orteaux, Paris

Radio L.G.—48 rue de Malte, Paris

Radio L.L.—5 rue du Cirque, Paris

Radiomuse—18 rue de Saisset, Montrouge (Seine)

Radio-Star—31 Ch. de Brancolar, Nice, Alpes Mmes

La Radiotechnique—79 Bd Haussmann, Paris

Radio Test—6 bis rue Auguste Vity, Paris

Radio V.P.—76 Bd Victor-Hugo, Clichy

R.C.T.—13 rue Daguerre, Paris

Reela-Gees—35 rue du Poteau, Paris

Ribet & Desjardins—13/17 rue Perire, Montrouge
 R.T.R.—12 Ave de l'Observatoire, Paris
 S.A.C.M.—69 rue de Monceau, Paris
 Sadir-Carpentier—101 Bd Murat, Paris
 Schneider Freres—3/7 rue Jean Daudin, Paris
 S.E.C.R.E.—214 Fg Saint-Martin, Paris
 Sectrad—167 Ave Michel Bizot, Paris
 Selecta—10 rue des Rosiers, Bourg La Reine
 S.G.E.R.—5 rue des Margueritois, Faches Thumesnil
 S.I.D.E.R.—75 ter rue des Plantes, Paris
 Sonolor (S.A.)—38 rue Planchat, Paris
 Sonora Radio—5 rue de la Mairie, Puteaux
 S.R.E.B.—55 Ave Edouard Vaillant, Billancourt (Seine)
 S.T.E.F.I.—18 rue du General Lassalle, Paris
 S.T.I.R.—44 rue Segoffin, Courbevoie
 Teleariane—67 rue de Richelieu, Paris
 Telemondial—3 ter et 9 Bd de Champigny, Varenne
 Teletec—Ste. 95 rue d'Aguesseau, Boulogne-Billancourt
 Teletechnique—6 Ave Alphone Chovet, Compagnie (Oise)
 TEVEA (Societe Nouvelle R.B.V. RI—45 Ave Kleber, Paris
 Thomson-Houston—175 Bd Haussmann, Paris
 Trans-Radio—27 rue Carnot, Villetaneuse (S. & O.)
 Vechambre Freres—1 rue J. J. Rousseau, Asnieres
 Zodiac-Radio—29 Ave Parmentier, Paris

GERMANY

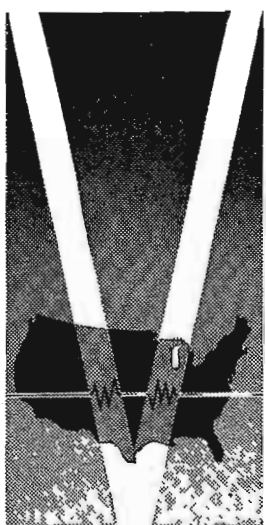
AEG—Westendplatz 34, Frankfurt (Main)
 Blaupunkt-Werke GmbH—Hildesheimer-Wald-Str 200, Hildesheim
 Max Braun—Osteiner Str 22, Frankfurt (Main)
 Continental Rundfunk GmbH—Hauptstr 60, Osterode (Harz).
 C. Lorenz Aktiengesellschaft—Hellmuth-Hirth Str 42, Stuttgart-Zuffenhausen
 Fernseh GmbH—Landgraf-Philipp-Anlage 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, Wolfenbützel
 Lorenz Radio—Ostliche Karl Friedrich Str 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, Moenckebergstr 7, Hamburg 1
 SABA Schwarzwald Apparate-Bauanstalt August Schwer Sohne GmbH—Villingen (Schwarzw)
 G. Schaub Apparatebau—Karl-Friedrich Str 132, Pforzheim (Baden)

Foreign Manufacturers

Siemens & Halske Aktiengesellschaft—Wittesbacher, Platz 4, Munchen 2
 Sueddeutsche Telef.-App.-Kabel u Kraft-werke A.G.—Nornenstr 33, Nuernberg
 Telefunk GmbH—Werderstr 57, Karlsruhe.
 Telefunken GmbH—Hoga-Export, Mehringdamm 32, Berlin SW 61; Hoelderlin Platz 1, Stuttgart W.
 Tonfunk GmbH—Werderstr 57, Karlsruhe
 WEGA-Radio GmbH—Wilhelmsplatz 13A, Stuttgart
 W Krefft, A.G.—31 Muehlenstr 31, Gevelsberg

