

TELEVISION STATIONS IN THE UNITED STATES

And Construction Permits Granted to Feb. 10, 1953

ALABAMA

Birmingham—

WAFM-TV

LICENSEE: The Television Corp.
ADDRESS: 701 Protective Life Bldg. **ZONE:** 3 **PHONE:** 4-0501
AM AFFILIATE: WAPI **FM AFFILIATE:** WAFM
NETWORK AFFILIATION: CBS, ABC, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ed Norton and Thad Holt are principal stockholders.
BEGINS OPERATION: May 29, 1949
NATIONAL REPRESENTATIVE: CBS Television Spot Sales
CHANNEL: 13 (210-216mc)
TRANSMITTER ADDRESS: Radio Park, Atop Red Mountain
MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A
EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw
MAKE OF ANTENNA: RCA **TYPE:** 6-Bay Superturnstile TF-6B
ANTENNA HEIGHT: Above average terrain, 875 ft. Above ground, 531 ft.

HOURS OF OPERATION: 8 a.m.-Midnight
STUDIO ADDRESS: Radio Park, Atop Red Mountain, Birmingham
MAKE OF CAMERA CHAINS: DuMont **DESCRIPTION:** 3 field cameras
TYPE OF OPERATION: Local Live, Network Live, Local Film, Network Film, Kinescopes.
STUDIO LIBRARY: Snader Telescriptions **NEWS SERVICE:** UP
STUDIO FACILITIES: Two studios, 20x45-ft., 50x50-ft. (Tutwiler Hotel). Three DuMont studio cameras (TA-124-B), interchangeable for studio and field use. One Bodde, 4x5-in. rear screen projector. One RCA 16mm film camera. Two RCA 16mm film projectors, two Eastman 16mm film projectors. Two Selectroslide slide projectors (2x2-in. slides, 10x14-in. flip cards). One RCA 16mm motion picture camera, one Bolex 16mm motion picture camera, one Auricon 16mm motion picture camera. One mobile unit with three field cameras, nine lenses, RCA microwave relay equipment.

EXECUTIVES:
Ed Norton, Chairman of Board
Thad Holt, President & Treasurer
C. P. Persons Jr., Operations Manager, Commercial Manager, Program Director & Film Buyer
Dwens F. Alexander, Program Operations Manager
Ernest H. Mitchell Jr., Business Manager
James L. Evans, Chief Engineer
Wildred Siddle, Asst. Chief Engineer

RATE INFORMATION: Class A hour rate—\$520 (live), \$400 (film). Minute spot—\$104 (live), \$80 (film). Participation—\$104 per spot (live), \$80 per spot (film). Frequency discounts—Begin with 23 times at 2½% up to 260 times at 15%. (From Rate Card No. 4, April 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson
CONSULTING ENGINEER: A. D. Ring & Assoc.

WBRC-TV

LICENSEE: Birmingham Broadcasting Co. Inc.
ADDRESS: 1727 Second Avenue N. **PHONE:** 4-7741
AM AFFILIATE: WBRC
NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Eloise S. Hanna is the principal stockholder.
BEGINS OPERATION: July 1949
BROADCASTING • Telecasting

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.
CHANNEL: 4 (66-72mc) (Must move to Ch. 6)
TRANSMITTER ADDRESS: Red Mt.
MAKE OF TRANSMITTER: DuMont **MODEL NO.:** Series 1000 & 2000
EFFECTIVE RADIATED POWERS: Visual, 14.25 kw Aural, 7.25 kw
MAKE OF ANTENNA: RCA **TYPE:** TF-3A
ANTENNA HEIGHT: Above average terrain, 750 ft. Above ground, 190 ft.
HOURS OF OPERATION: 6:45 a.m.-11 p.m.
STUDIO ADDRESS: 1727 Second Ave., N.
TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.
NEWS SERVICE: AP, INS, Telenews

STUDIO FACILITIES: Studio C, 22x50-ft., equipped with Auricon studio camera. Three RCA camera chains. Slide projector (2x2-in. slides or 3x4-in. opaques). Two Holmes 16mm film projectors. One Eastman Specialist, one Auricon 1,200-ft. capacity.

EXECUTIVES:
Mrs. Eloise Smith Hanna, President
G. P. Hamann, General and Sales Manager
Leroy Reaves, Commercial Manager

RATE INFORMATION: Class A hour rate—\$400 (film). Minute spot—\$80 (film). Participation—\$68 per spot (Class B). Rehearsals—Charge made for time above 2:1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 15%. (From Rate Card No. 4, Aug. 1, 1952.)

WASHINGTON ATTORNEY: George O. Sutton
CONSULTING ENGINEER: George C. Davis

WJLN-TV*

LICENSEE: Johnston Broadcasting Co.
ADDRESS: P. O. Box 5767 **PHONE:** 54-3466
AM AFFILIATE: WJLD **FM AFFILIATE:** WJLN
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George Johnston (40%) and George Johnston Jr. (60%).

***BEGINS OPERATION:** Unknown (CP granted Dec. 10, 1952)
TRANSMITTER ADDRESS: 1817 11th Place, So., Birmingham

CHANNEL: 48 (674-680mc)
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 230 kw Aural, 120 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 650 ft. Above ground, 331 ft.
STUDIO ADDRESS: P. O. Box 5767
MAKE OF CAMERA CHAINS: GE
TYPE OF OPERATION: Local live and film
STUDIO FACILITIES: Two studios—50x36 ft., 20 ft. high; 15x28 ft., 12 ft. high. GE camera

EXECUTIVES:
George Johnston Jr., President
James E. Connolly, General Manager
Jane Martindale, Program Director
Maurice McKinney, Chief Engineer
WASHINGTON ATTORNEY: Pehle, Lesser, Mann, Remer & Luxford
CONSULTING ENGINEER: Craven, Lohnes & Culver

ALABAMA TELEVISION STATIONS

Birmingham—(Continued)

WSGN-TV*

LICENSEE: Birmingham News Company

ADDRESS: 2200 1st Avenue, N. ZONE: PHONE:

AM AFFILIATE: WSGN FM AFFILIATE: WSGN-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes *Birmingham News and Huntsville Times* (WHBS).

*BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

CHANNEL: 42 (638-644mc)

TRANSMITTER ADDRESS: Red Mt.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 1,000 kw Aural, 500 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 930 ft. Above ground, 560 ft.

EXECUTIVES:

Henry P. Johnston, Managing Director

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: George E. Gautney

Gadsden—

WTVS (TV)*

LICENSEE: Jacob A. Newborn Jr.

ADDRESS: P. O. Box 1592, Beaumont, Tex.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Jacob A. Newborn Jr. sole owner. Mr. Newborn is President and 25% stockholder of Television Bcstrs. Inc.; TV applicant for Beaumont, Tex.; President and 20% stockholder of Beaumont Savings & Loan Assn.; sole owner of San Marcos Laundry, San Marcos, Tex.; and Board Chairman of Industrial Research Foundation.

*BEGINS OPERATION: April 1953. (CP granted Nov. 6, 1952)

CHANNEL: 21 (512-518mc)

TRANSMITTER ADDRESS: 1200 Bellevue Drive

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 11 kw

MAKE OF ANTENNA: RCA

Page 50 • 1953 TELECASTING Yearbook

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 150 ft.

STUDIO ADDRESS: 1200 Bellevue Drive

CONSULTING ENGINEER: McIntosh & Inglis

Mobile—

WALA-TV

LICENSEE: Pape Broadcasting Company

ADDRESS: 210 Government Street PHONE: 3-3756

AM AFFILIATE: WALA

TV NETWORK AFFILIATION: ABC, NBC (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: W. O. Pape is 99.5% owner.

BEGAN OPERATION: January 4, 1953.

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 10 (192-198mc)

TRANSMITTER ADDRESS: 210 Government Street

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 235 kw
(Operating with STA; 1.65 kw visual and 0.82 kw aural.)

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 460 ft. Above ground, 500 ft.

STUDIO ADDRESS: 210 Government Street

EXECUTIVES:

W. O. Pape, President
H. K. Martin, Vice President and General Manager

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$50. Frequency d counts. (From Rate Card No. 1, Jan. 1, 1953.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: L. J. N. duTreil & Assoc. (New Orleans)

BROADCASTING • Telecasting

ALABAMA TV STATIONS

Mobile—(Continued)

WKAB-TV

LICENSEE: Pursley Broadcasting Service

ADDRESS: 525 Donald St. ZONE: 7 PHONE: 7-6345

STATION AFFILIATE: WKAB

NETWORK AFFILIATION: CBS, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Louise P. Pursley and Claude L. Pursley own 50% each.

BEGAN OPERATION: December 30, 1952

NATIONAL REPRESENTATIVE: Forjoe & Co.

CHANNEL: 48 (674-680mc)

TRANSMITTER ADDRESS: 525 Donald St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 22.6 kw Aural, 12.08 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 255 ft. Above ground, 304 ft.

STUDIO ADDRESS: 525 Donald St. HOURS OF OPERATION: 5-11 p.m.

EXECUTIVES:

Louise P. Pursley, President

R. H. Moore, General Manager

J. H. Johnson, Commercial Manager

Carl Junker, Program Director

H. E. Miller, Chief Engineer

ADDITIONAL INFORMATION: Class A hour rate—\$200 (film). Minute spot—\$30 (film). Frequency discount—Begins with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: George P. Adair

BROADCASTING • Telecasting

Now! Good TV in Mobile, ALA.!

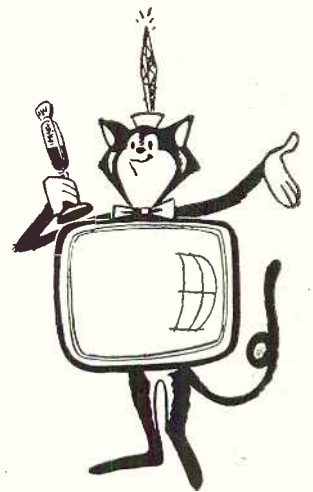
WKAB-TV

CHANNEL 48

CBS-DUMONT NETWORKS

captivating Kabby says:

"20,000 television
sets already in Mo-
bile—and they're
still coming fast!"



Also, remember

WKAB-A.M. 840 K.C. CLEAR CHANNEL

the High-Daytime
Hooper bargain!

Call

Forjoe AND COMPANY

Offices in: New York, Chicago, Atlanta,
Los Angeles, San Francisco

Southern Reps.: Dora-Clayton Agency, Atlanta

ALABAMA TV STATIONS

Montgomery—

WCOV-TV*

LICENSEE: Capitol Broadcasting Co.

ADDRESS: P. O. Box 1029 PHONE: 2-5781

AM AFFILIATE: WCOV FM AFFILIATE: WCOV-FM

TV NETWORK AFFILIATION: CBS, NBC, ABC, DuMont (Non-Interconnected.)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Oscar P. Covington and family are principal owners. Mr. Covington and family also have controlling interests in WGWC Selma and WGWD Gadsden, both Alabama.

*BEGINS OPERATION: March 1953 (CP granted Sept. 18, 1952)

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

CHANNEL: 20 (506-512 mc)

TRANSMITTER ADDRESS: Adrian Lane

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 88 kw Aural, 44 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 520 ft. Above ground, 550 ft.

STUDIO ADDRESS: Adrian Lane

MAKE OF CAMERA CHAINS: RCA

EXECUTIVES:

Oscar P. Covington, President
 Hugh M. Smith, General Manager
 Morris South, Sales Manager
 W. D. Weatherly, Chief Engineer

RATE INFORMATION: Class A hour rate—\$200. Minute Rate—\$30. Frequency discounts—Begin at 5% for 26 times up to 20% for 260 times. (From Rate Card No. 1, March 1, 1953)

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: W. J. Holey (Atlanta)

Take a Look

at

WCOV-TV

in

Montgomery, Alabama

MARKET DATA

Counties in "A" and "B" Contours

COUNTIES	POPULATION	HOUSEHOLDS	RETAIL SALES
Montgomery	141,900	38,380	\$124,864,000
Autauga	18,300	4,490	5,860,000
Elmore	32,000	7,920	13,523,000
Lowndes	18,100	4,170	5,041,000
Macon	31,400	6,520	10,323,000
Bullock	16,100	3,920	5,142,000
TOTAL	257,800	55,400	\$164,753,000

Plus Values in the Montgomery Market

**MAXWELL AIR FORCE BASE AND GUNTER FIELD
1952 PAYROLLS**

Approximately 6,400 permanent military personnel with annual payroll.....\$19,000,000
 12,000 Students, yearly payroll 13,000,000
 1,800 Civilian Employee annual payroll..... 6,225,000

In addition to the above, a national guard jet aircraft base is under construction and will be in operation with a large annual payroll by mid '53.

Largest livestock market in the Southeast

During 1952 total cash sales of livestock in Montgomery totaled \$24,380,165.

CHANNEL 20

WCOV-TV

Montgomery, Alabama

Nationally Represented by O. L. Taylor Co.

NEW YORK • CHICAGO • LOS ANGELES • ATLANTA • DALLAS

ABC • CBS • DuMONT

ARIZONA TELEVISION STATIONS

Phoenix—

KPHO-TV

LICENSEE: Meredith Engineering Co.

ADDRESS: 631 N. First Avenue PHONE: Alpine 4-7367

FORM AFFILIATE: KPHO

NETWORK AFFILIATION: ABC, NBC, CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee is subsidiary of Meredith Publishing Co. (Better Homes & Gardens and Successful Farming), also owns WHEN (TV) Syracuse, N. Y., and WOW-AM-TV Omaha, Neb.

REGAN OPERATION: December 4, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82mc)

TRANSMITTER ADDRESS: Westward-Ho Hotel

MAKE OF TRANSMITTER: DuMont MODEL NO.: Series 1000

EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 8.75 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above average terrain, 400 ft. Above ground, 479 ft.

HOURS OF OPERATION: 11 a.m.-1 a.m.

STUDIO ADDRESS: 631 N. First Avenue

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

FILM LIBRARY: Snader

STUDIO FACILITIES: Three studios, (50x39-ft., seating 100 persons; 20x20-ft., and 18x20-ft.). Three studio cameras. Three field cameras. One Iconoscope. Two DuMont film projectors. Two Selectroslide projectors (2x2 in. slides). One mobile unit with two cameras and microwave equipment.

EXECUTIVES:

E. T. Meredith, President
 Payson Hall, Radio-TV Director
 Howard Stalnaker, Assistant Radio-TV Director
 Richard B. Rawls, General Manager
 Julian Kaufman, Commercial Manager
 Arthur Sprinkle, Program Director
 George L. McClanathan, Chief Engineer
 Ray Gallagher, Film Buyer

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$100. Frequency discounts—Begin at 26 times at 5% up to 260 times at 25% (From Rate Card No. 6, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Haley & Doty

ARIZONA has the FIGURES and the FACTS!



ARIZONA LEADS THE NATION

- ☆ First In State Growth
- ☆ First In Rate Of Income Growth
- ☆ First In Farm Income Growth
- ☆ First In Retail Sales Growth
- ☆ First In Bank Capital Growth
- ☆ First In Rate Of Employment Increase

First in Phoenix

KPHO-TV

Channel 5

A MEREDITH STATION

National
 Representative
THE KATZ AGENCY

ARIZONA TELEVISION STATIONS

Tucson—

KCNA-TV*

LICENSEE: Catalina Broadcasting Co.

ADDRESS: P. O. Box 2348 PHONE: 2-4664

AM AFFILIATE: KCNA

TV NETWORK AFFILIATION: CBS, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Erskine Caldwell, writer; John B. Mills, oilman, and J. N. Harber, oilman. Messrs. Caldwell, Mills and Harber at one time were principal owners of KPHO-AM-TV Phoenix, but sold their interests to Meredith Engineering Co. last year.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

CHANNEL: 9 (186-192mc)

TRANSMITTER ADDRESS: Swan Road

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 60 ft. Above ground, 344 ft.

STUDIO ADDRESS: Swan Road

EXECUTIVES:

Wayne Sanders, General Manager

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Millard M. Garrison

KOPO-TV

LICENSEE: Old Pueblo Broadcasting Co.

ADDRESS: 115 W. Drachman Street PHONE: 4-0431

AM AFFILIATE: KOPO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee also owns KNOG Nogales. Principal stockholder is Gene Autry with 48%. Mr. Autry also controls KOOL Phoenix and KMPC Los Angeles.

BEGAN OPERATION: February 1, 1953 (CP granted Nov. 13, 1952)

CHANNEL: 13 (210-216mc)

TRANSMITTER ADDRESS: 115 W. Drachman Street

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 160 kw
(Operating with STA; 33 kw visual and 16.5 kw aural)

MAKE OF ANTENNA: GE

Page 54 • 1953 TELECASTING Yearbook

ANTENNA HEIGHT: Above average terrain, 280 ft. Above ground, 500 ft.

STUDIO ADDRESS: 115 W. Drachman Street

EXECUTIVES:

E. S. Mittendorf, General Manager
Walter J. Stiles, Chief Engineer

WASHINGTON ATTORNEY: Maurice Barnes

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

KVOA-TV*

LICENSEE: Arizona Broadcasting Co.

ADDRESS: P. O. Box 2911 PHONE: 3-2555

AM AFFILIATE: KVOA

TV NETWORK AFFILIATION: NBC (non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by John J. Lo and family, who also own KTAR Phoenix, KYUM Yuma and KYCA Prescott, a., Arizona.

* BEGINS OPERATION: March 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 4 (66-72mc)

TRANSMITTER ADDRESS: N. Tenth Ave. & Lee St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-2AL

EFFECTIVE RADIATED POWERS: Visual, 11 kw Aural, 5.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-6AM 6-section

ANTENNA HEIGHT: Above average terrain, 220 ft. Above ground, 500 ft.

STUDIO ADDRESS: N. Tenth Ave. & Lee St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A and TK 31-A

TYPE OF OPERATION: Local live, Local & Network film, Kinescopes.

FILM LIBRARY: Snader

STUDIO FACILITIES: Studio, 48x55-ft. Two RCA interchangeable cameras. Rear screen projector. RCA TK-20C film camera. Two Eastman 250, 16mm film projectors. Two Spindler & Sauppe 2x2 slide projectors and opaque projector. Scanner. M picture camera.

EXECUTIVES:

R. B. Williams, President & General Manager
Harper M. Phillips, Business Manager
John C. Underwood Jr., Sales Manager
Ben L. Slack Jr., Program Director
Raymond H. Holsclaw, Chief Engineer.

RATE INFORMATION: Class A hour rate—\$200 (film). Minute spot—\$40 (film). R rehearsal time in ratio of two to one to air time included in rates. Excess \$15 n each quarter hour or less. Frequency discounts—13 times 2½%, 26 times 5%, 5 times 7½%, 104 times 12½%, 156 times 15%, 260 times 20%. Class B time 75% of

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

ARKANSAS TV STATIONS

Fort. Smith—

KFSA-TV*

LICENSEE: Southwestern Publishing Co.

ADDRESS: 920 Rogers Avenue **PHONE:** 2-9126

FM AFFILIATE: KFSA **FM AFFILIATE:** KFSA-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes *Fort. Smith Times Record* and *Southwest American*. Donald W. Reynolds, owner, also publishes *Bartlesville* (Okla.) *Examiner* and *Enterprise*, Okmulgee (Okla.) *Times* and *Times Democrat*, Las Vegas (Nev.) *Review Journal*, Boulder City (Nev.) *Journal*. Mr. Reynolds also owns KHBG Okmulgee, Okla., and KBR5 Springdale, Ark., and is 50% owner of TV grantee KRTV (TV) Little Rock, Ark.

*** BEGINS OPERATION:** May 1, 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 22 (518-524 mc)

TRANSMITTER ADDRESS: 920 Rogers Avenue

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 12 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 273 ft. Above ground, 349 ft.

STUDIO ADDRESS: 920 Rogers Avenue. **HOURS OF OPERATION:** 4 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Local live and film, Network film, Kinescopes.

STUDIO FACILITIES: One 32x28 ft., seats 50; News booth; AM studios same location all interconnected. Studio camera, GE film camera; 2 GPL 16mm film projectors; 2 Selecto Jr. slide projectors 2x2 in.; opaque projector.

EXECUTIVES:

Donald W. Reynolds, President
H. Weldon Stemps, General and Commercial Manager
Paschal Porta, Program Director & Film Buyer
Robert W. Platt Jr., Chief Engineer
Jerry Winner, Traffic Manager
Mickey Wernye, Continuity Editor

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: Craven, Lohnes & Culver

Little Rock—

KETV (TV)

LICENSEE: Great Plains Television Properties Inc.

ADDRESS: c/o U.S. Corp. of Illinois, 33 N. LaSalle St., Chicago **ZONE:** 2

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock in licensee is owned by Transcontinental Properties Inc. (Herbert Scheffel, president and Alfred G. Burger, executive vice president.) Mr. Scheffel and Mr. Burger both own stock in Telenews Productions Inc., and various newsreel theatres. Licensee also holds TV grants for Sioux City, Ia., and Duluth, Minn.

BEGINS OPERATION: Unknown (CP granted Oct. 30, 1952)

TRANSMITTER ADDRESS: Cedar Hill Rd. & Oak Street Extended

CHANNEL: 23 (524-530 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 9.9 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 454 ft.

EXECUTIVES:

Herbert Scheffel, President
Albert G. Burger, Treasurer

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Jansky & Bailey

BROADCASTING • Telecasting

EVERYTHING

from hillbillies
to private-eyes . . .

. . . no matter what type of TV program you want you can look to UTP for the finest of shows filmed expressly for television . . . all at prices that are completely realistic. Here are just two from a star-studded roster of more than a dozen:



HOLLYWOOD OFFBEAT

13 new super-sleuth films . . . featuring Melvyn Douglas as a suave sophisticated Private Investigator matching wits with shysters and racketeers, as well as the alluring and dangerous women who seek him out.



OLD AMERICAN BARN DANCE

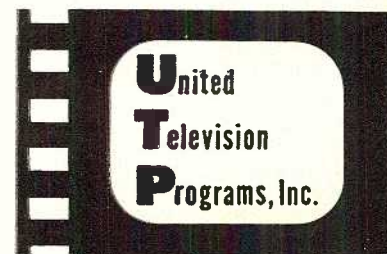
26 terrific hillbilly musicals starring Bill Bailey and featuring well-known recording stars like Tennessee Ernie, Pee Wee King and Tex Williams. **BILLBOARD** says: ". . . all the ingredients necessary to capture big city audiences as well as those in rural areas."

Two More Great UTP shows that combine
SALESMANSHIP with SHOWMANSHIP!

NEW YORK
444 Madison Avenue

CHICAGO
360 North Michigan

HOLLYWOOD
140 North La Brea



ARKANSAS' FIRST

ARKANSAS' FIRST

ARKANSAS' FIRST

ARKANSAS' FIRST

ARKANSAS' FIRST
TELEVISION
STATION



CHANNEL 17
LITTLE ROCK,
ARKANSAS



LITTLE ROCK
TELECASTERS, INC.

Kenyon Brown, Pres.

ARKANSAS TV STATIONS

Little Rock—

KRTV (TV)*

LICENSEE: Little Rock Telecasters

ADDRESS: P. O. Box 420, Wichita Falls, Tex.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Donald V. Reynolds (50%), E. H. Rowley (45%) and Kenyon Brown (5%). Mr. Reynolds owns KFSA-AM-FM-TV Fort Smith and KBRS Springdale, Ark., and KHBG Okmulgee Okla. He also publishes Fort Smith (Ark.) Times Record and Southwest America, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Time-Democrat, Las Vegas (Nev.) Review Journal and Boulder City (Nev.) Journal. Messrs. Rowley and Brown own KWFT Wichita Falls, Tex.

* BEGINS OPERATION: April 15, 1953 (CP granted Sept. 18, 1952)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 17 (488-494 mc)

TRANSMITTER ADDRESS: Lee & McKinley Sts.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 353 ft.

STUDIO ADDRESS: Lee & McKinley Sts.

EXECUTIVES:

Kenyon Brown, President & General Manager (c/o KWFT Wichita Falls, Tex.)

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: William L. Foss Inc.

CALIFORNIA TV STATIONS

Bakersfield—

KAFY-TV*

LICENSEE: Bakersfield Broadcasting Co.

ADDRESS: 2013 Chester Ave. PHONE: 4-6421

AM AFFILIATE: KAFY

TV NETWORK AFFILIATION: ABC, CBS, DuMont, NBC

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President George Crome (33 1/3%) Vice Presidents, Geneva Anderson and Rosalie C. Anderson, vice presidents at executrices of the estate of Herman Anderson, deceased (16 2/3%); Secretary Treasurer R. F. Harlow (33 1/3%); General Manager, Sheldon Anderson (16 2/3%)

* BEGINS OPERATION: April-May, 1953 (CP granted Dec. 23, 1952)

NATIONAL REPRESENTATIVE: Forjoe and Co.

CHANNEL: 29 (560-566 mc)

TRANSMITTER ADDRESS: North end of Sterling Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 11 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 460 ft. Above ground, 297.5 ft.

STUDIO ADDRESS: 2013 Chester Ave.

HOURS OF OPERATION: 2 P. M.-midnight

TYPE OF OPERATION: Local and network live, local and network film, kinescope

EXECUTIVES:

George B. Crome, President
Sheldon Anderson, General Manager
Naum Healy, Station and Commercial Manager
Jim McBride, Program Director
Ted Froming, Chief Engineer
Fred Piercy, News Editor
Bea Weldon, Traffic Manager
Morrison Parker, Sales Manager

WASHINGTON ATTORNEY: John P. Hearne

CONSULTING ENGINEER: Ron Oakley

CALIFORNIA TELEVISION STATIONS

resno—

KMJ-TV*

LICENSEE: McClatchy Broadcasting Co.

ADDRESS: 21st & Q Sts.

AM AFFILIATE: KMJ

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: McClatchy Newspapers own 100% of licensee. Principals of McClatchy Newspapers include President Eleanor McClatchy (33 1/3%), Vice President & Secretary-Treasurer Charlotte Maloney (33 1/3%), and James B. McClatchy (11.11%). Applicant is licensee of KWG Stockton, KFBK Sacramento, KERN Bakersfield, all Calif., and KOH Reno.

BEGAN OPERATION: May 1, 1953 (CP granted Sept. 18, 1952)

NATIONAL REPRESENTATIVE: Raymer

CHANNEL: 24 (530-536 mc)

TRANSMITTER ADDRESS: Meadow Lake Junction

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 53 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 1,980 ft. Above ground, 248 ft.

STUDIO ADDRESS: Stanislaus & Van Ness

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: George C. Davis

Los Angeles—

KECA-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc.

ADDRESS: 4151 Prospect St. ZONE: 27 PHONE: Normandy 3-3311

AM AFFILIATE: KECA FM AFFILIATE: KECA-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owns and operates WABC-AM-FM-TV New York, WENR-AM-FM and WBKB (TV), Chicago, WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco. Licensee also owns theatre chain of 650 theatres.

BEGAN OPERATION: Sept. 16, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6-B

EFFECTIVE RADIATED POWERS: Visual, 29.5 kw Aural, 14.9 kw

MAKE OF ANTENNA: RCA TYPE: Six-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 2,950 ft. Above ground, 303 ft.

HOURS OF OPERATION: 11 a.m.-Midnight

STUDIO ADDRESS: 4151 Prospect Ave.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

MUSIC LIBRARY SERVICE: Lang-Worth, SESAC

STUDIO FACILITIES: Five studios approximately 70x100 ft. Audience studio seats 250. Ten studio cameras and three field cameras. One Teleflex rear-screen projector. Three film cameras, two Eastman 16mm and two RCA 16mm film projectors and two RCA 35mm projectors. Four slide projectors, one GE Balop opaque projector. RCA mobile unit, three cameras, lenses to 25" and Zoomar 10kw mobile power unit; microwave equipment.

BROADCASTING • Telecasting

EXECUTIVES:

Leonard H. Goldenson, President (AB-PT)
Robert E. Kintner, President (ABC Div.)
Robert H. O'Brien, Executive Vice President (ABC Div.)
E. J. Hudson, Vice President, West Coast Div. (ABC Div.)
Phil Hoffman, Manager
James Pollak, Program Director
C. G. Pierce, Chief Engineer
Eloise Reeves, Film Buyer
Darrel Ross, Production Manager

RATE INFORMATION: Class A hour rate—\$1,200. Minute spot—\$220. Participation per spot—\$100 (day). Rehearsals—\$150 per hour. (Rate Card No. 4, May 15, 1951.)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

KHJ-TV

LICENSEE: General Teleradio Inc.

ADDRESS: 1313 N. Vine St., Hollywood ZONE: 28 PHONE: Hudson 2-2133

AM AFFILIATE: KHJ FM AFFILIATE: KHJ-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Tire & Rubber Co., Akron, O. General Teleradio Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego. Yankee Network Division owns and operates WNAC-AM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.

BEGAN OPERATION: Aug., 1948

NATIONAL REPRESENTATIVES: WOR-TV Sales

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.4 kw Aural, 15.7 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, Six-Bay

ANTENNA HEIGHT: Above average terrain, 3,100 ft. Above ground, 199 ft.

STUDIO ADDRESS: 1313 N. Vine St., Hollywood

HOURS OF OPERATION: 12:30 p.m.-11:15 p.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local film.

FILM LIBRARY: Snader Telescriptions NEWS SERVICE: UP

STUDIO FACILITIES: Five studios, 60x40 ft., 50x30 ft., 18x32 ft. and two auditoriums each with seating capacity for 300. Two RCA studio cameras (TK10A), five interchangeable field cameras (TK30A) and one RCA field camera (TK31A). Two RCA rear screen projectors and two Eastman rear screen projectors. Two film cameras, RCA and GE; four 16mm film projectors. Four slide projectors for 2x2-in. slides; one opaque projector for 3 1/4" and one opaque projector for 6x8-in. slides. Mobile unit with four cameras, all lenses up to 25" and Zoomar; two microwave relay units.

EXECUTIVES:

Thomas F. O'Neil, President (General Teleradio Inc.)
Willett H. Brown, President (Don Lee Network Div.)
Ward D. Ingram, Executive Vice President
George Whitney, Vice President in Charge of Sales
Elbert Walker, Program Director
Robert Arne, Chief Engineer
Jim Love, Film Buyer
John Reynolds, Sales Manager
Jim Higson, Director of Operations
Jim Parsons, Public Relations Director

RATE INFORMATION: Class A hour rate—\$1,000. Minute spot—\$180. Participation per spot—\$180. (Rate Card No. 2, Mar. 1, 1952)

WASHINGTON ATTORNEY: Pierson & Ball

CALIFORNIA TELEVISION STATIONS

Los Angeles—(Continued)

KLAC-TV

LICENSEE: KMTR Radio Corporation

ADDRESS: 1000 Cahuenga ZONE: 38 PHONE: Hudson 2-7311

AM AFFILIATE: KLAC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Dorothy Schiff, sole owner. Mrs. Schiff is also publisher of *New York Post*.

BEGAN OPERATION: September, 1948

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 31.4 kw Aural, 15.75 kw

MAKE OF ANTENNA: RCA TYPE: TF-6-A

ANTENNA HEIGHT: Above average terrain, 2,955 ft. Above ground, 237 ft.

STUDIO ADDRESS: 1000 Cahuenga HOURS OF OPERATION: 10:30 a.m.-12 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local live, local film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Three studios, 30x40 ft., 33x63 ft. (no seating) and music hall 55x70 ft., seating 412. Three RCA studio cameras (TK10A); seven RCA (TK30A) field cameras, all interchangeable. One rear screen projector. Two RCA (TK20A) film cameras. Two Selectroslide projectors for 2x2-in. slides, one Gold projector for 3½x4-in. slides. One mobile unit with three cameras and microwave equipment, one mobile unit with two cameras and microwave equipment.

EXECUTIVES:

Mrs. Dorothy Schiff, Owner
M. W. Hall, President
Don Fedderson, Exec. Vice President & General Manager
Dave Lundy, General Sales Manager
Bob Klein, Commercial Manager
Fred Henry, Program Director & Film Buyer
R. W. Conner, Director of Engineering

RATE INFORMATION: Class A hour rate—\$1,250. Minute spot—\$250. (Rate Card No. 6, July 1, 1952.)

CONSULTING ENGINEER: Craven, Lohnes & Culver.

KNBH (TV)

LICENSEE: National Broadcasting Co.

ADDRESS: Sunset & Vine, Hollywood ZONE: 28 PHONE: Hollywood 9-6161

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, and KNBC-AM-FM San Francisco.

BEGAN OPERATION: Jan. 16, 1949

NATIONAL REPRESENTATIVE: NBC

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 25.25 kw Aural, 13.26 kw

MAKE OF ANTENNA: RCA TYPE: Superturndstile

ANTENNA HEIGHT: Above average terrain, 3,013 ft. Above ground, 119 ft.

STUDIO ADDRESS: Sunset & Vine, Hollywood

HOURS OF OPERATION: 9:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP, UP, INS

MUSIC LIBRARY SERVICES: Thesaurus, and Chappell

Page 58 • 1953 TELECASTING Yearbook

STUDIO FACILITIES: Three studios available for live programming (42x102 ft., seating capacity 232; 42x62 ft. and 6x10 ft.). Also when available, the facilities of NB Network studios—El Capitan Theatre, seating 740, Studio D seating 430 and Studio 1 in Burbank seating 470. Six studio and two field cameras (5 interchangeable). One Holmes rear screen projector. Three film cameras; three 16mm projectors and two 35mm projectors. Three slide projectors for 2x2-in. slide one opaque projector handling strip film. Kinescope processing plant for 16mm and recording facilities for 35mm. Completely equipped mobile unit, three cameras available, complete variety of lenses. Ten kilowatt gas generator for power supply, and three microwave relay units.

EXECUTIVES:

Frank White, President (NBC)
William H. Fineshriber Jr., Vice President and General Manager (NBC)
Donald A. Norman, General Manager
William Doty Edouarde, Commercial Manager
Harmon O. Nelson, Program Director
Alfred Saxton, Chief Engineer
George Burke, Film Buyer
James Damon, Operations
Dean Craig, Executive Producer

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Participation—\$100-\$300 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour (rehearsal for programs 5-30 minutes, are as follows: Live studio \$200 (31-60 minute program). \$100 (5-30 minute program). Film studio \$125 (31-60 minute program), \$62.50 (5-30 minute program). Additional charge for each 15 minutes over hour minimum is as follows: Live studio \$50. Film studio \$31.25. Frequency discounts—begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

KNXT (TV)

LICENSEE: Columbia Broadcasting System Inc.

ADDRESS: 1313 N. Vine St. ZONE: 28 PHONE: Hollywood 9-1212

AM AFFILIATE: KNX FM AFFILIATE: KNX-FM

TV NETWORK AFFILIATION: CBS, Columbia Television Pacific Network

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post) and 47% of WCCO-AM-TV Minneapolis (53% owned by Mid-Continent Radio-Television Inc.).

BEGAN OPERATION: Oct. 9, 1950

NATIONAL REPRESENTATIVE: CBS Spot Sales

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA TYPE: TT-5A

ANTENNA HEIGHT: Above average terrain, 2,840 ft. Above ground, 245 ft.

STUDIO ADDRESS: 1313 N. Vine St. HOURS OF OPERATION 8:55 a.m.-12:05 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and Network Live, Local and Network Film, Kinescope

NEWS SERVICE: AP and UP

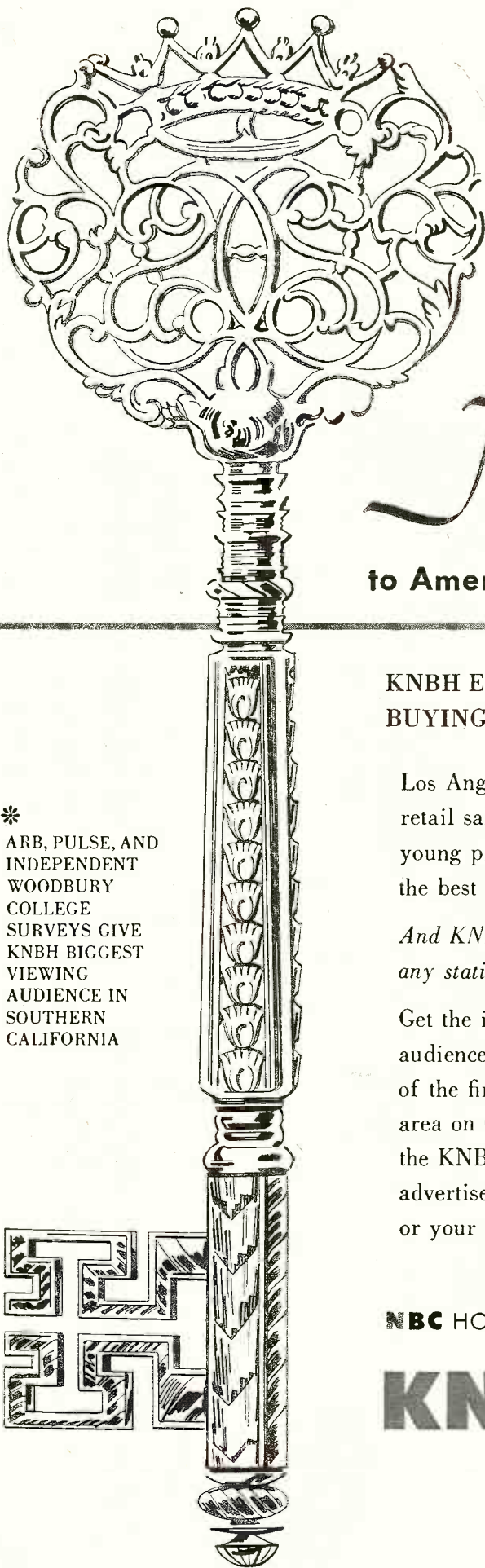
STUDIO FACILITIES: Eight studios, four have seating capacity of approximately 30' per studio. Other studios, 100x110 ft., 30x60 ft., 100x110 ft. and 30x40 ft. Seven teen studio cameras and 19 field cameras. Twelve film cameras, six 16mm film projectors and six 35mm film projectors. Two slide projectors for 2x2-in. slide three opaque projectors for 4x5-in. slides. Mobile unit with three cameras and microwave relay equipment.

EXECUTIVES:

Frank Stanton, President (CBS)
J. L. Van Volkenburg, President (CBS-TV)
Harry S. Ackerman, Vice President (CBS-TV, Hollywood)
James T. Aubrey Jr., Station Manager
Edmund C. Bunker, Sales Manager
Les Bowman, Director of Hollywood Technical Operations
Don Hine, Production Administrator & Film Buyer

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Frequency discounts on request. (Rate Card No. 1A, May 26, 1952.)

BROADCASTING • Telecasting



Master Key*

to America's fastest-growing market!

*
ARB, PULSE, AND
INDEPENDENT
WOODBURY
COLLEGE
SURVEYS GIVE
KNBH BIGGEST
VIEWING
AUDIENCE IN
SOUTHERN
CALIFORNIA

KNBH ENTERS THE HOMES OF THE MOST
BUYING-MINDED AUDIENCE IN THE U. S.

Los Angeles County is now second-largest in
retail sales in the country! It's bustling with
young progressive families...the kind that are
the best customers for your product or service.

*And KNBH has the widest TV coverage of
any station in the West!*

Get the insurance of an already established
audience for your sales message. Watching ten
of the first fifteen top-rated shows in the
area on Channel 4 has given Southern California
the KNBH habit...a profitable habit for KNBH
advertisers. For details contact KNBH, Hollywood,
or your nearest NBC Spot Sales Office.

NBC HOLLYWOOD

KNBH Channel **4**

Yes, I dabble in oil a bit,
but my real money comes
from my new TV station.

You see, I bought Consolidated's
STATION-STARTER PLAN
and made money on programming
right from the start.

Actually, it was just a case
of taking the little old ball
and running with it.

Money came pouring in.
Have a cigar. Have two.



Consolidated Television Sales
distributors of film for Television

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

CALIFORNIA TV STATIONS

Los Angeles—(Continued)

KPIK (TV)*

LICENSEE: John Poole Broadcasting Co.

ADDRESS: 6540 Sunset Blvd. ZONE: 28 PHONE: Hempstead 3205

AM AFFILIATE: KBIG Avalon

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is John H. Pool who also has investments, oil and mining interests, owns KBIG Avalon and KI Sanger, and applicant for new TV stations in Sacramento and Fresno, Calif.

* BEGINS OPERATION: Sept. 1, 1953 (CP granted Dec. 10, 1952)

CHANNEL: 22 (518-524 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 540 kw Aural, 334.5 kw

MAKE OF ANTENNA: Composite

ANTENNA HEIGHT: Above average terrain, 2,930 ft. Above ground 150 ft.

STUDIO ADDRESS: 6540 Sunset Blvd.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local live and film

EXECUTIVES: John Poole, President & General Manager

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: George P. Adair



Announcing

KPIK

TV CHANNEL 22 LOS ANGELES

scheduled to be operating September 1, 1953

ULTRA- *In Effective Power
540,000 Watts Authorized*

HIGH- *Transmitter on Mount Wilson is a
Mile Above Metropolitan Los Angeles*

FREQUENCY- *UHF channel 22 transmits
interference-free picture
to the Nation's Third Market*

KPIK - *John Poole Broadcasting Company*

KBIG · KSJV · KPIK

6540 Sunset Boulevard, Hollywood 28, California · HEMPstead 3205

CALIFORNIA TELEVISION STATIONS

Los Angeles—(Continued)

KTLA (TV)

LICENSEE: Paramount Television Productions Inc.

ADDRESS: 5451 Marathon St. ZONE: 38 PHONE: Hollywood 9-3181

TV NETWORK AFFILIATION: Paramount Television Network (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a wholly-owned subsidiary of Paramount Pictures Corp. In addition to motion picture production, Paramount Pictures has a half interest in Chromatic Television Laboratories Inc. (developers of the Lawrence color TV kinescope), International Telemeter Corp. (developers of a subscription system for TV). Licensee also operates Paramount Television Network, a film syndication network for TV stations.

BEGAN OPERATION: Jan. 22, 1947

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: Composite

EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural, 15 kw

MAKE OF ANTENNA: RCA TYPE: Three Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 2,921 ft. Above ground, 250 ft.

STUDIO ADDRESS: 721 N. Bronson, Hollywood

HOURS OF OPERATION: 10:30 a.m.-12 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, Local film, kinescopes.

NEWS SERVICE: UP

MUSIC LIBRARY SERVICES: Paramount and World

STUDIO FACILITIES: Theatre with seating capacity of 550; two studios with seating capacity of 40 (22x36 ft. and 36x46 ft). Four image orthicon studio cameras and seven field cameras. Four iconoscope film cameras; two 16mm and two 35mm film projectors; two 35mm slide projectors and one opaque projector for 3x4-in. cards. Four mobile units.

EXECUTIVES:

Paul Raibourn, President
Klaus Landsberg, Vice President & General Manager
J. Gordon Wright, Production Coordinator
Harry Y. Maynard, Sales Manager
Raymond M. Moore, Senior Engineer
Leland G. Muller, Film Director
John Silva, Supervisor, Remote Operations

RATE INFORMATION: Class A hour rate—\$1,250. Minute spot—\$250. Frequency discounts start with 13 times at 5% up to over 208 times at 20%. Rehearsals—minimum charge \$25 per half-hour. (From Rate Card No. 6, July 1, 1951.)

WASHINGTON ATTORNEY: Arnold, Fortas & Porter

KTTV (TV)

LICENSEE: KTTV Inc.

ADDRESS: 5746 Sunset Blvd. ZONE: 28 PHONE: Hudson 2-7111

TV NETWORK AFFILIATION: DuMont (non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Times-Mirror Co., which also publishes Los Angeles Times and Mirror.

BEGAN OPERATION: Jan. 1, 1949

NATIONAL REPRESENTATIVE: Blair TV

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 30.9 kw Aural, 16.6 kw

MAKE OF ANTENNA: RCA TYPE: Six-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 2,345 ft. Above ground, 142 ft.

STUDIO ADDRESS: 5746 Sunset Blvd. HOURS OF OPERATION: 1:15 p.m.-2:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Sterling NEWS SERVICE: AP

Page 62 • 1953 TELECASTING Yearbook

STUDIO FACILITIES: Six studios—94x80x30 ft., 108x71x30 ft., 98½x80x23 ft., 103x128x35 ft., 23½x46 ft. and 58x45 ft. Three studio cameras and 13 field cameras. Three Bodde rear screen projectors. Three RCA film cameras, two RCA 16mm film projectors, one RCA 35mm projector and two Eastman 16mm projectors. One 2x2 slide projector and two automatic slide projectors, 2x2. One GE opaque projector and one RCA scanner. Ten motion picture cameras—one CineVoice, tv Auricon and seven Bell & Howell 16mm Huston film processing units. Mobile equipment: two RCA mobile units; one International mobile unit completely equipped for field originations; five microwave relay systems.

EXECUTIVES:

Norman Chandler, President
Richard A. Moore, General Manager
Robert Breckner, Program Director
Edward E. Benham, Chief Engineer
Dale Sheets, Film Buyer
John Vrba, Natl. Sales Representative
Roberta Valentine, Publicity Director
Jack O'Mara, Merchandising & Promotion Mgr.

RATE INFORMATION: Class A hour rate—\$1,200. Minute spot—\$240. Frequency discounts—begin with 13 times at 5% up to 312 times at 22½%. (From Rate Card No. 5, Sept. 1, 1952.)

WASHINGTON ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: Craven, Lohnes & Culver

KUSC-TV*

(Educational-Noncommercial)

LICENSEE: Allen Hancock Foundation

ADDRESS: 3551 University Ave. ZONE: 7 PHONE: Richmond 6362

TV NETWORK AFFILIATION: NAEB (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Operated by a cooperating group of educational and civic organizations.

* BEGINS OPERATION: Early March, 1953 (CP granted Aug. 28, 1952)

CHANNEL: 28 (554-660 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: DuMont MODEL NO.: 15000

EFFECTIVE RADIATED POWERS: Visual, 46 kw Aural, 26 kw

MAKE OF ANTENNA: RCA TYPE: TFU22BL

ANTENNA HEIGHT: Above average terrain, 2,910 ft. Above ground, 127 ft.

STUDIO ADDRESS: 3551 University Ave.

MAKE OF CAMERA CHAINS: DuMont, RCA

TYPE OF OPERATION: Local live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Four studios, one with seating capacity of 450. Four studio cameras, interchangeable. One Teleflex rear screen projector. One 16mm film camera and five 16mm film projectors. Two slide projectors and four opaque projectors. One Auricon motion picture camera and film processing unit. Mobile unit, two cameras, relay equipment.

EXECUTIVES:

William H. Sener, General Manager
Ivan Campbell, Program Director
John Newton, Chief Engineer

RATE INFORMATION: Non-commercial.

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: George P. Adair

BROADCASTING • Telecasting

FIRST!

**THE BEST
ADVERTISING
BUY IN
LOS ANGELES**

MONDAY thru FRIDAY 12:00 NOON to 6:00 P.M.	K T L A	22.2
SATURDAY 12:00 NOON to 6:00 P.M.*		56.8
SUNDAY 12:00 NOON to 6:00 P.M.		32.2
SUNDAY thru SATURDAY 6:00 P.M. to 11:00 P.M.*		23.7
Share of TV audience 1952		

CHANNEL 5

KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**

*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday. Sunday thru Saturday 6 p.m.-12 midnight.

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.



KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363
Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
New York • Detroit • Chicago • Boston • Memphis • Hollywood • San Francisco

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

CALIFORNIA TELEVISION STATIONS

Salinas—

KICU (TV)*

LICENSEE: Salinas-Monterey Television Co.

ADDRESS: P. O. Box 1070, Monterey

AM AFFILIATE: KXYL

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Partners S. A. Cisler Jr. (50%) partner in permittee of new AM station in Bishop, Calif., 55% owner of KEAR San Mateo, Calif., 50% owner of KXXX (FM) San Francisco, sole owner of KXXL Monterey, Calif., 25% owner of Broadcast Equipment Corp., Lincoln, Neb., and Grant R. Wrathall (50%), 25% owner of KUTA Salt Lake and KGEM-AM-TV Boise, Ida., 12½% owner of KLIX Twin Falls, Ida., 12½% owner of KWIK Pocatello, Ida., 16.7% owner of KOPR-AM-TV Butte, Mont., sole owner of KPOO San Francisco, and consulting engineer.

* BEGINS OPERATION: September, 1953 (CP granted Jan. 15, 1953)

NATIONAL REPRESENTATIVE: Bolling

CHANNEL: 28 (554-560 mc)

TRANSMITTER ADDRESS: Fremont Peak

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual 105 kw Aural, 60 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay

ANTENNA HEIGHT: Above average terrain, 2,340 ft. Above ground, 146 ft.

HOURS OF OPERATION: 5 p.m.-11 p.m. 12 noon-12 midnight Sat. & Sun.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Network live, local and network film, kinescopes.

RATE INFORMATION: Class A Hour rate—\$150. Minute spot—\$25.
(Rate card not completed)

WASHINGTON ATTORNEY: Stephen Tuhy Jr.

CONSULTING ENGINEER: Grant R. Wrathall

San Bernardino—

KITO-TV*

LICENSEE: KITO Inc.

ADDRESS: 569 Fourth St. PHONE: 7807

AM AFFILIATE: KITO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President J. J. Flanigan (49%, general manager of KITO; Vice President & Treasurer H. G. Wall (23%); Secretary Margaret B. Wall (28%).

* BEGINS OPERATION: Oct. 1, 1953 (CP granted Nov. 6, 1952)

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 18 (494-500 mc)

TRANSMITTER ADDRESS: San Bernardino Mountains

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 86 kw Aural, 46 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 3,688 ft. Above ground, 110 ft.

STUDIO ADDRESS: 569 Fourth St.

EXECUTIVES:

J. J. Flanigan, President & General Manager

CONSULTING ENGINEER: Owen J. Ford

San Diego—

KFMB-TV

LICENSEE: Kennedy Broadcasting Co.

ADDRESS: 1405 Fifth Ave. ZONE: 1 PHONE: Main 2114

AM AFFILIATE: KFMB

TV NETWORK AFFILIATION: ABC, CBS, DuMont, NBC (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John A. Kennedy, Bruce L. Kennedy. (Application pending for approval of transfer to J. D. Wrathall Jr. and Helen M. Alvarez, owners of KOTV (TV) Tulsa.)

BEGAN OPERATION: May 16, 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Mt. Soledad

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6-D

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13.7 kw

MAKE OF ANTENNA: GE TYPE: TY-14-F Turnstile

CALIFORNIA TELEVISION STATIONS

KFMB-TV (Continued)

ANTENNA HEIGHT: Above average terrain, 730 ft. Above ground, 247 ft.

STUDIO ADDRESS: 1405 Fifth Ave. HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA-124-E

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

NEWS LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: Two studios, 37x66 ft. and 30x45 ft. Two DuMont studio cameras (TA-124B) and two DuMont (TA-124E) interchangeable field cameras. Two GE 16mm film cameras; two Eastman (#250) film projectors. Two slide projectors for 2x2-in. slides; one GE Baloptican opaque projector. Two Auricon "Cine-Voice" motion picture cameras and one Bell & Howell (#70D) motion picture camera; two Houston K-1A film processing units. Mobile unit with two cameras, eight lenses and microwave equipment.

EXECUTIVES:

John A. Kennedy, Chairman of the Board
Howard L. Chernoff, General Manager
William O. Edholm, Commercial Manager
Bill Fox, Program Director & Film Buyer
Thornton W. Chew, Chief Engineer
Lisle Shoemaker, Public Relations Director

RATE INFORMATION: Class A one-time rate—\$500. Minute spot—\$100. (Rates for film only.) Frequency discounts start with 26 times. (Rate Card No. 5 effective April 1, 1952.)

WASHINGTON ATTORNEY: Cohn & Marks

San Francisco—

KGO-TV

OWNERSHIP: American Broadcasting-Paramount Theatres Inc.

STUDIO ADDRESS: 420 Taylor St. ZONE: 2 PHONE: Graystone 4-6565

NEWS LIBRARY: KGO FM AFFILIATE: KGO-FM

NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: ABC owns and operates WJZ-AM-FM-TV (New York); WENR-AM-FM and WBKB (TV) (Chicago); WXYZ-AM-FM-TV (Detroit); KECA-AM-FM-TV (Los Angeles); KGO-AM-FM-TV (San Francisco). Also owns chain of 650 motion picture theatres.

BROADCASTING • Telecasting

BEGAN OPERATION: May 5, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Mount Sutro

MAKE OF TRANSMITTER: GE MODEL NO.: 4TT-6B

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: Superturnstile

ANTENNA HEIGHT: Above average terrain, 1,100 ft. Above ground, 531 ft.

STUDIO ADDRESS: ABC Television Center HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS and AP

STUDIO FACILITIES: Two studios, 24x40 ft. and 24x44 ft. and one complete kitchen studio. Six RCA interchangeable studio cameras and three RCA field cameras. Two RCA film cameras and two RCA 16mm and two RCA 35mm film projectors. Two Selectroslide projectors; two GE Balop opaque projectors. One RCA mobile unit with three cameras; lenses: Zoomar, Electrozoom, 13", 15", 17" and 25". Microwave relay equipment.

EXECUTIVES:

Leonard H. Goldenson, President (AB-PT)
Robert E. Kintner, President (ABC Div.)
Robert H. O'Brien, Executive Vice President (ABC Div.)
E. C. Hudson, Vice President (ABC Div., West Coast)
James H. Connolly, Vice President (San Francisco)
Vincent Francis, General Manager
David M. Sacks, Commercial Manager
Bloyce Wright, Program Director
A. E. Evans, Chief Engineer
Helen Bradley, Film Buyer
Gordon Grannis, Promotion Manager

RATE INFORMATION: Class A hour rate—\$750. Minute Spot—\$150. Participation per spot—\$50 to \$150. Rehearsals—\$50 first half-hour; \$35 each additional half-hour. Frequency discounts start at 13 times at 2½% up to 260 times at 20%. (Rate Card No. 5, March 1, 1952.)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

CALIFORNIA TELEVISION STATIONS

San Francisco—(Continued)

KPIX (TV)

LICENSEE: KPIX Inc.

ADDRESS: 2655 Van Ness Ave. ZONE: 9 PHONE: Prospect 6-5100

AM AFFILIATE: KSFO

TV NETWORK AFFILIATION: CBS (interconnected); DuMont (non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Wesley I. Dumm.

BEGAN OPERATION: Dec. 22, 1948

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Mt. Sutro

MAKE OF TRANSMITTER: GE MODEL NO.: 2400-B

EFFECTIVE RADIATED POWERS: Visual, 17 kw Aural, 8.5 kw (Has CP for 100 kw vis., 50 kw aur.)

MAKE OF ANTENNA: GE TYPE: Three-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 1,139 ft. Above ground, 400 ft.

STUDIO ADDRESS: 2655 Van Ness Ave. HOURS OF OPERATION: 10 a.m.-12 p.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

FILM LIBRARY: United NEWS SERVICE: INS, UP

MUSIC LIBRARY SERVICE: Standard and World

STUDIO FACILITIES: Three studios—50x69 ft. (seats 75), 29x42 ft. (seats 50), 14x24 ft. (seats 50). Six RCA studio cameras interchangeable for field use. One rear screen projector; two RCA film cameras and two RCA 16mm film projectors. Two Selectroslide, and two RCA slide projectors; one Telop and four stage opaque projectors. Three Bolex 16mm motion picture cameras. Mobile unit with complete lenses, Zoomar and microwave equipment.

EXECUTIVES:

Wesley I. Dumm, President
Philip G. Lasky, Executive Vice President & General Manager
Lou Simon, Commercial Manager
Sanford Spillman, Program Director
R. C. D. Bell, Asst. to President
Franklin Dumm, Secretary-Treasurer

RATE INFORMATION: Class A hour rate—\$1,000. One minute or less—\$200. Participation per spot—\$95 (day). Rehearsals—\$50 per half-hour. Frequency discounts—start at 13 times at 5% up to 260 times at 20%. (From Rate Card No. 6, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: Universal Research Labs.

KRON-TV

LICENSEE: Chronicle Publishing Co.

ADDRESS: 901 Mission St. ZONE: 19 PHONE: Garfield 1-1100

FM AFFILIATE: KRON-FM

TV NETWORK AFFILIATION: NBC (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes San Francisco Chronicle.

BEGAN OPERATION: Nov. 15, 1949

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: San Bruno Mt.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT 5A

EFFECTIVE RADIATED POWERS: Visual, 14.5 kw Aural, 7.7 kw

MAKE OF ANTENNA: RCA TYPE: TF-DA Three-Bay Special

ANTENNA HEIGHT: Above average terrain, 1,325 ft. Above ground, 200 ft.

STUDIO ADDRESS: 901 Mission St. HOURS OF OPERATION: 9 a.m.-1 a.m.

Page 66 • 1953 TELECASTING Yearbook

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30A, TK-11A, TK-20A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP

MUSIC LIBRARY SERVICE: Associated

STUDIO FACILITIES: Three studios—20x75, seating capacity 100, 40x70, and at transmitter 12x20. Three RCA studio cameras (TK11A) and five RCA film cameras (TK30A interchangeable). One Bodde rear screen projector; two RCA (TK20A) film cameras and four 16mm film projectors (two RCA, two Eastman). Two American Optical fixed slide projectors and two LeBel special slide projectors, using 2x2-in. slides; one projectall 3 1/2 x 4 1/2". Two motion picture cameras (Cine Special and B&H Filmo 70DE). Mobile unit with up to five cameras complete with 5-35mm, 5-50mm, 3-90mm, 5-135mm, lenses—2-8 1/2", 2-1 1-13", 1-17", 1-25" and 1 Zoomar. Equipped with microwave relay.

EXECUTIVES:

George Cameron, President
Charles Thieriot, Vice President & General Manager
Harold P. See, Station Manager
Norman Louvau, Commercial Manager & Film Buyer
Douglas Elleson, Acting Program Manager
Lee Berryhill, Chief Engineer

RATE INFORMATION: Class A hour rate—\$950. 20-second spot—\$190. Rehearsal—\$50 first 1/2 hour; \$35 each additional 1/2 hour. Frequency discounts start at 13 times at 5% up to 260 times at 20%. (From Rate Card No. 6, Oct. 15, 1952.)

Santa Barbara—

KEYT-TV*

LICENSEE: Santa Barbara Broadcasting & Television Corp.

ADDRESS: P. O. Box 157 PHONE: 3981

TV NETWORK AFFILIATION: NBC, CBS, ABC, DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Chairman of Board, Harry Butcher (14%), owner of KIST Santa Barbara; President, Colin M. Selph (22%), Vice President & Treasurer, Cecil I. Smith (12%) resident-manager of Schwabach & Co., investment bankers; Secretary, Alvin C. Weingand (4%) president, manager and 51% owner of San Ysidro Ranch Corp. (resort); Ronald Colman (10%) vice president and 49% owner of San Ysidro Ranch Corp., owner and featured player of Halls of Ivy (NBC radio program) and independent motion picture actor; C. H. Jackson Jr. (28%), manager and 25% owner of Petan Co. (farming, real estate and dairy) and 50% owner of Teluride Mines Inc., Nevada; Arthur F. Marquette (10%), 50% owner of Sherman & Marquette (advertising agency) Chicago-New York.

* BEGINS OPERATION: May 31, 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: Hollingbery

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: San Ynez Peak

MAKE OF TRANSMITTER: RCA MODEL: TT10AL

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 3,011 ft. Above ground, 183 ft.

STUDIO ADDRESS: 730 Miramonte Drive

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and Network live; Local and Network film; Kinescopes

STUDIO FACILITIES: 52-ft. hexagonal studio; 40x40 ft. patio studio; 100x100 ft. pavilion lot enclosed. Two RCA studio cameras. Rear screen projector. Two RCA TK film cameras. Two Eastman film projectors. Sands automatic slide projector. Gen. telop opaque projector. Bell & Howell 16mm motion picture camera.

EXECUTIVES:

Harry C. Butcher, Chairman of Board
Colin M. Selph, President and General Manager
M. A. Casey, Program Supervisor
Lloyd M. Jones, Chief Engineer

RATE INFORMATION: Class A hour rate—\$300. Minute spot—\$60. Frequency discounts (Rate Card No. 1, Feb. 15, 1953).

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: Seymour F. Johnson

BROADCASTING • Telecasting

Who's who

IN AMERICAN BUSINESS

- FORD
- AMAZO • UNITED
- MILES • BORAX • ALCOHOL
- CARTER • SINGER • KAISER
- COLGATE • CHASE & SANBORN
- DUNHILL • LEEMING • SIMMONS • KELLOGG
- LONGINE • SERUTAN • CAVALIER • EMBASSY
- BORDEN'S • DEL MONTE • SWANSDOWN • PILLSBURY
- CARNATION • OLDSMOBILE • BEST FOODS • DR. PEPPER
- LUCKY STRIKE • CHESTERFIELD • WESTINGHOUSE • LARUS & BROS.
- BRISTOL-MYERS • DIAMOND MATCH • OWENS-CORNING • GENERAL MILLS
- LYNDEN CHICKEN • U. S. ENVELOPE • PHILIP MORRIS • AMERICAN CHICLE • SCHEIDT
- LINCOLN MERCURY • LANGENDORF BREAD • GENERAL ELECTRIC • PROCTER & GAMBLE
- STOKELY-VAN CAMP • BANK OF AMERICA • HELENA RUBENSTEIN • HILLS BROS. COFFEE • LUDLUM
- AMERICAN HOME PRODUCTS • WINE CORPORATION OF AMERICA • RIVIERA PACKING • JEROME
- TUTTLE'S COTTAGE CHEESE • KILPATRICK'S BREAD • BELFAST • AUTO-LITE • BLATZ • PAUL
- BENGAY • QUAKER OATS • CITY OF PARIS • GALLO WINES • CUDAHY • SHARPE
- TONI • DODGE • RYBUTOL • STAR OLIVE OIL • HASTINGS • YELLOW
- GENERAL CIGAR • WALTER BAKER • LUCKY LAGER • NABISCO
- RAINIER • STOPETTE • P. LORRILARD • SPRECKELS
- M & M CANDIES • WESTON'S BISCUITS • A&P
- TRANSOCEAN AIR LINES • GREEN
- PACIFIC TELEPHONE & TELEGRAPH
- UNITED AIR LINES
- CARDINET
- C.F.

NETWORK

NATIONAL

REGIONAL

LOCAL

**YOU'LL
SEE AND
HEAR THEIR
MESSAGES ON**

KPIX

TELEVISION CHANNEL **5**
SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks . . . Represented nationally by the Katz Agency



CALIFORNIA TV STATIONS

Stockton—

KTVU (TV)

LICENSEE: San Joaquin Telecasters

ADDRESS: KSTN, Clark Hotel

AM AFFILIATE: KSTN

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: General partners Knox LaRue (50%), 49% owner of KSTN, 32% owner of KONG Visalia and 37% owner KMOR Oroville, Calif., and Lester Eugene Chanault (50%), general manager and 15% owner of KYNO Fresno and 12% owner of KSTN.

BEGINS OPERATION: September 1953 (CP granted Jan. 8, 1953)

NATIONAL REPRESENTATIVE: Hollingbery

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Sutter & Market Streets

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 145 kw Aural, 78 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 310 ft. Above ground 326 ft.

STUDIO ADDRESS: Sutter & Market Sts.

LEGAL COUNSEL: St. Clair, Connolly & Cerini, San Francisco

CONSULTING ENGINEER: Robert L. Hammett

COLORADO TV STATIONS

Colorado Springs—

KKTV (TV)

LICENSEE: TV Colorado Inc.

ADDRESS: Exchange National Bank Bldg. PHONE: Main 278

AM AFFILIATE: KGHF Pueblo and KVOR Colorado Springs (co-owners)

TV NETWORK AFFILIATION: CBS, ABC, DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: 50% of stock owned each by Voice of the Rockies (KVOR Colorado Springs) and Colorado Broadcasting Co. (KGHF Pueblo).

BEGAN OPERATION: Dec. 8, 1952

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Cheyenne Mountain

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 250 kw Aural, 125 kw

MAKE OF ANTENNA: Composite

ANTENNA HEIGHT: Above average terrain, 1,850 ft. Above ground, 190 ft.

HOURS OF OPERATION: 3 p.m.-10:30 p.m.

STUDIO ADDRESS: 115 E. Mill St.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Field

TYPE OF OPERATION: Local Live, Network Film, Local Film, Kinescopes.

FILM LIBRARY: MPTV NEWS SERVICE: UP

MUSIC LIBRARY: Associated

STUDIO FACILITIES: One studio (40x20 ft.). Two DuMont interchangeable field cameras. RCA film cameras and RCA 16mm film projectors. Projectall 35mm slide projector and Projectall opaque projector.

EXECUTIVES:

James D. Russell, President & General Manager
Robert D. Ellis, National Sales Manager
Gale S. Powers, Local Sales Manager
Cecil Seavey, Program Director & Film Buyer
Cozine Strang, Maintenance Supervisor
Willis Shanks, Equipment Development Supervisor
Milton Norton, Technical Operations Supervisor

COLORADO TV STATIONS

RATE INFORMATION: Class A hour rate—Live \$195, Film \$150. Minute spot—Live \$35, Film \$30. Frequency discounts start with 26 times at 5% up to 260 times 25%. (Rate card No. 1, Nov. 28, 1952)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

KRDO-TV*

LICENSEE: Pikes Peak Broadcasting Co.

ADDRESS: Alta Vista Hotel, 118 N. Cascade Ave. PHONE: Main 1125

AM AFFILIATE: KRDO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Joseph H. Rohrer, president & 51% owner; William J. Gregory, vice president-treasurer and 30%, and P. C. Crozier, secretary and 1%.

* BEGINS OPERATION: April, 1953 (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: Joseph Hershey McGillvra Inc.

CHANNEL: 13 (198-204 mc)

TRANSMITTER ADDRESS: Near S. Eighth & Coatilla

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 11.5 kw Aural, 5.8 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, minus 630 ft. Above ground, 465 ft.

EXECUTIVES:

Joseph H. Rohrer, President

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

Denver—

KBTV (TV)

LICENSEE: Colorado Television Corp.

ADDRESS: 1100 California St.

AM AFFILIATE: KVOD (part owner)

TV NETWORK AFFILIATION: CBS, ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: KVOD Inc., licensee of KVOD Denver, owns 14%. Remainder owned by 14 local businessmen.

BEGAN OPERATION: Oct. 12, 1952

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Lookout Mountain

MAKE OF TRANSMITTER: RCA MODEL NO.: TT20BH

EFFECTIVE RADIATED POWERS: Visual, 240 kw Aural, 120 kw
(STA for 24 kw visual and 12 kw aural.)

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 954 ft.

HOURS OF OPERATION: Noon-11 p.m.

STUDIO ADDRESS: 1100 California St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A

TYPE OF OPERATION: Local Live, Network Live, Local Film, Network Film Kinescopes.

NEWS SERVICE: UP and INS

STUDIO FACILITIES: Studio 25x50 ft. Two studio cameras and two field cameras. RCA film cameras and RCA 16mm film projectors. Two slide projectors. O Gray opaque projector for 3x4-in. cards. Eastman motion picture camera.

EXECUTIVES:

D. C. Pyle, President
Joseph Herold, General Manager
Jerry Lee, Commercial Manager
W. L. Murray, Film Manager
Sam Warsham, Program & Production Director

RATE INFORMATION: Class A hour rate \$350; minute spot \$70, plus talent and production cost if live. (Rate Card No. 2, Jan. 15, 1953)

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

COLORADO TELEVISION STATIONS

Denver—(Continued)

KDEN (TV)*

LICENSEE: Empire Coil Co.

ADDRESS: 85 Beechwood Ave., New Rochelle, N. Y.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Herbert Mayer (45.2%) and Treasurer Frances Mayer (45.2%), also owns WXEL(TV) Cleveland, KPTV(TV) Portland, Ore., and KCTY(TV) Kansas City, Mo. Empire Coil Co. is electronics manufacturer.

BEGINS OPERATION: Spring, 1953 (CP granted July 11, 1952)

CHANNEL: 26 (542-548 mc)

TRANSMITTER ADDRESS: Denver

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 110 kw Aural, 55 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 951 ft. Above ground, 153 ft.

EXECUTIVES:
Herbert Mayer, President

WASHINGTON ATTORNEY: Lyon, Wilner & Bergson

CONSULTING ENGINEER: Benjamin Adler (New Rochelle)

KFEL-TV

LICENSEE: Eugene P. O'Fallon Inc.

ADDRESS: Albany Hotel ZONE: 9 PHONE: Alpine 4681

TV AFFILIATE: KFEL FM AFFILIATE: KFEL-FM

NETWORK AFFILIATION: NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Eugene P. O'Fallon is 98% owner.

BEGINS OPERATION: July 18, 1952

NATIONAL REPRESENTATIVE: Blair TV Inc.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Buffalo Bill Highway, Lookout Mt.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-1DAL

EFFECTIVE RADIATED POWERS: Visual, 56.5 kw Aural, 28.3 kw
(STA for 24 kw visual and 12 kw aural)

MAKE OF ANTENNA: RCA TYPE: Six-Bay

ANTENNA HEIGHT: Above average terrain, 778 ft. Above ground, 200 ft.

HOURS OF OPERATION: 12 noon-11 p.m.

STUDIO ADDRESS: 546 Lincoln St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Four Field, Two Film

TYPE OF OPERATION: Local Live and Film, Network Live and Film, Kinescopes.

FILM LIBRARY: Snader

STUDIO FACILITIES: One studio 50x50 ft. Four RCA field cameras. Two RCA film cameras and two RCA 16mm film projectors. One slide projector. Auricon 16mm motion picture camera.

EXECUTIVES:
Eugene P. O'Fallon, President, Chief Owner & Manager
Frank Bishop, Managing Director
Bill Conklin, National Sales Manager
Duncan Ross, Traffic Director
Rhean D. Cunningham, Acting Chief Engineer
Brad Robinson, Operations Manager
John Cullen, TV Supervisor

RATE INFORMATION: Class A live hour rate \$300, Film \$250. Minute spot, Live \$78, Film \$60.

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Commercial Radio Equipment Co.

BROADCASTING • Telecasting

KIRV (TV)*

LICENSEE: Mountain States Television Co.

ADDRESS: 1520 Clarkson St.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-owners: President Irving L. Jacobs, 50% owner Mammoth Sports Garden Co.; Vice President Sam S. Sigman, 50% K&B Packing Co., and Secretary-Treasurer Morris Sigman, 50% K&B Packing Co.

BEGINS OPERATION: Unknown (CP granted Sept. 18, 1952)

CHANNEL: 20 (506-512 mc)

TRANSMITTER ADDRESS: 1520 Clarkson St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 89 kw Aural, 53 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 440 ft. Above ground, 550 ft.

STUDIO ADDRESS: 1520 Clarkson St.

WASHINGTON ATTORNEY: Sher, Oppenheimer & Harris


CONSULTING ENGINEER: Robert M. Silliman

NOW! PERKINS ON TV

"THE RAY PERKINS VIDEO SHOW"

Every
Wednesday
Night

6 to 6:30 p.m.



Ray Perkins radio shows are still taps with KFEL listeners.
..... 11 to 12 noon
and 2:30 to 4:30 p.m.
daily.

CHANNEL
2

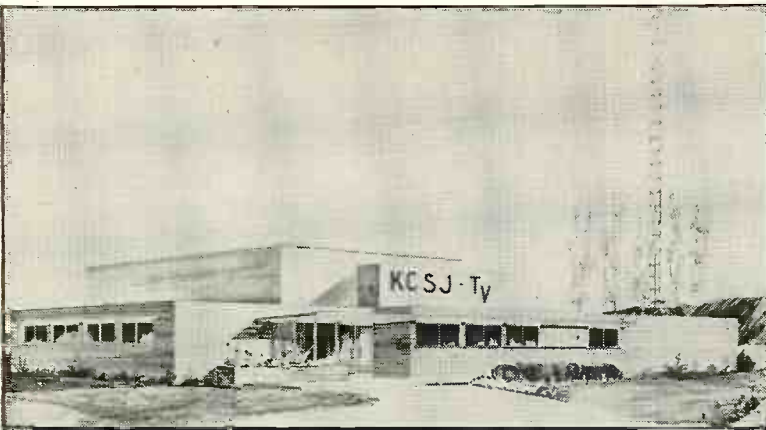
KFEL-TV DENVER

Managed by

GENE O'FALLON

Represented by

BLAIR-TV



COLORADO TV STATIONS

Pueblo—

KCSJ-TV*

LICENSEE: Star Broadcasting Co.

ADDRESS: 211 W. 5th St. PHONE: 8522

AM AFFILIATE: KCSJ

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Douglas D. Kahle, president and 67%; Robert L. Clinton Jr., secretary-treasurer and 33%, and Larry Gordo, vice president.

* BEGINS OPERATION: April 1, 1953 (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Television Center

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 12 kw Aural 6 kw

MAKE OF ANTENNA: RCA TYPE: Three-Bay

ANTENNA HEIGHT: Above average terrain, 260 ft. Above ground, 355 ft.

HOURS OF OPERATION: 3 p.m.-11 p.m.

STUDIO ADDRESS: Television Center

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local Live, Local Film, Network Film and Kinescopes.

FILM LIBRARY: United and Snader NEWS SERVICE: UP and Telephoto

STUDIO FACILITIES: Studio (40x50 ft.) and announcer's studio. Two RCA interchangeable field cameras. One GE film camera. RCA 16mm film projectors; RCA slide projector. Projectall opaque projector. Composite film processing unit. White E mobile unit for AM and TV.

EXECUTIVES:

Douglas D. Kahle, President, General Manager & Film Buyer
 Bob Clinton, Commercial Manager
 Norton Bloom, Program Director
 Robert J. Tryon, Chief Engineer

RATE INFORMATION: Class A hour rate—Film \$160 (Add 30% for live hour rate)
 Minute spot—Live \$41.60, Film \$32. Frequency discount 25% for 260 times.

WASHINGTON ATTORNEY: Bernard Koteen

CONSULTING ENGINEER: Commercial Radio Equipment Co.

KDZA-TV*

LICENSEE: Pueblo Radio Co. Inc.

ADDRESS: 3011 Elizabeth PHONE: 1255

AM AFFILIATE: KDZA

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Zula Seaton, 52%, Nina Ulric 20%, Dee B. Crouch, 20%.

* BEGINS OPERATION: Unknown (CP granted Nov. 18, 1952)

NATIONAL REPRESENTATIVE: McGillvra

CHANNEL: 3 (66-72 mc)

TRANSMITTER ADDRESS: 3011 Elizabeth

MAKE OF TRANSMITTER: DuMont MODEL NO.: 7000

EFFECTIVE RADIATED POWERS: Visual, 10.5 kw Aural, 5.3 kw

BROADCASTING • Telecasting

5
 WILL BE
ALIVE
 IN
53*

Yes, from this ultra modern building designed solely for television, channel 5 in Pueblo, Colorado, one of the west's fastest growing industrial markets, will be alive with the same alert and aggressive program and merchandising policies that have made KCSJ the dominant Southern Colorado radio station.

• • • • •
BUY THE BEST — BUY FIVE

• • • • •
KCSJ ★ TV

CHANNEL 5 — PUEBLO, COLORADO

*(*On the air on or before April 1, 1953)*

COLORADO TV STATIONS

KDZA-TV—(Continued)

TYPE OF ANTENNA: RCA TYPE: TF3C

ANTENNA HEIGHT: Above average terrain, 300 ft. Above ground, 500 ft.

HOURS OF OPERATION: 5 p.m.-11 p.m.

RADIO ADDRESS: 3011 Elizabeth

TYPE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local Live, Local & Network Film, Kinescopes.

STATION LIBRARY: Ziv NEWS SERVICE: INS

RADIO FACILITIES: Studio (30x70 ft.). Two studio cameras. Two 16mm film cameras. Two 35mm film projectors. DuMont scanner.

EXECUTIVE PERSONNEL:

Dee B. Crouch, President, General Manager & Film Buyer
 Larry Tucker, Commercial Manager
 Jack Lundquist, Chief Engineer
 Mary Smith, Women's Director

ADDITIONAL INFORMATION: Class A hour rate—Live \$175, Film \$150. Minute spot—Live \$35, Film \$30. Participation per spot \$15. Frequency discounts. (Rate Card No. 1, Feb. 1, 1953.)

CONSULTING ENGINEER: Jack Heffelfinger

CONNECTICUT TV STATIONS

Bridgeport—

WICC-TV*

LICENSEE: Southern Connecticut and Long Island TV Co. Inc.

ADDRESS: 114 State St. ZONE: 3 PHONE: 5-4144

STATION AFFILIATE: WICC

NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned 69% by Bridgeport Broadcasting Co. (WICC).

BEGINS OPERATION: Feb. 28, 1953 (CP granted July 11, 1952)

NATIONAL REPRESENTATIVE: Adam J. Young Jr. Inc.

CHANNEL: 43 (644-650 mc)

TRANSMITTER ADDRESS: Booth Hill, Trumbull

TYPE OF TRANSMITTER: Federal

EFFECTIVE RADIATED POWERS: Visual, 182 kw Aural, 91.1 kw

TYPE OF ANTENNA: Workshop Assoc.

ANTENNA HEIGHT: Above average terrain, 700 ft. Above ground, 470 ft.

RADIO ADDRESS: Booth Hill Rd. HOURS OF OPERATION: 4 p.m.-12 Midnight

TYPE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Network Live & Film, Local Live & Film, Kinescopes, Contract Film.

NEWS SERVICE: AP

STATION SERVICE: Thesaurus, Associated, Ullman.

RADIO FACILITIES: Two studios with two studio cameras. Two 16mm film projectors. One Federal flying spot scanner. Two 16mm Kodak motion picture cameras.

EXECUTIVES:

Philip Merryman, President & General Manager
 Manning Slater, Commercial Manager
 Wallace Dunlap, Program Director
 Ralph Winquist, Chief Engineer
 Jim Elliott, News Director
 Elliott Wiseman, Film Editor

ADDITIONAL INFORMATION: Class A hour rate—\$200 (film). Minute spot—\$40 (film). Participations—\$30 per spot. Rehearsals—\$12.50 per quarter-hour. Frequency discounts—Begins with 26 times at 5% up to 260 times at 25% (From Rate Card No. 1, Dec. 1, 1952).

CONSULTING ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Millard M. Garrison

BROADCASTING • Telecasting

WICC-TV

THE
STATION

THAT BLANKETS
THE RICHEST BUYING
AREA IN THE UNITED STATES!*

If you want coverage, full coverage of the richest buying area in the United States — Stamford, Norwalk, New Haven, Bridgeport area — plus neighboring Long Island, WICC-TV is definitely the station to use.

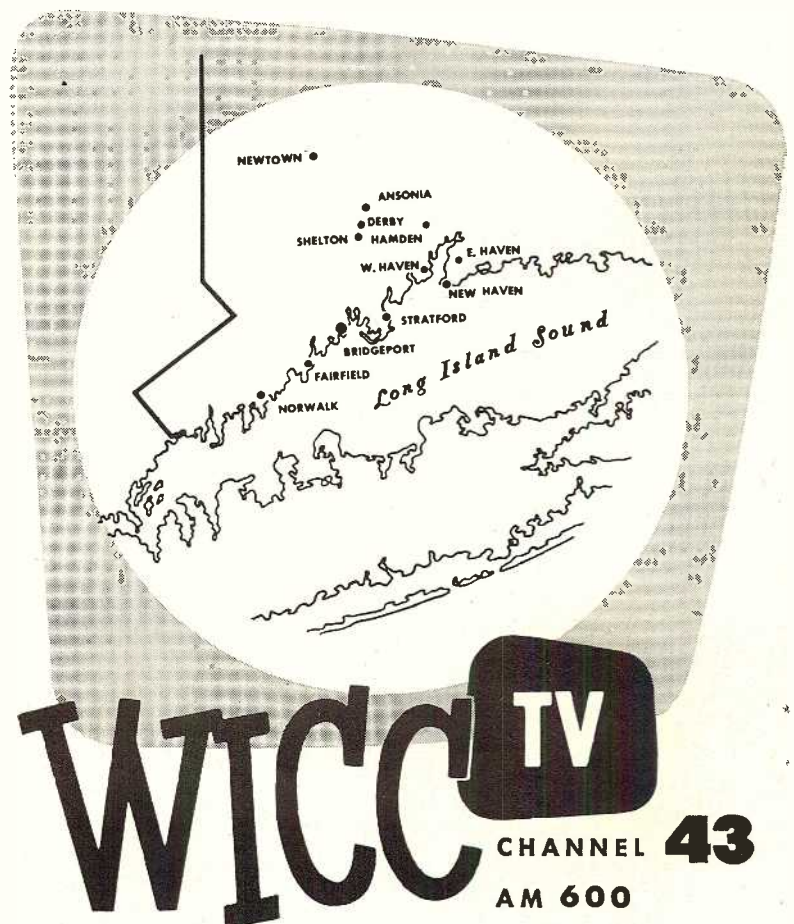
Check WICC-TV's Coverage Map shown here.

See the rich cities, towns and counties WICC-TV covers. Call your nearest Adam J. Young, Jr. representative,

consult your Standard Rate & Data or

contact WICC-TV direct.

*Based on a study by Sales Management Magazine



CONNECTICUT TELEVISION STATIONS

Bridgeport—(Continued)

WSJL (TV)

LICENSEE: Harry L. Liftig

ADDRESS: 40 Platt St., Ansonia, Conn.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mr. Liftig is treasurer of Samuel J. Liftig Inc. (metal and industrial supplies).

BEGINS OPERATION: Unknown (CP granted Aug. 14, 1952)

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS Booth Hill, Trumbull

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 99 kw Aural, 60 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 480 ft.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Millard M. Garrison

— — — *

(Educational-Noncommercial)

LICENSEE: State of Connecticut, State Board of Education

ADDRESS: C/o Comr. of Public Works, State Office Bldg., Hartford 15, Conn.

* BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)

TRANSMITTER ADDRESS: 2.8 m. NW of Redding in Israel Putnam Memorial State Park

CHANNEL: 71 (812-818 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 220 kw Aural: 110 kw

MAKE OF ANTENNA: GE

Page 72 • 1953 TELECASTING Yearbook

ANTENNA HEIGHT: Above average terrain 610 ft. Above ground 492 ft.

STUDIO ADDRESS: Bullard Havens Tech. School

ATTORNEY: Attorney General, State of Connecticut, Hartford

CONSULTING ENGINEER: Craven, Lohnes & Culver

Hartford—

— — — *

(Educational-Noncommercial)

LICENSEE: State of Connecticut, Board of Education

ADDRESS: C/o Comr. of Public Works, State Office Bldg, Hartford 15, Conn.

* BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)

TRANSMITTER ADDRESS: 2.7 m. NW of Meriden in West Peak State Park

CHANNEL: 24 (530-536 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 235 kw Aural: 120 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 780 ft. Above ground 99 ft.

STUDIO ADDRESS: State Office Bldg., 165 Capitol Ave., Hartford

ATTORNEY: Attorney General, State of Connecticut, Hartford

CONSULTING ENGINEER: Craven, Lohnes & Culver

BROADCASTING • Telecastir

CONNECTICUT TV STATIONS

New Britain—

WKNB-TV

OWNERS: New Britain Broadcasting Co.

ADDRESS: 213 Main St. PHONE: Baldwin 3-3603

AFFILIATE: WKNB

NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Julian Gross, owner of Julian Gross Advertising Agency, Hartford, Conn.

DATE OF OPERATION: Feb. 15, 1953

OPERATIONAL REPRESENTATIVE: Bolling Co.

TRANSMITTER ADDRESS: U.S. Route 6, Farmington, Conn.

CHANNEL: 30 (566-572 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 206 kw Aural, 103 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 970 ft. Above ground, 545 ft.

STUDIO ADDRESS: 213 Main St.

