

. TENNESSEE

1st in Alabama

FIRST TV Station FIRST with Live Cameras

FIRST to Operate with Maximum Power

FIRST and Only to use "PHOTOFAX"

FIRST to Telecast in Color

FIRST with full size Revolving Stage in Studio

BIRMINGHAM

★
WABT

MISS.

GA.

Also . . .

First in Public Service

Promoting community projects every day—plus exclusive broadcaster sponsors of: Crippled Children's Clinic Football; Miss Alabama Contest; Maid of Cotton; Fat Calf Show; March of Dimes Auction; etc.

First in Public Confidence

*Always has been
—and still is*

WABT represented by
BLAIR-TV

FLORIDA

TELEVISION STATIONS AND MARKET DATA FOR THE UNITED STATES

Including Construction Permits Granted to July 1, 1956

ALABAMA

ALABAMA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Autauga	4,100	24	980	6,221	1,848	236
Baldwin	11,500	43	4,990	32,565	8,498	1,043
Barbour	6,500	13	860	14,828	3,644	508
Bibb	3,900	53	2,090	8,658	2,276	112
Blount	7,100	46	3,240	13,033	2,712	240
Bullock	3,600	28	1,000	5,618	1,684	185
Butler	6,500	28	1,850	15,535	4,357	423
Calhoun	22,000	53	11,770	74,607	18,599	1,583
Chambers	9,600	38	3,670	16,178	6,379	523
Cherokee	3,800	47	1,790	6,373	1,008	90
Chilton	6,500	44	2,890	15,205	4,235	349
Choctaw	4,200	26	1,080	6,593	779	41
Clarke	6,400	27	1,750	22,456	4,508	635
Clay	3,000	35	1,040	7,978	2,264	221
Cleburne	2,700	34	920	5,373	966	98
Coffee	7,100	29	2,040	18,836	4,494	472
Colbert	10,600	24	2,520	36,047	9,630	985
Cochee	4,500	24	1,100	8,025	2,123	213
Coosa	2,500	37	920	2,696	976	167
Covington	10,000	25	2,460	27,702	7,141	1,241
Crenshaw	4,500	31	1,400	7,638	1,802	79
Cullman	11,700	55	6,450	30,964	4,274	677
Dale	4,800	29	1,390	10,874	4,181	417
Dallas	14,100	34	4,740	42,250	10,227	1,508
De Kalb	11,200	36	3,990	19,893	4,155	594
Elmore	7,100	43	3,020	14,748	3,758	302
Escambia	7,400	39	2,920	26,651	5,437	834
Etowah	27,500	55	15,260	81,843	22,047	2,390
Fayette	4,400	28	1,220	9,527	2,037	226
Franklin	6,100	28	1,740	14,852	3,021	410
Geneva	6,000	16	960	15,457	4,793	387
Greene	3,500	17	610	7,005	1,064	138
Hale	4,500	19	840	6,826	1,411	134
Henry	3,800	29	1,090	9,922	2,344	244
Houston	11,900	36	4,320	49,047	1,096	1,231
Jackson	8,700	34	2,950	14,969	3,677	458
Jefferson	166,400	64	107,260	607,803	42,033	16,699
Lamar	3,600	36	1,290	6,324	1,223	224
Lauderdale	14,800	18	2,620	48,185	10,323	1,450
Lawrence	6,300	31	1,950	6,978	1,855	329
Lee	11,300	40	4,570	29,362	8,289	1,048
Limestone	8,400	40	3,330	19,035	4,815	377
Lowndes	3,600	23	820	6,085	686	67
Macon	6,700	25	1,640	10,770	3,549	249
Madison	18,900	33	6,310	67,762	15,965	1,902
Marengo	6,800	16	1,070	15,023	3,709	383
Marion	6,600	40	2,630	12,898	2,642	356
Marshall	11,600	43	4,950	39,042	7,156	1,058
Mobile	73,000	54	39,640	261,128	64,846	9,177
Monroe	5,400	19	1,030	12,458	3,084	217
Montgomery	41,600	51	21,300	176,069	32,189	4,854
Morgan	14,400	53	7,700	41,192	10,212	1,154
Perry	4,100	20	800	8,849	2,046	230
Pickens	5,100	21	1,050	11,328	2,630	474
Pike	7,200	23	1,630	17,044	3,831	605
Randolph	5,000	39	1,930	9,570	2,173	255
Russell	10,300	39	4,010	16,235	5,945	440
St. Clair	6,400	43	2,770	12,375	3,789	339
Shelby	7,400	64	4,710	15,106	4,539	319
Sumter	5,200	27	1,420	7,531	1,506	197
Talladega	16,100	60	9,610	44,007	12,276	1,270
Tallapoosa	8,400	39	3,240	25,687	7,288	879
Tuscaloosa	23,600	37	8,710	67,818	16,454	2,477
Walker	15,300	58	8,860	29,538	8,534	868
Washington	3,400	26	890	5,098	1,362	80
Wilcox	4,700	14	650	6,304	1,300	74
Winston	4,300	50	2,150	8,273	1,489	289
Total	799,200	45%	362,400	\$2,351,870	\$560,283	\$67,734

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ANDALUSIA (Covington County)

WAIQ (TV)*

(Target Date, Fall, 1956)
(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Postal Zone: 3. Address: Protective Life Bldg., Birmingham. Phone: 54-2741.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Height: Above average terrain 690 ft.; Above ground 571 ft.

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

EXECUTIVES:

Milton S. Cummings, pres. Patty Smithdeal, pgm. coor.
Raymond D. Hurlbert, gen. mgr. Al Renfro, ch. engr.

BIRMINGHAM (Jefferson County)

WABT (TV)

LICENSEE: Alabama Bcstg. System Inc. Postal Zone: 2. Address: P.O. Box 2553. Phone: 4-3506.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural 151 kw. Operating Pow.: Visual 302 kw, Aural 151 kw. Transmitter: Standard Electronics. Antenna Make: RCA. Height: Above average terrain 840 ft.; Above ground 505 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May, 1949. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WAPI. Fm, WAFM (FM).

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Gautney & Jones.

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

EXECUTIVES:

Henry P. Johnston, pres. & mgng. dir. J. V. Sanderson, ch. engr.
Charles F. Grisham, vp. & com. mgr. James B. Chenoweth, prom. mgr.
Ray A. Furr, vp., pgm. dir. & film buy. Dan Daniel, news ed.

RATE INFORMATION: Class AA one hour (live) \$800, (film) \$800; minute spot (live) \$210, (film) \$210; ID \$105. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 9.

WBIQ (TV)*

(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Postal Zone: 3. Address: Protective Life Bldg. Phone: 54-2741.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 18.6 kw. Operating Pow.: Visual 30.9 kw, Aural 18.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 187 ft.

OPERATION: Began April 28, 1955. Hours, Noon-9:00 p.m.

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

EXECUTIVES:

Milton S. Cummings, pres. Patty Smithdeal, pgm. coor.
Raymond D. Hurlbert, gen. mgr. Al Renfro, ch. engr.

WBRC-TV

LICENSEE: Storer Bcstg. Co. Postal Zone: 9. Address: Atop Red Mountain. Phone: 4-4701.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 900 ft.; Above ground 546.5 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July, 1949. Hours, 6:45 a.m.-12:45 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer Sr., pres. Robert L. DuPriest, ch. engr.
J. Robert Kerns vp. & mgng. dir. Ralph C. Runyan, sls. prom. mgr.
Oliver V. Naylor, gen. sls. mgr. Leo Willette, news dir.
M. D. Smith, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$810, (film) \$700; Class AA minute spot (live) \$265, (film) \$210; ID \$105. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card. No. 8.

WJLN-TV†

(Target Date, Not Set)

LICENSEE: Johnston Bcstg. Co. Address: P.O. Box 5767. Phone: 54-3466.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 650 ft.; above ground 331 ft.

AFFILIATIONS: Stations, Am, WJLD. Fm, WJLN-FM.

REPRESENTATIVES: Sales, William G. Rambeau Co.

PRINCIPAL STOCKHOLDERS: George Johnston (40%) and George Johnston Jr. (60%).

EXECUTIVES:

George Johnston Jr., pres. Otis Dodge, com. mgr.
James Connolly, gen. mgr. Cliff Goggans, ch. engr.

† WJLN-TV has suspended construction but has not returned its CP.

Kolossus Round the Gulf

WKRG-TV CHANNEL



**FULL
POWER**

100,000 WATTS
VIDEO
50,000 WATTS
AUDIO

**Gulf Coast
Address
of
CBS**

A Super Market

Population	793,400
Effective Buying Income	\$899 Million
Retail Sales	\$646 Million
Set Count	169,700

WKRG-TV

CBS

Channel 5

National Sales Representative
AVERY-KNODEL

MOBILE, ALA.

C. P. PERSONS, JR., V.P. & Gen. Mgr.

ALABAMA

DECATUR
(Morgan County)

WMSL-TV

LICENSEE: Tennessee Valley Radio & Television Corp. Address: P.O. Box 411. Phone: 802.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.52 kw. Operating Pow.: Visual 15.8 kw, Aural 8.52 kw. Transmitter: RCA. Antenna height: Above average terrain 350 ft.; Above ground 383 ft.

OPERATION: Began July 4, 1954. Hours, 2-11:30 p.m.

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

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Harry J. Daly; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Frank Whisenant (69%) and 37 others.

EXECUTIVES:

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

RATE INFORMATION: Class A one hour (live) \$170, (film) \$150; minute spot (live) \$40, (film) \$35; ID \$20. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

DOTHAN
(Houston County)

WTVY (TV)

LICENSEE: WTVY .nc. Address: Cottonwood Rd. Phone: 5-2810.

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

OPERATION: Began Feb. 12, 1955.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Young Television Corp.; Clarke Brown Co. (Southeastern); Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Charles Woods, 19.61%; J. T. Thrower and wife, 10.78%; Dr. Paul Flowers, 14.71%; F. E. Busby, 7.35%; Alto V. Lee III, 0.98%. H. L. Holman Jr. (2.94%) has minority interest in WOZK Ozark, Ala.

EXECUTIVES:

F. E. Busby, exec. vp. & sta. mgr. Daryl Griffin, prod. mgr.
Jerry Williams, sls. mgr. Joe Spears, ch. engr.

MOBILE
(Mobile County)

WALA-TV

LICENSEE: Pape Television Co. Postal Zone: 9. Address: 210 Government St. Phone: Hemlock 3-3756.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 14, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WALA.

REPRESENTATIVES: Sales, Headley-Reed Tv.; Washington Attorney, Dow, Lohnes, Albertson; Consulting Engineer, L. J. N. duTrie & Assoc.

PRINCIPAL STOCKHOLDERS: William O. Pape, 99.5%; Howard K. Martin, 0.25% and Wadsworth B. Pape, 0.25%.

EXECUTIVES:

W. O. Pape, pres. A. R. Bell, ch. engr.
H. K. Martin, vp. L. L. Garris, prom. mgr.
W. B. Pape, gen. mgr. J. V. McNamara, news ed.
A. C. Holman, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live), \$480; (film), \$400; minute spot (live), \$96; (film) \$80; ID \$40. ID Length 10 sec. Specifications 2x2 in. Full screen. Frequency discounts. Rate Card No. 4.

WKRG-TV

LICENSEE: WKRG-TV Inc. Address: 162 St. Louis St. Phone: Hemlock 2-5505.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 5, 1955. Hours, 7-12:30 a.m.

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

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

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

EXECUTIVES:

Kenneth R. Giddens, pres. Cal Douglas, pgm. dir. & news ed.
C. P. Persons Jr., vp., gen. mgr., James L. Evans, ch. engr.
com. mgr. & film buy. Betty Thorburn, prom. mgr.

RATE INFORMATION: Class AA one hour (live), \$585; (film), \$450; minute spot (live), \$117; (film), \$90; ID \$45. ID Length 10 sec. Share screen. Frequency discounts from 30% for 5 to 9 times up to 45% for 10 or more times. Rate Card No. 2.

MONTGOMERY

(Montgomery County)

WCOV-TV

LICENSEE: Capitol Bcstg. Co. Address: P.O. Box 2505. Phone: 5-3561.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 117 kw. Operating Pow.: Visual 200 kw, Aural 117 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 437 ft.; Above ground 460 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 22, 1953. Hours, 7 a.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, W. E. Holey.

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

EXECUTIVES:

Oscar P. Covington, pres.	Caldwell Stewart, pgm. dir.
Hugh M. Smith, gen. mgr. & film buy.	W. D. Weatherly, ch. engr.
Morris South, loc. sls. mgr.	Martha Hall, prom. mgr.
	Bob Underwood, news ed.

RATE INFORMATION: Class A one hour (film), \$200; minute spot (film), \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 30% for 312 times.

WSFA-TV

LICENSEE: WKY Radiophone Co. Postal Zone: 6. Address: P.O. Box 2566. Phone: 5-1251.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 25, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WSFA.

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

PRINCIPAL STOCKHOLDERS: Oklahoma Pub. Co. (Daily Oklahoman, Oklahoma City Times, Farmer-Stockman), 100%. It also owns WKY-AM-TV Oklahoma City.

EXECUTIVES:

Hoyt Andres, vp. & sta. mgr.	Gene Jacobsen, film buy.
John C. Hughes, com. mgr.	Robert L. Tuttle, prom. mgr.
Robert F. Doty, pgm. dir.	Frank McGee, news ed.
Robert M. Hayward, ch. engr.	

RATE INFORMATION: Class A one hour (film), \$450; minute spot (film), \$100; ID \$50; ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

MUNFORD

(Jefferson County)

WTIQ (TV)*

(*Non-Commercial Education)

LICENSEE: Alabama Educational Television Commission. Postal Zone: 3. Address: Protective Life Bldg., Birmingham. Phone: 54-2741.

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

OPERATION: Began April 7, 1955. Hours, noon-9 p.m.

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

EXECUTIVES:

Milton S. Cummings, pres.	Patty Smithdeal, pgm. coor.
Raymond D. Hurlbert, gen. mgr.	Al Renfro, ch. engr.

SELMA

(Dallas County)

WSLA (TV)

(Target Date, Not Set)

LICENSEE: Deep South Bcstg. Co. Address: P.O. Box 1447, Montgomery.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 2.51 kw, Aural 1.26 kw. Transmitter: Standard Electronics. Antenna Make: GE. Height: Above average terrain 360 ft.; Above ground 387 ft.

AFFILIATION: Station, Am, WBAM Montgomery.

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

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

EXECUTIVES:

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

BROADCASTING • TELECASTING

ARIZONA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Apache	5,800	10,954	1,583	160
Cochise	10,400	13	1,330	47,136	10,363	1,933
Coconino	7,600	14	1,060	36,167	4,789	773
Gila	7,500	34	2,520	36,762	8,129	1,247
Graham	3,600	16	580	12,287	2,309	382
Greenlee	4,100	12	500	12,293	1,492	370
Maricopa	134,500	66	88,770	525,567	119,684	19,707
Mohave	2,500	11,562	1,423	340
Navajo	7,500	30,489	4,772	663
Pima	61,700	48	29,370	231,266	56,064	8,127
Pinal	14,400	53	7,620	50,562	14,775	1,260
Santa Cruz	2,600	26	670	15,809	3,597	358
Yavapai	7,400	16	1,200	27,787	5,776	1,054
Yuma	11,000	46	5,020	51,883	12,571	1,826
Total	280,600	50%	139,720	\$1,100,524	\$247,327	\$38,200

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

FLAGSTAFF

(Coconino County)

KOLF-TV

(Target Date, Unknown)

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

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 0.525 kw, Aural 0.269 kw. Transmitter: Dage. Antenna Make: Prodeline. Height: Above average terrain —60 ft.; Above ground 300 ft.

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

PRINCIPAL STOCKHOLDER: Owned by O. L. Nelms, who also holds permit for ch. 19 Brownwood, Tex.

MESA

(Maricopa County)

KVAR (TV) (PHOENIX)

LICENSEE: KTAR Bcstg. Co. Address: 1101 N. Central Ave., Phoenix. Phone: Alpine 4-4161.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 2, 1953.

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

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

PRINCIPAL STOCKHOLDERS: John J. Louis and family, 68.23%; Richard O. Lewis, 17.47%; B. R. Fulbright, 1.39%; E. W. Harvey, 1.55%. Former Arizona Gov. J. Howard Pyle (now White House aide) owns 800 of 64,706 sh. (about 1.2%). Licensee owns 98% of KYUM and 95.2% of KYCA Prescott, all Ariz.

EXECUTIVES:

John J. Louis, ch. own.	Dick Lewis, film buy.
Richard O. Lewis, pres. & gen. mgr.	Ted Edwards, prom. mgr.
E. W. Harvey, vp. & com. mgr.	John Harrington, news ed.
W. B. Robb Jr., pgm. dir.	

RATE INFORMATION: Class A one hour (live), \$450; minute spot (live), \$90; ID, \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 27 1/2% for 312 times. Rate Card No. 2.

PHOENIX
(Maricopa County)

KOOL-TV

LICENSEE: KOOL Radio-TV Inc. Address: 511 W. Adams St. Phone: Alpine 3-3121.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural, 151 kw. Operating Pow.: Visual 302 kw, Aural 151 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,700 ft.; Above ground 264 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 24, 1953. Hours, 9 a.m.-1:30 a.m.

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

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

PRINCIPAL STOCKHOLDERS: Gene Autry, 55.38%; Tom Chauncey, 20.19%; Frank W. Beer, 4.96%; Tom Kerney and Anne Long Kerney 19.47%. Mr. Autry also owns 48.16%, Mr. Chauncey 20.07% and Mr. Kerney 20.07% of KOPO AM-TV Tucson. Mr. Autry owns 51% of KMPC Los Angeles and 50% of KSFO San Francisco. Messrs. Autry and Kerney together own 25% of Phoenix Republic and Gazette.

EXECUTIVES:

Gene Autry, pres.	Jack Murphy, pgm. dir., film buy.
Tom Chauncey, gen. mgr.	& news ed.
Kenneth Morton, com. mgr. & prom. mgr.	Milford Richey, ch. engr.

RATE INFORMATION: Class A one hour (live) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 15% for 260 times. Rate Card No. 5.

KPHO-TV

LICENSEE: Meredith Engineering Co. Address: 631 N. First Ave. Phone: Alpine 8-4511.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 4, 1949. Hours, 1 p.m.-midnight.

AFFILIATION: Station, Am, KPHO.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Haley, Doty & Wollenberg.

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

EXECUTIVES:

E. T. Meredith Jr., pres.	Robert T. Martin, pgm. dir. & film buy.
Richard B. Rawls, gen. mgr.	George McClanathan, ch. engr.
Howard L. Stalnaker, com. mgr. & film buy.	Ronald DePinto, prom. mgr.
	Ken Miller, news dir.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90, ID \$45. ID Length 10 sec. Specifications 2x2 slides. Full and share screen. Frequency discounts.

KTVK (TV)

LICENSEE: Arizona Television Co. Address: 3435 N. 16th St. Phone: Amherst 6-5691.

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

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

OPERATION: Began March 1, 1955. Hours, 2:20 p.m.-midnight.

AFFILIATION: Tv Network, ABC.

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

PRINCIPAL STOCKHOLDERS: Arizona Gov. Ernest W. McFarland, 40%; Leon M. Nowell, 20%; Ralph A. Watkins, 20%; Henry R. Larson, 5%, and Delbert R. Lewis, 12.56%.

EXECUTIVES:

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

RATE INFORMATION: Class A one hour (film) \$400; minute spot (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 35% for 312 times. Rate Card No. 2.

KVAR (TV) (MESA)

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

TUCSON
(Pima County)

KDWI-TV

(Target Date, June 3, 1956)

LICENSEE: Tucson Television Co. Address: 2175 N. Sixth Ave. Phone: 3-3633.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 58.9 kw, Aural 32.4 kw. Operating Pow.: Visual 58.9 kw, Aural 32.4 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 3,660 ft.; Above ground 237 ft.

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

OPERATION: Hours, 2 p.m.-midnight.

REPRESENTATIVES: Sales, Headley-Reed Tv.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: D. W. and Kathleen Ingram.

EXECUTIVES:

D. W. Ingram, pres., gen. mgr., film buy.	James W. Hays, sta. mgr., film buy.
Thomas Parker, asst. gen. mgr., com. mgr. & film buy.	Robert D. Peterson, asst. mgr., & dir. of engrng.

RATE INFORMATION: Class A one hour (live), \$300; minute spot (live), \$60; ID \$30. ID Length 8 sec. Specifications, 2 x 2 in. Full and share screen. Frequency discounts. Rate Card No. 1.

KOPO-TV

LICENSEE: Old Pueblo Bcstg. Co. Postal Zone: 10. Address: 115 W. Drachman St. Phone: 4-2511.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 0 ft.; Above ground 205 ft.

OPERATION: Began Feb. 1, 1953. Hours, 8:30 a.m.-12:30 a.m.

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

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

PRINCIPAL STOCKHOLDERS: Gene Autry, 48.16%; Tom Chauncey, 20.07%; Thomas L. Kerney, 20.07%, and Harold C. Tovrea, 10.03%. Mr. Autry owns 55.38%, Mr. Kerney and wife 19.4% and Mr. Chauncey 20.19% of KOOL AM-TV Phoenix. Mr. Autry owns 51% of KMPC Los Angeles and 50% of KSFO San Francisco. Messrs. Autry and Kerney together own 25% of Phoenix (Ariz.) Republic and Gazette.

EXECUTIVES:

Gene Autry, pres.	Cliff Stillinger, pgm. dir. & film buy.
E. S. Mittendorf, gen. mgr.	Robert Shreiner, ch. engr.
Paul Plunkett, asst. gen. mgr.	Virginia Harper, prom. mgr.
Bernard Perlin, com. mgr.	Chris Cole, news ed.

RATE INFORMATION: Class A one hour (live) \$295, (film) \$250; minute spot (live) \$60, (film) \$50 ID \$25. ID Length 8 sec. Specifications 2x2 in. Share screen. Frequency discounts from 8% for 13 times up to 10% for 260 times. Rate Card No. 3.

KVOA-TV

LICENSEE: Arizona Bcstg. Co. Address: 209 W. Elm St. (Box 2911). Phone: 3-2555.

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

OPERATION: Began Sept. 27, 1953. Hours, 11 a.m.-midnight.

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

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

PRINCIPAL STOCKHOLDERS: Clinton D. McKinnon, 25%; Bernard Weinberg, 25%; Arthur A. Desser, 25%; Harold B. Garfield, 25%. Mr. McKinnon owns weekly San Diego (Calif.) North Shores Sentinel and Coronado (Calif.) Journal.

EXECUTIVES:

Clinton D. McKinnon, pres. & gen. mgr.	Henry Hubbard, pgm. dir.
John C. Underwood, com. mgr., film buy., prom. mgr.	Raymond H. Holsclaw, ch. engr.

RATE INFORMATION: Class A one hour (live), \$300; (film), \$300; minute spot (live), \$60; (film), \$60; ID \$30. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 2.

YUMA
(Yuma County)

KIVA (TV)

LICENSEE: Valley Telecasting Co. Address: P.O. Box 1708. Phone: State 6-8311.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 16 kw. Operating Pow.: Visual 29 kw, Aural 16 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 485 ft.
OPERATION: Began October, 1953. Hours, noon-12:30 a.m.
AFFILIATIONS: Tv Networks, CBS, NBC.
REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, John H. Mullaney.
PRINCIPAL STOCKHOLDERS: Donald Ellsworth, 17.9%; Howard L. Roberts, 17.9%; William S. Porter, 17.9%; Russell Madsen, 4.4%; A. S. Reber, 17.9%; Robert Anderson, 8.9%; Virgil Crimson, 8.9%; and G. Park Durford, 6.2%.
EXECUTIVES:
 Donald Ellsworth, pres. Len Burkland, com. mgr.
 Ray C. Smucker, gen. mgr. & film buy. Larry Roeser, pgm. dir.
 Leavenworth Wheeler, sta. mgr. & prom. mgr. Richard J. Smith, ch. engr.
 Glenn Edwards, news ed.
RATE INFORMATION: Class A one hour (live), \$240; (film), \$200; minute spot (live), \$48; (film), \$40; ID \$20. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

KYAT (TV)

(Target Date, Unknown)

LICENSEE: Wrather-Alvarez Bcstg. Inc. Address: 1405 Fifth Ave., San Diego, Calif.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Antenna Height: Above average terrain 620 ft.; Above ground 667 ft.
REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan.
PRINCIPAL STOCKHOLDERS: See KFBM-TV San Diego, Calif.
EXECUTIVES:
 J. D. Wrather Jr., pres.
 Maria Helen Alvarez, vp. & treas.

ARKANSAS MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Arkansas	6,800	49	3,300	31,153	5,164	725
Ashley	6,300	39	2,470	17,039	4,277	556
Baxter	3,100	13	390	6,696	1,550	249
Benton	11,400	20	2,310	35,238	5,260	1,194
Boone	4,600	27	1,260	13,346	3,192	421
Bradley	3,900	28	1,110	11,931	2,464	231
Calhoun	1,500	30	450	2,446	854	74
Carroll	3,900	17	650	7,083	1,349	248
Chicot	5,600	26	1,440	12,360	2,715	399
Clark	5,700	32	1,840	15,465	3,511	506
Clay	6,800	35	2,380	12,964	3,275	226
Cleburne	2,700	23	630	3,952	589	142
Cleveland	2,200	21	460	2,017	638	37
Columbia	7,300	33	2,390	20,587	3,696	604
Conway	4,100	39	1,610	9,309	1,799	214
Craighead	13,200	61	8,010	36,703	8,006	1,070
Crawford	6,100	26	1,590	10,779	3,346	504
Crittenden	12,700	47	5,980	37,566	6,525	695
Cross	5,900	47	2,770	12,714	2,333	513
Dallas	2,900	36	1,040	9,440	1,882	168
Desha	6,000	27	1,590	15,033	3,810	408
Drew	4,500	18	830	8,693	2,828	284
Faulkner	6,200	41	2,540	15,044	3,541	384
Franklin	2,900	23	660	5,728	945	168
Fulton	2,400	14	350	2,583	487	45
Garland	14,800	41	5,990	50,532	10,856	1,878
Grant	2,300	44	1,010	3,125	1,131	70
Greene	7,300	30	2,190	15,598	3,246	322
Hempstead	6,200	23	1,430	14,138	3,812	407
Hot Springs	6,700	35	2,330	14,694	4,051	460
Howard	3,100	49	1,510	7,066	1,411	305
Independence	6,000	36	2,150	16,132	2,942	327
Izard	2,400			2,903	370	61
Jackson	6,900	37	2,550	20,931	3,089	515
Jefferson	22,000	34	7,520	52,543	15,281	1,271
Johnson	4,100			7,532	2,133	136
Lafayette	3,200	31	1,000	5,845	1,425	143
Lawrence	5,300	38	2,040	10,656	2,416	209
Lee	5,800	40	2,300	13,276	2,712	350
Lincoln	3,800	20	750	3,423	601	97
Little River	2,800	51	1,430	4,942	1,511	195
Logan	4,500	18	810	10,304	1,823	268
Lonoke	6,700	48	3,200	17,682	4,028	335
Madison	2,600	12	330	3,366	795	41
Marion	2,100			2,611	993	79
Miller	10,000	68	6,820	32,191	5,488	684
Mississippi	20,900	54	11,370	56,609	14,690	1,403
Monte	4,800	28	1,360	12,042	2,822	291
Montgomery	1,600			1,632	407	31
Nevada	3,500	29	1,020	6,201	1,532	181
Newton	1,900			481	216	30
Ouachita	9,900	24	2,360	23,537	5,397	588
Perry	1,300	25	330	1,265	340	
Phillips	12,600	30	3,820	29,016	7,382	898
Pike	2,500	23	580	4,772	804	172
Poinsett	8,900	51	4,570	24,115	4,773	824
Polk	3,800	15	560	8,619	1,816	303
Pope	5,800	19	1,090	15,893	3,307	447
Prairie	3,300	40	1,310	6,400	1,370	221
Pulaski	63,700	42	26,950	249,394	50,084	7,878
Randolph	3,700	36	1,350	7,933	1,191	283

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
St. Francis	8,900	40	3,540	20,818	5,195	443
Saline	6,400	42	2,690	18,112	4,568	384
Scott	2,400	12	290	4,420	1,076	126
Searcy	2,600	14	370	3,437	703	109
Sebastian	20,300	63	12,710	94,411	18,204	2,613
Sevier	3,100	28	860	6,516	1,426	310
Sharp	2,200			1,806	524	63
Stone	1,800			2,987	477	180
Union	14,200	34	4,870	50,224	12,468	1,445
Van Buren	2,400	35	840	3,912	553	88
Washington	15,200	26	3,890	52,459	9,776	1,517
White	10,300	29	2,980	26,650	4,471	621
Woodruff	4,100	22	910	8,040	1,958	238
Yell	3,400	23	770	10,061	946	286
Total	512,800	36%	*186,000	\$1,417,121	\$302,626	\$40,191

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

EL DORADO
(Union County)

KRBB (TV)

LICENSEE: South Arkansas Television Co. Address: P. O. Box 791. Phone: Union 2-3489.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Operating Pow.: Visual 24 kw, Aural 12 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 637 ft.
OPERATION: Began December 4, 1955. Hours, 1-11 p.m.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, John E. Pearson Tv Co.; Consulting Engineer, Robert M. Silliman & Assoc.
PRINCIPAL STOCKHOLDERS: Owned 33 1/3% each by Dr. Joe F. Rushton, W. C. Blewster and William M. Bigley. Dr. Rushton owns 25% of KVHL Homer, La., and 30% of KVMA Magnolia, Ark. Mr. Blewster owns 33 1/4% of KVMA. Mr. Bigley owns 12 1/2% of KVMA and 25% of KVHL.
EXECUTIVES:
 Dr. Joe F. Rushton, pres. Doug Duperrault, pgm. dir.
 William Bigley, gen. mgr. Carroll Blewster, ch. engr.
 Bruce B. Compton, sta. mgr. & film buy. John Turner, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 7 or 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

FORT SMITH
(Sebastian County)

KFSA-TV

LICENSEE: Southwestern Radio & Television Co. Address: 920 Rogers Ave. Phone: Sunset 2-9126.
FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 145 kw. Operating Pow.: Visual 22 kw, Aural 12 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 270 ft.; Above ground 300 ft.
OPERATION: Began July 19, 1953. Hours, 11 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, KFSA. Fm, KFSA-FM.
REPRESENTATIVES: Sales, John E. Pearson Tv Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Southwestern Pub. Co. (Donald W. Reynolds). Also owns KOLO and KZTV (TV) Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nevada; KHBG Okmulgee, Okla., and KBRS Springdale, Ark. Southwestern Pub. Co. owns or controls Fort Smith Times Record and Southwest American, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times-Democrat, Las Vegas (Nev.) Review Journal, Rogers (Ark.) News, Blackwell (Okla.) Journal-Tribune, Chickasaw (Okla.) Express, and is associated in ownership of Boulder City (Nev.) Journal, Carson City (Nev.) Appeal and Ely (Nev.) Times.
EXECUTIVES:
 Donald W. Reynolds, pres. Paschal Porta, pgm. dir.
 Millman Rochester, gen. mgr. Robert W. Platt Jr., ch. engr.
 Roland Hundley, com. mgr.

RATE INFORMATION: Class A one hour (live) \$200; minute spot (live) \$50, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts. Rate Card No. 3-G.

KNAC-TV

(Target Date, Unknown)

LICENSEE: American Television Co. Address: 15 Court St.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 448 ft.
AFFILIATION: Station, Am, KWHN.
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.
PRINCIPAL STOCKHOLDERS: Hiram S. Nakdimen (deceased), 33 1/3%; Dick Allis, 33 1/3%; Edgar E. Bethell, 33 1/3%.



the
COUNT of MONTE CRISTO
 starring
GEORGE DOLENZ

sales builder

Another winner!

from the portfolio of **TPA** Sales Builders

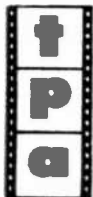
Monte Cristo is a magic title that's carried the mark of success for over 100 years.

It was an instant hit when it was first serialized in the Parisien press . . . a best-seller as a book . . . a smash hit as a play—and one of the Top Ten when Edward Small produced it as a full-length motion picture.

As a half-hour series on television, The Count of Monte Cristo is continuing its tradition of success. Videodex gave it the highest rating of any syndicated program, on any station, on any day—in 7-station New York (May, 1956).

In Buffalo, the program is winning viewers for Pepsi-Cola and Bison Dairy at a cost of less than 54c per thousand. And from New England, an advertising agency reports "The Count of Monte Cristo is selling bread as well as delivering an audience."

Some good availabilities are still open—perhaps in the very markets where you need a proved program which can deliver audiences and sell goods.



Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard

ARKANSAS

HOT SPRINGS

(Garland County)

KSPS (TV)

(Target Date, Unknown)

LICENSEE: Video Independent Theatres Inc. Address: P. O. Box 1334, Oklahoma City, Okla.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 0.151 kw., Aural .076 kw. Transmitter: ACL Prod. Antenna Make: Prodelin. Height: Above average terrain 660 ft.; Above ground 117 ft.

REPRESENTATIVES: Washington Attorney, Spearman & Roberson; Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: Henry S. Griffing, 50%; C. F. Motley, 12%; C. O. Fulgham, 12%; C. R. Guthrie, 12%. Licensee owns KVVIT Santa Fe, N. M., and 12½% of KWTU (TV) Oklahoma City. C. B. Akers (10% of non-voting stock) is general manager and holds 1% of KVOO-TV Tulsa, Okla.

EXECUTIVES:

Henry S. Griffing, pres.

JONESBORO

(Craighead County)

KBTM-TV

(Target Date, Summer 1956)

LICENSEE: Regional Bcstg. Co. Address: KBTM Bldg. Phone: Webster 5-5597.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 7.08 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 200 ft.; Above ground 212 ft.

AFFILIATIONS: Stations, Am, KBTM. Fm, KBTM-FM.

REPRESENTATIVES: Sales, Burn-Smith Co. Washington Attorney, Cohn & Marks; Consulting Engineer, Vandivere, Cohen & Wearn.

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

EXECUTIVES:

Harold E. King, pres. & gen. mgr.
 James Barnes, com. mgr.
 Edward Welch, pgm. dir.
 Norman Bowman, ch. engr.

Marion Bohne, film buy.
 Mary Walton, prom. mgr.
 Clarence Adams, news ed.

LITTLE ROCK

(Pulaski County)

KARK-TV

LICENSEE: Arkansas Radio & Equipment Co. Address: 10th & Spring Sts. Phone: Franklin 6-2481.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,650 ft.; Above ground 1,084 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 24, 1954. Hours, 7 a.m.-11 p.m.

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

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

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

EXECUTIVES:

T. H. Barton, pres.
 T. K. Barton, vp. & gen. mgr.
 Doug Romine, asst. gen. mgr.
 Lee Bryant, com. mgr.

Dale Hart, pgm. dir. & film buy.
 Champ Smith, ch. engr.
 Shirley R. Kennedy, prom. dir.
 Bob Kemp, news dir.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$111, (film) \$100; ID \$50. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts 2½% for 13 times up to 25% for 260 times. Rate Card No. 3.

KATV (TV) (PINE BLUFF)

LICENSEE: Central South Sales Co. Address: 620 Beech St., Little Rock. Phone: Mohawk 6-9401. (For full listing see Pine Bluff, Ark.)

KTHV (TV)

LICENSEE: Arkansas Television Co. Postal Zone: I. Address: 8th & Izard Sts. Phone: Franklin 4-3764.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,760 ft.; Above ground 1,175 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 27, 1955. Hours, 7:45 a.m.-11 p.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Arkansas Democrat Co. (Little Rock, Arkansas Democrat), 32%; K. A. Engel (publisher Arkansas Democrat), 10%; KTHS Little Rock, 42%; National Equity Life Insurance Co., 16%. KTHS has same ownership as KWKH-AM-FM Shreveport, La. (Shreveport Times).

EXECUTIVES:

K. A. Engel, pres. Cecil Suitt, ch. engr.
 B. G. Roberston, gen. mgr. Jack Bomar, film buy.
 W. V. Hutt, com. mgr. R. E. Brown, prom. mgr.
 Cecil Bland, pgm. dir. Bill Neel, news ed.

RATE INFORMATION: Class A one hour (film) \$450; minute spot (film) \$100; ID \$50. ID Length 10 sec. Specifications 3/4x15/16 in. Share screen. Frequency discounts from .025% for 26 times up to 25% for 312 times. Rate Card No. 2.

PINE BLUFF
(Jefferson County)

KATV (TV)

LICENSEE: Central South Sales Co. Address: 620 Beech St., Little Rock, Ark. Phone: Mohawk 6-9401.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: 316 kw, Aural 158 kw. Operating Pow.: Visual 170 kw, Aural 89.1 kw. Transmitter: GE. Antenna Make: GE. Height: About average terrain 1,010 ft.; Above ground 922 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 19, 1953. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Paul Godley Co.

PRINCIPAL STOCKHOLDERS: John Griffin, 45%; James C. Leake, 45%; Bryan Mathes, 10%. Owners also are principal stockholders of KFPW Fort Smith, KTUL Tulsa, Okla., KOMA Oklahoma City, KTVX (TV) Muskogee, Okla., KBTM-TV Jonesboro, Ark., and 50% owners of KWTW (TV) Oklahoma City.

EXECUTIVES:

John T. Griffin, pres. A. R. Garrett, ch. engr.
 John H. Fugate, gen. mgr. Joe Myers, prom. mgr.
 Ben Holmes, com. mgr. Bill Hadley, news ed.
 Don Curran, pgm. dir. & film buy.

RATE INFORMATION: Class AA one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

TEXARKANA
(Miller County)

KCMC-TV (TEXARKANA, TEX.)

LICENSEE: KCMC Inc. Address: Summerhill Rd. Phone: 32-8201. (For full listing see Texarkana, Tex.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Sonoma	41,300	49	20,400	190,907	41,527	5,569
Stanislaus	45,100	51	23,140	194,502	41,536	5,896
Sutter	9,100	45	4,130	22,942	6,577	410
Tehama	6,900	53	3,680	22,925	5,317	842
Trinity	2,300	22	500	3,918	1,815	22
Tulare	44,600	59	26,400	176,899	42,448	4,399
Tuolumne	4,400	48	2,110	15,248	3,819	460
Ventura	43,100	73	31,590	177,131	45,505	5,269
Yolo	15,700	46	7,240	64,578	15,490	1,828
Yuba	10,100	43	4,360	50,279	8,946	1,365
Total	4,200,300	71%	*2,984,910	\$17,518,034	\$4,128,343	\$536,742

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BAKERSFIELD
(Kern County)

KBKAT-TV

LICENSEE: Bakersfield Bcstg. Co. Address: P.O. Box 1448. Phone: Export 9-1761.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 10.5 kw. Operating Pow.: Visual 19 kw, Aural 10.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 396 ft.

OPERATION: Began August, 1953. Hours, 11:30 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Weed Television; Attorney, John P. Hearne, Hollywood; Consulting Engineer, Robert Hammett.

PRINCIPAL STOCKHOLDERS: Owned 97 2/3% by Chronicle Pub. Co. (see KRON-TV, San Francisco).

EXECUTIVES:

Harold P. See, pres. Jim Hayden, pgm. dir.
 Al Constant, gen. mgr. & film buy. James Garner, ch. engr.

RATE INFORMATION: Class A one hour (live), \$275, (film), \$275; minute spot (live), \$55, (film), \$55; ID \$27.50. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 3.

KERO-TV

LICENSEE: Kern County Bcstrs. Inc. Address: 1420 Truxtun Ave. Phone: Fairview 7-1441.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 39.8 kw, Aural 21.9 kw. Operating Pow.: Visual 33.2 kw, Aural 16.1 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 3,710 ft.; Above ground 183 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks CBS, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Pierscn, Ball & Dowd; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: Gene DeYoung, 51%; Gordon L. Harlan, 29%, and others.

EXECUTIVES:

Gene DeYoung, pres. & gen. mgr. Edwin Andress, dir. of engrg.
 Ed Urner, natl. sls. mgr. John Ballinger, film buy.
 John Barrett, loc. sls. mgr. Kenneth McClure, prom. mgr.
 Ken Croes, pgm. mgr. Burleigh Smith, news ed.

RATE INFORMATION: Class A one hour (live), \$650 (film), \$500; minute spot (live), \$130, (film) \$100; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts to 25% for 260 times. Rate Card No. 6.

BERKELEY

(Contra Costa County)

KQED (TV)* (SAN FRANCISCO)

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Postal Zone: 8. Address: 207 Powell St. Phone: Yukon 6-5910.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Operating Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 354 ft.

OPERATION: Began June 10, 1954. Hours, 4-10 p.m.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, R. A. Isberg.

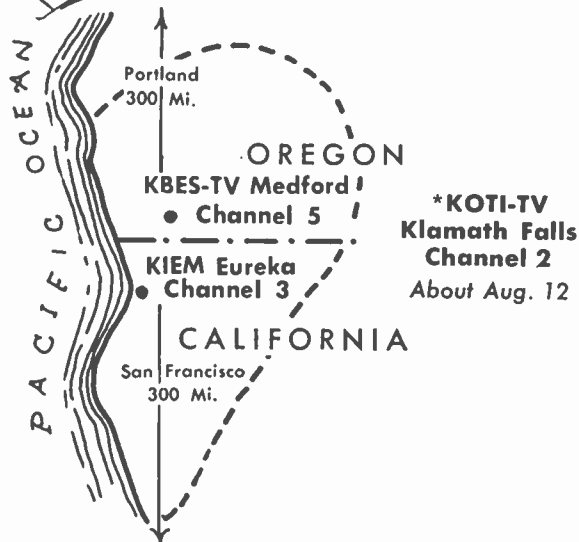
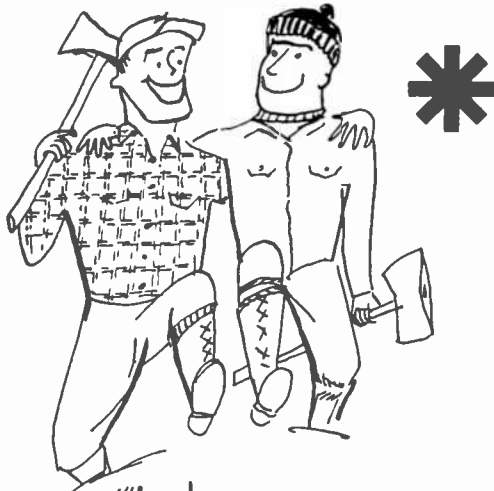
EXECUTIVES:

Mortimer Fleishacker Jr., pres. Robert Katz, film supvr.
 James Day, gen. mgr. Marianne Goldman, prom. mgr.
 Jonathan C. Rice, pgm. dir.

CALIFORNIA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Alameda	282,700	73	206,370	1,078,088	259,415	38,534
Alpine	200	32	60	752	103	
Amador	2,900	50	1,450	8,233	2,226	277
Butte	23,900	49	11,620	96,257	24,327	2,750
Calaveras	3,500	46	1,600	7,265	2,151	269
Colusa	3,900	51	1,990	17,569	3,335	352
Contra Costa	105,400	65	69,040	356,148	107,007	10,531
Del Norte	5,300	22	1,160	20,777	4,790	495
El Dorado	6,500	40	2,600	22,072	6,132	426
Fresno	92,500	65	60,310	399,234	101,482	13,284
Glenn	5,200	46	2,370	22,684	4,357	533
Humboldt	29,200	56	16,410	148,673	37,472	3,262
Imperial	18,200	45	8,120	97,282	20,253	2,487
Inyo	4,500	13	590	20,205	4,326	542
Kern	73,800	65	47,820	317,733	75,178	8,858
Kings	14,700	67	9,830	54,818	12,035	1,627
Lake	4,700	34	1,600	15,357	4,228	399
Lassen	7,300	..	20,869	20,869	8,573	486
Los Angeles	1,721,400	79	1,364,930	7,554,403	1,724,147	239,313
Madera	11,400	67	7,670	40,256	11,675	935
Marin	32,800	68	22,440	134,519	38,088	3,823
Mariposa	1,700	38	640	4,174	1,640	133
Mendocino	15,700	20	3,120	60,615	15,163	1,231
Merced	23,200	57	13,340	94,504	20,901	2,468
Modoc	3,500	..	9,834	2,136	354	
Mono	800	17	140	3,226	1,017	
Monterey	51,100	51	25,910	181,099	40,693	5,034
Napa	16,400	34	5,640	56,546	13,791	1,474
Nevada	7,000	49	3,400	28,371	10,309	739
Orange	116,500	71	82,600	481,899	118,175	15,483
Placer	14,700	57	8,310	61,621	14,807	1,741
Plumas	4,700	27	1,280	13,322	4,331	710
Riverside	72,000	62	44,860	279,341	63,344	8,965
Sacramento	111,400	64	71,520	523,329	132,662	15,574
San Benito	4,700	48	2,250	15,675	3,230	501
San Bernardino	121,000	61	74,420	438,727	103,865	12,065
San Diego	243,500	78	190,420	882,813	199,062	26,708
San Francisco	280,100	77	215,400	1,234,310	262,358	33,968
San Joaquin	69,700	64	44,680	276,614	59,701	8,093
San Luis Obispo	20,700	46	9,540	79,814	19,060	1,975
San Mateo	106,300	68	72,500	399,014	113,475	13,744
Santa Barbara	33,800	61	20,750	150,012	34,735	5,198
Santa Clara	118,500	69	82,240	554,803	141,233	17,606
Santa Cruz	25,700	59	15,160	92,645	23,796	3,297
Shasta	14,600	33	4,760	69,420	18,177	1,728
Sierra	800	30	240	1,959	566	
Siskiyou	11,000	16	1,770	39,641	10,311	1,090
Solano	38,800	72	27,780	132,183	35,525	3,569

The CALIF.-ORE. TV TRIO



the Smullin TV Stations

KOTI CHANNEL 2
Klamath Falls, Ore.
KIAM CHANNEL 3
Eureka, Calif.
KBES CHANNEL 5
Medford, Ore.

(Affiliated with KIAM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

three markets — one billing

MARKET FACTS

POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	\$420,528,000
CONSUMER SPENDABLE INCOME	\$467,743,000

"The Calif.-Ore. TV TRIO bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."



for CALIF.-ORE. TV TRIO
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or ask  national representatives

CALIFORNIA

CHICO
(Butte County)

KHSL-TV

LICENSEE: Golden Empire Bcstg. Co. Address: 108 E. Fourth St. Phone: Fire-side 2-0141.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 38 kw. Operating Pow.: Visual 63.1 kw, Aural 38 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,263 ft.; Above ground 237 ft.

OPERATION: Began Aug. 29, 1953. Hours, 3 p.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Mrs. Hugh McClung and family, 100%. Licensee also owns KVCV Redding.

EXECUTIVES:

Mrs. Hugh McClung, pres.	Martin Jacobsen, pgm. dir.
M. F. Woodling, gen. mgr.	Russell B. Pope, ch. engr.
George Ross, natl. sls. mgr.	Ted Dooley, prom. mgr.
J. A. Pero, loc. sls. mgr.	Bob Albertson, news ed.

RATE INFORMATION: Class AA one hour (live) \$250; (film) \$250; Class A one hour (live) \$225, (film) \$225; Class AA minute spot (live) \$42.50, (film) \$42.50; ID \$22.50. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 3.

CORONA
(Riverside County)

KCOA (TV)

(Target Date, Not Set)

LICENSEE: KOWL Bcstg. Co. Address: Pico Blvd. at the Ocean, Santa Monica, Calif. Phone: Exbrook 4-6761.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 20.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,910 ft.; Above ground 191 ft.

PRINCIPAL STOCKHOLDERS: Families of J. D. Funk and Robert E. McClure own 100% of stock. Same families control Santa Monica Outlook. Licensee also owns KDAY Santa Monica.

EUREKA
(Humboldt County)

KIEM-TV

LICENSEE: California-Oregon Television Inc. Address: P.O. Box 1021. Phone: Hillside 3-3123.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 14.1 kw, Aural 7.59 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,650 ft.; Above ground 249 ft.

OPERATION: Began Oct. 25, 1953. Hours, noon-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, KIEM, Fm, KRED (FM).

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Redwood Bcstg. Co. owns 100% of stock. Redwood ownership: William B. Smullin (80%), G. Edward Goodwin (5%), Donald H. Telford (5%), John G. Bauriedel (5%). Redwood owns 50% of KUIN and KGPO (FM) Grants Pass, Ore.; 50% of KBES-TV Medford, Ore.; and 25% of KPIC (TV) Roseburg, Ore.

EXECUTIVES:

William B. Smullin, pres. & film buy.	Donald R. King, ch. engr.
Donald H. Telford, gen. mgr.	Richard Green, prom. mgr.
Walter Richartz, pgm. dir.	Newton L. Steward, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Full and share screen. Frequency discounts.

FRESNO
(Fresno County)

KBID-TV†

LICENSEE: John H. Poole Bcstg. Co. Postal Zone: 28. Address: 6540 Sunset Blvd., Hollywood, Calif. Phone: Hollywood 3-3205.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.32 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 400 ft.

OPERATION: Began Feb. 13, 1954.

AFFILIATION: Station, Am, KBIF.

PRINCIPAL STOCKHOLDERS: John H. Poole (100%), also owns KBIG Avalon and KBIC-TV Los Angeles.

EXECUTIVES:

John H. Poole, pres.

†KBID-TV has suspended operation, but has not returned its CP.

FRESNO (Cont.)

KFRE-TV

LICENSEE: California Inland Bcstg. Co. Postal Zone: 21. Address: T. W. Patterson Bldg. Phone: 8-6441.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 112 kw. Operating Pow.: Visual 219 kw, Aural 112 kw. Transmitter: GE. Antenna Make: Alford. Height: Above average terrain 2,000 ft.; Above ground 241 ft.

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

OPERATION: Began May 10, 1956. Hours, 6:55 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Stations, Am, KFRE, Fm, KRFM (FM).

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Paul R. Bartlett, 57%; William C. Crossland, 38%; Ed J. Frech, 2.36%, and Keith L. Mealey, 2.38%.

EXECUTIVES:

Paul R. Bartlett, pres.	Harold O'Donnell, pgm mgr.
Ed J. Frech, mgr.	Keith L. Mealey, ch. engr.
Robert Klein, com. mgr.	Russell M. Powell, news ed.

RATE INFORMATION: Class A one hour (live), \$650 (film), \$650; minute spot (live), \$150, (film), \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts up to 25% for 260 times. Rate Card No. 1.

KJEO (TV)

LICENSEE: O'Neill Bcstg. Co. Address: P.O. Box 1708. Phone: 7-8405.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 91.2 kw. Operating Pow.: Visual 178 kw, Aural 91.2 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,790 ft.; Above ground 138 ft.

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

OPERATION: Began Oct. 1, 1953. Hours, 8:30 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, The Branham Co.; Attorney, Joseph Brenner, Beverly Hills, Calif.

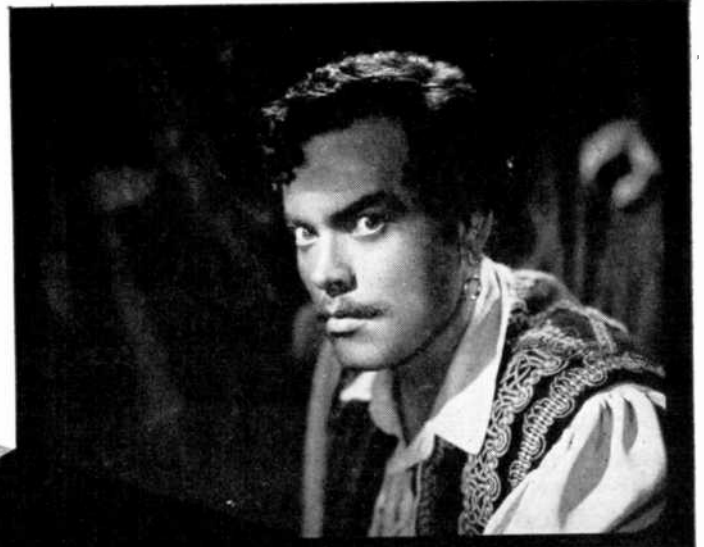
PRINCIPAL STOCKHOLDERS: J. E. O'Neill, 100%.

EXECUTIVES:

J. E. O'Neill, pres.	Jack McElwain, ch. engr.
Joe Drilling, vp., gen. mgr. & film buy.	Pat Johns, prom. mgr.
W. O. Edholm, com. mgr.	Phil McPherson, news ed.
Ray Jacobs, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$525, (film) \$500; minute spot (live) \$131, (film) \$125; ID \$62.50. ID Length 10 sec. Specifications 2x3 in. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

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from the portfolio of **TPA** Sales Builders

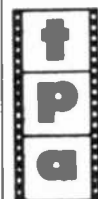
From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter—and dessert—to stations and sponsors across the country.

It's a package of great stories and top Hollywood names by the score. Any listing in this space would be incomplete.

Films in this series have outrated "Lucy" in San Francisco . . . smothered a competing "Berle" in Salt Lake City . . . exceeded the ratings of "Your Show of Shows" and other competing programs in Cleveland.

No wonder station managers call it "The best package we have ever had" (WCBS-TV, New York) . . . tell us that "audience and advertisers alike have been extremely well pleased." (KPRC-TV, Houston).

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Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Hollywood: 5746 Sunset Boulevard

FRESNO (Cont.)

KMJ-TV

LICENSEE: McClatchy Bcstg. Co. Postal Zone: 21. Address: 1117 N St. Phone 8-6666.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Operating Pow.: Visual 170 kw, Aural 91.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,290 ft.; Above ground 241 ft.

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

OPERATION: Began June 1, 1953. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KMJ-AM. Fm, KMJ-FM

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Miss Eleanor McClatchy and family. Licensee also owns KFBK-AM-FM Sacramento, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, all Calif., and KOH Reno, Nev. Same interests publish Sacramento Bee, Modesto Bee and Fresno Bee. Purchase of KBOX Modesto pending FCC approval.

EXECUTIVES:

Eleanor McClatchy, pres.
Perry Nelson, gen. mgr. & film buy.
Wilson Lefler, natl. sls. & serv. mgr.
& prom. mgr.
Orbie Sullivan, com. mgr.

Joe Tomes, pgm. mgr.
Tom Flynn, prod. mgr.
James B. Hancock, ch. engr.
Dean Mell, news ed.

RATE INFORMATION: Class AA one hour (live) \$550, (film) \$550; minute spot (live) \$125, (film) \$125; ID \$62.50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 6.

LOS ANGELES
(Los Angeles County)

KABC-TV

LICENSEE: American Bcstg.-Paramount Theatres Inc. Postal Zone: 27. Address: 4151 Prospect Ave. Phone: Normandy 3-3311.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.6 kw. Operating Pow.: Visual 129 kw, Aural 64.6 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2970 ft.; Above ground 234 ft.

OPERATION: Began Sept. 16, 1949. Hours, 9-1 a.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KABC. Fm, KABC-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: See WABC-TV New York.

EXECUTIVES:

Earl J. Hudson, vp., chg. Western Div
Selig J. Seligman, gen. mgr.
Elton H. Rule, gen. sls. mgr.
Peter Robinson, pgm. dir.

Theodore Grenier, ch. engr.
Howard Lipstone, film buy.
Jack Brembeck, prom. mgr.
Pat O'Reilly, news ed.

RATE INFORMATION: Class A one hour (live) \$2,000, (film) \$2,000; minute spot (live) \$500, (film) \$500; ID \$250. ID Length 8 and 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 7.

KBIC-TV†

LICENSEE: John H. Poole Bcstg. Co. Postal Zone: 28. Address: 6540 Sunset Blvd., Hollywood. Phone: Hollywood 3-3205.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 540 kw, Aural 320 kw. Operating Pow.: Visual 106 kw, Aural 55 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,930 ft.; Above ground 146 ft.

OPERATION: Began *See footnote.

AFFILIATION: Station, Am, KBIG Avalon, Calif.

PRINCIPAL STOCKHOLDERS: John H. Poole, 100%. Also owns KBIG Avalon, KBIF and KBID-TV Fresno.

EXECUTIVES:

John H. Poole, pres.

Malcolm Morrett, ch. engr.

†KBIC-TV is now in limited testing. Target date for commercial operation unknown.

TV in Fresno -
the big inland California
market means

KMJ-TV •
• Basic NBC-TV affiliate
• Best local programs

Paul H. Raymer Co., National Representative

LOS ANGELES (Cont.)

KCOP (TV)

LICENSEE: The Copley Press Inc. Postal Zone: 38. Address: 1000 N. Cahuenga Blvd. Phone: Hollywood 2-7311.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 83.2 kw. Operating Pow.: Visual 162 kw, Aural 83.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,920 ft.; Above ground 203 ft.

OPERATION: Began Sept. 17, 1948. Hours, 8:30 a.m.-midnight.

REPRESENTATIVES: Sales, Edward Petry & Co.; Attorney, John P. Hearne, Hollywood.

PRINCIPAL STOCKHOLDERS: Copley Press owns Aurora Beacon-Press, Elgin Courier-News, Joliet Herald-News and Springfield Illinois State Journal and Stage Register (under lease), all Illinois; San Diego (Calif.) Union and Tribune, and through Southern Calif. Associated Newspapers the following, all in California: Alhambra Post-Advocate, Burbank Review, Culver City Star-News, Glendale News-Press, Monrovia News-Post, Redondo Breeze, Venice Vanguard and 60% of San Pedro News-Pilot.

EXECUTIVES:

Jack Heintz, vp. & gen. mgr.	Marvin F. Wentworth, ch. engr.
Amos T. Baron, sls. mgr.	Dan Lindquist, prod. mgr.
Alvin G. Flanagan, asst. gen. mgr.,	Charles Vance, prom. mgr.
pgr. dir. & film buy.	Baxter Ward, news ed.
Helen McDermott, bus. mgr.	

RATE INFORMATION: Class A one hour (live) \$1,250, (film) \$1,250; minute spot (live) \$250, (film) \$250; ID \$165 and \$120. ID Length 20 sec. and 10 sec. Frequency discounts. Rate Card No. 2.

KHJ-TV

LICENSEE: RKO Teleradio Pictures Inc. Postal Zone: 28. Address: 1313 North Vine St. Phone: Hollywood 2-2133.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 81.3 kw. Operating Pow.: Visual 162 kw, Aural 81.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,960 ft.; Above ground 199 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug., 1948. Hours, 11:45 a.m.-12:30 a.m.

AFFILIATIONS: Stations, Am, KHJ. Fm, KHJ-FM.

REPRESENTATIVES: Sales, H-R Television.

PRINCIPAL STOCKHOLDERS: See WOR-TV New York.

EXECUTIVES:

Thomas F. O'Neil, pres. RKO Tele-	Howard L. Wheeler, sls. mgr.
radio Pictures, Inc.	James Higson, pgm. dir. & film buy.
Willet H. Brown, pres. Don Lee Div.	Robert Arne, ch. engr.
Ward D. Ingram, gen. mgr. Don	Robert M. Light, dir. of prom.
Lee Div.	Les Mawhinney, news ed.
John T. Reynolds, vp. & gen. mgr.	

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$220, (film) \$220; ID \$100. ID Length 10 sec. Specifications on request. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 3.

KNXT (TV)

LICENSEE: Columbia Bcstg. System Inc. Postal Zone: 28. Address: 1313 North Vine St. Phone: Webster 8-3000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 3,140 ft.; Above ground 466 ft.

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

OPERATION: Began May 6, 1948. Hours, 6:45 a.m.-1:30 a.m.

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

BROADCASTING • TELECASTING

REPRESENTATIVES: Sales, CBS Television Spot Sales.

PRINCIPAL STOCKHOLDERS: See WCBS-TV New York.

EXECUTIVES:

J. L. Van Volkenburg, pres., CBS-	Donald M. Hine, pgm. dir. & film
Television	buy.
Clark George, gen. mgr.	Herbert Pangborn, ch. engr.
Robert D. Wood, com. mgr.	Dean D. Linger, prom. mgr.
	Sam Zelman, news ed.

RATE INFORMATION: Class A one hour \$3200. Minute spot Class AA, \$700; Class A, \$500. ID Class AA, \$350; Class A, \$250. ID Length 10 sec. Frequency discounts from 2 1/2% (Classes AA, A) for 26 times up to 5% (Classes AA, A) for 52 times. Rate Card No. 4.

KRCA (TV)

LICENSEE: National Bcstg. Co. Postal Zone: 28. Address: 1500 N. Vine St. Phone: Hollywood 9-6161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 42.7 kw, Aural 21.4 kw. Operating Pow.: Visual 42.7 kw., Aural 21.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,200 ft.; Above ground 490 ft.

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

OPERATION: Began Jan. 16, 1949. Hours, 6:45 a.m.-1:00 a.m.

AFFILIATION: Tv Network NBC.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Reindell & Ohl.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York.

EXECUTIVES:

Sylvester L. Weaver Jr., chmn. of	James Parks, com. mgr.
bd., NBC.	Dean Craig, exec. prod.
Robert W. Sarnoff, pres., NBC	John Knight, ch. engr.
John K. West, vp. in chg., Western	George Burke, film buy.
Div.	John C. Kenaston, prom. mgr.
Thomas C. McCray, vp. & gen. mgr.	Roy Neal, news ed.

RATE INFORMATION: Class AA one hour, \$3600; 20 sec. station break, \$800; ID \$375. Class A one hour (live) \$3200, (film) \$3200; 20 sec. station break, \$450; ID \$195. ID Length 10 sec. Frequency discounts. Rate Card No. 11.

KTLA (TV)

LICENSEE: Paramount Television Productions Inc. Postal Zone: 28. Address: 5800 Sunset Blvd. Phone: Hollywood 9-3181.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Operating Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 2,990 ft.; Above ground 240 ft.

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

OPERATION: Began Jan. 22, 1947.

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

PRINCIPAL STOCKHOLDERS: Wholly owned by Paramount Pictures Inc. Paramount Pictures owns 26.6% of DuMont Bcstg. Corp. (WABD [TV] New York and WTTG [TV] Washington.)

EXECUTIVES:

Paul Raibourn, pres. (New York)	John Silva, ch. engr.
Klaus Landsberg, vp. and gen. mgr.	Leland G. Muller, film buy.
Robert Mohr, sls. mgr.	Gilbert Martyn, news ed.
Bernie Ebert, prod. supvr.	

RATE INFORMATION: Class A one hour (live) \$1750, (film) \$1500; minute spot (live) \$325, (film) \$300; ID \$150. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 500 times. Rate Card No. 7.



the adventures of
ELLERY QUEEN
 starring
HUGH MARLOWE

Another winner!

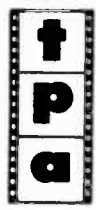
from the portfolio of **TPA** Sales Builders

No mystery about the success of this one. Here's a brand new series, that boasts an unbroken record of success in every major medium. Ellery Queen is a fictional detective who is very real to tens of millions of fans. And Hugh Marlowe, star of stage ("Voice of the Turtle") and screen ("Twelve O'Clock High" and many others) brings him to vivid life in each episode.

With scripts (which avoid sadism and brutality) supervised by Ellery Queen, with production on the level of the highest quality dramatic offerings, the show has won instantaneous acceptance by local and regional advertisers throughout the country, as well as by stations which bought the property to make sure it was on their air. All of them are profiting from the audience-building tie-in with the American Weekly.

If you're interested in a series where you *know* how you're going to come out, ELLERY QUEEN is your dish.

For availabilities on this proved winner, contact your nearest TPA office.



Television Programs of America, Inc.
 New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Hollywood: 5746 Sunset Boulevard

CALIFORNIA

LOS ANGELES (Cont.)

KTTV (TV)

LICENSEE: KTTV Inc. Postal Zone: 28. Address: 5746 Sunset Blvd. Phone: Hollywood 2-7111.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 135 kw, Aural 69.2 kw. Operating Pow.: Visual 135 kw, Aural 69.2 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 2,940 ft.; Above ground 237 ft.

OPERATION: Began Jan. 1, 1949. Hours, 7 a.m.-2 a.m.

REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Times-Mirror Co. (100%), publisher of Los Angeles Times and Mirror.

