

Prog. Dir. .... M. A. Papen  
 Chief Engineer ..... J. Lacroix

**CFQC—Saskatoon—1923**  
**CBC-DOMINION**

Frequency: 600 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. . . . . A. A. Murphy & Sons, Ltd.  
 Bus. Studio Address. . . . . 216 1st Ave., N.  
 Tel.: 2-6611. .... News Services: BUP, PN  
 Trans. Service ..... Lang-Worth, World  
 Representative ..... Young, Oakes  
 President. .... A. A. Murphy  
 Gen. Manager ..... Vernon Dollin  
 Comm. Mgr. .... E. C. Bourassa  
 Program Director. .... Roy Currie  
 Chief Engineer. .... Lyn Hoskins

**CKOM—Saskatoon—1951**

Frequency 1420 Kc. .... Power: 5000 Watts  
 Owned. Saskatoon Community Bcstg. Co., Ltd.  
 Address ..... Empire Hotel  
 Telephone ..... CH 2-1271  
 Transcription Service. .... Thesaurus, Capitol  
 Representative ..... Stovin, Weed  
 Membership ..... CARTB  
 Pres., Gen. Mgr. .... R. A. Hosle  
 Sls. Prom. Manager. .... K. Burgess  
 Commercial Mgr. .... G. D. Tunncliffe  
 Sls. Prom. Manager. .... Pat Murphy  
 Program Director. .... G. E. Walburn  
 Publicity Director. .... Patricia Baudru  
 Chief Engineer. .... Maynard Greer

**CKSW—Swift Current—1956**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned. .... Frontier City Bcstg.  
 Address ..... 134 Central Ave.  
 News Service ..... BN  
 Trans. .... Thesaurus  
 Representative ..... Radio Reps.  
 Pres., Gen. Mgr. .... Douglas Scott  
 Sta. Mgr. .... Wilf Gilbey  
 Comm. Mgr. .... Bill Friest

**CFSL—Weyburn—1957**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned. .... Soo Line Bcstg. Co.  
 Address ..... Co-op Block  
 News Service ..... BUP  
 Representative ..... Nat'l Bcst. Sls.  
 Gen. Mgr. .... Keith D. Baker  
 Comm. Rep. .... W. W. Barber

**CJGX—Yorkton—1927—CBC**

Freq.: 940 Kc. .... Power: 1000 W. d., 10 Kw. n.  
 Owned-Oper. By. .... Yorkton Bcstg. Co., Ltd.  
 Address ..... 171 McDermot Ave., Winnipeg  
 Tel.: 3-2258. .... News Service: BN  
 Rep. .... Stovin, Adam Young  
 Membership ..... CARTB  
 President ..... Dawson Richardson  
 Gen. Mgr. .... F. K. Tully  
 Sta. Mgr. .... J. M. Shortreed  
 Comm. Mgr. .... G. G. Gallagher  
 Prom. Mgr., Pub. Dir. .... J. C. Goodman  
 Prog. Dir. .... M. G. Phillips

To Broadcasters

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**The Associated Press**

**50 Rockefeller Plaza  
 New York 20, N. Y.**

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# New Factors Loom To Strengthen All Foreign Language Broadcasting

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By **RALPH N. WEIL**  
General Manager  
WOV

**F**OREIGN language radio has new reasons each year to forge ahead and intensify service. The reasons? The steady number of emigres from non-English speaking lands to the United States. When you add steady immigration, year by year, to an already definable segment of population you certainly have something worthy of note, and in many cases really BIG.

It is an odd corollary, however, that except for the newer groups (which often are not the largest) the growth goes on relatively unheralded. In fact it's apt to take a splashing of ice cold statistics and facts to make otherwise informed business minds aware of the value of some foreign language markets.

I'd like to be able to table here figures on some of the major foreign language groups across the nation, but current figures on this scale are not presently available. So I can't do that. But I can give an excellent example, with current figures, of the language situation I know best, having dealt happily with it for years; that is Italian in New York City and its environs.

If you were asked to guess how many people from Italy have settled in New York in the past 10 years would you come close? Well, the 10 year figure is 118,330 with 47,600 of them arriving during the last two years!

Very few would have pegged it. Perhaps it is because it is a characteristic of recent and current Italian immigration that it requires no new social adjustments for the overall community. Italians arriving to become new Americans routinely become part of the largest single foreign language group in the country's largest city. They are not pioneering. They are expanding a community segment that has long numbered over 2,000,000 and has long enjoyed relative prosperity. These figures were revealed by a Pulse study released this winter. It also showed the New York City Italian population gain to be definitely net, with the immigration rate outweighing the death rate.

What does this steady immigration mean to radio? To the economic life of the community?

Well, metaphorically speaking, one of the first things the new arrival does is turn

on the radio. When he finds the station that speaks his language and speaks it properly he settles his dial right there. Literally he then stays tuned to "his" station the rest of his life! He'll work at learning the language of the land, and good for him, I say. But . . . he continues to need your language broadcasting. The economic health of the community needs your language broadcasting.

Well handled foreign language radio broadcasting is vital to a region where recent and future immigration is part of the population pattern. This is a case where service offered is service utilized . . . and appreciated. Properly coordinated language broadcasting becomes the voice of ultimate authority as far as its listeners are concerned.

One old rule for successful language operation holds perpetually true. Don't translate, transpose.

An obvious example of where mere translation would fall far short of doing the whole job is news. Your language audience has the normal hunger for news. The listener craves the usual; domestic news, world affairs. But he has an additional yearning, word of the original homeland. Now, I'm sure we all agree that the stress of keeping up with the content of this era's news is tough enough in itself. Your recent newcomer would be sunk if he had to try to cope with it in the language of the land. Even your long resident, foreign-born listener is grateful daily to "his" station for eliminating the extra strain he'd experience trying to cope with the import of the news and the nuances of idiom in his newer language.

Day by day service to groups that grow year by year, through the use of the mother tongue that hits the ears and mind of the language listener as emotionally right—that is foreign language radio's strength. That is how it does its job of serving and entertaining effectively. And that too is how it peeps up the economic health of the community.

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STATIONS OF U. S. AND CANADA**

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de MEXICO, S.A.**

**RADIO CADENA NACIONAL, S.A.  
MEMBER STATIONS**

**ANNUAL**

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- **RCN** network has more than 500,000 watts.
- **RCN** network goes to 3,121,428 radio-homes.
- 15,607,140 listens **RCN** network.
- **RCN** delivers the most Prime audience to the Advertiser that exists in Mexico today.
- **RCN** offers you 41,300 radio listeners per advertising dollar.



**RADIO CADENA NACIONAL .S.A.**

VALLARTA 1

MEXICO, D. F.

**RCN — MEXICO'S MOST POWERFUL RADIO NETWORK**



# STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Acambaro, Gto.	XEGW	1270	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortega Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEII	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Aguascalientes, Ags.	XEYZ	1450	Luis Chavez Calvillo
Apatzingan, Mich.	XECJ	770	
Apatzingan, Mich.	XEGV	1240	
Boca del Rio, Ver	XEOD	1090	
Campeche, Camp.	XEA	1370	Casanoba Brito
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	580	Pregon, Del Est, de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Ciudad Acuma, Coah	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam	XEUJ	1460	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicias, Chih.	XEBN	1240	
Ciudad Delicias	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	1430	Roberto Chavez Gonzalez
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr.
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chih.	XEP	1300	
Ciudad Ixtepec, Oax	XECA	1480	
Ciudad Lerdo	XENO	960	
Ciudad Lerdo, Dur.	XEGZ	790	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son.	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam	XERU	810	
Ciudad Valles, S.L.P.	XETR	1120	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XEHP	580	
Ciudad Victoria, Tam.	XECP	1450	

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**New York 20, N. Y.**



## STATIONS OF MEXICO



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatepec, Ver.	(New)	700	
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1230	J. Roberto Levy
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	580	
Cordoba, Ver.	XEJD	820	J. Jac. Vda. de Zuniga
Cosamaloapan, Ver.	XEFU	630	
Guassave, Sin.	XEGS	1490	Radio Guassave S.A.
Cuaufila, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XEGF	1450	
Culican, Sin.		920	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	860	Carlos C. Armas
Durango, Dgo.	XEE	1280	Jose Valenzuela
El Sauzal, B.C.	XEDX	1010	
Ensenada, B.C.	XEFY	1450	
Ensenada, B.C.	XEPF	1400	Luis Enrique Encisco
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Fresnillo, Zac	XEMA	1340	Jose Miguel Acevedo Moya
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1400	
Gomez Palacio, Dur	XEPM	790	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGL	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XERP	1190	
Guanajuato, Gto.	XEWZ	600	Gonzalo Sanchez Gomez
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Guaymas, Son.	XEFX	800	
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEOP	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chih.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chih.	XEGD	1520	
Hidalgo, del Parral, Chih.	XEJR	1490	
Hidalgo del Parral, Chih.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huauchinango, Puebla	XEGU	1490	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez



## STATIONS OF MEXICO



Location	Call Letters	Frequency	Owner
Irapuato, Gto. ....	<b>XEHE</b>	970	
Irapuato, Gto. ....	<b>XEWE</b>	1420	Felipe Gallardo
Jalapa, Ver. ....	<b>XEFA</b>	1340	Adolfo Alvarez
Jalapa, Ver. ....	<b>XEJA</b>	610	Adolfo Alvarez
Jalapa, Ver. ....	<b>XEJJ</b>	1130	Mariano Caraza
Jalapa, Ver. ....	<b>XEXB</b>	1400	
Jalapa, Ver. ....	<b>XEKL</b>	550	Carlos Ferraez Matos.
Jiquilpan, Mich. ....	<b>XEIX</b>	1290	
La Barca, Jal. ....	<b>XELB</b>	1090	Ramon Alvarez Lopez
Lagos de Moreno ....	<b>XEIQ</b>	1110	
La Paz, B.C. ....	<b>XEAL</b>	1310	
La Paz, B.C. ....	<b>XENT</b>	790	
La Paz, B.C. ....	<b>XEPX</b>	550	
La Piedad, Mich. ....	<b>XELC</b>	1200	
Leon, Gto. ....	<b>XEKX</b>	1270	
Leon, Gto. ....	<b>XEFM</b>	1270	
Leon, Gto. ....	<b>XELG</b>	680	Radio Impuls. del Centro S.A.
Leon, Gto. ....	<b>XERW</b>	1390	Augustin Obregon Padilla
Leon, Gto. ....	<b>XERZ</b>	1240	Carlos Obregon Padilla
Linares, N.L. ....	<b>XER</b>	1260	Radio Linares, S.A.
Los Mochis, Sin. ....	<b>XECF</b>	1410	Francisco Perez H.
Los Mochis ....	(New)	650	
Los Mochis, Sin. ....	<b>XECU</b>	1470	Luis Perez Gomez
Magdalena, Son. ....	<b>XEDJ</b>	1450	Jesus L. Rochin
Magdalena, Son. ....	<b>XESY</b>	1320	
Manzanillo, Col. ....	<b>XECS</b>	1400	
Matamoros, Tam. ....	<b>XEAM</b>	1310	Manuel L. Salinas
Matamoros, Tam. ....	<b>XEMS</b>	1420	
Matamoros, Tam. ....	<b>XEMT</b>	1340	Severo Garza Saenz
Matamoros, Tam. ....	<b>XEO</b>	970	Can. Maria Gonzalez
Matehuala, S.L.P. ....	<b>XEFF</b>	1490	
Mazatlan, Sin. ....	<b>XEDS</b>	1420	Alexjandro A. Schober
Mazatlan, Sin. ....	<b>XERJ</b>	1320	Oscar Perez E.
Mazatlan, Sin. ....	<b>XETK</b>	1390	Radio Emisora de Occidente
Mazatlan, Sin. ....	<b>XEEC</b>	1270	
Merida, Yuc. ....	<b>XERY</b>	1150	
Merida, Yuc. ....	<b>XEDY</b>	1450	
Merida, Yuc. ....	<b>XEFC</b>	1330	Rafael Rivas Franco
Merida, Yuc. ....	<b>XEME</b>	1270	
Merida, Yuc. ....	<b>XEMH</b>	1490	Alvaro Barquet Y
Merida, Yuc. ....	<b>XEMQ</b>	1240	Lazaro Achurra Suarez
Merida, Yuc. ....	<b>XEQW</b>	550	
Mexicali, B.C. ....	<b>XECL</b>	990	Alfonso A. Lacarra
Mexicali, B.C. ....	<b>XEAA</b>	1340	Consuelo Tonnella King
Mexicali, B.C. ....	<b>XEAO</b>	910	Juan C. Chavez
Mexicali, B.C. ....	<b>XEWV</b>	940	
Mexicali, B.C. ....	<b>XED</b>	1050	Carlos Blando
Mexicali, B.C. ....	<b>XEGE</b>	1570	
Mexicali, B.C. ....	<b>XESU</b>	790	
Mexico, D.F. ....	<b>XEB</b>	1220	El Buen Tono S.A.
Mexico, D.F. ....	<b>XEA1</b>	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F. ....	<b>XEBS</b>	1410	Hispano Mexicano S.A.
Mexico, D.F. ....	<b>XEBZ</b>	660	Vocero Mexicano S.A.
Mexico, D.F. ....	<b>XEDA</b>	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F. ....	<b>XEDP</b>	1060	Radio Gobernacion
Mexico, D.F. ....	<b>XEJP</b>	1150	Radio America, S.A.
Mexico, D.F. ....	<b>XEK</b>	970	Arturo Martinez
Mexico, D.F. ....	<b>XEL</b>	1260	Herdez S.A.
Mexico, D.F. ....	<b>XELA</b>	830	Radio Metropolitan S.A.
Mexico, D.F. ....	<b>XELZ</b>	1440	Maria Cardena de Zetina
Mexico, D.F. ....	<b>XEMC</b>	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F. ....	<b>XEMX</b>	1380	Publ. Com. de Mexico S.A.
Mexico, D.F. ....	<b>XEN</b>	690	Guillermina P. de Del Conde



# STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F.	XERCN	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XEUN	860	Universidad Nacional de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Minatitlan, Ver.	XEDW	1260	Oucrs de Hector Silva Canto
Monclova, Coah.	XEKN	1390	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	970	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEGQ	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XENL	860	
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Monterrey, N.L.	XEEO	690	
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XEGP	1580	
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1010	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEHG	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1590	
Nogales	XEXW	1300	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XEDF	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1140	Julio Santo Coy
Nuevo Laredo, Tam.	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	980	
Oaxaca, Oax	(New)	570	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	850	Sucrs de Francisco Campos H.



## STATIONS OF MEXICO



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Pachuca, Hgo. ....	XETK	1420	
Pachuca, Hgo. ....	XEPK	1180	Radio Publ. de Pachuca
Papantla, Ver. ....	XEGK	920	
Patzcuaro, Mich. ....	(New)	600	
Piedras Negras, Coah. ....	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah. ....	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver. ....	XEFO	1480	
Progreso, Yuc. ....	XEGO	620	
Progreso, Yuc. ....	XECN	1400	
Puebla, Pue. ....	XECD	1170	Roberto Canedo
Puebla, Pue. ....	XEHR	1090	Manuel R. Canale
Puerta Vallarta, Jal. ....	XEEJ	650	
Queretaro, Qro. ....	XEJX	1250	Radio Emisora Queretaro
Queretaro, Qro. ....	XENA	1520	Ramon Rodriguez Familiar
Quertaro, Que. ....	XEDI	1570	
Reynosa, Tam. ....	XEFP	1240	
Reynosa, Tam. ....	XEGH	620	
Reynosa, Tam. ....	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam. ....	XERT	590	Ignacio Magallon
Rio Bravo, Tam. ....	XEFD	1170	
Rio Bravo, Tam. ....	XEFL	1110	
Rio Verde, S.L.P. ....	XEEM	660	
Rosarito, B.C. ....	XERB	1090	Interamericana de Radio, S.A.
Sabinas, Coah. ....	XEBX	610	Radiodif. Coahuila, S.A.
Sabinas, Coah. ....	XESH	1460	
Saguayo, Mich. ....	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto. ....	XENP	1430	
Salamanca, Gto. ....	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax. ....	XEEA	1330	
Saltillo, Coah. ....	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah. ....	XESJ	1250	Froylan Mier Narro
Saltillo, Coah. ....	XEXU	1490	
San Andres Tuxtla, Ver. ....	XEPA	980	
San Andres Tuxtla, Ver. ....	XERM	1370	
San Andres Tuxtla, Ver. ....	XELN	1510	
San Andres Tuxtla, Ver. ....	XEDQ	1400	
San Andres Tuxtla, Ver. ....	XEGA	1300	
San Miguel Allende, Gto. ....	XESQ	1280	
San Luis Potosi, S.L.P. ....	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P. ....	XECZ	1430	Radiodif, Mexicano
San Luis Potosi, S.L.P. ....	XEPO	1260	Alejandro Espinosa Pitman
San Luis Potosi, S.L.P. ....	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P. ....	XEXQ	1460	
San Luis Potosi, S.L.P. ....	XESL	1340	Guadalupe Delgado Ramirez
San Luis Potosi, S.L.P. ....	XEEQ	750	
San Luis Rio Colorado, Son. ....	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal. ....	XESP	1400	Hermínio Macias Alonso
Santa Ana, Son. ....	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih. ....	XEHB	770	
Santa Barbara, Chih. ....	XESB	1400	Domingo Salayandia Najera
Santa Barbara, Chih. ....	XEES	820	
Santa Rosalia, B.C. ....	XEAH	560	
Santa Rosalia, B.C. ....	XESR	1320	
Tala, Jal. ....	XEAF	550	
Tampico, Tam. ....	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam. ....	XEFW	810	Flores y Martinez
Tampico, Tam. ....	XES	1240	Radio Televisora de Tampico
Tampico, Tam. ....	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam. ....	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam. ....	XELE	1300	
Teapa, Tab. ....	XEUI	1320	

# STATIONS OF MEXICO



Location	Call Letters	Frequency	Owner
Tapachula, Chi.	(New)	850	
Tapachula, Chis.	XETS	630	Napoleon Correa
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuala, Nay.	XEFG	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tehuantepec, Oax	XEDS	600	
Tepic, Nay.	XERK	1450	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Tepic, Nay	XEEF	620	
Tepic, Nay	XEEU	810	
Teziutlan, Pue.	XEFJ	1330	
Tijuana, B.C.	XEAC	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrer
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Tonalá, Jal.	XEHJ	760	
Torreón, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreón, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreón, Coah.	XETB	1350	Radio Laguna, S.A.
Torreón, Leon	XEOB	1490	
Torreón, Coah.	XETC	1240	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	1360	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernando Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S.A
Villahermosa, Tab.	XEUS	1080	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVV	970	
Zamora, Mich.	XEQL	860	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1150	Manuel Llamas Felix
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	(New)	880	
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	810	Gabriel Saenz Gutierrez

# STATIONS OF CUBA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Artemisa .....	CMAD	1240	Manuel Domingues Motolongo
Bayamo .....	CMKX	1390	Aistides Gervet Villafane
Bayamo .....	CMDD	1200	
Caibaguan .....	CMHY	1590	
Camaguey .....	CMJE	680	Satellite CMBC Havana
Camaguey .....	CMJF	1340	Radio Camaguey
Camaguey .....	CMJC	1270	Cadena Camagueyana de Radio
Camaguey .....	CMJL	920	Circuito CMQ S.A.
Camaguey .....	CMJW	1440	Andres Moran Cisneros
Camaguey .....	CMJA	1060	Rafael Valdes Jiminez
Camaguey .....	CMJR	1030	Org. Insular de Radio, S.A.
Camaguey .....	OMJN	960	
Camaguey .....	CMJG	1000	Cadena Oriental de Radio, S.A.
Camaguey .....	CMJK	1160	Jones, Castrillon y Cia
Cardenas .....	CMGE	1470	Genaro Sabater Fox
Ciego de Avila .....	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila .....	CMJD	1190	Union Radio S.A.
Ciego de Avila .....	CMJP	580	
Ciego de Avila .....	CMJS	1580	
Ciego de Avila .....	CMJO	1470	Bonifacio Idelfonso Morales
Cienfuegos .....	CMHN	680	
Cienfuegos .....	CMHF	1040	
Cienfuegos .....	CMHJ	1350	Union Radio S.A.
Colon .....	CMGM	1440	
Cruces .....	CMHK	1220	Virgilio Villanueva Bravo
Encrucijada .....	CMHE	1090	Virgilio R. Diaz Quintanilla
Florida .....	CMJI	1400	Dr. Osvaldo Moran Artega
Fomerito .....	CMHX	1480	Eugenio Perez Mena
Guantanamo .....	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo .....	CMKI	1400	Union Radio S.A.
Havana .....	CMOA	1590	Juan Fernandez Duran
Havana .....	CMZ	1560	Ministry of Education
Havana .....	CMOX	1490	
Havana .....	CMCM	1460	Cia. Transradio Columbia S.A.
Havana .....	CMCQ	890	Andres Martinez
Havana .....	CMBX	1390	Alberto Alvarez Ferrera
Havana .....	CMBG	1360	
Havana .....	CMCB	1330	Radio Reloj S.A.
Havana .....	CMCO	1230	Edelberto Perez Rubio
Havana .....	CMK	1190	Faust Montiel
Havana .....	CMBK	1150	Radio Publicidad Tropico S.A.
Havana .....	CMBY	1120	Pages y Cia.
Havana .....	CMBS	1090	Enrique Artalejo Fernandez
Havana .....	CMCI	1260	Cadena Oriental de Radio S.A.
Havana .....	CMCX	1060	Circuito Occidental de Radio S.A.
Havana .....	CMCG	1420	
Havana .....	CMBQ	1010	Radio Continental CMBQ S.A.
Havana .....	CMCK	980	Cia. Radiodif. COCO y CMCK S.A.
Havana .....	CMBF	950	Radio Universal S.A.
Havana .....	CMCF	910	J. Ulloa y Cia.
Havana .....	CMCY	590	
Havana .....	CMBL	860	Radio Cadena Suaritos
Havana .....	CMBZ	830	Manuel y Guillermo Salas
Havana .....	CMCH	790	Radio Cadena Habana S.A.
Havana .....	CMBC	690	
Havana .....	CMCD	760	La Voz del Aire
Havana .....	CMCA	730	Radio Publicidad Tropico S.A.



## STATIONS OF CUBA



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Havana	CMW	550	A. Gil y M. Troncoso
Havana	CMQ	630	Cirquito CMQ S.A.
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMBD	1520	
Holguin	CMDL	1150	
Holguin	CMKJ	600	
Holguin	CMDC	1290	Cadena Oriental de Radio S.A.
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental de Radio
Holguin	CMKJ	730	Cirquito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKM	560	Union Radio S.A
Jabotibonico	CMJJ	540	
Jobellanos	CMGN	960	
Mantanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo	CMDF	1590	
Matanzas	CMGU	1340	
Matanzas	CMGL	1400	Cadena Oriental de Radio S.A.
Moron	CMJX	1230	Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filigueras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAF	680	
Pinar del Rio	CMAB	740	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta S.A.
Pinar del Rio	CMAQ	920	Cirquito CMQ S.A.
Pinar del Rio	CMAR	1170	Manual Diaz Autran
Pinar del Rio	CMAW	800	Pedro Redondo Fernandez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua la Grande	CMHO	1310	
Sagua La Grande	CMHR	1570	
San Cristobal	CMAC	1030	
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	780	Union Radio S.A.
San Luis	CMKQ	1400	Raul de Arms Trompeta
Santiago de Cuba	CMDB	680	Synchronized with CMBC Camaguey
Santiago de Cuba	OMKN	930	
Santiago de Cuba	CMKC	770	Radio Orientale S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio S.A
Santiago de Cuba	CMKU	850	Cirquito CMQ S.A.
Santiago de Cuba	CMKW	1000	Reloj Del Aire S.A.
Santiago de Cuba	CMDZ	1120	
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio S.A.
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
Santiago de Cuba	CMDA	1320	
Santa Clara	CMHQ	640	Cirquito CMQ S. A.
Santa Clara	CMHW	810	
Santa Clara	CMHZ	970	
Santa Clara	CHMM	1130	
Santa Clara	CMHG	670	Synchronized with Camaguey
Santa Clara	CMHD	890	Union Radio S.A.
Santa Clara	CMHC	1410	
Sancti Spiritus	CMHL	1450	
Sancti Spiritus	CMHP	1250	
Victoria de las Tunas	CMKG	1490	Ramon Espinosa Perez
Victoria de las Tunas	CMDQ	840	
Victoria de last Tunas	CMGE	1240	Humberto Anteres Pena
Victoria de Las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon



## STATIONS OF HAITI

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Port-au-Prince .....	4VW	1300	Ricardo Widmaier
Port-au-Prince .....	4VGM	1470	Frank C. Magloire

## STATIONS OF DOMINICAN REPUBLIC

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Bani .....	H13V	1310	Manuel Bello Hijo
Barahona .....	H13A	1360	
Ciudad Trujillo .....	H1T	1400	Francisco A. Sanabia
Ciudad Trujillo .....	H1Z	1350	Frank Hatton
Cuidad Trujillo .....	H12H	1490	Raf. E. Tavarez L.
Cuidad Trujillo .....	H1N	1220	Partido Dominicano
Ciudad Trujillo .....	H1G	950	Andres Cordero Puello
Ciudad Trujillo .....	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo .....	H13T	620	J. Arismendi Trujillo
Puerto Plata .....	H19U	1240	Luis A. Pelegrin
San Cristobal .....	H12R	1440	Luis Alberti
San Francisco de Macoris .....	H14C	1250	Manuel R. Peralta
San Pedro de Macoris .....	H11J	610	
Santiago .....	H14B	1330	Abraham Vanderhorst
Santiago .....	H16T	1380	J. Arismendi Trujillo
Santiago .....	H18B	1050	Jacinto L. Sanchez
Santiago .....	H19Z	820	Luis F. Moscoso C.
Santiago .....	H11N	1220	Expedi Pou

## STATIONS OF BAHAMAS & JAMAICA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
<b>BAHAMAS</b>			
Nassau .....	ZNS	1540	Bahamas Government
<b>JAMAICA</b>			
Kingston .....	ZQI	720	Jamaica Bestg. Co.
Mandeville .....		580	
Montego Bay .....		1180	
Point Galina .....		560	

# RADIO CADENA NACIONAL, S.A.

Main Office: Vallarta #1  
 Mexico 4, D. F.-Mexico  
 P. O. Box 7892  
 Cable: RCN — Phone: 46-96-48  
 Monterrey Office: Edif. Alanis Tamez 509  
 Padre Mier y Cap. E. Carranza  
 Monterrey, N. L., Mexico

— PERSONNEL —

President and General Manager.....	Rafael Cutberto Navarro
Manager.....	Lic. Pedro De Koster
Public Relations.....	Luis Gurza y Villarreal
Traffic Dept. ....	Enrique Bernal Servín
Publicity Dept.....	Hector Ramirez Diaz

# RADIO PROGRAMAS DE MEXICO, S.A.

Institucion Mexicana de Radio  
 General Offices: Bucareli 109  
 Phones:  
 General Offices: 36-29-01 — 12-65-44 — 13-91-14  
 P. O. Box 1324  
 Mexico City, Mexico

— PERSONNEL —

President & General Manager.....	Clemente Serna Martinez
Vice President.....	Antonio Eufrazio Ontiveros
Vice President.....	Horacio Niño Medina
Vice President.....	Dr. Luis de la Rosa
Manager .....	Javier Salcido
Sales Executive.....	Lic. Jose Sanchez Navarro
Asst. to Pres., Gen. Manager.....	Homero Rios D.
Audio & Recording Supervisor.....	Ing. Dario Mondragon

# RADIO CADENA NACIONAL, S.A. MEMBER STATIONS

Location	Call Letters	Frequency Kcs.	Location	Call Letters	Frequency Kcs.
Acapulco, Gro. ....	XEBB	600	Merida, Yuc. ....	XEMH	1490
Acuna, Coah. ....	XERF	1570	Merida, Yuc. ....	XEZ	600
Aguascalientes, Ags. ....	XERO	1490	Mexicali, B.C. ....	XECL	990
Agua Prieta, Son. ....	XEFH	1310	Mexico, D. F. ....	XERCN	1110
Agua Prieta, Son. ....	XEAQ	1490	Miguel Aleman, Tamps. ....	XEHI	1470
Cd. del Carmen, Camp. ....	XECC	1340	Monterrey, N. L. ....	XET	990
Cd. Juarez, Chih. ....	XEJ	970	Monterrey, N. L. ....	XEJM	1450
Cd. Juarez, Chih. ....	XEFV	1240	Monterrey, N. L. ....	XEG	1050
Cd. Juarez, Chih. ....	XEWG	1490	Morelia, Mich. ....	XESF	1300
Cd. Obregon, Son. ....	XEAP	1290	Nogales, Son. ....	XECG	1240
Cd. Valles, S.L.P. ....	XECV	610	Nvo. Laredo, Tamps. ....	XEK	960
Cd. Victoria, Tamps. ....	XEHP	580	Nva. Rosita, Coah. ....	XENR	980
Culiacan, Sin. ....	XECQ	1300	Oaxaca, Oax. ....	XEOA	570
Chihuahua, Chih. ....	XEM	1390	Pachuca, Hgo. ....	XEPK	1420
Durango, Dgo. ....	XEDU	860	Parral, Chih. ....	XEJS	1150
Ensenada, B. C. ....	XEDX	1010	Puebla, Pue. ....	XECD	1170
El Mante, Tamps. ....	XECM	1450	Reynosa, Tamps. ....	XEOR	1890
Guadalajara, Jal. ....	XEHL	1010	Saltillo, Coah. ....	XEKS	1330
Guadalajara, Jal. ....	XEBA	840	Sahuayo, Mich. ....	XEGC	1450
Guadalajara, Jal. ....	XEAD	1150	San Luis Potosi, S.L.P. ....	XEPO	1310
Hermosillo, Son. ....	XEDL	1250	Tampico, Tamps. ....	XEFW	810
Jalapa, Ver. ....	XEJJ	1550	Tapachula, Chis. ....	XEKQ	670
Jimenez, Chih. ....	XEJZ	1320	Tehuantepec, Oax. ....	XEKZ	600
Leon, Gto. ....	XELG	680	Tepic, Nay. ....	XEXT	980
Leon, Gto. ....	XERZ	1240	Tijuana, B. C. ....	XEBG	1550
Los Mochis, Sin. ....	XECU	1470	Toluca, Mex. ....	XECH	1490
Manzanillo, Col. ....	XECS	960	Torreón, Coah. ....	XEBP	1310
Matamoros, Tamps. ....	XEO	970	Torreón, Coah. ....	XETJ	570
Matamoros, Tamps. ....	XEMT	1340	Tuxtla Gutierrez, Chis. ....	XEUE	1360
Mazatlan, Sin. ....	XERJ	1320	Veracruz, Ver. ....	XETF	1250
			Zacatecas, Zac. ....	XEXZ	1150

# U. S. AND CANADIAN INTERNATIONAL STATIONS

<i>Station Operator and Location</i>	<i>Call Letters</i>	<i>Power</i>
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.....	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.....	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.....	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Broadcasting Corporation, Mason, Ohio.....	WLWO-1	150 kw.
	-2	150 kw.
	-3	150 kw.
	-4	150 kw.
	-5	150 kw.
	-6	150 kw.
General Electric Company, Schenectady, N. Y.....	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.....	WBOU-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.....	KNBH-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
*World Wide Broadcasting Corp., Scituate, Mass.....	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	50 kw.

\*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used exclusively for Voice of America broadcasts.

## CANADIAN BROADCASTING CORP. INTERNATIONAL SERVICE

*Two transmitters at Sackville, N. B. of 50 kw. each, operating under the following call letters:*

<i>Call Letters</i>	<i>Frequency (kc.)</i>	<i>Call Letters</i>	<i>Frequency (kc.)</i>
CHAC .....	6160	CKLX .....	15090
CHLA .....	21710	CKNA .....	5970
CHLS .....	9610	CKNC .....	17820
CHOL .....	11720	CKNK .....	11945
CKCS .....	15220	CKOB .....	6090
CKCX .....	15190	CKRA .....	11760
CKEX .....	11900	CKRP .....	21600
CKLO .....	9630	CKRZ .....	6060
CKLP .....	9585	CKXA .....	11705

# Radio Markets Ranked by Spot Volume, 1956 In Groups of Ten Markets:

		<i>Total</i>	<i>%</i>	<i>Cumulative Total</i>	<i>Cumu- lative %</i>
1. New York . . . . .	\$18,161,000				
2. Chicago . . . . .	9,826,000				
3. Los Angeles . . . . .	5,847,000				
4. Detroit . . . . .	5,544,000				
5. Philadelphia . . . . .	5,045,000				
6. Boston . . . . .	3,308,000				
7. San Francisco . . . . .	3,264,000				
8. St. Louis . . . . .	2,929,000				
9. Pittsburgh . . . . .	2,773,000				
10. Cincinnati . . . . .	2,553,000	\$59,250,000	40.75	\$59,250,000	40.75
11. Washington . . . . .	2,180,000				
12. Cleveland . . . . .	2,076,000				
13. Minneapolis-St. Paul . .	2,058,000				
14. Kansas City . . . . .	1,864,000				
15. Dallas-Ft. Worth . . . .	1,765,000				
16. Buffalo . . . . .	1,508,000				
17. Houston . . . . .	1,489,000				
18. Atlanta . . . . .	1,479,000				
19. Baltimore . . . . .	1,428,000				
20. Des Moines . . . . .	1,357,000	17,204,000	11.83	76,454,000	52.58
21. Seattle . . . . .	1,257,000				
22. Denver . . . . .	1,231,000				
23. Hartford . . . . .	1,195,000				
24. Milwaukee . . . . .	1,148,000				
25. Albany . . . . .	1,117,000				
26. New Orleans . . . . .	1,112,000				
27. Indianapolis . . . . .	1,111,000				
28. Louisville . . . . .	1,060,000				
29. San Antonio . . . . .	1,011,000				
30. Portland, Ore. . . . .	984,000	11,226,000	7.72	87,680,000	60.30
31. Columbus, O. . . . .	979,000				
32. Memphis . . . . .	965,000				
33. Omaha . . . . .	908,000				
34. Charlotte . . . . .	903,000				
35. Nashville . . . . .	817,000				
36. Providence . . . . .	813,000				
37. Rochester . . . . .	776,000				
38. Miami . . . . .	745,000				
39. Richmond . . . . .	722,000				
40. San Diego . . . . .	683,000	8,311,000	5.72	95,991,000	66.02





# SPOT RADIO MARKET RANKINGS



		Total	%	Cumulative Total	Cumulative %
41. Toledo .....	\$644,000				
42. Birmingham .....	624,000				
43. Tulsa .....	603,000				
44. Oklahoma City .....	576,000				
45. Sacramento .....	548,000				
46. Syracuse .....	525,000				
47. Spokane .....	488,000				
48. Fresno .....	484,000				
49. Norfolk .....	457,000				
50. Wheeling .....	456,000	\$5,405,000	3.75	\$101,396,000	69.74
51. Shreveport .....	454,000				
52. Ft. Wayne .....	435,000				
53. Honolulu .....	421,000				
54. Wichita .....	416,000				
55. Worcester .....	410,000				
56. Tampa-St. Petersburg .	400,000				
57. Akron .....	391,000				
58. Grand Rapids .....	379,000				
59. Youngstown .....	377,000				
60. Dayton .....	376,000	4,059,000	2.79	105,455,000	72.53
61. Salt Lake City.....	368,000				
62. Peoria .....	336,000				
63. Phoenix .....	323,000				
64. Flint .....	306,000				
65. Davenport-Rock Island .	289,000				
66. Jacksonville .....	285,000				
67. New Haven .....	277,000				
68. Allentown .....	271,000				
69. Knoxville .....	268,000				
70. Canton .....	266,000	2,989,000	2.05	108,444,000	74.58
71. Albuquerque .....	260,000				
72. Harrisburg .....	246,000				
73. Springfield, Mass. ....	238,000				
74. Scranton .....	236,000				
75. Charleston, W. Va.....	220,000				
76. Duluth .....	215,000				
77. Little Rock .....	214,000				
78. Stockton .....	213,000				
79. El Paso .....	189,000				
80. Wilmington, Del. ....	184,000	2,215,000	1.52	110,659,000	76.10
81. Chattanooga .....	183,000				
82. Wilkes-Barre .....	170,000				
83. Beaumont .....	169,000				
84. Baton Rouge .....	168,000				
85. South Bend .....	159,000				
86. Bakersfield .....	158,000				
87. Huntington .....	154,000				
88. Mason City .....	145,000				
89. Mobile .....	145,000				
90. Utica-Rome .....	144,000	1,595,000	1.10	112,254,000	77.20

# Today's Community Service Radio Uses Creative Transcription Aids



By  
**DICK LAWRENCE**  
General Manager  
World Broadcasting  
System

**R**ADIO, today, has been through a major creative crisis, and has won its battle. Now, the emphasis has shifted from a sort of detached, "national" approach to high-rated radio programming to one that has its roots in the community, and its emphasis on "community service."