EXECUTIVES:

Julian Gross, President
Peter B. Kenney, Station Manager
William H. Ray, Secretary
David Scott, Commercial Manager
John Shipley, Chief Engineer
Jack Fox, Film Director

CLASSIFICATION INFORMATION: Class A hour rate—\$250 (film). Minute spot—\$50. Frequency discounts—Begins with 26 times at 5% up to 52 times at 20%. (From Rate Card No. 1, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

NOW

You can
COVER

**HARTFORD
COUNTY**

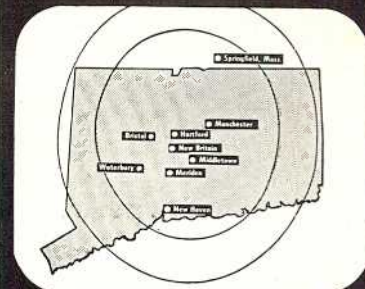
and

Central CONN.

A CBS Television Affiliate

with

**WKNB-TV
CHANNEL 30**



Pop. served - 2,368,342

Families - 676,095

Cities in Grade A
Service Area:

- Hartford
- Middletown
- New Britain
- New Haven
- Manchester
- Springfield, Mass.
- Bristol
- Waterbury
- Meriden

Call for full details today

WKNB-TV

213 Main Street 11 Asylum Street
New Britain, Conn. Hartford, Conn.

Represented by:

THE BOLLING CO., INC.

CONNECTICUT TELEVISION STATIONS

New Haven—

WNHC-TV

LICENSEE: Elm City Broadcasting Corp.
ADDRESS: 1110 Chapel St. ZONE: 10 PHONE: Spruce 7-3611
AM AFFILIATE: WNHC FM AFFILIATE: WNHC-FM
TV NETWORK AFFILIATION: ABC, CBS, DuMont, NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Patrick J. Goode and Aldo DeDominicis are the principal stockholders.
BEGAN OPERATION: June, 1948
NATIONAL REPRESENTATIVE: Katz Agency
CHANNEL 6 (82-88 mc) (Must move to Ch. 8)
TRANSMITTER ADDRESS: Gaylord Mt., Hamden, Conn.
MAKE OF TRANSMITTER: DuMont MODEL NO.: 6TA-118A
EFFECTIVE RADIATED POWERS: Visual, 15.1 kw Aural, 7.5 kw
MAKE OF ANTENNA: RCA TYPE: TF-3A
ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 190 ft.
STUDIO ADDRESS: 1110 Chapel St. HOURS OF OPERATION: 7 a.m.-Midnight
MAKE OF CAMERA CHAINS: DuMont
TYPE OF OPERATION: Local Live, Network Live, Local Film, Network Film, Kinescopes.
FILM LIBRARY: Snader NEWS SERVICE: AP and INS
LIBRARY SERVICE: World
STUDIO FACILITIES: One large studio (32x40-ft.) and one small studio (12x18-ft.). Three studio/field DuMont cameras. Two DuMont film cameras. Two Holmes 16mm, one GE Type BF-2B 16mm, one General Precision Lab. 16mm film projectors. One LaBelle slide projector. One Super Projectall opaque projector (3x4-in. cards). One Auricon 100 sound motion picture camera.

EXECUTIVES:

Patrick J. Goode, President
Aldo DeDominicis, General Manager & Secretary-Treasurer
Edward D. Taddei, Executive Vice President
J. Vincent Callanan, Commercial Manager & Film Buyer
Edward Obrist, Station Manager & Program Director
Sam P. Mastro, Office Manager
Vincent DeLaurentis, Chief Engineer
David K. Harris, Production Manager
Michael J. Goode, Public Relations Director
James Evans, Promotion Director
W. Rockwell Clark, News Director

RATE INFORMATION: Class A hour rate—\$660. Minute spot—\$132. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 6, revised Feb. 7, 1952.)

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd
CONSULTING ENGINEER: Garo W. Ray, Stratford, Conn.

New London—

WNLC-TV*

LICENSEE: The Thames Broadcasting Corp.
ADDRESS: 281 State St. PHONE: 2-4365
AM AFFILIATE: WNLC
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee owned by Gerald J. Morey and wife and father.
* BEGINS OPERATION: August 1953 (CP granted Jan. 5, 1953)
CHANNEL: 26 (542-548 mc)
TRANSMITTER ADDRESS: Montville, Conn.
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual 106 kw Aural: 53 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 500 ft. Above ground 810 ft.
STUDIO ADDRESS: 281 State St.
EXECUTIVES:
Gerald J. Morey, President, General Manager & Chief Engineer
Leo Keegan, Commercial Manager
WASHINGTON ATTORNEY: Dow, Lohnes and Albertson
CONSULTING ENGINEER: Craven, Lohnes and Culver

Norwich—

— — — *
(Educational-Noncommercial)

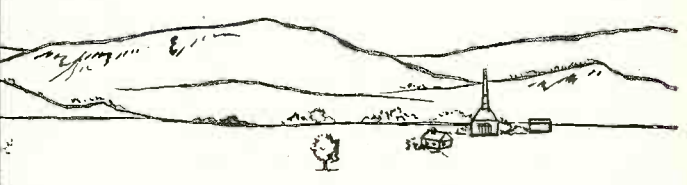
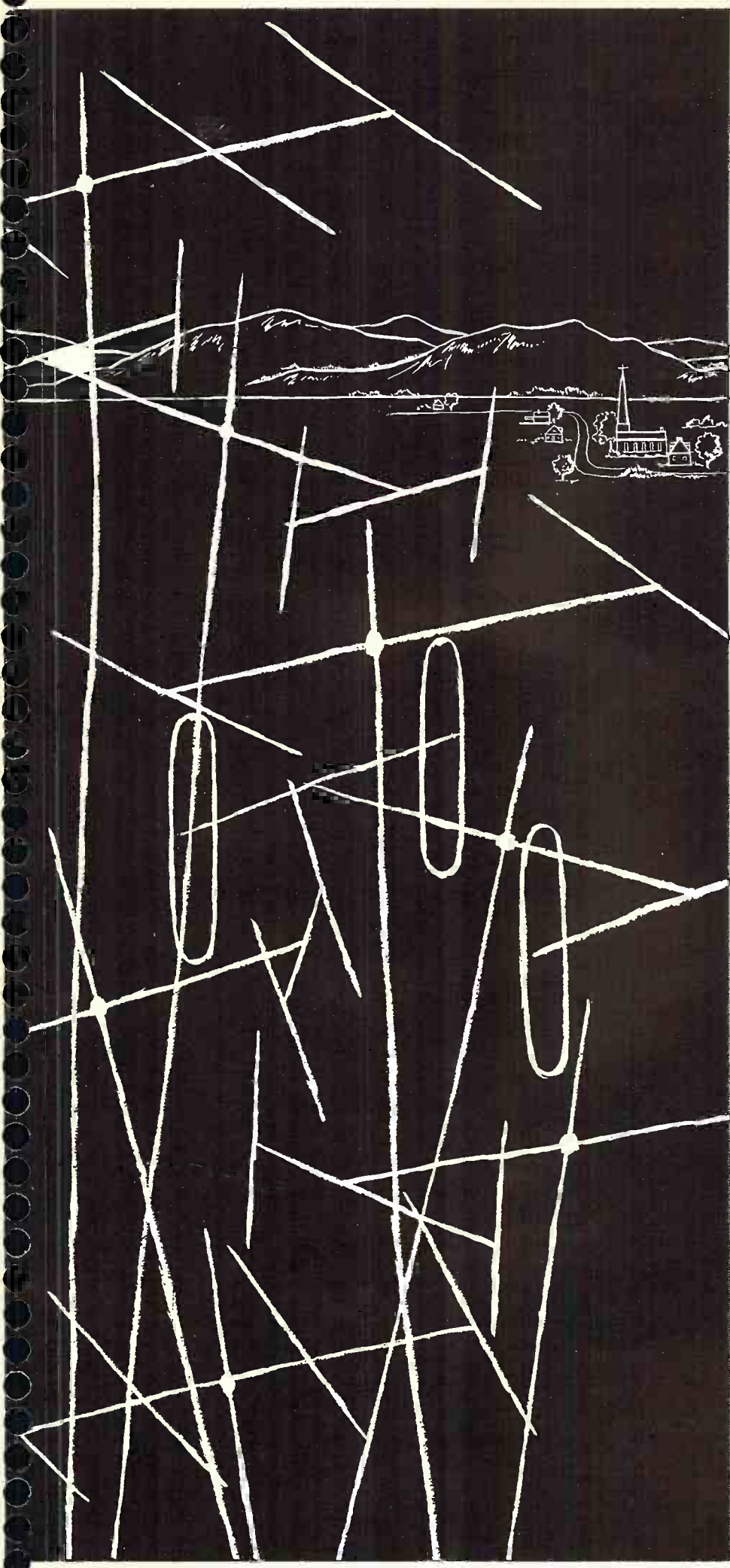
LICENSEE: State of Connecticut, Board of Education
ADDRESS: c/o Comr. of Public Works, State Office Bldg., Hartford 15
* BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)
TRANSMITTER ADDRESS: 1.3 m. WSW of Baltic
CHANNEL: 63 (764-770 mc)
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual 215 kw Aural: 110 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain 590 ft. Above ground 520 ft.
STUDIO ADDRESS: Norwich Regional Technical School
ATTORNEY: Attorney General, State of Connecticut, Hartford
CONSULTING ENGINEER: Craven, Lohnes & Culver

Waterbury—

WATR-TV*

LICENSEE: WATR Inc.
ADDRESS: 440 Meadow St. ZONE: 10 PHONE: 4-5875
AM AFFILIATE: WATR
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Harold Thomas.
* BEGINS OPERATION: May 1, 1953 (CP granted Oct. 30, 1952)
NATIONAL REPRESENTATIVE: William G. Rambeau Co.
CHANNEL: 53 (704-710 mc)
TRANSMITTER ADDRESS: Meriden Mt., Conn.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 245 kw Aural, 125 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 800 ft. Above ground, 120 ft.
STUDIO ADDRESS: 440 Meadow St.
EXECUTIVES:
Harold Thomas, President & General Manager
S. R. Elman, Manager
Ed Waller, Program Director
CONSULTING ENGINEER: Garo W. Ray (Stratford, Conn.)

IN
CONNECTICUT



it's

WNHC
TV

We believe old friends are the best friends and WNHC-TV has been the friendly guest in the homes of millions of people in New England. That's why television viewers prefer WNHC-TV for information, for news, for public service — for great shows — all the stars of all the networks.

WNHC-TV is 4th in the single station market in the entire United States in number of sets and viewers.

- Effective buying power over four and one-half billion dollars annually
- 345,000 television sets (as of Dec., 1952)
- Per family income almost \$7,000

AM-FM-TV

Represented Nationally By The Katz Agency, Inc.

New England's first complete broadcasting service.

DELAWARE TV STATIONS

Wilmington—

WDEL-TV

LICENSEE: WDEL Inc.

ADDRESS: 10th & King Sts. PHONE: 7268

AM AFFILIATE: WDEL FM AFFILIATE: WDEL-FM

TV NETWORK AFFILIATION: NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by J. F. and J. H. Steinman, publishers of *Lancaster Intelligencer Journal* and *New Era*. Steinman stations are WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, WORK York, WRAW Reading, WEST Easton, Pa.

BEGAN OPERATION: June 30, 1949

NATIONAL REPRESENTATIVE: Robert Meecker Associates.

CHANNEL: 12 (204-210 mc) (Was on Ch. 7)

TRANSMITTER ADDRESS: New Castle County.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS; Visual, 2.5 kw Aural, 1.25 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 333 ft.

HOURS OF OPERATION: 7:00 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

NEWS SERVICE: UP and INS

EXECUTIVES:

Clair R. McCollough, Station Executive
J. Gorman Walsh, Station Manager
J. Robert Gulick, National Sales Manager
James Adshead, Program Director
J. E. Mathiot, Technical Director

RATE INFORMATION: Class A hour rate—\$575 (film). Minute spot—\$100 (film). Rehearsals—\$25 per half hour. Frequency discounts—Begin with 26 times at 5% up to 312 times at 22½%. (From Rate Card No. 6, Feb. 1, 1953.)

WASHINGTON ATTORNEY: George O. Sutton

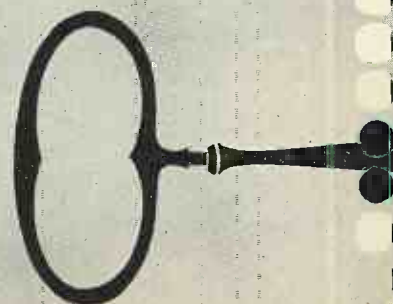
CONSULTING ENGINEER: James C. McNary

Page 76 • 1953 TELECASTING Yearbook


WDEL TV

Wilmington, Delaware

Opens
the door
to
successful
selling...



* Figures released August 1952
by U.S. Dept. of Commerce



In the Country's Richest Income Market

Delaware tops all 48 states in 1951 average income.* That means WDEL-TV's market has more money per capita to spend than any other market in the United States.

WDEL-TV is a vital, motivating influence in this richest of markets. Its viewers offer a tremendous advertising profit potential. They are a constant, loyal audience. They have unlimited faith in WDEL-TV because of its active part in the life of the communities it serves. Backing this skillful local programming, WDEL-TV presents all top NBC shows. Buy WDEL-TV, your key to the country's highest average income market.

WDEL-TV

WILMINGTON, DELAWARE

A Steinman Station

Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

Los Angeles

San Francisco

DISTRICT OF COLUMBIA TV STATIONS

Washington—

WMAL-TV

LICENSEE: Evening Star Broadcasting Co.

ADDRESS: 4461 Connecticut Avenue N. W. ZONE: 8 PHONE: Kellogg 7-11

AM AFFILIATE: WMAL FM AFFILIATE: WMAL-FM

TV NETWORK AFFILIATION: American Broadcasting Co. (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Evening Star Newspaper Co.

BEGAN OPERATION: October 3, 1947

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: American University Campus

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 12 kw

MAKE OF ANTENNA: RCA TYPE: Six-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 515 ft. Above ground, 400 ft.

HOURS OF OPERATION: 1:30 p.m.-11:30 p.m.

STUDIO ADDRESS: 4461 Connecticut Avenue

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

NEWS SERVICE: INS

STUDIO FACILITIES: Studio A (40x70x19-ft.). Studio B (30x50x19-ft.). Auditorium Studio C (40x70, with elevated stage 30x24). Field cameras used in studio. Two RCA TK11A and four TK30A field cameras. Trans-Lux rear screen projector. Three RCA TK20A film cameras and two RCA TP16A film projectors. Two Kodaslide 35mm projectors. Mobile unit is custom built with power supply on trailer and with RCA 7000 microwave relay.

EXECUTIVES:

S. H. Kauffman, President

K. H. Berkeley, Vice President & General Manager

Charles L. Kelly, Asst. General Manager

Mahlon A. Glascock, Director of Sales

Harvey Glascock, TV Sales Manager

George L. Griesbauer, Sales Service Manager

E. H. Meeks, Director of Promotion and Publicity

Frank Harvey, Chief Engineer

RATE INFORMATION: Class A hour rate—\$600. Minute or 20 seconds—\$120. Eight seconds—\$50. (Rate Card No. 6, June 1, 1952)

WASHINGTON ATTORNEY: Hogan & Hartson

More and more
advertisers
are finding

WMAL-TV

a good buy in the
wealthy Washington, D.C.
market

In the nation's 10th largest market, more and more alert advertisers are fast discovering the showmanship and salesmanship of WMAL-TV. A low cost-per-thousand delivery charge attracts them—actual sales hold them.

More and more advertisers are seeing how WMAL-TV backs up their spot schedules with effective point-of-sale in-store merchandising with "Customer Contact".

More and more advertisers are discovering the fact that WMAL-TV has the best production facilities in the area and knows how to use them to give advertisers better programs at lower production costs.

More and more advertisers are learning what it means in sales when one of WMAL-TV's great local personalities tells their loyal audience to buy a sponsor's product.

For a good buy in Washington,
check Katz or . . .

WMAL-TV

THE EVENING STAR STATION

ABC IN WASHINGTON, D. C.

DISTRICT OF COLUMBIA TELEVISION STATIONS

Washington—(Continued)

WNBW (TV)

LICENSEE: National Broadcasting Co.

ADDRESS: Wardman Park Hotel **ZONE:** 8 **PHONE:** Adams 4-5400

AFFILIATE: WRC **FM AFFILIATE:** WRC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT(TV) New York, WMAQ-AM-FM and WNBQ(TV) Chicago, WTAM-AM-FM and WNBK(TV) Cleveland; KNBC-AM-FM San Francisco, and KNBH(TV) Los Angeles

BEGAN OPERATION: May 27, 1947

NATIONAL REPRESENTATIVE: NBC Spot Sales.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Wardman Park Hotel

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 10 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-4A, Superturnstile

ANTENNA HEIGHT: Above average terrain, 330 ft. Above ground, 353 ft.

HOURS OF OPERATION: 6:45 a.m.-12:15 a.m.

STUDIO ADDRESS: Wardman Park Hotel

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Field

TYPE OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** AP, UP and INS

LIBRARY SERVICE: Thesaurus and NBC

STUDIO FACILITIES: Studio A (50x75-ft.). Studio B (9x20-ft.). Studio C (6x10-ft.). Five RCA TK-30 cameras. Bodde rear screen projector. Two film cameras, two 16mm film projectors and one 35mm projector. Two Eastman 2x2-in. slide projectors. One 5x7-in. opaque projector.

EXECUTIVES:

- Frank White, President (NBC)
- William H. Fineshriber Jr., Vice President and General Manager
- Frank M. Russell, Vice President in Charge of Washington Office
- Carleton D. Smith, Vice President & General Manager
- Joseph Goodfellow, Director of Sales
- Charles deLozier, TV Commercial Manager
- Alph Burgin, Program Director
- John Rogers, Chief Engineer
- George Dorsey, Film Buyer
- Robert Adams, Press & Promotion Manager
- Cash Keller, Director of News

RATE INFORMATION: Class A hour rate—\$650. Minute spot or 20 second station break—\$135. 10 second station break—\$67.50. Frequency discounts. (From Rate Card No. 7, Jan. 1, 1952).

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

BROADCASTING • Telecasting

WTOP-TV

LICENSEE: WTOP Inc.

ADDRESS: Warner Bldg. **ZONE:** 4 **PHONE:** Metropolitan 8-3200

AM AFFILIATE: WTOP **FM AFFILIATE:** WTOP-FM

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Washington Post owns 55% and CBS owns 45% of licensee. Washington Post also owns WMBR-AM-FM-TV Jacksonville, Fla. CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT(TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 47% of WCCO-AM-TV Minneapolis (53% owned by Mid Continent Radio-Television Inc.)

BEGAN OPERATION: Started as WOIC January, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 40th & Brandywine Sts. N. W.

MAKE OF TRANSMITTER: RCA **MODEL:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw Aural, 14.2 kw

MAKE OF ANTENNA: RCA **TYPE:** TF6A-Six-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 700 ft. Above ground, 300 ft.

HOURS OF OPERATION: 9 a.m.-2 a.m.

STUDIO ADDRESS: 40th & Brandywine Sts. N. W.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Field

TYPE OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

FILM LIBRARY: Official Films **NEWS SERVICE:** AP, UP and INS

STUDIO FACILITIES: Two studios (one 30x45-ft., other 18x25-ft.) Eight interchangeable field cameras. Trans-Lux rear screen projector. Three 16mm film cameras and two projectors. Four LaBelle slide projectors (2x2 in.) and one opaque projector 3 1/4 x4 in. One mobile unit with three cameras, power supply and microwave relay.

EXECUTIVES:

- John S. Hayes, President
- Lloyd W. Dennis, Vice President (Programs)
- H. Thomas Tausig, Program Director (TV)
- George Hartford, Vice President (Sales)
- Clyde Hunt, Vice President (Engineering)
- Granville Klink, Chief Engineer
- Derrick Dyatt, Film Buyer
- Larry Richardson, Asst. to President
- Cody Pfanstiehl, Director of Press Information
- Warren Booram, Director of Sales Promotion

RATE INFORMATION: Class A hour rate—\$700. 20-second station break or one minute spot—\$140. 10 second spot \$65. Discounts 26 weeks 5%, 52 weeks 10%. Studio live rehearsal \$80 per hour. (Rate Card No. 3, June 15, 1952)

WASHINGTON ATTORNEY: Covington & Burling

FORGING AHEAD..

To SALES Supremacy
on the LOCAL TV Scene..

Offering Washington Advertisers

—New ENLARGED
DOWNTOWN Studios—

*Only Center-Of-Town TV
Location in the Capital*

—Most EXPERIENCED
Production Staff—

*Long-time Employees Of
Washington's 1st Station*

—Strong PROMOTION
to Assist Clients—

*On the Air and Otherwise...
Spelling Success Stories Plus!*

—The BEST in Local
PROGRAMMING—

*Shows...Talent...that Build,
Hold, AND SELL Audiences*

YES, WTTG's "Plus-Offerings" Are Making It The "HOMETOWN HERO" Among Washington Advertisers!

CHANNEL
5

WTTG

Washington
D. C.

Newly Represented
Nationally By
BLAIR TV, Inc.

DUMONT
TELEVISION NETWORK

DISTRICT OF COLUMBIA TV STATIONS

Washington—(Continued)

WTTG (TV)

LICENSEE: Allen B. DuMont Labs. Inc.

ADDRESS: Hotel Raleigh ZONE: 4 PHONE: Sterling 3-5300

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is TV and electron
manufacturer and also owns WDTV(TV) Pittsburgh and WABD(TV) New York.

BEGAN OPERATION: January 1, 1947

NATIONAL REPRESENTATIVE: Blair-TV Inc.

TRANSMITTER ADDRESS: 5217 19th Road North, Arlington, Va.

CHANNEL: 5 (76-82 mc)

MAKE OF TRANSMITTER: DuMont MODEL NO.: Master Series 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 587 ft. Above ground, 465 ft.

HOURS OF OPERATION: 10:15 a.m.-12:30 a.m.

STUDIO ADDRESS: Hotel Raleigh

MAKE OF CAMERA CHAINS: DuMont

DESCRIPTION: Iconoscope film cameras, image orthicon studio & field pick-up camera...

TYPE OF OPERATION: Local & Network Live, Local & Network Film.

NEWS SERVICE: UP and Movietone

LIBRARY SERVICE: Capitol

STUDIO FACILITIES: Two studios (one 40x40 ft., other 40x60 ft.). Five studio and
three field cameras. One Bodde rear screen projector. Two 16mm film projectors.
Two LaBelle slide projectors (2x2 in., bound slides). One mobile unit with th
cameras and microwave relay.

EXECUTIVES:

Dr. Allen B. DuMont, President,
C. J. Witting, Director, DuMont Television Network
Walter Compton, General Manager
Neal J. Edwards, Commercial Manager
Roger M. Coelos, Program Operations Manager
M. M. Bursleson, Chief Engineer
Jules Huber, Film Buyer

RATE INFORMATION: Class A one hour live or film \$600; minute spot live or
\$100. Rehearsals \$50 per hour in excess of 1.5x1 radio. Frequency disc
5% 13 times up to 25% 260 times. (Rate Card No. 8, Sept. 29, 1952)

WASHINGTON ATTORNEY: Roberts & McInnis

FLORIDA TELEVISION STATIONS

Ft. Lauderdale—

WFTL-TV*

LICENSEE: Gore Publishing Co.

ADDRESS: P. O. Box 131 PHONE: 3-2511

RAFFILIATE: WFTL

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Ft. Lauderdale News.

BEGINS OPERATION: April 1, 1953. (CP granted July 31, 1952)

NATIONAL REPRESENTATIVE: Weed

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: 1785 S.E. 15th St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 56 kw

ANTENNA HEIGHT: Above average terrain, 270 ft. Above ground, 293 ft.

STUDIO ADDRESS: 1785 S.E. 15th St.

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Studio is 40x50-ft., seats 100 persons. Two studio cameras. Two film cameras.

EXECUTIVES:

J. W. Dickey, President
 L. Bowles, General Manager & Commercial Manager
 Jack Swart, Program Director
 Richard Northey, Chief Engineer

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Weldon & Carr

WITV (TV)*

LICENSEE: Gerico Investment Co.

ADDRESS: P. O. Box 78 PHONE: 2-2563

RAFFILIATE: WBRD

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned equally by Coleman Judd, realtor; E. J. Richardson, construction, and George W. English Jr., attorney. Application pending before FCC to change ownership to 25% each, with Mortimer Loewi, DuMont executive, as the fourth partner. Messrs. Judd, Richardson and English together own 40% of WBRD.

BEGINS OPERATION: Unknown (CP granted July 31, 1952)

CHANNEL: 17 (488-494 mc)

TRANSMITTER ADDRESS: Peters Branch Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 18.8 kw Aural, 11 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 420 ft. Above ground, 439 ft.

STUDIO ADDRESS: Peters Rd.

BROADCASTING • Telecasting

EXECUTIVES:

L. C. Judd, President
 R. W. Standart, General Manager
 Charles Gravett, Commercial Manager
 George Taylor, Program Director
 Bill Latham, Chief Engineer

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: Craven, Lohnes & Culver

Jacksonville—

WMBR-TV

LICENSEE: Washington Post Co.

ADDRESS: 605 S. Main Street ZONE: 7 PHONE: 9-4475

AM AFFILIATE: WMBR FM AFFILIATE: WMBR-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Washington Post Co. Also owns 55% of WTOP-AM-FM-TV Washington (45% owned by CBS).

BEGAN OPERATION: September 1949

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Foot of Vine St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 14.8 kw Aural, 7.4 kw

MAKE OF ANTENNA: GE TYPE: Three-Bay

ANTENNA HEIGHT: Above average terrain, 438 ft. Above ground, 473 ft.

HOURS OF OPERATION: 7 a.m.-Midnight

STUDIO ADDRESS: 625 S. Main St.

MAKE OF CAMERA CHAINS: GE and DuMont

DESCRIPTION: GE studio and DuMont remotes

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: World

STUDIO FACILITIES: Studio No. 1 (40x55-ft.). Studio No. 2 (18x24-ft.). Three GE studio cameras, two DuMont field cameras. One composite rear screen projector. One GE 16mm film camera. Two GE 16mm film projectors. One Spindle-Sauppe slide projector. One Projectall (3¼x4¼-in.). One Eastman Cine-Kodak motion picture camera. One mobile unit with two cameras and microway relay equipment.

EXECUTIVES:

Philip L. Graham, President
 John S. Hayes, Vice President (Radio-TV)
 Charles Stone, Commercial Manager
 Bill Allyn, Program Director
 Ernest Vordermark, Chief Engineer
 Bernie Adams, Film Buyer
 Bill Terry, Operations Manager
 Bob Johns, Production Manager

RATE INFORMATION: Class A hour rate—\$520 (live), \$400 (film). Minute spot—\$78 (live), \$60 (film). Frequency discounts—Begins with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 3, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hogan and Hartson

CONSULTING ENGINEER: A. D. Ring & Assoc.

FLORIDA TELEVISION STATIONS

Lakeland—

WONN-TV*

LICENSEE: WONN-TV Inc.

ADDRESS: P. O. Box 2038

AM AFFILIATE: WONN

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owners (each of which owns 33⅓% of WONN) are Robert S. Taylor, E. D. Covington Jr. and Duane F. McConnell, each with 5.8% of licensee. Other stockholders are local physicians and dentists.

* BEGINS OPERATION: Unknown (CP granted Dec. 31, 1952)

CHANNEL: 16 (482-488 mc)

TRANSMITTER ADDRESS: Lakeland Highlands Rd. at Seward Lake Dr.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 85 kw Aural, 43 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 730 ft. Above ground, 653 ft.

STUDIO ADDRESS: Lakeland Highlands Rd. at Seward Lake Dr.

EXECUTIVES:

Robert S. Taylor, President
 E. D. Covington Jr., Vice President
 Duane F. McConnell, Secretary
 Dr. Winburn A. Shearouse, Treasurer

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: George E. Gautney

Miami—

WTVJ (TV)

LICENSEE: Southern Radio & Television Equipment Co.

ADDRESS: 316 N. Miami Ave. PHONE: 82-6671

TV NETWORK AFFILIATION: ABC, CBS, DuMont and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned 98% by Wolfson-M Theatre Enterprises Inc. (Wometco). Principal owners of Wometco are Mitchell Wolfson and Sidney Meyer. Wometco has a 10% interest in Piedmont Electro. & Fixture Corp., TV applicant for Charlotte, N. C. Messrs. Wolfson and Meyer own 2½% each of Orange Television Broadcasting Co., TV applicant for Tampa, Fla.

BEGAN OPERATION: March 21, 1949

NATIONAL REPRESENTATIVE: Free and Peters

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Everglades Hotel

MAKE OF TRANSMITTER: GE MODEL NO.: Visual: GET-7A-8A

EFFECTIVE RADIATED POWERS: Visual, 17 kw Aural, 8.5 kw

MAKE OF ANTENNA: GE TYPE: GETY-13C, Three-Bay turnstile

ANTENNA HEIGHT: Above average terrain, 286 ft. Above ground, 306 ft.

HOURS OF OPERATION: 7 a.m.-12:30 p.m.

STUDIO ADDRESS: 316 N. Miami Ave.

MAKE OF CAMERA CHAINS: GE, RCA, DuMont DESCRIPTION: Studio and field

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: INS

LIBRARY SERVICE: World

STUDIO FACILITIES: Studio A (68x100-ft.). Studio B (20x40-ft., seating 150 persons). Two GE and two RCA studio cameras. Three DuMont field cameras. One Trans-Lux 12x16-ft. rear screen projector. One GE, three composite film camera. Two GE and two Eastman 16mm film projectors. Two (GE, Bell & Howell) slide projectors (3¼x4-in. cards). One Pathe, one Eastman Cine-Special, two Auric three Bell & Howell motion picture cameras. One GE mobile unit with three cameras, RCA microwave equipment and complete line of lenses ranging from 50 to 20-in.

EXECUTIVES:

Mitchell Wolfson, President
 Lee Ruwitch, General Manager
 John S. Allen, Commercial Manager
 Arthur L. Gray, Natl. Sales Manager
 Lee Phillips, Program Director
 Earl Lewis, Chief Engineer
 John A. Shay, Operations Chief
 Burt Toppan, Promotion Manager

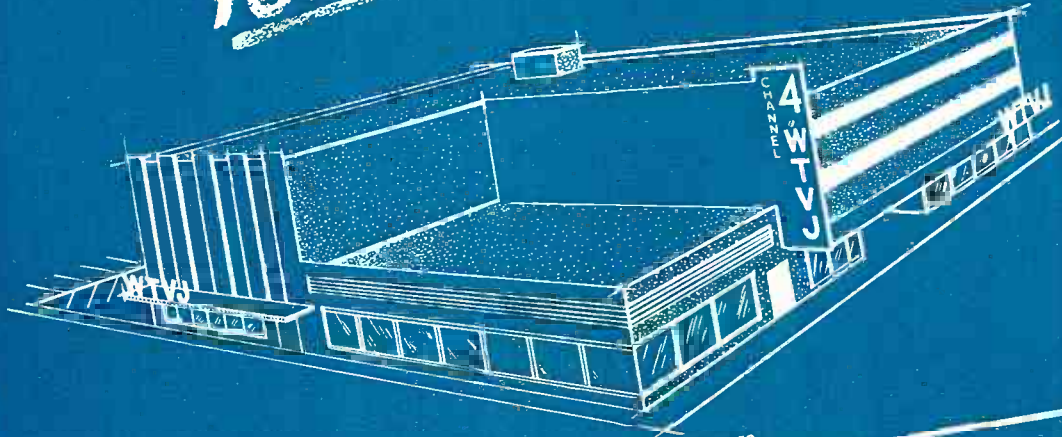
RATE INFORMATION: Class A hour rate—\$700 (film). Minute spot—\$85 (Class A & C time only). Participations—\$50-\$85 per spot. Rehearsals—\$50 per hour over 1:1 ratio. Frequency discounts—Begin with 13 times at 5% up to 100 times at 25%. (From Rate Card No. 8, Jan. 1, 1953.)

WASHINGTON ATTORNEY: Segal, Smith and Hennessey

CONSULTING ENGINEER: Jansky & Bailey

WTVJ

YOUR BLUEPRINT FOR FUTURE SALES



NEW PLANT COMPLETED NOVEMBER 1952

SPECIFICATIONS

- Largest Television plant in Southeastern United States
- "A" Studio area to 10,000 sq. ft.
- "B" Studio area to 800 sq. ft.
- Theatre seating capacity of 250 for audience participation
- All NEW studio and technical equipment
- Engineering research department
- Complete motion picture, laboratory and newsreel plant
- Four years 'on-the-air' experience

REQUIREMENTS

TO SERVICE: 825,000 year 'round buying population with a
51.0% Television set penetration as of Sept. 1952

LEARN MORE ABOUT THE AMAZING SOUTH FLORIDA TV SALES STORY
CALL YOUR FREE & PETERS' COLONEL, TODAY

CHANNEL 4 WTVJ

Florida's First TV Station • MIAMI

FLORIDA TELEVISION STATIONS

Pensacola—

WPFA (TV)*

LICENSEE: Southland Television Inc.

ADDRESS: P. O. Box 30, Baton Rouge, La.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Charles W. Lamar is sole owner, but T. E. Gibbens will receive 25% of profits. Mr. Lamar is partner in Lamar Adv. Co., Baton Rouge, La., owns KCIL Houma, La., and is minority stockholder in WAFB Baton Rouge. Mr. Gibbens is vice president, manager and minority stockholder in WAFB.

* BEGINS OPERATION: June 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: Adam J. Young Jr. Inc.

CHANNEL: 15 (476-482 mc)

TRANSMITTER ADDRESS: Government & Tarragona Sts.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 280 ft. Above ground 350 ft.

STUDIO ADDRESS: Government & Tarragona Sts.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: George A. Gautney

St. Petersburg—

WSUN-TV*

LICENSEE: City of St. Petersburg

ADDRESS: P. O. Box 240 PHONE: 7-4747

AM AFFILIATE: WSUN

NATIONAL REPRESENTATIVE: Weed & Co.

* BEGINS OPERATION: May 1, 1953 (CP granted Oct. 9, 1952)

CHANNEL: 38 (614-620 mc)

TRANSMITTER ADDRESS: Near west end of Gandy Bridge.

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-10A

EFFECTIVE RADIATED POWERS: Visual, 205 kw Aural, 110 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 460 ft. Above ground, 492 ft.

HOURS OF OPERATION: 11 a.m.-11 p.m.

STUDIO ADDRESS: Municipal Pier

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

STUDIO FACILITIES: Two studios: 35x45 ft. and 20x30 ft. Two RCA (TK-11A) studio cameras. Two RCA (TK-20C) film cameras. Two RCA 16mm (TP-6A) film projectors. Two RCA (TP-2A) automatic slide projectors; one Telop II opaque projector. One RCA flying spot scanner (TK-3A).

EXECUTIVES:

George D. Robinson, General Manager & Film Buyer
Charles Vaughn, Program Director
Louis J. Link, Chief Engineer

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: James C. McNary

West Palm Beach—

WIRK-TV*

LICENSEE: WIRK-TV Inc.

ADDRESS: 715 S. Flagler Dr.

AM AFFILIATE: WIRK

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned equally by Joseph S. Field Jr., Warren H. Brewster and Arthur M. Shandloff. Messrs. Field and Shandloff own WIRK West Palm Beach. Mr. Brewster raises cattle.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

CHANNEL 21 (512-518 mc)

TRANSMITTER ADDRESS: Flagler Dr., N. of Lakeview Dr.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 11.5 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 220 ft. Above ground, 255 ft.

STUDIO ADDRESS: Flagler Dr., N. of Lakeview Dr.

EXECUTIVES:

Joseph S. Field Jr., President and General Manager

WASHINGTON ATTORNEY: Frank U. Fletcher

CONSULTING ENGINEER: Vandivere, Cohen & Wearn

GEORGIA TELEVISION STATIONS

Atlanta—

WAGA-TV

LICENSEE: Storer Broadcasting Co.

ADDRESS: 1018 Peachtree St., N. W. **PHONE:** Vernon 3553

AM AFFILIATE: WAGA **FM AFFILIATE:** WAGA-FM

NETWORK AFFILIATION: CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Licensee owns and operates WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, KEYL (TV) San Antonio, WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati, and WGBS-AM-FM Miami. Mr. Storer is publisher of Miami Beach Florida Sun.

REGAN OPERATION: March 8, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1018 Peachtree St. N. W.

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-5-Superturndale

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 484 ft.

HOURS OF OPERATION: 9 a.m.-11 p.m.

STUDIO ADDRESS: 1018 Peachtree St. N.W.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Two TK-10A, two TK-30A.

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

NEWS SERVICE: AP and UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Studio A (30x50-ft.). Studio B (20x20-ft.). Two RCA TK-10A studio cameras. Two RCA TK-30A studio and field cameras. Two RCA TK-20A film cameras. Two RCA TP-16C film projectors. Two LaBelle slide projectors. One RCA mobile unit.

EXECUTIVES:

George B. Storer, President
 Glenn C. Jackson, Managing Director
 J. W. Collins Jr., Commercial Manager
 Tom Harker, National Sales Manager (New York)
 Don Naylor, Program Director
 Hugo Bondy, Chief Engineer
 Para Lee Brock, Promotion Manager
 David Mayo, Merchandising Manager
 Dale Clark, News Editor
 Jim Woods, Sports Director
 Helen Parris, Women's Director

RATE INFORMATION: Class A hour rate—\$650. Minute spot—\$104. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30% plus. (From Rate Card No. 6, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

SHAKESPEARE SAID:

“The Play’s The Thing . . .”

. . . and the old Bard certainly knew what he was talking about. TV ratings place dramatic shows in first place with tele-viewers . . . and UTP has TV's two *top* dramatic programs.

Both were originally produced by Bing Crosby Enterprises for two of America's largest national advertisers . . . now available to leading local and regional sponsors at a fraction of their original cost.

NEW YORK
444 Madison Avenue

CHICAGO
360 North Michigan

HOLLYWOOD
140 North La Brea



ROYAL PLAYHOUSE (Fireside Theatre)

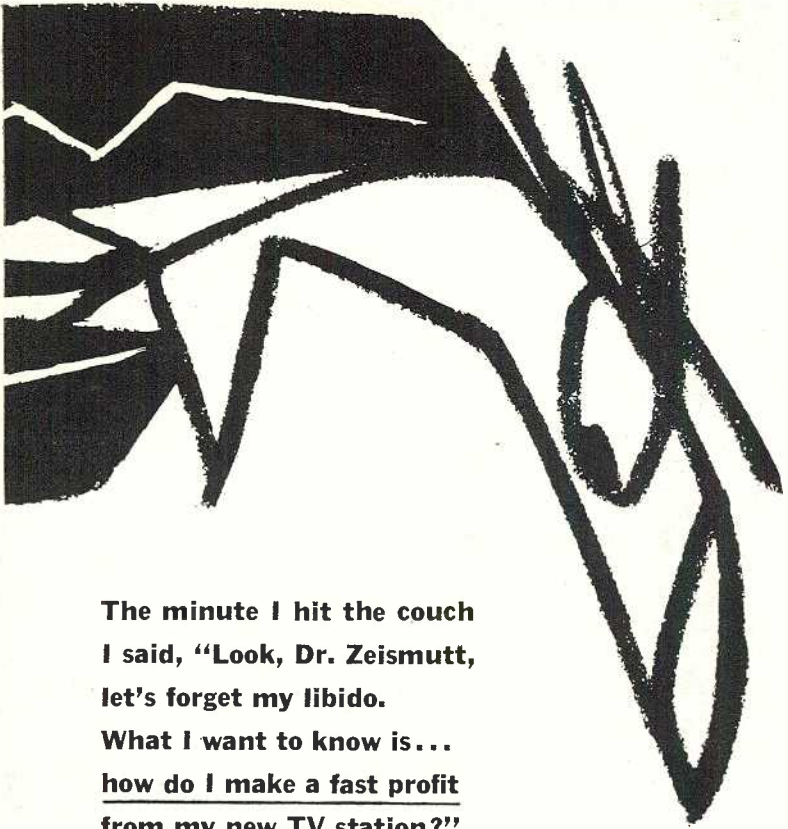
52 hard-hitting, audience-building half-hours . . . carefully selected dramas that all the family will enjoy and remember. This is the same series that rated #1 when it ran over NBC under the title of "Fireside Theatre."



COUNTERPOINT (Rebound)

26 unusual half-hour dramas. Each surprise-ending story is designed to accent the unusual. A National Award Winner with terrific adult appeal . . . destined to set new records and ratings now that it's available on a local level.

SOME FIRST-RUN MARKETS STILL AVAILABLE . . .
 WIRE OR PHONE FOR DETAILS.



The minute I hit the couch
I said, "Look, Dr. Zeismutt,
let's forget my libido.
What I want to know is...
how do I make a fast profit
from my new TV station?"

He was stumped, of course...
didn't know about Consolidated's
STATION-STARTER PLAN...
how you buy nine TV series for
one low price. And when I say
"low" I mean you start
making money on them
right off the bat.



Consolidated Television Sales
distributors of film for Television

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

GEORGIA TV STATIONS

Atlanta—(Continued)

WLTV (TV)

LICENSEE: Broadcasting Inc. (Crosley Broadcasting Corp.)

ADDRESS: 15 Forsyth St., S. W. PHONE: Cypress 6676

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Aven-
Mfg. Co., owns WLW, WLWA(FM) and WLWT(TV) Cincinnati, WLWB(FM) a
WLWD(TV) Dayton, WLWF(FM) and WLWC(TV) Columbus, all Ohio, WINS New
York, and WLTV(TV) Atlanta.

BEGAN OPERATIONS: Sept. 30, 1951

NATIONAL REPRESENTATIVES: Harrington, Righter & Parsons Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: W. Peachtree St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.8 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B

ANTENNA HEIGHT: Above average terrain, 546 ft. Above ground, 598 ft.

HOURS OF OPERATION: 2 p.m.-11:30 p.m. 1:30 p.m.-11:30 p.m. Sunday

STUDIO ADDRESS: 15 Forsyth St., S. W.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Two studios (15x26-ft. and 25x26-ft.). Three RCA studio cam-
eras. RCA TK-20Z film cameras. RCA 16mm film projectors. Two Selectro-Sli
projectors. One GE opaque projector. One Bolex 16H motion picture camera.

EXECUTIVES:

- James D. Shouse, Chairman of Board
- Robert Dunville, Chairman, Executive Board
- William T. Lane, President and General Manager
- Charles Grisham, Commercial Manager
- Roger Van Duzer, Program Director & Film Buyer
- Harvey J. Aderhold, Chief Engineer
- Ann Hutcheson, Traffic Manager
- Myrtle Thompson, Office Manager

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$75. Frequency d'
counts—Begin with 13 times at 5% up to 156 times at 30%. (From Rate Car-
No. 1, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

The *Selling* BIG PICTURE

in ATLANTA *is*

WLTV

ABC AFFILIATE
CHANNEL 8



BAKERY

APPLIANCES

Shoe

WLTV

is more than an advertising medium... it's a selling medium!

WLTV

is geared to do one job best... that is to **SELL YOUR PRODUCT!**

WLTV

offers a "result-conscious" staff, from the sales office to the production men, to the highly trained, personable announcers and performers...

all adds up to

**Better Selling - - Better Demonstrations
Positive Sales Results**

PROVEN

by the swift growth of WLTV in a big, highly competitive market... at the most economical TV rates in the market!



General Manager
WILLIAM T. LANE

Sales Manager
CHARLES F. GRISHAM

Telephone Cypres 6676
Atlanta, Georgia

Represented
nationally by

HARRINGTON, RIGHTER & PARSONS

New York - Chicago
San Francisco

GEORGIA TV STATIONS

Atlanta—(Continued)

WSB-TV

LICENSEE: Atlanta Newspapers Inc.

ADDRESS: 10 Forsyth St., N. W. PHONE: Elgin 6711

AM AFFILIATE: WSB FM AFFILIATE: WSB-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Atlanta Journal and Constitution. James M. Cox, former-Gov. of Ohio, is principal stockholder. Same interests own and operate WHIO-AM-FM-TV Dayton, WSB-AM-FM-TV Atlanta, WIOD-AM-FM Miami, and publish Dayton Daily News and Journal Herald, Springfield News and Sun, Miami News.

BEGAN OPERATION: September 29, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co. Inc.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 780 Willoughby Way, N. E.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: RCA TYPE: 14-Bay

ANTENNA HEIGHT: Above average terrain, 932 ft. Above ground, 1062 ft.

STUDIO ADDRESS: 1601 W. Peachtree St.

HOURS OF OPERATION: 8 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30A

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes

STUDIO FACILITIES: Studio is 30x50-ft. Two RCA TK-30A studio cameras. Two RCA TK-30A field cameras. Two RCA TK-20A film cameras. Two RCA TP-16C 16mm film projectors. Two Selectro-Slide slide projectors (2x2-in. slides). One Composite Baloptican (4x5-in. cards). One Eastman motion picture camera. One mobile unit with two RCA TK-30A field cameras, RCA relay equipment.

EXECUTIVES:

J. Leonard Reinsch, Managing Director
John M. Outler Jr., General Manager
Marcus Bartlett, Station & Commercial Manager
Robert Holbrook, Chief Engineer
Jean Hendrix, Film Buyer

RATE INFORMATION: Class A hour rate—\$650 (film). Minute spot—\$104 (film).
Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%.
(From Rate Card April 15, 1952.)

WASHINGTON ATTORNEY: Daw, Lohnes & Albertsan

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

Page 88 • 1953 TELECASTING Yearbook

IDAHO TV STATIONS

Boise—

KGEM-TV*

LICENSEE: Idaho Broadcasting & Television Co.

ADDRESS: 5601 Cassia St. PHONE: 4-3511

AM AFFILIATE: KGEM

TV NETWORK AFFILIATION: ABC (Noninterconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Frank C. Carman (25%), Gr W. Wrathall (25%), David Smith (25%), Mrs. Edna McCrea (12½%), Sharon Powers (12½%). All have interests in KWIK Pocatello, Ida., KIFI Idaho Falls, Id- KOPR Butte, Mont.

* BEGINS OPERATION: Fall, 1953 (CP granted Jan. 15, 1953)

NATIONAL REPRESENTATIVE: Hollingbery

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Deer Point Peak

MAKE OF TRANSMITTER: ComPOSITE

EFFECTIVE RADIATED POWERS: Visual, 32 kw Aural, 16 kw

MAKE OF ANTENNA: Undetermined

ANTENNA HEIGHT: Above average terrain, 2,050 ft. Above ground, 107 ft.

STUDIO ADDRESS: 5601 Cassia St.

TYPE OF OPERATION: Local live and film, network film and kinescopes.

EXECUTIVES:

Frank C. Carman, President
Mila J. Petersen, General Manager

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: Grant W. Wrathall (Aptas, Cal.)

KIDO-TV*

LICENSEE: KIDO Inc.

ADDRESS: Chamber of Commerce Bldg. PHONE: 2-4611

AM AFFILIATE: KIDO

TV NETWORK AFFILIATION: NBC (Noninterconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Georgia M. Davidson is controlling stockholder.

* BEGINS OPERATION: July 1, 1953 (CP granted Dec. 23, 1952)

NATIONAL REPRESENTATIVE: Blair TV Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: NNW of Crestline Dr.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 51 kw Aural 26 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 80 ft. Above ground, 385 ft.

STUDIO ADDRESS: Undetermined

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live and film, network film and kinescopes.

STUDIO FACILITIES: One studio, 55x35 ft. One RCA studio camera. Two 16mm. RCA film projectors. One Spindler-Saupe slide projector. One Bell & Howell camera.

EXECUTIVES:

Georgia M. Davidson, President
Walter E. Wagstaff, Vice President and General Manager
Hugh Shelley, Commercial Manager
Jack Link, Program Director, Film Buyer
Harold Taedemeier, Chief Engineer
Bill Harvey, Film Editor

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Commercial Radio Equipment Co.

BROADCASTING • Telecasti



Don't send a boy to do a MAN'S work

There is tremendous opportunity in the booming Southland. If you are interested it warrants the strongest advertising support you can obtain. WSB and WSB-TV are the most powerful media serving this region. In every survey ever made in Atlanta by any recognized authority these stations have been dominant FIRSTS.

wsb-tv
ATLANTA, GEORGIA

*World's tallest TV tower
50,000 watts, channel 2
Represented by Petry*

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

ILLINOIS TELEVISION STATIONS

Belleville—

WTVI (TV) *

LICENSEE: Signal Hill Telecasting Corp.

ADDRESS: 10,200 W. Main St. PHONE: Express 0054
(For St. Louis office, see Missouri listing)

TV NETWORK AFFILIATION: DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Major stockholders are Paul F. Pelason and Harry Tennenbaum, investment bankers.

* BEGINS OPERATION: May 1, 1953 (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 54 (710-716 mc)

TRANSMITTER ADDRESS: 10,200 W. Main St.

MAKE OF TRANSMITTER: Federal

EFFECTIVE RADIATED POWERS: Visual, 220 kw Aural, 120 kw

MAKE OF ANTENNA: Federal TYPE: WA-25

ANTENNA HEIGHT: Above average terrain, 630 ft. Above ground, 590 ft.

STUDIO ADDRESS: 10,200 W. Main St. HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: Federal DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes

STUDIO FACILITIES: Studio is 20x30-ft. Two Federal 56A-60 studio/field cameras. One Federal film camera. Two Federal 16mm film projectors. Two Federal slide projectors (2x2-in.). One Poly-Efex scanner.

EXECUTIVES:

Bernard T. Wilson, President and General Manager
John I. Hyatt, Vice President in Charge of Sales
Ted Westcott, Vice President in Charge of Programming

WASHINGTON ATTORNEY: Sher, Oppenheimer & Harris

CONSULTING ENGINEER: John B. Heffelfinger (Kansas City)

Chicago—

WBBM-TV

LICENSEE: Columbia Broadcasting System

ADDRESS: 190 N. State St. ZONE: 1 PHONE: Randolph 6-8210

AM AFFILIATE: WBBM FM AFFILIATE: WBBM-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPLE STOCKHOLDERS AND OTHER INTERESTS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington and 47% of WCCO-AM-TV Minneapolis.

BEGAN OPERATION: Sept. 6, 1946

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 4 (66-72 mc) (Must move to Ch. 2)

TRANSMITTER ADDRESS: 33 N. LaSalle St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 25.2 kw Aural, 12.6 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 390 ft. Above ground, 686 ft.

STUDIO ADDRESS: 190 N. State Street HOURS OF OPERATION: 9 am.-1:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 16 Image Orthicon cameras

TYPE OF OPERATION: Local and network live, local and network film, kinescopes

LIBRARY SERVICE: Associated, SESAC, World

STUDIO FACILITIES: Four studios—(24x26-ft., 35x55-ft., 46x48-ft., seating 606; a. 8x10). Four studio cameras and twelve interchangeable field cameras. C Trans-Lux rear screen projector. Three film cameras. Three 16mm and two 35mm film projectors. One 35mm and one 16mm slide projector. One opaque projector. Mobile unit with three cameras, two microwave transmitters, Zoomar lens, pow supply, etc.

EXECUTIVES:

Frank Stanton, President (CBS)
J. L. Van Volkenburg, President (CBS-TV)
H. Leslie Atlass, Vice President (Central Div.)

RATE INFORMATION: Class A hour rate—\$1550 (live), \$1250 (film). Minute spot \$350. Rehearsals—\$100 first half-hour; \$50 each additional half-hour. Frequency discounts—begin with 13 times at 5% up to 208 times at 20%. (From Rate Card No. 9, Sept. 15, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

WBKB (TV)

LICENSEE: American Broadcasting-Paramount Theatres Inc.

ADDRESS: 20 N. Wacker Drive ZONE: 6 PHONE: Andover 3-0800

AM AFFILIATE: WENR FM AFFILIATE: WENR-FM

TV NETWORK AFFILIATION: ABC (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: AB-PT owns and operates WJZ-AM-FM-TV New York, WENR-AM-FM and WBKB (TV) Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. Also owner of chain of 650 motion picture theatres.

BEGAN OPERATION: Sept. 17, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: 20 N. Wacker Drive

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 28.3 kw Aural, 14 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 667 ft. Above ground, 660 ft.

STUDIO ADDRESS: 20 N. Wacker Drive

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A, TK-20A, TK-30A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes

NEWS SERVICE: AP, INS

STUDIO FACILITIES: Five studios—(28x52x18-ft., 36x44x22-ft., 34x47x11-ft., 23x14-ft., and Civic Theatre with stage 32x70x60-ft. and seating capacity 800). Sixteen studio cameras (seven interchangeable), three interchangeable field cameras. Two RCA 16mm and one RCA 35mm film cameras. Two RCA 16mm and two RCA 35mm and two GPL 16mm film projectors. Two Spindler & Sangor and four Kodaslide slide projectors (2x2-in. slides). Gray Teleopticon opaque projector (4x5-in. cards). Mobile unit with three cameras, normal lens complement plus 13-in., 15-in., 17-in. and 25-in. lenses, equipped with microwave equipment, power supply, generator, etc.

EXECUTIVES:

Leonard H. Goldenson, President (AB-PT)
Robert E. Kintner, President (ABC Div.)
Robert H. O'Brien, Executive Vice President (ABC Div.)
John H. Norton Jr., Vice President, Central Div. (ABC Div.)
John H. Mitchell, Vice President and General Manager, WBKB
Joseph Fisher, Commercial Manager
Fred Kilian, Creative Program Director
Monte Fassnacht, Program Manager
E. C. Horstman, Engineer Manager
Donald Kraatz, Executive Producer
Jack McCord, Business Manager of TV Dept.
Clark Heider, Operational Supervisor

RATE INFORMATION: Class A hour rate—\$1500. Minute spot—\$300. Participating per spot—\$300. Rehearsals—\$100 per hour. Frequency discounts—begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 6, Sept. 1, 1952.)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

ILLINOIS TV STATIONS

Chicago—(Continued)

WGN-TV

LICENSEE: WGN Inc.

ADDRESS: 441 N. Michigan Ave. ZONE: 11 PHONE: Superior 7-0100

AM AFFILIATE: WGN FM AFFILIATE: WGNB

V NETWORK AFFILIATION: DuMont (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Tribune Co., publisher of Chicago Tribune. Same interests (Col. Robert R. McCormick) own WPIX (TV) New York and publish New York News and Washington (D. C.) Times-Herald.

BEGAN OPERATION: April 5, 1948

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Atop Tribune Tower

MAKE OF TRANSMITTER: GE MODEL NO.: TT-7B & TT-8B

EFFECTIVE RADIATED POWERS: Visual, 29 kw Aural, 14.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B

ANTENNA HEIGHT: Above average terrain, 586 ft. Above ground, 610 ft.

STUDIO ADDRESS: 441 N. Michigan Ave.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes, remote.

NEWS SERVICE: UP

LIBRARY SERVICE: Standard & Associated

STUDIO FACILITIES: Six studios ranging from 15x18 ft. to audience studio with 65 ft. stage. Two audience studios, one with seating capacity of 250, one with seating capacity of 400. Thirteen studio cameras. Ten field cameras. One Trans-Lux rear screen projector. Two GE and two RCA film cameras. Two 35mm and two 16mm film projectors. Two B&H slide projectors (3¼x4-in.). Nine 16mm motion picture cameras. Houston film processing unit. Three mobile units, all equipped with microwave relay, one with four cameras, two with three cameras; standard complement of lenses in each truck, plus limited selection of Telefotos, and one Zoomar. One auxiliary power unit available.

EXECUTIVES:

Col. Robert R. McCormick, President
Frank P. Schreiber, General Manager
William A. McGuineas, Commercial Manager
Ted Weber, Sales Manager
J. E. Faraghan, Program Director
James Hanlon, Public Relations Director
Carl J. Meyers, Chief Engineer
Spencer Allen, Newsreel Director
Elizabeth Bain, Film Director
George Petterson, Facilities Director
Don Cook, Director of Remotes
Jack Brickhouse, Sports Service Director
Paul Fogary, Sports Producer
Geraldine Gardiner, Traffic Manager

RATE INFORMATION: Class A hour rate—\$1,200 (live), \$1,020 (film). Minute spot—\$250. Participations—\$140-\$150 per spot. Rehearsals—\$50 per half-hour over 1:1 ratio. Frequency discounts—begin with 13 weeks at 5% up to 52 weeks at 10% plus twice per week at 2½% up to seven times per week at 15%. (From Rate Card No. 11, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

BROADCASTING • Telecasting

A SOLUTION TO YOUR CHICAGO SALES PROBLEMS

During 1952, more local retail and national spot advertisers sponsored programs on WGN-TV than on any other TV station in Chicago.

These advertisers are selling a great, receptive and active buying audience.

If you are seeking sales in the Chicago Market (and who isn't) WGN-TV is your Best Buy.



The Chicago Tribune Television Station

ILLINOIS TV STATIONS

Chicago—(Continued)

WHFC-TV*

LICENSEE: WHFC Inc.

ADDRESS: 3350 S. Kedzie Ave. PHONE: Townhall 3-6305

AM AFFILIATE: WHFC FM AFFILIATE: WEHS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Rep. Richard W. Hoffman (R-Ill.)

*BEGINS OPERATION: Unknown (CP granted Jan. 7, 1953)

CHANNEL: 26 (542-548 mc)

TRANSMITTER ADDRESS: 105 W. Adams St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 220 kw Aural, 110 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 600 ft. Above ground, 589 ft.

EXECUTIVES:

Richard W. Hoffman, President

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: Gillet & Assoc.

WNBQ (TV)

LICENSEE: National Broadcasting Co.

ADDRESS: Merchandise Mart ZONE: 54 PHONE: Superior 7-8300

AM AFFILIATE: WMAQ FM AFFILIATE: WMAQ-FM

TV NETWORK AFFILIATION: NBQ (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, and KNBH (TV) Los Angeles.

BEGAN OPERATION Oct. 8, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Civic Opera Building

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.25 kw Aural, 12.29 kw

MAKE OF ANTENNA: RCA TYPE: 4-Bay Superturndstile

ANTENNA HEIGHT: Above average terrain, 595 ft. Above ground, 627 ft.

STUDIO ADDRESS: Merchandise Mart HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Film and Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP, INS and AP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Four studios—(10x13 ft., 43x60 ft., 30x45 ft., 40x53 ft., and Studebaker Theatre with stage 40x60 ft.). Thirteen studio and two field cameras. Three film cameras (16mm and 35mm). Three 35mm and three 16mm film projectors. Three slide projectors (2x2-in. slides). One Telop projector (4x5-in. slides). One opaque projector (3x4-in. cards). One motion picture camera. One mobile unit with three cameras, equipped with microwave relay and power supply.

EXECUTIVES:

Frank White, President (NBC)

William H. Fineshriber Jr., Vice President and General Manager (NBC)

Harry C. Kopf, Vice President, Central Div. and General Manager

Jules Herbuveaux, Manager TV Operations

John J. McPartlin, Commercial Manager

George Heinemann, Program Director

Howard C. Luttgens, Chief Engineer

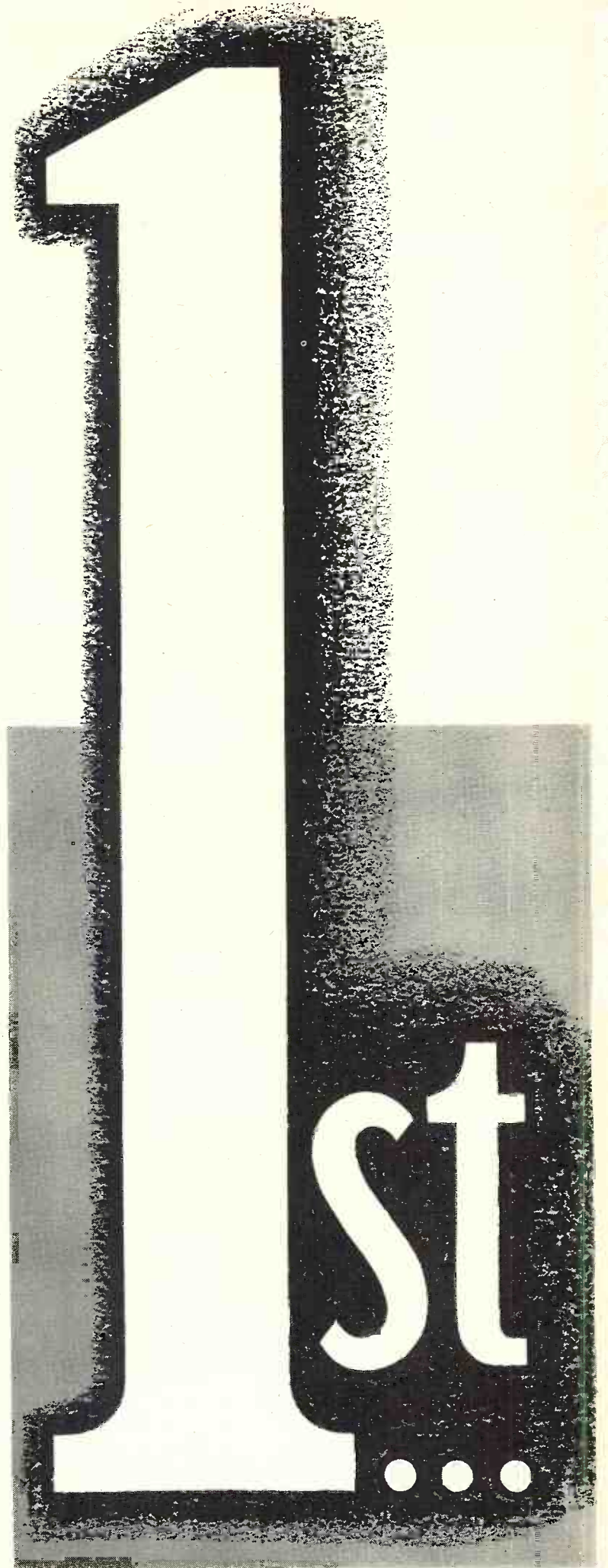
Isabelle Cooney, Film Buyer

RATE INFORMATION: Class A hour rate—\$1800. Announcements—\$350 per spot. Frequency discounts—begin with 26 weeks, 1-14 minutes at 2% up to 52 weeks, 45 minutes and over, 22%. (From Rate Card No. 6, Jan. 1, 1953.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

Page 92 • 1953 TELECASTING Yearbook





By Any Measurement...

**...the FIRST Station
in Chicago Television**

FIRST in Programming —

More than 25 hours per week of NON-FILM local programs prove a constant and successful effort to provide the best in TV for viewer and advertiser.

FIRST in Audience —

The average WNBQ rating for all quarter-hours is 17 PER CENT greater than the second station.

(American Research Bureau, November 1952)

FIRST in Sales Power —

Ask any of the many WNBQ clients.

YES, SOME SPOTS ARE BETTER THAN OTHERS ...

...and in Chicago television these spots are on



Represented by
NBC SPOT SALES



ILLINOIS TELEVISION STATIONS

Danville—

WDAN-TV*

LICENSEE: Northwestern Publishing Co.

ADDRESS: 17-19 W. North St. PHONE: 1700

AM AFFILIATE: WDAN

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Gannett Co., Inc., publisher of Danville (Ill.) Commercial News, Rochester (N. Y.) Times-Union and Democrat & Chronicle, Albany (N. Y.) Knickerbocker News, Utica (N. Y.) Observer-Dispatch and Press, Newburgh (N. Y.) News, Beacon (N. Y.) News, Ithaca (N. Y.) Journal, Olean (N. Y.) Times-Herald (minority interest), Ogdensburg (N. Y.) Journal, Malone (N. Y.) Telegram, Saratoga Springs (N. Y.) Saratoga, Massena (N. Y.) Observer, Elmira (N. Y.) Star-Gazette and Advertiser, Binghamton (N. Y.) Press, Hartford (Conn.) Times, Plainfield (N. J.) Courier-News. Gannett Co. also owns or controls WHEC Rochester, N. Y. WHDL Olean, N. Y.; WENY Elmira, N. Y.; WHTT Hartford, Conn., and WDAN Danville, Ill.

*BEGINS OPERATION: Unknown (CP granted Dec. 10, 1952)

CHANNEL: 24 (530-536 mc)

TRANSMITTER ADDRESS: 1500 Washington St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 9.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 420 ft. Above ground, 445 ft.

STUDIO ADDRESS: 1500 Washington St.

EXECUTIVES:

Frank E. Gannett, President
Robert J. Buraw, General Manager

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Bernard C. O'Brien (Rochester, N. Y.)

Decatur—

WTVP (TV)*

LICENSEE: Prairie Television Co.

ADDRESS: 250 N. Water St.

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is W. L. Shallabarger, supervisor of personally owned investments.

*BEGINS OPERATION: July 1, 1953 (CP granted Nov. 20, 1952)

CHANNEL: 17 (488-494 mc)

TRANSMITTER ADDRESS: S.W. of Lake Decatur Dam

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 18 kw Aural, 9.8 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 352 ft.

STUDIO ADDRESS: S.W. of Lake Decatur Dam

EXECUTIVES:

W. L. Shallabarger, President
Harold G. Cowgill, Vice President
David S. Shallabarger, Secretary

CONSULTING ENGINEER: George C. Davis

Peoria—

WEEK-TV

LICENSEE: West Central Broadcasting Co.

ADDRESS: 100 Commercial Nat'l. Bank Building. PHONE: 3-3688

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sen. Robert S. Kerr (D-Okla.) and family are principal owners. They also own KRMG Tulsa, Okla. Among other stockholders is C. B. Akers who has minor interest in KGLC Miami, Okla., and is theatre operator.

AM AFFILIATE: WEEK

BEGAN OPERATION: Feb. 1, 1953 (CP granted Aug. 28, 1952)

NATIONAL REPRESENTATIVE: Headley-Reed

CHANNEL: 43 (664-650 mc)

TRANSMITTER ADDRESS: Springfield Hill Road

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 175 kw Aural, 88 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 432 ft.

Page 94 • 1953 TELECASTING Yearbook

STUDIO ADDRESS: Springfield Hill Road

EXECUTIVES:

Sen. Robert S. Kerr, President
Fred C. Mueller, General Manager

RATE INFORMATION: Class A Hour rate—\$300. Minute rate—\$60. Frequency Discount—Begins at 26 times at 5% up to 260 times at 25%. (From Rate No. 1, Jan. 1 1953)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: McIntosh & Inglis

WTVH-TV*

LICENSEE: Hilltop Broadcasting Co.

ADDRESS: 406 Fayette Building ZONE: 3 PHONE: 6-8771

AM AFFILIATE: WTVH

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Hugh R. Norman. Mr. Norman also is controlling stockholder of KSTT Davenport, Iowa.

*BEGINS OPERATION: June 1, 1953 (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: Petry

CHANNEL: 19 (500-506 mc)

TRANSMITTER ADDRESS: Jefferson Hotel

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 95 kw Aural, 54 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 280 ft. Above ground, 415 ft.

STUDIO ADDRESS: Jefferson Hotel

EXECUTIVES:

Hugh R. Norman, President
O. H. Duewall, Commercial Manager
George B. Norman, Program Director

WASHINGTON ATTORNEY: Eugene L. Burke

CONSULTING ENGINEER: Walter F. Kean (Riverside, Ill.)

Rockford—

WTVO (TV)*

LICENSEE: Winnebago Television Corp.

ADDRESS: North Meridian Road. Phone 3-5413

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Half-owned by H&E Balaban Corp. (Harry and Elmer Balaban), owner of motion picture theatre chain in Illinois and Michigan; and Irwin Dubinsky and family, owners of River Lane Drive-In Theatre, Rockford, Ill.

*BEGINS OPERATION: April, 1953 (CP granted Sept. 11, 1952)

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 39 (620-626 mc)

TRANSMITTER ADDRESS: North Meridian Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 19.6 kw Aural, 9.8 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 650 ft. Above ground, 691 ft.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and Network live. Local and Network film. Kinescope

STUDIO FACILITIES: Studio 17x20 ft. One studio camera. Two 16mm film projectors. One 35mm slide projector.

EXECUTIVES:

Harry Balaban, President
Willima Dubinsky, Treasurer & General Manager
Harold Froelich, Station Manager

RATE SUMMARY: Class A Hour rate—\$150. Minute rate—\$30.

WASHINGTON ATTORNEY: Krooth & Altman

CONSULTING ENGINEER: Walter F. Kean (Riverside, Ill.)

BROADCASTING • Telecastin

ILLINOIS TELEVISION STATIONS

Rock Island—

WHBF-TV

OWNERSHIP: Rock Island Broadcasting Co.

ADDRESS: Telco Building PHONE: 6-5441

AM AFFILIATE: WHBF FM AFFILIATE: WHBF-FM

NETWORK AFFILIATION: ABC, CBS and DuMont. (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: J. W. Potter Co. is principal stockholder, publisher of Rock Island Argus.

BEGAN OPERATION: July 1, 1950

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Telco Building

MAKE OF TRANSMITTER: DuMont MODEL NO.: 2000

EFFECTIVE RADIATED POWERS: Visual, 23.4 kw Aural, 11.7 kw

MAKE OF ANTENNA: RCA TYPE: TF-5A

ANTENNA HEIGHT: Above average terrain, 370 ft. Above ground, 485 ft.

STUDIO ADDRESS: Telco Building HOURS OF OPERATION: 8 a.m.-midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Official NEWS SERVICE: Telenews

LIBRARY SERVICE: World, Standard, Lang-Worth

STUDIO FACILITIES: Two studios—(30x75-ft., seating 125, and 18x26-ft.). Three Image Orthicon studio cameras interchangeable for field use. One Trans-Lux rear screen projector. One film camera. Two 16mm film projectors. One Eastman slide projector (2x2-in.). One DuMont monochrome scanner (2x2-in.). One Victor 16mm motion picture camera. Mobile unit with three cameras, 2-in. to 20-in lenses, microwave relay equipment.

EXECUTIVES:

Ben H. Potter, President
 Leslie C. Johnson, Vice President & General Manager
 Maurice Corken, Commercial Manager
 Forest W. Cooke, Program Director & Film Buyer
 Robert J. Sinnett, Chief Engineer
 Fern Hawks, Publicity & Promotion
 Ted Arnold, Local Sales Manager

RATE INFORMATION: Class A hour rate—\$460 (live), \$400 (film). Minute spot—\$150 (live), \$90 (film). Frequency discounts—begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, June 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes and Albertson

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

THESE FACTUAL DATA* WILL HELP YOU BUY THE QUAD-CITY MARKET

A PREFERRED MARKET
AMONG THE 162 STANDARD
METROPOLITAN AREAS

82ND

IN POPULATION

74TH

IN RETAIL SALES

67TH

IN BUYING POWER

11TH

IN EFFECTIVE BUYING
INCOME per CAPITA

THE information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas—on a recognized reliable basis—Sales Management's Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)

To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities' nearly one quarter million people. This you can achieve with time on WHBF-TV.

Copyright 1952. Sales Management Survey of Buying Power.

Enter Quad-Citian homes through the Front Door with

Quad-Cities' favorite

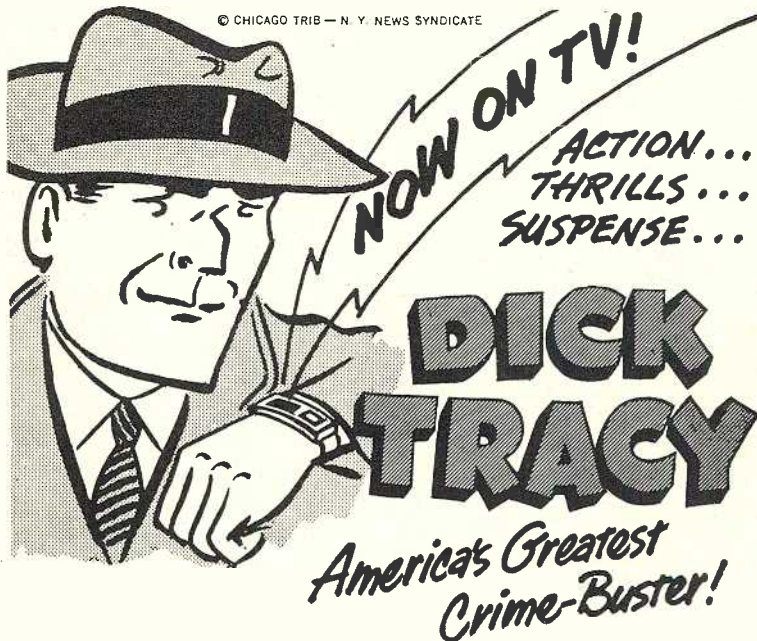
WHBF

AM
FM
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS
 Represented by Avery-Knodel, Inc.

PROGRAMS or FEATURES?

... UTP has the Best of Both!



39 thrilling half-hour episodes . . . featuring the world's most famous detective! Behind-the-scenes adventures in the relentless war against crime. Every minute packed with suspense . . . action . . . excitement! PRICED SO LOW . . . YOU'LL BE AMAZED!

14 NEW 1951-52 ALEXANDER KORDA FEATURE FILMS

These aren't the ancient vintage English pictures that TV has been forced to accept in the past. They're new . . . and they have big stars like:

- * DAVID NIVEN
- * HOWARD KEEL
- * ANNA NEAGLE
- * RICHARD TODD
- * TREVOR HOWARD
- * MICHAEL WILDING
- * VALERIE HOBSON
- * LEO GENN

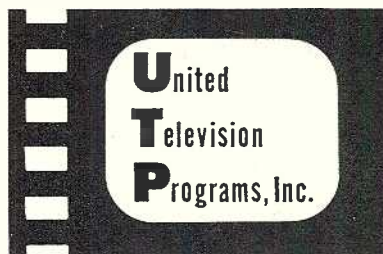
This is the package that includes 1951 Academy Award Winner, SEVEN DAYS TO NOON, THE WOODEN HORSE, INTERRUPTED JOURNEY, and BONNIE PRINCE CHARLIE.

WIRE OR PHONE UTP NOW FOR FULL DETAILS

NEW YORK
444 Madison Avenue

CHICAGO
360 North Michigan

HOLLYWOOD
140 North LaBrea



INDIANA TV STATIONS

Bloomington—

WTTV (TV)

LICENSEE: Sarkes Tarzian Inc.

ADDRESS: E. Hillside Drive PHONE: 2-1407

AM AFFILIATE: WTTT

TV NETWORK AFFILIATION: NBC, ABC, CBS and DuMont (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sarkes Tarzian and Mary Tarzian are principal stockholders. Licensee is an electronics parts manufacturer.

BEGAN OPERATION: Nov. 11, 1949

NATIONAL REPRESENTATIVE: Robert Meeker Assoc.

CHANNEL: 10 (192-198 mc) (must move to Ch. 4)

TRANSMITTER ADDRESS: E. Hillside Drive

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 26.9 kw Aural, 13.45 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 650 ft.

HOURS OF OPERATION: 11 a.m.-12 p.m.

STUDIO ADDRESS: E. Hillside Drive

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescope

FILM LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: One studio 25x40 ft. Two studio cameras interchangeable for field use. One RCA film camera and two RCA film projectors. Two slide projectors for 2x2-in. slides; two opaque projectors for 3x4-in. cards. Mobile unit with two cameras and lenses; microwave equipment.

EXECUTIVES:

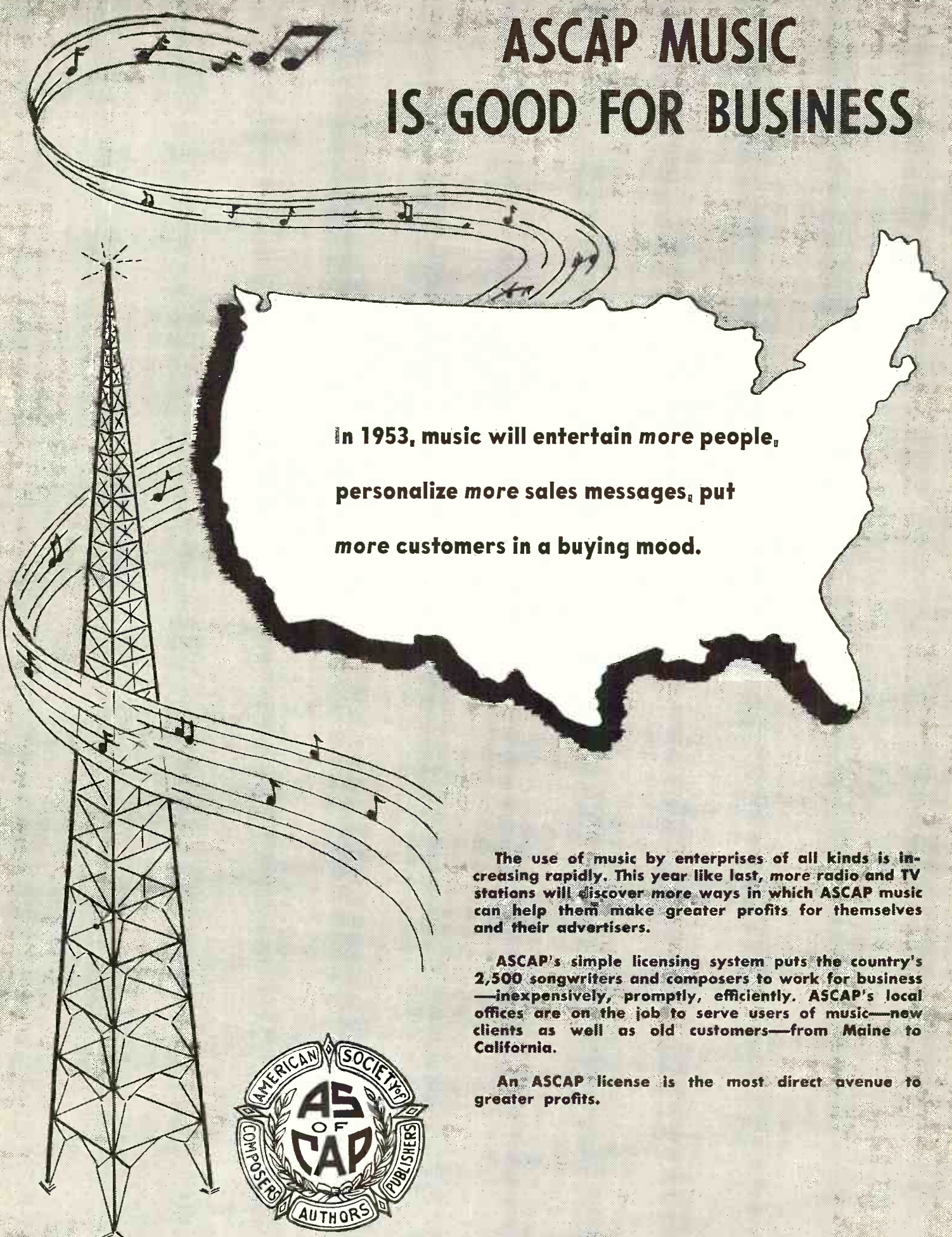
- Sarkes Tarzian, President
- Robert Lemon, General Manager
- Norman Cissna, Commercial Manager & Film Buyer
- Robert Petranoff, Program Manager
- Morton Weigel, Chief Engineer
- Jerry Danziger, Film Director
- Edward M. Keath, News and Special Events Director
- Paul Lennon, Sports Director
- Susan Bartlett, Traffic Director
- Steve Briggs, Production Manager

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$90. Frequency discounts—Begin at 13 times at 2½% up to 312 times at 25%. (From Rate Card No. 1, Mt. 1, 1952)

WASHINGTON ATTORNEY: A. L. Stein

CONSULTING ENGINEER: Kear & Kennedy

ASCAP MUSIC IS GOOD FOR BUSINESS

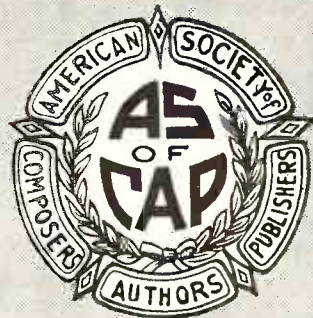


In 1953, music will entertain more people,
personalize more sales messages, put
more customers in a buying mood.

The use of music by enterprises of all kinds is increasing rapidly. This year like last, more radio and TV stations will discover more ways in which ASCAP music can help them make greater profits for themselves and their advertisers.

ASCAP's simple licensing system puts the country's 2,500 songwriters and composers to work for business—inexpensively, promptly, efficiently. ASCAP's local offices are on the job to serve users of music—new clients as well as old customers—from Maine to California.

An ASCAP license is the most direct avenue to greater profits.



THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

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

INDIANA TV STATIONS

Indianapolis—

WFBM-TV

LICENSEE: WFBM Inc.

ADDRESS: 1330 N. Meridian St. PHONE: Lincoln 8506

AM AFFILIATE: WFBM

TV NETWORK AFFILIATION: CBS, NBC, ABC and DuMont (all interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Harry M. Bitner and family. Same interests own WEOA Evansville, Ind., WOOD-AM-TV Grand Rapids, Mich., and WFDF Flint, Mich.

BEGAN OPERATION: May 30, 1949

NATIONAL REPRESENTATIVE: The Katz Agency, Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Merchants Bank Bldg.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 30.8 kw Aural, 18.1 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 400 ft. Above ground, 464 ft.

HOURS OF OPERATION: 8:30 a.m.-1 a.m.

STUDIO ADDRESS: 1300 N. Meridian St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: Telenews, NBC News Film

STUDIO FACILITIES: Two studios—40x60 ft. (seats 50) and 30x40 ft. Four studio cameras interchangeable for field use. One Iconoscope film camera and two RCA 16mm film projectors. Projectal opaque projector for 3x4-in. cards. Mobile unit, cameras, regular lenses plus 13" and 17" telephoto; Zoomar, reflector; power supply.