EXECUTIVES:

Norman Chandler, chmn. of bd.	Edward Benham, ch. engr.
Richard A. Moore, pres. & gen. mgr.	Richard Woollen, film buy.
John R. Vrba, vp. chg. sls.	Jack O'Mara, prom. & merc. mgr.
Robert Breckner, vp. chg. pgmg.	Leonard Blondheim, news ed.

RATE INFORMATION: Class AA one hour (live) \$2,000; minute spot (live) \$600; ID \$290. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 22 1/2% for 312 times. Rate Card No. 8.

MODESTO
 (Stanislaus County)

KTRB-TV

(Target Date, Not Set)

LICENSEE: KTRB Bcstg. Co. Address: P.O. Box 593. Phone: 3-0737.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 13.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,950 ft.; Above ground 328 ft.

AFFILIATION: Station, Am, KTRB. Fm, KTRB-FM.

REPRESENTATIVES: Washington Attorney, Eliot C. Lovett; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: William H. Bates Jr., 80%, and Margie W. Cleary, 20%.

EXECUTIVE: William H. Bates, pres. & treas.

MONTEREY
 (Stanislaus County)

KSBW-TV (SALINAS)

LICENSEE: Salinas Valley Bcstg. Corp. Address: 238 John St., Salinas, Calif. Phone: 2-6422 (For full listing see Salinas).

REDDING
 (Shasta County)

KVIP-TV

LICENSEE: Shasta Telecasting Corp. Address: 1215 Placer St. Phone: 5049.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 12 kw, Aural 6.03 kw. Operating Pow.: Visual 12 kw, Aural 6.03 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,590 ft.; Above ground 87 ft.

OPERATION: Began Aug. 1, 1956.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Robert L. Hammett.

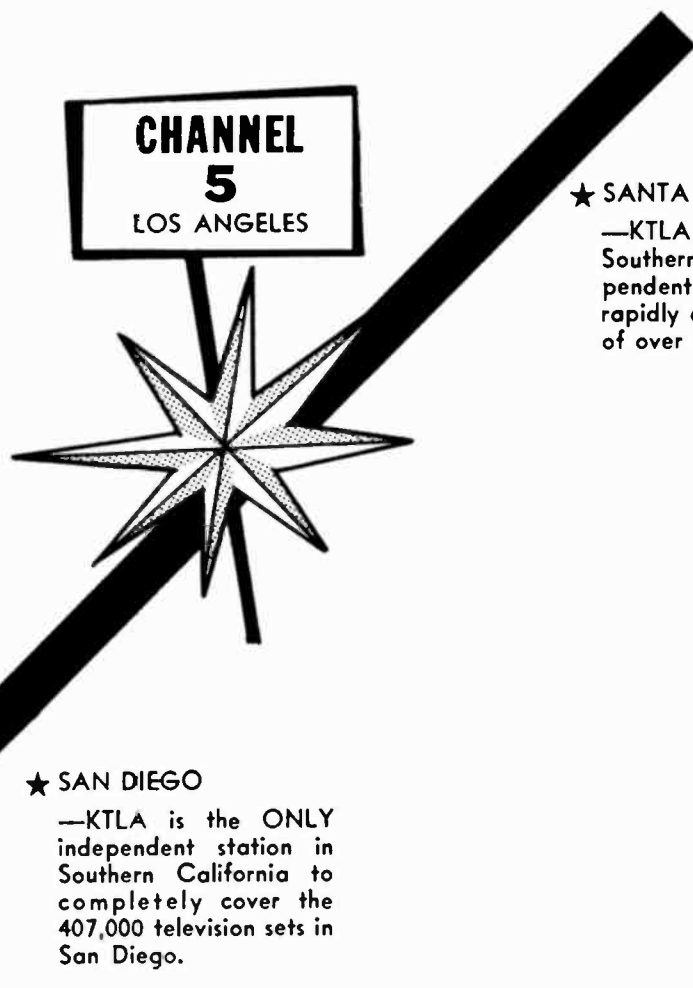
PRINCIPAL STOCKHOLDERS: Laurence W. Carr, 19.37%; Morris K. Cohen, 19.37%; George C. Fleharty 19.37%; Robert L. Hammett, 9.37%; Carl R. McConnell, 9.37%; William B. Nystrom, 14.37%; Clay Douglas Ross, 9.37%; George H. Voorhies 9.37%. Mr. Fleharty publishes weekly Anderson Valley News.

EXECUTIVES:

Geo. C. Fleharty, pres. & gen. mgr.	Ted Dooley, pgm. dir.
Russell K. Olsen, asst. mgr.	Juanita Campbell, prom. mgr.

KTLA **LEADS**

IN THE IMPORTANT METROPOLITAN AREAS
of
SAN DIEGO and SANTA BARBARA



CHANNEL

5

LOS ANGELES

★ SANTA BARBARA

—KTLA is again the TOP Southern California independent station in this rapidly expanding market of over 84,000 sets.

★ SAN DIEGO

—KTLA is the ONLY independent station in Southern California to completely cover the 407,000 television sets in San Diego.

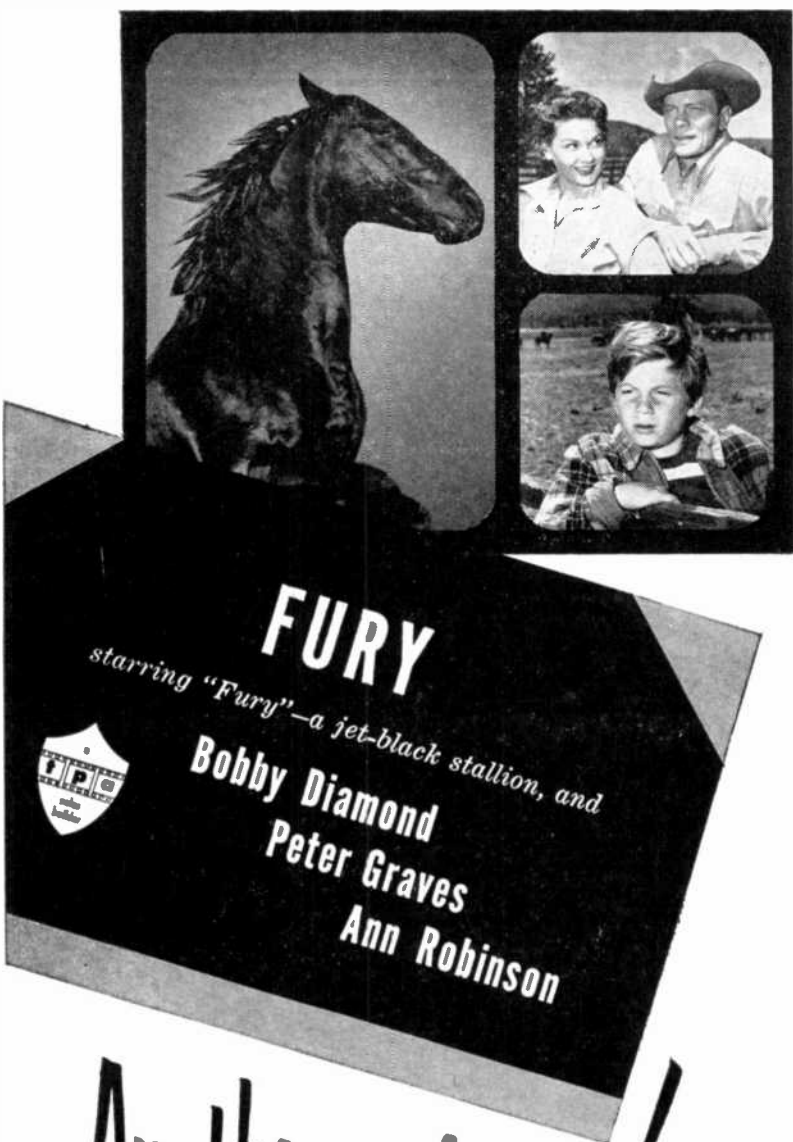
Plus

The outstanding record of LEADERSHIP "FIRSTS" that KTLA has maintained since the earliest days of television.

CHANNEL 5

5800 Sunset Boulevard
Hollywood 28, California

Represented Nationally by PAUL H. RAYMER CO.



Another winner!

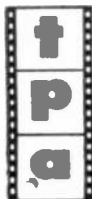
from the portfolio of **TPA** Sales Builders

Here's a show that proudly carries the TPA mark of success. It's the story of a city boy and a wild horse. Eleven-year-old Bobby Diamond is the boy; "Fury," an untamed black stallion, is the horse—the greatest trick horse in Hollywood. Together, they make a team that sends youngsters dreaming of a free life on a wide-open range with a horse that's almost human in its understanding.

Peter Graves plays the ranch owner who takes the boy under his roof. Ann Robinson is the eye-filling girl friend. Benton & Bowles grabbed this one for General Foods as soon as they saw the audition print. Co-sponsor is Borden's, via Young & Rubicam. The program is aired over NBC-TV Saturdays at 11 a.m.

"Fury" is another example of TPA's proved ability to develop unique, quality programs. While this program has already posted the SRO sign, we have others which can do a great job for you.

Call TPA for market availabilities on audience-winning, sales-building television programs.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

CALIFORNIA

SACRAMENTO (Cont.) (Sacramento County)

KBET-TV

LICENSEE: Sacramento Telecasters Inc. Postal Zone: 18. Address: 601 7th Ave. Phone: Hudson 1-4041.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,120 ft.; Above ground 500 ft.

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

OPERATION: Began March 20, 1955. Hours, 7 a.m.-1 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: W. C. Wright and sons, 20.55%; John H. Schacht, 15.48%; A. R. Galloway and sons, 6.87%; Charles C., James J. and Russell R. Inks, 10.98%; Robert A., Clarence and William R. Breuner, 10.97%; A. M. Henderson Jr., 5.48%; Thomas H. Richards Jr., 5.48%; Henry Teichert, 5.01%; Nelson B. Morse, 5.48%, and Alan Pollock 5.48%. Mr. Pollock owns 100% of KVNI Coeur d'Alene, Idaho.

EXECUTIVES:

William P. Wright, pres.	Peter K. Onnigian, ch. engr.
John H. Schacht, vp. & gen. mgr.	Ted Mason, prom. mgr.
George Kapel, com. mgr.	Hank Thornley, news ed.
Bob Merrifield, pgm. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$794 to \$825, (film) \$700; minute spot (live) \$152.50 to \$159, (film) \$140; ID \$70. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

KCCC-TV

LICENSEE: Capital City Tv Corp. Address: Hotel Senator. Phone: Gilbert 3-4843.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 186 kw., Aural 93.3 kw. Operating Pow.: Visual 186 kw, Aural 93.3 kw. Transmitter: RCA. Height: Above average terrain 480 ft.; Above ground 500 ft.

OPERATION: Began Sept. 30, 1953. Hours, 11 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

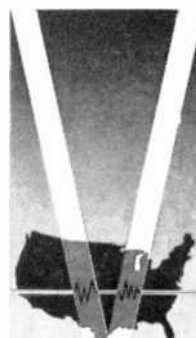
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Harry W. McCart, 50%, and Ashley L. Robison, 50%. Lincoln Dellar has option to buy Mr. McCart's 50%. Mr. Dellar owns KXOA-AM-FM Sacramento and 50% of KJR Seattle, Wash., KXL Portland, Ore., and KHMO Hannibal, Mo.

EXECUTIVES:

Harry W. McCart, pres.	William Fernell, pgm. dir.
Ashley L. Robison, exec. vp. & film buy.	Harry Bartolomi, ch. engr.
A. J. Richards, vp. in chg. of sls.	Harvey W. Chester, news ed.

RATE INFORMATION: Class A one hour (live), \$550, (film), \$450; minute spot (live), \$120, (film), \$110; ID \$90. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 250 times. Rate Card No. 3.



the amazing . . .

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unique in television lighting

- ★ INDIVIDUALLY CONTROLLED
- ★ SEALED BEAM
- ★ 2,000 HOURS LIFE
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11 West 42nd Street New York, N. Y.

THE BEAR FACT IN CALIFORNIA IS...

**ONLY KBET-TV
DELIVERS BOTH
SACRAMENTO & STOCKTON!**

IN CALIFORNIA'S GREAT CENTRAL VALLEY,
take your choice of Share-of-Audience facts:

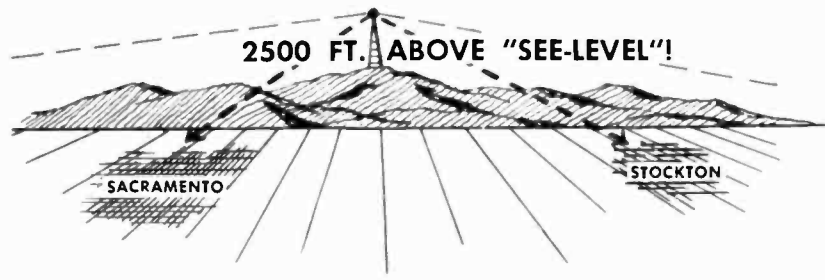
		SACRAMENTO	STOCKTON
<i>Evenings</i>			
TELEPULSE*	KBET-TV	32.0	23.0
	Sacramento Stn. B	32.0	4.0
	Stockton Stn. C	8.0	22.0
ARB**	KBET-TV	33.2	27.9
	Sacramento Stn. B	35.0	6.4
	Stockton Stn. C	12.0	18.3
<i>Afternoons</i>			
TELEPULSE*	KBET-TV	28.0	18.0
	Sacramento Stn. B	33.0	5.0
	Stockton Stn. C	2.0	23.0
ARB	No full afternoon survey conducted.	*Telepulse, March '56, 12N-6 PM; 6-12M. **ARB, Sacramento, February '56, 7-11 PM. ARB, Stockton, April '56, 6-10 PM.	

The "BEAR FACT" is . . . only KBET-TV delivers saturation audiences in BOTH of California's Central Valley trading areas. It's always your surest 2-for-1 buy!

**2 FOR 1
COVERAGE
IN THE NATION'S
37th MARKET!†**



† From CBS Evaluation of Top 100 U.S. Television Markets

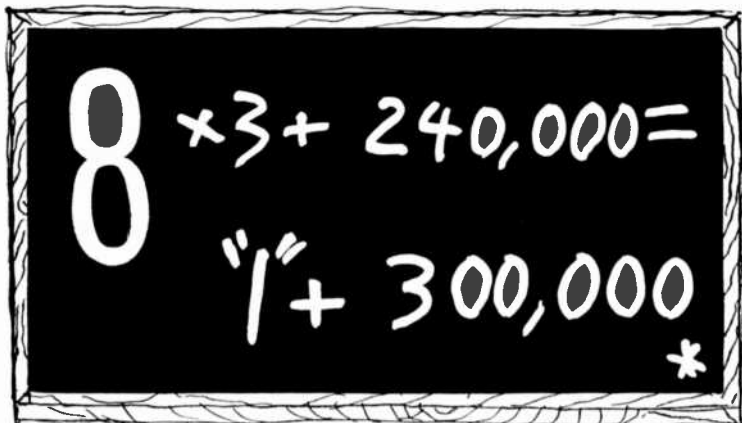


CHANNEL 10
SACRAMENTO, CALIFORNIA



CALL H-R TELEVISION, INC. FOR CURRENT AVAILS

**HERE'S THE
FORMULA
FOR SALES IN
CALIFORNIA'S CENTRAL COAST**



As hundreds of national accounts already know, KSBW-TV—Channel 8 in Salinas—Monterey—has all 3 networks covering "1" big market.

NOW Channel 8 goes MAXIMUM POWER and full COLOR with 240,000 watts—putting an additional 300,000 TV homes in the Class A coverage where they can see all the top CBS, NBC, and ABC shows on Channel 8!

***IMPORTANT NOTE:**

When you use this formula, your result comes out in dollars.

ASK H-R

**CBS NBC ABC
KSBW - TV
SALINAS ★ MONTEREY
GOING...
MAXIMUM POWER!**

CALIFORNIA

SACRAMENTO (Cont.)

KCRA-TV

LICENSEE: KCRA Inc. Address: 310 10th St. Phone: Hudson 1-4631.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 495 ft.; Above ground 553 ft.

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

OPERATION: Began Sept. 2, 1955. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KCRA. Fm, KCRA-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Ewing C. Kelly, 50%; C. Vernon, Gerald and Kenneth W. Hansen, 16.66% each.

EXECUTIVES:

Ewing C. Kelly, pres. & gen. mgr.	Tom Breen, film buy.
Howard J. Simley, sta. mgr. & com. mgr.	Richard Block, prom. dir.
Robert E. Kelly, pgm. mgr.	Ruth Ward, news ed.
	W. Herbert Hartman, ch. engr.

RATE INFORMATION: Class A one hour (live), \$750 (film), \$750; minute spot (live), \$162.50 (film), \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

KGMS-TV

(Target Date November, 1956)

LICENSEE: Capito Radio Enterprises. Address: Hotel Senator. Phone: Hudson 1-3133.

FACILITIES: Ch. 46. Authorized Eff. Pow.: Visual 19.1 kw, Aural 10.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 300 ft.; Above ground 338 ft.

AFFILIATION: Stations, Am, KGMS. Fm, KGMS-FM.

REPRESENTATIVES: Sales, Broadcast Time Sales Co. Washington Attorney, Krieger & Jorgensen; Consulting Engineer, A. E. Towne Assoc.

PRINCIPAL STOCKHOLDERS: Owned 1/3 each by Irving James Schwartz, William Stephen George and John Matranga.

EXECUTIVES:

Irving J. Schwartz, ptrn. & gen. mgr.	Jack Matranga, ptrn. & pgm. dir.
Steve George, ptrn. & com. mgr.	

SALINAS

(Monterey County)

KSBW-TV (MONTEREY)

LICENSEE: Salinas Valley Bcstg. Corp. Address: 238 John St. Phone: 2-6422.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 10 kw, Aural 5.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,330 ft.; Above ground 248 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 11, 1953. Hours 1:20 p.m.-midnight

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KSBW.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: John C. Cohan, 25%; William M. Oates, 25%, and others. Mr. Cohan owns 50% of KVEC-AM-TV San Luis Obispo, Calif.

EXECUTIVES:

John C. Cohan, pres. & gen. mgr.	Russell L. Furse, dir. of ops. & film buy.
William M. Oates, asst. gen. mgr. & sec.-treas.	Bill Hargan, ch. engr.
Graham Moore, sls. mgr.	Vic Rugh, news ed.

RATE INFORMATION: Class A one hour (live) \$455, (film) \$350; minute spot (live), \$97.50, (film) \$75; ID \$38. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

The Senator from KCRA-TV and His 3 VIP's*

Three *VERY IMPORTANT PROGRAMS in SACRAMENTO



The Senator is mighty proud of his three VIP's: "Valley Playhouse," Captain Sacto and "3 Star Theatre." These high-rated local sales personalities and programs have consistently proved their power to attract greater audience to KCRA-TV and to move merchandise in the big Sacramento TV market. As the Senator says, "Let's look at the record" (with an eye to fall schedules):



Monday-Friday, Follows
"Queen for a Day"

74^{4†} AVERAGE
Share Audience

Complete product demonstration by Milly in kitchen or living room set.

Valley Playhouse features Columbia Screen Gems Double Feature daily.



6-7 P.M.
Monday-Friday

44^{6†} AVERAGE
Share Audience

Complete product demonstration by Captain Sacto.

Featuring "The Little Rascals" and "Crusader Rabbit."



11 P.M.
Saturday and Sunday

59^{4†} AVERAGE
Share Audience

First runs from Columbia Screen Gems, other major film packages.

†Sacramento Television Audience
ARB: June 2-8, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic **NBC** Affiliate
Represented by Edward Petry & Company

SAN DIEGO
(San Diego County)

KFMB-TV

LICENSEE: Wrather-Alvarez Bcstg. Inc. Postal Zone: 1. Address: 1405 Fifth Ave. Phone: Belmont 2-2114.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 240 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 754 ft.; Above ground 284 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 16, 1949. Hours, 6:30 a.m.-11:45 p.m.

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

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: J. D. Wrather Jr., 39%; Maria Helen Alvarez, 39%; Edward Petry & Co., 22.2%. Licensee also owns KYAT (TV) Yuma, Ariz. Mr. Wrather owns 37.5% of WNEW New York and 100% of WJDW (TV) Boston, Mass.

EXECUTIVES:

J. D. Wrather Jr., pres.	Charles F. Abel, ch. engr.
Helen Alvarez, vp.	Dan Bellus, prom. mgr.
George Whitney, vp. & gen. mgr.	Stu Batt, news ed.
Bill Fox, com. mgr. & film buy.	Ray Wilson, news dir.
James Harmon, pgm. dir.	

RATE INFORMATION: Class A one hour (live), \$900, (film), \$900; minute spot (live), \$230, (film), \$230; ID \$100. ID Length 10 sec. Full screen. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 10.

KFSD-TV

LICENSEE: KFSD Inc. Postal Zone: 10. Address: 3642 Enterprise St. Phone: Cypress 8-7151.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 107 kw. Operating Pow.: Visual 214 kw, Aural 107 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft.; Above ground 252 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 13, 1953. Hours, 6:30 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KFSD. Fm, KFSD-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Lundgren, Lincoln, Peterson & McDaniel; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Fox, Wells & Co., 76.6%, voted by James G. Rogers, 6.68%; Glen McDaniel, 3.1%; Elliott L. Cushman, 10.35%; Fox, Wells & Co. owns 27% of WWOR-TV Worcester, Mass., and 28% of Olympic Radio & Television Inc. (set manufacturer).

EXECUTIVES:

James G. Rogers, pres.	LeRoy Bellwood, ch. engr.
William E. Goetze, gen. mgr.	Grant Recksieck, prom. mgr.
Jay Grill, com. mgr.	Lionel Van Deerlin, news ed.
William Hollenbeck, studio mgr. & film buy.	

RATE INFORMATION: Class AA one hour (live), \$800; (film), \$800; minute spot (live), \$160; (film), \$160; ID \$80. ID Length 8 or 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

XETV (TV) (TIJUANA, MEXICO)

(For full listing see Foreign Stations)

LICENSEE: Radio Television, S. A. San Diego Office: 4229 Park Blvd. Postal Zone 3. Phone: Cypress 8-7191.

SAN FRANCISCO

(San Francisco County)

KBAY-TV

(Target Date, Not Set)

LICENSEE: Bay Television. Address: 414 N. Camden Dr., Beverly Hills, Calif.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,070 ft.; Above ground 370 ft..

REPRESENTATIVES: Attorneys, Prichard & Brenner, Beverly Hills.

PRINCIPAL STOCKHOLDERS: Dr. and Mrs. Leonard Averett.

KGO-TV

LICENSEE: American Bcstg.-Paramount Theaters Inc. Postal Zone 2. Address: 277 Golden Gate Ave. Phone: Underhill 3-0077.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,210 ft.; Above ground 517 ft.

OPERATION: Began May 5, 1949. Hours, 11 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KGO. Fm, KGO-FM.

REPRESENTATIVES: Sales, Blair-Tv; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: See WABC-TV New York.

EXECUTIVES:

Leonard H. Goldenson, pres. AB-PT	Russell Baker, pgm. dir.
Robert E. Kintner, pres. ABC Div.	Harry Jacobs, ch. engr.
James H. Connolly, vp. & gen. mgr.	Bob Mitchell, film buy.
David M. Sacks, com. mgr.	Vic Reed, prom. mgr. & news ed.

RATE INFORMATION: Class A one hour (live), \$1,250; minute spot (live), \$270; ID \$135. ID Length 8 sec. Frequency discounts. Rate Card No. 10.

KPIX (TV)

LICENSEE: Westinghouse Bcstg. Co.: Postal Zone: 9. Address: 2655 Van Ness Ave. Phone: Prospect 6-5100.

FACILITIES: Ch. 5 Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,140 ft.; Above ground 529 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 22, 1948. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency Inc.; Attorney, John Steen, New York; Consulting Engineer, Ralph Harmon.

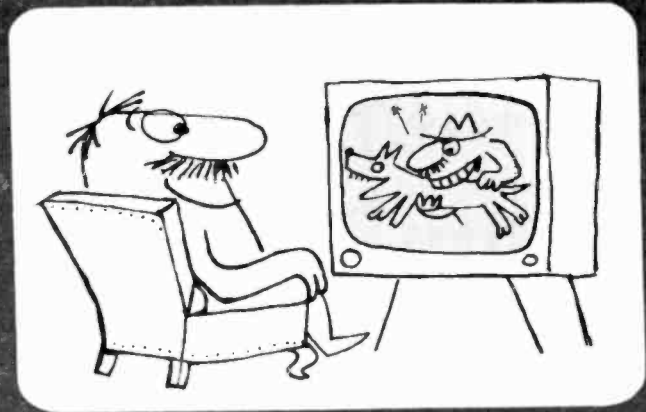
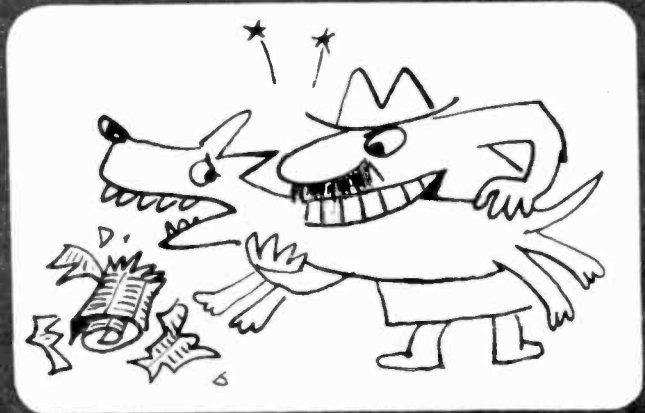
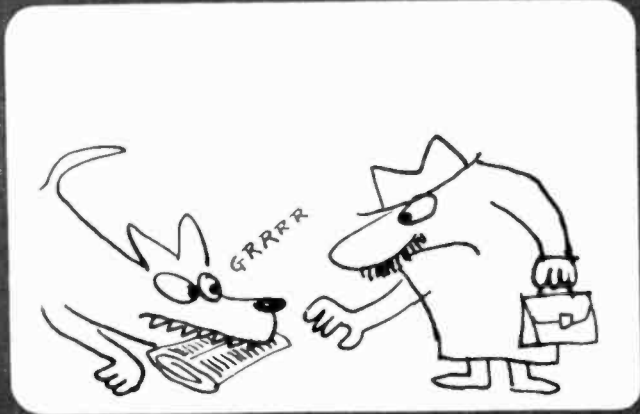
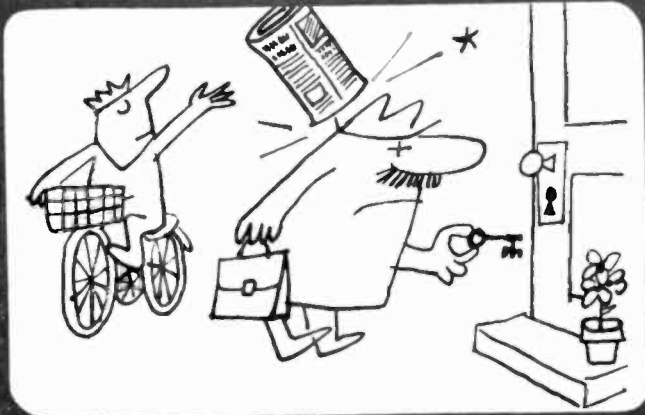
PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh.

EXECUTIVES:

Donald H. McGannon, pres. (New York)	William C. Dempsey, pgm. dir. & film buy.
Philip G. Lasky, gen. mgr.	Thomas T. Ely, ch. engr.
Louis S. Simon, com. mgr.	William Ryan, prom. mgr.

RATE INFORMATION: Class AA one hour (live), \$1,700; (film), \$1,700; minute spot (live), \$425; (film), \$425; ID \$213. ID Length 8 sec. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 10.

In newsy San Diego it's all on Channel 8!



On Channel 8, San Diego gets all the news all the time.

With ratings as high as 33.8* on locally produced news programs.

San Diego has more people making more news and watching more news on Channel 8 than ever before.

*San Diego Nielson TV report, January, 1956

KFMB  **TV**
WRATHER-ALVAREZ BROADCASTING, INC. Represented by **Edward Petry & Co., Inc.**
SAN DIEGO
America's more market

SAN FRANCISCO (Cont.)

KRON-TV

LICENSEE: Chronicle Publishing Co. Postal Zone: 19. Address: 929 Mission St. Phone: Garfield 1-1100.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,310 ft.; Above ground 200 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Nov. 15, 1949. Hours, 7 a.m.-1 a.m.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, Peters, Griffin & Woodward; Attorney, John P. Hearne, San Francisco; Consulting Engineer, Robert L. Hammett.
PRINCIPAL STOCKHOLDERS: Licensee publishes San Francisco Chronicle. Also owns 97 1/3% of KBAK-TV Bakersfield, Calif.
EXECUTIVES:
 Charles Thieriot, pres. Douglas J. Elleson, pgm. mgr.
 Harold P. See, gen. mgr. J. L. Berryhill, ch. engr.
 Norman Louvau, sls. mgr. & film buy. R. D. Irving, prom. mgr.
RATE INFORMATION: Class AA one hour (live), \$1700; (film), \$1700; 20 sec. spot (live), \$425; (film), \$425; ID \$212.50. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 11.

KSAN-TV

LICENSEE: S. H. Patterson. Postal Zone: 3. Address: 1335 Market St. Phone: Market 1-8171.
FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Operating Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,090 ft.; Above ground 372 ft.
OPERATION: Began April, 1954. Hours, 5-10 p.m.
AFFILIATION: Station, Am, KSAN.
REPRESENTATIVES: Sales, Stars National Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Radio Engineering Co.
PRINCIPAL STOCKHOLDERS: S. H. Patterson is sole owner.
EXECUTIVES:
 S. H. Patterson, pres. Paul Roscoe, pgm. dir. & news ed.
 Norwood J. Patterson, gen. mgr., Don Lincoln, ch. engr.
 com. mgr., film buy. & prom. mgr.
RATE INFORMATION: Class A one hour (live), \$225; (film), \$225; minute spot (live), \$25; (film), \$18; ID \$10. ID Length 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times.

KQED (TV)* (BERKELEY)

(* Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Postal Zone: 8. Address: 207 Powell St., San Francisco. Phone: Yukon 6-5910 (For full listing see Berkeley, Calif.)

SAN JOSE

(Santa Clara County)

KNTV (TV)

LICENSEE: Standard Radio & Television Co. Postal Zone: 10. Address: 645 Park Ave. Phone: Cypress 7-5577.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,770 ft.; Above ground 291 ft.
OPERATION: Began Sept. 12, 1955. Hours, 4-11:30 p.m.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, George P. Adair Engineering Co.
PRINCIPAL STOCKHOLDERS: Wholly owned by Sunlite Bakery, owned 100% by A. T. Gilliland.
EXECUTIVES:
 A. T. Gilliland, pres. Bruce Joyner, ch. engr.
 Fran Conrad, gen. mgr. Bob Billman, prom. mgr. & news ed.
 Len Cinnamon, loc. sls. mgr.
 Russ Truesdell, ops. & pgm. mgr.
RATE INFORMATION: Class A one hour (live), \$325; (film), \$250; minute spot (live), \$70; (film), \$60; ID \$30. ID Length 8 sec. Full screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 4.

SAN LUIS OBISPO

(San Luis Obispo County)

KVEC-TV

LICENSEE: The Valley Enterprises Co. Address: 787 Higuera St. Phone: 1100.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16 kw, Aural 8.9 kw. Operating Pow.: Visual 16 kw, Aural 8.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,260 ft.; Above ground 140 ft.
OPERATION: Began May 25, 1953.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, KVEC.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Robert Hammett.

PRINCIPAL STOCKHOLDERS: Owned equally by John C. Cohan (KSBW-AM-TV Salinas, Calif.) and Jerome Kantro.

EXECUTIVES:

John C. Cohan, pres. & gen. mgr. Russell Furse, pgm. dir. & film buy.
 Graham Moore, gen. sls. mgr. Bill Hargan, ch. engr.
 Si Darrat, local com. mgr.

RATE INFORMATION: Class A one hour (live), \$200 (film), \$200; minute spot (live), \$37.50 (film), \$37.50; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts.

SANTA BARBARA

(Santa Barbara County)

KEYT (TV)

LICENSEE: Santa Barbara Bcstg. & Television Corp. Address: 730 Miramonte Drive. Phone: Woodland 5-8533.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating Pow.: Visual 50 kw, Aural 25 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,011 ft.; Above ground 201 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July 26, 1953. Hours, 11:30 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC.
REPRESENTATIVES: Sales, George P. Hollingberry Co.; Washington Attorney, Hogan & Hartson.
PRINCIPAL STOCKHOLDERS: Harry C. Butcher, 13.2%; Colin M. Selph, 16.9%; Cecil I. Smith, 10.8%; Arthur F. Marquette, 9.2%; Charles H. Jackson Jr., 26.2%; Pierpont M. Hamilton, 6.2%; Ronald Colman, 9.2%. Mr. Butcher owns KIST Santa Barbara.
EXECUTIVES:
 Colin M. Selph, pres. & gen. mgr. Lloyd Jones, ch. engr.
 Joseph P. Constantino Jr., prod. mgr. Richard H. Barrett, prom. mgr.
 Mary Ann Casey, pgm. dir. William P. Huddy, news ed.
RATE INFORMATION: Class A one hour (live), \$450; (film), \$450; minute spot (live), \$80; (film), \$80; ID \$40. ID Length 8 and 10 sec. Specifications 16mm Standard CBS. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 3.

STOCKTON

(San Joaquin County)

KOVR (TV)

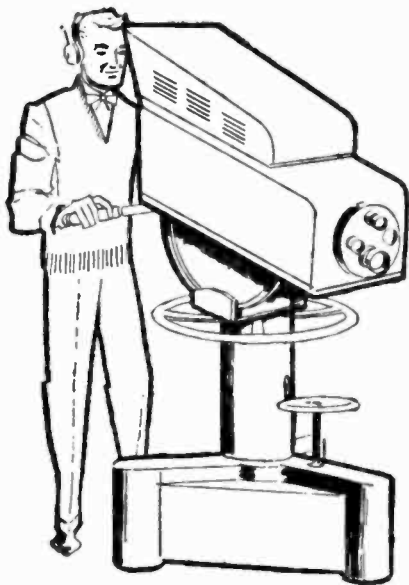
LICENSEE: Television Diablo Inc. Address: 225 East Miner Ave. Phone: Howard 6-6981.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 399 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,240 ft.; Above ground 399 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 6, 1954. Hours 12 noon-midnight.
REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.
PRINCIPAL STOCKHOLDERS: H. L. Hoffman, 69.4%; J. A. McCullough, 3.7%, and others. Mr. Hoffman is president of Hoffman Radio Co., manufacturer of radio and tv receivers.
EXECUTIVES:
 H. L. Hoffman, ch. own. Jay Watson, vp. in chg. of pgmg.
 Terry H. Lee, pres. & gen. mgr. Richard C. Anderson, ch. engr.
 Frank G. King, vp. in chg. of sls. Frank N. West, prom. mgr.
RATE INFORMATION: Class A one hour (live), \$800; (film), \$800; minute spot (live), \$175; (film), \$175; ID \$88. ID Length 10 sec. Specifications, 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

TULARE

(Tulare County)

KVVG (TV) (FRESNO)

LICENSEE: Uhf Telecasting Corp. Address: 1385 E. Tulare St. Phone: 6-3481.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 148 kw. Operating Pow.: Visual 282 kw, Aural 148 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 147 ft.
OPERATION: Began Nov. 13, 1953.
REPRESENTATIVES: Attorney, John P. Hearne, Hollywood.
PRINCIPAL STOCKHOLDERS: M. B. Scott, 50%, and Joseph Justman, 50%. Sale of Mr. Justman's 50% interest to James Stacy pending FCC approval. Mr. Scott owns KOPP Ogden, Utah.
EXECUTIVES:
 E. David Beatie, gen. mgr. & com. mgr. Joe Ridgway, film dir.
 Charles Scott, pgm. dir. Herschel MacKenzie, ch. engr.
 Bob Lee, news dir.



First in the West with **COLOR-TV**

...KRON-TV, San Francisco's
Pioneer Color Station

KRON-TV now maintains its leadership

...with a series of
hard hitting color
clinics where local
advertisers can see
their packages, products
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on closed circuit
color TV.

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NETWORK COLOR PROGRAMS
LOCAL LIVE PROGRAMS
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San Francisco
KRON-TV

*Affiliated with the S. F. Chronicle
and the NBC-TV Network on Channel* **4**

Represented Nationally by
Peters, Griffin, Woodword, Inc.

COLORADO MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	14,000	72	10,010	48,640	9,855	2,901
Alamosa	2,800			11,891	2,520	380
Arapahoe	20,400	56	11,440	92,801	27,449	3,392
Archuleta	700			2,832	420	218
Baca	2,600			5,062	850	213
Bent	2,200	19	430	4,961	1,174	131
Boulder	15,700	57	8,870	60,605	13,189	2,318
Chaffee	2,200	24	530	9,599	2,034	231
Cheyenne	1,100			2,352	563	145
Clear Creek	1,200	43	520	4,583	654	148
Conejos	2,400			4,169	713	198
Costilla	1,200			1,656	155	77
Crowley	1,400	45	630	2,925	493	111
Custer	600	27	160	543	215	141
Delta	5,500	20	1,080	14,445	3,626	522
Denver	156,700	73	114,080	765,358	144,551	36,723
Dolores	600			1,277	120	247
Douglas	1,200	39	460	4,862	726	76
Eagle	1,200	13	160	3,066	863	185
Elbert	1,100	44	490	2,083	686	50
El Paso	30,700	54	16,460	159,608	30,553	6,258
Fremont	5,500	35	1,950	15,890	3,439	543
Garfield	3,700			15,654	2,853	697
Gilpin	200	24	50	908	119	54
Grand	1,100	29	320	5,390	845	382
Gunnison	1,700			6,034	1,341	155
Hinsdale	100	13	10	95		
Huerfano	3,000	20	600	6,264	1,707	275
Jackson	700	27	190	1,578	207	179
Jefferson	22,500	62	13,970	84,632	28,867	3,713
Kiowa	900	27	240	3,048	870	94
Kit Carson	2,700			8,372	1,330	355
Lake	1,800	35	630	8,460	2,070	309
La Plata	4,200	12	500	22,869	4,814	662
Larimer	14,600	63	9,200	49,394	10,334	1,775
Las Animas	6,900	13	910	16,482	3,376	504
Lincoln	1,900	19	370	7,299	815	289
Logan	5,200	56	2,890	27,002	4,531	673
Mesa	13,000	39	5,040	72,667	14,658	2,148
Mineral	200			407	78	
Moffat	1,800			8,088	1,684	251
Montezuma	3,000			15,099	2,833	529
Montrose	4,500	19	870	16,364	3,520	719
Morgan	5,300	50	2,640	27,163	5,363	959
Otero	7,700	42	3,210	22,566	6,081	760
Ouray	600			1,463	375	218
Park	500	28	140	1,595	296	67
Phillips	1,500	17	260	6,833	1,294	271
Pitkin	500			2,404	340	106
Prowers	5,000			15,412	2,717	581
Pueblo	28,600	50	14,240	112,313	28,072	3,155
Rio Blanco	1,700			4,715	1,125	256
Rio Grande	3,600			10,919	2,535	430
Routt	2,600			5,877	1,504	298

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Saguache	1,400			2,775	431	185
San Juan	400			543	174	52
San Miguel	700			1,875	358	52
Sedgwick	1,500			6,515	1,052	185
Summit	400	21	80	983	117	81
Teller	600	37	220	2,363	779	224
Washington	2,500	33	840	5,908	1,264	237
Weld	19,800	60	11,920	72,064	13,895	1,962
Yuma	3,300	21	680	9,616	1,912	431
Total	452,900	53%	*239,720	\$1,909,216	\$401,384	\$79,481

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

COLORADO SPRINGS (El Paso County)

KKTV (TV)

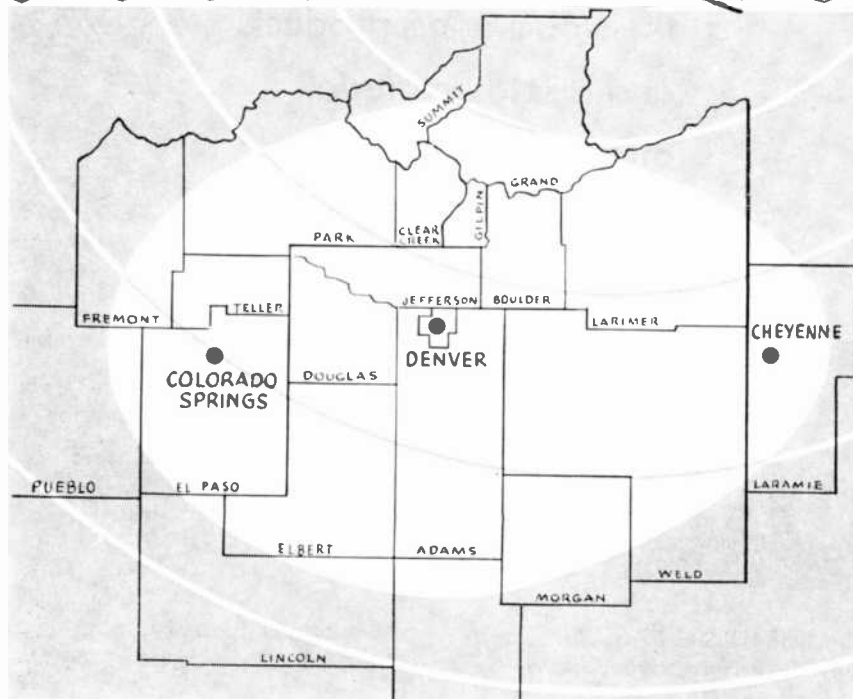
LICENSEE: Tv Colorado Inc. Address: 512 S. Tejon St. Phone: Melrose 4-2844.
 FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 58.9 kw. Operating Pow.: Visual 115 kw, Aural 58.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,740 ft.; Above ground 197 ft.
 OPERATION: Began Dec. 7, 1952. Hours, noon-midnight.
 AFFILIATIONS: Tv Networks, ABC, CBS.
 REPRESENTATIVES: Sales, The Bolling Co.; Clarke Brown Co. (Southern); Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
 PRINCIPAL STOCKHOLDERS: Colorado Bcstg. Co., licensee of KGHF Pueblo, 50%; James D. and Betty Z. Russell, 50%.
 EXECUTIVES: James D. Russell, pres., gen. mgr. & film buy. Willis Shanks, studio svpr. H. Cozine Strang, trans. svpr. Robert D. Ellis, com. mgr. Jack Canterbury, prom. mgr. Cecil Seavey, pgm. dir. Dick Gilham, news ed.
 RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

KRDO-TV

LICENSEE: Pikes Peak Bcstg. Co. Address: 399 S. Eighth St. Phone: Melrose 2-1515.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 11.2 kw, Aural 5.62 kw. Operating Pow.: Visual 11.2 kw, Aural 5.62 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —621 ft.; Above ground 465 ft.

TAKE A SECOND LOOK AT DENVER

Channel **9** Now Offers You a 1½ Billion Dollar Market!



KBTv covers:

64% of Colorado's spendable income
 57% of Colorado population PLUS
 Cheyenne, Wyoming

DENVER — =4 Boomtown in the U.S.A.

Only 5 major markets in the U.S.A.
 showed a Retail Sales Increase of 50% or
 more between 1948 and 1954 Census
 of Business—and still growing.

IN 1955

New Valuations . . . \$108,555,000
 Added Employment . . . 2,864
 Wages Added . . . \$ 8,472,240

KBTv COVERS:

17 Colorado Counties and Laramie
 (Cheyenne) county, Wyoming
 Population: Over 1 Million
 Households: Over 1¼ Billion
 Retail Sales: Over 1½ Billion

TOWER: Atop Lookout Mountain, 2400 feet above
 Denver.

John C. Mullins
 President

Owned and Operated by: TV DENVER, INC.

1089 Bannock • Tabor 5-6386

Represented by Peters, Griffin, Woodward, Inc.

Joe Herold
 Station Manager

COLORADO SPRINGS (Cont.)

KRDO-TV (Cont.)

OPERATION: Began Oct. 1, 1953. Hours, 11:30 a.m.-midnight.
 AFFILIATION: Tv Network, NBC.
 REPRESENTATIVES: Sales, John E. Pearson Television; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.
 PRINCIPAL STOCKHOLDERS: Harry C. Hoth and son Harry W. Hoth, 50.11%; William J. Gregory, 39.22%.
 EXECUTIVES:
 Harry W. Hoth Jr., pres. & gen. mgr. Harry Hoth, film buy, and prom. mgr.
 Herbert Schubarth, ch. engr. Bill Gear, news ed.
 RATE INFORMATION: Class A one hour (live) \$227.50, (film) \$175.00; minute spot (live) \$45.00, (film) \$35; ID \$17.50. ID Length 10 sec. Specifications 2x2 slides; 16mm film. Full screen. Frequency discounts.

DENVER
(Denver County)

KBTV (TV)

LICENSEE: Tv Denver Inc. Postal Zone: 4. Address 1089 Bannock St. Phone: Tabor 5-6386.
 FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 144 kw. Operating Pow.: Visual 282 kw, Aural 144 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 950 ft.; Above ground 273 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Oct. 12, 1952. Hours, 11 a.m.-midnight.
 AFFILIATION: Tv Network, ABC.
 REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. Earl Cullum Jr.
 PRINCIPAL STOCKHOLDERS: John C. Mullins, 50%; Webb & Knapp (William Zeckendorf, president), 50%.
 EXECUTIVES:
 John C. Mullins, pres. John Henry, natl. sls. mgr.
 Arthur G. Rydstrom, vp. Robert E. Shoaff, pgm. dir. & film buy.
 Joseph Herold, gen. mgr. Nelson Alquist, ch. engr.
 Gil Lee, asst. to mgr. William G. Walker, prom. mgr.
 Robert Dupree, bus. mgr. Tom Carlisle, news ed.
 Marshall Faber, ops. mgr.
 RATE INFORMATION: Class A one hour (live) \$685, (film) \$650; minute spot (live) \$157.50 (film) \$145; ID \$72.50. ID Length 10 sec. Full screen. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 5.

KLZ-TV

LICENSEE: Aladdin Bcstg. Corp. Postal Zone: 3. Address: 131 Speer Blvd. Phone: Main 3-4271.
 FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operat-

ing Pow.: Visual 269 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 285 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Nov. 1, 1953. Hours, 7:45 a.m.-12:30 a.m.
 AFFILIATIONS: Tv Network, CBS. Station, Am, KLZ.
 REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd.
 PRINCIPAL STOCKHOLDERS: Time Inc., 100%. Time Inc. also owns 50% of KOB-AM-TV Albuquerque, N. M., and 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, Utah. Time Inc. also publishes Time, Life, Fortune and Sports Illustrated magazines.
 EXECUTIVES:
 Hugh B. Terry, pres. & gen. mgr. Eugene Jenkins, ch. engr.
 Phil Hoffman, vp. & sta. mgr. John Connors, prom. mgr.
 Jack Tipton, gen. sls. mgr. Sheldon Peterson, news ed.
 Clayton Brace, pgm. dir. & film buy.
 RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$175, (film) \$175; ID \$87.50. ID length 10 sec. Specifications on request. Share screen. Frequency discounts up to 15% for 312 times. Rate Card No. 5.

KOA-TV

LICENSEE: Metropolitan Television Co. Postal Zone: 2. Address: 1625 California St. Phone: Main 3-6211.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,480 ft.; Above ground 833 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Dec. 24, 1953. Hours, 7 a.m.-midnight.
 AFFILIATIONS: Tv Network, NBC. Stations, Am, KOA. Fm, KOA-FM.
 REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.
 PRINCIPAL STOCKHOLDERS: Class A stockholders are William Grant, 10.89%; Thomas B. Campbell, 7.32%; Quigg Newton, 6.31%; Hendrie & Bolthoff Co., 28.54% and others. Class B stockholders are Bob Hope, 80.75%; James L. Saphier, 9.5%, and others. Both groups have varying holdings of Class C stock. Don Searle, who with family owns 80% of KMMJ Grand Island, Neb., KIOA Des Moines, Iowa, and KXXX Colby, Kan., owns 7% of Class A and 5% of Class B stock.
 EXECUTIVES:
 William Grant, pres. & gen. mgr. Jim Buchan, prom. mgr.
 William F. MacCrystall, tv. sls. James H. Butts, tv. ops. supvr.
 mgr. J. A. Slusser, dir. of engrg.
 C. Van Haafte, pgm. dir. & film buy. Ken White, news & sp. events dir.
 RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$190, (film) \$175; ID \$87.50. ID Length 8 and 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 4.

denver

O. Roach photo

GROWTH REFLECTS SALES OPPORTUNITIES

	1950	1955	Increase
Metropolitan Denver			
Population	563,832	726,500	29%
Retail Sales (000 \$)	\$591,343	\$887,438	50%
Construction (000 \$)	\$105,796	\$201,114	90%
Employment	120,141	172,600	70%
Colorado			
Oil Prod (bbbls)	23 million	53 million	129%
Gas Prod (cu ft)	15 billion	92 billion	513%
Mining (000 \$)	\$ 47,549	\$214,478	352%
Tourist Trade (000 \$)	\$105,282	\$214,247	103%

IN KOA-TV LAND*

Population 1,158,000
 Families 361,500
 Buying Income \$1,918,829,000
*1956 Survey of Buying Power

Denver's tallest tower by far
2,867 feet above Denver

the nation's 4th
fastest-growing market
among the 40 largest metropolitan areas

BIG things are happening in this mile-high boom-land! Among the nation's 40 largest metropolitan markets, Denver is 4th in population percentage increase from 1950 to 1955. In 1955 alone, uranium...oil... agriculture...new transportation...new industry...new enterprise and wealth brought new customers to this area at the rate of 3,841 per month.* To penetrate the 1/4-million-plus TV homes in metropolitan Denver and 13 other counties—representing 74% of Colorado's population and 82% of the state's spendable income—KOA-TV is your best cost-per-prospect buy!

represented by NBC SPOT SALES

NBC-CHANNEL

DENVER (Cont.)

KRMA-TV*

*(Non-Commercial Educational)

LICENSEE: School District No. 1, City & County of Denver and State of Colorado School District. Postal Zone 4. Address: 12th and Welton Sts. Phone: Acoma 2-4561.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.52 kw. Operating Pow.: Visual 15.5 kw, Aural 8.52 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 880 ft.; Above ground 210 ft.

OPERATION: Began Jan. 30, 1956. Hours, 6:45-8:45 p.m.
REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Thomas Morrissey.

EXECUTIVES:

Dr. Kenneth E. Oberholtzer, supntd. of schools. Henry H. Mamet, gen. mgr., pgm. dir., film buy., & prom. mgr. Scotty Cullen, ch. engr.

KTVR (TV)

LICENSEE: KTVR Inc. Postal Zone 2. Address: 550 Lincoln St. Phone: Keystone 4-8281.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 201 ft.

OPERATION: Began July 18, 1952. Hours, 11:45 a.m.-midnight.
REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Gotham Bcstg. Corp. (WINS New York), 50%; Radio Hawaii (KPOA Honolulu), 50%. Gotham is owned 75% by J. Elroy McCaw and 25% by John D. Keating. For other McCaw-Keating holdings, see KTVW (TV) Seattle, Wash. Radio Hawaii, which also owns 100% of WTAC Flint, Mich., is wholly owned by Founders Corp., in turn 61.2% owned by John M. Shaheen.

EXECUTIVES:

J. Elroy McCaw, pres. Richard L. McDaniel, pgm. & prod. mgr.
Jon R. McKinley, vp., gen. mgr. & film buy. Tom Morrissey, elec. engr.
Arthur C. Stringer, natl. sls. mgr. Ray Gallagher, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$500 (film) \$500 minute spot (live) \$100, (film) \$100. 20 sec. announcements, \$80; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 4.

GRAND JUNCTION

(Mesa County)

KREX-TV

(Parent Station of Satellite KFXJ-TV Montrose)

LICENSEE: Western Slope Bcstg. Co. Address: P. O. Box 30. Phone: Chapel 2-5000.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 12.9 kw, Aural 6.46 kw. Operating Pow.: Visual 12.9 kw, Aural 6.45 kw. Transmitter: Gates. Antenna Make: GE. Height: Above average terrain -10 ft.; Above ground 343 ft.

OPERATION: Began May 22, 1954. Hours, 4 p.m.-midnight.
AFFILIATIONS: Tv Network, ABC, CBS, NBC. Station, Am, KREX.
REPRESENTATIVES: Sales, Hal Holman Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Rex G. Howell and family, 100%. Mr. Howell also owns 51% of KGLN Glenwood Springs, Colo., and 100% of KFXJ-TV Montrose, Colo.

EXECUTIVES:

Rex Howell, pres. & gen. mgr. Cecil Whitchurch, ch. engr.
J. R. Robinson, ops. dir. & prom. mgr. Ray Kelley, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$120; minute spot (live) \$36, (film) \$24; ID \$12. ID Length 10 sec. Specifications 2x2 slides; 16mm film. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 1.

MONTROSE

(Montrose County)

KFXJ-TV (Satellite of KREX-TV Grand Junction)

(Target Date, Fall, 1956)

LICENSEE: Western Slope Bcstg. Co. Address: P. O. Box 12. Phone: Chapel 2-5000.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 0.617 kw, Aural 0.308 kw. Operating Pow.: Visual 0.617 kw, Aural 0.308 kw. Antenna Make: RCA. Height: Above average terrain 80 ft.; Above ground 112 ft.

OPERATION: Hours, 4 p.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC.
REPRESENTATIVES: Sales, Hal Holman Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Same as KREX-TV Grand Junction.
EXECUTIVES: Rex Howell, pres. Carl Q. Anderson, gen. mgr., com. mgr. & ch. engr.

PUEBLO

(Pueblo County)

KCSJ-TV

LICENSEE: Star Bcstg. Co. Address: 2226 Television Lane. Phone: Lincoln 4-5782.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 6.76 kw. Operating Pow.: Visual 13.5 kw, Aural 6.76 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 400 ft.; Above ground 470 ft.

OPERATION: Began June 29, 1953. Hours, 11:55 a.m.-11:30 p.m.
AFFILIATIONS: Tv Network, NBC. Station, Am, KCSJ.
REPRESENTATIVES: Sales, John E. Pearson Television; John L. McGuire & Co. (Denver); Washington Attorney, Koteen & Burt; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Bankers Life & Casualty Co., 100%. This firm also is licensee of KGA Spokane, Wash.

EXECUTIVES:

Ray J. Williams, pres., gen. mgr. & film buy. Jerry Gordon, natl. sls. mgr. & film buy. James G. Croll, loc. sls. mgr.
Dan F. Durniak, com. mgr., ops. mgr. & film buy. Marion C. Cunningham, ch. engr.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$45.50, (film) \$35; ID \$18. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 9.

CONNECTICUT

CONNECTICUT MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Fairfield	169,500	80	135,430	766,094	184,526	23,656
Hartford	180,300	82	147,670	803,377	169,823	28,417
Litchfield	33,200	78	25,760	134,899	34,907	4,263
Middlesex	21,400	80	17,140	93,428	20,333	3,132
New Haven	178,300	83	147,810	763,840	181,116	24,124
New London	48,000	63	30,140	195,225	44,145	4,765
Tolland	14,800	72	10,700	37,579	9,138	975
Windham	20,700	75	15,530	82,850	19,724	1,729
Total	666,200	80%	530,180	\$2,877,292	\$663,712	\$91,061

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BRIDGEPORT

(Fairfield County)

WCTB (TV)*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Postal Zone: 15. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Phone: (Hartford) Jackson 7-6341.

FACILITIES: Ch. 71. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 610 ft.; Above ground 492 ft.

WICC-TV

LICENSEE: Southern Connecticut & Long Island Television Co. Postal Zone: 1. Address: P. O. Box 9140. Phone: Amherst 8-1601.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 18.2 kw, Aural 9.12 kw. Transmitter: Federal. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 470 ft.

OPERATION: Began Mar. 29, 1953.
AFFILIATIONS: Tv Network, ABC. Station, Am, WICC.
REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Bridgeport Bcstg. Co. (licensee of WICC), 67.5%. Philip Merryman owns 27.3% of Bridgeport Bcstg. Co.

EXECUTIVES:

Philip Merryman, pres. & gen. mgr. Frank Delfina, pgm. dir. & Alvin Andrus, ch. engr.
Manning Slater, com. mgr. Bill Whalen, news ed.

RATE INFORMATION: Class A one hour (live) \$100, (film) \$100; minute spot (live) \$20, (film) \$20; ID \$10. ID Length 8 sec. Frequency discounts.

HARTFORD

(Hartford County)

WEDH (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Postal Zone: 15. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Phone: Jackson 7-6341.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 780 ft.; Above ground 99 ft.

WGTH-TV

LICENSEE: General-Times Corp. Postal Zone: 5. Address: 555 Asylum St. Phone: Jackson 7-9131.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw. Operating Pow.: Visual 162 kw, Aural 85.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 640 ft.; Above ground 291 ft.

OPERATION: Began Sept., 1954. Hours, 9:30-11 a.m.
AFFILIATIONS: Tv Network, CBS. Station, Am, WGTH.
REPRESENTATIVES: Sales, H-R Television; Consulting Engineer, Irwin B. Robinson.

HARTFORD (Cont.)

WGTH-TV (Cont.)

PRINCIPAL STOCKHOLDERS: RKO Teleradio Pictures owns 100% of licensee. For other RKO Teleradio interests, see WOR-TV New York, N. Y. Sale of WGTH-TV to CBS pending FCC approval.

EXECUTIVES:

Thomas F. O'Neil, pres.
John O. Downey, gen. mgr. & pgm. dir.
George Morris, com. mgr.

Rogers Holt, ch. engr.
Daniel German, film buy.
Charles Norwood, news ed.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot or 20 sec. (live) \$100, (film) \$100; ID \$50. ID Length 8 and 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

WKNB-TV (New Britain)

LICENSEE: New Britain Bcstg. Co. Postal Zone: 10. Address: 1422 New Britain Ave., West Hartford. Phone: (Hartford) Adams 3-8551. (For full listing see New Britain, Conn.)

WTIC-TV

(Target Date, Unknown)

LICENSEE: Travelers Broadcasting Service Co.
FACILITIES: Ch. 3. [Construction prohibited pending conclusion of deintermixture rule-making.]

NEW BRITAIN

WKNB-TV

LICENSEE: New Britain Bcstg. Co. Postal Zone: 10. Address: 1422 New Britain Ave., West Hartford. Phone: (Hartford) Adams 3-8551.
FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 191 kw, Aural 102 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 970 ft.; Above ground 545 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Feb. 11, 1953. Hours, 7 a.m.-1 p.m.
AFFILIATIONS: Tv Network, NBC. Station, Am, WKNB.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Julian Gross and wife, 53%, and others. Sale to NBC pending FCC approval.

EXECUTIVES:

Julian Gross, pres.
Peter B. Kenney, exec. vp. & gen. mgr.
David Scott, asst. mgr. & natl. sls. mgr.

Robert W. Bray, pgm. dir.
John Shipley, ch. engr.
Philip B. Hale, film buy.
Frank A. Woodling, prom. mgr.
Barry Barents, news ed.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 10 sec. Specifications 2x2 in. transparent slide. Share screen. Frequency discounts from 2½ % for 26 times up to 25% for 312 times. Rate Card No. 4.

NEW HAVEN

(New Haven County)

WELI-TV

(Target Date, Unknown)

LICENSEE: Conn. Radio Foundation Inc. Postal Zone: 10. Address: 221 Orange St. Phone: University 5-1133
FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 334 ft.
AFFILIATION: Station, Am, WELI.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Richard W. Davis, 27.41%; William Horowitz, 21.36%; Rudy Frank, 3.88%; Edwin Scheitzer, 7.12%, and others.
EXECUTIVES: Richard W. Davis, pres.

WNHC-TV

LICENSEE: The Elm City Bcstg. Corp. Postal Zone: 8. Address: 1110 Chapel Ct. Phone: Spruce 7-3611.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 330 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began June, 1948. Hours, 6:45 a.m.-1:15 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WNHC. Fm, WNHC-FM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Inc.

No one knows Connecticut better than the LOCAL AGENCY MAN!



Ed Graceman
President, Graceman
Advertising, Inc.

"We live right in the heart of one of the nation's richest market areas, serving clients who market their goods here. Over the years, we develop a first-hand knowledge of the market and the most effective media, like WGTH-TV.

WGTH-TV has demonstrated its ability to build both a top-rated early news and a top-rated late weather show for two of our regional clients."



H-R REPRESENTATIVES, INC.
NEW YORK • CHICAGO
SAN FRANCISCO • HOLLYWOOD

WGTH-TV
Hartford, Connecticut



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NEW HAVEN (Cont.)

WNHC-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Patrick J. Goode and family, 42%; Aldo DeDominicis, 42%; David K. Harris, 11%. Messrs. Goode and DeDominicis own controlling interest in WHAY New Britain. Sale to Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia-Philadelphia Inquirer) pending FCC approval.

EXECUTIVES:

Patrick J. Goode, pres.
Aldo DeDominicis, gen. mgr. & sec.-treas.
Edward D. Taddei, exec. vp.
Edward C. Obrist, sta. mgr. & pgm. dir.

J. Vincent Callanan, vp. sls.
Vincent DeLaurentis, vp. engrg.
William G. Mulvey, film buy.
John J. Curran, merc. & publicity dir.
W. Rockwell Clark, news ed.

NEW LONDON
(New London County)

WNLC-TV

(Target Date, Unknown)

LICENSEE: The Thames Bcstg. Corp. Address: 281 State St. Phone: Gibson 2-4365.
FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 10.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 700 ft.; Above ground 468 ft.

AFFILIATION: Station, Am, WNLC.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Alberton; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Roderick L. Morey and family, 100%.

EXECUTIVES:

Gerald J. Morey, pres. & gen. mgr. Roderick L. Morey, vp. & sec.

NORWICH
(New London County)

WCTN (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education, Postal Zone: 15. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Phone: (Hartford) Jackson 7-6341.

FACILITIES: Ch. 63. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 590 ft.; Above ground 520 ft.

REPRESENTATIVE: Consulting Engineer, Lohnes & Culver.

STAMFORD
(Fairfield County)

WSTF (TV)

(Target Date, Unknown)

LICENSEE: Stamford-Norwalk Television Corp. Postal Zone: 2. Address: 900 Genessee Bldg., Buffalo 2, N. Y. Phone: Mohawk 8480.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 11 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 240 ft.; Above ground 374 ft.

REPRESENTATIVES: Attorney, Vincent M. Gaughan, Buffalo; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Prentiss M. Brown, 42.5%; Vincent M. Gaughan, 15%; Wendell Lund, 42.5%.

EXECUTIVES:

Prentiss Brown, pres. Wendell Lund, sec.-treas.
Vincent M. Gaughan, vp.

WATERBURY
(New Haven County)

WATR-TV

LICENSEE: WATR Inc. Postal Zone: 10. Address: 440 Meadow St. Phone: Plaza 5-1121.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 24.5 kw, Aural 12.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 800 ft.; Above ground 120 ft.

OPERATION: Began Sept. 6, 1953. Hours, 1:00 p.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Station, Am, WATR.

REPRESENTATIVES: Sales, Burke-Stuart Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Garo W. Ray.

PRINCIPAL STOCKHOLDERS: Harold and Lillian Thomas, 99.5%. The Thomases have interests in WNAB Bridgeport and WTOR Torrington, both Conn.

EXECUTIVES:

Harold Thomas, pres.
Samuel R. Elman, gen. mgr. & com. mgr. Andrew Toross, ch. engr.
Gene Valentino, prom. mgr.
Astrid Curtis, pgm. dir. & film buy. Robert Gillespie, news ed.

RATE INFORMATION: Class A one hour (live), \$200 (film), \$200; minute or 20 sec. spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts. Rate Card No. 2.