ITALY

A.B.C. Radio—Via Tellini 16, Milan
 Anelli, SpA.—Via Montello 1/A, Cremona
 AROS, SpA.—Via Belinzaghi 17, Milan
 A.R.S. Apparecchiature Radioelettriche Scientifiche, S.r.l.—Via Mantova 21, Milan
 A.R.T., Amplificazione Radio Televisione, S.r.l.—Corse Sempione 38, Milan
 ASTER, Applicazione Studio Tecnico Elettro Radio del Dr. Mario Liguori—Via Balducci 22, Milan
 Autovox, SpA.—Via Salaria 981, Rome
 Capax, Elettrocodensatori, S.r.l.—Via Canonica 6, Casalecchio di Reno, Bologna
 CO.EL.TO, S.r.l.—Via Arsenale 14, Turin
 Compagnia Generale di Elettricità—Via Bergognone 34, Milan
 C.R.E.A.S., Costruzioni Radio Elettriche Applicazioni Speciali, SpA.—Via Privata Pantigliato 5, Milan
 Ducati Elettrotecnica, SpA.—Via M.E. Lepido 178, Borogo Panzigo, Bologna
 EBESA, S.r.l.—Via Mecenate 86, Milan
 Effedibi Radio—Via Nicola Fabrizi 37, Turin
 Elettrocostruzioni Chinaglia Belluno—Via Col di Lana 36, Nelluno
 ELIT, Elettronica Italiana, S.r.l.—Via Salvioni 14, Milan
 ELSI, Elettronica Sicula, S.r.l.—Via Villagrazia 79, Palermo
 ERRE ERRE, S.r.l., Costruzioni Radio Televisione—Via Cola di Rienzo 9, Milan
 Fabbrica Apparecchi Radio e Televisione—Via Monzambano 9, Rome
 Fabbrica Apparecchiature per Comunicazioni Elettriche, SpA.—Via L. Bodio 33-39, Milan
 Fabbrica Italiana Apparecchi Radio—Via G.B. Grassi 98, Milan
 Fabbrica Italiana Magneti Marelli—Corr. Casella Post 45, Sesto San Giovanni
 Fabbriche Riunite, SpA.—Casalmaggiore, Cremona
 FACON, Fabbrica Condensatori Elettrici, S.r.l.—Via Appiani 14, Varese
 F.A.R. "Serena" Fabbrica Apparecchi Radiofonici, SpA.—Via Durazzo 4, Milan
 F.A.T.M.E., SpA.—Via Appia Nuova 572, Rome
 FIMI, SpA.—Via Saul Banfil, Saronno
 FIVRE, Fabbrica Italiana Valvole Radio Elettriche, SpA.—Via Guastalla 2, Milan
 Gallo Ing. Giuseppe, Officine Elettromeccaniche—Via Ugo Bassi 23a, Milan
 Imcaradio & Iot—Spalto Gamondio 1, Alessandria
 Industria Nazionale Costruzioni Apparecchi Radio—Via Quintino Sella 10, Vercelli
 Irradio, S.r.l.—Via Aprica 14, Milan
 La Voce del Padron—Columbia Marconiphone, SpA.—Via Domenichino 14, Milan
 Magnadyne Radio—Via Avellino 6, Turin
 Marconi Italiana, SpA.—Via Corsica 21, Genoa



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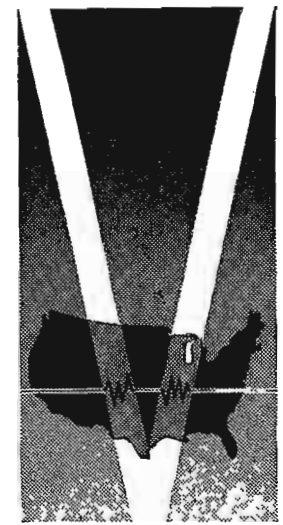
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Foreign Manufacturers

ITALY—(Continued)

Mercurio Fabbrica Italiana Apparechi Televisione—Via Valparaiso 4, Milan
 Nova, SpA.—Via C. Battisti 21, Novate Milanese (Milan)
 OREM, Officina Radio Elettromeccanica—Via Smareglia 17, Milan
 P.E.C., Produzione Elettronica Condensatori, S.r.l.—Via S. Lucia 2, Milan
 Pertusati F.—Via Montello 3, Alessandria
 Philips Radio, SpA.—Piazza IV Novembre 3, Milan
 Radio Allochio Bacchini—Piazza S.Maria Beltrade 1, Milan
 Radio Marelli, SpA.—Corso Venezia 51, Milan
 Radio Sinudyne di Berti & Longhi—Via Ghisiliera 17, Bologna
 Ricagni—Via Mecenate 71, Milan
 SABA ITALIA, SpA.—Viale Romangna 56, Milan
 S.I.C.A.R.T., S.r.l.—Via F. Baracca 120, Fircnze
 SIEMENS, SpA.—Via F. Filzi 29, Milan
 Societa Italiana Televisione, S.r.l.—Via Magnani, Ricotti 2, Novara
 Tecno-Vidicon—Via Crescenzo 82, Rome
 Telefunken Radiotelevisione, SpA.—Piazzale Bacone 3, Milan.
 Ultravox, S.r.l. Autoradio Radio Televisione—Via Steppani 38, Milan
 UNA, S.r.l. Apparechi Radioelettrici—Via Cola di Rienzo 53a, Milan
 Unda-Radio, S.A.—Via Mentana 20, Como
 VEGA Radio Televisione S.A.S. di Brion & C.—Via Priv. Viotti 2, Milan
 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.—232 Nishi-tanabecho 1-chome, Abenoku, Osaka
 Hitachi Ltd.—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 Electric Industrial Co. Ltd.—Kadomacho, Kitakawachigun, Osakatu
 Minami Television K.K.—11 Tashirocho, Kanda, Chiyoda-ku, Tokyo
 Mitaka Electric Mfg. Co. Ltd.—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
 Nichibe Television K.K.—80 Ogawa-machi, Kawaski-shi, Kanagawa-ken, Kanagawa
 Nichi-Bei Television Kabushiki Kaisha—80 Ogawa-cho, Kawasaki
 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 Tebibi-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 Electric Co. Ltd.—18 Keihan-Hondori 2-chome, Moriguchi, Osakatu
 Shin Nippon Television Kogyo K.K.—16 Minami-Ohtsudori 6-chome, Naka-ku, Nagoya

Taiyo Musen Kogyo K.K.—3-8 Higaschi-Juijo 6-chome, kita-ku, Tokyo

Taiho Denki K.K.—43 Bakurocho 4-chome, Higashi-ku, Osaka

Toyko Shibaura Electric Co. Ltd.—30 Akasaka-tameikecho, Minatoku, Tokyo

Yamanaka Denki K.K.—198 Omori 2-chome, Ohta-ku, Tokyo

Yaou Electric Co. Ltd.—2776 Ooi-Sakashitacho, Shinagawaku, Tokyo.