The radio outlets which have been coming to the fore today are those which have been building a unique identity for themselves, both in the way they serve their listeners and their advertisers of all types.

Basically, of course, the shift has been in the direction of the music-and-news format. This would be the simple answer—provided there was only one station in each market. But, a glance through this Annual will show you this is far from the case.

Consequently, stations come to us with a problem which we have now heard repeated many, many times. "What can we do," they ask, "to create something different, something that will give us a style of our own that will attract our share of the audience? And what can we do to help our growing number of local advertisers?"



Since we have been in the radio business for many years now, we saw the trend to localized programming developing, even before it became the dominant factor in national radio advertising.

Our first major step was in the direction of the service which we of World Broadcasting furnish to our station affiliates.

From the ground up, we completely redesigned our "music library" thinking, gradually building it into a creative programming and sales tool. The emphasis then, as it is now, was on selling and production services.

One good example of this is our growing list of open-end jingles, designed to give local advertisers and stations top-quality musical commercials — the kind of unique jingles usually associated only with giant national advertisers who have the full resources of composing, vocal, arranging and lyric talent to draw upon.

These jingles, with sponsor or product names inserted by the local announcer in the jingle lyrics, make for effective, hard-

hitting radio selling. And, we have jingles for literally hundreds of products and classifications of advertisers which can be transformed into revenue producers for our station affiliates.



Then there is the realm of "program aids," and other production tools with which a station can add the touch of "big production" to locally produced radio programs. We have developed, and continue to develop, special musical signatures and program lead-ins which deliver production values of the highest calibre. In short, there is not a type of local show you can name — news, weather, sports, music, farm information—for which we cannot deliver a custom-designed series of recorded aids — materials to give a station a special "personality" and identity in its community.

We have created service-type features, ranging from weather jingles to tune-in builders. We have packaged special programs for the seasonal (and sales) highlights of the year, featuring top-name personalities.



And, we've launched — with tremendous response—such sparkling merchandising innovations as our "Sound-O" game, based on radio sound effects and their identification by listeners to win prizes supplied by local merchants.

On top of all this, we continue to provide top-flight musical artists in outstanding transcriptions for local use, including such names as Peggy Lee, Doris Day, David Rose, Harry James, the Sauter-Finnegan and Victor Young Orchestras, and scores of others. Here, again, we are not just delivering "records." We are building production values to add to stations' prestige and personality, providing stations with the tools with which they can build audiences, and attract more and more advertisers.



# REGIONAL NETWORKS AND GROUP STATION OPERATIONS

## ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

Phone: NORmandy 3-3311

V. P. West Div.....Earl Hudson  
Sales Manager.....Vince Francis

### STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KGW-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTB, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KELP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KKTU, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Montana; KULA, Honolulu, Hawaii; KENI-TV, Anchorage, Alaska; KFAR-TV, Fairbanks, Alaska; KOVR-TV, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTWO-TV, Casper, Wyo.

## ABN Western Division Radio Network

1539 N. Vine St., Hollywood 28, Calif.

Phone: NORmandie 3-3311

Dir., Western Div.....Harry Woodworth  
Sales Service Mgr.....Sheila Manes  
Program Director.....Dresser Dahlstead  
Publicity &

Promotion.....Robert Palmer, Virginia West  
Chief Engineer.....Ralph Denechaud

### STATIONS

KPMC, Bakersfield; KTIP, Porterville; KROP, Brawley; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBC, Sacramento; KSYC, Yreka; KITO, San Bernardino; KWTC, Barstow; KYOR, Blythe; KREO, Indio; KBAB, San Diego; KGO (O&O), San Francisco; KTMS, Santa Barbara; KWG, Stockton, all California; KVOS, Bellingham; KING, Seattle; KGA, Spokane; KPW, Pasco; KTEL, Walla Walla; KPQ, Wenatchee, all Wash.; KASH, Eugene; KGW, Portland; KWRC, Pendleton; KODL, The Dalles, all Oregon; KBAR, Burley; KIFI, Idaho Falls, both Idaho; KENO, Las Vegas, Nev.; KOY, Phoenix; KCNA, Tucson, both Ariz.; KFUN, Las Vegas; KRSN, Los Alamos; KTRC, Santa Fe; KRTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne, Wyo.;

KSID, Sidney, Neb.; KIXX, Provo, Utah; KVOD, Denver; KGHF, Pueblo, both Colo.; KULA, Honolulu, T. H.; KENI, Anchorage; KFAR, Fairbanks; KJNO, Juneau; KABI, Katchikan, all Alaska stations available as a group only.

## Air Trails Network

121 N. Main St., Dayton 2, Ohio

Phone: Baldwin 2-3773

President.....Charles Sawyer  
Exec. V.P., Gen. Mgr.....J. P. Williams  
Vice Pres.....Alex Buchan  
WING, Dayton, WCOL-FM-AM, Columbus, WIZE Springfield, all Ohio; WKLO, Louisville, Ky.; WEZE, Boston, Mass.

## Alabama Community Network

Station WAVU, Albertville, Ala.

General Manager.....Pat M. Courlington  
STATIONS

WCRI, Scottsboro; WCRL, Oneonta; WAVU, Albertville, Ala.

## Alaska Broadcasting System

831 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

General Manager.....Wm. J. Wagner  
STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

## All Islands Radio Network

Station KGU, Honolulu, Hawaii

Manager.....William O. Paine  
STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KIPA, Hilo.

## Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

Pres., Gen. Mgr.....Richard O. Lewis  
Commercial Manager.....E. W. Harvey

BRANCH OFFICES

Box 2911, Tucson, Ariz.

Phone: Main 3-2555

President.....Clinton McKinnon  
520 Main St., Safford, Ariz.

Phone: 15

General Manager.....Paul Merrill  
Box 1677, Flagstaff, Ariz.

Phone: 946

Pres., Gen. Mgr.....Chas. Saunders  
E. Gurley St., Prescott, Ariz.

Phone: 244





# REGIONAL NETWORKS — GROUP OWNERSHIP



**Pres., Gen. Mgr.**.....Harold Ritter  
Box 373, Winslow, Ariz.  
Phone: 1010

**Gen. Mgr.**.....Chuck Mizner  
Box 352, Yuma, Ariz.  
Phone: Sunset 3-3305

**Gen. Mgr.**.....M. R. Lower  
Hwy. 60-70, Globe, Ariz.  
Phone: 41

**Mgr.**.....Willard Shoecraft  
**STATIONS**

KVOA, Tuscon; KYUM, Yuma; KYCA, Prescott; KWJB, Globe; KGLU, Safford; KCLS, Flagstaff; KVNC, Winslow; KTAR, Phoenix, all Arizona.

## Arizona Network

840 N. Central Ave., Phoenix, Ariz.  
Phone: Alpine 8-8181

**Pres., Gen. Mgr.**.....John L. Hogg  
**Comm. Mgr.**.....James W. Ross

### STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flagstaff; KVNC, Winslow; KAWT, Douglas; KVOY, Yuma; KNOT, Prescott.

## Arkansas Network

1001 Spring St., Little Rock, Ark.

**General Manager**.....T. K. Barton  
**Commercial Mgr.**.....Ernest Howard

### STATIONS

Comprising KARK, Little Rock, and all other stations in Arkansas.

## Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

**Manager**.....Walter C. Bridges  
**STATIONS**

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.

## The Bartell Group

Box 105, Madison 1, Wisconsin  
Phone: Cedar 3-0733

**President**.....Gerald A. Bartell  
**Managing Dir.**.....Lee Bartell  
**Comm. Mgr.**.....Morton J. Wagner

### STATIONS

WYDE, Birmingham, Ala.; KRUX, Phoenix, Ariz.; KCBQ, San Diego, Calif.; WAKE, Atlanta, Ga.; WILD, Boston, Mass.; WOKY, Milwaukee, Wis.

## Bernard Country-Western Group

730 Fifth Ave. (Suite 1901), New York 19, N. Y.  
Phone: Circle 6-7242

**President**.....Charles "Chuck" Bernard  
**Asst. to President**.....Rita Hughes  
**Sales Prom. Mgr.**.....Joseph Antelo  
**Art Director**.....Leonard Kessler

### BRANCH OFFICES

New Howard Hotel, 8 N. Howard St.  
Baltimore 1, Md.  
Phone: LE 9-1680

**Exec. in Chg.**.....Miss L. Wentworth  
601 Merchandise Mart, 2201 Grand Ave.  
Kansas City 6, Mo.

Phone: BA 1-5175

**Exec. in Chg.**.....Miss M. Marian  
Room 624, 1000 Main St., Dallas, Texas

Phone: RI 2-3605

**Exec. in Chg.**.....Stu Barondess

### STATIONS

KVSM, San Francisco; KPIK, Colorado Springs; KLAK, Denver; WARL, Washington, D. C.; WOOO, DeLand-Daytona Beach; WMIE, Miami; WHBO, Tampa; KCKN, Kansas City; WBMD, Baltimore; KEVE, Minneapolis-St. Paul; KWEM, Memphis; KCUL, Fort Worth-Dallas; KRCT, Houston; KSOP, Salt Lake City; WCMS, Norfolk, Va.; WEXL, Detroit; WHFC, Chicago; WQJK, Jacksonville; WPFA, Pensacola.

## Blue Ridge Network

c/o WBAW, Seneca, S. C.

**National Rep.**.....Hil F. Best

### STATIONS

WBAW, WSNW, Seneca; WSSC, Sumter, all South Carolina; WLFA, Lafayette, Ga.

## Broadcast Advertising, Inc.

8 Newbury Street, Boston 16, Mass.

Phone: Kenmore 6-0854

**President**.....James Muzley  
**Manager**.....J. J. Manning

**Program Director**.....E. P. Gieringer  
**Merchandising Director**.....F. P. Russell

### STATIONS

"Ken & Carolyn's Kitchen" Pgm.

WGAN, Portland, Maine; WGUY, Bangor, Maine; WHDH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

### NATIONAL REPRESENTATIVE

Avery-Knodel, Inc.

"The Marjorie Mills Hour" Pgm.

WVDA, Boston, Mass.; WAAB, Worcester, Mass.; WCSH, Portland, Maine; WLBZ, Bangor, Maine; WJAR, Providence, R. I.; WTIC, Hartford, Conn.

### NATIONAL REPRESENTATIVE

Weed & Company

## Kenyon Brown Stations

KWFT, Wichita Falls, Tex.; KLYN, Amarillo, Tex.; KBYE, Oklahoma City, Okla.; KGLC, Miami, Okla.; KFEQ-AM-TV, St. Joseph, Mo.

## Paul Bunyan Network

Paul Bunyon Bldg., Traverse City, Mich.

Phone: Windsor 7-7675

### PERSONNEL

**Pres., Gen. Mgr.**.....Les Biederman  
**Comm. Mgr.**.....Robert Detwiler





STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord; WTCM, Traverse City; WPBN-TV, Traverse City, all Mich.

Cactus State Network

President..... Jack Hawkins
National Rep..... Hil F. Best Co.

STATIONS

KIUN, Pecos; KRIG, Odessa; KCMR, Mc Camey; KVLf, Alpine, all Tex.

California Farm Network

Headquarters: 2223 Fulton St., Berkeley, Calif.
Phone: TH 3-9600

Manager..... Milton L. Levy
Radio Dir..... Bill Adams
KFI, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KHUB, Watsonville; KXO, El Centro; KRE, Berkeley; KBEE, Modesto; KATY, San Luis Obispo; KWG, Stockton, all Calif.

California Northern Group

c/o Station KSYC, Yreka, Calif.
Phone: Victor 2-4158

President..... D. M. Comstock

STATIONS

KSYC, Yreka; KBLF, Red Bluff; KSUE, Susanville; KRdG, Redding.

California Radio Network

3401 Russell St., Riverside, Calif.
Phone: Overland 6-0260

Gen. Mgr..... Dale R. Peterson

STATIONS

KPRO Riverside; KREO Indio; KYOR Blythe; KRdP Brawley, all Calif.

California Rural Network

111 N. LaCienega Blvd., Beverly Hills, Calif.
Exec. in Charge..... Arthur W. Chipman

STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Fort Bragg; KOCs, Ontario; KMOR, Oroville; KAFP, Pealuma; KBLF, Red Bluff; KRNO, San Bernardino; KRdG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco, all Calif.

California-Oregon TV Trio

Box 1021, Eureka, Calif.
Phone: Hillside 3-3123

President..... William B. Smullin
Manager..... Donald H. Telford

STATIONS

KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KIEM-TV, Eureka, Calif.

Capital Radio Network

c/o Station WCEN, Mt. Pleasant, Mich.
General Manager..... Russell W. Holcomb

STATIONS

WCEN, Mt. Pleasant; WBRN, Big Rapids; WFBC, Fremont, all Mich.

Cascade Broadcasting Co.

P.O. Box 702, Yakima, Washington

Phone: GLencourt 2-9111

President..... A. W. Talbot
General Manager..... Thomas C. Bostic
Gen. Sales Mgr..... Herchel R. Cary
Promotion Mgr..... Ed Morrissey

STATIONS

KLEW-TV, Lewiston, Idaho; KBAS-TV, Ephrata; KEPR, Kennewick-Pasco-Richland; KEPR-TV, Pasco; KIMA, KIMA-TV, Yakima, all Wash.

CBS Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: WEbster 8-3000

General Manager..... Clark B. George
Comm. Mgr..... Robert D. Wood
Prog. Director..... Donald M. Hime
Dir. Sls., Prom. & Pub..... Austin Heywood
Ch. Eng..... Herbert W. Pangborn

STATIONS

KTVA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KOOL-TV, Phoenix, Ariz.; KOLO-TV, Tucson, Ariz.; KIVA, Yuma, Ariz.; KBAK-TV, Bakersfield, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KFRE-TV, Fresno, Calif.; KXNT, Los Angeles, Calif.; KBET-TV, Sacramento, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KFMB-TV, San Diego, Calif.; KPX, San Francisco, Calif.; KSBY-TV, San Luis Obispo, Calif.; KKTv, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KREX-TV, Grand Junction, Colo.; KGMB-TV, Honolulu, Hawaii; KBOI, Boise, Idaho; KID-TV, Idaho Falls, Idaho; KLIX-TV, Twin Falls, Idaho; KLEW-TV, Lewiston, Idaho; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KSMO-TV, Missoula, Mont.; KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno, Nev.; KGGM-TV, Albuquerque, N. M.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Tex.; KVOS-TV, Bellingham, Wash.; KIRO-TV, Seattle, Wash.; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco, Wash.; KFBC-TV, Cheyenne, Wyo.; KSL-TV, Salt Lake City, Utah.

CBS Radio Pacific Network

6121 Sunset Blvd., Hollywood 28, California
Phone: Hollywood 9-1212

Gen. Manager..... Fred Ruegg
Commercial Mgr..... Maurie Webster
Sales Promotion Mgr..... Phil Hillman
Program Director..... Robert P. Sutton
Chief Engineer..... Ted Denton
Director of Press Info..... Lloyd Brownfield

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Gordon F. Hayes, Gen. Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 932 Fisher Bldg., Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 630 N. McClurg Court, Chicago 11, Ill., WH 4-6000. Thomas H. Peterson, Sales



Mgr.; 805 Peachtree St. N.E., Atlanta 5, Ga., EL 0727, George Swearingen, Sales Mgr.; Ninth & Sidney Sts., St. Louis 2, Mo.; PR 3-1120, Eugene R. Mqers, Sales Mgr.; Columbia Square, Los Angeles 28, HO 9-1212, Roland McClure, Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KEPR, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

Columbia New England Radio Network

c/o WEEL, 182 Tremont St., Boston 11, Mass. Phone: HUBbard 2-2323

Gen. Mgr. .... Thomas Y. Gorman
Comm. Mgr. .... Robert Sinnett
National Rep. .... CBS Radio Spot Sales

STATIONS

WEEL, Boston, Mass.; WTAG, Worcester; WHYN, Springfield-Holyoke, Mass.; WDRC, Hartford; WBRY, Waterbury, Conn.; WPRO, Providence, R. I.; WKNE, Keene; WGIR, Manchester; WKXL, Concord, all N. H.; WGAN, Portland; WGUY, Bangor, both Maine; WCAX, Burlington, Vt.

Colorado Network

P. O. Box 279, Montrose, Colo. Phone: 599

Pres., Gen. Mgr. .... George O. Cory
Net. Dir., Sales Mgr. .... LeRoy Okerlund
Sales Coordinator .... Gerry Case

SALES OFFICE

1022 Midland Savings Bldg., Denver 2, Colo. Phone: TAbor 5-2291

Net. Dir., Sales Mgr. .... LeRoy Okerlund

STATIONS

KRAL, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.; KVOD, Denver, Colo.

The Connecticut State Network

440 Meadow St., Waterbury, Conn. Phone: PLaza 5-1121

President. .... Samuel R. Elman
Vice-President .... Charles Bell
Directors .... Ed Waller, Julian Schwartz, John Ellinger, Donald Lasser, Edward Taddie.

STATIONS

WATR, Waterbury; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich.

Corinthian Broadcasting Corporation

630 Fifth Avenue, New York 20, N. Y. Phone: PLaza 7-0630

President. .... C. Wrede Petersmeyer
Sec.-Treas. .... Robert F. Bryan
Asst. to Pres. .... Johnston F. Northrop
Dir. Programming .... Robert H. Saik
Dir. Research .... Charles H. Smith
Dir. Engineering .... George G. Jacobs

STATIONS

WISH-AM-TV, Indianapolis, Ind.; WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.; KGUL-TV, Galveston, Tex.

James M. Cox Stations

WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio.

Crosley Broadcasting Corp.

140 W. Ninth St., Cincinnati 2, Ohio Phone: CHerry 1-1822

Chrmn. of Board. .... James D. Shouse
Pres., Gen. Mgr. .... Robert E. Dunville
V.P., Television .... John T. Murphy
V.P., Sales .... H. P. Lasker

BRANCH OFFICES

3 E. 54th St., New York 22, N. Y., Phone Plaza 1-5353, H. P. Lasker, V.P. Sales; 360 N. Michigan Ave., Chicago 1, Ill., STate 2-6693, H. Albrecht, V.P. Central Div.

STATIONS

WLW-A (TV), Atlanta, Ga.; WLW-I (TV), Indianapolis, Ind.; WWL-T (TV), WLW (Radio), Cincinnati; WLW-D (TV), Dayton; WLW-C (TV), Columbus, all Ohio.

Dairyland Network

1410 Northwestern Bank Bldg., Minneapolis 2, Minn. Phone: FEderal 8-5689

President. .... H. W. Linder

STATIONS

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KLGR, Redwood Falls, Minn.; KFAM, St. Cloud, Minn.

Vic Diehm Assoc. Stations

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss. Phone: JU niper 3-1741

President. .... Charles W. Holt
Gen. Mgr. .... Bob Robinson
Commercial Mgr. .... Bill Tyler
Program Director .... Connie Holt
Sales Prom. Mgr. .... Carl Welch
Chief Engineer .... Charles Sharpling

STATIONS

WHSY, Hattiesburg, Miss.; WNSL, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.

lusa, La.; WARB, Covington, La.; WHHY, Montgomery, Ala.

**Dixie Network**

Headquarters: Williams Bldg., Jackson, Tenn.  
Phone: 7-9611

President ..... A. B. Robinson  
V. P., Gen. Mgr. .... Jack Cecil  
V. P., Chief Engineer. .... James Thomas  
WDXI Jackson; WENK Union City; WTPR  
Paris; WDXE Lawrenceburg; WDXL Lexington;  
WDXN Clarkesville, all Tennessee;  
WCMA Corinth, Miss.; WDXE Lawrenceburg  
Tenn.; WDXL Lexington, Tenn.

**Don Lee Broadcasting**

1313 North Vine Street, Hollywood 28, Calif  
Phone: HOLlywood 2-2133

President ..... Willet H. Brown  
General Manager. .... Norman Boggs  
Sec.-Treas. .... A. M. Quinn  
Vice-Pres. Station Relations. .... Norman Ostby  
Program Dir. .... Tony LaFrano  
KHJ Sales Manager. .... Terry Mann  
Dir. Public Relations. .... Bud Coulson  
Promotion Director. .... Robert Light  
News & Special Events. .... Les Mawhinney  
Chief Engineer. .... Robert Bullock

**BRANCH OFFICES**

1000 Van Ness Avenue, San Francisco, Calif.,  
Wendell Campbell, V.P., Phone: PR 6-0500;  
380 Madison Ave., New York, N. Y., James  
McNamara, Eastern Sales Mgr., Phone: OX  
7-3120; National Reps., H-R Representatives;  
New York, Chicago, San Francisco.

**STATIONS**

KAFY, Bakersfield, Calif.; KXOC, Chico,  
Calif.; KXO, El Centro, Calif.; KIEM, Eureka,  
Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles,  
Calif.; KMYC, Marysville, Calif.; KYOS, Mer-  
ced, Calif.; KPRL, Paso Robles, Calif.; KXOA,  
Sacramento, Calif.; KSBW, Salinas-Monterey,  
Calif.; KFXM, San Bernardino, Calif.; KGB, San  
Diego, Calif.; KFCR, San Francisco, Calif.;  
KVEC, San Luis Obispo, Calif.; KTMS, Santa  
Barbara, Calif.; KVEN, Ventura, Calif.; KCOK,  
Tulare-Visalia, Calif.; KVNI, Coeur D'Alene,  
Idaho; KRIC, Lewiston, Idaho; KWAL, Wal-  
lace, Idaho; KATO, Reno, Nevada; KWIL,  
Albany, Oregon; KWIN, Ashland, Oregon;  
KAST, Astoria, Oregon; KBND, Bend, Oregon;  
KOOS, Coos Bay, Oregon; KORE, Eugene,  
Oregon; KUIN, Grants Pass, Oregon; KFJL,  
Klamath Falls, Oregon; KPOJ, Portland,  
Oregon; KRXL, Roseburg, Oregon; KSLM,  
Salem, Oregon; KXRO, Alberdeen, Wash.;  
KPUG, Bellingham, Wash.; KELA, Centralia-  
Chelhalis, Wash.; KRKO, Everett, Wash.;  
KWLK, Longview, Wash.; KGY, Olympic,  
Wash.; KVI, Seattle-Tacoma, Wash.; KNEW,  
Spokane, Wash.; KUJ, Walla Walla, Wash.;  
KWNW, Wenatchee, Wash.; KYAK, Yakima,  
Wash.; KRDG, Redding, Calif.

ADDITIONAL GROUPS AVAILABLE: KOY,  
Phoenix, Arizona; KTUC, Tucson, Arizona;  
KSUN, Bisbee, Arizona; KYMA, Yuma, Ari-

zona; KVNA, Flagstaff, Arizona; CKWX, Van-  
couver, Canada; KFAR, Fairbanks, Alaska;  
KENI, Anchorage, Alaska; KJNO, Juneau,  
Alaska; KABI, Ketchikan, Alaska; KPOA,  
Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT,  
Douglas, Arizona; KVNC, Winslow, Arizona.

National Representative

H-R Reps. N. Y. C., Chicago, San Francisco,  
Atlanta, Houston, Dallas, New Orleans.

**Downeast Network**

c/o WPOR, Casco Bank Bldg., Portland, Me.  
Phone: SPruce 3-8111

President ..... Horace A. Hildreth  
Gen. Manager. .... Leon P. Gorman, Jr.  
Commercial Mgr. .... William J. Mullen

**BRANCH OFFICES**

27 State St., Bangor, Me., Phone: 6446, Lee  
Gorman, Exec. V.P.; 489 Main St., Presque  
Isle, Me., Phone: 9-2481, Ted Coffin, Mgr.

**STATIONS**

WABI, Bangor; WABM, Houlton; WAGM,  
Presque Isle; WIDE, Biddeford; WPOR, Port-  
land, all Maine.

**DuMont Broadcasting Corp.**

205 E. 67 St., N. Y., N. Y.

Phone: LE 5-1000

President ..... Bernard L. Goodwin  
Vice President. .... Richard D. Buckley  
V.P., WABD Sales. .... Bennet Korn  
Treasurer ..... Paul Raibourn  
Asst. Treas. .... R. L. Geismar  
Secretary ..... Arthur Israel  
Sta. Mgr. WTTG. .... James Bonfills  
Dir. Pub. Rel. .... David Yarnell  
Dir. Advertising. .... Kenneth Klein  
Chief Engineer. .... William D. Kelly  
Gen. Counsel, Asst. Sec'y. .... Robert Dreyer  
Directors: Dr. Allen B. DuMont, Paul Raibourn,  
Barney Balaban, Armand Erpf, Dr. Thomas T.  
Goldsmith, Jr., Percy M. Stewart, Bernard Good-  
win, Richard Buckley, Edwin Weisl, Col. Rob-  
ert C. Jones.

DuMont Broadcasting Corporation owns and  
operates radio station WNEW and TV stations  
WABD, New York City, and WTTG, Wash-  
ington, D. C., and the DuMont Tele-Centre in  
New York.

**East Coast Network**

c/o WCDJ, Edonton, North Carolina  
National Rep. .... Interstate United  
Newspapers, Inc.

**STATIONS**

WCDJ, Edonton; WMBL, Moorehead City;  
WOOW, New Bern; WTAB, Tabor City;  
WHED, Washington, N. C.

**East Texas Network**

205 Austin St., Center, Tex.

Phone: LYric 8-3305

Gen. Mgr. .... Tom E. Foster  
KRBA Lufkin; KDET Center; KSIJ Glade-  
water; KOSF Nacogdoches; KIXJ Jasper;  
KIVY Crockett; KNET Palestine; KEBE Jack-  
sonville; KWRD, Henderson; KOGT, Orange,  
all Texas.



**Farm & Home Radio**

Station KMMJ, Grand Island, Nebr.  
Phone: DU 2-2800

President .....Don Searle  
Exec. V.P.....Bill Martin  
V.P., Sales.....Ken Titus

**STATIONS**

KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.; KMMJ, Grand Island, Nebr.

**John E. Fetzer Stations**

590 W. Maple St., Kalamazoo, Mich.  
Phone: FI 5-2101

President.....John E. Fetzer  
Vice President.....Carl E. Lee  
WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM Grand Rapids; WMBD AM Peoria Ill. ....

**Five-Star Group**

c/o Station WREN, Topeka, Kans.  
Phone: Central 2-0505

President .....Max Falkenstien  
Secy.-Treas. ....Bob Pratt

**STATIONS**

KOAM, Pittsburg, Kans.; KWBB, Wichita, Kans.; KVGB, Great Bend, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

**NATIONAL REPRESENTATIVE**

George P. Hollingbery Co.

**Flambeau Network**

Station WLDY, Ladysmith, Wis.

President.....Charles H. Nelson  
Secy.-Treas. ....Harold R. Murphy

**STATIONS**

WLDY, Ladysmith; WIGM, Medford; WPPF, Park Falls; WCHF, Chippewa Falls, Wis.

**Florida Select List**

WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

**Friendly Group**

428 Market St., Steubenville, Ohio  
Phone: Atlantic 2-6265

President.....Jack N. Berkman  
Exec. V.P., Gen. Mgr.....John J. Laux  
National Sales-TV.....Rod Gibson  
National Sales-Radio.....Robert Troup

**BRANCH OFFICES**

52 Vanderbilt Ave., New York 17, N. Y., Phone: MU 3-6977, Rod Gibson, Exec. in Charge; 211 Smithfield St., Pittsburgh 22, Pa., Phone: GR 1-3288, William G. Rhodes, Exec. in Charge.

**STATIONS**

KMLB-AM-FM, Monroe, La.; KODE-AM-TV, Joplin, Mo.; WSTV-AM-FM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBOY-AM-TV, Clarksburg, W. Va.; WPAR-AM-FM, Parkersburg, W. Va.

**Theodore R. Gamble Stations**

140 S.W. Columbia, Portland, Ore.  
Phone: CA 8-3333

President.....Ted R. Gamble  
Managing Dir., Comm. Mgr. Harry Buckendahl  
Program Dir.....Willard A. Mears  
Publicity Director.....Robert McGill  
Chief Engineer.....Louis S. Bookwalter  
KOIN TV-AM-FM, Portland, Ore.

**Gannett Stations**

40 Franklin St., Rochester, New York  
Phone: BAker 5-6740

Exec. Vice-President .....Paul Miller  
Gen. Business Mgr.....L. N. Bitner  
Managing Dir., Radio Group..C. G. Delaney

**STATIONS**

WHEC AM TV, Rochester, N. Y.; WDAN AM TV, Danville, Ill.; WINR, Binghamton, N. Y. . .

**Withers Gavin Stations**

Threefoot Building, Meridian, Miss.  
Phone: 2-7714

Pres. & Man.....Withers Gavin

**STATIONS**

WCOC-AM-TV, Meridian, Miss.; WJQS, Jackson, Miss.

**Georgia Assn. of Local Stations**

Box 66, Atlanta, Ga.

Sales Director.....Tom Carr

**STATIONS**

Comprises 29 Georgia radio stations.

**Georgia Major Market Trio**

c/o WAGA, Atlanta, Ga.

National Rep.....The Katz Agency, Inc.

**STATIONS**

WAGA, Atlanta; WTOC, Savannah; WMAZ, Macon.

**Granite State Network**

155 Front St., Manchester, N. H.  
Phone: NAional 4-4077

Treasurer.....William Rust, Jr.  
Gen. Manager.....Ralph Gottlieb  
Comm. Mgr.....Jack King  
Pgm. Director.....Wm. Morrissey  
Chief Engineer.....Albert Davis

**BRANCH OFFICES**

419 Boylston St., Boston, Mass.  
Phone: LI 2-6481

Exec. in Chg.....Harry Wheeler  
477 Madison Ave., New York, N. Y.  
Phone: PL 9-1810

Exec. in Chg.....Stephen Machcinski  
Prudential Plaza, Chicago Ill.  
Phone: MI 2-6190

Exec. in Chg.....William Reilly  
317 N. 11th St., St. Louis, Mo.  
Phone: MA 1-15020

Exec. in Chg.....Jack Hetherington  
6331 Hollywood Blvd., Los Angeles, Calif.  
Exec. in Chg.....William Wallace  
593 Market St., San Francisco, Calif.

**STATIONS**

WKBR Manchester; WTSV, Claremont; and WTSL, Hanover; WTSN, Dover; WMOU, Berlin; WJWG, Conway, all in New Hampshire.





### Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota

Phone: 3584

#### PERSONNEL

President..... M. M. Marget  
 Sec.-Treas..... M. J. Reichert

#### STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KEYJ, Jamestown, N. D.; KBOM, Mandan-Bismarck, N. D.; KBMW, Wahpeton, N. D.

### Great Plains Trio

c/o KDAV, Lubbock, Tex.

National Rep..... Broadcast Times Sales  
 STATIONS

KDAV, Lubbock; KPEP, San Angelo; KZIP, Amarillo, Tex.

### Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah  
 Phone: DA 2-5681

General Manager..... G. Bennett Larson  
 Comm. Mgr..... Del Leeson

#### STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.

#### NATIONAL REPRESENTATIVES

Weed and Company

### The Griffin Stations

Box 1618, Muskogee, Oklahoma

Phone: MU 7-6311

President..... James C. Leake  
 STATIONS

KATV, Pine Bluff, Ark.; KFPW, Little Rock, Ark.; KTUL-AM-TV, Tulsa, Okla. Associated with KWTW, Oklahoma City.

### Hearst Stations

959 Eighth Ave., New York 19, N. Y.

Phone: Circle 5-7667

V.P., Exec. Dir..... Charles McCabe  
 V.P., Gen. Mgr..... D. L. Provost

WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE Pittsburgh; WTAE (TV), McKeesport, Pa. (50% ownership).

### Imperial Broadcasting System, Inc.

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 2-6464

Pres., Gen. Mgr..... Frank K. Danzig  
 V.P., Gen. Sls. Mgr..... A. Bartlett Ross, Jr.  
 Office Mgr..... Elaine Metzger  
 Chief Engineer..... James Gardner

#### STATIONS

KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, Calif.

### Intermountain Network

146 S. Main St., Salt Lake City 1, Utah

Phone: Empire 4-3561

President..... Lynn L. Meyer

Exec. Vice-Pres..... Jack S. Paige  
 Eng. Director..... W. D'Orr Cozzens  
 Chairman of Board..... George C. Hatch

#### BRANCH OFFICE

5350 W. 20th Ave., Denver, Colo.

Phone: Belmont 7-2734

Vice Pres..... Kenneth E. Palmer

#### STATIONS

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.; Kafa, Colo. Springs, Colo.; KCRT, Trinidad, Colo.; KBNZ, La Junta, Colo.; KLMR, Lamar, Colo.; KGIW, Alamosa, Colo.; KVRH, Salida, Colo.; KFKA, Greeley, Colo.; KRLN, Canon City, Colo.; KWIK, Pocatello, Idaho; KIFI, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KBAR, Burley, Idaho; KGEM, Boise, Idaho; KBMY, Billings, Mont.; KATL, Miles City, Mont.; KPRK, Livingston, Mont.; KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KXLO, Lewistown, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KGEZ, Kalispell, Mont.; KBTK, Missoula, Mont.; KLCB, Libby, Mont.; KNEB, Scottsbluff, Neb.; KSID, Sidney, Neb.; KORK, Las Vegas, Nev.; KRLK, Elko, Nev.; KTNM, Tucumcari, N. M.; KGFL, Roswell, N. M.; KALG, Alamogordo, N. M.; KGRT, Las Cruces, N. M.; KQUE, Albuquerque, N. M.; KSET, El Paso, Texas; KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Price, Utah; KSVC, Richfield, Utah; KVEL, Vernal, Utah; KURA, Moab, Utah; KLUK, Evanston, Wyo.; KQRS, Rock Springs, Wyo.; KOVE, Lander, Wyo.; KVOC, Casper, Wyo.; KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.; KFBC, Cheyenne, Wyo.; KWRL, Riverton, Wyo.; KWOR, Worland, Wyo.; KRTR, Thermopolis, Wyo.; KRAL, Rawlins, Wyo.

### Jefferson Standard Broadcasting Company

1 Jefferson Pl., Charlotte, N. C.

Phone: EDISON 3-8833

President..... Joseph M. Bryan  
 Exec. V.P., Gen. Mgr..... Charles Crutchfield

#### STATIONS

WBT, WBTW Charlotte, N. C.; WBTW (TV) Florence, S. C.

### Knorr Broadcasting Group

15001 Michigan Ave., Dearborn, Mich.

Phone: TIFFANY 6-8500

Pres., Gen. Mgr..... Fred A. Knorr  
 Comm Mgr..... John O. Gilbert, II

#### STATIONS

WKMH, Detroit; WSAM, Saginaw; WKHM, Jackson; WKMF, Flint; WELL, Battle Creek, all Mich.

### The Linder Group

Box 393, Willmar, Minn.

Phone: BELMONT 5-1340

President..... H. W. Linder  
 STATIONS

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.



### Lobster Network of Maine

212 Middle St., Portland, Maine  
SPruce 5-2336

President ..... Faust Couture  
Gen. Mgr. .... Melvin L. Stone

**STATIONS**

WLOB, Portland; WCOU, Lewiston; WFAU, Augusta; WRUM, Rumford; WGHM, Waterville; WGUY, Bangor; WFST, Caribou; WSME, Sanford, all Maine.

### Long Radio Enterprises

P. O. Box 1391, Bay City, Mich.

Managing Director ..... J. G. Long

**STATIONS**

KIOX, Bay City; KVIC, Victoria; KTLW, Texas City, Tex.

### Maine Broadcasting System

157 High St., Portland 3, Me.  
Phone: SPruce 2-0181

Managing Dir. .... William H. Rines  
Manager ..... Raymond Mercier  
Technical Director ..... Charles R. Brown

**STATIONS**

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta; WLAM, Lewiston, all Maine.

### J. Elroy McCaw Stations

28 W. 44th St., New York 36, N. Y.

KORC Mineral Wells, Tex.; KTVW (TV) Tacoma, Wash.; WINS New York; KELA Centralia, Wash.; KALE Richland, Wash.; KYA San Francisco, KONA (TV) Honolulu; KTVR, Denver; KONA, Honolulu; KDAY, Santa Monica, Calif.; KPOA, Honolulu; WTAC, Flint, Mich.; WFBL, Syracuse, N. Y.