SEE WPFH (Wilmington-Philadelphia)
ADVERTISEMENT PAGE 205

DELAWARE MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Kent	12,700	80	10,150	76,001	10,407	1,544
New Castle	70,700	81	57,410	354,898	72,511	11,075
Sussex	21,400	72	15,490	104,512	16,679	2,243
Total	104,800	79%	83,500	\$535,411	\$99,597	\$14,862

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

WILMINGTON
(New Castle County)

WPFH (TV)

LICENSEE: WPFH Bcstg. Co. Address: P. O. Box 867. Phone: Olympia 6-8171. (Executive offices and auxiliary studios: Suburban Station Bldg., Philadelphia 3. Phone: Locust 8-2262).

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 190 kw. Operating Pow.: Visual 316 kw, Aural 190 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 478 ft.

OPERATION: Began June 30, 1949. Hours, 9:30 a.m.-1:45 a.m.

AFFILIATIONS: Stations, Am, WIBG Philadelphia. Fm, WIBG-FM Philadelphia.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Paul F. Harron owns 67.59% of Cl. B stock. Cl. A stock (also voting) is widely held. Mr. Harron owns 69% of WIBG-AM-FM Philadelphia.

EXECUTIVES:

Paul F. Harron, pres. Glenn B. Lau, sls. mgr.
David Kaigler Jr., gen. mgr. Luther O. Piersol, ch. engr.
Edward H. Altman, ops. mgr. William J. Conran, prom. mgr.

RATE INFORMATION: Class AA one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 312 times.

DISTRICT OF COLUMBIA

DISTRICT OF COLUMBIA MARKET DATA

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Washington	249,800	82%	206,090	\$1,314,553	\$232,142	\$57,659

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

WASHINGTON, D. C.

WMAL-TV

LICENSEE: Evening Star Bcstg. Co. Postal Zone: 8. Address: 4461 Connecticut Ave., N. W. Phone: Kellogg 7-1100.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Operating Pow.: Visual 251 kw., Aural 135 kw. Transmitter: RCA. Antenna Make: Alford. Height: Above average terrain 500 ft.; Above ground 398 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 3, 1947. Hours, 11:45-1:00 a.m.

AFFILIATIONS: Tv Network ABC. Stations, Am, WMAL. Fm, WMAL-FM.

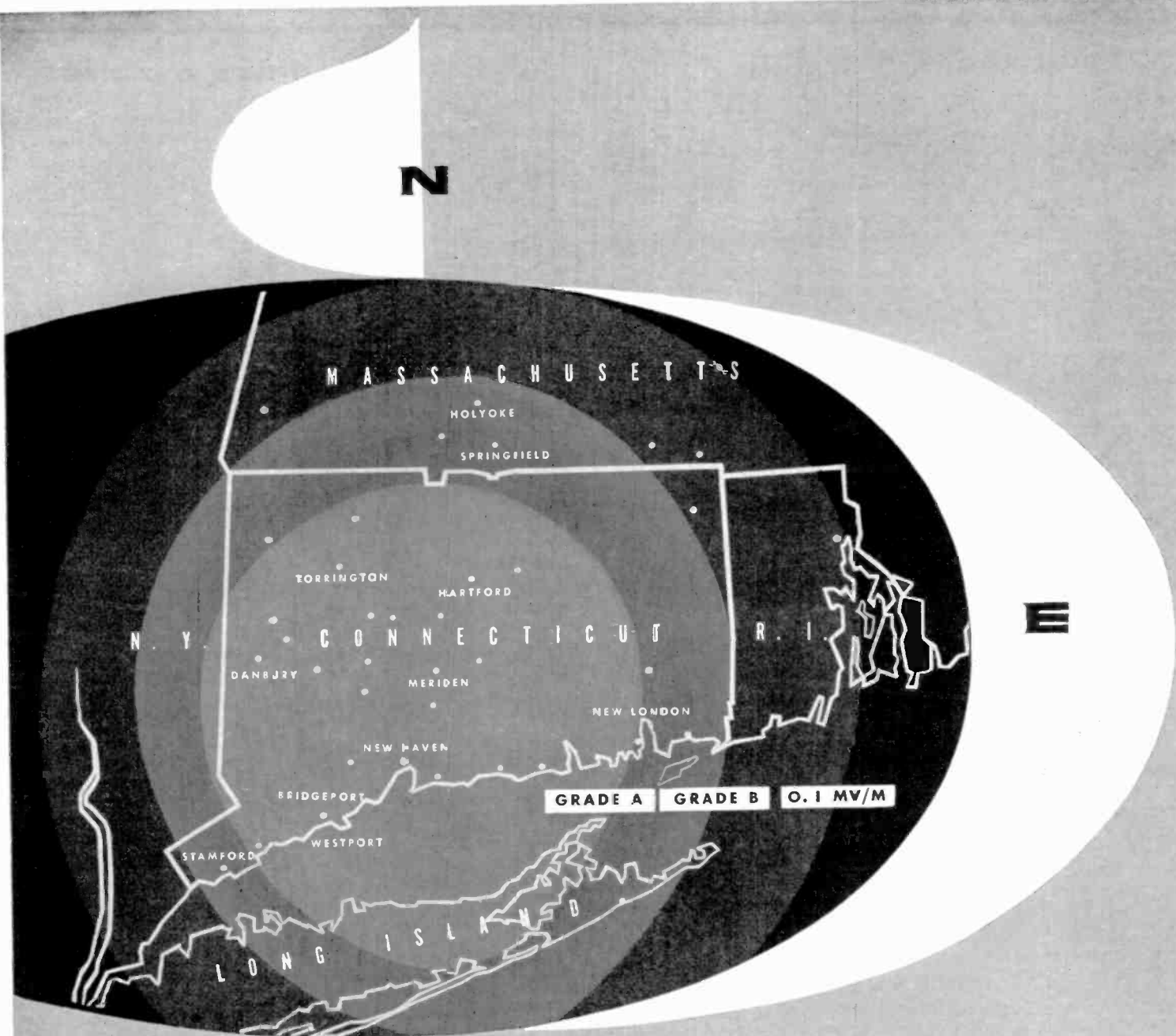
REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Hogan & Hartson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Owned by Evening Star Newspaper Co. (Washington Evening Star.)

EXECUTIVES:

John W. Thompson Jr., pres. Allan Powley, ch. engr.
Fred S. Houwnk, gen. mgr. Haywood Maeks, prom. mgr.
Neal J. Edwards, com. mgr. Richard Rendell, news ed.
Charles D. Bishop, pgm. dir. & film buy.

RATE INFORMATION: Class AA one hour (live) \$1,200, (film) \$1,200; minute spot (live) on request, (film) \$240; ID \$120. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9.



DON'T
↑

PARDON OUR **SOUTHERN ACCENT**

SOUTHERN NEW ENGLAND, THAT IS . . . Where the *accent* is on almost a million TV families in 15 rich counties — where WNHC-TV's powerful signal will *accent* your product to a public whose effective buying income results in better than 5 billion dollars in annual retail sales.

THAT'S A LOT OF ACCENT IN ANY LANGUAGE!

Check the cost per thousand, then *call your Katz man*. Your southern accent will get you a lot of New England hospitality.

CONNECTICUT'S MAJOR TV OUTLET

WNHC

CHANNEL 8 TELEVISION : 316,000 WATTS MAX. POWER

WASHINGTON, D. C. (Cont.)

WOOK-TV

(Target Date, Unknown)

LICENSEE: United Bcstg. Co. Address: 5321 First Pl., N.E. Phone: Republic 7-8000.
 FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 162 kw.
 Transmitter: GE. Antenna Make: GE. Height: Above average terrain 330 ft.;
 Above ground 337 ft.

AFFILIATIONS: Stations, Am, WOOK. Fm, WFAN (FM).

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer,
 John H. Mullaney.

PRINCIPAL STOCKHOLDER: Owned by Richard Eaton, who also owns WSID-AM-
 FM and WTLF (TV) Baltimore, WARK Hagerstown and WINX Rockville,
 all Maryland, and WJMO Cleveland, Ohio; WANT Richmond and WACH-TV
 Newport News, Va.

EXECUTIVES:

Richard Eaton, pres. & gen. mgr.

WRC-TV

LICENSEE: National Bcstg. Co. Postal Zone: 8. Address: Sheraton Park Hotel. Phone:
 Adams 4-5400.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating
 Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA.
 Height: Above average terrain 500 ft.; Above ground 538 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 27, 1947. Hours, Mon. thru Fri., 6:45 a.m.-1:05 a.m.;
 Sat., 8:30 a.m.-12:05 a.m.; Sun., 9:30 a.m.-12:35 a.m. Stations, Am, WRC,
 Fm, WRC-FM.

AFFILIATIONS: Tv Network, NBC Stations, Am, WRC. Fm, WRC-FM.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon,
 Reindel & Ohl.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York, N. Y.

EXECUTIVES:

Sylvester L. Weaver, ch. of bd.

James E. Kovach, pgm. dir.

NBC (New York)

John Rogers, engr. in chg.

Robert W. Sarnoff, pres. NBC
 (New York)

William Grayson, radio & tv.
 pgm. mgr. & film buy.

Carlton D. Smith, vp. & gen. mgr.

L. A. McClelland, ops. dir.

Joseph Goodfellow, sls. dir.

William E. Coyle, prom. dir.

Charles de Lozier, sls. mgr.

RATE INFORMATION: Class AA one hour \$1,250; 20 sec. breaks \$425; ID \$200.
 ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No.
 12.

WTOP-TV

LICENSEE: WTOP Inc. Postal Zone: 16. Address: 4001 Brandywine St., N.W.
 Phone: Emerson 2-9300.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 174 kw. Operat-
 ing Pow.: Visual 316 kw, Aural 174 kw. Transmitter: RCA. Antenna Make:
 RCA. Height: Above average terrain 530 ft.; Above ground 373 ft.

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

OPERATION: Began Jan., 1949. Hours, Mon.-Fri., 6:55 a.m.-1:00 a.m.; Sat. & Sun.
 8 a.m.-1 a.m.

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

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Coving-
 ton & Burling; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Washington (D.C.) Post & Times Herald,
 which also owns WMBR-AM-TV Jacksonville, Fla.

EXECUTIVES:

John S. Hayes, pres.

Donald Cooper, ch. engr.

George F. Hartford, vp. for tv.

Granville Klink Jr., gen. engrg.
 div.

Clyde M. Hunt, vp. for engrg.,
 Washington Post Bcst. Div.

Robert M. Adams, dir. of prom.

Robert A. J. Bordley, dir. of sls.

Edward F. Ryan, dir. of news
 and pub. aff.

Thomas B. Jones, dir. of pgms. &
 film buy.

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,500; minute spot
 (live) \$375, (film) \$375; ID \$170. ID Length 8 sec. Specifications on request.
 Full screen. Frequency discounts from 2 1/2% for 26 consecutive weeks up to
 5% for 52 consecutive weeks. Rate Card No. 7.

WTTG (TV)

LICENSEE: DuMont Bcstg. Corp. Postal Zone: 4. Address: Raleigh Hotel, 12th &
 Pennsylvania Ave., N.W. Phone: Sterling 3-5300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating
 Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: DuM. Antenna Make: DuM.
 Height: Above average terrain 580 ft.; Above ground 465 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1947. Hours, 9 a.m.-midnight.

REPRESENTATIVES: Sales, Paul H. Raymer Co.

PRINCIPAL STOCKHOLDERS: See WABD (TV) New York, N. Y.

EXECUTIVES:

Bernard L. Goodwin, pres.

Jules Huber, loc. sls. mgr.

Ted Cott, vp. & gen. mgr. in cng.

F. V. Guidice, pgm. dir.

of DuMont owned & operated

M. M. Bursleson, ch. engr.

sta. (New York).

Duncan Miller, prom. mgr.

Leslie G. Arries Jr., gen. mgr.

Matthew Warren, news ed.

Perry Walders, natl. sls. mgr.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live)
 \$120, (film) \$120; ID \$50. ID Length 8 sec. Full and share screen. Fre-
 quency discounts up to 25% for 260 times. Rate Card No. 9.

FLORIDA MARKET DATA BY COUNTIES

County	Total Households	Television Households %	No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Alachua	16,700	34	5,590	60,876	14,290	1,993
Baker	1,400	66	920	4,982	1,465	152
Bay	17,900	39	6,930	62,562	14,649	2,072
Bradford	3,400	61	2,090	10,656	2,817	389
Brevard	8,700	48	4,190	46,743	12,844	1,860
Broward	48,000	66	31,630	275,980	58,199	10,468
Calhoun	2,200	42	920	6,045	1,094	285
Charlotte	1,600	34	550	5,533	1,668	131
Citrus	1,700	32	540	5,737	1,469	226
Clay	4,800	56	2,680	9,607	2,211	420
Collier	2,500	44	1,100	12,616	2,526	542
Columbia	5,000	41	2,030	17,063	3,747	354
Dade	222,400	71	159,010	1,133,071	234,589	39,813
De Soto	2,700	20	550	9,533	2,268	344
Dixie	800	33	260	3,594	1,137	119
Duval	103,600	69	72,000	496,520	116,818	16,499
Escambia	38,000	58	21,960	130,256	29,380	3,828
Flagler	1,100	32	350	3,072	627	240
Franklin	1,800	12	220	4,436	1,381	171
Gadsden	8,100			24,330	5,537	723
Gilchrist	700	39	270	2,482	697	
Glades	600	21	130	1,392	543	30
Gulf	2,200	21	450	6,823	2,141	230
Hamilton	2,200	29	630	4,638	1,544	142
Hardee	2,800	26	720	12,580	2,664	331
Hendry	1,800	45	800	9,621	1,890	218
Hernando	2,000	33	660	8,500	1,867	268
Highlands	5,200	21	1,080	20,054	5,067	578
Hillsborough	85,600	59	50,420	357,048	78,305	13,039
Holmes	3,200			4,814	1,654	155
Indian River	4,400	30	1,320	22,450	4,733	787
Jackson	8,700	14	1,210	27,656	6,114	642
Jefferson	2,500	20	500	5,539	1,367	151
Lafayette	700	21	140	2,404	468	75
Lake	12,600	46	5,770	48,475	11,635	1,528
Lee	9,400	46	4,290	51,650	11,598	1,721
Leon	16,100			70,104	12,691	1,462
Levy	2,800	19	550	9,253	1,717	223
Liberty	1,100			1,459	754	
Madison	3,200	23	750	9,168	2,157	194
Manatee	12,900	55	7,070	50,074	13,039	1,543
Marion	12,300	32	3,900	54,189	10,057	1,348
Martin	2,800	44	1,230	11,586	3,491	759
Monroe	10,800	32	3,420	38,647	9,517	1,402
Nassau	3,700	62	2,290	11,866	1,926	181
Okaloosa	8,900	38	3,360	34,651	6,919	918
Okeechobee	1,000	41	410	4,398	1,231	60
Orange	47,500	55	26,030	253,430	48,570	7,292
Osceola	4,200	46	1,920	14,691	4,071	436
Palm Beach	45,800	55	25,010	227,385	46,382	7,254
Pasco	7,700	29	2,270	22,656	5,757	703
Pinellas	78,000	40	31,120	324,098	60,726	10,717
Polk	43,300	31	13,380	165,635	42,151	5,081
Putnam	7,700	46	3,570	27,701	6,167	1,453
St. Johns	8,200	52	4,290	25,750	5,753	1,122
St. Lucie	8,700	29	2,540	35,100	8,473	1,009
Santa Rosa	5,000	37	1,850	11,697	3,862	248
Sarasota	13,700	32	4,440	69,114	14,872	2,696
Seminole	8,500	37	3,150	24,889	6,800	946
Sumter	3,100	34	1,040	8,324	2,008	283
Suwannee	4,300	29	1,260	14,376	2,540	406
Taylor	2,800	22	610	10,948	3,091	241
Union	1,200	55	660	2,296	676	48
Volusia	28,600	34	9,750	116,200	23,180	5,339
Wakulla	1,500			1,292	638	
Walton	4,000	21	840	11,747	2,028	69
Washington	3,200	11	360	4,761	1,260	262
Total	1,039,600	52%	*541,450	\$4,577,023	\$993,497	\$154,227

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

DAYTONA BEACH

(Volusia County)

WESH-TV

LICENSEE: Telrad Inc. Address: 6th & Center Sts. Phone: Clinton 3-6591.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5 kw, Aural 2.5 kw. Operating
 Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: RCA. Antenna Make: RCA.
 Height: Above average terrain 310 ft.; Above ground 349 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 11, 1956. Hours, 5-11 p.m.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey &
 Koplovitz; Consulting Engineer, Frank McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: For ownership see WJHP-TV Jacksonville, Fla. (John
 Perry interests). Transfer of ownership from W. Wright Esch in litigation.

EXECUTIVES:

John H. Perry Jr., pres.

William Hall, pgm. dir., prom.

T. S. Gilchrist Jr., vp. & gen. mgr.

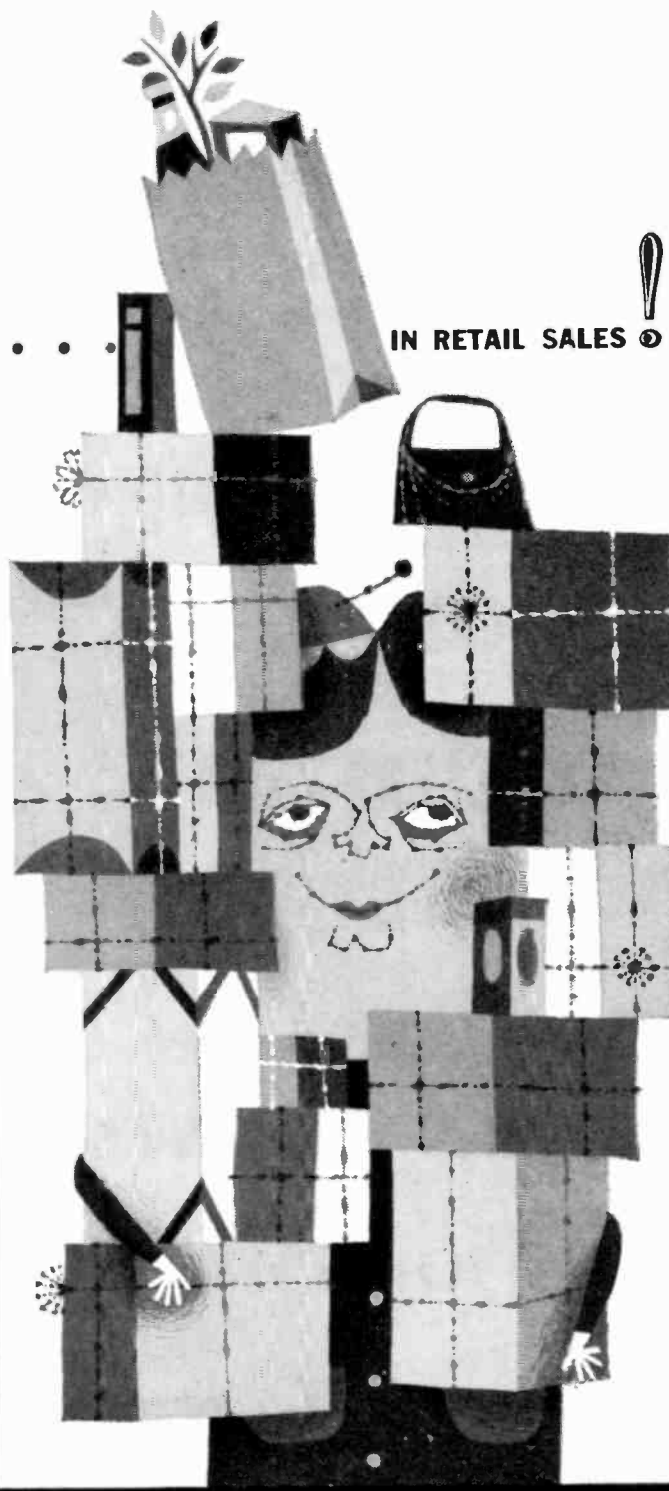
mgr. & news ed.

Walter Strouse, sta. mgr. & film
 buy.

Al Peck, ch. engr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot
 (live) \$30, (film) \$30; ID \$20. ID Length 10 sec. Full and share screen.
 Frequency discounts from 10% for 13 times up to 30% for 156 times.
 Rate Card No. 1.

CAPITAL BOOM..



The way they spend money in Washington these days is a sight to behold. Washingtonians are buying *and* retailers are selling at a rate unmatched in the Capital's history.

In the last five years, metropolitan Washington's annual retail sales have increased by more than half a billion dollars . . . an *increase* bigger than the *total* retail sales of Richmond, Salt Lake City or Charlotte today. *Last year alone, Washington retailers' sales were \$177 million greater than for the previous year!*

Advertisers are wide awake to Washington's buying boom

and equally alert in the selection of media that sell best . . . WRC and WRC-TV, Washington's *leadership* stations. In five years, local and spot advertisers have increased their total billings *55%* on WRC and *tripled* their billings on WRC-TV. The trend continues. This year, advertisers have increased their first-quarter investment on both WRC and WRC-TV substantially over last year!

To bag the biggest sales in the great and growing Washington market, more and more advertisers are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY  **SPOT SALES**
 **LEADERSHIP STATIONS IN WASHINGTON, D. C.**

**NOW . . .
CHANNEL 2**

IN

FABULOUS FLORIDA

NOW . . .

WESH-TV

IN

Jam-Packed, Sales-Rich

DAYTONA BEACH

JOINS

WJHP-TV, NBC

JACKSONVILLE

FLORIDA'S SECOND MARKET

FOR DETAILS CALL

EDWARD PETRY & COMPANY

FLORIDA

FORT LAUDERDALE

(Broward County)

WITV (TV) (MIAMI)

LICENSEE: Gerico Investment Co. Address: 5500 W. Hallendale Beach Blvd., Hollywood, Fla. Phone: Hollywood 3-1566.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 112 kw. Operating Pow.: Visual 204 kw, Aural 112 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 730 ft.; Above ground 752 ft.

OPERATION: Began Nov. 25, 1953.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: L. Coleman Judd, pres.; 8.7%; Mortimer W. Loewi, exec. vp., 21.1%; Russell E. Lowell, dir., 14.1%; E. J. Richardson, vp., 6.3%; George W. English, sec., 21.1%; Don McCullaugh, 10.55%; James Kirkwood, 7.4%; Robert W. Standart, .3%; Wm. Latham, .2%. Mr. Richardson owns 18% and Mr. English owns 4% of WBRD, Fort Lauderdale, operated by owners of WIL, St. Louis, under lease agreement.

EXECUTIVES:

L. Coleman Judd, pres.

C. Edward Little, gen. mgr. & film buy.

John Crocker, sls. mgr.

William Latham, ch. engr

Louise Richards, prom. mgr.

Bill Bayer, news ed.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$500; minute spot (live) \$120, (film) \$100; ID \$50. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 6.

FORT MYERS

(Lee County)

WINK-TV

LICENSEE: Fort Myers Bcstg. Co. Address: 2824 First St. Phone: Edison 4-1331.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 5.89 kw. Operating Pow.: Visual 11.7 kw, Aural 5.89 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 320 ft.; Above ground 343 ft.

OPERATION: Began Mar. 18, 1954. Hours, 3 p.m.-midnight.

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

REPRESENTATIVES: Sales, Joseph Hershey McGillvra; Washington Attorney, Cohn & Marks; Consulting Engineer, Russell May.

PRINCIPAL STOCKHOLDERS: United Garage & Service Corp., Cleveland, 100%. Arthur B. McBride Jr. and Edward J. McBride own 50% each of United Garage.

EXECUTIVES:

Edward McBride, pres.

A. J. Bauer, gen. mgr., com. mgr. & film buy.

F. Nodine, pgm. dir.

B. Bachman, ch. engr.

D. W. Howell, prom. mgr.

V. Lundquist, news ed.

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$30, (film) \$25; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

FORT PIERCE

(Saint Lucie County)

WTVI (TV)

(Target Date, Unknown)

LICENSEE: Gene T. Dyer. Address: R.F.D. 4, Riviera Beach, Fla.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 270 ft.; Above ground 294 ft.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, W. J. Holey.

PRINCIPAL STOCKHOLDERS: Gene T. Dyer, 100%. Mr. Dyer's wife, Evelyn, owns 10% of WGES Chicago.

JACKSONVILLE

(Duval County)

WJHP-TV

LICENSEE: Jacksonville Journal Co. Postal Zone: 7. Address: 4038 Phillips Highway. Phone: Exbrook 8-9751.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 144 kw. Operating Pow.: Visual 257 kw, Aural 144 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 460 ft.; Above ground 472 ft. EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 13, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC, Stations, Am, WJHP, Fm, WJHP-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Perry Enterprises Inc., 100%; in turn owned 70% by estate of John H. Perry with remaining stock owned by Mrs. John H. Perry, John H. Perry Jr. and Farwell W. Perry. Perry stations are also WCOA Pensacola, WTMC Ocala, WDLP-AM-FM Panama City, and 40% of WNDB-AM-FM Daytona Beach. Perry interests also own WESH-TV Daytona Beach (ownership transfer from W. Wright Esch in litigation). Perry newspapers are Jacksonville Journal, Pensacola Journal and News, Panama City News-Herald, Ocala Star-Banner, Palm Beach News, Deland Sun-News and 40% of Daytona Beach Journal and News, all Florida. Perry also owns number of weekly newspapers in Florida, the Frankfort (Ky.) State Journal, and the Western Newspaper Union, a newspaper syndicate.

JACKSONVILLE (Cont.)

WJHP-TV (Cont.)

EXECUTIVES:

John H. Perry Jr., pres.
T. S. Gilchrist Jr., gen. mgr.
Willard Fraker, sta. & com. mgr.
William Slater, loc. s's mgr.
George Booker, pgm. dir. & film buy.

Beecher Hayford, tech. dir.
Charles Carter Jr., ch. engr.-tv.
Charles Ost, prom. mgr.
Charles Schon, news ed.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$30. ID Length 10 sec. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 5.

WMBR-TV

LICENSEE: The Washington Post Co. Postal Zone: 7. Address: 605 South Main St. Phone: Exbrook 8-0501.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 930 ft.; Above ground 993 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept., 1949. Hours, 7 a.m.-12:45 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WMBR. Fm, WMBR-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Covington & Burling; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Owned by Washington (D.C.) Post & Times Herald. See WTOP-TV Washington, D. C.

EXECUTIVES:

Philip L. Graham, pres.
(Washington Post Co.)
John S. Hayes, vp. (Washington Post Co.)
Glenn Marshall Jr., pres. WMBR Div.
Charles Stone, gen. mgr. & vp. of tv.

David Booher, com. mgr.
Harry Kalkines, pgm. dir. & film buy.
Ernest B. Vordermark, ch. engr.
Josef S. Rizk, ch. studio engr.
Charles E. Sears, ch. trans. engr.
Ken McClure, prom. mgr.
Bill Grove, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$180, (film) \$180; ID \$80. Full screen. Frequency discounts from 5% for 3 weeks up to 20% for 52 weeks. Rate Card No. 6.

WQIK-TV

(Target Date, Unknown)

LICENSEE: Carmen Macri. Address: 10 E. Forsyth St.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 18.2 kw, 11 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 446 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, W. J. Holey.

PRINCIPAL STOCKHOLDER: Carmen Macri, 100%. Mr. Macri also owns WWOK Charlotte, N. C., and holds FCC initial decision for am station at Palatka, Fla.

EXECUTIVES:

Jim Macri, pres. & gen. mgr.

MIAMI
(Dade County)

WCKT (TV)

LICENSEE: Biscayne Television Corp. Postal Zone: 38. Address: P. O. Box M, Little River Station, Miami. Phone: Plaza 1-6692.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 950 ft.; Above ground 991 ft.

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

OPERATION: Began July 29, 1956. Hours, 7 a.m.-12:15 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WCKR. Fm, WCKR-FM.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt Inc.

PRINCIPAL STOCKHOLDERS: Niles Trammell, 15%; Knight interests, 42.5%; Cox interests, 42.5%; Knight interests (John S. Knight, 17.5%; James L. Knight, 10%; Lee Hills, 5%; Owen F. Uridge, 5%; C. Blake McDowell, 5%) include 27.8% of WIND-AM-TV Chicago and 45% of WAKR-AM-FM-TV Akron, Ohio and Chicago Daily News, Detroit Free Press, Miami Herald, Akron Beacon-Journal and Charlotte (N.C.) Observer. Cox interests (James M. Cox Jr., 30.5%; J. Leonard Reinsch, 5%; James M. LeGate, 3.5%; Milton C. Scott, 3.5%) include WIOD-AM-FM Miami, WHIO-AM-FM-TV Dayton, Ohio, WSB-AM-FM-TV Atlanta, Ga., and Dayton (Ohio) News and Journal-

Herald, Miami News, Springfield (Ohio) News and Sun; Atlanta Journal and Constitution. Mr. Trammell is former president of NBC.

EXECUTIVES:

Niles Trammell, pres. & gen. mgr.
James M. LeGate, sta. mgr.
Robert L. Fidler, com. mgr.
Charles L. Kelly, ops. mgr. & film buy.

M. C. Scott Jr., ch. engr.
Bob Nashick, prom. mgr.
Charles Harrison, dir. news & sp. events

RATE INFORMATION: Class AA one hour (live) on request, (film) \$950; 20 sec. spot, (film) \$237; ID \$50% of applicable spot rate. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

WGBS-TV

LICENSEE: Storer Bcstg. Co. Address: 316 N.E. 21st St. Phone: Jackson 3-6531.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 93.3 kw. Operating Pow.: Visual 186 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 920 ft.; Above ground 937 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 5, 1953. Hours, 6:45 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WGBS. Fm, WGBS-FM.

REPRESENTATIVES: Sales, The Katz Agency Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Storer Broadcasting Co. (George B. Storer) also owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WJW-AM-FM-TV Cleveland, KPTV (TV) Portland, Ore., and WWVA-AM-FM Wheeling, W. Va. Mr. Storer is president of Miami Beach Publishing Co. (Miami Beach Sun). Storer is seeking to purchase ch. 3 KSLM-TV Salem, Ore., and ch. 9 WMUR-TV Manchester, N. H.

EXECUTIVES:

George B. Storer Sr., pres.
Walter M. Koessler, gen. mgr.
Richard Sloan, com. mgr.

Terry Mason, pgm. dir. & film buy.
William Needs, ch. engr.
Bob Edell, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$575, (film) \$500; minute spot (live) \$115, (film) \$100; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts for 1 time up to 25% for 260 times.

WITV (TV) (FORT LAUDERDALE)

LICENSEE: Gerico Investment Co. Address: 5500 W. Hallendale Beach Blvd., Hollywood, Fla. Phone: Hollywood 3-1566. (For full listing see Fort Lauderdale.)

WMFL (TV)

(Target Date Unknown)

LICENSEE: Miami-Biscayne Television Corp. Address: Biscayne Terrace Hotel. Phone: 82-6641.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 97.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 500 ft.

AFFILIATION: Station, Am, WINZ.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Robert M. Silliman.

PRINCIPAL STOCKHOLDERS: Nathaniel J. Klein, 20%; Edward Mercer, 10%; Irving Kipnis, 50%; Rex Rand, 20%. Mr. Rand owns controlling interest and Mr. Klein minority interest in WINZ Hollywood-Miami, Fla.

EXECUTIVES:

Rex Rand, pres.

WTHS-TV*

(*Non-Commercial Educational)

LICENSEE: Dade County Board of Public Instruction. Postal Zone: 36. Address: 275 N.W. 2nd St. Phone: 82-6870.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 9.55 kw, Aural 4.79 kw. Operating Pow.: Visual 9.55 kw, Aural 4.79 kw. Transmitter: GE. Antenna Make GE. Height: Above average terrain 290 ft.; Above ground 300 ft.

OPERATION: Began Aug. 12, 1955.

AFFILIATION: Station, Fm, WTHS-FM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgenson; Consulting Engineer, George P. Adair Engineering Co.

EXECUTIVES:

Vernon Bronson, dir., radio & tv education, Dade County Public Schools.

MIAMI (Cont.)

WTVJ (TV)

LICENSEE: WTVJ Inc. Postal Zone: 31. Address: 316 N. Miami Ave. Phone: Franklin 4-6262.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 950 ft.; Above ground 990 ft.

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

OPERATION: Began Mar. 21, 1949. Hours, 6:45 a.m.-1:30 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Wolfson-Meyer Corp. Mitchell Wolfson and Sidney Meyer and their families are associated in south Florida motion picture exhibition. Same interests have 40% ownership of Piedmont Electronics & Fixture Corp., which holds an FCC initial decision for ch. 9 at Charlotte, N. C.

EXECUTIVES:

Mitchell Wolfson, pres.	Earl Lewis, ch. engr.
Lee Ruwitch, exec. vp. & gen. mgr.	Louis Wolfson, film buy.
John S. Allen, vp. & gen. sls. mgr.	Burt Toppan, pub. rel. dir. & prom. mgr.
Jack Shay, vp. in chg. of ops.	Ralph A. Renick, news ed.
Lee Waller, pgm. dir.	

RATE INFORMATION: Class AA one hour (live) \$1,000, (film) \$1,000; 20 sec. spot (live) \$250, (film) \$250; ID \$125. ID Length 8 sec. Specifications 3 1/4 x 4 b&w; 2x2 color. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 12.

ORLANDO
(Orange County)

WDBO-TV

LICENSEE: Orlando Bcstg. Co. Inc. Address: 30 S. Ivanhoe Blvd., E. Phone: 5-0541.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE, RCA. Antenna Make: GE. Height: Above average terrain 540 ft.; Above ground 584 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1954. Hours, 7 a.m.-12:15 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WDBO. Fm, WDBO-FM.

REPRESENTATIVES: Sales, Hoag-Blair Co. and Blair-Tv; Washington Attorney, George O. Sutton; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Harold B. Danforth, 18.4%; James E. Yarbrough, 18.4%; J. Thomas and Blanche J. Gurney, 16%; William G. McBride, 13.74%; Frank W. Reed, 7.33%; Henry S. Jacobs, 11.73%; J. Thomas Gurney Jr., 5.33%; John M. and Pearl C. Pedrick, 5.07%.

EXECUTIVES:

Harold P. Danforth Sr., pres. & gen. mgr.	Harold P. Danforth Jr., film dir.
Agnes V. Carlson, sls. coor.	Mark V. Barker Jr., prod. dir.
Walter E. Sickles, pgm. dir. & film buy.	James E. Yarbrough, ch. engr.
	Phillip Brook, news dir.

RATE INFORMATION: Class AA one hour (live) \$300, film \$300; minute spot (live) \$65, film \$65; ID \$32.50. Class A one hour (live) \$50, (film) \$50; ID \$25; ID Length 8 seconds. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times.

WEAL-TV

(Target Date, Unknown)

LICENSEE: Orange County Bcstrs. Inc. Address: P. O. Box 7547. Phone: 5-6631.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 11.2 kw. Transmitter: GPL. Antenna Make: RCA. Height: Above average terrain 220 ft.; Above ground 250 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, W. J. Holey.

PRINCIPAL STOCKHOLDERS: R. H. Guncel Jr., 60%; James H. Sawyer, 40%. Licensee also owns WABR Winter Park, Fla.

EXECUTIVES:

R. H. Guncel Jr., pres. & ch. own.

PALM BEACH
(Palm Beach County)

WJNO-TV (WEST PALM BEACH)

LICENSEE: WJNO-TV Inc. Address: 5 Coconut Row. Phone: Temple 3-2471. (For full listing see West Palm Beach.)

PANAMA CITY
(Bay County)

WJDM (TV)

LICENSEE: J. D. Manley. Address: P. O. Box 428. Phone: Adams 4-2251.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 9.12 kw, Aural 4.57 kw. Operating Pow.: Visual 9.12 kw, Aural 4.57 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 487 ft.

OPERATION: Began Dec. 1, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: J. D. Manley, 100%.

EXECUTIVES:

Mel Wheeler, gen. mgr. & film buy.	Byron Hayford, com. mgr.
Harry C. Babb, sta. mgr.	Glenn D. Lockhart, pgm. dir.
	Claude Maenza, ch. engr.

RATE INFORMATION: Class A one hour (live) \$168, (film) \$140; minute spot (live) \$33, (film) \$28; ID \$17. ID Length 10 sec. Full screen. Frequency discounts.

FLORIDA'S FOURTH MARKET

WITH \$600,000,000 RETAIL SALES

A YEAR-ROUND MARKET

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National Rep.: JOHN BLAIR & CO.
Southeastern: HARRY CUMMINGS

WDBO-TV CHANNEL 6

100 KW

CBS-ABC-NBC

WDBO - AM

5000 WATTS - 580 KC

WDBO - FM

25,000 WATTS - 92.3 MCS

'SALES CURVES'



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THRU WTVJ TELEVISION
IN SOUTH FLORIDA

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Full-time staff of 189 TV trained personnel.
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INC. COLONEL FOR THE COMPLETE STORY

WTVJ Channel 4

FLORIDA'S FIRST TV STATION

Basic Affiliate

MIAMI



PENSACOLA
(Escambia County)

WEAR-TV

LICENSEE: Gulfport Bcstg. Corp. Address: P. O. Box 431. Phone: Glendale 5-7311.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 55 kw, Aural 33.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 613 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 14, 1954. Hours, 7 a.m.-1 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WEAR.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Charles W. Smith, 51%; Mel Wheeler, 25%; A. Clifton Johnson, 12%; F. M. Turner Jr., 12%. Mr. Wheeler is also general manager of WJDM (TV) Panama City, Fla.
EXECUTIVES:
 Mel Wheeler, pres., gen. mgr. & film buy. Jim Smith, ch. engr.
 Milt deReyna, asst. gen. mgr., Betty Hayter, prom. mgr.
 natl. sls. mgr. & pgm. dir. Gene Sudduth, news ed.
RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$67.50, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 35% for 312 times. Rate Card No. 3.

WPFA-TV†

LICENSEE: Charles W. Lamar Jr. Address: P. O. Box 27. Phone: Hemlock 3-1141.
FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 370 ft.; Above ground 353 ft.
OPERATION: Began Oct. 9, 1953.
AFFILIATION: Station, Am, WPFA.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.
PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr. is licensee. Mr. Lamar also owns 46.2% of KTAG-TV Lake Charles, La.
EXECUTIVES:
 Charles W. Lamar Jr., ch. own.
 †WPFA-TV has suspended operation but has not returned its CP.

ST. PETERSBURG
(Pinellas County)

WSUN-TV

LICENSEE: City of St. Petersburg. Postal Zone: I. Address: Municipal Pier. Phone: 5-4121.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 107 kw. Operating Pow.: Visual 200 kw, Aural 107 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 492 ft.
OPERATION: Began May 31, 1953. Hours, 10 a.m.-midnight.
AFFILIATIONS: Tv Network, ABC. Station, Am, WSUN.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; James S. Ayers (Southeast); Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, James C. McNary.
PRINCIPAL OFFICERS: Mayor Samuel G. Johnson and City Manager Ross E. Windom.
EXECUTIVES:
 Fred P. Shawn, gen. mgr. Louis J. Link, ch. engr.
 Berney L. Kobres, sls. dir. Jean Miller, prom. mgr.
 Charles D. Bishop, pgm. dir.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications 2x2 and telop. Full and share screen. Frequency discounts from 5% for 26 times up to 35% for 260 times. Rate Card No. 3.

TALLAHASSEE
(Leon County)

WCTV (TV) (THOMASVILLE, GA.)

LICENSEE: John H. Phipps. Address: P. O. Box 3166, Tallahassee. Phone: 3-3666 (Tallahassee). (For full listing see Thomasville, Ga.)

TAMPA
(Hillsborough County)

WFLA-TV

LICENSEE: The Tribune Co. Postal Zone: I. Address: P. O. Box 1410. Phone: 2-0131.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural 209 kw. Operating Pow.: Visual 302 kw, Aural 209 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,040 ft.; Above ground 1,055 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Feb. 14, 1955. Hours, 6:45 a.m.-1 a.m.
AFFILIATIONS: Tv Network, NBC. Stations, Am, WFLA. Fm, WFLA-FM.
REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Owned principally by members of the David Tennant Bryan family, which also is majority owner of Richmond (Va.) Times-Dispatch and News-Leader (WRNL-AM-FM).

HI-FI TELEVISION

in the great Tampa Bay-Suncoast area

WSUN-TV

- PIONEER SINGLE STATION DOMINANCE FOR 21 MONTHS
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ABC ON THE FLORIDA SUNCOAST

WSUN-TV the HI-FI Station

ST. PETERSBURG-TAMPA, FLORIDA

*ARB—Pulse

Represented Nationally By Venard, Rintoul & McConnell

TAMPA (Cont.)

WFLA-TV (Cont.)

EXECUTIVES:

J. C. Council, pres.
George W. Harvey, vp. & gen. mgr.
William B. Faber, sls. mgr.
Carl P. Bergquist, pgm. mgr. & film buy.

J. H. Mitchell, ch. engr.
Tom Matthews, prom. mgr.
Sam Latimer, news ed.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts. Rate Card No. 5.

WTVT (TV)

LICENSEE: Tampa Television Co. Postal Zone: 7. Address. 1113 Memorial Highway. Phone: 7-1113.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 828 ft.

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

OPERATION: Began April 1, 1955. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Owned by WRX Radiophone Co. (see WKY-TV Oklahoma City).

EXECUTIVES:

Gov. Doyle E. Carlton, pres.
W. Walter Tison, vp. gen. mgr. & com. mgr.
Paul M. Jones, loc. asst. com. mgr.
Monte Gurwit, pgm. dir. & film buy.

Dan H. Smith, vp. in chg. of tech. ops. & ch. engr.
Ned Jay, prom. mgr.
Wayne Farris, news ed.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 3.

WEST PALM BEACH
(Palm Beach County)

WEAT-TV

LICENSEE: WEAT-TV Inc. Address: P. O. Box 70. Phone: Temple 3-9668.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 33.9 kw. Operating Pow.: Visual 63.1 kw, Aural 33.9 kw. Transmitter: Standard. Antenna Make: Alford. Height: Above average terrain 320 ft.; Above ground 352 ft.

OPERATION: Began Jan. 1, 1955. Hours, 2-11:30 p.m.

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

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Pierson, Ball & Dowd.

PRINCIPAL STOCKHOLDERS: Owned by RKO Teleradio Pictures Inc. (see WOR-TV New York).

EXECUTIVES:

Thomas O'Neil, pres.
Edward J. Hennessy, com. mgr.
C. C. Levis, loc. sls. mgr.
Peter Cole, pgm. dir.

J. Ross McPherson, ch. engr.
Henry T. Chickering Jr., film buy.
William Gordon, news ed.

RATE INFORMATION: Class AA one hour (live) \$225, (film) \$225; minute or 20 sec. spot (live), \$45 (film), \$45; ID \$22.50. Class A one hour (live), \$175 (film), \$175; minute or 20 sec. spot (live), \$31.50, (film) \$31.50; ID \$15.75. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 3.

WIRK-TV†

LICENSEE: WIRK-TV Inc. Address: 711 S. Flagler Dr. Phone: 3-1711.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 220 ft.; Above ground 248 ft.

OPERATION: Began Sept. 1953.

AFFILIATION: Stations, Am, WIRK.

PRINCIPAL STOCKHOLDERS: Joseph S. Field Jr., 11.3%; Arthur M. Shandloff, 16.7%; E. H. Sills, 15.7%; J. J. Weed, 11.3%; Ken-Sell Inc. (WIRK), 45%. Mr. Field owns 50.4% of Ken-Sell Inc. and Mr. Shandloff 49.6%

EXECUTIVES:

Joseph S. Field Jr., pres. & gen. mgr.
†WIRK-TV has suspended operation but has not returned its CP.

WJNO-TV (PALM BEACH)

LICENSEE:WJNO-TV Inc. Address: 5 Coconut Row. Phone: Temple 3-2471.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 544 ft.

OPERATION: Began Aug. 22, 1954. Hours, 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, WJNO.

REPRESENTATIVES: Sales, Vennard, Rintoul & McConnell Inc.; James S. Ayers Co. (Southeast); Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Theodore Granik, 22.42%; William H. Cook and son, Thomas M. Cook, 22.42 %; WJNO Inc. (WJNO), 50%.

EXECUTIVES:

George H. Buck Sr., pres.
Theodore A. Eiland, gen. mgr.
William F. Housner, com. mgr.

Robert F. Carris, pgm. dir.
Gino Ricciardelli, ch. engr.
Robert Ray, news ed.

RATE INFORMATION: Class A one hour (film) \$275; minute spot (film) \$55; ID \$27.50. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 4-N.

GEORGIA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Appling	3,100	20	630	8,083	1,427	250
Atkinson	1,700	18	310	2,585	739	101
Bacon	2,200	42	920	8,043	1,754	344
Baker	1,100	10	110	815	279	25
Baldwin	5,000	30	1,500	14,343	3,953	513
Banks	1,800	32	500	504	367	...
Barrow	3,500	60	2,090	11,748	2,752	328
Bartow	7,000	65	4,550	16,719	4,776	583
Ben Hill	3,900	24	920	11,399	2,444	263
Berrien	3,100	19	600	13,556	5,828	388
Bibb	34,900	53	18,530	140,599	30,267	4,799
Bleckley	2,300	38	890	5,842	1,369	210
Brantley	1,500	32	480	2,522	1,006	100
Brooks	3,800	19	730	10,282	2,285	275
Bryan	1,400	24	340	3,603	1,047	50
Bulloch	5,900	38	2,270	14,780	3,057	510
Burke	5,700	34	1,920	8,989	2,142	197
Butts	2,300	66	1,520	5,713	1,422	84
Calhoun	2,200	21	460	3,696	636	242
Camden	2,200	45	1,000	5,707	1,246	208
Candler	1,900	30	570	6,410	1,289	154
Carroll	8,800	63	5,550	24,435	4,793	693
Catoosa	4,200	65	2,730	6,580	1,929	341
Charlton	1,100	55	610	4,799	957	207
Chatham	46,300	57	26,390	162,507	36,102	4,990
Chattahoochee	1,600	67	1,070	1,369	161	...
Chattooga	5,500	52	2,870	12,288	2,434	371
Cherokee	5,300	65	3,450	18,168	3,158	328
Clarke	10,500	46	4,820	48,741	9,160	1,711
Clay	1,400	26	360	1,904	239	80
Clayton	7,200	72	5,170	9,102	3,843	211
Clinch	1,500	33	500	4,552	897	146
Cobb	21,300	71	15,120	55,647	16,119	2,015
Coffee	5,600	15	850	16,034	2,891	845
Colquitt	8,900	19	1,690	9,224	7,922	1,053
Columbia	2,300	51	1,180	2,864	1,293	...
Cook	3,000	11	350	8,216	1,683	353
Coweta	7,300	63	4,630	19,125	5,141	691
Crawford	1,200	44	520	1,479	548	26
Crisp	4,700	38	1,770	13,332	3,012	341
Dade	1,700	66	1,130	2,301	635	43
Dawson	700	39	280	1,820	381	19
Decatur	6,300	11	670	15,959	3,787	534
De Kalb	46,900	74	34,810	122,357	38,755	6,268
Dodge	4,000	38	1,530	8,159	2,425	144
Dooley	3,200	36	1,150	4,760	1,260	247
Dougherty	14,400	35	5,050	68,843	16,347	2,231
Douglas	3,000	75	2,260	8,781	2,614	247
Early	4,100	6,358	1,311	227
Echols	500	32	160	172	38	...
Effingham	2,300	24	540	3,528	692	139
Elbert	4,500	54	2,450	10,355	2,608	431
Emanuel	4,400	24	1,070	12,548	2,410	285
Evans	1,500	48	720	6,894	1,013	170
Fannin	3,600	38	1,370	8,122	1,899	147
Fayette	1,900	70	1,330	3,376	814	165
Floyd	17,400	57	9,970	67,260	16,813	1,815
Forsyth	2,700	61	1,160	10,309	2,113	202
Franklin	3,300	59	1,940	8,372	1,439	119
Fulton	145,400	78	114,130	915,102	156,961	27,325
Gilmer	2,400	39	930	5,242	992	87
Glascok	700	25	170	228	17	...
Glynn	9,200	48	4,420	35,148	8,530	1,307
Gordon	4,800	69	3,290	13,013	2,925	512
Grady	4,700	12,455	3,401	161
Greene	2,900	40	1,170	6,322	1,174	247
Gwinnett	8,500	60	5,130	30,454	5,253	686
Habersham	4,200	40	1,160	13,810	2,111	428
Hall	10,900	72	7,870	62,094	10,037	1,276
Hancock	2,300	31	720	3,659	994	74
Haralson	3,700	69	2,560	9,244	2,007	293
Harris	2,600	49	1,270	5,409	1,282	59
Hart	3,300	49	1,620	7,625	1,680	415
Heard	1,500	42	630	2,016	551	38
Henry	3,700	65	2,410	6,466	1,738	429
Houston	6,700	51	3,430	25,827	6,429	912
Irwin	2,400	18	420	4,008	1,141	189
Jackson	4,500	50	2,250	11,936	2,369	372
Jasper	1,700	42	710	3,376	664	191
Jeff Davis	2,400	21	510	8,780	2,501	134
Jefferson	4,300	48	2,050	9,957	2,064	398
Jenkins	2,400	38	900	5,644	1,428	234
Johnson	2,400	25	600	4,099	1,034	129
Jones	1,700	33	560	2,647	532	59
Lamar	2,400	59	1,410	7,861	2,488	245
Lanier	1,300	18	240	3,887	926	92
Laurens	7,400	43	3,200	20,490	4,527	616
Lee	1,400	43	600	1,095	400	80
Liberty	2,200	36	800	6,533	1,884	150
Lincoln	1,300	57	740	2,937	697	57
Long	900	31	280	1,573	303	78
Lowndes	11,300	27	3,010	47,750	8,411	1,378
Lumpkin	1,500	32	480	2,842	455	136
McDuffie	2,900	70	2,040	8,698	1,714	269
McIntosh	1,600	23	370	3,060	853	39
Macdon	3,200	38	1,170	6,431	1,674	196
Madison	2,700	43	1,150	2,503	680	97
Marion	1,400	31	440	2,178	507	73
Meriwether	5,200	56	2,900	10,205	2,844	389
Miller	2,200	14	320	3,683	783	180
Mitchell	5,300	18	930	14,463	3,618	381
Monroe	2,400	64	1,550	8,638	1,924	101
Montgomery	1,700	1,687	592	42
Morgan	2,600	45	1,160	4,544	1,200	197
Murray	2,400	68	1,620	4,547	1,341	186
Muscogee	34,200	69	23,530	159,134	34,060	4,895
Newton	5,100	67	3,420	15,417	4,182	399
Oconee	1,800	45	720	1,182	569	...

GEORGIA MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Oglethorpe	2,300	38	890	1,733	255	71
Paulding	2,700	65	1,750	4,672	1,280	185
Peach	2,900	46	1,350	10,204	2,526	339
Pickens	2,300	57	1,320	7,630	1,124	134
Pierce	2,400	21	510	7,442	1,262	227
Pike	1,900	47	890	1,918	725	42
Polk	7,900	65	5,170	22,890	5,901	937
Pulaski	2,200	40	890	7,329	1,533	256
Putnam	1,700	30	500	5,454	1,057	165
Quitman	800	20	160	421	101	
Rabun	1,700	43	740	4,526	902	178
Randolph	3,000	29	860	6,421	1,783	387
Richmond	42,800	51	21,870	159,909	37,977	4,109
Rockdale	2,200	69	1,520	5,455	1,959	152
Schley	800	24	190	2,327	245	107
Screven	4,200	21	870	8,571	2,093	188
Seminole	1,900	24	460	5,806	1,203	137
Spalding	8,500	71	6,050	30,104	7,791	698
Stephens	4,600	48	2,230	13,318	3,192	342
Stewart	2,200	23	500	4,692	1,730	162
Sumter	6,200	38	2,350	17,208	4,575	660
Talbot	1,800	43	780	2,783	553	45
Taliaferro	900	42	380	1,222	305	32
Tattnall	3,500	19	660	7,971	1,613	190
Taylor	2,300	42	960	4,321	615	103
Telfair	2,800	20	570	7,225	2,070	227
Terrell	3,100	44	1,380	10,023	2,685	359
Thomas	9,000	11	970	33,304	7,825	1,529
Tift	6,200	25	1,570	16,872	4,353	511
Toombs	4,200	23	950	16,038	3,494	523
Towns	1,000	36	370	1,697	192	36
Treutlen	1,400	18	260	2,100	761	89
Troup	13,700	61	8,370	43,208	9,963	1,216
Turner	2,400	27	640	5,800	1,203	152
Twiggs	1,800	25	440	1,246	275	85
Union	1,700	35	600	2,958	267	118
Upson	6,600	50	3,300	17,168	5,476	572
Walker	11,100	57	6,370	20,694	5,424	915
Walton	5,000	66	3,290	12,046	3,832	311
Ware	7,900	52	4,130	37,385	7,525	1,366
Warren	2,100	37	780	3,929	925	185
Washington	4,700	29	1,390	9,227	2,525	231
Wayne	3,400	28	960	11,320	2,704	454
Webster	800	21	170	350	92	41
Wheeler	1,400	18	250	1,079	430	19
White	1,400	36	510	2,439	130	16
Whitfield	9,700	70	6,810	32,798	7,444	966
Wilcox	2,400	39	930	2,886	865	67
Wilkes	2,800	52	1,460	7,528	1,747	251
Wilkinson	2,300	26	600	3,304	1,178	209
Worth	4,300	22	950	6,198	1,770	208
Total	940,800	53%	*502,470	\$3,305,686	\$721,813	\$104,392

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ALBANY

(Dougherty County)

WALB-TV

LICENSEE: Herald Publishing Co. Address: Stuart Ave. at Greenwood Dr. Phone: Hemlock 5-8386.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 112 kw, Aural 56.2 kw. Operating Pow.: Visual 112 kw, Aural 56.2 kw. Transmitter: Standard. Antenna Make: Federal Tele-Communications; Height: Above average terrain 390 ft.; Above ground 410 ft.

OPERATION: Began April 3, 1954. Hours, Mon. Fri., 7 a.m.-12:30 a.m.; Sat., 9 a.m.-12:30 a.m.; Sun., 2 p.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WALB.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: Licensee publishes Albany Herald, is 79.4% owned by James H. Gray.

EXECUTIVES:

James H. Gray, pres. John Rivard, ch. eng.
T. R. Stillwagon, gen. mgr. & Reba Hill, prom. mgr.
com. mgr. Don Ferrandou, news ed.

Jack Mayer, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live), \$200 (film), \$200; minute spot (live), \$40 (film), \$40; ID \$20. ID Length 8 sec. Specifications 2x2 slides; 16mm film. Full screen. Frequency discounts.

ATLANTA

(Fulton County)

WAGA-TV

LICENSEE: Storer Bcstg. Co. Postal Zone: 2. Address: 1018 W. Peachtree St. Phone: Trinity 2-3553.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Tower Make: Blaw-Knox, Stainless. Height: Above average terrain 1,070 ft.; Above ground 1,100 ft.

EQUIPPED TO COLORCAST: Network programs, local films, local slides.

OPERATION: Began March 8, 1949. Hours, 7:25 a.m.-11:40 p.m.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer Sr., pres. Don Naylor, pgm. dir. & film buy.
Glenn C. Jackson, vp. & Hugo Bondy, ch. engr.
mgng. dir. Charles E. Trainor, prom. mgr.
Jack Collins, asst. mgng. dir. for sls. Dale Clark, news ed.

RATE INFORMATION: Class AA one hour (live), \$1,000 (film), \$1,000; minute spot (live), \$200 (film), \$200; ID \$100. ID Length 10 sec. Frequency discounts 5% for 13 times up to 30% for 260 times. Rate Card No. 10.

WATL-TV†

LICENSEE: Robert W. Rounsaville. Postal Zone: 36. Address: 3165 Mathieson Dr., N. E. Phone: Cherokee 2195.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 117 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 447 ft.

OPERATION: Began Dec. 18, 1954.

AFFILIATION: Station Am, WQXI.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville, 100%. Mr. Rounsaville also owns WLOU and WQXL-TV Louisville, Ky.; WMBM Miami Beach, Fla.; WCIN and WQNX-TV Cincinnati, Ohio; WBAC Cleveland, Tenn., and WOBS Jacksonville, Fla.

EXECUTIVES:

Robert W. Rounsaville, pres. John Fulton, gen. mgr.

†WATL-TV has suspended operation but has not returned its CP.

WETV (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Board of Education, City of Atlanta. Address: 68 Mitchell St., S. W.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 69.2 kw, Aural 34.7 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 440 ft.; Above ground 542 ft.

AFFILIATION: Station Fm, WABE-FM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Thomas W. Cowan.

EXECUTIVES:

D. F. McClatchy, pres. Haskell Boyster, dir., radio & tv education.
Austin Dilbeck, vp.

WLWA (TV)

LICENSEE: Crosley Bcstg. of Atlanta Inc. Address: 1611 W. Peachtree, N. E. Phone: Vernon 1141.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 316 kw, Aural 160 kw. Transmitters: Standard. Antenna Make: GE. Height: Above average terrain 545 ft.; Above ground 598 ft.

OPERATION: Began Sept. 20, 1951.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Crosley Bcstg. Sales Offices; Bomar Lowrance & Assoc. (Southern); Washington Attorney, Hogan & Hartson.

PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati, Ohio.

EXECUTIVES:

Harry LeBrun, vp. & gen. mgr. Bob Hendrickson, pgm. dir. & news ed.
Joseph P. Dwyer, vp. & bus. mgr. Harvey J. Aderhold, ch. engr.
Guy Tiller, com. mgr. Howard Rowe, prom. mgr.

RATE INFORMATION: Class A one hour (live), \$800 (film), \$800; minute spot (live), \$130 (film), \$130; ID \$65. ID Length 10 sec. Full and share screen. Frequency discounts.

WSB-TV

LICENSEE: Atlanta Newspapers Inc. Postal Zone: 9. Address: 1601 W. Peachtree St., N.E. Phone: Trinity 5-7221.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 1,059 ft.

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

OPERATION: Began Sept. 1948. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WSB. Fm, WSB-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDERS: Licensee publishes Atlanta Journal and Constitution (Cox). For other Cox interests see WHIO-TV Dayton, Ohio.

EXECUTIVES:

J. Leonard Reinsch, exec. dir. Robert A. Holbrook, ch. engr.
[Cox stations] Jean Hendrix, film buy.
John M. Outler Jr., gen. mgr. Walter Paschall, prom. mgr.
Marcus Bartlett, com. mgr. Don Elliott, news ed.
Mark Toolson, pgm. dir.

Leadership is traditional . . .



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AUGUSTA, GEORGIA

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GEORGIA

AUGUSTA
(Richmond County)

WJBF (TV)

LICENSEE: Georgia-Carolina Bcstg. Co. Address: P. O. Box 490. Phone: 7-7787.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 67.5 kw. Operat-
ing Pow.: Visual 100 kw, Aural 67.5 kw. Transmitter: DuM. Antenna Make:
RCA. Height: Above average terrain 610 ft.; Above ground 479 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Consulting Engineer, A. D.
Ring & Assoc.

PRINCIPAL STOCKHOLDERS: E. D. and R. E. Martin own 50%. The Martins own
a chain of theatres. Martin Theatres of Georgia owns 75% of WDAK-TV
Columbus, Ga.

EXECUTIVES:

J. B. Fuqua, pres. & film buy.

D. M. Kelly Jr., exec. vp. &
gen. mgr.

George Moore, com. mgr.

Ben Greer, pgm. dir.

Jack Jopling, ch. engr.

Tom Hennessey, prom. mgr.

Warren Hites, news ed.

RATE INFORMATION: Class A one hour (live) \$330, (film) \$300; minute spot (live)
\$66, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts. Rate Card
No. 4.

WRDW-TV

LICENSEE: Radio Augusta Inc. Address: P. O. Box 932. Phone: 7-5432.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 102 kw, Aural 51.3 kw. Operat-
ing Pow.: Visual 102 kw, Aural 51.3 kw. Transmitter: RCA. Antenna Make:
RCA. Height: Above average terrain 650 ft.; Above ground 501 ft.

OPERATION: Began Feb. 14, 1954. Hours, 7 a.m.-1 a.m.

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

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dow, Lohnes &
Albertson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Licensee owned by Southeastern Newspapers Inc.
(Augusta Chronicle and Herald), which in turn is owned by Augusta News-
papers Inc. William H. Morris and wife are principal owners of Augusta
Newspapers Inc.

EXECUTIVES:

Pat H. Rice Jr., pres.

J. W. Hicks, gen. mgr.

Lou Stratton, com. mgr.

Stewart Spencer, pgm. dir., film
buy. & news ed.

Joseph P. Gill, ch. engr.

Don Shepherd, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$320, (film) \$300; minute spot
(live) \$65, (film) \$60; ID \$30. ID Length 8 sec. Full screen. Frequency dis-
counts up to 25% for 260 times. Rate Card No. 3.

COLUMBUS
(Muscogee County)

WDAK-TV

LICENSEE: Television Columbus. Address: 1307 First Ave. Phone: 2-8828.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 120 kw. Operat-
ing Pow.: Visual 204 kw, Aural 120 kw. Transmitter: GE. Antenna Make: RCA.
Height: Above average terrain 650 ft.; Above ground 449 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 6, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WDAK.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Cohn & Marks;
Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Martin Theatres of Georgia Inc., 75%; Radio Colum-
bus Inc., 25%. Martin Theatre principals own WJBF (TV) Augusta, Ga.
Radio Columbus (WDAK) is owned by Allen M. Woodall, 50%; and Howard
E. Pill and wife, 50%. Mr. Woodall also owns 20% of WMOG Brunswick,
Ga.; Mr. Pill owns 100% of WHEP Foley, Ala.

EXECUTIVES:

Allen M. Woodall, gen. mgr.

E. F. MacLeod, sta. mgr.

Joe Windsor, com. mgr.

John Hughes pgm dir.

Reeve Owen, ch. engr.

Ronnie Otwell, film buy.

Mary Margaret Byrne, prom. mgr.

Bill Henry, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live)
\$40, (film) \$40; ID \$25. ID Length 8 sec. Specifications 2x2 in. Full and
share screen. Frequency discounts from 2 1/2% for 13 times up to 30% for
260 times. Rate Card No. 1.

WRBL-TV

LICENSEE: Columbus Bcstg. Co. Address: 1350 13th Ave. Phone: Columbus 2-0602.
Fairfax 2-0601 (effective Jan. 1957).

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operat-
ing Pow.: Visual 100 kw, Aural 70 kw. Transmitter: GE. Antenna Make: GE.
Height: Above average terrain 630 ft.; Above ground 429 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 15, 1953. Hours, 7:55 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WRBL. Fm, WRBL-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Demp-
sey & Koplovitz; Consulting Engineer, George C. Davis.

COLUMBUS (Cont.)

WRBL-TV (Cont.)

PRINCIPAL STOCKHOLDERS: R. W. Page Corp., 51%; J. W. Woodruff Sr. and J. W. Woodruff Jr., 49%. Page Corp. publishes Columbus (Ga.) Inquirer and Ledger and the Brandonton (Fla.) Herald, Mr. Woodruff Sr. also owns 70% of WAOK Atlanta and 90% of WGPC Albany, both Ga. Mr. Woodruff Jr. owns 10% of WGPC.

EXECUTIVES:

J. W. Woodruff Jr., pres. & gen. mgr.	George A. Gingell, pgm. dir.
Ridley Bell, sta. mgr. & film buy.	Joe A. Gamble, ch. engr.
George Jenkins, natl. sls. mgr.	Jim Graves, prom. mgr.
	Boyd Hinton Jr., news & farm dir.

RATE INFORMATION: Class AA one hour (live) \$440, (film) \$400; minute spot (live) \$88, (film) \$80; ID \$40. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 4.

MACON

(Bibb County)

WMAZ-TV (WARNER ROBINS)

LICENSEE: Southeastern Bcstg. Co. Address: Bankers Insurance Bldg. Phone: 2-7373.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 125 kw. Operating Pow.: Visual 250 kw, Aural 125 kw. Transmitter: DuM.-Standard. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 514 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 27, 1953. Hours, 8 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WMAZ. Fm, WMAZ-FM.