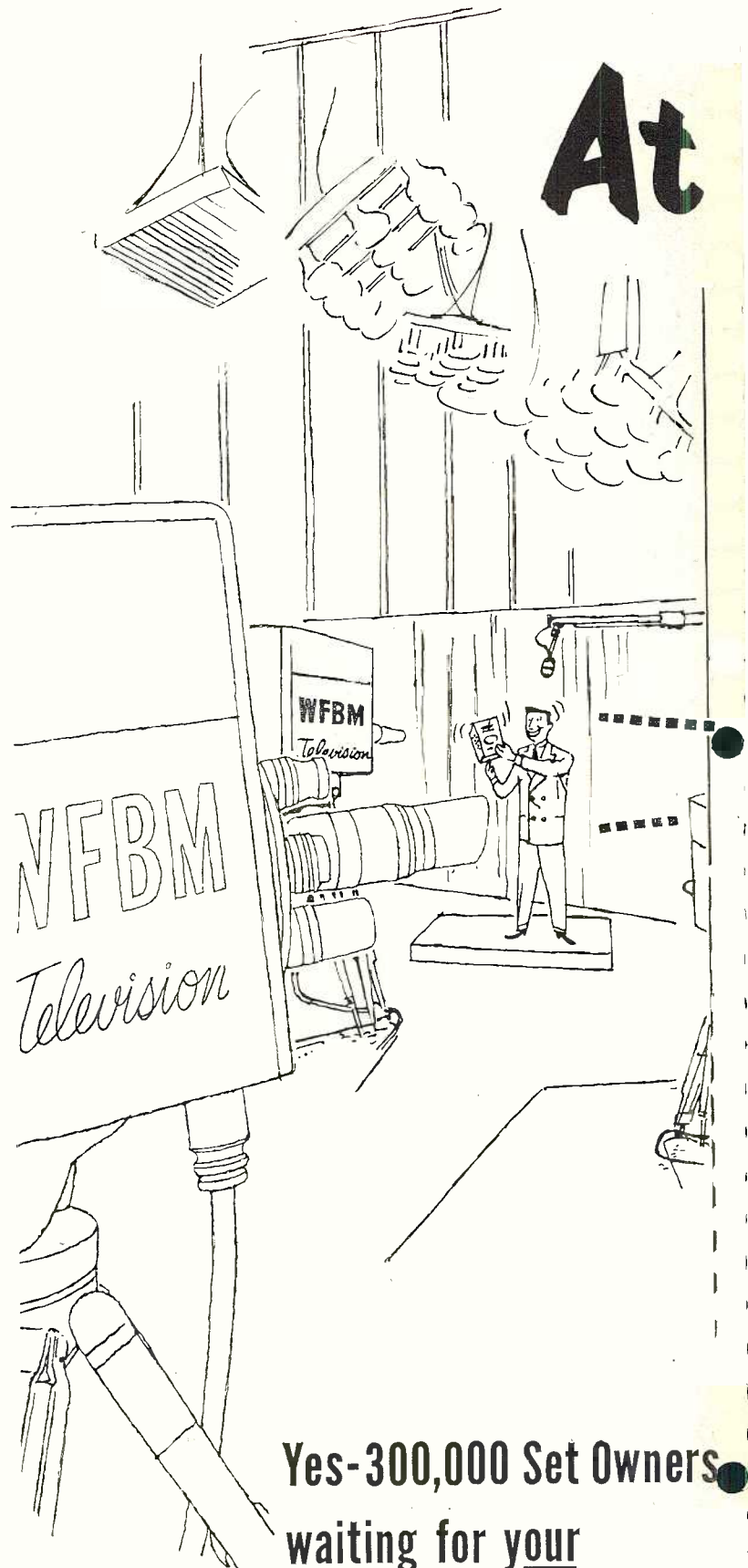
EXECUTIVES:

Harry M. Bitner Jr., President & General Manager
William Kiley, Commercial Manager
William Fall, Program Manager
Harold Holland, Chief Engineer
David F. Milligan, Sales Promotion Manager

RATE INFORMATION: Class A hour rate—\$600. Minute Spot \$120. Frequency discounts start at 5% for 13 times to 25% for 260 times. (From Rate Card No. 5, March 1, 1952)

WASHINGTON ATTORNEY: Dempsey & Koplovitz

Page 98 • 1953 TELECASTING Yearbook

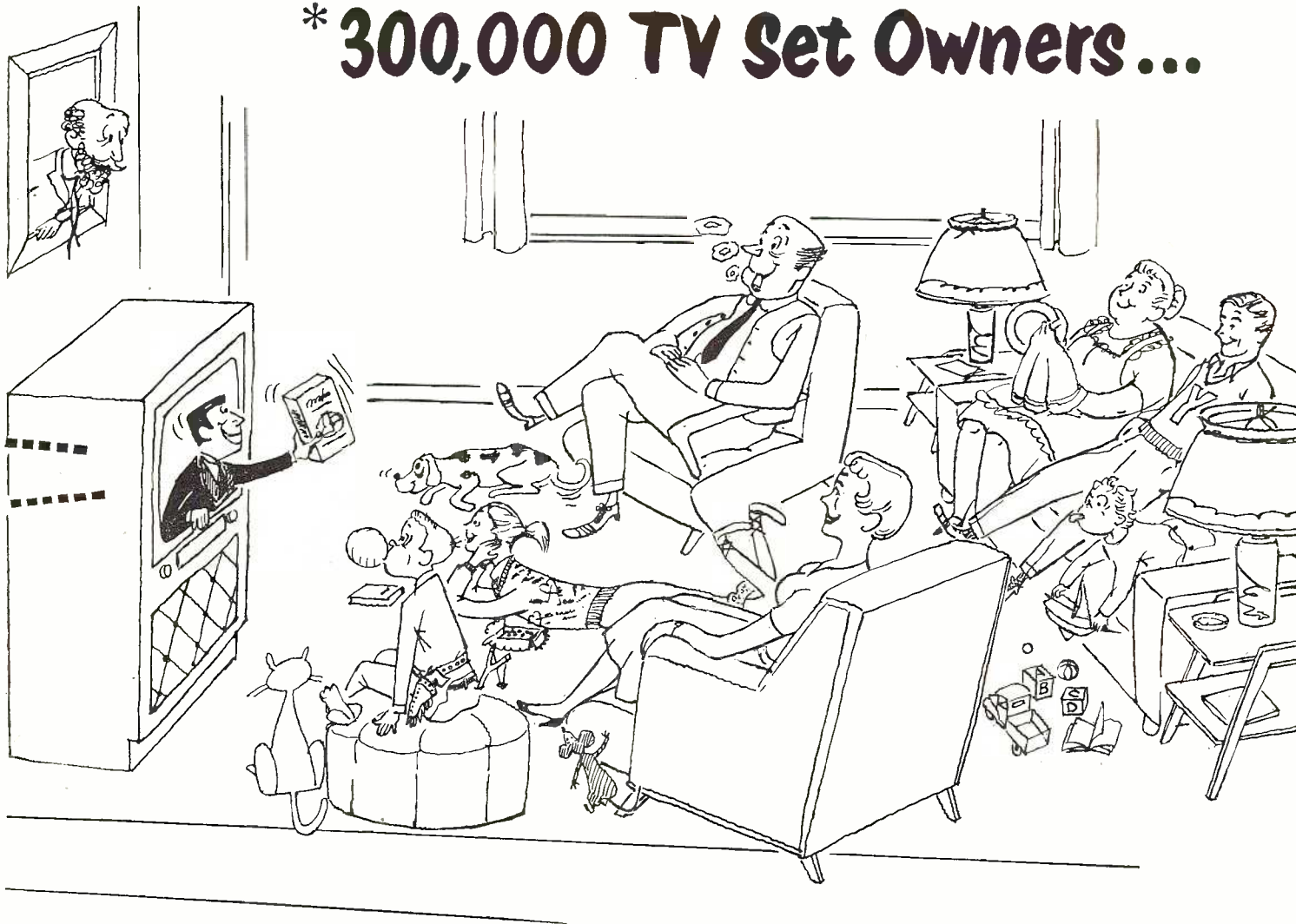


Yes-300,000 Set Owners
waiting for your
Sales Message on
WFBM-TV
INDIANAPOLIS

BROADCASTING • Telecastin

Home in Indiana-

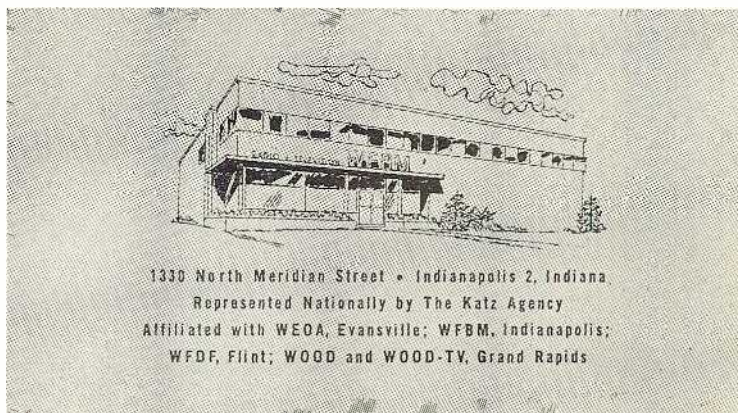
* 300,000 TV Set Owners...



* FEBRUARY 1953

Day and night you'll find Mr. and Mrs. John Q. Public "at home in Indiana" to WFBM-TV and its sponsors. This public acceptance of Indiana's PIONEER Station means that you have a friendly, receptive . . . and BIG . . . audience ready to listen to your sales story. Your first choice for ADVERTISING IMPACT should be WFBM-TV, Indianapolis, *first in Indiana.*

WFBM-TV



1330 North Meridian Street • Indianapolis 2, Indiana
Represented Nationally by The Katz Agency
Affiliated with WEOA, Evansville; WFBM, Indianapolis;
WFDF, Flint; WOOD and WOOD-TV, Grand Rapids

INDIANA TELEVISION STATIONS

Lafayette—

WFAM-TV *

LICENSEE: WFAM Inc.

ADDRESS: McCarty Lane PHONE: 2-4300

AM AFFILIATE: WASK FM AFFILIATE: WFAM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by O. E. Richardson.

*BEGINS OPERATION: May 1, 1953. (CP granted Dec. 23, 1952)

NATIONAL REPRESENTATIVE: Wm. G. Rambeau Co.

CHANNEL: 59 (740-746 mc)

TRANSMITTER ADDRESS: McCarty Lane

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU1B

EFFECTIVE RADIATED POWERS: Visual, 20.54 kw Aural, 10.27 kw

MAKE OF ANTENNA: RCA TYPE: TFU27BH

ANTENNA HEIGHT: Above average terrain, 360 ft. Above ground, 370 ft.

STUDIO ADDRESS: McCarty Lane

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK11A

TYPE OF OPERATION: Local live and local film.

STUDIO FACILITIES: One studio 38x58x18 ft. Studio camera—RCA TK11A. RCA film camera TK20C and 16mm RCA film projector TP16D. RCA drum type slide projector for 2x2-in. slides; Grey telop II opaque projector.

EXECUTIVES:

O. E. Richardson, President

WASHINGTON ATTORNEY: Guilford Jameson

Page 100 • 1953 TELECASTING Yearbook

Muncie—

WLBC-TV *

LICENSEE: Tri-City Radio Corp.

ADDRESS: P.O. Box 271 PHONE: 4403

AM AFFILIATE: WLBC FM AFFILIATE: WMUN

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: D. A. Burton (51%); W. F. Craig (46.5%); Garnet Burton (1.5%); M. M. Crain (0.5%); F. M. Hinshaw (0.2%); J. M. Craig (0.3%).

*BEGINS OPERATION: March 8, 1953. (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: Walker Co.

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS: Radio Center Muncie

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-1B

EFFECTIVE RADIATED POWERS: Visual, 17.4 kw Aural, 8.7 kw

MAKE OF ANTENNA: RCA TYPE: TFU-24BM, Slot Antenna

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 545 ft.

STUDIO ADDRESS: Radio Center

MAKE OF CAMERA CHAINS: RCA

STUDIO FACILITIES: One studio 51x23 ft. One RCA field camera. One RCA film camera and projector. Super-Projectall slide projector and opaque projector 35mm and 2¼x3¼ cards. Eastman motion picture camera.

EXECUTIVES:

D. A. Burton, President & General Manager

W. F. Craig, Commercial Manager

Lee Allerton, Program Director

M. M. Crain, Chief Engineer

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

INDIANA TV STATIONS

South Bend—

WSBT-TV

LICENSEE: South Bend Tribune

ADDRESS: 223 W. Colfax Ave. ZONE: 26 PHONE: 3-6161

AFFILIATE: WSBT

NETWORK AFFILIATION: CBS and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes South Bend Tribune.

BEGAN OPERATION: Dec. 22, 1952

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 34 (590-596 mc)

TRANSMITTER ADDRESS: Ironwood Road

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-1B

EFFECTIVE RADIATED POWERS: Visual, 22.1 kw (interim) Aural, 11.05 kw (interim)

MAKE OF ANTENNA: RCA TYPE: TFU-24BM-UHF Slotted

ANTENNA HEIGHT: Above average terrain, 536 ft. Above ground, 479 ft.

STUDIO ADDRESS: 223 W. Colfax Ave.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-31A

TYPE OF OPERATION: Local and network live, local and network film.

STUDIO FACILITIES: One studio 30x40 ft. Two studio cameras interchangeable for field use; one 16mm film camera and two 16mm film projectors. One slide projector for 2x2-in. slides; one Gray Telop opaque projector for 3 1/4 x 4 1/4-in. cards. Mobile unit with two cameras (lenses 45-90-135-Zoomar); equipped with micro-wave relay.

EXECUTIVES:

W. A. Miller, President
Robert H. Swintz, Business Manager.
Neal B. Welch, General Manager.
Robert J. Drain, Program Director
Walter Sweitzer, Promotion Manager
Arthur R. O'Neil, Chief Engineer

RATE INFORMATION: Class A, \$200 per hour. One minute, \$40. (From Rate Card No. 1, Dec. 22, 1952)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Millard M. Garrison

BROADCASTING • Telecasting

IOWA TV STATIONS

Ames—

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechanic Arts

ADDRESS: Ames PHONE: 2500, ext. 281

AM AFFILIATE: WOI FM AFFILIATE: WOI-FM

TV NETWORK AFFILIATION: ABC, NBC, CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Station owned and operated by Iowa State College of Agriculture & Mechanic Arts.

BEGAN OPERATION: Feb. 21, 1950

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 4 (66-72mc)

TRANSMITTER ADDRESS: 3 miles SW of Ames

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6C

EFFECTIVE RADIATED POWERS: Visual, 15.7 kw Aural, 7 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above average terrain, 560 ft. Above ground, 580 ft.

HOURS OF OPERATION: 10 a.m.-12 p.m.

STUDIO ADDRESS: Ames

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA-124B

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: INS, Telenews

MUSIC LIBRARY SERVICE: SESAC

STUDIO FACILITIES: One studio 46x80 ft. Four interchangeable DuMont (TA124B) cameras. One film camera and two GE (PF2B) film projectors. One slide projector for 2x2-in. slides and one for 3x4-in. slides and 11x14-in. cards. One opaque projector (3x4-in.). Two Auricon motion picture cameras and GPL 16mm film processing unit. Mobile unit with relay equipment, two cameras, eight lenses.

EXECUTIVES:

Charles E. Friley, Iowa State College President
Richard B. Hull, Director & General Manager
Robert C. Mulhall, Operations Manager
Burke Farquhar, Program Director (network)
Ed Wegener, Program Director (local)
Louie L. Lewis, Chief Engineer
Tess Williams, Film Director
Merritt C. Ludwig, Asst. to the Director
George Halsey, Acting News Director
Ray Stewart, Executive Producer

RATE INFORMATION: Class A hour rate—\$500. Minute rate—\$100. Frequency discounts —Begin at 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Jan. 1, 1953)

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: Jansky & Bailey

IOWA TELEVISION STATIONS

Davenport—

WOC-TV

LICENSEE: Central Broadcasting Co.

ADDRESS: 805 Brady St. PHONE: 3-3661

AM AFFILIATE: WOC FM AFFILIATE: WOC-FM

TV NETWORK AFFILIATION: NBC (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Col. B. J. Palmer and D. D. Palmer are principal stockholders. They also own WHO-AM-FM Des Moines and 25% of KMA Shenandoah, Ia., and KMTV (TV) Omaha, Neb.

BEGAN OPERATION: Oct. 31, 1949

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 5 (76-82 mc) (Must move to Ch. 6)

TRANSMITTER ADDRESS: R. R. No. 1, Bettendorf, Ia.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 22.9 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 342 ft. Above ground, 358 ft.

HOURS OF OPERATION: 6:45 a.m.-11 p.m.

STUDIO ADDRESS: 805 Brady St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: One studio (15x30 ft.), two cameras. One studio (24x40 ft.), two cameras. Three studio cameras. Two remote field cameras. Two film cameras. One Multiscope.

Page 102 • 1953 TELECASTING Yearbook

EXECUTIVES:

Col. B. J. Palmer, President
D. D. Palmer, Vice President & Treasurer
Ralph Evans, Executive Vice President
William D. Wagner, Secretary
Ernest Sanders, Resident Manager
Mark Wodlinger, Sales Manager
Chas. Freiburg, Program Director
Fred A. Reed, Assistant Resident Manager and Sales Promotion
Paul Arvidson, Chief Engineer

RATE INFORMATION: Class A hour rate—\$300. Minute spot—\$60 (\$10 extra live). Participation—\$62.50 flat, or \$70 per spot. Rehearsal—\$60 per hour program, permitting 2 x 1 ratio. Frequency discounts—begin with 26 times 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. D. Ring & Assoc.

Fort Dodge—

KVFD-TV*

LICENSEE: Northwest Television Co.

ADDRESS: 912 First Ave. South PHONE: Walnut 3761

AM AFFILIATE: KVFD FM AFFILIATE: KFMY

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Edward Breen 9% (20% with Elizabeth B.)

*BEGINS OPERATION: Oct. 1, 1953 (CP granted Jan. 29, 1953)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: Near U. S. Highways 169 & 20

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 22.475 Aural: 12.15 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 510 ft. Above ground 531 ft.

TYPE OF OPERATION: Live, local film, kinescopes.

EXECUTIVES:

Edward Breen, President and General Manager
Dave Sinclair, Chief Engineer

WASHINGTON ATTORNEY: Fisher, Duvall, Wayland & Southmayd

CONSULTING ENGINEER: Everett L. Dillard

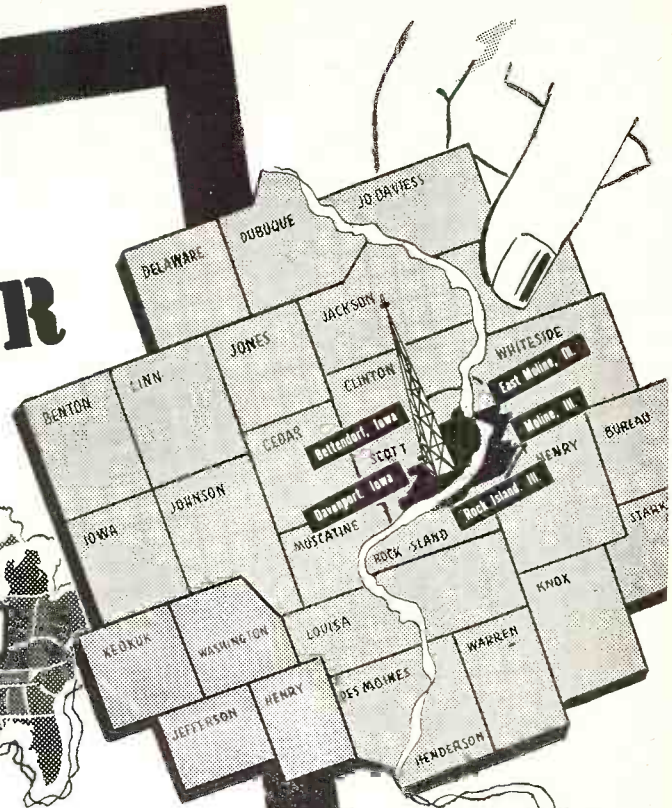
BROADCASTING • Telecasting

**SOLD
DOWN THE RIVER**

UP THE RIVER

ACROSS THE RIVER

When Advertised on **WOC-TV**



At start of 1952, Bill Piggott, head of Rock Island Nash agency that bears his name, got Nash automobile dealers in area to sponsor late Saturday night film series on WOC-TV. Program, titled "Airflyte Theater," debuted January 19. By end of January, Piggott agency had sold 15 new cars. By February 17, this agency, alone, had sold 31 new Nashes; 3 demonstrators . . . all within month of 1st WOC-TV program. "Airflyte Theater" is now in its fifth 13-week cycle and is a most successful sales vehicle not only for Piggott's, but for its 2 other sponsors, Davenport Nash Sales, Inc., and Blazer Auto Sales, Inc., of Moline.

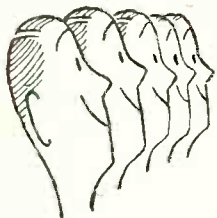
Later in the year, Own-A-Home Trailer Co., began schedule of announcements in a WOC-TV afternoon participation program. 1st announcement sold the \$5,500 trailer demonstrated on the program. After third announcement, 2 trailers sold. After 8th announcement, 4 trailers sold. Actually, \$22,000 in sales from a \$400 advertising investment.

Kaukauna Dairy Company, using three participations weekly on WOC-TV's "Today's Cooking," 1:30-2 p.m. each weekday, ran 8-week test. For \$1.00 offered link of cheese, grater, simple recipe folder. Cost of 8-week telecasting \$1,500—for which Kaukauna received in excess of \$2,100 in direct sales . . . plus directing of 1000s of people to grocers for Kaukauna Klub products.

Get the facts about this television station *that sells*. Get them from your nearest F & P office . . . or from us direct.

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives



**The
QUINT CITIES**

Col. B. J. Palmer, *President*
Ernest C. Sanders, *Resident Manager*



IOWA TELEVISION STATIONS

Sioux City—

KVTV (TV)*

LICENSEE: Cowles Broadcasting Co.

ADDRESS: Frances Bldg. PHONE: 8-0569

AM AFFILIATE: WNAX

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is also licensee for KRNT-AM-FM Des Moines and WNAX Yankton, S. D. Register & Tribune Co. owns all stock in licensee. Cowles publishes Des Moines Register and Tribune, Minneapolis Tribune and Star, and Look Magazine.

TV NETWORK AFFILIATION: CBS and DuMont (Interconnected)

*BEGINS OPERATION: March 29, 1953 (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: Katz

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 41st & Howard Sts.

MAKE OF TRANSMITTER: GE MODEL: TT-6E

EFFECTIVE RADIATED POWERS: Visual, 29 kw Aural, 15.5 kw

MAKE OF ANTENNA: GE TYPE: 4TY15F1 6-Bay

ANTENNA HEIGHT: Above average terrain, 700 ft. Above ground, 500 ft.

STUDIO ADDRESS: 5th & Pierce Sts.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICES: AP, UP

LIBRARY SERVICE: Tempo

STUDIO FACILITIES: One studio 45x25 ft. Announcers booth. Two RCA interchangeable cameras. RCA film camera. Two RCA 16mm film projectors. RCA turret slide projector. Opaque projector.

EXECUTIVES:

Gardner Cowles, President
Robert Tincher, General Manager & Film Buyer
Donald D. Sullivan, Commercial Manager
Norman Bacon, Program Director
Cliff Todd, Chief Engineer
Arthur J. Smith, Director of Operations
Dick Harris, Promotion Director

RATE SUMMARY: Class A Hour rate—\$200. Minute spot \$40. Frequency discounts—Begin at 26 times at 5% up to 260 times at 25%.

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: Craven, Lohnes & Culver.

KWTV (TV)*

LICENSEE: Great Plains Television Properties Inc.

ADDRESS: c/o U. S. Corp. of Ill., 33 N. LaSalle St., Chicago

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock is owned by Transcontinental Properties Inc., also permittee of new TV stations in Little Rock, Ark and Duluth, Minn.

* BEGINS OPERATION: Unknown. (Granted CP Oct. 30, 1952)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Three miles NNE of Center of Sioux City.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 18.5 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 345 ft.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Jansky & Bailey

For "delivery" March 29:

KVTV-Sioux City, Iowa (Iowa's largest TV City)

Serving 31 prosperous counties in Iowa, South Dakota, and Nebraska

FACTS ABOUT THE MARKET: Retail sales, \$607 million; population, 555,000; families, 164,000; buying income, \$770,000,000. A \$2 million monthly government payroll for the expanding Air Force Base will swell Sioux City's already lush and varied industrial and agricultural income. TV sets in coverage area (as of Nov. 1952): 32,455.

FACTS ABOUT THE STATION: Power, 28.95 kw., antenna height, 705' above average terrain. In operation, March 29. Mail address, 614 Pierce St.

OWNED AND OPERATED BY COWLES, leaders in mass communication.

Represented by the Katz Agency

KVTV Channel 9 **SIoux CITY, IOWA**

KANSAS TV STATIONS

Hutchinson—

KTVH (TV)*

LICENSEE: Hutchinson TV Inc.

ADDRESS: 601 Wolcott Bldg.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President W. D. P. Carey (10%) holds offices and owns stock in six automobile dealer firms; Secretary R. E. Dillon (10%) holds offices and owns stock in variety of financing interests; Treasurer John P. Harris (13%) and Sidney F. Harris (10%) hold offices and own stock in several newspapers in Kansas and Iowa; K. T. Anderson (23%) engaged in the cattle business.

BEGINS OPERATION: Midsummer. (CP granted Jan. 8, 1953)

CHANNEL: 12 (204-210 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual 115 kw Aural: 58 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 620 ft. Above ground 574 ft.

EXECUTIVES:

W. D. F. Carey, President
Howard O. Peterson, General Manager

WASHINGTON ATTORNEY: I. E. Lambert (Wichita, Kan.)

CONSULTING ENGINEER: A. D. Ring & Assoc.

Manhattan—

KSAC-TV*

(Educational Noncommercial)

LICENSEE: Kansas State College of Agriculture & Applied Science

ADDRESS: Manhattan, Kan.

FM AFFILIATE: KSAC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Kansas State College operates KA2XBD experimental TV broadcast station. College president is James A. McCain.

BEGINS OPERATION: Unknown. (CP granted July 24, 1952)

CHANNEL: 8 (180-186 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 52 kw Aural, 26 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 452 ft. Above ground, 273 ft.

STUDIO ADDRESS: Kansas State College Campus

CONSULTING ENGINEER: R. G. Kloeffler

BROADCASTING • Telecasting

KENTUCKY TV STATIONS

Ashland—

WPTV (TV)*

LICENSEE: Polan Industries

ADDRESS: 321 8th St., Huntington, W. Va. PHONE: 2-0301

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Charles M. Polan, M.D. and Lake Polan Jr., equal partners. E. G. Polan is 20% stockholder in Huntington Bcstg. Co. (WPLH-AM-FM). Polan Industries also owns WUTV (TV) Youngstown, O., and a CP in Wheeling, W. Va.

BEGINS OPERATION: May, 1953. (Granted Aug. 8, 1952)

CHANNEL: 59 (740-746 mc)

TRANSMITTER ADDRESS: North Kenova, Ky.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 96 kw Aural, 48 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 224 ft.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local live and film. Network film. Kinescopes.

STUDIO FACILITIES: Studio 20x32 ft. Two studio cameras. Two DuMont 16mm film projectors. One slide projector. One opaque projector.

EXECUTIVES:

Theodore M. (Ted) Nelson, General Manager, Polan Industries TV Division

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: A. D. Ring & Assoc.

Henderson—

WEHT (TV)*

LICENSEE: Ohio Valley Television Co. Inc.

ADDRESS: Zion Road PHONE: 3923

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Citizens Theatre Co. of Henderson (60%); Malco Theatres of Memphis, Tenn. (21%); Hecht S. Lackey (10%); Leo A. King (2%); W. E. McClure, Leon Pickle, Louise N. Pickle, E. C. Farmer, Joe A. Ballard, Claude Brown, J. B. Royster, each 1%.

BEGINS OPERATION: May 1, 1953. (CP granted Nov. 20, 1952)

CHANNEL: 50 (686-692 mc)

TRANSMITTER ADDRESS: Zion Road

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU1B

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: TFR24B-LMH

ANTENNA HEIGHT: Above average terrain, 330 ft. Above ground, 342 ft.

HOURS OF OPERATION: 5 p.m.-10 p.m.

STUDIO ADDRESS: Zion Road

TYPE OF OPERATION: Local live, local and network film, kinescopes.

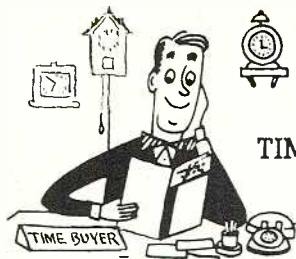
STUDIO FACILITIES: One studio 30x30 ft. One RCA (TK11A) studio camera; one RCA (TK20C) film camera and two Type TP16D 16mm film projectors. RCA slide projector and Telop opaque projector.

EXECUTIVES:

Hecht S. Lackey, President
E. P. Sapinsley, Vice President
Herbert Levy, Secretary
Leo King, Treasurer
R. M. Cleveland, Chief Engineer

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: George C. Davis



TIME BUYER OR ACCOUNT EXEC.

ADV. MGR. OR VEEP . . .



Whatever title they go by, if they've a finger in buying radio and television, then they've one thing in common . . . the Monday morning BROADCASTING • TELECASTING habit.

That means 5600 copies opened for business every Monday morning. This includes some 600 very select population which has paid subscriptions at home, too, in addition to office copies. This unhurried, easychair readership means a thorough-going concentration on both editorial and advertising.

Our 5600 buyers are a pretty powerful chunk of people. They control the network and national spot dollar—both radio and television. Your representative sees them often; you visit them occasionally.

But BROADCASTING • TELECASTING sees them every Monday. The book's there because it's invited. It stays for longer than a casual call.

Nine out of 10 buyers read BROADCASTING • TELECASTING for their news and information. It earns their first vote for dependability, for usefulness and, as "the most effective journal for station advertising."

And, sir, that means **your** advertising.

National Press Bldg., Washington 4, D. C.



KENTUCKY TV STATIONS

Louisville—

WAVE-TV

LICENSEE: WAVE Inc.

ADDRESS: 334 E. Broadway ZONE: 2 PHONE: Wabash 2201

AM AFFILIATE: WAVE

TV NETWORK AFFILIATION: NBC, ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George Norton Jr. is principal stockholder.

BEGAN OPERATION: Nov. 24, 1948

NATIONAL REPRESENTATIVE: Free & Peters

TRANSMITTER ADDRESS: Bald Knob, 5 miles north of New Albany, Ind.

CHANNEL: 5 (76-82 mc)

MAKE OF TRANSMITTER: RCA MODEL NO.: TT 20BL

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA TYPE: TF-6AL Superturnstile

ANTENNA HEIGHT: Above average terrain, 914 ft. Above ground, 600 ft.

STUDIO ADDRESS: 334 E. Broadway

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 4 Field

TYPE OF OPERATION: Local and network live, local and network film, kinescope.

FILM LIBRARY: Snader NEWS SERVICE: AP

STUDIO FACILITIES: Two studios—20x37 ft. and 37x48x20 ft. (seating 150). For interchangeable cameras. Two RCA (TK20) film cameras and two RCA 16mm film projectors. One 35mm Selectroslide Jr. projector; two opaque projectors for 3x4-in. and two for 8x10-in. Mobile unit with two cameras and microway equipment.

EXECUTIVES:

George W. Norton Jr., President
Nathan Lord, General Manager
Ralph Jackson, Commercial Manager
George Patterson, Program and Production Manager
Wilbur Hudson, Chief Engineer
Charles Hill, Promotion Manager

RATE INFORMATION: Class A hour rate—\$600. Minute spot \$120. Frequency discounts start with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 8, Sept. 15, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: A. D. Ring & Assoc.

WAVE TV

FIRST IN KENTUCKY!

FIRST IN AUDIENCE!

FIRST WITH LOCAL ADVERTISERS!
(28.5% more!)

FIRST WITH NATIONAL ADVERTISERS!
(13.0% more!)

FIRST IN COVERAGE!

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV'S PLUS is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

WAVE-TV

Channel 5

NBC • ABC • DUMONT

Louisville, Kentucky



Free & Peters, Inc., *Exclusive National Representatives*

KENTUCKY TELEVISION STATIONS

Louisville—(Continued)

WHAS-TV

LICENSEE: WHAS Inc.

ADDRESS: 525 W. Broadway ZONE: 2 PHONE: Wabash 2211

AM AFFILIATE: WHAS

TV NETWORK AFFILIATION: CBS (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Courier-Journal and Louisville Times Co.

BEGAN OPERATION: March 27, 1950

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: 6th & Broadway

MAKE OF TRANSMITTER: GE MODEL NO.: 4TT6D2

EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 158 kw

MAKE OF ANTENNA: GE TYPE: 12-Bay

ANTENNA HEIGHT: Above average terrain, 531 ft. Above ground, 600 ft.

HOURS OF OPERATION: 8:30 a.m.-11 p.m.

STUDIO ADDRESS: 6th & Broadway

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Portable

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Three studios—40x63 ft. (seats 200), 27-30x51 ft. (seats 170) and 23x38 ft. (seats 100). Four interchangeable studio cameras and two interchangeable field cameras. Two GE film cameras and two GE 16mm film projectors. One GE slide/opaque projector; one opaque projector (5x6½-in.). One complete mobile unit with two cameras, and microwave equipment.

EXECUTIVES:

Barry Bingham, President
Victor A. Sholis, General Manager
Neil Cline, Commercial Manager
Ralph Hansen, Program Director
Orrin Towner, Chief Engineer
Ed Driscoll, Film Buyer
William Loader, Promotion Manager

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$120. Participation per spot—\$70. Frequency discounts start with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 5, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Miller & Schroeder

Louisville—(Continued)

WKLO-TV*

LICENSEE: Mid-America Broadcasting Corp.

ADDRESS: Henry Clay Hotel PHONE: Clay 4441

AM AFFILIATE: WKLO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: James F. Brownlee (4.9%); Emanuel Levi (10.5%); Milton S. Trost (10.2%); William H. Veeneman (5%); E. L. Altshelter (5%); E. R. Plunkett (15%); Harold J. Plunkett (15%); Hei Fitzhugh Jr. (5%); Mary Peabody Fitzhugh (5%); John Kadel (5%); Allan M. Emil (5%).

* BEGINS OPERATION: Spring 1953 (CP granted Nov. 26, 1952)

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: 507 S. 3d Street

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 100 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 564 ft.

STUDIO ADDRESS: 604 S. 3d Street

EXECUTIVES:

James F. Brownlee, Chairman of the Board
Emanuel Levi, President

WASHINGTON ATTORNEY: Haley & Doty

WLOU-TV*

LICENSEE: Robert W. Rounsaville

ADDRESS: 2549 S. Third Street PHONE: Calhoun 3680

AM AFFILIATE: WLOU

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Sole owner is Robert W. Rounsaville—owner of WQXI Atlanta and WBAC Cleveland, Tenn.; 51% owner of WBEJ Elizabeton, Tenn.; applicant for uhf Ch. 36 in Atlanta; applicant to buy WMBM Miami Beach and president and 75% owner of Southern Premium Stamp Co. (trad stamps), Atlanta.

* BEGINS OPERATION: Unknown (CP granted Nov. 26, 1952)

CHANNEL: 41 (632-638 mc)

TRANSMITTER ADDRESS: 2549 S. Third St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 242 kw Aural: 125 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 260 ft. Above ground 335 ft.

STUDIO ADDRESS: 2549 S. Third St.

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: John H. Mullaney

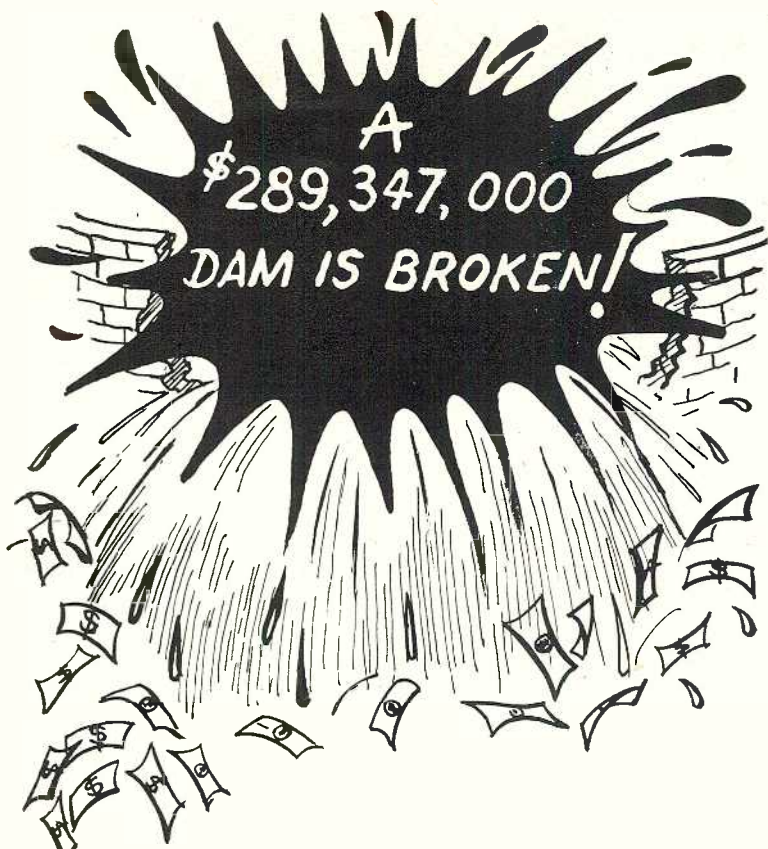
**WHAS-TELEVISION . . .
AMERICA'S
MOST POWERFUL
TV STATION OPENS A
RICH NEW MARKET . . .**

A major part of Kentuckiana's fantastically fast-growing market* now is within the coverage of WHAS-TV's 316,000 watts! The same tradition of thorough planning and foresight which made WHAS-TV America's first 316,000 watt TV station is reflected in the quality programming on Louisville's bright new channel 11! WHAS-Television, operating in the BEST tradition, is represented nationally by Harrington, Righter and Parsons . . . exclusive television representatives.

**Any recent market study of Kentucky and Southern Indiana.*



ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco



Yes . . . the dam is broken, and you can now tap, via WAFB-TV, a \$289-million buying power flood in Baton Rouge. WAFB-TV, the city's first TV station, offers your first opportunity, via TV, to get your feet wet in this terrific market.

Baton Rouge is literally flooded with dollars looking for a place to be spent! Annual industrial wages \$68-million plus. Bank deposits \$147-million plus. Bank resources over \$153-million.

No driftwood floating around in this market either! Fifty-three percent home ownership. Total dollar retail sales in 1951 rated 112th in the nation . . . the city was 42nd in family income. The tide of industrial employment has been rising steadily and is providing new money daily for the Baton Rouge market . . . YOUR market via the city's only TV station . . . WAFB-TV.

Dive into this market with us . . . the water's green with dollars, and it's mighty fine. Get a TV siphon into this flood of buying power by specifying the city's only TV station . . . WAFB-TV . . . and watch your profit level rise. Write us or our representative today for availabilities.

Affiliated with WAFB-AM, WAFB-FM

Represented by: Adam J. Young, Jr., Inc.



LOUISIANA TV STATIONS

Baton Rouge—

KHTV (TV)*

LICENSEE: Capital Television & Broadcasting Co.

ADDRESS: 204 W. 6th Street, Erie, Pa.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John W. English, James B. Doan and James R. McBrier, equal partners.

* BEGINS OPERATION: Unknown (CP granted Dec. 1952)

CHANNEL: 40 (626-632 mc)

TRANSMITTER ADDRESS: 1625 Scenic Highway

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 290 kw Aural, 150 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 340 ft. Above ground, 341 ft.

STUDIO ADDRESS: 1625 Scenic Highway

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: William L. Foss Inc.

WAFB-TV

LICENSEE: Modern Broadcasting Co. of Baton Rouge Inc.

ADDRESS 929 Government St. PHONE: 4-8571

AM AFFILIATE: WAFB FM AFFILIATE: WAFB-FM

TV NETWORK AFFILIATION: CBS (interconnected), NBC, ABC and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Modern Broadcasting Co. Baton Rouge Inc. Charles W. Lamar and T. E. Gibbens, minority stockholders, are owners of KTAG (TV) Lake Charles and WPFA Pensacola, Fla. WDSU Broadcasting Corp (WDSU-AM-FM-TV New Orleans) has 10% interest in licensee.

BEGAN OPERATION: Feb. 15, 1953 (CP granted Aug. 8, 1952)

NATIONAL REPRESENTATIVE: Adam Young

CHANNEL: 28 (554-560 mc)

TRANSMITTER ADDRESS: 844 Government St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 22.5 kw Aural 11.5 kw

MAKE OF ANTENNA: RCA TYPE: 21BL

ANTENNA HEIGHT: Above average terrain, 546 ft. Above ground, 500 ft.

STUDIO ADDRESS: 844 Government Street

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescope

STUDIO FACILITIES: Studio 49x60 ft. Small studio 7x12 ft. Two interchangeable cameras. One film camera and two 16mm film projectors. One slide and opaque projector. One 16mm motion picture camera. Film processing unit.

EXECUTIVES:

Tom E. Gibbens, Vice President & General Manager

Ron C. Litteral, Commercial Manager

John Ferguson, Program Director & Film Buyer

Donald K. Allan, Chief Engineer

RATE INFORMATION: Class A hour rate—\$200. Minute spot—\$30. (From Rate Card No. 1, Nov. 21, 1952)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: George Gautney

LOUISIANA TELEVISION STATIONS

Make Charles—

KTAG (TV)*

LICENSEE: Southland Telecasters

ADDRESS: P. O. Box 30, Baton Rouge

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Charles W. Lamar (100%),
and T. E. Gibbens, vice president, manager, minority stockholder in WAFB-AM-TV
Baton Rouge.

BEGINS OPERATION: May-June, 1953. (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: Adam Young

CHANNEL: 25 (536-542 mc)

TRANSMITTER ADDRESS: Ryan & Jackson Sts.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 330 ft. Above ground, 348 ft.

STUDIO ADDRESS: Ryan & Jackson Sts.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: George E. Gautney

Monroe—

KFAZ (TV)*

LICENSEE: Delta Television Inc.

ADDRESS: 3708 DeSiard St.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Howard E. Griffith (49%);
J. O. Willet (49%).

BEGINS OPERATION: April 1, 1953. (CP granted Dec. 10, 1952)

CHANNEL: 43 (644-650 mc)

TRANSMITTER ADDRESS: Forsythe Ave.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 77 kw Aural, 44 kw

BROADCASTING • Telecasting

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 319 ft. Above ground, 332 ft.

STUDIO ADDRESS: Forsythe Avenue

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: Commercial Radio Equipment Co.

KNOE (TV)*

LICENSEE: James A. Noe

ADDRESS: Bernhardt Bldg.

AM AFFILIATE: KNOE

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is James A. Noe
(also owner of WNOE New Orleans).

*BEGINS OPERATION: April 1, 1953. (CP granted Dec. 4, 1952)

NATIONAL REPRESENTATIVE: H-R Reps.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 22d St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 175 kw Aural, 88 kw

MAKE OF TRANSMITTER: RCA

ANTENNA HEIGHT: Above average terrain, 740 ft. Above ground, 774 ft.

STUDIO ADDRESS: Bernhardt Bldg.

WASHINGTON ATTORNEY: Roberts & McInnis

CONSULTING ENGINEER: McIntosh & Inglis

LOUISIANA TV STATIONS

New Orleans—

WDSU-TV

LICENSEE: WDSU Broadcasting Corp.

ADDRESS: 520 Royal St. ZONE: 16 PHONE: Tulane 4371

AM AFFILIATE: WDSU FM AFFILIATE: WDSU-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (all interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edgar B. Stern Jr., is principal stockholder. Licensee also owns 10% of WAFB-AM-FM-TV Baton Rouge, La.

BEGAN OPERATION: Dec. 18, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Hibernia Bank Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 31 kw Aural, 15.5 kw

MAKE OF ANTENNA: RCA TYPE: TF5A

ANTENNA HEIGHT: Above average terrain, 395 ft. Above ground, 395 ft.

HOURS OF OPERATION: 7 a.m.-12 m.

STUDIO ADDRESS: 520 Royal St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK30A

TYPE OF OPERATION: Local and network live, local and network film, kinescope

FILM LIBRARY: Snader NEWS SERVICE: AP and UP

LIBRARY SERVICE: World, Capital and Associated

STUDIO FACILITIES: Two studios 50x55 ft., can be thrown into one studio 100x55 ft. Five RCA (TK30A) field cameras. One Bodde rear screen projector, 9x12 ft. Ten film cameras (TK20A) and two 16mm RCA film projectors. Two slide projectors for 2x2-in. slides and one GE opaque projector for 3 1/4 x 4-in. slides. One mobile unit with three cameras, complete set of lenses and microwave relay equipment.

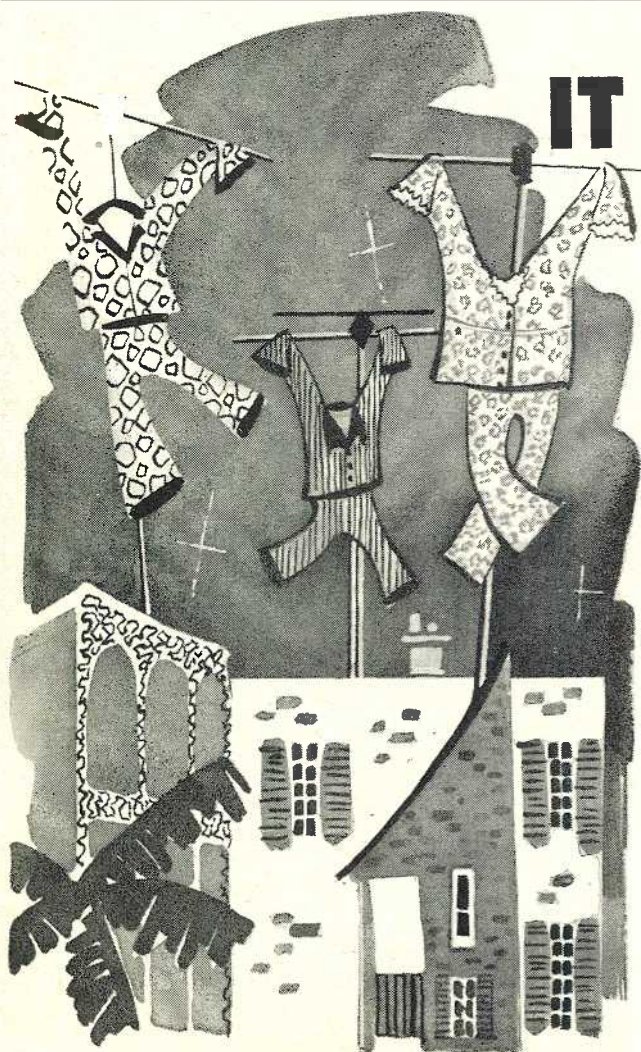
EXECUTIVES:

Edgar B. Stern Jr., President
Robert D. Swezey, Executive Vice President & General Manager
A. Louis Read, Vice President & Commercial Manager
Stanley Holiday, Program Operations Manager
Lindsey Riddle, Chief Engineer

RATE INFORMATION: Class A hour rate—Live \$600, Film \$500. Minute spot—Live \$125, Film \$110. Participation per spot \$75. Frequency discounts start 5% for 26 times to 25% for 260 times. (From Rate Card No. 6, Sept. 1, 1952)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers



IT Happened ONE NIGHT!

- There's an old saying that *everything* happens at night . . . especially in New Orleans! We'll qualify that somewhat, and say that *anything* can happen at night . . . especially on WDSU-TV.
- Take, for instance, the Sunday night that a local department store featured \$1.29 children's pajamas in a one minute commercial. Nothing unusual, you say? Well, we beg to differ—because something certainly *did* happen *that* night!
- Next morning, the store was flooded with calls . . . and by evening the pajamas were completely sold out. Within three days—1200 of these pajamas had been purchased by economy-wise TV viewers.
- Remember . . . lots *does* happen at night (and in daytime, too) on WDSU-TV. So don't lose sleep—we can solve your sales problem *anytime* in the "Billion Dollar New Orleans Market"!

- Write, Wire or Phone BLAIR-TV!



MAINE TV STATIONS

Bangor—

WABI-TV

GENESEE: Community Telecasting Service

ADDRESS: 57 State St. PHONE: Bangor 8255

AFFILIATE: WABI

NETWORK AFFILIATION: CBS and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Horace Hildreth and Murray Carpenter, 50% each.

BEGAN OPERATION: Jan. 31, 1953

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Holden, Me.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 1.9 kw Aural, 0.95 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay superturnstile

ANTENNA HEIGHT: Above average terrain, 673 ft. Above ground, 120 ft.

STUDIO ADDRESS: 57 State St.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local film, network film and kinescopes.

RSS SERVICE: AP

LIBRARY SERVICE: World

RADIO FACILITIES: One studio 18x25 ft. One RCA 16mm film camera and two RCA 16mm film projectors. Two slide projectors and one opaque projector.

EXECUTIVES:

Horace Hildreth, President and Co-owner

Murray Carpenter, General Manager and Co-owner

Lee Gorman Jr., Commercial Manager

Walter Dickson, Chief Engineer

TELEVISION INFORMATION: Class A hour rate \$200. Minute spot \$40. Participation per spot \$40. Frequency discounts up to 312 times at 25%. (From Rate Card No. 1, Jan. 1, 1953).

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

Well, I knew that J. B. was looking for a good thing, so I tipped him to this Consolidated STATION-STARTER PLAN. Told him about the nine TV film series... all made for television. Then I mentioned how they were playing on stations all over the country. Stressed the solid-buy angle, you see. Then I let him have the real meat... the part about the one low price with no escalators no matter how high our rates go. Well, it was the first time he'd heard of a way for a new TV station to make money on programming right at the start. My raise is retroactive.

Consolidated Television Sales

*distributors of film
for Television*

HOLLYWOOD, HO. 9-6369

NEW YORK, MU. 6-7543

CHICAGO, MI. 2-5231



MARYLAND TV STATIONS

Baltimore—

WAAM (TV)

LICENSEE: WAAM Inc.

ADDRESS: 3725 Malden Ave. ZONE: 11 PHONE: Mohawk 7600

TV NETWORK AFFILIATION: ABC and DuMont (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ben Cohen and Herman Cohr

BEGAN OPERATION: Nov. 1, 1948

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 3725 Malden Ave.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 26.1 kw Aural, 14 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A Superturnstile

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 495 ft.

HOURS OF OPERATION: 10 a.m.-12 p.m.

STUDIO ADDRESS: 3725 Malden Ave.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK 30A

TYPE OF OPERATION: Local and network live, local and network film, kinescope

NEWS SERVICE: AP, UP and Acme News Pictures

MUSIC LIBRARY SERVICE: World.

STUDIO FACILITIES: Two studios—60x60 ft. (seating 250) and 20x20 ft. Five film cameras (TK30A). Two RCA (TK20A) film cameras and two RCA (TP16B) film projectors. Two Argus slide projectors; one Gray Telop opaque projector. Mobile unit with two RCA field camera chains; lenses: 2", 6", 10", 15", 25"; Raythe microwave relay equipment.

EXECUTIVES:

Ben Cohen, President
Herman Cohen, Secretary-Treasurer
Norman C. Kal, Exec. Vice President
Kenneth Carter, General Manager
Armand Grant, Asst. General Manager & Director of Sales
Herbert B. Cahan, Program Manager & Film Buyer
Ben Wolfe, Director of Engineering
Glenn Lahman, Chief Engineer
Pel Schmidt, Local Sales Manager
Joel Chaseman, Director of Public Service & Publicity
Paul Kane, Studio Production Supervisor

RATE INFORMATION: Class A hour rate: \$700. Class A announcements: \$1. Participation announcements: \$43-\$110. Frequency discounts begin with 13 times at 2 1/2 % up to 312 times at 25 %. (From Rate Card No. 7, effective April 1, 195

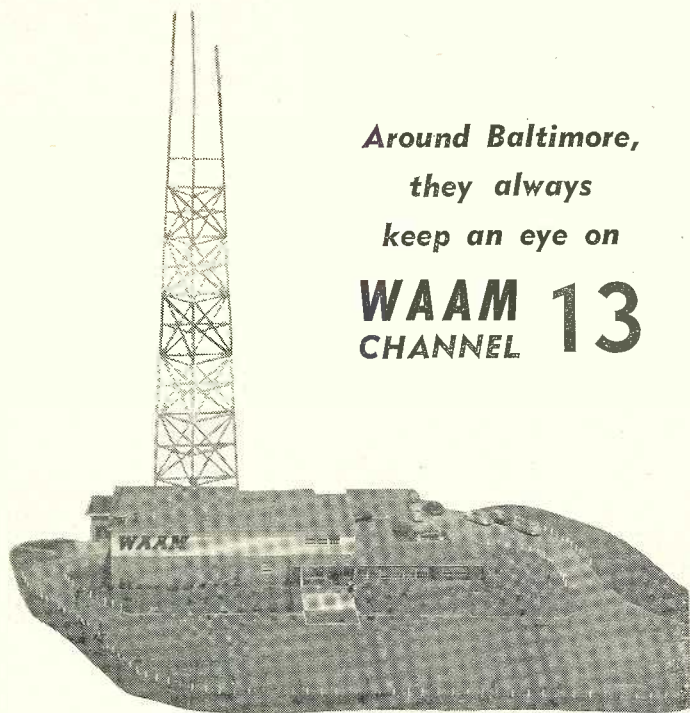
WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Kear & Kennedy

BROADCASTING • Telecasting

Around Baltimore,
they always
keep an eye on

WAAM 13
CHANNEL



Your Baltimore Shows Look Better when they come from Television Hill

WAAM's show-wise staff and topnotch facilities provide the smartest showcase for your Baltimore television show. WAAM has a consistent record for producing outstanding results for advertisers in the Baltimore area.

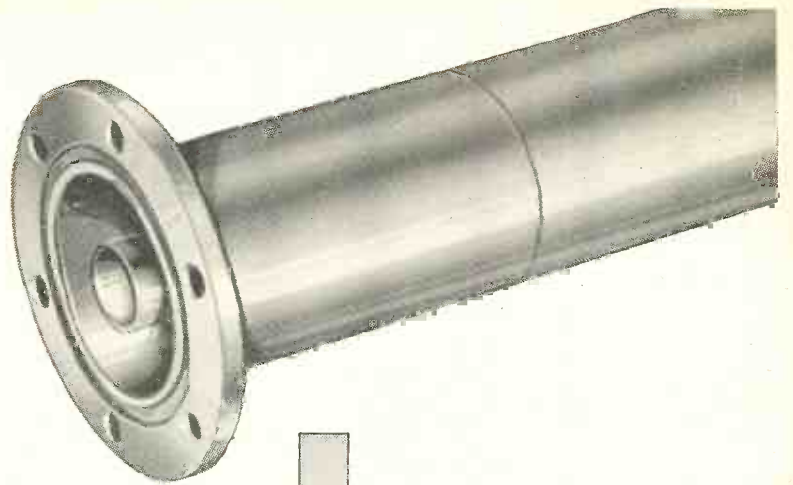
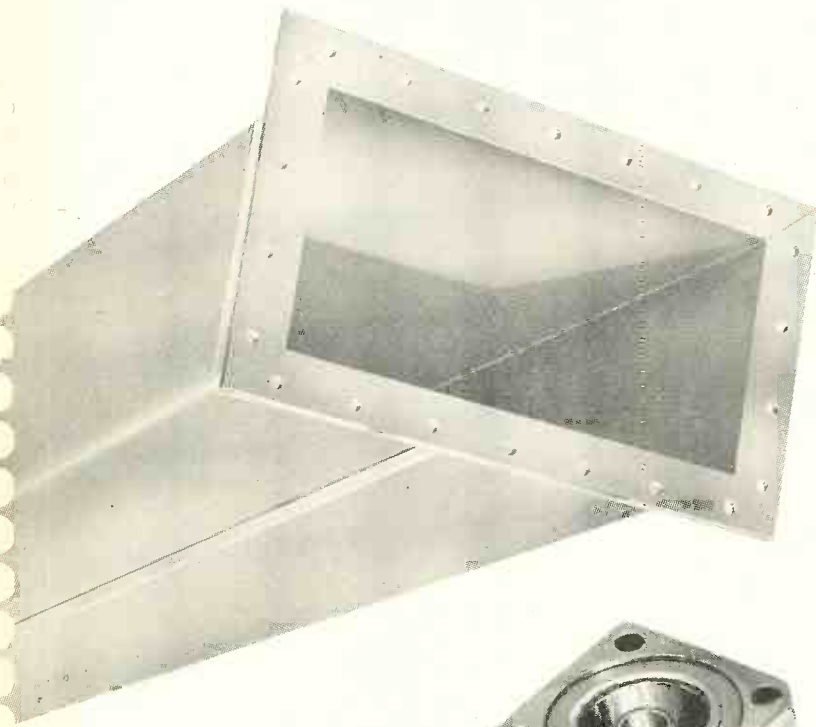
WAAM 13

CHANNEL

BALTIMORE, MD.

Affiliate DuMont TV Network-American Broadcasting Co.

Represented nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York-Chicago-San Francisco



VHF

TV Transmission Line

UHF

TV Transmission Line
Waveguide



The oldest in the field—still a pioneer—designing, engineering and producing transmission lines for the ever advancing needs of the industry. Aided by the industry's finest research, Andrew's vast experience in solving transmission problems has produced the most advanced TV transmission line and waveguide available today.

For complete electrical and mechanical specifications, request Bulletin 81. The special Andrew Nomographs in this Bulletin permit direct graphical computation of efficiency of 10 to 2000 foot runs of line.

ANDREW Type Number	Size	Impedance	Insulator Bead Material
TRANSMISSION LINE FOR VHF-TV			
451	1 5/8"	51.5 ohms	steatite
551-4	1 5/8"	51.5 ohms	Teflon*
452	3 1/8"	51.5 ohms	steatite
552-1	3 1/8"	51.5 ohms	Teflon*
T-453	6 1/8"	51.5 ohms	steatite
TRANSMISSION LINE FOR UHF-TV			
561	1 5/8"	50.0 ohms	Teflon*
562	3 1/8"	50.0 ohms	Teflon*
563	6 1/8"	75.0 ohms	Teflon*
WAVEGUIDE FOR UHF-TV			
565	Copper-clad steel 7 1/2" x 15" rectangular cross-section, RTMA designation WR-1500, 10 foot section		
564	Copper-clad steel waveguide WR-1150, 11 1/2" x 5 3/4" inside dimensions, 10 foot section		

*trademark for DuPont tetrafluoroethylene

Andrew
CORPORATION

363 EAST 75TH STREET, CHICAGO 19

ANTENNA SPECIALISTS

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

MARYLAND TELEVISION STATIONS

Baltimore—

WBAL-TV

LICENSEE: The Hearst Corp.

ADDRESS: 2610 N. Charles St. ZONE: 18 PHONE: Hopkins 3000

AM AFFILIATE: WBAL

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Hearst Corp. owns and operates WBAL-AM-TV Baltimore; WISN-AM-FM Milwaukee; and through affiliation WCAE-AM-FM Pittsburgh. It also has 25% interest in KING-AM-FM-TV Seattle. Hearst newspapers are the New York Journal-American and Mirror, Albany (N. Y.) Times-Union, Boston Record and American, Baltimore News Post, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee Sentinel, Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald-Express, San Antonio Light, Seattle Post-Intelligencer.

BEGAN OPERATION: March 11, 1948

[Edit]

..... EDITORIAL of which BROADCASTING • TELECASTING's 75,000 words weekly (all of them well chosen) represent the biggest news budget in almost anybody's business. Readers believe in the book. Every year, agencies and advertisers vote it most read, most dependable and most useful. The magazine which gives its readers the most . . . also gives its advertisers the best advertising value.

[Adv]

..... ADVERTISING of which BROADCASTING • TELECASTING has more than any radio-television book in in the business. Important? Only as evidence that BROADCASTING • TELECASTING advertising is the most rewarding—that in BROADCASTING • TELECASTING your advertising takes on added sinew and muscle.

the newsworthy of radio and television BROADCASTING TELECASTING

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: 2401 Violet Ave.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B Superturnstile

ANTENNA HEIGHT: Above average terrain, 540 ft. Above ground, 447 ft.

HOURS OF OPERATION: 6:45 a.m.-12:45 a.m.

STUDIO ADDRESS: 2610 N. Charles St.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescope

NEWS SERVICE: INS and Telenews

STUDIO FACILITIES: Two studios—40x80 ft. (seats 200) and 30x40 ft. Three stud cameras and four interchangeable field cameras. One Trans-Lux rear screen projector (3x4-in. transparencies); three RCA film cameras; two Eastman 16mm and one RCA 16mm film projectors. Four slide projectors for 2x2-in. slides; one opaque projector for 4x5-in. cards. One Kodak 16mm motion picture camera and one Auricon 16mm sound motion picture camera. One mobile unit with three cameras, complete lens complement including Electro-Zoom lens and two microwave relay units.

EXECUTIVES:

Charles B. McCabe, Vice President & Executive Director
D. L. Provost, Vice President & General Manager
John T. Wilner, Vice President—Engineering
Leslie H. Peard Jr., Station Manager
Freeman W. Cardall, Business Manager
Arnold Wilkes, Director of Public Affairs & Education
Victor F. Campbell, Program Director
Willis K. Friert, Sales Manager
Thomas J. White Jr., News & Publicity Manager
John Frankenfield, Film Buyer
William C. Bareham, Chief Engineer
Mollie Martin, Women's Director
Conway Robinson, Farm Program Director

RATE INFORMATION: Class A hour rate—\$800. One minute spot—\$150. Frequency discounts start with 2½% for 26 times to 12½% for 312 times. (From Rate Card No. March 1, 1952)

WASHINGTON ATTORNEY: Dempsey & Koplovitz

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas).

WITH-TV*

LICENSEE: Maryland Broadcasting Co.

ADDRESS: 7 E. Lexington St. ZONE: 3 PHONE: Lexington 7808

AM AFFILIATE: WITH FM: WITH-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Louise McClure Tinsley, Thom G. Tinsley Jr., Robert C. Embrey, et al.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

CHANNEL: 60 (746-752 mc)

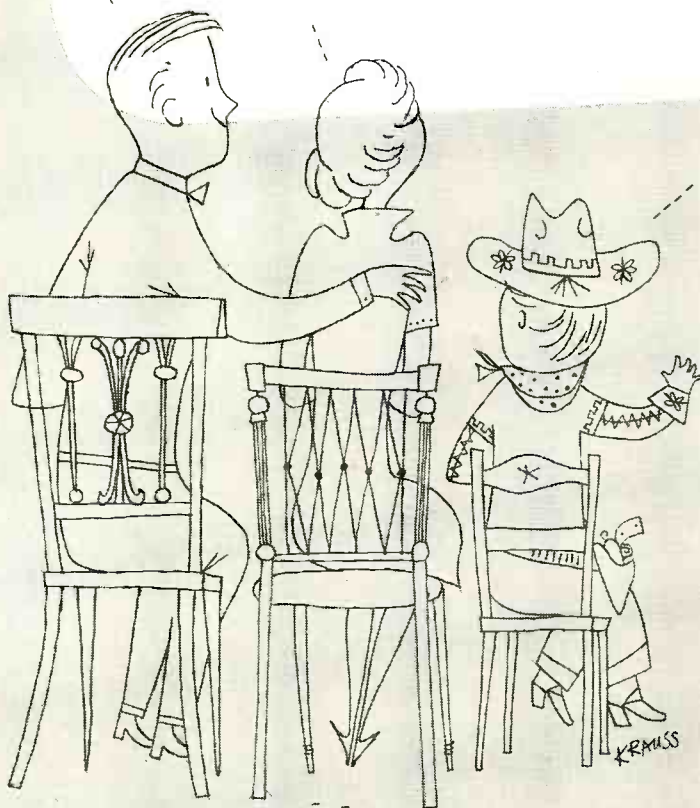
EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 59 kw

WASHINGTON ATTORNEY: Arnold, Fortas & Porter

CONSULTING ENGINEERS: Jansky & Bailey

The Television Picture is Clear in

Baltimore



*"More advertisers spend more
dollars on WBAL-TV... than
any other Baltimore station."
You ought to find out why!*

TELEVISION BALTIMORE

WBAL-TV

NBC IN MARYLAND

Nationally Represented by *Edward Petry & Co.*

MARYLAND TELEVISION STATIONS

Baltimore—

WMAR-TV

LICENSEE: The A. S. Abell Co.

ADDRESS: Charles & Redwood Sts. ZONE: 3 PHONE: Mulberry 5670

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: The A. S. Abell Co., publishers of The Baltimore Sunpapers.

BEGAN OPERATION: Oct. 27, 1947

NATIONAL REPRESENTATIVE: The Katz Agency

TRANSMITTER ADDRESS: Mathieson Bldg., Baltimore & Light Sts.

CHANNEL: 2 (54-60 mc)

MAKE OF TRANSMITTER: RCA MODEL NO.: TT—5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 380 ft. Above ground, 591 ft.

STUDIO ADDRESS: Charles & Redwood Sts. HOURS OF OPERATION: 9:30 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 2 studio cameras and 5 field cameras.

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP

MUSIC LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios—32x50 ft. seating 50; 20x30 ft. Two RCA studio cameras; two interchangeable RCA field cameras. Three RCA film cameras and three RCA 16mm film projectors. Two semi-automatic slide projectors; two slide projectors for 2x2-in. slides and 35mm film; one Balopticon opaque projector. Seven Type 70-DE 16mm motion picture cameras and one Auricon 16mm motion picture camera. Two Houston film processing units. Two mobile units, one with two cameras, one with three cameras; Zoomar and 40" reflector.

EXECUTIVES:

William F. Schmick Sr., President
 Ewell K. Jett, Vice President & Director of Television
 Earnest A. Lang, Commercial Manager
 Robert B. Cochrane, Program Director
 Carlton G. Hopper, Chief Engineer
 David V. Stickle, Film Buyer
 Edwin B. Mick, Production Manager
 Thomas J. Severin, Program Manager

RATE INFORMATION: Class A hour rate \$800. Minute spot \$150. Rehearsals—\$8. per hour for rehearsals over given time. Frequency discounts begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 8, Dec. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

Frederick—

WFMD-TV*

LICENSEE: Monocacy Broadcasting Co.

ADDRESS: Church St. PHONE: 1626

AM AFFILIATE: WFMD FM AFFILIATE: WFMD-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Laurence Leonard, 100%.

* BEGINS OPERATION: Unknown. (CP granted Dec. 24, 1952)

CHANNEL: 62 (758-764 mc)

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 54 kw

ANTENNA HEIGHT: Above average terrain, 1,150 ft. Above ground, 240 ft.


EXECUTIVES:

Laurence Leonard, President

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting



16,000 cheers!
 (that's our circulation)

**for the
 newer, smarter,
 easier to read
 more effective**

BROADCASTING • TELECASTING

But for all its new look, BROADCASTING • TELECASTING still has *all* the news (while it is news) in the radio-television field. It's better displayed with more meaningful headlines.

More than ever, BROADCASTING • TELECASTING is the Monday morning must for the national and regional buyer of time . . . the buyer most important to you.

BROADCASTING - TELECASTING
 national press bldg., washington 4, d. c.

This is

LEADERSHIP THAT GIVES YOU MORE



IN ONE WEEK
WMAR-TV SCORED 61 MORE
QUARTER-HOUR FIRSTS
THAN BALTIMORE'S TWO OTHER
TV STATIONS COMBINED*

*From Hooperatings,
October 1952

HERE ARE THE FACTS

WMAR-TV | Station A | Station B

11 A.M.-6 P.M.

112

63

18

6 P.M.-11 P.M.

85

38

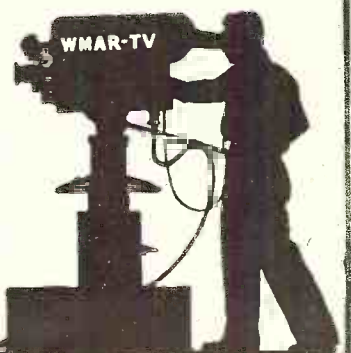
17

TOTAL

197

101

35



In Maryland, most people watch

WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Now in the **Boston** TV area.. more than

1,000,000
sets!

**MONTHLY
SET
COUNT**

1,002,032

January 1953

Reserved for
Current Month
(grows bigger by the month!)

and most of these sets are tuned most often to

**Comparison of TV
Share of Audience
in Boston Area
(nighttime)**

Station	"Listened to Most"	"Heard Regularly"
WBZ-TV	52.4%	93.9%
Station B	37.3%	89.3%
Station C	7.1%	18.9%

Source:
Dr. Forest L. Whan,
"The Boston Trade
and Distribution
Area; Radio and
TV Audience."

**WBZ-TV
BOSTON
channel 4**



WESTINGHOUSE RADIO STATIONS INC

WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV

National Representatives, Free & Peters,
except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

MASSACHUSETTS TV STATIONS

Boston—

WBZ-TV

LICENSEE: Westinghouse Radio Stations Inc.

ADDRESS: 1170 Soldiers Field Rd. ZONE: 34 PHONE: Algonquin 4-5670

AM AFFILIATE: WBZ FM AFFILIATE: WBZ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owns and operates W AM-FM-TV Boston; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh; KYW-AM-FM Philadelphia; WOWO-AM-FM Fort Wayne; KEX-AM-FM Portland, O and applicant to buy WPTZ (TV) Philadelphia. WRS is a subsidiary of Westinghouse Electric Corp., electrical, and radio-TV receiver and electronics manufacturer.

BEGAN OPERATION: June 9, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1170 Soldiers Field Rd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 26.5 kw Aural, 12.9 kw

MAKE OF ANTENNA: GE TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 547 ft. Above ground, 658 ft.

HOURS OF OPERATION: 7:00 a.m.-12:30 a.m.

STUDIO ADDRESS: 1170 Soldiers Field Rd.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and field cameras

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Screen Gems NEWS SERVICE: AP, UP, INS, Movietone

STUDIO FACILITIES: Studios—one 40x45x23 ft. peripheral catwalk for set light and scenery; one studio 30x45x19 ft., and auditorium studio seating 150 with stage 35x20 ft. Two RCA 16mm and two 35mm projectors. One Baloptican; 1 strip film projectors and two slide projectors. Two Multiplexer units with film cameras. RCA mobile unit capable of handling three field camera chains, 1 complete microwave units.

EXECUTIVES:

- E. V. Huggins, President
- J. E. Baudino, Executive Vice President
- W. C. Swartley, Station Manager
- C. H. Masse, Sales Manager
- W. Gordon Swan, Program Manager
- W. H. Hauser, Chief Engineer
- Carl Lawton, Film
- Iran Berlow, Program Supervisor
- John G. Stilli Jr., Adv. & Sales Promotion Manager

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Rehearsals \$50 half-hour. Frequency discounts start with 26 times at 7 1/2 % up to 260 times at 20 %. (From rate card No. 7-T, April 1, 1952).

WASHINGTON ATTORNEY: John Steen (WRS)

CONSULTING ENGINEER: Ralph Harmon (WRS)

WNAC-TV

LICENSEE: Yankee Network Division of General Teleradio Inc.

ADDRESS: 21 Brookline Ave. ZONE: 15 PHONE: Commonwealth 6-0800

AM AFFILIATE: WNAC FM AFFILIATE: WNAC-FM

TV NETWORK AFFILIATION: ABC, CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Teleradio (90 % owned by General Tire & Rubber Co.). General Teleradio comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network Division owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KCO San Diego. Yankee Network Division owns and operates WNAC-AM-FM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.

BEGAN OPERATION: June 21, 1948

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

MASSACHUSETTS TELEVISION STATIONS

WNAC—(Continued)

CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: Medford, Mass.
MAKE OF TRANSMITTER: GE **MODEL NO.:** TT6B
EFFECTIVE RADIATED POWERS: Visual, 26.6 kw Aural, 13.3 kw
MAKE OF ANTENNA: GE **TYPE:** TY14F, 6-Bay
ANTENNA HEIGHT: Above average terrain, 501 ft. Above ground, 437 ft.
HOURS OF OPERATION: 9:30 a.m.-1 a.m.
STUDIO ADDRESS: 21 Brookline Ave.
MAKE OF CAMERA CHAINS: GE
TYPE OF OPERATION: Local, live, local and network film, kinescopes.
NEWS SERVICE: UP, Movietone News.
STUDIO FACILITIES: One studio 25x35 ft. Three image orthicon studio cameras; three field cameras. Two Simplex 35mm and two Bell & Howell 16mm film projectors. One slide projector for 3¼x4-in. glass or opaque slides; one projector for 2x2-in. slides. One mobile unit, three cameras.
EXECUTIVES:
 Tom O'Neil, President
 Linus Travers, Exec. Vice-President, General Manager & Commercial Manager
 George Steffy, Vice President in Charge of TV Operations
 Harry Whittemore, Technical Director
 James Pike, Film Buyer
RATE INFORMATION: Class A hour rate—\$1,250. Minute spot—\$250. Rehearsals—\$50 each half-hour. (From Rate Card No. 6, Aug. 1, 1951)
WASHINGTON ATTORNEY: Pierson & Ball

Wail River—

WSEE-TV*

LICENSEE: New England Television Co.
ADDRESS: 514 Industrial Trust Bldg., Providence, R. I. **PHONE:** Gaspee 1-1858
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Alfred DeMaris, (4/9); Harold C. Arcaro, (1/3); Lewis Tauner, (1/9); Abraham Belilove, (1/9).
BEGINS OPERATION: May, 1953. (CP granted Sept. 14, 1952.)
CHANNEL: 46 (662-668 mc)
TRANSMITTER ADDRESS: Twerton, R. I.
ANTENNA HEIGHT: Above average terrain, 398 ft. Above ground 191 ft.
TYPE OF OPERATION: Network and local live, network and local film, kinescopes.
EXECUTIVES:
 Alfred DeMaris, President
WASHINGTON ATTORNEY: Abraham Belilove
CONSULTING ENGINEER: J. Gordon Keyworth

Holyoke—

WHYN-TV*

LICENSEE: Hampden-Hampshire Corp.
ADDRESS: 180 High St. **PHONE:** 8238
AM AFFILIATE: WHYN **FM AFFILIATE:** WHYN-FM
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. William Dwight, William Dwight, Arthur Ryan, Mrs. Harriet DeRose and Charles N. DeRose. Licensee publishes Holyoke Transcript-Telegram and Northampton (Mass.) Hampshire Gazette.

BROADCASTING • Telecasting

* BEGINS OPERATION: Early 1953 (CP granted July 11, 1952)

NATIONAL REPRESENTATIVE: Branham Co. and Bertha Bannan

CHANNEL: 55 (716-722 mc)

TRANSMITTER ADDRESS: Mt. Tom

MAKE OF TRANSMITTER: GE **MODEL NO.:** TT25A

EFFECTIVE RADIATED POWERS: Visual, 156 kw Aural, 91 kw

MAKE OF ANTENNA: GE **TYPE:** TY-23-E, 4-Bay

ANTENNA HEIGHT: Above average terrain, 989 ft. Above ground, 110 ft.

HOURS OF OPERATION: 5 p.m.-11 p.m.

STUDIO ADDRESS: 180 High St.

MAKE OF CAMERA CHAINS: GE **DESCRIPTION:** Film Camera

TYPE OF OPERATION: Network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two GE 16mm film projectors: one Kodak projector for 2x2-in. slides; one GE opaque projector for 4x5-in. cards.

EXECUTIVES:

William Dwight, President
 Charles N. DeRose, General Manager
 Patrick J. Montague, Commercial Manager
 Harold Schumacher, Chief Engineer

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Kear & Kennedy

New Bedford—

WNBH-TV*

LICENSEE: E. Anthony & Sons Inc.

ADDRESS: 432 County St. **PHONE:** 8-5228

AM AFFILIATE: WNBH **FM AFFILIATE:** WFMR

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Also owns WOCB-AM-FM West Yarmouth, Mass.

* BEGINS OPERATION: Unknown (CP granted July 11, 1952)

NATIONAL REPRESENTATIVE: Walker

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 100 kw

ANTENNA HEIGHT: Above average terrain, 448 ft. Above ground, 552 ft.

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Jansky & Bailey

MASSACHUSETTS TELEVISION STATIONS

Northampton (Springfield)—

WACE-TV*

LICENSEE: Regional TV Corp.

ADDRESS: Hotel Bridgway, Springfield, Mass. PHONE: 6-1323

AM AFFILIATE: WACE Springfield, Mass.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President and Treasurer John S. Begley (99% of voting stock, subscribed to 1,900 shares out of 2,900 shares of stock) also treasurer and 66 2/3% owner of WACE Springfield, Mass.

* BEGINS OPERATION: Autumn 1953 (CP granted Feb. 2, 1953)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Mt. Tom

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual 21.4 Aural: 12.8 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 950 ft. Above ground 194 ft.

STUDIO ADDRESS: Main & Center Sts. HOURS OF OPERATION: 5 p.m.-midnight

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

EXECUTIVES:

John S. Begley, President and Treasurer
Ralph J. Robinson, Vice President and General Manager

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Jansky & Bailey

Springfield—

WWLP (TV)*

LICENSEE: Springfield Television Broadcasting Corp.

ADDRESS: 63 Chestnut St. ZONE: 5 PHONE: 6-2757

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: WSPR Springfield owns 19.2% of licensee.

* BEGINS OPERATION: March (CP granted July 11, 1952)

NATIONAL REPRESENTATIVE: Hollingbery

CHANNEL: 61 (752-758 mc)

TRANSMITTER ADDRESS: N. West St., Provin Mt., Agawam, Mass.

MAKE OF TRANSMITTER: GE MODEL: 12 kw

EFFECTIVE RADIATED POWERS: Visual, 150 kw Aural, 75 kw

MAKE OF ANTENNA: RCA TYPE: 4-bay Helical

ANTENNA HEIGHT: Above average terrain, 704 ft. Above ground, 341 ft.

STUDIO ADDRESS: 63 Chestnut St.

HOURS OF OPERATION: 5 p.m.-Midnight

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATIONS: Local and network live, local and network film, kinescope

NEWS SERVICE: INS

STUDIO FACILITIES: Studio 36x38 ft. Two GE studio cameras. Two GE film cameras. GE opaque projector.

EXECUTIVES:

Roger L. Putnam, President
Alan C. Tindal, Vice President
William L. Putnam, Treasurer
Lewis I. Shwartz, Program Director
George Townsend, Chief Engineer
Kristian Solberg, Asst. Treasurer
Wayne Henry Latham, Asst. Program Director

RATE SUMMARY: Class A Hour Rate—\$250. Minute spot—\$50. (From Rate Ca No. 1)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: McIntosh & Inglis

MICHIGAN TELEVISION STATIONS

Ann Arbor—

WPAG-TV*

LICENSEE: Washtenaw Broadcasting Co.

ADDRESS: Hutzel Bldg. PHONE: 2-5517

AM AFFILIATE: WPAG

TV NETWORK AFFILIATION: DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Arthur E. Greene (50%) president and secretary; Edward F. Baughn (50%) vice president and treasurer.

* BEGINS OPERATION: March 15, 1953 (CP granted Sept. 29, 1952)

REGIONAL REPRESENTATIVE: McGillvra

CHANNEL: 20 (506-512 mc)

TRANSMITTER ADDRESS: 1795 S. Maple Rd.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-24A

EFFECTIVE RADIATED POWERS: Visual, 1.75 kw Aural, 0.93 kw

MAKE OF ANTENNA: GE TYPE: 4-Bay

ANTENNA HEIGHT: Above average terrain, 346 ft. Above ground, 270 ft.

STUDIO ADDRESS: 1795 S. Maple Rd.

TYPE OF OPERATION: Local live and Network live; Local film and Network film.

NEWS SERVICE: AP

STUDIO FACILITIES: GE film camera; GPL film projector; Selectro slide projector, Opaque projector.

EXECUTIVES:

Arthur E. Greene, president
Edward F. Baughn, Vice President & Film Buyer
Kenneth MacDonald, Commercial Manager
Roger A. Shepard, Program Director
Donal N. Bowdish, Chief Engineer

DATE INFORMATION: Class A hour rate—\$150. One minute—\$30. Frequency discounts from 26 to 260 times. (From Rate Card No. 1.)

WASHINGTON ATTORNEY: Prince, Taylor & Crampton

CONSULTING ENGINEER: Commercial Radio Equipment Co.

BROADCASTING • Telecasting

Battle Creek—

WBCK-TV*

LICENSEE: Michigan Bcstg. Co.

ADDRESS: 402 Security Nat'l. Bank Bldg.

AM AFFILIATE: WBCK

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Robert H. Holmes (50%) and David N. Holmes (50%).

* BEGINS OPERATION: August (CP granted Nov. 20, 1952)

CHANNEL: 58 (734-740 mc)

TRANSMITTER ADDRESS: East of Riverside Drive

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 18.5 kw Aural, 9.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 580 ft. Above ground, 455 ft.

STUDIO ADDRESS: 402 Security Nat'l. Bank Building

WASHINGTON ATTORNEY: Guilford Jameson.

CONSULTING ENGINEER: Kear & Kennedy

WBKZ-TV*

LICENSEE: Booth Radio & Television Stations Inc.

ADDRESS: 700 Buhl Bldg., Detroit

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President and treasurer John L. Booth (84.3%). Permittee is licensee of WJLB Detroit, WBBC Flint and WSGW Saginaw.

* BEGINS OPERATION: May 15 (CP granted Oct. 30, 1952)

CHANNEL: 64 (770-776 mc)

TRANSMITTER ADDRESS: Wolverine Tower

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 24.5 kw Aural, 14 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 230 ft. Above ground, 317 ft.

WASHINGTON ATTORNEY: W. T. Pierson

MICHIGAN TELEVISION STATIONS

Detroit—

WJBK-TV

LICENSEE: Storer Broadcasting Co.

ADDRESS: 500 Temple Avenue ZONE: 1 PHONE: Temple 3-7900

AM AFFILIATE: WJBK FM AFFILIATE: WJBK-FM

TV NETWORK AFFILIATION: CBS and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Storer Bcstg. Co. owns and operates WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WWVA-AM-FM Wheeling; WMMN Fairmont, W. Va.; WAGA-AM-FM-TV Atlanta; WGBS-AM-FM Miami; WSAI-AM-FM Cincinnati; KEYL (TV) San Antonio; Mr. Storer is publisher of the Miami, Florida Sun.

BEGAN OPERATION: October 24, 1948

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 8009 Lyndon St.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6A

EFFECTIVE RADIATED POWERS: Visual, 16.5 kw Aural, 8.3 kw

MAKE OF ANTENNA: GE TYPE: TY-12C

ANTENNA HEIGHT: Above average terrain, 485 ft. Above ground, 488 ft.

HOURS OF OPERATION: 9:45 a.m.-1 a.m.

STUDIO ADDRESS: 500 Temple St.

MAKE OF CAMERA CHAINS: GE DESCRIPTION: Two film and two studio cameras.

TYPE OF OPERATION: Local & network live, local & network film, kinescopes.

NEWS SERVICE: UP and INS

STUDIO FACILITIES: One studio—32x45 ft. Two GE studio cameras and two RCA field cameras. Two GE film cameras and two GE 16mm film projectors. Four projectors for 2x2-in. slides; one GE opaque projector for 3x4-in. cards. One 16mm Auricon motion picture camera. Mobile unit with RCA field camera chain and RCA microwave relay equipment.

EXECUTIVES:

George B. Storer, President
 Gayle V. Grubb, General Manager
 Harry R. Lipson, Commercial Manager
 Richard E. Fischer, Program Director
 Paul O. Frinke, Chief Engineer
 Arthur MacColl, Film Buyer
 Peter Storer, Sales Promotion Manager
 Lanny Pike, Production Manager

RATE INFORMATION: Class A hour rate—\$1,400. Minute spot—\$225. Frequency discounts start with 13-times at 5% up to 260-times at 25%. (From Rate Card No. 8, Apr. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

WWJ-TV

LICENSEE: The Evening News Association

ADDRESS: 622 W. Lafayette St. ZONE: 31 PHONE: Woodward 2-2000

AM AFFILIATE: WWJ FM AFFILIATE: WWJ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: The Evening News Association, publishers of the Detroit News.

BEGAN OPERATION: June 3, 1947

NATIONAL REPRESENTATIVE: George P. Hollingbery

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Penobscot Building

MAKE OF TRANSMITTER: DuMont MODEL NO.: TA-118-A, TA-117-A

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 10.25 kw

MAKE OF ANTENNA: RCA TYPE: TF-4A

ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 695 ft.

HOURS OF OPERATION: 6:58 a.m.-12:12 a.m.

STUDIO ADDRESS: 622 W. Lafayette

MAKE OF CAMERA CHAINS: DuMont & RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Sterling NEWS SERVICE: AP and UP

LIBRARY SERVICE: Thesaurus and Lang-Worth

STUDIO FACILITIES: Studio with 4,640 sq. ft.; studio with 1,900 sq. ft.; studio with 2,288 sq. ft.; auditorium 43x64 ft., seats 350 persons. Seven RCA studio cameras; two DuMont field cameras; five cameras interchangeable for field use; two re screen projectors. Two RCA film cameras; two RCA film projectors. Two slide projectors. One opaque projector. One mobile unit.