### McClatchy Beeline Stations

21st & Q, Sacramento 4, Calif.  
Phone: Gilbert 2-5011

President ..... Eleanor McClatchy  
Dir. of Sales ..... Keith Collins

**STATIONS**

KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KMJ-AM-TV, Fresno, all Calif.; KOH, Reno, Nev.

### Meredith Station Group

17th & Locust Sts., Des Moines, Iowa  
Phone: ATLantic 8-8511

President ..... Fred Bohlen  
Vice Pres. .... E. T. Meredith  
Treas., Radio-TV Dir. .... Payson Hall  
Asst. Dir. Radio-TV ..... C. A. Larson  
KCMO AM FM TV Kansas City, KPHO AM TV Phoenix, Ariz., WOW AM TV Omaha, WHEN AM TV Syracuse.

### Michigan-Indiana-Ohio Group

700 Buhl Bldg., Detroit 26, Mich.  
Phone: WOOdward 2-0220

**STATIONS**

WBBC, Flint; WSGW, Saginaw; WIBM, Jackson, all Mich.; WJVA, South Bend; WIOU, Kokomo, both Ind.; WTOD, Toledo, Ohio.

### Midnight Sun Broadcasting Co.

c/o KFAR, Fairbanks, Alaska

Comprises KFAR, Fairbanks; KENI, Anchorage; KJNO, Juneau; KABI, Ketchikan, all Alaska.

### The Mid-South Network

WCBI, Columbus, Mississippi  
Phone: Fairfax 8-7271

General Manager ..... Bob McRaney

**STATIONS**

WCBI, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WAMY, Amory, all Mississippi.

### Miracle Valley Radio Network

Station WETZ, New Martinsville, W. Va.

Executive ..... John T. Taylor

**STATIONS**

WMOD, Moundsville; WETZ, New Martinsville; WCEF, Parkersburg, all W. Va.

### Montana Metropolitan Markets Group

146 S. Main St., Salt Lake City, Utah

Sales Manager ..... Lynn L. Meyer

**STATIONS**

KBMY, Billings; KMON, Great Falls; KOPR, Butte, Mont.

### National Negro Network, Inc.

203 N. Wabash Ave., Chicago 1, Ill.  
**STATIONS**

WBCO, Birmingham; WMOZ, Mobile; WRMA, Montgomery, Ala.; KGHI, Little Rock, Ark.; KWKW, Pasadena; KSAN, San Francisco, Calif.; WOOK, Washington, D. C.; WOBK, Jacksonville; WMBM, Miami Beach; WEBK, Tampa, Fla.; WERD, Atlanta; WAUG, Augusta; WPNK, Columbus; WJIV, Savannah, Ga.; WGES, Chicago; WLOU, Louisville, Ky.; WMRY, New Orleans; KENT, Shreveport; WSID, Baltimore; WBMS, Boston; WJLB, Detroit; WRBC, Jackson, Miss.; KPRS, Kansas City; KATZ, St. Louis, Mo.; WLIB, New York, N. Y.; WGIV, Charlotte; WAAA, Winston-Salem, N. C.; WCIN, Cincinnati; WJMO, Cleveland; KBYE, Oklahoma City; WHAT, Philadelphia; WILY, Pittsburgh; WPAL, Charleston; WCOS, Columbia; WESC, Greenville, S. C.; WMFS, Chattanooga; WIVK, Knoxville; WDIA, Memphis; WSOK, Nashville, Tenn.; KWBC, Dallas-Ft. Worth; KCOH, Houston; WRAP, Norfolk; WANT, Richmond, Va.

### National Saturation Group

c/o Station WABC, New York, N. Y.

National Rep. .... John Blair & Co.  
**STATIONS**

WABC, New York City; WHDH, Boston, Mass.; WFIL, Philadelphia, Pa.; WTRY, Albany-Troy-Schenectady, N. Y.; WBNF, Bing-

hamton, N. Y.; WPRO, Providence, R. I.; WFBR, Baltimore, Md.; WWSW, Pittsburgh, Pa.; WWDC, Washington, D. C.; WWVA, Wheeling, W. Va.; WXYZ, Detroit, Mich.; KFJR, Bismarck, N. D.; WIBC, Indianapolis, Ind.; WCPO, Cincinnati, Ohio; WHB, Kansas City, Mo.; WBNS, Columbus, Ohio; KXOK, St. Louis, Mo.; KFH, Wichita, Kans.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; WQAM, Miami, Fla.; WDSU, New Orleans, La.; WSM, Nashville, Tenn.; WAPI, Birmingham, Ala.; WDBO, Orlando, Fla.; WKLO, Louisville, Ky.; WSAV, Savannah, Ga.; WJAX, Jacksonville, Fla.; WRR, Dallas-Forth Worth, Tex.; WFLA, Tampa-St. Petersburg, Fla.; KLYN, Amarillo, Tex.; Tex.; WOW, Omaha, Neb.; KRMG, Tulsa, Okla.; KIDO, Boise, Idaho; KFXM, San Bernardino, Calif.; KFRE, Fresno, Calif.; KOY, Phoenix, Ariz.; KGDM, Stockton, Calif.; KGW, Portland, Oreg.; KING, Seattle, Wash.; KGO, San Francisco.

**National Spanish Language Network**

Station KWKW, Pasadena, Calif.

**PERSONNEL (KWKW)**

President.....Marshall S. Neal  
 General Mgr.....William J. Beaton  
 Commercial Mgr.....Dan Curtin

**STATIONS**

XEO-XEOR, Lower River-Grand Valley; KIWW, San Antonio; XEJ, El Paso; KTXN, Austin; KLVL, Houston, all Texas; KIFN, Phoenix; KEVT, Tucson, both Ariz.; KABQ, Albuquerque, N. M.; KWKW, Pasadena; XEXX, San Diego; KGST, Fresno; KED, Calexico, all Calif.

**Nevada Network**

Station KORK, Las Vegas, Nev.

Executive.....Harry Huey  
 National Rep.....John E. Pearson Co.

**STATIONS**

KORK, Las Vegas; KOLO, Reno; KPTL, Carson City; KELY, Ely; KWNA, Winnemucca, Nev.

**New England Regional Network**

Station WTIC, Hartford, Conn.

Phone: JAcKson 5-0801

Chairman.....Paul W. Morency

**STATIONS**

WTIC, Hartford; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

**Newhouse Newspaper Stations**

224 Harrison St., Syracuse, N. Y.

Phone: 3-7111

WSYR AM TV Syracuse; WTPA Harrisburg, KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; WHBS, Huntsville, Ala.; KWK AM TV, St. Louis, Mo.

**New Jersey Network**

Station WVNJ, Newark, N. J.

National Rep.....Broadcast Time Sales STATIONS

WVNJ, Newark; WTNJ, Trenton; WCAM, Camden; WLDB, Atlantic City, N. J.

**North Country Stations of Vermont**

Concord Ave., St. Johnsbury, Vt.

General Manager.....E. Dean Finney  
 Assistant Manager.....Donald Thurston

**STATIONS**

WTWN, St. Johnsbury; WIKE, Newport; WNIX, Springfield, Vt.

**Northern New England Network, Inc.**

17 Dunbar St., Keene, N. H.

Phone: Elmwood 2-9230

Executive.....Frank B. Estes  
 National Rep.....Richard O'Connell

**STATIONS**

WKNE, Keene; WGIR, Manchester; WWNH, Rochester, N. H.

**OK Group**

Headquarters: 505 Baronne St., New Orleans.  
 Phone: TU 5363

President.....Julius J. Paglin  
 Exec. V.P., Gen. Mgr.....Stanley Ray Jr.

WBOK New Orleans; KYOK Houston; KAOK Lake Charles; WXOK Baton Rouge; WLOK, Memphis; KOPY, Alice, Texas.

**Oklahoma Big Five Network**

Station KSWO, Lawton, Okla.

President.....Leo R. Morris  
 National Rep.....John E. Pearson Co.

**STATIONS**

KOCY, Oklahoma City; KFMJ, Tulsa; KCRC, Enid; KSWO, Lawton; KMUS, Muskogee; KSEO, Durant; KSIW, Woodward; KWHW, Altus; KNED, McAlester; WBBZ, Ponca City.

**The Oregon Trail Network**

c/o Sta. KBBR, Baker, Oregon

**PERSONNEL**

General Manager.....Gordon Capps

**STATIONS**

KSRV, Ontario, Ore.; KBBR, Baker, Ore.; KLBK, LaGrande, Ore.

**Ozark Network**

Station KICK, Springfield, Mo.

General Manager.....Richard Bradley

**STATIONS**

KICK, Springfield; KBTN, Neosho; KRMO, Monett; KWPM, West Plains; KALM, Thayer; KLRS, Mountain Grove, KBHM, Branson, Mo.; KMDO, Fort Scott, Kans.

**Personality Stations**

WJLS Bldg., Beckley, W. Va.

President.....Joe L. Smith, Jr.

**STATIONS**

WKNA, Charleston; WJLS, Beckley; WKWK, Wheeling, W. Va.



**John Poole Stations**

6540 Sunset Blvd., Los Angeles 28, Calif.  
Phone: HOLLYwood 3-3205

President.....John H. Poole  
Gen. Mgr.....David T. Harris  
KBIG Avalon, KBIF, Fresno, Calif.

**Quality Radio Group**

Headquarters: 630 Fifth Ave.,  
New York City.  
Phone: PL 1-0116

President.....Ward Quaal  
Vice-President.....W. H. Summerville  
Secretary-Treasurer.....William D. Wagner  
KOB Albuquerque; WSB Atlanta; WBZ  
WBZA Boston-Springfield; WBT Charlotte;  
WGN Chicago; WLW Cincinnati; WFAA  
Dallas; WHO Des Moines; WBAP Fort Worth;  
KPRC Houston; KCMO Kansas City; WSM  
Nashville; WWL New Orleans; WOR New  
York; WOW Omaha; WCAU Philadelphia;  
KDKA Pittsburgh; KEX Portland, Ore.; WRVA  
Richmond; KSL Salt Lake City; WOAI San An-  
tonio; KIRO Seattle; KVOO Tulsa (all stock-  
holder stations).

**The Rahall Group**

Box 689, Allentown, Pa.  
Phone: HEMlock 3-3166

President.....Joe Rahall  
General Manager.....Ogden R. Davies  
STATIONS

WKAP, Allentown, Pa.; WFEA, Manchester,  
N. H.; WTSP, St. Petersburg, Fla.; WNNR,  
Beckley, W. Va.; WNAR, Norristown, Pa.

**RKO Teleradio Pictures, Inc.**

(General Teleradio Div.)

1440 Broadway, New York 18, N. Y.  
Phone: LONgacre 4-8000

Pres., Board Chrmn., Treas...Thomas F. O'Neil  
Vice-Presidents.....Willett H. Brown,  
Gordon Gray, George N. Steffy, Norman S.  
Knight, Robert Leder, John B. Poor, Robert  
Manby, Arnold Kaufman, Walter Branson,  
Wendell B. Campbell, William Dozier, Ray-  
mond Klune, Edward L. Walton  
Asst. Secretary.....Patrick J. Winkler  
STATIONS

WNAC AM FM TV, Boston; KHJ AM FM TV,  
Los Angeles; KFRC San Francisco; WOR AM  
FM TV, New York; WHBQ AM TV Memphis;  
CKLW-TV, Detroit-Windsor. Also owns and  
operates Don Lee & Yankee Networks.

**Rhode Island Coastal Group**

c/o WADK, Newport, R. I.

National Rep.....Walker Representation Co.  
STATIONS

WADK, Newport; WERL, Westerly, R. I.

**Rollins Broadcasting, Inc.**

414 French St., Wilmington 1, Del.  
Phone: OLYmpia 4-8881

President.....O. Wayne Rollins  
Dir. of Sales.....Albert R. Lanphear  
Dir. Public Rel.....Tim Crow

**BRANCH OFFICES**

565 Fifth Ave., New York, N. Y.  
Phone: OX 7-7040

National Sales.....Graeme Zimmer  
6205 S. Cottage Grove, Chicago, Ill.  
Phone: NO 7-4124

Midwest Sales.....Wm. Smith  
Arcade Bldg., St. Louis, Mo.  
Phone: CH 1-6000

Midwest Sales.....Robt. Hetherington  
STATIONS

WJWL, Georgetown, Del.; WAMS, Wilming-  
ton, Del.; WBEE, Chicago, Ill.; WGEE, Indi-  
anapolis, Ind.; KATZ, St. Louis, Mo.; WNJR,  
Newark, N. J.; WPTZ-TV, Plattsburgh, N. Y.;  
WRAP, Norfolk, Va.

**Rounsaville Radio Stations  
Network**

3165 Mathieson Dr., N.E., Atlanta, Ga.  
Phone: Cedar 3-2195

Pres., Gen. Mgr.....Robert W. Rounsaville  
Commercial Mgr.....Lee R. Smith  
Chief Engineer.....Paul Cram

**BRANCH OFFICES**

301 Beekman St., Cincinnati, Ohio  
Phone: MU 1-7600

Station Mgr.....Ralph Johnson  
2549 S. Third St., Louisville, Ky.  
Phone: ME 7-3689

Station Mgr.....Art Selley  
400 Davidson St., Nashville, Tenn.  
Phone: CH 2-0489

Vice-President.....William Wagner  
3165 Mathieson Dr., Atlanta, Ga.  
Phone: CE 3-2195

Station Mgr.....John Fulton  
1036 Mary St., Jacksonville, Fla.  
Phone: EX 8-3411

Station Manager.....Carter Jones  
Washington Blvd., Tampa, Fla.  
Phone: TAMpa 4-1109

Station Mgr.....Joe Starr  
McArthur Causeway, Miami Beach, Fla.

Station Mgr.....Arnold Kaufman  
WQXL WQXI-TV Atlanta, Ga.; WLOU,  
WQXL-TV Louisville, Ky.; WCIN, WQXN-TV  
Cincinnati, Ohio; WMBM Miami Beach, Fla.;  
WIOK, Tampa, Fla.; WSOK, Nashville, Tenn.;  
WOBX, Jacksonville, Fla.

**Rural Radio Network**

Terrace Hill, Ithaca, N. Y.  
Phone: 4-6357  
PERSONNEL

Pres.....R. B. Gervan  
V.P., Net. Mgr.....H. S. Brown

**STATIONS**

WRRE-FM, Bristol Center; WRRF-FM, Cherry  
Valley; WRRD-FM, DeRuyter; WRRR-FM,  
Ithaca; WFLY-FM, Troy; WRRL-FM, Weathers-  
field; WBNF, Binghamton; WKBW, Buffalo;  
WELM, Elmira; WWHG, Hornell; WHCU,  
Ithaca; WJTN, Jamestown; WMSA, Massena;  
WACK, Newark; WHLD-AM-FM, Niagara  
Falls; WHDL-AM-FM, Olean; WEAV, Platts-  
burgh; WVET, Rochester; WGY, Schenectady;





WHEN, Syracuse; WRUN, Utica; WDLA, Walton; WWNY, Watertown, all New York; WEJL, Scranton, Pa.

**Scripps Howard Group**

1121 Union Central Bldg., Cleveland, Ohio  
Phone: MAin 1-1811

President.....Jack R. Howard  
WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WNCI-TV, Memphis.

**Sooner State Network**

Box 1588, Muskogee, Okla.  
Phone: MU 2-2488

President.....George Overton  
STATIONS

KCRC, Enid; WBBZ, Ponca City; KMUS, Muskogee; KNED, McAlester; KSEO, Durant; KSWO, Lawton; KWHW, Altus; KOCY, Oklahoma City; KSIW, Woodward; KASA, Elk City, all Oklahoma.

**Southeastern Key Market Network**

P.O. Box 634, Florence, Alabama  
Phone: AT 2-7711

President.....Richard B. Biddle  
General Manager.....Bill Mapes  
STATIONS

ALABAMA: WAVU, Albertville; WRFS, Alexander City; WCTA, Andalusia; WHMA, Anniston; WJMW, Athens; WATM, Attmore; WAUD, Auburn; WYDE, Birmingham; WEBJ, Brewton; WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WHOS, Decatur; WXAL, Demopolis; WAGF, Dothan; WIRB, Enterprise; WULA, Eufaula; WWWW, Fayette; WTCB, Flomaton; WOWL, Florence; WZOB, Fort Payne; WHEP, Foley; WGAD, Gadsden; WGEA, Geneva; WGYV, Greenville; WGSV, Guntersville; WJBB, Haleyville; WERH, Hamilton; WBHP, Huntsville; WPBB, Jackson; WWWB, Jasper; WRLD, Lanett; WJAM, Marion; WABB, Mobile; WMFC, Monroeville; WAPX, Montgomery; WCRL, Oneonta; WJHO, Opelika; WAML, Opp; WOZK, Ozark; WFHK, Pell City; WPNX, Phenix City; WPID, Piedmont; WELR, Roanoke; WWWR, Russellville; WCRL, Scottsboro; WHBB, Selma; WMLS, Sylacauga; WHTB, Talladega; WJDB, Thomasville; WTBF, Troy; WTBC, Tuscaloosa; WTUS, Tuskegee; WETU, Wetumpka.

ARKANSAS: KBBA, Benton; KAGH, Crossett; KXJK, Forrest City; KFFA, Helena; KBLO, Hot Springs; KVSA, McGhee; KVMA, Magnolia; KENA, Mena; KHBM, Monticello; KVOM, Morrilton; KOSE, Osceola; KAMO, Rogers; KWAK, Stuttgart; KTFS, Texarkana; KRLW, Walnut Ridge; KWRF, Warren.

FLORIDA: WBAR, Bartow; WTRL, Bradenton; WONU, Crestview; WDCF, Dade City; WDAT, Daytona; WFNM, De Funiak Springs; WMEG, Eau Gallie; WLCO, Eustis; WFBF, Fernandina Beach; WINK, Fort Myers; WARN, Fort Pierce; WFTW, Fort Walton; WGGG, Gainesville; WQIK, Jacksonville; WZRO, Jack-

sonville Beach; WRWB, Kissimmee; WDSR, Lake City; WNER, Live Oak; WMME, Melbourne; WSBB, New Smyrna Beach; WMOP, Ocala; WKIS-WORZ, Orlando; WWPf, Palatka; WPFA, Pensacola; WPRY, Perry; WCNH, Quincy; WTRR, Sanford; WKXY, Sarasota; WJCM, Sebring; WSTN, St. Augustine; WRGR, Starke; WMEN, Tallahassee; WALT, Tampa; WNTM, Vero Beach; WIRK, West Palm Beach; WSIR, Winter Haven.

GEORGIA: WAAG, Adel; WJAZ, Albany; WDEC, Americus; WRFC, Athens; WAOK, Atlanta; WAUG, Augusta; WMGR, Bainbridge; WMOG, Brunswick; WCGA, Calhoun; WCLB, Camilla; WLBB, Carrollton; WPNX, Columbus; WCON, Cornelia; WGFS, Covington; WRCD, Dalton; WEAS, Decatur; WMLT, Dublin; WTJH, East Point; WEHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WCEH, Hawkinsville; WBGR, Jesup; WLFA, Lafayette; WTRP, LaGrange; WIBB, Macon; WMGE, Madison; WBE, Marietta; WMVG, Milledgeville; WMRE, Monroe; WMTM, Moultrie; WBBN, Perry; WLAQ, Rome; WSNT, Sandersville; WFRP, Savannah; WWNS, Statesboro; WSYL, Sylvania; WKTG, Thomasville; WTWA, Thomson; WLET, Toccoa; WJEM, Valdosta; WRPB, Warner Robins; WACL, Waycross; WBRO, Waynesboro; WRDL, West Point.

KENTUCKY: WFLW, Monticello.

LOUISIANA: KTRY, Bastrop; WCLS, Baton Rouge; WHXY, Bogalusa; WARB, Covington; KSIG, Crowley; KDLA, De Ridder; KEUN, Eunice; KFNV, Ferriday; KLFT, Golden Meadow; KDBC, Mansfield; KNOC, Natchitoches; KREH, Oakdale; KRUS, Ruston; KVPI, Ville Platte; KVLL, Winnfield.

NORTH CAROLINA: WABZ, Albemarle; WGWR, Asheboro; WCGC, Belmont; WPNF, Brevard; WBBB, Burlington; WWIT, Canton; WEGO, Concord; WCKB, Dunn; WTIK, Durham; WCDJ, Edenton; WIFM, Elkin; WBBO, Forest City; WFDV, Fuquay Springs; WLTC, Gastonia; WKDX, Hamlet; WHKP, Hendersonville; WKMT, Kings Mountain; WAGR, Lumberton; WMBL, Morehead; WNNC, Newton; WMSN, Raleigh; WREV, Reidsville; WAYN, Rockingham; WSAT, Salisbury; WEYE, Sanford; WTAB, Tabor City; WADE, Wadesboro; WLSE, Wallace; WHCC, Waynesville; WENC, Whitesville.

SOUTH CAROLINA: WABV, Abbeville; WAKN, Aiken; WANS, Anderson; WBAW, Barnwell; WBEU, Beaufort; WHPB, Belton; WAGS, Bishopville; WHAN, Charleston; WGCD, Chester; WPFd, Darlington; WDSC, Dillon; WELP, Easley; WFIS, Fountain Inn; WGTN, Georgetown; WHSC, Hartsville; WDKD, Kingstree; WLCM, Lancaster; WJAY, Mullins; WMYB, Myrtle Beach; WTND, Orangeburg; WTYC, Rock Hill; WSNW, Seneca; WJAN, Spartanburg; WSSC, Sumpter; WBCU, Union; WALD, Walterboro; WCYL, York.

TENNESSEE: WLAR, Athens; WMFS, Chattanooga; WKRM, Columbia; WKBL, Covington; WDKN, Dickson; WDSG, Dyersburg;



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TEXAS: KREL, Baytown.
Southern Michigan Network
c/o WTVB, Coldwater, Mich.
General Manager.....James B. Luck

STATIONS
WTVB, Coldwater; WSBE, Hillsdale; WSTR, Sturgis, Mich.

Southern Minnesota Network
c/o KYSM, Mankato, Minn.
National Rep. ....Robert Meeker

STATIONS
KYSM, Mankato; KROC, Rochester; KATE, Albert Lee, Minn.

Southwest Network, Inc.
Box 1799, El Paso, Tex.
Phone: KEystone 2-6551

STATIONS
President.....Dorrance D. Roderick
Gen. Mgr.....Val Lawrence
Comm. Mgr.....Tom Wiseheart

KROD, El Paso, Tex.; KAVE, Carlsbad; KWEW, Hobbs; KGFL, Roswell; KSIL, Silver City, New Mex.

Speidel-Fisher Broadcasting Group
WOOK, Greenville, S. C.
National Rep.....Walker Representation Co.

STATIONS
WQOK, Greenville; WOIC, Columbia; WPAL, Charleston, S. C.

Steinman Stations
8 W. King St., Lancaster, Pa.
Phone: EXpress 7-5251
PERSONNEL

Gen. Mgr.....Clair R. McCollough
STATIONS

WDEL-AM-FM, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WLEV-TV, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.; WRAK, Williamsport.

Storer Broadcasting Co.
1177 Kane Concourse, Miami Beach, Fla.
Phone: UNion 6-0211

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Senior Vice Pres.....J. Harold Ryan
Exec. Vice Pres.....Lee B. Wailes
Vice Pres. Ops.....Stanton P. Kettler
Treasurer.....Harry A. Steensen
V.P., Secretary.....John McCoy
V.P. Eng.....Glenn Boundy
V.P. Radio Ops.....William E. Rine

V.P. TV Ops.....George B. Storer, Jr.
V.P., Natl. Pgm. Dir.....Ewald Kockritz
V.P. Eng.....G. Boundy
V.P. Advertising & Sls. Prom...A. C. Schofield
Asst Secretary.....Bertha C. Prestler

BRANCH OFFICES
625 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3940
Nat. Sales Dir.....Maurice E. McMurray
Merchandising Mgr.....James P. Storer
230 N. Michigan Ave., Chicago, Ill.
Radio Sales Mgr.....Robert M. Flanigan
TV Sales Mgr.....Floyd E. Beaton
111 Sutter Bldg., San Francisco, Calif.
V.P., Sales.....Gayle V. Grubb

STATIONS
WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WJW and WJW TV Cleveland; WWVA AM FM, Wheeling, W. Va.; WGBS, Miami, Fla.; WIBG, Philadelphia; WVUE, Wilmington, Del.

The Storz Stations
800 Kilpatrick Bldg., Omaha 3, Nebr.
Phone: ATlantic 2228

President .....Todd Storz
Gen. Counsel.....Herbert Polgoff
Nat. Prog. Dir.....William Stewart
Dir., Engineering.....Robert Tilton

Branch Offices
Builders Exchange Bldg., Minneapolis, Minn.
Phone: FEderal 5-2271
Gen. Mgr.....Jack Thayer
Pickwick Hotel Bldg., Kansas City, Mo.
Phone: BAltimore 1-8300

V.P., Gen. Mgr.....George Armstrong
624 Canal St., New Orleans, La.
Phone: MAgnolia 3562
V.P., G.M.....Fred Berthelson
Du Pont Bldg., Miami, Fla.
Phone: FRanklin 4-6121

Gen. Mgr.....Jack Sandler
STATIONS
WDGY, Minneapolis, Minn.; WHB, Kansas City, Mo.; WTIX, New Orleans, La.; WQAM, Miami, Fla.

Talleorn Network
Suite 432, Des Moines Bldg., Des Moines, Iowa
Pres.....Wm. P. White, KFJB
V.P.....Glen Stanley, KBOE
V.P.....Bernie Jacobson, KROS
National Rep.....John E. Pearson Co.

STATIONS
KROS, Clinton; KSIB, Creston; KDTH., Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KCIM, Carroll; KOEL, Oelwein; KBOE, Osca-loosa; KASI, Ames; KOKX, Keokuk; KXIC, Iowa City.

Texas Broadcasting System
Herald Square, Dallas, Tex.
Phone: RI 2-6811
General Manager.....Clyde W. Renbert





**STATIONS**

KRLD, Dallas; KENS, San Antonio; KTRH, Houston, Texas.

**Texas Spanish Language Network**

518 W. Houston St., San Antonio 5, Tex.

Phone: CApitol 6-5254

Pres. . . . . Robert N. Pinkerton, KIWW  
National Rep. . . . . National Time Sales, Inc.

**STATIONS**

XEJ, Juarez (El Paso); KIWW, San Antonio; KTXN, Austin; XEO, Brownsville; XEOR, McAllen, Tex.

**Texas State Network**

4801 W. Freeway, Fort Worth 1, Tex.

Phone: PErsching 7-6631

President & Gen. Mgr. . . . . Gene L. Cagle  
Vice-President . . . . . Charles B. Jordan  
Asst. Gen. Mgr. . . . . Stan Wilson

**STATIONS**

Basic: KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KNOW, Austin; KTBB, Tyler, all Texas.

Supplemental: KRRV, Sherman; KPLT, Paris; KENS, San Antonio; KBWD, Brownwood; KTRH, Houston; KFDA, Amarillo; KRIO, McAllen; KGVL, Greenville, all Texas.

**TLF Broadcasters, Inc.**

(wholly owned subsidiary of Time, Inc.)

9 Rockefeller Plaza, New York 20, N. Y.

Phone: JU 6-1212

V.P. (Time, Inc.).

Bcst. Ops. . . . . Weston C Pullen, Jr.  
Coordinator, Bcst. Ops. . . . . Ole G. Morby

**STATIONS**

KDYL, KTVI, Salt Lake City, Utah; KLZ-AM-TV, Denver, Colo.; WOOD-AM-TV, Grand Rapids, Mich.; WFBM-AM-TV, Indianapolis, Ind.; WTCN-AM-TV, Minneapolis, Minn.

**Tobacco Network, Inc.**

516 S. Salisbury St., Raleigh, N. C.

Phone: TEMple 2-8885

President . . . . . Vassie G. Balkcum  
Vice-President . . . . . Jack P. Hamkins  
Secretary-Treasurer . . . . . Bill Currie  
Exec. V.P., Gen. Mgr. . . . . Kenneth C. Willson  
Office Mgr. . . . . Nina Livingston

**STATIONS**

WFNC, Fayetteville; WRAL, Raleigh; WHIT, New Bern; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldsboro, N. C.; WELS, Kinston, N. C.; WRCS, Ahoskie, N. C.; WFMO, Fairmont, N. C.

**Triangle Publications, Inc.**

Radio & TV Division

46th & Market Sts., Philadelphia 39, Pa.

Phone: EVERgreen 2-4700

V.P., Gen. Mgr. . . . . Roger W. Clipp  
Exec. Asst. to Gen. Mgr. . . . . David J. Bennett  
Dir. of Natl. Sales . . . . . Edward H. Benedict

Dir. Public Rel., Pgmng. . . . . John D. Scheuer  
Dir. of Engineering . . . . . Henry E. Rhea  
Business Mgr. . . . . John C. Harlan  
Research Mgr. . . . . Richard W. Gideon

**STATIONS**

WFIL-AM-FM-TV, Philadelphia; WNBf-AM-FM-TV, Binghamton, N. Y.; WFBG-AM-TV, Altoona, Pa.; WNHC-AM-FM-TV, New Haven, Conn.; WLBR-TV, Lebanon, Pa.; WHGB (1/2 interest), Harrisburg, Pa.

**Tri-Mart Radio Network**

P. O. Box 631, Salem, Ore.

Phone: EM 4-8433

Sales Manager . . . . . Dave Hoss

**STATIONS**

KSLM, Salem; KFLY, Corvallis; KORE, Eugene, Ore.

**Tri-W Network**

Station WWWB, Jasper, Ala.

President . . . . . W. W. Bankhead

**STATIONS**

WWWB, Jasper; WWF, Fayette; WWWR, Russellville, Ala.

**Upper Midwest Broadcasting System**

518 Produce Bank Bldg.,

Minneapolis, Minn.

Phone: Geneva 9631

**PERSONNEL**

President . . . . . Louis M. Knopp

**STATIONS**

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLLZ, Brainerd; KBMW, Breckenridge; KDHL, Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KDLM, Detroit Lakes; KROX, Crookston; KNUJ, New Ulm; KVOX, Fargo-Moorhead, all in Minnesota; KDLB, Devils Lake; KOVC, Valley City; KNDC, Hettinger, all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; WPDP, Ishpeming; WHBY, Appleton; WATW, Ashland; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Poyntette; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASL, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KFAD, Fairfield; KCHA, Charles City, all in Iowa; KCNI, Broken Bow; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLKB, De Kalb, all in Illinois; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; WSHB, Stillwater, Minn.; KLPm, Minot; WBIZ, Eau Claire; KOKX, Keokuk, Iowa; WJAG, Norfolk, Nebr.

**United Broadcasting Network**

Eighth & Eye Sts., N.W., Washington, D. C.  
 President .....Richard Eaton

**STATIONS**

WOOK, WFAN, Washington, D. C.; WARK, Hagerstown; WSID, Baltimore; WINX, Rockville; Md.; WANT, Richmond; WYOU, Newport News, Va.; WJMO, Cleveland, Ohio.

**Vermont State Network**

c/o WBTV, Bennington, Vt.

National Rep.. Joseph Hershey McGillvra, Inc.  
**STATIONS**

WBTV, Bennington; WIKE, Newport; WSYD, Rutland; WTWN, St. Johnsbury; WNIX, Springfield, Vt.

**West Texas Television Network**

7400 College Ave., Lubbock, Texas  
 Phone: SHERwood 4-2345

Pres., Gen. Mgr.....W. D. "Dub" Rogers  
 Vice President.....W. H. Shipley  
 Nat. Sales Mgr.....E. A. "Buzz" Hassett

**STATIONS**

KDUB-TV, Lubbock; KPAR-TV, Abilene-Sweetwater; KEDY-TV, Big Spring, all Texas.

**Westinghouse Broadcasting Co., Inc.**

122 E. 42nd St., New York 17, N. Y.  
 Phone: MUrray Hill 7-0808

President.....Donald H. McGannon  
 Adm. Asst. to Pres.....C. C. Woodward, Jr.  
 V.P., Engineering.....R. N. Harmon  
 V.P., Sales.....A. W. Dannenbaum  
 V.P., Programming.....R. M. Pack  
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 Nat. Radio Sales Mgr.....P. B. Bascom  
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 Dir. of Research.....M. A. Goldberg  
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 V.P., Pittsburgh.....H. C. Lund  
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 V.P., Chicago.....Ralph Atlass  
 West Coast Executive.....P. G. Lasky

**BRANCH OFFICES**

2818 Prudential Plaza, Chicago, Ill.  
 Phone: STate 2-1856

Vice-President .....Ralph Atlass  
 Midwest Sales Mgr.....E. M. Blain  
 1825 "K" St., N.W., Washington, D. C.  
 Phone: STerling 3-0903

Vice-President.....J. E. Baudino  
**STATIONS**

KPIX, San Francisco, Calif.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleve-

land, Ohio; KYW-TV, Cleveland, Ohio; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.

**Wisconsin Network, Inc.**

Nash Block, Wisconsin Rapids, Wis.

Phone: 723

**PERSONNEL**

President.....John M. Walter  
 Sec.-Treas., Mgr. Dir.....George T. Frechette

**STATIONS**

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ, Beloit, Wis.

**Wyoming Cowboy Network**

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.

Phone: 4-4461

**STATIONS**

..KFBC, Cheyenne; KRAL, Rawlins; KVOC, Casper; KSID, Sidney; KASL, Newcastle.

**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

President .....Norman Knight  
 Exec. V.P.....George W. Steffy  
 V.P.....Thomas H. Bateson

**STATIONS**

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAL, Greenfield, Mass.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WABM, Houlton, Me.; WGIR, Manchester, N. H.; WNLC, New London, Conn.; WAGM, Presque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.

**Z-Bar-Net**

1003 S. Montana, Butte, Mont.

Phone: 29-111

Managing Director.....Ed Craney  
 Comm. Mgr.....Arne Anzjon

**BRANCH OFFICES**

347 Madison Ave., New York, N. Y.

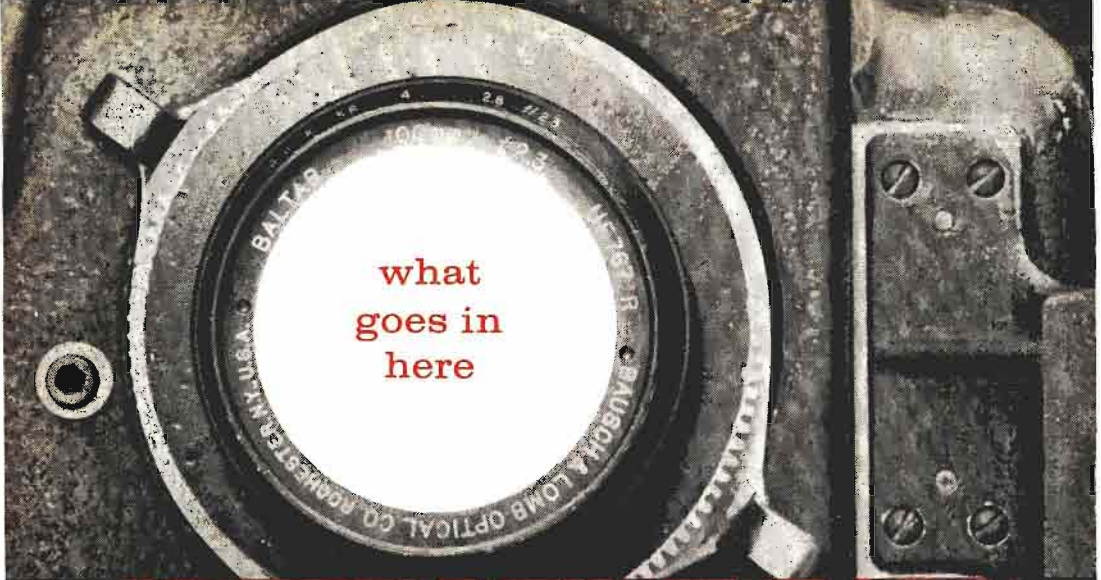
Phone: MU 3-5830

Eastern Sales Mgr.....Wythe Walker  
 6381 Hollywood Blvd., Hollywood, Calif.

Phone: HO 9-5408

Western Sales Mgr.....Tracy Moore  
**STATIONS**

KXLK, Great Falls; KXLL, Missoula, Mont.; KXLF-TV, Butte; KXLJ-TV, Helena, Mont.; KXLJ, Butte; KXLJ, Helena.