REPRESENTATIVE: Sales, Avery-Knodel Inc.

PRINCIPAL STOCKHOLDERS: George P. Rankin Jr., 71.4%; Wilton E. Cobb, 22.6%, and others.

EXECUTIVES:

George P. Rankin Jr., pres. & ch. engr.	J. D. Lawhon, tech. dir.
Wilton E. Cobb, gen. mgr.	Ed Pendleton, film buy. & prom. mgr.
Frank Crowther, com. mgr.	Herb Kassner, news dir.
Herb Johnson, ops. dir.	

RATE INFORMATION: Class A one hour (live) \$400, (film) \$300; minute spot (live) \$80, (film) \$60; ID \$30. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WOKA (TV)†

LICENSEE: Macon Television Co. Address: P. O. Box 2245.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Operating Pow.: Visual 17 kw, Aural 9.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 437 ft.

OPERATION: Began Aug. 25, 1953.

REPRESENTATIVES: Washington Attorneys, Dempsey & Koplovitz and Pierson, Ball & Dowd; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: E. K. Cargill, 25%; J. C. Barnes Sr., 75%.

EXECUTIVES:

J. C. Barnes Sr., pres.	E. K. Cargill, gen. mgr.
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†WOKA (TV) has suspended operation but has not returned its CP.

ROME

(Floyd County)

WROM-TV

LICENSEE: WROM-TV Inc. Address: Drawer 473. Phone: 2-0833.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Operating Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 87 ft.

OPERATION: Began July 15, 1953. Hours, 6-11:30 p.m.

AFFILIATION: Station, Am, WROM.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Estate of Leon Covington, 80%. Voting control held as follows by minority stockholders: Dean Covington, 33 1/3%; Charles E. Doss, 23 1/3%; Edward N. McKay, 33 1/3%; Mary Jessee, 10%. WDOT Chattanooga, Tenn., has conditional option to buy 50% interest.

EXECUTIVES:

Dean Covington, pres.	Dorothy McKay, pgm. dir.
Ed McKay, gen. mgr. & prom mgr.	T. H. Robertson, ch. engr.
Charles Doss, com. mgr. & film buy.	Ivan Hoge, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$25, (film) \$25; ID \$15. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

SAVANNAH

(Chatham County)

WSAV-TV

LICENSEE: WSAV Inc. Address: Liberty National Bank Bldg. Phone: Adams 6-0303.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 32.4 kw, Aural 16.2 kw. Operating Pow.: Visual 32.4 kw, Aural 16.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 363 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 1, 1956. Hours, 9 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WSAV. Fm, WSAV-FM.

BROADCASTING • TELECASTING

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Aaron Shelton.

PRINCIPAL STOCKHOLDERS: Harben Daniel and wife, 52.45%; William K. Jenkins, 19%; estate of Arthur Lucas, 19%, and others. Mr. Jenkins and estate of Arthur Lucas each own 16 2/3% of WLGA La Grange, Ga.

EXECUTIVES:

Harben Daniel, pres. & gen. mgr.	William E. Lucas, pgm. dir. & film buy.
Meradith E. Thompson, ops. mgr.	Byron Strong, ch. engr.
Thomas E. Belcher, com. mgr.	Susan Perry, prom. mgr.
	Tom Coffey, news ed.

RATE INFORMATION: Class A one hour (live) \$315, (film) \$275; minute spot (live) \$60, (film) \$55; ID \$27.50. ID Length 8 sec. Specifications: Left and lower 3/4 of screen. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

WTOC-TV

LICENSEE: Savannah Bcstg. Co. Inc. Address: 516 Abercorn St. Phone: Adams 2-0127.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 110 kw. Operating Pow.: Visual 209 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 477 ft.; Above ground 501 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 14, 1954. Hours, 8 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WTOC. Fm, WTOC-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: William T. Knight Jr. and family, 100%.

EXECUTIVES:

William T. Knight Jr., pres. & gen. mgr.	Dwight J. Bruce, vp. pgm. dir. & film buy.
Ben B. Williams, vp. & com. mgr.	Kyle Goodman, ch. engr.
	Frank S. Bryson, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$280, (film) \$250; minute spot (live) \$55, (film) \$50. ID \$25. ID Length 8 sec. Specifications: 3x4 in. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

THOMASVILLE

(Thomas County)

WCTV (TV)

LICENSEE: John H. Phipps. Address: P. O. Box 3166, Tallahassee, Fla. Phone: 3-3666.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 690 ft.; Above ground 669 ft.

OPERATION: Began Sept. 15, 1955. Hours, 11:30 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, Meeker Tv; Harry E. Cummings (Southeast).

PRINCIPAL STOCKHOLDER: John H. Phipps also owns WTAL Tallahassee and WTYS Marianna, both Florida.

EXECUTIVES:

John H. Phipps, pres. & own.	Harry R. Wagner, pgm. dir.
L. Herschel Graves, gen. mgr.	William A. Snowden, dir. of engrg.
Joseph E. Hosford, dir. of ops. & film buy.	Barbara Young, prom. mgr.
Ray Carow, mgr. Georgia ops.	Frank Pepper, news ed.

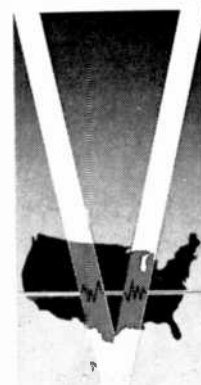
RATE INFORMATION: Class A one hour (live) \$290, (film) \$250; minute spot (live) \$68, (film) \$60; ID \$30. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 2.

WARNER ROBINS

(Houston County)

WMAZ-TV (MACON)

LICENSEE: Southeastern Bcstg. Co. Address: Bankers Insurance Bldg., Macon. Phone: 2-7373. (For full listing see Macon.)



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11 West 42nd Street New York, N. Y.

IDAHO MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Ada	24,300	61	14,920	109,141	20,243	3,225
Adams	900	32	280	2,059	746	103
Bannock	12,400	51	6,300	52,369	11,748	1,475
Bear Lake	1,900	50	960	8,483	1,454	235
Beneviah	1,600	50	800	4,750	1,017	143
Bingham	6,600	54	3,580	23,550	4,217	579
Blaine	1,400	31	440	5,890	417	154
Boise	600	56	340	1,371	303	
Bonner	4,500	59	2,670	16,690	3,782	390
Booneville	9,600	69	6,640	54,159	9,626	1,312
Boundary	1,600	49	780	6,701	1,390	79
Butte	800	38	300	2,624	709	74
Camas	300	25	80	472	219	63
Canyon	16,600	43	7,220	61,671	11,793	1,541
Caribou	2,000	36	710	5,873	1,141	121
Cassia	4,000	35	1,410	18,904	3,064	588
Clark	200	55	110	782	110	
Clearwater	2,300	34	780	7,549	1,770	253
Custer	1,000	23	240	2,601	687	82
Elmore	2,400	46	1,090	10,246	1,809	105
Franklin	2,600	39	1,020	9,284	2,212	320
Fremont	2,500	65	1,630	8,046	1,589	407
Gem	2,400	50	1,190	7,766	1,596	142
Gooding	3,300	23	740	9,666	1,624	357
Idaho	3,300	15	510	12,620	2,500	288
Jefferson	2,800	40	1,110	7,275	1,483	315
Jerome	3,400	21	710	13,023	2,263	539
Kootenai	7,700	63	4,810	30,112	6,808	952
Latah	5,900	45	2,630	22,521	4,738	824
Lemhi	1,800			6,371	1,507	153
Lewis	1,200	19	220	4,569	943	207
Lincoln	1,100	23	250	2,402	705	158
Madison	2,500	68	1,690	12,278	2,035	296
Minidoka	2,500	35	880	11,547	2,179	233
Nez Perce	7,400	25	1,810	46,087	9,081	1,250
Oneida	1,100	43	480	3,367	730	149
Owyhee	1,700	51	880	4,750	946	232
Payette	3,600	35	1,260	10,855	2,357	329
Power	900	52	460	4,578	814	106
Shoshone	6,700	47	3,160	25,292	7,736	652
Teton	700	62	430	2,183	416	139
Twin Falls	12,900	25	3,260	56,958	10,641	1,790
Valley	1,200	25	300	4,061	407	67
Washington	2,500	36	910	11,211	2,179	136
Total	176,700	45%	*80,070	\$722,707	\$143,534	\$20,563

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BOISE
(Ada County)

KBOI-TV

LICENSEE: Boise Valley Bcstrs. Inc. Address: 311 N. Tenth St. Phone: 3-2511.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92 kw. Operating Pow.: Visual 13.8 kw, Aural 6.92 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 2,540 ft.; Above ground 149 ft.

OPERATION: Began Nov. 26, 1953. Hours, 12:30-11:30 p.m.

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

REPRESENTATIVES: Sales, Peters, Griffin & Woodward; Moore & Lund (Northwest); Washington Attorney, Wilkinson, Boyden, Cragun & Barker.

PRINCIPAL STOCKHOLDERS: Westerman Whillock and wife, 10.9%; Stanley E. King, 10.2%; Robert W. Howell and wife, 8.9%; Willis C. Moffatt, 7.4%; Fred M. Taylor, 6.5%; Earl J. Glade Jr., 3.3%, and others.

EXECUTIVES:
Westerman Whillock, pres. & gen. mgr. Bill Gratton, prod. mgr.
Earl Glade Jr., sta. & com. mgr. & film buy. James A. Johntz Jr., ch. engr.
Hal Knutson, prom. mgr.
Bill Eames, news ed.

RATE INFORMATION: Class AA minute spots (live) \$62.50, (film) \$50, ID \$25; Class A one hour (live) \$250, (film) \$200; minute spot (live) \$50, (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3.

KIDO-TV

LICENSEE: KIDO Inc. Address: 709 Idaho St. Phone: 2-4611.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 850 ft.; Above ground 387 ft. (CP to increase ERP to 166 kw visual, 87.1 kw aural, with new transmitter location 2,560 ft. above average terrain.)

OPERATION: Began July 12, 1953.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KIDO.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Mrs. Georgia M. Davidson, 90.63%; Walter E. Wagstaff, 9.36%. Licensee owns 60% of KHTV (TV) Twin Falls, Idaho.

EXECUTIVES:
Mrs. Georgia M. Davidson, pres. Barry Tucker, sls. mgr.
Walter E. Wagstaff, vp. & gen. mgr. Jack J. Link, pgm. dir.
Harold W. Toedtmeier, ch. engr.

RATE INFORMATION: Class AA minute spot (live) \$60, (film) \$45; ID \$20. Class A one hour (live) \$275, (film) \$225; minute spot (live) \$50, (film) \$35; ID \$15. ID Length 10 sec. Frequency discounts. Rate Card No. 5.

IDAHO FALLS
(Bonneville County)

KID-TV (POCATELLO)

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701. Phone: 3.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA & GE. Antenna Make: RCA. Height: Above average terrain 1,600 ft.; Above ground 201 ft.

OPERATION: Began Dec. 20, 1953. Hours, 2:30-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KID.

REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Wilkinson, Boyden, Cragun & Barker; Consulting Engineer, Vandiviere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: A. W. Schwieder, 7.3%; Guy A. Poulsen, 6.7%; Radio Service Corp. of Utah (KSL-AM-FM-TV Salt Lake City, Utah), 23.3%; Zion Securities Corp., Salt Lake City, 17%, and others.

EXECUTIVES:
A. W. Schwieder, pres. Roy Southwick, pgm. mgr. & film buy.
C. N. Layne, gen. mgr. Carroll Secrist, tech. dir.
Claude Cain, com. mgr.

RATE INFORMATION: Class A one hour (live) \$205, (film) \$175; minute spot (live) \$51, (film) \$40; ID \$15. ID Length 8 sec. Specifications: 2x2 in. Share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 3.

LEWISTON
(Nez Perce County)

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

LICENSEE: Lewiston Television Co. Address: 1115 Idaho St. Phone: 3-5581.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92 kw. Operating Pow.: Visual 13.8 kw, Aural 6.92 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,260 ft.; Above ground 299 ft.

OPERATION: Began Dec. 7, 1955. Hours, 1 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

PRINCIPAL STOCKHOLDER: Owned by Cascade Bcstg. Co. Inc. (KIMA-TV Yakima, Wash.).

EXECUTIVES:
Tom Bostic, pres. Mike Rastovich, ch. engr.
Pete Thomas, gen. mgr. Bob Cox, prom. mgr.
Herchel Cary, sls. mgr. Tom Campbell, news ed.
Bob Hallock, pgm. dir.

RATE INFORMATION: Sold only in combination with KIMA-TV.

POCATELLO
(Bannock County)

KID-TV (IDAHO FALLS)

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701, Idaho Falls. Phone: Idaho Falls 3. (For full listing see Idaho Falls.)

KSEI-TV

(Target Date, Oct. 1, 1956)

LICENSEE: Radio Service Corp. Address: P. O. Box 31. Phone: 4000.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 69.2 kw, Aural 34.7 kw. Operating Pow.: Visual 69.2 kw, Aural 34.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,460 ft.; Above ground 171 ft.

OPERATION: Hours. Mon.-Fri., 5-11 p.m.; Sat., Sun., 4-11 p.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KSEI.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder.

PRINCIPAL STOCKHOLDERS: Florence M. Gardner, 42.78%; Henry H. Fletcher, 9.08%, and others. Mrs. Gardner is principal owner of KTFI Twin Falls, Idaho, which in turn owns 40% of KHTV (TV) Twin Falls, Idaho.

EXECUTIVES:
Henry H. Fletcher, pres., gen. mgr. & com. mgr. Ellis W. Call, ch. engr.
Ruthe A. Fletcher, pgm. dir. Olive L. Greene, prom. mgr.
John Hardaway, news ed.

TWIN FALLS
(Twin Falls County)

KHTV (TV)

(Target Date Unknown)

LICENSEE: Magic Valley Television Corp. Address: 709 Idaho St., Boise. Phone: 2-4611.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.17 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 588 ft.; Above ground 218 ft.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, H. W. Toedtemeier.

PRINCIPAL STOCKHOLDERS: KIDO Inc. (KIDO-AM-TV Boise, Idaho) 60%; Radio Bcstg. Corp. of Idaho (KTFI-AM-FM Twin Falls, Idaho), 40%. KIDO principals are Mrs. Georgia M. Davidson, 90.63%; Walter E. Wagstaff, 9.36%. KTFI is 72.6% owned by Florence M. Gardner.

EXECUTIVES: Georgia M. Davidson, pres. Walter E. Wagstaff, gen. mgr.

KLIX-TV

LICENSEE: Southern Idaho Bcstg. & Television Co. Address: Elizabeth Blvd. & Eastland Drive. Phone: 2820.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Operating Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 250 ft.

OPERATION: Began May 30, 1955.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Station, Am, KLIX.

REPRESENTATIVES: Sales, Gill-Perna Inc., Moore & Lund Inc. (Northwest); Washington Attorney, John H. Midlen.

PRINCIPAL STOCKHOLDER: A. L. Glasmann. For Glasmann interests see KUTV (TV) Salt Lake City, Utah.

EXECUTIVES: Frank C. McIntyre, vp., gen. mgr. Betty Johnson, prom. dir. & com. mgr. Vic Graybeal, film buy. Dave Fox, pgm. dir. C. W. Evans, tech. dir.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$26.50, (film) \$24; ID \$12. ID Length 8 and 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Marion	13,300	60	8,010	47,716	10,396	1,629
Marshall	4,200	51	2,150	13,584	2,221	342
Mason	5,200	46	2,370	19,593	3,681	394
Massac	4,800	36	1,750	15,004	2,844	439
Menard	3,100	51	1,590	9,231	2,011	206
Mercer	5,500	74	4,040	13,615	886	347
Monroe	4,200	75	3,150	15,906	2,704	159
Montgomery	10,800	54	5,790	30,651	7,169	610
Morgan	10,100	61	6,120	48,787	7,734	890
Moultrie	4,200	58	2,420	13,292	2,306	137
Ogle	11,200	58	6,440	40,959	8,172	769
Peoria	58,800	79	46,450	250,455	46,304	7,885
Perry	7,000	53	3,680	17,164	4,321	588
Platt	4,400	58	2,530	12,957	2,553	290
Pike	7,200	75	5,420	19,623	4,094	379
Pope	1,600	20	320	3,246	762	61
Pulaski	4,500	39	1,750	5,998	1,472	170
Putnam	1,400	35	490	2,576	655	40
Randolph	8,600	74	6,370	24,491	6,030	525
Richland	6,400	38	2,410	19,694	3,757	488
Rock Island	44,900	83	37,400	165,389	38,863	5,342
St. Clair	69,700	83	57,780	221,867	55,099	5,870
Saline	11,100	56	6,250	32,047	7,390	914
Sangamon	45,700	50	22,670	193,921	36,632	6,864
Schuyler	3,300	58	1,920	7,231	1,532	136
Scott	2,400	57	1,380	7,232	1,040	80
Shelby	7,900	33	2,620	15,346	3,033	331
Stark	2,700	59	1,590	7,947	1,777	174
Stephenson	13,600	71	9,710	57,405	9,859	1,275
Tazewell	27,300	73	20,010	84,549	25,067	1,589
Union	5,800	49	2,730	14,885	3,231	274
Vermilion	29,100	57	16,700	128,109	37,667	3,803
Wabash	4,800	38	1,810	16,625	3,550	265
Warren	8,000	63	5,020	26,602	5,081	470
Washington	4,700	63	2,940	17,484	2,388	141
Wayne	6,700	27	1,810	18,030	3,096	313
White	6,900	35	2,440	25,504	4,968	655
Whiteside	16,700	82	13,740	65,338	15,298	1,433
Will	43,900	81	35,730	177,419	42,971	5,813
Williamson	16,700	43	7,230	42,403	10,451	1,118
Winnebago	54,400	78	42,600	232,787	45,802	6,894
Woodford	7,000	58	4,070	32,812	4,353	371
Total	2,877,500	77%	2,227,440	\$11,904,531	\$2,499,935	\$349,019

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ILLINOIS

ILLINOIS MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	22,100	73	16,110	74,945	16,323	2,582
Alexander	7,300	40	2,930	22,301	3,632	431
Bond	4,700	67	3,170	11,815	2,635	165
Boone	5,500	53	2,900	20,678	4,385	400
Brown	2,300	70	1,610	7,433	1,687	152
Bureau	12,200	59	7,160	39,965	8,460	755
Calhoun	1,800	80	1,440	5,216	400	
Cass	6,400	73	4,680	24,162	4,176	282
Carroll	4,700	71	3,340	16,199	4,629	480
Cass	32,600	61	19,890	134,453	25,020	4,326
Champaign	12,800	59	7,560	47,220	10,219	916
Christian	5,700	57	3,260	18,117	3,144	366
Clark	5,600	35	1,940	16,014	2,812	276
Clay	6,900	64	4,430	19,553	4,209	200
Clinton	13,600	52	7,020	51,269	10,427	1,489
Coles	1,480,000	87	1,290,710	6,701,689	1,363,662	208,630
Cook	7,400	57	4,230	20,057	4,708	387
Crawford	3,300	67	2,210	7,014	1,106	113
Cumberland	13,200	73	9,640	66,852	11,513	1,687
De Kalb	5,600	64	3,610	20,973	4,084	365
De Witt	5,400	69	3,720	21,967	4,821	510
Douglas	56,200	79	44,570	213,209	62,132	7,905
Du Page	7,900	58	4,600	24,517	5,626	776
Edgar	3,000	34	1,010	8,638	1,231	79
Edwardsville	6,700	61	4,080	28,712	5,125	411
Effingham	7,300	56	4,100	21,589	4,180	305
Fayette	5,200	72	3,730	20,176	3,322	516
Ford	16,300	38	6,180	35,947	9,933	967
Franklin	14,900	75	11,220	47,921	10,205	1,175
Fulton	2,900	20	580	7,871	1,508	133
Gallatin	6,200	67	4,170	18,432	3,230	439
Greene	6,300	68	4,270	22,524	5,081	393
Grundy	3,900	17	640	9,171	2,135	198
Hamilton	8,700	68	5,910	25,642	4,884	474
Hancock	2,200	16	360	3,092	832	143
Hardin	2,600	62	1,600	5,911	1,287	
Henderson	16,100	79	12,700	61,936	11,171	1,478
Iroquois	10,800	53	5,670	37,905	6,074	703
Jackson	12,900	50	6,490	38,013	7,905	901
Jasper	3,900	53	2,080	7,779	1,817	106
Jefferson	12,200	47	5,780	34,563	7,061	765
Jersey	4,900	65	3,190	14,787	3,299	396
Jo Daviess	6,900	57	3,940	24,135	4,226	405
Johnson	2,500	24	600	6,855	1,421	100
Kane	49,200	83	40,980	240,063	52,051	8,451
Kankakee	20,900	80	16,720	100,240	22,813	2,255
Kendall	3,900	79	3,090	13,124	4,070	252
Knox	18,400	73	13,450	74,535	14,814	2,284
Lake	60,100	84	50,720	285,818	68,043	8,789
La Salle	32,600	51	16,590	138,422	29,309	4,280
Lawrence	6,700	38	2,510	18,126	4,032	483
Lee	10,500	56	5,850	38,957	7,936	976
Livingston	11,300	55	6,230	44,132	8,907	846
Logan	8,900	68	6,080	30,650	6,712	574
McDonough	9,300	57	5,250	44,327	6,926	913
McHenry	18,200	74	13,470	88,694	19,956	2,426
McLean	24,600	55	13,410	100,624	19,834	2,973
Macon	35,500	66	23,390	149,558	30,875	3,058
Macoupin	14,500	56	8,180	41,138	10,785	781
Madison	63,700	80	51,090	213,632	57,915	5,945

BLOOMINGTON
(McLean County)

WBLN-TV

LICENSEE: WBLN Television Inc. Address: P. O. Box 646. Phone: 4-3034.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.51 kw. Operating Pow.: Visual 15.8 kw, Aural 8.51 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 480 ft.; Above ground 443 ft.

OPERATION: Began Dec. 6, 1953.

REPRESENTATIVES: Sales, Joseph Hershey McGilvra Inc.

AFFILIATION: Tv Network, ABC.

PRINCIPAL STOCKHOLDER: Worth S. Rough, 100%.

EXECUTIVES: Worth S. Rough, pres. & gen. mgr. Madonna Rough, traff. mgr.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$24, (film) \$24; ID \$6. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card. No. 2.

CHAMPAIGN
(Champaign County)

WCIA (TV)

LICENSEE: Midwest Television Inc. Address: 509 S. Neil St. Phone: 6-8333.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 940 ft.; Above ground 981 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 14, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, CBS, NBC.

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Paul F. Godley Jr.

PRINCIPAL STOCKHOLDERS: August C. Meyer and wife, 51%; Illinois Bcstg. Co. (WSOY-AM-FM Decatur, Ill.), 20%; Russell O. Derby, 5%. Interlocking ownership with Champaign News-Gazette (WDWS) and Lindsay-Schaub Newspapers Inc.

EXECUTIVES: August C. Meyer, pres. James F. Fielding, prod. mgr. Guy Main, vp. & dir. of sls. Robert Myers, ch. engr. Leonard N. Davis, natl. sls. mgr. John Ketterer, film buy.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$135, (film) \$120; ID \$70. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 208 times. Rate Card No. 4.

CHICAGO

(Cook County)

WBBM-TV

LICENSEE: Columbia Bcstg. System. Postal Zone: 11. Address: 410 N. Michigan Ave. Phone: Whitehall 4-6000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 687 ft.; Above ground 683 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 6, 1946. Hours, 6:30 a.m.-1:30 a.m.

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

REPRESENTATIVES: Sales, CBS Television Spot Sales.

PRINCIPAL STOCKHOLDERS: See WCBS-TV New York, N. Y.

EXECUTIVES:

Frank Stanton, pres., CBS
J. L. Van Volkenburg, pres.,
CBS-TV

H. L. Atlass, vp. & gen. mgr.
C. W. Doebler, exec. asst.
George Arkedis, sls. mgr.
William Ryan, pgm. dir.

Luther A. Pierce Jr., dir. of
tech. ops.
Vann Cominos, film buy.
Justin A. Cassidy, natl. sls. serv.
mgr.
Tom Dawson, prom. mgr.
Gene McClure, sls. traff. mgr.
William G. Garry, news dir.

RATE INFORMATION: Class A one hour (live) \$3,700, (film) \$3,700; minute spot (live) \$750, (film) \$750; ID \$375. ID Length 8 sec. Full and share screen. Frequency discounts from 7½% for 26 times up to 15% for 52 times. Rate Card No. 5.

WBKB (TV)

LICENSEE: American Bcstg.-Paramount Theatres Inc. Postal one: 6. Address: 20 N. Wacker Dr. Phone: Andover 3-0800.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 629 ft.; Above ground 658 ft.

OPERATION: Began Sept. 1948. Hours, 8:55 a.m.-1:30 a.m.

AFFILIATIONS: Tv Network, ABC. Station. Fm, WENR-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Horace N. Stovin & Co. (Canada); Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: See WABC-TV New York.

EXECUTIVES:

Leonard H. Goldenson, pres.
(AB-PT)

Robert E. Kintner, pres.
(ABC Div.)

Sterling C. Quinlan, vp. & sls. mgr.
Matthew E. Vieracker, gen. mgr.

Daniel Schuffman, pgm. dir.
William P. Kusack, ch. engr.
Ralph Andrews, film buy.

Con O'Dea, news ed.
Elliott W. Henry Jr., adv., prom. &
publicity dir.

RATE INFORMATION: Class AA one hour \$2,400; 20-sec. spot \$525; ID \$225. Class A one hour \$2,200. 20 sec. spot \$400; ID \$170. ID Length 10 sec. Frequency discounts. Rate Card No. 9.

WGN-TV

LICENSEE: WGN Inc. Postal Zone: 11. Address: 441 N. Michigan Ave. Phone: Michigan 2-7600.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 870 ft.; Above ground 914 ft.

OPERATION: Began April 5, 1948. Hours, 8:30 a.m.-12:15 a.m.

AFFILIATION: Station, Am, WGN.

REPRESENTATIVES: Sales, George P. Hollingbery Co. and Edward Petry & Co. (West Coast); Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Owned by the Tribune Co. (Chicago Tribune). Same interest owns WPIX (TV) New York.

EXECUTIVES:

J. Howard Wood, pres.
Ward Quaal, gen. mgr.
Ted Weber, com. mgr.
Jay Faraghan, pgm. dir.
Carl J. Meyers, ch. engr.

Elizabeth Bain, film buy.
Charles Wilson, prom. mgr.
George F. Petterson, facs. dir.
Spencer Allen, news ed.

RATE INFORMATION: Class A one hour (live) \$1,800, (film) \$1,500; minute spot (live) \$375, (film) \$375; ID \$137.50. ID Length 10 sec. Full screen or share screen. Frequency discounts from 2½% for 2 times per week up to 15% for 7 times per week. Rate Card No. 15.



TOPS FROM THE TOP OF CHICAGO!

TOP adult participation shows
TOP children shows
TOP rated feature films
TOP rated sports features
TOP rated mysteries
TOP antenna

WGN-TV—programming more drama, music and sports features for Chicagoans than the other three stations put together.

If you're looking—start at the TOP with WGN-TV.

WGN-TV—Channel 9—Chicago

CHICAGO (Cont.)

WHFC-TV

(Target Date, Not Set)

LICENSEE: WHFC Inc. Address: 3350 Kedzie Ave. Phone: Townhall 3-6305.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 600 ft.; Above ground 627 ft.

AFFILIATIONS: Stations, Am, WHFC. Fm, WEHS (FM).

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Richard W. Hoffman, 75%; Rose M. Hoffman, 25%. Mr. Hoffman is a member of the U. S. Congress and publisher of tri-weeklies Cicero Life, Berwyn Life, Stickney Life and Community Reporter (Chicago). Rose Hoffman is Mr. Hoffman's sister.

EXECUTIVES:

Richard W. Hoffman, pres.

Rose M. Hoffman, sec.

WIND-TV

(Target Date, Not Set)

LICENSEE: WIND Inc. Address: 400 N. Michigan Ave. Phone: Whitehall 4-2170.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 602 ft.

AFFILIATION: Station Am, WIND.

REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Ralph L. Atlass, 11.1%; H. Leslie Atlass Jr. with Frank and Harriet Jane Atlass, 29.7%; Chicago Daily News Inc. (John S. Knight), 27.7%; Helen A. Wrigley and family, 26.4%; John T. Carey, 5.5%. The Knight interests include Miami Herald (WQAM-AM-FM Miami, which is being sold); 42.5% of WCKT (TV) Miami; Akron (Ohio) Beacon-Journal (45% of WAKR-AM-FM-TV Akron, Ohio), Detroit Free Press, and Charlotte (N.C.) Observer.

EXECUTIVES:

Ralph L. Atlass, pres. & gen. mgr.
John T. Carey, vp. & com. mgr.

H. Leslie Atlass Jr., pgm. dir.

WNBQ (TV)

LICENSEE: National Bstg. Co. Postal Zone: 54. Address: Merchandise Mart. Phone: Superior 7-8300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 710 ft.; Above ground 744 ft.

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

OPERATION: Began Sept., 1948. Hours, 6:45 a.m.-1:30 a.m.

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

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Reindel & Ohl.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York, N. Y.

EXECUTIVES:

Sylvester L. Weaver Jr., pres. NBC
Jules Herbubeaux, vp. NBC &
gen. mgr. WNBQ (TV)
John Keys, dir. of sls.
George Heinemann, pgm. dir.Howard C. Luttgens, ch. engr.
Isabelle Cooney, film buy.
Howard W. Coleman, adv.,
prom. & merc. mgr.
William B. Ray, news ed.

RATE INFORMATION: Class A one hour (live) \$2,750, (film) \$2,750; minute spot (live) \$550, (film) \$550; ID \$270. ID Length 10 sec. Full and share screen. Frequency discounts.

WOPT (TV)

(Target Date, Not Set)

LICENSEE: WOPA Inc. Address: 408 S. Oak Park Ave., Oak Park, Ill. Phone: Village 8-5760.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 682 ft.

AFFILIATIONS: Stations, Am, WOPA. Fm, WOPA-FM.

REPRESENTATIVES: Washington Attorney, A. Harry Becker; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Egmont Sonderling, 25%; Richard Goodman, 55%; Mason Loundy, 20%. Same interests own KXEL Waterloo, Iowa.

EXECUTIVES:

Egmont Sonderling, pres.

Richard Goodman, vp.

WTTW (TV)*

*(Non-Commercial Educational)

LICENSEE: Chicago Educational Television Assn. Postal Zone: 37. Address: 1761 E. Museum Drive. Phone: Museum 4-3800.

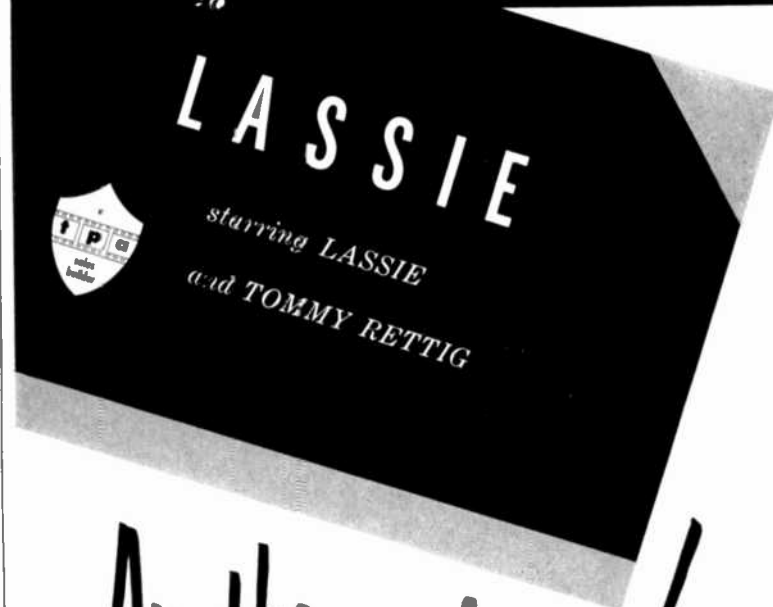
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 28.2 kw. Operating Pow.: Visual 56.2 kw, Aural 28.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 590 ft.; Above ground 617 ft.

OPERATION: Began Sept. 19, 1955. Hours, 4-10 p.m.

EXECUTIVES:

Edward L. Ryerson, pres.
John W. Taylor, exec. dir.
James Robertson, pgm. mgr.Duane Weise, ch. engr.
Norma Barts, film supvr.
John Kohn, pub. rel. dir.

BROADCASTING • TELECASTING



Another winner!

from the portfolio of **TPA** Sales Builders

The story of LASSIE (Campbell Soup Company, through BBD&O) can be told in terms of awards—in two years it has won the EMMY twice, as well as the PEABODY.

It can be told in terms of ratings—it has the highest rating in its time period, with an average for this season of 32.2 Nielsen, and has in fact revolutionized programming in the early evening lead-in slots.

The story can be told in terms of merchandising—the Montgomery Ward & Company catalog, for example, features a full page of Lassie products.

It can be told in the most important terms—sales: According to Broadcasting-Telecasting, Campbell Soup, after its first thirteen weeks on the air, raised its sales in a market where it already had captured 75% of the business.

It's not surprising that the Campbell Soup Company through BBD&O has again renewed those super soup salesmen—LASSIE, the dog, and his boy master.

For your own quality programs whose scripts, stars and showmanship make them sure audience winners and product sales builders, check your nearest TPA office.



Television Programs of America, Inc.

New York: 488 Madison Avenue

Chicago: 360 North Michigan Avenue

Los Angeles: 5746 Sunset Boulevard

DANVILLE

(Vermilion County)

WDAN-TV

LICENSEE: Northwestern Publishing Co. Address: 1500 N. Washington Ave. Phone: 1700.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.08 kw. Operating Pow.: Visual 13.2 kw, Aural 7.08 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 410 ft.; Above ground 445 ft.

OPERATION: Began Dec., 1953. Hours, 2-11 p.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, WDAN.

REPRESENTATIVES: Sales, Everett-McKinney, Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Walter F. Kean.

PRINCIPAL STOCKHOLDER: Licensee also publishes Danville Commercial News. For other Gannett interests see WHCC-TV Rochester, N. Y.

EXECUTIVES:

Robert J. Burow, gen. mgr.	Honore Ronan, pgm. dir.
Max Shaffer, sta. mgr.	Norlyn Dossey, ch. engr.
John Eckert, com. mgr.	Bill Dorn, prod. mgr.

RATE INFORMATION: Class A one hour (live) \$175, (film) \$150; minute spot (live) \$35, (film) \$25; ID \$12. ID Length 10 sec. Specifications: 2x2 in. slide; 35mm film. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 365 times. Rate Card No. 1.

DECATUR

(Macon County)

WTVP (TV)

LICENSEE: Prairie Television Co. Address: P. O. Box 108. Phone: 8-4304.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 kw. Operating Pow.: Visual 174 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 602 ft.

OPERATION: Began Aug. 19, 1953. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Walter F. Kean.

PRINCIPAL STOCKHOLDERS: W. L. Shellabarger and family, 70%, and others.

EXECUTIVES:

W. L. Shellabarger, pres. & gen. mgr.	H. Abfalter, ch. engr.
Robert G. Wright, com. mgr., pgm. dir. & film buy.	Keith Andrews, prom. mgr.
	Dale Coleman, news ed.

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (live) \$65, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 3.

EVANSTON

(Cook County)

WTLE (TV)

(Target Date, Not Set)

LICENSEE: Northwestern Television Bcstg. Corp. Address: 2201 Oakton St.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 160 ft.; Above ground 233 ft.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Angus D. Pfaff, 50%; Howard S. Martin, 50%. Mr. Pfaff also owns 33 1/3% of WNMP Evanston, Ill.

EXECUTIVES:

Angus D. Pfaff, pres. & treas.	Howard S. Martin, vp. & sec.
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HARRISBURG

(Saline County)

WSIL-TV

LICENSEE: Turner Farrar Assn. Address: 21 W. Poplar St. Phone: 373.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 7.41 kw, Aural 3.72 kw. Operating Pow.: Visual 7.41 kw, Aural 3.72 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 549 ft.

OPERATION: Began Dec. 6, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network, ABC, NBC.

REPRESENTATIVES: Sales, Walker Representation Co.; Washington Attorney, McKenna & Wilkinson.

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PRINCIPAL STOCKHOLDERS: Oscar L. Turner and family, 70%; Charles O. Farrar, 25%; Harry R. Horning, 5%. Same group owns chain of theaters in Illinois.

EXECUTIVES:

Oscar L. Turner, pres.	Bill Plater, pgm. dir.
O. L. Turner, gen. mgr. & film buy.	Charles Gilliam, ch. engr.
	Frank Elders, news ed.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Full and/or share screen. Frequency discounts.

PEORIA

(Tazewell County)

WEEK-TV

LICENSEE: West Central Bcstg. Co. Address: 2907 Springfield Rd., E. Peoria, Phone: 9-3961.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 88 kw. Operating Pow.: Visual 175 kw, Aural 88 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 432 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 1, 1953. Hours, 7 a.m.-midnight.

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

REPRESENTATIVES: Sales, Headley-Reed Tv.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: U. S. Sen. Robert S. Kerr, 50.6%; D. A. McGee, 15.5%; T. M. Kerr, 11.1%, and others. Same interests own 50% of KVOO-TV Tulsa, Okla.

EXECUTIVES:

Robert S. Kerr, pres.	Vic Fletcher, pgm. dir. & film buy.
Fred C. Mueller, gen. mgr.	Wayne Lovely, ch. engr.
William J. Flynn, com. mgr. & film buy.	Bob Arthur, news ed.

RATE INFORMATION: Class AA one hour (live) \$475, (film) \$475; Class A minute spot (live) \$85, (film) \$85; ID 50% of one minute rate. ID Length 10 sec. Specifications: 2x2 slide. Full and share screen. Frequency discounts. Rate Card No. 3.

WTVH (TV)

LICENSEE: Hilltop Bcstg. Co. Address: 234 N. Madison Ave. Phone: 6-5561.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 129 kw. Operating Pow.: Visual 12.5 kw, Aural 5.76 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 610 ft.; Above ground 603 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 12, 1953. Hours, 6:55 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC, CBS.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Peoria Journal Star Co. (Peoria Star and Journal).

EXECUTIVES:

Henry P. Slane, pres.	Wallace Wurz, ch. engr.
Hal Phillips, com. mgr.	Paul M. Proctor, prom. mgr.
Robert Holben, pgm. dir. & film buy.	Tom Connor, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$95, (film) \$95; ID \$45. ID Length 10 sec. Specifications: 2x2 in. slide. Share screen. Frequency discounts. Rate Card No. 3.

WIRL-TV

(Target Date, Not Set)

LICENSEE: WIRL Tv Co.

FACILITIES: Ch. 8. [Construction prohibited pending conclusion of deintermixture rule-making.]

QUINCY

(Adams County)

WGEM-TV

LICENSEE: Quincy Bcstg. Co. Address: 513 Hampshire. Phone: Baldwin 2-6840.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 50.2 kw, Aural 25.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 814 ft.; Above ground 673 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 4, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WGEM. Fm, WGEM-FM. REPRESENTATIVES: Sales, Young Television Corp.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

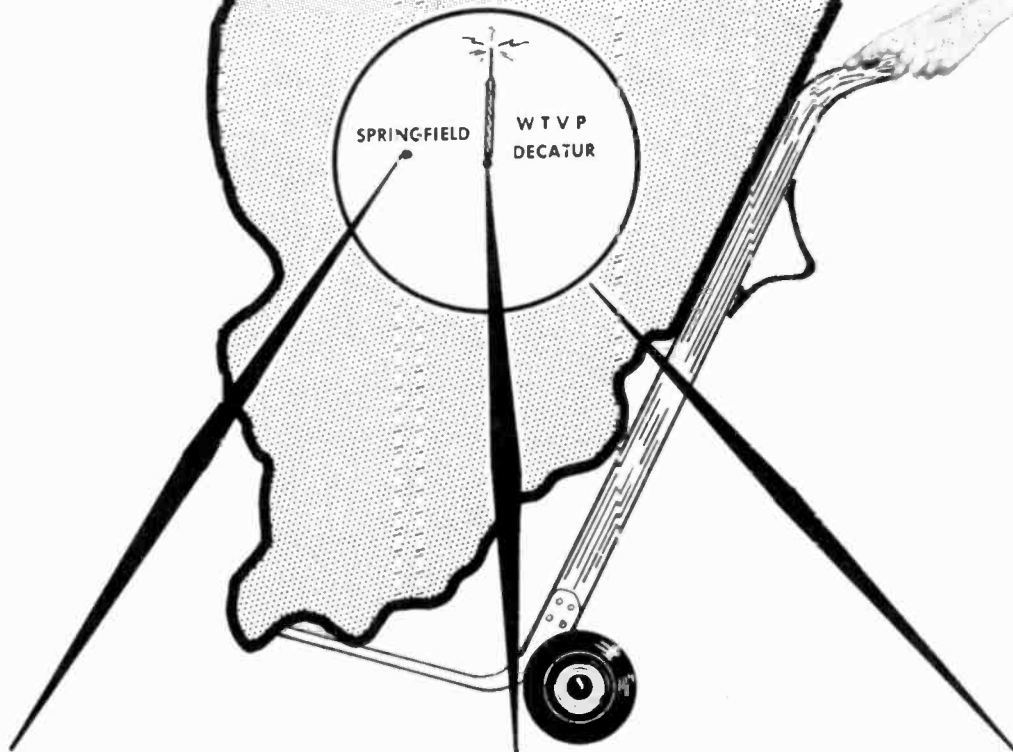
PRINCIPAL STOCKHOLDERS: Owned by Quincy Newspapers Inc. (Quincy Herald Whig). Affiliated with KGLO-AM-FM Mason City, Iowa.

EXECUTIVES:

T. C. Oakley, pres.	T. W. Austin, pgm. dir. & film buy.
Joseph S. Bonansinga, gen. mgr.	Frank E. Laughlin, ch. engr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Specifications: 10 sec. ID or 8 sec. full screen. Frequency discounts.

Special DELIVERY!



SPRINGFIELD, ILL.

(SANGAMON COUNTY)

Population 138,600
 TV Sets 30,100 UHF
 Retail Sales . . . 178,677,000
 Buying Income . 235,349,000

**GRADE "A" COVERAGE
 IN ILLINOIS'
 RICH, IMPORTANT
 CAPITAL CITY**

DECATUR, ILL.

(MACON COUNTY)

Population 108,800
 TV Sets 27,900 UHF
 Retail Sales . . . 140,338,000
 Buying Income . 184,196,000

**FASTEST-GROWING
 CITY IN
 CENTRAL ILLINOIS**

TOTAL AREA

(26 COUNTIES)

Population 846,090
 TV Sets 155,000 UHF
 Retail Sales . . 1,261,111,250
 Buying Income . 874,978,100

**AMERICA'S
 99TH
 MARKET**

The Great, Growing Central Illinois Market

delivered by good-looking channel . . .

WTVP-DECATUR, ILLINOIS

ABC NETWORK — REPRESENTED BY BOLLING COMPANY



ROCKFORD
(Winnebago County)

WREX-TV

LICENSEE: Greater Rockford Television Inc. Address: Auburn & Winnebago Rds. Phone: Rockford 8-1813.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 22.9 kw. Operating Pow.: Visual 45.7 kw, Aural 22.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 691 ft.
EQUIPPED TO COLORCAST network programs, local live programs.
OPERATION: Began Oct. 1, 1953. Hours, 9 a.m.-1 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WROK.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.
PRINCIPAL STOCKHOLDERS: L. E. Caster, 7.1%; Stanley Guyer, 6%; Swan Hillman, 7.1%; Bruce R. Gran, 32.57%; Rockford Bcstrs. Inc. (WROK Rockford, Ill.), 10% and others. Mr. Gran is a theatre owner. WROK interests also publish Rockford Star and Register-Republic.
EXECUTIVES:
 L. E. Caster, pres. Dick Peck, ch. engr.
 Joe M. Baisch, gen. mgr. & film buy. Chuck Olson, prom. mgr.
 Jack Mazzie, pgm. dir. Bob Clyde, news ed.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts. Rate Card No. 2.

WTVO (TV)

LICENSEE: Winnebago Television Corp. Address: West State & Meridian Rds. Phone: 3-5413.
FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 97.7 kw. Operating Pow.: Visual 195 kw, Aural 97.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 691 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began May 3, 1953. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, McKenna & Wilkinson.
PRINCIPAL STOCKHOLDERS: H.&E. Balaban Corp., 50%; Irwin and H. W. Dubinsky, 50%. Both principals own theatre chains. H.&E. Balaban Corp. also owns 50% of WICS (TV) Springfield, Ill., and has application for FCC approval of purchase of 50% of WMCN (TV) Grand Rapids, Mich.
EXECUTIVES:
 Harry Balaban, pres. Herbert Eckstein, ch. engr.
 Harold Froelich, gen. mgr. Carl Stemler, film buy.
 Edward Ruppe, com. mgr. Robert Thompson, prom. mgr.
 John W. Kelin Jr., prod. mgr. Ted Beinart, news ed.
RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 10 sec. Specifications: SRA 3/4 ID. Full screen. Frequency discounts. Rate Card No. 4.

ROCK ISLAND
(Rock Island County)

WHBF-TV

LICENSEE: Rock Island Bcstg. Co. Address: Telco Bldg. Phone: 6-5441.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM., GE. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 493 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July, 1950. Hours, 7 a.m.-11 p.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WHBF. Fm, WHBF-FM.
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Ben H. Potter and family, 75%; Leslie C. Johnson, 25%. Potter family owns the Rock Island Argus.
EXECUTIVES:
 Ben H. Potter, pres. Robert J. Sinnett, ch. engr.
 Leslie C. Johnson, vp. & gen. mgr. Fern Hawks, prom. mgr.
 Maurice Corken, asst. gen. mgr., com. mgr. & film buy. Heber E. Darton, merc. mgr.
 Forest W. Cooke, pgm. dir. & film buy. William G. Ellison, news ed.
RATE INFORMATION: Class A one hour (live) \$860, (film) \$800; minute spot (live) \$190, (film) \$170; ID \$85. ID Length 8 sec. Specifications: 2x2 Tr. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 8.

SPRINGFIELD
(Sangamon County)

WICS (TV)

LICENSEE: Plains Television Corp. Address: 523 E. Capitol. Phone: 8-0465.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 9.33 kw. Operating Pow.: Visual 17.4 kw, Aural 9.33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 430 ft.
OPERATION: Began Sept. 17, 1953. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, Adam Young Television; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Transcontinental Properties Inc., 50%; H. & E. Balaban Corp., 50%. Transcontinental Properties also owns WFTV (TV) Duluth, Minn. H. & E. Balaban Inc. also owns 50% of WTVO (TV) Rockford, Ill., and has application pending for FCC approval to purchase 50% of WMCN (TV) Grand Rapids, Mich.

EXECUTIVES:

Milton D. Friedland, gen. mgr. & film buy. James Henneberry, prom. mgr.
 Warren R. King, com. mgr. G. B. Gordon, news ed.
 H. J. Hoskins, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 10 sec. Full screen. Frequency discounts 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

(CP)

LICENSEE: WMAY-TV Inc.

FACILITIES: Ch. 2. [Construction prohibited pending conclusion of deintermixture rule-making.]

URBANA
(Champaign County)

WILL-TV*

***(Non-Commercial Educational)**

LICENSEE: University of Illinois. Address: 1010 S. Wright St. Phone: 7-6611.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 22.9 kw. Operating Pow.: Visual 45.7 kw, Aural 22.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 160 ft.; Above ground 177 ft.
OPERATION: Began Aug. 1, 1955. Hours, 6 a.m.-9 p.m.
AFFILIATIONS: Stations, Am, WILL. Fm, WILL-FM.
REPRESENTATIVES: Attorney, Landis, Taylor & Scholl, New York; Consulting Engineer, Jansky & Bailey.
EXECUTIVES:
 Dr. David D. Henry, pres. John R. Brugger, ch. engr.
 Frank E. Schooley, gen. mgr. Marlowe Froke, news ed.
 Richard L. Rider, pgm. dir.

INDIANA

INDIANA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	7,000	70	4,900	22,353	4,719	411
Allen	64,800	71	45,810	278,383	44,345	8,123
Bartholomew	13,800	80	10,890	46,478	11,885	1,227
Benton	3,500	69	2,430	14,493	2,752	202
Blackford	4,500	54	2,410	15,548	3,104	509
Boone	8,400	74	6,230	27,117	5,012	955
Brown	1,600	59	950	2,583	736	79
Carroll	5,500	67	3,700	18,751	3,744	319
Cass	12,300	64	7,860	46,027	8,867	1,310
Clark	17,500	73	12,790	48,053	15,300	1,525
Clay	8,000	56	4,510	21,876	5,668	572
Clinton	10,200	76	7,790	34,054	7,015	849
Crawford	2,700	56	1,510	5,503	1,570	56
Davies	8,400	61	5,160	23,087	4,947	565
Dearborn	8,100	76	6,160	23,851	6,704	757
Decatur	5,800	69	4,010	22,608	3,666	412
De Kalb	8,700	67	5,830	27,781	5,919	601
Delaware	32,000	76	24,320	116,159	25,910	3,562
Dubois	7,100	48	3,420	29,576	4,533	540
Eikhart	29,300	63	18,520	124,761	25,472	2,707
Fayette	7,900	68	5,330	26,927	6,256	813
Floyd	15,800	78	12,390	52,204	12,204	1,307
Fountain	6,100	59	3,610	21,176	4,356	410
Franklin	4,600	55	2,530	10,371	2,036	187
Fulton	5,600	76	4,230	19,660	3,381	491
Gibson	9,900	44	4,330	30,930	6,777	551
Grant	20,600	70	14,420	70,445	15,683	2,304
Greene	9,200	71	6,550	24,792	5,435	614
Hamilton	9,900	76	7,480	29,455	6,151	695
Hancock	7,300	80	5,850	24,384	4,849	653
Harrison	5,400	53	2,880	12,546	2,504	144
Hendricks	8,600	81	6,970	25,010	4,310	1,050
Henry	14,800	70	10,360	51,642	11,371	1,331
Howard	18,800	79	14,830	70,476	15,324	1,908
Huntington	10,600	49	5,190	36,643	7,320	946
Jackson	9,100	63	5,760	31,383	6,995	434
Jasper	5,400	73	3,920	21,333	4,112	316
Jay	7,700	51	3,960	22,730	4,901	458
Jefferson	6,600	75	4,940	27,159	5,852	903
Jennings	4,200	66	2,770	12,198	2,042	273
Johnson	9,100	82	7,470	32,095	7,304	938
Knox	14,100	68	9,570	46,030	9,830	1,253
Kosciusko	11,300	61	6,900	46,335	8,568	2,320
La Grange	4,500	63	2,850	12,625	1,931	246
Lake	122,400	86	104,900	542,825	132,112	15,536
La Porte	26,100	75	19,520	104,196	24,768	3,105
Lawrence	10,900	69	7,490	36,131	6,901	887
Madison	38,400	84	30,650	132,794	29,732	4,756
Marion	198,400	85	168,400	894,717	162,066	40,274
Marshall	10,000	68	6,830	35,093	6,866	782
Martin	3,400	56	1,890	8,477	1,647	192
Miami	9,500	48	4,560	32,349	6,585	573
Montroe	14,600	70	10,230	51,928	11,928	1,757
Montgomery	8,900	81	8,010	39,824	7,126	996
Morgan	8,200	80	6,560	25,090	6,392	594
Newton	3,600	81	2,900	12,968	1,814	441

ROCKFORD • ILLINOIS

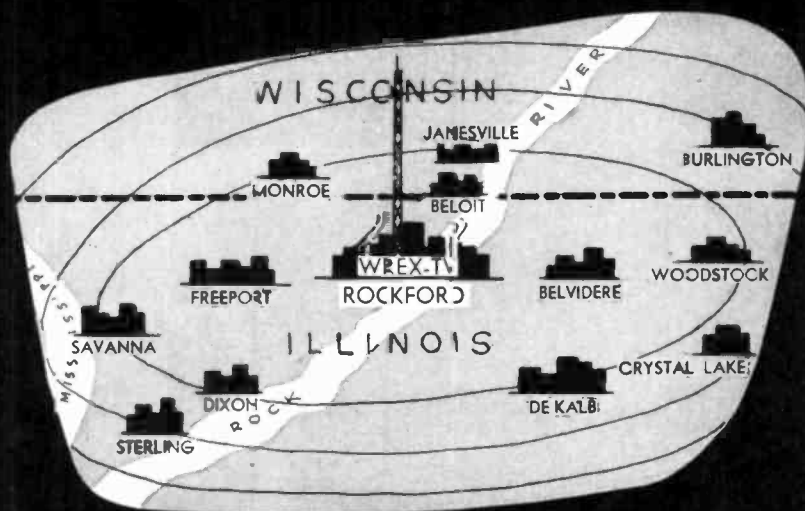
Area of
market power!

Now 1st Market in Illinois (outside of Chicago) and GROWING! Within the coverage area of WREX-TV are 400,195 families, consisting of 1,327,810 people owning 255,915 television sets. The combined spending income is \$2,357,080,000, an average of \$5,329 per household.

A few of the widely diversified and internationally known industries in the Rockford-Area market are:—

National Lock
Rockford Screw Prod.
Sundstrand
Borber-Colman
Woodward Governor
Greenlee Tool
Atwood Vacuum Mach.

Ingersoll Milling
Freeman Shoe
Fairbanks-Morse
Parker Pen
Chevrolet-GM
Burgess Battery
Micro-Switch



WREX-TV *channel* 13

Tops in
sales power!

WREX-TV — "The Viewers' Choice" — DELIVERS your message to the buyers in this rich industrial and agricultural market.

The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford Area market consult H-R for the WREX-TV story.

- All 48 of the top 48 once-a-week shows are on WREX-TV
- All 15 of the top 15 multi-weekly shows are on WREX-TV
- 57 of the top 59 once-a-week shows are on WREX-TV
- 157 to 11! WREX-TV leads in 1/4 hour periods from 6:00 P.M. to Midnite.

Facts from the April, 1956 ARB Survey prove conclusively that WREX-TV continues to grow in favor with the ever increasing number of viewers in this 10 county billion dollar market!

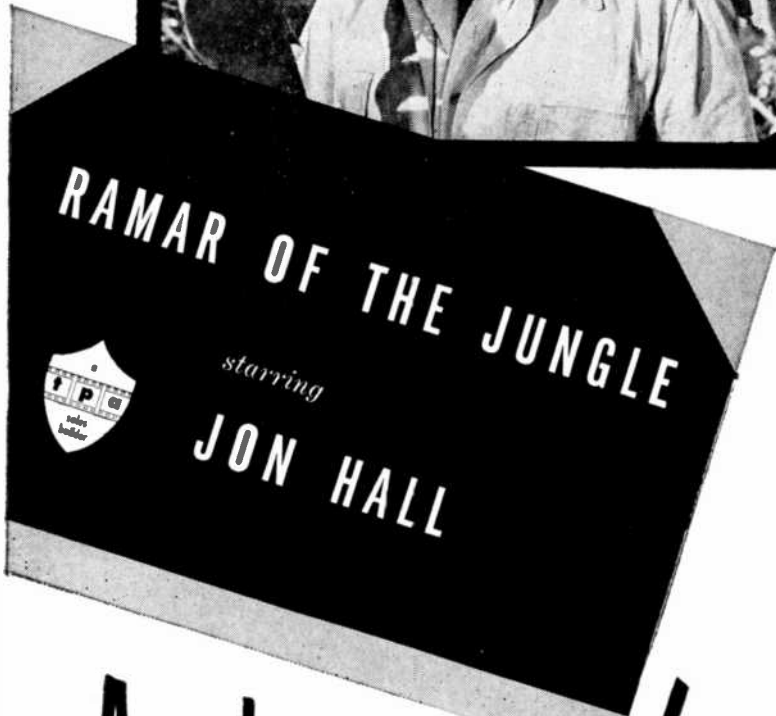


ABC AFFILIATIONS



WREX-TV channel 13 • ROCKFORD, ILLINOIS

REPRESENTED BY H-R TELEVISION, INC.



Another winner!

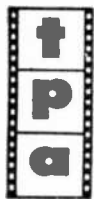
from the portfolio of **TPA** Sales Builders

This is the only show of its kind in all television. And its unique program content is matched by the audience and sales marks it keeps chalking up every day.

Scheduled in the "children's hour," it comes up as one of the top-rated juvenile shows on the screen; in other periods, it does just as well! In market after market, RAMAR'S pay-off audiences provide sales material for the station carrying this TPA feature.

With Jon Hall available for commercials, RAMAR sells as divers a list of products as we've even seen: from candy bars (juvenile appeal) to gas and oil (juvenile appeal?).

While this TPA property is smashing all distribution records (it was recently bought for over 35 markets in the South-East—one of the largest deals ever made in that area), good availabilities still remain. If you'd like to tie up with an amazing sales builder, get in touch with TPA—fast.



Television Programs of America, Inc.

New York City: 488 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

INDIANA

INDIANA MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Noble	8,300	68	5,660	32,088	5,550	582
Ohio	1,300	69	890	2,479	829	199
Orange	5,200	51	2,640	13,919	3,404	446
Owen	3,800	62	2,350	8,355	2,032	258
Parke	4,900	71	3,480	11,931	3,090	251
Perry	5,200	54	2,800	16,144	4,091	360
Pike	4,600	55	2,540	11,214	2,486	143
Porter	13,400	80	10,770	45,648	9,782	1,335
Posey	6,200	64	3,960	15,370	3,756	413
Pulaski	4,000	62	2,500	15,450	2,390	349
Putnam	7,100	48	3,440	24,944	4,859	616
Randolph	9,300	77	7,110	30,505	5,669	715
Ripley	6,100	71	4,350	22,815	4,261	543
Rush	6,300	75	4,710	21,963	3,486	493
St. Joseph	70,700	77	54,090	266,526	56,103	8,342
Scott	4,300	66	2,840	12,807	2,852	364
Shelby	9,700	72	7,020	32,967	7,306	895
Spencer	4,600	45	2,050	11,437	2,198	299
Starke	5,400	69	3,730	20,426	3,462	224
Steuben	5,800	50	2,920	20,740	4,497	590
Sullivan	7,800	68	5,320	17,427	4,301	392
Switzerland	2,200	73	1,600	4,022	683	153
Tippecanoe	24,400	55	13,520	92,561	17,999	4,207
Tipton	4,900	69	3,380	12,499	2,462	396
Union	1,900	64	1,210	6,829	1,097	236
Vanderburgh	56,900	55	31,520	201,209	45,108	7,580
Vermillion	7,300	56	4,060	17,798	4,232	477
Vigo	36,400	80	29,010	124,407	24,194	4,178
Wabash	9,700	53	5,100	34,359	6,774	909
Warren	2,700	58	1,570	4,329	1,700	82
Warrick	7,200	52	3,770	15,585	4,079	390
Washington	5,200	58	3,020	14,890	3,796	256
Wayne	23,100	73	16,890	90,053	18,616	3,003
Wells	6,700	53	3,530	23,650	4,774	308
White	6,100	62	3,780	23,571	5,095	652
Whitley	6,600	70	4,630	20,801	4,106	469
Total	1,334,600	72%	967,430	\$4,965,693	\$1,033,626	\$156,804

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ANDERSON
(Madison County)

WCBC-TV

(Target Date, Sept. 1, 1956)

LICENSEE: Great Commission Schools Inc. Address: P. O. Box 727. Phone: 3-5321.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Operating Pow.: Visual 24.5 kw, Aural 13.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 340 ft.; Above ground 370 ft.

OPERATION: Hours, 5-11:30 p.m.

AFFILIATION: Station, Am, WCBC.

REPRESENTATIVES: Washington Attorney, Morris Hall; Consulting Engineer, A. R. Bitter.

PRINCIPAL STOCKHOLDERS: Paul E. Billheimer and wife, 80%, and others.

EXECUTIVES:

Paul E. Billheimer, pres. Charles Bates, pgm. dir.
Gordon L. Beck, gen. mgr. Vernal Layton, ch. engr.

BLOOMINGTON
(Monroe County)

WTTV (TV) (INDIANAPOLIS)

LICENSEE: Sarkes Tarzian Inc. Address: E. Hillside Dr. Phone: 2-1407.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 973 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 11, 1949. Hours, 9:45 a.m.-12:45 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WTTV.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, A. L. Stein; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Sarkes Tarzian and family, 100%. Firm manufactures radio-tv station equipment, receiver parts. Firm also has applications pending for new tv stations at Roanoke, Ind. (ch. 21), and Bowling Green, Ky. (ch. 13).

EXECUTIVES:

Sarkes Tarzian, pres. Robert Petranoff, pgm. dir.
Robert Lemon, gen. mgr. & Carl Onken, ch. engr.
film buy. Keith Wilson, prom. mgr.
Norman Cissna, com. mgr. & Frank Edwards, news ed.
asst. mgr. Susan Sherman, traff. mgr.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Frequency discounts.

ELKHART
(Elkhart County)

WSJV (TV) SOUTH BEND)

LICENSEE: Truth Publishing Co. Address: 3600 Oakland Rd. Phone: Elkhart 2-1518.
FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 120 kw.
 Operating Pow.: Visual 224 kw, Aural 120 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 410 ft.; Above ground 445 ft.
OPERATION: Began Mar. 20, 1954. Hours, 11 a.m.-12:30 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WTRC. Fm, WTRC-FM.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Dow, Lohnes &
 Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Licensee publishes Elkhart Truth. John F. Dille Jr.,
 35.5%; Walter R. Beardsley, 49.5%; Carl D. Greenleaf, 14.4%.

EXECUTIVES:

John F. Dille Jr., pres. Lester W. Zellmer, ch. engr.
 Paul C. Brines, dir. of bcstg. & R. Morgan Lump, sls. prom. dir.
 com. mgr. Phillip B. Haines, news ed.
 Edwin J. Lasko, pgm. dir. &
 film buy.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot
 (live), \$67.50, (film) \$60; ID \$30. ID Length 8 sec. Specifications: 2x2 in.
 Full and share screen. Frequency discounts.

EVANSVILLE
(Vanderburgh County)

WEHT (TV) (HENDERSON, KY.)

LICENSEE: Ohio Valley Television Co. Postal Zone: 4. Address: P. O. Box 395,
 Evansville. Phone: 5-2634. (For full listing see Henderson, Ky.)

WFIE (TV)

LICENSEE: Premier Television Inc. Address: 1115 Mount Auburn Rd. Phone:
 Harrison 5-6201.
FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 69.2 kw, Aural 36.3 kw.
 Operating Pow.: Visual 69.2 kw, Aural 36.3 kw. Transmitter: GE. Antenna
 Make: RCA. Height: Above average terrain 550 ft.; Above ground 515 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 15, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney,
 Haley, Doty & Wollenberg; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Owned by WAVE Inc. (see WAVE-TV Louisville, Ky.).

EXECUTIVES:

Ted Nelson, gen. mgr. Marilyn Rose, pgm. dir.
 Robert Dean, com. mgr. Paul Kelley, ch. engr.
 Chester Behrman, ops. dir. & Geneva Wright, prom. mgr.
 film buy. Fred Rollison, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$300; minute spot
 (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen.
 Frequency discounts from 2 1/2% for 13 times up to 40% for 260 times.
 Rate Card No. 6.

WTVW (TV)

(Target Date, Sept., 1956)

LICENSEE: Evansville Television Inc. Address: 408 S.E. First St. Phone: Harrison
 2-3974.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operat-
 ing Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make:
 RCA. Height: Above average terrain 605 ft.; Above ground 575 ft.

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

OPERATION: Hours, 7 a.m.-midnight.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes
 & Neilson; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Rex Schepp, 77.5%; B. F. Shepp, 17.1%; estate of
 George R. Bayard, 3.75%; John W. Spencer, 1.5%.

EXECUTIVE:

Rex Schepp, pres. & gen. mgr.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot
 (live) \$150, (film) \$125; ID \$120; shared ID \$60. ID Length 20 sec. Full
 and share screen. Frequency discounts. Rate Card No. 1.