MEXICO

Admiral de Mexico, S.A.—Paseo de la Reforma No. 1, Mexico, D.F.
 Beckwith y Cia., S.A.—Calle 62 Norte No. 126, Mexico, D.F.
 Central de Television, S.A.—I la Catolica No. 160, Mexico, D.F.
 Cia. Mexicana Electro Mercantil, S.A.—Calle 11 Poniente No. 79, Mexico, D.F.
 Corporacion Mercantil de Mexico, S.A.—Pino Mo. 588, Mexico, D.F.
 Corporacion Nacional Electronica, S.A.—Insurgentes Norte 1314, Mexico, D.F.
 Distribuidora Mercantil, S.A.—Calle de Rhin No. 33, Mexico, D.F.
 Elektra Mexicana, S.A.—Monterrey 47, Mexico, D.F.
 El Capitolio, S.A.—Calz. San Bartolo y Plasticos, Naucalpan, Estado de Mexico.
 Industrias Nacionales del Sonido, S.A.—Calz. Mexico-Xochimilco No. 4861.
 Manufacturera General Electric, S.A. de C.V.—Kilometro 17½, Cerro Gordo, Estado de Mexico
 Packard Bell de Mexico, S.A.—Fco. Morazon No. 411, Mexico, D.F.
 Philco, S.A.—Zaragoza No. 280, Mexico, D.F.
 Philips Mexicana, S.A.—Norte 44 No. 3612, Mexico D.F.
 Radio y T.V. de Mexico, S.A.—Enrique Gonzales Martinez No. 7, Mexico, D.F.
 R.C.A. Victor Mexicana, S.A.—Av. Cuitlahuac 2519, Mexico, D.F.
 Rivera, S.A.—Insurgentes 264, Mexico, D.F.
 Sema Electronica, S.A.—Estacion La Leona, Garza Garcia, N.L.
 Television Continental, S.A.—Zacatecas 152, Mexico, D.F.

NEW ZEALAND

Bell Radio-Television Corp.—347 Queen St., Auckland. A. Bell Collier & Beale Ltd.—100 Dixon St., Wellington
 His Master's Voice (N.Z.) Ltd.—162-172 Wakefield St., Wellington. A. J. Wyness, managing director.
 Philips Electrical Industries of New Zealand Ltd.—Bond St., Wellington, C. 1
 Pye Ltd.—Chancery St., Auckland, C. 1. G. A. Wooller, managing director
 Radio Corp. of New Zealand Ltd.—80 Courtenay Place, Wellington

SWEDEN

Centrum Radio AB, Gyilling & Co.—Lordonvliadukten (Box 4013), Stockholm
 Dux Radio AB—Svarvargatan 7, Stockholm
 Industri AB Luxor—Motala.
 Norrkopings Electrotekniska Fabriker AB (NEFA)—Finspangsvagen 41, Norrkoping
 Smith Radio AB—Humlegardsgatan 17, Stockholm
 Standard Radio & Telefon AB—Johannesfredsvagen 9-11, Bromma, Stockholm
 Stern & Stern AB—Sveavagen 45, Stockholm
 AGA, Svenska AB Gasaccumulator, AGA—Lidingo
 Svenska Radio AB—Alstromergatan 12, Stockholm
 Svenska AB Philips—1 Cavlegatan 16 (Box 6077), Stockholm

SWITZERLAND

Dewald A.G.—Seestrasse 561, Zuerich. Paul Dewald and Jean Wildberger, directors.
 Fernsch A.G. fuer Empfangsanlagen—Stauffacherquai 40, Zuerich. K. Buechler, director.
 Novelectric A.G.—Clairdenstrasse 25, Zuerich. Walter Haefner, director.
 Philips Radio S.A.—152 Rue de la Paix, La Chaux-de-Fonds
 Schwachstrohm Technik A.G. (S.A.G.)—Waltersbachstrasse 3, Zuerich. O. Fischer, president.
 Sondyna A.G.—Hedwigstrasse 25, Zuerich
 Velectra A.G.—Unterer Quai 31a, Biel

VENEZUELA

La Electronica Venezolana, S.A.—49 Avenida Sucre, Los Dos Caminos, Caracas
 Granadillo & Henriquez—Edificio Alcabala, Puente Anauco a Alcabala, 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

Selected List of

TV-Radio Editors of Major Newspapers & Magazines

(For Trade, Technical and Advertising Publications, see pp. 466-467)

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 Daily Citizen—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—Patricia Nogler
Sacramento Bee—Lillian K. Hickey
San Bernardino Sun—Mary Sanchez
San Diego Tribune—Dave McIntyre
San Diego Union & Copley News Service Syndicate—Donald Freeman
San Francisco Call-Bulletin—Paul Speegle
San Francisco Chronicle—Terrence O'Flaherty
San Francisco Examiner—Dwight Newton
San Francisco News—Guy Wright
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 Kelly
Miami Herald—Jack E. Anderson
Miami Beach Sun—Juliet Moore
St. Petersburg Independent—R. Bothwell
St. Petersburg Times—John M. McAleenan
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—Alfred Monroe
Chicago Sun-Times—Paul Molloy
Chicago Tribune—Larry Wolters
Moline Dispatch—Carla Reynolds
Peoria Journal-Star—William H. Lyttleton
Rockford Star & Register Republic—William H. Klusmeier