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goes in  
here



comes out  
flawless  
here

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# The Top 100 TV Advertisers of 1957 And Estimated Expenditures

— GROSS TIME COST ONLY: NETWORK AND SPOT —

<i>Advertiser</i>	<i>Total TV</i>	<i>Network TV</i>	<i>Spot TV</i>
1. Procter & Gamble Company.....	\$72,962,855	\$17,016,015	\$25,916,840
2. Colgate-Palmolive Company.....	27,114,793	19,375,713	7,739,080
3. General Foods Corporation.....	24,604,501	16,156,601	8,447,900
4. Lever Brothers Company.....	23,910,260	16,297,289	7,642,980
5. American Home Products.....	22,125,488	18,535,808	3,589,680
6. Brown & Williamson Tobacco Co.....	20,082,882	7,093,962	12,988,920
7. Chrysler Corporation.....	19,526,146	18,915,776	610,370
8. Gillette Company.....	17,679,627	15,790,837	1,888,790
9. Ford Motor Company.....	16,459,251	13,023,201	3,436,050
10. R. J. Reynolds Tobacco Co.....	16,089,214	13,201,584	2,887,630
11. Bristol-Myers Company.....	14,620,964	12,189,954	2,131,010
12. General Motors Corporation.....	14,286,067	12,733,437	1,552,630
13. Sterling Drug, Inc.....	13,347,211	4,711,351	8,635,890
14. American Tobacco Company.....	12,492,559	9,316,629	3,145,930
15. Liggett & Myers Tobacco Co.....	12,183,213	8,181,373	4,001,840
16. Miles Laboratories, Inc.....	11,440,941	5,048,301	6,392,640
17. Continental Baking Company.....	10,867,609	677,519	10,190,060
18. Kellogg Company.....	10,807,295	7,977,785	2,829,510
19. Pharmaceuticals, Inc.....	9,525,785	8,585,635	940,150
20. General Mills, Inc.....	9,507,062	8,605,872	901,190
21. Philip Morris & Company.....	8,884,374	3,942,901	4,941,470
22. National Dairy Products.....	8,388,097	6,044,617	1,743,450
23. Carter Products, Inc.....	8,257,725	1,262,465	6,995,260
24. Warner-Lambert Pharma. Co.....	8,223,263	2,532,393	5,690,870
25. P. Lorillard & Company.....	8,212,782	5,194,122	3,018,660
26. National Biscuit Company.....	8,070,251	2,217,934	5,822,320
27. Revlon, Inc.....	7,186,882	7,019,042	167,840
28. Nestle Company.....	6,660,421	4,130,101	2,530,320
29. American Chicle Company.....	6,344,167	2,617,367	3,726,800
30. General Electric Company.....	6,277,085	5,714,855	562,230
31. Quaker Oats Company.....	5,829,971	4,706,501	1,123,470
32. Standard Brands, Inc.....	5,821,096	4,512,316	1,308,750
33. Hazel Bishop, Inc.....	5,196,593	5,192,193	304,400
34. Swift & Company.....	5,182,705	5,196,425	286,280
35. Corn Products Refining Co.....	5,108,711	2,930,851	2,177,860
36. Bulova Watch Company.....	5,284,323	1,233,923	4,050,400
37. Helene Curtis Industries.....	5,251,312	4,667,982	583,330
38. Coca-Cola Co./Bottlers.....	5,249,180	1,041,290	4,207,890
39. Campbell-Soup Company.....	5,210,512	4,965,382	245,130
40. Max Factor & Company.....	5,177,114	2,886,264	2,290,850
41. Robert Hall Clothes.....	4,928,930	.....	4,928,930
42. Jos. E. Schlitz Brewing Company.....	4,757,764	3,005,514	1,752,250
43. International Latex Corp.....	4,722,660	.....	4,722,660
44. Westinghouse Electric Corp.....	4,580,335	4,501,085	78,350
45. Pillsbury Mills, Inc.....	4,351,106	3,805,616	545,460

(Continued on page 739)

*the best in Monday evening  
entertainment*

**NBC-TV 9:30-10 P.M. EST**

*Aluminum Company of America  
presenting*



*Fuller & Smith & Ross, Inc.*  
**ADVERTISING**





# TOP 100 TV ADVERTISERS OF 1957



(Continued from page 737)

<i>Advertiser</i>	<i>Total TV</i>	<i>Network TV</i>	<i>Spot TV</i>
46. Armour & Company.....	\$4,296,612	\$2,853,642	\$ 442,970
47. Sperry Rand Corporation.....	4,257,142	4,257,142	.....
48. Adell Chemical Company.....	4,109,800	.....	4,109,800
49. Scott Paper Company.....	3,972,447	3,342,257	630,190
50. S. C. Johnson & Son, Inc.....	3,927,928	3,889,778	38,150
51. Chesebrough-Ponds, Inc.....	3,878,159	3,164,839	713,320
52. The Borden Company.....	3,859,899	2,810,739	1,049,160
53. Ralston-Purina Co.....	3,782,699	2,723,689	1,059,010
54. Best Foods, Inc.....	3,766,905	2,641,965	1,124,940
55. Eastman Kodak Company.....	3,630,185	3,194,715	435,470
56. American Telephone & Telegraph.....	3,341,329	3,277,929	63,400
57. Pepsi Cola Co./Bottlers.....	3,250,204	211,554	3,038,650
58. Wesson Oil & Snow Drift.....	3,223,067	1,604,997	1,618,070
59. Prudential Insurance Co. of America.....	3,201,934	3,201,984	.....
60. Radio Corp. of America.....	3,111,236	2,344,036	767,200
61. Standard Oil of New Jersey.....	3,106,520	173,460	2,933,060
62. The Meunier Company.....	3,082,078	2,997,548	84,530
63. Charles Antell, Inc.....	3,066,630	.....	3,066,630
64. Singer Sewing Machine Co.....	3,001,213	1,521,153	1,480,060
65. Shell Oil Company.....	2,993,100	.....	2,993,100
66. Kimberly-Clark Corporation.....	2,988,137	2,346,917	641,220
67. H. J. Heinz Company.....	2,971,863	1,350,073	1,621,790
68. Falstaff Brewing Corporation.....	2,823,447	627,267	2,196,180
69. Johnson & Johnson.....	2,819,585	2,526,955	292,630
70. Anheuser-Busch, Inc.....	2,792,410	.....	2,792,410
71. Food Manufacturers, Inc.....	2,781,640	.....	2,781,640
72. Wildroot Company, Inc.....	2,658,810	1,806,230	852,580
73. Carnation Company.....	2,560,650	2,054,120	506,530
74. Sylvan Electric Products, Inc.....	2,561,569	2,501,769	49,800
75. Mutual Benefit Health & Accident Association.....	2,534,891	937,431	1,597,460
76. United States Steel Corporation.....	2,514,090	2,514,090	.....
77. E. I. du Pont de Nemours & Co.....	2,374,910	1,738,960	635,950
78. Pet Milk Company.....	2,370,851	2,322,881	47,970
79. Schick, Inc.....	2,358,922	2,187,732	171,190
80. Block Drug Company, Inc.....	2,358,490	11,090	2,347,400
81. Reynolds Metals Company.....	2,324,721	2,324,721	.....
82. Purex Corporation, Ltd.....	2,291,194	2,062,504	228,690
83. Avon Products, Inc.....	2,287,750	.....	2,287,750
84. Seven-Up Co./Bottlers.....	2,226,353	514,083	1,712,270
85. The Texas Company.....	2,225,170	233,140	1,992,030
86. Armstrong Cork Company.....	2,194,989	2,194,989	.....
87. J. A. Folger & Company.....	2,194,020	.....	2,194,020
88. Sweets Company of America.....	2,184,366	2,160,936	23,430
89. Beech-Nut Life Savers, Inc.....	2,180,520	.....	2,180,520
90. Aluminum Company of America.....	2,163,673	2,070,723	92,950
91. Nehi Corporation/Bottlers.....	2,154,430	.....	2,154,430
92. Time, Inc.....	2,152,011	2,012,991	139,020
93. Associated Products, Inc.....	2,136,093	1,216,863	919,230
94. Goodyear Tire & Rubber Company.....	2,089,048	2,060,788	28,260
95. Grove Laboratories, Inc.....	2,088,979	400,519	1,688,460
96. General Cigar Company, Inc.....	2,080,588	1,023,828	1,056,760
97. Gold Seal Company.....	1,973,719	1,105,479	868,240
98. William Wrigley Jr., Company.....	1,968,000	.....	1,968,000
99. Harold F. Ritchie, Inc.....	1,885,110	.....	1,885,110
100. Florida Citrus Commission.....	1,876,948	1,099,048	777,900

Source: TvB, quoting Publishers Information Bureau (Network) and N. C. Rorabaugh (Spot).

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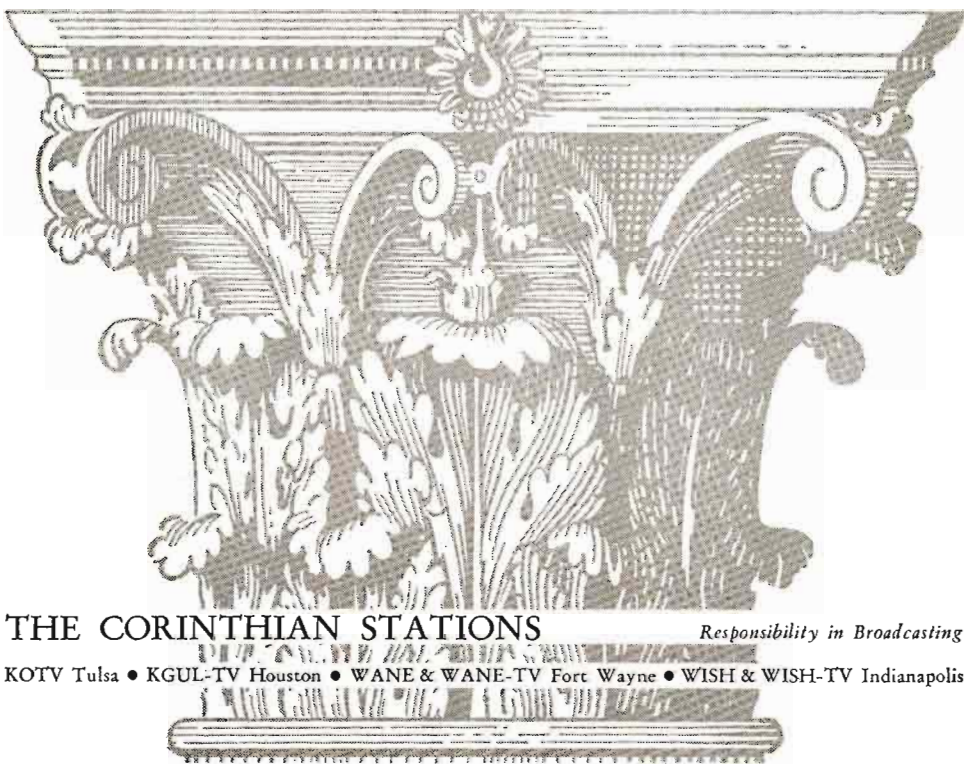
# Local in management . . .

## Interrelated in service

The Corinthian stations are first and foremost local in character . . . for *great* stations must be responsive to the needs and tastes of their individual communities. The Corinthian stations each have their own independent *local* management teams in Tulsa, Houston, Fort Wayne and Indianapolis.

The Corinthian stations have *more* than this. They benefit from each other's experience. And have at their disposal the full-time staff services of specialists in the basic areas of broadcasting . . . each outstandingly qualified in his field . . . Corinthian's Director of Programming, *Robert H. Salk*; Director of Sales, *Don L. Kearney*; Director of Engineering, *George G. Jacobs*; and Director of Research, *Charles H. Smith*.

Clearly, you get something *extra* when you buy a Corinthian station.



### THE CORINTHIAN STATIONS

*Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

# A Lift for Daytime Televiewing Spear-Headed by Strip Schedules

**STRONG** assists toward revamping and strengthening *local daytime* programming will be made this year, by new uses of syndicated film programs.

Good quality mystery strips, until now used only in the evening times, will furnish a strip of tangy seasoning between the conventional strips of daytime personality shows, panels, giveaways, and soap operas.

Conversations with key people at networks, agencies, advertising departments, and local stations have fortified our belief that the time is ripe for daytime stripping of good mysteries (preferably with an attractive male star).

✽

MCA TV is backing this belief by making available 82 half-hour films starring Ralph Bellamy in a series called "Follow That Man" (originally titled "Man Against Crime") in its network run.

WCBS-TV in New York will strip "Follow That Man" at 5:00 p.m. daily. Stations in the Storer group will also strip the show in the daytime. These spearheading arrangements have just been set during the first days the show has been offered. The stations, of course, are free to play the show in evening periods as well.

✽

MCA TV has had some enlightening experiences during the past year with mystery strips in *early evening* times. In the 6:00-7:00 p.m. times (almost always reserved for kid-shows), we assisted in replacing long-standing kid shows in a great many markets with good mystery shows. Ratings were unbelievably good, and in every instance well balanced family audiences, consisting of more than 60 per cent adults, were achieved. The notorious shortage of sponsors for kid products was not a factor here, for there was no shortage of sponsors of adult type products for the early evening mysteries.

✽

Why are mystery shows attractive to viewers in the daytime hours? Because daytime viewers, largely women, are surely sur-



By  
**DAVID V. SUTTON**  
Vice President in  
Charge  
MCA-TV Film  
Syndication Division

feited by now with the same monotonous fare of television standbys. They have given dramatic evidence of their desire for programs with more excitement, more suspense. The good mystery show provides just the change of pace they seem to appreciate. We need not go into the psychological backgrounds of this preference; the universal appeal of mystery-suspense-adventure stories is well known in every field of story-telling—in popular novels, on the screen, on the radio, the stage and of course on television.

✽

The importance of the daytime hours in the rating picture is also not to be overlooked. During this time of day the TV advertiser can reach a selective audience—the woman of the household who traditionally controls the family purse-strings. Too, in many TV homes, the female viewer who turns on her television set for a brief respite from her chores is being exposed to the advertiser's message at a more propitious time, from a marketing point of view. She is very likely to complete her viewing, turn off the set, and go out to the stores. Thus the sponsor's message is fresher in her mind than during evening viewing.

✽

Strong adult audience acceptance of mystery strips in early evening times, concurrence of opinion amongst key people, and immediate action to strip "Follow That Man" in the daytime by WCBS-TV (New York) and Storer stations, convince us that mystery strips will provide a much needed lift in daytime fare. We will do what we can to furnish what is needed.

*The Standard of Quality*

*Wherever Films Are Used*

**EASTMAN PROFESSIONAL MOTION PICTURE FILMS**

**THE EASTMAN 16mm PROJECTOR, MODEL 275**

**THE EASTMAN 16mm CONTINUOUS PROJECTOR, MODEL 300**

**THE EASTMAN TELEVISION RECORDING CAMERA**

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

**Motion Picture Film Department**

**EASTMAN KODAK COMPANY**

**Rochester 4, N. Y.**

*Agents for the Sale and Distribution of  
Eastman Professional Motion Picture Films*

**W. J. GERMAN, INC.**

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



# The Top 100 Network TV Advertisers Of 1957 and Estimated Expenditures

— GROSS TIME COST —

<i>Advertiser</i>	<i>Estimated Expenditure</i>	<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co., The.....	\$47,046,015	51. Johnson & Johnson.....	\$ 2,526,955
2. Colgate-Palmolive Co. ....	19,375,713	52. U. S. Steel Corp.....	2,514,090
3. Chrysler Corp. ....	18,915,776	53. Sylvania Electric Products, Inc..	2,501,769
4. American Home Products Corp..	18,535,808	54. Kimberly Clark Corp.....	2,346,917
5. Lever Brothers Co.....	16,297,289	55. Radio Corp. of America.....	2,344,036
6. General Foods Corp.....	16,156,601	56. Reynolds Metals Co.....	2,324,721
7. Gillette Co. ....	15,790,837	57. Pet Milk Co.....	2,322,881
8. Reynolds, R. J., Tobacco Co....	13,201,584	58. National Biscuit Co.....	2,247,934
9. Ford Motor Co. ....	13,023,204	59. Armstrong Cork Co.....	2,194,980
10. General Motors Corp.....	12,733,437	60. Schick, Inc. ....	2,187,732
11. Bristol-Myers Co. ....	12,489,954	61. Sweets of America, Inc.....	2,160,936
12. American Tobacco Co., The ...	9,346,629	62. Aluminum Co. of America.....	2,070,723
13. General Mills, Inc.....	8,605,872	63. Purex Corp. Ltd.....	2,062,504
14. Pharmaceuticals, Inc. ....	8,585,635	64. Goodyear Tire & Rubber Co....	2,060,788
15. Liggett & Myers Tobacco Co....	8,181,373	65. Carnation Co. ....	2,054,120
16. Kellogg Co. ....	7,977,785	66. Time, Inc. ....	2,012,991
17. Brown & Williamson Tobacco Corp. ....	7,093,962	67. Wildroot Co., Inc.....	1,806,230
18. Revlon, Inc. ....	7,019,042	68. Du Pont de Nemours, E. I. & Co.	1,738,960
19. National Dairy Products Corp..	6,644,647	69. Gerber Products Co.....	1,675,361
20. General Electric Co.....	5,714,855	70. Wesson Oil & Snowdrift Co., Inc.	1,604,997
21. Swift & Co.....	5,196,425	71. Speidel Corp. ....	1,587,018
22. Lorillard, P., & Co.....	5,194,122	72. Firestone Tire & Rubber Co....	1,549,074
23. Bishop, Hazel, Inc.....	5,192,193	73. Mogen David Wine Corp.....	1,545,590
24. Miles Labs., Inc.....	5,048,301	74. State Farm Mutual Auto. Ins. Co. ....	1,543,358
25. Campbell Soup Co.....	4,965,382	75. Whirlpool Corp. ....	1,538,454
26. Sterling Drug, Inc.....	4,711,351	76. Pabst Brewing Co. ....	1,521,153
27. Quaker Oats Co. ....	4,706,501	77. Singer Manufacturing Co.....	1,481,866
28. Helene Curtis Industries, Inc....	4,667,982	78. American Gas Assn.....	1,462,692
29. Standard Brands, Inc.....	4,512,346	79. Simoniz Co. ....	1,409,646
30. Westinghouse Electric Corp.....	4,501,985	80. S. O. S. Co., The.....	1,368,149
31. Sperry Rand Corp.....	4,257,142	81. Heinz, H. J., Co.....	1,350,073
32. Nestle Co., Inc., The.....	4,130,101	82. American Dairy Assn.....	1,276,135
33. Philip Morris, Inc.....	3,942,901	83. Goodrich, B. F., Co., The.....	1,276,110
34. Johnson, S. C., & Son, Inc.....	3,889,778	84. Carter Products, Inc.....	1,262,465
35. Armour & Co.....	3,853,642	85. Bulova Watch Co. ....	1,233,923
36. Pillsbury Mills, Inc.....	3,805,646	86. Brillo Manufacturing Co., Inc....	1,227,195
37. Scott Paper Co.....	3,312,257	87. Associated Products, Inc.....	1,216,863
38. American Telephone & Telegraph Co. ....	3,277,929	88. Kaiser Aluminum & Chemical Corp. ....	1,210,015
39. Prudential Insurance Co. of America .....	3,201,984	89. Union Carbide Corp.....	1,191,864
40. Eastman Kodak Co.....	3,194,715	90. American Can Co.....	1,150,499
41. Chesebrough-Ponds Inc. ....	3,164,839	91. Drackett Co. ....	1,137,130
42. Schlitz, Joseph, Brewing Co....	3,005,514	92. Sunbeam Corp. ....	1,129,882
43. Mennen Co., The.....	2,997,548	93. Greyhound Corp. ....	1,113,933
44. Corn Products Refining Co.....	2,930,851	94. Gold Seal Co.....	1,105,479
45. Factor, Max., & Co.....	2,886,264	95. Gulf Oil Corp.....	1,100,304
46. Borden Co., The.....	2,810,739	96. Florida Citrus Commission.....	1,099,048
47. Ralston Purina Co.....	2,723,689	97. U. S. Rubber Co.....	1,085,449
48. Best Foods, Inc.....	2,641,965	98. Ronson Corp. ....	1,082,036
49. American Chicle Co.....	2,617,367	99. Minnesota Mining & Mfg. Co....	1,055,479
50. Warner Lambert Pharmaceutical Co. ....	2,532,393	100. Coca-Cola Co., The.....	1,041,290

Source: TvB, quoting Publishers Information Bureau.





When you come home tired,  
and want to watch TV...



*it's the getting up ...that gets you down*

Now...tune TV from your easy chair with "Silent Sound"

# ZENITH

original and exclusive

# SPACE COMMAND

REMOTE CONTROL TELEVISION TUNING

JUST TOUCH A BUTTON  
ON THE UNIT IN YOUR HAND

*AND SEND THROUGH SPACE YOUR SILENT COMMAND*



This "electronic ear" hears your silent command from across the room  
And, magically, your set does exactly what you've told it to do.

- THIS BUTTON TELLS YOUR SET TO TURN ON, OR OFF
- THIS BUTTON TELLS YOUR SET TO SWITCH CHANNELS TO THE LEFT
- THIS BUTTON TELLS YOUR SET TO SWITCH CHANNELS TO THE RIGHT
- THIS BUTTON TELLS YOUR SET TO SHUT OFF THE SOUND OF LONG, ANNOYING COMMERCIALS WHILE THE PICTURE STAYS ON

With Zenith Space Command, you can shop all the shows, switch back and forth between programs, "de-voice" a long-winded announcer . . . right from your easy chair. No need to get up even to fuss with fine-tuning. On a Zenith, each channel comes in *precision-tuned automatically* . . . brighter, more sparkling, with Zenith's new "Sunshine" Picture Tube. Space Command is not an extra cost accessory, it's built right into the set.



The quality goes in before the Zenith name goes on.

Backed by 39 years of leadership in radionics exclusively. Also makers of Radio, High Fidelity Instruments and fine Hearing Aids.

ZENITH RADIO CORPORATION  
CHICAGO 39, ILLINOIS

QUALITY BY

# Zenith

SPACE COMMAND TV

## Wide Variety Of Advertisers Find Film Adaptable To Needs

ONE of the most dramatic developments in the growth of the TV film industry has been the extension of film sponsorship ranks to include every conceivable type of advertiser, representing every category of business enterprise and every size of organization.

At Ziv, we have seen such giants as Bristol-Myers, Procter & Gamble and Reynolds Tobacco, steadily increase their purchases of film series. At the same time, our regional and local clients have been continually expanding their use of film. Each year, we see new advertisers turning to half-hour films. We find advertisers enlarging their TV activities from the use of between-program announcements to alternate sponsorship and then to full, weekly identification with a program series.

As part of this impressive growth of sponsorship, there has been a phenomenon that has developed so naturally that I think many of us have failed to note its significance. We have found that a potent program with universal audience appeal can work equally well for advertisers with vastly different products and problems. The program that seems ideally suited to a baker in the south can be just as effective for an oil company on the West Coast. Our roster of "Sea Hunt" sponsors, for example, includes such widely different advertisers as such major national corporations as Bristol-Myers, Anheuser-Busch, R. J. Reynolds and Schlitz Brewing. It includes large regional companies with such diverse products as those of Heileman Brewing, Standard Oil of California and Dixie Club Coffee. Local advertisers are represented too—P. C. Food Markets in Syracuse; the Louis Shanks Furniture Co. in Austin, Texas; the San Antonio Savings and Loan Association, and so forth. As dissimilar as these companies are, they have one goal in common—to reach the largest number of viewers possible, in the most favorable possible context. And so they seek association with an outstanding program with great rating potential.



To broadcasters, this broad advertiser appeal has meant that the station can move swiftly to guarantee for itself the acquisition of a hot new property, with the assur-

By **M. J. RIFKIN**  
Vice President in  
Charge of Sales  
Ziv Television  
Programs



ance that many potential clients will be interested in it.

To advertisers, this has meant in effect a broader choice of quality programming. And for those clients who are interested in alternate sponsorship or the selection of a group of markets for their advertising campaign, this phenomenon of versatility has been of immeasurable benefit. As a result of the Ziv field organization's close contact with national, regional and local advertisers and their agencies, as well as with station programmers throughout the country, we have often been able to arrange a "marriage" between two compatible clients in the sponsorship of a Ziv teleseries. Last year alone, we "wedded" something like 1,200 clients of all types and budget sizes who came to us seeking a top-flight show for alternate-week sponsorship or for multi-market spreads.



In short, the show is the thing. If it has genuine audience appeal, and carefully wrought merchandising support, it will sell effectively for anybody, anywhere. Perhaps the best proof that this thesis works successfully is the tremendously high rate of renewals scored by our advertiser and station clients. We have had renewal rates as high as the 97 per cent earned by "Highway Patrol." We have had individual sponsors staying with a series for as long as seven years. Of all Ziv shows which have been in syndication for more than one season, 68 per cent have had the same sponsor through at least two years.

How can we profile the "typical" film sponsor? He might be someone with a nationally distributed product or he might be a hometown merchant; he might have a multi-million dollar budget or one that is a few thousand a year. The one thing he is sure to have in common with his fellow film users is a desire to reach a great number of people with the power and impact of association with an outstanding program.



LET  DO IT FOR YOU from  
COAST TO COAST

with their complete production  
service! For your next TV film . . .  
take it to NSS for storyboard  
to screen!



NATIONAL SCREEN SERVICE CORPORATION  
TELEVISION AND INDUSTRIAL FILMS DIVISION  
509 MADISON AVENUE, NEW YORK 22, N. Y. • CIRCLE 6-5700

STUDIOS IN

HOLLYWOOD  
7026 SANTA MONICA BLVD.

NEW YORK  
1600 BROADWAY

AS THEY HAVE FOR  
THESE CLIENTS...

*DUTCH MASTERS  
CIGARS*

*WELCH GRAPE JUICE*

*BON AMI CLEANSER*

*RED CAP REFRESH-R*

*PONTIAC*

*BALLANTINE BEER*

*ABC-TV*

*DRISTAN*

*AEROWAX*

*GRIFFIN LIQUID WAX*

*WILLIAMS  
AQUA-VELVA*

*N. Y. MIRROR*

*ROBERT HALL*

*BARBASOL*

*ALCOA*

*AUTO-LITE*

*N. J. BUREAU OF  
TRAFFIC SAFETY*

## Motion Picture Theatres in the U. S. Equipped for TV

State	City	Seating Capacity	Theatre	Equip. Mfrs.
CALIFORNIA	Fresno	2,169	Fresno	RCA
	Huntington Park	1,468	Huntington Park	RCA
	Los Angeles	1,757	Downtown	RCA
		2,213	Orpheum	RCA
		3,387	Paramount	RCA
	San Francisco	1,363	Ritz	GPL
		2,646	Paramount	RCA
		399	Telenews	Trad
		2,096	Paramount	GPL
	COLORADO	Denver	2,096	Paramount
DIST. OF COL.	Washington	3,452	Capitol	RCA
		1,838	Keith's	RCA
		1,155	Florida	Trad
FLORIDA	Jacksonville	1,155	Florida	Trad
	Miami	2,000	Carib	RCA
GEORGIA	Atlanta	—	Capitol	RCA
	Atlanta	2,476	Paramount	Trad
ILLINOIS	Chicago	1,299	Crown	RCA
		3,931	Marbro	RCA
		2,649	State Lake	RCA
		—	Loop	Trad
		3,414	Tivoli	RCA
		4,320	Uptown	RCA
INDIANA	Indianapolis	3,313	Indiana	RCA
IOWA	Des Moines	1,708	Paramount	Trad
KENTUCKY	Louisville	3,100	Rialto	GPL
LOUISIANA	New Orleans	3,400	Saenger	RCA
MARYLAND	Baltimore	2,048	Century	RCA
		1,320	Metropolitan	Trad
		2,843	Stanley	RCA
		1,860	State	RCA
MASS.	Boston	1,500	Pilgrim	RCA
		3,583	State	RCA
MICHIGAN	Detroit	2,500	Easttown	RCA
		3,435	Hollywood	RCA
		4,029	Michigan	PT.
		2,967	Palms State	RCA
MINNESOTA	Minneapolis	4,013	Radio City	PT.
	St. Paul	2,362	Paramount	RCA
MISSOURI	St. Louis	3,166	State	RCA
NEBRASKA	Omaha	2,978	Orpheum	RCA
NEW JERSEY	Asbury Park	1,558	St. James	Trad
	Camden	2,213	Stanley	RCA
NEW YORK	Albany	1,550	Grand	RCA
	Binghamton	2,284	Capitol	RCA
	Buffalo	2,091	Centre	RCA
	N.Y.C.—Bronx	2,353	Fordham	RCA
	N.Y.C.—Brooklyn	4,060	Fox	RCA
	—	2,146	Marine	RCA
	N.Y.C.—Manhattan	450	Guild Newsreel	RCA
	—	3,650	Paramount	PT.

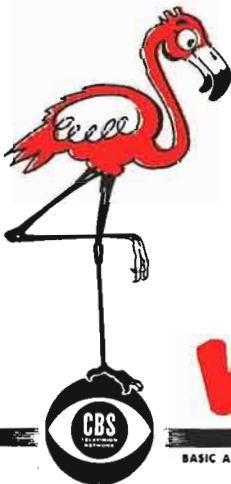
(Continued on Next Page)

(Intermediary)



(Continued from Preceding Page)				
State	City	Seating Capacity	Theatre	Equip. Mjrs.
		2,282	Victoria	GPL
	N.Y.C.—Flushing	2,146	Prospect	RCA
NO. CAROLINA	Charlotte	1,405	Carolina	Trad
OHIO	Cincinnati	3,037	Albee	RCA
	Cleveland	3,009	Allen	RCA
		3,465	Hippodrome	RCA
		2,616	Palace	RCA
		3,446	State	RCA
	Dayton	2,665	Keith's	GPL
	Toledo	2,455	Rivoli	RCA
OREGON	Portland	1,832	Liberty	Trad
PENNSYLVANIA	Chester	2,272	Stanley	RCA
	Erie	1,434	Shea's	RCA
		2,584	Warner	RCA
	Philadelphia	1,030	Royal	Trad
		2,947	Stanley	RCA
	Pittsburgh	2,016	J. P. Harris	RCA
		3,486	Penn	RCA
		3,719	Stanley	RCA
TEXAS	Dallas	—	Tower	RCA
	Houston	—	Kirby	RCA
UTAH	Salt Lake City	1,759	Utah	RCA
VIRGINIA	Richmond	1,396	Byrd	RCA
		1,393	National	RCA
		668	State	RCA
WASHINGTON	Seattle	2,559	Orpheum	RCA
WISCONSIN	Milwaukee	2,436	Riverside	RCA
		2,431	Warner	RCA

Represented Nationally  
by Peters, Griffin,  
Woodward, Inc.



**WTVJ Miami . . .**  
NOW 9 YEARS "ON-THE-AIR" EXPERIENCE.

Channel 4 with 100,000 watts full power telecast from a 1,000 ft. tower is the only TV station giving complete coverage of the entire South Florida market.

Merchandising and promotion are our "by-words". . . the tools that add an extra plus to your sales curve.

FLORIDA'S FIRST TV STATION

**WTVJ Channel 4**

BASIC AFFILIATE

MIAMI

# New Emphasis Is Now Given Showmanship In Broadcasting



By **ELLIOTT W. HENRY, JR.**  
President  
Broadcasters'  
Promotion Assn.  
Director — Press  
Information and  
Promotion, ABC,  
Central Div.,  
Chicago

**I**T can be heard or seen in Canton, Cairo or Chicago, but it is going to have a much more difficult time getting off the ground unless it is given a shot of showmanship.

We're talking about that favorite radio or television program which your management knows can succeed yet must have that extra bit of window dressing in order to gain its due audience.

The management turns to the Promotion Department (and this operation can and usually does enclose a lot of territory such as publicity, exploitation, merchandising, advertising, purchase of travel, theatre and track tickets, etc., etc.) and expects it—and rightfully so—to set forth some concrete ideas as to what can be done to secure additional viewers or listeners.

Let's take a quick glance at three basic principles that this department—whether it consists of one person or several individuals—can offer to spell out *SHOW MAN SHIP* in broadcasting.



**Advertise the Show.** As Ollie Treyz, ABC-TV President, has so aptly stated, "Today you have to advertise your advertising."

—Where do you advertise? In magazines, newspapers, trade journals, company house organs, on billboards, theatres, street cars, buses, subways, elevated railroads, in the sky, delivery trucks, commuter trains, window displays, and via direct mail. Naturally, any one or more of these outlets cost money. Your budget may be small. Most are. Think. Think of your best medium as it pertains to your program. Among these are one or more that you can use at a cost you can afford. Use it sensibly. Let all concerned know what you are doing. It won't be long before you will have injected the "SHOW" into *SHOW MAN SHIP*.



**Promote the Show.** A good Promotion Manager knows there is nothing like his own medium to promote his own product.

—Where do you promote? On every dog-goned show that you have on your air. You have a ready-made audience. It's there ready to receive your message.

Here the budget is not a major factor such as it might be in advertising, but you still must think. You must think of the right type of on-the-air promotions. If you are doing the spot announcement type, you must make darn sure that your copy lends itself to the program you are trying to promote. Solid, sock, hard-hitting copy that will catch, interest and hold the listener. Coordinate all your on-the-air promotion ideas, and, as you did with your advertising, know in which direction you are going. You will soon find that you have gained the "MAN" in *SHOW MAN SHIP*.

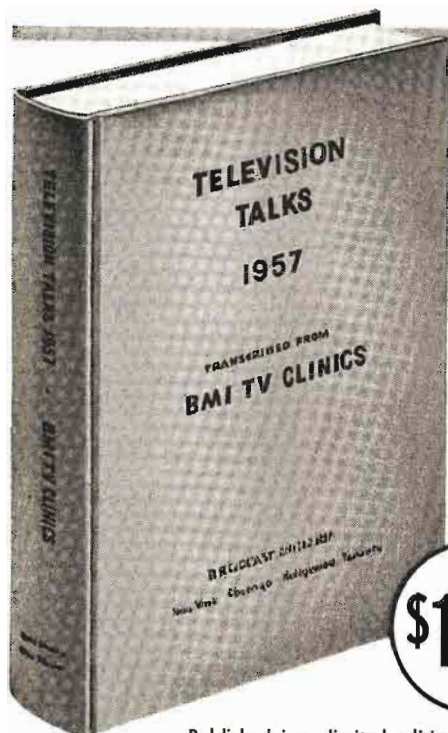


**Publicize the Show.** Be it the program, the personality or the policy you are attempting to publicize, don't irritate the people with whom you are attempting to gain favor.

—Where do you publicize? In every blessed medium that you honestly and sincerely feel that you have a chance to tell your story. Newspapers, magazines, wire services, syndicates, trade journals, house organs, and once again, your own medium through its news and program departments. Remember that you must always observe the rules of being a good publicist (this is another chapter), and chances are you will wind up in "SHIP" shape and you will be the proud master of proving not only to yourself but to your management and your client that *SHOW MAN SHIP* can be an important and well recognized facet of your organization's operation.

And your *SHOW MAN SHIP* techniques may be a darn important argument in your behalf the next time you hit the management for a raise!

"Can't Be Beat For Usefulness And Value," Says Variety



# Television Talks

THE COMPLETE REPORT  
OF THE FIVE  
TV PROGRAM CLINICS  
AS CONDUCTED  
IN 1957  
BY BMI

\$1250

Published in a limited edition of 1,200  
copies by Channel Press

Now in one single volume—the actual experiences of successful TV broadcasters as presented during the five BMI TV Clinics held last year in New York, Chicago, Fort Worth, Atlanta and San Francisco. Includes the question and answer periods following each TV talk as well as the Bull Sessions covering a variety of TV operations. The Governors of five states join the proceedings with pertinent remarks.

"Covering such subjects as the use of color, children's programs, local service programming, station promotion and management and many others, the book provides a report on television's day-to-day problems and also points up some answers to those of tomorrow.

"As a reference for anyone who attended the clinics, and more particularly for those who did not, the volume offers a storehouse of worthwhile information and at

the same time is eminently readable."

—*Broadcasting-Telecasting*

"... cover every key subject in connection with TV programming, and as such should prove of extreme interest to almost everyone connected with mass communications."

—*Radio-Television Daily*

"Here is a revealing TV forum with practical viewpoints from five major regions."