Pay less to sell the

SOUTH BEND-ELKHART

UHF* market on

WSJV-TV

South Bend—Elkhart
ABC—Channel 52

LOWEST COST
 PER THOUSAND
 see PULSE—
 January '56

"A" Time	WSJV	Station B	Station C
1 Hour	\$300	\$500	\$400
1/2 Hour	\$180	\$300	\$240
5 Min.	\$ 90	\$125	\$100
E.P.P.	250,000 watts	185,000 watts	204,000 watts

SOLID UHF MARKET • 215,814 UHF SETS • SEE YOUR H-R MAN

* "Where VHF Isn't . . . It Isn't Missed"—
 BROADCASTING • TELECASTING, May 7,
 1956. If you would like a reprint of this revealing
 article about this solid UHF market, as written

by Broadcasting • Telecasting's senior editor,
 Frank Beatty, ask any H-R man, or write Paul C.
 Brines, Director of Broadcasting, WSJV-TV,
 Elkhart 52, Indiana.

FORT WAYNE

(Allen County)

WINT (TV) (WATERLOO)

LICENSEE: Tri-State Television Inc. Address: 2010 Lincoln Tower. Phone: Anthony 8475. (For full listing see Waterloo, Ind.)

WKJG-TV

LICENSEE: Northeastern Indiana Bcstg. Co. Postal Zone: 2. Address: 220 E. Jefferson St. Phone: Anthony 2295.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 141 kw. Operating Pow.: Visual 269 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 775 ft.; Above ground 793 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 15, 1953. Hours, 6:55 a.m.-midnight.

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

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: Clarence L. Schust, 28.52%; H. Leslie Popp, 28.52%; Edward G. Thoms, 18.76%; Walter L. Thoms, 18.76%, and others.

EXECUTIVES:

Clarence L. Schust, pres.	Calo O. Mahlock, pgm. dir. & film buy.
Edward G. Thoms, vp. & gen. mgr.	Eugene A. Chase, ch. engr.
Hilliard Gates, asst. mgr. & sports dir.	Wilson Schroeder, prom. mgr.
Carleton B. Evans, com. mgr.	

RATE INFORMATION: Class A one hour (live) \$490, (film) \$400; minute spot (live) \$90, (film) \$80; ID \$40. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 4.

INDIANAPOLIS

(Marion County)

WFBM-TV

LICENSEE: Consolidated Television & Radio Bcstrs. Inc. Postal Zone: 2. Address: 1330 N. Meridian St. Phone: Melrose 4-8521.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 1,019 ft.

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

OPERATION: Began May 30, 1949. Hours, 7 a.m.-1 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Owned principally by Harry M. Bitner and family. Also own WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis and WFDF Flint. Sale of licensee to Crowell-Collier Pub. Co. pending FCC approval.

EXECUTIVES:

Harry M. Bitner Jr., pres.	Hugh L. Kibbey, sls. serv. mgr. & film buy.
William F. Kiley, gen. mgr.	Estel Freeman, prom. dir.
Don Menke, com. mgr.	E. Gilbert Forbes, news ed.
William R. Fall, pgm. dir.	
Harold S. Holland, ch. engr.	

RATE INFORMATION: Class AA one hour (live) \$960, (film) \$960; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 8.

WISH-TV

LICENSEE: Universal Bcstg. Co. Postal Zone: 2. Address: 1440 N. Meridian St. Phone: Melrose 4-6411.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 997 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1954. Hours, 7 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: C. Bruce McConnell, 54.74%; Earl H. Schmidt, 2.97%; Frank E. McKinney, 10%, and others. Licensee owns WHBU Anderson and WANE-AM-TV Ft. Wayne. Purchase of WINT (TV) Waterloo, Ind., pending FCC approval.

EXECUTIVES:

C. Bruce McConnell, pres.	Stokes Gresham Jr., ch. engr.
Robert B. McConnell, vp. & gen. mgr.	James Buck, prom. dir.
Steven T. Briggs, pgm. dir.	Vince Leonard, news ed.

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$250, (film) \$250; ID \$125. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1B.

WTTV (TV) (BLOOMINGTON)

LICENSEE: Sarkes Tarzian Inc. Address: E. Hillside Dr., Bloomington, Ind. Phone: 2-1407. (For full listing see Bloomington.)

LAFAYETTE

(Tippecanoe County)

WFAM-TV

LICENSEE: WFAM Inc. Address: McCarty Lane. Phone: 2-4300.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 100 kw. Operating Pow.: Visual 170 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: Ideco. Height: Above average terrain 630 ft.; Above ground 637 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 15, 1953. Hours, noon-midnight.

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

REPRESENTATIVES: Sales, William G. Rambeau Co.; Washington Attorney, Haley, Doty & Wellenberg; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: O. E. Richardson, 86.35%; remaining stock held by group of employees.

EXECUTIVES:

O. E. Richardson, pres. & gen. mgr.	James Mathis, pgm. dir.
Henry Rosenthal, com. mgr. film buy. & prom. mgr.	Richard Cochran, ch. engr.
	Bill Hughes, news ed.

RATE INFORMATION: Class A one hour (live) \$237.50, (film) \$200; minute spot (live) \$47.50, (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 2.

MUNCIE

(Delaware County)

WLBC-TV

LICENSEE: Tri City Radio Corp. Address: P. O. Box 271. Phone: Atlas 8-4403.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 7.59 kw. Operating Pow.: Visual 14.1 kw, Aural 7.59 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 542 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 8, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks, NBC, CBS, ABC. Station, Am, WLBC. Fm, WMUN.

REPRESENTATIVES: Sales, Hal Holman Co., Chicago; Walker Representation Co., New York; Washington Attorney, John H. Midlen; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Donald A. Burton and wife, 52.5%; William F. Craig, 46.5%, and others.

EXECUTIVES:

Don Burton, pres., treas. & gen. mgr.	Lee Allerton, pgm. dir.
Bill Craig, vp., com. mgr., film buy. & prom. mgr.	Mauray Crain, ch. engr.
	Fred Hinshaw, news ed.

RATE INFORMATION: Class A one hour (live) \$275, (film) \$230; minute spot (live) \$55, (film) \$50; ID \$22.50. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times.

PRINCETON

(Gibson County)

WRAY-TV†

LICENSEE: Southern Indiana Tele-Casting Inc. Address: Outer W. Broadway.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 89.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 461 ft.

OPERATION: Began Dec. 6, 1952.

AFFILIATION: Station, Am, WRAY.

REPRESENTATIVES: Washington Attorney, Leon L. Sclawy; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: M. R. Lankford, 67.9%, and others. Mr. Lankford also owns WDQN DuQuoin, Ill., and WCBQ Sarasota, Fla.

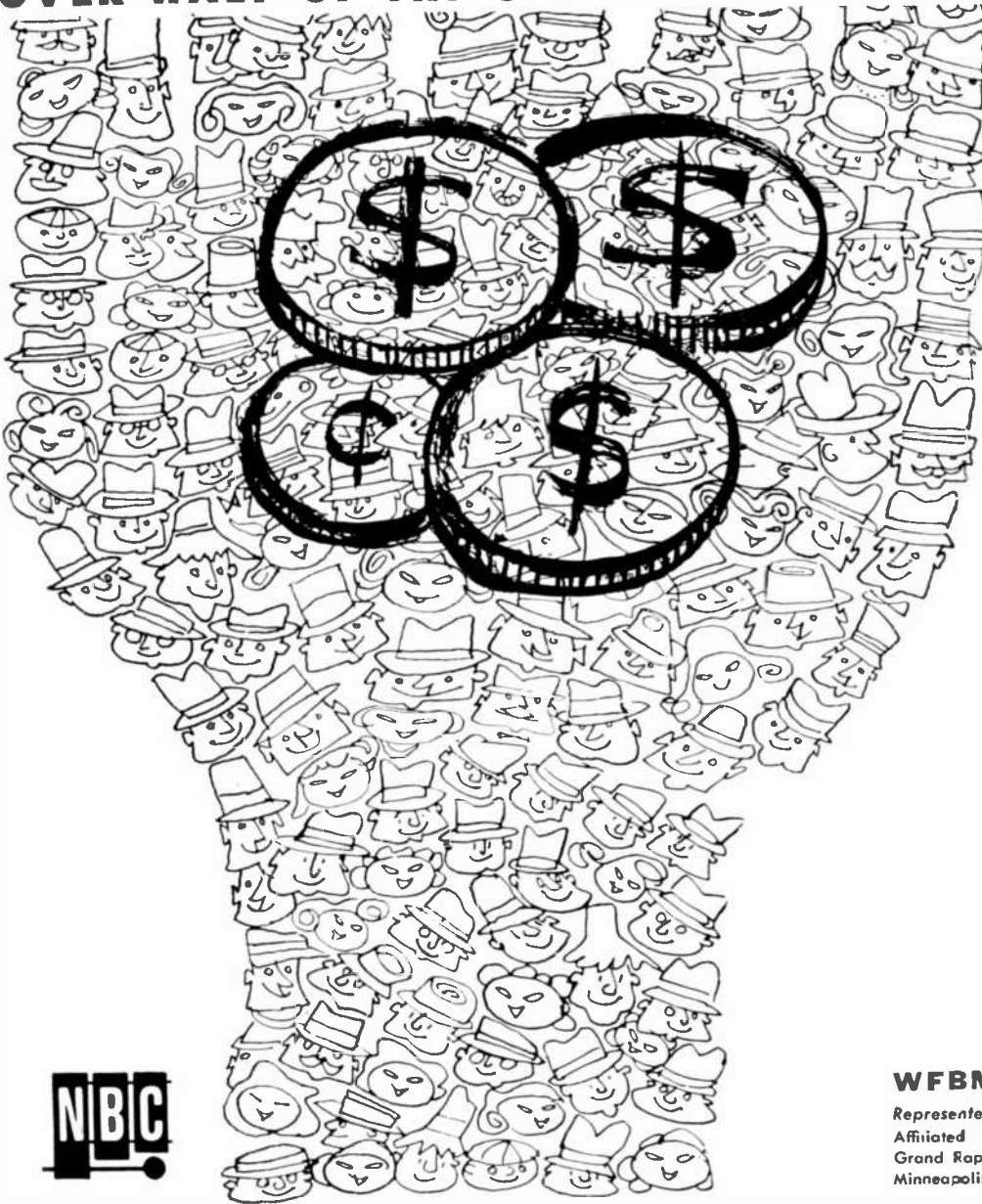
EXECUTIVES:

M. R. Lankford, pres. & gen. mgr.	Ray J. Lankford, sec.-treas.
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†WRAY-TV has suspended operation but has not returned its CP.



OVER HALF OF THE SPENDABLE INCOME IN INDIANA



*is in the
hands of
people served
by
WFBM-TV*



WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV,
Grand Rapids; WFDF, Flint; WTCN, WTCN-TV,
Minneapolis, St. Paul.

SOUTH BEND
 (St. Joseph County)

WNDU-TV

LICENSEE: Michiana Telecasting Corp. Address: U. of Notre Dame. Phone: Central 3-7111.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 49 kw. Operating Pow.: Visual 97.7 kw, Aural 49 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 538 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 15, 1955. Hours, 6:50 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Koplavitz; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Wholly owned by U. of Notre Dame du Lac, Rev. Theodore M. Hesburgh, pres.

EXECUTIVES:

Rev. T. M. Hesburgh, C.S.C., pres.
 Bernard C. Barth, vp., gen. mgr.
 & film buy.
 William T. Hamilton, com. mgr.
 Edward J. Roth Jr. pgm. dir.

Bazil O'Hagan, ch. engr.
 Robert F. Stolfi, prom. mgr.
 Lamont McLoughlin, news ed.
 Theodore A. Much, film ed.

RATE INFORMATION: Class AA one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 8 sec. Specifications: 2x2 in. Full screen. Frequency discounts from 5% for 13 times to 40% for 312 times. Rate Card No. 1.

WSBT-TV

LICENSEE: South Bend Tribune. Postal Zone: 1. Address: 300 W. Jefferson Blvd. Phone: Central 3-3141.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 100 kw. Operating Pow.: Visual 186 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 479 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 21, 1952. Hours, 6:45 a.m.-midnight.

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

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: South Bend Tribune Publishing Co. (South Bend Tribune), owned by estate of F. A. Miller, deceased, 52.37%, and others.

EXECUTIVES:

Neal B. Welch, gen. mgr.
 Richard H. Holloway, natl. sls.
 mgr.
 Robert J. Drain, pgm. dir.

Arthur R. O'Neil, ch. engr.
 Walter A. Sweitzer Jr., film buy.
 Judd Choler, prom. mgr.
 Robert Hoyt, news ed.

RATE INFORMATION: Class A one hour (film) \$400; minute spot (film) \$80; ID \$40. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WSJV (TV) (ELKHART)

LICENSEE: Truth Publishing Co. Address: 3600 Oakland Rd., Elkhart, Ind. Phone: Elkhart 2-1518. (For full listing see Elkhart.)

TERRE HAUTE
 (Vigo County)

WTHI-TV

LICENSEE: Wabash Valley Bcstg. Corp. Address: 918 Ohio St. Phone: Crawford 9481.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 548 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 22, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WTHI. Fm, WTHI-FM.
REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Anton Hulman Jr., 81.65%; J. R. Cloutier, 13.35%, and Henry P. Smith, 5%.

EXECUTIVES:

Anton Hulman Jr., pres.
 J. M. Higgins, gen. mgr.
 Ben Falber Jr., dir. nighttime
 ops. & film buy.

Pat Murphy, dir. daytime ops.
 Don E. Petit, ch. engr.
 Howard Caldwell, news ed.

RATE INFORMATION: Class A one hour (live) \$400; minute spot (live) \$80; ID \$40. ID Length 8 sec. Specifications on request. Frequency discounts. Rate Card No. 2.

T-V ADVERTISERS:

You are not covering
 South Bend -
 Indiana's 2nd market -
 unless you are using
WSBT-TV!

Please don't take our word for it. Check the viewer reports on the South Bend market. No other local or area station even comes close to WSBT-TV in share of audience. Chicago stations reach only a small handful. It all boils down to the fact that you just don't get television coverage in South Bend, Indiana without WSBT-TV!

This is Indiana's 2nd market in population, income, sales—and one of the Nation's richest.

Get the whole story.
 Write for free market
 data book.


WSBT-TV

**SOUTH
 BEND,
 IND.
 CHANNEL
 34**

CBS... A CBS BASIC OPTIONAL STATION

WATERLOO

(DeKalb County)

WINT (TV) (FORT WAYNE)

LICENSEE: Tri-State Television Inc. Postal Zone: 2. Address: 2010 Lincoln Tower. Phone: Anthony 8475.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: 347 kw visual, 182 kw aural (RMS); 930 kw visual, 500 kw aural (in maximum direction). Operating Pow.: same. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 860 ft.; Above ground 910 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 24, 1954. Hours, 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WANE Fort Wayne.

REPRESENTATIVES: Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Universal Broadcasting Co. (WISH-AM-TV Indianapolis).

EXECUTIVES:

C. Bruce McConnell, pres. Stokes Gresham Jr., ch. engr.
Robert B. McConnell, gen. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$75, (film) \$60; ID \$30. ID Length 8 1/2 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 1.

IOWA MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Humboldt	4,000	45	1,790	18,018	3,052	263
Ida	3,300	68	2,230	12,322	1,534	272
Iowa	4,800	67	3,230	18,385	3,417	354
Jackson	5,600	77	4,300	22,757	4,275	510
Jasper	10,100	70	7,100	38,793	9,798	1,175
Jefferson	5,000	61	3,050	19,304	3,856	457
Johnson	13,000	55	7,160	51,610	8,869	1,680
Jones	5,700	77	4,360	23,163	3,793	388
Keokuk	5,500	60	3,280	17,952	2,881	324
Kossuth	7,400	42	3,120	31,705	4,773	499
Lee	13,400	54	7,220	44,583	10,163	1,407
Linn	36,000	80	28,940	160,457	28,516	5,370
Louisa	3,300	83	2,730	11,355	2,551	289
Lucas	3,800	38	1,430	10,171	2,660	178
Lyon	4,200	70	2,940	14,337	2,433	254
Madison	4,200	67	2,810	15,675	2,744	523
Mahaska	7,900	52	4,140	29,873	5,611	668
Marion	7,600	77	5,840	22,181	4,505	630
Marshall	11,100	68	7,500	50,528	9,220	1,697
Mills	3,600	83	2,990	11,043	2,140	265
Mitchell	4,100	52	2,130	16,811	3,164	243
Monona	4,900	82	4,030	16,352	3,293	313
Monroe	3,200	47	1,520	10,420	2,298	185
Montgomery	5,200	80	4,170	19,960	3,847	497
Muscatine	10,700	34	9,020	40,911	8,223	740
O'Brien	6,000	63	3,800	26,494	4,533	414
Osceola	3,000	48	1,430	12,503	1,844	203
Page	7,200	77	5,520	31,928	5,270	824
Palo Alto	4,300	45	1,930	18,596	2,732	303
Plymouth	6,700	78	5,230	29,138	4,338	686
Pocahontas	4,500	49	2,200	17,008	2,943	392
Polk	78,000	80	62,710	337,357	63,911	11,391
Pottawattomie	21,800	76	16,500	71,107	16,508	2,492
Poweshiek	5,700	56	3,190	19,999	4,159	481
Ringgold	3,100	37	1,130	6,166	1,116	155
Sac	5,400	62	3,360	22,149	3,394	353
Scott	33,400	84	28,090	150,194	27,967	4,707
Shelby	4,500	75	3,380	16,154	1,814	365
Sioux	7,400	67	4,970	29,662	4,125	572
Story	13,300	78	10,360	55,139	12,780	1,512
Tama	6,900	73	5,060	24,096	3,765	509
Taylor	3,900	57	2,220	7,434	1,340	207
Union	5,300	53	2,810	15,892	3,459	527
Van Buren	3,600	59	2,130	9,535	2,089	112
Wapello	15,200	44	6,630	47,504	10,745	1,761
Warren	5,400	73	3,930	15,246	3,443	184
Washington	6,300	54	3,370	28,099	3,461	583
Wayne	3,800	41	1,560	9,520	1,845	242
Webster	13,900	78	10,770	63,671	12,073	1,930
Winnebago	3,900	63	2,460	16,272	3,308	313
Winneshiek	6,200	32	1,970	19,039	3,238	377
Woodbury	36,400	83	30,320	147,730	26,112	4,639
Worth	3,300	67	2,200	9,295	1,855	126
Wright	6,300	69	4,370	24,855	4,644	584
Total	824,800	68%	561,630	\$3,241,308	\$591,121	\$84,085

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

IOWA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adair	3,900	59	2,290	11,064	1,837	237
Adams	2,600	50	1,300	7,434	1,354	151
Allamakee	4,600	40	1,840	17,320	2,036	246
Appanoose	6,000	47	2,810	14,509	3,457	369
Audubon	3,500	69	2,410	13,172	1,379	260
Benton	7,100	75	5,300	26,236	4,823	408
Black Hawk	34,000	73	24,680	140,179	26,318	3,899
Boone	8,300	71	5,880	30,150	6,525	885
Bremer	5,700	61	3,480	23,126	4,134	385
Buchanan	6,000	74	4,430	18,219	3,829	263
Buena Vista	7,100	47	3,370	30,648	4,828	647
Butler	5,400	56	3,020	22,012	2,603	442
Calhoun	5,300	55	2,930	16,825	3,766	390
Carroll	6,500	70	4,520	33,246	5,183	555
Cass	6,200	76	4,740	27,356	4,408	688
Cedar	5,400	85	4,560	23,756	2,801	478
Cerro Gordo	14,700	68	10,000	72,098	12,042	1,875
Cherokee	5,200	66	3,410	22,052	3,693	549
Chickasaw	4,400	45	1,960	18,846	2,685	296
Clarke	3,100	39	1,210	10,036	2,081	22
Clay	6,100	48	2,920	24,635	4,427	536
Clayton	6,600	50	3,270	23,338	3,209	283
Clinton	16,100	82	13,140	74,673	13,170	1,590
Crawford	5,600	66	3,720	20,013	3,386	453
Dallas	7,700	76	5,850	28,425	5,470	702
Davis	3,000	32	950	7,499	1,670	164
Decatur	3,700	41	1,530	8,544	2,228	217
Delaware	5,100	73	3,720	15,159	2,465	325
Des Moines	14,400	79	11,320	51,703	11,600	1,026
Dickinson	4,000	45	1,800	14,890	1,781	591
Dubuque	20,500	66	13,470	93,584	18,266	3,122
Emmett	4,300	28	1,210	18,538	3,598	429
Emmett	4,300	49	4,030	31,858	5,682	660
Fayette	8,200	39	2,680	24,625	4,652	363
Floyd	6,900	39	3,360	19,993	3,245	266
Franklin	5,100	66	3,280	19,912	1,815	312
Fremont	3,500	81	2,840	19,677	2,993	218
Greene	4,800	68	3,280	18,840	1,753	488
Grundy	4,300	67	2,860	13,882	2,736	247
Guthrie	4,400	67	2,930	17,790	4,441	538
Hamilton	6,300	76	4,790	28,225	2,724	400
Hancock	4,400	57	2,510	17,790	5,081	585
Hardin	7,400	81	6,020	33,124	3,111	600
Harrison	5,600	78	4,370	16,933	3,343	467
Henry	5,600	53	2,950	21,346	3,343	467
Howard	3,900	34	1,340	13,670	2,066	333

IOWA

AMES

(Story County)

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechanic Arts. Address: Service Bldg., Iowa State College. Phone: Cedar 2-3400.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 579 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 21, 1950. Hours, 11:45 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network, ABC-TV. Stations, Am, WOI. Fm, WOI-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Cohn & Marks; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Owned by Iowa State College of Agriculture & Mechanic Arts, Dr. Jame: H. Hilton, pres.

EXECUTIVES:

Dr. James Hilton, pres. Chris Donaldson, pgm. dir.
Richard B. Hull, dir. of radio & Keith K. Ketcham, ch. engr.
tv., & gen. mgr. Marguerite Theobald, prom. mgr.
Robert C. Mulhall, ops. mgr. & Wally Bishop, news ed.
film buy.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 10 sec. Specifications: 2x2 slides SVA 3/4x1. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

see **WSJV-TV**
South Bend-Elkhart
advertisement

page 97



THE HALLS OF IVY
starring
MR. & MRS. RONALD COLMAN

Another winner!

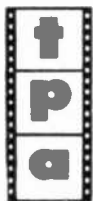
from the portfolio of **TPA** Sales Builders

Here's a show—THE HALLS OF IVY—showered with superlatives from every source. As a radio program, it won the highest critical acclaim . . . the most enthusiastic audience response . . . the most coveted awards and citations. As a television series, it's marked by the most lavish production . . . the most scintillating scripts . . . the top stars . . . the most inspired casting.

Critics say: "Keeps me glued to the chair in front of my TV set" . . . "brings literacy to the screen" . . . "great intelligence and charm" . . . "Colmans add class to TV" . . . "Bright and witty" . . . "most delightful and certainly the most humorous and best written."

You can bank on THE HALLS OF IVY attracting the higher-income, intelligent buyers who "enjoy adult television comedy."

For details on availabilities, get in touch with TPA . . . PLaza 5-2100.



Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard

IOWA

CEDAR RAPIDS
 (Linn County)

KCRG-TV

LICENSEE: Cedar Rapids Television Co. Address: First Ave. at First St., S.E. Phone: 4-4194.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,060 ft.; Above ground 1,079 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 15, 1953. Hours, 1-11:30 p.m.

AFFILIATIONS: Tv Network, ABC-TV. Station, Am, KCRG.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Owned by Gazette Co. (Cedar Rapids Gazette).

EXECUTIVES:

Joseph F. Hladky Jr., vp.	Carl R. Rollert, ch. engr.
Edna A. Herbst, gen. mgr.	Frank Miller, prom. mgr.
Robert C. Miller, sls. mgr.	Richard D. Yoakam, news ed.
Ralph D. Willey, pgm. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$385, (film) \$325; minute spot (live) \$85, (film) \$65; ID \$32.50. ID Length 8 sec. full, 10 sec. shared. Upper right hand corner preferred for shared ID. Specifications: 15mm x 20mm safe viewing area. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 3.

WMT-TV

LICENSEE: WMT-TV Inc. Address: Paramount Theatre Bldg. Phone: 4-0177.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 702 ft.

EQUIPPED TO COLORCAST network programs.

OPERATIONS: Began Sept. 30, 1953. Hours, 7 a.m.-midnight.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: American Bcstg. Stations Inc., 51%; William B. Dolph, 29%; William B. Quarton, 20%. American Bcstg. Stations owns WMT Cedar Rapids, and is controlled by Helen S. Mark and children. Interlocking ownership with KGIL San Fernando, Calif.; KJBS San Francisco, Calif., and KMYR Denver, Colo.

EXECUTIVES:

William B. Dolph, pres.	George Hixenbaugh, ch. engr.
William B. Quarton, vp. & gen. mgr.	Leo Cole, bus. mgr.
Lew Van Nostrand, gen. sls. mgr.	Bob Kenney, prom. mgr.
Doug Grant, dir. of tv. ops. & film buy.	Bob Nance, farm dir.
	Chuck Worcester, news dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. full; 10 sec. shared. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

**Claims
Department**

(Sweeping Eastern
Iowa Division)

- In Eastern Iowa more people watch WMT-TV than any other station.
- The 25-county Area Pulse shows WMT-TV first in share of audience for 8 of 9 day parts measured, with 418 out of a possible 461 quarter-hour firsts.
- 15 of the top 15 once-a-week shows are on WMT-TV.
- 10 of the top 10 multi-weekly shows are on WMT-TV.
- Separate reports for 3 of Iowa's 6 largest markets show WMT-TV the overwhelming favorite in each.
- *Dateline Iowa* (early evening news) and the 10:30 *Night News* attract a greater average audience than *any* show, network or otherwise, on any other station in Eastern Iowa.
- The noon weather and market report is among the top 10 multi-weekly shows (with 69% of the audience).
- Marshall "J" (spur-and-bridle operator) attracts more small fry than any other children's program, including a mouse, programmed opposite, who comes in second.
- No other tv station whose mail address is Cedar Rapids has The Katz Agency as its national reps.



Another winner!

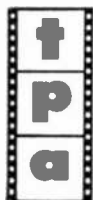
from the portfolio of **TPA** Sales Builders

No mystery about the success of this one. Here's a brand new series, that boasts an unbroken record of success in every major medium. Ellery Queen is a fictional detective who is very real to tens of millions of fans. And Hugh Marlowe, star of stage ("Voice of the Turtle") and screen ("Twelve O'Clock High" and many others) brings him to vivid life in each episode.

With scripts (which avoid sadism and brutality) supervised by Ellery Queen, with production on the level of the highest quality dramatic offerings, the show has won instantaneous acceptance by local and regional advertisers throughout the country, as well as by stations which bought the property to make sure it was on their air. All of them are profiting from the audience-building tie-in with the American Weekly.

If you're interested in a series where you know how you're going to come out, ELLERY QUEEN is your dish.

For availabilities on this proved winner, contact your nearest TPA office.



Television Programs of America, Inc.
 New York City: 488 Madison Ave.
 Chicago: 360 North Michigan Ave.
 Hollywood: 5746 Sunset Boulevard

IOWA

DAVENPORT
 (Scott County)

WOC-TV

LICENSEE: Central Bcstg. Co. Address: 805 Brady St. Phone: 3-3661.
 FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 600 ft.; Above ground 625 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Oct. 31, 1949. Hours, 7 a.m.-midnight.
 AFFILIATIONS: Tv Network, NBC. Stations, Am, WOC. Fm, WOC-FM.
 REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: B. J. Palmer, 9.2%, and son, D. D. Palmer, 58.4%, and others. For Palmer interests see WHO-TV Des Moines, Iowa.

EXECUTIVES:

Col. B. J. Palmer, pres.	Fred A. Reed, asst. res. mgr.
D. D. Palmer, vp. & teras.	Mark Wodlinger, sls. mgr.
Ralph Evans, exec. vp.	Raymond E. Guth, pgm. dir.
Paul A. Loyet, vp.	Ken Wagner, film buy.
Wm. D. Wagner, sec.	Paul Arvidson, ch. engr.
Ernest C. Sanders, res. mgr.	Robert Frank, news ed.

RATE INFORMATION: Class AA one hour (live) \$800, (film) \$800; minute spot (film) \$180; ID \$90. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 9.

DES MOINES
 (Polk County)

KGTV (TV)†

LICENSEE: Rib Mt. Television Inc. Address: 2nd Ave. & Hobson Dr.
 FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 492 ft.
 OPERATION: Began Nov. 15, 1953.
 REPRESENTATIVES: Washington Attorney, Scharfeld & Baron; Consulting Engineer, Charles B. Pearsons.
 PRINCIPAL STOCKHOLDERS: Morgan Murphy-Walter C. Bridges. For other holdings see WEAU-TV Eau Claire, Wis.

EXECUTIVES:

W. C. Bridges, pres.

†KGTV (TV) has suspended operation but has not returned its CP.

KRNT-TV

LICENSEE: KRNT-TV Co. Postal Zone: 14. Address: 9th & Pleasant Sts. Phone: 3-2111.
 FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Operating Pow.: Visual 316 kw, Aural 200 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 615 ft.; Above ground 705 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 31, 1955. Hours, 6:15 a.m.-12:30 a.m.
 AFFILIATIONS: Tv Network, CBS-TV. Station, Am, KRNT.
 REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Lohnes & Culver.
 PRINCIPAL STOCKHOLDERS: Cowles Bcstg. Co., 60%, and Murphy Bcstg. Co. (estate of Kingsley H. Murphy), 40%. Cowles also owns KRNT Des Moines, and KVTV (TV) Sioux City, both Iowa, and WNAX Yankton, S. D. Cowles (through Minneapolis Star and Tribune Co.) owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH (TV) Hutchinson, Kan. Cowles newspapers are Des Moines Register and Tribune, Minneapolis Tribune and Star; also publishes Look magazine.

EXECUTIVES:

Luther L. Hill, pres.	Chas. F. Quentin, ch. engr.
Robert W. Dillon, vp. & gen. mgr.	Joe G. Hudgens, asst. pgm. dir. & prom. dir.
Paul M. Elliott, com. mgr.	Russ Van Dyke, news dir.
Richard H. Covey, prg. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$130, (film) \$130; ID \$65. ID Length 10 sec. Specifications: 2x2 in. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

DES MOINES (Cont.)

WHO-TV

LICENSEE: Central Bcstg. Co. Postal Zone: 7. Address: 1100 Walnut St. Phone: Atlantic 8-6511.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 743 ft.

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

OPERATION: Began April 15, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WHO. Fm, WHO-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Associates.

PRINCIPAL STOCKHOLDERS: B. J. Palmer and son, D. D. Palmer, principal stockholders, also own WOC-AM-TV Davenport. Licensee holds 25% interest in KMA Shenandoah, Iowa, and KMTV (TV) Omaha, Neb.

EXECUTIVES:

Col. B. J. Palmer, pres.	Robert H. Harter, sls. mgr.
Dr. D. D. Palmer, vp. & treas.	Jack Kerrigan, pgm. dir. & film buy.
Ralph Evans, exec. vp.	Reed E. Snyder, ch. engr.
Paul A. Loyet, vp. & res. mgr.	Kenneth Gfeller, prod. mgr.
William D. Wagner, sec.	Jack Shelley, news bur. mgr.
W. W. Woods, asst. res. mgr.	

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

FORT DODGE
(Webster County)

KQTV (TV)

LICENSEE: Northwest Television Co. Address: 912 1st Ave. South. Phone: 4-0351.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 89.1 kw. Operating Pow.: Visual 170 kw, Aural 89.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 650 ft.

OPERATION: Began Nov., 1953. Hours, 1 p.m.-midnight.

AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, KVFD.

REPRESENTATIVES: Sales, John E. Pearson Tv.

PRINCIPAL STOCKHOLDERS: Mr. and Mrs. Edward Breen.

EXECUTIVES:

Edward Breen, pres. & gen. mgr.	Dave Sinclair, ch. engr.
Verne Gielow, asst. gen. mgr.	Stan McCurdy, film buy.
Rollie Camp, com. mgr.	Eve Rubenstein, prom. mgr.
Cal Foulkert, pgm. dir.	Bill Higgins, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$33.50, (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MASON CITY
(Cerro Gordo County)

KGLO-TV

LICENSEE: Lee Radio, Inc. Address: 2nd & Pennsylvania Ave. Phone: 2800.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 500 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 15, 1954. Hours, 9:45 a.m.-midnight.

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

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Lee P. Loomis, 9%, and more than 50 others. Affiliated in ownership with WTAD Quincy, Ill.; WIBA Madison, Wis.; KHQA-TV Hannibal, Mo.; WKBT (TV) La Crosse, Wis., and KFAB Omaha, Neb. Lee Newspapers are Mason City (Iowa) Globe-Gazette, Hannibal (Mo.) Courier-Post, La Crosse (Wis.) Tribune, Davenport (Iowa) Democrat and Times, Ottumwa (Iowa) Courier, Muscatine (Iowa) Journal, Madison (Wis.) State Journal, Kewanee (Ill.) Star-Courier, and Lincoln (Neb.) Star.

EXECUTIVES:

Lee P. Loomis, pres.	Douglas Sherwin, pgm. dir.
Herbert R. Ohrt, exec. vp.	Roger Sawyer, ch. engr.
Lloyd D. Loers, com. mgr. & film buy.	Donald Harrer, prom. mgr.
	Ken Kew, news ed.

RATE INFORMATION: Class A one hour (film) \$300; (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

OTTUMWA
(Wapello County)

KTVO (TV) (KIRKSVILLE, MO.)

LICENSEE: KBIZ Inc. Address: 209 E. Second. Phone: Murray 2-4535. (For full listing see Kirksville, Mo.)

SIOUX CITY
(Woodbury County)

KTIV (TV)

LICENSEE: KTIV Television Co. Address: 10th & Grandview Blvd. Phone: 8-0545.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 770 ft.; Above ground 633 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 10, 1954. Hours, 6:55 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Station, Am, KSCJ.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Perkins Bros. Co. (KSCJ-Sioux City Journal and Journal-Tribune), 50%; Dietrich Dirks and associates, 50%

EXECUTIVES:

Dietrich Dirks, pres., gen. mgr.	Tom Searls, prm. dir.
film buy.	Al Smith, ch. engr.
Eugene Foherty, exec. vp.	Bill Mote, prom. mgr.
L. L. McCurnin, com. mgr.	Ken Wayman, news ed.

RATE INFORMATION: Class A one hour (live) \$410, (film) \$350; minute spot (live) \$85, (film) \$75; ID \$37.50. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

KVTV (TV)

LICENSEE: Cowles Bcstg. Co. Postal Zone: 1. Address: 7th & Douglas Sts. Phone: 2-2711.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Operating Pow.: Visual 288 kw, Aural 144 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 724 ft.; Above ground 537 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 29, 1953. Hours, 7 a.m.-12 p.m.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: For other Cowles interests, see KRNT-TV Des Moines.

EXECUTIVES:

Gardner Cowles, pres.	Charles Prohaska, studio supvr.
Robert R. Tinchler, vp. & gen. mgr.	Jack Iverson, trans. supvr.
Arthur J. Smith, res. mgr.	Don Beedle, prom. mgr.
Donald D. Sullivan, com. mgr.	Art Smith, news ed.
Norman L. Bacon, pgm. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$75, (film) \$75; ID \$37.50. ID Length 10 sec. Specifications: 35 mm 2x2 in. Full and share screen. Frequency discounts. Rate Card No. 4.

WATERLOO
(Black Hawk County)

KWVL-TV

LICENSEE: Black Hawk Bcstg. Co. Address: Hotel Russell Lamson. Phone: Adams 4-4404.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 214 kw. Operating Power: Visual 316 kw, Aural 214 kw. Transmitter: RCA. Antenna Make: RCA. Antenna Height: Above average terrain 1,123 ft.; Above ground 1,083 ft.

OPERATION: Began Nov. 15, 1953.

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

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Ralph J. McElroy, 30.7%; Robert Buckmaster, 9.5%; William Bolster, 6.8%; Donald M. Graham, 4.7%, and others. Holds option to purchase KAUS-KMMT (TV) Austin, Minn.

EXECUTIVES:

Ralph J. McElroy, pres. & gen. mgr.	Warren Mead, pgm. dir.
Donald E. Inman, sls. dir.	T. W. Kirksey, engr. dir.
	Ed Falk, news ed.

KANSAS MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Allen	6,200	37	2,290	17,022	3,646	241
Anderson	3,400	30	1,020	8,650	1,972	223
Atchison	6,700	62	4,130	18,000	4,131	705
Barber	2,900	52	1,510	11,462	2,764	502
Barton	10,800	68	7,300	46,160	9,228	1,557
Bourbon	6,700	44	2,940	18,174	3,888	464
Brown	5,300	53	2,800	14,087	3,139	546
Butler	11,800	60	7,100	44,763	8,639	1,071
Chase	1,600	41	660	3,379	666	125
Chautauqua	2,300	30	690	7,268	1,167	243
Cherokee	8,500	42	3,530	15,995	4,685	572
Cheyenne	1,700	20	240	4,907	860	158
Clark	1,200	20	240	3,878	853	293
Clay	3,900	32	1,230	15,269	2,571	241
Cloud	5,200	26	1,330	18,221	3,870	605
Coffey	3,100	42	1,290	8,007	1,390	330
Comanche	1,300	42	540	3,533	830	178
Cowley	12,500	45	5,590	48,729	9,487	1,326
Crawford	15,100	47	7,070	39,354	9,594	1,382
Decatur	2,200	19	420	5,953	1,188	156
Dickinson	7,000	29	2,020	23,664	4,882	617
Doniphan	3,400	51	1,740	5,996	1,839	167
Douglas	11,800	55	6,500	39,242	8,220	1,264
Edwards	2,100	46	960	6,666	1,078	207
Elk	2,000	37	750	4,516	1,080	152
Ellis	5,400	35	1,870	27,725	4,866	559
Ellsworth	3,000	47	1,400	8,666	1,896	320
Finney	4,600	12	560	25,488	5,048	524
Ford	6,500	25	1,620	33,692	4,879	861
Franklin	6,600	55	3,610	21,658	5,319	633
Geary	7,100	27	1,910	28,307	5,779	719
Gove	1,000	21	210	3,496	797	134
Graham	1,500	20	300	5,128	915	230
Grant	1,600	19	270	8,058	1,565	191
Gray	1,400	19	270	4,173	720	184
Greeley	600	38	1,630	2,700	483	64
Greenwood	4,300	38	1,630	12,114	2,363	399
Hamilton	1,000	51	1,800	4,712	879	120
Harper	3,500	51	1,800	11,945	2,561	475
Harvey	7,300	54	3,960	27,750	5,316	606
Haskell	700	11	80	2,675	483	98
Hodgeman	900	15	140	3,088	348	88
Jackson	3,600	69	2,490	10,142	2,745	180
Jefferson	3,700	56	2,070	8,920	1,724	233
Jewell	3,000	16	480	5,365	1,305	171
Johnson	33,400	71	23,650	79,114	26,841	4,204
Kearny	1,000	48	1,590	2,361	601	96
Kingman	3,300	58	1,900	9,573	2,180	245
Kiowa	1,500	50	750	5,360	1,004	231
Labette	10,600	37	3,930	28,057	6,586	810
Lane	1,000	29	290	3,982	889	111
Leavenworth	11,000	79	8,700	32,066	8,033	1,156
Lincoln	1,900	37	700	5,579	1,125	75
Linn	3,400	53	1,820	8,966	1,268	182
Logan	1,200	11	130	5,882	1,158	118
Lyon	8,000	41	3,260	29,467	5,715	1,161
McPherson	8,100	47	3,830	23,981	4,639	807
Marion	5,200	41	2,130	15,835	2,635	417
Marshall	6,000	29	1,760	18,475	3,399	2,359
Meade	1,600	13	200	5,100	1,108	226
Miami	6,200	65	4,040	18,293	3,883	522
Mitchell	3,200	35	1,130	18,041	2,310	418
Montgomery	16,800	44	7,430	55,180	13,302	1,822
Morris	2,500	33	820	7,324	1,380	83
Morton	900	13	120	4,233	947	129
Nemaha	4,300	36	1,540	13,620	2,361	452
Neosho	6,700	52	3,480	20,154	4,264	556
Ness	2,100	42	870	5,188	1,239	182
Norton	2,900	36	1,050	10,609	1,880	377
Osage	4,400	58	2,530	11,467	2,607	271
Osborne	2,600	34	880	7,203	1,670	179
Ottawa	2,500	34	840	5,828	1,113	165
Pawnee	3,000	64	1,910	11,115	2,426	384
Phillips	3,500	40	1,380	10,174	1,866	276
Pottawatomie	3,700	35	1,310	14,927	2,261	373
Pratt	4,000	53	2,130	20,556	3,487	578
Rawlins	1,600	67	12,500	4,836	953	154
Reno	18,800	67	12,500	77,804	14,784	2,147
Republic	3,800	25	940	8,893	1,753	270
Rice	5,100	65	3,290	15,212	3,988	498
Riley	9,300	32	2,990	39,020	7,290	1,048
Rooks	3,100	32	990	13,110	2,555	379
Rush	2,200	47	1,030	7,610	1,236	272
Russell	4,300	40	1,700	15,715	3,227	592
Saline	13,100	44	5,700	65,873	11,745	1,592
Scott	1,400	15	210	8,263	1,686	307
Sedgwick	100,200	67	66,930	411,597	77,752	15,716
Seward	3,500	57	21,390	21,390	3,701	605
Shawnee	40,800	65	26,680	159,836	32,654	5,349
Sheridan	1,100	17	180	4,360	589	97
Sherman	2,200	8,694	1,622	211
Smith	3,000	29	860	6,778	1,305	170
Stafford	2,900	50	1,450	9,554	1,701	193
Stanton	500	1,746	218	72
Stevens	1,200	6,180	1,123	277
Sumner	9,000	49	4,410	28,224	5,818	721
Thomas	2,300	14	320	13,322	2,357	366
Trego	1,700	17	290	5,823	1,063	193
Wabaunsee	2,300	40	910	5,052	1,092	138
Wallace	700	2,445	241	55
Washington	4,200	32	1,340	7,908	1,695	169
Wichita	700	14	100	3,728	651	...
Wilson	5,000	39	1,950	13,894	3,393	441
Woodson	2,200	30	660	5,270	1,134	142
Wyandotte	57,600	79	45,560	176,038	44,088	7,140
Total	676,300	52%	*354,040	\$2,344,582	\$487,229	\$78,569

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ENSIGN
(Gray County)

KTVC (TV)

(Target Date, Not Set)

LICENSEE: Southwest Kansas Television Co. Address: Cimarron, Kans.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 16.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 683 ft.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Wendell Elliott (general manager, KGNO Dodge City, Kan.), 7.13%, and over 400 others.

EXECUTIVES:

Leigh Warner, pres. F. C. Walker, sec.-treas.
Wendell Elliott, vp.

GOODLAND
(Sherman County)

KWGB-TV

(Target Date, Oct. 1, 1956)

LICENSEE: Goodland Bcstg. Co. Postal Zone: 8. Address: KWGB Radio Bldg. Phone: 331.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 166 kw. Transmitter: GE. Antenna Make: Alford. Height: Above average terrain 770 ft.; Above ground 782 ft.

AFFILIATION: Station, Am, KWGB.

REPRESENTATIVES: Washington Attorney, Frank Stollenwerck; Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDERS: James E. Blair, 100%.

EXECUTIVES:

James E. Blair, gen. mgr. Herb Stegman, ch. engr.
Jack Walkmeyer, com. mgr. Joyce Calkins, film buy.
Mrs. Bert Blair, accounting dept. T. L. Blair, prom. mgr.
Bob McEvoy, pgm. dir. Jim Jarosz, news ed. & sports dir.

RATE INFORMATION: Class A one hour (live) \$220, (film) \$210; minute spot (live) \$32.50, (film) \$30; ID \$15. ID Length 8 sec. Specifications: 2x2 in. slides, standard film. Full screen. Frequency discounts from 10% for 26 times up to 35% for 312 times. Rate Card No. 1.

GREAT BEND
(Barton County)

KCKT (TV)

LICENSEE: Central Kansas Television Inc. Address: P. O. Box 182. Phone: 7868.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 970 ft.; Above ground 1,000 ft.

EQUIPPED TO COLORCAST network programs, two color local slides.

OPERATION: Began Nov. 28, 1954. Hours, 7 a.m.-12 p.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: E. C. Wedell and family, 27.5%, and more than 50 others.

EXECUTIVES:

E. C. Wedell, pres. Elton Kuhlman, film buy. & prom. mgr.
Vic E. Baum, gen. mgr. Howard W. Morgan Jr., news ed.
Otis Cowan, com. mgr. Bill Brooks, sports ed.
Dona Rensch, pgm. dir.
Herman G. Haefele, ch. engr.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (film) \$50; ID \$25. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 2.

HUTCHINSON
(Reno County)

KAKE-TV (WICHITA)

LICENSEE: KAKE-TV Inc. Address: 1500 N. West St., Wichita. Phone: Whitehall 3-4221. (For full listing see Wichita.)

KARD-TV (WICHITA)

LICENSEE: Wichita Television Corp. Inc. Postal Zone: 2. Address: 218 N. Broadway, Wichita. Phone: Amherst 5-5633. (For full listing see Wichita.)

KEDD (TV) (WICHITA)

LICENSEE: KEDD Inc. Address: P. O. Box 1740, Wichita. Phone: Temple 8-3321. (For full listing see Wichita.)

KTVH (TV) (WICHITA)

LICENSEE: Wichita-Hutchinson Co. Inc. Address: 1800 N. Plum. Phone: Mohawk 5-5503.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 240 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 800 ft.; Above ground 779 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Minneapolis Star and Tribune Co. (Cowles interests), 80%; John P. Harris and family, 6.56%; W. D. P. Carey and family, 4.66%; Bess Marsh Rickard, 3.5%. For Cowles holdings, see KRNT-TV Des Moines, Iowa. The Harrises own KSAL Salina, 80% of KIUL Garden City and 24% of KFBI Wichita, all Kan., and publish following newspapers: Hutchinson News-Herald, Garden City Telegram, Ottawa Herald, Chanute Tribune, Salina Journal, all Kan., and Burlington (Iowa) Hawkeye-Gazette. Mrs. Rickard owns KWBW Hutchinson, Kan.

EXECUTIVES:

Joyce A. Swan, pres.	Kenneth H. Cook, ch. engr.
Howard O. Peterson, gen. mgr.	Dale Larsen, prom. mgr.
E. W. Dallier Jr., com. mgr.	Joe MacConkey, news ed.
Ray Huffer, pgm. dir. & film buy.	

RATE INFORMATION: Class AA one hour (live) \$500, (film) \$500; minute spot (live) \$120, (film) \$120; 1D \$60. 1D Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 156 times. Rate Card No. 3.

MANHATTAN
(Riley County)

KSAC-TV*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: Kansas State College of Agriculture & Applied Science. Address: Manhattan, Kan. Phone: Prescott 6-8811.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Transmitter: Workshop. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 273 ft.

AFFILIATION: Stations, Am, KSAC. Fm, KSDB-FM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, William Ford.

EXECUTIVES:

Dr. James A. McCain, pres. Kansas State College of Agriculture & Applied Science.

PITTSBURG
(Cherokee County)

KOAM-TV (JOPLIN, MO.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 603. Phone: 2508.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 138 kw. Operating Pow.: Visual 245 kw, Aural 138 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 573 ft.

OPERATION: Began Dec. 13, 1953.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KOAM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, George O. Sutton; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pittsburg Broadcasting Co. (KOAM), 66 $\frac{2}{3}$ %, and Joplin Globe Publishing Co. (Joplin [Mo.] Globe and News Herald), 33 $\frac{1}{3}$ %.

EXECUTIVES:

R. E. Wade, gen. mgr., com. mgr. & film buy.	Louis R. Martin, pgm. dir. Leo Stafford, ch. engr.
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BROADCASTING • TELECASTING

It Would Take a Mighty
BIG YARDSTICK . . .

to measure the height of the tail structure of the fabulous B-52. And they don't make yardsticks big enough to measure the astounding growth of

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HUB OF THE RICH CENTRAL KANSAS MARKET!

... but there is a yardstick big enough to measure

KTVH

penetration and influence in Wichita and 14 other important Kansas communities. That yardstick is the PEOPLE, with whom repeated audience surveys show this CBS basic station MEASURES UP as NUMBER ONE in the market.



KTVH
HUTCHINSON
KANSAS

VHF
240,000
WATTS

CHANNEL
12

CBS BASIC
Represented Nationally by H-R Television, Inc.

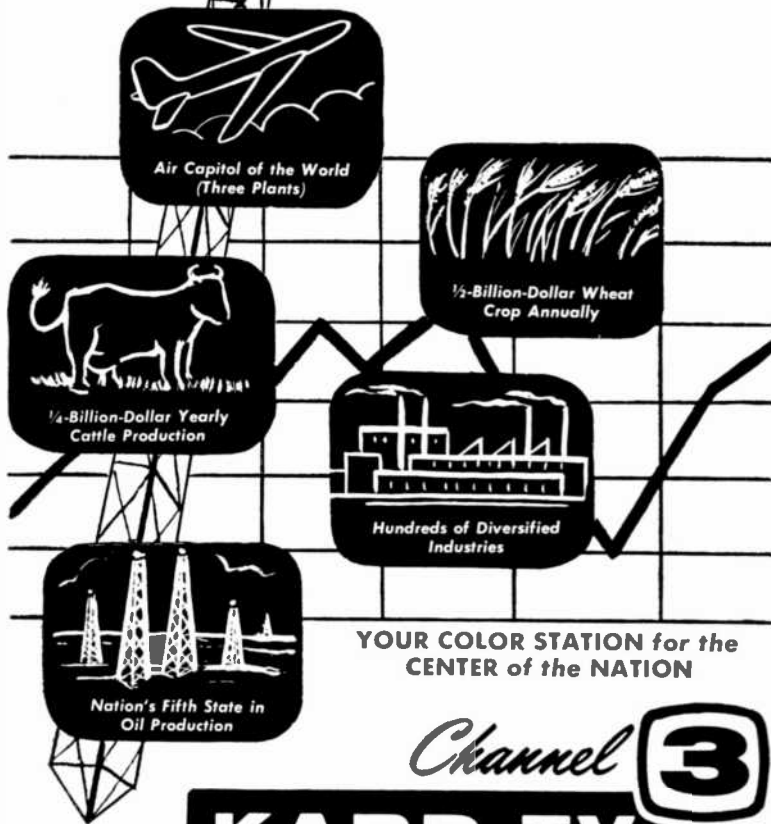
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

WHERE'S WICHITA

in your Budget?

if it's missing
somebody goofed!

Yes, sir, people in Wichita, Kansas, make money... lots of it...and they believe in spending it. Total retail sales this year will be well over one billion dollars, and Wichita is still the nation's fastest-growing market with over 125 families a week moving in. **KARD-TV is NBC.** KARD-TV is a Low-Band Channel. KARD-TV is Maximum Power. KARD-TV has a 1,070-foot tower. If KARD-TV isn't in your budget, call your Petry man now!



**YOUR COLOR STATION for the
CENTER of the NATION**

Channel **3**

WICHITA

KARD-TV
WICHITA • KANSAS

KANSAS

TOPEKA (Shawnee County)

WIBW-TV

LICENSEE: Topeka Bcstg. Assn. Inc. Address: 1035 Topeka Blvd. Phone: 3-2377.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw, Operating Pow.: Visual 88.5 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 949 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 26, 1954. Hours, 6 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WIBW.
REPRESENTATIVES: Sales, Capper Publications Inc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Capper Publications Inc., 100%, also owns 94% KCKN Kansas City, Kan., and publishes Topeka Capital and Kansas City (Kan.) Kansan.
EXECUTIVES:
Philip Zach, pres. Jack Ostrode, pgm. dir. & film dir.
Ben Ludy, gen. mgr. Vic Boutwell, publicity dir.
Hilton Hodges, com. mgr.
Lewis Dickensheets, asst. gen. mgr. & dir. of engr.
RATE INFORMATION: Class AA one hour (live) \$550, (film) \$550; minute or 20 sec. spot (live) \$110, (film) \$110; ID \$55. Class A one hour (live) \$480, (film) \$480; minute or 20 sec. spot (live) \$96, (film) \$96; ID \$48. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 3.

WICHITA (Sedgwick County)

KAKE-TV

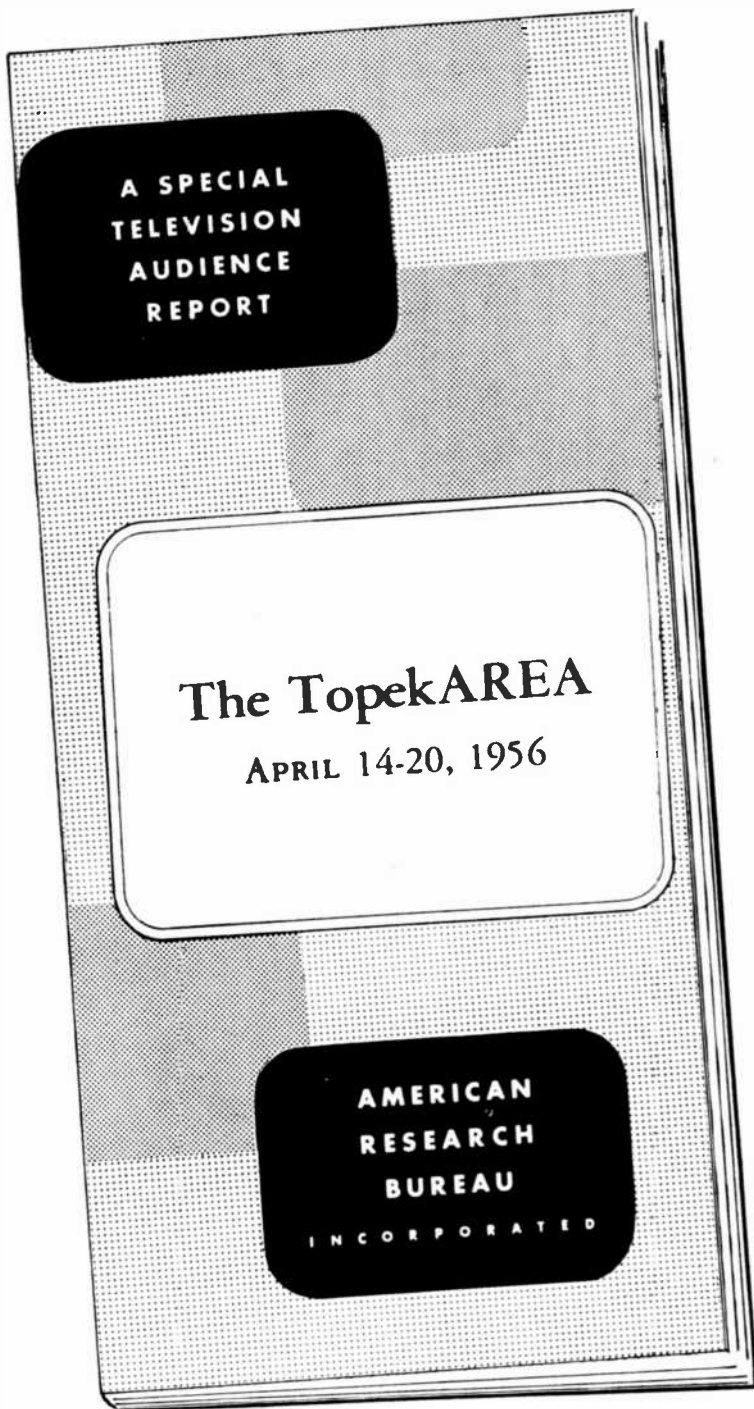
LICENSEE: KAKE-TV Inc. Postal Zone: 12. Address: 1500 N. West St. Phone: Whitehall 3-4221.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 219 kw. Operating Pow.: Visual 316 kw, Aural 219 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,030 ft.; Above ground 1,079 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Oct. 15, 1954. Hours, 9:30 a.m.-midnight.
AFFILIATIONS: Tv Network, ABC. Station, Am, KAKE.
REPRESENTATIVES: Sales, Wayland, Duvall & Southmayd; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Mark Adams, 6.25%; Martin Umansky, 2.5%; Theodore Gore, 9.25%; Tom Palmer, 19.5%; H. E. Zoller and family, 14.5%; Owen C. McEwen, 7.5%; Ralph Gore, 9.25%; Charles E. Jones, 6.25%; Sherrill Corwin, 15%, and others.
EXECUTIVES:
Mark K. Adams, pres. John Quigley, ops. mgr.
Martin Umansky, gen. mgr. & film buy. Harold Newby, ch. engr.
Donivan Waldron, natl. sls. mgr. Robert C. Payne, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$625, (film) \$500; minute spot (live) \$125, (film) \$110; ID \$55. ID Length 10 sec. Full and share screen. Frequency discounts.

KARD-TV

LICENSEE: Wichita Television Corp., Inc. Postal Zone: 2. Address: 218-20 N. Broadway. Phone: Amherst 5-5633.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,071 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Sept. 1, 1955. Hours, Mon.-Fri., 6:40 a.m.-midnight; Sat., 8:30 a.m.-midnight; Sun., 10 a.m.-midnight.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Koteen & Burt; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: George M. Brown and family, 46%, and others.
EXECUTIVES:
George M. Brown, pres. Robert Marye, ch. engr.
William J. Moyer, gen. mgr. Leon Burt, prom. mgr.
Don Sbarra, com. mgr. Dave Wilson, news ed.
Sam Worsham, pgm. dir. & film buy.
RATE INFORMATION: Class AA one hour (live) \$550, (film) \$550; minute spot (live) \$131, (film) \$125; ID \$62.50. ID Length 8 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

KEDD (TV)†

LICENSEE: KEDD Inc. Address: P. O. Box 1740. Phone: Temple 8-3321.
FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 132 kw. Transmitter: RCA, GE. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 708 ft.
OPERATION: Began Aug. 15, 1953.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Washington Attorney, Hogan & Hartson; Consulting Engineer, George P. Adair Engineering Co.
PRINCIPAL STOCKHOLDERS: Stanley H. Durwood, 85%; Beacon Pub. Co. (Wichita Beacon-KWBB), 5%, and others.
EXECUTIVES:
Stanley Durwood, pres.
†KEDD (TV) has suspended operation but has not returned its CP.
KTVH (TV) (HUTCHINSON)
LICENSEE: Hutchinson Tv Inc. Address: 1800 N. Plum. Phone: Mohawk 5-5503. (For full listing see Hutchinson, Kan.)



Take SUNDAY for example!

All day Sunday—from early morning until midnight—this A.R.B. report shows WIBW-TV the most-watched station in the 20-county TopekAREA. There were only 10 quarter-hours where any other station showed even a slightly higher rating.

or SATURDAY

It's the same story on Saturdays. From sign-on until 6:00 P.M., WIBW-TV has the lion's share of the audience. We lose only nine quarter-hours to five other stations in photo finishes.

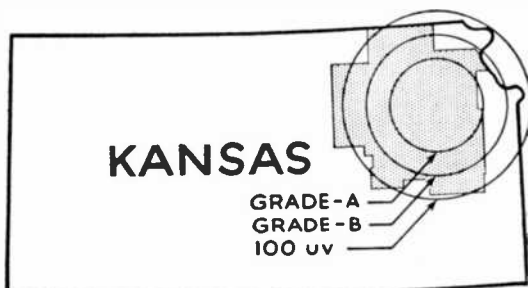
or ANY WEEK DAY

We can't show you all the examples of WIBW-TV's leadership, Monday through Friday. Why not study your A.R.B. for the TopekAREA and apply your own buying "yardstick"? Based on a cost-per-thousand viewing homes, WIBW-TV will be your automatic first choice. There are 191,768 TV homes in our 100 uv area as of May 1st. This does not include urbanized Kansas City and St. Joseph, Mo.

or NEWS, SPORTS, WEATHER, MARKETS, and FARM SERVICE

Here's a double check on WIBW-TV's domination of the TopekAREA. Dr. Whan's latest, personalized study shows that WIBW-TV is the station preferred by most people for up-to-the-minute, accurate coverage of News, Sports, Weather, Markets, and Farm Service. To this, we add the enthusiastic comments of WIBW-TV advertisers. Won't YOU join them?