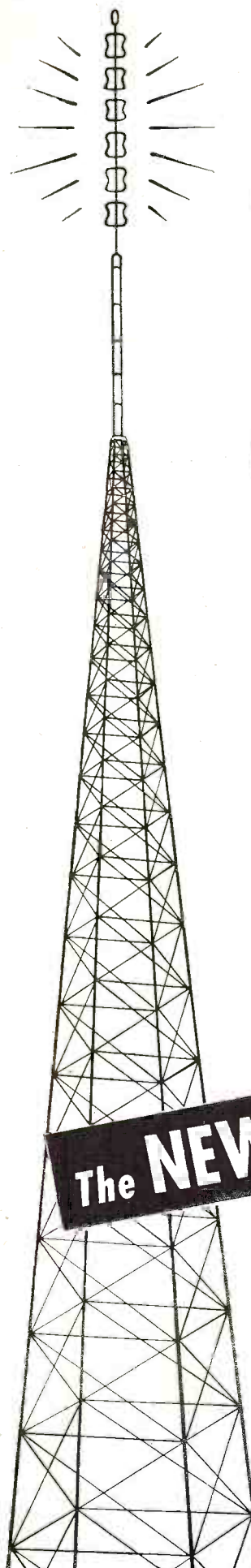
EXECUTIVES:

William J. Scripps, Director of Radio & TV
 Edwin K. Wheeler, General Manager
 Don DeGroot, Assistant General Manager
 Melvin C. Wissman, General Program Manager
 Ralph B. Hunter, Program and Production Manager
 Edgar J. Love, General Engineering Manager
 Frank Picard, Film Editor
 Wendell Parmelee, National Sales Manager
 James Eberle, Public Affairs Manager
 Kirk Knight, Operations Manager

RATE INFORMATION: Class A hour rate—\$1,400. Minute rate—\$252. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 11, May 1, 1952.)

WASHINGTON ATTORNEY: Barnes & Neilson

CONSULTING ENGINEER: William L. Foss Inc.



MORE TOWER and MORE POWER

The **NEW**

WJBK-TV

is on its way!

It won't be long now! Soon . . . just as soon as tower construction can be rushed to completion, the station that's tops with metropolitan Detroit listeners offers even greater coverage . . . vastly better coverage. New effective radiated power of 100,000 watts and a new 1,057 foot tower will blanket every TV home within 100 miles of Detroit.

Coverage not only in Detroit, but in Flint, Bay City, Port Huron and Jackson! A better-than-ever reason why your best TV buy is the new WJBK-TV.

The **NEW**

WJBK-TV

Detroit

A STORER STATION

TOP CBS and DUMONT TELEVISION PROGRAMS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690
Represented Nationally by THE KATZ AGENCY

MICHIGAN TELEVISION STATIONS

Detroit—(Continued)

WXYZ-TV

LICENSEE: WXYZ Inc.

ADDRESS: 1700 Mutual Building ZONE: 26 PHONE: Woodward 3-8321

AM AFFILIATE: WXYZ FM AFFILIATE: WXYZ-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by American Broadcasting-Paramount Theatres Inc. ABC owns and operates WABC-AM-FM-TV New York; WENR-AM-FM and WBKB (TV) Chicago; WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco. AB-PT owns a chain of 650 motion picture theatres.

BEGAN OPERATION: October 9, 1948

NATIONAL REPRESENTATIVE: John Blair Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Maccabees Bldg., 5057 Woodward Ave.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.9 kw Aural, 13.9 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B, 6 Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 485 ft. Above ground, 480 ft.

HOURS OF OPERATION: 7 a.m.-1 a.m.

STUDIO ADDRESS: Maccabees Bldg.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP and UP

LIBRARY SERVICE: Standard

STUDIO FACILITIES: Three studios—34x40 ft., 44x66 ft., 26x31 ft. Eight studio cameras, three interchangeable field cameras. One Bodde rear screen projector. Two RCA film cameras; two RCA 16mm and two RCA 35mm film projectors. Two projectors for 2x2-in. slides. Three 16mm motion picture cameras (70D Bell & Howell, Bolex, Auricon). Mobile unit—three cameras, lenses: 8½", 17" and 25", Zoomar; microwave equipment and power supply.

EXECUTIVES:

Leonard H. Goldenson, President (AB-PT)

Robert E. Kintner, President (ABC Div.)

Robert H. O'Brien, Executive Vice President (ABC Div.)

James G. Riddell, President & General Manager

John Pival, Sales Manager & Film Buyer

John Lee, Program Director

Charles Kocher, Chief Engineer

Kenny Sims, Film Director

Peter Stand, Executive Producer

Edward Sanchez, Production Manager

Ralph Dawson, Asst. Sales Manager

RATE INFORMATION: Class A hour rate—\$1,250. Minute spot—\$225. Participation—\$75-\$200 per spot. Rehearsals—Live, \$100; Film, \$50. (Minimum, one hour). For each additional 15 minutes, 25% of hourly rate. Frequency discounts—Begin at 13 times with 5% up to 400 times with 30%. (From Rate Card No. 8, Mar. 1, 1952.)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

Page 126 • 1953 TELECASTING Yearbook

East Lansing—

WKAR-TV*

(Educational-Noncommercial)

LICENSEE: Michigan State Board of Agriculture

AM AFFILIATE: WKAR FM AFFILIATE: WKAR-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Grantee is Michigan State College, of which John A. Hanna is president.

* BEGINS OPERATION: September (CP granted Oct. 16, 1952)

CHANNEL: 60 (746-752 mc)

TRANSMITTER ADDRESS: Dobie Rd.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 245 kw Aural, 125 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 980 ft. Above ground, 1,034 ft.

STUDIO ADDRESS: Electrical Engineering Building

EXECUTIVES: Armand L. Hunter, Director

WASHINGTON ATTORNEY: Barnes & Nielson

CONSULTING ENGINEER: William L. Foss Inc.

Flint—

WCTV (TV)*

LICENSEE: Trans-American TV Corp.

ADDRESS: 1420 Walnut St., Philadelphia, Pa.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Grantee is also applicant Evansville, Ind. and Peoria, Ill. James L. Rubenstone, 100% owner, is associated with WFIL Philadelphia.

* BEGINS OPERATION: Sept., 1953 (CP granted July 11, 1952)

CHANNEL: 28 (554-560 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 17.4 kw Aural, 8.7 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 491 ft. Above ground, 546 ft.

EXECUTIVES:

James L. Rubenstone, President and General Manager

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: A. D. Ring & Assoc.

BROADCASTING • Telecasting

MICHIGAN TELEVISION STATIONS

Flint—(Continued)

WTAC-TV*

LICENSEE: Trendle-Campbell Broadcasting Corp.

ADDRESS: 1800 Mutual Bldg., Detroit

AM AFFILIATE: WTAC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President George W. Trendle (51%) is president and treasurer of Trendle-Campbell-Meurer Inc. (radio and television program production); Vice President and General Manager H. Allen Campbell (35%); Secretary Raymond J. Meurer (5%); Assistant Secretary George W. Trendle Jr. (4.5%) and Mary K. Johnston (4.5%).

* BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

CHANNEL: 16 (482-488 mc)

TRANSMITTER ADDRESS: 740 S. Saginaw St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 59 kw Aural, 29.5 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 380 ft. Above ground, 432 ft.

STUDIO ADDRESS: 740 S. Saginaw St.

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Kear & Kennedy

Grand Rapids—

WOOD-TV

LICENSEE: Grandwood Broadcasting Co.

ADDRESS: 1408 Grand Rapids Natl. Bank Bldg. ZONE: 2 PHONE: 9-4125

AM AFFILIATE: WOOD

NETWORK AFFILIATION: NBC, CBS, ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: WFBM Inc. (WFBM-AM-TV Indianapolis; WFDF-AM Flint; WEOA-AM Evansville) 95%.

BEGINS OPERATION: October 19, 1951

REGIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 7 (174-180 mc) (Must move to Ch. 8.)

TRANSMITTER ADDRESS: 92d St., 13 mi. S. of Grand Rapids

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 28.2 kw Aural, 14.2 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay Superturndipole

ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 264 ft.

HOURS OF OPERATION: 10:15 a.m.-12:00 p.m.

STUDIO ADDRESS: 1408 Grand Rapids Natl. Bank Bldg.

MAKE OF CAMERA CHAINS: Composite

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: One studio 33x22 ft. Two cameras, interchangeable for studio and field use. One RCA 16mm film camera, two RCA 16mm film projectors. One Kodak projector for 2x2-in. slides; one Telop opaque projector for 4x5-in. cards.

BROADCASTING • Telecasting

EXECUTIVES:

H. M. Bitner, President
Willard Schroeder, General Manager & Commercial Manager
Franklin G. Sisson, Program Director
Louis Bergenroth, Chief Engineer
Howard J. Silbar, Sales-Service Manager
Leonard Bridge, Controller

RATE INFORMATION: Class A hour rate—\$600, (live), \$500, (film). Minute spot—\$100. Participation per spot—\$100. Rehearsals \$75 per hour. Frequency discount—starts with 13-times at 5% up to 156-times at 25%. (From Rate Card No. 2, Dec. 1, 1952.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz

CONSULTING ENGINEER: Gillette & Assoc.

Jackson—

WIBM-TV*

LICENSEE: WIBM Inc.

ADDRESS: 2511 Kibby Rd.

AM AFFILIATE: WIBM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President and Treasurer Roy Radner (40%), and Vice President Herman Rauner (60%).

* BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

CHANNEL: 48 (674-680 mc)

TRANSMITTER ADDRESS: Browns Lake Rd.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 225 kw Aural, 115 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 1,030 ft. Above ground, 950 ft.

STUDIO ADDRESS: 2511 Kibby Rd.

WASHINGTON ATTORNEY: Arnold, Fortas & Porter

CONSULTING ENGINEER: George C. Davis

Kalamazoo—

WKMI-TV*

LICENSEE: Howard D. Steere

ADDRESS: State Theatre Bldg.

AM AFFILIATE: WGFG

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Howard D. Steere, licensee and general manager of WGFG.

* BEGINS OPERATION: Unknown (CP granted Nov. 26, 1952)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Gull Rd.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 83 kw Aural, 47 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 270 ft. Above ground, 305 ft.

STUDIO ADDRESS: Gull Rd.

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Vandivere, Cohen & Wearn

MICHIGAN TELEVISION STATIONS

Kalamazoo—(Continued)

WKZO-TV

LICENSEE: Fetzer Broadcasting Co.

ADDRESS: 124 W. Michigan Ave. PHONE: 3-1223

AM AFFILIATE: WKZO

TV NETWORK AFFILIATION: CBS, NBC, ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John E. Fetzer, principal stockholder, also owns WJEF-AM-FM Grand Rapids, Mich.

BEGAN OPERATION: June 1, 1950

NATIONAL REPRESENTATIVE: Avery-Knodel & Co.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Near Plainwell, Mich.

MAKE OF TRANSMITTER: Federal MODEL NO.: FTL-17-A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3FTA

ANTENNA HEIGHT: Above average terrain, 525 ft. Above ground, 353 ft.

HOURS OF OPERATION: 9:30 a.m.-12:00 p.m.

STUDIO ADDRESS: 124 W. Michigan Ave.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

STUDIO FACILITIES: Two studios. Two studio cameras. Two RCA 16mm film cameras; two RCA 16mm projectors. Eastman projector for 2x2-in. slides. Poly-E-Fex (FTL93A) scanner.

EXECUTIVES:

John E. Fetzer, President & General Manager
Carl E. Lee, Administrative Assistant
Donald W. DeSmit Jr., Sales Director
John Speer, Program Director
Harry E. Travis, Film Buyer
Arthur E. Covell, Transmitter Technical Supervisor
Francis L. Morse, Studio Technical Supervisor

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$100. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

Page 128 • 1953 TELECASTING Yearbook

Lansing—

WJIM-TV

LICENSEE: WJIM Inc.

ADDRESS: Bank of Lansing Bldg. ZONE: 16 PHONE: 2-1333

AM AFFILIATE: WJIM

TV NETWORK AFFILIATION: NBC, CBS, ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Harold F. Gross.

BEGAN OPERATION: May 1950

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

CHANNEL: 6 (82-88mc)

TRANSMITTER ADDRESS: Saginaw at Howard Sts.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 20.6 kw Aural, 10.3 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay

ANTENNA HEIGHT: Above average terrain, 420 ft. Above ground, 500 ft.

HOURS OF OPERATION: Noon-Midnight

STUDIO ADDRESS: Bank of Lansing Bldg.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-20-A

TYPE OF OPERATION: Network live, local and network film, kinescopes

FILM LIBRARY: Sterling NEWS SERVICE: UP

EXECUTIVES:

Harold F. Gross, President
Willard E. Walbridge, Executive Vice President and General Manager
Howard K. Finch, Vice President (Program and Production)
R. S. Underhill, Commercial Manager
Charles Wallace, Chief Engineer
Philip E. Sherck, Film Director

RATE INFORMATION: Class A hour rate—\$525. Minute spot—\$100. (Rates for film only). (From Rate Card No. 5, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: Kear & Kennedy

BROADCASTING • Telecastin-

MICHIGAN TV STATIONS

Lansing—

WILS (TV)*

LICENSEE: Lansing Broadcasting Co.

ADDRESS: 407-11 N. Washington St. ZONE: 30

FM AFFILIATE: WILS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President W. A. Pomeroy (26.92%); Vice President O. D. Campbell (4.25%); Vice President Edwin L. Byrd (17.1%); Secretary-Treasurer John C. Pomeroy (26.92%); Miriam Byrd (17.1%); Laura E. Campbell (4.25%); Bessie M. Pomeroy (18.8%), and six other minority stockholders.

BEGINS OPERATION: September, 1953 (CP granted Jan. 5, 1953)

TRANSMITTER ADDRESS: Olds Tower Bldg., Capitol Ave. and Allegan St.

CHANNEL: 54 (710-716 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 25.5 kw Aural, 13 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 375 ft | Above ground, 390 ft.

STUDIO ADDRESS: Olds Tower Bldg., Capitol Ave. and Allegan St.

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: McIntosh & Inglis

Muskegon—

WTVM (TV)*

LICENSEE: Versluis Radio and Television Inc.

ADDRESS: 6 Fountain St. N. E., Grand Rapids, Mich.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner Leonard A. Versluis, president of Versluis Radio & Television Inc. (WLAV Grand Rapids). Owner of Special Services Co. and 50% owner of Versluis Studios.

BEGINS OPERATION: Unknown (CP granted Dec. 23, 1952)

CHANNEL: 35 (596-602 mc)

TRANSMITTER ADDRESS: Conklin, Mich.

EFFECTIVE RADIATED POWERS: Visual, 269 kw Aural, 135 kw

ANTENNA HEIGHT: Above average terrain, 972 ft. Above ground, 800 ft.

EXECUTIVES:

Leonard A. Versluis, President
Hy M. Steed, Vice President
C. L. Mullen, Secretary
Lee G. Stevens, Chief Engineer

WASHINGTON ATTORNEY: Pierson & Ball

BROADCASTING • Telecasting



WJIM-TV
CHANNEL 6 • LANSING

covers
5 major
Michigan
markets...

JACKSON
FLINT
BATTLE CREEK
SAGINAW
LANSING

COMING SOON • 1000 ft. Tower • 100,000 Watts Power

MICHIGAN TV STATIONS

Saginaw—

WKNX-TV*

LICENSEE: Lake Huron Broadcasting Corp.

ADDRESS: 221 S. Washington Ave. PHONE: 3-4471

AM AFFILIATE: WKNX

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President William J. Edwards, Vice President Alvin M. Bentley (M.C.) and Secretary-Treasurer Howard H. Wolfe, each 33 1/3 %.

* BEGINS OPERATION: March (CP granted Oct. 2, 1952)

NATIONAL REPRESENTATIVE: Gill, Keefe & Perna

CHANNEL: 57 (728-734 mc)

TRANSMITTER ADDRESS: Bridgeport Twp.

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU 1-B

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 12.6 kw

MAKE OF ANTENNA: RCA TYPE: TFU-27BH

ANTENNA HEIGHT: Above average terrain, 482 ft. Above ground, 500 ft.

HOURS OF OPERATION: 5 p.m. to midnight (to start)

STUDIO ADDRESS: 221 S. Washington

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11 and TK-20-D

TYPE OF OPERATION: Local and network live, local and network film and kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Studio 35x22 ft., studio 15x15 ft. One TK-11 studio camera. One TK-20-D film camera. One TP-16-D film camera. One RCA turret slide projector.

EXECUTIVES:

William J. Edwards, President and General Manager
Howard M. Wolfe, Secretary-Treasurer and Station Manager
Robert Dyer, Program Director
Max W. Thomas, Chief Engineer
Henry Scott, Film Buyer
Robert M. Chandler, Commercial Manager
Robert E. Douglas, Sales Promotion Manager
David Kunz, Business Manager

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$50. Frequency discounts. (From Rate Card No. 1, March 1, 1953)

WASHINGTON ATTORNEY: Frank U. Fletcher

CONSULTING ENGINEER: John Creutz

Page 130 • 1953 TELECASTING Yearbook

SOMETHING

TOTAL RETAIL SALES*
\$196,099,000.00

topping such cities as:

Charlotte, N. C.
South Bend, Ind.
El Paso, Texas
Tampa, Florida
and
Peoria, Illinois

FOOD STORE SALES *
\$48,964,000.00

in front of such cities as:

Salt Lake City, Utah
Trenton, New Jersey
Erie, Pennsylvania
Fort Wayne, Ind.
and
Wilmington, Del.

GENERAL MERCHANDISE SALES *

\$27,607,000.00

out-ranking such cities as:

Harrisburg, Pa.
Flint, Michigan
Norfolk, Virginia
Tacoma, Wash.
and
Lansing, Michigan

APPAREL STORE SALES *
\$20,344,000.00

ahead of such cities as:

Akron, Ohio
Fresno, Calif.
Reading, Pa.
Gary, Indiana
and
Charleston, W. Va.

William J. Edwards
President and General Manager

EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Telecastin

NEW HAS BEEN ADDED!!

HOME FURNISHING SALES *

\$11,291,000.00

above such cities as:

Baton Rouge, La.
Spokane, Wash.
Austin, Texas
Elizabeth, N. J.
and
San Jose, Calif.

AUTOMOTIVE STORE SALES *

\$28,142,000.00

rating ahead of such cities as:

Evansville, Ind.
Allentown, Pa.
Jersey City, N. J.
Cambridge, Mass.
and
Mobile, Alabama

FILLING STATION SALES *

\$10,385,000.00

outstripping such cities as:

Providence, R. I.
Syracuse, New York
Little Rock, Ark.
Phoenix, Arizona
and
Chattanooga, Tenn.

BUILDING MATERIALS-HARDWARE SALES *

\$12,777,000.00

more than such cities as:

Birmingham, Ala.
Kansas City, Kan.
Richmond, Virginia
Worcester, Mass.
and
New Haven, Conn.

EATING-DRINKING PLACE SALES *

\$12,000,000.00

out-rating such cities as:

Yonkers, New York
Scranton, Pa.
Alexandria-Arlington, Va.
Corpus Christi, Texas
and
Savannah, Ga.

the Saginaw-Bay City market

66th IN THE NATION

SAGINAW-BAY CITY (Cities Proper)

* 1951-52 SRDS Consumer Markets for year 1950

DRUG STORE SALES *

\$7,608,000.00

leading such cities as:

Springfield, Mass.
Paterson, N. J.
Knoxville, Tenn.
Shreveport, La.
and
Youngstown, Ohio

KNX-TV

SAGINAW, MICHIGAN

CHANNEL 57

Howard H. Wolfe
Sec.-Treas. & Station Mgr.

GILL-PERNA, Inc.

NEW YORK · SAN FRANCISCO LOS ANGELES · CHICAGO

MINNESOTA TELEVISION STATIONS

Duluth—

WFTV (TV)*

LICENSEE: Great Plains Television Properties Inc.

ADDRESS: 4 W. 58th St., New York

TV NETWORK AFFILIATION: CBS, NBC, ABC and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Herbert Scheffel, president—25% owner Transcontinental Properties Inc., president—19% owner Telenews Productions; Alfred G. Burger, executive vice president-secretary and 25% owner Transcontinental Properties and executive vice president and 16% stockholder Telenews Productions. All stock in licensee is owned by Transcontinental Properties. Licensee also holds TV grants for Sioux City, Iowa, and Little Rock, Ark.

* BEGINS OPERATION: May 1 (CP granted Oct. 24, 1952)

NATIONAL REPRESENTATIVE: Adam J. Young Television Inc.

CHANNEL: 38 (614-620 mc)

TRANSMITTER ADDRESS: 9th St. and 6th Ave., W.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 17 kw Aural, 9.6 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 620 ft. Above ground, 447 ft.

EXECUTIVES:

Herbert Scheffel, President
Alfred G. Burger, Secretary
James C. Cole, Station Manager and Sales Manager
Robert W. Potter, Program Director

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Jansky & Bailey

Minneapolis-St. Paul—

WCCO-TV

LICENSEE: Midwest Radio-Television Inc.

ADDRESS: Radio City, Minneapolis; Dispatch Bldg., St. Paul

PHONE: Lincoln 0552 and Nestor 8661

AM AFFILIATE: WCCO

TV NETWORK AFFILIATION: ABC, CBS, DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned 53% by Mid-Continent Radio-Television Inc. and 47% by CBS with Robert B. Ridder and William J. McNally voting CBS stock under trusteeship. Northwest Publications Inc. (St. Paul Dispatch and Pioneer Press) and Minnesota Tribune Co. each own 50% of Mid-Continent. Ridder radio stations include WDSM Superior, Wis.; KSDN Aberdeen, S. D., and KILO Grand Fork, N. D. Ridder group also publishes New York Journal of Commerce, New York Staats-Zeitung, Grand Forks (N. D.) Herald, Long Beach (Calif.) Press-Telegram and Independent, San Jose (Calif.) News and Mercury. Minority interest is held in Seattle Times.

BEGAN OPERATION: July 1, 1949 (formerly WTCN-TV)

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Foshay Tower

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 28.4 kw Aural, 14.2 kw

MAKE OF ANTENNA: RCA TYPE: TF3A

ANTENNA HEIGHT: Above average terrain, 565 ft. Above ground, 602 ft.

HOURS OF OPERATION: 9 a.m.-1 a.m.

STUDIO ADDRESS: Radio City, Minneapolis

Page 132 • 1953 TELECASTING Yearbook

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field

TYPE OF OPERATION: Local and network live, network local and live.

NEWS SERVICE: AP, UP, INS, Acme

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios—30x80 ft. and 30x60 ft. Six RCA studio camera film cameras and projectors for 16mm, including rear projectors. Eastman 2x2 slide projectors and GE large size opaque and glass transparency projector. M use Baloptican. 16mm sound-on-film movie cameras and Houston processor with complete editing equipment.

EXECUTIVES:

William J. McNally, Chairman of the Board
Robert B. Ridder, President
F. Van Konynenburg, Executive Vice President and General Manager
Sherman Headley, Assistant Manager for TV
R. N. Ekstrum, Sales Manager
Richard Jensen, National Sales
Charles D. Miller, Production Manager
John M. Sherman, Technical Director
Gwen Harvey, Program Director
Harry Jones, Film Director
Florence Z. Cook, Publicity and Promotion Director

RATE INFORMATION: Class A one hour—\$900. One minute spot—\$180. 10-Second spot—\$90. Frequency discounts. (From Rate Card No. 6, Sept. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

Rochester—

KROC-TV*

LICENSEE: Southern Minnesota Broadcasting Co.

ADDRESS: 100 First Ave. Bldg. PHONE: 3924

AM AFFILIATE: KROC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Agnes P. Gentling 12.25% owner and Vice President G. David Gentling is 8.31% owner.

* BEGINS OPERATION: May, 1953 (CP granted Jan. 15, 1953)

CHANNEL: 10 (192-198 mc)

STUDIO AND TRANSMITTER ADDRESS: 2.8 miles W. on U. S. 14

MAKE OF TRANSMITTER: RCA TYPE: 12-Bay Superturnstile

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 54 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 630 ft. Above ground, 575.5 ft.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local and network film, kinescopes.

STUDIO FACILITIES: One RCA camera. One RCA film camera. Two RCA 16mm film projectors. One RCA 2x2 slide projector. One film processing unit.

EXECUTIVES:

Mrs. A. P. Gentling, President
G. David Gentling, General and Commercial Manager
Mary Miller, Program Director
Robert Cross, Chief Engineer
Don Egerstrom, Film Buyer

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Jansky & Bailey

BROADCASTING • Telecastir

TV POWER

IN THE MINNEAPOLIS-ST. PAUL, MARKET

Here are the factors which
combine to produce effective
TV Power:

Facilities...

Maximum power of 100,000 watts
... highest antenna in the area ...
studios with camera, audio, film,
and remote facilities usually found
only in major TV centers.

Personalities...

Best known, more experienced,
most traveled performers in the
northwest ... top radio favorites
for two decades. It's the station
with "names"—*Cedric Adams*,
Rollie Johnson, *Bob DeHaven*,
Arle Haerberle—still better known
today on TV.

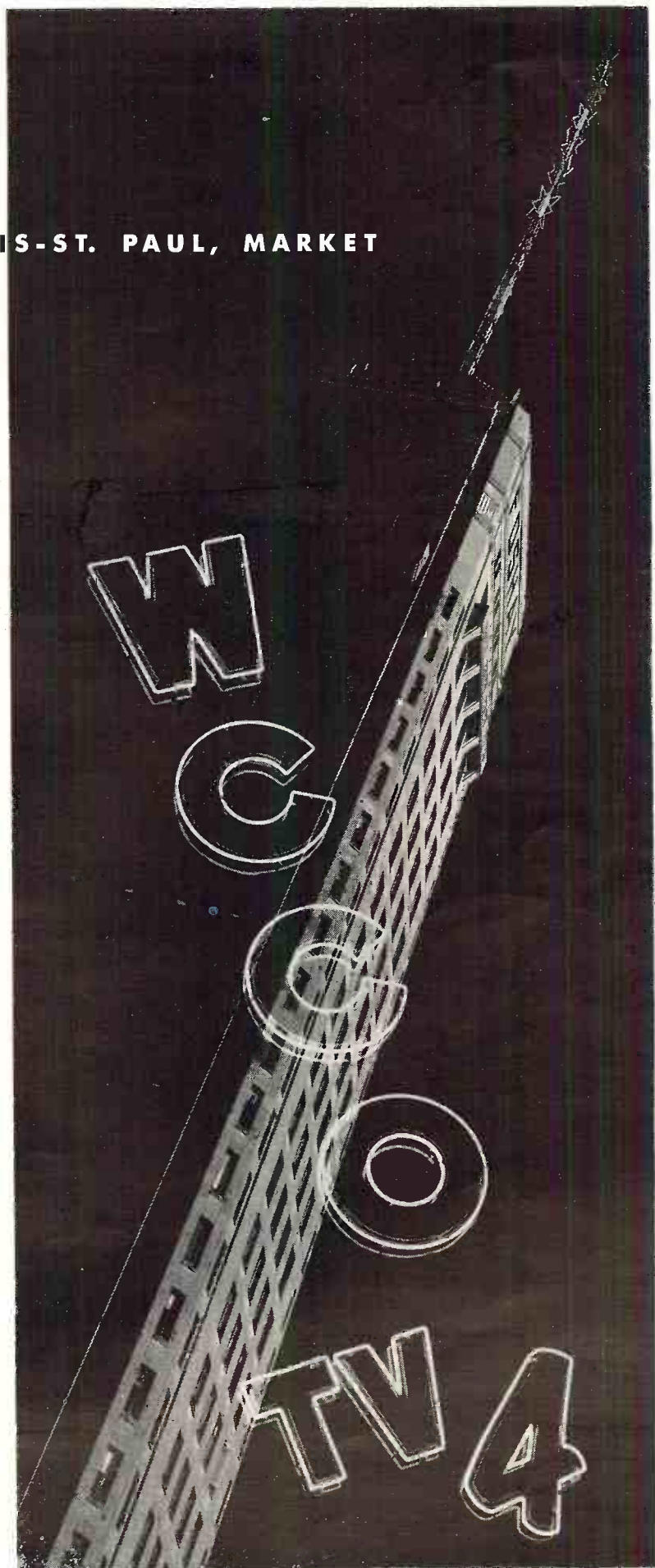
Personnel...

An imaginative staff with "know
how" in sales showmanship—
made possible by years of ex-
perience in radio and TV SALES.

**THIS COMBINATION HAS
ALREADY PROVED ITS
EFFECTIVE SELLING POWER
IN THE MINNEAPOLIS-
ST. PAUL MARKET**

— CBS —

Nationally represented by
FREE & PETERS



MINNESOTA TV STATIONS

St Paul-Minneapolis—

KSTP-TV

LICENSEE: KSTP Inc.
ADDRESS: 3415 University Ave. ZONE: 14 PHONE: Prior 2717
AM AFFILIATE: KSTP FM AFFILIATE: KSTP-FM
TV NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Stanley E. Hubbard is principal stockholder.
BEGAN OPERATION: April 23, 1948
NATIONAL REPRESENTATIVE: Edward Petry & Co.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: 3415 University Ave.
MAKE OF TRANSMITTER: Composite
EFFECTIVE RADIATED POWERS: Visual, 24.7 kw Aural, 17.3 kw
MAKE OF ANTENNA: RCA TYPE: TF5A, 5-Bay Superturnstile
ANTENNA HEIGHT: Above average terrain, 563 ft. Above ground, 568 ft. 9 in.
HOURS OF OPERATION: 7 a.m.-11 a.m.
STUDIO ADDRESS: 3415 University Ave.
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: AP, UP
LIBRARY SERVICE: World and Thesaurus
EXECUTIVES:
Stanley E. Hubbard, President & General Manager
K. M. Hance, Executive Vice President-Treasurer
Karl A. Plain, National Sales Manager
W. R. Brazzil, Local Sales Manager
Del Franklin, Program Director & Film Buyer
Joseph Kahnke, Chief Engineer
Joseph Cook, Promotion-Publicity Director

RATE INFORMATION: Class A hour rate—\$900. Minute spot—\$180. Frequency discounts—start with 52-times at 5% up to 260-times at 15%. (From Rate Card No. 10, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Spearman & Roberson

CONSULTING ENGINEER: A. D. Ring & Assoc.

St. Cloud—

WJON-TV*

LICENSEE: Granite City Broadcasting Co.
ADDRESS: 522 Lincoln Ave. S.E.
AM AFFILIATE: WJON
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Max H. Lavine is principal owner.

* BEGINS OPERATION: May-June (CP granted Jan. 23, 1953)

NATIONAL REPRESENTATIVE: Rambeau

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: 522 Lincoln Ave. S.E.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 12 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 466 ft. Above ground, 420 ft.

STUDIO ADDRESS: 522 Lincoln Ave. S.E.

WASHINGTON ATTORNEY: Scharfeld, Jones & Baron

Page 134 • 1953 TELECASTING Yearbook

MISSISSIPPI TV STATIONS

Jackson—

WJTV (TV)

LICENSEE: Mississippi Publishers Corp.
ADDRESS: P.O. Box 40 PHONE: 4-4514
TV NETWORK AFFILIATIONS: CBS, ABC, DuMont, NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Jackson Clar Ledger and News.
BEGAN OPERATION: Jan. 15, 1953
NATIONAL REPRESENTATIVE: The Katz Agency Inc.
CHANNEL: 25 (536-542 mc)
TRANSMITTER ADDRESS: Robinson Rd.
MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-1B
EFFECTIVE RADIATED POWERS: Visual, 180 kw Aural, 98 kw
MAKE OF ANTENNA: RCA TYPE: TFU-21BL
ANTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 671 ft.
HOURS OF OPERATION: 10 a.m.-11 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A
TYPE OF OPERATION: Local & network live, local & network film, kinescopes.
NEWS SERVICE: AP
STUDIO FACILITIES: Studio 20x30 ft. Two RCA TK-11A studio cameras. Two RCA TK-30A field cameras. One RCA TK-20C film camera. RCA TP-16D film projector. One RCA turret slide projector. Standard RCA mobile unit completely equipped.

EXECUTIVES:

John Rossiter, General Manager
Bruce B. Compton, Commercial Manager
J. R. Whitworth, Chief Engineer
(Miss) Dale Baum, Film Buyer

RATE INFORMATION: Class A hour rate—\$200 (film). Minute spot—\$40 (film). Frequency discounts—start with 13 times at 5% up to 156 times at 25%. (From Rate Card No. 1, Dec. 20, 1952.)

WASHINGTON ATTORNEY: Wheeler & Wheeler

CONSULTING ENGINEER: Raymond M. Willette

Meridian—

WCOC-TV*

LICENSEE: Mississippi Broadcasting Co.
ADDRESS: Box 591 PHONE: 7714
AM AFFILIATE: WCOC
TV NETWORK AFFILIATION: CBS
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: D. W. Gavin and family owns licensee, which also is licensee of WJQS Jackson, WMBC Macon and WJL Columbus, all in Miss. Mr. Gavin also publishes the Weekly Clark County (Quitman, Miss.) Tribune and Meridian (Miss.) Record.

* BEGINS OPERATION: Unknown (CP granted Dec. 23, 1952)

CHANNEL: 30 (566-572 mc)

TRANSMITTER ADDRESS: U. S. 45

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 210 kw Aural, 110 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 251 ft.

STUDIO ADDRESS: Threefoot Building

WASHINGTON ATTORNEY: Harry J. Daly

CONSULTING ENGINEER: F. O. Grimwood & Co. (St. Louis)

BROADCASTING • Telecastir-

MISSOURI TELEVISION STATIONS

Clayton—

KFUO-TV*

LICENSEE: Lutheran Church-Missouri Synod

ADDRESS: 210 N. Broadway, St. Louis, and 801 DeMun Ave., Clayton

AM AFFILIATE: KFUD

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Rev. J. W. Behnken, D.D.; First Vice President Rev. H. Herns, D.D.; Second Vice President Rev. F. A. Hertwig, D.D., and Third Vice President Rev. Walter F. Lichtsinn, D.D.

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 30 (506-572 mc)

TRANSMITTER ADDRESS: 801 DeMun Ave.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 175 kw Aural: 91 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 576 ft. Above ground 536 ft.

STUDIO ADDRESS: 801 DeMun Ave.

WASHINGTON ATTORNEY: Cummings, Stanley, Truitt and Cross

CONSULTING ENGINEER: George E. Gautney

Columbia—

KOMU-TV*

LICENSEE: U. of Missouri

ADDRESS: Columbia, Mo.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Board of Curators of U. of Missouri includes Lester E. Cox, 49% owner KWTO Springfield, Mo., 12.5% owner KOAM Pittsburg, Kan., and 49.5% owner KCMO Kansas City.

BEGINS OPERATION: July, 1953 (CP granted Jan. 15, 1953)

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: South Farm

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual 204.2 kw Aural: 102.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 796 ft. Above ground 774 ft.

STUDIO ADDRESS: University campus

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

WASHINGTON CONSULTING ENGINEER: Craven, Lohnes & Culver

Westus—

KACY (TV)*

LICENSEE: Ozark Television Corp.

ADDRESS: 702 Louderman Bldg., 317 N. Eleventh St., St. Louis ZONE: 1

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John T. McKenna, accountant, and Carl G. McIntire, television film producer, are the major stockholders.

BEGINS OPERATION: July, 1953 (CP granted Dec. 31, 1952)

CHANNEL: 14 (470-476 mc)

TRANSMITTER ADDRESS: W. of Kimmswick, Mo.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 170 kw Aural, 89 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 870 ft. Above ground, 644 ft.

EXECUTIVES:

John T. McKenna, President
Carl G. McIntire, Vice President and Secretary
George Menos, Treasurer

WASHINGTON ATTORNEY: George M. Moore

CONSULTING ENGINEER: Commercial Radio Equipment Co.

BROADCASTING • Telecasting

Kansas City—

KCTY (TV)*

LICENSEE: Empire Coil Co.

ADDRESS: 85 Beechwood Ave., New Rochelle, N. Y.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Herbert Mayer (45.2%), Franklin Snyder, Frances Mayer (wife of Herbert Mayer), and Herbert Mayer and Frances Mayer in trust for Herbert Mayer Jr. (9.6%) (minor son of Mr. and Mrs. Mayer). Permittee is licensee of WXEL (TV) Cleveland, also permittee of KPTV (TV) Portland, Ore., KDEN (TV) Denver.

* BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)

CHANNEL: 25 (536-542 mc)

TRANSMITTER ADDRESS: Broadway & 26th St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 93 kw Aural, 51 kw

ANTENNA HEIGHT: Above average terrain 390 ft. Above ground 410 ft.

EXECUTIVES:

Herbert Mayer, President
Franklin Snyder, Vice President
Frances Mayer, Treasurer

WASHINGTON ATTORNEY: Lyon, Wilmer & Bergson

CONSULTING ENGINEER: Adler Communication Labs. (New Rochelle, N. Y.)

WDAF-TV

LICENSEE: Kansas City Star Co.

ADDRESS: 3030 Summit ZONE: 8 PHONE: Harrison 1200

AM AFFILIATE: WDAF

TV NETWORK AFFILIATION: NBC, ABC, CBS and DuMont (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Kansas City Star.

BEGAN OPERATION: Oct. 16, 1949

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 3030 Summit

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 11 kw

MAKE OF ANTENNA: RCA TYPE: TF5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 755 ft. Above ground, 724 ft.

STUDIO ADDRESS: 3030 Summit HOURS OF OPERATION: 7 a.m.-12 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon and Iconoscope

TYPE OF OPERATION: Local and network live, local and network film, kinescopes, remotes.

FILM LIBRARY: Snader NEWS SERVICE: AP, Telenews

MUSIC LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Two studios—20 x 20 ft. and 60 x 40 ft. (with observation room seating 70). Five RCA studio cameras and two RCA interchangeable field cameras. Trans-Lux rear screen projector. Two RCA (TK20A) film cameras; two RCA and two Eastman 16mm film projectors. One Selectroslide projector for 2 x 2-in. slides. Gray Telop opaque projector for 4 x 4-in. cards. One mobile unit with two cameras, 10 lenses (90mm, 50mm, 135mm, 17", 13", 8", Zoomar). Microwave relay equipment.

EXECUTIVES:

H. Dean Fitzer, Managing Director
William A. Bates, Station Manager
E. Manne Russo, Sales Manager
Albert Christy Ladesich, Program Director
Joseph A. Flaherty, Chief Engineer
Vic Peck, Asst. Station Manager
B. A. Carlisle, Asst. Chief Engineer

RATE INFORMATION: Class A hour rate—\$785. One minute—\$157. (From Rate Card No. 7, Jan. 1, 1953)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: George E. Gautney

MISSOURI TV STATIONS

St. Joseph—

KFEQ-TV*

LICENSEE: KFEQ Inc.

ADDRESS: KFEQ Bldg. Phone: 3-2528

AM AFFILIATE: KFEQ

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: 43% owned by News Corp. Publisher of St. Joseph News-Press and Gazette.

* BEGINS OPERATION: May 1953. (CP granted Oct. 16, 1952)

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 41st & Faraon St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AL

EFFECTIVE RADIATED POWERS: Visual, 52 kw Aural, 26 kw

MAKE OF ANTENNA: RCA TYPE TF-6AL, 6-Bay superturnstile

ANTENNA HEIGHT: Above average terrain, 810 ft. Above ground, 750 ft.

STUDIO ADDRESS: 41st & Faraon St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: two field camera chains

TYPE OF OPERATION: Local & network live, local film.

STUDIO FACILITIES: One studio—23 x 34 ft. Two RCA interchangeable field/stud. cameras. One RCA film camera; two 16mm RCA film projectors. One automa' RCA projector for 2 x 2-in. slides. One motion picture camera.

EXECUTIVES:

Barton Pitts, President & General Manager
 Glenn G. Griswold, Commercial Manager
 E. Carleton Schirmer, Program Director
 J. Wesley Koch, Chief Engineer
 J. Ted Branson, Sales Promotion Manager

RATE INFORMATION: Class A hour rate—\$300. Minute rate—\$60. Frequency discounts —Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Nov. 1952)

WASHINGTON ATTORNEY: Pierson & Bail

CONSULTING ENGINEER: George C. Davis



KFEQ-TV

ST. JOSEPH

Third Largest Market in

MISSOURI

**52,000 Watts of Radiated Power
on Channel 2**

**Tower—Effective Height
810 Feet**

Affiliate of
CBS-TV

National Representatives
Headley-Reed Co.

MARKET DATA

Coverage	18 counties
Population	1,024,753
Homes	331,319
Number of farms	38,739
Farm Income	\$253,506,553
Total Retail Sales	\$1,272,993,000

SOURCES—Missouri Farm Census, 1950, Kansas State Board of Agriculture 37th report, 1950 U. S. Census of Agriculture, Standard Rate and Data, Consumer Market Reports.



FOR MUSIC IN
Television
NOW AND IN
THE FUTURE,
IT'S **BMI**

BMI TELEVISION SKETCH BOOK

An indispensable collection of pre-tested musical sketches for the producer, director and artist.



Available to television stations as MONTHLY SUPPLEMENTS... timely, practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion... a BMI service for better programming.

Music is heard and not seen. This simple point of view is the reason BMI makes no distinction between the use of its music by an audio station or a television station.

BMI has been television-minded since 1940. It grants to television the unrestricted right to perform its catalog of music from any source—live, filmed or recorded—with assurance that BMI-licensed music, recorded or filmed now, may be used in the future.

From BMI you receive long term performing rights to a vast catalog of music of every type—television music ranging from folk music and pop hits to concert music.

BMI cordially invites inquiries on the subject of Music in Television, in its broadest or most specific applications, at any time.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 36, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Get this... I just told him
 I'm planning to start a new TV Station
 and he said "Plan to lose a few
 hundred thousand the first year."
 What do I say now?



Simply say you're planning to buy
 Consolidated's **STATION-STARTER PLAN**
 ... nine top TV films in one low-priced
 package. Low enough, in fact, for you to
 make a profit on them from the
 moment you go on the air.

Consolidated Television Sales
distributors of film for Television

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
 25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
 520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

MISSOURI TV STATIONS

St. Louis—

KSD-TV

LICENSEE: Pulitzer Publishing Co.

ADDRESS: 1111 Olive St. ZONE: 1 PHONE: Main 1111

AM AFFILIATE: KSD

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of St. Lo. Post-Dispatch.

BEGAN OPERATION: Feb. 8, 1947

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1111 Olive St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3-Element Superturnstile

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 544 ft.

STUDIO ADDRESS: 1111 Olive St. HOURS OF OPERATION: 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30

TYPE OF OPERATION: Local and network live, local and network film and kinescop

NEWS SERVICE: INS

EXECUTIVES:

Joseph Pulitzer, President
 George M. Burbach, General Manager
 Edward W. Hamlin, Commercial Manager
 Harold Grams, Program Director
 J. E. Risk, Chief Engineer
 David Pasternak, Promotion Manager

RATE INFORMATION: Class A. hour rate—\$950. Minute spot—\$175. Participati
 —\$80-\$300 per spot. Frequency discounts—begin with 13 times at 5% up
 200 times at 25%. (From Rate Card No. 8, Jan. 1, 1952).

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: A. D. Ring & Assoc.

Premier, Preeminent, Predominant, Prescribed...

Since February 8, 1947, when KSD-TV began operations as America's **FIRST** completely postwar equipped television station, "KSD-TV" and "television" have been synonymous to the 596,000 families in the Greater St. Louis Market.

Long before KSD-TV had completed its sixth year on the air, more than 75% of the homes in its area had become **TELEVISION** homes... a 150-million-dollar acknowledgment of the excellence of KSD-TV's programming and public service... a tribute to KSD-TV's foresight which enabled the two million persons in its coverage area to enjoy the thrills and advantages of television throughout the "freeze."

Not only has the Greater St. Louis Market been among the nation's leaders in degree of television "penetration" throughout the frozen years, the KSD-TV area consistently has been at or near the top of the "sets-in-use" column among the nation's top ten markets. Not only is KSD-TV *premier, preeminent and predominant* in its area, KSD-TV most certainly is *prescribed* for advertisers with products and services to sell to the prosperous St. Louis Market.

KSD-TV

THE ST. LOUIS POST-DISPATCH TELEVISION STATION
NATIONAL ADVERTISING REPRESENTATIVE: FREE & PETERS, Inc.
NBC TELEVISION NETWORK • CHANNEL 5

MISSOURI TV STATIONS

St. Louis—(Continued)

KSTM-TV*

LICENSEE: Broadcast House Inc.

ADDRESS: 319 No. Fourth St.

AM AFFILIATE: KSTL

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: William E. Ware (10%), president and 24.9% owner of KSTL St. Louis, 28% owner of Television & Radio Peoria Inc., applicant for TV station in Peoria, and sole owner of WPEO Peoria; Oscar D. Guth (10%), treasurer and 16% owner of Edwin F. Guth Co. (lighting fixture mfrs.), vice president and 16% owner of St. Louis Brass Mfg. Co.; William H. Biggs (16%), 1/3 partner in Biggs, Curtis, Biggs and Crossen (law firm); Edward E. Haverstick Jr., treasurer and 17.7% owner of KSTL, 14% owner of WPEO and 1/4 partner in Smith, Moore & Co. (investment brokers); Albert G. Blanke Jr. (15%), private investor in securities and oil properties; Ray Roberts Inc. (10%), gas appliance jobbers.

* BEGINS OPERATION: April 15, 1953 (CP granted Jan. 15, 1953)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Northrup Ave. near Kingshighway

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 275 kw Aural: 145 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 580 ft. Above ground 592 ft.

EXECUTIVES:

William E. Ware, President
Oscar D. Guth, Vice President
William H. Biggs, Secretary
Edward E. Haverstick Jr., Treasurer

WASHINGTON ATTORNEY: Lucien Hilmer

CONSULTING ENGINEER: George P. Adair

WTVI (TV)*

LICENSEE: Signal Hill Telecasting Corp.

ST. LOUIS ADDRESS: Room 1939, Boctman's Bank Bldg. Bernard T. Wilson, President and General Manager. (For full listing, see Belleville, Ill.)

Page 140 • 1953 TELECASTING Yearbook

At Last! HAS A SECOND

In operation early
in May
serving 2½ million people
in the greater
St. Louis area with top.

**NETWORK
SPORTS
FILM
LIVE SHOWS**

one of the nation's
most powerful TV station
(220,000 watts E.R.P.)

Studio and Transmitter

10,200 W. Main St., Belleville, Illinois

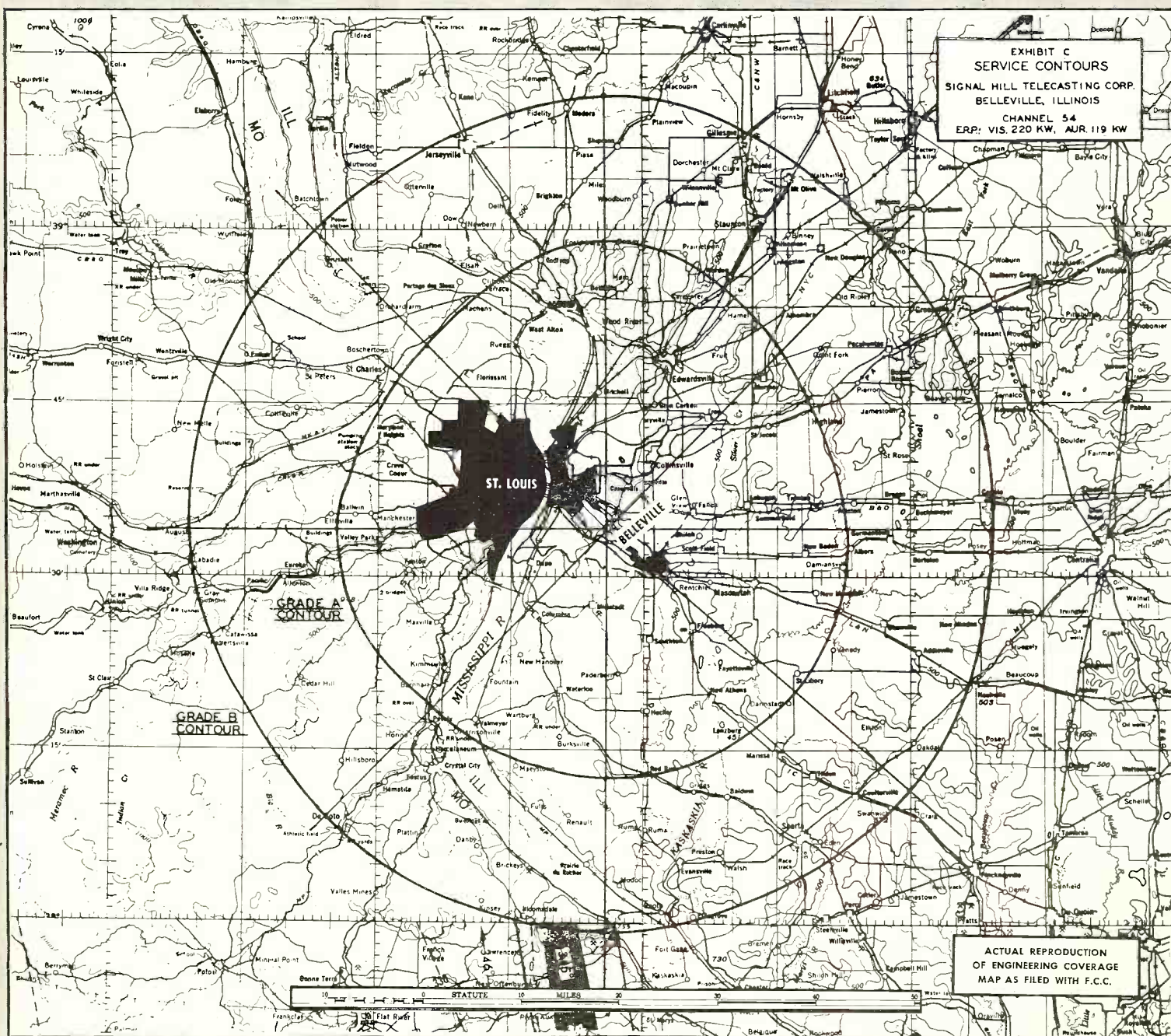
High on the Illinois Bluffs overlooking St. Louis—
just 6½ miles from downtown St. Louis

For
Choice Availabilities

ST. LOUIS

AND THE GREATER ST. LOUIS AREA
Nation's 8th Largest Marketing Area
2,500,000 People
\$3,000,000,000 Retail Sales
Over 468,000 TV sets in use in Primary Coverage Area

TV STATION WTVI CHANNEL 54



SIGNAL HILL TELECASTING CORP. SALES OFFICES: 1939 BOATMEN'S BANK BLDG., ST. LOUIS 2, MO.

Call WEED TELEVISION

NATIONAL SALES REPRESENTATIVES:
NEW YORK • CHICAGO • BOSTON • DETROIT
HOLLYWOOD • SAN FRANCISCO • ATLANTA

MISSOURI TV STATIONS

Springfield—(Continued)

KTTS-TV*

LICENSEE: Independent Broadcasting Co.
ADDRESS: P.O. Box 1716 ZONE: 4 PHONE: 2-7474
AM AFFILIATE: KTTS FM AFFILIATE: KTTS-FM
TV NETWORK AFFILIATION: CBS, DuMont
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: J. H. G. Cooper, Frank Sedgwick, G. Pearson Ward, Irving W. Schwab.
BEGINS OPERATION: April, 1953 (CP granted Oct. 9, 1952)
NATIONAL REPRESENTATIVE: Weed TV
CHANNEL: 10 (192-198 mc)
TRANSMITTER ADDRESS: Walnut at Jefferson St.
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-2AH
EFFECTIVE RADIATED POWERS: Visual, 12.76 kw Aural, 6.38 kw
MAKE OF ANTENNA: RCA TYPE: TF6AH
ANTENNA HEIGHT: Above average terrain, 262½ ft. Above ground, 242 ft.
STUDIO ADDRESS: Chamber of Commerce Bldg.
HOURS OF OPERATION: 3:00 p.m.-10:15 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A
TYPE OF OPERATION: Local live and local film, kinescopes.
NEWS SERVICE: AP
STUDIO FACILITIES: One studio 36x36 ft. One studio camera (TK-11A). One RCA film camera and two RCA 16mm film projectors. One RCA automatic slide projector (35mm).
EXECUTIVES:
J. H. G. Cooper, President
G. Pearson Ward, General Manager
William F. Curry, Chief Engineer
WASHINGTON ATTORNEY: Dempsey & Koplovitz
CONSULTING ENGINEER: James C. McNary

KYTV (TV)*

LICENSEE: Springfield Television Inc.
ADDRESS: 999 W. Sunshine St.
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Lester L. Cox (49 out of 250 shares), 50% owner of Pioneer Adv., Springfield, 12½% owner of KOAM Pittsburg, Kan. (Mr. Cox must divest himself of 49% of ownership of KWTO Springfield as condition to grant); T. W. Duvall (1 out of 250 shares) president of Springfield Newspapers (Springfield News and Leader Press) and of KGBX Springfield; J. Gordon Wardell (37½% out of 250 shares), general manager of WGBX; Tams Bixby Jr. (1 out of 250 shares), vice president of Springfield Newspapers and KGBX, and president and 40% owner of Muskogee, Okla., Phoenix and Times-Democrat and KBIX Muskogee. Springfield Newspapers Inc. owns 121 out of 250 shares.
* BEGINS OPERATION: July, 1953 (CP granted Jan. 8, 1953)
CHANNEL: 3 (60-66 mc)
TRANSMITTER ADDRESS: 999 W. Sunshine St.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 61 kw Aural, 31 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 520 ft. Above ground 550 ft.
STUDIO ADDRESS: 999 W. Sunshine St.
EXECUTIVES:
Lester L. Cox, President
T. W. Duvall, Vice President
J. Gordon Wardell, Treasurer
WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd
CONSULTING ENGINEER: Craven, Lohnes & Culver

MONTANA TV STATIONS

Billings—

KOOK-TV*

LICENSEE: The Montana Network
ADDRESS: 7002 S. Billings Blvd.
AM AFFILIATE: KOOK
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President C. L. Crist (46.7%); Vice President J. Carter Johnson (42.9%); Consulting Engineer and Secretary-Treasurer Melvin N. Hoinoss (2.5%).
* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)
TRANSMITTER ADDRESS: 2 m. ESE of downtown Billings on Coburn Hill Rd.
CHANNEL: 2 (54-60 mc)
MAKE OF TRANSMITTER: Composite
EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 8.8 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 471 ft. Above ground 124 ft.
STUDIO ADDRESS: 2 m. ESE of downtown Billings on Coburn Hill Rd.
WASHINGTON ATTORNEY: John H. Midlen
CONSULTING ENGINEER: Grant R. Wrathall (Aptos, Calif.)

— — — *

LICENSEE: Rudman-Hayutin Television Co.
ADDRESS: c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: General Partners are M. B. Rudman (50%), independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, N. Dakota, Illinois, Georgia, Florida, Alabama and South Dakota, 50% owner of Parra Bldg., Denver, permittee of new uhf station in Galveston, and applicant for new TV stations in Minot, N. D.; and Albert Hayutin (50%, independent oil producer, 50% owner of Pennant Drilling Co., Denver, and Globe Furniture Co., Denver.)
* BEGINS OPERATION: Unknown (CP granted Jan. 15, 1953)
CHANNEL: 8 (180-186 mc)
TRANSMITTER ADDRESS: Coburn Hill Rd.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 12 kw Aural, 6.2 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 390 ft. Above ground 199 ft.
STUDIO ADDRESS: Coburn Hill Rd.
LEGAL COUNSEL: Ross K. Prescott (Dallas)
CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

MONTANA TELEVISION STATIONS

Butte—

KOPR-TV*

LICENSEE: Copper Broadcasting Co.

ADDRESS: Finlen Hotel. PHONE: 6546

AFFILIATE: KOPR

NETWORK AFFILIATION: ABC

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Frank C. Carman, 16.75% (also 5% KUTA Salt Lake City, 25% of KGEM-AM-TV Boise, Ida.; less than 25% of KLIX Twin Falls, Ida.; less than 25% of KIFI Idaho Falls and of KWIK Pocatello, da.). David G. Smith has the same interests in the same stations, as does Grant R. Wrathall. Robert D. Cooney, 10.5%; Ed Cooney, 10%.

BEGAN OPERATION: September 1953. (CP granted Jan. 15, 1953)

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Little Basin Creek

EFFECTIVE RADIATED POWERS: Visual 14.1 kw Aural: 7.05 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above average terrain 347 ft. Above ground 300 ft.

STUDIO ADDRESS: Little Basin Creek

HOURS OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: One studio (30x40 ft.). One RCA studio camera, TK-10A; one RCA film camera, TK-10A; two RCA 16mm film projectors, TK-20A; one 35mm slide projector and one RCA 35mm slide scanner, TK-3A.

EXECUTIVES:

Frank C. Carman, President
Ed Cooney, Vice President and General Manager
George Chance, Commercial Manager
James Harrold, Program Director
John Gort, Chief Engineer

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: Grant R. Wrathall (Aptos, Calif.)

Twin Falls—

KFBB-TV*

LICENSEE: Buttrey Broadcasting Inc.

ADDRESS: First National Bank Bldg. PHONE: 4377

AFFILIATE: KFBB

NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: J. P. Wilkins, president and general manager of the station.

BEGAN OPERATION: Unknown (CP granted Jan. 15, 1953)

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 5 (76-82 mc)

BROADCASTING • Telecasting

TRANSMITTER ADDRESS: 300 Central Ave.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual 9.5 kw Aural: 4.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 100 ft. Above ground 285 ft.

STUDIO ADDRESS: 300 Central Ave.

WASHINGTON ATTORNEY: Wheeler & Wheeler

CONSULTING ENGINEER: ARCHER S. TAYLOR (Missoula, Mont.)

NEBRASKA TV STATIONS

Lincoln—

KOLN-TV

LICENSEE: Cornhusker Radio & Television Corp.

ADDRESS: 40 and W Sts. PHONE: 2-7218

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward O'Shea, real estate and auto dealer, majority stockholder.

BEGAN OPERATION: Feb. 8, 1953

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: 40th & W St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 30.3 kw Aural, 15 kw

ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 377 ft.

STUDIO ADDRESS: 940 N. 40th St. HOURS OF OPERATION: Noon-Midnight

STUDIO FACILITIES: Two studios—30x42 ft. and 10x10 ft. DuMont studio camera; two 16mm film cameras.

EXECUTIVES:

Edward O'Shea, President
Harold E. Anderson, Vice President, General Manager
Otis H. Segler, Sales Manager
William Lucas, Program Director
Marvin Korinek, Chief Engineer
Paul Jensen, Film Buyer
Twila F. Walker, Promotion Manager
Byron Krasne, News Editor

RATE INFORMATION: Class A Hour rate—\$200. Minute rate—\$34. Frequency discounts —Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Feb. 1, 1953.)

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Commercial Radio Equipment Co.

A *Capital* IDEA

IN

NEBRASKA'S CAPITAL CITY . . .

KFOR-TV

WHERE THE RICH FARM AND
URBAN POPULATION OF SOUTH-
EASTERN NEBRASKA LOOKS
AGAIN AND AGAIN ON

CHANNEL 10

The name KFOR has been synonymous with
service and sales in Nebraska for 29 years.

KFOR-TV
BASIC ABC IN LINCOLN

JAMES STUART, *President* GEO. X. SMITH, *V.P. & Gen. Mgr.*

Represented Nationally By
THE PAUL H. RAYMER COMPANY, INC.

NEBRASKA TV STATIONS

Lincoln—(Continued)

KFOR-TV*

LICENSEE: Cornbelt Broadcasting Corp.

ADDRESS: Stuart Building PHONE: 2-6965

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: James Stuart, sole owner.

* BEGINS OPERATION: April 1, 1953 (CP granted Oct. 16, 1952)

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: 48th & Vine

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AH

EFFECTIVE RADIATED POWERS: Visual, 59 kw Aural, 29.5 kw

MAKE OF ANTENNA: RCA TYPE TF-6A1

ANTENNA HEIGHT: Above average terrain, 290 ft. Above ground, 343 ft.

STUDIO ADDRESS: 48th & Vine HOURS OF OPERATION: 6 p.m.-10 p.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local film.

STUDIO FACILITIES: Two studios—30x53 ft. and 7x10 ft. One RCA studio camera. Ten film cameras, 16mm, and three 16mm film projectors. One RCA slide projector.

EXECUTIVES:

James Stuart, President
George X. Smith, Vice President and General Manager
Robert Metheny, Commercial Manager
Ken Greenwood, Program Director and Film Buyer
Charles Winkler, Chief Engineer
Ken Wayman, News Editor

NEBRASKA TV STATIONS

Omaha—

KMTV (TV)

LICENSEE: May Broadcasting Co.

ADDRESS: 2615 Farnam St. ZONE: 2 PHONE: WEbster 9800

LOCAL AFFILIATE: KMA, Shenandoah, Iowa

TV NETWORK AFFILIATION: CBS, ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward W. May is principal stockholder. Licensee is 25% owned by Col. B. J. Palmer and D. D. Palmer, owners of WOC-AM-FM-TV Davenport, Iowa, and of WHO-AM-FM Des Moines, Iowa.

DAYS OF OPERATION: Sept. 1, 1949.

CHANNEL: 3 (60-66 mc)

NATIONAL REPRESENTATIVE: Edward Petry & Co.

TRANSMITTER ADDRESS: 2615 Farnam St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-25AL

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA TYPE: MODEL TF-6AL

ANTENNA HEIGHT: Above average terrain, 591.5 ft. Above ground, 550 ft.

STUDIO ADDRESS: 2615 Farnam St. HOURS OF OPERATION: 9:00 a.m. to Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

BASIC LIBRARY SERVICE: Capitol NEWS SERVICE: United Press

STUDIO FACILITIES: Two studios (50x70, seating 200 people, and 40x50, seating 100). Five RCA image orthicon cameras. One Houston Fearless television crane, model TC-1. One Electrozoom lens. Two RCA 16mm film projectors. Two film cameras. Three Eastman slide projectors (2x2 in.). Two Selecto-slide projectors (2x2 in.). One Multiscope. Mobile unit has two RCA camera chains.

OFFICERS:

Edward W. May, President
 Owen Saddler, Executive Vice President and General Manager
 Edward O. Peterson, Vice President in Charge of Sales
 Arden E. Swisher, General Sales Manager
 Percy Schroeder, Chief Engineer
 Glenn E. Harris, Program Director and Film Buyer
 Joe H. Baker, Promotion Manager
 Elmer Jeffrey, Production Manager
 Jolly Schwentser, Asst. Chief Eng.
 Lloyd Kalber, News Director

ADDITIONAL INFORMATION: Class A hour rate—\$550. Minute spot—\$110. Participations—\$30.80 to \$110. Frequency discounts—begin with 13 times at 2½% up to 312 times at 25%. (From Rate Card No. 7, Feb. 1, 1953.)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Robert M. Silliman

BROADCASTING • Telecasting

AGAIN — AGAIN — AGAIN —
 AGAIN — AGAIN!

KMTV

IS OMAHA'S MOST LOOKED-AT
 100,000 WATT
 MOST LISTENED-TO STATION

The five Pulse Surveys conducted in Omaha-KMTV AREA during 1952 showed why KMTV is *Omaha's No. 1 Station*. KMTV carried most of the top 10 shows during 1952 and consistently led in share of weeknight audience.

Here are results of the five Pulse Surveys for 1952:

1ST	KMTV 5 of TOP 10	
FEBR. 1-7	With 5 of the Top 10 Shows—KMTV Had 55% of the Share of Weeknight Audience	
2ND	KMTV 5 of TOP 10	
APR. 13-19	With 5 of the Top 10 Shows—KMTV Had 55% of the Share of Weeknight Audience	
3RD	KMTV 9 of TOP 10	
JULY 29-AUG. 4	With 9 of the Top 10 Shows—KMTV Had 59% of the Share of Weeknight Audience	
4TH	KMTV 9 of TOP 10	
OCT. 8-14	With 9 of the Top 10 Shows—KMTV Had 61% of the Share of Weeknight Audience	
5TH	KMTV 8 of TOP 10	
DEC. 7-13	With 8 of the Top 10 Shows—KMTV Had 60% of the Share of Weeknight Audience	

USE KMTV, with MAXIMUM POWER, for Maximum Results in the Big Prosperous OMAHA MARKET. KMTV with 100,000 watts will be serving over 200,000 TV sets by year-end, 1953. CASH IN NOW ON THIS GROWING PROSPEROUS MARKET.

CBS
 ABC
 DuMont

KMTV CHANNEL **3**

TELEVISION CENTER
 MAY BROADCASTING CO., OMAHA, NEBR.

Now Represented Nationally By EDWARD PETRY & CO., INC.

WOW-TV



then . . .



1931
WOW Technicians experiment in television.

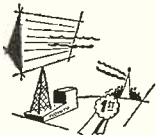


1944
WOW applies to Federal Communications Commission for license to build and operate a commercial TV station in Omaha.

1946
WOW-TV technicians and Creighton University begin active work in television experimentation.



1947
WOW-TV and Creighton stage first telecast in Midwest of surgical operation.



1949
WOW-TV stages first regular circuit television.



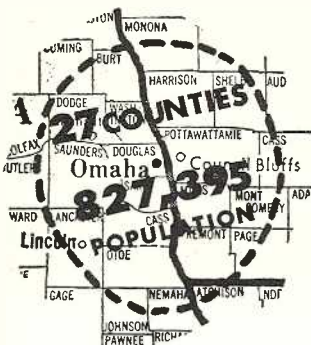
1949
WOW-TV is first to begin regular commercial telecasting.

and now . . .

FIRST WITH MAXIMUM POWER

WOW-TV is the first television station in the entire Midwest to operate on maximum power—100,000 watts video, 50,000 watts audio (the maximum allowed on channels 2 through 6). This maximum power gives WOW-TV advertisers maximum coverage. Before WOW-TV increased to 100,000 watts, its primary coverage area included 27 Nebraska, Iowa, and Missouri counties—with a population of 827,395. Now—WOW-TV's primary area covers 43 counties in those same states with a population of 1,158,820, or 440,000 more than Omaha's second television station.

WOW-TV's Old and NEW Coverage Maps



BEFORE 100,000 Watts



AFTER 100,000 Watts

Take advantage of WOW-TV's MAXIMUM POWER—MAXIMUM COVERAGE in the Omaha Metropolitan—Farm Market.

WOW-TV OMAHA

Frank P. Fogarty, Gen'l Mgr. Fred Ebener, Sales Mgr.
A MEREDITH STATION—Represented by BLAIR-TV, Inc.
Basic NBC-TV and Dumont Affiliate

NEBRASKA TV STATIONS

Omaha—(Continued)

WOW-TV

LICENSEE: Meredith WOW Inc.

ADDRESS: 3509 Farnam St. PHONE: Webster 3400

AM AFFILIATE: WOW

TV NETWORK AFFILIATION: NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, Iowa, publisher, Better Homes & Gardens and Successful Farmer. Meredith Engineering Co. owns and operates WHEN (TV) Syracuse; WOW-AM-TV Omaha; KPHO-AM-TV Phoenix, Ariz.

BEGAN OPERATION: Aug. 29, 1949

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 3509 Farnam Street

MAKE OF TRANSMITTER: RCA MODEL NO.: TF-25AL

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA TYPE:TF-5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 580 ft. Above ground, 498 ft.

STUDIO ADDRESS: 3509 Farnam St. HOURS OF OPERATION: 7 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 2 studio and 2 field

TYPE OF OPERATION: Local and network live, local and network film, kinescope remote

FILM LIBRARY: Official Films NEWS SERVICE: UP, Telenews

MUSIC LIBRARY SERVICES: World, SESAC, Standard

STUDIO FACILITIES: Two studios—75x45x25 ft. and 30x28x18 ft. Two (TK-10A) studio cameras; two RCA (TK-30A) field cameras. Two RCA (TK-20A) cameras and two GE (4PF-28) film projectors. Slide projectors: two Eastman 35mm one GE Model PF-3C, two 35mm Selectroslides. One Aurican SOF and one B motion picture camera. Houston film processing unit. Mobile unit equipped with two RCA field cameras, standard lenses; two RCA microwave units.

EXECUTIVES:

- E. T. Meredith Jr., President
- Payson Hall, Vice President, Director, Radio-TV Meredith Publishing Co.
- Howard Stalnaker, Assistant Director, Radio-TV (Meredith Publishing Co.)
- Frank P. Fogarty, General Manager
- Lyle DeMoss, Asst. General Manager and Film Buyer
- Fred Ebener, Sales Manager
- C. Alfred Larson, Regional Sales Manager
- Soren Munkhof, Program Director
- William J. Kotera, Chief Engineer
- Robert Seitzer, Promotion Manager
- Jack Mazzie, Production Manager
- Martha Bohlsen, Home Service Director
- Glenn Flynn, Asst. Chief Engineer
- Ray Clark, Director of News & Special Events
- Jack Payne, Director of Sports
- Mal Hansen, Farm Service Director
- Arnold Peterson, Asst. Farm Service Director

RATE INFORMATION: Class A hour rate—\$450. Minute spot—\$90. Frequency discounts start with 13 times at 2 1/2% up to 312 times at 25%. (From Rate Card No. 5, April 1, 1952.)

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: A. D. Ring & Assoc.

NEVADA TV STATION

reno—

KZTV (TV)*

LICENSEE: Nevada Radio-Television Inc.

ADDRESS: Riverside Hotel PHONE: 3-6156

AM AFFILIATE: KWRN

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Kenyon Brown (50%), 20% owner of KEPO-AM-TV El Paso, Tex., and KWFT-AM-FM Wichita Falls, Tex., Secretary-Treasurer Donald W. Reynolds (50%), president and 66 2/3% owner of KFSA-AM-FM-TV Fort Smith, Ark.

BEGINS OPERATION: March 1953 (CP granted Dec. 23, 1952)

TRANSMITTER ADDRESS: E. 2d St., 1/4 mi. E. of Kistoke Lake

CHANNEL: 8 (180-186 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 3 kw Aural, 1.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, minus 440 ft. Above ground, 217 ft.

STUDIO ADDRESS: 19 S. Virginia St.

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: Craven, Lohnes & Culver

NEW JERSEY TV STATIONS

Asbury Park—

WRTV (TV)*

LICENSEE: Atlantic Video Corp.

ADDRESS: c/o Walter Reade Jr., 710 Mathison Ave.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Walter Reade Jr. (49.7%) New York and New Jersey theatre operator, and Vice President and Secretary Edwin Gage (49.2%), New York and New Jersey theatre operator with Mr. Reade.

BEGINS OPERATION: Late 1953. (Cp granted Oct. 2, 1952)

TRANSMITTER ADDRESS: Intersection State Routes 35 and 4N

CHANNEL: 58 (734-740 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 490 ft.

STUDIO ADDRESS: 710 Mathison Ave.

EXECUTIVES:

Walter Reade Jr., President
Harold C. Burke, Coordinating Director

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: Weldon & Carr

BROADCASTING • Telecasting

NEW JERSEY TV STATIONS

Atlantic City—

WFPG-TV

LICENSEE: Neptune Broadcasting Corp.

ADDRESS: Steel Pier PHONE: 5-2188

AM AFFILIATE: WFPG FM AFFILIATE: WFPG-FM

TV NETWORK AFFILIATION: NBC, CBS, ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Chairman of the Board Jack N. Berkman (10%), attorney of Steubenville, Ohio, and part owner of WSTV Steubenville, WPIT Pittsburgh and WBMS Boston; President Fred Weber (30%), executive vice president of WBMS; Executive Vice President John J. Laux (10%), owner WJJI Niagara Falls, N. Y., and executive vice president of WSTV, WPIT and WBMS; Vice President Louis Berkman (10%), president of Louis Berkman Co. (steel broker and fabricator), and part owner WSTV, WPIT and WBMS; Treasurer Richard Teitlebaum (10%), part owner WSTV, WPIT and WBMS; Helen Teitlebaum (10%), part owner of WPIT and WBMS; Allen H. Berkman (10%), Pittsburgh attorney and part owner WPIT, WSTV, WBMS and WJPA Washington, Pa.

BEGAN OPERATION: Dec. 21, 1952

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 46 (662-668 mc)

TRANSMITTER ADDRESS: Murray Ave. and Ohio Ave.

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-1B

EFFECTIVE RADIATED POWERS: Visual, 19.5 kw Aural, 9.75 kw

MAKE OF ANTENNA: RCA TYPE: TFU-24B

ANTENNA HEIGHT: Above average terrain, 426 ft. Above ground, 448 ft.

STUDIO ADDRESS: Murray Ave and Ohio Ave.

HOURS OF OPERATION: 5 p.m.-11:15 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Network live and film, local film, slides.

STUDIO FACILITIES: Studio 40x60 ft. plus announcer's booth. Two RCA field cameras. Two RCA (TK-20C) film cameras and two RCA (TP-16D) 16mm film projectors. One RCA slide projector (MI-26131), one Gray Telop II opaque projector, monoscope test pattern scanner. One mobile unit (on order).

EXECUTIVES:

Fred Weber, President
Blair K. Thron, Director of Operations
Russell E. Truex, Commercial Manager
Ed Davis, Program Director
Earl Godfrey, Chief Engineer
Edna Lattimer, Film Buyer
Pearl Kogen, Office Manager
Susan Hanna, Traffic Manager

RATE INFORMATION: Class A hour rate \$150 (live and film). Minute spot \$20. Frequency discounts start with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 1, Nov. 1, 1952)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: Craven, Lohnes & Culver

NEW JERSEY TELEVISION STATIONS

Atlantic City—(Continued)

— — — *

LICENSEE: Matta Enterprises

ADDRESS: 1223 Braddock Ave., Braddock, Pa.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners William G. Matta and G. C. Matta, each one-third owner of WLOA Braddock, Pa., and TV applicant at Akron, Ohio. They are in real estate and coal stripping business.

* BEGINS OPERATION: Unknown. (CP granted Jan. 8, 1953)

CHANNEL: 52 (698-704 mc)

TRANSMITTER ADDRESS: 208 N. Maine Ave.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 11 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 370 ft. Above ground, 391 ft.

WASHINGTON ATTORNEY: Scharfeld, Jones & Baron

CONSULTING ENGINEER: A. D. Ring & Assoc.

Newark—

WATV (TV)

LICENSEE: Bremer Broadcasting Corp.

ADDRESS: 1020 Broad St. ZONE: 1

NEW YORK PHONE: Barclay 7-3260 NEWARK PHONE: Mitchell 2-6400

AM AFFILIATE: WAAT FM AFFILIATE: WAAT-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Irving R. Rosenhaus and family are principal stockholders.

BEGAN OPERATION: May 1949

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: First Mt., West Orange, N. J. (Holds mod. CP to move to Empire State Bldg., N. Y.)

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.5 kw Aural, 15.3 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B, Six-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 595 ft. Above ground, 203.5 ft. (Holds mod. CP for 1,190 ft. above average terrain, 1,200 ft. above ground.)

STUDIO ADDRESS: 1020 Broad St. HOURS OF OPERATION: Noon-Midnight

Page 148 • 1953 TELECASTING Yearbook

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field

TYPE OF OPERATION: Local live and film.

MUSIC LIBRARY: Associated, World.

STUDIO FACILITIES: Three studios: studio A, 84x82 ft.; B, 31x13 ft.; C, 72x45 ft. Six studio cameras and two field cameras. Two film cameras (TK-20A). Four RCA 16mm film projectors. Four slide projectors and one opaque projector (Project Super, for 4x5-in. cards). One DuMont scanner. One RCA mobile unit with 4 cameras, twelve lenses (from 35mm to 24-in.) and microwave relay equipment.

EXECUTIVES:

Irving Robert Rosenhaus, President and General Manager
Edmund S. Lennon, Vice President—Sales
George Green, Program Director
Frank V. Bremer, Vice President—Engineering
Robert Paskow, Film Buyer

RATE INFORMATION: Class A one hour, \$1,000; one minute spot, \$200; 20 second spot, \$150; 10 second spot, \$100. Frequency discounts: Programs, 26 weeks, 52 weeks, 10%. Announcements: 52 times, 5%; 500 times, 15%. Rehearsals: Live studio first hour, \$125; additional hours, \$75. Film studio per hour, \$ From Rate Card No. 4, May 1, 1952.

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

New Brunswick—

WTLV (TV)*

(Educational-Noncommercial)

LICENSEE: State of New Jersey

ADDRESS: State House, Trenton

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Station will be under supervision of Chester Robbins, Acting Commissioner of Education for State of New Jersey

* BEGINS OPERATION: Unknown (CP granted Dec. 4, 1952)

CHANNEL: 19 (500-506 mc)

TRANSMITTER ADDRESS: Washington Rock

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 53 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 780 ft. Above ground, 461 ft.

STUDIO ADDRESS: College Hghts., Rutgers U.

LEGAL COUNSEL: Attorney General of N. J.

CONSULTING ENGINEER: Paul Godley Co.

BROADCASTING • Telecasting

NEW MEXICO TELEVISION STATIONS

Albuquerque—

KOB-TV

LICENSEE: Albuquerque Broadcasting Co.

ADDRESS: 234 Fifth Street SW PHONE: 3-4411

STATION AFFILIATE: KOB

NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Time Inc., 50%; Wayne Coy, ex-FCC chairman, 50%.

BEGINS OPERATION: November 1948

STATION REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 905 Buena Vista SE

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 5 kw Aural, 2.5 kw

MAKE OF ANTENNA: RCA TYPE: Single Bay Turnstile

ANTENNA HEIGHT: Above average terrain, 67 ft. Above ground, 133 ft.

STUDIO ADDRESS: 234 Fifth St., SW HOURS OF OPERATION: 3 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local live and film, network film and kinescopes.

STATION LIBRARY: Snader NEWS SERVICE: AP

MUSIC LIBRARY SERVICE: Standard

RADIO FACILITIES: One studio 30x20 ft. Two RCA field cameras. Two RCA film cameras and two RCA 16mm film projectors. Two slide projectors—one Selectoscope and one Bell & Howell for 2x2-in. slides. One complete mobile unit.

CUTIVES:

Wayne Coy, President
George S. Johnson, Station Manager, Commercial Manager, Chief Engineer and Film Buyer
Dorothy Smith, Program Director

CLASSIFICATION INFORMATION: Class A hour rate—\$195. Minute spot—\$20. Standard frequency discounts. (From Rate Card No. 2, Dec. 1, 1950)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: Jansky & Bailey

Laswell—

KSWS-TV *

LICENSEE: John A. Barnett

ADDRESS: P. O. Box 670

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: John A. Barnett, sole owner, oil producer in Midland and Upton Counties, Tex., and consulting geologist.

BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Comanche Hill

BROADCASTING • Telecasting

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 110 kw Aural, 55 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 903 ft. Above ground, 783 ft.

WASHINGTON ATTORNEY: A. L. Stein

CONSULTING ENGINEER: George E. Gautney

Sante Fe—

LICENSEE: Greer & Greer

ADDRESS: Lencic Bldg.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: E. John Greer (50%) and Saloma S. Greer (50%), New Mexico and Colorado theatre and realty operators.

* BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 2 mi. N of Santa Fe

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 54 kw Aural, 27 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 420 ft. Above ground, 600 ft.

WASHINGTON ATTORNEY: I. E. Lambert

CONSULTING ENGINEER: A. D. Ring & Assoc.

NEW YORK TV STATIONS

Albany—

WTVZ (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Education Dept.

ADDRESS: Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany, N. Y.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: U. of State of New York also holds permits for noncommercial educational TV stations at Binghamton, Buffalo, Ithaca, New York City, Rochester and Syracuse. Application is pending for Utica.

* BEGINS OPERATION: Unknown (CP granted July 24, 1952)

CHANNEL: 17 (488-494 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 202.5 kw Aural, 105.3 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 1,432 ft. Above ground, 541.8 ft.

TYPE OF OPERATION: Noncommercial educational

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Francis E. Almstead, (Albany)



the
only
 vhf station
 serving
 Southern New York
 and
 Northern Pennsylvania

. . . nuff said?

50 KILOWATTS **WNBF-TV** CHANNEL 12

BINGHAMTON, NEW YORK

National Representative: The Bolling Company

NEW YORK TV STATIONS

Binghamton—

WNBF-TV

LICENSEE: Clark Associates Inc.

ADDRESS: P. O. Box 48 PHONE: 3-7311

AM AFFILIATE: WNBF

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John C. Clark is principal stockholder.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: The Bolling Co.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: Ingraham Hill Rd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 52.5 kw Aural, 26.25 kw

MAKE OF ANTENNA: GE TYPE: TY-28H, 12-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 820 ft. Above ground, 376 ft.

HOURS OF OPERATION: 11 a.m.-Midnight

STUDIO ADDRESS: Arlington Hotel

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

MUSIC LIBRARY: Thesaurus

STUDIO FACILITIES: Two studios—20x13 ft. and 18x35 ft. Two RCA field image orthicon cameras. Holmes rear screen projector. One RCA iconoscope film camera. Two 16mm film projectors. One slide projector. One Kodak motion picture camera.

EXECUTIVES:

John C. Clark Sr., President
 Cecil D. Mastin, General Manager
 Stanley N. Heslop, Commercial Manager
 Edward M. Scala, Program Director and Film Buyer
 Louveer H. Stantz, Chief Engineer
 L. L. Rogers, Treasurer

RATE INFORMATION: Class A hour rate—500 film only. Minute spot—film \$17. Rehearsals—\$15 per quarter-hour in excess of 2-1 ratio which is included in studio rate which is \$148 per hour additional for class A. Frequency discount starting with 13-times up to 260-times. (From Rate Card No. 5, Feb. 1, 1953)

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Jansky & Bailey

NEW YORK TELEVISION STATIONS

inghamton—(Continued)

WQTV (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Education Dept.

ADDRESS: State Education Dept., Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV) Albany.

BEGINS OPERATION: Unknown (CP granted Aug. 14, 1952)

CHANNEL: 46 (662-668 mc)

TRANSMITTER ADDRESS: State Veterans Hospital

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 105 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 531 ft.

STUDIO ADDRESS: 31 Main St.

TYPE OF OPERATION: Noncommercial educational

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Francis E. Almstead (Albany)

Buffalo—

WBEN-TV

LICENSEE: WBEN Inc.

ADDRESS: Hotel Statler ZONE: 2 PHONE: Mohawk 0930

TV AFFILIATE: WBEN FM AFFILIATE: WBEN-FM

NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Buffalo Evening News Inc., publisher of Buffalo Evening News.

BEGINS OPERATION: May 14, 1948

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Colden, N. Y.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: RCA TYPE: TFS-14A, Super gain.

ANTENNA HEIGHT: Above average terrain, 1,206 ft. Above ground, 1057 ft.

HOURS OF OPERATION: 7 a.m.-12:30 a.m.

STUDIO ADDRESS: Hotel Statler

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

BROADCASTING SERVICE: AP, UP and INS

STUDIO FACILITIES: Two studios—22x36 ft. and 22x44 ft. Four RCA studio cameras and two RCA interchangeable field cameras. Two RCA (TK-20A) film cameras and two Eastman 16mm film projectors. Two Selectroslide projectors for 2x2-in. slides. Mobile unit with two cameras, lens: 50mm, 90mm, 135mm, 8½-in. and Zoomar; microwave relay equipment (RCA).

BROADCASTING • Telecasting

EXECUTIVES:

Edward H. Butler, President

Alfred H. Kirchhofer, Vice President

C. Robert Thompson, General Manager

George R. Torge, Station Manager

Nicholas J. Malter, Sales Manager

Frederick A. Keller, Program Director

Ralph J. Kingsley, Technical Director

Glenn Beerbower, Asst. Tech. Dir. in Chg. Television

Quentin Renner Sr., Film Editor

Joseph A. Haeffner, Promotion Manager

RATE INFORMATION: Class A hour rate—\$700. Minute spot (live)—\$125; film—\$115.50. Participation per spot, \$70. Rehearsals—studio \$35 per half hour; film—\$20 per half-hour. (From Rate Card No. 6, Sept. 1, 1951)

WASHINGTON ATTORNEY: Spearman & Roberson

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

WBES-TV *

LICENSEE: Buffalo-Niagara Television Corp.