Rock Island Argus—Charles Sanders
Springfield Illinois State Journal—John Muraro Jr.
Springfield Illinois State Register—James E. Armstrong
Waukegan News-Sun—Mrs. Doris Palzer

INDIANA

Anderson Bulletin—Juliet Crittenberger
Anderson Herald—Floyd Schuyler
Evansville Courier—Bernita Dougan
Evansville Press—Sara Knight
Fort Wayne Journal-Gazette—Jean Mack
Indianapolis News—Jackie Stahl
Indianapolis Star—Julia Daugherty
Indianapolis Times—"Casey"
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—Mrs. Marjorie Hummel

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—Sim Myers
Shreveport Journal—Lillie M. 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 E. Petridge
Boston Record—William Buchanan
Christian Science Monitor (Boston)—Mabelle Joyce
New Bedford Standard-Times—Joseph Wicherski
Springfield Daily News—Lawrence P. Sullivan
Worcester Evening Gazette—James A. Gourgouras
Worcester Telegram—Frederick L. Rush-ton; Don Williams (Sunday)

MICHIGAN

Detroit Free Press—Bettelou Peterson
Detroit News—Herschell Hart
Detroit Times—Andrew Wilson
Flint Journal—Ralph G. Coulter
Grand Rapids Herald—Sue Rogers
Grand Rapids Press—Mrs. June Tengowski
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—Frank Hains
Jackson State Times—Cal Turner
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
St. Louis Post-Dispatch—Warner O. Schoyen

NEBRASKA

Omaha World-Herald—Irene Provost

NEW HAMPSHIRE

Concord Monitor & New Hampshire Patriot—Arthur Babineau
Manchester New Hampshire Sunday News—Paul Tracy

NEW JERSEY

Camden Courier-Post—Nancy C. Van Tine
Newark News—Roland E. Lindbloom
Newark Star-Ledger—Jerry Krupnick, Billie Hammerslag
New Brunswick Home News—Edward Olly
Passaic Herald-News—William H. Pohle
Paterson Morning Call—Ida Brullo
Paterson News—Henry C. Schwartz
Trenton Times and Sunday Times-Advertiser—Robert L. Muller

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—Bill Cotter
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—Hy Gardner, Marie Torre, Sid Bakal, Ruth Gilbert
New York Journal-American—Jack O'Brien
New York Post—Bob Williams, Jo Coppola
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 Morning 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. Sokol-sky
Syracuse Post-Standard—Peg Stevens

New York City

American Weekly—Wm. A. Coleman
Associated Press—Charles Mercer
Bell Syndicate—Margaret McManus
Cue Magazine—Philip 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

(Continued on next page)

NEW YORK CITY—(Continued)

New York Herald Tribune Syndicate—John Crosby, Marie Torre
 Saturday Review—Robert Lewis Shayon
 This Week—Leslie Lieber
 Time Magazine—Lester Bernstein, Robert Jennings, Jean Sulzberger
 TV Guide—Robert Stahl
 TV Key—Steven H. Scheuer
 TV-Radio Mirror—Ann Mosher
 United Features Syndicate—James Freeman, Faye Emerson
 United Press—Jack Gaver, William Ewald, Fred Danzig
 Wall Street Journal—Joseph M. Guilfoyle

NORTH CAROLINA

Asheville Citizen-Times—Claude Ramsey
 Charlotte Observer—Dick Banks
 Greensboro Record—J. S. Holland Jr.
 Raleigh News & Observer—Raymond Lowery
 Winston-Salem Journal & Sentinel—Gowan H. Caldwell

NORTH DAKOTA

Fargo Forum—Del Johnson

OHIO

Akron Beacon Journal—Art Cullison
 Canton Repository—Mary Ellen Robertson
 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—Tod Raper
 Columbus Ohio State Journal—Joe R. Mills
 Columbus Star—Pauline Smith
 Dayton Daily News—G. E. Mitchell
 Dayton Journal-Herald—Brainard W. Platt
 Lima Citizen—Hope Strong
 Lorain Journal—William E. Totten
 Mansfield News-Journal—Donn F. Gayner
 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—C. Carol Knight
 Johnstown Tribune—Edward Klym
 Philadelphia Bulletin—Bob 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
 Wilkes-Barre Record—M. M. Bartlebaugh
 Williamsport Grit—John B. Willmann

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

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—Bob Brock
 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

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Houston Post—David Westheimer
 Houston Press—Thomas Mahr
 Lubbock Avalanche—R. C. Hankins
 San Angelo Standard-Times—Jack Allard
 San Antonio Express & News—Miss 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 & Vermont Sunday 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—Louise Bresky
 Tacoma News-Tribune—Helen Rogers
 Vancouver Columbian & Sun—David Jewett

WEST VIRGINIA

Charleston Daily Mail—Arnold R. Knapp
 Charleston Gazette—Nancy Brady
 Huntington Advertiser—Custer Holiday
 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

Editors of Regional Editions of TV Guide

NATIONAL—Triangle Publications Inc., TV publications div., 400 N. Broad St., Philadelphia 1, Pa. Walter H. Annenberg, editor, Philadelphia; Merrill Panitt, managing editor, Philadelphia; Oliver H. Crawford, Programming editor, New York.

Alabama—Alabama Edition, Mike Poremski, Atlanta, Ga.

California—Central California Edition, Earlene Kringen, Los Angeles; Northern California Edition, Alfred E. Tomlinson, San Francisco; Southern California Edition, Earlene Kringen, Los Angeles.

Colorado—Colorado Edition, Sid Levin, Denver.