THESE 20 KANSAS COUNTIES



ARE DOMINATED BY WIBW-TV

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

CBS • ABC



KENTUCKY MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adair	4,100	34	1,390	7,478	1,523	238
Allen	3,900	40	1,560	9,700	1,658	210
Anderson	2,400	60	1,430	5,730	1,424	199
Ballard	4,300	19	830	5,935	1,923	140
Barren	8,400	34	2,880	23,522	4,726	760
Bath	2,500	19	490	3,766	1,363	96
Bell	10,000	27	2,710	25,279	6,682	912
Boone	4,100	69	2,850	9,653	2,477	182
Bourbon	5,000	42	2,120	16,157	4,450	384
Boyd	13,900	73	10,110	56,431	14,015	1,609
Boyle	5,400	44	2,390	19,928	4,097	549
Bracken	2,400	62	1,480	5,196	1,229	87
Breathitt	3,800	11	430	5,555	1,593	83
Breckinridge	3,900	55	2,140	5,873	1,499	82
Bullitt	3,200	73	2,330	7,181	2,315	245
Butler	2,400	27	660	2,321	749	61
Caldwell	3,900	22	870	10,290	2,560	330
Calloway	6,000	31	1,870	18,957	3,601	537
Campbell	24,300	77	18,780	75,457	22,172	2,776
Carlisle	1,900	35	660	5,024	979	118
Carroll	2,400	74	1,770	8,114	2,290	169
Carter	4,900	59	2,900	9,724	2,620	257
Casey	3,800	31	1,160	5,303	1,281	..
Christian	10,800	37	3,950	42,573	8,255	926
Clark	5,500	25	1,380	17,794	4,233	593
Clay	4,100	13	550	7,073	1,145	46
Clinton	2,400	3,505	738	103
Crittenden	2,900	17	500	5,696	1,322	170
Cumberland	2,300	13	290	3,651	749	116
Davies	16,700	57	9,570	72,134	17,478	2,122
Edmonson	2,200	24	530	2,709	391	46
Elliott	1,400	64	890	1,100	378	..
Estill	3,300	17	570	5,637	1,860	154
Fayette	30,200	39	11,690	138,986	25,256	4,882
Fleming	3,100	38	1,170	6,897	1,302	134
Floyd	10,300	49	5,080	17,728	4,115	378
Franklin	7,600	49	3,720	28,213	6,940	919
Fulton	3,700	30	1,100	13,469	3,988	385
Gallatin	1,200	68	820	4,066	693	72
Garrard	2,800	37	1,050	6,010	1,261	145
Grant	2,700	75	2,030	6,806	1,534	151
Graves	11,200	20	2,280	26,056	5,862	680
Grayson	4,500	32	1,430	9,388	1,729	296
Green	3,200	33	1,060	5,815	1,620	106
Greenup	6,000	61	3,640	8,086	3,203	317
Hancock	1,600	35	570	2,175	865	..
Hardin	11,400	53	5,990	38,714	7,769	848
Harlan	15,300	33	5,080	33,426	8,887	737
Harrison	4,000	61	2,450	12,665	2,611	288
Hart	4,000	42	1,680	7,540	1,876	280
Henderson	9,800	40	3,930	33,870	7,528	608
Henry	3,300	42	1,370	7,108	1,592	317
Hickman	2,200	18	410	4,315	1,296	81
Hopkins	11,100	22	2,450	30,751	8,335	500
Jackson	2,800	11	300	3,390	596	46
Jefferson	155,000	76	118,570	679,965	144,137	27,869
Jessamine	3,500	36	1,250	8,403	1,907	195
Johnson	5,500	49	2,680	11,819	2,908	170
Kenton	34,600	78	26,990	112,243	33,170	3,887
Knott	3,600	16	580	2,419	898	..
Knox	6,600	12	790	8,421	2,328	93
Larue	2,600	54	1,410	5,997	1,279	174
Laurel	6,000	13	790	13,332	3,367	332
Lawrence	3,200	52	1,670	5,614	722	146
Lee	1,800	11	210	3,082	609	81
Leslie	3,000	14	420	2,424	746	63
Letcher	7,900	17	1,370	13,505	3,583	232
Lewis	2,900	37	1,070	5,243	1,231	110
Lincoln	4,400	44	1,940	8,554	1,869	134
Livingston	2,300	15	330	2,864	838	29
Logan	6,300	39	2,450	15,575	3,703	446
Lyon	1,500	19	290	2,430	642	110
McCracken	27,800	22	6,060	68,994	16,040	2,736
McCreary	3,500	12	430	5,925	1,524	62
McLean	2,700	37	1,000	4,812	989	113
Madison	8,900	20	1,820	24,384	4,611	2,076
Magoffin	2,400	47	1,120	2,026	90	70
Marion	4,000	47	1,880	11,775	2,596	205
Marshall	4,500	36	1,640	11,828	3,400	189
Martin	2,300	40	920	1,897	337	51
Mason	5,100	62	3,140	19,238	4,311	616
Meade	2,500	65	1,620	8,585	1,203	69
Menifee	1,100	24	260	610	160	..
Mercer	4,200	50	2,120	11,234	2,509	366
Metcalfe	2,400	33	790	2,870	549	84
Monroe	3,300	39	1,290	7,916	1,063	247
Montgomery	3,500	29	1,010	13,873	2,661	404
Morgan	3,200	34	1,090	4,735	1,093	59
Muhlenberg	7,800	30	2,380	17,927	5,015	395
Nelson	4,800	69	3,290	14,389	2,878	292
Nicholas	2,100	54	1,130	3,553	1,112	147
Ohio	5,100	29	1,470	7,629	2,856	327
Oldham	2,800	61	1,590	6,962	1,665	159
Owen	2,700	59	1,580	4,400	1,034	247
Owsley	1,500	18	260	813	359	..
Pendleton	2,700	64	1,740	5,374	1,399	177
Perry	8,900	17	1,470	20,964	5,053	443
Pike	17,200	40	6,850	29,627	7,936	490
Powell	1,800	17	280	1,694	217	74
Pulaski	9,500	11	1,050	19,707	4,588	663
Robertson	800	55	440	519	278	..
Rockcastle	3,200	4,150	948	131

KENTUCKY MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Rowan	3,000	41	1,220	8,277	1,374	243
Russell	3,200	21	670	4,005	1,130	185
Scott	4,400	44	1,930	10,303	3,158	352
Shelby	5,000	56	2,830	16,359	2,899	143
Simpson	3,300	45	1,490	10,827	1,787	126
Spencer	1,500	74	1,110	3,598	683	415
Taylor	4,000	46	1,820	10,750	2,370	234
Todd	3,400	41	1,400	6,876	1,640	278
Trigg	2,200	23	500	4,766	1,189	181
Trimble	1,500	45	680	1,898	402	125
Union	4,100	39	1,590	13,748	3,234	404
Warren	12,100	39	4,680	41,558	8,471	1,325
Washington	3,100	58	1,800	7,035	1,824	196
Wayne	3,800	13	500	4,569	609	276
Webster	4,500	21	950	9,448	2,158	228
Whitley	7,100	25	1,750	19,054	4,698	443
Wolfe	1,500	16	250	1,250	241	37
Woodford	3,200	45	1,430	8,420	2,334	284
Total	804,000	47%	*380,970	\$2,372,901	\$545,245	\$76,888

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. *Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ASHLAND

(Boyd County)

WPTV (TV)

(Target Date, Unknown)

LICENSEE: Polan Industries. Address: 321 8th St., Huntington, W. Va.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 130 kw. Transmitter: DuM. Antenna Make: DuM. Height: Above average terrain 470 ft.; Above ground 234 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Dr. Charles M. Polan and Lake Polan Jr., equal partners in Polan Industries, which also owns WLTV (TV) Wheeling, W. Va.

HENDERSON

(Henderson County)

WEHT (TV) (EVANSVILLE, IND.)

LICENSEE: Ohio Valley Television Co. Address: P. O. Box 395, Evansville, Ind. Phone: Harrison 4-9215.

FACILITIES: Ch. 50. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.89 kw. Operating Pow.: Visual 11 kw, Aural 5.89 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 537 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 27, 1953. Hours, 9 a.m.-midnight.

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

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Malco Theatres Inc., which also owns WEOA Evansville, Ind.

EXECUTIVES:

Herbert R. Levy, pres. Robert M. Cleveland, ch. engr.
 Cecil M. Sansbury, gen. mgr. Del Greenwood, prom. mgr.
 Charles C. Palmisano, com. mgr. Brod Seymour, news ed.
 Roger Garrett, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts up to 25% for 260 times. Rate Card No. 5.

LEXINGTON
(Fayette County)

WLAP-TV

(Target Date, Unknown)

LICENSEE: American Bcstg. Corp. Address: Radio Bldg. Phone: 3-2727.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 548 ft.

AFFILIATIONS: Stations, Am, WLAP. Fm, WLAP-FM.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Gilmore N. Nunn, 95.29%. Mr. Nunn also owns 28.5% of WCMI-AM-FM Ashland, Ky., and 30% of WBIR-AM-TV Knoxville, Tenn.

EXECUTIVES:

Gilmore N. Nunn, pres. Miller Welch, com. mgr.
J. E. Willis, gen. mgr.

WLEX-TV

LICENSEE: WLEX-TV Inc. Address: Russell Cave Pike. Phone: 4-8747.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 654 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 15, 1955. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WLEX.

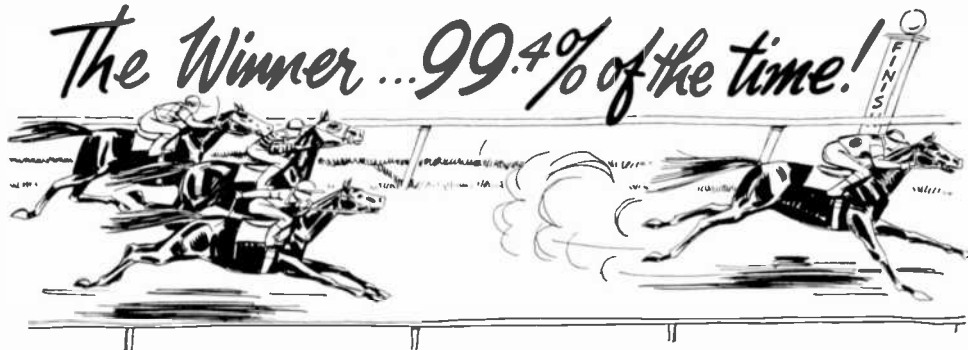
REPRESENTATIVES: Sales, Bolling Co.; Dora-Clayton (Deep South); Washington Attorney, Spearman & Roberson; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: H. Guthrie Bell, 29.97%; Central Kentucky Bcstg. Co. (WLEX), 26.92%; J. Douglas Gay, 23.91%; William B. Gess, 4.11%, and others. Messrs. Bell and Gay are majority stockholders of Central Ky. Bcstg. Co.

EXECUTIVES:

J. D. Gay Jr., pres. Les Tackett, com. mgr.
Earl L. Boyles, vp., gen. mgr. & Alex B. Macaulay, pgm. dir.
film buy. J. W. Robertson, ch. engr.
Harry C. Barfield, sta. mgr. Sue Ann Fenimore, news ed.

RATE INFORMATION: Class A minute spot (live) \$39, (film) \$31; ID \$19. ID Length 8 sec. Specifications: 2x2 in., 35mm. Full screen. Frequency discounts. Rate Card No. 3.



**WLEX-TV LEADS
THE FIELD IN
CENTRAL
KENTUCKY!**

Latest Pulse Survey Reveals . . .

WLEX-TV Ahead In 164 Out of 165 1/4 Hours!

According to The Pulse, Inc. survey conducted in central Kentucky February 19 through 25, 1956, WLEX-TV is ahead in viewing audience (usually two to three times more than the next contender) in 164 of the 165 average weekly quarter hours surveyed daily between 6:00 and 12:00 P. M. Three 11:45 to 12:00 P. M. periods, when WLEX-TV was not televising, were eliminated. The clearest picture in the area . . . by far . . . teamed with outstanding programming gets the job done in this 34-county market with over 150,000 families and over 600 million dollars spendable income!

Here in Bluegrass, U. S. A., we say it makes good horse sense to put your advertising dollars where you can expect the highest returns!

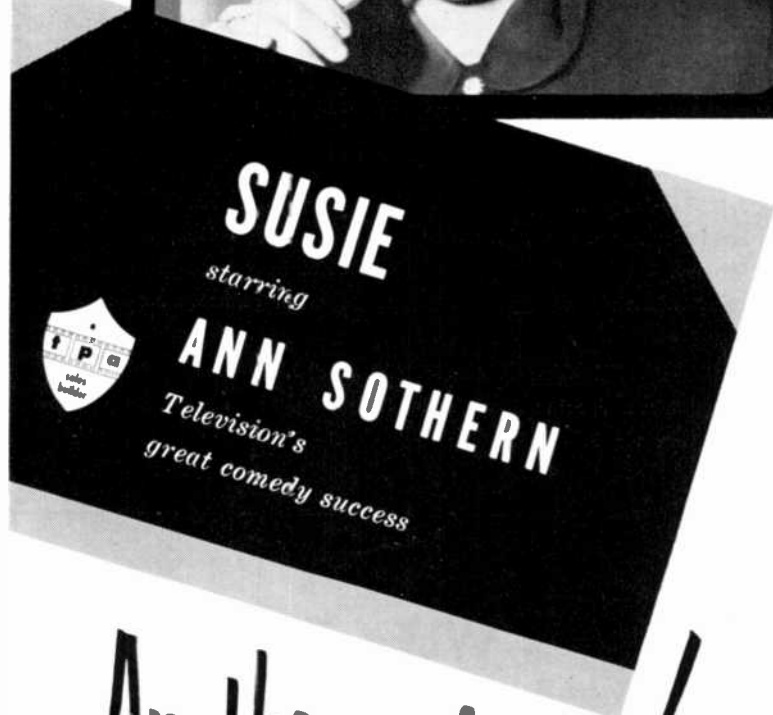


LEXINGTON, KENTUCKY

NBC ABC CBS

Earl L. Boyles
Vice Pres. & Gen. Mgr.

Represented Nationally by the Bolling Company, Inc.
In the deep South by Dora-Clayton Agency



Another winner!

from the portfolio of **TPA** Sales Builders

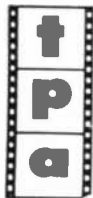
Susie's success story is a glamorous record. For this first-run-off-network series offers local and regional advertisers the same audience-entrancing factors that have made its network run such a success. And what a success!

The American Tobacco Company is now sponsoring this TPA property under the network title of "Private Secretary" for the fourth successive season.

The 104 shows now available for local market use offer many opportunities for contests, special events and merchandising.

Susie's a showcase which makes audiences want to sample such diversified wares and services as jewelry, paint, beer, ice cream, gasoline, toothpaste, household appliances, flour, soft drinks, supermarkets, opticians, slenderizing, foods, etc.

For availabilities in your market, phone your TPA representative today.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

KENTUCKY

LOUISVILLE
(Jefferson County)

WAVE-TV

LICENSEE: WAVE Inc. Postal Zone: 2. Address: 334 E. Broadway. Phone: Wabash 2201.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Abover average terrain 910 ft.; Above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 25, 1948. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WAVE.

REPRESENTATIVES: Sales, NBC Spot Sales: Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: George W. Norton, 98.4%. Licensee also owns WFIE (TV) Evansville, Ind.

EXECUTIVES:

George W. Norton Jr., pres.	Wilbur Hudson, ch. engr.
Nathan Lord, gen. mgr.	James Caldwell, prom. mgr.
Ralph Jackson, com. mgr.	Rodney Ford, news d'r.
George Patterson, pgm. dir. & film buy.	

RATE INFORMATION: Class AA one hour (live) \$1,025, (film) \$1,025; minute spot (live) \$215, (film) \$215; ID \$107.50. Class A one hour (live) \$875, (film) \$875; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 10 sec. Specifications: film, slide or balop. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 12.

Audio and Video Equipment

FROM THE LEADING CANADIAN
BROADCAST EQUIPMENT MANUFACTURER

McCURDY RADIO INDUSTRIES

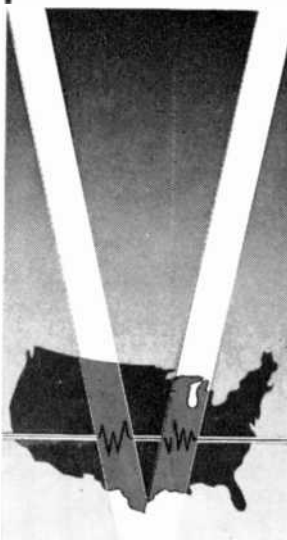
*built to rigid
CBC specifications*

DISTRIBUTED NOW, IN
THE UNITED STATES

BY EXCLUSIVE ARRANGEMENT WITH

VISUAL ELECTRONICS CORP.

11 West 42nd Street New York, N. Y.





First in Kentucky—

“The Blue-Chip Buy in the Bluegrass State”

Romance and glamor aside, here's one Kentucky institution you can't afford to miss. It's WAVE-TV, *first by far* in Kentucky and Southern Indiana television.

First In CHANNEL — Brilliant Channel 3!

First In COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First In PROGRAMMING — The best from NBC, plus topnotch local shows!

First In ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better *experience* — by more than a year!

WAVE-TV

CHANNEL **3** LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC



SPOT SALES

Exclusive National Representatives

LOUISVILLE (Cont.)

WHAS-TV

LICENSEE: WHAS Inc. Postal Zone: 2. Address: 525 W. Broadway. Phone: Wabash 2211.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 490 ft.; Above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 27, 1950. Hours, 9 a.m.-midnight.

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

REPRESENTATIVES: Sales, Harrington, Righter & Parson; Washington Attorney, Miller & Schroeder.

PRINCIPAL STOCKHOLDERS: Wholly owned subsidiary of Courier-Journal & Louisville Times Co.

EXECUTIVES:

Barry Bingham, pres.
Victor A. Sholis, vp. & dir.
Neil D. Cline, sta. mgr.
Albert J. Gillen, sls. dir.
Ralph M. Hansen, pgm. dir. & film buy.
Orrin W. Towner, dir. of engr.
William F. Loader, prom. mgr.
William Small, news ed.

RATE INFORMATION: Class AA minute spot (live) \$200, (film) \$200; ID \$100; Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$170, (film) \$170; ID \$85. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 8.

WKLO-TV†

LICENSEE: Mid-American Bcstg. Corp. Postal Zone: 2. Address: Henry Clay Hotel. Phone: Clay 4441.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 129 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 730 ft.; Above ground 404 ft.

OPERATION: Began Oct. 18, 1953.

AFFILIATION: Station, Am, WKLO.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.

PRINCIPAL STOCKHOLDERS: Owned by Great Trails Broadcasting Co. (Charles W. Sawyer). Mr. Sawyer also owns WING Dayton, WOOL-AM-FM Columbus, 52% of WIZE Springfield, all Ohio.

†WKLO-TV has suspended operation but has not returned its CP.

WQXL-TV

(Target Date, Unknown)

LICENSEE: Robert W. Rounsaville. Address: 2549 S. Third St.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 210 ft.; Above ground 293 ft.

AFFILIATION: Station, Am, WLOU.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville also owns WMBM Miami Beach, Fla.; WQXI-AM-FM and WATL-TV Atlanta, Ga.; WBAC Cleveland, Tenn.; WCIN and WQXN-TV Cincinnati, Ohio; WOBS Jacksonville, Fla.

EXECUTIVES:

Robert W. Rounsaville, own.

NEWPORT

(Campbell County)

WNOP-TV

(Target Date, Unknown)

LICENSEE: Tri-City Bcstg. Co. Address: 606 Monmouth St. Phone: Juniper 1-7100.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 20.9 kw, Aural 11.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 510 ft.; 280 ft.; Above ground 303 ft.

AFFILIATION: Station, Am, WNOP.

REPRESENTATIVES: Washington Attorney, Barnes & Neilson.

PRINCIPAL STOCKHOLDERS: James G. Lang, 52.5%; Olin W. Davis, 17.5%; Vincent Herold, 6.54%, and others.

EXECUTIVES:

James G. Lang, pres.
Ann Rolfes Lang, gen. mgr.
R. Doug Nunn, sta. mgr. pgm. mgr.,
prom. mgr. & news ed.
Richard L. Pike, com. mgr.
Ralph Sullivan, ch. engr.

OWENSBORO

(Daviss County)

WKYT (TV)

(Target Date, Unknown)

LICENSEE: Aircast Inc. 3015 Radiance Rd., Louisville.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 20.9 kw, Aural 11.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 280 ft.; Above ground 303 ft.

REPRESENTATIVES: Consulting Engineer, S. C. Grimwood Assoc.

PRINCIPAL STOCKHOLDERS: Stephen P. Bellinger, 30%; Ben H. Townsend, 20%; Joel W. Townsend, 20%; Morris S. Kempner, 30%. Same interests own WVMC Mt. Carmel and WIZZ Streator, both Ill.; 90% of KCLO Leavenworth, Kan.

EXECUTIVES:

Stephen P. Bellinger, pres.
Ben H. Townsend, vp.
Morris E. Kemper, treas.
Joel W. Townsend, sec.

LOUISIANA

LOUISIANA MARKET DATA BY PARISHES

Parish	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Acadia	12,500	18	2,310	37,741	6,305	933
Allen	5,300	33	1,730	14,059	1,976	365
Ascension	6,000	47	2,820	16,197	3,395	376
Assumption	4,100	39	1,580	7,869	1,265	280
Aveyelles	10,200	32	3,290	19,922	3,538	730
Beauregard	5,300	30	1,600	11,780	2,986	326
Bienville	4,400	32	1,420	8,105	2,084	274
Bossier	12,200	44	5,390	32,204	9,308	656
Caddo	56,000	60	33,710	248,421	53,932	8,327
Calcasieu	32,300	43	13,890	115,385	21,752	3,398
Caldwell	2,600	40	1,030	5,100	1,049	130
Cameron	1,300	28	360	3,347	1,194	97
Catahoula	2,800	23	640	8,075	3,198	287
Claiborne	6,300	28	1,750	15,492	3,587	838
Concordia	3,800	37	1,390	10,784	2,100	376
De Soto	5,800	36	2,110	16,041	3,381	394
E. Baton Rouge	58,700	55	32,400	217,520	40,750	7,999
E. Carroll	4,000	34	1,370	6,684	1,773	241
E. Feliciana	3,300	31	1,030	5,168	1,122	85
Evangeline	8,700	20	1,770	12,967	1,968	316
Franklin	7,100	37	2,610	11,900	2,097	471
Grant	3,500	33	1,150	5,006	1,473	102
Iberia	11,000	33	3,580	36,922	7,392	1,096
Iberville	7,100	27	1,890	13,046	3,358	340
Jackson	3,700	58	2,150	22,846	2,291	330
Jefferson	42,200	62	26,380	97,406	34,719	3,218
Jefferson Davis	7,200	30	2,170	23,831	4,687	678
Lafayette	17,100	34	5,750	60,201	9,598	1,560
Lafourche	11,000	56	6,180	38,946	8,155	886
La Salle	3,800	37	1,400	8,755	1,957	255
Lincoln	6,700	35	2,320	22,357	4,421	533
Livingston	5,500	37	2,020	11,838	3,210	281
Madison	4,500	43	1,910	11,252	1,910	397
Morehouse	8,800	35	3,100	22,171	5,964	813
Natchitoches	9,300	21	1,930	17,275	3,558	480
Orleans	178,000	72	129,040	701,766	118,767	29,156
Ouachita	24,100	54	12,940	95,782	18,854	2,570
Plaquemines	3,600	57	2,060	9,781	3,787	199
Pointe Coupee	5,300	29	1,550	8,457	2,416	356
Rapides	27,600	46	12,750	84,174	16,200	2,226
Red River	2,800	35	970	5,785	1,238	169
Richland	6,500	58	3,780	16,808	3,730	398
Sabine	5,200	14	740	10,016	2,598	372
St. Bernard	3,500	62	2,170	6,081	2,367	146
St. Charles	3,500	63	2,190	7,104	1,267	259
St. Helena	2,400	22	530	1,655	419	14
St. James	3,500	56	1,950	9,012	1,773	138
St. John						
The Baptist	3,400	49	1,650	5,764	1,774	255
St. Landry	19,800	22	4,360	55,429	8,999	1,092
St. Martin	6,100	16	980	11,993	1,981	196
St. Mary	10,000	37	3,670	31,620	8,966	1,004
St. Tammany	7,900	59	4,680	24,273	4,767	627
Tangipahoa	15,500	57	8,800	46,818	9,942	1,357
Tensas	3,300	31	1,020	6,217	1,025	295
Terrebonne	11,500	62	7,100	42,843	9,928	1,034
Union	4,800	40	1,900	10,558	2,147	244
Vermilion	10,000	18	1,770	26,970	5,434	879
Vernon	5,900	18	1,050	10,565	2,147	280
Washington	10,700	65	6,990	28,818	6,835	1,045
Webster	9,900	48	4,740	31,911	7,738	948
W. Baton Rouge	3,200	22	710	4,871	1,794	123
W. Carroll	3,800	52	1,990	7,329	746	209
W. Feliciana	1,600	25	390	2,984	784	85
Winn	4,400	35	1,520	8,695	2,587	463
Total	791,900	51%	400,120	\$2,530,692	\$512,463	\$84,007

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

as a member of Society...



CRUSADE FOR CHILDREN . . .

The 1955 WHAS CRUSADE FOR CHILDREN collected \$183,624.00 in cash for physically and mentally handicapped children of Kentucky and southern Indiana. Grants to a score of children's agencies and to conduct hearing tests for over 90,000 school children in the Louisville area were allocated by a board of ministers representing Catholic, Jewish, Protestant and Unitarian faiths. The WHAS CRUSADE FOR CHILDREN is another example of the "big" community effort which local and national people have learned to expect of WHAS-TV.

- **VARIETY SHOWMANAGEMENT AWARD**

for Responsibility to Community.

- **NATIONAL HEADLINER AWARD . . .**

for outstanding public service by a television station.

- **KENTUCKY SOCIETY FOR CRIPPLED CHILDREN . . .**

award for outstanding public service contribution to the welfare of Kentucky's crippled children.
(Third such award in history of the Society.)

- **NATIONAL BROTHERHOOD CERTIFICATE**

OF RECOGNITION (NATIONAL CONFERENCE OF CHRISTIANS AND JEWS) for contribution to mutual understanding and respect among people of diverse backgrounds.

Now in its seventh year of telecasting, WHAS-TV continues its concentration on programming excellence. Participating advertisers know that in Louisville, WHAS-TV programming pays off!

Your sales message deserves the impact of programming of character.

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*

Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times



BASIC CBS-TV Network

ALEXANDRIA
(Rapides Parish)

KALB-TV

LICENSEE: Alexandria Bcstg. Co. Address: 601 Washington St. Phone: 3-2543.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 15.1 kw. Operating Pow.: Visual 28.2 kw, Aural 15.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 588 ft.

OPERATION: Began Sept. 29, 1954. Hours, 12:30 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KALB. Fm, KALB-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: T. B. Lanford, 99.2%, and Grove Stafford, 0.8%. Mr. Lanford also owns 48% of KRMD Shreveport, La.; 13.8% of WSLI-WJTV (TV) Jackson, Miss.; 88% of KRRV Sherman, Tex., and 33 1/3% of KPLC-AM-TV Lake Charles, La.

EXECUTIVES:

T. B. Lanford, pres. & film buy.	Thomas B. Erwin, ops. mgr.
Willard L. Cobb, gen. mgr.	Vivian Close, prom. mgr.
Jesse R. Sexton, com. mgr. & tech. dir.	Larry McHale, news ed.

RATE INFORMATION: Class A one hour (live) \$262.50, (film) \$250; minute spot (live) \$57.50, (film) \$50; ID \$25. ID Length 10 sec. Specifications: 4x5 opaque. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times.

BATON ROUGE
(East Baton Rouge Parish)

WAFB-TV

LICENSEE: Modern Bcstg. Co. of Baton Rouge Inc. Postal Zone: 2. Address: 929 Government St. Phone: 4-8571.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 56.2 kw. Operating Pow.: Visual 105 kw, Aural 56.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 499 ft.

OPERATION: Began April 19, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WAFB. Fm, WAFB-FM.

REPRESENTATIVES: Sales, Young Television; Washington Attorney, Pierson, Ball & Dowd.

PRINCIPAL STOCKHOLDERS: Broadcasting Corp. (WDSU New Orleans), 57.85%; Tom E. Gibbens, 2.94%; C. C. Barnard, 14.74%; Jack S. Burk, 14.77%, and others.

EXECUTIVES:

Dwight M. Martin, chm. of bd.	Ron Litteral, com. mgr.
Tom E. Gibbens, pres. & gen. mgr.	Donald K. Allan, ch. engr.
Edgar B. Stern Jr., vp.	Grace McElveen, prom. mgr.
Robert D. Swezey, vp.	Ronald Daye, news ed.
A. Louis Read, vp.	

RATE INFORMATION: Class A one hour (live) \$250; minute spot (live) \$50; ID \$25. ID Length 10 sec. Frequency discounts.

WBRZ (TV)

LICENSEE: Louisiana Television Bcstg. Corp. Address: 1650 Highland Rd. Phone: 8-1491.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 56.2 kw. Operating Pow.: Visual 97.7 kw, Aural 56.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 890 ft.; Above ground 954 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 14, 1955. Hours, 7 a.m.-midnight.

Score a "Knock-Out" in **BATON ROUGE**

No more potent salesman in the Baton Rouge trade area than WAFB-TV . . . "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising your products and shows.

WAFB-TV's rating leadership is nearly 5-to-1.

WAFB-TV's merchandising leadership is unsurpassed. Here are just four examples:



ROUND 1

First place winner in "Lucy Show" competition with a double first prize for special merchandising job.



ROUND 2

First place in Screen Gems, Inc. contest on program promotion.



ROUND 3

Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."



ROUND 4

WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."



WAFB-TV CHANNEL 28
Affiliated with
WAFB AM-FM
CBS-ABC 200,000 WATTS

Reps: Call Adam Young, National or Clarke Brown in South and Southwest

LAKE CHARLES (Cont.)

KTAG-TV

LICENSEE: KTAG Assoc. Address: P. O. Box 173. Phone: Hemlock 9-9413.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Operating Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 330 ft.; Above ground 348 ft.

OPERATION: Began Nov. 15, 1953. Hours, 1:30-11:30 p.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Adam Young Television; Clarke Brown Co. (Southwest); Washington Attorney, McKenna & Wilkinson.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr., 46.2%; Warren Berwick, 32.4%; R. B. McCall Jr., 10.7%, and Harold Knox, 10.7%. Mr. Lamar also is permittee of WPPA-TV Pensacola, Fla.

EXECUTIVES:

Warren Berwick, pres.	Harper Clarke, pgm. dir.
Kevin Reilly, gen. mgr.	Lawrence E. Vicknair, ch. engr.
Raymond Dorsey, sta. mgr. & film buy.	Nelda Barker, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$30.50, (film) \$25; ID \$12.50. ID Length 10 sec. Specifications: 3/4 standard. Full screen. Frequency discounts from 5% for 13 times up to 35% for 312 times. Rate Card No. 2.

MONROE (Ouachita Parish)

KLSE (TV)*

(*Non-Commercial Educational)

LICENSEE: State Dept. of Education, State of Louisiana. Address: State Capitol Bldg., Baton Rouge.

OPERATION: Began June 20, 1956.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 320 ft.; Above ground 337 ft.

REPRESENTATIVES: Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank H. McIntosh & Assoc.

EXECUTIVES:

Shelby M. Jackson, State Supt. of Public Education.

KNOE-TV

LICENSEE: James A. Noe. Address: Knoe Road. Phone: 8155.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 115 kw. Operating Pow.: Visual 229 kw, Aural 115 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft.; Above ground 774 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 27, 1953. Hours, 5:45 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KNOE.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDER: James A. Noe also owns WNOE New Orleans and 50% of KOTN Pine Bluff, Ark.

EXECUTIVES:

James A. Noe, pres.	Harry Arthur, pgm. dir. & film buy.
Paul H. Goldman, gen. mgr. & film buy.	Ray Boyd, dir. of engrg.
Jack Ansell Jr., com. mgr., film buy. & prom. mgr.	Mac Ward, news ed.

RATE INFORMATION: Class AA one hour (live) \$480, (film) \$400; minute spot (live) \$115, (film) \$80; ID \$40; Class A one hour (live) \$380, (film) \$300; minute spot (live) \$95, (film) \$60; ID \$30. ID Length 10 sec. Specifications, 2x2 in. slide. Full and share screen. Frequency discounts. Rate Card No. 3.

NEW ORLEANS (Orleans Parish)

WCKG (TV)

(Target Date, Unknown)

LICENSEE: CKG Television Co. Address: Melrose Bldg., Houston, Tex.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 54 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 330 ft.; Above ground 356 ft.

AFFILIATION: Station, Am, WMRY.

REPRESENTATIVES: Washington Attorney, A. L. Stein; Consulting Engineer, L. J. N. duTreil.

PRINCIPAL STOCKHOLDERS: Lester Kamin, 33 1/3%; Pat Coon, 33 1/3%, and Billy B. Goldberg, 33 1/3%. Each owns 20.5% of KCIJ Shreveport and WMRY New Orleans.

EXECUTIVES:

Lester Kamin, pres.	Billy B. Goldberg, sec.-treas.
Pat Coon, vp.	

WDSU-TV

LICENSEE: WDSU Bcstg. Corp. Address: 520 Royal St. Phone: Tulane 4371.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 424 ft. Note: Claims CP for 930 and 975 ft.

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

OPERATION: Began Dec. 18, 1948. Hours, 6:45 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WDSU. Fm, WDSU-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Edgar B. Stern Jr., 67%; Robert D. Swezy, 20%; A. Louis Read, 10%, and Lester E. Kabacoff, 3%. Licensee owns 57.8% of WAFB-AM-FM-TV Baton Rouge, La.

EXECUTIVES:

Edgar B. Stern Jr., pres.	Lindsey Riddle, ch. engr.
Robert D. Swezey, exec. vp. & gen. mgr.	Juanita Mitchell, film buy.
A. Louis Read, vp. & com. mgr.	Marion Annenberg, prom. mgr.
Tom Hicks, vp. & pgm. dir.	Bill Monroe, news ed.

RATE INFORMATION: Class AA one hour (live) \$900, (film) \$900; minute spot (live) \$225, (film) \$225; ID \$112.50; Class A one hour (live) \$750, (film) \$750; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Frequency discounts. Rate Card No. 10.

WJMR-TV

LICENSEE: Supreme Bcstg. Co. Address: Jung Hotel. Phone Canal 0356.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw. Operating Pow.: Visual 1,000 kw, Aural 501 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 420 ft.; Above ground 436 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 15, 1954. Hours, 6 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WJMR. Fm, WRCM (FM).

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, George A. Mayoral.

PRINCIPAL STOCKHOLDERS: Chester F. Owens and wife, 98%, and Robert E. Jeffers, 2%.

EXECUTIVES:

Chester F. Owens, pres.	Jack A. Petrik, ch. engr.
George A. Mayoral, gen. mgr.	Robert E. Jeffers, film buy.
Paul Beville, com. mgr.	Eric Sayard, prom. mgr.
Tom Abbot, pgm. dir., news ed.	

RATE INFORMATION: Class A one hour (live) \$325, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$34. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 3.

WYES (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Greater New Orleans Educational Television Foundation Inc. Address: 701 Carondelet St.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 25.7 kw, Aural 14.8 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 392 ft.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Lindsey G. Riddle.

EXECUTIVES:

Mrs. Louis Abramson Jr., chm.	Mrs. Francis J. Banker, sec.-treas.
Emile A. Wagner, vice-chmn.	

WWL-TV

(Target Date, Unknown)

LICENSEE: Loyola U.

FACILITIES: Ch. 4 [Construction prohibited pending conclusion of deintermixture rulemaking].

SHREVEPORT
(Caddo Parish)

KSLA-TV

LICENSEE: Shreveport Television Co. Postal Zone: 2. Address: Washington Youree Hotel. Phone: 3-6151.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,210 ft.; Above ground 1,192 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1954. Hours, 6:30 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Weaver & Glassie; Consulting Engineer, Vandivere, Cohn & Wearn.

PRINCIPAL STOCKHOLDERS: Don George (deceased), 43%; Ben Beckham Jr., 25%; H. E. Linam, 25%, and W. C. Henderson, 7%.

EXECUTIVES:

Winston Linam, sta. mgr. M. C. Barton, ch. engr.
Deane R. Flett, sls. mgr. Carol Vinson, prom. mgr.
Roy George, ops. mgr. Don Owen, news dir.

RATE INFORMATION: Class A one hour (live) \$520, (film) \$400; minute spot (live) \$104, (film) \$80; ID \$40. ID Length 10 sec. Share screen upper 1/4. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 3.

KTBS-TV

LICENSEE: KTBS Inc. Address: 312 E. Kings Hwy. Phone: 7-3644.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Operating Pow.: Visual 100 kw, Aural 69.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,140 ft.; Above ground 1,151 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 3, 1955. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, KTBS. Fm, KTBS-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: George D. Wray Sr. and sons, 100%.

EXECUTIVES:

E. Newton Wray, pres. Vlada Dimac, prod. mgr.
Patrick J. White, sta. mgr. & film buy. C. H. Maddox, ch. engr.
Marie Gifford, com. mgr. Ruth Aveikos, prom. mgr.
Nick Gearhart, news ed.

RATE INFORMATION: Class A one hour (live) \$455, (film) \$406; minute spot (live) \$108, (film) \$100; ID \$50. ID Length 10 sec. Specifications: upper right. Share screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 1.

BANGOR
(Penobscot County)

WABI-TV

LICENSEE: Community Telecasting Service. Address: 57 State St. Phone: 6446.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Operating Pow.: Visual 29.5 kw, Aural 17.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 120 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 25, 1953. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, A9C, NBC. Station, Am, WABI.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Community Bcstg. Service (WABI Bangor). Community is 60% owned by Horace Hildreth, 33.7% owned by WPOR Portland, Me., and 5.9% by WTVL Waterville, Me. WPOR is owned by Mr. Hildreth and associates and Henry Oliver Rea and associates. These interests have varying holdings in WMTW (TV) Poland Spring, Me. Mr. Rea also has interests in WENS (TV) Pittsburgh and KEYD-TV Minneapolis.

EXECUTIVES:

Horace A. Hildreth, pres. Walter L. Dickson, ch. engr. & ops. mgr.
Leon P. Gorman Jr., vp., gen. mgr. & film buy. Richar B. Bronson, prod. & prom. mgr.
Robert McCausland, loc. sls. mgr.
Leon H. Nelson, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 1.

WTWO (TV)

LICENSEE: Murray Carpenter & Assoc. Address: 7 Main St. Phone: 2-4822.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 8.52 kw. Operating Pow.: Visual 14.1 kw, Aural 8.52 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 99 ft.

OPERATION: Began Sept. 12, 1954. Hours, 6:45 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Pietsen, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Murray Carpenter and wife are sole owners.

EXECUTIVES:

Murray Carpenter, pres. Rudolph Marcoux, vp., bus. mgr. & natl. adv. mgr.
William O. Clark, vp., ops. mgr. & ch. engr. James A. Robinson Jr., pgm. dir.

RATE INFORMATION: Class A one hour (live) \$275 (film) \$275; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MAINE

MAINE MARKET DATA BY COUNTIES

County	Total	Television	Households	Retail Sales	Food Sales	Drug Sales
	Households	%	No.	1955 (\$000)	1955 (\$000)	1955 (\$000)
Androscoggin	24,700	72	17,730	88,000	22,079	1,679
Aroostook	24,400	15	3,780	96,774	23,682	2,576
Cumberland	51,400	77	39,780	207,427	46,367	7,805
Franklin	5,800	46	2,690	15,174	4,454	428
Hancock	10,100	55	5,600	36,036	10,155	696
Kennebec	23,700	73	17,350	111,944	29,359	2,599
Knox	8,700	66	5,720	30,506	7,685	865
Lincoln	5,400	71	3,830	21,742	5,507	502
Oxford	12,200	62	7,610	39,471	10,114	886
Penobscot	29,600	78	23,060	134,559	31,356	2,704
Piscataquis	5,300	61	3,240	16,169	4,575	534
Sagadahoc	6,300	74	4,690	17,423	4,599	376
Somerset	11,300	36	4,030	35,281	10,223	1,077
Waldo	6,300	57	3,600	20,742	5,166	340
Washington	9,900	46	4,570	34,929	10,803	1,046
York	27,700	75	20,860	109,283	32,140	3,066
Total	262,800	64%	168,140	\$1,015,460	\$258,264	\$27,179

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

LEWISTON

(Androscoggin County)

WLAM-TV †

LICENSEE: Lewiston-Auburn Bcstg. Co. Address: 129 Lisbon St.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.51 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 246 ft.

OPERATION: Began Nov. 22, 1953.

AFFILIATION: Station, Am, WLAM.

REPRESENTATIVES: Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Frank S. Hoy and family, 96%; Romeo E. Sansoucy, 2%, and G. Emilio Ouellette, 2%.

EXECUTIVES:

Frank S. Hoy, ch. own. & gen. mgr.

†WLAM-TV has suspended operation but has not returned its CP.

POLAND SPRING
(Androscoggin County)

WMTW (TV)

LICENSEE: Mt. Washington Tv Inc. Address: Riccar Inn. Phone: 51.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Operating Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: Alford. Height: Above average terrain 3,850 ft.; Above ground 93 ft.
OPERATION: Began Sept. 25, 1954.
AFFILIATIONS: Tv Networks, ABC, CBS.
REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Kettell-Carter (New England); Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

PRINCIPAL STOCKHOLDERS: Peter Anderson, 30.1%; E. Martin Anderson, 3.3%; Horace Hildreth, 11.7%; Katherine W. Hildreth, 6.6%; John W. Guider, 12.6%; WTVL Waterville, Me., 7.6%; Henry Oliver Rea, 4.3%; H. H. Rea, 9.3%; WPOR Portland, Me., 9.8%, and 36 other, 4.7%. The Hildreths and the Reas own WPOR. The Hildreths, the Reas and WTVL own WABI-AM-TV Bangor, Me. The Messrs. Rea have minor interests in WENS (TV) Pittsburgh, Pa., and KEYD-TV Minneapolis, Minn. Mr. Guider owns WMOU Berlin and WJWG Conway, both N. H.

EXECUTIVES:
 John W. Guider, pres. Lester J. Richards, production mgr.
 John H. Norton, vp. & gen. mgr. Parker H. Vincent, ch. engr.
 John T. Madigan, pgm. dir. & film buy.

PORTLAND
(Cumberland County)

WCSH-TV

LICENSEE: Maine Radio & Television Co. Postal Zone: 3. Address: 157 High St. Phone: Spruce 2-0181.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 380 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 1, 1953. Hours, 7 a.m.-12:15 a.m.
AFFILIATIONS: Tv Network, NBC. Station, Am, WCSH.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Adeline B. Rines, 99% (in trust). Also principal stockholder in WRDO Augusta and WLBZ Bangor, both Me.

EXECUTIVES:
 Mrs. Adeline B. Rines, pres. Charles R. Brown, ch. engr.
 William H. Rines, mgng. dir. William Kerkos, film buy.
 Jack S. Atwood, sta. mgr. Linwood T. Pitman, prom. mgr.
 Bruce C. McGorrill, com. mgr. Philip N. Johnson, news ed.
 Burnell Poole Jr., pgm. dir.

RATE INFORMATION: Class A one hour (film) \$400; minute spot (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 208 times. Rate Card No. 4.

WGAN-TV

LICENSEE: Guy Gannett Bcstg. Services. Postal Zone: 3. Address: 390 Congress St. Phone: Spruce 2-4661.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 314 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 16, 1954. Hours, 7 a.m.-midnight.

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

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Robert C. Foster (Boston); Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Guy Gannett Pub. Co. (Portland Press Herald and Express, Augusta Kennebec Journal and Waterville Sentinel, all Me.)

EXECUTIVES:
 Jean Gannett Williams, pres. Roger W. Hodgkins, ch. engr.
 Creighton E. Gatchell, gen. mgr. Perlston Peart Jr., prom. mgr.
 Richard E. Bates, com. mgr. Nunzi Casavola, news ed.
 Samuel G. Henderson Jr., pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 3.

PRESQUE ISLE
(Aroostook County)

WAGM-TV

(Target Date, Unknown)

LICENSEE: Aroostook Bcstg. Corp. Address: 489 Main St.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 6.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 350 ft.; Above ground 292 ft.
AFFILIATION: Station, Am, WAGM.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: H. E. Umphrey, 23.7%; Harold D. Glidden, 49.4%; Francis J. Reardon, 23.7%, and others.
EXECUTIVES:
 H. E. Umphrey, pres. Harold D. Glidden, sec.-treas.
 V. P. Currier, vp.

MARYLAND

MARYLAND MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Allegany	26,100	46	11,950	85,010	23,259	2,396
Anne Arundel	35,200	77	26,960	127,428	42,173	4,767
Baltimore	365,700	83	305,350	1,534,600	343,969	61,770
Calvert	3,200	71	2,270	11,752	2,398	34
Caroline	5,500	77	4,240	24,595	3,870	628
Carroll	11,800	75	8,800	48,077	9,656	1,005
Cecil	9,500	75	7,130	32,897	7,205	497
Charles	6,100	67	4,070	29,535	7,975	572
Dorchester	8,000	66	5,310	31,224	7,558	492
Frederick	18,300	66	12,130	65,938	13,596	1,394
Garrett	5,200	39	2,010	17,140	3,574	414
Harford	16,500	83	13,710	66,638	15,159	1,867
Howard	6,900	68	4,710	20,554	2,613	531
Kent	4,000	78	3,130	16,462	3,404	266
Montgomery	57,900	79	45,860	280,066	70,067	10,447
Prince Georges	68,600	78	53,300	224,934	77,936	10,772
Queen Annes	4,200	75	3,150	11,825	2,384	235
St. Marys	8,500	65	5,500	23,165	5,506	685
Somerset	5,900	36	2,120	17,840	5,363	458
Talbot	6,100	75	4,590	36,360	6,418	1,193
Washington	23,600	68	16,070	98,574	20,198	2,547
Wicomico	12,500	61	7,640	72,927	13,476	1,720
Worcester	7,400	36	2,650	48,373	7,774	1,132
Total	716,700	77%	552,650	\$2,925,914	\$695,531	\$105,822

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BALTIMORE
(Baltimore County)

WAAM (TV)

LICENSEE: WAAM Inc. Postal Zone: 11. Address: Television Hill. Phone: Mohawk 4-7600.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 530 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1948. Hours, 9:30 a.m.-1 a.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Ben and Herman Cohen families are majority stockholders. Others include Norman C. Kal, 7%; Dr. Harry Goldmann, 4.5%; Henry G. Fischer, 7%; estate of Herbert Levy, 3.5%.

EXECUTIVES:

Ben Cohen, pres.	Ben Wolfe, dir. of engrg.
Ken Carter, gen. mgr.	Glenn Lahman, ch. engr.
Armand Grant, com. mgr.	Tommy Dukehart, prom. mgr.
Herb Cahan, pgm. dir. & film buy.	Ted Jaffee, news ed.

RATE INFORMATION: Class A one hour (film) \$1,100; minute spot (film) \$200; ID \$100. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 10.

WBAL-TV

LICENSEE: The Hearst Corp. Postal Zone: 18. Address: 2610 N. Charles St. Phone: Hopkins 7-3000.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 458 ft.

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

OPERATION: Began Mar. 11, 1948. Hours, 7 a.m.-1:15 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, WBAL.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Hearst Corp. also owns WISN-AM-TV Milwaukee and, through affiliated company, WCAE Pittsburgh. Hearst newspapers are Baltimore News-Post, New York Journal American and Mirror, Albany (N.Y.) Times-Union, Boston Record and American, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee Sentinel, Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald Express, San Antonio Light and Seattle Post-Intelligencer.

EXECUTIVES:

D. L. Provost, vp. & gen. mgr.	William C. Bareham, ch. engr.
Leslie H. Peard Jr., vp. & sta. mgr.	Sidney Barbet, film buy.
Willis K. Freiert, com. mgr.	Wall Matthews, prom. mgr.
J. Sydney King, pgm. dir.	Galen Fromme, news ed.

RATE INFORMATION: Class A one hour (live) \$1,250; minute spot (live) \$275, (film) \$275; ID \$137.50. ID Length 10 sec. Full screen. Frequency discounts from 2 1/2% for 26 times up to 12 1/2% for 312 or more times. Rate Card No. 12.

WITH-TV

(Target Date, Unknown)

LICENSEE: WITH-TV Inc. Postal Zone: 3. Address: 7 E. Lexington St. Phone: Lexington 9-7808.

FACILITIES: Ch. 72. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 52.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 335 ft.

AFFILIATIONS: Stations, Am, WITH. Fm, WITH-FM.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Maryland Bcstg. Co. (WITH Baltimore), 100%, owned by Thomas G. Tinsley Jr. and family, who also own W-EE-AM-FM Richmond, Va., and WXEX-TV Petersburg, Va.

EXECUTIVES:

Thomas G. Tinsley Jr., pres.

BROADCASTING • TELECASTING



Another winner!

from the portfolio of **TPA** Sales Builders

Here's the television series now being produced in Hollywood with the same high-quality direction, casts, and scripts for first run local market viewing as when it was produced for network use.

It stars such favorites as Thomas Mitchell, Angela Lansbury, Ricardo Montalban, Jan Sterling, Lloyd Bridges, Diana Lynn, John Ericson, Marilyn Erskine, James Whitmore, Dane Clark, and many other performers whose names are your assurance of big audiences and high ratings.

Local and regional advertisers are already putting STAGE 7 to work for them first run in many markets. It's selling a variety of products—from ball-point pen sets and gasoline to foods, drinks and department stores!

There are some markets still available on a first run basis—but you must hurry. Contact TPA now . . . PLaza 5-2100.



Television Programs of America, Inc.

New York: 488 Madison Avenue

Chicago: 360 North Michigan Avenue

Los Angeles: 5746 Sunset Boulevard

**THEY LIKE TELEVISION
IN CENTRAL DEL-MAR-VA**

**1955 Retail Sales
\$400,000,000**

THEY LIKE ONE STATION

WBOC-TV
CHANNEL 16
Salisbury, Md

*SIX TIMES during the week "Sets-In-Use" exceed 90 per cent.

*SEVENTEEN TIMES during the week "Sets-In-Use" exceed 85 per cent.

*After 6:00 P.M., SEVENTY PER CENT of the TV homes are tuned most of the time to . . .

WBOC-TV
CHANNEL 16
Salisbury, Md

ABC and CBS NETWORKS

Daily live studio programs designed especially for audiences in this area.

This near-saturation audience in a one-station \$400 million market is yours at rates as low as \$2.45 per thousand TV homes (half-hour in peak audience periods).

Consult:

HEADLEY-REED COMPANY
National Representatives

OR CONTACT:

WBOC-TV
Radio-Tv Park
Salisbury, Md.

Affiliated with Radio Station WBOC

MARYLAND

BALTIMORE (Cont.)

WMAR-TV

LICENSEE: The A. S. Abell Co. Postal Zone: 3. Address: Charles & Redwood Sts. Phone: Mulberry 5-5670.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 591 ft.

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

OPERATION: Began Oct. 27, 1947. Hours, 7 a.m.-12:30 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Hogan & Hartson.

PRINCIPAL STOCKHOLDERS: Licensee publishes Baltimore Sunpapers.

EXECUTIVES:

William F. Schmick, pres.	R. B. Cochrane, pgm. dir.
William F. Schmick Jr., exec. vp.	C. G. Nopper, ch. engr.
E. K. Jett, vp.	D. V. Stickle, film buy. & news ed.
E. A. Lang, com. mgr.	Alexander Deitrich, prom. coord.

RATE INFORMATION: Class A one hour (live) \$1,250, (film) \$1,250; minute spot (live) \$275, (film) \$275; ID \$137.50. ID Length 8 sec. Full screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 12

WTLF (TV)

(Target Date, Unknown)

LICENSEE: United Bcstg. Co. of Eastern Maryland Inc. Address: 912 N. Charles St.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 12.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 601 ft.

AFFILIATION: Stations, Am, WSID.

REPRESENTATIVES: Sales, United Bcstg. Co., New York; Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Richard Eaton and wife, 3%; Licensee United Bcstg. Co. controlled by Mr. Eaton, 97%. Mr. Eaton also owns WOOK-AM-TV and WFAN (FM) Washington, WANT Richmond, Va., WARK Hagerstown, Md., WINX Rockville, Md., and WJMO Cleveland, Ohio. Purchase of WACH-AM-TV Newport News, Va., pending FCC approval.

EXECUTIVES:

Richard Eaton, pres. & film buyer.	Arthur A. Snowberger, ch. engr.
Marvin Mirvis, gen. mgr. & com. mgr.	

SALISBURY

(Wicomico County)

WBOC-TV

LICENSEE: The Peninsula Bcstg. Co. Address: Radio-Tv Park. Phone: 6131.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 83.2 kw. Operating Pow.: Visual 15.1 kw, Aural 8.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 647 ft.

OPERATION: Began July 15, 1954. Hours, Mon.-Fri., 3:25 p.m.-12:35 a.m.; Sat., 11:25 a.m.-12:35 a.m.; Sun., 1 p.m.-12:35 a.m.

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

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: John W. Downing, 16%; Lee W. Allen, 9%; I. L. Benjamin, 11%; Virginia Phillips Ward, 6%; Charles J. Truitt, 3%; Edward Webb, 3%, and others.

EXECUTIVES:

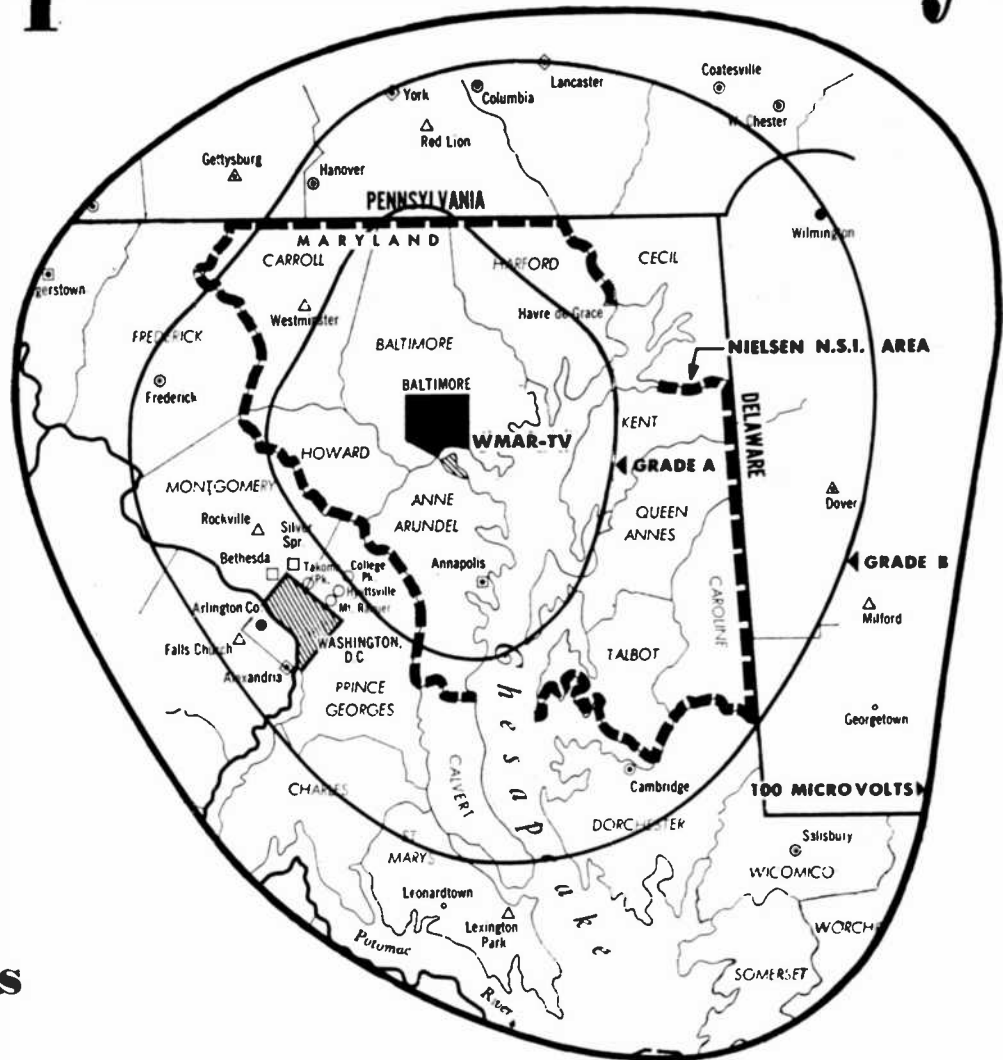
John W. Downing, pres.	John W. Downing Jr., pgm. dir.
Charles J. Truitt, gen. mgr. & com. mgr.	Jack W. Ward, ch. engr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50; ID \$20. ID Length 8 or 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 30% for 312 times. Rate Card No. 1.

the map tells the story



WMAR-TV's coverage area encompasses more than 2,500,000 homes which means vast selling power for advertisers



The WMAR-TV story means a lot of wonderful things to a lot of people. To the viewer it means the top comedy, dramatic, and variety shows such as: I Love Lucy, The Jack Benny Show, Studio One, Climax, The Ed Sullivan Show, and Arthur Godfrey and his Friends.

To WMAR-TV's advertisers, it means Baltimore's largest audience. We list the Nielsen report figures for April, 1956, showing total station shares based on quarter-hour homes reached by Baltimore stations in one week between 6 A.M. and midnight.

	NSI Area	Total Area
WMAR-TV	40.2%	41.1%
Station B	34.5%	33.8%
Station C	25.3%	25.1%

Off-the-map coverage . . . WMAR-TV's signal extends clear off the map, reaching out to the rich market surrounding Baltimore. It may be "fringe" to the TV engineer, but it is increased potential for WMAR-TV advertisers. That additional audience, which includes most of Maryland's rich countryside, has a buying potential on a par with the per household potential in Baltimore.

Important services . . . WMAR-TV services bring your product to meet the buyer through intense coverage of a quality market, continuing leadership of Baltimore's top-rated local and national programs, vigorous merchandising and promotion, and vast technical facilities . . . studio, film (including color film) and remote.

In Maryland, most people watch

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND
 Telephone MULberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
 Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

MASSACHUSETTS MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Barnstable	17,300	77	13,290	95,877	24,879	3,609
Berkshire	42,100	82	34,480	159,960	39,341	4,381
Bristol	123,100	82	100,820	410,141	104,716	12,609
Dukes	1,800	80	1,430	11,495	4,528	468
Essex	169,500	82	138,480	617,837	160,760	20,425
Franklin	17,600	62	10,960	58,685	12,920	1,540
Hampden	118,400	80	94,130	482,174	106,056	15,986
Hampshire	25,100	67	16,920	85,354	19,948	2,689
Middlesex	324,600	82	266,500	1,237,403	313,557	39,286
Nantucket	1,100	71	780	7,649	2,072	262
Norfolk	126,900	80	101,650	451,284	109,142	15,424
Plymouth	64,300	82	52,660	242,125	63,871	7,854
Suffolk	270,400	84	226,050	1,476,057	343,744	39,538
Worcester	170,200	78	133,440	624,927	152,136	18,899
Total	1,472,400	81%	1,191,590	\$5,960,968	\$1,457,670	\$182,970

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ADAMS
(Berkshire County)

WMGT (TV) (PITTSFIELD)

LICENSEE: Greylock Bcstg. Co. Address: 8 Bank Row, Pittsfield, Mass. Phone: 2-1553.
 FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 67.6 kw. Operating Pow.: Visual 115 kw, Aural 67.6 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 2,120 ft.; Above ground 251 ft.
 OPERATION: Began Feb. 22, 1954. Hours, 4:30 p.m.-midnight.
 AFFILIATIONS: Tv Network, ABC. Station, Am, WBRK.
 REPRESENTATIVES: Sales, The Walker Representation Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, James C. McNary.
 PRINCIPAL STOCKHOLDERS: Leon Podolsky, 36.06%; Gardner S. Morse, 11.56%; Lawrence R. Connor, 11.56%; Robert W. McCracken, 11.56%; Winnie Davis L. Crane, 10%, and others.
 EXECUTIVES:
 Leon Podolsky, pres. Leonard Lavendol, ch. engr.
 William P. Geary, gen. mgr. M. Richard Bolender, film buy.
 John Joyce Jr., sls. serv. mgr. William McGowan, news dir.
 Alan D. Vaber, pgm. dir. & prom. mgr.
 RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts from 10% for 26 times up to 25% for 104 times. Rate Card No. 2.

BOSTON
(Suffolk County)

WBZ-TV

LICENSEE: Westinghouse Bcstg. Co., Inc. Postal Zone: 34. Address 1170 Soldiers Field Rd. Phone: Algonquin 4-5670.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 50 kw. Operating Pow.: Visual 95.5 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 470 ft.; Above ground 389 ft.
 EQUIPPED TO COLORCAST network programs, local films, local slides.
 OPERATION: Began June 9, 1948. Hours, 6:45 a.m.-2:05 a.m.
 AFFILIATIONS: Tv Network, NBC. Station, Am, WBZ.
 REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, John Steen.
 PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh, Pa.
 EXECUTIVES:
 D. H. McGannon, pres. W. H. Hauser, ch. engr.
 W. C. Swartley, vp. R. G. Duffield, film & traff. mgr.
 F. A. Tooke, gen. mgr. J. E. Allen, adv. & sls. prom. mgr.
 C. H. Masse, sls. mgr. F. E. Whitmarsh, news dir.
 W. G. Swan, pgm. mgr. Frances M. Corcoran, publicity dir.
 RATE INFORMATION: Class AA one hour (live) \$2,250, (film) \$2,250; minute spot (live) \$450, (film) \$450; ID \$225. ID Length 8 sec. full screen or 10 sec. shared. Frequency discounts from 7 1/2% for 26 times up to 20% for 260 times. Rate Card No. 10.

WGBH-TV*

(*Non-Commercial Educational)

LICENSEE: WGBH Educational Foundation. Postal Zone: 39. Address 84 Mass. Ave., Cambridge. Phone: University 4-6400.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw. Operating Pow.: Visual 56.2 kw, Aural 33.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 233 ft.

OPERATION: Began May 2, 1955. Hours, 5:30 p.m.-9:30 p.m.

AFFILIATION: Station, Fm, WGBH-FM.

REPRESENTATIVES: Washington Attorney, Covington & Burling; Consulting Engineer, Jansky & Bailey.

EXECUTIVES:

Ralph Lowell, pres. Frank W. Harvey, dir. of engr.
 Parker Wheatley, gen. mgr. Arthur W. Richardson, ch. engr.
 Hartford N. Gunn Jr., asst. gen. mgr. Paul Rader, prod. dir.
 Edward G. Sherburne Jr., pgm. dir. Peter H. Winn, pub. rel. dir.

WJDW (TV)

(Target Date, Unknown)

LICENSEE: J. D. Wrather Jr. Address: 162 Delfern Dr., Beverly Hills, Calif.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 145 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 580 ft.; Above ground 539 ft.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDER: Mr. Wrather also owns 38.89% of KFMB-AM-FM-TV San Diego, Calif., and 37.5% of WNEW New York, N. Y.

WMUR-TV (MANCHESTER, N. H.)

LICENSEE: Radio Voice of New Hampshire Inc. Address: 1819 Elm St. Phone: 5-5788. (For full listing see Manchester, N. H.)

WNAC-TV

LICENSEE: RKO Teleradio Pictures Inc. Postal Zone: 15. Address: 21 Brookline Ave. Phone: Commonwealth 6-0800.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE & RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 428 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 21, 1948. Hours, 7 a.m.-2 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WNAC. Fm, WNAC-FM.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Pierson, Ball & Dowd.

PRINCIPAL STOCKHOLDERS: See WOR-TV New York.

EXECUTIVES:

Thomas O'Neil, chm. of bd. Proctor Jones, asst. sls. & sls. serv. dir.
 John Poor, pres. Harry Whittemore, tech. dir.
 Norman Knight, exec. vp. & gen. mgr. James Pike, film dir.
 George Steffy, vp., tv ops. Phyllis Doherty, publicity dir.
 Tom Bateson, sls. & sls. serv. dir. George Hallberg, prom. mgr.

RATE INFORMATION: Class AA one hour (live) \$2,600, (film) \$2,600; minute spot (live) \$550, (film) \$550; 20 sec. spot \$490; ID \$245. ID Length 10 sec. Full and share screen. Frequency discounts from 10% for 52 weeks up to 20% for 52 weeks. Rate Card No. 9.

WTAO-TV (CAMBRIDGE)

LICENSEE: Middlesex Bcstg. Co. Address: 439 Concord Ave., Cambridge. Phone: Elliot 4-0500. (For full listing see Cambridge.)

WXEL (TV)

(Target Date, Unknown)

LICENSEE: Ajax Enterprises. Address: P. O. Box 376, Greenwich, Conn.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 444 ft.

REPRESENTATIVES: Attorney, Martin W. Kramer, New York; Consulting Engineer, Thomas B. Friedman.

PRINCIPAL STOCKHOLDER: Herbert Mayer, 100%. Licensee also owns WPHD (TV) Philadelphia, Pa.

EXECUTIVES:

Herbert Mayer, pres. & gen. mgr.

BROCKTON
(Plymouth County)

WHEF-TV

(Target Date, Unknown)

LICENSEE: Trans-American Television Enterprises Inc. Address: 225 Washington St., Boston. Phone: Lafayette 3-8352.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 105 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 458 ft.

REPRESENTATIVES: Washington Attorney, Sam Miller; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDER: Harry E. Frank, 100%.

CAMBRIDGE
(Middlesex County)

WTAO-TV† (BOSTON)

LICENSEE: Middlesex Bcstg. Corp. Address: 439 Concord Ave., Cambridge. Phone: Eliot 4-0500.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 289 ft.

OPERATION: Began Sept. 1, 1953.

AFFILIATION: Station, Am, WTAO. Fm, WXHR-FM.

REPRESENTATIVES: Sales, Robert S. Keller Inc.; Washington Attorney, Cottone & Scheiner.

PRINCIPAL STOCKHOLDER: Frank Lyman Jr.

EXECUTIVES:

Frank Lyman Jr., pres. Wallace Dunlap, gen. mgr.

†WTAO-TV has suspended operation but has not returned its CP.

PITTSFIELD
(Berkshire County)

WMGT (TV) (ADAMS)

LICENSEE: Greylock Bcstg. Co. Address: 8 Bank Row, Adams, Mass. Phone: 2-1553. (For full listing see Adams.)

SPRINGFIELD
(Hampden County)

WHYN-TV

LICENSEE: Hampden-Hampshire Corp. Address: 1300 Liberty St. Phone: Republic 4-1126.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 141 kw, Aural 72.4 kw. Operating Pow.: Visual 141 kw, Aural 72.4 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 995 ft.; Above ground 134 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 14, 1953. Hours, noon-11:15 p.m.

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

REPRESENTATIVES: Sales, Branham Co.; Weed Tv (New England); Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Republican Television Inc., 50%; William Dwight and family, 33 $\frac{1}{3}$ %; Charles N. DeRose and family, 16 $\frac{2}{3}$ %. Republican Tv Inc. is owned by the Employes' Beneficial Fund of Springfield Union and News. The Dwight and DeRose families own Holyoke Transcript and Telegram and Northampton Hampshire Gazette.