ADDRESS: Ellicott Square Bldg.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-owners: Charles R. Diebold, president of Western Savings Bank; Joseph Davis, heating contractor, and Vincent M. Gaughan, attorney.

* **BEGINS OPERATION:** Unknown (CP granted Dec. 23, 1952)

CHANNEL: 59 (740-746 mc)

TRANSMITTER ADDRESS: 391 Washington St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 91 kw Aural, 51 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 410 ft. Above ground, 430 ft.

STUDIO ADDRESS: 391 Washington St.

WASHINGTON ATTORNEY: Frank J. Delaney

CONSULTING ENGINEER: John H. Mullaney

WBUF (TV)*

LICENSEE: Chautauqua Broadcasting Corp.

ADDRESS: 797 Seneca St. PHONE: Madison 5104

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Sherwin Grossman (29.6%), in laundry-dry cleaning business and owner State Liquor Stores Inc., Orlando, Fla.; Executive Vice President Gary L. Cohen (29.6%), manager—25% owner Van Buren Amusement Enterprises (drive-in theatre); Secretary Irving Cohen, theatre owner, and Treasurer Harry J. Grossman, laundry-dry cleaning.

* **BEGINS OPERATION:** April 1, 1953 (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: H-R Reps.

CHANNEL: 17 (488-494 mc)

TRANSMITTER ADDRESS: 535 Main St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 95 kw Aural, 48 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 532 ft.

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: Kear & Kennedy

NEW YORK TELEVISION STATIONS

Buffalo—(Continued)

WTVF (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Education Dept.

ADDRESS: State Education Dept., Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV) Albany

* BEGINS OPERATION: Unknown (CP granted July 25, 1952)

CHANNEL: 23 (524-530 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 100 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 647.8 ft. Above ground, 539 ft.

TYPE OF OPERATION: Noncommercial educational

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Francis E. Almstead (Albany)

Elmira—

WTVE (TV)*

LICENSEE: Elmira Television

ADDRESS: c/o Sayles & Evans, 415 E. Water St.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners: T. K. Cassel, president and 99% owner of WDAD Indiana, Pa., sole owner of WATS Sayre, Pa., and 25.8% owner of WCHA Chambersburg, Pa.; and John S. Booth, vice president-general manager and 33% owner of WCHA.

* BEGINS OPERATION: March, 1953 (CP granted Nov. 6, 1952)

NATIONAL REPRESENTATIVE: Forjoe & Co.

CHANNEL: 24 (530-536 mc)

TRANSMITTER ADDRESS: R. F. D. #1, Wellsburg, N. Y.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 58 kw Aural, 29 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 850 ft. Above ground, 431 ft.

STUDIO ADDRESS: Mark Twain Hotel

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Kear & Kennedy

Ithaca—

WHCU-TV *

LICENSEE: Cornell University

ADDRESS: Savings Bank Bldg. PHONE: 4-6301

AM AFFILIATE FM AFFILIATE: WHCU-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Cornell University

* BEGINS OPERATION: November 15, 1953 (CP granted Jan. 8, 1953).

CHANNEL: 20 (506-512 mc)

TRANSMITTER ADDRESS: Connecticut Hill

EFFECTIVE RADIATED POWERS: Visual 215 kw Aural: 110 kw

ANTENNA HEIGHT: Above average terrain, 1,220 ft. Above ground, 440 ft.

STUDIO ADDRESS: Savings Bank Bldg.

EXECUTIVES:

Michael R. Hanna, General Manager.

WASHINGTON ATTORNEY: Cohn & Marks.

WIET (TV)*

(Educational-Noncommercial)

LICENSEE: U. of New York State

ADDRESS: State Education Dept., Albany, N. Y.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: See WTVZ (TV) Albany

* BEGINS OPERATION: Unknown (CP granted Jan. 8, 1953)

CHANNEL: 14 (470-476 mc)

TRANSMITTER ADDRESS: Conn. Hill

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 205 kw Aural: 105 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 1,290 ft. Above ground 543 ft.

STUDIO ADDRESS: State College of Agriculture

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Francis E. Almstead (Albany)

NEW YORK TELEVISION STATIONS

Amestown—

WJTN-TV *

LICENSEE: James Broadcasting Co.
ADDRESS: 110 West Third St.
AM AFFILIATE: WJTN **FM AFFILIATE:** WJTN-FM
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Principal stockholder is Jay E. Mason.
BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)
CHANNEL: 58 (734-740 mc)
TRANSMITTER ADDRESS: Frewsburg, N. Y.
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural 56 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 250 ft.
STUDIO ADDRESS: 110 W. Third St.
EXECUTIVE:
 Simon Goldman, Vice President and General Manager
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
CONSULTING ENGINEER: Jansky & Bailey

Kingston—

WKNY-TV *

LICENSEE: Kingston Broadcasting Corp.
ADDRESS: 17 Dunbar St., Keene, N. H.
AM AFFILIATE: WKNY
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: WKNE Corp. 50.01%
BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)
NATIONAL REPRESENTATIVE: Meeker TV Inc.
CHANNEL: 66 (782-788 mc)
TRANSMITTER ADDRESS: Plainfield St., Kingston, N. Y.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 13.5 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 250 ft. Above ground, 436 ft.
STUDIO ADDRESS: Plainfield St.
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
CONSULTING ENGINEER: Craven, Lohnes & Culver

BROADCASTING • Telecasting

New York—

WABC-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc.
ADDRESS: 7 W. 66th St. **ZONE:** 23 **PHONE:** Susquehanna 7-5000.
AM AFFILIATE: WABC **FM AFFILIATE:** WABC-FM
TV NETWORK AFFILIATION: Key station for ABC
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: AB-PT owns and operates WABC-AM-FM-TV New York, WENR-AM-FM and WBKB (TV) Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. AB-PT also owns chain of 650 motion picture theatres.
BEGAN OPERATION: August 10, 1948
NATIONAL REPRESENTATIVE: Edward Petry & Co.
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: Empire State Bldg.
MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A
EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.15 kw
MAKE OF ANTENNA: RCA **TYPE:** Special
ANTENNA HEIGHT: Above average terrain, 1,378 ft. Above ground, 1,465 ft.
HOURS OF OPERATION: 9 a.m.-1 a.m.
STUDIO ADDRESS: 7 W. 66th St.
MAKE OF CAMERA CHAINS: RCA, GE, GPL **DESCRIPTION:** Studio and field
TYPE OF OPERATION: Local live and film, network live and film, kinescopes.
NEWS SERVICE: AP, UP, INS, Movietone
STUDIO FACILITIES: Studio TV-1 (73x90 ft.), four cameras. Studio TV-4 (32x63 ft.), three cameras. Studios TV-5, 6 and 7 (42x41 ft. combined), three cameras combined. Studio TV-8 (34x36 ft.), three cameras. Studio TV-11 (48x68 ft.), four cameras. Studio TV-12 (48x57 ft.), four cameras. Ritz Theatre (46x52 ft. stage), four cameras. Fifty-Eighth St. Theatre (30x72 ft. stage), four cameras. Times Hall (30x72 ft. stage), four cameras. School of Radio Technique studio (34x88 ft.), three cameras. Two mobile units with microwave relays.
EXECUTIVES:
 Leonard H. Goldenson, President
 Robert E. Kintner, President (ABC Div.)
 Robert H. O'Brien, Executive Vice President (ABC Div.)
 Slocum Chapin, Vice President in Charge of Owned and Operated Stations and General Manager, WABC-TV
 Paul Mowrey, Station Manager
 Trevor Adams, Sales Manager
 Ross Worthington, Cooperative Program Sales
 Freelon Fowler, Film Director
 Mae H. Dehn, Business Manager
 Mary Alice Connell, Sales Service Manager
 Merle Worster, Manager TV Operations, Engineering Dept.
 W. P. Sedgwick, Sales Promotion Manager
RATE INFORMATION: Class A one hour—\$3,100. One minute spot—\$650. 20 Second spot—\$550. 10-Second spot—\$350. Frequency discounts. Studio rehearsal rates: Studio TV-1, \$350. Studio TV-4, \$250. Studios TV-5, 6, 7 and 8, \$225. Studio TV-11 and 12, \$275. Ritz Theatre, \$325. Fifty-Eighth St. Theatre, \$300. School of Radio Technique Studio, \$275. Audio only rehearsals are \$100 less than on-camera rates. Dry runs are \$125 less than on-camera rates. All rates are for one hour of rehearsal. (From Rate Card No. 7, Aug. 1, 1951)
WASHINGTON ATTORNEY: McKenna & Wilkinson
CONSULTING ENGINEER: Kear & Kennedy

1953 TELECASTING Yearbook • Page 153

NEW YORK TELEVISION STATIONS

New York—(Continued)

WABD (TV)

LICENSEE: Allen B. DuMont Labs Inc.

ADDRESS: 515 Madison Ave. ZONE: 22 PHONE: Murray Hill 8-2600

TV NETWORK AFFILIATION: DuMont key station

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is TV and electronics manufacturer and operates DuMont Television Network. Other owned and operated stations are WTTG (TV) Washington and WDTV (TV) Pittsburgh.

BEGAN OPERATION: May 1944

NATIONAL REPRESENTATIVE: DuMont Spot Sales (Richard Railton Co., San Francisco)

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: DuMant MODEL NO.: 7000

EFFECTIVE RADIATED POWERS: Visual, 16.7 kw Aural, 8.4 kw

MAKE OF ANTENNA: RCA TYPE: Super Gain

ANTENNA HEIGHT: Above average terrain, 1,338 ft. Above ground, 1,436 ft.

STUDIO ADDRESS: 515 Madison Ave. HOURS OF OPERATION: 10:15 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local live and film, network live and film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: INS

STUDIO FACILITIES: Studio 1 (4,200 sq. ft., seating 300 people). Studio 2, 3 and 4 (3,000 sq. ft. each, seating 150 people). Studio 5 (7,200 sq. ft., seating 300 people). Ambassador Theatre (1,720 sq. ft., seating 650 people). Adelphi Theatre (1,890 sq. ft., seating 1,128 people). Wanamaker Auditorium (2,000 sq. ft., seating 280 people). Twenty studio cameras. Four field cameras (interchangeable). Four Bodde rear screen projectors. Three 35mm and four 16mm film projectors. One Telop (3x4-in cards). Four scanners. One Bell & Howell and one Maurer motion picture cameras. One mobile unit with four cameras, Zoomar, 50-135mm, 7.5-20-in. lenses, two microwave relay equipment.

EXECUTIVES:

Dr. Allen B. DuMont, President
Chris J. Witting, Director, DuMont TV Network
Richard E. Jones, Manager, Owned & Operated Stations and General Manager, WABD.

Lawrence L. Wynn, Sales Manager
James L. Caddigan, Program Director
Milton Morel, Manager, New York Operations
Ridney D. Chipp, Director of Engineering
William Lacey, Film Buyer

RATE INFORMATION: Class A one hour—\$2,200. Minute spot—\$500. Rehearsals—Live studio: \$200 per hour (30-60 minute program); \$100 per half hour (5-29 minute program); \$200 per hour additional time. Film studio: \$125 per hour (\$50 minimum). Extra charge for theatre studios, \$250 per telecast. (From Rate Card No. 9, Nov. 1, 1951)

WASHINGTON ATTORNEY: Roberts & McInnis

WCBS-TV

LICENSEE: Columbia Broadcasting System Inc.

ADDRESS: 485 Madison Ave. ZONE: 22 PHONE: Plaza 1-2345

AM AFFILIATE: WCBS FM AFFILIATE: WCBS-FM

TV NETWORK AFFILIATION: CBS network key station

Page 154 • 1953 TELECASTING Yearbook

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM at KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post) and 47% WCCO-AM-TV Minneapolis of which Mid Continent Radio Television Corp owns 53%.

BEGAN OPERATION: July 1, 1949

NATIONAL REPRESENTATIVE: CBS TV Spot Sales

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-10A

EFFECTIVE RADIATED POWERS: Visual, 43 kw Aural, 21.5 kw

MAKE OF ANTENNA: RCA TYPE: TFS-2551-5 Super Gain

ANTENNA HEIGHT: Above average terrain, 1,282 ft. Above ground, 1,332 ft.

HOURS OF OPERATION: 9:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA, GE, DuMont and GPL

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP, UP, INS and Telenews

STUDIO FACILITIES: Eighteen studios with seating capacity ranging from 250 to 1,083 (eight studios with audience accommodations, two for film). Sixty-eight studio cameras of various makes. Nine interchangeable RCA field cameras. Three rear screen projectors. Eleven film cameras. Fourteen 35mm and 16mm film projectors. Five Gray opaque projectors for 4x5-in. cards. Seven motion picture cameras (three sound), various makes. Two mobile units, each with three camera three microwave relay units.

EXECUTIVES:

J. L. Van Volkenburg (CBS), President (Television)
Merle S. Jones (CBS), Vice President TV Stations & General Services
Craig Lawrence, General Manager
George R. Dunham, General Sales Manager
Hal Hough, Program Director
Robert G. Thompson, Chief Engineer
David Savage, Manager of Film Department
Clarence Worden, Asst. to General Manager
Robert G. Patt, Advertising & Sales Promotion Manager
Morton A. Barrett, Operations & Service Manager
Dan Gallagher, Associate Program Director
Robert Fuller, Publicity Director

RATE INFORMATION: Class A hour rate—\$4,000. Minute rate—\$800 (From Rate Card No. 11, June 1, 1952)

WASHINGTON ATTORNEY: Rosenman, Goldmark, Colin & Kaye

WGTV (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Department of Education

ADDRESS: State Dept. of Education, Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV) Albany.

* BEGINS OPERATION: Unknown (CP granted Aug. 14, 1952)

CHANNEL: 25 (536-542 mc)

TRANSMITTER ADDRESS: New York City

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 204 kw Aural, 110 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 680 ft. Above ground, 710 ft.

STUDIO ADDRESS: New York City

TYPE OF OPERATION: Noncommercial educational

BROADCASTING • Telecasting



a series o three **EIMAC KLYSTRONS** for all **UHF-TV**

UHF television is now practical, dependable and economical through the development of the Eimac type 3K20,000L five kilowatt klystrons. It takes only three of these high-power klystrons to span the entire UHF-TV spectrum (470-890 mc). Through the size, only 45 pounds each, and versatility of the type 3K20,000L klystrons, problems of manufacture, supply, and equipment design are minimized. Rated at a collector dissipation of 20 kw., these pace-setters in UHF-TV have a power gain of 20 db., and a peak sync output of five to six kilowatts in broad-band TV operation when driven by an Eimac 4X150G. Constructed to give long, efficient life, the 3K20,000L klystrons contain exclusive Eimac features of external tuning and ceramic cavities.

3K20,000LA—Channels 14 thru 32

3K20,000LF—Channels 33 thru 55

3K20,000LK—Channels 56 thru 83

Write for complete data about this and other Eimac Power Tubes covering all UHF and VHF channels.

**The Five Kilowatt Klystrons are
another Eimac contribution to
electronic progress**

Eimac
TUBES

EITEL-McCULLOUGH, INC.
SAN BRUNO • CALIFORNIA

NEW YORK TELEVISION STATIONS

New York—(Continued)

WNBT (TV)

LICENSEE: National Broadcasting Co.

ADDRESS: 30 Rockefeller Plaza ZONE: 20 PHONE: Circle 7-8300

AM AFFILIATE: WNBC FM AFFILIATE: WNBC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC also owns and operates WRC-AM-FM and WNBW (TV) Washington, D. C.; WMAQ-AM-FM and WNBQ (TV) Chicago; WTAM-AM-FM and WNBK (TV) Cleveland; KNBC-AM-FM San Francisco, and KNBH (TV) Hollywood.

BEGAN OPERATION: July 1, 1941.

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 14.5 kw Aural, 7.25 kw

MAKE OF ANTENNA: RCA TYPE-TF-4B Modified

ANTENNA HEIGHT: Above average terrain, 1,445 ft. Above ground, 1,465 ft.

HOURS OF OPERATION: 7 a.m.-1 a.m.

STUDIO ADDRESS: 30 Rockefeller Plaza

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local film and live, network film and live, and kinescopes.

NEWS SERVICE: AP, UP and INS

MUSIC LIBRARY SERVICE: Thesaurus and Associated

STUDIO FACILITIES: Following equipment and personnel supplied as standard: For live programs—two RCA image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, maximum crew of one production, one program assistant and ten other operating personnel. For film programs—studio fully equipped for showing of 35mm and 16mm silent and sound films, 35mm slide projector and balopticon, announcer studio, maximum crew of one production man and four other operating personnel.

EXECUTIVES:

Frank White, President (NBC)
William H. Fineshriber Jr., Vice President and General Manager (NBC)
Ted Cott, Vice President and General Manager
Jay Heitn, Commercial Manager
Pete Affe, Program Manager and Film Buyer
Thomas Phelan, Chief Engineer
Richard Pack, Director of Programs and Operations
Jackie Robinson, Director of Community Activities

RATE INFORMATION: Class A hour rate—\$4,250. Minute spot—\$875. Participations—\$230 per spot. Rehearsals—minimum charge \$150 per half-hour, live studio; 75 per half-hour, film studio. Frequency discounts. (From Rate Card No. 11, Nov. 15, 1952)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

Page 156 • 1953 TELECASTING Yearbook

WOR-TV

LICENSEE: General Teleradio Inc.

ADDRESS: 1440 Broadway ZONE: 18 PHONE: Longacre 4-8000

AM AFFILIATE: WOR FM AFFILIATE: WOR-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Tire & Rubber Co., Akron, Ohio. Besides WOR Division, General Teleradio also operates Yankee Network Division and Don Lee Network Division. Yankee Network owns and operates WNAC-AM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego.

BEGAN OPERATION: October 1949

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: North Bergen, N. J. (Planning move to Empire State Bldg.)

MAKE OF TRANSMITTER: GE MODEL NO.: TT6D

EFFECTIVE RADIATED POWERS: Visual, 22.5 kw Aural, 11 kw

MAKE OF ANTENNA: GE TYPE: TX14F

ANTENNA HEIGHT: Above average terrain, 975 ft. Above ground, 807 ft.

HOURS OF OPERATION: 2 p.m.-12:30 a.m.

STUDIO ADDRESS: 101 W. 67th St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field

TYPE OF OPERATION: Local live and film.

NEWS SERVICE: INS

STUDIO FACILITIES: Six studios, one seating 238. Eleven RCA studio cameras, eleven RCA field cameras and three DuMont field cameras. Five RCA film cameras, three 35mm film projectors and three 16mm film projectors. Three projectors for 2x2-in. slides and two Gray Telop opaque projectors for 4x5-in. cards. Mobile unit with three DuMont cameras and RCA microwave relay equipment.

EXECUTIVES:

Thomas F. O'Neil, President
Warren Wade, General Manager
Robert C. Mayo, Commercial Manager
Ivan Reiner, Production Director, Vice President, Engineering
Charles Singer, Chief Engineer
Milford Fenster, Film Buyer

RATE INFORMATION: Class A one hour—\$1,500. One minute spot—\$300. 20-50 second spot—\$200. Frequency discounts. Rehearsals—\$200 per hour, live studio. Theatre studio—\$250. (Rate effective Feb. 1, 1952)

WASHINGTON ATTORNEY: Pierson & Ball

BROADCASTING • Telecasting

NEW YORK TELEVISION STATIONS

New York—(Continued)

WPIX (TV)

LICENSEE: WPIX Inc.

ADDRESS: 220 E. 42d St. ZONE: 17 PHONE: Murray Hill 2-6500

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by News Syndicate Co., publisher of New York Daily News and in turn owned by Tribune Co., publisher of Chicago Tribune. Other interests of McCormick-Patterson families include Washington Times-Herald and WGN, WGNB (FM) and WGN-TV Chicago.

BEGAN OPERATION: June 15, 1948

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5

EFFECTIVE RADIATED POWERS: Visual, 21.7 kw Aural, 10.4 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 1,408 ft. Above ground, 1,464 ft.

HOURS OF OPERATION: 11 a.m.-12:30 a.m.

STUDIO ADDRESS: 220 E. 42d St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and field

TYPE OF OPERATION: Local live and film; kinescopes.

RADIO SERVICE: AP and UP

RADIO FACILITIES: Four studios: 45x27 ft., 34x32 ft., 20x14 ft. and 43x50 ft. Seven studio cameras, eight field cameras. Translux rear screen projector. Three RCA film cameras and four RCA 16mm and two Simplex 35mm film projectors. Six slide projectors and opaque projector. Three mobile units, three microwave relay units.

EXECUTIVES:

F. M. Flynn, President
 G. Bennett Larson, General Manager & Vice President
 John Patterson, Sales Director
 Louis B. Ames, Program Director
 T. E. Howard, Chief Engineer
 Anthony Azzato, Director of Film Programs
 Leslie A. Hollingsworth, Director of Public Relations
 Walter Engels, News Director
 William L. Clark, Eastern Sales Manager
 Leavitt T. Pope, Asst. General Manager

RATE INFORMATION: Class A one hour—\$1,500. One minute spot—\$300. Rehearsals—\$75 per quarter hour live studio and \$20 per quarter hour film studio, both in excess of 2x1 ratio. Frequency discounts. (From Rate Card No. 4, Sept. 15, 1951)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: A. D. Ring & Assoc.

Poughkeepsie—

WEOK-TV *

LICENSEE: Mid-Hudson Broadcasters Inc.

ADDRESS: 385 Main St.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President-Treasurer Arthur J. Barry Jr., 50.25%; Vice President Alice Ryan Barry, 25.25%, and Secretary Paul S. Samuels, 1.75%.

* BEGINS OPERATION: December, 1953. (CP granted Nov. 26, 1952)

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: Pendall Rd.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 60 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 230 ft. Above ground, 397 ft.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Commercial Radio Equipment Co.

WPIX Station of Champions



N.Y. Giants and N.Y. Yankees For the 1953 Season



220 East 42nd St.,
 N.Y.C. 17
 MU 2-6500
 National
 Representatives:
 Free & Peters, Inc.

NEW YORK TELEVISION STATIONS

Rochester—

WHAM-TV

LICENSEE: Stromberg-Carlson Co.

ADDRESS: 201 Humboldt St. ZONE: 3 PHONE: Culver 7240

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is radio-TV receiver and electronics manufacturer.

BEGAN OPERATION: June 1949

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 6 (82-88 mc) (Must move to vhf Ch. 5.)

TRANSMITTER ADDRESS: Pinnacle Hill

MAKE OF TRANSMITTER: RCA MODEL No.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.4 kw Aural, 11.7 kw

MAKE OF ANTENNA: RCA TYPE: TF-4A, 4-Bay Batwing.

ANTENNA HEIGHT: Above average terrain, 497 ft. Above ground, 325 ft.

HOURS OF OPERATION: 9 a.m.-12:30 a.m.

STUDIO ADDRESS: 201 Humboldt St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local film and live, network film and live, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios: 25x30 ft. and 16x16 ft., and one auditorium with stage 45x45 ft. and seating 385. Six interchangeable studio/field cameras. Two RCA (TK20A) film cameras. Four 16mm film projectors (Kodak & RCA). One GE slide projector and GE opaque projector. Mobile unit with three cameras and two microwave relay units. Zoomar lens, 8" and 17" lens.

EXECUTIVES:

William Fay, Vice President and General Manager
J. W. Kennedy Jr., Commercial Manager
C. W. Siverson, Program Director
John Crosby, Executive Producer
K. J. Gardner, Chief Engineer
David Manning, Film Director

RATE INFORMATION: Class A hour rate: Live—\$700, Film—\$600. Minute spot—Live \$150, Film—\$120. Participation per spot—\$60 (day). Rehearsals—\$45 per half-hour. Frequency discounts begin with 26-times at 5% up to 260-times at 20%. (From Rate Card No. 7A, Sept. 1, 1951)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

WROH (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Dept. of Education

ADDRESS: State Dept. of Education, Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV)

* BEGINS OPERATION: Unknown (CP granted July 24, 1952)

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: Rochester

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 105.1 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 721 ft. Above ground, 540 ft.

TYPE OF OPERATION: Noncommercial educational

Page 158 • 1953 TELECASTING Yearbook

Schenectady—

WRBG (TV)

LICENSEE: General Electric Co.

ADDRESS: 1 River Rd. ZONE: 5 PHONE: 7-2261

AM AFFILIATE: WGY FM AFFILIATE: WGFM

TV NETWORK AFFILIATION: CBS, ABC, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is radio-TV receiver and electronic equipment manufacturer.

BEGAN OPERATION: February 26, 1942

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc) (Must move to vhf Ch. 6.)

TRANSMITTER ADDRESS: New Scotland, N. Y.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-7A

EFFECTIVE RADIATED POWERS: Visual, 16.32 kw Aural, 8.16 kw

MAKE OF ANTENNA: GE Type: TT-7A

ANTENNA HEIGHT: Above average terrain, 832 ft. Above ground, 88 ft.

HOURS OF OPERATION: 7 a.m.-12:30 a.m.

STUDIO ADDRESS: 60 Washington Ave.

MAKE OF CAMERA CHAINS: GE DESCRIPTION: Studio and field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes

FILM LIBRARY: Snader NEWS SERVICE: AP, UP, INS Newsreel and Telenews

LIBRARY SERVICE: World and Thesaurus

STUDIO FACILITIES: Two studios—42x27 ft. and 16x24 ft. Three GE studio cameras, two GE interchangeable field cameras. Two GE film cameras and two GE 16mm film projectors. One GE projector for 3x4-in. slides. One Eastman motion picture camera. Mobile unit with two GE cameras, lenses 50mm, 90mm, 135mm, 8 1/2" 10" and 20". Microwave relay.

EXECUTIVES:

Chester H. Lang, GE Vice President
Robert B. Hanna Jr., Manager Broadcasting Stations Dept.
Raymond W. Welpott, Manager Stations Operations
H. M. Solomon, Manager Finance
Robert F. Reid, Manager Sales
George L. Peck, Manager Promotion and Publicity
Albert G. Zink, Manager Programs
Willard J. Purcell, Manager Engineering
A. O. Coggeshall, Music Librarian
J. P. Connolly, Traffic Supervisor
M. L. Galusha, Production Supervisor
L. J. Christman, News Editor
T. B. Beebe, Script Editor
T. Baughn, Senior Director

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$125. Rehearsals \$25 per half-hour. Frequency discounts begin with 13-times at 2 1/2% up to 260-times at 20% (From Rate Card No. 6, Apr. 1, 1952).

BROADCASTING • Telecastir



Short-Short Story

WHAM-TV . . . Rochester, New York's *only* television station . . . currently enjoys 80% saturation in this Number One Test City of the Middle Atlantic states and its prosperous rural environs. Call the Hollingbery man or write direct for availabilities.

WHAM-TV

THE STROMBERG-CARLSON STATION

CHANNEL 6—ROCHESTER, N. Y.



NEW YORK TELEVISION STATIONS

Syracuse—

WHEN (TV)

LICENSEE: Meredith Syracuse Television Corp.

ADDRESS: 101 Court St. ZONE: 8 PHONE: 3-1126

TV NETWORK AFFILIATION: ABC, CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Meredith Engineering Co., subsidiary of Meredith Pub. Co., Des Moines, publisher of Better Homes & Gardens and Successful Farming and also owner of WOW-AM-TV Omaha and KPHO-AM-TV Phoenix, Ariz.

BEGAN OPERATION: December 1, 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Sentinel Hgts., Onondaga, N. Y.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6B

EFFECTIVE RADIATED POWERS: Visual, 48 kw Aural, 24 kw

MAKE OF ANTENNA: GE TYPE: 12-Bay Super Turnstile

ANTENNA HEIGHT: Above average terrain, 960 ft. Above ground, 517 ft.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK30A Field

TYPE OF OPERATION: Local and network live, local and network film.

STUDIO FACILITIES: Two studios—35x50 ft. and 20x20 ft. Four RCA interchangeable field/studio cameras. One RCA TK10A film camera; two RCA TP16B 16mm film projectors. Two Spindler & Sauppe projectors for 2x2-in. slides; one Eastman Cinespecial 16mm sound projector. Bell & Howell motion picture camera. Watson film processing unit. Mobile unit with up to three cameras, 15" lens; microwave relay equipment.

EXECUTIVES:

E. T. Meredith Jr., President
 Payson Hall, Director, Radio-TV (Meredith Publishing Co.)
 Howard Stalnaker, Assistant Director, Radio-TV (Meredith Publishing Co.)
 Paul Adanti, Vice President and General Manager
 W. H. Bell, Commercial Manager
 Gordon Alderman, Program Director and Film Buyer
 H. Eugene Crow, Chief Engineer
 Robert G. Peel, Promotion Manager

RATE INFORMATION: Class A hour rate—\$550. Minute spot—\$110. Frequency discounts—start with 26-times at 5% up to 260-times at 25% (From Rate Card No. 5, Jan. 1, 1952).

WASHINGTON ATTORNEY: Haley & Doty

WHTV (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Dept. of Education

ADDRESS: State Dept. of Education, Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV) Albany.

* BEGINS OPERATION: Unknown. (CP granted Sept. 18, 1952)

CHANNEL: 43 (644-650 mc)

TRANSMITTER ADDRESS: Syracuse

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 198 kw Aural, 105 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 560 ft. Above ground, 531 ft.

STUDIO ADDRESS: Syracuse

TYPE OF OPERATION: Noncommercial educational

WSYR-TV

LICENSEE: Central New York Broadcasting Corp.

ADDRESS: Kemper-Syracuse Bldg. ZONE: 2 PHONE: 72-6146

AM AFFILIATE: WSYR FM AFFILIATE: WSYR-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by S. I. Ne house and family, publishers of Syracuse Post-Standard and Herald-Journal, Newark (N. J.) Star-Ledger, Jersey City Journal, Long Island (N. Y.) Press and Star Journ Harrisburg (Pa.) Patriot News, Staten Island (N. Y.) Advance and Portland (Ore.) Oregonian. Same interests own KGW Portland, Ore.

BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: Headley-Reed

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Sentinel Hgts.

MAKE OF TRANSMITTER: GE MODEL NO.: TT6C

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 12.8 kw

MAKE OF ANTENNA: GE TYPE: TY13E

ANTENNA HEIGHT: Above average terrain, 1,000 ft. Above ground, 556 ft.

STUDIO ADDRESS: 224 Harrison St.

MAKE OF CAMERA CHAINS: RCA and DuMont DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: INS and Telenews

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios—22x32 ft. and 40x40 ft., each seating 27 Three DuMont and two RCA (TK30A) field cameras, all interchangeable for field studio use. One GE film camera, three film projectors, 16mm. One GE projector for 3 1/4 x 4 1/4-in. slides; two Goldie projectors for 2x2-in. slides. GE projector for opaque or transparent slides. One Ouricon sound, motion picture camera, a Kodak 16mm Cine Special. Two film processing units.

EXECUTIVES:

E. R. Vadeboncoeur, President and General Manager
 W. R. Alford Jr., Director of Sales
 W. V. Rothrum, Vice President and Program Director
 Armand G. Belle Isle, Vice President, Chief Engineer
 Caley Augustine, Promotion Manager

RATE INFORMATION: Class A hour rate—\$550. Minute spot—\$110. Frequency discounts start with 13 times at 5% up to 260 times at 30%. (From Rate Card No. Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

WSYR ACUSE TV

**Blankets Central New York
with Clear, Steady
Pictures and Sound**



TWO BILLION DOLLARS of consumer spendable income*—73% TV-receiver ownership.** This is Central New York. This is the rich market which WSYR-TV reaches consistently with clear, steady pictures and sound.

Onondaga County is a stable market—all 20 of the industrial classifications are strongly represented. It is the distribution center of New York State. It is the center of a productive agricultural area. And it has an average spendable income of \$6,474 per household.*

To sell this market—put your sales story on WSYR-TV.

* SRDS Consumer Income Supplement, Jan. 1953

** Niagara-Mohawk Power Corp. study, Dec. 1952

CHANNEL 5. NBC Affiliate

WSYR-AM-FM-TV

WSYR ACUSE TV

Headley-Reed, National
Representatives

the Only Complete
Broadcast Institution
in Central N.Y.

NEW YORK TV STATIONS

Utica—

WKTV (TV)

LICENSEE: Copper City Broadcasting Corp.

ADDRESS: P.O. Box 386 PHONE: 3-0404

AM AFFILIATE: WKAL (Rome)

TV NETWORK AFFILIATION: ABC, CBS, DuMont, NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owner is Myron J. Kallet, who also operates Kallet Theatres Inc., movie theatre chain.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: Donald Cooke Inc.

TRANSMITTER ADDRESS: Smith Hill Road, Deerfield, N. Y.

CHANNEL: 13 (210-216 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 830 ft. Above ground, 472 ft.

HOURS OF OPERATION: 7 a.m.—12 midnight

STUDIO ADDRESS: Smith Hill Road

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: Two studios—45x45 (seating 60) and 35x25 (seating 20). Two studio cameras (RCA). Two Bolex 16mm film cameras; one Auricon sound camera, 16mm. GE and RCA film projectors. Spindler & Sauppe projector for 2x2-in. slides. GE Balop opaque projector for 3 1/4x4-in. cards.

EXECUTIVES:

Myron J. Kallet, President
William T. MacNeilly, Executive Vice President
Michael C. Fusco, General Manager and Film Buyer
J. J. McDavitt, Commercial Manager
Jack Fredericks, Program Director
DeForest T. Layton Jr., Chief Engineer

RATE INFORMATION—Class A hour rate—\$400. Minute spot—\$75. Frequency discounts begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 4, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George P. Adair.

Watertown—

WWNY-TV *

LICENSEE: The Brockway Co.

ADDRESS: 120-132 Arcade St. PHONE: 4120

AM AFFILIATE: WWNY FM AFFILIATE: WWNY-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is also licensee of WMSA-AM-FM Massena, N. Y., and publishes Watertown Daily Times.

* BEGINS OPERATION: Unknown (CP granted Dec. 23, 1952)

CHANNEL: 48 (674-680 mc)

TRANSMITTER ADDRESS: Rutland Center Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 185 kw Aural, 100 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 570 ft. Above ground, 362 ft.

STUDIO ADDRESS: Rutland Center Road

EXECUTIVES:

John P. Johnson, President
Louis Saiff Jr., General Manager.

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: George C. Davis

NORTH CAROLINA TELEVISION STATIONS

Asheville—

WISE-TV *

LICENSEE: Station WISE-TV Inc.

ADDRESS: 100 College St. PHONE: 3-5381

AM AFFILIATE: WISE

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Harold H. Thoms. Mr. Thoms owns WISE Asheville, N. C. and WEAM Arlington, Va.; 25% of WAYS-AM-FM Charlotte and WCOG-AM-TV Greensboro, and 13½% of WSSB Durham, North Carolina.

* BEGINS OPERATION: May 30, 1953 (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: The Bolling Co.

CHANNEL: 62 (750-764 mc)

TRANSMITTER ADDRESS: Sunset Mt.

MAKE OF TRANSMITTER: RCA MODEL NUMBER: TTU-1B

EFFECTIVE RADIATED POWERS: Visual, 26.2 Aural, 14.2

MAKE OF ANTENNA: GE TYPE: TFU-27BH

ANTENNA HEIGHT: Above average terrain, 657 ft. Above ground, 100 ft.

STUDIO ADDRESS: 100 College St. HOURS OF OPERATION: 2 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: One studio 20x30; one DuMont studio camera, two 16mm DuMont film projectors and one DuMont slide projector.

EXECUTIVES:

Harold H. Thoms, President and General Manager
Loyd B. Leonard, Commercial Manager
Art Borgesen, Program Director
John Randolph, Chief Engineer
Floye Bowers, Traffic Manager

WASHINGTON ATTORNEY: Krieger & Jorgensen

CONSULTING ENGINEER: George C. Davis

Charlotte—

WBTV (TV)

LICENSEE: Jefferson Standard Broadcasting Co.

ADDRESS: Wilder Building ZONE: 2 PHONE: 3-8833

AM AFFILIATE: WBT FM AFFILIATE: WBT-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Jefferson Standard Life Insurance Co., which owns 66⅔% of WBIG Greensboro, N. C. and 16.5% of Greensboro News Co., publisher of Greensboro News and Record and licensee of WFMY (FM) and WFMY-TV Greensboro, N. C.

BEGAN OPERATION: July 15, 1949

NATIONAL REPRESENTATIVE: CBS TV Spot Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Spencer Mountain

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.2 kw

MAKE OF ANTENNA: RCA TYPE: TF-3B Superturnstile.

ANTENNA HEIGHT: Above average terrain, 1,111 ft. Above ground, 562 ft.

STUDIO ADDRESS: Wilder Building HOURS OF OPERATION: 9:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-20A Film, TK30 Field

Page 162 • 1953 TELECASTING Yearbook

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP and Fox Movietone

LIBRARY SERVICE: Associated & World

STUDIO FACILITIES: Studio (40x27x20 ft.). Three RCA image orthicon studio cameras. Three RCA field cameras. Two RCA film cameras. Two RCA 16mm film projectors. One Eastman slide projector (2x2-in.). One Projectall (3x4-in. card). One 16mm motion picture camera. One mobile unit equipped with three camera Zoomar lens, and 50mm, 90mm, 135mm lenses; microwave relay unit.

EXECUTIVES:

Joseph M. Bryan, President
Charles H. Crutchfield, Executive Vice President and General Manager
Larry Walker, Vice President & Assistant General Manager
J. R. Covington, Assistant Vice President, Sales & Promotion
Kenneth I. Tredwell, Jr., Assistant Vice President for Programs and Public Relations
Wallace J. Jorgenson, National Sales Manager
M. J. Minor, Chief Engineer
Bill Quinn, Program Supervisor
Sam Zurich, Production Manager

RATE INFORMATION: Class A hour rate—\$625 (film). Minute spot—\$135 (live film). Participations—\$135 per spot. Rehearsals—Charge after 2:1 ratio. Frequency discounts—Begin with 3-5 days per week at 5% and 6-7 days per week at 10% plus 26-51 weeks at 5%, 52 or more weeks at 10%. (From Rate Card No. 7, Aug. 1, 1952.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: A. D. Ring & Assoc.

Greensboro—

WCOG-TV *

LICENSEE: Inter-City Advertising Co. of Greensboro, N. C. Inc.

ADDRESS: 316 S. Greene St. PHONE: 3-6925

AM AFFILIATE: WCOG

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Owned jointly by George W. Dowdy, B. T. Whitmire, J. Horton Doughton and Harold B. Thoms. Same interests in WAYS-AM-FM Greensboro, N. C. Mr. Thoms also owns WISE-AM-TV Asheville, N. C. and WEAM Arlington, Va.

* BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

CHANNEL: 57 (728-734 mc)

TRANSMITTER ADDRESS: West of Hamilton Lakes

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 115 kw Aural, 59 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 240 ft. Above ground, 205 ft.

STUDIO ADDRESS: 316 S. Greene St.

EXECUTIVES:

George W. Dowdy, President
B. George Barber Jr., General Manager

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

multiply by nine

The city of Charlotte is only 1/9th of the Charlotte Market Close-ringed by nine satellite cities, Charlotte is the hub of an integrated industrial area Over 1,000,000 people live within a 60-mile radius of the "Capitol of the Carolinas." That's why — for example — Charlotte, 71st in the nation in city population, is 38th in wholesale sales For coverage to match the market, you must buy the Jefferson Standard stations, WBT and WBTV.

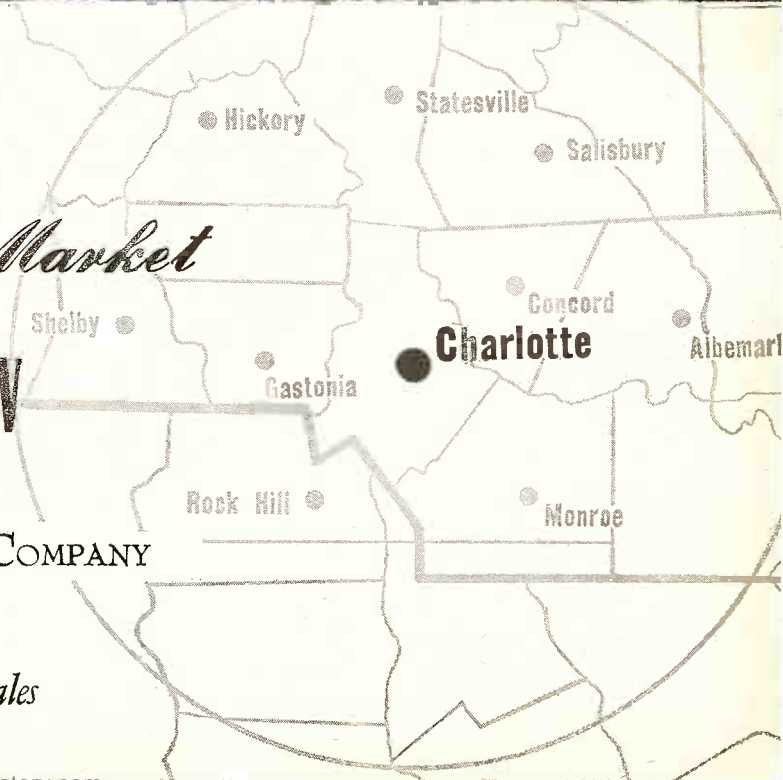


The **CHARLOTTE** *Market*

UNIFIED BY **WBT** AND **WBTV**

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Spot Sales



NORTH CAROLINA TELEVISION STATIONS

Greensboro—(Continued)

WFMY-TV

LICENSEE: Greensboro News Co.
 ADDRESS: 212 N. Davie St. PHONE: 4-0114
 FM AFFILIATE: WFMY
 TV NETWORK AFFILIATION: ABC, DuMont, NBC, (Interconnected)
 PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Greensboro News and Record. It is 16.5% owned by Jefferson Standard Life Insurance Co., 66 2/3% owner of WBIG Greensboro and 100% owner of WBT-AM-FM and WBTB (TV) Charlotte.
 BEGAN OPERATION: September 22, 1949
 NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.
 CHANNEL: 2 (54-60 mc)
 TRANSMITTER ADDRESS: 212 N. Davie St.
 MAKE OF TRANSMITTER: DuMont MODEL NO.: 11,000
 EFFECTIVE RADIATED POWERS: Visual, 16.72 kw Aural, 8.36 kw
 MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-bay pylon
 ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 481 ft.
 HOURS OF OPERATION: 8:45 a.m.-Midnight
 STUDIO ADDRESS: 212 N. Davie St.
 MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon
 TYPE OF OPERATION: Local & network live, local & network film, kinescopes.
 FILM LIBRARY: Snader NEWS SERVICE: UP
 LIBRARY SERVICE: Associated
 STUDIO FACILITIES: One studio. Two DuMont studio cameras. One 16mm film projector. One slide projector (2x2-in. slides and 35mm film). One opaque projector (6x8-in. or 3x4-in. cards). One film strip projector (35mm).

EXECUTIVES:
 E. B. Jeffress, President
 Gaines Kelley, General Manager
 Virgil V. Evans, Commercial Manager
 Gomer R. Lesch, Program Director and Film Buyer
 William E. Neill, Chief Engineer
 Arthur C. Stringer, Promotion Manager
 Charles B. Seward, Film Director

RATE INFORMATION: Class A hour rate—\$550 (live), \$500 (film). Minute spot—\$150 (live), \$100 (film). Frequency discounts—Begin with 26 times at 5% up to 156 times at 15%. (From Rate Card No. 6, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
 CONSULTING ENGINEER: Craven, Lohnes & Culver

Raleigh—

WNAO-TV*

LICENSEE: Sir Walter Television
 ADDRESS: 204 W. 6th St.
 AM AFFILIATE: WNAO FM AFFILIATE: WNAO-FM
 TV NETWORK AFFILIATION: CBS
 PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Owned 85% by John W. English, Erie, Pa., attorney; John J. Boland Jr., Buffalo, N. Y., ship cargo broker; James R. McBrier, Erie Pa., department store executive; James B. Donovan, New York and Washington attorney; Mrs. Lydia McBrier Jarecki and Mrs. John D. Jarecki. Owned 15% by News and Observer Publishing Co., publisher of Raleigh News & Observer. Messrs. English, McBrier and Donovan also own KHTV (TV) Baton Rouge, La. Messrs. English and Donovan also have a 14.8% interest each in Erie Television Corp., TV applicant for Erie, Pa.

* BEGINS OPERATION: April 15, 1953 (CP granted Oct. 16, 1952)

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.
 CHANNEL: 28 (544-560 mc)
 TRANSMITTER ADDRESS: 2414-2416 Hillsboro St.
 MAKE OF TRANSMITTER: Federal

EFFECTIVE RADIATED POWERS: Visual, 280 kw Aural, 145 kw
 MAKE OF ANTENNA: Workshops Associates
 ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 446 ft.
 STUDIO ADDRESS: 2414-2416 Hillsboro St.
 HOURS OF OPERATION: 5 p.m.-11 p.m.
 WASHINGTON ATTORNEY: Haley & Doty
 CONSULTING ENGINEER: William L. Foss Inc.

Winston-Salem—

WTOB (TV)*

LICENSEE: Winston-Salem Broadcasting Co.
 ADDRESS: 826 1/2 W. Fourth St.
 AM AFFILIATE: WTOB
 PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President James W. Coan (7.5% president and 30% stockholder of WTOB; vice president Robert W. Brawley (5%, attorney and 20% stockholder of WTOB; secretary-treasurer G. Johnson (7.5%), general manager and 30% stockholder of WTOB; assistant secretary Archibald Craig (11.25), attorney and 20% stockholder of WTOB; Earl F. Slick, (25%), oil producer Albert Butler (18.75%), president and 25% owner of Arista Mills (textiles); Jonas Rice (12.5%), president and 50% owner, Dr. Pepper Bottling Co., and Thomas B. Rice (12.5), vice president and 50% owner, Dr. Pepper Bottling Co. Applicant also seeks new TV stations in Durham (N.C.) and Richmond, Va.

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 26 (542-548 mc)
 TRANSMITTER ADDRESS: No. Carolina Rte. 150, 6.5 m. E. of Winston-Salem
 EFFECTIVE RADIATED POWERS: Visual, 198.2 kw Aural, 99.1 kw
 ANTENNA HEIGHT: Above average terrain, 365 ft. Above ground, 344 ft.
 STUDIO ADDRESS: No. Carolina Rte. 150, 6.5 m. E. of Winston-Salem
 WASHINGTON ATTORNEY: Krieger & Jorgensen
 CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

NORTH DAKOTA TV STATION

Fargo—

WDAY (TV)*

LICENSEE: WDAY Inc.
 ADDRESS: 118 Broadway PHONE: 5357
 AM AFFILIATE: WDAY
 PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President, E. C. Reineke (54.5% Vice President H. D. Paulson (8.9%); Secretary-Treasurer N. D. Black Jr. (1.1%), and Charlotte Lontz (21.1%). These same stockholders own control of Fargo Forum and Dakota Photo Engraving Co.

* BEGINS OPERATION: May. (CP granted Jan. 15, 1953)

CHANNEL: 6 (82-88 mc)
 TRANSMITTER ADDRESS: 4 mi. South of Fargo
 MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AL
 EFFECTIVE RADIATED POWERS: Visual, 70.55 kw Aural, 35.275 kw
 MAKE OF ANTENNA: RCA TYPE: TF-6AM
 ANTENNA HEIGHT: Above average terrain, 432 ft. Above ground, 432 ft.
 STUDIO ADDRESS: 118 Broadway
 MAKE OF CAMERA CHAINS: RCA TYPE: TK-11A
 TYPE OF OPERATION: Local live, local film, kinescopes.

STUDIO FACILITIES: One studio 36x71 ft.; one 12x18 ft. Two RCA TK-11A studio cameras. One RCA TK-20-D field camera. Two Eastman 16mm film projectors. Two turret type slide projectors. Two motion picture cameras. One Houston 11-B film processing unit.

EXECUTIVES:
 E. C. Reineke, President
 Tom Barnes, General Manager
 Julius Hetland, Chief Engineer.

WASHINGTON ATTORNEY: Segal, Smith & Hennessey
 CONSULTING ENGINEER: Gillett & Berquist

OHIO TV STATIONS

Akron—

WAKR-TV *

LICENSEE: Summit Radio Corp.

ADDRESS: 106 S. Main St. PHONE: Hemlock 6151

AM AFFILIATE: WAKR FM AFFILIATE: WAKR-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned 55% by S. Bernard Berk and family, 45% by Beacon Journal Publishing Co., publisher of Akron Beacon-Journal (Knight newspaper). Knight newspapers include also Chicago Daily News, Detroit Free Press, Miami Herald, also own WQAM Miami, and 42% of WIND Chicago.

BEGINS OPERATION: Spring 1953 (CP granted Sept. 4, 1952)

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS: 106 S. Main St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 145 kw Aural, 72.5 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 319 ft. Above ground, 434 ft.

STUDIO ADDRESS: 106 S. Main St.

EXECUTIVES:

S. Bernard Berk, President
Roger C. Berk, General Manager

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: Kear & Kennedy

Ashtabula—

WICA-TV *

LICENSEE: WICA Inc.

ADDRESS: 221 Center St.

AM AFFILIATE: WICA

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President-Treasurer D. C. Rowley (50%). Olive D. Rowley is trustee for 50% of the stock.

BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

TRANSMITTER ADDRESS: South of Ashtabula

CHANNEL: 15 (476-482 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 19.22 kw Aural, 9.62 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 334 ft. Above ground, 354 ft.

CONSULTING ENGINEER: George F. Gautney

BROADCASTING • Telecasting

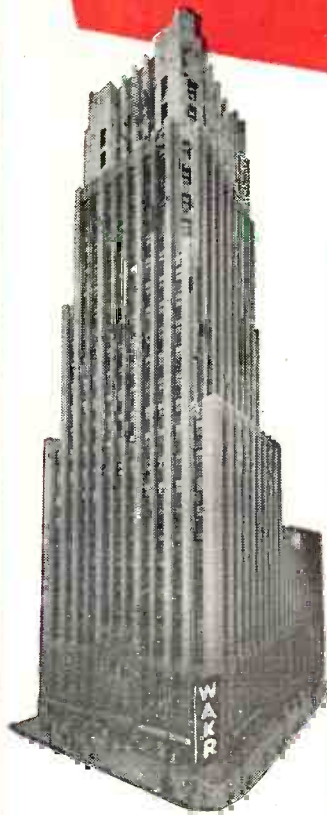


AKRON'S TOP STATION

© 1949
WACKER
Always out in front!

WAKR

TOWERS OVER AKRON



© 1949, SUMMIT RADIO CORPORATION

COMING!
WAKR-TV
Akron's
FIRST
TV
Station
Ch. 49

5000 WATTS ABC

Represented by Weed & Co.

OHIO TELEVISION STATIONS

Cincinnati—

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc.

ADDRESS: 2345 Symmes St. ZONE: 6 PHONE: Capitol 0777

AM AFFILIATE: WCPO FM AFFILIATE: WCPO-FM

TV NETWORK AFFILIATION: ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Majority of stock of licensee is owned by The E. W. Scripps Co. Scripps-Howard Radio Inc. owns WCPO-AM-TV, WEWS (TV) Cleveland and WNOX Knoxville. The E. W. Scripps Co also owns the majority of stock of Memphis Publishing Co. Memphis Publishing Co. owns WMC, WMCF (FM) and WMCT (TV) Memphis. The E. W. Scripps Co. owns the Cleveland Press, Cincinnati Post, Covington (Ky.) Post and Columbus Citizen, as well as a majority of stock of New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press and Birmingham Post-Herald

BEGAN OPERATION: July 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 7 (174-180 mc) (Must move to vhf Ch. 9.)

TRANSMITTER ADDRESS: 2345 Symmes St.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6D

EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 12 kw

MAKE OF ANTENNA: GE TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 695 ft. Above ground, 560 ft.

STUDIO ADDRESS: 2345 Symmes St.

HOURS OF OPERATION: 7:00 a.m.-12:25 a.m.
7:00 a.m.-12:45 a.m. (Sat.)
7:30 a.m.-12:25 a.m. (Sun.)

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP Movietone, Acme

STUDIO FACILITIES: Two studios (33x19 ft. and 55x25 ft.). Two RCA studio cameras. Two RCA TK-30A field cameras. One RCA TK-20A film camera. Two GE 16mm film projectors. One 35mm strip projector, and two Golde slide projectors (2x2-in.). One GE Baloptican (3x4-in.). One Kodak Cine Special motion picture camera. One mobile unit, with RCA camera, Zoomar lens and microwave relay equipment.

EXECUTIVES:

Jack R. Howard, President
M. C. Watters, Vice President & General Manager
Harry LeBrun, TV Station Director
Glenn Clark Miller, National Sales Manager
John Patrick Smith, Asst. General Manager
Ed Weston, Program Director & Film Buyer
Paul Adams, Chief Engineer

RATE INFORMATION: Class A hour rate—\$850. Minute spot—\$150. Participations—\$55-\$65. Rehearsals—\$100 per hour over 2:1 ratio. Frequency discounts—Start with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 5, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

Page 166 • 1953 TELECASTING Yearbook

WKRC-TV

LICENSEE: Radio Cincinnati Inc.

ADDRESS: Times Star Bldg. ZONE: 2 PHONE: Garfield 1331

AM AFFILIATE: WKRC FM AFFILIATE: WKRC-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owner is Cincinnati Times Star Co., publisher of Cincinnati Times-Star. Publishing company is principally owned by Taft family (Sen. Robert A. Taft). Licensee owns 20% of WBIR-AM-FM Knoxville, Tenn., has also bought WTVN (TV) Columbus, Ohio, which pending FCC approval.

BEGAN OPERATION: April 4, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: Highland & Dorchester Aves.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6B

EFFECTIVE RADIATED POWERS: Visual, 24.5 kw Aural, 12.3 kw

MAKE OF ANTENNA: GE TYPE: 12-Bay, Turnstile

ANTENNA HEIGHT: Above average terrain, 612 ft. Above ground, 540 ft.

HOURS OF OPERATION: 7:30 a.m.-1:00 a.m.; 9:15 a.m.-1:00 a.m. (Sat. & Sun.)

STUDIO ADDRESS: Times-Star Bldg.

MAKE OF CAMERA CHAINS: GE & DuMont DESCRIPTION: Studio & Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios (30x40 ft. and 30x56 ft.). Two interchangeable studio cameras. Two interchangeable field cameras. Two GE PC-2B film camera. Two GE PF-2B 16mm film projectors. One slide projector (2x2-in.). One GE PF-opaque projector (3½x4½ cards). One GE mobile unit with microwave equipment.

EXECUTIVES:

Hulbert Taft Jr., Executive Vice President
David G. Taft, Vice President
U. A. Latham, General Manager
Donald L. Chapin, Assistant Manager
Kenneth W. Church, National Sales Manager
Robert Schlinkert, Local Sales Manager
Paul Shumate, Program Director
Robert Huber, Production Manager
Paul Wagner, Commercial Production Manager
George A. Wilson, Chief Engineer
Barry Hersh, Film Buyer

RATE INFORMATION: Class A hour rate—\$850. Minute spot—\$140. Participations—\$95 per spot. Frequency discounts—Start with 13 weeks at 5% up to 52 weeks at 20%, also twice a week at 5% up to 10 or more a week at 20% (From Rate Card No. T-6, Sept. 1, 1952.)

WASHINGTON ATTORNEY: Bernard Koteen

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecastir

WDAF-TV

one of the nation's
great television stations

SELECTS A LEHIGH TOWER

WDAF-TV, the Kansas City Star station, chooses the Lehigh pictured here. This 650 foot galvanized guyed tower uses an RCA TF 5A antenna mounted atop.

If you are planning a new facility or changing power in your present station, look to Lehigh for the best in tower construction.

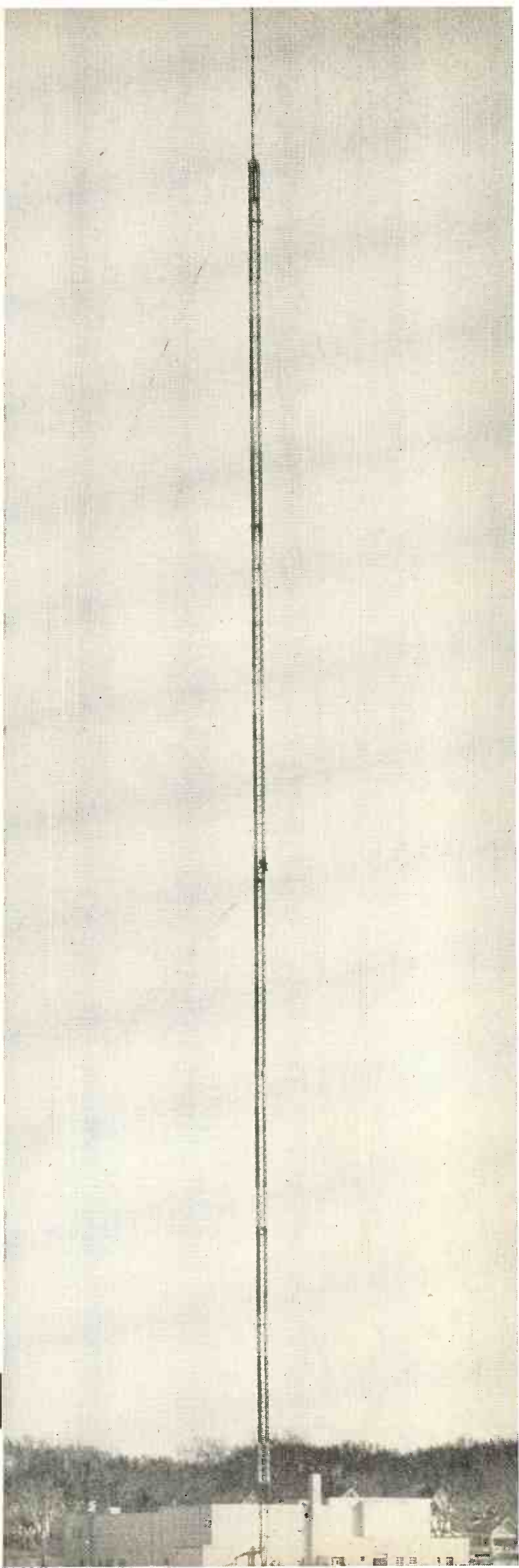
LEHIGH's leadership in the tower business is known nationwide. For dependable, durable towers, consult LEHIGH.

Joseph A. Flaherty, Chief Engineer for both radio and television WDAF, Kansas City Star Station. His is the continuing responsibility for the WDAF-TV bright, clear picture.



LEHIGH STRUCTURAL STEEL COMPANY

17 Battery Place • New York 4, NY
Plant at Allentown, Pennsylvania Offices in principal cities



OHIO TV STATIONS

Cincinnati—(Continued)

WLWT (TV)*

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 140 W. Ninth St. ZONE: 2 PHONE: Cherry 1822

AM AFFILIATE: WLW FM AFFILIATE: WLWA

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Avco Mfg. Co., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati WLWB (FM) and WLWD (TV) Dayton, and WLWF (FM) and WLWC (TV) Columbus, Ohio, and WINS New York and WLTV (TV) Atlanta, Ga.

BEGAN OPERATION: February 9, 1948

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 4 (66-72 mc) (Must move to Ch. 5)

TRANSMITTER ADDRESS: 2222 Chichasaw St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 13.9 kw

MAKE OF ANTENNA: RCA TYPE: TF-5A Superturnstile

ANTENNA HEIGHT: Above average terrain, 670 ft. Above ground, 571 ft.

STUDIO ADDRESS: 140 W. Ninth St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

STUDIO FACILITIES: Three studios (55x58 ft., 53x81 ft. and 50x70 ft.). Two RCA studio cameras. Seven RCA field cameras. One rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. Two Eastman and one LaBelle automatic slide projector (2x2-in.). One Crosley opaque projector (7½x10-in. cards). Two mobile units fully equipped including microwave relay equipment.

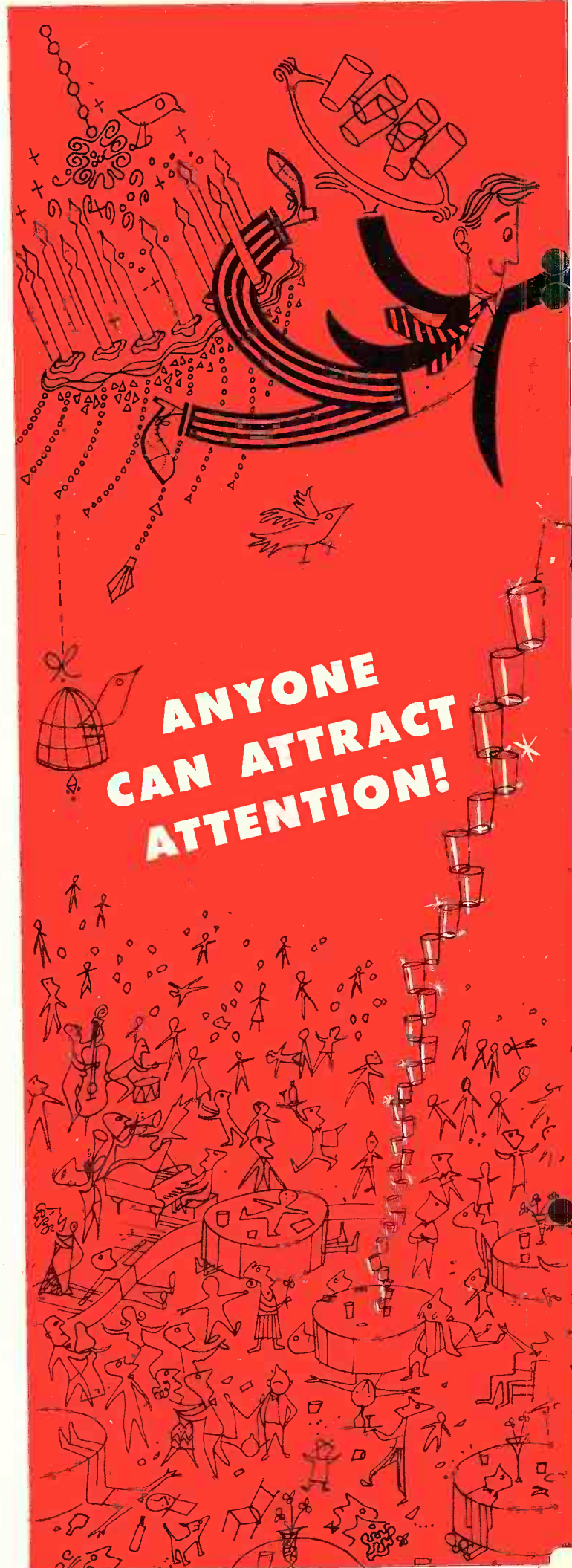
EXECUTIVES:

J. D. Shouse, Chairman of the Board
R. E. Dunville, President
John T. Murpsy, Vice President in Charge of TV Operations
B. C. Barth, Asst. Director of TV Operations
D. E. Partridge, General Sales Manager
Frederic Gregg, Director of Promotion Activities
Lin Mason, Program Director
R. A. Rockwell, Vice President in Charge of Engineering
Howard Lepple, Engineer in Charge, WLWT
Art Nevins, Director Film Procurement

RATE INFORMATION: Class A hour rate—\$850. Minute spot—\$125. Frequency discounts—start with 13 weeks at 5% up to 26 weeks or more 10%, also starts with 30 minutes per week at 5% up to 180 minutes per week at 12½%. (From Rate Card No. 8, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr





We do more!

We make a lasting impression!

Yes, WLW Television has pulling power *plus!*
Top ratings are reinforced to give you greater *sales impact!* Viewers become customers. And here's how:

Here's the pulling power. Interconnected stations in Cincinnati, Dayton, Columbus—with sound programming and top talent—wraps up one of the nation's largest and richest markets.

TV's only client service department

Here's the *plus*. 20 distinct services work behind the scenes to help every WLW Television advertiser with special merchandising problems. This exclusive Client Service Department provides the added impact you need to make a lasting impression!

That's right!

WLW Television makes money for you!

WLW TELEVISION

WLW-T
Cincinnati

WLW-D
Dayton

WLW-C
Columbus

Exclusive Sales Offices: Cincinnati, Dayton, Columbus, New York, Chicago, Hollywood.

OHIO TELEVISION STATIONS

Cleveland—

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc.

ADDRESS: 1816 E. 13th St. ZONE: 14 PHONE: Tower 1-5454

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Majority of stock of licensee is owned by The E. W. Scripps Co. Scripps-Howard Radio Inc. owns WCPO-AM-TV Cincinnati, WEWS (TV) Cleveland and KNOX Knoxville. The E. W. Scripps Co. also owns the majority of stock of Memphis Publishing Co. Memphis Publishing Co. owns WMC, WMC (FM) and WMCT (TV) Memphis. The E. W. Scripps Co. owns the Cleveland Press, Cincinnati Post, Covington (Ky.) Post and Columbus Citizen, as well as a majority of stock of New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press and Birmingham Post-Herald.

BEGAN OPERATION: December 17, 1947

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Parma, Ohio

MAKE OF TRANSMITTER: DuMont MODEL NO.: TA-117A (Modified)

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8.15 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 640 ft. Above ground, 437 ft.

STUDIO ADDRESS: 1816 E. 13th St. HOURS OF OPERATION: 8:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Three studios: (55x75-ft., 20x25-ft., 20x40-ft.). Three fixed studio cameras. Six interchangeable studio/field cameras. One Trans-Lux rear screen projector. Two RCA film cameras. Two GE 16mm film projectors. Two Eastman Kodak slide projectors (2x2-in.). One Telopican opaque projector (4x5-in.). One Sparton trailer equipped with microwave relay equipment and power supply, lenses ranging from 2 to 25 inches.

EXECUTIVES:

Jack R. Howard, President
James C. Hanrahan, General Manager
J. Harrison Hartley, Station Director
David M. Baylor, General Executive
Floyd E. Weidman, Advertising Manager
J. B. Epperson, Chief Engineer

RATE INFORMATION: Class A hour rate—\$950 live; \$800 film. Minute spot—\$200 (film). Participation per spot \$60 to \$90. Rehearsals—\$150 per hour in excess of 2:1 ratio. Frequency discounts begin with 13 times at 2½% up to 104 times at 15%; plus three times a week at 10% up to five times a week at 20%. (From Rate Card No. 8, Oct. 1, 1952).

WASHINGTON ATTORNEY: Dempsey & Koplovitz

Page 170 • 1953 TELECASTING Yearbook

WNBK (TV)

LICENSEE: National Broadcasting Co. Inc.

ADDRESS: 815 Superior Ave. ZONE: 14 PHONE: Cherry 1-0942

AM AFFILIATE: WTAM FM AFFILIATE: WTAM-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corporation of America. NBC owns and operates WNBC-AM-FM and WNBK (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, and KNBH (TV) Los Angeles.

BEGAN OPERATION: October 31, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc) (Must move to vhf Ch. 3)

TRANSMITTER ADDRESS: Brecksville

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 39.22 Aural, 20.26 (Directional Pattern)

MAKE OF ANTENNA: RCA TYPE: TF-4NA

ANTENNA HEIGHT: Above average terrain, 620 ft. Above ground, 465 ft.

HOURS OF OPERATION: 7 a.m.-1 a.m.

STUDIO ADDRESS: 815 Superior Ave.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP and UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Two studios, each 35x50 ft. Four RCA studio cameras. Five RCA field cameras (all cameras interchangeable). One Trans-Lux rear screen projector. Three RCA film cameras. Two RCA 16mm and two RCA 35mm film projectors. Two Selectoslide slide projectors. Two opaque projectors (2x2-in.). One RCA TK3A scanner. Mobile unit equipped with three cameras, microwave unit and lenses: 50mm, 90mm, 135mm, 15", 25", 8", 20", and 8½".

EXECUTIVES:

Frank White, President (NBC)
William H. Fineshriber Jr., Vice President and General Manager (NBC)
Hamilton Shea, General Manager
Charles H. Philips, Director of Sales
Norman L. Cloutier, Program Director
S. E. Leonard, Engineer in Charge
Albert L. Odeal, Film Director
Charles F. Hutaff, Director of Adv. Promotion & Merchandising
Edward R. Wallace, News & Special Events Director
J. E. Hines, Public Affairs Director
Tom Manning, Sports Director
John L. McHale, Controller

RATE INFORMATION: Class A hour rate—\$900 (plus \$150 studio charge for live programs, \$90 studio charge for film programs). Minute spot—\$175. Participations—\$70 per spot. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

BROADCASTING • Telecasting



“Whatever America hopes to bring
to pass in the world must first
come to pass in the heart of America”

President Dwight D. Eisenhower
Inaugural Address



WHEN IT COMES to top-rated quarter hours, Top Ten shows, prize-winning local programs, WEWS has more than any other station in Cleveland . . . and has had for five years. But let's forget that for a minute. Let's think about the words at the top of the page.

The President is talking to all of us. But especially to us in the television industry—the most effective means of communication with the real heart of America, the American home.

This is our great opportunity. At WEWS we are taking advantage of it. Day in and day out, we try to help every group in our northeastern Ohio community to “get to know” other groups. We program the issues and interests of all races and creeds, ages and social levels.

We try to make President Eisenhower's words a daily reality. If we don't, all the ratings in the world won't mean a thing.

WEWS

FIRST IN
CLEVELAND



SCRIPPS - HOWARD RADIO • CBS TV NETWORK

OHIO TELEVISION STATIONS

Cleveland—(Continued)

WXEL (TV)

LICENSEE: Empire Coil Co. Inc.

ADDRESS: 1630 Euclid Ave. ZONE: 15 PHONE: Tower 1-8989

TV NETWORK AFFILIATION: ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is electronics parts manufacturer in New Rochelle, N. Y., which owns and operates KPTV (TV) Portland, Ore., holds grant for KDEN (TV) Denver and KCTY (TV) Kansas City. Herbert Mayer is principal stockholder.

BEGAN OPERATION: December 17, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 9 (186-192 mc) (Must move to vhf Ch. 8.)

TRANSMITTER ADDRESS: 4501 Pleasant Valley Rd.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6D

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: GE TYPE: TY-14F, 6-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 725 ft. Above ground, 437 ft.

HOURS OF OPERATION: 11 a.m.-12:30 a.m.

STUDIO ADDRESS: 1630 Euclid Ave. and 4501 Pleasant Valley Rd.

MAKE OF CAMERA CHAINS: GE, RCA, GPL DESCRIPTION: Iconoscope and Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Four studios (15x30 ft., 30x30 ft. kitchen, 50x55 ft., and 46x58 ft. with seating capacity of 300). Three GPL studio cameras. Eleven RCA field cameras. Trans-Lux rear screen projector. One GPL image orthicon and two GE iconoscope film cameras. One portable GPL and two GE 16mm film projectors. Three slide projectors (2x2-in.). One GE Balop opaque projector (3¼x4-in.). RCA flying spot scanner. Two 16mm motion picture cameras, one with sound. Mobile unit with up to three cameras; standard lenses plus Zoomar; microwave relay equipment and power supply.

EXECUTIVES:

Herbert Mayer, President
Franklin Snyder, General Manager
R. C. Wright, Commercial Manager
Harry Black, Program Director
Thomas Friedman, Chief Engineer
Sidney Nadler, Film Buyer
Barbara Snyder, Publicity Director
Ben Wickham, General Executive

RATE INFORMATION: Class A hour rate—\$925 (live), \$800 (film). Minute spot—\$193.50 (live), \$160 (film). Participation per spot—\$60 to \$160. Frequency discounts start with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 5, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Lyon, Wilner & Bergson

CONSULTING ENGINEER: Ben Adler (New Rochelle, N. Y.)

Page 172 • 1953 TELECASTING Yearbook

Columbus—

WBNS-TV

LICENSEE: Dispatch Printing Co.

ADDRESS: 495 Olentangy Blvd. ZONE: 8 PHONE: Fletcher 2611

AM AFFILIATE: WBNS FM AFFILIATE: WELD

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Columbus Dispatch.

BEGAN OPERATION: October 1949

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: 495 Olentangy River Rd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24.3 kw Aural, 12.5 kw

MAKE OF ANTENNA: Ideco

ANTENNA HEIGHT: Above average terrain, 485 ft. Above ground, 595 ft.

HOURS OF OPERATION: 9 a.m.-1 a.m.

STUDIO ADDRESS: 495 Olentangy River Rd.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: One studio (35x55 ft.). Two RCA studio cameras. Two RC film cameras. Two RCA and two Eastman film projectors. Two Selectroslide slide projectors. One Eastman motion picture camera. One Houston film processing unit.

EXECUTIVES:

Preston Wolfe, President
R. A. Borel, General Manager
R. D. Thomas, Commercial Manager
Jerome Reeves, Program Director
Lester Nafzger, Chief Engineer
Elizabeth Dixon, Film Buyer

RATE INFORMATION: Class A hour rate—\$700 (film). Minute spot—\$125. Participation—\$40-\$90 per spot. Frequency discounts—Start with 26 times at 12½% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Jansky & Bailey

BROADCASTING • Telecasting

WXEL

CLEVELAND'S FASTEST GROWING TELEVISION STATION

**Busiest Beaver in
Cleveland Television...
Three years old and
Building Every Minute**

**The
Cleveland
Indians
Station**



Downtown Studio D,
Playhouse Square,
Cleveland



Studios, Transmitter
Facilities, Parma, Ohio.
Dotted line encloses
original plant, as it was only
three years ago!

**The
Cleveland
Browns
Station**



For three years, WXEL has been growing and building—growing in audience and influence, and building facilities to keep pace with that growth!

Today, those facilities are unmatched in this part of the country, and the audience, sparked by telecasts of the Cleveland Indians and Cleveland Browns, has the channel 9 habit.

What more could any advertiser ask?

Represented by The Katz Agency

Owned and Operated by The Empire Coil Company

WXEL

CLEVELAND channel 9

**KCTY . . . another Empire Coil television station—channel 25—Kansas City, Missouri
—on the air July or sooner—**

OHIO TV STATIONS

Columbus—(Continued)

WLWC (TV)

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 3165 Olentangy River Rd. ZONE: 2 PHONE: Jefferson 5441

FM AFFILIATE: WLWF

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Avco Manufacturing Co., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, and WLWF (FM) and WLWC (TV) Columbus, WINS New York and WLTW (TV) Atlanta, Ga.

BEGAN OPERATION: April 3, 1949

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 3165 Olentangy River Rd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 15.2 kw Aural, 7.6 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay, Superturnstile

ANTENNA HEIGHT: Above average terrain, 455 ft. Above ground, 578 ft.

HOURS OF OPERATION: 7 a.m.-1:20 a.m.

STUDIO ADDRESS: 3165 Olentangy River Rd.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Two studios (24x33-ft. and 40x60-ft.). Two RCA TK-10A studio cameras. Two field cameras. One RCA TK-20A film camera. Two RCA 16mm TP-16A film projectors. One LaBelle slide projector (2x2-in.). One opaque projector (4x5-in.). Mobile unit with two cameras, microwave relay equipment and Zoomar lens.

EXECUTIVES:

J. D. Shouse, Chairman of Board
Robert E. Dunville, President
James Leonard, General Manager
C. George Henderson, Sales Manager
Warren F. Warner, Program Director
Charles Sloan, Chief Engineer
Walter S. Jacobs, Production Manager

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$125. Frequency discounts—Start with 13 weeks at 5% up to 26 or more weeks at 10%; also start with 30 minutes per week at 5% up to 180 minutes or over per week at 12½%. (From Rate Card No. 6, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

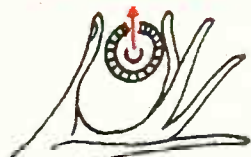
CONSULTING ENGINEER: Weldon & Carr

Page 174 • 1953 TELECASTING Yearbook

IT'S THE NATURAL THING TO DO.



Dialing **WLW-C** in Columbus!



That's just another way of saying you're on the threshold to greater sales with WLW-C—a viewing tradition with the good people who live in Columbus and Central Ohio. That's because WLW-C has real pulling power—tops in talent, tops in shows, day in day out.

That's why WLW-C, in the heart of Ohio, has won the hearts of Central Ohioans. And along with interconnected stations in Cincinnati and Dayton, WLW-C plays a major role in wrapping up one of the nation's largest and richest television markets. WLW-C also provides an exclusive Client Service Department with 20 distinct services.

That's right! In Columbus, place your television advertising through WLW-C. It's the natural thing to do!

WLW-C
COLUMBUS



Exclusive Sales Offices in: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood.

OHIO TELEVISION STATIONS

Columbus—(Continued)

WTVN (TV)

LICENSEE: Picture Waves Inc.

ADDRESS: 735 Harmon Ave. PHONE: Fletcher 4361

TV NETWORK AFFILIATION: ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Edward Lamb Enterprises. Mr. Lamb owns WIKK and WICU (TV) Erie, Pa.; WTVN (TV) Columbus, Ohio; WTOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla., and grantee of WMAC (TV) Massillon, Ohio. Mr. Lamb is also publisher of Erie Dispatch. Sale of WTVN to Radio Cincinnati Inc. (WKRC-AM-FM-TV Cincinnati) pending FCC approval.

BEGAN OPERATION: September 30, 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 50 W. Broad St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 10 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above average terrain, 545 ft. Above ground, 628 ft.

HOURS OF OPERATION: 11 a.m.-12:30 a.m.

STUDIO ADDRESS: 753 Harmon Ave.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios (50x50 and 35x25 ft): Three interchangeable studio/field cameras. One film camera. Two 16mm film projectors. Two SVE slide projectors (2x2-in.). One Boler motion picture camera.

EXECUTIVES:

Edward Lamb, President
J. W. McGough, General Manager
Joseph P. Gill, Chief Engineer
Marvin Ingerson, Asst. Chief Engineer

RATE INFORMATION: Class A hour rate—\$675. Minute spot—\$80. Frequency discounts—Begin with 13 times at 5% up to 156 times at 25%. (From Rate Card No. 5B, June 16, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

Page 176 • 1953 TELECASTING Yearbook

Dayton—

WHIO-TV

LICENSEE: Miami Valley Broadcasting Corp.

ADDRESS: 1414 Wilmington Ave. ZONE: 9 PHONE: Kenmore 4143

AM AFFILIATE: WHIO FM AFFILIATE: WHIO-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by former Of Gov. James M. Cox Sr. and family, who also publish Dayton News and Journal Herald and Atlanta Journal and Constitution, Springfield News and Sun and Miami News, and own WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton and WIOD-AM-FM Miami.

BEGAN OPERATION: February 1949

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 1414 Wilmington Ave.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 12 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A

ANTENNA HEIGHT: Above average terrain, 570 ft. Above ground, 517 ft.

HOURS OF OPERATION: 8:30 a.m.-12:30 a.m.

STUDIO ADDRESS: 1414 Wilmington Ave.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local film, kinescopes, remotes.

FILM LIBRARY: Screen Gems and Sterling NEWS SERVICE: UP

LIBRARY SERVICE: Standard

STUDIO FACILITIES: Studio 50x30 ft. Two RCA studio cameras. Two RCA field cameras. Two RCA film cameras. Two RCA 16mm film projectors. Two RCA slide projectors (2x2-in.). Mobile unit with two cameras, microwave equipment and power supply.

EXECUTIVES:

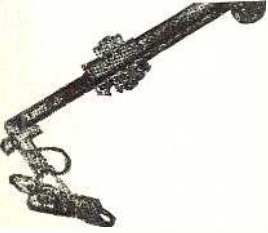
James M. Cox Jr., President
J. Leonard Reinsch, Managing Director
Robert H. Moody, General Manager
Harvey R. Young, Commercial Manager
Don R. Lyons, Program Director & Film Buyer
Ernest L. Adams, Chief Engineer
Jack L. Hodgkinson, Director TV Operations
Marion Gange, Production Manager
Don Wayne, News Director

RATE INFORMATION: Class A hour rate—\$750 (film). Minute spot—\$125 (film). Participation per spot—\$35 to \$70. Frequency discounts—Start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: McIntosh & Inglis

BROADCASTING • Telecasting



eyes and ears
of
A GOOD CITIZEN

eyes and ears
of



A LIVE SALESMAN



ASK NATIONAL REPRESENTATIVE
GEO. P. HOLLINGBERY CO.
 FOR DATA, DETAILS AND AVAILABILITIES

OHIO TV STATIONS

Dayton—(Continued)

WIFE (TV)*

LICENSEE: Skyland Broadcasting Co.

ADDRESS: 5 S. Jefferson St. ZONE: 2 PHONE: Michigan 6501

AM AFFILIATE: WONE FM AFFILIATE: WTWO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ronald B. Woodyard, 18%; Loren Berry, 12.3%; Col. Gustav Hirsch, 12.3%; James F. Gallaher, 8%. Messrs. Woodyard and Berry also have stock interest in WTVQ (TV) Pittsburgh.

* BEGINS OPERATION: July 1953 (CP granted Nov. 26, 1952)

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 22 (518-524 mc)

TRANSMITTER ADDRESS: Near Lebanon Pike

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 210 kw Aural, 105 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 449 ft.

STUDIO ADDRESS: Near Lebanon Pike

EXECUTIVES:

Ronald B. Woodyard, President and General Manager

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: George P. Adair

WLWD (TV)

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 4595 S. Dixie Hwy. ZONE: 9 PHONE: Walnut 2101

FM AFFILIATE: WLWB

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Avco Mfg. Co., which owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, Ohio, WINS New York and WLTW (TV) Atlanta, Ga.

BEGAN OPERATION: March 15, 1949

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Frytown and W. Carrollton Rds.

MAKE OF TRANSMITTER: Crosley MODEL NO.: EDS-525

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 390 ft.

HOURS OF OPERATION: 6:30 a.m.-1:30 a.m.

STUDIO ADDRESS: 4595 S. Dixie Hwy.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Studio 80x55 ft. with seating for 400. Two studio cameras. Three field cameras. One rear screen projector. Two film cameras. Two 16mm film projectors. Two slide projectors. Mobile unit with two cameras, microwave equipment and power supply.

EXECUTIVES:

J. D. Shouse, Chairman of Board

Robert E. Dunville, President

H. Peter Lasker, General Manager

W. J. Williamson, Commercial Manager

Neal Van Ellis, Program Director

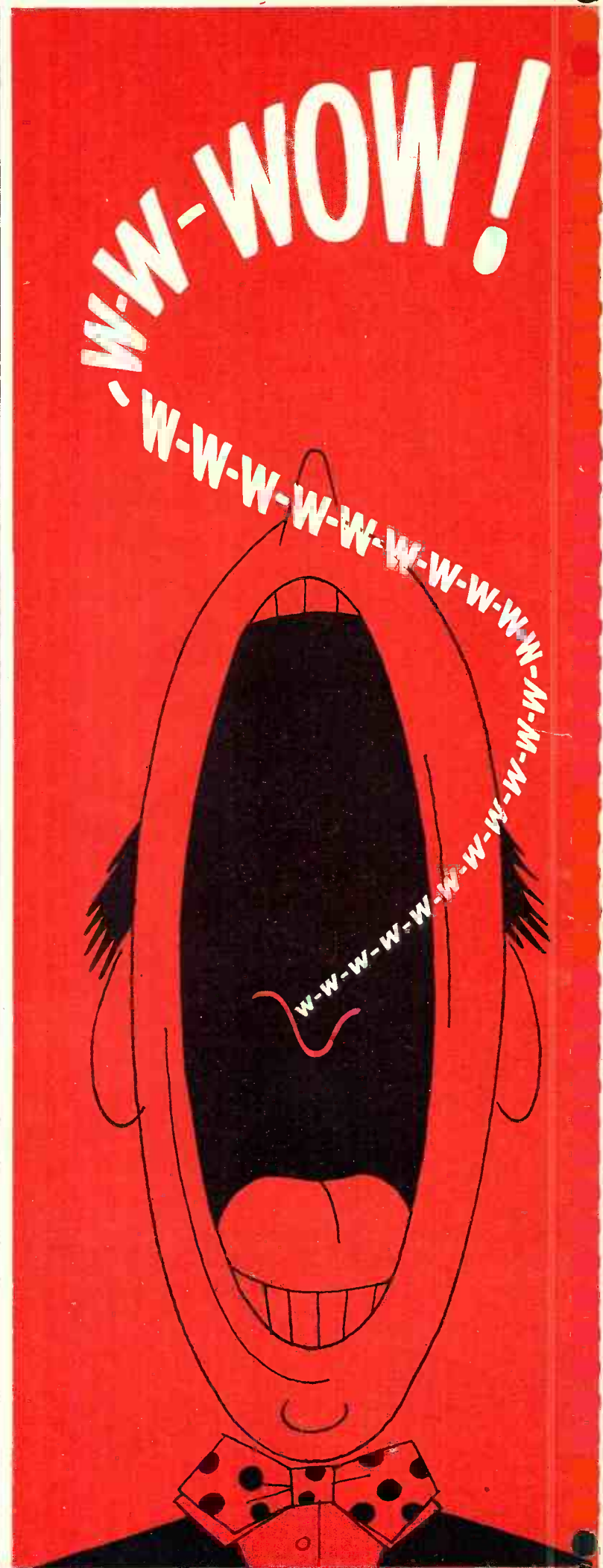
Lester Sturgill, Chief Engineer

Dorothy A. Sanders, Promotion Manager

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$100. Frequency discounts—Start with 13 weeks at 5% up to 26 weeks at 10%; also start with 30 minutes per week at 5% up to 180 minutes per week at 12½%. (From Rate Card No. 6, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr



Top ratings in Dayton for 3 straight years... and still going UP!