—*The Hollywood Reporter*

**BROADCAST MUSIC INC.**

589 Fifth Avenue  
New York 17, N. Y.





# Television Has Made America The World's Largest Living Room



By  
**OLIVER E. TREYZ**  
President  
ABC Television  
Network

**T**ELEVISION has assumed the role of adviser, shopping guide and court-jester to King Consumer. The King is a man of many parts. He demands a varied, imaginative diet to sustain him. And each day his palate becomes more educated.

He makes his will known to us through ratings, but even the most carefully compounded statistics can be deceptive. Necessary and useful tools though they are, ratings at best are partial guides to a total picture. If ratings take on a life of their own and parade as the whole truth when actually they are only clues to the mystery of success or failure, then there is chaos and confusion.



As IQ scores tell us relatively little about the personal dynamics of an individual, so ratings leave much to be said about the dynamics of a particular television property as an effective agent to stimulate King Consumer to go out and buy a particular item. In a recent article in *Variety*, Walter Guild (of Guild, Bascom and Bonfigli) reminds us that circulation and sales effectiveness are sometimes separate entities. He points to medium-rated shows like *Bold Journey* (for Ralston-Purina, in its third year) and *You Asked For it* (for Skippy Peanut Butter, celebrating its 7th year) that have boosted sales figures consistently throughout their network lives. Judged by performance, in dollars and cents, *Bold Journey* and *You Asked For It* are winners.



We feel that understanding King Consumer's needs is the rule at ABC-TV. We insist on translating audience statistics into human terms, realizing that there is meaning behind numbers just as, in this Mardi-Gras business of ours, we must not forget to look behind the mask.

Ratings do not give us the final insight into King Consumer—so we must take a closer look at the television universe. At the start of 1958 there are 42,400,000 television homes in the United States. The figure is increasing by over 7,000 sets each day! We must realize that we are dealing with the most complex, heterogeneous group of human beings ever to assemble for one purpose—to be entertained and informed.

The audience that confronts us breaks down into innumerable gradations of tastes, preferences, prejudices and taboos. Not only must we appeal to the family unit in the world's largest living room, but we provide specialized shows like *Wednesday Night Fights* for the sports-minded and the *Voice of Firestone* for the music-minded.

Television is an old hand at working miracles. Not the least of these has been TV's ability to reconcile *mass* with *class*. TV can move soap and cigarettes from retail store counters, and cars off showroom floors—and more importantly, move the minds of men. Research shows us that the higher-income families, and the younger, *buying* families are television's greatest fans. Examine these *daily* television viewing figures:

- The average home spent 5:39
- The highest income homes spent 7:04
- The lowest income homes spent 4:09
- The youngest family units spent 6:50
- The older family units spent 4:56

Here we have a set of numbers that unveil some useful truths. Where there is more money, there is more leisure, and more leisure means more time spent with television. Where there are young families, families in their acquisitive years (when baby needs new shoes and mom a new washing machine) there is more televiewing in the family circle. These are some of the reasons why TV is so effective a salesman: TV reaches everybody, the *mass*—but it reaches the higher-income and large-family groups *more often*.



ABC-TV has always taken the time to look behind the ratings at the human beings who make the numbers *live*. That an ever-expanding national audience has accepted us, and made us welcome, seems to endorse our formula for keeping King Consumer from calling his fiddlers three. He's chosen television for his Number 1 performer!

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# ABC TELEVISION NETWORK

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## **JAMES G. RIDDELL**

**Executive Vice President of American Broadcasting Company**

James G. Riddell was elected executive vice president of American Broadcasting Company in March, 1958, and will assume his new post July 1. In this capacity he will be in charge of the radio and television networks and the owned and operated stations, with their respective heads reporting to him. Riddell, a native of Glasgow, Scotland, came to the United States at an early age and entered broadcasting in 1931 at WXYZ, Detroit. After successive promotions he was named general manager of WXYZ when the station was purchased by ABC in 1946. In 1950 he became president and general manager of WXYZ, Inc. He was instrumental in launching WXYZ-TV, which pioneered in daytime operations. Riddell is married and is the father of two daughters.



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## **WILLIAM P. MULLEN**

**Vice President in Charge of Sales**



William P. Mullen was appointed vice president in charge of television sales in late March, 1958. Formerly head of ABC-TV's Detroit Sales Division, he joined the network's Sales Department in May, 1955. Before joining ABC-TV, Mullen was eastern sales manager for John W. Loveton Productions; account executive with Trans-Film, Inc. and Cappel MacDonal & Co.; and was associated with the William Morris Agency and the CBS Television Network. He served in the U.S. Army during World War II with the rank of lieutenant colonel and was executive officer for the Armed Forces Radio Service. Mullen lives in Port Washington, Long Island with his wife and son.

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## **THOMAS W. MOORE**

**Vice President in Charge of Programming and Talent**

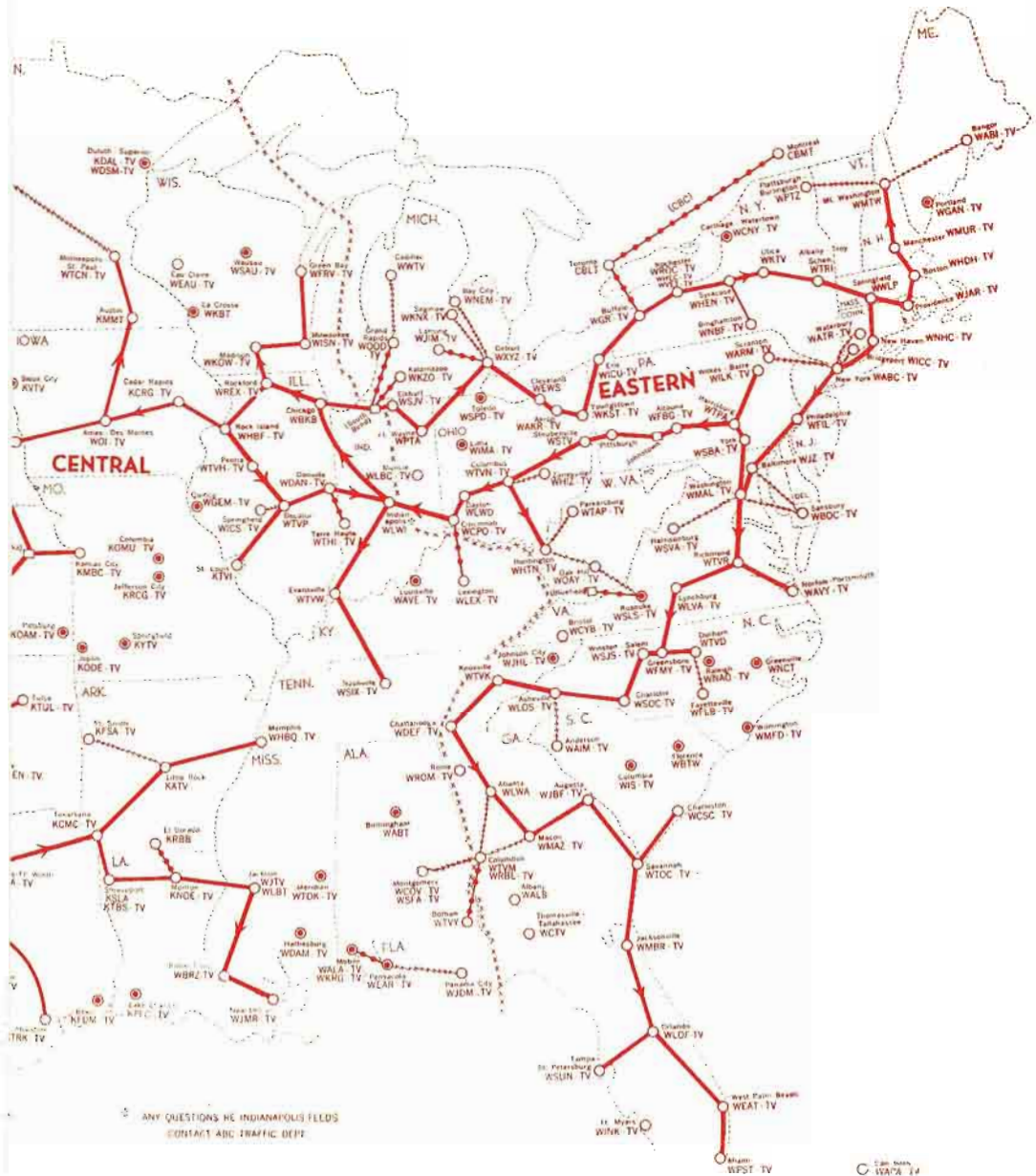
Thomas W. Moore, ABC-TV vice president in charge of programming and talent since March, 1958, was formerly vice president in charge of sales, having resigned his post as general sales manager for CBS-TV Film Sales in 1957. He had been with the CBS film organization for five years, as an account executive on the West Coast since 1952 and as general sales manager in New York since 1956. Moore was born in Meridian, Miss. and was educated at Mississippi State College and the University of Missouri. His communications career started with his post as classified advertising manager with the Meridian Star. After serving as a naval aviator from 1941 to 1945, Moore became vice president in charge of advertising and public relations for the Forest Lawn Memorial Park in Los Angeles. He lives in Darien, Conn. with his wife and two children.







# ION NETWORK





# AMERICAN BROADCASTING COMPANY, INC.

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

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

## OFFICERS

Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & Acting President of American Broadcasting Company  
 Eugene Accas... 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  
 Thomas Moore... Vice-President  
 Sterling C. Quinlan... Vice-President  
 Selig Seligman... Vice-President  
 Simon B. Siegel... Financial V.P. of AB-PT and Owned & Operated Station Coordinator  
 Robert L. Stone... Vice-President  
 Thomas Velotta... Vice-President  
 Mortimer Weinbach... Vice-President & General Counsel  
 Omar Elder... Secretary & Assistant General Counsel  
 Stephen Riddleberger... Asst. Treasurer of AB-PT & Comptroller of ABC  
 Michael P. Boland... Assistant Treasurer  
 J. Russell Gavin... Assistant Treasurer

## TELEVISION

James G. Riddell... Executive V.P., ABC  
 Oliver Treyz... President of ABC-TV Network

## Engineering

Frank Marx... Vice-President in Charge  
 Richard Hamilton... Supervisor of Communications  
 George Milne... Dir. of Traffic & Comm.  
 Clure Owen... Administrative Assistant  
 John Preston... Director of Engineering Facilities  
 Lawrence A. Ruddell... Recording Director  
 William Trevarthen... Director of Eng. Ops.  
 Reginald Willcocks... Traffic Manager  
 Merle Worster... Eastern Engineering Ops. Mgr.

## Finance, Personnel & General Services

Slocum Chapin... V.P. in Chge. Client Relations Owned & Operated Station Coordinator  
 Michael P. Boland... Assistant Treasurer  
 Joseph Fitzpatrick... Internal Auditor  
 J. Russell Gavin... Assistant Treasurer  
 Edward Graessle... Manager of Treasury Affairs  
 Marie McWilliams... Director of Personnel  
 Leslie Harris... Coord. of Nat. Spot Sales OGO TV Stations  
 Stephen Riddleberger... Asst. Treasurer of AB-PT & Comptroller of ABC

Edmund Samuels... Purchasing Agent  
 Joseph Spagnola... Dir. of Office & Studio Services  
**Legal**

Mortimer Weinbach... Vice-President & General Counsel  
 Omar Elder... Secretary & Ass't. General Counsel  
 Richard L. Freund... Dir. of Labor Relations  
**Programming**

Thomas W. Moore... Vice-President in Charge of Programming and Talent  
 Ruth K. Blainey... Operations Manager  
 Thomas P. DeVito... Program Service Mgr.  
 Theodore H. Fetter... Program Director  
 Armand Grant... Exec. Producer for Daytime Programs  
 John B. Green... Mgr., Program Dept.  
 Frederick P. Laffey... Business Manager & Budget Officer  
 Daniel Melnick... Program Development Manager  
 William Seaman... Program Production Manager

## Services

Bernard Paulson... Mgr., Production Services  
 John Kneeshaw... Plant Services Supr.  
 Leonard Maskin... Business Manager  
 James McNaughton... Executive Art Director  
 Frederick J. Schuhman... Studio Services Coordinator

## News, Special Events, Sports & Public Affairs

John Daly... Vice-President in Charge of News, Special Events, Sport & Public Affairs  
 Donald G. Coe... Dir. of Special Events and Ops.  
 Catharine Lynch... Librarian  
 Francis N. Littlejohn... Dir. of News & Public Affairs  
 Wiley Hance... Mgr. of Public Affairs  
 William A. Whitehouse... Director of Radio & TV Sports

## Press Information

Michael J. Foster... Vice-President in Charge  
 Hank Warner... Director of Press Information  
 Sidney R. Mesibov... Dir. of Spec. Exploitation Projects

## Station Clearance

Donald S. Shaw Jr., Director of Station Clearance  
 Joseph Giaquinto... Manager Station Clearance  
**Continuity Acceptance**

Grace Johnson... Director  
**Advertising**

Dean Linger... Dir. of Advertising  
**Sales**

Slocum Chapin... V.P. in Chge. Client Relations  
 William P. Mullen... V.P. in Charge  
 Henry T. Hede... Administration Manager  
 Alice Stamatis... Dir. of Sales Service  
 Eugene C. Wyatt... Eastern Sales Mgr.

### Station Relations

Alfred R. Beckman..... V.P. in Charge  
Ralph S. Hatcher..... Mgr., Station Rel.  
**Research and Sales Development**  
Donald Coyle..... V.P., Research  
& Sales Development  
Eugene Accas..... V.P. in Chge. Sales Dev.  
Julius Barnathan..... Dir. of Research  
Bert Briller..... Dir. of Sales Development  
Robert P. Engelke..... Mgr. of Sales Development

### ABC Film Syndication, Inc.

1501 Broadway

George T. Shupert..... President  
Richard P. Morgan..... V.P. in Chge. Operations  
Philip Williams..... V.P. in Chge. Synd. Sales  
John B. Burns..... Vice-President &  
Director of National Sales  
William L. Clark..... Vice-President &  
Director of Western Sales Division  
Lee Francis..... Advertising & Promotion Manager  
Joseph F. Greene..... Asst. to V.P., Synd. Sales  
Raymond Fox..... Comptroller

### CHICAGO

190 N. State St., Chicago, Ill.

Sterling C. Quinlan..... Vice-President in  
Charge of WBKB  
James W. Beach..... Vice-President and  
Director of Network TV  
Grover Allen..... Exec. Producer  
Ralph Andrews..... Manager, WBKB Film Dept.  
Manuel Fingerhut..... Comptroller, WBKB  
Elliott W. Henry, Jr..... Pub. and Prom. Dir.  
William P. Kusack..... Manager of Engineering  
Dept.  
Rex Maupin..... Dir. of Music for WBKB &  
ABC C. D.  
Con O'Dea..... Manager, WBKB News &  
Special Events  
Daniel Schuffman..... Program Manager, WBKB  
Matthew Vieracker..... General Manager, WBKB  
Harold Wettersten..... Sales Manager, TV Network  
Central Division

### DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

James Riddell..... President & General Manager  
Elizabeth Ashton..... Traffic Manager  
Joseph C. Cassel..... Comptroller  
Harold Christian..... V. P., in Charge of  
Merchandising & Research  
Ralph Dawson..... Television Sales Manager  
Page Heldenbrand..... Promotion Manager  
Charles Kocher..... Chief Engineer  
John Lee..... Television Studio Manager  
John Pival..... Vice-President for Television  
Peter Strand..... TV Executive Producer  
Hal Gordon..... Musical Director

### HOLLYWOOD

ABC Television Center  
Hollywood 27, Calif.

Earl Hudson..... Vice-President, Western Division  
J. Clifford Anderson..... Director of Labor Relations  
Jack Brembeck..... Promotion Manager  
Dorothy L. Brown..... Continuity Acceptance Editor,  
Western Division  
Thomas Lufkin..... TV Network Program  
Service Mgr., Western Division  
Theodore Grenier..... Chief Engineer, Western  
Division

Allen E. Maynard..... Supr. of Gen. Services  
Courtney McLeod..... Dir. of Network Traffic,  
Station Clearance & TV Sales Service,  
Western Division

Robert P. Myers..... Pacific Coast Counsel, ABC  
Norma T. Olson..... Director TV Program  
Operations

Daniel P. O'Reilly..... News Director  
Frank G. Ralston, Jr..... Network Film Director  
Peter G. Robinson..... Program Director, KABC-TV  
Elton Rule..... Sales Manager, KABC-TV  
Florence T. Schiro..... Personnel Director  
Selig Seligman..... V.P. of KABC-TV  
John C. Wagner..... Controller, Western Division  
Ernest Stern..... Dir. of Publicity  
Western Division

Robert Adams..... Exec. Producer  
Elliott F. Alexander..... Mgr. of Adv. & Prom., W. D.  
Sanford Cummings..... Mgr. of TV Net. Prog. Dept.  
Mitchell L. Gamson..... ABC Coordinator-  
Warner Bros. TV  
Elizabeth Hartlane..... Guest Relations Supr.  
Howard H. Lipstone..... Film Director  
Norman Sloane..... Sales Serv. Mgr. &  
Office Mgr., KABC-TV

### SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

John H. Mitchell..... V. P. in Charge of  
San Francisco Office  
George Rice..... Program Manager  
Vincent Francis..... Western Division Sales Manager  
TV Network  
Harry Jacobs..... Chief Engineer & Building  
Maintenance Manager  
Edith Kirby..... Traffic Manager  
Robert Mitchell..... Film Editor  
Lorraine Pedersen..... Continuity Acceptance Editor  
David Sacks..... Sales Manager, KGO-TV  
Henry Saroyan..... Comptroller & Purchasing Agent  
Edward Smith..... Production Manager  
Chandler R. Meloy..... TV Sales Oper. Mgr.  
Yale Roe..... Nat. Spot Sales Mgr.

### WASHINGTON

4461 Connecticut Ave., N.W.  
Washington, D. C.

Robert H. Hinckley..... Vice-President in Charge  
of Washington Office

### WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

Robert L. Stone..... V.P. in Charge of WABC-TV  
Gordon Kunz..... Production Manager of WABC-TV  
Joseph Stampler..... Sales Mgr.  
Alvin Hollander, Jr..... Program Director  
Takashi Kako..... Film Director  
Lawrence Eisenberg..... Publicity Director  
Rosario Calabrese..... Art Director  
**ABC-TV Station Affiliates Association**  
Frederick Houwink (Chrmn.)..... WMAL,  
Washington, D. C.

Harry LaBrun (V. Chrmn.)..... WLWA, Atlanta, Ga.  
Joseph Hladky (Sec'y)..... KCRG-TV, Cedar Rapids,  
Ia.

Joseph Drilling (Treas.)..... KJEO-TV, Fresno, Calif.

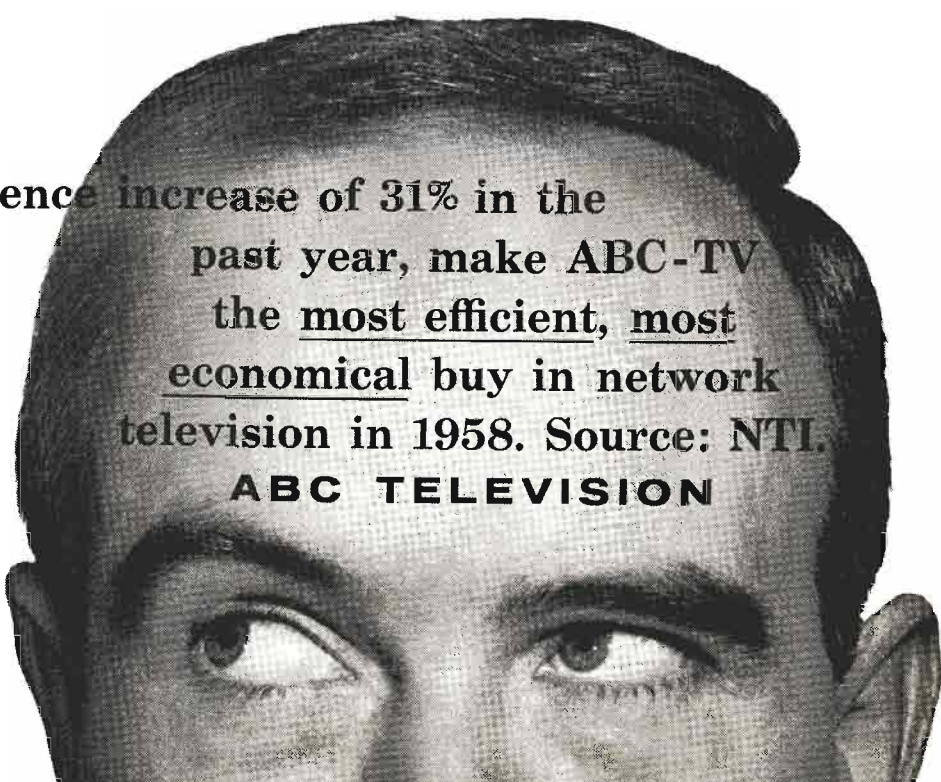
### BOARD OF GOVERNORS

Joseph Bernard..... KTVI, St. Louis, Mo.  
Donald Davis..... KMBC-TV, Kansas City, Mo.  
Joseph Herold..... KB-TV, Denver, Colo.  
William Walbridge..... KTRK-TV, Houston, Texas  
J. W. McGough..... WTRN-TV, Columbus, Ohio

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

**COMMIT  
THIS  
ONE FACT  
TO  
MEMORY:**

**15 new primary markets, plus an average**



audience increase of 31% in the  
past year, make ABC-TV  
the most efficient, most  
economical buy in network  
television in 1958. Source: NTI.  
**ABC TELEVISION**



# TV: Ten Years Old — And Still The Most Powerful Mass Medium



By  
**MERLE S. JONES**  
President  
CBS-TV Stations  
Division

**A**FTER ten years of explosive growth, television today is solidly entrenched as the nation's most popular and most powerful medium of mass communications.

This simple fact ought to lay to rest forever the predictions of those "doubting Thomases" who for years have etched a deep groove with their warning, "Wait until the novelty of television wears off, then see how popular the medium will be!"

After ten years, the novelty of television has worn off, and today the medium stands as the favorite dispenser of entertainment and information in 41,800,000 American homes and the focus of the average family's attention for a record-breaking five hours and 27 minutes a day. In fact, last year the total volume of nighttime network viewing increased more than it had in any of the past five years.



These are not the sudden-growth statistics of a product newly introduced on the market. These are the statistics of a communications medium settled in its tenth year of operation. And because television continues to hold this unparalleled fascination for the American people, each of the three nation-wide television networks today delivers larger average nighttime audiences than any of them ever did before. The network which delivers the largest of these audiences is CBS Television, which currently reaches an average of almost 10 million homes per average minute and which in 1957 broadcast the two most popular programs in television history: "Cinderella," seen by 75 million people; and the premiere of "The Lucille Ball-Desi Arnaz Show," watched by 60 million.

As the nation's foremost medium of communications, television has also taken over within the space of one decade, the primary responsibility to provide the clearest, most complete picture of the news developments throughout the world which so profoundly affect the well-being of every American today. At a time when the struggle between free and communist nations has grown so dangerous and so pervasive that it enters into every aspect of daily life, the need for a well-informed, interested and enlightened

public opinion is more acute than ever before in history.



One small measure of how well television is discharging its responsibility in this area can be seen from the fact that last year CBS Television's weekday "Douglas Edwards With The News" program became the world's single most popular news vehicle—attaining a circulation larger than that of any newspaper, magazine or other news broadcast, daily or weekly.

Last year too, CBS News not only anticipated this unparalleled need for public enlightenment but it also responded to that need through the presentation of such notable television series as "Face The Nation," "See It Now," "Air Power," "Twentieth Century," "Conquest," and its many outstanding special news programs.

In the coming months, CBS Television's news and public affairs broadcasts will play an increasingly important role in the network's overall program schedule.



Also sparking the network's schedule this year are a generous number of special "one-time" entertainment programs of unusual diversity, interest and quality.

Basic to the success of all these special programs, of course, is the overwhelming popularity of CBS Television's regularly scheduled entertainment series which week in and week out continue to command a most loyal following in television. In the last analysis, it has been the outstanding appeal of television's programs, both regular and special, which accounts for the medium's continually increasing popularity as it enters its second decade. People are finding more to watch on their home screens. They are watching more network programs than ever before, and most of all, they are watching the programs on CBS Television.

# CBS TELEVISION NETWORK

## HUBBELL ROBINSON, JR.

### Executive Vice President in Charge of Network Programs

Hubbell Robinson, Jr. was named CBS Television executive vice president in charge of network programs on March 19, 1956. Previously he had held the title of vice president in charge of network programs since July, 1951. He joined CBS in 1947 as a vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. Robinson moved to Foote, Cone and Belding as vice president in charge of radio in 1945. A native of Schenectady, N. Y., Robinson was graduated from Brown University. Following graduation he was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany. In 1928, he moved to New York and entered advertising.



## WILLIAM B. LODGE

### Vice President of Station Relations and Engineering



William B. Lodge, vice president of station relations and engineering, was appointed to his present post in February, 1957. Previously he had held the title of vice president in charge of engineering since 1951, having joined CBS in 1931 as an engineer. Earlier, in 1929 and 1930, he had engaged in vacuum tube research at the Bell Telephone Laboratories. From 1936 to 1942, Lodge was engineer-in-charge of the Radio Frequency Division of the CBS General Engineering Department. From 1942 to 1944 he was associate director of the Airborne Instruments Laboratory operated by Columbia University for the U. S. Office of Scientific Research and Development. Lodge was appointed director of general engineering for Columbia Broadcasting System in 1944, and in 1948 became vice president in charge of general engineering. A native of Whitmarsh, Pa., he is a Fellow of the IRE, a Fellow and former member of the Board of Governors of the SMPE, a member of the AFCCE, and a member of the Board of Directors of NAB.

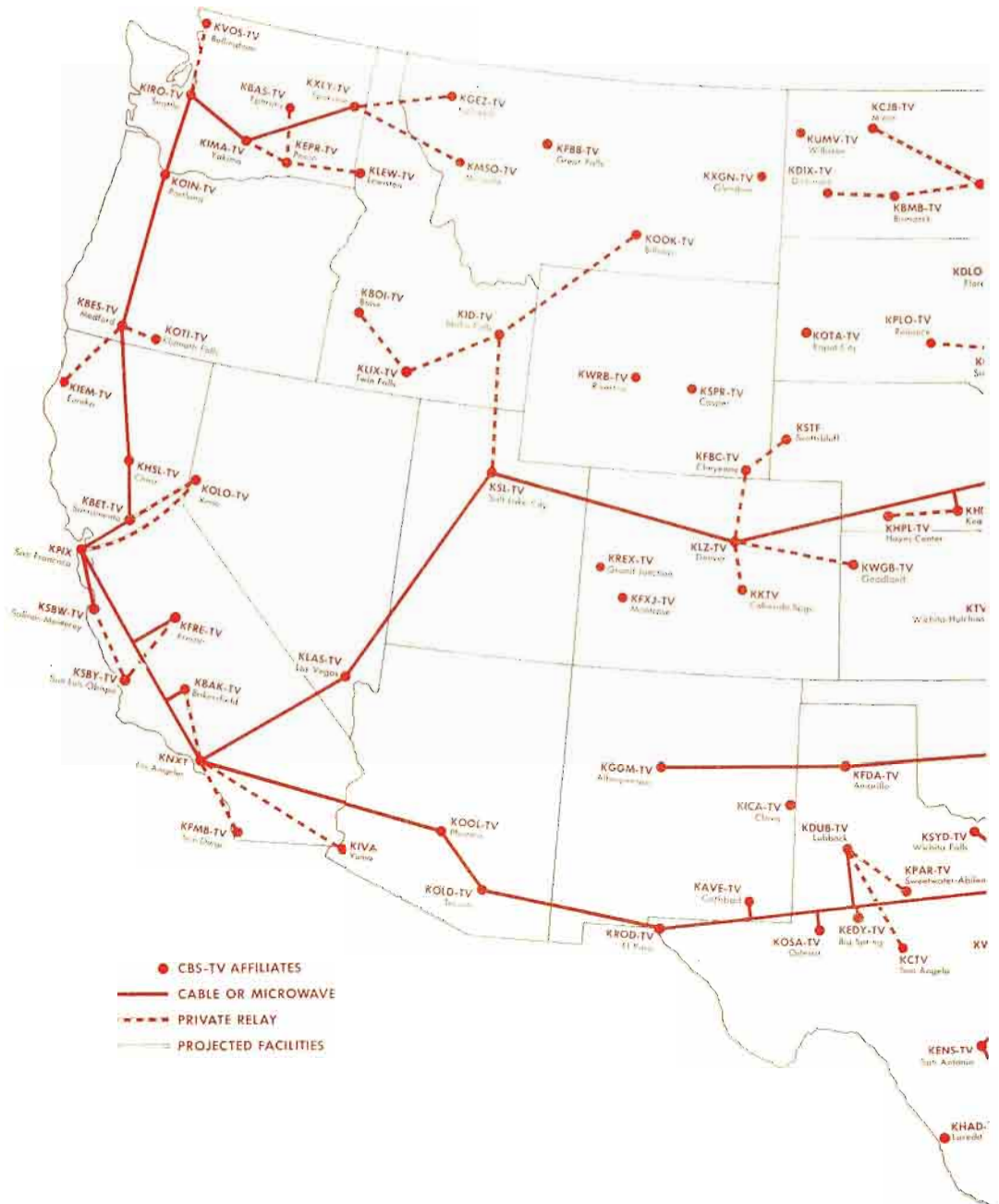
## WILLIAM H. HYLAN

### Vice President of Sales Administration

Associated with CBS for 20 years, William H. Hylan, vice president of sales administration since February, 1957, was named vice president in charge of network sales for CBS television in 1952. He entered military service with the Army after four years as an account executive with CBS Radio Sales from 1937 to 1941. In 1945, he returned to CBS radio and was appointed assistant to the director of station administration. He switched to the network's new TV sales staff as an account executive in 1948. In 1951, he was named assistant sales manager. Early the next year, Hylan was appointed eastern sales manager. He was born in New York City in 1905 and spent a good part of his youth as a resident of the Island of Puerto Rico. Hylan was graduated from Yale University.



# CBS TELEVISION





# ON NETWORK





# CBS TELEVISION

## A DIVISION OF CBS, INC.

485 Madison Avenue, New York 22, N. Y.  
Telephone: PLaza 1-2345

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

Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 266.

### CBS TELEVISION DIVISION OFFICERS

Louis G. Cowan..... President  
Hubbell Robinson Jr..... Exec. V.P. in Charge of Network Programs  
Harry G. Ommerle... Vice-President in Charge of Network Programs, New York  
Alfred J. Scalpone... Vice-President in Charge of Network Programs, Hollywood  
R. M. Weitman..... V.P. Prog. Devel.  
Oscar Katz... V.P. in Chg. of Daytime Programs  
H. Leslie Atlass... Vice-President in Charge of Central Division  
Edward L. Saxe... V.P. in Charge of Operations General Services  
William H. Hylan... V.-P. of Sales Administration  
Thomas Dawson... Vice-President—Network Sales  
Herbert V. Akerberg... Vice-President in Charge of Station Relations  
Edmund C. Bunker... Vice-President and Director of Station Relations  
William B. Lodge... Vice-President of Engineering and Station Relations  
Howard S. Meighan... Vice-President in Charge of Western Division  
Leslie Harris... Vice-President & General Manager, CBS Television Film Sales, Inc.  
W. Spencer Harrison... Vice-President and Business Mgr. of Talent & Contract Properties  
Craig Lawrence... Vice President in Charge of CBS Television-Owned Stations  
Thos. K. Fisher... Vice-President and General Attorney  
William J. Flynn... Controller

### Network Sales

Thomas H. Dawson... Vice-President—Network Sales  
George E. Klayer... Network Sales Manager  
Sam K. Maxwell... Eastern Sales Manager  
Roland Blair... Mid-Western Sales Manager  
Charles R. Sterritt... Detroit Sales Manager  
William J. Fagan... Business Manager  
Robert Hoag... Program Sales Mgr.  
Edward F. Lethen, Jr... Manager of Network Sales Development

Newell T. Schwin... Mgr., Special Projects  
George Zurich... Sales Service Manager  
Terrence McGuirk... Sales Manager, EMP  
George A. Kolpin... Contract Manager

### Station Relations

Herbert V. Akerberg... Vice-President in Charge of Station Relations  
Edmund C. Bunker... Vice-President & Director  
Carl Ward... National Manager  
Robert Wood... Mgr., Contracts & Records  
Bert Lown... Western Manager  
Ed Scovill... Midwest Manager  
David R. Williams... Eastern Manager  
Donald Clancy... Business Manager  
Robert F. Jamieson... Mgr. of Station Contracts

### Network Programs

Hubbell Robinson, Jr... Executive Vice President in Charge of Network Programs  
Harry G. Ommerle... Vice-President in Charge of Network Programs, New York  
Alfred J. Scalpone... Vice-President in Charge of Network Programs, Hollywood  
R. M. Weitman... V.P. Prog. Devel.  
Oscar Katz... Vice President in Charge of Daytime Programs  
Lester Gottlieb... General Executive  
Marlo Lewis... Executive Producer, Music & Variety Programs  
Gilbert A. Ralston... Director, Network Programs, N. Y.  
Robert D. Martin... Talent & Casting Director New York  
Milo Frank... Talent & Casting Director, Hollywood  
Bert Berman... Dir. of Daytime Pgm. Development  
Edwin Friendly... Dir. of Daytime Programs  
Richard Lewine... Executive Producer  
E. Carlton Winckler... Production Manager  
Michael Burke... Director of Network Programs, England

### Operations

Edward L. Saxe... Vice-President in Charge of Operations  
Henry Grossman... Dir. of Facilities  
R. G. Thompson... Director of Technical Operations  
H. C. Meier... Manager of Network Operations  
Walter R. Pierson... Dir. Production Facilities Planning  
Albert J. Raymond... Mgr. of Theater and Stage Operations  
Anthony Boschetti... Manager of Procurement

Paul Wittlig.....Manager of New Effects  
Development  
Orville Sather,..Manager of Technical Operations  
Lawrence B. Gumbinner.....Traffic Manager  
M. Clay Adams....Manager of Film Productions  
Operation  
Gordon Shadwick.....Manager of Film Service  
Operations  
George Lehmann.....Manager of Scenery  
Construction

### Advertising & Sales Promotion

William Golden.....Creative Director  
John P. Cowden.....Operations Director  
Robert Strunsky.....Copy Chief  
Alex Kennedy.....Director of Program Promotion  
George Bristol....Director of Sales Presentations  
Thomas Means.....Director of CBS Owned  
Television Stations Promotion Service  
Edward Side.....Production Manager

### Press Information

Charles J. Oppenheim.....Director of  
Information Services  
Larry Lowenstein.....Director—N.Y.  
James J. Kane.....Director—Hollywood  
Robert F. Blake....Manager of Special Projects  
Harry Feeney.....Manager of Trade &  
Business News  
Dorothy Leffler....Director of Magazine Division

### Research

Jay Eliasberg.....Director  
Rose Marie O'Reilly.....Manager of Ratings  
Tore Hallonquist..Manager of Program Analysis  
Leonard DeNooyer.....Mgr., Coverage Div.

### Engineering

William B. Lodge.....V.P., Engineering  
and Station Relations  
A. B. Chamberlain.....Dir. of Engineering  
H. A. Chinn.....Chief Engineer  
J. D. Parker.....Chief Radio Engineer

### Business Affairs

W. Spencer Harrison...Vice-President and Busi-  
ness Mgr. of Talent & Contract Properties  
Philip Feldman.....V.P. & Bus. Mgr., Talent  
& Contracts, Hollywood  
Charles Woodward.....Senior Attorney  
Merritt H. Coleman..Director of Business Affairs  
Louis T. Stone....Dir. of Talent Commitments  
David Klinger.....Budget Control Manager

### CBS Television Enterprises

Sydney Rubin.....Director  
Murray Benson.....Sales Manager

### Accounting

William J. Flynn.....Comptroller  
Norman C. Hadley...Director, Accounting Ops.

### Executive Division, Hollywood

Howard S. Meighan.....V.P., West. Div.  
H. G. Theis....Director of Operation, Hollywood  
Lester H. Bowman.....Dir., Phys. Ops., L.A.  
James Melick.....Director of Production Adm.