EXECUTIVES:

William Dwight, pres. Harold Schumacher, ch. engr.
Charles N. DeRose, vp. & gen. mgr. Michael C. Horn, prom. mgr.
Patrick J. Montague, bus. mgr. Noah LaMountain, news ed.
Kendall Smith, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$440, (film) \$400; minute spot (live) \$108, (film) \$100; ID \$40. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

WWLP (TV)

LICENSEE: Springfield Television & Bcstg. Corp. Postal Zone: 3. Address: 22 Pearl St. Phone: State 8-0971.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 369 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 17, 1953. Hours, 7 a.m.-1 a.m.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Roger L. Putnam, 24.55%; William L. Putnam, 5.35%; George Vadnas et al, 21%; James F. Fitzgerald, 8.8%; Joseph DeLiso, 5.24%; WSPR Inc. (WSPR Springfield), 8.14%, and others.

EXECUTIVES:

Roger L. Putnam, pres. Donald C. Shaw, ch. engr.
William L. Putnam, gen. mgr. Wallace Sawyer, film buy.
James H. Ferguson, com. mgr. Howard S. Keefe, prom. mgr.
Wallace I. Green, pgm. dir. Frederick Oginz, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$90, (film) \$90; ID \$40. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 6.

WORCESTER
(Worcester County)

WAAB-TV

(Target Date, Not Set)

LICENSEE: Wilson Bcstg. Co. Address: 34 Mechanic St. Phone: Pleasant 2-5611.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 41.7 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 250 ft.

AFFILIATION: Station, Am, WAAB.

REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Felix D. Bonvouloir.

PRINCIPAL STOCKHOLDERS: George F. Wilson and family, 100%.

EXECUTIVES:

George F. Wilson, pres.

WWOR-TV†

LICENSEE: Salisbury Bcstg. Corp. Postal Zone: 1. Address: P. O. Box 609. Phone: Pleasant 7-8374.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Operating Pow.: Visual 16.2 kw, Aural 8.71 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 254 ft.

OPERATION: Began Dec. 4, 1953.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Fox, Wells & Co., 30.4%; John Z. Buckley, 0.91%; Ansel E. Gridley, 2.26%; Kenneth P. Higgins, 0.91%; Milton P. Higgins, 4.9%, and others. Fox, Wells & Co. (Stamford, Conn.) owns 95.5% of KFSD-AM-FM-TV San Diego and 28% of Olympic Radio Co., set manufacturer.

EXECUTIVES:

John Z. Buckley, pres. Ansel E. Gridley, vp. & gen. mgr.

†WWOR-TV has suspended operation but has not returned its CP.



Lambda Pacific RCAX CONVERSION
0.1 WATT to 1.0 WATT

distributed nationally by
VISUAL ELECTRONICS CORP.
11 West 42nd Street, New York, N. Y.

MICHIGAN MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Alcona	1,600	60	950	6,758	1,654	412
Alger	2,900	17	500	8,360	2,912	221
Allegan	15,700	71	11,080	46,455	10,652	941
Alpena	6,700	20	1,330	27,297	7,232	934
Antrim	3,500	47	1,650	8,594	2,755	366
Arenac	2,900	67	1,930	11,137	2,333	283
Baraga	2,300	18	410	4,831	1,650	249
Barry	9,100	69	6,300	28,190	6,690	1,013
Bay	28,200	75	21,260	109,864	25,151	3,912
Benzie	2,500	35	880	8,384	2,220	392
Berrien	42,700	78	33,390	167,953	41,240	6,520
Branch	10,000	62	6,150	37,070	8,153	1,050
Calhoun	40,500	85	34,340	153,422	38,159	5,592
Cass	10,500	75	7,920	24,374	7,138	796
Charlevoix	4,000	30	1,200	16,040	3,654	422
Cheboygan	3,900	11	440	15,954	3,780	683
Chippewa	8,700	26	2,240	34,501	9,228	635
Clare	3,400	60	2,030	14,502	3,063	602
Clinton	9,700	67	6,510	28,931	6,461	599
Crawford	1,300	44	580	5,592	1,163	196
Delta	9,500	40	3,770	37,538	10,000	958
Dickinson	7,700	64	4,910	25,496	6,396	568
Eaton	13,700	60	8,170	41,530	10,834	1,381
Emmett	4,900	21	1,040	23,728	4,705	688
Genesee	92,600	77	70,930	503,160	107,548	18,709
Gladwin	2,500	78	1,960	10,282	2,495	281
Gogebic	8,100	39	3,130	26,410	7,210	640
Grand Traverse	8,600	44	3,810	48,344	9,551	1,360
Graziot	10,300	76	7,780	38,850	8,219	919
Hillsdale	11,900	50	6,000	36,484	7,634	671
Houghton	11,500	11	1,230	34,357	11,793	839
Huron	9,600	62	5,930	41,000	7,602	1,203
Ingham	59,400	81	48,350	285,208	57,287	9,122
Ionia	11,500	69	7,970	44,258	9,276	1,199
Iosco	3,800	51	1,940	19,785	4,992	1,010
Iron	5,600	18	1,000	16,906	4,680	521
Isabella	8,200	65	5,350	29,601	6,419	671
Jackson	35,400	76	26,900	148,193	32,355	5,266
Kalamazoo	43,700	82	35,920	183,948	37,717	7,509
Kalkaska	1,400	43	610	3,541	1,013	167
Kent	99,700	85	84,350	431,625	94,731	19,875
Keweenaw	700	13	90	1,407	722	...
Lake	1,800	35	630	4,204	1,332	185
Lapeer	10,100	68	6,870	41,223	8,301	1,233
Leelanau	2,500	30	760	5,930	1,939	238
Lenawee	22,000	72	15,880	88,500	19,359	2,473
Livingston	9,100	74	6,690	36,944	7,897	848
Luce	1,600	19	300	6,159	1,569	381
Mackinac	2,600	21	550	11,454	3,869	84
Macomb	68,700	85	58,530	300,830	85,846	9,384
Manistee	6,400	39	2,500	17,884	4,628	664
Marquette	14,900	18	2,650	47,734	16,766	905
Mason	6,600	53	3,470	24,080	6,356	734
Mecosta	5,800	68	3,960	16,583	4,202	629
Menominee	7,600	50	3,820	18,751	4,860	243
Midland	11,700	67	7,820	46,463	12,568	1,539
Missaukee	2,100	38	800	7,723	2,006	64
Monroe	25,400	83	21,060	88,767	19,451	2,191
Montcalm	10,700	70	7,500	40,966	10,076	1,248
Montmorency	1,200	23	280	5,613	1,337	310
Muskegon	41,800	78	32,480	155,769	41,196	5,803
Newaygo	7,100	64	4,570	20,238	5,064	617
Oakland	146,700	84	123,370	729,607	168,715	24,956
Oceana	5,200	40	2,100	17,046	4,904	478
Ogemaw	2,700	62	1,680	10,261	2,528	388
Ontonagon	3,000	24	730	9,647	2,792	193
Osceola	4,200	65	2,730	13,268	2,950	398
Oscoda	1,000	29	290	4,039	901	101
Otsego	1,700	60	1,010	10,067	2,213	320
Ottawa	24,800	70	17,430	93,500	21,853	2,480
Presque Isle	3,000	13	400	10,566	3,137	358
Roscommon	2,500	45	1,140	10,925	3,142	478
Saginaw	49,200	78	38,180	210,784	40,088	7,307
St. Clair	30,800	85	26,210	120,804	32,711	3,703
St. Joseph	12,300	79	9,770	41,943	8,891	1,413
Sanilac	9,400	56	5,220	32,972	7,520	885
Schoolcraft	2,500	24	590	10,860	2,665	347
Shiawassee	15,100	75	11,360	64,710	14,717	1,552
Tuscola	11,700	64	7,480	40,975	9,186	1,116
Van Buren	14,100	77	10,910	46,963	12,269	1,552
Washtenaw	41,400	77	31,880	185,370	42,446	7,487
Wayne	778,900	87	674,530	3,811,177	831,489	159,428
Wexford	5,900	51	3,010	20,452	4,903	690
Total	2,096,200	77%	1,623,370	\$9,271,611	\$2,107,109	\$344,775

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ANN ARBOR
(Washtenaw County)

WPAG-TV

LICENSEE: Washtenaw Bcstg. Co. Address: Hutzel Bldg. Phone: Normandy 2-5517.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.55 kw. Operating Pow.: Visual 17 kw, Aural 9.55 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 340 ft.; Above ground 274 ft.

OPERATION: Began April, 1953. Hours, 6 p.m.-midnight.

AFFILIATION: Station, Am, WPAG.

REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Arthur E Greene, 50%, and Edward F. Baughn, 50%.

EXECUTIVES:

Edward F. Baughn, gen. mgr. Donald Bowdish, ch. engr.
Kenneth MacDonald, com. mgr. Albert Samborn, news ed.
David Pringle, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 20% for 260 times.

WUOM-TV*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Board of Regents, U. of Michigan. Address: 504 S. State St. Phone Normandy 3-1511.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 138 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,110 ft.; Above ground 1,047 ft.

REPRESENTATIVES: Attorney, Edmund A. Cummskey, U. of Mich.; Consulting Engineer, J. J. Swantek, U. of Mich.

EXECUTIVES:

W. K. Pierpont, vp.

BAY CITY
(Bay County)

WNEM-TV (MIDLAND, SAGINAW)

LICENSEE: North Eastern Michigan Corp. Address: 814 Adams St. Phone: 3-6505.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,056 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 16, 1954. Hours, 10 a.m.-2:15 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Headley-Reed Tv; Michigan Spot Sales; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Gerity Bcstg. Co. (licensee of WABJ Adrian and WPON Pontiac), 100%. James Gerity Jr. is owner.

EXECUTIVES:

James Gerity Jr., pres. Robert Beurket, ch. engr.
O. W. Myers gen. mgr. Thomas Mathews, film buy.
D. Scott Hager, asst. mgr. Hugh Giesel, prom. mgr.
John Keenan, com. mgr. Frank Benesh, news ed.
Charles Carey, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$575, (film) \$575; minute spot (live) \$115, (film) \$115; ID \$57.50. ID Length 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

WKNX-TV (MIDLAND, SAGINAW)

LICENSEE: Lake Huron Bcstg. Corp. Address: 221 W. Washington Ave., Saginaw. Phone: Saginaw 3-4471. (For full listing see Saginaw, Mich.)

Looking for a big, rich market?
 Annual retail sales in Flint and the Saginaw Valley top
ONE BILLION DOLLARS!

over a billion dollar market

NBC abc

Michigan's 2nd richest market!

The stars shine on WNEM-TV. Smart advertisers know the potential of Michigan's second richest market . . . and the influence of its most important station.

Here, in the Flint-Saginaw market, average city family income is \$6,092.75. And retail sales are more than *one billion dollars*. That's a lot of spending . . .

- \$298,940,000 for food
- \$243,634,000 for automobiles and accessories
- \$51,806,000 for home furnishings
- \$36,387,000 for drug products

These big-talking dollars listen to WNEM-TV. 86.9% of the market homes are television homes—tuned to WNEM-TV for the best local and network picture. For WNEM-TV is the *only station completely covering* the 274,067-set Flint-Saginaw market. ARB and PULSE survey results put WNEM-TV in first place. Contact Headley-Reed or Michigan Spot Sales.

your direct channel to Michigan's Golden Valley

WNEM-TV
 A GERITY STATION
 serving Flint, Saginaw, Bay City, Midland



CADILLAC
(Wexford County)

WWTV (TV)

LICENSEE: Sparton Bcstg. Co. Address: 214 N. Mitchell St. Phone: Prospect 5-3478.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 104 kw, Aural 52 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 1,640 ft.; Above ground 1,282 ft.

OPERATION: Began Jan. 1, 1954. Hours, 10:30 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Robert F. Jones.

PRINCIPAL STOCKHOLDERS: Sparks-Withington Co., Jackson, Mich., 100%. John J. Smith, pres.

EXECUTIVES:

John J. Smith, pres.	A. M. Gordon, pgm supvr.
Gene Ellerman, gen. mgr.	Gloria Henry, women's dir.
Daryl Sebastian, asst. gen. mgr.	Pat Dakin, news dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$300; minute spot (live) \$68, (film) \$60; ID \$30. ID Length 10 or 8 sec. Full and share screen. Frequency discounts.

DETROIT
(Wayne County)

WBID-TV

(Target Date, Unknown)

LICENSEE: Woodward Bcstg. Co. Address: 520 Bates St.

FACILITIES: Ch. 50. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw.

Transmitter: GE. Antenna Make: GE. Height: Above average terrain 640 ft.; Above ground 670 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Max Osnos, 93%. Woodward Bcstg. also owns WTOH-TV Toledo, Ohio. Mr. Osnos also 9% stockholder in WITI-TV Whitefish Bay (Milwaukee), Wis.

EXECUTIVES:

Max Osnos, pres.-treas.

WJBK-TV

LICENSEE: Storer Bcstg. Co. Postal Zone: 1. Address: 500 Temple St. Phone: Temple 3-7900.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,057 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 24, 1948. Hours, 7 a.m.-1 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WJBK. Fm, WJBK-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.	Paul O. Frincke, ch. engr.
Bill Michaels, vp. & mgng. dir.	George Kenyon, film mgr.
Keith T. McKenney, loc. com. mgr.	Bill Smith, prom. mgr.
Ralph R. Rust, pgm. ops. mgr.	Charles W. Bergeson, dir. news & spl. events

RATE INFORMATION: Class AA one hour (film) \$2,200; minute spot (film) \$550; ID \$220. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 12.

**THE DETROIT AREA'S
MOST POWERFUL TV STATION**

CHANNEL 9 CKLW-TV

325,000 WATTS

CHANNEL 9
CKLW-TV

Young Television Corp. J. E. Campeau
National Rep. * President

Guardian Building • Detroit 26



A STEP AHEAD
IN RATINGS...POWER...PROGRAMMING!

WJBK-TV

CHANNEL **2** DETROIT

Dominates

**IN SOUTHEASTERN
MICHIGAN**

No. 1 in Detroit (Pulse and ARB)
... No. 1 Outstate (ARB Annual
Outstate Market Surveys) ...
Tops in programming (both
CBS and local) ... terrific in
power (100,000 watts, 1,057-ft.
tower) ... and soon, magnificent
new studios with miles-ahead
facilities!

Take the big step ahead! Put
your sales message way out front
on Detroit's Channel 2 and watch
that sales curve climb!



Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICE
118 E. 57th, New York 22,
MUrray Hill 8-8630



FOREIGN LEGIONNAIRE



starring **BUSTER CRABBE**
introducing **CULLEN "CUFFY" CRABBE**

Another winner!

from the portfolio of **TPA** Sales Builders

This unique property has everything any sponsor wants. It's as authentic as the unstinted co-operation of the French Government and the Legion could make it. It reflects (through brilliant, quality production) all the magical audience appeal of the searing action of the Sahara . . . a smash attraction.

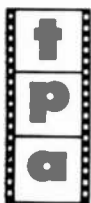
It stars Buster Crabbe, and for extra audience impact it introduces his son "Cuffy." Both are available for commercials.

It has again been renewed on NBC by the H. J. Heinz Company through Maxon, Incorporated under the network title of Captain Gallant of the Foreign Legion. Its rating record establishes it as the finest property of its kind available to local and regional advertisers.

For availabilities on this sure winner, check any TPA office.

Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard



MICHIGAN

DETROIT (Cont.)

WTVS (TV)*

(*Non-Commercial Educational)

LICENSEE: Detroit Educational Television Foundation. Postal Zone: 26. Address: 131 E. Adams. Phone: Woodward 1-5650.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 120 kw. Operating Pow.: Visual 219 kw, Aural 120 kw. Transmitter: GE. Antenna Make: Stainless. Height: Above average terrain 540 ft.; Above ground 535 ft.

OPERATION: Began Aug. 8, 1955.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen.

EXECUTIVES:

C. Allen Harlan, pres., bd. of trustees

William A. Wood, mgng. dir.
Dean C. Cook, ch. engr.

WWJ-TV

LICENSEE: The Evening News Assn. Postal Zone: 31. Address: 622 W. Lafayette St. Phone: Woodward 2-2000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 50 kw. Operating Pow.: Visual 97.7 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 1,063 ft.

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

OPERATION: Began Mar. 4, 1947. Hours, 6:55 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WWJ. Fm, WWJ-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Licensee publishes Detroit News.

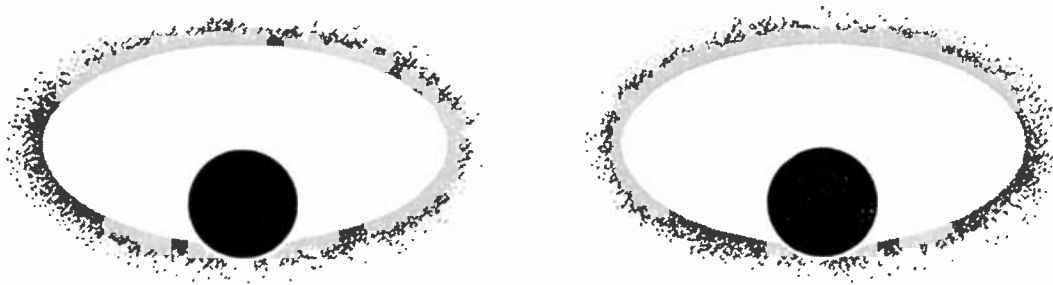
EXECUTIVES:

Warren S. Booth, pres. (The Detroit News)
Edwin K. Wheeler, gen. mgr.
Don DeGroot, asst. gen. mgr.
Henry C. Rogers, bus. mgr.
Ray W. Colie, natl. sls. mgr.
Douglas L. Sinn, loc. sls. mgr.
Wendell B. Parmelee, sls. development mgr.

Ian K. Harrower, pgm. mgr.
Frank A. Picard, film mgr.
Glenn Kyker, sls. prom. mgr.
James Schiavone, ops. mgr.
Edgar J. Love, gen. engr. mgr.
Russell P. Williams, ch. studio engr.
Patrick C. Ross, publicity mgr.
James Clark, news ed.

RATE INFORMATION: Class AA one hour (live) \$2,000, (film) \$2,000. Class A minute spot (live) \$320, (film) \$320; ID \$160. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 14.

LOOK BEHIND THE CALL LETTERS

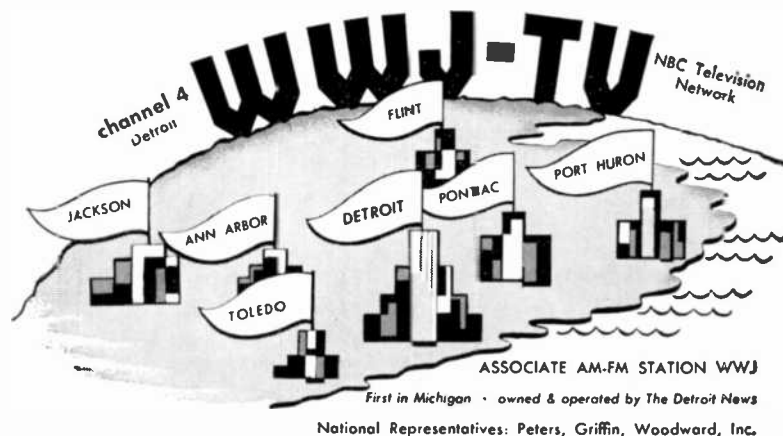


for **CONSISTENT** Coverage

Coverage really means people—men, women, and children who are genuinely interested and responsive. Within WWJ-TV's coverage area, there are 6,370,000 of them who tune 1,610,000 TV dials to Detroit's Channel 4 with consistent enthusiasm.

Careful analysis of survey data, reports from dealers, mail from viewers and other meaningful indicators of real coverage prove the impact of WWJ-TV on such big-spending markets as Flint, Pontiac, Port Huron, Jackson, Ann Arbor, and Toledo.

*When you consider Detroit, look behind the call letters.
Buy WWJ-TV for CONSISTENT coverage.*



DETROIT (Cont.)

WXYZ-TV

LICENSEE: WXYZ, Inc. Postal Zone: 26. Address: 1700 Mutual Building. Phone: Woodward 3-8321.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 460 ft.; Above ground 468 ft.

OPERATION: Began Oct. 9, 1948. Hours, 7:30 a.m.-1 a.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WXYZ. Fm, WXYZ-FM.

REPRESENTATIVES: Sales, Blair Tv.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Owned by American Broadcasting-Paramount Theatres Inc. See WABC-TV New York.

EXECUTIVES:

James G. Riddel, pres. & gen. mgr.
John F. Pival, vp. chg. tv & film buy.
Ralph Dawson, sls mgr.
John Lee, pgm. dir.

Charles Kocher, ch. engr.
Page Heldenbrand, prom. mgr.
Dick Femmel, news ed.

RATE INFORMATION: Class AA one hour (live) \$1,800; minute spot (live) \$450, (film) \$450; ID \$180. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 11.

CKLW-TV (WINDSOR, ONT.)

LICENSEE: Western Ontario Bcstg. Co. Ltd. Address: Riverside Dr. W., Windsor, Ont., Canada. Sales off.: Guardian Bldg., Detroit. Postal Zone: 26. Phone: Windsor: Clearwater 4-1155; Detroit: Woodward 1-7200. (For full listing see Windsor Ont.)

EAST LANSING

(Ingham County)

WKAR-TV*

(*Non-Commercial Educational)

LICENSEE: Michigan State Board of Agriculture. Address: 600 Kalamazoo St. Phone: Edgewood 2-1511.

FACILITIES: Ch. 60. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 245 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 980 ft.; Above ground 1,034 ft.

OPERATION: Began Jan. 15, 1954. Hours, 2:30 p.m.-9:30 p.m.

AFFILIATIONS: Stations, Am, WKAR. Fm, WKAR-FM.

REPRESENTATIVES: Washington Attorney, Barnes & Neilson.

EXECUTIVES:

Dr. Armand L. Hunter, dir. of tv.
development
J. D. Davis, ops. mgr.
Charles S. Ruffing, pgm. dir.
Linn P. Towsley, ch. engr.

Carl W. Williams, film ed.
Irving R. Merrill, dir. of prom. &
research
David A. Smith, news ed.

FLINT

(Genesee County)

WJRT (TV)

(Target Date, Fall 1956)

LICENSEE: WJR, The Goodwill Station Inc. Postal Zone: 2. Address: 2302 Lapeer St. Phone: Cedar 2-0141.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 940 ft.; Above ground 999 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WJR. Fm, WJR-FM, both Detroit.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Owned by Mrs. Walton Parker, widow of late G. A. Richards, and estate of G. A. Richards and others. President John F. Patt owns 13.84% of WINT (TV) Ft. Wayne, Ind.

EXECUTIVES:

John F. Patt, pres.
Worth Kramer, vp. & gen. mgr.
A. Donovan Faust, ops. mgr. & film buy.

Franklin Mitchell, pgm. dir.
Clarence A. Jones, ch. engr.

GRAND RAPIDS

(Kent County)

WMCN (TV)

(Target Date, Unknown)

LICENSEE: Peninsular Bcstg. Co. Address: 123 Pearl St., N.W.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 480 ft.; Above ground 445 ft.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: John D. Loeks, 40%; E. A. McCready and E. A. McCready Jr., 40%, and Howard W. Freck, 20%. Mr. Loeks and Mr. Freck are associated in the drive-in theatre business in Michigan. Pending FCC approval is sale of 50% of Peninsular Bcstg. to H. & E. Balaban Corp. If sale is approved, H. & E. Balaban Corp. will own 50%, Mr. Loeks, 33 $\frac{1}{3}$ %, and Mr. Freck, 16 $\frac{2}{3}$ %. H. & E. Balaban Corp. owns 50% of WICS (TV) Springfield and 50% of WTVO (TV) Rockford, both Ill.

EXECUTIVES:

John D. Loeks, pres.
Howard W. Freck, vp. & sec.

Edward A. McCready Jr., vp.
E. A. McCready, treas.

WOOD-TV

LICENSEE: Grandwood Bcstg. Co. Postal Zone: 2. Address: 120 College Ave., S.E. Phone: Glendale 9-4125.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 920 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 19, 1951. Hours, 6:45 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WOOD.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: See WFMB-TV Indianapolis, Ind.

EXECUTIVES:

Harry M. Bitner Jr., pres.
Willard Schroeder, gen. mgr.
Leonard Bridge, comp.
Arthur Swift, gen. sls. mgr.
John Clay, sls. serv. mgr.
Frank Sissor, pgm. dir. & film buy.
Robert Smith, asst. pgm. dir. & film buy.

Dick Lamoreaux, prod. mgr.
Charles Robison, ch. engr.
Clark Grant, prom. mgr.
Dick Cheverton, news dir.
Dave Hoyle, cont. dir.

RATE INFORMATION: Class AA one hour (live) \$1,175, (film) \$1,050; minute spot (live) \$200; (film) \$200; ID \$100. Class A one hour (live) \$1,100, (film) \$975; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

IRONWOOD

(Gogebic County)

WJMS-TV

(Target Date, Nov. 1, 1956)

LICENSEE: Upper Michigan-Wisconsin Bcstg. Co. Address: 124 E. McLeod Ave. Phone: 20.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual .794 kw, Aural .397 kw. Antenna height: Above average terrain 540 ft.; Above ground 293 ft.

AFFILIATION: Station, Am, WJMS.

REPRESENTATIVES: Sales, Walker Representation Co.; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: William L. Johnson, 25.57%; Archie Johnson, 22.27%; Ray Lutwitz, 8.48%; George H. Lawyer, 6.71%; Jacob Kilponen, 5.98%, and others. Upper Michigan-Wisconsin also owns WATW Ashland, Wis., and 52% of WIKB Iron River, Mich. Sales of WATW pending FCC approval.

EXECUTIVES:

William L. Johnson, pres., gen. mgr.,
com. mgr., film buy. & prom. mgr.
Laura Johnson, pgm. dir.

Arne Dahlbacka, ch. engr.
Dick Williamson, news ed.

RATE INFORMATION: Class A one hour (live) \$100; minute spot (live) \$10; ID \$5. ID Length 10 sec. Frequency discounts from 10% for 26 times up to 20% for 260 times. Rate Card No. 1.



WXYZ

**tailors
detroit
to fit
you!**

If you're selling hay, an audience of 10 hay buyers beats an audience of 10,000 corn buyers every time.

The powerful moral in this maxim brings you face to face with the reason why WXYZ is the force it is in the Detroit market. For WXYZ can tailor Detroit to fit you by providing unequalled AUDIENCE SELECTIVITY . . . unequalled because no other Detroit station offers advertisers the program diversification enjoyed by WXYZ.

The tremendous variety of WXYZ shows delivers just the audience you need. This means less waste advertising and in a real sense fattens budgets without having to raise appropriations one cent.

We have the needle and thread and we know the pattern by heart. Say the word to our representatives and we're ready to start sewing up the dollar-packed Detroit market for you immediately!

WXYZ • TV *channel 7*

detroit

Represented
Nationally by
Blair-TV, Inc.

American Broadcasting Company



KALAMAZOO
(Kalamazoo County)

WKZO-TV

LICENSEE: Fetzer Bcstg. Co. Postal Zone: 99. Address: 124 W. Michigan Ave. Phone: 5-2101.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Federal. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 952 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1950. Hours, 7 a.m.-12 p.m.

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

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Paul Godley Co.

PRINCIPAL STOCKHOLDERS: John E. Fetzer and wife, 100%. Fetzer also owns 100% of KOLN-AM-TV Lincoln, Neb.; WJEF-AM-FM Grand Rapids; minority interest in WMBD Peoria, Ill.

EXECUTIVES:

John E. Fetzer, pres.	Arthur E. Covell, ch. engr.
Carl E. Lee, vp. & mgng. dir.	Len Colby, news ed.
Donald W. DeSmit Jr., sls. mgr.	
Charles T. Lynch, pgm. dir., film buy. & prom. mgr.	

RATE INFORMATION: Class AA one hour (live) on request, (film) \$1,000; minute spot (film) \$200; ID \$100. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9A.

LANSING
(Ingham County)

WJIM-TV

LICENSEE: Gross Telecasting Inc. Postal Zone: 4. Address: 2820 E. Saginaw St. Phone: Ivanhoe 2-1333.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 378 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 30, 1950. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WJIM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Harold F. Gross and family, 51.35%, and others.

EXECUTIVES:

Harold F. Gross, pres.	Phil Sherck, film buy.
Howard K. Finch, vp. & gen. mgr.	Alice Bancroft, prom. mgr.
Wally Pierre, pgm. dir.	Richard Shubel, news ed.
Carl Musson, ch. engr.	

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 7.

WTOM-TV

LICENSEE: Inland Bcstg. Co. Postal Zone: 30. Address: 407 N. Washington Ave. Phone: Ivanhoe 7-5055.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 378 ft.

OPERATION: Began October 1953. Hours, noon-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.

PRINCIPAL STOCKHOLDERS: Leased for two years at \$5,000 per month to Inland Tv Co. by Lansing Bcstg. Co. (Pomeroy family). Inland principals are Herbert H. Upton, 38.46%; J. A. Straus, 38.46%, and Joseph C. Hendley, 23.08%.

EXECUTIVES:

L. G. Christian, pres. & gen. mgr.	Ed Carson, pgm. dir.
L. P. Frankel, com. mgr.	Jerry Zruna, ch. engr.

RATE INFORMATION: Class A one hour (live) on request, (film) \$150; minute spot (film) \$30; ID \$7.50. ID Length 10 sec. Full and share screens. Frequency discounts. Rate Card No. 4.

MARQUETTE
(Marquette County)

WDMJ-TV

LICENSEE: Lake Superior Bcstg. Co. Address: 249 W. Washington St. Phone: Canal 6-2554.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft.; Above ground 367 ft.

OPERATION: Began April 20, 1956.

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

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Licensee is 100% owned by Mining Journal Corp., publisher of Marquette Mining Journal. President Frank J. Russell owns 80% of WMIQ Iron Mountain, Mich., and publishes Iron Mountain News; owns 25% of Rhinelander Publishing Co. (Rhinelander News), which owns 8% of WSAU-AM-TV Wausau, Wis.

EXECUTIVES:

Frank J. Russell Jr., pres.	W. H. Treloar, prod. & prom. mgr.
Robert J. Luke, sls. dir.	Paul Anik, ch. engr.
Charles Zwemer, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

MIDLAND
(Midland County)

WKNX-TV (BAY CITY-SAGINAW)

LICENSEE: Lake Huron Bcstg. Corp. Address: 221 S. Washington Ave., Saginaw. Phone: 3-4471. (For full listing see Saginaw, Mich.)

WNEM-TV (BAY CITY-SAGINAW)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams St., Bay City. Phone: 3-6505. (For full listing see Bay City.)



YOU MIGHT SWIM 100 YARDS IN 19.2 SECONDS*.

**BUT... YOU NEED WKZO-TV
TO MAKE A SPLASH**

IN WESTERN MICHIGAN!

THE MARCH ARB REPORT CREDITS WKZO-TV WITH ALL 20 OF THE "TOP 20" PROGRAMS!

AMERICAN RESEARCH BUREAU MARCH, 1956 REPORT GRAND RAPIDS-KALAMAZOO		
Number of Quarter Hours With Higher Ratings		
MONDAY THRU FRIDAY	WKZO-TV	Station B
	8:00 a.m. to 6:00 p.m.	136
	6:00 p.m. to 11:00 p.m.	87
SATURDAY & SUNDAY 10:00 a.m. to 11:00 p.m.		32
		72

NOTE: Survey based on sampling in the following proportions—Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%).

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It's Channel 3 with 100,000 watts from a 1000' tower. Delivers brilliant picture to almost 600,000 television homes in 29 Western Michigan and Northern Indiana counties—one of America's top-20 TV markets!

New ARB figures (left) show that WKZO-TV is the BIG favorite—morning, afternoon and night, not only in Kalamazoo and Grand Rapids, but also in Battle Creek and Muskegon, as well!

100,000 WATTS • CHANNEL 3 • 1000' TOWER



The Felzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

**Kalamazoo-Grand Rapids
and Greater Western Michigan**

Avery-Knodel, Inc., Exclusive National Representatives

*Richard Cleveland set this world's record at Columbus, Ohio, in February, 1952.

SAGINAW
(Saginaw County)

WKNX-TV (BAY CITY-MIDLAND)

LICENSEE: Lake Huron Bcstg. Corp. Address: 221 S. Washington Ave. Phone: 3-4471.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw. Operating Pow.: Visual 178 kw, Aural 93.3 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 450 ft.; Above ground 465 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 5, 1953. Hours, 7:55 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Cottone & Scheiner; Consulting Engineer, Page, Creutz, Steel & Waldschmitt

PRINCIPAL STOCKHOLDERS: William J. Edwards, 33 1/3%; Howard H. Wolfe, 33 1/3%, and Rep. Alvin M. Bentley (R.-Mich.), 33 1/3%.

EXECUTIVES:

William J. Edwards, pres. & gen. mgr.	Max W. Thomas, supvr. of tech. ops. & ch. engr.
Howard H. Wolfe, sta. mgr.	Otto Allen, film ed.
Robert M. Chandler, com. mgr.	John Otto, prod. coor.
Robert A. Oliver, pgm. dir. & film buy.	Boyd Harvey, news ed.

RATE INFORMATION: Class A one hour (live) \$375, (film) \$375; minute spot (live) \$75, (film) \$75; ID \$37.50. ID Length 10 sec. Full screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 3.

WNEM-TV (BAY CITY-MIDLAND)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams St., Bay City. Phone: 3-6505. (For full listing see Bay City.)

TRAVERSE CITY
(Leelanau County)

WPBN-TV

LICENSEE: Midwestern Bcstg. Co. Address: Paul Bunyan Bldg. Phone: 2700.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 32.4 kw. Operating Pow.: Visual 53.7 kw, Aural 32.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 760 ft.; Above ground 462 ft.

OPERATION: Began Sept. 13, 1954. Hours, 2:45 p.m.-midnight.

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

REPRESENTATIVES: Sales, Hal Holman Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Les Biederman, 30%; Edward Biederman, 22.5%; Drew McClay, 15%; William Kiker, 16.25%; Fred Zierle, 16.25%. Licensee also owns WATT Cadillac, WATZ Alpena, WBBN Petoskey, and WATC Gaylord, all Mich.

EXECUTIVES:

Les Biederman, pres.	Robert Detwiler, com. mgr.
John Anderson, gen. mgr. & pgm. dir.	William H. Kiker, ch. engr.

RATE INFORMATION: Class A one hour (live) \$144; minute spot (live) \$26.50; ID \$14.50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 7 times up to 40% for 260 times. Rate Card No. 3.

... DELIVERING ALL THE MUSCLE OF THE BOOMING
SAGINAW MARKET
WITHOUT THE HIGH-COST-PER-THOUSAND *FAT!*
Power-Packed Saturation... In The Area... of Concentrated Population

EXCLUSIVE!

DETROIT TIGERS BASEBALL GAMES
DETROIT LIONS FOOTBALL GAMES
DETROIT REDWINGS HOCKEY GAMES



207,000 WATTS ERP.

CHANNEL 57

PRIMARY CBS-TV AFFILIATE
PLUS THE BEST FROM ABC-TV

REPRESENTED BY: GILL-PERNA, INC.

WKNX-TV

LAKE HURON BROADCASTING CORPORATION
SAGINAW MICHIGAN

MINNESOTA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Aitkin	3,900	44	1,710	10,027	2,548	216
Anoka	12,100	72	8,710	27,995	8,790	937
Becker	6,700	31	2,060	21,221	4,077	389
Beltrami	7,100	10	690	25,037	5,065	759
Benton	4,100	33	1,340	15,899	3,600	351
Big Stone	2,500	16	400	9,795	1,861	219
Blue Earth	11,500	75	8,630	59,392	10,769	1,452
Brown	7,600	62	4,740	34,215	5,431	1,076
Carlton	6,800	52	3,520	23,878	6,568	554
Carver	5,200	66	3,430	18,132	3,375	418
Cass	5,600	14	800	13,679	3,590	351
Chippewa	4,900	30	1,450	22,239	3,512	416
Chisago	3,900	78	3,030	12,410	2,403	274
Clay	9,600	74	7,080	32,651	5,674	701
Clearwater	2,600	11	300	7,718	1,080	167
Cook	900	31	280	4,081	1,227	138
Cottonwood	4,700	45	2,110	19,699	2,070	392
Crow Wing	9,500	24	2,290	34,698	8,636	731
Dakota	14,900	81	12,100	54,765	9,862	1,126
Dodge	3,600	52	1,870	12,291	2,002	352
Douglas	6,400	22	1,400	23,827	3,670	388
Fairbault	7,100	48	3,440	37,244	5,542	613
Fillmore	7,300	49	3,590	24,557	4,432	483
Freeborn	10,500	60	6,260	38,107	5,319	756
Goodhue	9,700	68	6,630	38,390	6,668	856
Grant	2,700	20	530	10,789	1,380	185
Hennepin	225,300	85	191,960	1,065,916	209,703	34,905
Houston	4,200	56	2,360	12,326	2,492	247
Hubbard	3,300	13	440	9,236	2,452	192
Isanti	3,100	79	2,440	11,922	1,930	345
Itasca	11,500	28	3,240	36,961	8,748	1,007
Jackson	4,700	50	2,350	17,086	3,361	407
Kanabec	2,700	39	1,040	6,952	1,208	167
Kandiyohi	8,100	50	4,080	36,111	5,514	622
Kittson	2,500	11	260	9,927	905	162
Koochiching	5,000	15	750	17,527	4,560	433
Lac Qui Parle	3,900	13	520	12,931	2,363	257
Lake	3,100	42	1,310	10,873	2,402	242
Lake of the Woods	1,200	13	150	4,128	701	143
Le Sueur	5,800	71	4,090	23,097	3,912	434
Lincoln	3,000	50	1,490	9,646	1,277	363
Lyon	6,600	35	2,320	30,092	5,314	719
McLeod	6,800	64	4,350	31,234	4,761	686
Mahnomen	1,500	26	380	5,026	951	146
Marshall	4,200	17	700	12,788	1,728	164
Martin	7,600	48	3,630	36,668	6,351	835
Meeker	5,400	49	2,670	19,109	2,801	482
Mille Lacs	4,400	45	1,990	15,472	2,547	291
Morrison	6,700	25	1,700	22,182	3,665	661
Mower	12,700	59	7,430	51,958	8,636	1,236
Murray	4,000	44	1,760	13,741	2,417	231
Nicollet	5,400	45	2,440	14,765	3,165	609
Nobles	6,500	70	4,570	35,008	6,067	447
Norman	3,500	71	2,490	11,154	1,921	187
Olmsted	14,000	74	10,350	70,386	9,243	3,136
Otter Tail	13,700	32	4,330	44,056	7,341	1,230
Pennington	3,700	31	1,160	16,807	2,876	578
Pine	4,900	39	1,910	14,545	2,427	265
Pipestone	4,000	58	2,340	20,932	3,374	299
Polk	10,000	30	2,970	38,216	7,740	872
Pope	3,500	19	650	8,545	1,891	215
Ramsey	117,700	84	98,400	508,703	109,331	17,042
Red Lake	1,600	30	480	6,092	965	547
Redwood	6,400	44	2,830	28,464	3,769	547
Renville	6,800	46	3,090	28,557	4,018	482
Rice	9,400	67	6,340	32,775	6,367	889
Rock	3,400	57	1,950	14,209	1,767	171
Roseau	3,900	12	450	11,485	1,996	251
St. Louis	67,500	64	43,340	247,717	59,737	6,756
Scott	4,500	71	3,190	19,314	2,874	324
Sherburne	2,700	69	1,870	9,097	1,452	201
Sibley	4,300	67	2,870	15,121	1,969	380
Stearns	17,800	53	9,400	78,690	11,419	2,598
Steele	6,600	65	4,280	28,224	5,060	639
Stevens	3,000	24	710	12,594	2,004	253
Swift	4,600	28	1,270	20,305	3,073	309
Todd	6,800	17	1,140	19,115	3,630	421
Traverse	2,300	26	600	10,025	1,512	186
Wabasha	4,900	68	3,320	17,884	3,548	304
Wadena	3,500	14	480	18,948	2,506	294
Waseca	4,800	55	2,620	16,975	2,907	347
Washington	11,100	70	7,790	32,721	8,091	984
Watsonwan	4,100	45	1,850	17,058	3,080	442
Wilkin	2,700	44	1,190	9,423	2,084	273
Winona	12,000	38	4,600	40,869	7,457	969
Wright	7,900	67	5,290	28,493	5,366	548
Yellow Medicine	4,700	13	620	15,766	3,187	398
Total	912,900	63%	574,980	\$3,718,743	\$715,064	\$103,423

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

AUSTIN
(Mower County)

KMMT (TV)

LICENSEE: Minnesota-Iowa Television Co. Address: Hiway No. 105 S. Phone: Hemlock 3-8836.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 14.8 kw, Aural 7.41 kw. Operating Pow.: Visual 14.8 kw, Aural 7.41 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 445 ft.

OPERATION: Began Aug. 17, 1953. Hours, 12:45 p.m.-12 midnight.

AFFILIATION: Tv Network, ABC. Station, Am, KAUS.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Chester A. Weseman, 20%; George Wilson, 20%; Martin Bustad, 20%; Harold O. Westby, 20%; and Albert W. Smith, 20%. (KWWL-TV Waterloo, Iowa, holds option to purchase KMMT and KAUS.)

EXECUTIVES:

Chester A. Weseman, pres. Don Jones, com. mgr.
Gene P. Loffler, gen. mgr., Leo Chen'er, ch. engr.
pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; Minute spot (live) \$30, (film) \$30; ID \$18; ID Length 8 sec. Frequency discounts. Rate Card No. 2.

DULUTH
(St. Louis County)

KDAL-TV (SUPERIOR, WIS.)

LICENSEE: Red River Bcstg. Co. Address: Bradley Bldg. Phone: Randolph 2-4466.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA Height: Above average terrain 990 ft.; Above ground 816 1/2 ft.

OPERATION: Began Mar. 14, 1954. Hours, 7 a.m.-midnight.

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

REPRESENTATIVES: Sales Avery-Knodel Inc.; Harry Hyett (Minneapolis); Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Dalton LeMasurier, 70% Robert A. Dettman, 10%; Odin S. Ramsland, 10%, and Charles LeMasurier, 10%.

EXECUTIVES:

Dalton LeMasurier, pres. & gen. mgr. Robert A. Dettman, vp. & ch. engr.
Odin S. Ramsland, vp. & com. mgr. Dale Cowles, prom. mgr.
Earl Henton, pgm. dir. & film buy. Richard Anthony, news ed.

RATE INFORMATION: Class A one hour (live) \$520, (film) \$400; minute spot (live) \$90, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WDSM-TV (SUPERIOR, WIS.)

LICENSEE: Northwest Publications Inc. Address: 230 E. Superior St., Duluth, Minn. Phone: (Duluth) Randolph 7-6875. (For full listing see Superior, Wis.)

WFTV (TV)† (SUPERIOR, WIS.)

LICENSEE: Great Plains Television Properties of Minnesota Inc. Address: 230 E. Superior St. Phone: 7-6881.

FACILITIES: Ch. 38 Authorized Eff. Rad. Pow.: Visual 14.5 kw, Aural 7.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 483 ft.

OPERATION: Began June 4, 1953.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Owned 100% by Transcontinental Properties Inc. (Herbert Scheffel, pres.), which also owns 33 1/3% of WICS (TV) Springfield, Ill.

EXECUTIVES:

Herbert Scheffel, pres.

†WFTV (TV) has suspended operation but has not returned its CP.



Another winner!

from the portfolio of **TPA** Sales Builders

The story of LASSIE (Campbell Soup Company, through BBD&O) can be told in terms of awards—in two years it has won the EMMY twice, as well as the PEABODY.

It can be told in terms of ratings—it has the highest rating in its time period, with an average for this season of 32.2 Nielsen, and has in fact revolutionized programming in the early evening lead-in slots.

The story can be told in terms of merchandising—the Montgomery Ward & Company catalog, for example, features a full page of Lassie products.

It can be told in the most important terms—sales: According to Broadcasting-Telecasting, Campbell Soup, after its first thirteen weeks on the air, raised its sales in a market where it already had captured 75% of the business.

It's not surprising that the Campbell Soup Company through BBD&O has again renewed those super soup salesmen—LASSIE, the dog, and his boy master.

For your own quality programs whose scripts, stars and showmanship make them sure audience winners and product sales builders, check your nearest TPA office.

Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard



MINNESOTA

MINNEAPOLIS-ST. PAUL
 (Hennepin & Ramsey Counties)

KEYD-TV

LICENSEE: United TV Inc. Postal Zone: 2. Address: Foshay Tower, Minneapolis. Phone: Fillmore 8811.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 451 ft.; Above ground 601 ft.

OPERATION: Began Jan. 9, 1955.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson.

PRINCIPAL STOCKHOLDERS: Thomas P. Johnson, 32.94%; Seymour Weintraub, 23.53%; William F. Adler, 11.77%; Donald C. Lott, 11.77%; Oliver Tyrone Corp., 5.88%; Henry O. Rea, 2.35%; Monroe H. Long, 2.35%; Lewis S. Greenberg, 9.41%. Messrs. Johnson and Lott, and Oliver Tyrone Corp. have varying interests in WENS (TV) Pittsburgh, Pa. Mr. Weintraub controls Flamingo Films Co., tv film producer-distributor. Mr. Adler is publisher of Pittsburgh edition of TV Guide, Messrs. Long and Greenberg have interests in The Branham Co., radio-tv station representatives. Oliver Tyrone Corp. and Mr. Rea have interests in WMTW (TV) Poland Springs, Me.; WPOR Portland, Me., and WABI-AM-TV Bangor, Me.

EXECUTIVES:

Thomas P. Johnson, bd. chmn. Larry H. Israel, vp.
 Seymour Weintraub, pres. Don Menard, sta. mgr.

KSTP-TV

LICENSEE: KSTP Inc. Postal Zone: 14. Address: 3415 University Ave. St. Paul. Phone: Midway 5-2717.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 58.9 kw. Operating Pow.: Visual 100 kw, Aural 58.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 583 ft.

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

OPERATION: Began April 1948. Hours: Mon.-Fri. 6:10 a.m. to 12:30 a.m.; Sat.-Sun., 7:15 a.m. to 12:30 a.m.

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

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Stanley E. Hubbard, 59.7%; Didrikke S. Hubbard, 15.2%; Thomas E. Bragg, 7.8%; Vera Bragg, 7.8%; Siems Bros. Inc., 5.28%; Paulette E. Godfrey, 5.4%. Licensee owns 23% of KWK-AM-TV St. Louis.

EXECUTIVES:

Stanley E. Hubbard, pres. & gen. mgr. William S. Sadler, ch. engr.
 K. M. Hance, exec. vp. & treas. Del Franklin, prod. supvr. & film buy.
 Marvin L. Rosene, vp. in chg. of sls. William P. Devey, prom. & publicity dir.
 Stanley S. Hubbard, vp. in chg. research & development Julian Hoshal news dir.
 James E. Blake, natl. tv. sls. mgr. Dick Nesbitt, sports dir.

RATE INFORMATION: Class AA one hour (live) \$1,450, (film) \$1,450; minute spot (live) \$320, (film) \$320; ID \$110. Class A one hour (live) \$900, (film) \$900; minute spot (live) \$225, (film) \$225; ID \$90. ID Length 10 sec. Frequency discounts. Rate Card No. 15.

WCCO-TV

LICENSEE: Midwest Radio-Television, Inc. Postal Zone: 2. Address: 50 S. 9 St., Minneapolis. Phone: Federal 8-0552.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 601 ft.

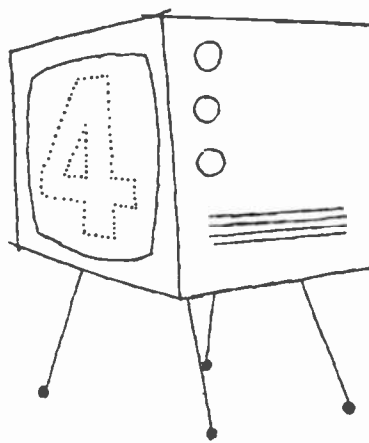
EQUIPPED TO COLORCAST network programs, local live programs.

OPERATION: Began July 1, 1949. Hours: 5:40 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Peters, Griffin & Woodward; Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

PRINCIPAL STOCKHOLDERS: Mid-Continent Radio-Television Inc. 53% and Minneapolis Star & Tribune Co. 47%. Mid-Continent is 50% owned by Northwest Publications Inc. (Ridder) and 50% by Minnesota Tribune Co. Ridder newspapers are St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald (WDSM-AM-TV Superior, Wis.), New York Staats-Zeitung and Herald, New York Journal of Commerce, Aberdeen (S. D.) American and News (KSDN), Grand Forks (N. D.) Herald (KIL0), San Jose (Calif.) Mercury and Telegram, Long Beach (Calif.) Independent and Press-Telegram, minority interest in Seattle Times. Minnesota Tribune Co. owns 25% of WEMP Milwaukee. Minneapolis Star & Tribune Co. (Minneapolis Tribune and



WCCO television has more
women viewers every day
than all other
Minneapolis - St. Paul
television stations
combined*



*WCCO Television has 89% more women viewers than the second station; 1000% more than the third channel from 6 a.m. to 6 p.m., average Monday through Friday. Source: ARB Metropolitan plus Outer Area Report of February, 1956.

CBS Television for the Northwest

WCCO television

MINNEAPOLIS - ST. PAUL

Represented by Peters, Griffin & Woodward

MINNEAPOLIS-ST. PAUL (Cont.)

WCCO-TV (Cont.)

Star) is a Cowles newspaper. For Cowles broadcast and newspaper interests, see KRNT-TV Des Moines, Iowa.

EXECUTIVES:

William J. McNally, chmn. of bd.
 Robert B. Ridder, pres.
 F. Van Konynenburg, exec. vp. & gen. mgr.
 Sherman K. Headley, asst. mgr. for tv.
 Robert N. Ekstrum, sls. mgr.
 Richard A. Jensen, reg. sls. rep.
 Joseph Kronovich, natl. sls. rep.
 John M. Sherman, dir. engr.
 Gwen Harvey, pgrm. dir.
 Harry Jones, film dir.
 C. D. Miller, prod. mgr.
 Rollie Johnson, dir. news & sports.
 Gene Godt, dir. prom. & publicity.
 Don Gillies, dir. merc.
 Charles H. Smith, dir. research
 H. W. Dornseif, controller

RATE INFORMATION: Class AA one hour (live) \$1,475, (film) \$1,475; minute spot (live) \$330, (film) \$330; ID \$115. ID Length 10 sec. Full and share screen. Frequency discounts from 4.85% for 26 times up to 14.85% for 260 times. Rate Card No. 9.

WTCN-TV

LICENSEE: Minnesota Television Public Service Corp. Postal Zone: 16. Address: 2925 Dean Blvd., Minneapolis. Phone: Walnut 7-881.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural, 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 601 ft.

OPERATION: Began Sept. 1, 1953. Hours, 9 a.m.-midnight.

AFFILIATIONS: Tv Network ABC. Stations, AM, WTCN.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Kopolvitz; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Consolidated Television & Radio Broadcasters Inc., H. M. Bitner Jr. 100%. For Consolidated's other broadcast interests, see WFBM Indianapolis.

EXECUTIVES: Harry M. Bitner, Jr., pres. Joseph Kahnke, ch. engr.
 Miller C. Robertson, vp. & gen. mgr. Gene Wecker, film buy.
 David C. Cole, sls. mgr. M. J. Smith, prom. mgr.
 Fred Kaufman, pgrm. dir. Paul A. Severeid, news dir.

RATE INFORMATION: Class A one hour, \$750; minute spot, \$150. ID \$60. ID Length 10 sec. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

(Target Date, Unknown)
 (*Non-Commercial Educational)

LICENSEE: Twin City Area Educational Tv Corp. Address: 2070 W. Roselawn Ave., St. Paul.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 52.5 kw, Aural 31.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 562 ft.

REPRESENTATIVES: Washington Attorney, Faegre & Benson, Minneapolis; Consulting Engineer, Berten A. Holmbere.

ROCHESTER
 (Olmsted County)

KROC-TV

LICENSEE: Southern Minnesota Bcstg. Co. Address: 100 1st Ave Bldg. Phone: 2-7721.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 46.8 kw. Operating Pow.: Visual 93.3 kw, Aural 46.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 575 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 14, 1953. Hours, 7 a.m.-midnight.

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

REPRESENTATIVES: Sales, Meeker Tv; Harry S. Hyett, (Minneapolis); Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Mrs. G. P. Gentling and family, and estate of G. P. Gentling (100%).

EXECUTIVES: Mrs. G. P. Gentling, pres.
 G. David Gentling, gen. mgr. & com. mgr.
 Donald Perry, pgrm. dir. & film buy.
 Robert Cross, ch. engr.
 Jerry Reyneir, prog. mgr.
 Ray Thompson, news ed.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$250; minute spot (live) \$65, (film) \$50; ID \$25. ID Length 8 sec. Specifications 2x2 in. Full screen. Frequency discounts. Rate Card No. 3.

MISSISSIPPI

MISSISSIPPI MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	9,300	22	2,070	34,559	7,196	1,236
Alcorn	7,400	29	2,160	21,107	3,384	665
Amite	4,200	21	890	7,577	1,062	130
Attala	6,100	26	1,560	13,938	3,435	327

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Benton	2,100	22	470	997	188	42
Bolivar	15,800	15	2,320	33,694	7,401	986
Calhoun	4,200	16	670	6,679	1,146	288
Carroll	3,200	10	320	2,301	890	66
Chickasaw	4,400	7,541	1,954	252
Choctaw	2,500	28	700	2,735	406	61
Claiborne	2,700	27	720	6,055	1,435	173
Clarke	4,600	22	990	7,464	1,713	197
Clay	4,100	9,351	2,352	391
Coahoma	14,300	19	2,670	32,447	8,974	814
Copiah	7,300	30	2,200	13,850	3,944	612
Covington	3,500	31	1,100	5,574	1,124	242
De Soto	5,600	53	2,960	7,573	1,831	97
Forrest	13,700	30	4,060	49,952	8,121	1,278
Franklin	2,600	16	410	3,846	1,057	189
George	2,500	40	990	7,182	1,576	161
Greene	1,900	14	270	2,396	766	110
Grenada	4,700	17	780	11,296	2,667	461
Hancock	3,000	71	2,130	7,853	2,397	264
Harrison	30,400	50	15,050	97,304	22,013	2,880
Hinds	43,000	49	21,160	166,700	34,725	5,418
Holmes	7,400	21	1,550	14,532	3,334	455
Humphreys	5,100	25	1,280	9,113	2,288	315
Issaquena	1,200	14	170	588	368	..
Itawamba	4,100	15	590	4,777	755	100
Jackson	10,500	50	5,220	31,560	9,627	1,134
Jasper	4,200	19	820	6,675	1,178	221
Jefferson	2,600	15	390	4,341	810	133
Jefferson Davis	3,600	20	710	5,682	1,200	193
Jones	16,500	32	5,300	38,151	8,248	1,296
Kemper	3,100	15	470	3,435	566	136
Lafayette	5,200	24	1,250	9,102	1,922	350
Lamar	3,400	30	1,030	4,064	1,392	316
Lauderdale	18,900	41	7,770	62,033	13,520	1,728
Lawrence	2,800	23	640	4,940	833	232
Leake	4,900	35	1,720	7,708	1,102	233
Lee	10,300	41	4,170	36,745	7,460	1,558
LeFlore	12,700	19	2,480	42,178	7,640	989
Lincoln	7,300	28	2,040	19,280	4,893	681
Lowndes	10,100	11	1,110	26,052	5,579	599
Madison	7,400	23	1,700	15,715	3,024	303
Marion	6,100	24	1,480	15,115	2,846	512
Marshall	5,500	34	1,890	8,217	2,366	250
Monroe	9,400	11	1,070	18,084	5,143	480
Montgomery	3,500	12	430	7,703	1,854	78
Neshoba	6,100	24	1,470	9,009	1,905	338
Newton	5,500	52	2,830	11,306	2,265	326
Noxubee	4,100	20	830	7,634	1,487	263
Oktibbeha	6,100	11,515	2,879	399
Panola	7,200	45	3,210	16,161	4,226	453
Pearl River	5,600	60	3,340	16,861	3,162	514
Perry	2,300	11	260	3,636	516	84
Pike	9,000	26	2,320	28,443	6,562	861
Pontotoc	4,900	18	880	8,450	1,218	302
Prentiss	4,900	24	1,180	8,410	1,372	420
Quitman	6,100	26	1,560	9,611	2,603	276
Rankin	5,900	21	1,260	8,837	1,778	222
Scott	5,200	33	1,710	19,742	1,682	401
Sharkey	2,800	32	890	7,570	973	125
Simpson	5,200	21	1,120	10,771	1,236	239
Stone	3,600	20	720	4,234	635	232
Sumner	1,500	28	430	5,724	1,502	187
Sunflower	12,700	25,477	4,993	826
Tallahatchie	7,000	18	1,250	8,981	2,104	278
Tate	4,200	40	1,700	11,000	2,176	200
Tippah	4,100	28	1,150	5,961	1,168	181
Tishomingo	3,900	16	640	5,962	1,284	215
Tunica	5,300	38	2,020	9,511	2,463	188
Union	5,400	30	1,600	11,100	2,386	351
Walthall	3,300	18	600	7,380	1,211	241
Warren	12,000	35	4,240	38,211	9,086	735
Washington	20,300	14	2,920	59,108	13,768	1,383
Wayne	3,700	14	510	9,771	1,553	287
Webster	2,600	8,051	1,070	208
Wilkinson	3,100	15	460	5,604	1,525	228
Winston	5,200	18	930	10,233	2,657	348
Yalobusha	3,600	19	670	6,200	1,630	250
Yazoo	8,600	20	1,750	18,719	3,937	659
Total	559,900	28%	*158,810	\$1,364,942	\$298,967	\$41,852

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

COLUMBUS
 (Lowndes County)

WCBI-TV

LICENSEE: Birney Imes Jr. Address: Columbus. Phone: Fairfax 8-5631.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 450 ft.; Above ground 500 ft.

OPERATION: Began July 7, 1956. Hours, 3-11 p.m.

AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, WCBI.

REPRESENTATIVES: Sales, Joseph Hershel McGillvra Inc.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Birney Imes Jr., also owns WELO Tupelo, WNAG Grenada and WMOX Meridian. Eunice T. Imes owns WROK Clarksdale. Mr. Imes is owner-publisher of Columbus Commercial Dispatch.

EXECUTIVES:

Birney Imes Jr., own. Chris Everson, sta. mgr.
 Bob McRaney, gen. mgr. Thomas McFerrin, ch. engr.



**It's a
natural!**

When the stakes are a big share of a \$4,000,000,000.00
buying market, the wise man gambles on a "sure thing"!
In Twin City television that's Channel 11 . . . the "natural"
buy to reach people efficiently at a *low, low* cost-per-thousand!
Let your Katz representative prove to you that massive
audience and favorable rates make WTCN-TV your
best buy in Twin City television.

You Can't Afford To Overlook . . .

WTCN-TV Channel 11

Affiliated with WFDF, Flint;
WOOD AM and TV, Grand
Rapids; WFBM AM and TV,
Indianapolis.

"The Station of the Stars" 316,000 watts
ABC Network MINNEAPOLIS • ST. PAUL

HATTIESBURG
(Forrest County)

WDAM-TV

LICENSEE: Lion Television Corp. Address: P. O. Box 711. Phone: Juniper 4-8441.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 57.5 kw, Aural 33.9 kw. Operating Pow.: Visual 57.5 kw, Aural 33.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 537 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 8, 1956. Hours, 4:45-10 p.m.

AFFILIATIONS Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, John E Pearson Tv Co.; Washington Attorney, Cottone & Scheiner; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Dave A. Matison Jr., Harold M. Matison and Milton J. Fine each own 1/3 interest. Each of Matisons holds 28.35% interest in WAML Laurel and WABO Waynesboro, both Miss.

EXECUTIVES:

D. A. Matison Jr., pres.	Fitz Hooton, pgm. dir.
Marvin Reuben, gen. mgr. & film buy.	John Carroll, ch. engr.
Tech Jones, com. mgr.	Dave Waite, prom. mgr. & news ed.

RATE INFORMATION: Class A one hour (live) \$187.50, (film) \$175; minute spot (live) \$42.50, (film) \$35; ID \$17.50. ID Length 10 sec. Specifications: 2x2 in. Transparency. Full screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

JACKSON
(Hinds County)

WJTV (TV)

LICENSEE: Capitol Bcstg. Co. Postal Zone: 4. Address: P. O. Box 8187. Phone: 4-2512.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 112 kw. Operating Pow.: Visual 214 kw, Aural 112 kw. Transmitter GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 666 ft.

OPERATION: Began Jan., 1953. Hours, 8 a.m.-midnight.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Kirkland, Fleming, Green Martin & Ellis; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Mississippi Publishers Corp., publisher of Jackson Clarion Ledger and Daily News, 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. Mr. Lanford also owns KALB-TV Alexandria, La.; 33 1/3 of KPLC-AM-TV Lake Charles, La.; 48% of KRMD Shreveport, La.; 88% of KRRV Sherman, Tex. Mr. Sepaugh also has 33 1/3% interest in KPLC-AM-TV.

EXECUTIVES:

W. R. Newman Jr., chmn. of bd.	Ken Parks, pgm. dir.
T. M. Hederman Jr., pres.	C. A. Perkins Jr., ch. engr.
L. M. Sepaugh, exec. vp.	L. M. Sepaugh Jr., film buy.
Owens Alexander, gen. mgr.	Ken Jordan, prom. mgr.
Bill Carlier, com. mgr.	Bob Neblett, news ed.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$360; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Full screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 4.

WLBT (TV)

LICENSEE: Lamar Life Bcstg. Co. Address: 715 S. Jefferson St. Phone: 2-2691.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 681 ft.; Above ground 589 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 28, 1953. Hours, 6:55 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WJDX. Fm, WJDX-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Wiley P. Harris, 20%; Fred L. Beard, 20%; Maurice Thompson, 20%; Peter Kock Lutken, 20%, and William Calvin Wells III, 20%.

EXECUTIVES:

Wiley P. Harris, pres.	Robert R. Smathers, ch. engr.
Fred L. Beard, gen. mgr.	Charles A. Allen, prom. mgr.
Frank Gentry, com. mgr.	Richard R. Sanders, news ed.
Maurice Thompson, pgm. dir. film buy.	

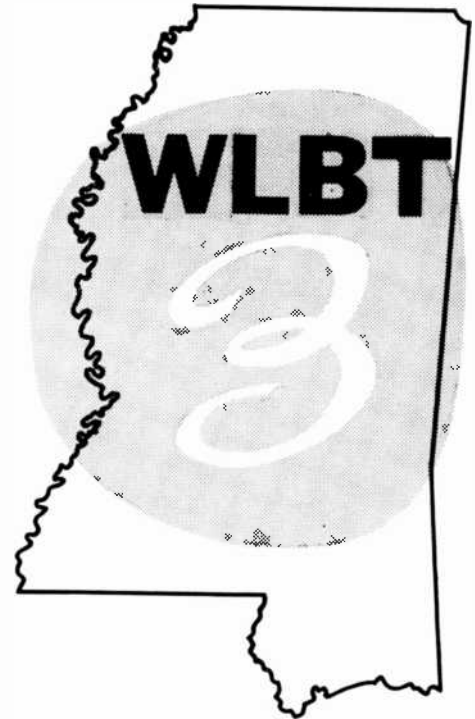
RATE INFORMATION: Class AA one hour (live) \$360, (film) \$360; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Full screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 4.

Highest Returns* in Mississippi!

In every poll, WLBT gives widest state coverage with greatest set count! You are guaranteed the lowest cost-per-thousand in a growing market

*WLBT tops station B 65% total time; leads with 14 of top 20 night shows; leads with 9 of top 10 day shows according to ARB 36-county area survey, June, 1956.