Something to shout about!

For the past 3 years, WLW-D has consistently dominated the great television audience in Dayton!

For the past 3 years, WLW-D has delivered more sales impressions per dollar per week than any other station in Dayton!

Top talent and top programming continue to pull in most of the viewers most of the time! This is backed up by WLW Television's exclusive Client Service Department with 20 distinct services.

One of the richest, industrial markets of the Midwest... Dayton retail sales up 8% to \$1,211,735,000.00 over 1950!

That's right! WLW-D makes money for you!

WLW-D
DAYTON



Exclusive Sales Offices in: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood.

OHIO TV STATIONS

Lima—

WLOK-TV *

LICENSEE: WLOK Inc.

ADDRESS: 1101 National Bank Bldg. PHONE: 6-3411

AM AFFILIATE: WLOK

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Controlled by Lloyd A. Pixl

* BEGINS OPERATION: March 15, 1953 (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: H-R Reps Inc.

CHANNEL: 73 (824-830 mc)

TRANSMITTER ADDRESS: 1424 Rice Ave.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-20A

EFFECTIVE RADIATED POWERS: Visual, 21 kw Aural, 10 kw

MAKE OF ANTENNA: GE TYPE: TY-25H 5-Bay

ANTENNA HEIGHT: Above average terrain, 360 ft. Above ground, 340 ft.

STUDIO ADDRESS: 1424 Rice Ave.

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Local and network live, local and network film and kinescop.

STUDIO FACILITIES: Studios (30x50 ft. and 6x8 ft.). One GE studio camera. C GE film camera. Two 16mm film projectors. Two slide projectors (2x2-in.)

EXECUTIVES:

Lloyd A. Pixley, President
Robert O. Runnerstrom, General Manager
William Huffman, Program Director & Film Buyer
Darrel Hunter, Chief Engineer

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

WIMA-TV *

LICENSEE: Northwestern Ohio Broadcasting Corp.

ADDRESS: 223 N. Main St. PHONE: 3-2660

AM AFFILIATE: WIMA FM AFFILIATE: WIMA-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George E. Hamilton, 50%; Rob W. Mack, 42.7%; F. E. Mack, 7.3% stockholders.

* BEGINS OPERATION: Summer 1953 (CP granted Dec. 4, 1952)

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 35 (596-602 mc)

TRANSMITTER ADDRESS: Cook Tower

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 91 kw Aural, 50 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 330 ft. Above ground, 344 ft.

STUDIO ADDRESS: Cook Tower

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local film.

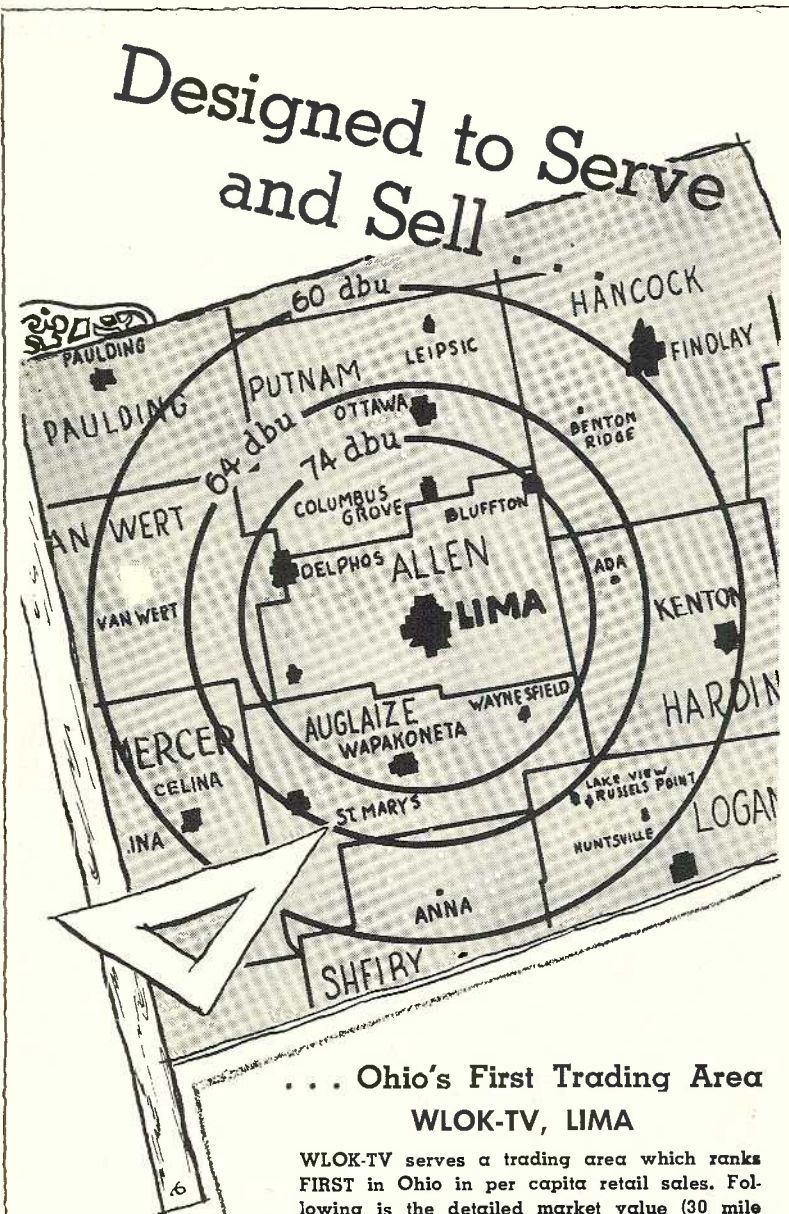
STUDIO FACILITIES: Two studios (20x35 ft.). Two DuMont studio cameras.

EXECUTIVES:

G. E. Hamilton, President
R. W. Mack, General Manager

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: George C. Davis



... Ohio's First Trading Area WLOK-TV, LIMA

WLOK-TV serves a trading area which ranks FIRST in Ohio in per capita retail sales. Following is the detailed market value (30 mile radius) as reported by the Lima Association of Commerce, based on the U. S. Census of Population, 1950, "Ohio Number of Inhabitants", Population Census Report P-A 35, Volume 1, Chapter 35:

Market Sales

Food Stores	\$ 54,366,000
Restaurants, Drink, Places	\$ 15,212,000
Hotels, Tourist Camps	\$ 1,258,000
General Merchandise Stores	\$ 20,828,000
Apparel Stores	\$ 10,254,000
Personal Service Shops	\$ 5,726,000
Hardware & Building Supply	\$ 28,220,000
Home Furnishings Stores	\$ 11,200,000
Repair Services	\$ 1,605,000
Automobile Sales Outlets	\$ 45,832,000
Gas Service Stations	\$ 16,483,000
Garages, Auto Repair Shops	\$ 2,462,000
Drug Stores	\$ 4,835,000
All Other Retail Stores	\$ 29,682,000
Amusement Establishments	\$ 2,088,000
TOTAL RETAIL SALES	\$236,912,000
TOTAL SERVICE RECEIPTS	\$ 13,138,000

Farm Data

TOTAL WHOLESALE SALES	\$223,720,000
Farms, Number Operated	53,972
Population Liv. on Farms	208,624
Dwelling Units	65,552
Trucks, Tractors, Autos	143,548
Cost of Feed Bought	\$ 43,928,000
Value of Products Sold	\$378,080,000

General

Population	235,545
Families	67,298
Dwelling Units	76,024
Automobile Vehicles	89,580
Income, All Sources	\$290,700,000
Manufacturers' Payroll	\$ 75,276,000

WLOK-TV, operating 20,000 watts ERP on Channel 73 at a height of 360 feet above average terrain, absolutely covers the area of business influence.

AN NBC TELEVISION AFFILIATE



REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

New York • Chicago • San Francisco • Hollywood

OHIO TELEVISION STATIONS

Massillon—

WMAC-TV *

LICENSEE: Midwest TV Company

ADDRESS: 500 Security Bldg., Toledo, Ohio PHONE: Main 1255

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Edward Lamb Enterprises, which owns and operates WIKK and WICU (TV) Erie, Pa.; WTVN (TV) Columbus, Ohio; WTOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla., and WMAC-TV Massillon, Ohio. Mr. Lamb is also publisher of Erie Dispatch. Sale of WTVN to Radio Cincinnati Inc. (WKRC-AM-FM-TV Cincinnati) pending FCC approval.

BEGINS OPERATION: April 1953 (CP granted Sept. 4, 1952)

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: Butler Bridge

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 99 kw Aural, 50 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 430 ft. Above ground, 524 ft.

STUDIO ADDRESS: Butler Bridge

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

EXECUTIVES:

Edward Lamb, President

James Bushman, General Manager

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

BEGAN OPERATION: July 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 1178 Superior St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24.5 kw Aural, 12.3 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 524 ft. Above ground, 555 ft.

HOURS OF OPERATION: 8:45 a.m.-midnight

STUDIO ADDRESS: 136 Huron St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-20A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP and INS

STUDIO FACILITIES: One studio (46x43.5x17.5 ft.). Two studio cameras. Two field cameras (interchangeable). One Trans-Lux rear screen projector. One RCA TK-20A film camera. One RCA TP-16C 16mm film projector. Two Golde slide projectors (2x2-in.). Mobile unit with two cameras; lenses (90mm, 50mm, 135mm, 200mm, 15", 25"); microwave relay equipment and power supply.

EXECUTIVES:

George B. Storer, President

Allen L. Haid, Vice President & Managing Director

Westford F. Shannon, Commercial Manager

Lester A. Dana, Program Director

William Stringfellow, Chief Engineer

Elaine Phillips, Film Buyer

William Ashworth, Merchandise Director

RATE INFORMATION: Class A hour rate—\$700. Minute spot—\$140. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 8, Sept. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

Sandusky—

WLEC-TV *

LICENSEE: Lake Erie Broadcasting Co.

ADDRESS: Cleveland Rd. at Huntington Ave.

AM AFFILIATE: WLEC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President and General Manager

E. Heiser (22.8%); Vice President and Assistant Manager Jay E. Wagner Jr. (4%).

BEGINS OPERATION: Dec. 1 (CP granted Jan. 23, 1953)

CHANNEL: 42 (638-644 mc)

TRANSMITTER ADDRESS: Cleveland Highway and Huntington Ave.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 18.2 kw Aural, 9.1 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 265 ft. Above ground, 340 ft.

STUDIO ADDRESS: Cleveland Highway and Huntington Ave.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: George C. Davis

Warren—

WHHH-TV *

LICENSEE: Warren Tribune Radio Station Inc.

ADDRESS: 108 Main St. PHONE: 2212-9

AM AFFILIATE: WHHH

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock in licensee is owned by The Tribune Co., publisher of Warren Tribune-Chronicle.

* BEGINS OPERATION: Unknown (CP granted Nov. 6, 1952).

CHANNEL: 67 (788-794 mc)

TRANSMITTER ADDRESS: Youngstown & Ridge Rds.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-25A

EFFECTIVE RADIATED POWERS: Visual, 80 kw Aural, 43 kw

MAKE OF ANTENNA: GE TYPE: TY-22B

ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 514 ft.

STUDIO ADDRESS: Youngstown & Ridge Rds.

EXECUTIVES:

Helen Hart Hurlbert, President

Carl J. Raymond, General Manager

WASHINGTON ATTORNEY: Miller & Schroeder

CONSULTING ENGINEER: John Creutz

Toledo—

WSPD-TV

LICENSEE: Storer Broadcasting Co.

ADDRESS: 136 Huron St. ZONE: 4 PHONE: Adams 3175

AM AFFILIATE: WSPD FM AFFILIATE: WSPD-FM

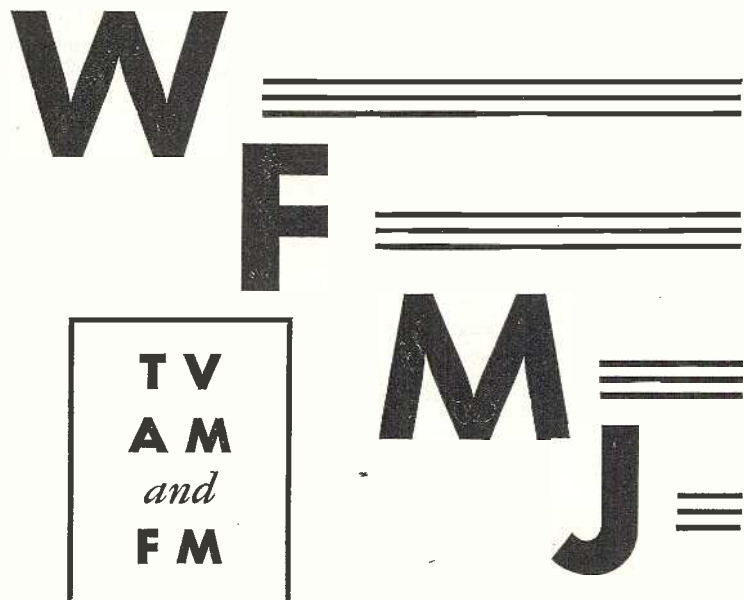
NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Licensee owns and operates WJBK-AM-FM-TV Detroit, WAGA-AM-FM Atlanta, KEYL (TV) San Antonio, WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati; WGBS-AM-FM Miami, Fla. Mr. Storer also publisher of Miami Beach Florida Sun.

BROADCASTING • Telecasting

1953 TELECASTING Yearbook • Page 181

The Basic
N B C
Television Affiliate
serving
Greater Youngstown,
Ohio



Headley-Reed Company
 National Representatives



W F M J
Youngstown's Radio-TV Center
 101 W. Boardman St.
 Youngstown, O.
 phone:
 3-4121

OHIO TV STATIONS

Youngstown—

WFMJ-TV

LICENSEE: Vindicator Publishing Co.

ADDRESS: Vindicator Square PHONE: 3-4121

AM AFFILIATE: WFMJ FM: WFMJ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Youngstown Vindicator.

BEGAN OPERATION: Feb. 18, 1953

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 73 (824-830 mc)

TRANSMITTER ADDRESS: Mabel Ave.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 175 kw Aural, 89 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 960 ft. Above ground, 1,000 ft.

STUDIO ADDRESS: 101 W. Boardman St.

MAKE OF CAMERA CHAINS: RCA

EXECUTIVES:

William F. Maag Jr., President and General Manager
 Len C. Nasman, Sales Manager

RATE INFORMATION: Class A hour rate—\$300. Minute spot—\$60. Frequency counts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Jan. 1, 1953.)

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: James C. McNary

OHIO TV STATIONS

Youngstown—(Continued)

WKBN-TV

OWNERSHIP: WKBN Broadcasting Corp.

ADDRESS: 3930 Sunset Blvd. PHONE: 2-1145

AFFILIATE: WKBN FM AFFILIATE: WKBN-FM

NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Warren P. Williamson Jr., 60% owner; Forest City Publishing Co. (Cleveland Plain Dealer and News), 40%. Forest City Publishing Co. also owns WHK-AM-FM Cleveland and WHKC-AM-FM Columbus, Ohio.

BEGAN OPERATION: Jan. 11, 1953

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 27 (548-554 mc)

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-10A

EFFECTIVE RADIATED POWERS: Visual, 15.8 kw Aural, 9.5 kw

MAKE OF ANTENNA: RCA TYPE: TFU-24-BL

ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 534 ft.

HOURS OF OPERATION: 11:15 a.m.-11:15 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A

TYPE OF OPERATION: Local and network live, local film and kinescopes.

NEWS SERVICE: AP and UP

STUDIO FACILITIES: One studio 30x50 ft. and two studios 16x25 ft. Two RCA TK-11A studio cameras. One RCA TK-20B film camera. Two RCA TP-16D 16mm film projectors. One Eastman slide projector.

EXECUTIVES:

W. P. Williamson Jr., President
L. Bowden, Station Director
John Brice, Production-Program Director
L. T. Wilkens, Chief Engineer

LEGAL COUNSEL: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Millard M. Garrison

BROADCASTING • Telecasting

First TV station in the 30th MARKET



On Jan. 6, WKBN-TV went on the air with a test pattern to become the first television station in Youngstown, the first UHF television station in Ohio, and the sixth in the United States.

WKBN-TV began televising regular studio programs on Jan. 11, and will carry the network programs of CBS, DuMont, and ABC.

YOUNGSTOWN, OHIO

is the 30th Metropolitan Area in size in the entire United States, with a population of over one-half million.

Population: 528,498

Estimated TV sets converted to UHF: 10,000

Retail Sales: \$536,904,000

Effective Buying Income: \$893,055,000

E.B.I. per Capita: \$1,649

E.B.I. per Family: \$5,903

SOURCE: Sales Management Survey of Buying Power (Copyright 1952, further reproduction not licensed), 1950 Census of Population

WKBN-TV

CHANNEL 27

CBS
DuMont
ABC

Represented by **RAYMER**

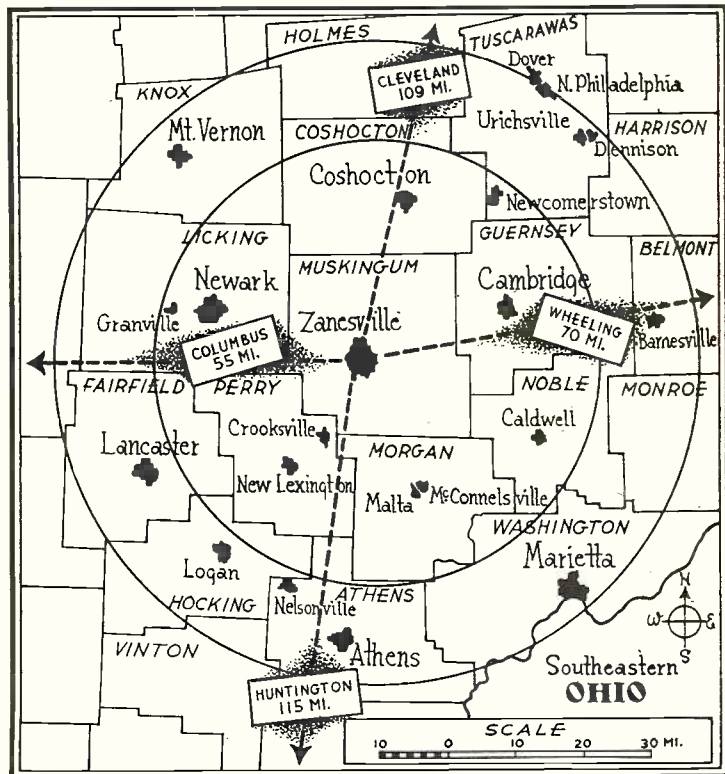
NOW - - -

Ohio's NINTH largest trading area has television



CHECK (✓) The Zanesville Market

- (✓) The only TV station in Southeastern Ohio
- (✓) Isolated from all other major markets
- (✓) City zone population of 50,000
- (✓) 166,000 families in WHIZ-TV area
- (✓) 550,000 population in WHIZ-TV area
- (✓) 1952 retail sales of \$479,000,000



(32 mile radius April 1, 1953—20 kw power)
(47 mile radius September 1, 1953—92 kw power)

National Representative—John E. Pearson TV Inc.

WHIZ-TV In Southeastern Ohio

OHIO TV STATIONS

Youngstown—(Continued)

WUTV (TV) *

LICENSEE: Polan Industries

ADDRESS: 321 8th St., Huntington, W. Va. PHONE: 2-0301

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Albert S., E. G., coln M., Charles M. and Lake Polan, who also own permits for WPTV (TV) Ashla..d, Ky., and Wheeling, W. Va. E. G. Polan owns 20% of WPLH Huntington, W. V

* BEGINS OPERATION: July, 1953 (CP granted Sept. 25, 1952)

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: Gibson St.

MAKE OF TRANSMITTER: RCA MODEL: 12 kw

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 100 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 550 ft.

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Local and network live, local and network film, kinesc

STUDIO FACILITIES: One studio 26x44 ft.; one small studio. Two studio cam. Two G.E. synchrolite 16mm film projectors. One slide projector. One opera projector.

EXECUTIVES:

Theodore M. Nelson, General Manager Polan Industries TV Division

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: A. D. Ring & Assoc.

Zanesville—

WHIZ-TV *

LICENSEE: Southeastern Ohio Television System

ADDRESS: Lind Arcade Bldg. PHONE: 2-5431

AM AFFILIATE: WHIZ

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Clay Littick, 25%; Orvil Littick, 25%; Arthur S. Littick, 25%; Ernest B. Graham, 15%; Clarence A. Graham, 10%. Messrs. Littick own Zanesville Publishing Co., publisher of Zanesville T Recorder and Signal.

* BEGINS OPERATION: April 1953 (CP granted Dec. 10, 1952)

NATIONAL REPRESENTATIVE: Pearson Television Inc.

CHANNEL: 50 (686-692 mc)

TRANSMITTER ADDRESS: Downard Rd.

MAKE OF TRANSMITTER: DuMont MODEL NO.: 15000

EFFECTIVE RADIATED POWERS: Visual, 92.1 kw Aural, 52.1 kw

MAKE OF ANTENNA: RCA TYPE: TFU-24BH

OHIO TV STATIONS

WHIZ-TV (Continued)

TENNA HEIGHT: Above average terrain, 535 ft. Above ground, 497 ft.

UDIO ADDRESS: Downard Rd. HOURS OF OPERATION: 3 p.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

PE OF OPERATION: Local and network live, local and network film and kinescopes.

WS SERVICE: UP

RRARY SERVICE: Standard

UDIO FACILITIES: Studio is 28x34 ft., seating 50. One RCA TK-11A studio camera. One RCA TK-20A film camera. Two GPL 16mm film projectors. One Selectro-Slide Jr. One Bolex 16mm motion picture camera. Micro-Record automatic re-wind tank.

ECUTIVES:

Clay Littick, President
Vernon A. Nolte, General Manager
Nate Milder, Commercial Manager
Robert D. Maley, Program Director
William A. Hunt, Chief Engineer
Milton A. Moony, Film Buyer (815 Film Bldg., Cleveland, Ohio)

ATE INFORMATION: Class A hour rate—\$150 (film). Minute spot—\$30 (film). Frequency discounts start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1.)

ASHINGTON ATTORNEY: Dow, Lohnes & Albertson

ONSULTING ENGINEER: Craven, Lohnes & Culver

OKLAHOMA TV STATIONS

awton—

KSWO-TV *

ENSEE: Oklahoma Quality Broadcasting Co.

ADDRESS: P. O. Box 699

PHONE: 1380

A AFFILIATE: KSWO

INCIPAL STOCKHOLDERS AND OTHER INTERESTS: Partners: R. H. Drewry (50%), 45% owner of KRHD Duncan, Okla; T. R. Warkentin (16%), 14% owner of KRHD; R. P. Scott (16%), 14% owner of KRHD, and Dr. G. G. Dawning, M.D. (4%), 3% owner of KRHD.

BEGINS OPERATION: March 1953. (CP granted Dec. 4, 1952.)

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

CHANNEL: 7 (174-180 mc)

ANSMITTER ADDRESS: East of Lawton

MAKE OF TRANSMITTER: RCA

MODEL: TT-2AH

EFFECTIVE RADIATED POWERS: Visual, 10 kw Aural, 5 kw

AKE OF ANTENNA: RCA

TYPE: 6-BAY

ANTENNA HEIGHT: Above average terrain, 540 ft. Above ground, 525 ft.

UDIO ADDRESS: East of Lawton HOURS OF OPERATION: 6 a.m. to 11:30 p.m.

AKE OF CAMERA CHAINS: RCA

YPE OF OPERATION: Local live, Local and Network film. Kinescapes.

ILM LIBRARY: United TV Programs

NEWS SERVICES: UP

RRARY SERVICE: Standard

UDIO FACILITIES: Studio 20x40 ft. RCA camera. Two RCA 16mm film projectors. One automatic slide projector. One Gray Telap Jr. opaque projector. Two motion picture cameras.

ECUTIVES:

R. H. Drewry, Principal Partner
Paul N. Goade, General Manager & Film Buyer
L. W. Ozier, Commercial Manager
Henry Mattison, Program Director
William Bufard, Chief Engineer
William Evans, Film Director
William McReynolds, News Director

TE SUMMARY: Class A hour rate—\$150. Minute rate—\$20. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 1, Feb. 1, 1953.)

ASHINGTON ATTORNEY: Lyon, Wilner & Bergsan

BROADCASTING • Telecasting

BIGGER

ratings on its second-run
than in its original first run!

... when man bites dog, that's news. And it's even bigger news when a TV film series scores a bigger rating in its second run than it did in its original network playing.

That's the sensational BIG TOWN story. Running on CBS, it's almost constantly in the "top ten." But in Los Angeles, second-run ratings have actually run as much as 10 points ahead of the network rating!

NO WONDER EVERYONE'S BUYING

HEART OF THE CITY



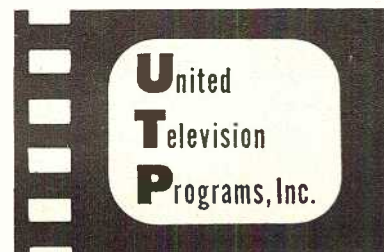
It's BIG TOWN all dressed up with a new title! 78 brilliant half-hour adventure dramas available . . . featuring Crime-busting reporter, Steve Wilson, aided by his Girl Friday, Lorelei, on a personal crusade against the evils of "Big Town." A thrill-a-minute! Contact UTP now for full details!

Another Great UTP Show that Combines
SHOWMANSHIP with **SALESMANSHIP!**

NEW YORK
444 Madison Avenue

CHICAGO
360 North Michigan

HOLLYWOOD
140 North LaBrea



OKLAHOMA TELEVISION STATIONS

Oklahoma City—

WKY-TV

LICENSEE: WKY Radiophone Co.

ADDRESS: P.O. Box 8668, Britton Station ZONE: 14 PHONE: 88-2161

AM AFFILIATE: WKY

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman and Times and Farmer-Stockman. E. K. Gaylord is president of Oklahoma Publishing Co.

BEGAN OPERATION: June 6, 1949

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 500 E. Britton Road

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.9 kw Aural, 8.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-5A, 5-Bay Superturnstile.

ANTENNA HEIGHT: Above average terrain, 935 ft. Above ground, 968 ft.

STUDIO ADDRESS: 500 E. Britton Road.

HOURS OF OPERATION: 7 a.m.-midnight; noon-12:30 a.m. (Sat.)
10 a.m.-12:30 a.m. (Sun.)

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP, and Fox Movietone

STUDIO FACILITIES: Two studios 38x58 ft. seating 200. Seven interchangeable field studio cameras. Rear screen projector. Two RCA 16mm film cameras; four RCA 16mm film projectors. Four slide projectors. One Auricon, one Bolex and one Cine Special motion picture camera. Film processing unit. Mobile unit with three cameras, microwave relay equipment.

EXECUTIVES:

E. K. Gaylord, President
P. A. Sugg, Manager
Hoyt Andres, Asst. Station Manager
Eugene B. Dodson, Adm. Asst.
Robert Olson, Program Director
H. J. Lovell, Chief Engineer
Keith Mathers, Asst. Program Manager
Ray Scales, Public Relations Manager
Robert Doty, Production Supervisor
Billy Nicks, Stage Manager
Robert Hayward, Asst. Chief Engineer—TV

RATE INFORMATION: Class A hour rate—\$550. Minute spot—\$110. Frequency discounts start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, May 1, 1952.)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: A. D. Ring & Assoc.

Page 186 • 1953 TELECASTING Yearbook

Tulsa—

KOTV (TV)

LICENSEE: Wrather-Alvarez Inc.

ADDRESS: 302 S. Frankfort PHONE: 2-9233

TV NETWORK AFFILIATION: ABC, CBS, and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: J. D. Wrather Jr. (25%); Mazin Wrather (25%); and Helen Alvarez (50%). Purchase of KFMB-AM-FM-TV San Diego by Mr. Wrather and Mrs. Alvarez awaits FCC approval.

BEGAN OPERATION: Nov. 30, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Nat'l. Bank of Tulsa Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5

EFFECTIVE RADIATED POWERS: Visual, 16.6 kw Aural, 8.3 kw

MAKE OF ANTENNA: RCA TYPE: TF-3

ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 440 ft.

STUDIO ADDRESS: 302 S. Frankfort HOURS OF OPERATION: 7 a.m.-midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP, Movietone

MUSIC LIBRARY SERVICE: World

STUDIO FACILITIES: Studio—110x50 ft. and two kitchens. Two RCA (TK-30) studio cameras; two interchangeable field cameras. Boode rear screen projector. Two RCA (TK-20) film cameras; two film projectors. Two Selectroslide Jr. projectors for 2x2-in. slides. One opaque projector for 3x4-in. cards. Auricon motion picture camera. Mobile unit with two cameras; lens: 20" and 14"; microwave relay equipment.

EXECUTIVES:

J. D. Wrather Jr., Co-Owner & President
Helen Alvarez, Co-Owner & General Manager
John B. Hill, Commercial Manager
Don Thompson, Program Director & Film Buyer
George G. Jacobs, Chief Engineer
Robert Freeland, Asst. to General Manager
Leo Howard, Sales Manager

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$100. Participation per spot—\$100. Frequency discounts 5% to 15%. (From Rate Card No. 5, Dec. 1, 1951)

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

WKY

OKLAHOMA'S



**RADIO
STATION**

SERVING OKLAHOMA
FOR 31 YEARS

WKY-TV

OKLAHOMA'S



**TELEVISION
STATION**

**MORE LISTENERS DAY AND
NIGHT THAN ANY OTHER
OKLAHOMA CITY RADIO
STATION**

336,280 *
daytime families

142,190 *
more families than
the next closest station

292,120 *
nighttime families

113,940 *
more families than
the next closest station

*Figures from latest BMB Audience Report



**PROVED REGULAR
VIEWING RESPONSE FROM
OVER HALF OF OKLAHOMA**

Program schedules published by news-
papers as far distant as Wichita, Kansas,
165 airline miles from Oklahoma City.

WKY AM 930 KC — NBC
TV CHANNEL 4
968 FT. TOWER
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

Represented by
THE KATZ AGENCY, INC.

When I started to tell him about the **STATION-STARTER PLAN** he said "You're kidding. Who ever heard of a new TV station making money on programming?"

So I laid the details out cold. How you get nine TV film series at one rock-bottom price. How you can sell them over and over. How there are no restrictions on their use. Naturally he was interested. So I let him have the clincher... how the price stays the same no matter how high his rates go. No escalator clauses, no extras. Sure he bought it. Jumped at it, in fact!

Consolidated Television Sales

distributors of film for Television

HOLLYWOOD, HO. 9-6369
NEW YORK, MU. 6-7543
CHICAGO, MI. 2-5231



OREGON TV STATIONS

Portland—

KPTV (TV)

LICENSEE: Empire Coil Co.

ADDRESS: 735 S.W. 20th Place ZONE: 5 PHONE: Capitol 9921

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is electronics component and parts manufacturer in New Rochelle, N. Y., owns WXEL (TV) Cleveland; KPTV (TV) Portland, Ore.; KDEN (TV) Denver and KCTY (TV) Kansas City. Herbert May is principal stockholder.

BEGAN OPERATION: Sept. 19, 1952

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 27 (548-554 mc)

TRANSMITTER ADDRESS: Council Crest Park

MAKE OF TRANSMITTER: RCA MODEL: TFU-21BL

EFFECTIVE RADIATED POWERS: Visual, 18 kw Aural, 9 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 1,023 ft. Above ground, 251 ft.

HOURS OF OPERATION: 10 a.m.-Midnight

STUDIO ADDRESS: 735 S.W. 20th Place

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

EXECUTIVES:

- Herbert Mayer, President & General Manager
- Charles White, Assistant Commercial Manager
- Eugene S. Ragle, Program Director
- Russell Olsen, Chief Engineer & Acting Manager
- Frank Opra, Production Co-ordinator & Film Director

RATE INFORMATION: Class A hour rate—\$350. Minute spot—\$75. Frequency discounts up to 20%. (From Rate Card No. 2, Feb. 1, 1953.)

WASHINGTON ATTORNEY: Lyon, Wilner & Bergson

CONSULTING ENGINEER: Benjamin Adler

Salem—

— — — *

LICENSEE: Lawrence A. Harvey

ADDRESS: 19,200 South Western Ave., Los Angeles, Calif.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Lawrence A. Harvey, sole owner, executive vice president and 33 1/3% owner of Harvey Machine Co. (mfrs. of aluminum extrusions), Los Angeles, owner of various real estate and applicant for new TV station in Los Angeles.

* BEGINS OPERATION: July, 1953 (CP granted Jan. 29, 1953)

CHANNEL: 24 (530-536 mc)

TRANSMITTER ADDRESS: Atop Eola Hills

MAKE OF TRANSMITTER: RCA

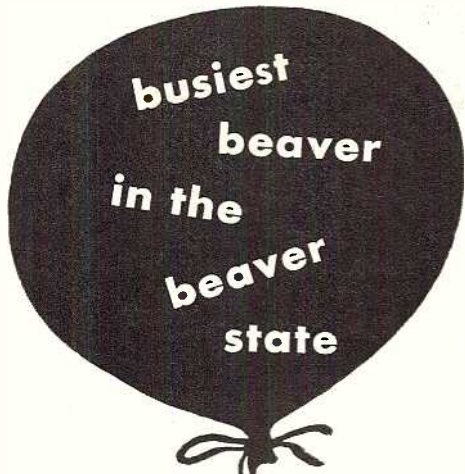
EFFECTIVE RADIATED POWERS: Visual, 104.7 kw Aural, 56.53 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 995 ft. Above ground, 223 ft.

ATTORNEY: Prichard & Brenner (Beverly Hills, Calif.)

CONSULTING ENGINEER: Harry R. Lubcke (Hollywood, Calif.)

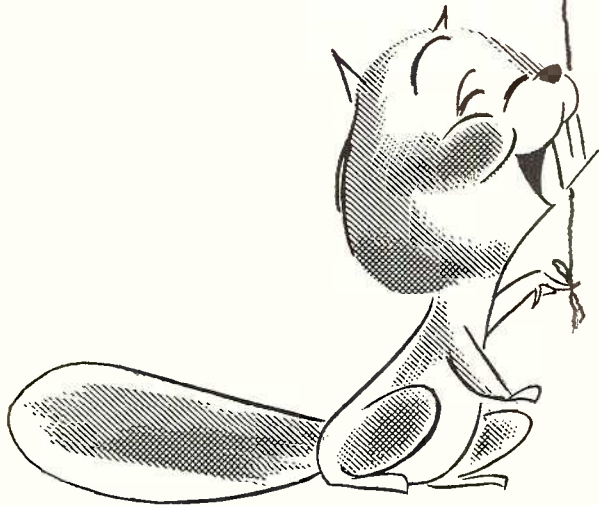


busiest
beaver
in the
beaver
state

KPTV

PORTLAND, OREGON

the nation's
FIRST UHF
station!



The great Northwest hails a new pioneer... KPTV at Portland, Oregon, America's first commercial television operation on Ultra High Frequency. Set ownership figures are soaring in the one-station Portland area, the country's newest and fastest growing TV market. Cash in on the high public interest in television's latest successful venture—one the whole nation's watching. Let KPTV's busy beaver build new sales for you in the Portland market.

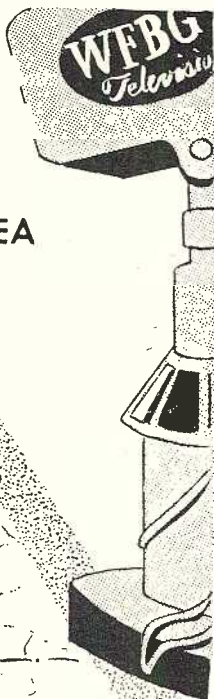
KPTV
PORTLAND, OREGON
Channel 27

Represented by **NBC** Spot Sales

Owned and operated by the Empire Coil Company

KCTY . . . another Empire Coil television station—channel 25—Kansas City, Missouri
—on the air July or sooner—

**WE FOCUS ON
CENTRAL PENNSYLVANIA
NOT A CITY . . . BUT AN AREA**



**WFBG-TV
channel 10**

reaches over a million people—300,000 families. Coverage includes such cities as Altoona, Johnstown, Punxsutawney, Williamsport, Lewistown, Lock Haven, Cumberland, Maryland. And, as a bonus, Harrisburg and Pittsburgh.

**WFBG-TV
channel 10**

sells an area—not a city. You sell all central Pennsylvania. Match your sales messages to your distribution pattern. You get results.

**WFBG-TV
channel 10**

pours on more power than any other VHF channel in Pennsylvania—more than any station in eastern U. S. with 316,000 watts (in May).

**WFBG-TV
channel 10**

really has connections—NBC primary interconnected. Top network entertainment from America's No. 1 television network in programs, audiences, stations and advertisers.

For more sales, best coverage, and low rate advertising, adjust your sales picture to . . .

VHF Channel 10 WFBG-TV

ALTOONA, PENNSYLVANIA
An NBC primary interconnected station • ABC and DuMont
Jack Snyder, Managing Director—316,000 watts—in May
National Representatives H-R Television, Incorporated

PENNSYLVANIA TELEVISION STATIONS

Altoona—

WFBG-TV*

LICENSEE: The Gable Broadcasting Co.

ADDRESS: 1320 11th Ave. PHONE: 6467

AM AFFILIATE: WFBG

TV NETWORK AFFILIATION: NBC and DuMont (Interconnected)

* BEGINS OPERATION: Early 1953

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: Wopasnock Mountain

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6EE

EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 158 kw

MAKE OF ANTENNA: GE TYPE 12-Bay superturnstile

ANTENNA HEIGHT: Above average terrain, 990 ft. Above ground, 174 ft.

STUDIO ADDRESS: Wopasnock Mountain HOURS OF OPERATION: 2 p.m.-12 p

MAKE OF CAMERA CHAINS: GPL DESCRIPTION: Remote pan & tilt

TYPE OF OPERATION: Local and network live, local and network film and kinescope

FILM LIBRARY: United NEWS SERVICE: AP

LIBRARY SERVICE: World

STUDIO FACILITIES: One studio 20x30 ft. Two GPL field cameras. Bodde 1 screen projector. GE film camera; three film projectors. Two projectors for 2x2" slides; one opaque projector for 3x4-in. cards. Three motion picture camera. Houston film processing unit.

EXECUTIVES:

George P. Gable, President
J. M. Snyder, General Manager
George R. Burgoot, Chief Engineer

RATE INFORMATION: Class A hour rate—\$225. Minute spot—\$40. Frequency counts start with 13-times at 5% up to 156 times at 25%. (From Rate Card No. 1, Feb. 1, 1953.)

staged scenes into a...
 romantic, spar-fond of paying tribute to his own...
 ng highballs, genius, the funny blond wig which! (Continued on page 191)

RADIO AND TELEVISION

By JOHN CROSBY
 Music and Pictures

is attempting with considerable...
 h pictures on television what he...
 well with sound on the radio.
 After all, is not...
 ot—or shouldn't...
 e show, though...
 ements of both.
 g from radio to...
 eed a formidable...
 was essentially a...
 estral show. Voices...
 s don't lend them-...
 ography very well.
 ouldn't transform...
 an ordinary song-...
 st without ruining...
 f his show which...
 ously built up over...
 dio.



John Crosby

think, solved the problem very well.
 work on the Waring show is, in the...
 of the word, art photography. The dif-...
 ficulty between it and the other kind of art pho-...
 tography is simply that the pictures move. But...
 the combination of light and shadow, of

camera swooped...
 quite a prod...
 The char...
 pretty we...
 just eve...
 of the...
 orches...
 tackl...
 ica...
 Jew...
 a s...
 and...
 one...
 of...
 a s...
 hal...
 one...
 ches...
 occas...
 for my...
 On h...
 would be...
 edy. But...
 pictures—p...
 harmonizing...
 pure, television

and the cameras
 are **GPL**



Columnist John Crosby, discussing not electronics but end results on the screen, calls the Waring show on CBS Television "pure television." Such results come from three things: Waring imagination, CBS Television techniques, and GPL camera chains.

"The pictures move . . . are a combination of light and shadow, of form and substance that catch and hold the eye."

A GPL extra in engineering accounts for much of this. Camera and operator may be moving on a boom in a 3-dimensional pattern. Yet the operator has only to concentrate on aim, while the director at the Camera Control Unit adjusts the iris for light and shadow.

"The cameras seem to roam at will on that show with a fluidity and grace almost never found in the movies."

That fluidity is engineered into GPL cameras. Dual focus knobs, push-button lens change with auto-

matic focus adjustment, precision pan and tilt motions—all these enable camera men and directors to capture the full scope of a show. Fantasy or stark realism, sports in sunlight or drama in stage shadows . . . GPL cameras put top quality pictures into the line.

Whatever your type of operation, whether you need one chain or six, investigate these cameras designed for modern television. Rugged but lightweight, they are easily interchangeable between studio and field. Circuit design guarantees consistent high quality.

Station owners like their economy; camera crews like their velvet smoothness and operating ease; maintenance men like their long service life.

For full details, write, wire or phone

General Precision Laboratory **GPL**

INCORPORATED
 PLEASANTVILLE NEW YORK
 Cable address: Prelab

Export Department:
 13 East 40th St., New York City
 Cable address: Arlab

NEW STATION OPERATORS:
 Without obligation, GPL engineers will be glad to study your entire studio needs for cameras, projectors, film chains and video recorders.

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

PENNSYLVANIA TV STATIONS

Bethlehem—

WLEV-TV *

LICENSEE: Associated Broadcasters Inc.

PHONE: 5-5311

AM AFFILIATE: WEST (Easton) FM AFFILIATE: WEST-FM (Easton)

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster (Pa.) Intelligencer Journal and New Era. Steinman stations are WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, Pa.; WORK York, WRAW Reading, WEST Easton, WLEV-TV Bethlehem, all Pa.

* BEGINS OPERATION: Winter 1953 (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: Robert Meeker Associates

CHANNEL: 51 (692-698 mc)

TRANSMITTER ADDRESS: Savercool Ave., Fountain Hill

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 2.24 kw Aural, 2.24 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 600 ft. Above ground, 235 ft.

STUDIO ADDRESS: Savercool Ave., Fountain Hill

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

EXECUTIVES:

Clair R. McCollough, Station Executive
Thomas R. Nunan, Station Manager & Film Buyer
J. Robert Gulick, General Sales Manager
J. E. Mathiot, Technical Director

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

Easton—

WGLV (TV)*

LICENSEE: Easton Publishing Co.

ADDRESS: 30 N. Fourth Street

FM AFFILIATE: WEEZ

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President-Treasurer J. L. Stackhouse, Vice President - Secretary Adele S. Fretz, Vice President Anna M. Snyder. Licensee publishes Easton Express.

* BEGINS OPERATION: Spring 1953 (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 57 (728-734 mc)

TRANSMITTER ADDRESS: Gaffney Hill

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 125 kw Aural, 63 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 760 ft. Above ground, 167 ft.

STUDIO ADDRESS: State Hghwy. 115, Easton

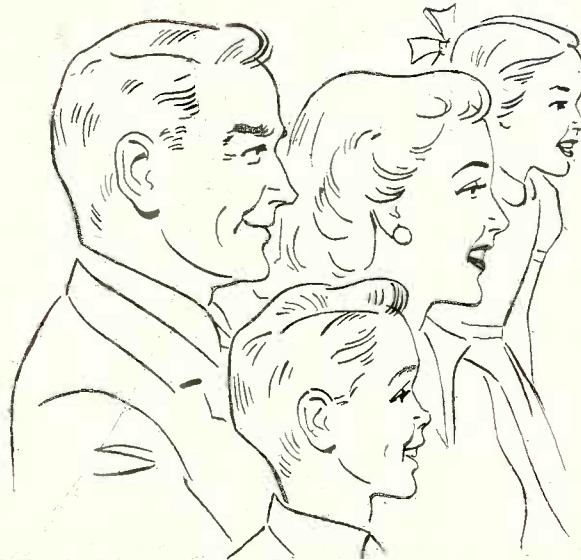
WASHINGTON ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: Paul Godley Co.

Page 192 • 1953 TELECASTING Yearbook

Mr. and Mrs. Lehigh

at home



The newest profit opportunity

WLEV-TV is the Lehigh Valley's own television station—the one medium reaching the entire Lehigh Valley. WLEV-TV's market is long-known as a region of stable prosperity. The 481 million dollars spent by its half-million population in 1951 proves it is a region of tremendous sales response. Top time available now. Write for information.

WLEV-TV

BETHLEHEM, PA.
ALLENTOWN • EASTON

A Steinman Station

Valley (and family)

advertisers on . . .

in television



Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

Los Angeles

San Francisco

PENNSYLVANIA TELEVISION STATIONS

Erie—

WICU (TV)

LICENSEE: Dispatch Inc.

ADDRESS: 3515 State Street PHONE: 46-371

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Erie Dispatch which is owned by Edward Lamb. Mr. Lamb owns WTVN (TV) Columbus, Ohio (sale to Radio Cincinnati Inc. (WKRC-TV), pending FCC approval); WIOD-AM & WTRT (FM) Toledo; WIKK and WICU (TV) Erie; WHOO-AM-FM Orlando, and WMAC-TV Massillon, Ohio.

BEGAN OPERATION: March 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: 35th & State

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural, 15 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 115 ft. Above ground, 309 ft.

STUDIO ADDRESS: 3515 State Street HOURS OF OPERATION: 6:45 a.m.-12:15 a.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Three studios—30x40x19½ ft., 15x16x16 ft. and 31x36x19½ ft. Two DuMont studio cameras, interchangeable for field use. Three 16mm film projectors (RCA, GPL, Holmes). Two 35mm slide projectors; one opaque projector for 11x14-in. cards.

EXECUTIVES:

Edward Lamb, President
Ben McLaughlin, General Manager
Don Boyce, Commercial Manager
Don Lick, Program Director
Mike Csop, Chief Engineer
Roger Lareau, Regional Sales Manager

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$90. Participation per spot—\$55. (From Rate Card No. 7A, Feb. 1, 1952)

WASHINGTON ATTORNEY: Fly, Schuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

Page 194 • 1953 TELECASTING Yearbook

Harrisburg—

WHP-TV *

LICENSEE: WHP Inc.

ADDRESS: 216 Locust Street Phone: 43211

AM AFFILIATE: WHP FM AFFILIATE: WHP-FM

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Telegraph Press.

* BEGINS OPERATION: May (CP granted Sept. 25, 1952)

NATIONAL REPRESENTATIVE: The Bolling Co.

CHANNEL: 55 (716-722 mc)

TRANSMITTER ADDRESS: Blue Mountain

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 240 kw Aural, 120 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 920 ft. Above ground, 160 ft.

STUDIO ADDRESS: 216 Locust Street

HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local film.

LIBRARY SERVICES: Standard

STUDIO FACILITIES: One studio 43x54 ft., one studio 15x19 ft. Four studio cameras (interchangeable); Translux rear screen projector. One film camera; two film projectors; one slide projector. Mobile unit planned.

EXECUTIVES:

A. K. Redmond, General Manager & Commercial Manager
Dick Redmond, Program Director & Film Buyer
Beatrice Potteiger, Sales Service Director
E. Dan Leibensperger, Chief Engineer
John Price and Russ Brinkley, News Editors

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$50.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: George C. Davis

WTPA (TV) *

LICENSEE: Harrisburg Broadcasters Inc.

ADDRESS: 516 Northampton St., Easton

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Donald E. Newhouse, 1/3 owner of KGW Portland, Ore., and vice president of The Evening Journal Association, Jersey City, N. J., Long Island Daily Press Pub. Co., Jamaica, N. Y. and Newark Morning Ledger Co., Newark, N. J.

* BEGINS OPERATION: Unknown (CP granted Dec. 31, 1952)

CHANNEL: 71 (812-818 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 220 kw Aural, 110 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 990 ft. Above ground, 439 ft.

STUDIO ADDRESS: 911 Market Street

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Craven, Lohnes & Culver

BROADCASTING • Telecasting

PENNSYLVANIA TV STATIONS

Hazleton—

WAZL-TV *

LICENSEE: Hazleton Television Corp.

ADDRESS: 708 Hazleton Nat'l. Bank Bldg. PHONE: 5400

AM AFFILIATE: WAZL FM AFFILIATE: WAZL-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principals include President Victor C. Diehm (25%) general manager WAZL Hazleton, Vice President Hilda M. Deisroth (25%), Vice President E. H. Whitney (25%) and George M. Chisnell.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: Meeker TV Inc.

CHANNEL 63: (764-770 mc)

TRANSMITTER ADDRESS: 615 E. Berner Avenue

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 98 kw. Aural 52 kw.

ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 410 ft.

STUDIO ADDRESS: 708 Hazleton Nat'l. Bank Bldg.

EXECUTIVES:

Victor C. Diehm, President, General Manager & Commercial Manager
Bill Graham, Program Director
Elwood Tito, Chief Engineer

Johnstown—

WARD-TV *

LICENSEE: Rivoli Realty Co.

ADDRESS: 502 1st Nat'l. Bank Bldg.

AM AFFILIATE: WARD

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principals include: President-Treasurer Walter M. Thomas (12.5%), owner of 50% of Laurel Theatre and 33% of Roxy Theatre, both in Johnstown, and Secretary Margaret E. Gartland (57.5%) owner of 50% Laurel Theatre, and 33% of Roxy Theatre and 50% of First National Bank Bldg., Johnstown.

* BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 56 (172-178 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 91 kw Aural, 46 kw

BROADCASTING • Telecasting

MAKE A NOTE OF THIS!



Want to be a successful TV advertiser? Well, make a note of this. You've got to be seen in the right company to be tops in television today. Get the insurance of an already established audience for your sales message on WHP-TV.

Your sales story needs the most effective programming you can find. WHP-TV has the showmanship and the experience. You'll profit with CBS's best, supplemented with leading local personalities. The stability gained through the 29 years service to Harrisburg clinches WHP-TV as the best buy in town and in South Central Pennsylvania. The same audience loyalty and management enthusiasm prevails in television. Results are inevitable.

And what power! WHP-TV starts in April with 253,000 watts. It serves Harrisburg and South Central Pennsylvania . . . top quality market in the state . . . highest per capita income . . . with retail sales 192% of average. *Remember, Harrisburg can't be covered or sold successfully from the outside.*

So if you're interested in growing good will and sales, the long experience of WHP management assures both for you. It's the most promotionally-minded, community-conscious station in Harrisburg. It's *your* best buy.

WHP-TV

Channel 55

253,000 Watts

HARRISBURG, PENNSYLVANIA | CBS Television Affiliate

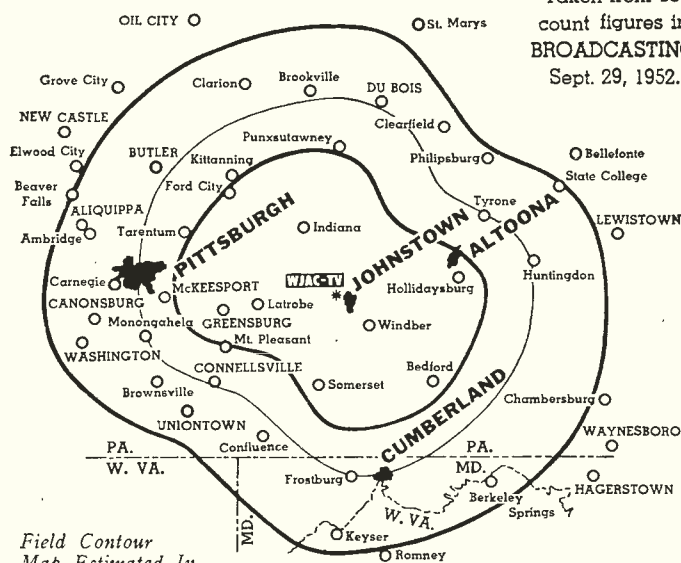
Represented by the Bolling Co.

... the biggest buy
in Television!

4 Big Markets
Covered by One Station!

... **8th Largest TV Market In The United States***

*Taken from set
count figures in
BROADCASTING
Sept. 29, 1952.



Field Contour
Map Estimated In
Accord With FCC Regulations

★ **POPULATION** • **3,503,200**

★ **1951 RETAIL SALES** • **\$3,377,035,000**

Metropolitan coverage . . . but not metropolitan rates.
Here's a big chance for covering all of Southwestern
Pennsylvania with one television station. Study this
map . . . make inquiries in the market . . . in the end
you'll turn for best coverage to —

WJAC-TV

CHANNEL 6 • 70 KW VISUAL
35 KW AURAL

Represented by **THE KATZ AGENCY, Inc.**

Serving Millions From Atop the Alleghenies

PENNSYLVANIA TV STATIONS

Johnstown—(Continued)

WJAC-TV

LICENSEE: WJAC Inc.

ADDRESS: 329 Main Street PHONE: 5-8251

AM AFFILIATE: WJAC FM AFFILIATE: WJAC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Johnstown Tribune Publishing Co.

BEGAN OPERATION: September 15, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Laurelhill Mt.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 70 kw Aural, 35 kw

MAKE OF ANTENNA: RCA TYPE: 4-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 1,120 ft. Above ground, 170 ft.

HOURS OF OPERATION 9:45 a.m.-1:00 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP and Movietone

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two RCA film cameras; two RCA 16mm film projectors; two 16mm Selectroslides.

EXECUTIVES:

Walter W. Krebs, President
Alvin D. Schrott, General Manager
John H. Hepburn, Commercial Manager
Frank P. Cummins, Program Director
Nebin L. Straub, Director of Technical Operation
Theodore E. Campbell, Chief Engineer

RATE INFORMATION: Class A hour rate—\$550 film. Minute spot—\$90 film. (From Rate Card No. 6, May 1, 1952)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: James C. McNary

WORKSHOP

*is proud to announce
its new UHF antenna**

the ultimate in—

**SIMPLICITY
RUGGEDNESS
RELIABILITY**

Simplicity—because the radiating and structural portions are coincidental. Cross sectional view at lower left clearly illustrates its clean cut revolutionary design.

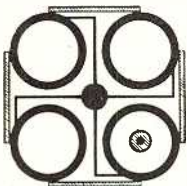
Ruggedness & Reliability—come from complete elimination of small, delicate connectors and breakable insulators. Antenna breakdowns are virtually impossible.

High Gain of 11 db over a tuned dipole for the 12 wavelength model. Power gain of 14.

Perfect Circularity—maximum variations of less than 0.5 db from mean value in horizontal pattern.

Vertical Pattern . . . 4.2° . . . VSWR less than 1.1 to 1 with best match at video carrier frequency . . . will handle 50 KW power . . . and a host of other features.

This is only part of the story on this new development. Specifications indicate its unusually high performance and operating dependability. Write or call for complete information.



◀ Cross-sectional view showing the four vertical tubes that form the radiating system. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.

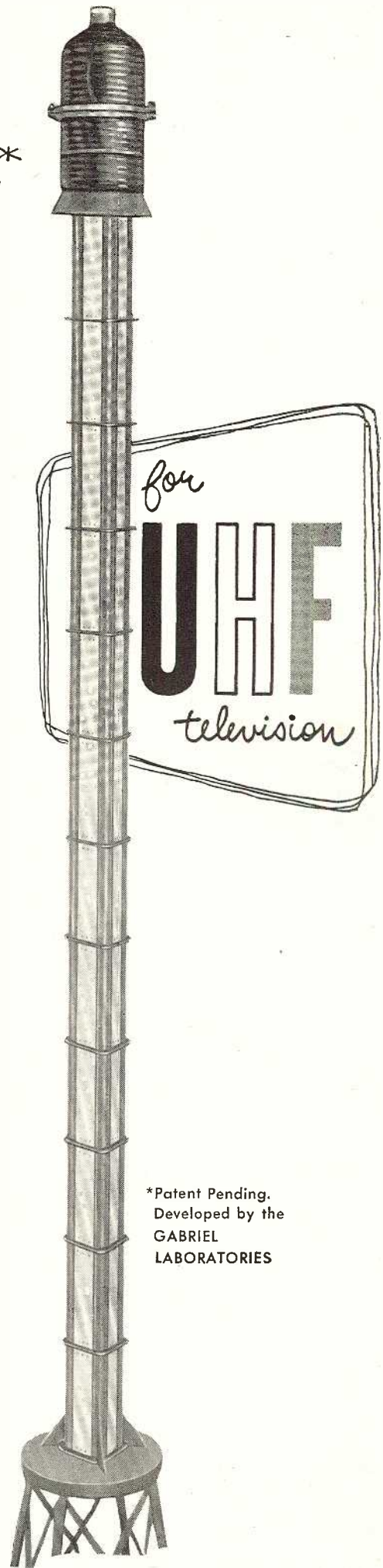


WORKSHOP ASSOCIATES DIVISION

THE GABRIEL COMPANY

Endicott Street • Norwood, Mass.

DESIGNERS AND MANUFACTURERS OF A
COMPLETE LINE OF MICROWAVE ANTENNAS



*Patent Pending.
Developed by the
GABRIEL
LABORATORIES

PENNSYLVANIA TV STATIONS

Lancaster—

WGAL-TV

LICENSEE: WGAL Inc.

ADDRESS: 24 S. Queen Street PHONE: 5246

AM AFFILIATE: WGAL FM AFFILIATE: WGAL-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (all interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster Intelligencer Journal and New Era. Steinman stations are WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, WORK York, WRAW Reading, WEST Easton, and WGAL-AM-FM-TV Lancaster, and WLEV-TV Bethlehem, all Pa.

BEGAN OPERATION: June 1, 1949

NATIONAL REPRESENTATIVE: Meeker TV Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 8 W. King Street

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 7.2 kw Aural, 3.6 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 270 ft. Above ground, 321 ft.

STUDIO ADDRESS: 24 S. Queen St. HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP and INS Telenews

EXECUTIVES:

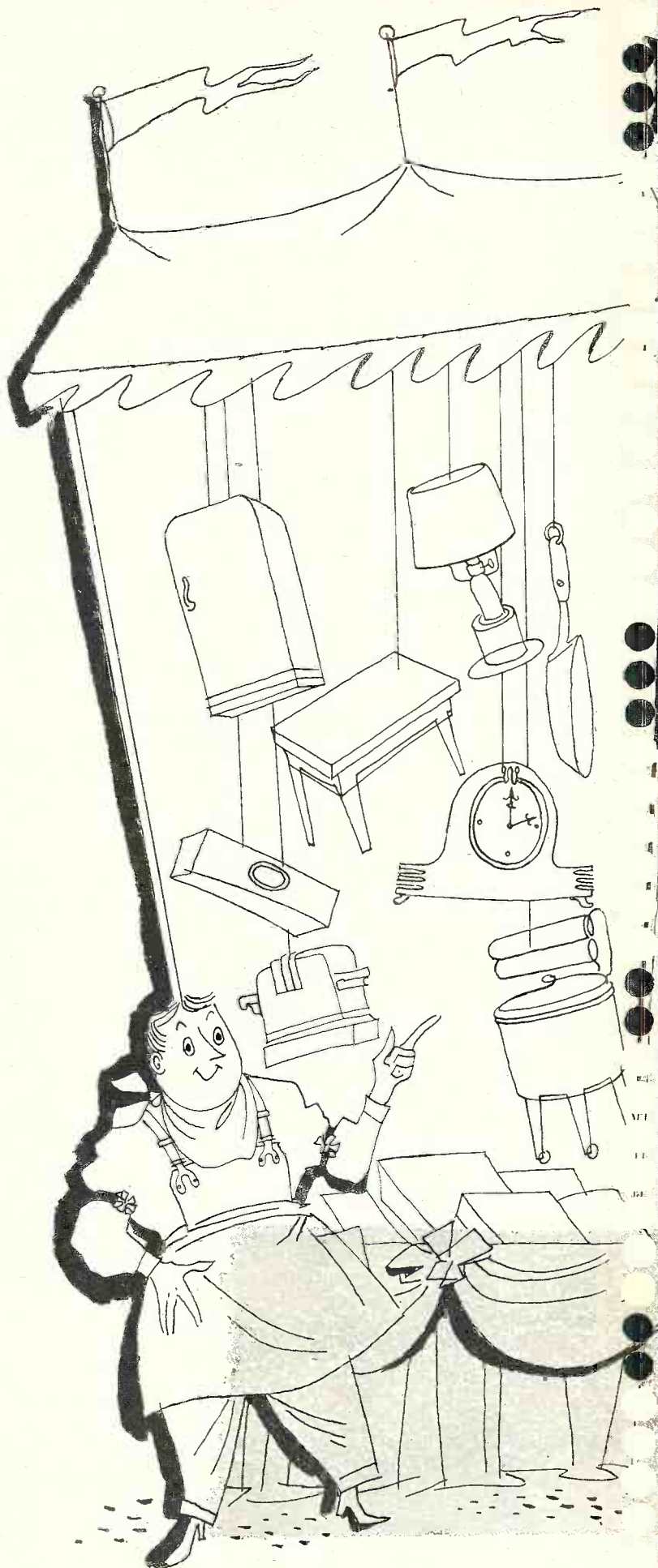
Clair R. McCollough, President
Harold E. Miller, Station Manager
J. Robert Gulick, General Sales Manager
Paul Rodenhauer, Program Director
J. E. Mathiot, Technical Director
Harold E. Miller, Film Buyer

RATE INFORMATION: Class A Hour rate—\$550. Minute rate—\$90. (From Rate Card No. 6, March 1, 1952)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

Page 198 • 1953 TELECASTING Yearbook



BIGGER AND BETTER BUSINESS AT THE SAME OLD STAND

WGAL-TV

Lancaster, Pa.

NOW ON
CHANNEL 8

WGAL-TV's rich Pennsylvania

Market includes these important
metropolitan areas:

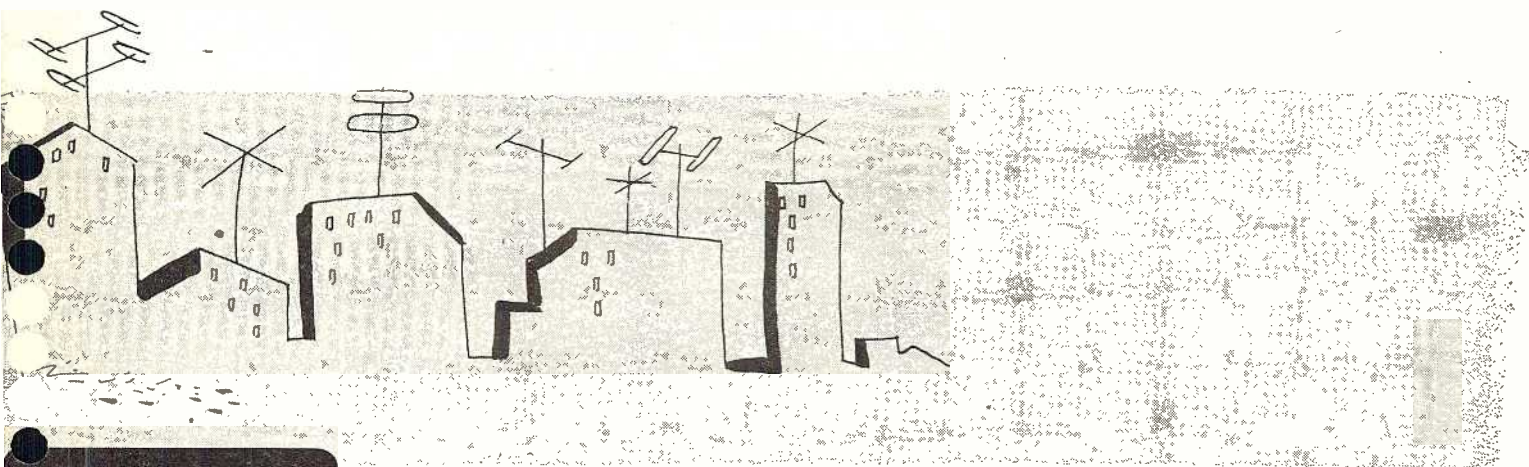
Harrisburg

Reading

Lancaster

York

Lebanon



Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

Los Angeles

San Francisco

WGAL
AM-TV-FM

A Steinman Station
Lair R. McCollough, Pres.

PENNSYLVANIA TELEVISION STATIONS

New Castle—

WKST-TV *

LICENSEE: WKST Inc.

ADDRESS: Cathedral Bldg., E. Lincoln Avenue

AM AFFILIATE: WKST

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President and Treasurer S. W. Townsend (41%), Vice President Wanda E. Townsend (37%) are principals.

* BEGINS OPERATION: Unknown (CP granted Sept. 4, 1952)

TRANSMITTER ADDRESS: Savannah Center Church & Old Pittsburgh Roads

NATIONAL REPRESENTATIVE: Meeker TV Inc.

CHANNEL: 45 (656-662 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 365 ft. Above ground 218 ft.

EXECUTIVES:

S. W. Townsend, President
A. W. Graham, Manager

RATE INFORMATION: Class A Hour rate—\$200. Minute rate—\$30. Frequency discounts—Begin with 26 times at 5% up to 312 times at 30%. (From Rate Card No. 1, Nov. 1, 1952)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: Millard M. Garrison

BROADCASTING • TELECASTING

RUNS MORE *

TELEVISION STATION ADVERTISING
THAN ANY JOURNAL SERVING THE FIELD

* more Pennsylvania stations
advertise with BROADCASTING • TELECASTING
THAN ANY OTHER PUBLICATION

Philadelphia—

WCAU-TV

LICENSEE: WCAU Inc.

ADDRESS: City Line & Monument Aves. ZONE: 31 PHONE: Greenwood 7-8306

AM AFFILIATE: WCAU FM AFFILIATE: WCAU-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee owned by the Bulletin Co., publisher of the Philadelphia Bulletin.

BEGAN OPERATION: May 1948

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: 12 South 12th St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TF-6B, 6-Bay Superturnstile

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 14 kw

MAKE OF ANTENNA: RCA TYPE: TK-30A

ANTENNA HEIGHT: Above average terrain, 670 ft. Above ground 737 ft.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescope

NEWS SERVICE: AP, UP and INS

STUDIO FACILITIES: Three studios 60x80 ft., one with seating capacity of 250; one studio 30x32 ft. Fourteen interchangeable RCA cameras for studio/field use. Four RCA 16mm film projectors. Four 35mm slide projectors; one opaque projector for 4x5-in. cards. One Trans-Lux rear screen projector; one custom-built scanner. One Kodak and three B&H motion picture cameras. Houston film processing unit. RCA mobile unit with three cameras, complete lens complement, Zoomar; three microwave relay units and power supply.

EXECUTIVES:

Donald W. Thornburgh, President & General Manager
Charles Vanda, Vice President in Charge of TV
John L. McClay, Asst. General Manager of TV
Robert McGredy, Commercial Manager
J. G. Leitch, Chief Engineer
Richard A. Schlegel, Operations Manager

RATE INFORMATION: Class A hour rate—\$1500. Minute spot—\$300. Participative spot—\$135. Rehearsals—\$25 net per half-hour. Frequency discounts start with 26-times at 5% up to 52-times at 10%. (From Rate Card No. 7, Sept. 15, 1951)

WASHINGTON ATTORNEY: Pierson & Ball

WFIL-TV

LICENSEE: Triangle Publications Inc.

ADDRESS: 46th & Market Streets ZONE: 39 PHONE: Evergreen 2-4700

AM AFFILIATE: WFIL FM AFFILIATE: WFIL-FM

TV NETWORK AFFILIATION: ABC and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Philadelphia Inquirer. Walter H. Annenberg and family principal stockholders. Annenberg is also the publisher of magazine Seventeen and other publications.

BEGAN OPERATION: Sept. 13 1947

NATIONAL REPRESENTATIVE: The Katz Agency

PENNSYLVANIA TELEVISION STATIONS

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Roxborough

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.5 kw Aural, 13.5 kw

MAKE OF ANTENNA: Blaw-Knox **TYPE:** Special

ANTENNA HEIGHT: Above average terrain, 651 ft. Above ground, 601 ft.

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 610 ft. Above ground, 540 ft.

STUDIO ADDRESS: 46th & Market Sts. **HOURS OF OPERATION:** 9 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Studio & Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP and INS

LIBRARY SERVICE: World

STUDIO FACILITIES: Three studios—20x30 ft., 25x55 ft. and 44x65 ft. Four interchangeable studio cameras; six field cameras. One Trans-Lux rear screen projector; two 16mm film cameras; two 16mm film projectors and one slide projector, one opaque projector. Five motion picture cameras; Houston film processing unit. One mobile unit with microwave relay equipment.

EXECUTIVES:

Walter H. Annenberg, President
Roger W. Clipp, General Manager
George A. Koehler, Executive Assistant to the General Manager
Kenneth W. Stowman, Sales Manager
Jack Steck, Program & Production Manager
Henry Rhea, Chief Engineer
Walter Tillman, Director of Films

WASHINGTON ATTORNEY: Lyons, Wilner & Bergson

CONSULTING ENGINEER: Millard Garrison

WIP-TV *

LICENSEE: Pennsylvania Broadcasting Co.

ADDRESS: 35 S. Ninth Street

AM AFFILIATE: WIP

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Gimbel Bros. Inc., New York, is sole owner.

* **BEGINS OPERATION:** Unknown. (CP granted Nov. 26, 1952)

TRANSMITTER ADDRESS: Waverly Road **CHANNEL:** 29 (560-566 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 275 kw Aural, 140 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 800 ft. Above ground, 632 ft.

STUDIO ADDRESS: 35 S. Ninth Street

EXECUTIVES:

Benedict Gimbel Jr., President and General Manager

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: E. C. Page, Consulting Engineers

BROADCASTING • Telecasting

WPTZ (TV)

LICENSEE: Television Broadcasting Div. of Philco Corp.

ADDRESS: 1600 Architects Building **ZONE:** 3 **PHONE:** Locust 4-5500

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Philco Corporation. Sale to Westinghouse Radio Stations Inc. pending FCC approval.

BEGAN OPERATION: September 16, 1941

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Wyndmoor, Pa.

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.2 kw Aural, 8.1 kw

MAKE OF ANTENNA: RCA **TYPE:** 3-Bay Turnstile.

ANTENNA HEIGHT: Above average terrain, 719 ft. Above ground, 552 ft.

STUDIO ADDRESS: 1619 Walnut Street **HOURS OF OPERATION:** 7 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: NBC Thesaurus

STUDIO FACILITIES: Four studios: one auditorium with seating for 200; two studios 30x50 ft. and one studio 22x28 ft. Two RCA studio cameras; ten RCA field cameras. Trans-Lux rear screen projector. Two RCA film cameras; two Philco 35mm and three RCA 16mm film projectors. One Philco Balopticon. Philco flying spot scanner. Mobile unit with ten image orthicon cameras; full complement of lenses, Zoomar; two microwave relay units.

EXECUTIVES:

Ernest B. Loveman, Vice President & General Manager
Rolland V. Tooke, Asst. General Manager
A. W. Dannenbaum Jr., Commercial Manager
Ernest Walling, Program Director
Raymond J. Bowley, Chief Engineer
Edward G. Murray, Film Buyer
E. Preston Stover, Operations Manager
John J. Kelly, Promotion & Publicity Manager

RATE INFORMATION: Class A hour rate—\$1500. Minute spot—\$300. Participation per spot—\$300. Rehearsals—\$25 per half-hour. Frequency discounts—26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 8, Oct. 1, 1951).

WASHINGTON ATTORNEY: Weaver & Glassie

CONSULTING ENGINEER: George C. Davis

PENNSYLVANIA TV STATIONS

Pittsburgh—

WDTV (TV)

LICENSEE: Allen B. DuMont Labs. Inc.

ADDRESS: Chamber of Commerce Building ZONE: 19

PHONE: Express 1-1071

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington, D. C., and WDTV (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.

BEGAN OPERATION: January 11, 1949

NATIONAL REPRESENTATIVE: DuMont TV Network

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 4101 Grizella Street

MAKE OF TRANSMITTER: DuMont MODEL NO: Master Series

EFFECTIVE RADIATED POWERS: Visual, 16.6 kw (CP: 100 kw) Aural, 8.3 kw (CP: 50 kw)

MAKE OF ANTENNA: RCA TYPE: TP-3A

ANTENNA HEIGHT: Above average terrain, 816 ft. Above ground, 559.5 ft.

STUDIO ADDRESS: Chamber of Commerce Bldg.

HOURS OF OPERATION: Unlimited—Full time.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

LIBRARY SERVICE: Associated

STUDIO FACILITIES: One studio 48x56 ft. seating 35. Three studio cameras; three field cameras. Two film cameras; two 16mm film projectors. One projector for 2x2-in. slides; one opaque projector for 3x4-in. cards. One DuMont scanner. Two 16mm motion picture cameras. Mobile unit with two cameras; all lenses up to 20" and microwave relay equipment.

EXECUTIVES:

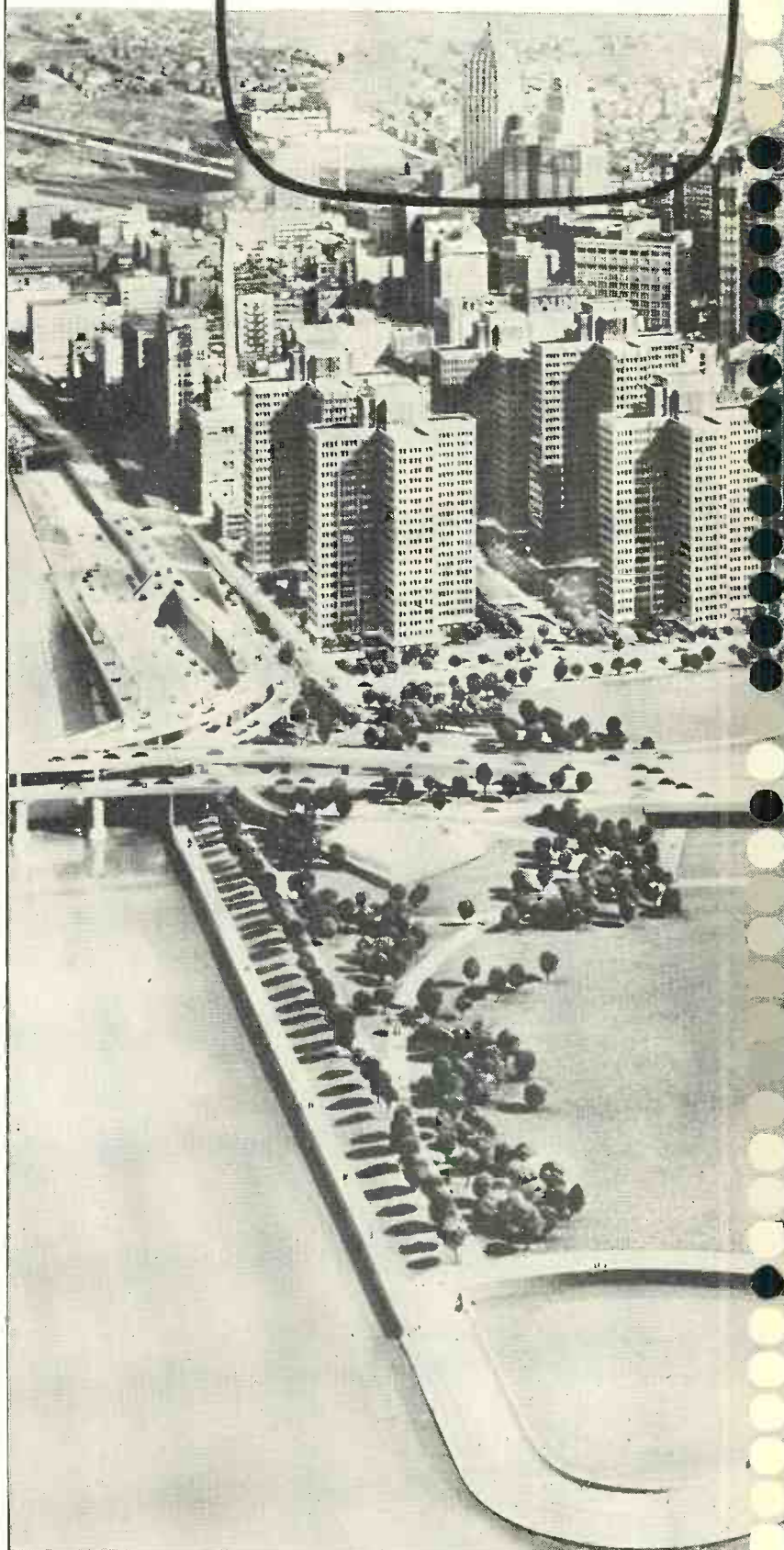
Dr. Allen B. DuMont, President
Harold C. Lund, General Manager
George B. Bregge, Sales Director
Byron Dowty, Program Director
Raymond Rodgers, Chief Engineer
Richard Dreyfuss, Film Buyer
Paul P. Palangi, Personnel Director
Dick Fortune, Publicity Manager

RATE INFORMATION: Class A hour rate—\$1200. Minute spot—\$150. Frequency discounts up to 20%. (From Rate Card No. 7, April 1, 1952)

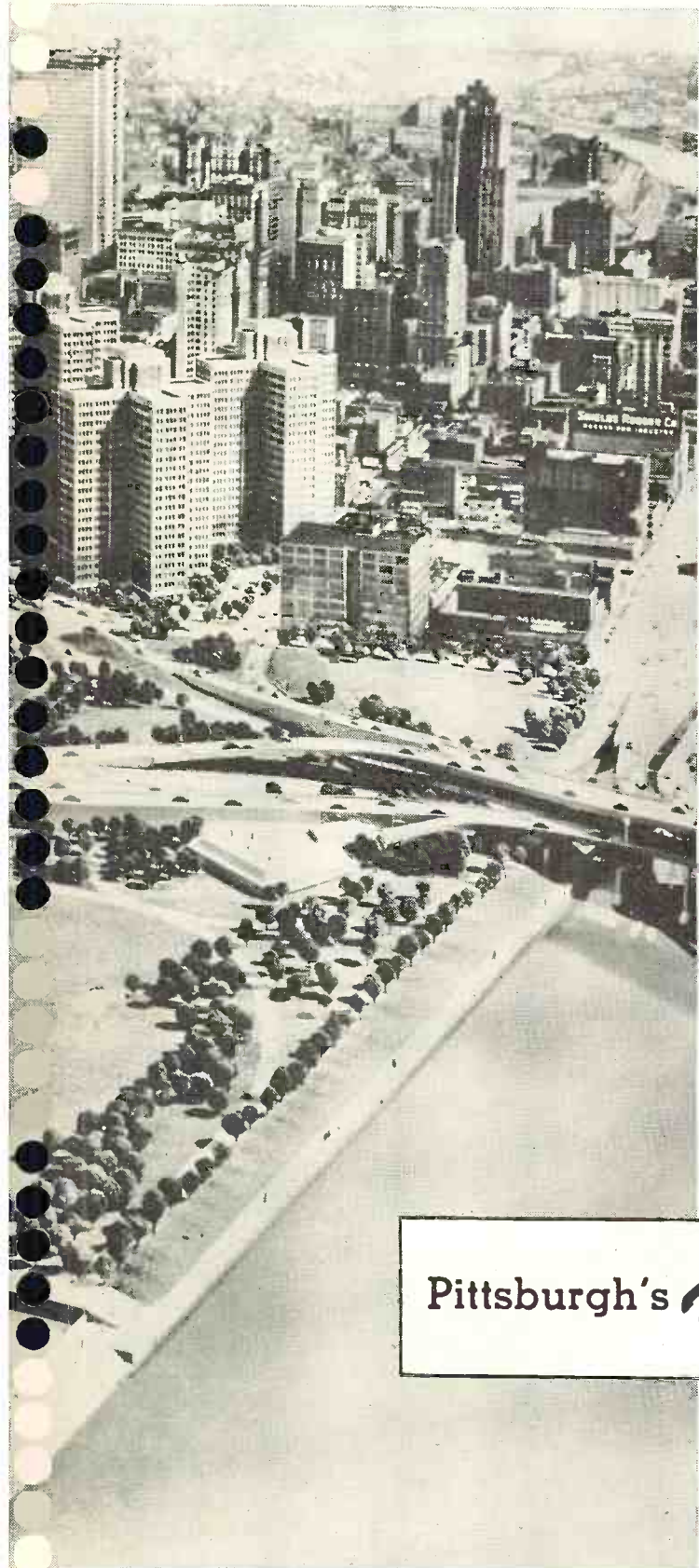
WASHINGTON ATTORNEY: Roberts & McInnis

Page 202 • BROADCASTING • Telecasting

the eyeway



to PITTSBURGH . . .



THIS is Pittsburgh . . . Historic Gateway to the West . . . city of Industrial Miracles . . . whose value of manufactured products exceeds that of each of 37 of these United States!

If you got your A's in statistics, you already know that Pittsburgh is the nation's sixth metropolitan market. It's the buying mecca for some 6¼ million people. (That's the secret behind Pittsburgh's stratospheric retail sales).

The buyway to retail sales for you is the eyeway to Pittsburgh—DuMont's WDTV—Pittsburgh's first television station.

We're distinctly aware of the exclusive franchise we have with more than a half million TV sets. It isn't easy to give our programming a local touch. But we do. And it's mighty hard to share our time fairly. But we do. WDTV pioneered around-the-clock viewing to serve and sell some 200,000 defense workers off at midnight.

In short, and in fact, WDTV is solidly welded into the social and selling structure of Pittsburgh. Tuning to Channel 2 is a pattern of our people.

We hope to keep it that way.

Pittsburgh's *First* Television Station



Chamber of Commerce Bldg. • Pittsburgh
Harold C. Lund, *General Manager*

PENNSYLVANIA TELEVISION STATIONS

Pittsburgh—(Continued)

WENS (TV)*

LICENSEE: Telecasting Co. of Pittsburgh

ADDRESS: 2237 Henry W. Oliver Bldg., 535 Smithfield St. ZONE: 22

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: General Partners Thomas P. Johnson, attorney, and Henry Oliver Rea, part owner of WPOR Portland, Me., vice president and plus 25% owner of Oliver Iron & Steel Corp., general partner and plus 25% owner of Allegheny Pub. Co. Managing Partners A. Donovan Faust, assistant general manager of WDTV (TV) Pittsburgh and Larry H. Israel, sales manager WDTV and William H. Rea, treasurer WPOR.

* BEGINS OPERATION: July-August (CP granted Dec. 23, 1952)

CHANNEL: 16 (482-488 mc)

TRANSMITTER ADDRESS: Rue Grand Vue & Attica St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 89 kw Aural, 50 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 520 ft. Above ground, 480 ft.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Commercial Radio Equipment Co.