### News & Public Affairs

Sig Mickelson.....Vice-President in Charge  
of News and Public Affairs  
John F. Day.....Director of News  
Irving Gitlin.....Director of Public Affairs  
Elmer Lower.....Director of Special Projects  
Howard Kany.....Manager of Newsfilm  
Jack Bush....Manager of News Film Production  
George Crothers.....Director of Educational &  
Religious Broadcasts

Henry Wefing.....Executive Assistant to  
Director News  
James Burke.....Assignment Editor, CBS News  
David Zellmer..Executive Producer of TV News  
Robert Skedgell..Exec. Producer of Radio News  
William MacPhail.....Director of Sports  
Theodore F. Koop.....Director of News and  
Public Affairs, Washington

## CBS-OWNED TELEVISION STATIONS

Merle S. Jones.....President  
Craig Lawrence.....Vice President in Charge of  
CBS Television-Owned Stations

### WCBS-TV, 488 Madison Ave. New York 22, N. Y.

Sam Cook Digges.....General Manager  
Norman E. Walt.....Sales Manager  
Clarence Worden..Assistant to General Manager  
Hal Hough.....Program Director  
Robert Patt.....Promotion Manager  
William C. Lacey.....Film Manager  
Robert Fuller.....Publicity Manager

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

H. Leslie Atlass.....Vice-President,  
Central Division

### KNXT, 1313 North Vine St. Los Angeles 28, Calif.

Clark B. George.....General Manager

### WXIX, 5445 North 27th St. Milwaukee, Wis.

Frank Shakespeare, Jr.....General Manager  
WHCT, Asylum Street  
Hartford, Conn.

Harvey Struthers.....General Manager

### KMOX-TV, 9th & Sidney Sts. St. Louis 4, Mo.

Gene Wilkey.....General Manager  
CBS Television Spot Sales

John A. Schneider.....General Manager  
Ben Margolis.....Business Manager  
Robert F. Davis.....Research Manager  
Walter Stein.....Ass't Research Manager  
Bruce Bryant.....Eastern Sales Manager  
Frank Elliott Jr....Director Sales Development  
W. Thomas Dawson...Director Sales Promotion

### Branch Offices

Arthur C. Elliot.....Midwestern Sales Manager  
630 N. McClurg Ct., Chicago  
H. H. Holtshouser.....Atlanta Manager  
805 Peachtree St., N.E., Atlanta, Ga.  
Richard R. Loftus.....Detroit Manager  
932 Fisher Bldg., Detroit 2, Mich.  
John White.....San Francisco Manager  
Palace Hotel, San Francisco  
Edward A. Larkin.....Los Angeles Manager  
1313 N. Vine St., Los Angeles

### CBS Television Film Sales, Inc.

Leslie Harris..Vice-President & General Manager  
John Howell.....General Sales Manager  
Fred Mahlstedt.....Dir. Oper. & Prodn.  
Eugene Moss.....Sales Promotion Manager  
Walter Scanlon.....Merchandising Manager  
John C. Sebastian.....Publicity Director

### Terrytoons Division

Paul Terry, William Weiss

# The Question in TV Programming Is — Where Do We Go From Here?



By  
**ROBERT F. LEWINE**  
Vice President  
Television Network  
Programs, National  
Broadcasting Co.

**I**N the area of television programming, two facts stand out today: First, though there has always been a seller's market in top talent, there is a greater shortage of big name talent now than ever before. Second, the entertainment business has failed to develop box office names fast enough to meet this challenge.

As a result of this situation, we are faced with the serious problem: Where do we go from here?

Several factors are responsible for today's shortage of talent. One is the increased competition on television today. The networks are now finding that they must compete not only with each other but with individual stations whose programming is now bolstered by TV films and Hollywood features of steadily improving quality. With such a wide choice of entertainment the viewing public has become more selective, choosing programs and personalities with greater care than ever before. This has helped kill off many a marquee name.

Then there is the plight of those show-business names not primarily associated with TV but who appear as extra-special guest attractions. Even these entertainers, except for a few of the very top stage and screen stars, have found that after making their highly publicized television debuts and after continued guest appearances, that honeymoons don't last forever.

This growing shortage of talent has had a definite effect on our over-all program operation. The top performers of today usually insist on controlling their own shows, either by owning the package or by having the fullest say in what type of program they appear in. As a result, the network and the packagers have to come up with shows that will keep the stars happy.

The need for building special vehicles for top stars has given greater emphasis to the big talent agencies. To satisfy the particular needs of the talent they represent, they have developed strong programming operations of their own to produce these packages, geared precisely to the capabilities and the preferences of their talent.

I would like to add at this time that the programming these agencies produce is a reliable and saleable product, for these agencies have acquired a high degree of know-how in this field. Moreover, if the show gets into trouble, they move in quickly to put things right. Also, let's not overlook the important sales effort these agencies put behind their packages. They often come to the network with a program and a client all ready to sign for it.

Finally, the shortage of big names increases the fees those few can pick up for guest appearances. As a result, many of these artists refuse to undertake a regular series with all the confinement and risk this means when they can earn handsome fees with just a few guest appearances on big-budget shows. Therefore, we find fewer top names than usual associated with regular series while you find an increase in the number of regularly scheduled variety shows whose formats offer a ready market for guest shots.

Television has not stood idly by in the face of this challenge. It has met the problem head on and has attempted to build its own fresh, big-name entertainers. We haven't done too badly either, considering the great obstacles to developing home-grown talent, including the reluctance of advertisers to risk large outlays on new performers.

Today we are helping to meet the talent shortage by developing programs that depend more on format than on top talent. We also keep in mind talent development needs in casting shows. And we try to develop new performers by exposing them as much as possible on our programs.

The challenges that face our industry today do not discourage me. Rather, they put new emphasis on creativity and originality and this will help make new stars and improved programs.



# NBC TELEVISION NETWORK

## **ROBERT E. KINTNER** **Executive Vice President, Television Network**

Robert E. Kintner was elected to his present post of executive vice president, TV network, in February, 1958, having been executive VP, TV network programs and sales since February, 1957. Kintner, former president of ABC, is a graduate of Swarthmore College. He joined the editorial staff of the New York Herald Tribune, later becoming Washington correspondent for that paper. With Joseph Alsop, he wrote a nationally syndicated column. Kintner has co-authored several magazine articles and books. In 1941 he joined the Army, serving overseas, and with the War Department Bureau of Public Relations in Washington. He joined ABC as VP in 1944 with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive VP, and president in 1949. He resigned in October, 1956.



## **DAVID C. ADAMS** **Executive Vice President, Corporate Relations**



David C. Adams was appointed to his present post as executive vice president, corporate relations in September, 1956. He was elected a staff vice president in March, 1954. Adams joined NBC in December, 1947 as assistant general counsel after six years of government service with the Federal Communications Commission. He served successively as chief of the International Legal Section of the Common Carrier Division, assistant chief of the Common Carrier Division and assistant to the general counsel. In 1943 he joined the Army, serving first with an anti-aircraft battalion and later with Military Intelligence. Adams was born in Buffalo and was graduated from the University of Buffalo and its law school (1937). He practiced law in Buffalo prior to joining the FCC. He and his wife live with their two sons in Croton-on-Hudson, N. Y.

## **WALTER D. SCOTT** **Vice President, Television Network Sales for NBC**

Walter D. Scott was placed in charge of sales for the NBC Television Network in January, 1958. Previously he was vice president and national sales manager. Scott joined the NBC Sales Department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager of NBC-TV in December, 1955. Before coming to NBC Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of The Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.





# NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.  
Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 277.

## DEPARTMENTS

### EXECUTIVE

Robert W. Sarnoff.....President  
Joseph V. Heffernan.....Staff Vice President

### ADMINISTRATION

J. M. Clifford.....Exec. V.P., Administration  
**California National Productions, Inc.**  
(Wholly-owned Subsidiary)  
Earl Rettig.....President  
(For other personnel, see Film Producers section)

### PACIFIC DIVISION

3000 W. Alameda Ave., Burbank, Calif.  
THornwald 5-7000  
John K. West.....Vice-Pres., Pacific Division  
\* \* \*  
Alan W. Livingston...V.P., TV Network Program  
Thomas W. Sarnoff...V.P., Prodn. & Bus. Affairs  
Richard Graham.....Vice President, Law

### CORPORATE RELATIONS

David Adams.....Exec. V.P., Corporate Rel.

### WASHINGTON OFFICE

1625 "K" St., N.W., Washington, D. C.  
ADams 4-5400—District 7-1260  
Frank M. Russell...Vice President, Washington

### NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....V.P., NBC Owned Stations &  
NBC Spot Sales  
Donald E. Bishop.....Dir. Community Services  
Thomas S. O'Brien.....Dir., Business Affairs  
Anthony C. Krayer.....Business Manager

### NBC Spot Sales

Thomas B. McFadden...V.P., NBC Spot Sales  
Richard H. Close.....Dir., Represented Stations  
Edwin T. Jameson...Dir., TV Spot Sales  
Walter B. Davison..Mgr., Western TV Spot Sales

John W. Mulholland.....Mgr., TV Spot Sales,  
Central Office  
John J. Ryan.....Mgr., Eastern TV Spot Sales  
Loren Surles.....Mgr., New Business  
John C. Treacy.....Mgr., TV Spot Sales, Detroit  
Morton Gaffin.....Mgr., New Bus. & Prom.

### NBC Owned Stations

**WRCA-TV, New York**  
William N. Davidson.....General Manager  
**WBUF-TV, Buffalo**  
Charles C. Bevis, Jr.....General Manager  
**WNBC, New Britain-Hartford**  
Peter B. Kenney.....V.P. & General Manager  
**WRC-TV, Washington**  
Carleton D. Smith.....V.P. & General Manager  
**WNBQ, Chicago**  
Jules Herbeuveaux.....V.P. & General Manager  
**WRCV-TV, Philadelphia**  
Lloyd E. Yoder.....V.P. & General Manager  
**KRCA, Los Angeles**  
Thomas C. McCray.....V.P. & General Manager

### TELEVISION NETWORK

Robert E. Kintner.....Exec. V.P., TV Network  
Howard L. Letts.....V.P., Business Affairs,  
TV Network

### NEWS DEPARTMENT

William McAndrew.....Vice President, News  
Joseph O. Meyers.....Director, News  
Leonard Allen.....Mgr., TV News Assignments  
Rex R. Goad.....Manager, News  
Arthur H. Wakelee...Mgr., Spec. News Projects  
Eugene E. Juster.....Manager, News Film  
Leslie C. Vaughan...Manager, Administration

### SPORTS DEPARTMENT

Thomas S. Gallery.....Director, Sports

### PUBLIC AFFAIRS

Edward Stanley.....Director

### TELEVISION NETWORK PROGRAMS

Robert F. Lewine.....V.P., Network Programs  
Alan W. Livingston...V.P., TV Net.  
Programs, Pacific Division  
Jess Oppenheimer...Mgr., Creative Pgm. Unit  
Kirk H. Logie.....Mgr., Pgms., Central Div.

## Special Projects

Donald B. Hyatt.....Acting Director,  
Special Projects Programs  
John W. Kiermaier.....Manager, Administration  
James H. Nelson.....Manager, Program Services

## Television Daytime Programs

Carl Lindemann, Jr.....Dir., Daytime Programs  
Robert F. Aaron.....Mgr., Daytime Pgm. Adm.  
Sidney Piermont.....Manager, Program Talent  
Frederick L. Wilson.....Mgr., Daytime Pgm. Ops.

## Special Programs

Thomas O. Loeb.....Director Special Programs  
David Tebet.....Manager, Special Programs

## Participating Programs

William V. Sargent.....Dir., Participating Pgms.  
Richard Jackson.....Mgr., Participating Pgms.

## Program Submissions

William Hammerstein.....Dir., Pgm. Submissions  
Ross Donaldson.....Mgr., Pgm. Submissions

## TV Nighttime Programs

Alan D. Courtney.....Dir., Nighttime Programs  
Julian Bercovici.....Mgr., Nighttime Pgm. Ops.  
Joseph P. Cunneff.....Mgr., Nighttime Pgm. Ops.  
Ernest V. Theiss.....Mgr., Nighttime Pgm. Adm.

## Music

Samuel Chotzinoff.....Gen. Music Director

## TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales  
Don Durgin.....V.P., National Sales Manager  
Charles R. Abry.....Manager, Eastern Sales  
Harry T. Floyd.....Mgr., TV Sales, Western Div.  
Walter W. Gross.....Mgr., TV Sales, Detroit  
Edward R. Hitz.....V.P., TV Sales, Central Div.  
Gerald A. Vernon.....Dir., Sales Services  
Ernest Fladell.....Mgr., Sales Promotion  
Richard L. Linkroum.....Dir., Spec. Pgm. Sales  
Morris Rittenberg.....Mgr., Spec. Pgm. Sales  
Dean Shaffner.....Dir., Sales Planning  
Stephen Flynn.....Dir., TV Sales, Traffic Ops.  
David Hedley.....Mgr., TV Sales Presentations  
Robert McFadyen.....Mgr., TV Sales Development  
Hamilton Robinson.....Mgr., Office Services

## FACILITIES OPERATIONS

Charles H. Colledge.....V.P., Facilities Ops.

## Station Facilities Operations

Sherman Hildreth.....Dir., Station Fac. Ops.

## Radio Network Facilities Operations

Gerald M. Seller.....Dir., Radio Net. Fac. Ops.  
Paul Gallant.....Mgr., Radio Technical Ops.  
Henry P. Hayes.....Mgr., Reference Recording Sales

## Design, Art & Scenic Production

Walter E. Giebelhaus.....Dir., TV Net. Design,  
Art & Scenic Prodn.  
Richard Aimone.....Mgr., Special Effects  
Edward J. Bennett.....Mgr., Design & Art  
Curtis Blank.....Mgr., Prodn. Services  
Peter Bonardi.....Mgr., Scenic Const. & Painting

## General Services

William S. Hedges.....V.P., General Services  
Edwin L. Dunham.....Mgr., Music Library & Svcs.  
Mildred Joy.....Chief Librarian

## Film Operations

James A. Glenn.....Dir., TV Net. Film Ops.  
Frank M. Lepore.....Mgr., Film Services  
Stanley Parlan.....Mgr., Film Coordination  
& Preparations

## TV Network Live Operations

Anthony Hennig.....Dir., TV Net. Live Ops.  
Frederick C. Knopfke.....Mgr., Sound Effects  
Thomas H. Phelan.....Mgr., Maint. & Plant Fac.  
Humbert Rodomista.....Mgr., Scheduling & Adm.  
John B. Rogers.....Mgr., Studio & Theatre Ops.  
Courtney A. Snell.....Mgr., N. Y. Field Ops.  
Van Woodward.....Mgr., Staff Script Writers

## Operations Control & Planning

Norman H. Grant.....Dir., Ops. Control & Planning  
Reid R. Davis.....Mgr., Color Control  
Richard H. Edmondson.....Mgr., Tech. &  
Ops. Planning  
Robert MacKichan.....Mgr., Show Requirements  
& Estimating  
George McElrath.....Mgr., Broadcast Central  
Vincent Mitchell.....Mgr., Facilities  
Planning & Utilization  
Henry Moss.....Mgr., Methods & Standards

## Business Affairs

Nicholas C. Gilles.....Director  
Donald Carswell.....Mgr., Oper. Reports & Analysis  
Malcolm MacGregor.....Mgr., Budgets & Cost  
Control  
Daniel W. Sullivan.....Mgr., Rates & Services  
Analysis  
James Chenard.....Bus. Mgr., Radio Net. Fac. Ops.  
Arthur Garbade.....Bus. Mgr., TV Net. Film Ops.  
Thomas Tart.....Bus. Mgr., TV Net. Live Ops.  
John P. Seibert.....Bus. Mgr., TV Net.  
Design, Art & Scenic Prodn.











Kalish



puppets  
or  
products—  
everything springs  
to life  
in  
living color  
on the  
NBC  
television  
network

## NTA Film Network Is Indication That Growth Is Keyword to Future



By **RAYMOND E. NELSON**  
Vice President and  
General Manager  
NTA Film Network  
Inc.

**I**T is difficult to go into the past history of something with which you have been intimately associated without finding yourself falling into "and then I wrote—" sort of format. Nevertheless, the NTA Film Network, which a relatively short time ago was somewhat of a revolutionary idea, is now a recognized broadcasting entity with not only a future but what is probably more important, both a past and a present, since the Network has progressed from theoretical into actual status.

We did not pretend that the film network, as such, was an original thought. Film networking had been discussed, some brief attempts to get one off the ground had come a resounding cropper, but the fact remained that no such thing as an operating film network had ever been achieved.

We felt that there was a two-fold need for the NTA Film Network, a need on the part of broadcasters and advertisers. We do not quarrel with the principles of wired network operation and, indeed, are exploring coaxial cable facilities ourselves. We did, however, feel that there was a need for a method of networking which provided for a change in either the method or the amount of station compensation, and an abolition of the "must buy" premise which forced network minded TV advertisers to buy markets that they did not necessarily need, accompanied by the financial lost motion of servicing those markets.

When we contemplated the station field, we knew that the time scarcity problem would be our number one obstacle. To put together enough television coverage to interest a national advertiser was a complex problem, since in a great many markets there were too few stations to service the then existing networks without getting into the clearance problems of another. We saw, however, two distinct opportunities; one would involve upgrading the time of the independent station, which had been denied the strength of group programming of its wired network competitors, and in hypoing audiences tuned to marginal time periods on wired network outlets. We saw in this two-fold opportunity a first step towards filling the broadcaster-advertiser need. Even the strongest stations had weak

time periods that could be upgraded, and we reasoned that, to the advertiser, audience would be audience regardless of station or time; that if we could deliver sufficient viewer tonnage at a reasonable cost we could more than adequately serve him.

Which brings us to the matter of history. By dint of thousands of miles of travel and extended consultations with stations, we were able to come up with a network that offered both flexibility and potential. To the advertiser who wanted to take advantage of the network's full lineup of 134 stations, we were able to offer potential coverage to over 95 per cent of the country's TV homes. To the advertiser who wanted less, we could tailor-make a station lineup that would directly serve his sales problems and be restricted purely and simply to the areas he wished to reach.

In market after market, the Network's *Premiere Performance* program has consistently received excellent ratings, showing dominance over such network shows as *Jackie Gleason*, *Laurence Welk*, *Disneyland*, *Steve Allen*, *Your Hit Parade*, *Playhouse 90* and others.

And so our brief past has been, we believe, a significant one, not only to ourselves and the stations we serve but to America's advertisers, for whom we have created what is to all intents and purposes a new advertising medium, or at the very least a valuable extension of a relatively circumspect one already in existence. Our first year has been a challenging one, and to us a very rewarding one.

We believe that our future is bright. The NTA Film Network, which was once a train in the blue-print stage, now is definitely on the track. We believe that it has a long and prosperous journey ahead. Based on a busy past and rushed present, we believe that we can expect an accelerated future.

# NTA FILM NETWORK, INC.

10 Columbus Circle, New York 19, N. Y.

Telephone: JUdson 2-7300

President..... Ely A. Landau  
Exec. V.P..... Oliver A. Unger  
Vice President..... Harold Goldman  
Vice President..... Edythe Rein  
V.P. & Gen. Mgr..... Raymond E. Nelson  
V.P., Station Relations..... Robert A. Schmid  
Board of Directors..... Ely A. Landau,  
Oliver A. Unger, Harold Goldman, Edythe Rein,  
Harold Kovner, Spyros Skouras, Joseph H. Mos-  
kowitz, Donald Henderson, William C. Michel,  
Otto Koegel  
Director of Sales..... William B. Koblenzer  
Dir. Station Relations..... Anthony Azzato  
Dir. Promotion..... Martin Roberts  
Dir. Advertising..... Kermit Kahn  
Dir. Publicity..... George Crandall

## BRANCH OFFICES

### Chicago

Jonny Graff  
612 N. Michigan Ave.  
Chicago, Ill.  
MI 2-5561

### Hollywood, Calif.

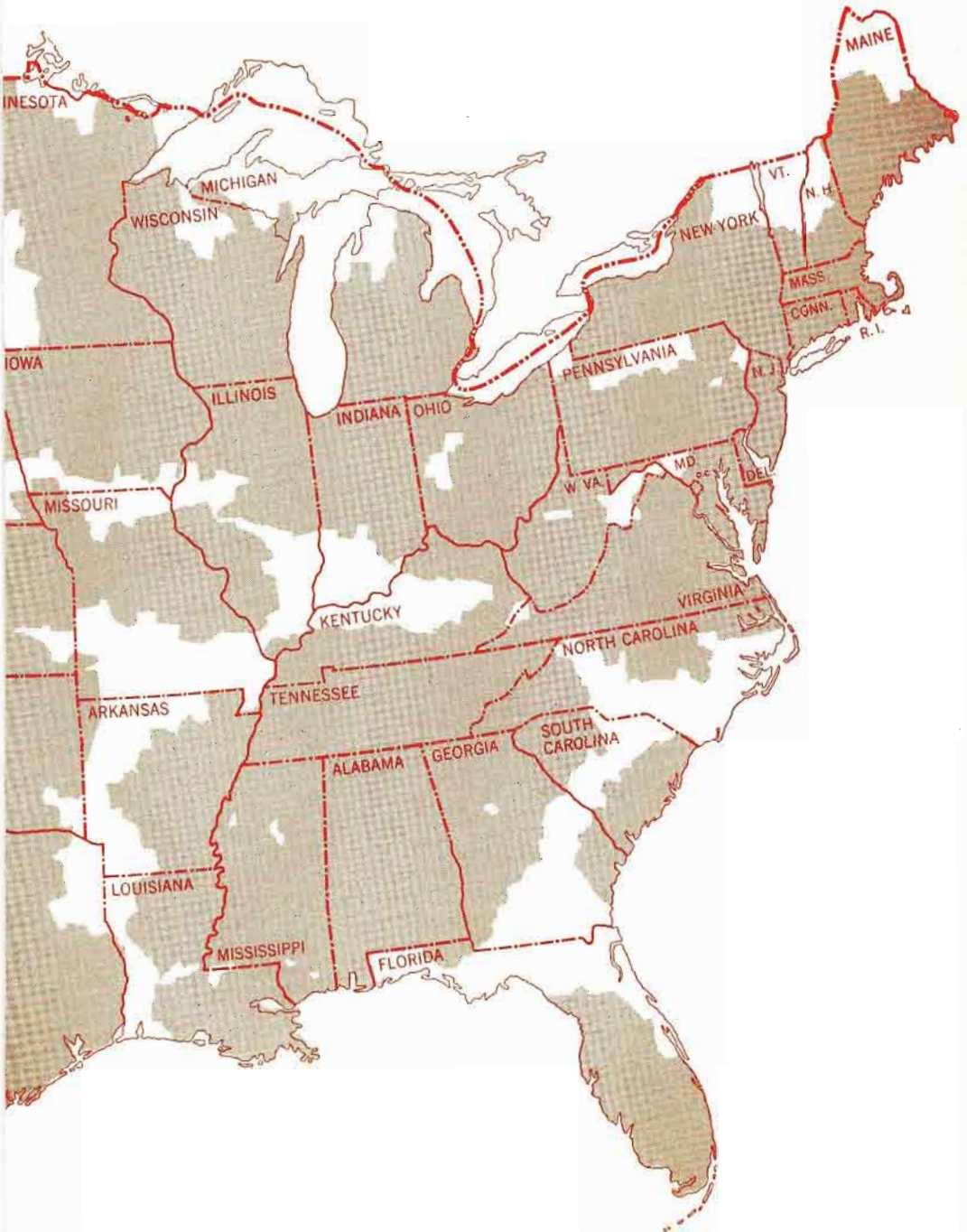
Berne Tabakin  
8721 Sunset Blvd.  
Hollywood, Calif.  
OL 2-7222



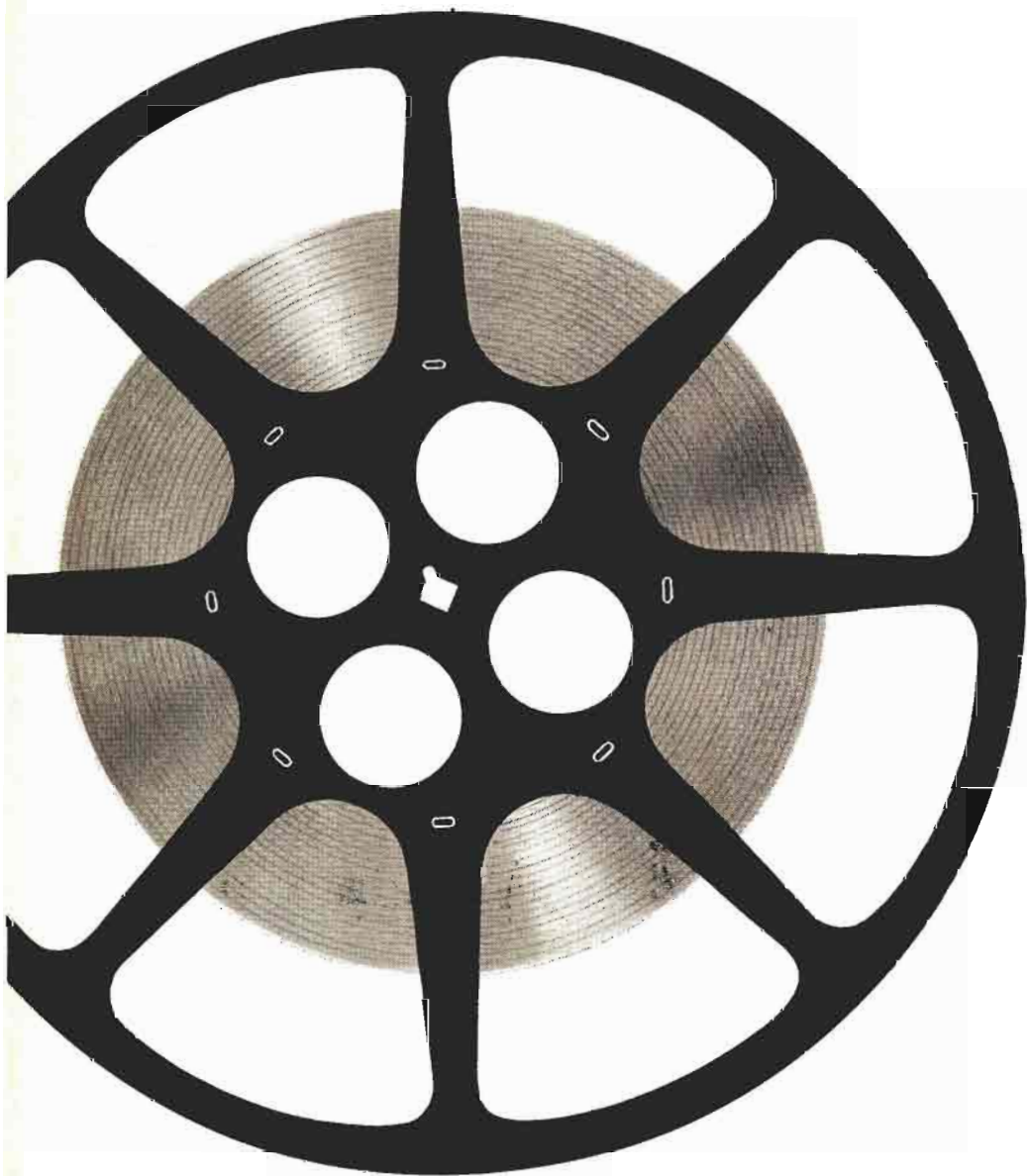
# NTA FILM



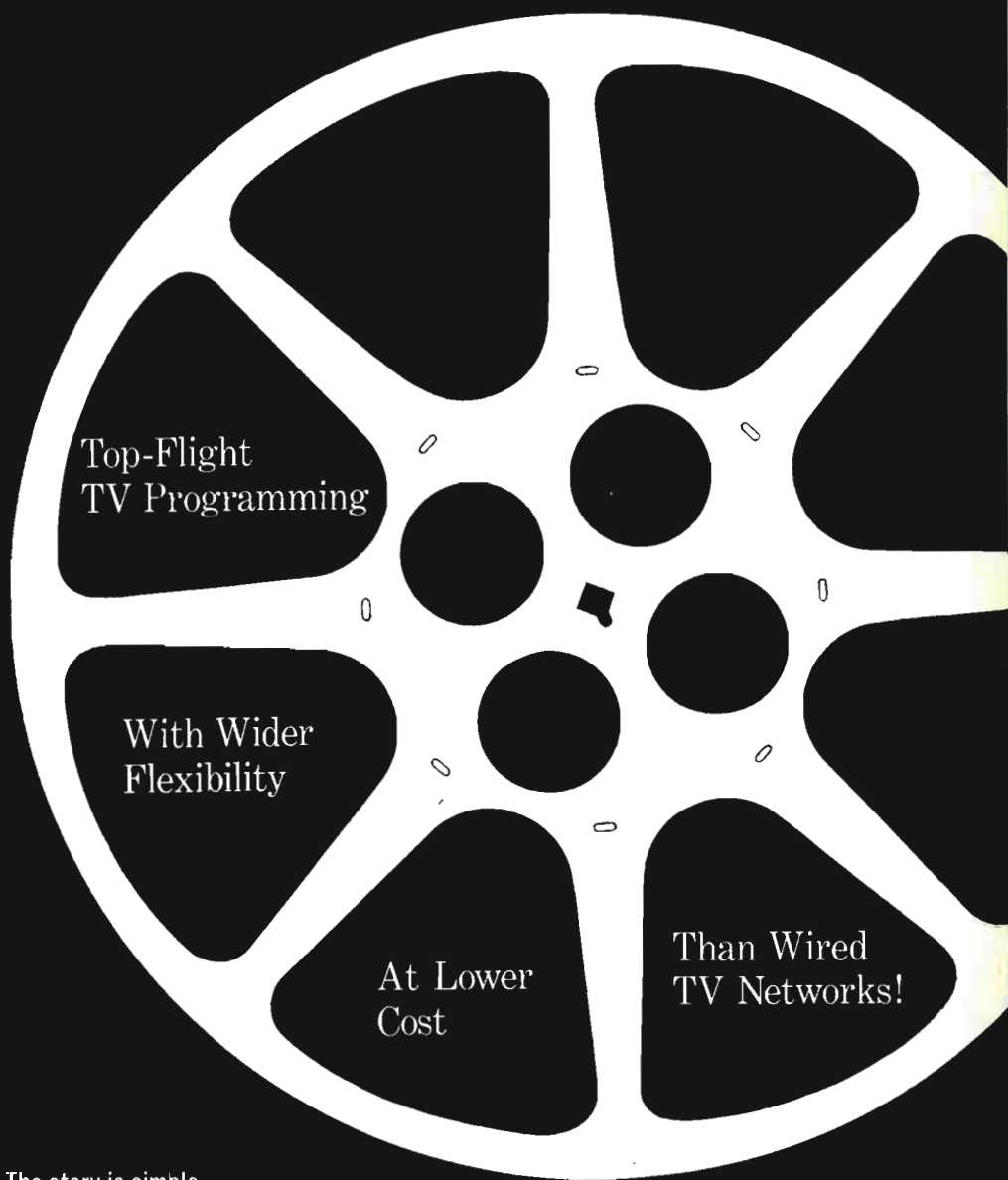
# NETWORK



# Unreeling for you...the story of the NTA Film Network



*America's dynamic new*



Top-Flight  
TV Programming

With Wider  
Flexibility

At Lower  
Cost

Than Wired  
TV Networks!

The story is simple.

Above are the elements.

Below is the place they can work for you.

The result: many TV stations, advertisers, and the agencies are discovering a profitable moral in . . .



**FILM NETWORK, INC.**

THE COLISEUM TOWER, 10 COLUMBUS CIRCLE, NEW YORK 19, N. Y. JUDSON 2-7300

[www.americanradiohistory.com](http://www.americanradiohistory.com)



# 26 MEN

HAS BEEN MARKET TESTED!



## ✓ By AUDIENCES

Best in time  
period in:

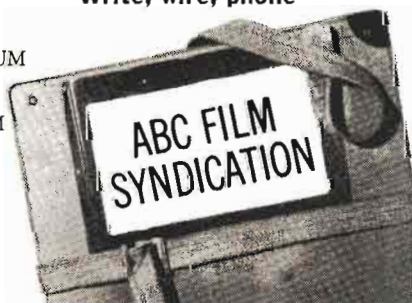
	Rating	Share of Audience
Cincinnati	20.1	46.5
Knoxville	30.3	52.7
Charlotte	34.4	61.9
San Diego	20.3	32.6
Rochester	26.0	67.2
New Orleans	24.0	77.2

Source: ARB Nov.