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Georgia—Georgia Edition, Mike Poremski, Atlanta.

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Indiana—Indiana Edition, Katherine B. Conlin, Indianapolis.

Iowa—Iowa Edition, Hugh J. Jones, Davenport.

Kansas—Wichita Edition, Evelyn J. Jordan, Kansas City, Mo.

Kentucky—Kentucky Edition, Barbara E. Mnookin, Cincinnati, Ohio.

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Massachusetts—New England Edition, Angela S. Rich, Boston.

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New Jersey—New York Metropolitan Edition, Arthur Sainer, New York, N. Y.

New York—Lake Ontario Edition & New York State Edition, Pearl H. Ayres, Rochester; New York Metropolitan Edition, Arthur Sainer, New York; St. Lawrence Edition, Angela S. Rich, Boston, Mass.

North Carolina—North Carolina Edition, Alyse L. Ayres, Charlotte.

Ohio—Cleveland Edition, Gerald S. Redmond, Cleveland; Southern Ohio, Barbara E. Mnookin, Cincinnati.

Oklahoma—Oklahoma Edition, Richard B. Smith, Oklahoma City.

Oregon—Oregon Edition, Edwin N. Baker, Seattle, Wash.

Pennsylvania—Hazleton-Williamsport Edition, William Lloyd, Wilkes-Barre; Philadelphia Edition, Beverly Kuhlman, Philadelphia; Pittsburgh Edition, Rachel Adler, Pittsburgh; Wilkes-Barre Scranton Edition, William Lloyd, Wilkes-Barre.

Rhode Island—Connecticut Valley Edition, Angela S. Rich, Boston, Mass.

South Carolina—South Carolina Edition, Alyse L. Ayres, Charlotte, N. C.

Tennessee—Tennessee Edition, Joseph E. Radbill, Memphis.

Texas—Dallas-Ft. Worth Edition & Houston-Galveston Edition, Roger Youman, Houston.

Vermont—New England Edition, Angela S. Rich, Boston, Mass.

Virginia—Virginia Edition, Wania M. Reynolds, Washington, D. C.

Washington—Eastern Washington Edition & Washington Edition, Edwin N. Baker, Seattle.

West Virginia—West Virginia Edition, Barbara E. Mnookin, Cincinnati, Ohio.

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Washington Newsmen

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HEARST METROTONE NEWS-TELENEWS-NEWS OF THE DAY—1905 Fairview Ave. NE. Lawrence 6-5607. Murray Alvey, George Gerlach, Harold H. Lion, Paul M. Lyons, Jack O. May, William T. Richards, Charles E. Shutt, Alfred R. Simonson, George Sozio, Earl T. Steiner, Ronald T. Weston.

INDEPENDENT BROADCASTING CO.—P.O. Box 1716, SSS, Springfield, Mo. Associate non-resident: Bill Bowers.

INTERNATIONAL NEWS SERVICE—Pennsylvania Bldg. National 8-1733. Arthur Kranish, J. Harley Murray.

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KDKA, Pittsburgh—1 Gateway Center, Pittsburgh 22, Pa. Associate non-resident: James L. Snyder.

KFH, Wichita, Kansas—Associate non-resident: George H. Doyle, Charles W. Platt.

KING-AM-TV, Seattle, Wash.—Florence S. Hoff, 4545 Connecticut Ave., Washington, D.C. Emerson 3-4367.

KLPM, Minot, N.D.—Associate non-resident: Kenneth M. Knutson.

KOY, Phoenix—1391 National Press Bldg.—Republic 7-4287, Sam Jones.

KSOO, Sioux Falls, S.D.—317 Phillips Ave., Sioux Falls. Associate non-resident: Ray L. Loftness.

KTLA, Los Angeles—5800 Sunset Blvd., Hollywood 28, Cal. Associate non-resident: H. Gilbert Martyn.

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RADIO FREE EUROPE—301 E. Capitol St. Lincoln 7-4429. Patrick E. Nieburg.

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UNITED BROADCASTING CO.—8th & I Sts. NW. Republic 7-8000. Pierre Daniel Eaton, Arthur A. Snowberger. Associate resident: Richard Eaton.

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(Continued on page 467)

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Publications in Television and Related Fields