WKJF-TV *

LICENSEE: Agnes J. Reeves Greer, d/b Radio Station WKJF

ADDRESS: 1715 Grandview Ave. PHONE: Hubbard 1-2626

FM AFFILIATE: WKJF-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Sole owner is Agnes J. Reeves Greer, also chief owner of WAJR-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va., and WJER Dover, Ohio; president and holder of controlling interest in Greer Steel Co., Morgantown, Preston City, Coal & Coke Co., Cascade, W. Va., and West Virginia Newspaper Publishing Co. which publishes Dominion News and Post.

* BEGINS OPERATION: Unknown. (CP Grant Jan. 8, 1953)

CHANNEL: 53 (704-710 mc)

TRANSMITTER ADDRESS: 1715 Grandview Avenue

MAKE OF TRANSMITTER: RCA MODEL NO. TTU-1B

EFFECTIVE RADIATED POWERS: Visual, 260 kw Aural, 130 kw

MAKE OF ANTENNA: GE TYPE: TY-25E

ANTENNA HEIGHT: Above average terrain, 531 ft. Above ground, 426 ft.

MAKE OF CAMERA CHAINS: RCA

STUDIO ADDRESS: 1715 Grandview Avenue

EXECUTIVES:

Mrs. Agnes J. Reeves Greer, Owner
F. G. Raese, General Manager
Herbert A. Waters, Commercial Manager
Peter Pappas, Chief Engineer

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: George C. Davis

WTVQ (TV)*

LICENSEE: Gallagher, Berry & Woodyard

ADDRESS: 5 S. Jefferson St., Dayton, O.

* BEGINS OPERATION: Unknown (CP Granted Dec. 23, 1952)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Equal partners J. Frank Gallaher, treasurer and 8.1% owner of WONE Dayton (permittee of WIFE (TV) there), 51% owner of The Gallaher Drug Co., and vice president and 50% owner of Stoc' Gallaher Co. (Building); Loren M. Berry, vice president and 12.33% owner of WONL president of L. M. Berry & Co. Ltd., Winnipeg, Canada, president of Buckeye Liquidation Co., Dayton and officer or director in various telephone companies; and Ronald B. Woodyard president and 17.87% owner of WONE.

CHANNEL: 47 (668-674 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 230 kw Aural, 120 kw

ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 390 ft.

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: John H. Mullaney

PENNSYLVANIA TV STATIONS

Reading—

WEEU-TV *

LICENSEE: Hawley Broadcasting Co.

ADDRESS: 433 Penn Street Phone: Reading 6-7335

FM AFFILIATE: WEEU

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Reading Eagle Co. owns 99% of stock (which is voted by Hawley Quier, President of licensee)

BEGINS OPERATION: March 1, 1953

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 33 (584-590 mc)

TRANSMITTER SITE: Skyline Boulevard

MAKE OF TRANSMITTER: GE MODEL: TT-25A 12 kw

EFFECTIVE RADIATED POWERS: Visual 227.7 kw Aural: 118.8

MAKE OF ANTENNA: GE TYPE: 5-Bay

ANTENNA HEIGHT: Above average terrain 1,030 ft. Above ground 400 ft.

STUDIO ADDRESS: 433 Penn Street HOURS OF OPERATION: 2 p.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: GE TYPE: Studio

TYPE OF OPERATION: Local and network live, local and network film. Kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios one with seating for 50 persons. Two GE cameras. Two GE film cameras. Two GE film projectors. Two GE slide projectors. One GE opaque projector.

EXECUTIVES:

Hawley Quier, President
James E. Keller, Executive Vice President
Harrison F. Flippin, Vice President
William J. Rohn, Secretary
Thomas E. Martin, General Manager
Ewart M. Blain, Director of Sales
H. George Carroll, Program Director

RATE SUMMARY: Class A hour rate—\$250. Minute rate—\$40. Frequency discounts beginning at 13 times up to 260 times. (From Rate Card No. 1, March 1, 1953)

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: Commercial Radio Equipment Co.

WHUM-TV

LICENSEE: Eastern Radio Corp.

ADDRESS: Berkshire Hotel

FM AFFILIATE: WHUM

TV NETWORK AFFILIATION: CBC (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President Humboldt J. Greig (32%), Jessie P. Greig (24%).

BEGINS OPERATION: February 17, 1953

NATIONAL REPRESENTATIVE: H-R Reps.

CHANNEL: 61 (752-758 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 261 kw Aural: 136 kw

ANTENNA HEIGHT: Above average terrain 1,766 ft. Above ground 1,036 ft.

STUDIO ADDRESS: Berkshire Hotel

STUDIO FACILITIES: Three studio cameras. Two film cameras. Two Eastman Sincrolite film projectors. One slide projector (3 1/4 x 4-in). One slide projector (2 x 2-in). One mobile unit with two cameras.

EXECUTIVES:

Humboldt Greig, President and General Manager
Richard G. Fichthorn, Vice President
Jack Schuler, Operations Manager
Blayne Butcher, General Executive
Robert M. Reuschle, National Sales Manager
Arthur Heim, Promotion Director.

RATE INFORMATION: Class A hour rate—\$300 (film). Minute spot—\$60 (film). Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Arnold, Fortas & Porter

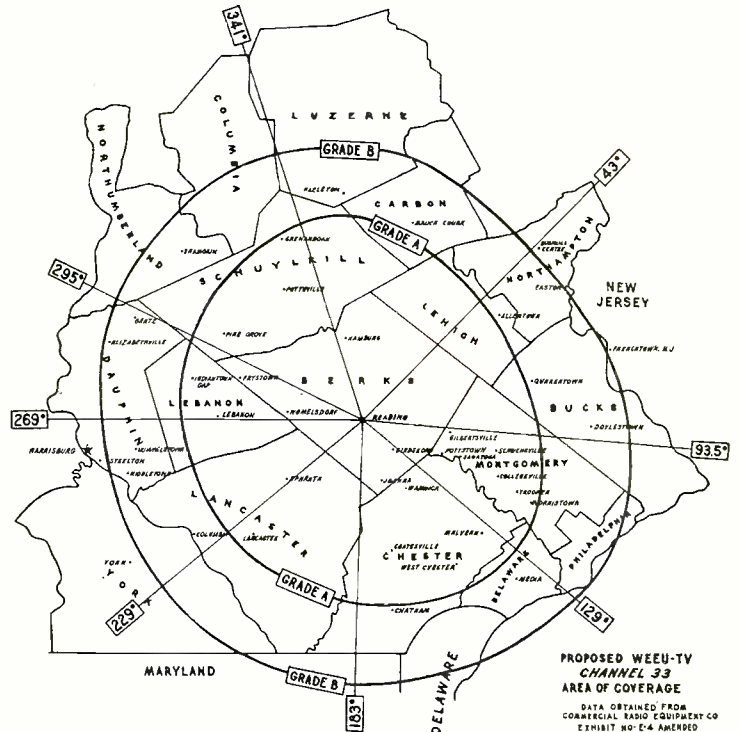
CONSULTING ENGINEER: A. Earl Cullum, Jr. (Dallas)

BROADCASTING • Telecasting

New & available . . .



The ONLY TV Station Dedicated to Service in the Rich Reading Market!



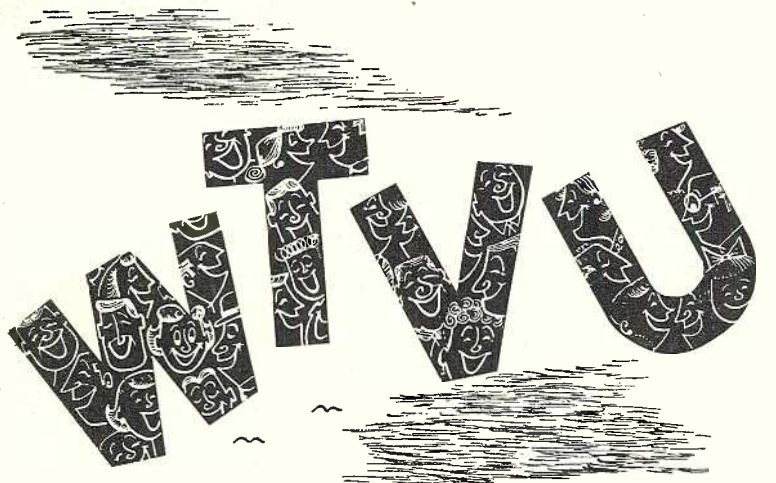
Complete Coverage in the Heart of the PENNSYLVANIA DUTCH COUNTRY

Programming Includes:

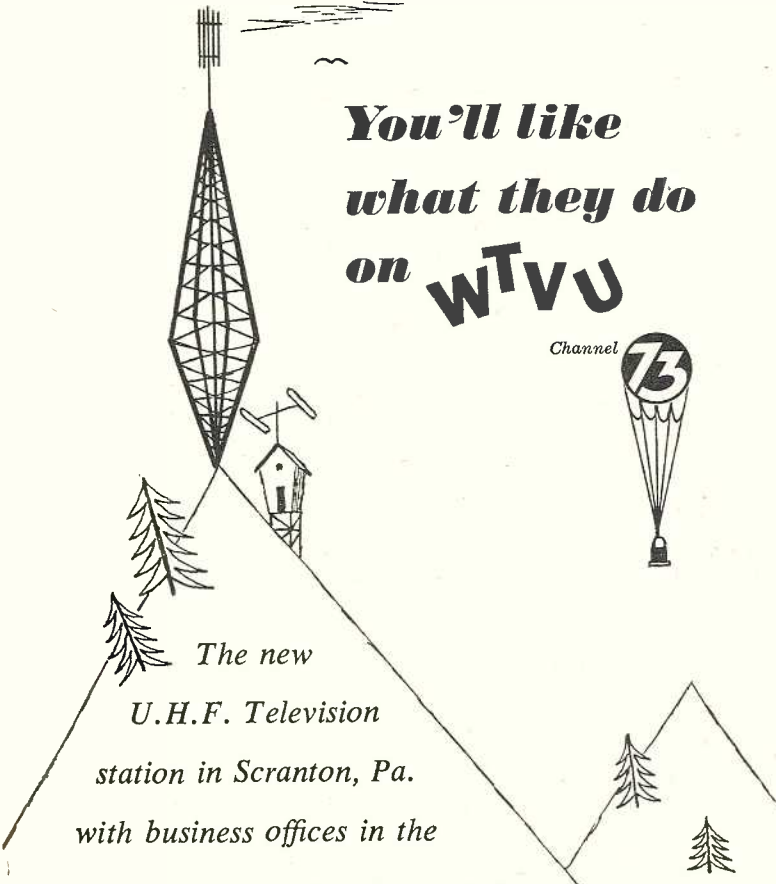
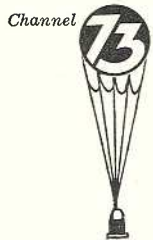
- NBC-TV and ABC-TV Networks Shows
- MPTV and Frederic Ziv Productions
- Outstanding Local Live Features



Represented Nationally by the HEADLEY-REED COMPANY



*You'll like
what they do
on **WTVU***



The new
U.H.F. Television
station in Scranton, Pa.
with business offices in the

FIRST NATIONAL BANK BUILDING

Jan King
GENERAL MANAGER

WTVU is represented by:

THE BOLLING COMPANY, INC.
Associate Member NARTB

Offices of Station Representative

New York.....480 Lexington Ave., Plaza 9-8150
Chicago.....360 N. Michigan Ave., Dearborn 2-5277
Los Angeles.....2978 Wilshire Blvd., Dunkirk 8-8158
San Francisco.....5 Third St., Garfield 1-6740
Boston.....80 Boylston St., Hubbard 2-0346

Channel

You'll like what you see on ...



PENNSYLVANIA TV STATIONS

Scranton—

WGBI-TV *

LICENSEE: Scranton Broadcasters Inc.

ADDRESS: 1000 Wyoming Avenue ZONE: 9 Phone: 2-0296

AM AFFILIATE: WGBI FM AFFILIATE: WGBI-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President-Treasurer M. E. Megargee
Vice President Marcella Megargee Holcomb and Secretary K. A. Megargee.

* BEGINS OPERATION: April 1953 (CP Granted Aug. 14, 1952)

NATIONAL REPRESENTATIVE: Blair TV

CHANNEL: 22 (518-524 mc)

TRANSMITTER ADDRESS: Bald Mountain

MAKE OF TRANSMITTER: GE MODEL NO: TT-25-A

EFFECTIVE RADIATED POWERS: Visual 290 kw Aural 150 kw

MAKE OF ANTENNA: GE TYPE: 25-B, 5-Bay

ANTENNA HEIGHT: Above average terrain 1,170 ft. Above ground 150 ft.

STUDIO ADDRESS: 1000 Wyoming Avenue

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Local and network live, local and network film, kinescope.

STUDIO FACILITIES: Two studios. GE studio camera; film camera; two 16mm film projectors. Two slide projectors. Two motion picture cameras.

EXECUTIVES:

Mrs. M. E. Megargee, President
George D. Coleman, General Manager
R. E. McDowell, Station Manager
Frank Monaghan, Program Director
K. R. Cooke, Chief Engineer

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: George C. Davis

WTVU (TV) *

LICENSEE: Appalachian Co.

ADDRESS: 519 Mulberry St. Phone: 7-3334

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: General Partners Frank J. Collins,
president, general manager and 30% owner of Wyoming Co., Scranton (coal); Da
W. Mack, owner of Scranton Radio & Television Co. (radio & electronics wholesale
and Henry J. Geist, owner of Henry J. Geist & Assoc. (communications engineering
consultants, New York).

* BEGINS OPERATION: April 15, 1953 (CP granted Aug. 14, 1952)

NATIONAL REPRESENTATIVE: The Bolling Co.

TRANSMITTER SITE: Television Hill

CHANNEL: 73 (824-830 mc)

MAKE OF TRANSMITTER: Federal

EFFECTIVE RADIATED POWERS: Visual, 11 kw Aural, 5.9 kw

MAKE OF ANTENNA: Workshop Assoc. TYPE: TTU 73

ANTENNA HEIGHT: Above average terrain 760 ft. Above ground 160 ft.

STUDIO ADDRESS: First National Bank Bldg. HOURS OF OPERATION: 4 p.m.-12 p.

MAKE OF CAMERA CHAINS: Federal

TYPE OF OPERATION: Local and network live, local and network film. Kinescopes.

NEWS SERVICE: INS

STUDIO FACILITIES: Studio 30x40 ft. Two Federal interchangeable cameras. Feder
16mm film camera. Two GPL 16mm film projectors. Two Federal 2x2 sli
projectors. Federal Poly-efex scanner. Bridgamatic Jr. film processor.

EXECUTIVES:

Frank J. Collins, President
Jan King, General Manager
Malcolm J. Wilson, Program Director
Charles Halle, Chief Engineer

RATE SUMMARY: Class A hour rate—\$200. Minute rate—\$40. (From Rate Card N
1, Jan. 1, 1953)

WASHINGTON ATTORNEY: Krieger & Jorgensen

CONSULTING ENGINEER: George P. Adair

PENNSYLVANIA TELEVISION STATIONS

Wilkes-Barre—

WBRE-TV

LICENSEE: Louis G. Baltimore

ADDRESS: 62 S. Franklin PHONE: 3-3101

AM AFFILIATE: WBRE FM AFFILIATE: WBRE-FM

TV NETWORK AFFILIATION: CBS and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Louis G. Baltimore, sole owner.

BEGAN OPERATION: January 1, 1953.

NATIONAL REPRESENTATIVE: Headley-Reed.

CHANNEL: 28 (554-560 mc)

TRANSMITTER ADDRESS: Wyoming Mountain

MAKE OF TRANSMITTER: RCA MODEL NO: TTU-10B

EFFECTIVE RADIATED POWERS: Visual, 18.5 kw Aural, 11.1 kw

MAKE OF ANTENNA: RCA TYPE: TFU-21B

ANTENNA HEIGHT: Above average terrain 1,223 ft. Above ground 420 ft.

STUDIO ADDRESS: 62 S. Franklin HOURS OF OPERATION: 2:30 p.m.—11:15 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local film.

STUDIO FACILITIES: Studios: 18x31 ft. and 14x14 ft. Two field cameras; RCA film camera; two RCA film projectors, 16mm. Slide projector for 2x2-in. slides.

EXECUTIVES:

Louis G. Baltimore, Owner-General Manager
David M. Baltimore, Station Manager
A. C. Baltimore, Commercial Manager
Franklin D. Coslett, Program Director & Film Buyer
Charles Sakoski Sr., Chief Engineer

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$46. Rehearsals—\$25 per hour. (From Rate Card No. 1, Jan. 1, 1953)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Millard Garrison

WILK-TV *

LICENSEE: Wyoming Valley Broadcasting Co.

ADDRESS: 88 N. Franklin Street PHONE: 4-4666

AM AFFILIATE: WILK

TV NETWORK AFFILIATION: ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Dr. I. C. Morgan, Mitchell Jenkins, Leon Schwartz, Roy E. Morgan, Thomas P. Shelburne, Vernon Wise, Gerald Wise, Harold Gray, each 12½%. Vernon and Gerald Wise have interest in WBUT Butler, Pa. & Butler Eagle. Harold Gray also has interest in WCED and Courier-Express, DuBois, Pa.

* BEGINS OPERATION: March 1953 (CP granted Oct. 2, 1952)

BROADCASTING • Telecasting

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 34 (590-596 mc)

TRANSMITTER ADDRESS: Mountaintop, Pa.

MAKE OF TRANSMITTER: GE TYPE: 5-Bay Helical

EFFECTIVE RADIATED POWERS: Visual, 250 kw Aural, 130 kw

MAKE OF ANTENNA: GE TYPE: 5-Bay, Helical

ANTENNA HEIGHT: Above average terrain, 1,010 ft. Above ground, 250 ft.

HOURS OF OPERATION: Noon-11 p.m.

STUDIO ADDRESS: 88 N. Franklin St.

MAKE OF CAMERA CHAINS: GE DESCRIPTION: 2 Studio Cameras

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

STUDIO FACILITIES: Two studio cameras; Bell & Howell rear screen projector. Two GE film cameras; two Eastman 16mm film projectors. Two slide projectors (2x2-in. and 3¼x4-in.); one opaque projector using 3¼x4-in., 4x12-in strips, 2¼x3-in. slides. One Bell & Howell motion picture camera.

EXECUTIVES:

Roy E. Morgan, Executive Vice President
Thomas P. Shelburne, Managing Director
Malcolm Dale, Commercial Manager
Hal Berg, Program Director
Theodore French, Chief Engineer

RATE INFORMATION: Class A hour rate—\$337 live, \$250 film. Minute spot—\$50 live, \$40 film. Rehearsals—\$25 each half-hour over 2:1 ratio air time. (From Rate Card No. 1, Feb. 1, 1953)

WASHINGTON ATTORNEY: Miller & Schroeder

CONSULTING ENGINEER: John Creutz

Williamsport—

WRAK-TV *

LICENSEE: WRAK Inc.

ADDRESS: 244 W. Fourth Street

AM AFFILIATE: WRAK

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sun Gazette Co. (Williamsport Gazette & Bulletin and Sun) owns 66.6% of grantee and West Branch Bank & Trust Co. owns 27%.

* BEGINS OPERATION: Unknown. (CP granted Nov. 13, 1952)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: N. White Deer Ridge Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 21 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 1,280 ft. Above ground, 242 ft.

STUDIO ADDRESS: 244 W. Fourth St.

EXECUTIVES:

E. N. Case, President
Margaret T. Steele, Vice President
John E. Person, Vice President
W. Van Person, Treasurer
George E. Joy, Asst. Treas. & Secretary

WASHINGTON ATTORNEY: Spearman & Roberson

CONSULTING ENGINEER: George C. Davis

PENNSYLVANIA TELEVISION STATIONS

York—

WNOW-TV *

LICENSEE: Helm Coal Co. (Broadcast Div.)

ADDRESS: 25 S. Duke Street PHONE: 8-2911 & 8-2952

AM AFFILIATE: WNOW FM AFFILIATE: WNOW-FM

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Partners Howard J. Williams (30.4½), Morgan E. Cousler (43.5%) and Lowell W. Williams (26.1%).

* BEGINS OPERATION: April 1953 (CP granted Aug. 11, 1952)

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS: R.D. 5

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 200 ft.

STUDIO ADDRESS: R.D. 5 HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP and NBC Newsreel

STUDIO FACILITIES: One 40x40 studio with kitchen, news and living-room sets.

EXECUTIVES:

Lowell W. Williams, General Manager
John O. Border, Sales Manager
Edwin L. Jay, Sales Promotion Manager
Willis Weaver, Chief Engineer
J. Edward Schwalm, Continuity Director

RATE INFORMATION: Class A hour rate \$200; Minute Spot \$37.50; (Rate Card Number 1, February 1953).

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: John H. Mullaney

WSBA-TV

LICENSEE: Susquehanna Broadcasting Co.

ADDRESS: 53 N. Duke Street

AM AFFILIATE: WSBA

TV NETWORK AFFILIATION: ABC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock is owned by estate of Louis J. Appell, deceased, and is voted by (Mrs.) Helen P. Appell, Louis J. Appell Jr., George N. Appell and York Natl. Bank & Trust Co., trustees.

BEGAN OPERATION: December 22, 1952 (1 kw vis., 0.55 kw aur.)

NATIONAL REPRESENTATIVE: Radio-TV Reps.

CHANNEL: 43 (644-650 mc)

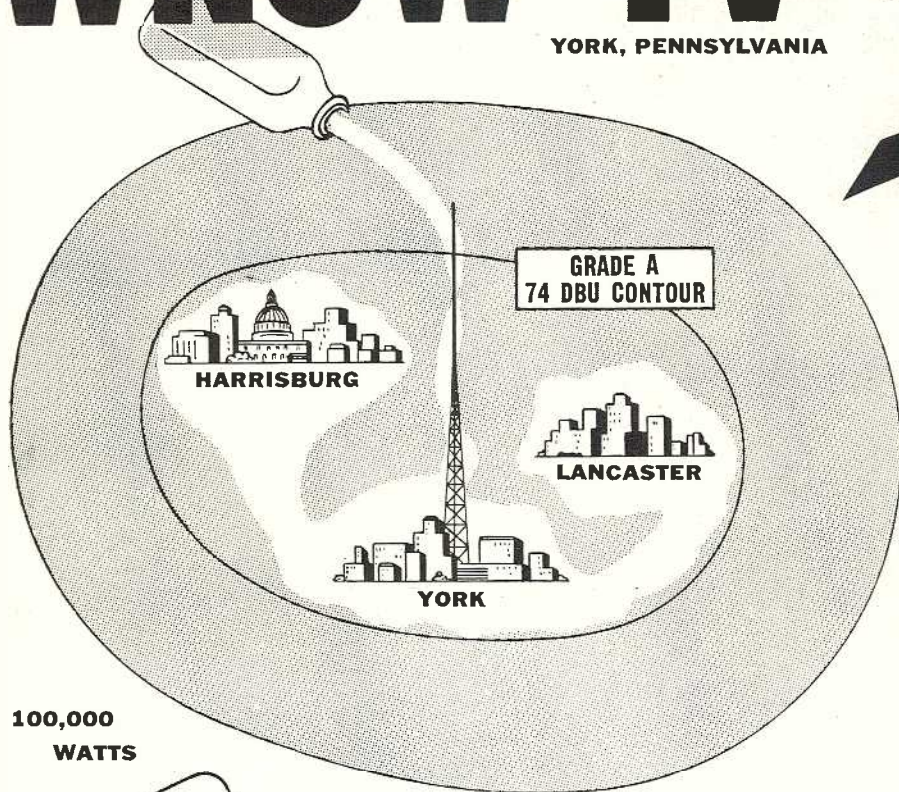
TRANSMITTER ADDRESS: State Hwy. 24, S. of York

MAKE OF TRANSMITTER: RCA

WNOW-TV CHANNEL 49

YORK, PENNSYLVANIA

Really pours it on!



GRADE "A" COVERAGE IN THREE MAJOR MARKETS

THIS COMBINED TRI-CITY AREA IS THE 22ND U. S. POPULATION CENTER WITH OVER 700,000 PEOPLE IN WNOW-TV'S GRADE "A" COVERAGE! PLUS 180,000 MORE IN GRADE "B" PATTERN

- DuMONT AFFILIATE FOR THE TRI-CITY MARKET
- ZIV FEATURE FILMS
- NBC NEWS
- KITCHEN PROGRAMS
- COMPLETE FACILITIES

100,000 WATTS



represented by George P. Hollingbery Co.

PENNSYLVANIA TV STATIONS

WSBA-TV (Continued)

EFFECTIVE RADIATED POWERS: Visual, 170 kw Aural, 86 kw

TYPE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 527 ft. Above ground, 417 ft.

STUDIO ADDRESS: 53 N. Duke Street

EXECUTIVES:

Louis J. Appell Jr., President
 Walter J. Rothensies, Executive Vice President
 (Mrs.) Helen P. Appell, Vice President
 Philip H. Kable, Secretary
 George N. Appell, Treasurer

RATE SUMMARY: Class A hour rate—\$200. Minute rate—\$37.50. Frequency discounts—begin at 2½% for 13 times up to 30% for 312 times. (From Rate Card No. 1, Nov. 1, 1952)

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: George C. Davis

RHODE ISLAND TV STATIONS

Providence—

WJAR-TV

OWNERS: The Outlet Co.

ADDRESS: 176 Weybosset Street PHONE: Gaspee 1-8255

FM AFFILIATE: WJAR

NETWORK AFFILIATION: ABC, CBS, NBC, and DuMont (Interconnected)

DATE OF OPERATION: July 10, 1949

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is sole owner (a department store).

LOCAL REPRESENTATIVE: Weed TV; Bertha Bannan

FREQUENCY: 10 (192-198 mc)

TRANSMITTER ADDRESS: Rehoboth, Mass.

TYPE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 160 kw

TYPE OF ANTENNA: RCA TYPE: 12-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 601 ft. Above ground, 733 ft.

HOURS OF OPERATION: 7:00 a.m.-12:45 a.m.

STUDIO ADDRESS: 176 Weybosset-St.

TYPE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A (Studio)

TYPE OF OPERATION: Local and network live, local film and kinescopes.

LIBRARY: Snader, Sterling, MPTV NEWS SERVICE: AP, INS, INP and Telenews

LIBRARY SERVICE: World, SESAC

STUDIO FACILITIES: One studio 37x50 ft. Studio and field cameras—RCA. RCA film camera (TK20A); two RCA 16mm film projectors. Spindler & Sauppe projector 2x2-in. slides; Gray Telop opaque projector for 4x5-in. cards. Mobile unit with two cameras; 35mm, 50mm, 90mm, 135mm, 8½", 13" and 18" lenses. Microwave relay equipment.

EXECUTIVES:

George O. Griffith, Vice President & Treasurer
 Norman Giffleson, Manager of TV Operations & Commercial Manager
 Seymour Horowitz, Program Director
 Thomas C. J. Prior, Chief Engineer
 William Cooper, Film Buyer
 Manning Tesser, Production Coordinator
 Frank Howard, Promotion Manager

RATE INFORMATION: Class A hour rate \$850. Minute spot \$135. Rehearsals—\$50 per hour. Frequency discounts—start with 26-times at 5% up to 208-times at 20%. (From Rate Card No. 5, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

BROADCASTING • Telecasting

**PINPOINT
 YOUR
 PERSISTENT
 SALESMAN**

You get
 UNDUPLICATED
 coverage
 with
 PERSISTENT SELLING
 in prosperous
 Southern
 New England

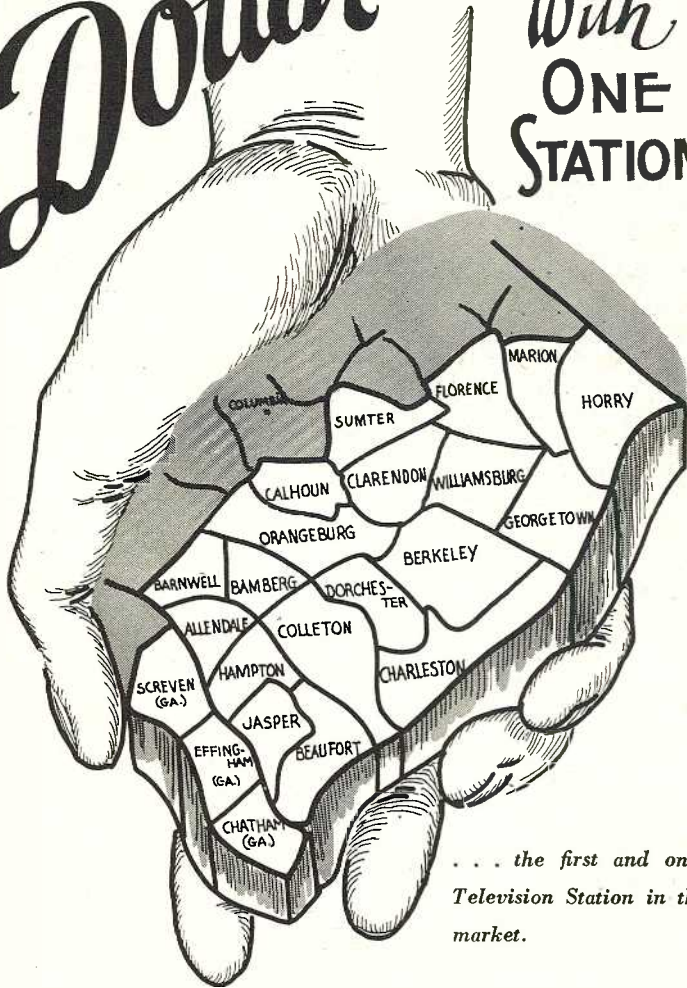
Worcester
 MASSACHUSETTS
 BOSTON
 BROCKTON
 TAUNTON
 FALL RIVER
 NEW BEDFORD
 CAPE COD
 RHODE ISLAND
 CONNECTICUT
 WESTERLY

Represented Nationally by **Weed Television**

The Television Advertiser

Can Now Cover This

**850 Million
Dollar Market**
With
**ONE
STATION**



... the first and only
Television Station in the
market.

22 Counties	•	1,000,000 Population
Effective Buying Income	\$851,979,000*
Retail Sales	557,222,000
Surplus E.B.I.	294,757,000

Fringe market extends into Billion Dollar Hydrogen Bomb Plant area. Includes two major Southeastern Port Cities (Charleston and Savannah). Only TV Station In This Market For Some Time To Come (No other grant as of now). 30,000 Watts** on Channel 5.

* Sales Management "Survey of Buying Power"—1952.

** Licensed for 100,000 Watts as soon as equipment is available.

Call Free & Peters For the Complete Story

WCSC-TV

John M. Rivers, Pres.

Charleston, S. C.

WCSC—5,000 Watts, WCSC-FM—36,000 Watts, WCSC-TV—30,000 Watts

SOUTH CAROLINA TV STATIONS

Charleston—

WCSC-TV*

LICENSEE: WCSC Inc.

ADDRESS: 475 E. Bay Street PHONE: 7611

AM AFFILIATE: WCSC FM AFFILIATE: WCSC

TV NETWORK AFFILIATION: ABC, NBC, CBS and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John M. Rivers owns 100% stock.

* BEGINS OPERATION: April 1953. (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1 mi. east of Ashley Hall Plantation

MAKE OF TRANSMITTER: DuMont MODEL NO.: 9000

EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural, 15 kw

MAKE OF ANTENNA: RCA TYPE: TF6AM

ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 360 ft.

HOURS OF OPERATION 2 p.m.-10:30 p.m.

STUDIO ADDRESS: 475 E. Bay Street

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA124E

TYPE OF OPERATION: Local and network live, local and network film and kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios, 50x31 and 15x28; two studio cameras and ... field camera; one rear screen projector, DuMont film camera and 16mm Du Halmes film projector, DuMont scanner No. 1-TA-153-B, Bell and Howell monon picture camera and a film processing unit.

EXECUTIVES:

- John M. Rivers, President & General Manager
- Roland Weeks, Commercial Manager
- Russell D. Lang, Program Director
- Wilbur Albee, Chief Engineer
- Charles E. Hall, Film Buyer & Production Director

RATE INFORMATION: Class A hour rate—\$200. Minute spot—\$40. Particip. per spot—\$40. Frequency discounts.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

SOUTH CAROLINA TELEVISION STATIONS

Columbia—

WCOS-TV*

LICENSEE: Radio Columbia
ADDRESS: Cornel-Arms Apartment Bldg. PHONE: 2-2177
AFFILIATE: WCOS FM AFFILIATE: WCOS-FM
NETWORK AFFILIATION: ABC and NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Charles W. Pittman (72%) and
W. Pittman (28%).
BEGINS OPERATION: April 1953 (CP granted Sept. 18, 1952)
NATIONAL REPRESENTATIVE: Headley-Reed TV.
CHANNEL: 25 (536-542 mc)
TRANSMITTER ADDRESS: Two Notch Road
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 89 kw Aural, 45 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 650 ft. Above ground, 548 ft.
STUDIO ADDRESS: Two Notch Road
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

STUDIO FACILITIES: Studio—24x30 ft. One RCA studio camera (TK-11A); one RCA
film camera (TK-20C). Two RCA film projectors (TP-16D); RCA projector for 2x2-in.
des.

EXECUTIVES:
Charles W. Pittman, President
Edward Spencer, Director of TV & Film Buyer
Wayne Poucher, Commercial Manager
Haynes, Program Director
Robert Lambert, Chief Engineer

ADDITIONAL INFORMATION: Class A hour rate—\$200. Minute spot—\$40. Frequency dis-
counts start with 13-times at 2½% up to 260-times at 30%. (From Rate Card No. 1,
Jan. 1, 1953)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: George C. Davis

WNOK-TV*

LICENSEE: Palmetto Radio Corporation
ADDRESS: 1811 Main Street PHONE: 3-9401
AFFILIATE: WNOK
NETWORK AFFILIATION: CBS and DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Samuel Litman, Vice
President J. W. Lindau III, Treasurer W. Croft Jennings, and Secretary Carlisle Roberts,
each hold 20% of stock.

* BEGINS OPERATION: April, 1953 (CP granted Sept. 18, 1952)

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 67 (788-794 mc)

BROADCASTING • Telecasting

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 780 kw Aural, 390 kw

HOURS OF OPERATION: Noon-11 p.m.

ANTENNA HEIGHT: Above average terrain, 620 ft. Above ground, 525 ft.

STUDIO ADDRESS: 1811 Main Street

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

EXECUTIVES:

H. Moody McElveen Jr., General Manager
W. C. Bochman, Commercial Manager
David M. Campbell, Program Director
Donald E. Willoughby, Chief Engineer
Roy O. Darby Jr., Production Manager

WASHINGTON ATTORNEY: Covington & Burling

CONSULTING ENGINEER: Kear & Kennedy

Greenville—

WGVL (TV)*

LICENSEE: Greenville Television Co.

ADDRESS: Calhoun Towers

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Robert M. Caine (15%), real estate,
mortgage loan and general insurance; Edgar M. Norris, (10%) investment firm
owner; Calvin F. Teague (10%), real estate and apartment operation; Vivian M. Man-
ning (10%), stocks and bonds broker-dealer; Hugh Kerr Aiken (10%), paint manu-
facturer; and Keith Hane Smith, Joseph I. Converse, Camille M. Manning, W. W.
Pate, M. B. Crigler, E. E. Scott, R. Boykin Curry Jr., Burnett R. Maybank Jr. and Wes-
ley M. Walker, each 5%. (All are Greenville residents except Mr. Curry, who is
Greenwood, S. C. resident.)

* BEGINS OPERATION: Unknown. (CP granted Jan. 23, 1953)

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: Peak of Paris Mt., 4 m. N. of Greenville

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 22.1 kw Aural, 11.1 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 1,142 ft. Above ground, 149 ft.

STUDIO ADDRESS: Calhoun Towers

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: McIntosh & Inglis

SOUTH DAKOTA TV STATIONS

Sioux Falls—

KELO (TV)*

LICENSEE: Midcontinent Broadcasting Co.

ADDRESS: 8th St. & Phillips Ave. ZONE: 1 PHONE: 4-5841

AM AFFILIATE: KELO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Joseph L. Floyd (33 1/3%), Vice President N. L. Bentson (33 1/3%) and Secretary-Treasurer Edmond R. Rubin (33 1/3%).

* BEGINS OPERATION: April 1, 1953 (CP granted Nov. 20, 1952)

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: S. E. of Sioux Falls

MAKE OF TRANSMITTER: RCA TYPE: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 57.7 kw Aural, 28.5

MAKE OF ANTENNA: RCA TYPE: TF-12AH, 12-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 578 ft. Above ground, 578 ft.

STUDIO ADDRESS: 8th St. & Phillips Ave.

TYPE OF OPERATION: Local and network live, local and network film kinescopes

STUDIO FACILITIES: No. 1 studio, 35x48; No. 2, 19x26; one studio camera, one field camera, film camera (TK-20B) and three 16mm film projectors (TP16D), RCA automatic slide projector, one opaque projector, one scanner, 2 RCA No. 400 motion picture cameras, film processing unit.

EXECUTIVES:

Joe Floyd, President, Film Buyer
Evan A. Nord, General Manager
Jim Burt, Program Director
Les Froke, Chief Engineer

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. D. Ring & Assoc.

TENNESSEE TV STATIONS

Chattanooga—

WTVT (TV)*

LICENSEE: Tom Potter

ADDRESS: 1032 Live of America Bldg., Dallas, Tex.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Tom Potter, sole owner, is also grantee of KTVA (TV) Austin, Tex., and is applicant for uhf stations in Baton Rouge, La., and Beaumont, Tex.

* BEGINS OPERATION: Unknown. (CP granted Aug. 21, 1952)

CHANNEL: 43 (644-650 mc)

TRANSMITTER ADDRESS: Lookout Mountain

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 275 kw Aural, 140 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 1,270 ft. Above ground, 140 ft.

STUDIO ADDRESS: 948-950 E. Third St.

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: John H. Mullaney

Page 212 • 1953 TELECASTING Yearbook

TENNESSEE TV STATIONS

WOUC (TV)*

LICENSEE: Chattanooga TV Inc.

ADDRESS: 1024 James Building

AM AFFILIATE: WMFS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: WMFS Inc. (WMFS Chattanooga owns 50% of licensee. Remaining 50% owned by resident J. Glen Stone, Vice President J. E. Summers, Secretary C. W. Hoffman.

* BEGINS OPERATION: Unknown. (CP granted Aug. 21, 1952)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS: White Oak Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 460 ft. Above ground, 442 ft.

STUDIO ADDRESS: White Oak Road

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: W. J. Holey (Atlanta)

Johnson City—

WJHL-TV*

LICENSEE: WJHL Inc.

ADDRESS: 143 W. Main St. PHONE: 2780

AM AFFILIATE: WJHL FM AFFILIATE: WJHL-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: W. H. Lancaster Sr. (19.7% general manager of WJHL; W. H. Lancaster Jr. (4%), commercial manager of WJHL; Harriet B. Campbell; T. F. Dooley (0.4%); Mrs. Evelyn Lancaster (22.2%); Edna Dooley (8.53%); Estate of S. H. Campbell Sr. (31.44%).

* BEGINS OPERATION: Sept. 1, 1953. (CP granted Jan. 29, 1953)

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: 143 W. Main St.

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 54 kw

ANTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 630 ft.

STUDIO ADDRESS: 143 W. Main St.

EXECUTIVES:

W. H. Lancaster Sr., President
W. H. Lancaster Jr., 1st Vice President
Mrs. Harriett B. Campbell, 2d Vice President
T. F. Dooley, Secretary-Treasurer

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: O. K. Garland (Johnson City, Tenn.)

BROADCASTING • Telecasting

TENNESSEE TV STATIONS

Memphis—

WHBQ-TV*

(Educational-Noncommercial)

LICENSEE: Harding College (WHBQ)

ADDRESS: Gayoso Hotel. **PHONE:** 8-6868

1 AFFILIATE: WHBQ

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee is non-profit educational institution; no stock authorized or issued.

BEGINS OPERATION: Aug. 1, 1953 (CP granted Jan. 29, 1953)

CHANNEL: 13 (210-216 mc).

TRANSMITTER ADDRESS: 2641 Summer Ave.

EFFECTIVE RADIATED POWERS: Visual, 240 kw Aural, 120 kw

ANTENNA HEIGHT: Above average terrain 500 ft. Above ground 533 ft.

STUDIO ADDRESS: Hotel Chisca

EXECUTIVES:

C. L. Ganus, President of Board and Trustee

Dr. L. M. Graves, Vice President of Board and Trustee

W. O. Beeman, Secretary-Treasurer and Trustee

John Cleghorn, General Manager

WASHINGTON ATTORNEY: Krieger & Jorgensen

CONSULTING ENGINEER: McIntosh & Inglis

WMCT (TV)

LICENSEE: Memphis Publishing Co.

ADDRESS: Goodwyn Institute Bldg. **ZONE:** 1 **PHONE:** 8-7464

AM AFFILIATE: WMC **FM AFFILIATE:** WMCF

NETWORK AFFILIATION: ABC, CBS and DuMont (Interconnected) NBC (Basic)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Scripps-Howard Newspapers. Subsidiary Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville; Memphis Publishing Co., Scripps-Howard subsidiary owns WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps Howard Newspapers are Cincinnati Post, New York World-Telegram & Sun, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial-Appeal and Press-Scimitar, Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press.

BEGAN OPERATION: December 11, 1948

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Thomas Road

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-25AL

EFFECTIVE RADIATED POWERS: Visual, 60 kw Aural, 30 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-6AM

ANTENNA HEIGHT: Above average terrain, 950 ft. Above ground, 1,050 ft.

STUDIO ADDRESS: Goodwyn Institute **HOURS OF OPERATION:** 7 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

STOCK LIBRARY: Snader **NEWS SERVICE:** UP

LIBRARY SERVICE: Thesaurus and Lang-Worth

STUDIO FACILITIES: Three studios: auditorium seating 1,000 (stage 30x40 ft.), one kitchen, and one studio 25x35 ft. Four studio cameras and two field cameras. One RCA film camera; two RCA 16mm projectors. One slide projector; one opaque projector. Motion picture cameras: two Bell & Howell, one Kodak, two SOF Auricon, all 16mm. Houston film processing unit. One RCA mobile unit with microwave relay equipment.

EXECUTIVES:

Enoch Brown, President

H. W. Slavick, General Manager

Earl Moreland, Commercial Manager

Wilson Mount, Program Director & Film Buyer

E. C. Frase, Jr., Chief Engineer, Publicity & Promotion

Ed White, News Editor

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$125. Frequency discounts start with 26-times at 5% up to 260-times at 25%. (From Rate Card No. 8, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting



WMCT
MEMPHIS,
has
**stepped
up**

as of Nov. 23, 1952

Now
60,000 watts

formerly 15,000 watts

formerly operating
on Channel 4

Now on
Channel 5

which means

bigger audience

... a wider coverage area which naturally embraces a wider listening audience (now estimated at more than 185,000 TV homes).

better reception

... as actually attested by signed letters from listeners in the fringe area of WMCT's coverage.

to sell Memphis, you need

National Representatives The Branham Co.

Channel 5 • Memphis
Affiliated with NBC

Owned and operated by
THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and DUMONT

WMCT

Memphis ONLY
TV Station

WMC WMCF WMCT

KFDA-TV

AMARILLO, TEXAS

● CBS-TV ● ABC-TV

TWO TOP TV NETWORK
PROGRAM FACILITIES

SERVING THE GREAT TEXAS PANHANDLE

... A rich area
for SMART TV Buyers.
This is a trade territory
of some 50,000 square miles
where retail sales in 1951
were more than \$615,000,000
and the average buying power
per family was \$4,257.
During 1951 Amarillo led the nation
with the highest retail sales
per family—\$5,490!
DON'T PASS UP
THIS VITAL MARKET!

Call any Branham Company office.

KFDA-TV

EFFECTIVE RADIATED POWER

VIDEO 56.5 KW

AUDIO 30.4 KW

FREQUENCY 192-198 MEGACYCLES

CHANNEL 10

AMARILLO, TEXAS

TENNESSEE TV STATIONS

Nashville—

WSM-TV

LICENSEE: WSM Inc.

ADDRESS: 301 Seventh Avenue North ZONE: 3 PHONE: 6-7181

AM AFFILIATE: WSM

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Nat'l Life & Accident Insurance Co.

BEGAN OPERATION: September 30, 1950

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 14th & Compton Avenue

MAKE OF TRANSMITTER: Federal MODEL NO.: 17-A

EFFECTIVE RADIATED POWERS: Visual, 23.8 kw Aural, 11.9 kw

MAKE OF ANTENNA: GE TYPE: 5-Bay Turnstile

ANTENNA HEIGHT: Above average terrain, 680 ft. Above ground, 575 ft.

STUDIO ADDRESS: 14th & Compton Avenue

HOURS OF OPERATION: 11:00 a.m.-12:00 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP, INS and AP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Studio 40x50 ft. Two studio and two field cameras. Bodde screen projector. One film camera; two 16mm film projectors. One slide projector for 2x2-in. slides; one opaque projector for 3x4-in. cards. Bell & Howell movie picture camera. Completely equipped mobile unit.

EXECUTIVES:

John H. DeWitt Jr., President
Irving Waugh, Exec. Asst. to President & Commercial Manager
Shelton Weaver, Operation Manager & Film Buyer
Aaron Shelton, Chief Engineer

RATE INFORMATION: Class A hour rate—\$350. Minute spot—\$70 live, \$60 Participation per spot—\$72.50. Frequency discounts start with 26-times at up to 260-times at 20%.

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

TEXAS TV STATIONS

Amarillo—

KFDA-TV*

LICENSEE: Amarillo Broadcasting Corp.

ADDRESS: 109 E. 5th St. PHONE: 6-5343

AM AFFILIATE: KFDA FM AFFILIATE: KFDA-FM

TV NETWORK AFFILIATION: ABC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-owners are President Wer Mayes, chief owner of KBWD Brownwood and KNOW Austin, Tex.; Vice Presid C. C. Woodson, oil, gas and publishing interests; Secretary-Treasurer Charles

TEXAS TV STATIONS

Amarillo—(Continued)

Vordan, vice president-assistant general manager of Texas State Network and vice president of KABC San Antonio, WACO Waco, KRIO McAllen and KFJZ Ft. Worth; Director Gene L. Cagle, president-general manager and 34% owner Texas State Network, president-general manager of KFJZ, KABC, WACO and KRIO, 25% owner of KSTB Big Spring and director of KFDA and Waco TV Corp. Mr. Woodson is owner of Brownwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Waxahachie Light, all Texas, and Miami (Okla.) News-Record.

BEGINS OPERATION: March 1953 (CP granted Oct. 16, 1952)

NATIONAL REPRESENTATIVE: Branham Co.

TRANSMITTER ADDRESS: N. Ong St. and W. Cherry Ave.

CHANNEL: 10 (192-198 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 56.5 kw Aural, 30.4 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 465 ft.

RADIO ADDRESS: N. Ong St. and W. Cherry Ave.

WASHINGTON ATTORNEY: Eugene L. Burke

CONSULTING ENGINEER: Commercial Radio Equipment Co.

KGNC-TV*

LICENSEE: Plains Radio Broadcasting Co.

ADDRESS: P.O. Box 751 PHONE: 3-4242

LOCAL AFFILIATE: KGNC

NETWORK AFFILIATION: NBC, DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Globe News Pub. Co. (Amarillo Globe-Times and News and Lubbock Avalanche and Journal) 81%, voted by Gene Lowe; Globe News Employes Pool, 19%.

BEGINS OPERATION: March 15 (CP granted Oct. 9, 1952)

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

TRANSMITTER ADDRESS: 5 miles N. on U. S. Highway 287

CHANNEL: 4 (66-72 mc)

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AL

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA TYPE: TF-12AMD, 12-Bay

ANTENNA HEIGHT: Above average terrain, 767 ft. Above ground, 830 ft.

HOURS OF OPERATION: 5 p.m.-11 p.m.

RADIO ADDRESS: P.O. Box 751

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local Live, Local and Network Film, Kinescopes.

RADIO FACILITIES: Two studios—36x55 ft. (seating 100) and 12x17 ft. Two RCA studio cameras. Two RCA film cameras, two RCA 16mm film projectors. Two RCA projectors for 2x2-in. slides, one Gray Telop opaque projector. Bell & Howell 16mm motion picture camera.

EXECUTIVES:

J. E. Walker, President
Tom Kritser, General Manager
Bob Watson, Commercial Manager
Kelly Maddox, Program Director and Film Buyer
W. H. Torrey, Chief Engineer
William A. Clarke, Local Sales Manager

TYPE INFORMATION: Not determined.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. Earl Cullum Jr.

BROADCASTING • Telecasting

for **TV**
facts and figures

call the

**O. L. TAYLOR
COMPANY**

NEW YORK

CHICAGO

DALLAS

ATLANTA

LOS ANGELES

SAN FRANCISCO

TEXAS TELEVISION STATIONS

Austin—

KCTV (TV)*

LICENSEE: Capital City Television Co.

ADDRESS: Enfield Apts., Enfield Rd.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Charles Henry Coffield, independent oil producer and son of H. H. Coffield, who holds one-third interest in Uhf Television Co., Ch. 23 grantee at Houston, and in applicants at New Orleans, Corpus Christi and Dallas.

* BEGINS OPERATION: Unknown (CP granted July 11, 1952)

TRANSMITTER ADDRESS: Capital Nat'l. Bank Bldg., 120 W. 7th St.

CHANNEL: 18 (494-500 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 216.5 kw Aural, 108.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 320 ft. Above ground, 472 ft.

STUDIO ADDRESS: 120 W. 7th St.

ATTORNEY: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

KTBC-TV

LICENSEE: Texas Broadcasting Corp.

ADDRESS: P.O. Box 717 PHONE: 2-2424

AM AFFILIATE: KTBC

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Claudia T. Johnson is 99.5% owner.

BEGAN OPERATION: November 27, 1952

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Mt. Larson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AH (interim operation)

EFFECTIVE RADIATED POWERS: Visual, 102.9 kw Aural, 51.45 kw

MAKE OF ANTENNA: RCA TYPE: TF-12AH

ANTENNA HEIGHT: Above average terrain, 737 ft. Above ground, 576 ft.

STUDIO ADDRESS: Driskill Hotel

HOURS OF OPERATION: 12 noon-11 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local and Network Live, Local and Network Film, Kinescopes.

STUDIO FACILITIES: Two RCA interchangeable field/studio cameras. One RCA (TK20C) film camera; two RCA (TP16D) 16mm film projectors. One RCA automatic slide projector.

EXECUTIVES:

Claudia T. Johnson, President
J. C. Kellam, General Manager, Commercial Manager and Film Buyer
Richard Pryor, Program Director
Ben Hearn, Chief Engineer
Paul Bolton, News Editor

RATE INFORMATION: Class A one hour—\$250. One minute spot—\$50. Frequency discounts. (From Rate Card No. 1, Dec. 1, 1952.)

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: A. Earl Cullum Jr (Dallas)

Page 216 • 1953 TELECASTING Yearbook

KTVA (TV)*

LICENSEE: Tom Potter

ADDRESS: 1032 Life of America Bldg., Dallas, Tex.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Tom Potter, grantee of WTVT (TV) Chattanooga, Tenn., and applicant for uhf TV station in Baton Rouge, La. and Beaumont, Tex.

* BEGINS OPERATION: Unknown (CP granted Aug. 21, 1952)

TRANSMITTER ADDRESS: 4.8 miles NW of State Capitol Bldg.

CHANNEL: 24 (530-536 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 280 kw Aural, 145 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 640 ft. Above ground, 500 ft.

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

Beaumont—

KBMT (TV)*

LICENSEE: Television Broadcasters

ADDRESS: P.O. Box 1592

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: J. A. Newborn Jr. (10%), president of Beaumont Savings and Loan Assn. and TV grantee at Gadsden, Ala., and Tyler, Tex.; N. D. Williams (30%), president Beech Creek Lumber Co., Warren, Tex.; Randolph C. Reed (30%), president Reed Co. and Gulf-York Inc., wholesale appliance; Jack S. Josey (30%), independent oil producer.

* BEGINS OPERATION: April, 1953 (CP granted Dec. 4, 1952)

TRANSMITTER ADDRESS: 2 miles W. on Washington Blvd.

CHANNEL: 31 (572-578 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 31 kw Aural, 14 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 820 ft. Above ground, 844 ft.

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

Brownsville (Matamoros)—

XELD-TV

LICENSEE: Television de Matamoros, S. A.

ADDRESS: 1014 E. Washington St. PHONE: Brownsville 2-6953

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Romulo O'Farrill, publisher of Mexico City Novedades and owner XEX and XHTV (TV) Mexico City. Emilio Azcarrón owns Radio Programas de Mexico, S. A., XEW-TV and XEQ-TV Mexico City.

BEGAN OPERATION: September 1951.

NATIONAL REPRESENTATIVE: Adam Young Jr. Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Matamoros, Mexico

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 2.8 kw Aural, 1.4 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 700 ft. Above ground, 650 ft.

STUDIO ADDRESS: Matamoros, Mexico HOURS OF OPERATION: 3 p.m.-10:30 p.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local film, network film and kinescopes.

EXECUTIVES:

Romulo O'Farrill Jr., President
Bert Meitcalf, Program Director
George B. Smith, Chief Engineer

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$35. Frequency discounts start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Sept. 1, 1951).

BROADCASTING • Telecasting

TEXAS TV STATIONS

Dallas—

— — — *

LICENSEE: Uhf Television Co.

ADDRESS: 14th Floor, Magnolia Bldg.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil operators. They also are permittee at Houston and applicant at New Orleans and Corpus Christi.

BEGINS OPERATION: Unknown (CP granted Jan. 15, 1953)

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: Cliff Towers Hotel

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 220 kw Aural, 115 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 577 ft.

STUDIO ADDRESS: Cliff Towers Hotel

LEGAL COUNSEL: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

KRLD-TV

LICENSEE: KRLD Radio Corp.

ADDRESS: Herald Square ZONE: 1 PHONE: Randolph 6811

AM AFFILIATE: KRLD FM AFFILIATE: KRLD-FM

NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Times Herald Printing Co., publisher of Dallas Times-Herald.

BEGAN OPERATION: December 3, 1949.

NATIONAL REPRESENTATIVE: Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Herald Square

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6C

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw Aural, 13.6 kw

MAKE OF ANTENNA: GE TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 463 ft. Above ground, 568 ft.

STUDIO ADDRESS: Herald Square HOURS OF OPERATION: 8:54 a.m.-Midnight

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

PROGRAM LIBRARY: Official NEWS SERVICE: UP Movietone and Acme Wire Photo

STUDIO FACILITIES: Two studios, each 22x45 ft. Two DuMont interchangeable field cameras. Two GE film cameras. Two GE film projectors. One GE slide projector. Gray Telop opaque projector. GE mobile unit with two DuMont cameras, full complement of lenses (50mm to 508mm) and GE microwave relay equipment.

CUTIVES:

John W. Runyon, Chairman of Board
 Clyde W. Rembert, President
 Roy M. Flynn, Station Manager
 William A. Roberts, Asst. Manager in Charge of Sales
 Les Box, Program Director
 J. B. Honeycutt, Chief Engineer
 Dick Mueller, Film Buyer

ADDITIONAL INFORMATION: Class A one hour—\$600. 20-second spot—\$125. Frequency discounts. Rehearsal charge \$15 per quarter hour in excess of program length.

DALLAS ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: Craven, Lohnes & Culver

KRLD-TV

CHANNEL 4 DALLAS

Exclusive DALLAS-FT. WORTH outlet
 for CBS TELEVISION PROGRAMS!

SELLS THE LARGEST

METROPOLITAN

BUYING MARKET

IN THE GREAT

SOUTHWEST...

DALLAS and

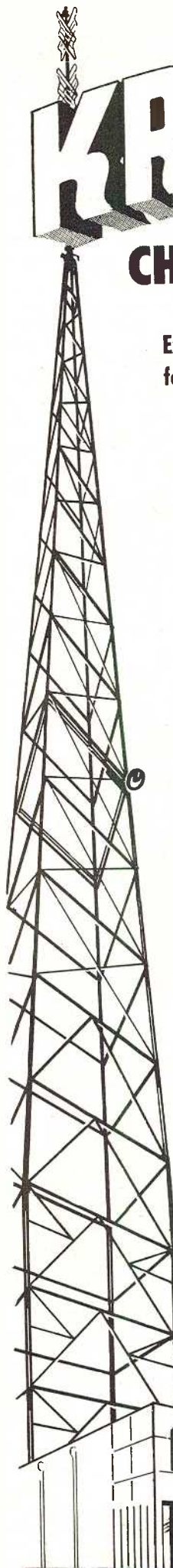
FORT WORTH

More than a Million Urban Dwellers
 within the 50 mile radius. More than
 TWO million population within the
 100-mile area.

This is why
KRLD-TV
 is your best buy

John W. Runyon
 Chairman of the Board
 Clyde W. Rembert
 President

The Branham Company
 Exclusive Representative



THE MOST POWERFUL STATION WILL BE

KEPO-TV

EL PASO, TEXAS

On the air—August 15th



TOP TRANSMITTER LOCATION

High above the city, atop Mt. Franklin at 5,300 feet.



TOP POWER

120,000 Watts—TWICE the power of any other TV station in this area.



TOP COVERAGE

KEPO-TV will put a strong, clear picture into ALL the El Paso market.



TOP RESULTS

can be depended on, since KEPO-TV will deliver the audience for your message by superior programming.



TOP MARKET

El Paso is the southwest's soundest market . . . a logical place to telecast your sales story.

El Paso is the southwest's distribution and trading center, serving an 85,000 sq. mile area and over 450,000 people in three states: West Texas, Southern New Mexico and Southeastern Arizona. And Northern Mexico is a bonus.

El Paso's market is not only BIG, but it is vitally important and mighty fast growing.

El Paso's urban population (City Limits only), for example, has grown from 98,810 in 1940 to 142,665 in 1952. And the whole vast, busy El Paso area to be served by KEPO-TV has grown in proportion.

El Paso is an ISOLATED market, with NO coverage from any other city. The nearest city of comparable size is 600 miles away.

Power takes on new and greater importance in this region of big distances and scattered communities. That's why KEPO-TV will telecast with 120,000 watts, twice the power of any other station, in order to serve this whole dynamic market for YOU.

KEPO, INC.

Miller C. Robertson, Pres. & Gen. Mgr.
Willard L. Kline, Station & Sales Mgr.

THE MOST POWERFUL STATION IS

KEPO

ABC at 690 10kw

BOTH AM & TV
NATIONALLY
REPRESENTED

by

EVERY-KNODEL

TEXAS TV STATIONS

Dallas—(Continued)

WFAA-TV

LICENSEE: A. H. Belo Corp.

ADDRESS: 3000 Harry Hines Blvd. PHONE: Riverside 3315

AM AFFILIATE: WFAA

TV NETWORK AFFILIATION: ABC, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of the Dallas Morning News.

BEGAN OPERATION: September 17, 1949

NATIONAL REPRESENTATIVE: Edward Petry Co.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 3000 Harry Hines Blvd.

MAKE OF TRANSMITTER: DuMont MODEL NO.: TF-6A, 6-Bay Superturnstile

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13.5 kw

MAKE OF ANTENNA: RCA TYPE: 6000

ANTENNA HEIGHT: Above average terrain, 350 ft. Above ground, 375 ft.

STUDIO ADDRESS: 3000 Harry Hines Blvd. HOURS OF OPERATION: 7:00 a.m.-12 midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Two iconoscope, five orthicons.

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios, each 25x35 ft. (seating 75). Five interchangeable field cameras. Two DuMont film cameras. Two Holmes 16mm film projectors. C Gray Telop projector for opaques or transparencies. Kodak 16mm motion picture camera. Mobile unit: DuMont telecruiser with facilities for four cameras complete lens range from 50mm to 25-in. telephoto lens. Microwave relay equipment.

EXECUTIVES:

E. M. Dealey, President
Martin B. Campbell, Supervisor Radio-TV
Ralph W. Nimmons, Station Manager
Terry H. Lee, Asst. Station Manager in Charge of Sales
Jay Watson, Program Director
W. C. Ellis, Chief Engineer
George Krutilek, Technical Supervisor
Howard Anderson, Film Buyer
Jack Saunders, Manager of Sales Promotion

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$100. Participating per spot—\$125. Frequency discounts begin with 26-times at 5% up to 1 times at 25%. (From Rate Card No. 6, July 1, 1952.)

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

El Paso—

KEPO-TV*

LICENSEE: KEPO Inc.

ADDRESS: 706 Capital National Bank Bldg., Austin, Tex.

AM AFFILIATE: KEPO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Miller C. Robertson—Vice President W. A. Porter Jr., Vice President Ralph I. Richardson and Secretary Treasurer W. B. Pratt. Each is 24.8% owner. Latter three have coal mining and construction interests.

*BEGINS OPERATION: August 1953 (CP granted Oct. 24, 1952)

NATIONAL REPRESENTATIVE: Avery-KnodeL

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Mount Franklin

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 120 kw Aural, 60 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 1,000 ft. Above ground, 494 ft.

STUDIO ADDRESS: 2419 N. Piedras St.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local and network film, kinescopes.

NEWS SERVICES: Fox Movietone, UP

LIBRARY SERVICES: Langworth, Standard

EXECUTIVES:

Miller C. Robertson, President & General Manager
Willard L. Kline, Station and Sales Manager
Cecil M. Sansbury, Program Director & Film Buyer
E. L. Gemoets, Chief Engineer

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. L. Earl Cullum Jr. (Dallas)



**THE SUIT
WITH
THE EXTRA
PANTS**

... a fitting analogy

Buy the Dallas suit . . . get the extra Fort Worth pants in the bargain! That's the way WFAA-TV sells the Dallas-plus-Fort Worth market, the biggest market in the biggest state. The fabric is woven of 1,270,700 Texans, the pockets lined with two billion dollars. It's worn in the homes of 389,600 families that average 31% more than the national average on purchases of retail, automotive, general merchandise, food, furniture-household-radio, and drug items. It's hand-tailored to fit your budget and cover your needs. We suggest that you buy the Dallas suit with the Fort Worth pants — our Mr. Petry (& Company) will be most willing to help you. Just ask for this distinguished label:

*... displayed
on 225,000
TV screens*



RALPH NIMMONS, STATION MANAGER
TELEVISION SERVICE OF THE DALLAS MORNING NEWS

IN EL PASO'S

Fabulous Southwest



**YOU'LL
SELL
MORE
ON
CHANNEL
4**

Because

MORE PEOPLE WILL SEE CHANNEL 4

WHY?

1. Most area coverage
2. Tower (transmitter) 1,585 feet above city and area
3. 56,300 Watts on Channel 4
4. Better picture in more homes
5. Unrivalled studio facilities
6. Maximum investment in finest equipment
7. Unequaled local programming
8. CBS and Dumont TV Networks
9. Thoroughly experienced TV staff
10. Program, Sales, and Promotion-minded staff
11. Newspaper affiliation

In El Paso, Texas it's . . .

KROD-TV

RODERICK BROADCASTING CORP.

Dorrance D. Roderick, Chairman
Val Lawrence, President
Dick Watts, Sales Manager

NATIONALLY REPRESENTED BY THE O. L. TAYLOR COMPANY

TEXAS TV STATIONS

El Paso—(Continued)

KROD-TV

LICENSEE: Roderick Broadcasting Corp.

ADDRESS: 2201 Wyoming St. PHONE: 2-6551

AM AFFILIATE: KROD

TV NETWORK AFFILIATIONS: CBS, DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Dorrance D. Roderick (78%), majority stockholder and president of El Paso Times Inc. (El Paso Times), Val Lawrence (10%), is vice president of El Paso Times Inc. and majority stockholder of KJ Carlsbad, N. Mex.

BEGAN OPERATION: December 14, 1952

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Mt. Franklin

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AL

EFFECTIVE RADIATED POWERS: Visual, 56.3 kw Aural, 28.2 kw

MAKE OF ANTENNA: RCA TYPE: TF6AM, 6-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 1,052 ft. Above ground, 285 ft.

HOURS OF OPERATION: 4 p.m.-10 p.m.

STUDIO ADDRESS: 2201 Wyoming St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio

TYPE OF OPERATION: Local and network live, local and network film, kinescop.

NEWS SERVICE: AP

STUDIO FACILITIES: Two studios, 48x55 ft. (Seats 100) and 24x36 ft. Two interchangeable field cameras. Rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. One Spindler & Sauppe projector for 2x2-in. slides. Gray Telop opaque projector for 3x4-in. cards.

EXECUTIVES:

Dorrance D. Roderick, Chairman of the Board
Val Lawrence, President & General Manager
C. R. Watts, Commercial Manager
Bernie Bracher, Program Director
Edward P. Talbott, Chief Engineer
Tom Wiseheart, Promotion Manager

RATE INFORMATION: Class A one hour—\$250. One minute spot—\$50

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

BROADCASTING • Telecasting

TEXAS TV STATIONS

El Paso—(Continued)

KTSM-TV

LICENSEE: Tri-State Broadcasting Co.

ADDRESS: 801 N. Oregon St. **PHONE:** 2-5423

1 AFFILIATE: KTSM

TV NETWORK AFFILIATION: NBC (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Karl O. Wyler (85%), F. L. Koons (10%) and W. C. Bailey (5%).

BEGAN OPERATION: January 4, 1953

NATIONAL REPRESENTATIVE: George P. Hollingsbery Co.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Third & Santa Fe Sts.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 58.7 kw Aural, 29.35 kw

ANTENNA HEIGHT: Above average terrain, 110 ft. Above ground, 470 ft.

MAKE OF ANTENNA: RCA

STUDIO ADDRESS: 801 N. Oregon St.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Network and local film, local live and kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: One studio 24x40 ft. Two RCA studio cameras. Two RCA film cameras; two RCA film projectors. One RCA slide projector. Gray Telop opaque projector and Bolex motion picture camera.

EXECUTIVES:

Karl O. Wyler, President and General Manager
Roy T. Chapman, Commercial Manager
Jack Chapman, Program Director
Kenneth V. Walton, Chief Engineer
Karl O. Wyler Jr., Merchandising & Promotion Director
Jack Rye, TV Production Supervisor

TELEVISION INFORMATION: Class A hour rate—\$200. Minute spot—\$40. Frequency discounts start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Dec. 1, 1952.)

DALLAS ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEERING: George P. Adair

BROADCASTING • Telecasting

Let me wrap it up this way.

Our new TV station needed
to make money from the very start.

Obviously the answer was
Consolidated's STATION-STARTER
PLAN... the plan that
gives you nine complete TV
film series at one realistic
price. It was the right
hunch, of course. Just
a case of meeting the problem
with the old know-how.



Consolidated Television Sales
distributors of film for Television

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

TEXAS TELEVISION STATIONS

Fort Worth—

WBAP-TV

LICENSEE: Carter Publications Inc.
ADDRESS: 3900 Barnett St. **ZONE:** 3 **PHONE:** Lockwood 1981
AM AFFILIATE: WBAP **FM AFFILIATE:** WBAP-FM
TV NETWORK AFFILIATION: ABC and NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Fort Worth Star-Telegram.
BEGAN OPERATION: September 29, 1948
NATIONAL REPRESENTATIVE: Free & Peters Inc.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: 3900 Barnett St.
MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A
EFFECTIVE RADIATED POWERS: Visual, 17.6 kw **Aural, 8.2 kw**
MAKE OF ANTENNA: RCA **TYPE:** TF3B
ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 502 ft.
HOURS OF OPERATION: 7 a.m.-Midnight
STUDIO ADDRESS: 3900 Barnett St.
MAKE OF CAMERA CHAINS: RCA
DESCRIPTION: Image Orthicon and iconoscopes.
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
FILM LIBRARY: Snader **NEWS SERVICE:** AP
LIBRARY SERVICE: Boosey & Hawkes, Bosworth, Harmonic, Associated and World
STUDIO FACILITIES: Three studios: 45x82x28 (seats 250), 20x33x20 ft., and 15x15x10 ft. Four RCA studio cameras; two RCA field cameras. Bodie rear screen projector. Two RCA film cameras; two RCA 16mm film projectors. One Selectroslide projector for 2x2-in. slides. One Gray Telopticon opaque projector for 4x5-in. cards. Four Auricon and twelve Bell & Howell motion picture cameras. Two Houston film processing units and Bell & Howell printer. Mobile unit with two cameras, RCA microwave relay equipment and power supply.

EXECUTIVES:

Amon Carter Sr., Chairman of the Board
 Amon Carter Jr., President
 Harold V. Hough, Director
 George Cranston, General Manager
 Roy Bacus, Commercial Manager
 Robert J. Gould, Program Director
 R. C. Stinston, Chief Engineer
 Lynn Trammell, Film Buyer
 Thaine Engle, Director of Publicity, Promotion and Merchandising
 Tommy Thompson, Production Director

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$110.
WASHINGTON ATTORNEY: Segal, Smith & Hennessey
CONSULTING ENGINEER: A. D. Ring & Assoc.

Galveston—

KGUL-TV*

LICENSEE: Gulf Television Co.
ADDRESS: 801 Union Station Bldg.
TV NETWORK AFFILIATION: CBS, ABC, DUMONT
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: James M. Stewart, actor, 9%
 James Ward Bradner, owner KGBC Galveston, 2%; Ballinger Mills, lawyer, 1.6%
 V. W. McLeod, lawyer, 1.6%; R. Lee Kempner, banker, 20%; F. Kirk Johns, oil operator, 9%; McLeod, Mills & Shirley, law firm, 4%.
*** BEGINS OPERATION:** March, 1953 (CP granted Nov. 20, 1952)
NATIONAL REPRESENTATIVE: CBS TV Spot Sales
CHANNEL: 11 (198-204 mc)
TRANSMITTER ADDRESS: 2 miles W. of Lamarque and 2 miles NE. of Hitchcock
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 59 kw **Aural, 30 kw**
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 580 ft.
WASHINGTON ATTORNEY: Scharfeld, Jones & Baron
CONSULTING ENGINEER: Vandivere, Cohen & Wearn

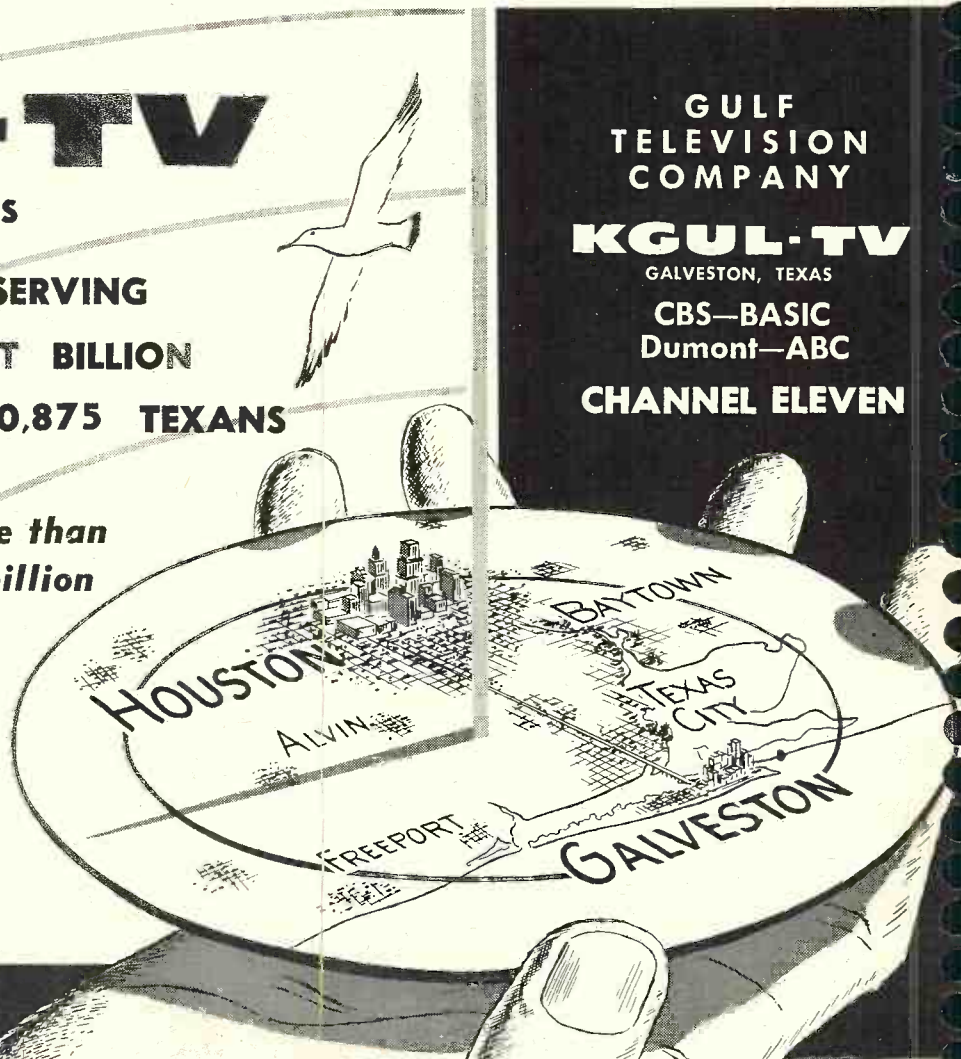
KGUL-TV

GALVESTON, TEXAS

THE AREA STATION SERVING
 THE TEXAS GULF COAST BILLION
 DOLLAR MARKET AND 1,000,875 TEXANS

*Covering more than a city, more than
 a single market, more than a billion
 dollars a year in buying power*

KGUL-TV serves a vast area
 of six cities and over six
 dozen smaller communities.



GULF
 TELEVISION
 COMPANY
KGUL-TV
 GALVESTON, TEXAS
 CBS—BASIC
 Dumont—ABC
CHANNEL ELEVEN

NO HUNTING

IT ISN'T NECESSARY

WBAP Offers the BEST in Coverage, Market, Facilities, Programming!

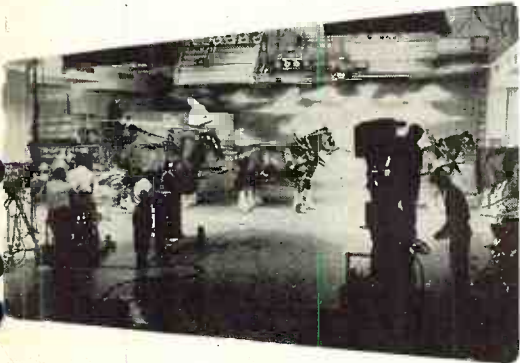
FACILITIES:—finest in the Southwest: 78,000 square feet of floor space nestled in an 87 acre area . . . three TV studios plus radio facilities . . . storage, maintenance and repair facilities . . . a 502 foot tower 1138 feet above sea level! A mobile unit, a TV station on wheels, to handle remote telecasts . . . an award-winning news service staff of 20 . . . a complete film laboratory and full facilities for making commercial films! These are just a few of the top-ranking facilities that make WBAP-TV best in the field!

COVERAGE:—Sixteen fabulous counties surrounding Fort Worth and Dallas—the WBAP-TV market—foremost in the South, ahead of Houston and Miami! In addition to the huge metropolitan area, WBAP-TV offers the advertiser a BONUS VALUE — dominance of the extensive non-metropolitan audience, as well! Top Hooper ratings prove: It's WBAP-TV for quick, certain sales results, in local and national television advertising.

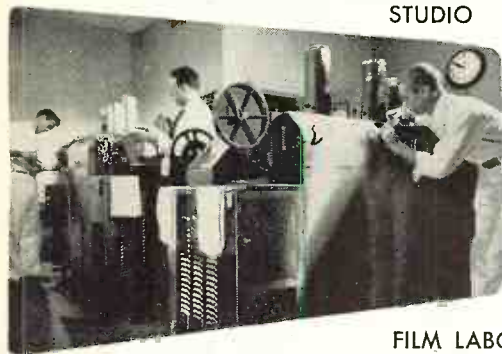
MARKET:—WBAP-TV delivers a \$1½ billion Market . . . it's No. 1 in the South! In the WBAP-TV primary area of 16 counties, livestock, aircraft, grain, oil and other important industries boosted total buying income to \$1,950,527,870 during 1951. Over 500,000 viewers in this wealthy region have money to spend for merchandise of every kind. And note this—WBAP-TV's proven response area includes 30 wealthy Texas counties with a total population of 1,797,000 and total retail sales of \$2,059,150,000. No doubt about it—You'll find TOP facilities, TOP coverage, and the South's No. 1 Market . . . delivered by WBAP-TV!



NEWS ROOM



STUDIO



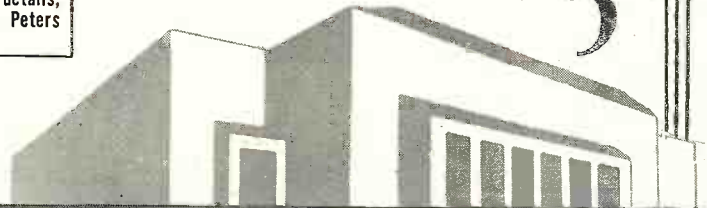
FILM LABORATORY



Remember- for coverage that counts, in a prosperous 16-county primary area PLUS outlying non-metropolitan areas, too — it's WBAP-TV. Write WBAP-TV, 3900 Barnett, Fort Worth, Texas, for additional details, or see your Free & Peters man.

WBAP-TV

Channel 5



STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC. Exclusive National Representatives

AFFILIATED with
ABC • NBC

AMON CARTER, *Chairman*

AMON CARTER JR., *President*

HAROLD HOUGH, *Director*

GEORGE CRANSTON, *Manager*

ROY BACUS, *Commercial Manager*

TEXAS TELEVISION STATIONS

Galveston—(Continued)

KTVR (TV)*

LICENSEE: Rudman Television Co.

ADDRESS: Mercantile Bank Bldg., Dallas, Tex.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: M. B. Rudman, oil operator, is sole owner.

*BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

TRANSMITTER ADDRESS: State Hwy. 6 at Hitchcock, Tex.

CHANNEL: .41 (632-638 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 230 kw Aural, 120 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 480 ft.

STUDIO ADDRESS: State Hwy. 6, Hitchcock

CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

Houston—

— — — *

LICENSEE: Uhf Television Co.

ADDRESS: 14th Floor, Magnolia Bldg., Dallas, Tex.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil operators, grantee at Dallas and applicant at New Orleans and Corpus Christi.

*BEGINS OPERATION: Unknown (CP granted Jan. 8, 1953)

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: 4600 Calhoun Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 175 kw Aural, 88 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 540 ft.

STUDIO ADDRESS: 4600 Calhoun Rd.

LEGAL COUNSEL: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

Page 224 • 1953 TELECASTING Yearbook

KNUZ-TV*

LICENSEE: KNUZ Television Co.

ADDRESS: P.O. Box 2135

AM AFFILIATE: KNUZ

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Max H. Jacobs (40% 26% owner KNUZ; Vice President-Treasurer Irvin M. Shlenker (40%), chairman of board Houston National Bank; Vice President-General Manager David Morris (5%), KNUZ general manager; Assistant Treasurer Douglas B. Hicks (5% 26% owner KNUZ; Secretary Bailey A. Swenson (5%), 24% owner KNUZ; Assistant Secretary Leon Green (5%), 24% owner KNUZ.

*BEGINS OPERATION: July, 1953 (CP granted Nov. 8, 1952)

NATIONAL REPRESENTATIVE: Forjoe & Co.

CHANNEL: 39 (620-626 mc)

TRANSMITTER ADDRESS: 4702 Austin St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 60 kw

MAKE OF ANTENNA: RCA

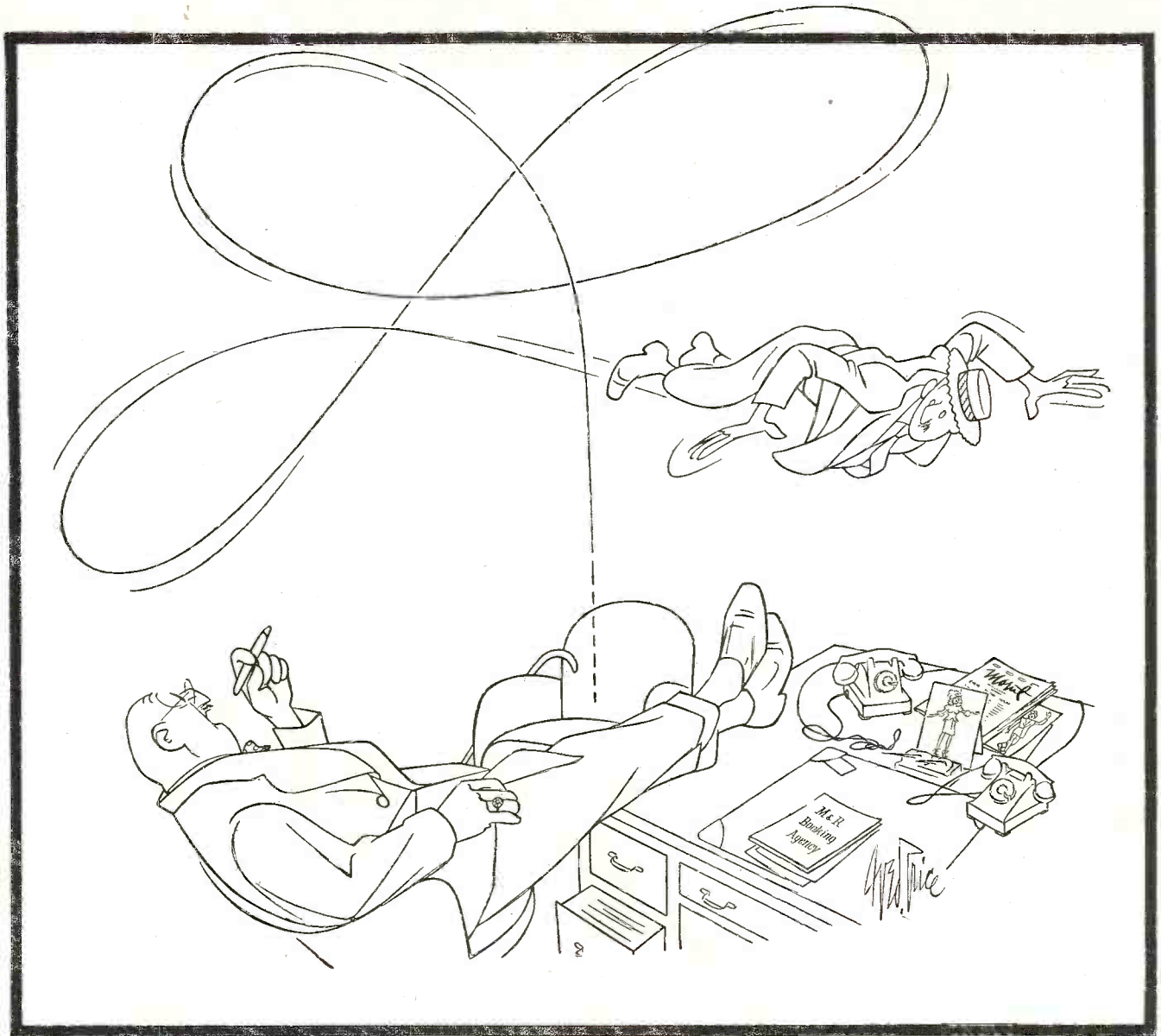
ANTENNA HEIGHT: Above average terrain, 520 ft. Above ground, 540 ft.

STUDIO ADDRESS: 4702 Austin St.

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: Weldon & Carr

BROADCASTING • Telecasting



"Bird imitations... that's all you can do?"

Oddly enough, some people take extraordinary things for granted.

Like radio, for instance.

Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.

Today there are 105,300,000 radio sets in the U. S. A. Virtually every home is a radio home—and over half of them have two or more sets.

The average American now spends more time with radio than with magazines, TV and newspapers combined.

No wonder advertisers invested more money in radio last year than ever before!



Broadcast Advertising Bureau, Inc.