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**TELEVISION**

**TV STATIONS**

ALPHABETICAL LISTING  
BY STATES - CITIES

STATE STATISTICS  
(POPULATION, FAMILIES,  
RADIO HOMES, TV HOMES,  
NUMBER OF STATIONS)

KEY PERSONNEL

**YEARBOOK**

**1958**

# TELEVISION STATIONS

## Commercial Stations of the U.S., Territories and Possessions

Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Mich./Ont.	821	KFBC-TV	— Cheyenne, Wyo.	880
KABC-TV	— Los Angeles, Calif.	791	KFDA-TV	— Amarillo, Tex.	859
KAKE-TV	— Wichita, Kan.	814	KFDM-TV	— Beaumont, Tex.	861
KALB-TV	— Alexandria, La.	815	KFDX-TV	— Wichita Falls, Tex.	871
KARD-TV	— Wichita, Kan.	814	KFEQ-TV	— St. Joseph, Mo.	825
KARK-TV	— Little Rock, Ark.	789	KFJZ-TV	— Fort Worth, Tex.	865
KATV	— Pine Bluff, Ark.	789	KFMB-TV	— San Diego, Calif.	792
KAVE-TV	— Carlsbad, N. M.	830	KFRE-TV	— Fresno, Calif.	790
KBAK-TV	— Bakersfield, Calif.	790	KFSA-TV	— Fort Smith, Ark.	789
KBAS-TV	— Ephrata, Wash.	874	KFSD-TV	— San Diego, Calif.	792
KBES-TV	— Medford, Ore.	845	KFVS-TV	— Cape Girardeau, Mo.	824
KBET-TV	— Sacramento, Calif.	791	KFXJ	— Montrose, Colo.	795
KBMB-TV	— Bismarck, N. D.	838	KFYR-TV	— Bismarck, N. D.	838
KBOI-TV	— Boise, Idaho	805	KGAT-TV	— Harlingen, Tex.	865
KBTV	— Denver, Colo.	794	KGEZ-TV	— Kalispell, Mont.	826
KBTX-TV	— Bryan, Tex.	861	KGGM-TV	— Albuquerque, N. M.	829
KCBD-TV	— Lubbock, Tex.	867	KGHL-TV	— Billings, Mont.	826
KCEN-TV	— Temple, Tex.	869	KGLO-TV	— Mason City, Iowa	812
KCJB-TV	— Minot, N. D.	839	KGMB-TV	— Honolulu, Hawaii	881
KCKT	— Great Bend, Kans.	813	KGNC-TV	— Amarillo, Tex.	861
KCMC-TV	— Texarkana, Tex.	869	KGO-TV	— San Francisco, Calif.	792
KCMO-TV	— Kansas City, Mo.	825	KGUL-TV	— Galveston-Houston, Tex.	865
KCOP-TV	— Hollywood, Calif.	790	KGUN	— Tucson, Ariz.	788
KCOR-TV	— San Antonio, Tex.	869	KGW-TV	— Portland, Ore.	845
KCRA-TV	— Sacramento, Calif.	792	KHAD-TV	— Laredo, Tex.	867
KCRG-TV	— Cedar Rapids, Iowa	812	KHAS-TV	— Hastings, Neb.	827
KCSJ-TV	— Pueblo, Colo.	795	KHBC-TV	— Hilo, Hawaii	881
KCTV	— San Angelo, Tex.	868	KHJ-TV	— Los Angeles, Calif.	791
KDAL-TV	— Duluth-Superior, Minn.	822	KHOL-TV	— Kearney, Neb.	827
KDIX-TV	— Dickinson, N. D.	839	KHPL-TV	— Hayes Center, Neb.	827
KDKA-TV	— Pittsburgh, Pa.	853	KHQ-TV	— Spokane, Wash.	875
KDLO-TV	— Florence, S. D.	857	KHQA-TV	— Hannibal, Mo.	824
KDRO-TV	— Sedalia, Mo.	825	KHSL-TV	— Chico, Calif.	790
KDUB-TV	— Lubbock, Tex.	867	KHUM-TV	— Eureka, Calif.	790
KDUH-TV	— Hay Springs, Neb.	827	KICA-TV	— Clovis, N. M.	830
KEDY-TV	— Big Spring, Tex.	861	KID-TV	— Idaho Falls, Idaho	805
KELO-TV	— Sioux Falls, S. D.	857	KIDO-TV	— Boise, Idaho	805
KELP-TV	— El Paso, Tex.	863	KIEM-TV	— Eureka, Calif.	790
KENI-TV	— Anchorage, Alaska	880	KIMA-TV	— Yakima, Wash.	875
KENS-TV	— San Antonio, Tex.	869	KING-TV	— Seattle, Wash.	874
KEPR-TV	— Pasco, Wash.	874	KINY-TV	— Juneau, Alaska	880
KERO-TV	— Bakersfield, Calif.	790	KIRO-TV	— Seattle, Wash.	874
KETV	— Omaha, Neb.	828	KIVA	— Yuma, Ariz.	789
KEY-T	— Santa Barbara, Calif.	793	KJEO	— Fresno, Calif.	790
KFAR-TV	— Fairbanks, Alaska	880	KKTV	— Colorado Springs, Colo.	793
KFBB-TV	— Great Falls, Mont.	826			



# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
KLAS-TV	— Las Vegas, Nev.	828	KPTV	— Portland, Ore.	845
KLEW-TV	— Lewiston, Idaho	805	KQTV	— Fort Dodge, Iowa	812
KLFY-TV	— Lafayette, La.	816	KRBB	— El Dorado, Ark.	789
KLIX-TV	— Twin Falls, Idaho	805	KRBC-TV	— Abilene, Tex.	859
KLRJ-TV	— Las Vegas, Nev.	828	KRCA	— Los Angeles, Calif.	791
KLTV	— Tyler, Tex.	869	KRCG	— Jefferson City, Mo.	824
KLZ-TV	— Denver, Colo.	793	KRDO-TV	— Colorado Springs, Colo.	793
KMAU-TV	— Wailuku, Hawaii	881	KREM-TV	— Spokane, Wash.	875
KMBC-TV	— Kansas City, Mo.	825	KREX-TV	— Grand Junction, Colo.	794
KMGM-TV	— Minneapolis, Minn.	823	KRGV-TV	— Weslaco, Tex.	871
KMID-TV	— Midland, Tex.	868	KRIS-TV	— Corpus Christi, Tex.	861
KMJ-TV	— Fresno, Calif.	790	KRLD-TV	— Dallas, Tex.	863
KMMT	— Austin, Minn.	822	KRNT-TV	— Des Moines, Iowa	812
KMOT	— Minot, N. D.	839	KROC-TV	— Rochester, Minn.	823
KMOX-TV	— St. Louis, Mo.	825	KROD-TV	— El Paso, Tex.	863
KMSO-TV	— Missoula, Mont.	826	KRON-TV	— San Francisco, Calif.	792
KMTV	— Omaha, Neb.	828	KRSO-TV	— Rapid City, S. D.	857
KMVI	— Wailuku, Hawaii	881	KSAN-TV	— San Francisco, Calif.	792
KNAC-TV	— Fort Smith, Ark.	789	KSBW-TV	— Salinas, Calif.	792
KNOE-TV	— Monroe, La.	816	KSBY-TV	— San Luis Obispo, Calif.	793
KNOX-TV	— Grand Forks, N. D.	839	KSD-TV	— St. Louis, Mo.	825
KNTV	— San Jose, Calif.	793	KSHO-TV	— Las Vegas, Nev.	828
KNXT	— Los Angeles, Calif.	791	KSL-TV	— Salt Lake City, Utah	871
KOA-TV	— Denver, Colo.	794	KSLA	— Shreveport, La.	817
KOAM-TV	— Pittsburgh, Kan.	813	KSPR-TV	— Casper, Wyo.	879
KOAT-TV	— Albuquerque, N. M.	829	KSTF	— Scottsbluff, Neb.	828
KOB-TV	— Albuquerque, N. M.	830	KSTP-TV	— St. Paul—Minneapolis, Minn.	823
KOCO-TV	— Enid, Okla.	844	KSVO-TV	— Ardmore, Okla.	843
KODE-TV	— Joplin, Mo.	824	KSWO-TV	— Lawton, Okla.	844
KOIN-TV	— Portland, Ore.	845	KSWB-TV	— Roswell, N. M.	830
KOLD-TV	— Tucson, Ariz.	788	KSYD-TV	— Wichita Falls, Tex.	871
KOLN-TV	— Lincoln, Neb.	827	KTAG-TV	— Lake Charles, La.	816
KOLO-TV	— Reno, Nev.	828	KTBC-TV	— Austin, Tex.	861
KOMO-TV	— Seattle, Wash.	874	KTBS-TV	— Shreveport, La.	817
KOMU-TV	— Columbia, Mo.	824	KTEN	— Ada, Okla.	843
KONA-TV	— Honolulu, Hawaii	881	KTHV	— Little Rock, Ark.	789
KONO-TV	— San Antonio, Tex.	869	KTIV	— Sioux City, Iowa	813
KOOK-TV	— Billings, Mont.	826	KTLA	— Los Angeles, Calif.	791
KOOL-TV	— Phoenix, Ariz.	788	KTNT-TV	— Tacoma, Wash.	875
KOSA-TV	— Odessa, Tex.	868	KTRE-TV	— Lufkin, Tex.	868
KOTA-TV	— Rapid City, S. D.	857	KTRK-TV	— Houston, Tex.	865
KOTI-TV	— Klamath Falls, Ore.	845	KTRX	— Kennewick—Pasco, Wash.	874
KOTV	— Tulsa, Okla.	844	KTSM-TV	— El Paso, Tex.	863
KOVR-TV	— Stockton, Calif.	793	KTTS-TV	— Springfield, Mo.	825
KPAC-TV	— Port Arthur, Tex.	868	KTTV	— Los Angeles, Calif.	791
KPAR-TV	— Abilene—Sweetwater, Tex.	859	KTUL-TV	— Tulsa, Okla.	844
KPHO-TV	— Phoenix, Ariz.	788	KTVA	— Anchorage, Alaska	880
KPIC	— Roseburg, Ore.	845	KTVC	— Ensign, Kan.	813
KPIX	— San Francisco, Calif.	792	KTVF	— Fairbanks, Alaska	880
KPLC-TV	— Lake Charles, La.	816	KTVH	— Hutchinson, Kan.	813
KPLO	— Reliance, S. D.	857	KTVI	— St. Louis, Mo.	826
KPRC-TV	— Houston, Tex.	865	KTVK	— Phoenix, Ariz.	788





# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
KTVO	— Ottumwa, Iowa	813	WBBM-TV	— Chicago, Ill.	806
KTVR	— Denver, Colo.	794	WBEN-TV	— Buffalo, N. Y.	832
KTVT	— Salt Lake City, Utah	871	WBIR-TV	— Knoxville, Tenn.	858
KTVU	— San Francisco-Oakland, Calif.	793	WBKB	— Chicago, Ill.	806
KTVW	— Seattle-Tacoma, Wash.	875	WBLN	— Bloomington, Ill.	805
KTWO-TV	— Casper, Wyo.	879	WBNS-TV	— Columbus, Ohio	841
KUAM-TV	— Agana, Guam	882	WBOC-TV	— Salisbury, Md.	820
KULA-TV	— Honolulu, Hawaii	881	WBOY-TV	— Clarksburg, W. Va.	876
KUMV-TV	— Williston, N. D.	838	WBPZ-TV	— Lock Haven, Pa.	849
KUTV	— Salt Lake City, Utah	871	WBRC-TV	— Birmingham, Ala.	787
KVAL-TV	— Eugene, Ore.	844	WBRE-TV	— Wilkes-Barre, Pa.	855
KVAR	— Mesa, Ariz.	788	WBRZ	— Baton Rouge, La.	816
KVII	— Amarillo, Tex.	861	WBTW	— Charlotte, N. C.	837
KVIP	— Redding, Calif.	791	WBTW	— Florence, S. C.	856
KVOA-TV	— Tucson, Ariz.	788	WBUF	— Buffalo, N. Y.	832
KVOO-TV	— Tulsa, Okla.	844	WBZ-TV	— Boston, Mass.	820
KVOS-TV	— Bellingham, Wash.	874	WCAU-TV	— Philadelphia, Pa.	853
KVTV	— Sioux City, Iowa	813	WCAX-TV	— Burlington, Vt.	871
KWRB-TV	— Riverton, Wyo.	880	WCBI-TV	— Columbus, Miss.	823
KWTV	— Oklahoma City, Okla.	844	WCBS-TV	— New York, N. Y.	833
KWTX-TV	— Waco, Tex.	869	WCCO-TV	— Minneapolis, Minn.	823
KWWL-TV	— Waterloo, Iowa	813	WCDB	— Hagaman, N. Y.	833
KXAB-TV	— Aberdeen, S. D.	857	WCDC	— Adams, Mass.	820
KXGN-TV	— Glendive, Mont.	826	WCHS-TV	— Charleston, W. Va.	876
KXJB-TV	— Valley City, N. D.	839	WCIA	— Champaign, Ill.	805
KXLF-TV	— Butte, Mont.	826	WCKT	— Miami, Fla.	800
KXLJ-TV	— Helena, Mont.	826	WCMB-TV	— Harrisburg, Pa.	847
KXLY-TV	— Spokane, Wash.	875	WCNY-TV	— Carthage, N. Y.	833
KYTV	— Springfield, Mo.	825	WCOV-TV	— Montgomery, Ala.	787
KYW-TV	— Cleveland, Ohio	840	WCPO-TV	— Cincinnati, Ohio	839
KZTV	— Corpus Christi, Tex.	861	WCSC-TV	— Charleston, S. C.	856
WABC-TV	— New York, N. Y.	833	WCSH-TV	— Portland, Me.	817
WABD	— New York, N. Y.	833	WCTV	— Thomasville, Ga.	805
WABI-TV	— Bangor, Maine	817	WCYB-TV	— Bristol, Va.	872
WABT	— Birmingham, Ala.	787	WDAF-TV	— Kansas City, Mo.	825
WAFB-TV	— Baton Rouge, La.	815	WDAM-TV	— Hattiesburg, Mass.	823
WAGA-TV	— Atlanta, Ga.	803	WDAN-TV	— Danville, Ill.	806
WAGM-TV	— Presque Isle, Maine	819	WDAU-TV	— Scranton, Pa.	853
WAIM-TV	— Anderson, S. C.	855	WDAY-TV	— Fargo, N. D.	839
WAKR-TV	— Akron, Ohio	839	WDBJ-TV	— Roanoke, Va.	874
WALA-TV	— Mobile, Ala.	787	WDBO-TV	— Orlando, Fla.	801
WALB-TV	— Albany, Ga.	804	WDEF-TV	— Chattanooga, Tenn.	857
WANE-TV	— Fort Wayne, Ind.	809	WDMJ-TV	— Marquette, Mich.	822
WAPA-TV	— San Juan, P. R.	881	WDSM-TV	— Duluth-Superior, Minn.	822
WARD-TV	— Johnstown, Pa.	849	WDSU-TV	— New Orleans, La.	816
WATE-TV	— Knoxville, Tenn.	858	WDXI-TV	— Jackson, Tenn.	857
WATR-TV	— Waterbury, Conn.	797	WEAR-TV	— Pensacola, Fla.	801
WATV	— Newark, N. J.	829	WEAT-TV	— West Palm Beach, Fla.	803
WAVE-TV	— Louisville, Ky.	815	WEAU-TV	— Eau Claire, Wis.	877
WAVY-TV	— Norfolk, Va.	873	WECT	— Wilmington, N. C.	837
WBAL-TV	— Baltimore, Md.	820	WEEK-TV	— Peoria, Ill.	807
WBAP-TV	— Fort Worth, Tex.	863	WEEQ-TV	— La Salle, Ill.	806
WBAY-TV	— Green Bay, Wis.	877	WEHT	— Evansville, Ind.	809



# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
WESH-TV	Daytona Beach, Fla.	799	WJAR-TV	Providence, R. I.	855
WEWS	Cleveland, Ohio	840	WJBF-TV	Augusta, Ga.	804
WFAA-TV	Dallas, Tex.	861	WJBK-TV	Detroit, Mich.	821
WFAM-TV	Lafayette, Ind.	810	WJDM	Panama City, Fla.	801
WFBC-TV	Greenville, S. C.	856	WJHL-TV	Johnson City, Tenn.	858
WFBG-TV	Altoona, Pa.	845	WJIM-TV	Lansing, Mich.	822
WFBM-TV	Indianapolis, Ind.	809	WJMR-TV	New Orleans, La.	816
WFGA-TV	Jacksonville, Fla.	799	WJTV	Jackson, Miss.	823
WFIE-TV	Evansville, Ind.	809	WJW-TV	Cleveland, Ohio	841
WFIL-TV	Philadelphia, Pa.	851	WJZ-TV	Baltimore, Md.	819
WFLA-TV	Tampa, Fla.	801	WKAQ-TV	San Juan, P. R.	881
WFLB-TV	Fayetteville, N. C.	837	WKBN-TV	Youngstown, Ohio	843
WFMJ-TV	Youngstown, Ohio	843	WKBT	La Crosse, Wis.	877
WFMY-TV	Greensboro, N. C.	837	WKJG-TV	Fort Wayne, Ind.	809
WFRV-TV	Green Bay, Wis.	877	WKNX-TV	Saginaw, Mich.	822
WGAL-TV	Lancaster, Pa.	849	WKOW-TV	Madison, Wis.	877
WGAN-TV	Portland, Me.	817	WKRC-TV	Cincinnati, Ohio	839
WGEM-TV	Quincy, Ill.	807	WKRK-TV	Mobile, Ala.	787
WGN-TV	Chicago, Ill.	806	WKST-TV	New Castle, Pa.	849
WGR-TV	Buffalo, N. Y.	833	WKTU	Utica, N. Y.	835
WHAS-TV	Louisville, Ky.	815	WKXP	Lexington, Ky.	815
WHBF-TV	Rock Island, Ill.	807	WKY-TV	Oklahoma City, Okla.	844
WHBQ-TV	Memphis, Tenn.	858	WKZO-TV	Kalamazoo, Mich.	822
WHCT	Hartford, Conn.	797	WLAC-TV	Nashville, Tenn.	858
WHDH-TV	Boston, Mass.	820	WLBC-TV	Muncie, Ind.	810
WHEC-TV	Rochester, N. Y.	834	WLBR-TV	Lebanon, Pa.	849
WHEN-TV	Syracuse, N. Y.	834	WLBT	Jackson, Miss.	824
WHIO-TV	Dayton, Ohio	841	WLEX-TV	Lexington, Ky.	815
WHIS-TV	Bluefield, W. Va.	875	WLOF-TV	Orlando, Fla.	801
WHIZ-TV	Zanesville, Ohio	843	WLOS-TV	Asheville, N. C.	835
WHO-TV	Des Moines, Iowa	812	WLVA-TV	Lynchburg, Va.	872
WHP-TV	Harrisburg, Pa.	847	WLW-A	Atlanta, Ga.	804
WHTN-TV	Huntington, W. Va.	876	WLW-C	Columbus, Ohio	841
WHYN-TV	Springfield-Holyoke, Mass.	820	WLW-D	Dayton, Ohio	841
WIBW-TV	Topeka, Kan.	813	WLW-I	Indianapolis, Ind.	810
WICC-TV	Bridgeport, Conn.	797	WLW-T	Cincinnati, Ohio	840
WICS	Springfield, Ill.	807	WMAL-TV	Washington, D. C.	798
WICU-TV	Erie, Pa.	847	WMAR-TV	Baltimore, Md.	819
WIIC	Pittsburgh, Pa.	853	WMAZ-TV	Macon, Ga.	804
WILK-TV	Wilkes-Barre, Pa.	855	WMBD-TV	Peoria, Ill.	807
WIMA-TV	Lima, Ohio	841	WMBR-TV	Jacksonville, Fla.	800
WINK-TV	Fort Meyers, Fla.	799	WMBV-TV	Marinette, Wis.	879
WINR-TV	Binghamton, N. Y.	830	WMCT	Memphis, Tenn.	858
WIS-TV	Columbia, S. C.	856	WMSL-TV	Decatur, Ala.	787
WISC-TV	Madison, Wis.	877	WMT-TV	Cedar Rapids, Iowa	812
WISE-TV	Asheville, N. C.	835	WMTV	Madison, Wis.	877
WISH-TV	Indianapolis, Ind.	810	WMTW	Poland Spring, Me.	817
WISN-TV	Milwaukee, Wis.	879	WMUR-TV	Manchester, N. H.	829
WITI-TV	Milwaukee, Wis.	879	WNAC-TV	Boston, Mass.	820
WITN	Washington, N. C.	837	WNBC	New Britain, Conn.	797
WITV	Ft. Lauderdale, Fla.	799	WNBK-TV	Binghamton, N. Y.	832
WJAC-TV	Johnstown, Pa.	849	WNBQ	Chicago, Ill.	806



# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
WNCT	— Greenville, N. C.	837	WSM-TV	— Nashville, Tenn.	859
WNDU-TV	— South Bend, Ind.	810	WSOC-TV	— Charlotte, N. C.	837
WNEM-TV	— Bay City-Saginaw, Mich.	821	WSPA-TV	— Spartanburg, S. C.	856
WNEP-TV	— Scranton, Pa.	853	WSPD-TV	— Toledo, Ohio	843
WNHC-TV	— New Haven, Conn.	797	WSTV-TV	— Steubenville, Ohio	841
WNOK-TV	— Columbia, S. C.	856	WSUN-TV	— St. Petersburg, Fla.	801
WNOW-TV	— York, Pa.	855	WSUR-TV	— Ponce, P. R.	882
WOAI-TV	— San Antonio, Tex.	869	WSVA-TV	— Harrisonburg, Va.	872
WOAY-TV	— Oak Hill, W. Va.	876	WSYE-TV	— Elmira, N. Y.	833
WOC-TV	— Davenport, Iowa	812	WSYR-TV	— Syracuse, N. Y.	835
WOI-TV	— Ames, Iowa	812	WTAP-TV	— Parkersburg, W. Va.	876
WOOD-TV	— Grand Rapids, Mich.	821	WTAR-TV	— Norfolk, Va.	872
WOR-TV	— New York, N. Y.	834	WTCN-TV	— Minneapolis, Minn.	823
WORA-TV	— Mayaguez, P. R.	881	WTEN	— Albany, N. Y.	830
WOW-TV	— Omaha, Neb.	828	WTHI-TV	— Terre Haute, Ind.	810
WOWL-TV	— Florence, Ala.	787	WTIC-TV	— Hartford, Conn.	797
WPAG-TV	— Ann Arbor, Mich.	821	WTMJ-TV	— Milwaukee, Wis.	879
WPBN-TV	— Traverse City, Mich.	822	WTOC-TV	— Savannah, Ga.	805
WPIX	— New York, N. Y.	834	WTOK-TV	— Meridian, Miss.	824
WPRO-TV	— Providence, R. I.	855	WTOP-TV	— Washington, D. C.	798
WPSD-TV	— Paducah, Ky.	815	WTOV-TV	— Norfolk, Va.	873
WPST-TV	— Miami, Fla.	800	WTPA	— Harrisburg, Pa.	847
WPTA	— Fort Wayne, Ind.	809	WTRF-TV	— Wheeling, W. Va.	877
WPTV	— Palm Beach, Fla.	801	WTRI	— Albany, N. Y.	830
WPTZ	— Plattsburgh, N. Y.	834	WTTG	— Washington, D. C.	798
WRAL-TV	— Raleigh, N. C.	837	WTTV	— Bloomington, Ind.	809
WRBL-TV	— Columbus, Ga.	804	WTVC	— Chattanooga, Tenn.	857
WRC-TV	— Washington, D. C.	798	WTVD	— Durham, N. C.	837
WRCA-TV	— New York, N. Y.	834	WTVH	— Peoria, Ill.	807
WRCV-TV	— Philadelphia, Pa.	851	WTVJ	— Miami, Fla.	800
WRDW-TV	— Augusta, Ga.	804	WTVK	— Knoxville, Tenn.	858
WREC-TV	— Memphis, Tenn.	858	WTVM	— Columbus, Ga.	804
WREX-TV	— Rockford, Ill.	807	WTVN-TV	— Columbus, Ohio	841
WRGB	— Schenectady, N. Y.	834	WTVO	— Rockford, Ill.	807
WRGP-TV	— Chattanooga, Tenn.	857	WTVP	— Decatur, Ill.	806
WRIK-TV	— Ponce, P. R.	882	WTVR	— Richmond, Va.	874
WRLP	— Greenfield, Mass.	820	WTVT	— Tampa, Fla.	803
WROC-TV	— Rochester, N. Y.	834	WTVW	— Evansville, Ind.	809
WRVA-TV	— Richmond, Va.	873	WTVY	— Dotham, Ala.	787
WSAU-TV	— Wausau, Wis.	879	W-TWO	— Bangor, Me.	817
WSAV-TV	— Savannah, Ga.	804	WTWV	— Tupelo, Miss.	824
WSAZ-TV	— Huntington, W. Va.	876	WUSN-TV	— Charleston, S. C.	856
WSB-TV	— Atlanta, Ga.	803	WVEC-TV	— Hampton-Norfolk, Va.	872
WSBA-TV	— York, Pa.	855	WVET-TV	— Rochester, N. Y.	834
WSBT-TV	— South Bend, Ind.	810	WVUE	— Wilmington, Del.	797
WSEE	— Erie, Pa.	845	WWJ-TV	— Detroit, Mich.	821
WSFA-TV	— Montgomery, Ala.	788	WWL-TV	— New Orleans, La.	816
WSIL-TV	— Harrisburg, Ill.	806	WWLP	— Springfield, Mass.	820
WSIX-TV	— Nashville, Tenn.	859	WWTV	— Cadillac, Mich.	821
WSJS-TV	— Winston-Salem, N. C.	838	WXEX-TV	— Petersburg, Va.	873
WSJV	— South Bend-Elkhart, Ind.	810	WXIX	— Milwaukee, Wis.	879
WSLS-TV	— Roanoke, Va.	874	WXYZ-TV	— Detroit, Mich.	821

# Alabama

Pop. March 1 (Est.)—3,237,000; Families—832,000; Lic. Stations—7,  
Sta. CP's—3; Radio Homes—796,000; TV Homes—492,000

## WABT—Birmingham—1949 ABC-NBC

Channel: 13 VHF.. AP: 178 Kw... VP: 316 Kw.  
Oper. By.....Alabama Bcstg. System  
Business Address.....P. O. Box 2553  
Newspaper Affiliation.....Birmingham News  
Tel.: FA 2-3506.....News Service: AP  
Representative.....Harrington, Righter &  
Parsons, Inc.  
Membership.....NAB; TvB  
Gen. Mgr.....Charles F. Grisham  
Sales Dir.....Thomas M. Percer  
VP in charge of Prgmng.....Ray A. Furr  
Pub., Prom. Dir.....James Chenoweth  
Production.....Johnny Johnson  
Film Manager.....Nod Nelson  
Chief Engineer.....J. V. Sanderson

## WBRC-TV—Birmingham 1949—CBS

Channel: 6 VHF.. AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By.....WBRC, Inc.  
Bus. Studio Address.....Atop Red Mountain  
Tel.: FA 2-4701.....News Service: AP  
Representative.....Katz  
Membership.....NAB, TvB  
President.....Hulbert Taft, Jr.  
Gen. Mgr.....R. T. Schlinkert  
Sales Mgr.....Oliver Naylor  
Program Director.....Keith E. Barze  
Prom. Dir.....Jerry Thompson  
News Dir.....Jim Atkins  
Film Mgr.....Robert Herron  
Chief Engineer.....R. L. DuPriest

## WMSL-TV—Decatur—1954 NBC-CBS

Channel: 23 UHF.. AP: 8.52 Kw... VP: 15.8  
Owned-Oper. By.....Tenn. Valley Radio & TV Co.  
Address.....Mutual Savings Life Bldg.  
Tel.: 802.....News Service: AP  
Rep.....Masla  
President.....Frank Whisenant  
Program Director.....Alice A. Whisenant  
Chief Engineer.....Alvin B. Millwood

## WTVY—Dothan—1955 CBS

Channel: 9VHF.. A.P.: 14.1 Kw... VP: 28.2 Kw.  
Owned-Operated By.....WTVY, Inc.  
Address.....Cottonwood Rd.  
Tel.....5-2810  
Representative.....Young TV; Clarke Brown  
President.....Charles Woods  
VP., Gen., Sta. Mgr.....F. E. Busby  
Commercial Manager.....Arthur Creamer  
Program Director.....Daryl D. Griffin  
Prom., Pub. Dir.....Warren L. Jones, Jr.  
Film Manager.....Jerry Davis  
Chief Engineer.....Ellis N. Anderson

## WOWL-TV—Florence—1957 CBS-NBC

Channel: 15 UHF.. AP: 600 Kw... VP: 20.9 Kw.  
Owned.....TV Muscle Shoals, Inc.  
Business Address.....840 Cypress Mill Rd.  
Tel.....AT 2-7711  
Representative.....Forjoe-TV  
Pres., Gen. Mgr.....Richard B. Biddle  
Nat. Sales Mgr.....Bill Mapes  
Comm. Mgr.....Jack Worley  
Prog. Dir.....John Utley  
Prom. Dir.....Bill Wynne  
Pub. Dir.....Dick Biddle  
Film Mgr.....John Abbott  
Chief Engineer.....Larry Rohling

## WALA-TV—Mobile—1953 NBC

Channel: 10VHF.. AP: 191 Kw... VP: 316 Kw.  
Owned-Oper. By.....Pape TV Co., Inc.  
Address.....210 Government St.  
Tel.: HE 3-3754.....News Service: AP  
Representative.....H-R  
Membership.....NAB, TvB  
V.P., Gen. Mgr.....W. B. Pape  
Nat'l Sales Mgr.....Jim McNamara  
Program Director.....Dick McMullen  
Publicity Dir.....Chuck Thompson  
Film Manager.....Jack Prater  
Chief Engineer.....Raymond Hurley

## WKRQ-TV—Mobile—1955 CBS

Channel: 5 VHF... AP: 50 Kw... VP: 100  
Owned-Operated By.....WKRQ-TV Inc.  
Address.....162 St. Louis St.  
Tel.: HE 2-5505.....News Service: AP  
Representative.....Avery Knodel  
Membership.....NAB  
President.....Kenneth R. Giddens  
V.P., Gen. Mgr.....C. P. Persons, Jr  
Program Dir.....George Layne  
Publicity Dir.....Betty Thorburn  
Chief Engineer.....James L. Evans

## WCOV-TV—Montgomery 1953—ABC-CBS

Channel: 20... AP: 117 Kw... VP: 200 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....P. O. Box 2505  
Tel.: AM 5-3561.....News Service: UP  
Representative.....Adam Young; Ayers  
President.....O. P. Covington  
Gen., Sta. Manager.....Hugh Smith  
Commercial Manager.....Morris South  
Prod., Prog. Dir.....Caldwell Stewart  
Prom., Publicity Director.....Martha Hall  
Film Manager.....Bob House  
Chief Engineer.....W. D. Weatherly



**WSFA-TV—Montgomery**  
1954—NBC-ABC

Channel: 12 VHF.. AP: 158 Kw.. Vp: 316 Kw.  
Business Address..... 10 East Delano  
Tel.: AM 5-1251. News Services: AP, INS, UP  
Newspaper Affil..... Okla. Publishing Co.  
Membership..... NAB, TvB  
Representative..... Katz

President..... E. K. Gaylord  
Exec. VP..... P. A. Sugg  
Sta. Mgr..... Eugene B. Dodson  
Comm. Mgr..... Carter Hardwick  
Prod. Mgr..... Pascal Spivey  
News Dir..... Crawford Rice  
Sales Prom. Dir..... M. H. Yeoman  
Pub. Dir..... Rose Arnold  
Film Mgr..... Gene R. Jacobsen  
Chief Engineer..... Robert M. Hayward

Arizona

Pop. March 1 (Est.)—1,163,000; Families—325,000; Lic. Stations—8,  
Sta. CP's—1; Radio Homes—316,000; TV Homes—198,000

**KVAR—Mesa—1953—NBC**

Channel: 12 VHF.. AP: 15.8 Kw.. VP: 31.6 Kw.  
Owned-Oper. By..... KTAR Broadcasting Co.  
Address..... 1101 No. Central Ave., Phoenix  
Tel.: AL 4-4161..... News Service: AP  
Representative..... Avery-Knodel  
Pres., Gen. Mgr..... Richard O. Lewis  
Commercial Mgr..... E. W. Harvey  
Program Director..... Robert Vache  
Publicity Dir..... Carol Ackerman  
Film Director..... Betty Campbell  
Chief Engineer..... John Beck

Address..... 3435 No. 16th St.  
Tel.: AM 6-5691..... News Service: AP  
Station Representative..... Weed TV  
General Manager..... Leon Nowell  
Sta., Comm. Manager..... Burton B. LaDow  
Program Director..... Don Tuckwood  
Prod. Mgr..... Lloyd Steinkamp  
Chief Engineer..... George McLouth

**KGUN—Tucson—1956**  
ABC

Channel: 9 VHF.. AP: 31.6 Kw.. VP: 63.1 Kw.  
Owned-Oper. By..... Tucson Television Co.  
Business Address..... 2175 North 6th Ave.  
Tel.: MA 3-3633..... News Service: UP  
Representative..... Headley-Reed  
Pres., Gen. Mgr..... Tolbert Foster  
Sta. Mgr., Prog. Mgr..... James Hays  
Comm. Mgr..... Ben L. Slack  
Film Mgr..... Dan Dellinger  
Chief Engineer..... James Cochrane

**KOOL-TV—Phoenix—1953**  
CBS

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... KOOL Radio-TV, Inc.  
Business Address..... 511 West Adams St.  
Representative..... Hollingbery  
Membership..... NAB  
Pres., Gen. Mgr..... Tom Chauncey  
V.P., Sta. Mgr..... Kenneth Morton  
Film Manager..... Helen Lane  
Program Dir..... Jack Murphy  
Publicity Dir..... Homer Lane  
Chief Engineer..... Nelson Nichols

**KOLD-TV—Tucson—1953**  
CBS

Channel: 13 VHF.. AP: 16.5 Kw.. VP: 33 Kw.  
Owned-Oper. By..... Old Pueblo Bcstg. Co.  
Business Address..... 115 W. Drachman St.  
Tel.:..... MA 4-2511  
Representative..... Hollingbery  
Managing Dir..... Tom Chauncey  
General Manager..... E. S. Mitterdori  
Commercial Manager..... Bernie Perlin  
Program Director..... Budd Wiener  
Chief Eng..... Bob Shriner

**KPHO-TV—Phoenix—1949**

Channel: 5 VHF.. AP: 100 Kw.. VP: 17.5 Kw.  
Owned-Oper. By..... Meredith Publishing Co.  
Business Address..... 17th & Locust St.  
Tel.: AT 8-8511..... News Services: UP, INS  
Representative..... Katz  
Membership..... NAB, TvB  
President..... Fred Bohlen  
General Manager..... Richard B. Rawls  
Ass't. Sta., Comm. Mgr..... Howard Stalaker  
Program Director..... Robert Martin  
Prom., Pub. Dir..... Stephen Q. Shannon  
Film Manager..... Thomas Sherlock  
Chief Engineer..... George McClanathan

**KVOA-TV—Tucson—1953**  
NBC

Channel: 4 VHF.. AP: 2.69... VP: 5.37 Kw  
Owned-Oper. By..... Arizona Bcstg. Co.  
Business Address..... 209 West Elm St.  
Tel.:..... ME 3-2555  
Representative..... The Branham Co.  
Pres., Gen. Mgr..... Clinton D. McKinnon  
Commercial Manager..... W. R. Duvey DuBois  
Program Director..... Henry Hubbard  
Chief Engineer..... Raymond H. Holsclaw

**KTVK—Phoenix—1955—ABC**

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Operated By..... Arizona TV Co.

(See Page 811)

**KIVA—Yuma—1953**  
**NBC-CBS-ABC**

Channel: 11 VHF... AP: 16 Kw... VP: 29 Kw.  
Owned-Oper. By... Valley Telecasting Co.  
Business Address... P. O. Bin 1671  
Tel.: ST 6-8311... News Service: AP  
Membership... NAB

President... Harry C. Butcher  
General Manager... Ray C. Smucker  
Sta., Prom. Mgr. ... Leavenworth Wheeler  
Publicity Director... Jean Van Cleef  
Program Director... Russ Siner  
Commercial Manager... Len Burkland  
Film Director... Aretta Crowell  
Chief Engineer... Blake Ramsey

**Arkansas**

Pop. March 1 (Est.)—1,849,000; Families—524,000; Lic. Stations—3,  
Sta. CP's—3; Radio Homes—516,000; TV Homes—278,000

**KRBB—El Dorado—1955**  
**NBC**

Channel: 10 VHF... AP: 12.3 Kw... VP: 24.5 Kw.  
Owned-Oper. By... S. Arkansas TV Co., Inc.  
Address... Box 791  
Tel.: UN 2-3488... News Service: AP  
Station Representative... O'Connell  
President... Joe F. Rushton  
General Manager... Bill Bigley  
Comm. Mgr. ... W. C. Womack  
Prog. Dir. ... John Turner  
Prom. Dir. ... Pat Molsbee  
Chief Engineer... Larry Self

**KARK - TV—Little Rock**  
**1954—NBC**

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Arkansas Radio &  
Equipment Co.  
Business Address... 10th & Spring Streets  
News Service... UP  
Representative... Pety  
Membership... NAB, TvB  
President... T. H. Barton  
Exec. VP... T. K. Barton  
Sta. Mgr., VP... Douglas Romine  
Prog. Dir., Film Mgr. ... Fred Schmutz  
Promotion Dir. ... Shirley P. Kennedy  
Chief Engineer... Champ Smith

**KFSA-TV—Fort Smith—1953**  
**NBC-ABC**

Channel: 22 UHF... AP: 12 Kw... VP: 22 Kw.  
Owned-Oper. By Southwestern Radio & TV Co.  
Business Address... 920 Rogers Ave.  
Newspaper Affil. ... Southwest American  
Tel.: SU 2-9125... News Service: UP  
Representative... Pearson  
Membership... NAB  
President... D. W. Reynolds  
Gen. Mgr., Sta. Mgr. ... William Slates  
Comm Mgr., Prom. Mgr. ... John D. Whitt  
Prog., Pub. Dir. ... Pat Porta  
Film Manager... Charles Putman  
Chief Engineer... Robert W. Platt, Jr.