- ADVERTISING AGE**, 200 E. Illinois St., Chicago 11, Ill. Delaware 7-5200. 480 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. LOnagacre 5-3320. Moore Publishing Co., Robert D. Stuart, editor; Albert H. Jaeggin, 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. Audiocom 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. J. E. Schindler Jr., 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, TV editor & gen. mgr., TV; Leon Morse, TV news editor; Charles Sinclair, TV special features 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. Monthly.
- 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 Talshoff, editor & publisher. Weekly.
- BUSINESS SCREEN MAGAZINE**, 7064 Sheridan Rd., Chicago 26, Ill. BRiargate 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 Commercial Electronic Products, Robert Z. LaTerza, editor.
- 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**, 33 W. 39th St., New York 18, N.Y. PENnsylvania 6-9220. American Institute of Electrical Engineers. Charles S. Rich, editor. Monthly.
- ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y. LOnagacre 4-3000. McGraw-Hill Publishing Co. Shelton Fisher, 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 DAILY**, 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. Published twice yearly at IRE Show, New York, daily for 4 days; at WESCON Show on west coast, daily for 4 days.
- 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; Robert McKenna, publisher. Monthly.
- ELECTRONIC MARKETS**, 330 W. 42nd St., New York 36, N. Y. LOnagacre 4-3000. Published by market research dept., *Electronics Magazine*, McGraw-Hill Publishing Co. H. W. Mateer, publisher; Frederic M. Stewart, editor. 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. Weekly.
- ELECTRONIC SERVICING** (formerly *Radio-TV Service Dealer*), 300 W. 43rd St., New York 36, N. Y. JUdson 2-4460. Cowan Publishing Corp. S. R. Cowan, Publisher; S. L. Marshall, editor. Monthly.
- 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. LOnagacre 4-3000. McGraw-Hill Publishing Co. H. W. Mateer, publisher; W. W. MacDonald, editor. Three times each month.
- 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. Alicoate, publisher; Charles A. Alicoate, exec. publisher; Chester B. Bahn, editor; Winfield Andrus, managing editor.
- HIGH FIDELITY**, Publishing House, Great Barrington, Mass. Phone: 1300. Audiocom 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 FURNISHINGS 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. (Formerly *Retailing Daily*.)
- 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. George Horiuchi, editor. Quarterly.
- JOURNAL OF THE SOCIETY OF MOTION PICTURE & TELEVISION ENGINEERS**, 55 W. 42nd St., New York 36, N. Y. LOnagacre 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 DIRECTORY OF ADVERTISERS INC.** (Geographical & Classified Directory of Advertisers & Advertising Agency List), 108 Fulton St., New York 38, N.Y. BARclay 7-4827.
- MIKE & SCREEN PRESS DIRECTORY AND NEWS GUIDE**, Hotel Shelton, New York 17, N. Y. Plaza 1-2720. Radio-Newsreel-TV Working Press Assn. Julian Anthony, editor. Annual.
- MILITARY ELECTRONICS**, Shaker Square, Cleveland 20, O. WYoming 1-1565. Electronic Periodicals Inc. Howard Markt, publisher; James C. Kinkaid, editorial director. 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**, 14 Gregory Hall, Urbana, Ill. URbana 7-6611, ext. 671. National Assn. of Educational Broadcasters. Tracy F. Tyler, editor. Monthly.
- NAEB NEWSLETTER**, 14 Gregory Hall, Urbana, Ill. URbana 7-6611, ext. 671. National Assn. of Educational Broadcasters. Harry J. Skornia, 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, publisher. J. L. Noga, business mgr. Monthly.
- NEDA JOURNAL**, 343 S. Dearborn St., Chicago 4, Ill. National Electronic Distributors Assn. H. V. Hedeem, exec. officer.

PF REPORTER, 2201 E. 46th St., Indianapolis 5, Ind. Clifford 1-4531. Howard W. Sams & Co. Inc. Howard W. Sams, publisher; Mal Parks Jr., gen mgr.; Glen Slutz, editor. Monthly.

PARTS JOBBER & ELECTRONICS DISTRIBUTION, 56 E. Walton Dr., Chicago 11, Ill. Whitehall 4-0676. The Parks Publishing Co. Inc. Mal Parks Sr., editor & publisher. Monthly.

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. Vision Inc., Eldridge Peterson, publisher; Carroll J. Swan, editor. 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 6-2535. American Radio Relay League. A. L. Budlong, editor. Monthly.

RADIO & TELEVISION JOURNAL, 1475 Broadway, New York 36, N. Y. Oxford 5-5151. V. L. McKernin, publisher; H. Clay Fischer, editor. Monthly.

RADIO & TELEVISION WEEKLY, 99 Hudson St., New York 13, N. Y. WAlker 5-2576. John E. Riesenfeld, pub.; Cy Kneller, ed.

RADIO & TV NEWS, 366 Madison Ave., New York 17, N. Y. Ziff-Davis Publishing Co. B. G. Davis, pres.; Oliver Read, publisher. Monthly.

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. Alcoate, president; Charles A. Alcoate, editor & publisher.

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; Arnold Farber, editor. Monthly.

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. Semiconductor 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.

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. HOlycourt 5-2400. Walter E. Botthof, publisher; Edward D. Gorman, editorial mgr. *Spot Television Rates & Data*: Steven J. Hondros, editorial mgr., *Films for Television* issued separately. Monthlies.

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. Inc. 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, 386 Fourth Ave., New York, N. Y. Lexington 2-1760. 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 AVAILABILITIES, 1564 Broadway, New York 36, N. Y. Plaza 7-2800. Billboard Publishing Co. Sam Chase, editor & gen. mgr. Monthly.

Publications

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.

VARIETY, 154 W. 46th St., New York 36, N. Y. JUdson 2-2700. Syd Silverman, president; Abel Green, editor; Robert J. Landry, managing editor; George Rosen, TV-radio editor. Weekly.

VISION, 2533 Gerrard St. E, Toronto 13, Ont. Oxford 9-9697. Art C. Benson, sales mgr.; Tom Briggs, editor. Monthly.

WESTERN ADVERTISING, 580 Market St., San Francisco 4, Cal. GARfield 1-8966. Allan J. Oppenheim, publisher; Frank J. Bruguere, editor. Magazine monthly, "news issue" weekly.

WESTERN APPLIANCES & TELEVISION, 274 Brannan St., San Francisco 7, Cal. EXbrook 7-0070. Frederic M. Rea, publisher; Berniece L. Higgins, 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.

Congressional TV-Radio Galleries

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JOSEPH WERSHBA—520 E. 23rd St., New York, N. Y. Associate non-resident: Joseph Wershba.

WESTINGHOUSE BROADCASTING CO.—1625 K St., NW. Sterling 3-0903. Roderick MacLeish.

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WHK, Cleveland—3001 Dent Pl. NW. DeCature 2-5040. Katherine M. Halle.