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

TEXAS TV STATIONS

Houston—(Continued)

KPRC-TV

LICENSEE: The Houston Post Co.

ADDRESS: Lamar Hotel ZONE: 2 PHONE: Fairfax 7101

AM AFFILIATE: KPRC FM AFFILIATE: KPRC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of the Houston Post.

BEGAN OPERATION: January 1, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Post Oak Rd.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-7A

EFFECTIVE RADIATED POWERS: Visual, 15 kw Aural, 7.5 kw

MAKE OF ANTENNA: GE TYPE: TY-16A

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 537 ft.

STUDIO ADDRESS: Post Oak Road HOURS OF OPERATION: 7 a.m.-Midnight

MAKE OF CAMERA CHAINS: GE DESCRIPTION: Studio and field

TYPE OF OPERATION: Local live, local film, network live, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP and UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Two studios: 40x60 ft. and 30x50 ft. Two GE studio cameras and two GE field cameras. Rear screen projector. Two GE 16mm film cameras; two 16mm film projectors. Selectroslide projector for 2x2-in. slides.

EXECUTIVES:

William P. Hobby, President
Jack Harris, Vice President and General Manager
Jack McGrew, Commercial Manager
Bert Mitchell, Program Director
Paul Huhndorff, Chief Engineer
Marthalu Brooks, Film Buyer
Marsh Callaway, Promotion Manager
Ednah Forrester, Publicity Director

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$120. Rehearsals—\$50 per half-hour. Rates are for film only. Frequency discounts start with 26 times at 2½% up to 260 times at 15%. (From Rate Card No. 5, Apr. 1, 1952.)

WASHINGTON ATTORNEY: Frank W. Wozencraft

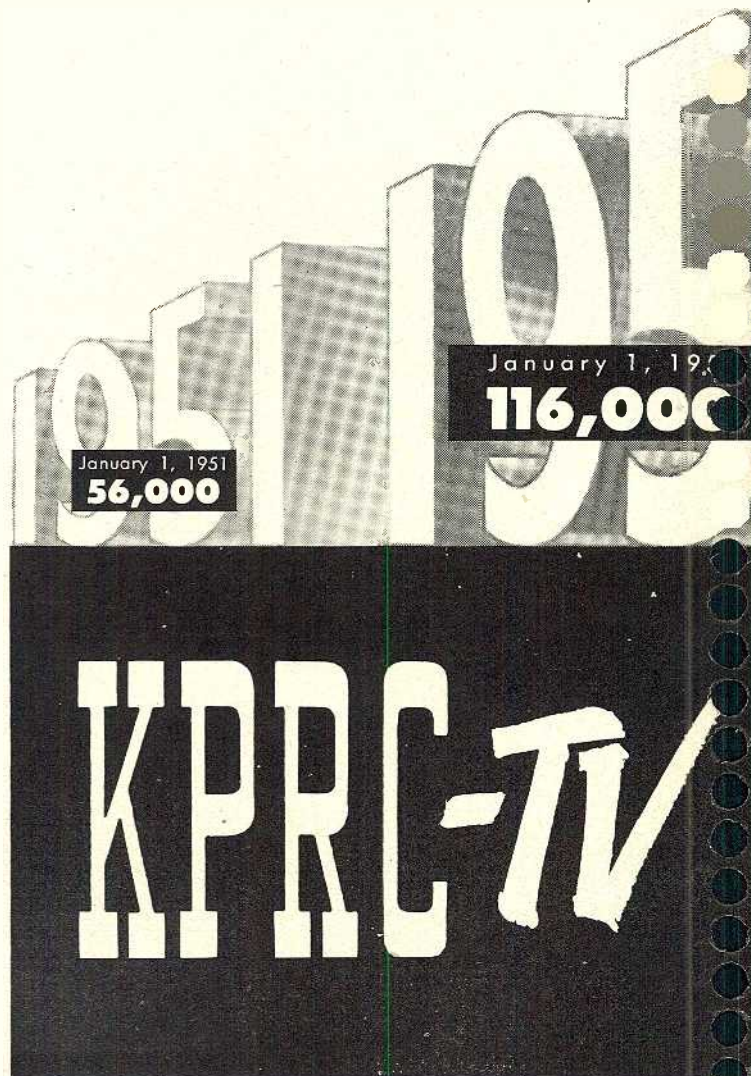
CONSULTING ENGINEER: McIntosh & Inglis

Page 226 • 1953 TELECASTING Yearbook

KPRC TV

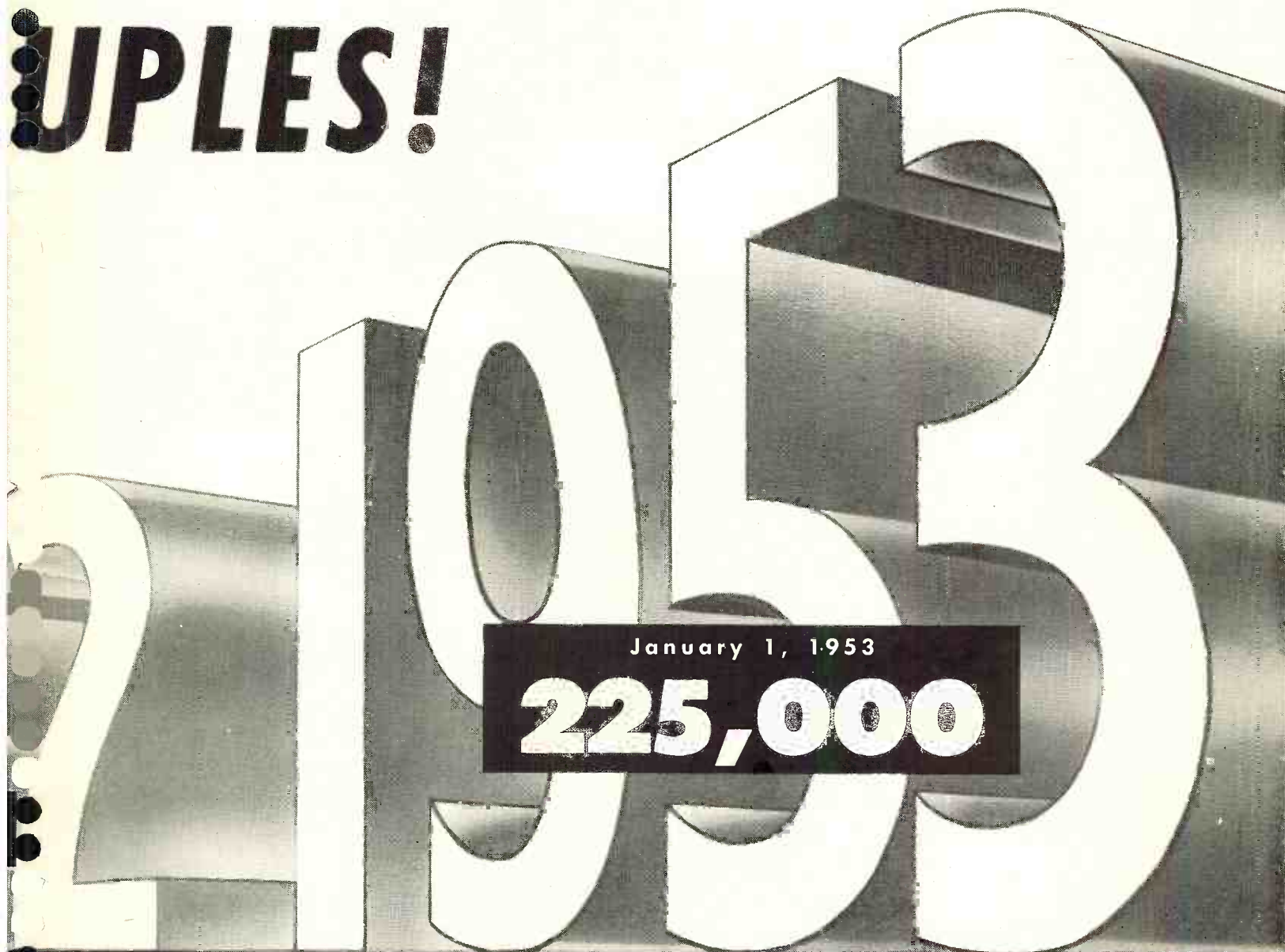
QUADR

In two years the number of families owning TV sets in the fabulously rich Houston market has QUADRUPLED! With 225,000 sets at the beginning of 1953, KPRC-TV reaches a larger . . . **CONSTANTLY GROWING** audience that will **BUY** what **YOU** have to sell!!



BROADCASTING • Telecasting

SET OWNERSHIP UPLES!



January 1, 1953

225,000

CHANNEL

2

HOUSTON

FIRST in the South's First Market!

NBC • CBS • ABC • DU MONT

JACK HARRIS, Vice President and General Manager

Nationally Represented by EDWARD PETRY & CO.

TEXAS TELEVISION STATIONS

Houston—(Continued)

KUHT (TV)*

(Educational-Noncommercial)

LICENSEE: U. of Houston and Houston Independent School District (Jointly)

ADDRESS: 3801 Cullen Road ZONE: 4

FM-AFFILIATE: KUHF (FM)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by U. of Houston and public schools.

* BEGINS OPERATION: Unknown (CP granted Aug. 21, 1952)

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 3801 Cullen Rd.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 30.2 kw Aural, 15.4 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 304 ft.

STUDIO ADDRESS: 3801 Cullen Road

TYPE OF OPERATION: Noncommercial Educational

CONSULTING ENGINEER: George P. Adair

Longview—

KTVE (TV)*

LICENSEE: East Texas Television Co.

ADDRESS: Route 3

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Arlington James Henry, sole owner. Owns Henry's Appliance Store.

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 32 (578-584 mc)

TRANSMITTER ADDRESS: State Highway 26

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 12 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 287 ft. Above ground, 340 ft.

STUDIO ADDRESS: State Highway 26

ATTORNEY: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

Lubbock—

KCBD-TV*

LICENSEE: Bryant Radio & Television Inc.

ADDRESS: P.O. Box 1507 PHONE: 5-6348

AM AFFILIATE: KCBD

TV NETWORK AFFILIATION: ABC, NBC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Caprock Broadcasting Co. licensee of KCBD, is controlling stockholder.

* BEGINS OPERATION: March-April, 1953 (CP granted Oct. 9, 1952)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: 60th and Avenue A

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AH

EFFECTIVE RADIATED POWERS: Visual, 104 kw Aural, 52 kw

MAKE OF ANTENNA: RCA TYPE: TF-12AH

ANTENNA HEIGHT: Above average terrain, 751 ft. Above ground, 786 ft.

STUDIO ADDRESS: 60th & Avenue A

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A

EXECUTIVES:

Joe H. Bryant, President and General Manager

George Tarter, Commercial Manager

Robert Snyder, Assistant Manager

Frank Lee, Chief Engineer

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: Weldon & Carr

KCBD-TV

THE STATION OF THE STARS
will bring top NBC and ABC shows
to the LARGEST MARKET in WEST TEXAS*
One-third million viewers in 23 counties who
spent \$402,493,000 in '51-52

*Lubbock is 323 miles from Dallas, 390 from
San Antonio, 349 from El Paso, 121 from Amarillo

KCBD-TV
channel

LUBBOCK, TEXAS
NBC • ABC

represented by John E. Pearson Television, Inc.

TEXAS TV STATIONS

Lubbock—(Continued)

KDUB-TV

LICENSEE: Texas Telecasting Inc.

ADDRESS: 620 Lubbock National Bank Bldg. PHONE: 5-9388

TV NETWORK AFFILIATION: CBS and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: W. D. Rogers Jr., President (23%); Vernice Ford (23%); R. L. Kuykendall (23%); A. L. Lott (11%); W. W. Conley (11%); Flora Cameron Kampmann (5%) and Charles Balthrope (4%).

BEGAN OPERATION: November 13, 1952

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 74th and College Ave.

MAKE OF TRANSMITTER: DuMont MODEL NO.: 8000

EFFECTIVE RADIATED POWERS: Visual, 35 kw Aural, 17.5 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 820 ft. Above ground, 840 ft.

STUDIO ADDRESS: Lubbock National Bank Bldg.

HOURS OF OPERATION: 3 p.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image orthicon

TYPE OF OPERATION: Local live and film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: INS

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios, 30x60 ft. and 22x30 ft. Three studio cameras, three field cameras. Two film cameras; two film projectors. Two slide projectors; one opaque projector and one DuMont monochrome scanner. Two Holmes motion picture cameras.

EXECUTIVES:

W. D. Rogers Jr., President and General Manager
Mike Shapiro, Commercial Manager
John Hicks, Program Director and Film Buyer
T. W. Kirksey, Chief Engineer

RATE INFORMATION: Class A hour rate—\$240. Minute spot—\$24. Participation per spot—\$30. Rehearsals additional to 2:1 ratio of time purchased—\$75 per hour. Frequency discounts start with 26 times at 5% up to 260 times at 20%.

WASHINGTON ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: McIntosh & Inglis

BROADCASTING • Telecasting

1st

in the great
South Plains market!

1st → ●KDUB-TV Lubbock, Texas, FIRST station to begin operation in West Texas' \$389,756,000* TV market! Here are 317,700 potential customers in a trade area containing 10,000 producing oil wells and harvesting 11% of the nation's cotton production.

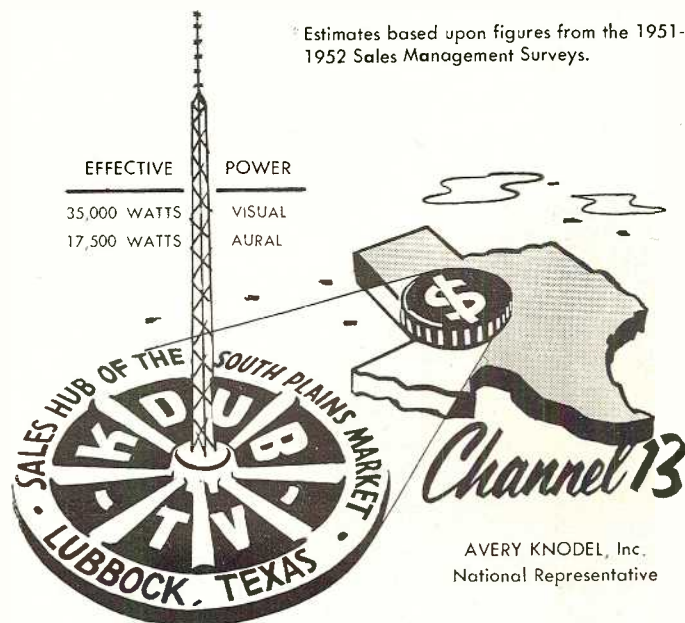
1st → ●Lubbock rated FIRST in retail sales (\$150,465,000 - 1951) among the 12 metropolitan areas in its population bracket in 1950 and 1951.

●Lubbock rates third nationally in income and buying power per family and per capita with sales amounting to \$4,777 per family.*

1st → ●Lubbock is now the cotton-oil capital of the world; having replaced Memphis, Tennessee last year! Lubbock is the nation's third largest inland cotton market!

1st → ●Lubbock was FIRST in total bank deposits for 1952 over all other West Texas metropolitan areas!

*Estimates based upon figures from the 1951-1952 Sales Management Surveys.



AVERY KNODEL, Inc.
National Representative

AFFILIATES: DuMont Paramount

TEXAS TELEVISION STATIONS

San Angelo—

KGKL-TV*

LICENSEE: KGKL Inc.

ADDRESS: P.O. Box 850 PHONE: 6715

AM AFFILIATE: KGKL

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President H. C. Ragsdale (5%), Vice President Houston Harte (25.25%), Vice President Herbert Taylor (7.9%), Secretary-Treasurer Lewis O. Seibert (10%), Ed Harte, (26.75%) and Harriman Harte, (16.75%).

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Intersection of Texas Ave. and Santa Fe RR

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 6.4 kw Aural, 3.2 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 440 ft. Above ground, 473 ft.

EXECUTIVES:

H. C. Ragsdale, President
Lewis O. Seibert, General Manager
Franklin Rainey, Program Director
Bill Poteet, Chief Engineer

CONSULTING ENGINEER: Commercial Radio Equipment Co.

KTXL (TV)*

LICENSEE: Westex Television Co.

ADDRESS: 1901 W. Beauregard St.

AM AFFILIATE: KTXL

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners Armistead D. Rust, president of KTXL and mayor of San Angelo, and B. P. Bludworth, vice president of KTXL and 50% owner Mid-West Co., outdoor advertising.

* BEGINS OPERATION: Unknown (CP granted Nov. 26, 1952)

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Texas Avenue & Armstrong St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 11 kw Aural, 5.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 420 ft. Above ground, 443 ft.

STUDIO ADDRESS: Texas Ave. and Armstrong St.

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: Craven, Lohnes & Culver

Page 230 • 1953 TELECASTING Yearbook

San Antonio—

KEYL (TV)

LICENSEE: San Antonio Television Co.

ADDRESS: Transit Tower Bldg. ZONE: 5 PHONE: Garfield 8151

TV NETWORK AFFILIATION: ABC, CBS and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Storer Broadcasting Co., which owns and operates WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, WMMN Fairmont, W. Va., WAGA-AM-FM-TV Atlanta, WGBS-AM-FM Miami and WSAI-AM-FM Cincinnati. Mr. Storer is publisher of Miami Beach (Fla.) Florida Sun.

BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Transit Tower

MAKE OF TRANSMITTER: DuMont MODEL NO.: 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 35 kw Aural, 17.5 kw

MAKE OF ANTENNA: GE TYPE: TY-27F, 6-Bay

ANTENNA HEIGHT: Above average terrain, 445 ft. Above ground, 552 ft.

STUDIO ADDRESS: Transit Tower HOURS OF OPERATION: 8:45 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Studio, field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes. Local Remotes.

FILM LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: Two studios: 35x40 ft., (seating 50) and 15x34 ft. (seating 25). Five interchangeable cameras for studio/field use. Two DuMont film cameras two Holmes 16mm film projectors. Two Golde projectors for 2x2-in. slides. One opaque projector for 3x4-in. cards. Mobile unit with two cameras, standard complement of lenses, plus 8", 14" and 20", RCA microwave relay equipment.

EXECUTIVES:

George B. Storer, President
George B. Storer Jr., General Manager
William E. Kelley, National Sales Manager
Hugh B. Higgins, Local Sales Manager
William B. Robb Jr., Program Director and Film Buyer
William J. Jackson, Chief Engineer

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$90. Frequency discounts start with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Aug. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

BROADCASTING • Telecasting

You get top TV ratings plus top TV merchandising on KEYL

MARCH TIME
 Thursdays 8:30 P.M.
 KEYL Channel 5

Pearl
 PROUDLY PRESENTS
WRESTLING FROM CHICAGO
KEYL
 TELEVISION CHANNEL 5
 WITH RUSS DAVIS AT RING

GREEN BAY PACKERS VS DETROIT
 presented for your pleasure by
Miller's HIGH LIFE BEER
KEYL-TV Channel 5
 11:00 A.M. to Conclusion

FOOTBALL THIS WEEK
 NORMAN SPER
 Top football action as understanding sports predicts the winners of Saturday's games
KEYL 9:30-9:45 PM FRIDAY
 Sponsored by oil-winter "Prestone" Anti-Freeze

Now ADDED SELLING IMPACT ON TV
 IN **KEYL'S**
TOMMY REYNOLDS SHOW
Mrs. Tucker's SHORTENING
MEADOLAKE MARGARINE
 Mondays thru Fridays 2-3 p.m.
CHANNEL 5
 STOCK AND DISPLAY THESE

JACK M. GIBB
TEXAS OPEN
 TELEVISION CHANNEL 5

BIG GILLETTE BONUS SPECIAL \$1.33 VAL E 98¢
 FEATURED ON
Pay NOTHING For 35¢ Tube Gillette SHAVING CREAM
 WITH PURCHASE OF 20 GILLETTE BLUE BLADES IN DISPENSER - 98¢

"DEATH VALLEY DAYS"
 KEYL Channel 5



San Antonio's

KEYL

Channel Five

Look!
 WE HAVE ALL THE BEAUTIFUL
New Parker Pens

ADVERTISED ON TV'S
Foreign Int'l

Budweiser
 Represented by The Katz Agency
 on Harker, V. P.
 orer Broadcasting Co.
 B Madison Ave., N. Y. C.

Hollywood SATURDAY NITES
KEYL 5

TEXAS TELEVISION STATIONS

San Antonio—(Continued)

WOAI-TV

LICENSEE: Southland Industries Inc.

ADDRESS: 1031 Navarro St. ZONE: 6 PHONE: Garfield 4221

AM AFFILIATE: WOAI

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Hugh A. L. Half is executor of estate of the late G. A. O. Half, principal stockholder.

BEGAN OPERATION: December 11, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1031 Navarro St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 21.6 kw Aural, 10.8 kw

MAKE OF ANTENNA: RCA TYPE: TP-5A, 5-Bay

ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 572 ft.

STUDIO ADDRESS: 1031 Navarro St. HOURS OF OPERATION: 1 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP and INS

LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios (48x47 ft. and 22x24 ft.). Three RCA studio cameras and three RCA field cameras. Two RCA film cameras; Holmes 16mm film projectors. Two 35mm slide projectors; Projectall opaque projector for 3x4-in. cards. Mobile unit with three cameras, Raytheon microwave relay equipment.

EXECUTIVES:

Hugh A. L. Half, President
Arden X. Pangborn, General Manager
Edward V. Cheviot, Commercial Manager
W. Perry Dickey, Program Director
Charles L. Jeffers, Chief Engineer
Edward D. Hyman, Production Manager
Dallas Wyant, Promotion Manager
Imogene Stanley, Publicity Director

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$90. Frequency discounts start with 52 times at 10% up to 312 times at 20%. (From Rate Card No. 7, July 15, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: A. D. Ring & Assoc.

Temple—

KCEN-TV*

LICENSEE: Bell Publishing Co.

ADDRESS: P. O. Box 419

AM AFFILIATE: KTEM FM AFFILIATE: KTEM-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President Frank W. Mayborn (95% who also is president and principal stockholder WMAK Nashville.

* BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: N. 1st St. & City Limits

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 12.9 kw Aural, 6.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 465 ft. Above ground 403 ft.

STUDIO ADDRESS: 119 West Ave. A

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

Texarkana—

KCMC-TV*

LICENSEE: KCMC Inc.

ADDRESS: 37 Pine St.

AM AFFILIATE: KCMC FM AFFILIATE: KCMC-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President C. E. Palmer (37%), Vice President W. E. Hussman (45%)

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Summerhill Rd.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 18.6 kw Aural, 9.4 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 405 ft. Above ground, 399 ft.

STUDIO ADDRESS: Summerhill Rd.

WASHINGTON ATTORNEY: Eugene L. Burke

CONSULTING ENGINEER: Commercial Radio Equipment Co.

Tyler—

KETX (TV)*

LICENSEE: Jacob A. Newborn Jr.

ADDRESS: P. O. Box 572

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Sole owner is Jacob A. Newborn Jr also owner of WTVS (TV) Gadsden, Ala. and 10% of KBMT (TV) Beaumont, Tex

* BEGINS OPERATION: June 1 (CP granted Jan. 29, 1953)

CHANNEL: 19 (500-506 mc)

TRANSMITTER ADDRESS: College at Erwin

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 2.4 kw Aural, 1.3 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 376 ft. Above ground 308 ft.

STUDIO ADDRESS: College at Erwin

SAN ANTONIO'S

1ST

T-V STATION

WOAI-TV



**in America's Fastest Growing
Major City**

Represented Nationally by

Edward Petry & Company, Inc.

NEW YORK -- CHICAGO -- LOS ANGELES

ST. LOUIS -- DALLAS -- SAN FRANCISCO -- DETROIT

for **tV**
facts and figures

call the

**O. L. TAYLOR
COMPANY**

NEW YORK

CHICAGO

DALLAS

ATLANTA

LOS ANGELES

SAN FRANCISCO

TEXAS TV STATIONS

Waco—

KANG-TV*

LICENSEE: Central Texas Television Co.

ADDRESS: c/o R. K. Prescott, Room 1430 Life of America Bldg., Dallas

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Clyde Weatherb owner of KCLW Hamilton, Tex.

* BEGINS OPERATION: July 1, 1953 (CP granted Nov. 13, 1952)

TRANSMITTER ADDRESS: Medical Arts Bldg., 9th & Austin Sts.

CHANNEL: 34 (590-596 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 5 kw Aural, 3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 350 ft. Above ground, 398 ft.

STUDIO ADDRESS: Medical Arts Bldg., 9th & Austin Sts.

LEGAL COUNSEL: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: Weldon & Carr

Wichita Falls—

KFDX-TV*

LICENSEE: Wichtex Radio & Television Co.

ADDRESS: 801 Scott St.

AM AFFILIATE: KFDX

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Darrold A. Cann (52.95%), Vice President W. P. Hood (3.33%), Vice President Howard H. Fry (6%), Secretary-Treasurer M. Kuhfuss (2.33%), Darrold A. Cannan Jr. (12%), John Adams (3.67%), Mott Johnson (3.33%) and John White (1.67%).

* BEGINS OPERATION: March 18, 1953 (CP granted Dec. 18, 1952)

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Old Seymour Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 60 kw Aural, 36 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 549.5 ft.

STUDIO ADDRESS: Old Seymour Road

LEGAL COUNSEL: Abe Herman (Fort Worth)

CONSULTING ENGINEER: George C. Davis

KTVW (TV)*

LICENSEE: White Television Co.

ADDRESS: 1507 Lamar St.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is W. Earl Whit president and 16% owner White's Auto Stores Inc.

* BEGINS OPERATION: April, 1953 (CP granted Nov. 6, 1952)

CHANNEL: 22 (518-524 mc)

TRANSMITTER ADDRESS: Seymour Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 18.5 kw Aural, 9.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 485 ft.

STUDIO ADDRESS: Seymour Road

LEGAL COUNSEL: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: W. D. Buford (Lawton, Okla.)

TEXAS TV STATIONS

Wichita Falls—(Continued)

KWFT-TV*

LICENSEE: Wichita Falls Television Inc.

ADDRESS: 917½ Scott St.

AM AFFILIATE: KWFT FM AFFILIATE: KWFT-FM

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Rowley-Brown Broadcasting Co. (50%) licensee of KWFT-AM-FM, and Texoma Broadcasting Co. (50%) licensee of KTRN. Rowley-Brown group also owns 50% of KRTV (TV) Little Rock, Ark.

BEGINS OPERATION: March 1953 (CP granted Jan. 23, 1953)

NATIONAL REPRESENTATIVE: Blair-TV

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: West of Wichita Falls

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 22.3 Aural: 11.3 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 495 ft. Above ground 495 ft.

WASHINGTON ATTORNEY: Dempsey & Koplovitz

CONSULTING ENGINEER: Commercial Radio Equipment Co.

UTAH TV STATIONS

Salt Lake City—

KDYL-TV

LICENSEE: Intermountain Broadcasting & TV Corp.

ADDRESS: 143 S. Main St. ZONE: 1 PHONE: 5-2991

AM AFFILIATE: KDYL FM AFFILIATE: KDYL-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: S. S. Fox is principal stockholder.

BEGAN OPERATION: April, 1948

NATIONAL REPRESENTATIVE: Blair-TV

TRANSMITTER ADDRESS: Mount Vision, Oquirrh Mtn. Range

CHANNEL: 4 (66-72)

MAKE OF TRANSMITTER: RCA MODEL NO.: FT-5A

EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural, 15 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 3,080 ft. Above ground, 182 ft.

STUDIO ADDRESS: 143 S. Main St. HOURS OF OPERATION: 9:30 a.m.-12 midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK20A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios: 625 sq. ft. and 2,100 sq. ft. Four camera chains; two 16mm film projectors, one 35mm slide projector. Mobile unit.

EXECUTIVES:

S. S. Fox, President & General Manager
John M. Baldwin, Vice President & Technical Director
George A. Provol, Commercial Manager
Dan Rainger, Program Director
Connie Eckhardt, Film Buyer

DATE INFORMATION: Class A hour rate—\$375 (studio rate—plus 30%). Minute spot—\$100. Live studio camera rehearsal \$35 per half hour. Frequency discounts start at 5% for 13 times to 25% for 312 times. (From Rate Card No. 8, effective Feb. 1, 1952.)

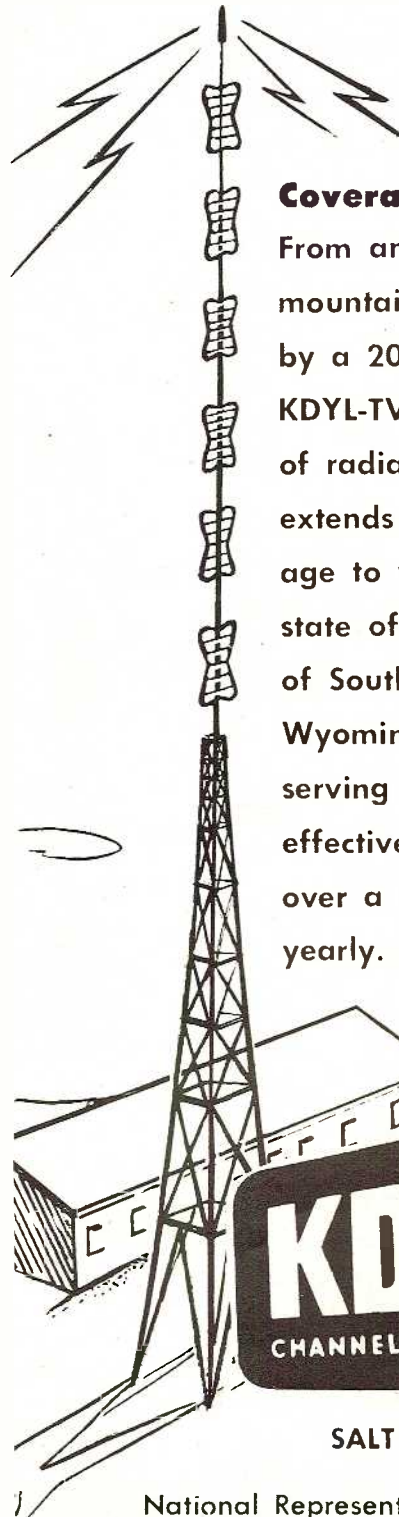
WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: George C. Davis

KDYL-TV

NOW 30,000 WATTS FROM 8,900 FEET

America's Most Powerful Channel 4 Television Station



Coverage! . . .

From an 8,700 foot mountain peak topped by a 200 foot tower KDYL-TV's 30,000 watts of radiated power now extends television coverage to virtually the entire state of Utah plus portions of Southern Idaho, Western Wyoming and Eastern Nevada, serving a population whose effective buying power is over a billion dollars yearly.

KDYL-TV

CHANNEL 4 • NBC NETWORK

SALT LAKE CITY, UTAH

National Representative: Blair-TV, Inc.

UTAH TELEVISION STATIONS

Salt Lake City—

KSL-TV

LICENSEE: Radio Service Corp. of Utah

ADDRESS: 145 Motor Ave. ZONE: 1 PHONE: 5-4641

AM AFFILIATE: KSL FM AFFILIATE: KSL-FM

TV NETWORK AFFILIATION: ABC, CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Church of Jesus Christ of Latter Day Saints (also owns 20% of KGMB-AM-TV Honolulu). Bryant S. Stringham (Utah Woolen Mills), William R. Wallace, Ivor Sharp, Spencer Felt (Filter Media Corp.), Raddatz Corp. and KSL employes.

BEGAN OPERATION: June 1, 1949

NATIONAL REPRESENTATIVE: CBS-TV Spot Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Coon Peak

MAKE OF TRANSMITTER: GE MODEL NO.: TT-10A

EFFECTIVE RADIATED POWERS: Visual, 17.8 kw Aural, 8.9 kw

MAKE OF ANTENNA: GE TYPE: TY-27C, 3-Bay Batwing

ANTENNA HEIGHT: Above average terrain, 3,840 ft. Above ground, 250 ft.

HOURS OF OPERATION: Noon-Midnight

STUDIO ADDRESS: 145 Motor Ave.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Official, Sterling NEWS SERVICE: UP

MUSIC LIBRARY SERVICE: World

STUDIO FACILITIES: Auditorium seating 200, stage 80x50; two studios, 70x60 and 30x20 ft. Four cameras, interchangeable for field/studio use. Rear screen projector. Two DuMont film cameras. Three Holmes 16mm film projectors. Tv 35mm projectors; two opaque projectors for 3¼x4-in. cards. Bell & Howell 16mm motion picture camera. Mobile unit with four cameras, microwave relay equipment and power supply.

EXECUTIVES:

J. Reuben Clark Jr., President
Ivor Sharp, Executive Vice President
D. Lennox Murdoch, General Manager
Ted Kimball, Commercial Manager
Wayne Richards, Program Director
Vincent Clayton, Chief Engineer
Richard Thiriot, Film Buyer
Scott Clawson, Production Manager
A. Richard Robertson, Promotion & Publicity Director

RATE INFORMATION: Class A hour rate—\$520, film rate, \$400. Minute spot—\$104. Participation per spot—\$46.67. Rehearsals—\$50 per camera for each half-hour in excess of 2:1 ratio of air time allowed. Frequency discounts ran from 2½% to special 25% discount. (From Rate Card No. 4, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Wilkinson, Boyden & Cragun

CONSULTING ENGINEER: A. D. Ring & Assoc.

HEIGHT MEANS REACH IN TV, TOO!

That's why the KSL-TV transmitter was moved to the top of a 9,425-foot mountain peak.

That's what it took to make the vast, booming Intermountain market a leading TV heavyweight contender.

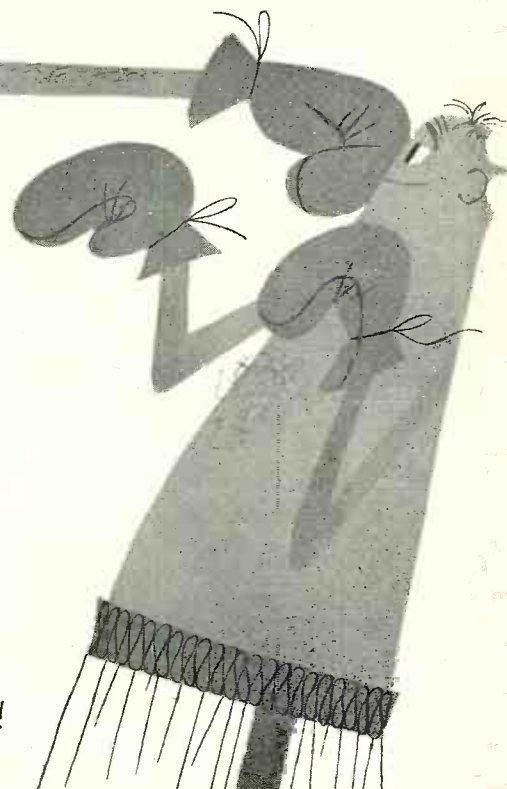
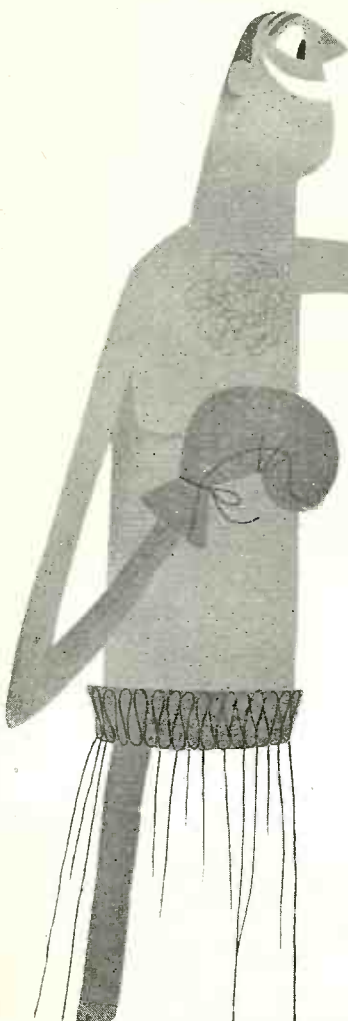
Now beaming a signal from the highest video transmitter in the U. S., KSL-TV's primary area includes 15 counties in two states. Over 650 thousand people in this blue chip corner have an effective buying income of over 850 million dollars . . . and that doesn't count thousands in KSL-TV's secondary coverage area!*

The KSL-TV fan club is sky-rocketing, too. According to ARB, KSL-TV is a knockout . . . weighing in on the rating scale with 10 out of the 15 top shows; 71 percent of the total afternoon audience and 52 percent of the total evening viewers.

Handled by CBS Television Spot Sales.

KSL-TV packs a wallop in the Intermountain West!
SALT LAKE CITY

*sources upon request



VIRGINIA TELEVISION STATIONS

Charlottesville—

WCHV-TV*

LICENSEE: Barham & Barham

ADDRESS: P. O. Box 631

AM AFFILIATE: WCHV

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Charles Barham and Emma Lou Barham are equal partners.

* BEGINS OPERATION: Sept. 1, 1953 (CP granted Jan. 29, 1953)

CHANNEL: 64 (770-776 mc)

TRANSMITTER ADDRESS: Patterson Mt.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 118 kw Aural, 63.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 781 ft. Above ground, 97 ft.

CONSULTING ENGINEER: A. D. Ring & Assoc.

Danville—

WBTM-TV*

LICENSEE: Piedmont Broadcasting Corp.

ADDRESS: Hotel Danville Bldg. PHONE: 2350

AM AFFILIATE: WBTM FM AFFILIATE: WBTM-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: L. N. Dibrell, president; Edward G. Gardner, vice president and general manager; James W. Ray, vice president.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

CHANNEL: 24 (530-536 mc)

TRANSMITTER ADDRESS: White Oak Mountain

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 225 kw Aural, 120 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 650 ft. Above ground, 273 ft.

STUDIO ADDRESS: White Oak Mountain

WASHINGTON ATTORNEY: John Midlin

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

Hampton—

WVEC-TV*

LICENSEE: Peninsula Broadcasting Corp.

ADDRESS: Box 481

AM AFFILIATE: WVEC

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President Thomas P. Chisman (28%) Secretary-Treasurer Julian W. W. Chisman (28%); Vice President James E. Swafford (28%); Vice President Harrol A. Brauer Jr. (15%).

* BEGINS OPERATION: Aug. 1, 1953 (CP granted Feb. 5, 1953)

NATIONAL REPRESENTATIVE: William G. Rambeau Co.

CHANNEL: 15 (476-482 mc)

TRANSMITTER ADDRESS: Highway 168

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 179 kw Aural, 98.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 482 ft. Above ground 500 ft.

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: Lynne C. Smeby

Lynchburg—

WLVA-TV

LICENSEE: Lynchburg Broadcasting Corp.

ADDRESS: 925 Church St. PHONE: 2-1242

AM AFFILIATE: WLVA FM AFFILIATE: WLVA-FM

TV NETWORK AFFILIATION: CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owners are Edward A. and Philip P. Allen.

BEGAN OPERATION: Feb. 8, 1953

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: High Peak, Amherst City.

MAKE OF TRANSMITTER: DuMont MODEL NO.: SKW-8000

EFFECTIVE RADIATED POWERS: Visual, 28.2 kw Aural, 14.1 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 2,092 ft. Above ground, 120 ft.

STUDIO ADDRESS: 925 Church St.

HOURS OF OPERATION: 9 a.m.-1 p.m. & 5 p.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local film.

FILM LIBRARY: DuMont NEWS SERVICE: AP

STUDIO FACILITIES: One studio, 17½x25ft., and one 12x14 ft. One studio camera. One film camera; two 16mm film projectors. One projector for 2x2-in. slides; DuMont monochrome 35mm scanner. Two Cine-Kodak 16mm motion picture cameras.

EXECUTIVES:

Edward A. Allen, President
Phillip P. Allen, General Manager & Vice President
Joseph F. Wright Jr., Commercial Manager
Warren Uttal, Program Director & Film Buyer
John T. Orth, Chief Engineer

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$50. (From Rate Card No. 1, Dec. 5, 1952)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: Craven, Lohnes & Culver

VIRGINIA TELEVISION STATIONS

Lynchburg—(Continued)

WWOD-TV*

LICENSEE: Old Dominion Broadcasting Corp.

ADDRESS: P.O. Box 918 PHONE: 2-3441

AM AFFILIATE: WWOD FM AFFILIATE: WWOD-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President, D. H. Dillard (42.2%); Vice President, P. G. Dillard (17.8%); E. S. Dillard (17.8%); W. H. Burruss (5.6%).

* BEGINS OPERATION: Unknown (CP granted Nov. 6, 1952)

CHANNEL: 16 (482-488 mc)

TRANSMITTER ADDRESS: Route 501

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 57 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 553 ft.

STUDIO ADDRESS: Route 501

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: George E. Gautney

Newport News—

WHYU-TV*

LICENSEE: Eastern Broadcasting Corp.

ADDRESS: 114 24th St.

AM AFFILIATE: WHYU

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President John Doley (23%); Vice President Stuart A. Smith (16%); Assistant Treasurer Margaret S. Doley (23%).

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 33 (584-590 mc)

TRANSMITTER ADDRESS: 114 24th St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20.4 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 315 ft. Above ground 319 ft.

STUDIA ADDRESS: 114 24th St.

WASHINGTON ATTORNEY: Eugene L. Burke

CONSULTING ENGINEER: George P. Adair

Page 238 • 1953 TELECASTING Yearbook

Norfolk—

WTAR-TV

LICENSEE: WTAR Radio Corp.

ADDRESS: 720 Boush St. ZONE: 10 PHONE: 5-6711

AM AFFILIATE: WTAR FM AFFILIATE: WTAR-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Norfolk Newspapers Inc., publisher of Norfolk Virginian-Pilot and Ledger-Dispatch.

BEGAN OPERATION: April 2, 1950

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 720 Boush St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 12 kw

MAKE OF ANTENNA: RCA TYPE: 5-Element Superturnstile

ANTENNA HEIGHT: Above average terrain, 367 ft. Above ground, 400 ft.

STUDIO ADDRESS: 720 Boush St.

HOURS OF OPERATION: 7 a.m.-Midnight, 11 a.m.-12:30 p.m. (Sat.); 11:30 a.m.-Midnight (Sun.)

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 4 studio, 2 film

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader, Unity NEWS SERVICE: Telenews

LIBRARY SERVICE: Standard

STUDIO FACILITIES: Auditorium seating 120 with stage 25x40 ft., and studio 32x45 ft. Two image orthicon cameras in each studio; two RCA 16mm film projectors three Eastman 35mm slide projectors. One SuperProjectall. Mobile unit with two RCA image orthicon cameras. Microwave relay equipment. VuGraph rear screen projector. One Bell & Howell and one Zeiss 16mm motion picture camera. Microwave equipment.

EXECUTIVES:

Campbell Arnoux, President & Manager
John C. Pepper, Operations Manager
Robert M. Lambe, General Sales Manager
Harold Solding, Production Manager
Richard L. Lindell, Chief Engineer
Winston Hope, Administrative Asst. for TV & Film Buyer
Joel F. Carlson, Public Relations Director
Fred N. Lowe, Promotion Manager

RATE INFORMATION: Class A hour rate—\$585. Minute spot—\$115. Participation per spot—\$115. Rehearsals—\$15 per ¼ hour. Frequency discounts start with 52 times at 5% up to 312 times at 30%. (From Rate Card No. 5, July 1, 1952.)

WASHINGTON ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: Jansky & Bailey

BROADCASTING • Telecasting

BROADCASTING • TELECASTING
has carried more
radio and television
advertising
than all
other journals combined
... Since 1931

*the newsweekly of
radio and television*

NATIONAL PRESS BLDG. WASHINGTON 4, D. C.



VIRGINIA TV STATIONS

Richmond—

WTVR (TV)

LICENSEE: Havens & Martin

ADDRESS: 3301 W. Broad St. PHONE: 5-8611

AM AFFILIATE: WMBG FM AFFILIATE: WCOD

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Wilbur M. Havens is principal stockholder.

BEGAN OPERATION: April 22, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Staples Mills Road

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA TYPE: Superturnstile

ANTENNA HEIGHT: Above average terrain, 840 ft. Above ground, 844 ft.

HOURS OF OPERATION: 7 a.m.-Midnight

STUDIO ADDRESS: 3301 W. Broad St.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios: 52x25x22 ft. and 29x17½x12 ft. Three DuMont studio cameras and three DuMont field cameras. Two Speed-Graphic film cameras; two 16mm film projectors. Four projectors for 2x2-in. slides; one for 35mm strip film. Baloptican opaque projector. Two 16mm and two 35mm motion picture cameras. Film processing unit for 16mm and 35mm film.

EXECUTIVES:

Wilbur M. Havens, President, General Manager & Commercial Manager

G. Conrad Rianhard, Program Director & Film Buyer

James W. Kyle, Chief Engineer

Walter A. Bowry Jr., Assistant General Manager

RATE INFORMATION: Class A hour rate—\$600. Minute spot —\$100. Rehearsals—\$2 per minute over basic air-time purchased. When 52 consecutive weeks are completed a 10% bonus discount will be allowed on the lowest weekly billing for time charges only.

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: James C. McNary

Page 240 • 1953 TELECASTING Yearbook

W VR

Gall



IN FACT

Here is the Picture . . .

160,427 sets (2/1/53)

34 county coverage

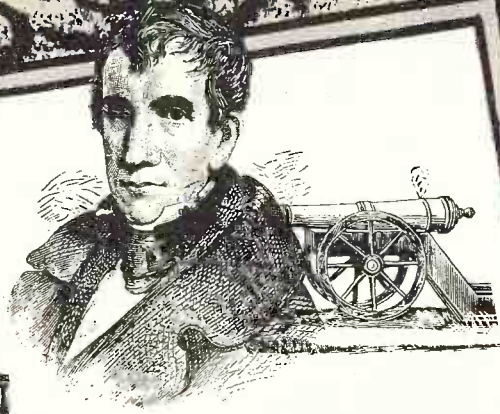
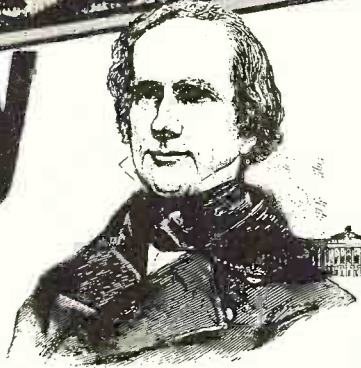
18 hr. average operation
daily

790,200 population

205,700 families

\$631,092,000 retail sales

ery



of Greatness

In the halls of history are many of Virginia's sons—those pioneers who set forth our way of life, who lengthened and broadened this country by their vision.

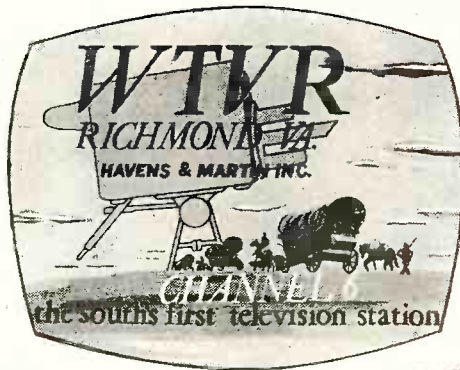


America's coastal frontiers are now attained. Today, the pioneer is, largely, industrial. From Virginia, the state of pioneers, Havens and Martin, Inc. established the South's first television station . . . W T V R.

To W T V R there is always a new frontier . . . next for W T V R will be Maximum Power at Maximum Height—1,049 foot antenna at 100,000 watts . . . beyond the next hill always a bigger hill . . . be it programming excellence, public service or mass moving of merchandise at lowest cost.

W T V R talks business with 790,200 people—your business—if you call Blair-TV or Havens and Martin, Inc., creators of the First Stations of Virginia.

WMBG AM WCOD FM



WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WMBG represented nationally by The Bolling Company WTVR represented nationally by BLAIR TV, Inc.

FIRST STATIONS OF VIRGINIA

VIRGINIA TELEVISION STATIONS

Roanoke—

WROV-TV

LICENSEE: Radio Roanoke Inc.

ADDRESS: 600 Mountain Trust Bldg. ZONE: 5 PHONE: 3-4444

AM AFFILIATE: WROV FM AFFILIATE: WROV-FM

TV NETWORK AFFILIATION: ABC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Leo F. Henebry, James K. Ring, Ernest W. Mitchell, Wallace S. Clement, Thomas H. Beasley.

BEGAN OPERATION: Feb. 23, 1953

NATIONAL REPRESENTATIVE: Burn-Smith Co.

CHANNEL: 27 (548-554 mc)

TRANSMITTER ADDRESS: Mill Mountain

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 104.7 kw Aural, 62.6 kw

MAKE OF ANTENNA: RCA TYPE: TFU-21BL

ANTENNA HEIGHT: Above average terrain, 674 ft. Above ground, 223 ft.

STUDIO ADDRESS: 600 Mountain Trust Bldg.

HOURS OF OPERATION: 4 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio & Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

MUSIC LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: One studio 24x16 ft., seating 20. One studio/field camera. One RCA film camera; two 16mm film projectors. Slide projector for 2x2-in. slides. Opaque projector.

EXECUTIVES:

Frank E. Koehler, General Manager & Commercial Manager
Gordon R. Phillips, Assistant Manager & Film Buyer
John Clement, Production Director
James W. Robertson, Chief Engineer

RATE INFORMATION: Class A hour rate—\$200. Minute spot—\$40. Participation per spot—\$40. Rehearsals—\$10 per hour. Frequency discounts range from 5% for 26 times to 30% for 312 times.

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Jansky & Bailey

Page 242 • 1953 TELECASTING Yearbook

WLSL-TV

LICENSEE: Shenandoah Life Stations Inc.

ADDRESS: Shenandoah Bldg. ZONE: 7 PHONE: 9227

AM AFFILIATE: WLSL FM AFFILIATE: WLSL-FM

TV NETWORK AFFILIATION: NBC and CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Shenandoah Life Insurance Co. 100%.

BEGAN OPERATION: Dec. 11, 1952

NATIONAL REPRESENTATIVE: Avery-Knodel

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: Poor Mountain

EFFECTIVE RADIATED POWERS: Visual, 248 kw Aural, 124 kw

ANTENNA HEIGHT: Above average terrain, 1,973 ft. Above ground, 174 ft.

STUDIO ADDRESS: Shenandoah Building

HOURS OF OPERATION: 7-9 a.m. and 5-11 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Film

TYPE OF OPERATION: Local and network film, kinescopes.

STUDIO FACILITIES: One studio; two 16mm film projectors; one automatic slide projector for 2x2-in. slides.

EXECUTIVES:

Paul C. Buford, President
James H. Moore, Executive Vice President
Horace Fitzpatrick, Commercial Manager
George Chernault, Program Director
J. P. Briggs, Chief Engineer

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$50. Frequency discounts range from 5% for 26 times to 25% for 260 times. (From Rate Card No. 1.)

WASHINGTON ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: George C. Davis

WASHINGTON TV STATIONS

Bellingham—

KVOS-TV*

LICENSEE: KVOS Inc.

ADDRESS: 1321 Commercial St.

AM AFFILIATE: KVOS

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President Rogan Jones (90%)

* BEGINS OPERATION: April-June, 1953 (CP granted Jan. 23, 1953)

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: 2704 Yew Road

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw

ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 305 ft.

STUDIO ADDRESS: 2704 Yew Road

TYPE OF OPERATION: Network live, local and network film, kinescopes.

EXECUTIVES:

Rogan Jones, President
Jack Clarke, General Manager
Fred Elsethagen, Commercial Manager
Dave Minty, Program Director
Ernest Harper, Chief Engineer

WASHINGTON ATTORNEY: Haley & Doty

BROADCASTING • Telecasting

WASHINGTON TV STATIONS

Seattle—

KING-TV

LICENSEE: KING Broadcasting Co.

ADDRESS: 2111 Smith Tower **ZONE:** 4 **PHONE:** Mutual 1090

AM AFFILIATE: KING **FM AFFILIATE:** KING-FM

NETWORK AFFILIATION: NBC, ABC, CBS, and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. A. Scott Bullitt is principal stockholder. Licensee is 25% owned by Hearst Corp., which owns and operates WBAL-AM-FM-TV Baltimore, WISN-AM-FM Milwaukee, and through affiliation WCAE-AM-FM Pittsburgh. Hearst newspapers include Seattle Post-Intelligencer. (For other Hearst newspapers, see WBAL-TV Baltimore.)

BEGAN OPERATION: November 25, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 301 Galer St.

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 10 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3A, Superturnstile

ANTENNA HEIGHT: Above average terrain, 408 ft. Above ground, 170 ft.

RADIO ADDRESS: 302 West Second St. **HOURS OF OPERATION:** 10:25 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP, Telenews, Acme

RADIO FACILITIES: Two studios (each 60x100 ft.). Four RCA TK-30A field/studio cameras. Two RCA TK-20A film cameras. Two RCA TP-16B and two Eastman No. 15 film projectors. Two 35mm Selectroslide projectors. One GE Baloptican projector (3x4-in.). One Auricon 16mm motion picture camera. Mobile unit with two field cameras, standard lenses; two complete microwave relay equipment units.

EXECUTIVES:

Mrs. A. Scott Bullitt, President
Wito P. Brandt, General Manager & Vice President
A. P. Hunter, Commercial Manager
Lee Schulman, Program Director & Film Buyer
James L. Middlebrooks, Director of Engineering

CLASSIFICATION INFORMATION: Class A hour rate—\$625 (plus \$150 live studio charge and \$80 rehearsal charge). Minute spot—\$160 (plus \$10 live studio charge and \$15 rehearsal charge). Participations—\$75-\$170 per spot. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 15% plus. (From Rate Card No. 10, Aug. 1, 1952.)

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: Craven, Lohnes & Culver

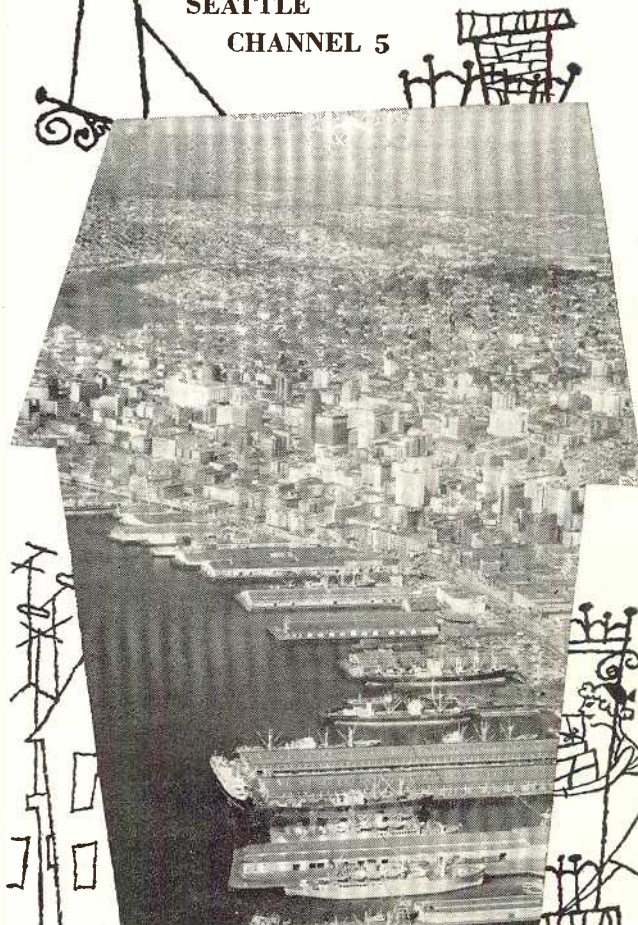
BROADCASTING • Telecasting



Television is **KING** in the Pacific Northwest

- KING-TV, Seattle, is now in its 5th year of aggressively building **SOLID** local acceptance in one of America's top "quality" markets.
- Now more than 1,000,000 viewers make KING-TV the best salesman in the booming Pacific Northwest.

**SEATTLE
CHANNEL 5**



WASHINGTON TELEVISION STATIONS

Spokane—

KHQ-TV

LICENSEE: KHQ Inc.

ADDRESS: Radio Central Bldg. ZONE: 8 PHONE: Madison 5131

AM AFFILIATE: KHQ

TV NETWORK AFFILIATION: ABC and NBC (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Spokane Chronicle Co., in turn owned by W. H. Cowles and family, publishers of Spokane Spokesman-Review and Chronicle.

BEGAN OPERATION: December 22, 1952.

NATIONAL REPRESENTATIVE: Katz Agency Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 4102 So. Regal St.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-22A

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: GE TYPE: TY-13E

ANTENNA HEIGHT: Above average terrain, 941 ft. Above ground, 792 ft.

HOURS OF OPERATION: 11 a.m.-midnight

STUDIO ADDRESS: Radio Central Bldg.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-31A

TYPE OF OPERATION: Local live, local and network film, kinescopes.

STUDIO FACILITIES: Two studios (each 40x60 ft.). Two RCA TK-31A interchangeable field/studio cameras. Two RCA TK-20B 16mm film cameras. Two Eastman 16mm film projectors. Two Selectroslide projectors (2x2-in.). One Gray Telop opaque projector. Mobile unit with one or two cameras, power supply and microwave relay equipment.

EXECUTIVES:

R. O. Dunning, President & General Manager
M. O. Fritsch, Secretary-Treasurer
Robert H. Wesson, Commercial Manager
William A. Neilson, Program Director
Al Sparling, Engineering Director
Birney Blair, Publicity Director

RATE INFORMATION: Class A hour rate—\$200 (plus \$120 live studio charge and \$60 rehearsal charge). Minute spot—\$40 (plus \$15 live studio charge). Frequency discounts—Begin with 13 times at 5% up to 260 times at 20%. (From Rate Card No. 1, Dec. 22, 1952.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: George C. Davis

KXLY-TV

LICENSEE: KXLY-TV

ADDRESS: 315 W. Sprague ZONE: 4

AM AFFILIATE: KXLY

TV NETWORK AFFILIATION: CBS and DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee half-owned by Symons Broadcasting Co., licensee of KXLY, and Harry L. (Bing) Crosby Jr. Symons Broadcasting Co. is owned by E. B. Craney and John L. and Lulu M. Wheeler. N. Craney has major or controlling interests in KXLF Butte, Mont.; KXL Portland, Ore.; KXLY Spokane, Wash.; KXLJ Helena, Mont.; KXLQ Bozeman, Mont.; KXLL Missouri Mont., and KXLK Great Falls, Mont. Mr. Crosby has a 24% interest in KMB, Monterey, Calif.

BEGAN OPERATION: Feb. 22, 1953

NATIONAL REPRESENTATIVE: Walker Representation Co. Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Mt. Spokane

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 55 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 3,070 ft. Above ground 140 ft.

STUDIO ADDRESS: 315 W. Sprague

STUDIO FACILITIES: Two studio cameras. Two film cameras. Two 16mm film projectors. Two 35mm slide projectors. Multiscope.

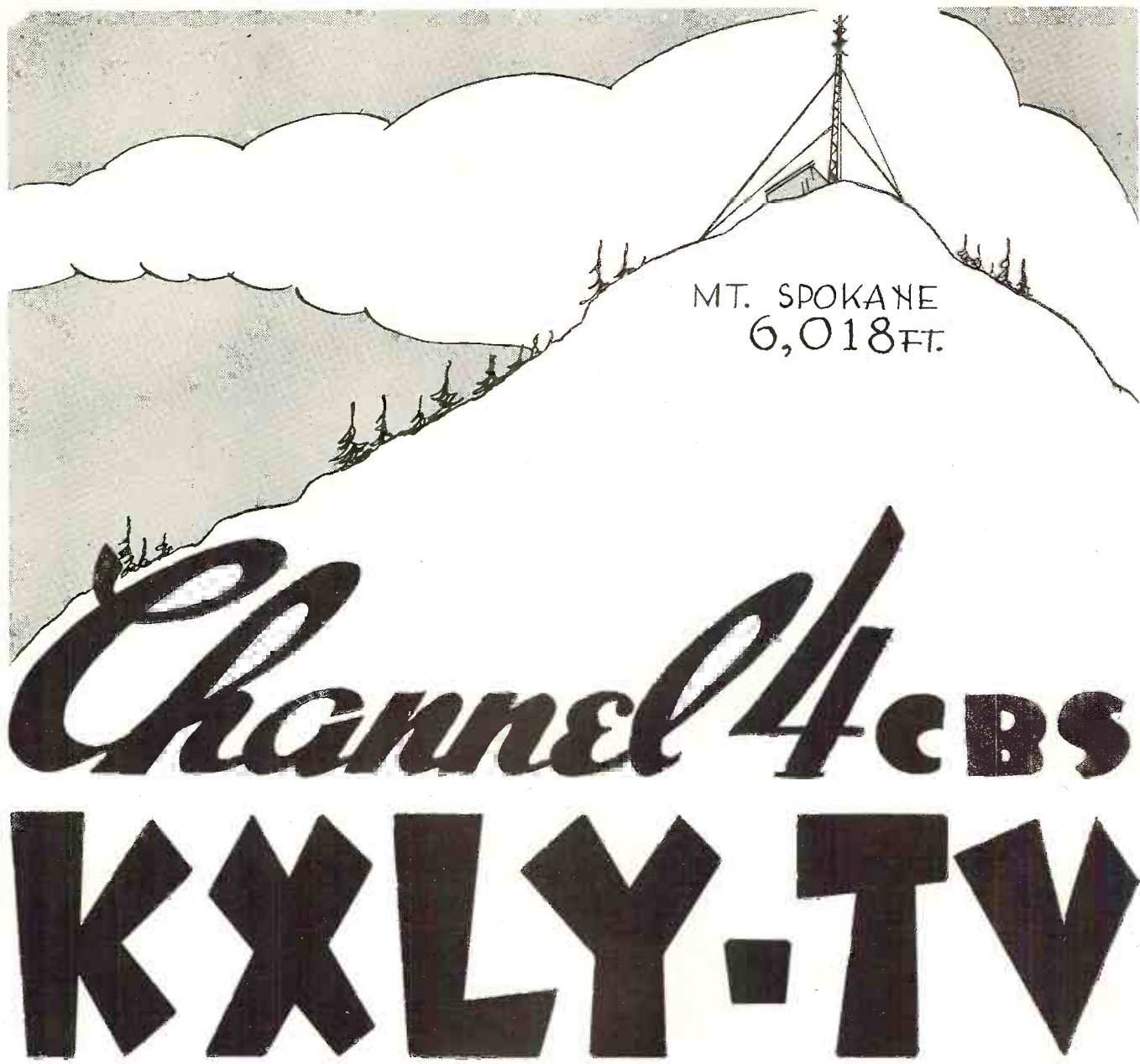
EXECUTIVES:

E. B. Craney, President
Norman Hawkins, Manager

RATE INFORMATION: Class A hour rate—\$150 (plus \$150 live studio charge with two cameras). Minute spot—\$22.50.

WASHINGTON ATTORNEY: Wheeler & Wheeler

CONSULTING ENGINEER: George P. Adair



MT. SPOKANE
6,018 FT.

Channel 4 CBS
KXLY-TV

Highest TV Antenna in the Pacific Northwest

Serving Eastern Washington, North Idaho, Western Montana, N. E. Oregon

PURCHASABLE AT A SAVING WITH THE XL RADIO STATIONS

The **XL** Stations

KXL **KXLY** **KXLF** **KXLL** **KXLJ** **KXLK** **KXLQ**
PORTLAND • **SPOKANE** • **BUTTE** • **MISSOULA** • **HELENA** • **GREAT FALLS** • **BOZEMAN**

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

WASHINGTON TELEVISION STATIONS

Tacoma—

KMO-TV*

LICENSEE: KMO Inc.

ADDRESS: 914¼ Broadway ZONE: 2 PHONE: Market 4144

AM AFFILIATE: KMO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Carl E. Haymond, who also owns KIT-AM-TV Yakima, Wash.

* BEGINS OPERATION: June 1, 1953 (CP granted Dec. 10, 1952)

NATIONAL REPRESENTATIVE: Branham Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Dash Point

MAKE OF TRANSMITTER: RCA MODEL: TT-10A

EFFECTIVE RADIATED POWERS: Visual, 114 kw Aural, 57 kw

MAKE OF ANTENNA: RCA MODEL: 12-TH

ANTENNA HEIGHT: Above average terrain, 560 ft. Above ground, 400 ft.

STUDIO ADDRESS: 914½ Broadway

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local film and kinescopes.

FILM LIBRARY: Musi-Film & Snader NEWS SERVICE: UP

LIBRARY SERVICE: Capitol, RCA Thesaurus

STUDIO FACILITIES: Studio 30x40 ft. Two field & studio cameras. RCA film camera. Two Eastman 16mm projectors. Two slide projectors.

EXECUTIVES:

Carl E. Haymond, President
Jerry Geehan, Vice President and General Manager
John Boor, Chief Engineer

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Millard M. Garrison

Page 246 • 1953 TELECASTING Yearbook

KTNT-TV*

LICENSEE: Tribune Publishing Co.

ADDRESS: 1701 So. 11th St. ZONE: 6 PHONE: Fulton 2561

AM AFFILIATE: KTNT FM AFFILIATE: KTNT-FM

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Tacoma New Tribune and Sunday Ledger. Minority stockholder Alton F. Baker is controlling stockholder of KERG Eugene, Ore., and publisher of Eugene Register-Guard.

* BEGINS OPERATION: March, 1953 (CP granted Dec. 10, 1952)

NATIONAL REPRESENTATIVE: Weed Television Inc.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: So. 11th & Grant Sts.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 29.5 kw Aural, 15 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 450 ft. Above ground, 287 ft.

STUDIO ADDRESS: So. 11th & Grant Sts.

EXECUTIVES:

Frank S. Baker, President
Len Higgins, Manager
Larry Carino, Commercial Manager
Burke W. Ormsby, Production Director & Film Buyer
Max H. Bice, Chief Engineer

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$135. Frequency discounts—Begin at 13 times. (From Rate Card No. 1, March 1, 1953.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Alvin H. Barnard (Portland, Ore.)

BROADCASTING • Telecasting

WASHINGTON TELEVISION STATIONS

Yakima—

KIMA-TV*

LICENSEE: Cascade Broadcasting Co.

ADDRESS: Terrace Hgts. Rd. **PHONE:** 6197

AM AFFILIATE: KIMA

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is A. W. Talbot

BEGINS OPERATION: March 1953 (CP granted Dec. 4, 1952)

NATIONAL REPRESENTATIVE: Weed Television Inc.

CHANNEL: 29 (560-566 mc)

TRANSMITTER ADDRESS: Ahtanum Ridge Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 55 kw Aural, 27.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 950 ft. Above ground, 143 ft.

STUDIO ADDRESS: East County Rd.

EXECUTIVES:

A. W. Talbot, President

R. Lee Black, General Manager

WASHINGTON ATTORNEY: Prince, Taylor & Crampton

CONSULTING ENGINEER: McIntosh & Inglis

BROADCASTING • Telecasting

KIT-TV*

LICENSEE: KIT Inc.

ADDRESS: 414 1/2 E. Yakima Ave. **PHONE:** 8115

AM AFFILIATE: KIT

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Carl E. Haymond, who also owns KMO-AM-TV Tacoma, Wash.

*** BEGINS OPERATION:** August 1953 (CP granted Dec. 4, 1952)

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: Ahtanum Ridge Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 11 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 960 ft. Above ground, 150 ft.

STUDIO ADDRESS: 414 1/2 E. Yakima Ave.

EXECUTIVES:

Carl E. Haymond, President

James A. Murphy, Vice President and General Manager

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Millard M. Garrison

1953 TELECASTING Yearbook • Page 247

WEST VIRGINIA TV STATIONS

Huntington—

WSAZ-TV

LICENSEE: WSAZ Inc.

ADDRESS: West Virginia Bldg. ZONE: 18 PHONE: 3-9441

AM AFFILIATE: WSAZ

TV NETWORK AFFILIATION: ABC, CBS, NBC, and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is 89% owned by Huntington Publishing Co. (Huntington Herald-Dispatch and Advertiser), and 11% by Mrs. Eugene Katz (The Katz Agency). Col. J. H. Long and family are the principal owners of Huntington Publishing Co.

BEGAN OPERATION: Nov. 15, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 3 (66-72 mc)

TRANSMITTER ADDRESS: Eighth St. Hill

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-25AL

EFFECTIVE RADIATED POWERS: Visual, 84 kw Aural, 42 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 600 ft. Above ground, 350 ft.

STUDIO ADDRESS: West Virginia Bldg. HOURS OF OPERATION: 10 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 3 image orthicons, 2 studio-field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes, remotes.

NEWS SERVICE: AP

MUSIC LIBRARY SERVICE: Lang-Worth and Associated

STUDIO FACILITIES: One studio 18x37 ft. Two studios under construction—41x52 ft., seating 150; 25x34 ft., seating 50. Three RCA cameras, two are interchangeable for field use. Two RCA film cameras; two RCA 16mm film projectors. Two Eastman 35 mm slide projectors; one opaque projector for 4½x5-in. cards. Bolex 16mm motion picture camera. One fully equipped mobile unit, two cameras, microwave relay equipment, power supply, etc.

EXECUTIVES:

Col. J. H. Long, President
Lawrence H. Rogers II, Vice President & General Manager
Leroy E. Kilpatrick, Vice President & Technical Director
James H. Ferguson, Sales Director
Ted A. Eiland, Program Director
Thomas I. Bordenkircher, Production Manager
Ned R. Brooke, Film Director

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$84. Frequency discounts start with 26 times at 5% up to 260 times at 25%.

WASHINGTON ATTORNEY: Cohn & Marks

Page 248 • 1953 TELECASTING Yearbook

WISCONSIN TV STATIONS

Green Bay—

WBAY-TV*

LICENSEE: Norbertine Fathers

ADDRESS: Bellin Bldg. PHONE: Adams 1

AM AFFILIATE: WBAY

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Non-profit, non-stock religious order.

* BEGINS OPERATION: March 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: Weed Television Inc.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Glenmore Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 450 ft. Above ground, 383 ft.

STUDIO ADDRESS: Bellin Bldg.

EXECUTIVES:

Rev. M. J. Beemster, Managing Director
Haydn R. Evans, General Manager

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George C. Davis

Madison—

WMTV (TV)*

LICENSEE: Bartell Television Corp.

ADDRESS: 710 N. Plankinton Ave., Milwaukee, Wis.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President, Gerald A. Bartell (24 shares subscribed, 5 shares held), president WOKY Milwaukee and WAPL Appleton, Wis., 49% owner of WOKW Sturgeon Bay and other broadcast interests including Gerald A. Bartell Assoc. (sales representatives for radio and television productions, Milwaukee; vice president, Earl W. Fessler (249 shares subscribed, 1 share held) owner of WMFM (FM) Madison; secretary-treasurer, Lee K. Beznor (396 shares subscribed, 4 shares held), secretary-treasurer of WOKY and WAPL and Milwaukee attorney, and David Beznor (595 shares subscribed, 5 shares held), stockholder in WOKY and WAPL and Milwaukee attorney.

* BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)

TRANSMITTER ADDRESS: 3.5 m. SW from downtown area.

CHANNEL: 33 (584-590 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 16.5 kw Aural, 9.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 430 ft. Above ground 494 ft.

ATTORNEY: Lee K. Beznor (Milwaukee)

CONSULTING ENGINEER: Ralph E. Evans (Milwaukee)

BROADCASTING • Telecasting

EXCLUS VE . . . COVER AGE!

WSAZ-TV IS THE ONLY STATION
IN THE RICH OHIO VALLEY AREA . . .

103 COUNTIES-W. VA.-OHIO-KY. ■ 100,000 WATTS

For full details on rates and availabilities to stake out your claim in this rich, new market, wire, call or write Lawrence H. Rogers II, Vice-President and General Manager, or contact your nearest office of The Katz Agency.



Counties reporting reception of WSAZ-TV signal, according to survey by power companies and mail received since beginning 100 kw visual operation August 5, 1952.

MARKET DATA*

■ POPULATION	3,299,300
■ FAMILIES	812,000
■ RETAIL SALES	\$1,828,557,000
■ FOOD SALES	\$ 479,404,000
■ DRUG SALES	\$ 48,506,000
■ EFFECTIVE BUYING POWER	\$2,873,118,000

* SOURCE: S.M. "SURVEY OF BUYING POWER—1952"

HUNTINGTON, WEST VIRGINIA

WSAZ-TV

CHANNEL 3

WISCONSIN TELEVISION STATIONS

Madison—(Continued)

WKOW-TV*

LICENSEE: Monona Broadcasting Co.

ADDRESS: 215 W. Washington Ave. ZONE: 3

AM AFFILIATE: WKOW

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President, Stewart Watson (3.84%), first vice president, E. B. Rundell (8.25); second vice president, George W. Icke (6%); treasurer, E. C. Severson (10.75%), and secretary, B. W. Huiskamp (7.97%).

* BEGINS OPERATION: July (CP granted Jan. 8, 1953)

CHANNEL: 27 (548-554 mc)

TRANSMITTER ADDRESS: 4 m. S.W. of Madison on Piper Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 87 kw Aural, 47 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 610 ft. Above ground, 596 ft.

MAKE OF CAMERA CHAINS: RCA

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: Walter F. Kean (Riverside, Ill.)

Milwaukee—

WCAN-TV*

LICENSEE: Midwest Broadcasting Co.

ADDRESS: 723 N. Third St.

AM AFFILIATE: WCAN

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Lou Poller (1/3), owner of WPWA Chester, Pa., president and 51% owner of WARL-AM-FM Arlington, Va., and president and 27.1% owner of WCAN; Cy Blumenthal (1/3), sales manager, treasurer and 39% owner of WARL, and vice president and 27.1% owner of WCAN, and Alex Rosenman (1/3), secretary-treasurer and 21.7% owner of WCAN.

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 25 (536-542 mc)

TRANSMITTER ADDRESS: 11800 W. Grange Ave.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 56 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 430 ft. Above ground, 435 ft.

STUDIO ADDRESS: 723 N. Third St.

WASHINGTON ATTORNEY: Philip M. Baker

CONSULTING ENGINEER: Russell P. May

Page 250 • 1953 TELECASTING Yearbook

WTMJ-TV

LICENSEE: The Journal Co.

ADDRESS: 720 E. Capitol Dr. ZONE: 1 PHONE: Marquette 8-6000

AM AFFILIATE: WTMJ

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Milwaukee Journal.

BEGAN OPERATION: December 3, 1947

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 3 (60-66 mc) (Must move to vhf Ch. 4)

TRANSMITTER ADDRESS: 720 E. Capitol Dr.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.1 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above average terrain, 325 ft. Above ground, 349 ft.

STUDIO ADDRESS: 720 E. Capitol Dr.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP and Telenews

LIBRARY SERVICE: SESAC

STUDIO FACILITIES: Six studios (54x30x26 ft., 43x27x19 ft., 19x27x13 ft., 125x27 ft. outdoor, 29x36½x25½ ft. auditorium, seating 336 persons). Four RCA TK-10 studio cameras. Four RCA TK-30A field cameras, interchangeable for studio use. Trans-Lux rear screen projector. Two RCA TK-20A film cameras. Two RCA TP-10 film projectors. One LaBelle automatic, one Spindler and Sauppe Rotary, one Ectaman (for 2x2-in. slides), one Golde (for 3¼x4-in. slides), one Golde 35mm film strip film projectors. One Balop opaque projector. One RCA mobile unit, four film cameras, Zoomar and telephoto lenses, with three microwave units.

EXECUTIVES:

Walter J. Damm, Vice President & General Manager of Radio and Television, The Journal Co.

R. G. Winnie, Assistant General Manager

George Comte, Station Manager

George Nicoud, Assistant Station Manager

L. W. Herzog, Research & Development Co-ordinator

Neale V. Bakke, Sales Manager

James Robertson, Program Manager

Philip B. Laeser, Manager, Engineering

Bruce Wallace, Public Service & Promotion Manager

Frank Bignell, Traffic Manager

Jack Krueger, News Editor

Wendell Palmer, Continuity Manager

Maurice Kipen, Musical Director

RATE INFORMATION: Class A hour rate—\$960. Minute spot—\$150. Participating per spot—\$100. Rehearsals—\$50 per half-hour. (From Rate Card No. 12, Jan. 1953.)

WASHINGTON ATTORNEY: Hogan & Hartson

BROADCASTING • Telecasting

WISCONSIN TELEVISION STATIONS

Neenah—

WNAM-TV*

LICENSEE: Neenah-Menasha Broadcasting Co.

ADDRESS: 101 E. Wisconsin Ave. PHONE: 2-2871

AM AFFILIATE: WNAM FM: WNAM-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Controlled by Samuel N. Pickard.

BEGINS OPERATION: Fall 1953 (CP granted Dec. 23, 1952)

NATIONAL REPRESENTATIVE: Thomas F. Clark Inc.

CHANNEL: 42 (638-644 mc)

TRANSMITTER ADDRESS: 0.7 mi. S. of Neenah

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 15.5 kw Aural, 8.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 290 ft. Above ground, 300 ft.

STUDIO ADDRESS: 0.7 mi. S. of Neenah

EXECUTIVES:

Samuel N. Pickard, President

Don C. Wirth, Vice President and General Manager

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Walter F. Kean (Riverside, Ill.)

Oshkosh—

WOSH-TV*

LICENSEE: Oshkosh Broadcasting Co.

ADDRESS: 1235 Bowen St. PHONE: Stanley 4580

AM AFFILIATE: WOSH

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Controlled by William F. Johns Jr. and family, which also controls WSHB Stillwater, Minn., and has minority interests in WMNE Menomonie, Wis.; KLTF Little Falls, Minn.; WTRW Two Rivers, Wis.; WPDR Portage, Wis., and WSPT Stevens Point, Wis. Myles H. Johns, brother of William F. Johns, owns KOBK Owatonna, Minn.

BEGINS OPERATION: April 15, 1953 (CP granted Nov. 26, 1952)

BROADCASTING • Telecasting

CHANNEL: 48 (674-680 mc)

TRANSMITTER ADDRESS: 1235 Bowen St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 1.31 kw Aural, 0.7 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 344 ft.

STUDIO ADDRESS: 1235 Bowen St.

EXECUTIVES:

William F. Johns Jr., President

Bill Jones, General Manager

LEGAL COUNSEL: Frederick A. Collatz (St. Paul)

CONSULTING ENGINEER: Nathan Williams (Oshkosh, Wis.)

WYOMING TV STATIONS

Cheyenne—

KFBC-TV*

LICENSEE: Frontier Broadcasting Co.

ADDRESS: Plains Hotel

AM AFFILIATE: KFBC

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President, Robert S. McCracken (22% owner of Cheyenne Newspapers Inc.); vice president, W. A. Corson, (18%), and treasurer, William C. Grove (16%). Cheyenne Newspapers Inc. (Cheyenne Wyoming Eagle and State Tribune) owns 66% of applicant.

* BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Between Evans and Van Lennen on Third St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 5.25 kw Aural, 2.61 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 190 ft. Above ground, 343 ft.

STUDIO ADDRESS: Between Evans and Van Lennen on Third St.

HAWAII TELEVISION STATIONS

Honolulu—

KGMB-TV

LICENSEE: Hawaiian Broadcasting System

ADDRESS: 1534 Kapiolani Blvd.

AM AFFILIATE: KGMB

TV NETWORK AFFILIATION: ABC, CBS, NBC (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Consolidated Amusement Co. (55.55%); Honolulu Star-Bulletin (24.25%); Corp. of the President of the Church of Jesus Christ of Latter Day Saints (20.20%). Latter owns KSL-AM-FM-TV Salt Lake City. Licensee also owns KHBC Hilo, T. H.

BEGAN OPERATION: Dec. 1, 1952

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 1534 Kapiolani Blvd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-500B

TRANSMITTER OUTPUT POWERS: Visual, 500 w Aural, 250 w

MAKE OF ANTENNA: RCA TYPE: Single Bay

ANTENNA HEIGHT: Above average terrain, 45 ft. Above ground, 332 ft.

HOURS OF OPERATION: 3 p.m.-10 p.m.

STUDIO ADDRESS: 1534 Kapiolani Blvd.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: One studio 25x50 ft. Two studio cameras; two interchangeable field cameras. One RCA film camera; two 16mm film projectors. Two slide projectors; one opaque projector. Mobile unit with two cameras, microwave relay equipment.

EXECUTIVES:

J. Howard Worrall, President
C. Richard Evans, Vice President & General Manager
Wayne Kearn, Commercial Manager
Robert Costa, Program Director & Film Buyer
Ernest Lindemann, Chief Engineer
K. C. Wong, Treasurer

RATE INFORMATION: Class A hour rate—\$150. Minute spot—\$30. Frequency discounts: Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. Dec. 1, 1952).

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Vandivere, Cohen & Wearn

First in Hawaii

KGMB-TV Channel 9*, Honolulu

MARKET FACTS, TV COVERAGE AREA¹

Population: 316,300
Retail Sales: \$331,800,000
Effective Buying Income: \$505,105,000
Family Income, Cities of Hawaii: \$6,504
Quality Index, Cities of Hawaii: 120

¹ Sales Management, 1952

* Channel 9 holds affiliations with CBS, NBC and ABC networks.

NATIONAL REPRESENTATIVE: Free & Peters

J. Howard Worrall, President
C. Richard Evans, Vice President, General Manager
Wayne Kearn, General Sales Manager



HAWAII TV STATIONS

Honolulu—(Continued)

KONA-TV

LICENSEE: Radio Honolulu Ltd.

ADDRESS: 1071 Bishop St., P. O. Box 2727 ZONE: 13 PHONE: 6-2366

✓ NETWORK AFFILIATION: DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Herbert M. Richards holds all voting stock.

START OF OPERATION: Dec. 15, 1952

NATIONAL REPRESENTATIVE: Forjoe & Co.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Ala Moana Blvd. & Piikoi St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 5.75 kw Aural, 2.87 kw

MAKE OF ANTENNA: GE TYPE: Single batwing

ANTENNA HEIGHT: (Under terms of STA granted Dec. 4, 1952): Above ground 325 ft.

HOURS OF OPERATION: 6 a.m.-Midnight

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Local live, local and network film and kinescopes.

NEWS SERVICE: INS and UP

STUDIO FACILITIES: Three studio cameras. Four interchangeable field cameras. Two 16mm film cameras. Two 16mm film projectors. Two slide projectors; two opaque projectors; two motion picture cameras. Completely equipped GE mobile unit.

EXECUTIVES:

Herbert M. Richards, President
George H. Bowles, General Manager
Albert J. Cantrelle, Treasurer
Craig Maudsley, Commercial Manager
William Y. Ray, Program Director & Asst. Manager
Wesley Edwards, Executive Producer
R. W. Clark, Chief Engineer
Margaret S. Bowles, Film Buyer
Vic Rowland, Director Public Relations & Publicity
Jerry Nishiki, Director Japanese Dept.
George E. Moore, Director of Photography

RATE INFORMATION: Class A hour rate—\$150. Minute spot—\$30. Rehearsals: \$50 per hour over 2:1 ratio. Frequency discounts: Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Dec. 16, 1952.)

WASHINGTON ATTORNEY: Barnes & Neilson

CONSULTING ENGINEER: Bernard Assoc. and Robert Bird

BROADCASTING • Telecasting

PUERTO RICO TV STATIONS

San Juan—

WKAQ-TV*

LICENSEE: El Mundo Broadcasting Corp.

ADDRESS: P. O. Box 1072 PHONE: 2-2023

AM AFFILIATE: WKAQ

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Angel Ramos, President (99.9%), publisher of El Mundo.

* BEGINS OPERATION: 1954 (CP granted July 24, 1952)

NATIONAL REPRESENTATIVE: Inter-American

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Cerro Marqueso Mt.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 1,279 ft. Above ground, 300 ft.

STUDIO ADDRESS: Stop 11, Ponce de Leon Ave.

WASHINGTON ATTORNEY: Segal, Smith & Hennessy

CONSULTING ENGINEER: George C. Davis