**KTHV—Little Rock—1955**  
**CBS**

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Operated By... Arkansas TV Co.  
Address... 8th & Izard Sts.  
Newspaper Affil. ... Arkansas Democrat  
Tel.: FR 4-3764... News Services: AP, UP  
Station Representative... Branham  
Membership... NAB, TvB  
President... K. A. Engel  
Gen., Sta. Manager... B. G. Robertson  
Comm. Manager... W. V. Hutt  
Prom. Dir. ... John Pounders  
Prog. Dir., Film Manager... Jack Bomar  
Chief Engineer... Cecil Suitt

**KNAC - TV—Fort Smith**  
**1956—CBS**

Channel: 5 VHF... AP: 14.4 Kw... VP: 28.8 Kw.  
Owned-Oper. By... American TV Co., Inc.  
Business Address... 200 Kelly Bldg.  
Tel.: SU 3-3131... News Service: AP  
Representative... H-R  
Membership... NAB  
President... Jack Sobol  
Gen., Sta. Mgr. ... Glenn W. White  
Prom. Dir. ... Joy A. Mercurio  
Chief Engineer... Rubin L. Masters

**KATV—Pine Bluff—1953**  
**ABC**

Channel: 7 VHF... AP: 91.2 Kw... VP: 170 Kw.  
Owned-Oper. By... Central South Sales Co.  
Address... 100 William Rd.  
Tel.: JE 4-2051... News Service: AP, UP  
Representative... Avery-Knodel, Inc.  
Membership... NAB, TvB  
President... James C. Leake  
General Manager... John H. Fugate  
Prom., Pub. Director... Joe Myers  
Chief Engineer... A. R. Garrett

**KBAK-TV—Bakersfield**  
**1953—CBS-ABC**

Channel: 29 UHF..AP: 10.5 Kw..VP: 19 Kw.  
Owned-Oper. By.....Bakersfield Bcstg. Co.  
Business Address.....Box 1448  
Tel.: EX 9-1761.....News Service: UP  
Newspaper Affil.....San Francisco Chronicle  
Representative.....Weed  
Membership.....NAB, TvB  
President.....Harold P. See  
Program Director.....Jim Hayden  
Gen. Manager, Vice President..A. H. Constant  
Chief Engineer.....James Garner

**KERO-TV—Bakersfield**  
**1953—NBC-ABC**

Channel: 10 VHF..AP: 55 Kw..VP: 110 Kw.  
Owned-Oper. By..Wrather-Alvarez Bcstg. Co.  
Business Address.....1420 Truxton Ave.  
Tel.: FA 7-1441.....News Service: UP  
Representative.....Petry  
Membership.....NAB, TvB  
Sales Mgr.....Roland T. Kay  
Program Manager.....Kenneth R. Cross  
Publicity Director.....Joe Henning  
Production Manager.....Bruce Fleming  
Film Manager.....K. R. Croes  
Chief Engineer.....Edwin Andress

**KHSL-TV—Chico—1953**  
**ABC-CBS**

Channel: 12 VHF..AP: 156 Kw..VP: 316 Kw.  
Owned-Oper. By...Golden Empire Bcstg. Co.  
Address.....180 E. 4th St.  
Tel.: FI 2-0141.....News Service: UP  
Representative.....Avery-Knodel  
Membership.....NAB  
Pres., Gen. Mgr.....Mrs. Hugh McClung  
Station Manager.....M. F. Woodling  
Nat'l Sales Mgr.....George Ross  
Program Dir.....Martin Jacobsen  
Pub. Dir.....Doug Sundby

**KHUM-TV—Eureka—1958**

Channel: 6 VHF..AP: 7.4 Kw..VP: 14.8 Kw.  
Owned.....Calif. Northwest Bcstg. Co.  
Address.....Box 1015  
Tel.: HI 2-5744.....News Service: AP  
Representative.....Hollingbery  
President.....Carroll R. Hauze  
V.P., Gen. Mgr.....Geo. Fleharty  
Chief Engineer.....Otto Becker

**KIEM-TV—Eureka—1953**  
**CBS-ABC-NBC**

Channel: 3 VHF..AP: 100 Kw..VP: 50 Kw.  
Owned-Oper. By...California-Oregon TV, Inc.  
Business Address.....P. O. Box 1021  
Phone Number.....Hillside 3-3123

News Service.....UP  
Rep.....Blair Television Associates, Inc.  
Membership.....NAB  
President.....William B. Smullin  
VP-Manager.....Donald H. Telford  
Comm. Mgr.....Robert Miller  
Sta. Mgr.-Prog. Dir.....W. Edwin Smith  
Pub. Dir.....Jack Mortimer  
Prom. Dir.....Ben Randall  
Chief Engineer.....Donald King

**KFRE-TV—Fresno—1956**  
**CBS**

Channel: VHF...AP: 158...VP: 316 Kw.  
Owned By.....California Island Bcstg. Co.  
Business Address...733 L St., Fresno, Calif.  
Tel.: AM 8-6444.....News Service: UP  
Representative.....Blair-TV  
President.....Paul R. Bartlett  
Station Manager.....Ed J. Frech  
National Sales.....Bob Klein  
Prog., Prom., Pub. Dir.....Hal C. O'Donnell  
Film Manager.....Fred Carbine  
Chief Engineer.....Keith L. Mealey

**KJEO—Fresno—1953**  
**ABC**

Channel 47 UHF..AP: 222 Kw..VP: 444 Kw.  
Owned:.....O'Neill Broadcasting Co.  
Business Address.....P. O. Box 1708  
Tel.: BA 2-2411.....News Service: AP  
Representative.....Branham  
V.P., General Manager.....Joseph C. Drilling  
Comm. Manager.....W. O. Edholm  
Production Manager.....Don Webster  
Promotion Director.....Phil McPherson  
Chief Engineer.....Jack McElwain

**KMJ-TV—Fresno—1953**  
**NBC**

Channel: 24 UHF..AP: 240 Kw..VP: 447 Kw.  
Owned-Operated By...McClatchy Bcstg. Co.  
Address.....1117 "N" St.  
Representative.....Raymer  
Membership.....NAB, TvB  
Station Mgr.....John Edwards  
Nat'l Sls. & Ser. Mgr.....W. Letler  
Comm. Manager.....Orbie Sullivan

**KCOP-TV—Hollywood—1953**

Channel: 13 VHF..AP: 83.2 Kw..VP: 170 Kw.  
Owned-Oper. By.....KCOP-TV, Inc.  
Bus.-Studio Address.....1000 Cahuenga Blvd.  
Tel.: HO 2-7311.....News Service: UP  
Representative.....Petry  
Gen. Mgr.....Alvin G. Flanagan  
Commercial Manager.....Amos T. Baron  
Sales Prom Dir.....Hal Biard  
Program Dir.....Mary Warren  
Publicity Dir.....Jerry Ross  
Chief Engineer.....Al Browdy



## KRCA—Los Angeles—1949 NBC

Channel: 4 VHF..AP: 23.5 Kw..VP: 47 Kw.  
Owned .....RCA  
Bus.-Studio Address.....Sunset & Vine St.  
Tel.: TH 5-7000...News Services, AP, INS, UP  
Membership .....NAB  
Representative.....NBC Spot Sales  
President .....Robert Sarnoff  
V.P., General Manager.....Thomas McCray  
Commercial Manager.....James Parks  
Exec. Prod.....Jim Patterson  
Pub. Dir.....Bob Pelgram  
Prom., Dir.....Jack Kenaston  
Operations Manager.....James Damon  
Film Manager.....George Burke  
Chief Engineer.....John Knight

## KABC-TV—Los Angeles 1949—ABC

Channel: 7 VHF..AP: 82 Kw. VP: 165 kw.  
Owned-Oper. By .....ABC  
Business Address Prospect & Talmadge Streets  
Tel.: NO 3-3311..News Services: AP, INS, UP  
Representative .....Katz  
Membership .....NAB  
V.P., Gen. Mgr.....Selig J. Seligman  
Gen. Sales Mgr.....Elton Rule  
Program Director .....Peter Robinson  
Prom., Pub. Dir.....Jack Brembeck  
Prod. Mgr.....Jim Mandulay  
Film Manager.....Howard Lipstone  
Chief Engineer .....Theodore Grenier

## KHJ-TV—Los Angeles—1948

Channel: 9....AP: 81 Kw.....VP: 162 Kw.  
Owned-Oper. By .....RKO Teleradio, Inc.  
Business-Studio Address.....1313 N. Vine St.  
Membership .....TvB  
Representative .....H-R  
Tel.: HO 2-2133.....News Services: INS, UP  
President, General Teleradio.Thomas F. O'Neil  
Pres., (Don Lee, Div.).....Willet H. Brown  
General Manager.....John Reynolds  
Prog. Dir., Film Mgr.....James Higson  
Commercial Manager.....Howard Wheeler  
Promotion Director.....Bob Nelson  
Production Manager.....Pat Marrinan  
Chief Engineer.....Robert Arne

## KNXT—Los Angeles—1948 CBS

Channel: 2 VHF..AP: 23.4 Kw..VP: 46.8 Kw.  
Owned-Oper. By.....CBS Inc.  
Business-Studio Address.....1313 N. Vine St.  
Representative.....CBS TV Spot Sales  
Tel.: WE 8-3000.....News Services: AP, UP  
Membership .....NAB, TvB  
President .....Merle S. Jones  
General Manager .....Clark B. George  
Business Manager.....Larry Lazarus  
Gen. Sls. Manager.....R. D. Wood  
Executive Prod.....Don Cook

Oper. & Traf. Manager ....Henry J. Schaefer  
Program Director.....Donald M. Hine  
Prom., Publicity Director....Austin Heywood  
Production Manager.....Alberta Hackett  
Film Manager.....Bill Alcine  
Tech. Oper. Mgr.....H. W. Pangborn

## KTLA—Los Angeles—1947

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.  
Owned-Oper. ....Paramount TV Production, Inc.  
Studio Address...5800 Sunset Blvd., H'wood  
Tel.: HO 9-3181.....News Service: INS  
Representative .....PGW  
Membership .....NAB, TvB  
V.P., Gen. Mgr.....Lewise Arnold  
Ass't Gen. Mgr.....Henry Flynn  
Commercial Mgr.....Lela Regan  
Program Dir.....Ray Lukshis  
Promotion Dir.....James J. Rue  
Film Manager .....Jerry Rogers  
Publicity Dir.....Dick Robbins

## KTTV—Los Angeles—1949

Channel: 11 VHF..AP: 83 Kw... VP: 165 Kw.  
Owned-Oper. By .....Times-Mirror Co.  
Business Address .....5746 Sunset Blvd.  
Newspaper Afil.....L.A. Times, Mirror  
Tel.: HO 2-7111.....News Service: AP  
Representative .....Blair TV  
Membership .....NAB, TvB  
Pres., Gen. Mgr.....Richard A. Moore  
V.P.-Sales .....John R. Vrba  
V.P.-Programming .....Robert Breckner  
Dir. & Merch. & Prom. ....Jack O'Mara  
Publicity Director .....Reavis Winckler  
Film Manager .....Richard Woollen  
Chief Engineer .....Edward Benham

## KVIP—Redding—1956 NBC-ABC

Channel: 7 VHF..AP: 58.5 Kw..VP: 316 Kw.  
Owned By .....Shasta Telecasting Corp.  
Business Address.....2770 Pioneer Drive  
Tel.: CH 1-1414.....News Service: AP  
Representative .....Hollingbery  
Pres., Gen. Mgr.....George C. Fleharty  
Commercial Manager .....John Dadiw  
Program Director.....Lee Arnold  
Chief Eng., Ass't Mgr.....Russell K. Olsen

## KBET-TV—Sacramento 1955—CBS

Channel: 10....AP: 158 Kw.....VP: 316 Kw.  
Owned By.....Sacramento Telecasters, Inc.  
Address.....601 7th Ave.  
Tel.: GI 1-4041.....News Service: AP  
Rep. ....H-R  
Membership .....NAB  
President .....William P. Wright  
Vice-Pres., Gen. Mgr.....John H. Schacht  
Station Mgr.....George Greaves  
Commercial Mgr.....George J. Kapel  
Film Mgr.....Nick Luppino  
Promotion Dir.....Harvey Tepier  
Chief Eng.....Pete Onnigian



## KCRA-TV—Sacramento—1955 NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....KCRA, Inc.  
Address.....310 10th St.  
Tel.: GI 1-4631.....News Service: UP  
Representative.....Petry  
Membership.....NAB  
Pres., Gen. Mgr.....Ewing C. Kelly  
Sta. Mgr.....Robert E. Kelly  
Comm. Mgr.....Jon S Kelly  
Film Mgr., Prog. Dir.....Tom Breen  
Prom. Dir.....Ted F. Hardy  
Pub. Dir.....Nona Hall  
Chief Engineer.....W. Herbert Hartman

## KSBW-TV—Salinas—1935 ABC-CBS-NBC

Channel: 8 VHF..AP: 120 Kw..VP: 240 Kw.  
Owned-Oper. By.....Salinas Bcstg. Corp.  
Address.....238 John St.  
Tel.: HA 2-6422.....News Service: AP  
Representative.....H-R Television  
Membership.....NAB, TvB  
Pres., Gen. Mgr.....John C. Cohan  
Comm. Mgr.....Graham H. Moore  
Prog. Dir.....Gary Ferlisi  
Prom. Dir.....Clark Bradley  
Dir. of Tech. Oper.....Bill Hargan  
Chief Engineer.....Wes Chaney

## KFSD-TV—San Diego—1953 NBC

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....KFSD, Inc.  
Business Address.....3642 Enterprise St.  
Tel.....CY 8-7151  
Representative.....Katz  
Membership.....NAB  
President.....James G. Rogers, Jr.  
V.P., General Manager.....William E. Goetze  
V.P., Dir. Sales.....Jay Grill  
Merchandising Mgr.....Harold K. Boone  
Adv., Prom. Dir.....Bill Sunday  
Publicity Director.....Grant Recksieck  
Film Manager.....Fran Stecker  
Chief Engineer.....LeRoy A. Bellwood

## KFMB-TV—San Diego—1949 CBS

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned...Wrather-Alvarez Broadcasting, Inc.  
Business Address.....1405 Fifth Ave.  
Tel.: BE 2-2114.....News Services: AP, UP  
Representative.....Petry  
Membership.....NAB, TvB  
President.....Jack D. Wrather  
V.P., Gen. Mgr.....George Whitney  
Station Mgr.....Bill Fox  
Prog. Mgr.....George Stantis  
Prom., Pub. Rel.....Dan Bellus  
Film Manager.....Del Gay  
Chief Engineer.....Charles Abel

## KRON-TV—San Francisco 1949—NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....The Chronicle Pub. Co.  
Business Studio Address.....929 Mission St.  
Tel.: GA 1-1100.....News Service: AP  
Newspaper Affiliation.....Chronicle  
Representative..Peters, Griffin, Woodward Inc.  
Membership.....NAB, TvB  
President.....Charles Thieriot  
Gen. Manager.....Harold P. See  
Sales Mgr.....Norman Louvau  
Program Dir.....Douglas Elleson  
Promotion Dir.....Roland Irving  
Sls. Prom., Mdsq. Dir.....Dick Block  
Film Buyer.....Jim Bentley  
Chief Engineer.....J. L. Berryhill

## KGO-TV—San Francisco 1949—ABC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper....Amer. Bcstg. Paramount Thrs.  
Address.....277 Golden Gate Ave.  
Tel.: UN 3-0077.....News Services: AP, INS  
Representative.....Blair  
Membership.....TvB, NAB  
President (ABC).....Leonard Goldenson  
V.P., Gen., Sta. Mgr.....John H. Mitchell  
Sales Mgr.....David Sacks  
Nat'l Spot Sls. Mgr.....Yale Roe  
Pub., Promotion Director...George T. Rodman  
Production Manager.....Edward Smith  
Program Director.....George Rice  
Film Manager.....Robert Mitchell  
Chief Engineer.....Harry Jacobs

## KPIX—San Francisco—1948 CBS

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Westinghouse Bcstg., Inc.  
Address.....2655 Van Ness Ave.  
Tel.: PR 6-5100.....News Services: INS, UP  
Representative.....Katz  
Membership.....NAB, TvB  
Pres.....Donald H. McGannon  
General Manager.....Philip G. Lasky  
Asst. Gen. Manager.....George Mathiesen  
Commercial Manager.....Lou Simon  
Program Director,  
Film Mgr.....William C. Dempsey  
Promotion Dir.....George Goldman  
Publicity Dir.....Al Baccari  
Film Mgr.....William C. Dempsey  
Chief Engineer.....Thomas T. Ely

## KSAN-TV—San Francisco 1954

Channel: 32 UHF..AP: 100 Kw..VP: 200 Kw.  
Owned & Oper. By.....S. H. Patterson

Address ..... 1111 Market Street  
 Tel.: ..... MA 1-8171  
 Representative ..... Stars National  
 Exec. Director ..... Norwood Patterson  
 Gen., Comm. Mgr. .... Richard P. Bott

Tel.: LI 3-0920 ..... News Service: AP  
 Representative ..... H-R  
 Membership ..... NAB, TvB  
 Pres., Gen. Mgr. .... John C. Cohan  
 Resident Mgr. .... Rowena Kohnzey  
 Commercial Manager ..... Graham Moore  
 Program Director ..... Joe Ridgeway  
 Prom. Dir. .... Clarke Bradley  
 Chief Engineer ..... Charles Mitchell

**KTVU—San Francisco-Oakland  
 1958**

**KEY-T—Santa Barbara—1953  
 ABC-CBS-NBC**

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned ..... S. F.-Oakland TV, Inc.  
 Address ..... 1 Washington St., Oakland  
 Tel.: TE 4-2000 ..... News Service: AP  
 Representative ..... H-R Television  
 Membership ..... NAB  
 President ..... Ward D. Ingram  
 Gen. Mgr. .... William D. Pabst  
 Prog. Dir. .... Kenneth B. Craig  
 Prod. Mgr. .... Walt Harris  
 Chief Engineer ..... Robert Arne

Channel: 3 VHF... AP: 25 Kw... VP: 50 Kw.  
 Owned ..... Key TV, Inc.  
 Business Address ..... 730 Miramonte Dr.  
 Tel.: WO 5-8533 ..... News Service: UP  
 Representative ..... Headley-Reed  
 Membership ..... NAB  
 Pres., Gen. Mgr. .... Richard C. Bell  
 Comm. Mgr. .... Bob Burris  
 Prom. Dir. .... Joe Constantino  
 Prog. Dir. .... Mary Ann Casey  
 Film Mgr. .... James Foulon  
 Chief Engineer ..... Paul Williams

**KNTV—San Jose—1955**

Channel: 11VHF... AP: 123 Kw... VP: 60 Kw.  
 Owned-Oper. By ..... Standard Radio & TV Co.  
 Address ..... 645 Park Avenue  
 Tel.: CY 7-5577 ..... News Service: INS  
 Membership ..... NAB, TvB  
 Representative ..... Weed  
 Pres., Gen. Mgr. .... A. T. Gilliland  
 Sta. Mgr. .... Roger Van Duzer  
 Comm. Mgr., Prom. Dir. .... Fran Conrad  
 Film Manager ..... Terry Simerly  
 Chief Engineer ..... Bruce Joyner

**KOVR-TV—Stockton—1954  
 ABC**

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By ..... The Gannett Co.  
 Address ..... 25 East Miner Ave.  
 Tel.: HO 6-6981 ..... News Service: UP  
 Membership ..... NAB, TvB  
 Representative ..... Holingbery Co.  
 Gen. Mgr. .... Ned Smith  
 Operations Mgr. .... Bel Lange  
 Prom., Pub. Dir. .... Henry Freitas  
 Film Manager ..... John Kearns  
 Chief Engineer ..... Richard J. Anderson

**KSBY-TV—San Luis Obispo  
 1953—ABC-CBS-NBC**

Channel: 6 VHF... AP: 8.9 Kw... VP: 16 Kw.  
 Owned-Oper. By ..... Salinas Valley Bcstg.  
 Business Address ..... Box 286

**Colorado**

Pop. March 1 (Est.)—1,686,000; Families—510,000; Lic. Stations—9,  
 Sta. CP's—0; Radio Homes—473,000; TV Homes—310,000

**KKTV—Colorado Springs  
 1952—ABC-CBS**

Owned-Oper. By ..... Pikes Peak Bcstg. Co.  
 Business Address ..... 399 South Eighth St.  
 Tel.: ME 2-1515 ..... News Services: AP, UP  
 Membership ..... NAB, TvB  
 Representative ..... Pearson  
 President, Gen. Comm. Mgr. .... Harry Hoth  
 Program Dir. .... Jay Cook  
 Film Manager ..... Joe Calahan  
 Chief Engineer ..... Herb Schubarth

Channel: 11 VHF... AP: 54 Kw... VP: 107½ Kw.  
 Owned-Operated By ..... TV Colorado, Inc.  
 Address ..... P. O. Box 1078  
 Tel.: ME 4-2844 ..... News Service: UP  
 Membership ..... NAB, TvB  
 Representative ..... Bolling  
 President, Gen., Station Mgr. .... James D. Russell  
 Commercial Manager ..... Robert D. Ellis  
 Program Dir. .... Carl Pehlman  
 Prom., Pub. Director ..... Jack East  
 Film Mgr. .... Jerry Mahanke  
 Chief Engineer ..... H. Strang

**KLZ-TV—Denver—1953  
 CBS**

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned By ..... Time, Inc.  
 Oper. By ..... TLF Broadcasters  
 Business Address ..... 131 Speer Blvd.  
 Tel.: MA 3-4271 ..... News Services: INS, UP  
 Representative ..... Katz  
 Membership ..... NAB, TvB

**KRDO-TV—Colorado Springs  
 1953—NBC**

Channel: 13 VHF... AP: 5.65 Kw... VP: 11.31 Kw.

Pres., Gen. Mgr. . . . . Hugh B. Terry  
 Sta. Mgr., Sales Dir. . . . . Jack Tipton  
 Program Director . . . . . Paul Blue  
 Promotion Director . . . . . John Connors  
 Publicity Director . . . . . Al Shepard  
 Film Manager . . . . . William Witt  
 Chief Engineer . . . . . Eugene Jenkins

Pres., Gen. Manager . . . . . William Grant  
 Station Mgr. . . . . Ralph Radetsky  
 Gen. Sales Mgr. . . . . Richard Harris  
 Program Director . . . . . Heywood Siddons  
 Promotion Dir. . . . . Dean Faulkner

**KBTV—Denver—1952—ABC**

Channel: 9 VHF . AP: 141 Kw . VP: 282Kw.  
 Owned-Operated By . . . . . TV Denver, Inc.  
 Address . . . . . 1089 Bannock St.  
 Tel.: TA 5-6386 . . . . . News Service: UP  
 Membership . . . . . NAB, TvB  
 Representative. Peters, Griffin, Woodward, Inc.  
 President . . . . . John C. Mullins  
 Station Manager . . . . . Joseph Herold  
 Nat. Sls. Mgr. . . . . Robert L. Brown  
 Prog. Mgr. . . . . Mann Reed  
 Prom. Director . . . . . James Barker  
 Film Mgr. . . . . Don Mumford  
 Chief Engineer . . . . . Jim Butts

**KOA-TV—Denver—1953  
 NBC**

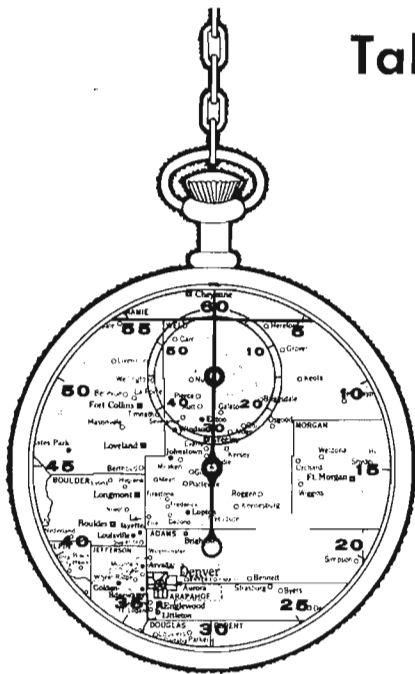
Channel: 4 VHF . AP: 50 Kw . VP: 100 Kw.  
 Owned-Oper. By . . . . . KOA, Inc.  
 Business Address . . . . . 1625 California  
 Tel. . . . . MA 3-6211  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NAB, TvB

**KTVR—Denver—1951**

Channel: 2 VHF . AP: 100 Kw . VP: 50. Kw.  
 Owned-Oper. By . . . . . KTVR, Inc.  
 Business Address . . . . . 550 Lincoln St.  
 Telephone . . . . . KEystone 4-8281  
 Membership . . . . . NAB  
 Representative . . . . . Blair  
 Exec. V.P., Gen. Mgr. . . . . Hugh B. La Rue  
 Asst. Gen. Mgr. . . . . Jack Miller  
 Commercial Manager . . . . . George Kirkpatrick  
 Sales Mgr. . . . . Ralph Davison, Jr.  
 Program Director . . . . . Dick McDaniel  
 Production Director . . . . . Ray Gallagher  
 Chief Engineer . . . . . Robert C. Artman

**KREX-TV—Grand Junction  
 1954—ABC-CBS-NBC**

Channel 5 VHF . AP: 6.46 Kw . VP: 12.9 Kw.  
 Owned-Oper. By  
 Western Slope Broadcasting Co., Inc.  
 Business Address . . . . . Box 30  
 Tel.: CH 2-5000 . . . . . News Service: UP  
 Representative . . . . . Hal Holman  
 Membership . . . . . NAB



**Take a Minute and Sell  
 The Denver Market**

Use minute spots on KBTV to sell the 324,571 television homes in Denver and the Rocky Mountain Region! Take a minute right now and call Tom Young, National Sales Manager, KBTV or Peters, Griffin, Woodward, Inc., for the highest rated one-minute availabilities, Daytime or Nighttime in Denver.

**KBTV** Denver's Family Station **channel 9**  
 DENVER, COLORADO  
 JOHN C. MULLINS, president      JOSEPH HEROLD, station manager









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IN THE NATION**

*in less than two months!*

*In the ARB survey  
November, 1957, WTIC-TV had been  
casting less than  
months, this station  
already achieved  
second highest share  
audience in the nation  
an independent TV  
tion operating in a market  
where all major networks  
are represented.*

**WTIC-TV**  
HARTFORD, CONNECTICUT



**3**

## Connecticut

Pop. March 1 (Est.)—2,329,000; Families—697,000; Lic. Stations—2,  
Sta. CP's—7; Radio Homes—680,000; TV Homes—608,000

### WICC-TV—Bridgeport—1952 ABC

Channel: 43 UHF..AP: 91 Kw...VP: 180 Kw.  
Owned.....Bridgeport Broadcasting Co.  
Business Address.....Box 9140  
Tel.: .....AM 8-1601  
Representative.....Adam Young  
Pres., Gen., Sta. Mgr.....Philip Merryman  
Comm. Mgr.....Manning Slater  
Pgm. Dir.....Harry Downie  
Film Ed.....Irving Magilnick  
Chief Engineer.....Russell Adams

### WHCT—Hartford—1954—CBS

Channel: 18 UHF..AP: 186 Kw...VP: 197 Kw.  
Owned.....CBS  
Address.....555 Asylum Street  
Tel.: JA 5-2611.....News Service: AP  
Representative.....CBS Spot Sales  
Membership.....NAB, TvB  
President.....Merle Jones  
General Manager.....Harvey Struthers  
Gen. Sales Mgr.....Lamont Thompson  
Program Director.....John O. Downey  
Dir. Oper.....Harold Dorschug  
Prom. Mgr.....Joseph Dowling

### WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.  
Owned..Travelers Broadcasting Service Corp.  
Business Address.....26 Grove Street  
Tel.: JA 5-0801.....News Services: AP, INS  
Representative..Harrington, Righter & Parsons  
President.....Paul W. Morency  
VP & Gen. Mgr.....Walter C. Johnson  
V.P., Sales.....Irwin C. Cowper  
VP, Prog.....Leonard J. Patricelli  
Prom. Dir.....Eugene J. Muriaty  
VP, Pub. Rel.....Berard L. Mullins  
Chief Engineer.....Herman D. Taylor

### WNBC—New Britain 1952—NBC

Channel: 30 UHF..AP: 113.5 Kw...VP: 210.4 Kw.  
Owned..New Britain Bcstg. Co. (Subs. of NBC)  
Address.....West Hartford 10  
Tel.: BA 3-3603.....News Service: AP, UP  
Representative.....NBC Spot Sales  
Membership.....NAB, TvB  
President.....Thomas B. McFadden  
Ex. V.P. & Gen. Mgr.....Peter B. Kenney  
Sales Dir.....Robert J. Reardon  
Mgr. Sls. Dev.....Gustave Nathan  
Film Manager.....Phillip B. Hale  
Program Manager.....Robert W. Bray  
Oper. Mgr., Chief Eng.....John Shipley  
Prom., Pub. Dir.....F. A. Wooding

### WNHC-TV—New Haven 1948—ABC

Channel: 8VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By..Triangle Publications, Inc.  
Business Address.....1110 Chapel St.  
News Service.....INS, AP  
Representative.....Katz  
Membership.....NAB, TvB  
Gen. Mgr.....D. Taddei  
Sales Mgr.....John F. Cundiff  
Prog. Mgr.....Chester R. Cooper  
Chief Engineer.....Howard W. Wessenberg

### WATR-TV—Waterbury 1953—ABC

Channel: 53 UHF..AP: 125 Kw...VP: 345 Kw.  
Owned-Operated By.....WATR, Inc.  
Business Address.....440 Meadow St.  
Tel.: PL 5-1121.....News Service: UP  
Representative.....Burke Stuart  
President.....Harold Thomas  
Gen., Sta., Commercial Mgr.....Samuel Elman  
Prog. Dir., Film Manager.....Astrid Curtis  
Promotion Director.....Joseph Tasker  
Chief Engineer.....Andrew Toross

## Delaware

Pop. March 1 (Est.)—429,000; Families—126,000; Lic. Stations—1,  
Sta. CP's—0; Radio Homes—118,000; TV Homes—112,000

### WVUE—Wilmington—1949

Channel: 12 VHF..AP: 191 Kw...VP: 316 Kw.  
Owned-Oper. By.....Storer Broadcasting Co.  
Studio Address.....2809 Baynard Blvd.  
Tel.: .....OL 6-8171  
Representative.....Katz

Managing Dir.....J. Robert Kerns  
Commercial Mgr.....Glenn B. Lau  
Sales Mgr.....Lewis P. Johnson  
Station Mgr.....James S. McMurry  
Production Manager.....Marvin Fisher  
Promotion Manager.....Roy M. Schwartz  
Chief Engineer.....William J. Jackson  
(See Page 849)

**WMAL-TV—Washington  
1947—ABC**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By **The Evening Star Bcstg. Co.**  
Address.....4461 Connecticut Ave., N.W.  
Tel. ....KE 7-1100  
Newspaper Affiliation.....**The Evening Star**  
Membership .....NAB, TvB  
Representative .....H.R. Television  
News Service .....AP  
President.....John W. Thompson, Jr.  
General Manager.....F. S. Houwink  
Commercial Manager.....Neal J. Edwards  
Program Director .....Theodore H. McDowell  
Prom. & Pub. Director.....E. Haywood Meeks  
Film Manager.....Robert Morgan  
Chief Engineer.....Allan Powley

**WRC-TV—Washington  
1947—NBC**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....**National Bcstg. Co., Inc.**  
Business Address.....4001 Nebraska Avenue  
Tel.: EM 2-4000...News Service: AP, UP, INS  
Representative...NBC Television Spot Sales  
Membership .....NAB, TvB  
President.....Robert W. Sarnoff  
VP, Gen. Mgr.....Carleton D. Smith  
Dir. TV Sales, Adv., Prom. & P.R...Wm Coyle  
Comm. Mgr.....Peter B. James  
Program Dir.....Wes Harris  
Prom. Mgr.....Ralph R. McCawley

Pub. Mgr.....Edwin H. Peterson  
Chief Engineer.....John Rogers  
Dir. of Oper.....Leifferts A. McClelland

**WTOP-TV—Washington  
1949—CBS**

Channel: 9 VHF..AP: 174 Kw..VP: 316 Kw.  
Owned-Oper. By .....Washington Post  
Business Address.....40th & Brandywine Sts.  
Tel.: EM 2-9300...News Service: UP  
Newspaper Affiliation...Wash. Post, Br. Div.  
Membership .....NAB, TvB  
Representative.....CBS TV Spot Sales  
President, Br. Div.....John S. Hayes  
Vice-Pres., TV.....George F. Hartford  
Comm. Mgr.....Robert A. J. Bordley  
Pub. & Prom. Director.....Robert M. Adams  
Program Dir.....Thomas Bones  
Film Mgr.....William Hedgepeth  
Vice President for Engineering...Clyde Hunt

**WTTG—Washington—1947**

Channel: 5 VHF..AP: 25 Kw..VP: 50 Kw.  
Owned-Oper. By.....DuMont Bcstg. Corp.  
Business-Studio Address.....Hotel Raleigh  
Tel.: ST 3-5300...News Service: UP  
Representative .....Weed and Co.  
Membership .....NAB  
President .....Bernard Goodwin  
Gen. Manager.....James Bonfils  
Program Dir.....William S. Dodson  
Prom., Pub. Director.....Charles Heaton  
Film Director.....Esther Larkin  
Chief Engineer.....Malcolm M. Burleson

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50 Rockefeller Plaza  
New York 20, N. Y.**

# Florida

Pop. March 1 (Est.)—4,090,000; Families—1,173,000; Lic. Stations—16.  
Sta. CP's—7; Radio Homes—1,142,000; TV Homes—896,000

## WESH-TV—Daytona Beach 1956

Channel: 2 VHF...AP: 60 Kw...VP: 100 Kw.  
Owned-Oper. By.....Telrad, Inc.  
Business Address.....P.O. Box 1712  
Tel.: CL 3-6591.....News Service: UP  
Rep. ....Avery Knodel  
President.....John H. Perry, Jr.  
General Manager.....Thomas S. Gilchrist, Jr.  
Station Mgr.....Walter Stousse  
Program Dir.....James B. Smith  
Gen. Sls. Mgr.....Thomas B. Newsom  
Chief Engineer.....A. O. Peck

## WITV—Ft. Lauderdale—1953 ABC

Channel: 17 UHF...AP: 312 Kw...VP: 536 Kw.  
Owned-Oper. By.....Gerico Investment Co.  
Bus. Address.....228 N.E. 3rd St.  
Tel.: .....3-1566  
Representative.....Forjoe  
Pres., Gen. Mgr.....M. W. Loewi  
Sta. Mgr.....C. Azevedo  
Program Dir.....Jean Scurman  
Nat. Sls. Mgr.....Lee Phillips  
Publicity Director.....Eleanor Walker  
Film Manager.....Henry Johnson  
Chief Engineer.....Bill Latham

## WINK-TV—Fort Meyers 1954—ABC-CBS

Channel: 11 VHF...AP: 6 Kw...VP: 12 Kw.  
Owned By.....United Garage & Service Corp.  
Business Address.....Palm Beach Blvd.  
Tel.: ED 4-1331.....News Service: AP  
Membership.....NAB  
President.....Edward McBride  
Gen., Sales Mgr.....A. J. Bauer  
Technical Dir.....Bob Bachman  
Program Dir.....Frank Nodine  
Publicity Dir.....Dixie Howell  
Film Mgr.....Bill McHan

## WFGA-TV—Jacksonville 1957—NBC

Channel: 12 VHF...AP: 200 Kw...VP: 316 Kw.  
Owned.....Florida-Georgia TV Co., Inc.  
Address.....1070 E. Adams St.  
Tel.: EL 6-3381.....News Service: AP  
Representative.....Peters, Griffin, Woodward  
Membership.....NAB  
President.....George H. Hodges  
General Manager.....Jesse H. Cripe  
Comm. Mgr.....Ralph Nimmons  
Program Dir.....Rusty Bruton  
Promotion Dir.....Wm. G. Walker  
Film Manager.....James Reidenbach  
Chief Engineer.....Harry Wingfield

- WJHP AM/FM/TV Jacksonville
- WCOA Pensacola
- WDLP Panama City
- WTMC Ocala
- WESH-TV Daytona Beach

The **PERRY STATIONS**

— in fabulous Florida



## WMBR-TV—Jacksonville 1949—ABC-CBS

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By..... Washington Post  
Business Address..... 605 S. Main  
Tel.: EX 8-0501..... News Service: UP  
Newspaper Affil..... Washington Post  
Representative..... CBS TV Spot Sales  
Membership..... NAB, TvB  
Pres. WMBR Div..... Glenn Marshall, Jr.  
V.P., Gen. Mgr. .... Charles Stone  
Prom. Dir. .... Ken McClure  
Comm. Mgr. .... Dave Bocher  
Program Dir. .... Harry Kalkines  
Prod. Manager ..... Leonard Mosby  
Film Manager..... Jack Sears  
Chief Engineer..... Ernest Vordermark

## WCKT—Miami—1956—NBC

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By .. Biscayne Television Corp.  
Business Address... Box M, Little River Sta.  
Tel.: PL 1-6692..... News Services: AP, INS  
Representative ..... NBC Spot Sales  
Membership ..... NAB  
President Gen. Mgr. .... Niles Trammell  
Station Manager ..... James M. Le Gate  
Commercial Manager ..... Robert L. Fidler  
Operations Manager ..... Charles L. Kelly  
Production Manager..... Gene Walz

Pub. Promotion Director..... Jon Arden  
Film Editor ..... Frank L. Struzziari  
Chief Engineer ..... M. C. Scott, Jr.  
News Dir..... Gene Strul

## WPST-TV—Miami—1957 ABC

Channel: 10 VHF...AP: 195 Kw...VP: 316 Kw.  
Owned..... Public Service TV, Inc.  
Business Address..... 21st & Biscayne Blvd.  
Tel.: FR 1-6501..... News Service: UP  
Representative ..... Petry  
Membership ..... NAB  
President..... G. T. Baker  
Gen. Mgr..... Walter Koessler  
Nat. Sales Mgr..... Bob Hanna  
Prod. Mgr..... Jack Barry  
Prom., Pub. Dir..... Nat Tashman  
Film Mgr..... John Murphy  
Chief Engineer..... William R. Needs

## WTVJ—Miami—1949 CBS

Channel: 4 VHF...AP: 70 Kw...VP: 100 Kw.  
Owned-Oper. By..... WTVJ, Inc.  
Address..... 316 N. Miami Ave.  
Tel.: FR 4-6262..... News Service: UP  
Representative. Peters, Griffin, Woodward, Inc.  
Membership ..... NAB, TvB

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