WHLI, Rockville Center, N. Y.—8 Rugby Rd., Rockville Center, Associate non-resident: Jerome J. Karpf Jr.

WHO, Des Moines—1100 Walnut St., Des Moines 7. Associate non-resident: John D. (Jack) Shelley.

WICC, Bridgeport—P. O. Box 9140, Bridgeport. Associate non-resident: Jack P. Zeigin.

WIP, Philadelphia—35 S. 9th St., Philadelphia 7. Associate non-resident: Sam Serota.

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WLBR, Lebanon, Pa.—8th & Cumberland Sts., Lebanon. Associate non-resident: Hyland White.

WLIB, New York—2090 7th Ave., New York 27. Associate non-resident: Harry Novick.

WLS, Chicago—1230 W. Washington Blvd., Chicago. Associate non-resident: Harold A. Safford.

WMCA, New York—415 Madison Ave., New York 17, NY. Associate non-resident: Leon Goldstein.

WMVA, Martinsville, W. Va.—P. O. Box 831, Martinsville. Associate non-resident: Maynard E. Dillaber.

WNHC, New Haven—1110 Chapel St., New Haven. Associate non-resident: Michael J. Goode.

WNYC, New York—2500 Municipal Bldg., New York. Associate non-resident: Semour M. Seigel.

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.

WRCV-TV, Philadelphia—1619 Walnut St., Philadelphia. Associate non-resident: Taylor Grant.

WRVA, Richmond, Va. Associate non-resident: Jack Clements.

WTIC, Hartford. Associate non-resident: Tom Eaton.

WTOP, Washington—40th & Brandywine Sts. NW. Emerson 2-9300. Lawrence Beckerman, Stephen Walker Cushing, Claude A. Mahoney, Roger Mudd, Edward E. Ryan, Harold (Hal) E. Saylor, Joe J. Sconce, Scott Sutton. Associate resident: John S. Hayes.

WTTG, Washington—Raleigh Hotel. Sterling 3-5300. Matthew Warren.

WTTV, Bloomington-Indianapolis—5755 Wildwood Ave., Indianapolis 20. Associate non-resident: Frank A. Edwards.

WTVJ, Miami—316 N. Miami Ave., Miami. Associate non-resident: Ralph Renick.

WWDC, Washington—8800 Brookville Road, Silver Spring, Md. Tuckerman 2-7600. Norman H. Baum, Kenneth P. Evans, Joe K. Phipps, Thomas L. Slinkard, Associate resident: Irv Lichtenstein, W. Norman Reed, Ben Strause.

YOUTH WANTS TO KNOW—1627 K St. NW. National 8-4600. Marjorie V. McGranaghan.

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ADVERTISING FEDERATION OF AMERICA (AFA), 250 W. 57th St., New York, N.Y. Circle 6-2431. Robert M. Feemster, *Wall Street Journal*, chairman; C. James Proud, pres.-gen. mgr.; Loretto Fox, secy.

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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; Julius M. Gordon, pres., Gaylynn Theatre Bldg., Beaumont, Tex.; Horace Adams, treas., NBC Bldg., Cleveland 14, O.; Edward W. Lider, secy., 260 Tremont St., Boston 16, Mass.; W. A. Carroll, recording secy., 512 N. Illinois St., Indianapolis. Truman T. Rembusch, chmn., TV committee, 55½ E. Court St., Franklin, Ind.

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AMERICAN ASSOCIATION OF FILM PRODUCERS Inc., 333 N. Michigan Ave., Chicago 1, Ill. Lawrence P. Mominee, 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. George C. Johnson, Indiana U., Bloomington, Ind., pres.; Mrs. Melvin C. Koch, Columbus, O., 1st v.p.; Mrs. Gertrude Broderick, Washington, D.C., 2nd v.p.; Mrs. Martin Leiner, Charleston, W.Va., recording secy.; Mrs. Wm. F. Haupt, Los Angeles, Cal., corres. secy.; Harold H. Munger, Manhattan, Kans., treas.; Dr. Leslie Spence, Madison, Wis., exec. director.

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(Continued on next page)

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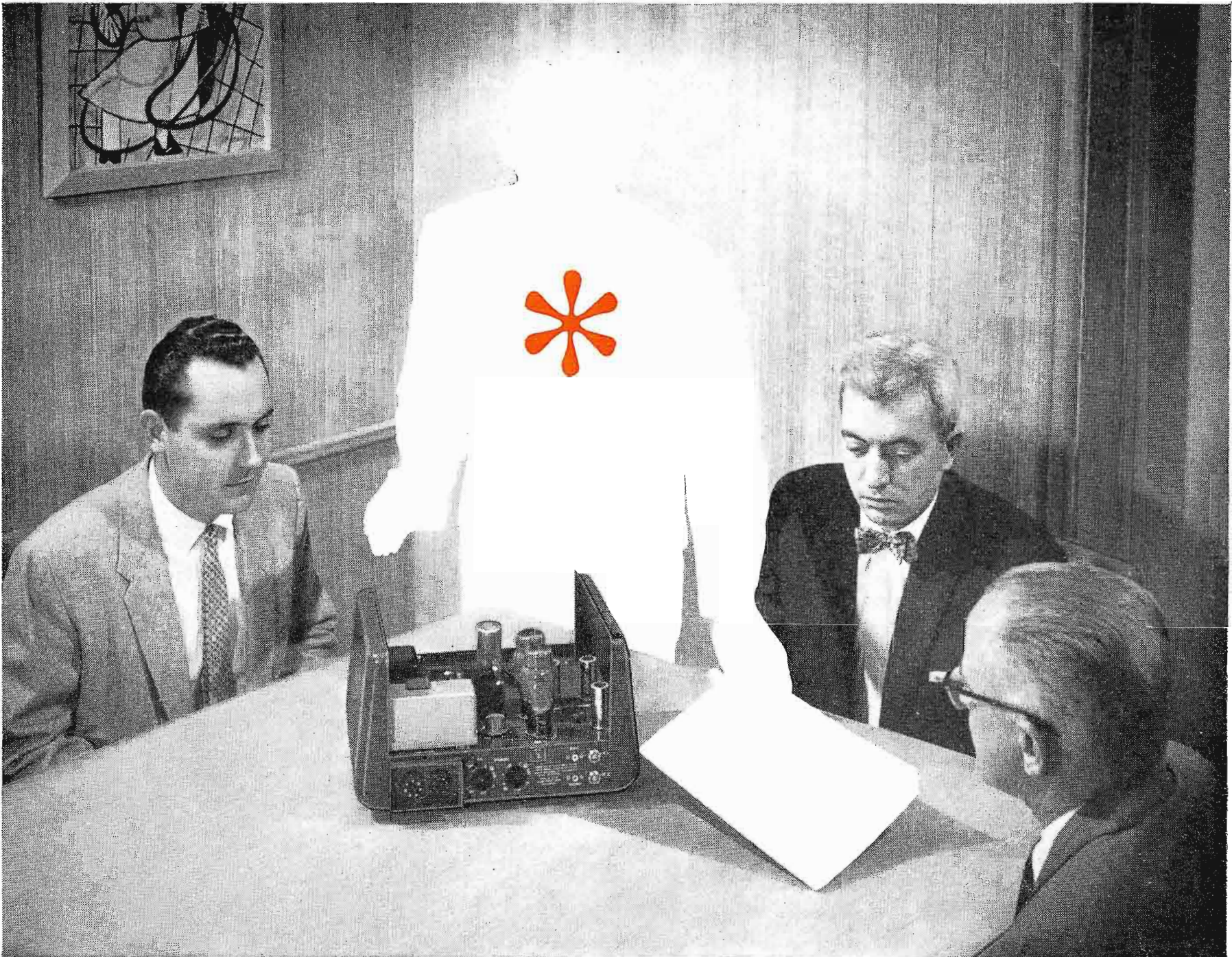
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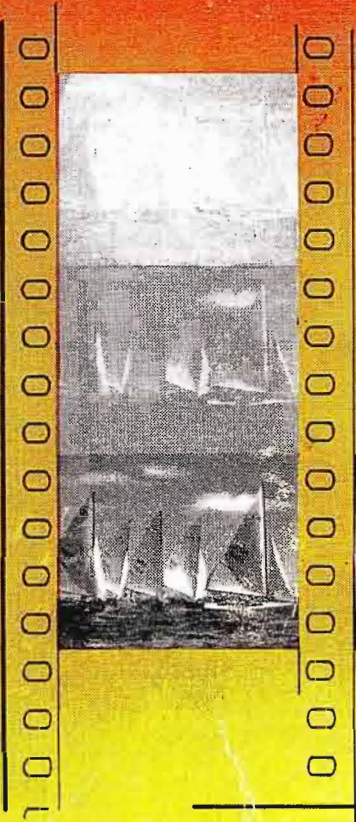
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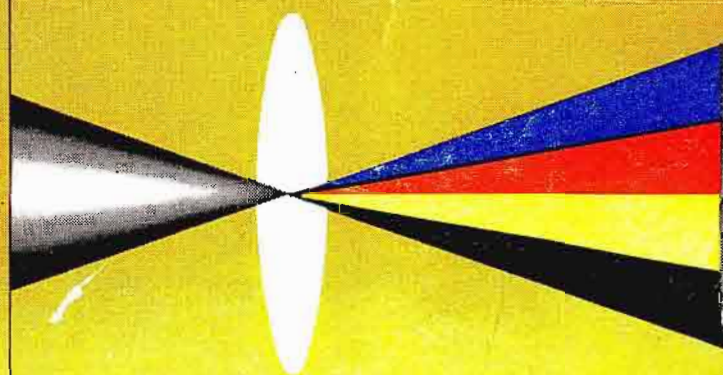
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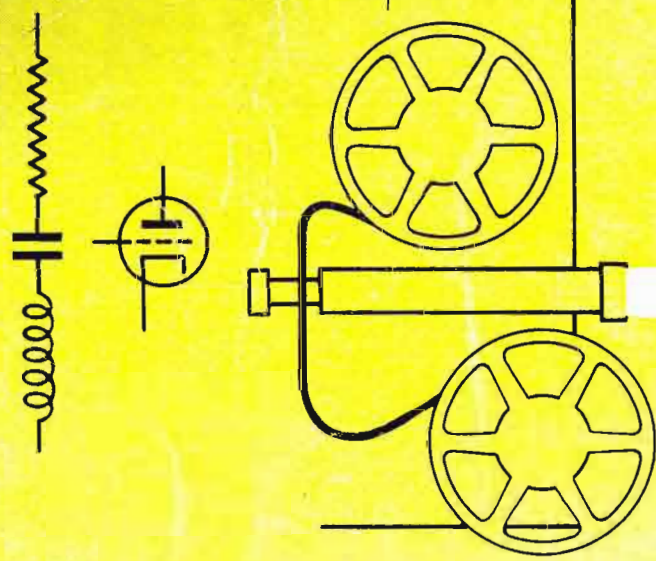
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