George P. Hollingbery, National Representatives



WLBT  **channel 3** **FULL POWER**

MERIDIAN
(Lauderdale County)

WCOC-TV†

LICENSEE: Mississippi Bcstg. Co. Address: Threefoot Bldg.
 FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 132 kw.
 Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 319 ft.
 OPERATION: Began Dec., 1953.
 AFFILIATION: Station, Am, WCOC.
 REPRESENTATIVES: Washington Attorney, Harry J. Daly.
 PRINCIPAL STOCKHOLDERS: D. Withers Gavin and Mrs. R. S. Gavin, 100%. They also own WJQS Jackson, publish weeklies Meridian Record and Clarke County Tribune (Quitman, Miss.).
 EXECUTIVES:
 D. Withers Gavin, pres.

†WCOC-TV has suspended operation but has not returned its CP.

WTOK-TV

LICENSEE: Southern Television Corp. Address: Southern Bldg.; Phone: 3-1441.
 FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw.
 Operating Pow.: Visual 316 kw, Aural 170 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 315 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Sept. 26, 1953. Hours, 6 a.m.-11:15 p.m.
 AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WTKO.
 REPRESENTATIVES: Sales, Headley Reed Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.
 PRINCIPAL STOCKHOLDERS: Robert F. Wright, 25.5%; William B. Crooks, 18%; I. A. Rosenbaum, 12%; S. A. Rosenbaum, 12%; James H. Skewes, 6.5%; H. M. Minniece, 6%; Thomas Y. Minniece, 6%, and others. Mr. Skewes is president-publisher of the Meridian Star.
 EXECUTIVES:
 Robert F. Wright, pres., gen. mgr. & film buy. Joe H. Saxon, ch. engr. George Shannon, prod. dir. & news ed.
 William B. Crooks, vp. & com. mgr. Cecil Germany, pgm. mgr. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$287.50, (film) \$250; minute spot (live) \$57.50, (film) \$50; ID \$25. ID Length 8 or 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

TUPELO
(Lee County)

WTWV (TV)

(Target Date, Summer 1956)

LICENSEE: Tupelo Citizens Television Co. Address: 553 Main St. Phone: 37.
 FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 13.5 kw.
 Transmitter: Composite. Antenna Make: GE. Height: Above average terrain 510 ft.; Above ground 529 ft.
 OPERATION: Hours, 3:30-11:30 p.m.
 REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.
 PRINCIPAL STOCKHOLDERS: F. K. Spain, 35%; W. D. Spain, 15%; Mrs. M. H. Spain, 10%; J. G. Petit, 25%, and Perrin Purvis, 15%.
 EXECUTIVES:
 Frank K. Spain, gen. mgr. Joseph G. Petit, ch. engr.
 Walter D. Spain, com. mgr. Margaret H. Spain, film buy.
 Bertha Petit, pgm. dir. Perrin Purvis, prom. mgr.

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Cape Girardeau	12,200	48	5,860	49,815	9,661	1,384
Carroll	5,200	52	2,700	13,110	2,674	289
Carter	1,400	20	280	2,315	428	57
Cass	6,700	59	3,970	22,371	4,826	949
Cedar	3,800	28	1,060	10,113	1,800	153
Chariton	4,900	36	1,770	12,450	2,312	253
Christian	4,000	42	1,660	7,103	835	181
Clark	3,000	53	1,580	7,287	1,283	111
Clay	19,500	79	15,390	124,530	17,457	5,057
Clinton	4,000	62	2,480	17,730	3,762	498
Cole	10,200	64	6,510	43,942	9,097	1,324
Cooper	5,300	53	2,800	14,024	2,465	502
Crawford	3,600	32	1,140	8,708	1,914	281
Dade	3,100	35	1,080	6,577	800	180
Dallas	3,300	38	1,240	8,140	1,133	200
Daviess	3,800	58	2,190	8,559	1,327	247
De Kalb	3,000	51	1,520	6,061	1,223	129
Dent	3,400	34	1,140	10,522	3,035	213
Douglas	3,700	30	1,100	6,167	823	245
Dunklin	13,200	36	4,690	41,007	7,564	987
Franklin	11,900	57	6,820	39,220	9,186	1,094
Gasconade	4,200	51	2,160	12,496	2,544	473
Gentry	3,500	54	1,880	9,873	1,848	295
Greene	37,600	72	27,070	130,021	25,455	4,219
Grundy	4,600	54	2,480	15,661	2,530	441
Harrison	4,500	37	1,670	16,722	2,391	326
Henry	6,900	66	4,520	20,794	4,424	821
Hickory	1,800	29	520	2,489	415	83
Holt	3,200	41	1,320	10,344	1,443	321
Howard	3,700	35	1,290	7,566	1,766	434
Howell	7,400	16	1,150	22,241	3,624	588
Iron	2,500	39	990	4,440	1,090	182
Jackson	198,200	85	167,880	980,543	158,734	49,259
Jasper	28,500	58	16,590	100,828	21,235	2,590
Jefferson	12,900	67	8,600	37,998	10,659	845
Johnson	7,700	59	4,550	19,422	4,281	740
Knox	2,600	52	1,340	6,038	1,080	147
Laclede	6,300	43	2,720	21,025	3,032	498
Lafayette	8,100	65	5,290	26,135	4,768	1,106
Lawrence	7,900	41	3,260	18,706	2,913	613
Lewis	3,600	56	2,010	10,528	1,432	132
Lincoln	5,000	67	3,350	15,471	2,155	191
Linn	6,700	32	2,130	17,597	3,886	624
Livingston	5,500	55	3,010	19,890	3,345	633
McDonald	4,400	34	1,470	12,413	1,519	198
Macon	6,300	41	2,610	16,199	2,688	500
Madison	3,200	51	1,620	9,040	2,039	228
Marion	2,100	38	810	3,773	460	87
Marion	10,200	67	6,830	33,270	7,795	976
Mercer	2,500	31	760	5,663	968	92
Miller	4,300	48	2,080	11,681	2,346	186
Mississippi	6,300	30	1,870	17,698	4,282	507
Moniteau	3,600	38	1,380	8,963	1,664	147
Monroe	3,900	53	2,070	10,509	1,918	189
Montgomery	4,000	68	2,720	10,698	1,634	364
Morgan	3,200	30	940	9,275	2,514	127
New Madrid	10,700	28	3,010	21,904	4,720	609
Newton	9,100	54	4,940	26,948	3,845	546
Nodaway	7,700	37	2,820	21,419	3,607	524
Oregon	3,500	10	360	7,294	1,773	249
Osage	3,100	55	1,720	7,034	955	49
Ozark	2,400	34	810	3,763	522	111
Pemiscot	12,700	42	5,280	27,806	6,407	678
Perry	4,300	41	1,770	11,742	1,639	240
Pettis	11,800	47	5,560	39,271	7,642	1,077
PHELPS	7,200	41	2,930	25,476	5,647	707
Pike	6,000	59	3,560	17,857	2,993	525
Platte	5,200	53	2,750	21,647	4,337	112
Polk	5,300	39	2,050	13,789	1,573	250
Pulaski	3,400	54	1,830	15,263	3,186	785
Putnam	3,000	22	660	5,594	918	208
Ralls	2,600	54	1,410	4,181	996	151
Randolph	8,200	50	4,120	27,520	5,034	712
Ray	5,600	56	3,150	12,311	2,424	521
Reynolds	1,600	21	330	3,209	519	21
Ripley	3,600	25	900	6,596	2,021	206
St. Charles	9,700	77	7,490	40,813	7,914	979
St. Clair	3,500	32	1,130	6,149	786	180
St. Francois	10,800	65	7,050	32,723	10,346	873
St. Louis	430,200	86	368,680	1,719,420	391,521	59,824
Ste. Genevieve	3,200	72	2,300	8,788	1,820	66
Saline	8,600	37	3,190	25,726	4,205	672
Schuyler	1,800	34	600	7,156	1,503	283
Scotland	2,500	51	1,270	6,087	1,096	220
Scott	10,200	38	3,840	33,786	7,458	712
Shannon	2,200	15	330	2,863	795	65
Shelby	3,700	58	2,150	9,460	1,704	193
Stoddard	9,700	38	3,640	23,884	4,774	378
Stone	2,900	42	1,200	4,768	740	58
Sullivan	3,600	25	900	6,592	1,121	213
Taney	3,100	43	1,340	9,008	1,516	289
Texas	6,000	18	1,060	12,306	2,787	310
Vernon	7,100	37	2,620	18,140	3,925	524
Warren	2,500	57	1,430	6,523	1,281	119
Washington	4,200	29	1,230	8,339	2,040	106
Wayne	2,900	18	530	4,339	978	87
Webster	4,700	36	1,700	9,461	1,409	224
Worth	1,600	51	810	4,416	536	74
Wright	5,000	36	1,810	12,975	1,793	257
Total	1,330,000	67%	885,130	\$4,821,512	\$961,919	\$169,650

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

MISSOURI MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adair	6,800	41	2,800	20,213	4,429	512
Andrew	4,000	60	2,390	8,840	1,760	126
Atchison	3,500	43	1,510	11,898	1,847	306
Audrain	8,500	49	4,170	28,751	5,634	783
Barry	6,800	37	2,520	20,270	3,686	556
Barton	4,400	46	2,040	11,365	2,148	281
Bates	6,300	53	3,350	15,553	3,244	330
Benton	2,600	35	900	6,893	880	177
Bollinger	3,200	64	2,060	5,810	1,012	29
Boone	14,300	47	6,740	45,126	9,384	1,564
Buchanan	32,200	69	22,090	110,932	23,867	5,040
Butler	11,900	33	3,930	33,072	6,579	805
Caldwell	3,600	57	2,040	10,031	1,702	115
Callaway	6,600	53	3,490	15,826	2,781	460
Camden	2,500	37	920	6,825	1,678	103

CAPE GIRARDEAU

(Cape Girardeau County)

KFVS-TV

LICENSEE: Hirsch Bcstg. Co. Address: 324 Broadway. Phone: 5-5511.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Federal. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 882 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Oct. 3, 1954. Hours, 6 a.m.-midnight.
AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, KFVS.
REPRESENTATIVES: Sales, Headley-Reed Tv.
PRINCIPAL STOCKHOLDERS: Oscar C. Hirsch and wife, 99.33%. Mr. Hirsch also owns KFMO Flat River and has a minority interest in KSIM Sikeston, both Mo.; WKRO Cairo and WHCO Sparta, both Ill.
EXECUTIVES:
 Oscar C. Hirsch, pres. Jack Ramey, com. mgr.
 Robert O. Hirsch, gen. mgr., & ch. Don McNeely, pgm. dir.
 engr.
RATE INFORMATION: Class A one hour \$400; minute spot \$80; ID \$40. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 27% for 312 times. Rate Card No. 3.

COLUMBIA

(Boone County)

KOMU-TV

LICENSEE: Curators, U. of Missouri. Address: Columbia. Phone: Gibson 2-1122.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 251 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft.; Above ground 774 ft.
OPERATION: Began Dec. 21, 1953. Hours, noon-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Lohnes & Culver.
EXECUTIVES:
 Dr. Edward C. Lambert, dir. of tv & Val Lebedeff, film dir.
 gen. mgr. Milton E. Gross, prom. mgr.
 John O. Conwell, com. mgr. Phil Berks, news dir.
 William Reagan, ch. engr.
RATE INFORMATION: Class AA one hour (live) \$290, (film) \$250. Class A one hour (live) \$240, (film) \$200; minute spot (live) \$47.50, (film) \$40; ID \$20. ID Length 10 sec. Specifications: slide or film. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

HANNIBAL

(Marion County)

KHQ-A-TV (QUINCY, ILL.)

LICENSEE: Lee Bcstg. Inc. Address: 510 Main St., Quincy, Ill. Phone: (Quincy) Baldwin 2-6200.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 269 kw, Aural 135 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 890 ft.; Above ground 804 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 21, 1953. Hours, 7 a.m.-12:15 a.m.
AFFILIATIONS: Tv Network, CBS. Stations, Am, WTAD. Fm, WTAD-FM.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Lee Radio Inc., 51.41%, and Hannibal Courier-Post, 20%. For Lee broadcasting and newspaper interests, see KGLO-TV Mason City, Iowa.
EXECUTIVES:
 Lee P. Loomis, pres. J. E. Gray, ch. engr.
 Walter J. Rothschild, gen. mgr. & Charles Lotz Jr., film buy. & ed.
 natl. sls. mgr. Richard Moore, prom. mgr.
 Paul Millen, asst. natl. sls. mgr. Donald Nicholson, news ed.
 Merritt Milligan, asst. mgr. & prm. dir.
RATE INFORMATION: Class A one hour (live) \$330, (film) \$300; minute spot (live) \$66, (film) \$60; ID \$30. ID Length 10 sec. shared. Specifications: 2x2 1/4 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WGEM-TV (QUINCY, ILL.)

LICENSEE: Quincy Bcstg. Co. Address: 513 Hampshire. Phone: Baldwin 2-6840. (For full listing see Quincy, Ill.)

JEFFERSON CITY

(Cole County)

KRCG (TV)

LICENSEE: Jefferson Tv Co. Address: Callaway Hills Farm. Phone: 6-6188.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 573 ft.
OPERATION: Began Feb. 13, 1955. Hours, 10:15 a.m.-11:30 p.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Mrs. Betty G. Handy, 97.6%. Mrs. Handy is vp. and stockholder in KWOS Jefferson City, owned by her mother, Mrs. Lenore R. Goshorn, president of News Tribune Co. (Jefferson City Capitol News and Post-Tribune).
EXECUTIVES:
 Mrs. Betty Goshorn Handy, pres. A. Laney Lee, pgm. dir.
 Robert Blosser, gen. mgr. Edward J. Schuelein, ch. engr.
 Ron Maxwell, sls. mgr. Mrs. Katherine Simmons, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$310, (film) \$250; minute spot (live) \$55, (film) \$50; ID \$25. ID Length 8 sec. Specifications: 7/8 in. x 5/8 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

JOPLIN

(Jasper County)

KOAM-TV (PITTSBURG, KAN.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 603, Pittsburg, Kan. Phone: (Joplin) Mayfair 4-0233, (Pittsburg) 2508. (For full listing see Pittsburg.)

KSWM-TV

LICENSEE: Air Time Inc. Address: 1928 W. 13th St. Phone: Mayfair 3-7260.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 58.9 kw, Aural 35.5 kw. Operating Pow.: Visual 58.9 kw, Aural 35.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 440 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 25, 1954. Hours, 6:55 a.m.-midnight.
AFFILIATIONS: Tv Network, CBS. Station, Am, KSWM.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell.
PRINCIPAL STOCKHOLDERS: Austin A. Harrison and wife, 60.9%.
EXECUTIVES:
 Austin A. Harrison, pres., gen. mgr. & film buy. Ronald Robson, pgm. dir.
 DeWitt T. Knight, com. mgr. William Harned, prom. mgr.
 Kenneth Crowe, news ed.
RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$45, (film) \$45; ID \$25. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

KANSAS CITY

(Jackson County)

KCMO-TV

LICENSEE: Merocith Engineering Co. Postal Zone: 8. Address: 125 E. 31st St. Phone: Jefferson 1-6789.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,128 ft.; Above ground 1,042 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 27, 1953. Hours, 6 a.m.-1 a.m.
AFFILIATIONS: Tv Network, CBS. Stations, Am, KCMO. Fm, KCMO-FM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Owned 100% by Meredith Publishing Co. (Better Homes & Gardens, Successful Farming). Meredith also owns WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, Neb., and KPHO-AM-TV Phoenix, Ariz.
EXECUTIVES:
 E. T. Meredith, pres. Karl Troeglen, ch. engr.
 E. K. Hartenbower, gen. mgr. T. R. Thompson, film buy.
 S. B. Tremble, com. mgr. F. C. Strawn, prom. mgr.
 Ken Heady, pgm. dir. Jim Monroe, news ed.
RATE INFORMATION: Class AA one hour (live) \$1,130, (film) \$1,200; minute spot (live) \$263.50, (film) \$250; ID \$125. ID Length 10 sec. Specifications: 4x5 in. telops or 2x2 in. glass slides. Full screen. Frequency discounts. Rate Card No. 4.

KANSAS CITY (Cont.)

KMBC-TV

LICENSEE: KMBC Bcstg. Co. Postal Zone: 5. Address: 11th & Central Sts. Phone: Harrison 1-2650.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,070 ft.; Above ground 1,023 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 1, 1953. Hours, 9:30 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC-TV. Stations, Am, KMBC, KFRM Concordia, Kan.

REPRESENTATIVES: Sales, Peters, Griffin & Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Cook Paint & Varnish Co., 100%.

EXECUTIVES:

Donald D. Davis, 1st vp., com. mgr. & prom. mgr. Mori Greiner, sta. dir. & film buy.
John T. Schilling, vp. & gen. mgr. Henry Goldenberg, ch. engr.
George J. Higgins, vp. & sls. mgr. Claude Dorsey, news ed.

RATE INFORMATION: Class AA one hour (live) \$600, (film) \$600; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 10 sec. Specifications: 4x5 in. Telop: 2x2 in. slide, 16mm film. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

WDAF-TV

LICENSEE: The Kansas City Star Co. Postal Zone: 8. Address: 3030 Summit St. Phone: Harrison 1-1200.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 755 ft.; Above ground 724 ft.

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

OPERATION: Began Oct. 16, 1949. Hours, 7 a.m.-midnight.

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

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Kirkland, Fleming, Greene, Martin & Ellis; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of the Kansas City Star.

EXECUTIVES:

H. Dean Fitzer, mgng. dir. Jay Barrington, pgm. dir. & film buy.
William A. Bates, mgr. Joseph A. Flaherty, ch. engr.
E. Manne Russo, com. mgr. Randall S. Jessee, news ed.

RATE INFORMATION: Class A one hour (live) \$960, (film) \$960; minute spot (live) \$192, (film) \$192; ID \$96. ID Length 10 sec. Specifications: 4x5 in. Telop; 2x2 in. slide. Full and share screen. Frequency discounts.

KIRKSVILLE
(Adair County)

KTVO (TV) (OTTUMWA, IOWA)

LICENSEE: KBIZ Inc. Address: 209 E. Second, Ottumwa, Iowa. Phone: Murray 2-4535.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,101 ft.; Above ground 1,101 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 21, 1955. Hours, noon-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KBIZ.

REPRESENTATIVES: The Bolling Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: James J. Conroy, 66%, and Raymond E. Russell, 33 1/3%. Licensee also owns KBIZ Ottumwa, Iowa.

EXECUTIVES:

James J. Conroy, pres. & gen. mgr. Jim Bolen, pgm. dir. & film buy.
Berg Allison, sta. mgr. Monty Moncrieff, prom. mgr.
Charles Fellers, sls. mgr. Henry Magnusson, news ed.

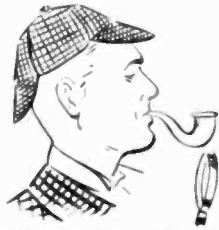
RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 8 sec. Frequency discounts. Rate Card No. 1.

ST. JOSEPH
(Buchanan County)

KFEQ-TV

LICENSEE: Midland Bcstg. Co. Address: 40th & Faraon Sts. Phone: 3-2528.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw Operat-



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Home of Worlds Largest Animal Serum Plant
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Agricultural, Industrial, Manufacturing and Wholesale Center.



*Missouri Valley Market
Facts and Figures

Total Population.....	606,600
Urban Population.....	229,000
Rural Population.....	377,600
Total Families.....	193,500
Total Effective Buying Income.....	\$831,102,000.00
Total Retail Sales.....	\$668,297,000.00
Total Farm Income.....	\$405,833,000.00

Source—Sales Management May 1956

National Representative
HOAG-BLAIR
Company

Channel
2

KFEQ-TV
St. Joseph, Missouri

C. B. S.
A. B. C.

ST. JOSEPH (Cont.)

KFEQ-TV (Cont.)

ing Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 750 ft.

OPERATION: Began Sept. 27, 1953. Hours, 7 a.m.-midnight.

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

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDERS: Kenyon Brown, 25%; Harry L. (Bing) Crosby Jr., 25%; George L. Coleman, 25%; Joseph A. Thomas, 25%. Mr Brown also owns 100% of KWFT Wichita Falls and KLYN Amarillo, Tex.; 50% of KANS Wichita, Kan.; 50% of KBYE Oklahoma City and 22.15% of KGLC Miami, both Okla. Mr. Crosby also owns 6.1% of KGLC, and Mr. Coleman 6.4% of KGLC.

EXECUTIVES:

Kenyon Brown, pres.	J. Wesley Koch, ch. engr.
Glenn G. Griswold, gen. mgr.	Aileen Hartigan, prom. mgr.
A. Wayne Beavers, com. mgr.	Lafe Williams, news ed.
Gene Milstee, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

ST. LOUIS
(Independent City)

KETC (TV)*

(*Non-Commercial Educational)

LICENSEE: St. Louis Educational Television Commission. Postal Zone: 5. Address: 6996 Milbrook Blvd. Phone: Volunteer 3-0995.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Operating Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 600 ft.

OPERATION: Began Sept. 20, 1954. Hours, 9 a.m.-10 p.m.

EXECUTIVES:

Arthur H. Compton, exec. dir.	Jack A. Chenoweth, ch. engr.
George Arms, gen. mgr.	George Strella, film supvr.
John F. White, bus. mgr.	Louis T. Iglehart, pub. rel. dir.
Vincent Park, pgm. dir.	

KSD-TV

LICENSEE: The Pulitzer Publishing Co. Postal Zone: 1. Address: 1111 Olive St. Phone: Main 1-1111.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 544 ft.

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

OPERATION: Began Feb. 8, 1947. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KSD.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Licensee publishes St. Louis Post-Dispatch.

EXECUTIVES:

Joseph Pulitzer Jr., pres.	Keith Gunther, film buy.
George M. Burbach, gen. mgr.	Fred Mueller, prom. mgr.
Harold Grams, pgm. dir.	Austin Bridgman, news ed.
J. E. Risk, ch. engr.	

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$250, (film) \$250; ID \$125. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 25% for 200 times. Rate Card No. 11.

KTVI (TV)

LICENSEE: Signal Hill Telecasting Corp. Postal Zone: 10. Address: 5915 Berthold Ave. Phone: Mission 7-3600.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 417 kw, Aural 209 kw. Operating Pow.: Visual 417 kw, Aural 209 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 590 ft.; Above ground 592 ft.

OPERATION: Began Aug., 1953. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Roberts & McInnis.

PRINCIPAL STOCKHOLDERS: Paul E. Peltason, 38.91%; Harry Tenenbaum, 38.91%, and others.

EXECUTIVES:

Paul E. Peltason, pres.	John Murdock, pgm. dir.
Harry Tenenbaum, vp.	Richard J. Trompeter, ch. engr.
Julius Schainblatt, gen. mgr.	Bruce Hayward, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$450; minute spot (live) \$60, (film) \$60; ID \$26. ID Length 8 sec. Specifications: 1/4 station ID. Share screen. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 3.

KWK-TV

LICENSEE: KWK Inc. Postal Zone: 6. Address: 12th & Cole St. Phone: Main 1-9100.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 563 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION Began July 8, 1954. Hours, 7 a.m.-1 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Robert T. Convey and associates, 28%; St. Louis Globe-Democrat (Newhouse), 23%; KSTP Inc. (KSTP-AM-TV Minneapolis, Minn.), 23%; 800 North Twelfth Inc. (Elzey Roberts), 23%; individual stockholders of former Missouri Valley Television, 3%. KWK Inc. also owns WGTO Haines City, Fla. For Newhouse interests see WSY-TV Syracuse, N. Y.

EXECUTIVES:

Robert T. Convey, pres. & gen. mgr.	N. J. Zehr, ch. engr.
Ray E. Dady, vp. & sta. dir.	John Traxler, film ed.
V. E. Carmichael, vp. & com. dir.	Jack Griffin, news ed.
James E. Goldsmith, sls. mgr. tv	
John W. Tinnea, asst. sta. dir. & exec. pgm. dir. & film buy.	

RATE INFORMATION: Class AA one hour (live) \$1,500, (film) \$1,500; minute spot (live) \$330, (film) \$330. Frequency discounts. Rate Card No. 4.

SEDALIA
(Pettis County)

KDRO-TV

LICENSEE: KDRO-TV & Radio Inc. Address: 2100 W. Broadway. Phone: 4004-5.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Operating Pow.: Visual 16.2 kw, Aural 8.71 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 360 ft.; Above ground 321 ft.

OPERATION: Began July 8, 1954. Hours, 6-11 p.m.

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

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Milton J. Hinlein, 100%. (J. Albert Dear, publisher of Sedalia Capital and Democrat, holds option to purchase 50% interest.)

EXECUTIVES:

Milton J. Hinlein, pres. & prom. mgr.	Jack Call, pgm. dir.
Herbert W. Brandes, gen. mgr. & film buy.	Robert J. Klein, ch. engr.
Jimmy Glenn, com. mgr.	Dick Amos, news ed.

RATE INFORMATION: Class A one hour (live) \$220, (film) \$200; minute spot (live) \$32, (film) \$30; ID \$25. ID Length 20 sec. Specifications: 2x2 in. Full and share screen (either). Frequency discounts. Rate Card No. 1.

SPRINGFIELD
(Greene County)

KTTS-TV

LICENSEE: Independent Bcstg. Co. Postal Zone: 4. Address: P. O. Box 1716 SSS. Phone: 2-7474.

FACILITIES: Ch. '0. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 141 kw. Operating Pow.: Visual 240 kw, Aural 141 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 710 ft.; Above ground 661 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 14, 1953. Hours, 8:30 a.m.-midnight.

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

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: J. H. G. Cooper, 54.87%, and others.

EXECUTIVES:

J. H. G. Cooper, pres.	Kevin McAndrews, pgm. dir.
G. Pearson Ward, gen. mgr. & film buy.	William F. Curry, ch. engr.
Bob Burke, sls. mgr.	Ethel Strainchamps, prom. mgr.
	Bill Bowers, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$62.50, (film) \$62.50; ID \$25. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

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100,000 Watts on VHF Channel 5*

NBC NETWORK

National Advertising Representative:

NBC SPOT SALES

***Products Or Services To Sell**

MISSOURI

SPRINGFIELD (Cont.)

KYTV (TV)

LICENSEE: Springfield Television Inc. Address: 999 West Sunshine. Phone: 6-2766.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.; Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 550 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1, 1953. Hours, 10 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Springfield Newspapers Inc. (T. W. Duvall, president; Tams Bixby Jr., vp.), 49.6%; Lester L. Cox, 24.96%; others. Springfield Newspapers publishes Springfield News and Leader and Press and owns KGBX Springfield. Mr. Bixby owns 40% of KBIX Muskogee, Okla. (Muskogee Phoenix and Times-Democrat).

EXECUTIVES:

Ralph L. Stufflebam, co-mgr. & com. mgr. Carl Fox, co-mgr., pgm. dir. & film buy. E. Dennis White, ch.engr.

RATE INFORMATION: Class A one hour (live) \$275, (film) \$275; minute spot (live) \$62.50, (film) \$62.50; ID \$25. ID Length 8 sec. Frequency discounts.

MONTANA

MONTANA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Beaverhead	2,500	13	340	10,401	1,598	101
Big Horn	2,500	18	460	8,853	1,963	171
Blaine	2,500			9,650	1,864	130
Broadwater	900	15	140	2,754	468	91
Carbon	3,300	23	760	7,287	1,504	291
Carter	600			1,782	311	41
Cascade	19,400	44	8,590	90,922	15,976	2,524
Chouteau	2,400	26	620	10,842	1,223	282
Custer	4,700			19,122	3,117	697
Daniels	1,000			6,342	918	178
Dawson	3,000			15,873	2,483	279
Deer Lodge	4,900	17	840	16,666	4,788	374
Fallon	1,000			4,395	847	221
Fergus	5,000	15	770	19,161	3,407	597
Flathead	10,800	27	2,960	43,768	9,505	1,143
Gallatin	7,100	12	840	29,480	5,799	832
Garfield	700			1,323	404	41
Glacier	2,900			14,652	2,884	108
Golden Valley	400	22	90	1,235	120	
Granite	1,000	15	150	4,949	659	113
Hill	4,600			27,974	4,699	562
Jefferson	1,000	18	180	3,375	510	101
Judith Basin	900	28	250	2,437	468	108
Lake	4,200	18	740	11,316	2,221	231
Lewis & Clark	8,800	18	1,620	32,768	7,624	793
Liberty	400	63	250	3,879	435	66
Lincoln	3,100	19	600	9,088	2,110	226
McCone	1,900			3,550	502	44
Madison	1,400	17	240	4,629	1,167	159
Meagher	800	13	100	2,001	383	40
Mineral	600	17	100	2,202	632	36
Missoula	12,200	25	3,010	51,535	10,015	1,378
Musselshell	1,900	26	490	5,633	1,225	223
Park	4,100	12	480	14,565	3,401	391
Petroleum	300	17	50	314	60	
Phillips	2,100			9,457	1,435	249
Pondera	1,800	26	460	12,116	1,708	210
Powder River	1,000			1,373	323	
Powell	1,800	13	230	6,999	1,791	270
Prairie	800			2,394	514	41
Ravalli	4,200	23	970	10,638	2,432	302
Richland	3,200			13,831	2,084	382
Roosevelt	3,000			20,201	3,018	616
Rosebud	1,800			5,360	1,042	76
Sanders	2,500	10	250	5,499	649	189
Sheridan	1,800			9,683	1,251	370
Silver Bow	18,700	52	9,710	71,663	17,308	1,557
Stillwater	1,600	46	730	4,972	1,038	231
Sweet Grass	1,100			3,765	637	176
Teton	2,400	32	760	9,865	1,584	289
Toole	2,100	21	440	13,346	2,053	191
Treasure	400	23	90	1,124	258	102
Valley	3,200			17,628	2,758	426
Wheatland	1,100	11	120	4,606	977	66
Wibaux	400			1,957	337	46
Yellowstone	21,800	48	10,510	102,717	18,641	2,994
Total	199,600	26%	*51,060	\$823,807	\$157,128	\$21,355

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncited. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BILLINGS

(Yellowstone County)

KGHL-TV

(Target Date, Unknown)

LICENSEE: Midland Empire Bcstg. Co. Address: 5th Ave. & N. Broadway. Phone: 2-2222.

MONTANA

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 330 ft.

AFFILIATION: Station, Am, KGHL.

REPRESENTATIVES: Washington Attorney, Hogan & Hartson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: P. N. Fortin, 50%; Warren J. Hancock, 25%, and Kenneth L. Hancock, 25%.

EXECUTIVES:

P. N. Fortin, pres. W. J. Hancock, vp. & sec.-treas.

KOOK-TV

LICENSEE: The Montana Network Inc. Address: 1406 1st Ave. N. Phone: 9-7788.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 216 ft.

OPERATION: Began Nov. 9, 1953. Hours, 1:45 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KOOK.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, John Midlen; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: J. S. Sample, 10%; J. Carter Johnson, 31.55%; C. L. Crist, 21.6%, and others.

EXECUTIVES:

Joseph S. Sample, pres. & film buy. Ed Peiss, pgm. dir. V. V. Clark, gen. mgr. & film buy. Grant French, ch. engr. John H. Conner, com. mgr. & film buy. Conna May, prom. mgr. Francis Welsh, news ed.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

BUTTE

(Silver Bow County)

KXLF-TV

LICENSEE: Television Montana. Address: 1681 George St. Phone: 2-2696.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 2.04 kw, Aural 1.02 kw. Operating Pow.: Visual 2.04 kw, Aural 1.02 kw. Transmitter: RCA. Antenna Make RCA. Height: Above average terrain —690 ft.; Above ground 120 ft.

OPERATION: Began Aug. 14, 1953. Hours, 3 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KXLF.

REPRESENTATIVES: Sales, The Walker Representation Co.; Pacific Northwest Broadcasters (Western); Washington Attorney, Wheeler & Wheeler; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: KXLF Butte, 59%; KXLJ Helena, 23%; KXLQ Bozeman, 4%; KXLL Missoula, 4.5%, and KXLL Great Falls, 2.27%. Ed Craney has controlling interest in KXLF (49%); KXLJ (42%); KXLQ (49%), and KXLL (30%), and also owns 48% of KXL Portland, Ore. Barkley Craighead owns 58% of KXLL.

EXECUTIVES:

E. B. Craney, pres. film buy. Gene Hogan, pgm. dir. Jim Manning, gen. mgr. Lloyd Scott, ch. engr. W. Jake Walker, com. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$150; minute spot (live) \$40, (film) \$30; ID \$15. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 4.

GREAT FALLS

(Cascade County)

KFBB-TV

LICENSEE: Wilkin's Bcst. Inc. Address: P. O. Box 1139. Phone: 4-4377.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 240 ft.; Above ground 440 ft.

OPERATION: Began Mar. 21, 1954. Hours, 1:30-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KFBB.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: J. P. Wilkins, 50.4%; Fairmont Corp. (subsidiary of Anaconda Copper Co.), 27%, and others. Fairmont Corp. publishes Missoula Missoulian and Sentinel, Butte Post and Montana Standard, Anaconda Standard, Livingston Enterprise, Helena Independent Record, Billings Gazette and weekly Libby Western News.

EXECUTIVES:

J. P. Wilkins, pres., gen. mgr. & film buy. Paul Rahders, pgm. dir. W. C. Blanchette, sta. & com. mgr., Anthony Lopuch, ch. engr. & film buy. Walt Christensen, news ed. W. E. Spahr, asst. sta. mgr., prom. mgr., & film buy.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

HELENA

(Lewis & Clark County)

KXLJ-TV

(Target Date, Unknown)

LICENSEE: Peoples Forum of the Air.

FACILITIES: Ch. 10.

PRINCIPAL STOCKHOLDERS: See KXLF-TV Butte, Mont.

KALISPELL
(Flathead County)

KGEZ-TV
(Target Date, Unknown)
LICENSEE: KGEZ Inc.
FACILITIES: Ch. 8.

MISSOULA
(Missoula County)

KGVO-TV
LICENSEE: Mosby's Inc. Postal Zone: I. Address: 127 E. Main St. Phone: 9-7668.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 20.9 kw. Operating Pow.: Visual 38 kw, Aural 20.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,030 ft.; Above ground 274 ft.
OPERATION: Began July 1, 1954. Hours, 3-11 p.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KGVO.
REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Archer Taylor.
PRINCIPAL STOCKHOLDERS: A. J. Mosby and family. Mr. Mosby also owns KANA Anaconda, Mont.

EXECUTIVES:
A. J. Mosby, pres., gen. mgr., com. mgr. & film buy.
Amos Hargrove, ch. engr.
Jeanne Peterson, prom. mgr.
Hugh Bader, pgm. dir.
Don Weston, news ed.
RATE INFORMATION: Class A one hour (live) \$165, (film), \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

KXLL-TV
(Target Date, Unknown)
LICENSEE: Western Montana Assoc.
FACILITIES: Ch.-21.
PRINCIPAL STOCKHOLDERS: See KXLF-TV Butte, Mont.

NEBRASKA MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Platte	6,000	66	3,980	29,628	5,901	722
Polk	2,500	61	1,520	8,608	1,233	253
Redwillow	4,300	23	980	20,971	4,068	524
Richardson	5,600	47	2,600	17,953	3,180	494
Rock	900			3,456	412	41
Saline	4,800	55	2,630	15,830	2,697	500
Sarpy	5,200	83	4,330	9,312	2,465	296
Saunders	5,500	89	4,900	19,319	4,410	451
Scotts Bluff	11,000	13	1,440	50,216	9,127	1,270
Seward	4,100	65	2,670	13,361	2,721	369
Sheridan	3,000			12,389	1,996	371
Sherman	1,700	38	650	4,820	979	81
Sioux	900			703	51	43
Stanton	1,900	49	930	3,616	925	184
Thayer	3,500	42	1,480	9,897	1,681	251
Thomas	400			831	136	126
Thurston	2,500	64	1,600	7,423	1,106	108
Valley	2,300	22	510	7,607	1,455	250
Washington	3,700	82	3,020	10,703	2,558	194
Wayne	3,000	66	1,970	10,360	1,905	201
Webster	2,400	55	1,310	7,953	1,827	152
Wheeler	500	27	130	539	118	
York	4,700	59	2,770	17,972	2,097	356
Total	430,700	59%	252,490	\$1,679,222	\$298,827	\$48,925

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

HASTINGS
(Adams County)

KHAS-TV

LICENSEE: Nebraska Television Corp. Address: P. O. Box 476. Phone: 3-1321.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 730 ft.; Above ground 767 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 1, 1956. Hours, 12:30 p.m.-midnight.
AFFILIATIONS: Tv Network, NBC. Station, Am, KHAS.

REPRESENTATIVES: Sales, Weed Tv. Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Owned by Seaton Publishing Co. (Fred A. Seaton, pres.; Richard M. Seaton, vp; Fred Seaton is Secretary of Interior). Seaton newspapers are Hastings Tribune, Manhattan (Kan.) Mercury (KMAN), Coffeyville (Kan.) Journal (KGGF), Winfield (Kan.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S.D.) Pioneer-Times, Lead (S.D.) Call, Sheridan (Wyo.) Press and the magazine Western Farm Life (Denver).

EXECUTIVES:
Fred A. Seaton, pres.
Duane L. Watts, gen. mgr.
Harry Packard, com. mgr.
W. L. Murray, pgm. dir.
Duane Allison, ch. engr.
Marsden Gary, film buy.
Bob Schnuelle, prom. mgr.
Russ Snow, news ed.

RATE INFORMATION: Class A one hour (live) \$230, (film) \$200; minute spot (live) \$40, (film) \$35; ID \$17.50. ID Length 8 sec. Specifications 2x2 in. or telop. Share screen. Frequency discounts from 10% for 26 times up to 30% for 260 times. Rate Card No. 1.

HAYES CENTER
(Hayes Center County)

KHPL-TV (Satellite of KHOL-TV Holdredge, Neb.)

LICENSEE: Bi-States Co. Address: 414 East Ave., Holdredge, Neb. Phone: Sherwood 3-4541, Axtel, Neb.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 710 ft.; Above ground 583 ft.

OPERATION: Began Feb., 1956. Hours, noon-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS.
REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: See KHOL-TV Holdredge, Neb.
EXECUTIVES:
Jack Gilbert, sta. mgr.
John Siede, ch. engr.

RATE INFORMATION: Available as bonus on KHOL-TV Holdredge, Neb.

NEBRASKA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	9,400	65	6,070	41,605	8,001	1,136
Antelope	3,600	26	940	13,249	1,710	219
Arthur	200			336		
Banner	400	21	80	20		
Blaine	300	21	60	1,551	512	
Boone	3,300	35	1,160	9,408	1,521	301
Box Butte	4,200			18,394	3,458	608
Boyd	1,400	18	250	5,782	768	91
Brown	1,400			5,609	1,080	176
Buffalo	8,500	57	4,880	34,446	4,407	1,012
Burt	3,500	80	2,800	14,699	2,504	273
Butler	3,800	52	1,990	9,692	1,990	254
Cass	5,400	82	4,400	15,209	3,914	464
Cedar	3,800	73	2,780	12,252	2,158	349
Chase	1,600			5,999	1,058	262
Cherry	2,500			11,639	1,805	342
Cheyenne	4,300			21,583	4,069	499
Clay	3,000	53	1,590	7,495	1,019	126
Colfax	3,400	70	2,370	15,876	2,428	266
Cuming	3,900	59	2,290	15,483	2,073	433
Custer	5,900	30	1,790	17,066	3,419	586
Dakota	3,200	76	2,420	11,981	3,582	285
Dawes	3,000			11,881	2,586	342
Dawson	6,700	54	3,640	29,966	4,397	886
Deuel	1,000			5,597	773	126
Dixon	2,900	75	2,190	8,001	1,114	257
Dodge	9,600	89	8,520	45,167	7,252	701
Douglas	94,700	85	80,780	421,983	78,209	13,956
Dundy	1,200			4,508	1,060	169
Fillmore	3,200	51	1,630	10,292	1,472	407
Franklin	2,400	54	1,310	6,453	1,215	164
Frontier	1,300	25	330	3,539	250	121
Furnas	3,300	54	1,780	11,747	1,699	369
Gage	8,800	61	5,320	31,963	5,950	862
Garden	1,100			3,831	537	116
Garfield	900	25	230	3,749	683	88
Gosper	700	44	310	1,114	228	41
Grant	200	19	40	1,315	281	41
Greeley	1,500	33	490	5,431	741	203
Hall	11,100	64	7,140	47,116	8,401	1,921
Hamilton	3,000	66	1,970	9,449	1,692	124
Harlan	2,300	50	1,140	4,189	839	107
Hayes	800			640	151	124
Hitchcock	1,900			5,322	816	124
Holt	4,300	11	460	14,158	2,448	454
Hooker	300			2,121	91	87
Howard	2,200	36	780	6,348	818	87
Jefferson	4,300	45	1,930	14,671	2,847	395
Johnson	2,400	62	1,480	6,951	1,024	284
Kearney	2,100	53	1,120	6,212	1,725	201
Keith	2,400			13,008	2,557	230
Keya Paha	400			906	198	
Kimball	1,300	31	400	7,493	1,727	157
Knox	4,400	55	2,420	14,828	2,615	419
Lancaster	41,500	73	30,170	165,354	26,353	5,882
Lincoln	9,100	19	1,760	36,860	6,580	1,320
Logan	400	21	80	815	150	
Loup	400	23	90	458	30	41
McPherson	200			122	20	
Madison	7,800	58	4,550	40,878	6,759	731
Merrick	3,000	35	1,060	10,265	1,728	230
Morrill	2,300			8,013	1,688	209
Nance	1,900	33	620	5,280	827	162
Nemaha	3,300	73	2,400	9,874	1,630	360
Nuckolls	2,700	39	1,040	10,526	2,070	275
Otoe	5,400	83	4,480	21,897	4,169	454
Pawnee	2,100	48	1,010	3,891	1,065	178
Perkins	1,400			4,759	902	215
Phelps	3,100	63	2,100	19,125	2,648	391
Pierce	3,000	43	1,290	8,315	1,288	119

KEARNEY
(Kearney County)

KHOL-TV (HOLDREDGE)

LICENSEE: Bi-States Co. Address: 414 East Ave., Holdrege, Neb. Phone: Sherwood 3-4541, Axtell, Neb.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Operating Pow.: Visual 204 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 581 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 24, 1953. Hours, noon-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Dr. F. Wayne Brewster, 44.4%; Brewster Hospital Inc., 22.2%, and others.

EXECUTIVES:

Dr. F. Wayne Brewster, pres.	Jerry Granger, sports dir. & film buy.
Jack Gilbert, sta. mgr.	Violet Aspergren, prom. dir.
Fred Kempf, com. mgr.	K. Cooper, film dir.
Marlyn Milliken, pgm. dir., prod. mgr.	Maurine Eckhoff, traff. mgr.
George Jelinek, ch. engr.	
Art Eckdahl, news dir.	

RATE INFORMATION: Class AA one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Specifications: 2x2 in. slides. Full screen. Frequency discounts from 10% for 26 times up to 35% for 312 times. Rate Card No. 3.

LINCOLN
(Lancaster County)

KOLN-TV

LICENSEE: Cornhusker Television Corp. Address: 40th & W Sts. Phone: 6-2367.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 999 ft.

OPERATION: Began Feb. 18, 1953. Hours, 6:30 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Fetzer Bcstg. Co. (John E. Fetzer). Fetzer stations are WJEF-AM-FM Grand Rapids and WKZO-AM-TV Kalamazoo, Mich. Mr. Fetzer is 33 1/3% stockholder of WMBD-AM-FM Peoria, Ill.

EXECUTIVES:

John E. Fetzer, pres.	Bill Hemke, prod. dir.
A. James Ebel, gen. mgr.	Donald Ray Taylor, ch. engr.
Thomas L. Young, com. mgr.	Rollie Barron, prom. mgr.
Robert L. Johnson, pgm. dir. & film buy.	Byron Krasne, news ed.

RATE INFORMATION: Class A one hour (live) \$310, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 10 sec. Specifications: standard. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 4.

KUON (TV)

LICENSEE: Byron J. Dunn, Trustee for U. of Nebraska. Address: National Bank of Commerce. Phone: 5-3251.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.8 kw. Operating Pow.: Visual 26.3 kw, Aural 13.8 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 407 ft.

OPERATION: Began Nov. 1, 1954. Hours, 9:00 a.m.-11:00 p.m. Radio Center, Ann Arbor, Mich.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Ray Taylor.

EXECUTIVES:

Jack G. McBride, gen. mgr. & pgm. dir.	Ronald Hull, film buy.
	Robert Schlater, prom. mgr.



KHOL-TV's New Satellite Station

Now Gives You 100,000 More People at No Added Cost in Nebraska's 2nd Big Market

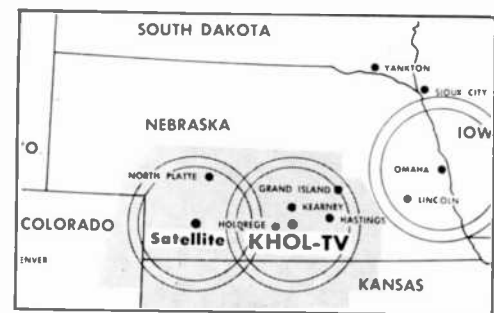
KHOL-TV and its satellite station now reach over a half-million people in rich Central Nebraska at as low a cost-per-thousand as any in TV.

KHOL-TV is strategically located in Nebraska's 2nd Big Market. Its signal picks up where Omaha leaves off. You buy *no duplicated* coverage.

KHOL-TV's new satellite tower

was built by voluntary contributions from TV-hungry viewers. Their high per capita income is based on ranching, irrigated farming, water power, and light industry.

Profit from the "television fever" in Nebraska's 2nd Big Market. Contact KHOL-TV or your Meeker representative today.



KHOL-TV and Satellite Station MARKET FACTS*

Population	501,700
Homes	161,715
Effective Buying Income	\$884,394,000
Total Retail Sales	\$597,924,000
Farm Homes	52,710
Gross Farm Income	\$538,313,000

*From SRDS "Consumer Markets, 1955"

KHOL-TV CBS ABC

CHANNEL 13 • KEARNEY, NEBRASKA

Satellite Station, Channel 6, Hayes Center, Nebr.

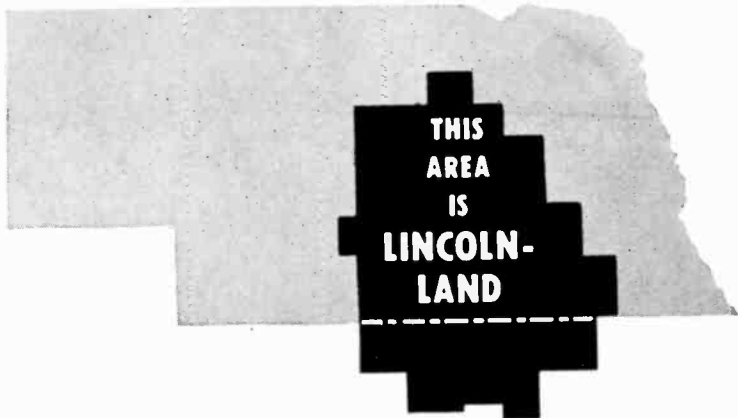
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BI-STATES Co.

Represented nationally by
THE MEEKER COMPANY, INC.



ARE YOU HALF-COVERED

IN
NEBRASKA'S OTHER BIG MARKET?



**1956 ARB METROPOLITAN
AREA COVERAGE STUDY
PROVES KOLN-TV SUPERIORITY!**

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Night-time averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV delivers Lincoln-Land — 200,000 families, 125,000 of them unduplicated by any Omaha signal!

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This important 42-county market is as independent of Omaha as Hartford is of Providence, or Syracuse is of Rochester!

Telepulse figures show that KOLN-TV gets 138.1% more afternoon viewers than the second station . . . 194.4% more nighttime viewers!

Ask Avery-Knodel for all the facts on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas—"Nebraska's *other* big market".

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives



The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

OMAHA
(Douglas County)

KETV (TV)

(Target Date, Unknown)

LICENSEE: Herald Corp. Address: 27th & Douglas.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 583 ft.
REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Jansky & Bailey.
PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of World Pub. Co., publisher of Omaha World-Herald. H. Doorly, ch.; W. E. Christianson, p.; Ben H. Cowdery, vp. and publisher.
EXECUTIVES:
 Ben H. Cowdery, pres. Eugene S. Thomas, gen. mgr.

KMTV (TV)

LICENSEE: May Bcstg. Co. Postal Zone: 31. Address: 2615 Farnam St. Phone: Harvey 3333.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 550 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films.
OPERATION Began Sept. 1, 1949. Hours, 7 a.m.-12:30 a.m.
AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KMA Shenandoah, Iowa.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Robert M. Silliman & Assoc.
PRINCIPAL STOCKHOLDERS: May Bcstg. Co. (licensee of KMA Shenandoah, Iowa), 75%, and Central Bcstg. Co., 25%. Central owns WOC-AM-TV Davenport and WHO-AM-TV Des Moines, both Iowa.
EXECUTIVES:
 Edward W. May, pres. Ray J. Schroeder, ch. engr.
 Owen L. Saddler, exec. vp. & gen. mgr. Amos Eastridge, prom. mgr.
 Arden E. Swisher, sls. mgr. Burt Mann, publicity dir.
 Glenn E. Harris, pgm. mgr. & film buy. Lew Jeffrey, prod. mgr.
 Floyd M. Kalber, news dir.

RATE INFORMATION: Class AA one hour (live) \$800, (film) \$800; minute spot (live) \$200, (film) \$200; ID \$100. Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 10 sec. Frequency discounts 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 9B.

WOW-TV

LICENSEE: Meredith WOW Inc. Postal Zone: 2. Address: Insurance Bldg. Phone: Webster 3400.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 496 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Aug. 29, 1949. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Network, CBS. Station, Am, WOW.
REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Owned by Meredith Publishing Co. (Better Homes & Gardens, Successful Farming). Meredith also owns WHEN-AM-TV Syracuse, N. Y., KCMO-AM-FM-TV Kansas City, Mo., and KPHO-AM-TV Phoenix, Ariz.
EXECUTIVES:
 Fred Bohlen, chmn. of bd. Bob Froemming, prod. mgr.
 E. T. Meredith, pres. Glenn Flynn, ch. engr.
 Payson Hall, vp. & treas. W. J. Kotera, engrg. dir.
 Frank P. Fogarty, vp. & gen. mgr. Mal Hansen, farm dir.
 Lyle DeMoss, asst. gen. mgr. Robert Seitzer, prom. mgr.
 Fred Ebener, sls. mgr. Jack Payne, sports dir.
 J. M. Wilson, local sls. mgr. James McGaffin, news ed.
 Bill McBride, pgm. dir. & film buy. Connie Cook, women's dir.
RATE INFORMATION: Class AA one hour (live) \$850, (film) \$850; minute spot (live) \$200, (film) \$200; ID \$95. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 10.

SCOTTSBLUFF
(Scotts Bluff County)

KSTF (TV) (Satellite of KFBC-TV Cheyenne, Wyo.)

LICENSEE: Frontier Bcstg. Co. Address: 2923 Lincolnway, Cheyenne, Wyo. Phone: 4-4461 (Cheyenne).
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.17 kw. Operating Pow.: Visual 12.3 kw, Aural 6.17 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 117 ft.
OPERATION: Began Aug. 7, 1955.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KFBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Koteen & Burt.
PRINCIPAL STOCKHOLDERS: See KFBC-TV Cheyenne, Wyo.
EXECUTIVES:
 William C. Grove, gen. mgr.
RATE INFORMATION: Sold in combination with KFBC-TV Cheyenne. Rates apply to simultaneous telecasts on both stations.

NEVADA

NEVADA MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Churchill	1,800			11,007	1,991	467
Clark	27,000	49	13,340	153,228	33,366	5,705
Douglas	500	34	170	3,594	325	95
Elko	3,700			21,846	4,205	731
Esmeralda	200	13	30	173		
Eureka	300			657	21	128
Humboldt	1,300			9,916	2,423	166
Lander	400			2,258	291	129
Lincoln	900			3,685	307	322
Lyon	900	24	220	5,442	1,755	83
Mineral	3,000			7,244	1,407	399
Nye	900			3,977	928	101
Ormsby	1,200	29	350	6,564	1,374	354
Pershing	1,100			5,949	1,088	213
Storey	300	28	90	754	140	41
Washoe	20,600	63	12,920	120,649	18,697	9,073
White Pine	3,600			15,217	3,119	589
Total	67,700	41%	27,990	372,160	71,437	18,596

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

HENDERSON
(Clark County)

KLRJ-TV (LAS VEGAS)

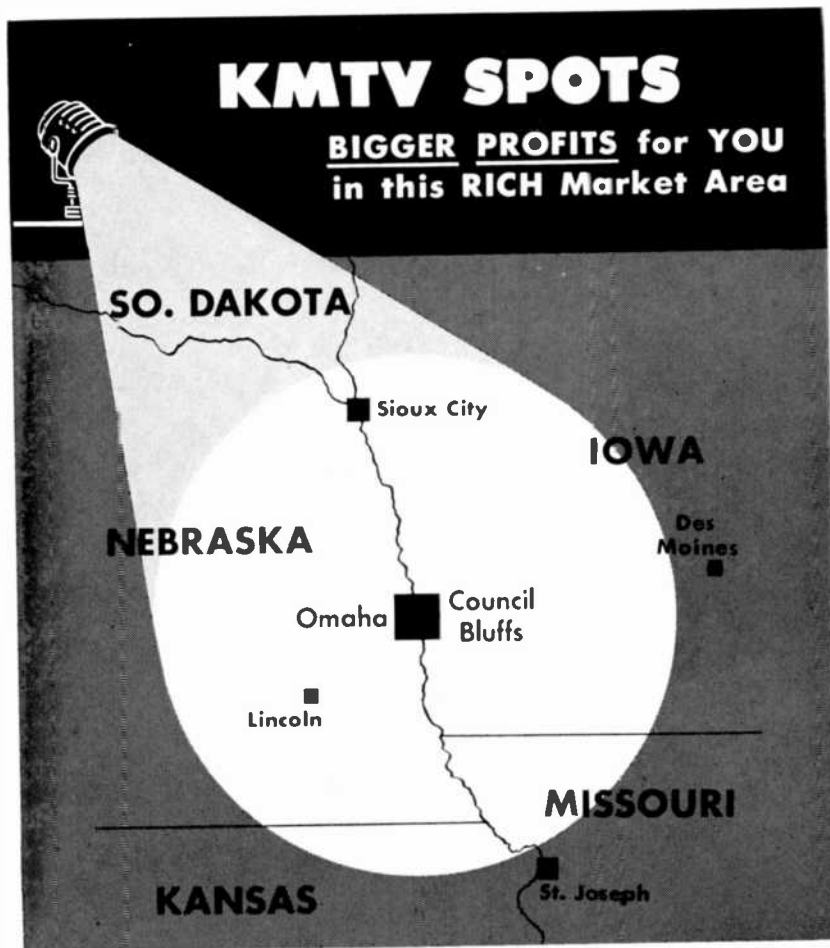
LICENSEE: Southwestern Publishing Co. Address: 4850 Henderson Hwy., Las Vegas, Nev. Phone: Dudley 2-1760.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.3 kw. Operating Pow.: Visual 12.2 kw, Aural 6.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 110 ft.; Above ground 324 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 17, 1955. Hours, noon-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KORK.
REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.
PRINCIPAL STOCKHOLDERS: See KFSA-TV Ft. Smith, Ark.
EXECUTIVES:
 Donald W. Reynolds, pres. Mark Smith, prod. dir.
 William D. Stiles, gen. mgr. & film buy. Anne Gibb, adv. dir.
 Stanley Sulek, ch. engr.
 Walter L. Dennis, com. mgr. Norwin S. Yoffie, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$250, (film) \$225; minute spot (live) \$40, (film) \$30; ID \$22.50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

LAS VEGAS
(Clark County)

KLAS-TV

LICENSEE: Las Vegas Television Inc. Address: 250 E. Desert Inn Road. Phone: Dudley 2-6138.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 27.5 kw. Operating Pow.: Visual 55 kw, Aural 27.5 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 130 ft.; Above ground 238 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July 22, 1953. Hours, 12:45 p.m.-2:30 a.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Charles Theodore.
PRINCIPAL STOCKHOLDERS: R. G. Jolley, 41.5%; Herman M. Greenspun, publisher of Las Vegas Sun, 36.6%, and others. Mr. Jolley owns KLAS Las Vegas.

EXECUTIVES:
 H. M. Greenspun, pres. Jim Hart, pgm. dir. & news ed.
 Marian Y. Komar, gen. mgr., natl. sls. mgr. & film buy. Robert E. Leach, ch. engr.
 Ken O'Connell, prom. mgr.
 Alex Gold, loc. sls. mgr.
RATE INFORMATION: Class A one hour (live) \$287.50, (film) \$250; minute spot (live) \$46, (film) \$40; ID \$20. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 156 times. Rate Card No. 3.



ARB
study*
reveals
KMTV
delivers
**GIANT
BONUS
AUDIENCE**

Let KMTV send your TV sales message into the homes of tens of thousands of pre-sold television viewers. KMTV's low Channel 3, maximum power and the flat Nebraska-Iowa terrain mean a strong, dominating signal that reaches a GIANT BONUS AUDIENCE outside the Omaha metropolitan area. (See table and map.)

These bonus viewers, with their annual combined buying income of almost two-and-a-quarter billion dollars, are loyal, pre-sold KMTV followers, as results continuously prove.

Follow the lead of successful national and local advertisers. Select Omaha's Number One TV Station—KMTV—to reach and sell this Giant Bonus Audience in KMTV's rich Multi-State area. Contact KMTV direct or see Petry today.



Sample Bonus Cities in the KMTV Area	Est. Air Miles from Omaha	% of TV Homes which view KMTV more than three times weekly
LINCOLN, NEBRASKA	51	89%
NORFOLK, NEBRASKA	94	78%
COLUMBUS, NEBRASKA	77	88%
BEATRICE, NEBRASKA	79	79%

KMTV Market Data**

Population	1,536,900
TV Homes	373,000
Families	477,000
Retail Sales	\$1,716,560,000
Buying Income	\$2,236,230,000

**Survey of Buying Power 1955

*ARB February 1956 Metropolitan Area Coverage Study

COLOR
TELEVISION
CENTER

KMTV
CHANNEL 3
MAY BROADCASTING CO.



NEC-TV
ABC-TV

OMAHA

Represented by
Edward Petry & Co., Inc.

LAS VEGAS (Cont.)

KLRJ-TV (HENDERSON)

LICENSEE: Southwestern Publishing Co. Address: 4850 Henderson Hwy., Las Vegas. Phone: Dudley 2-1760. (For full listing see Henderson.)

KSHO-TV

LICENSEE: Moritz Zenoff. Address: Fremont Hotel. Phone: Dudley 4-7425.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 0.436 kw, Aural 0.218 kw. Operating Pow.: Visual 0.436 kw, Aural 0.218 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 140 ft.; Above ground 241 ft.
 OPERATION: Began May, 1956.
 AFFILIATION: Station, Am, KBMI Henderson.
 REPRESENTATIVES: Sales, Forjoe-Tv; Attorney, David Zenoff, Las Vegas; Consulting Engineer, Grant R. Wrathall.
 PRINCIPAL STOCKHOLDERS: Mr. Zenoff also owns KBMI Henderson. Purchase of 50% interest by Wilbur Clark (owner of Desert Inn, Las Vegas) pending FCC approval.
 EXECUTIVES: Moritz Zenoff, owner. Jim Hawthorne, ops. mgr.

RENO (Washoe County)

KAKJ (TV)

(Target Date, Unknown)

LICENSEE: Nevada Telecasting Corp. Address: Mapes Hotel.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 16.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —470 ft.; Above ground 245 ft.
 REPRESENTATIVES: Attorney, Clyde C. Sherwood, San Francisco; Consulting Engineer, James R. Bird.
 PRINCIPAL STOCKHOLDER: Robert C. Fisher, 100%.
 EXECUTIVES: Robert C. Fish, pres. Eldon E. Cory, sec.-treas. A. Laurence Tuma, vp.

KOLO-TV

LICENSEE: Nevada Radio-Television Inc. Address: 770 E. 5th St. Phone: 3-0721.
 FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 5.89 kw. Operating Pow.: Visual 11.7 kw, Aural 5.89 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,920 ft.; Above ground 77 ft.
 OPERATION: Began Sept. 26, 1953. Hours, noon-12:30 a.m.
 AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KOLO.
 REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.
 PRINCIPAL STOCKHOLDERS: See KFSA-TV Ft. Smith, Ark.
 EXECUTIVES: Donald W. Reynolds, pres. Thomas Hughes, ch. engr. Harry Huey, gen. mgr. Helen Busscher, prom. mgr. Edward Cardinal, pgm. dir. & news ed.
 RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 5.

NEW HAMPSHIRE

NEW HAMPSHIRE MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Belknap	8,200	64	5,260	37,252	8,671	889
Carroll	4,900	68	3,360	20,934	5,503	477
Cheshire	11,300	57	6,460	40,912	10,869	1,116
Coos	10,700	65	6,990	40,682	11,269	823
Grafton	13,600	49	6,680	58,187	14,034	1,880
Hillsborough	49,200	74	36,310	201,837	52,477	3,868
Merrimack	18,100	68	12,220	71,554	15,744	2,255
Rockingham	22,300	80	17,730	96,566	24,053	1,755
Strafford	15,200	66	10,090	62,203	17,580	1,369
Sullivan	7,800	67	5,260	30,785	7,716	705
Total	161,300	68%	110,360	\$660,912	\$167,916	\$15,138

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

KEENE (Cheshire County)

WKNE-TV

(Target Date, Unknown)

LICENSEE: WKNE Corp. Address: 17 Dunbar St.
 FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 12.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 800 ft.; Above ground 375 ft.
 AFFILIATION: Station, Am, WKNE.
 REPRESENTATIVES: Washnigton Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
 PRINCIPAL STOCKHOLDERS: Josep K. Close and wife, 77%, and others. WKNE owns 51% of WKNY Kingston, N. Y.
 EXECUTIVE: Joseph K. Close, pres.

MANCHESTER (Hillsboro County)

WMUR-TV

LICENSEE: Radio Voice of New Hampshire Inc. Postal Zone: 1. Address: 1819 Elm St. Phone: National 3-8061.
 FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 155 kw. Operating Pow.: Visual 282 kw, Aural 155 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,030 ft.; Above ground 237 ft.
 OPERATION: Began Mar. 28, 1954. Hours, 9 a.m.-1 a.m.
 AFFILIATIONS: Tv Networks, ABC, CBS.
 REPRESENTATIVES: Sales, Forjoe-Tv; Washington Attorney, Miller & Schroeder; Consulting Engineer, Gautney & Jones.
 PRINCIPAL STOCKHOLDERS: Francis P. Murphy, 96.66%. Sale to Storer Bcstg. Co. pending FCC approval.
 EXECUTIVES: Francis P. Murphy, own. Charles F. Halle, ch. engr. Norman A. Gittleson, exec. vp. & gen. mgr. John S. McSheehy, prom. mgr. Gordon E. Moore, sls. mgr. Tom Power, news ed. William A. Gildersleeve, pgm. mgr. & film buy.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$120; ID \$60. ID Length 8 sec. Specifications: 2x2 in. glass. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

MT. WASHINGTON (Coos County)

WMTW (TV) (POLAND SPRING, ME.)

LICENSEE: Mt. Washington Tv Inc. Address: Riccar Inn, Poland Spring, Me. (For full listing see Poland Spring.)

NEW JERSEY

NEW JERSEY MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Atlantic	44,900	85	38,030	224,813	48,370	7,208
Bergen	207,600	80	166,080	785,573	210,788	19,337
Burlington	41,700	84	34,940	145,994	34,987	3,093
Camden	99,800	84	84,130	389,062	95,411	8,793
Cape May	13,700	80	10,930	83,118	22,199	1,821
Cumberland	30,300	82	24,970	144,997	30,897	2,604
Essex	292,800	83	243,020	1,234,660	273,899	29,897
Gloucester	32,100	82	26,260	106,995	24,736	2,692
Hudson	206,400	83	171,520	648,264	189,195	17,066
Hunterdon	14,500	84	12,150	57,310	12,536	976
Mercer	70,300	84	58,910	350,490	74,055	7,500
Middlesex	87,300	82	71,500	354,604	86,763	8,155
Monmouth	80,300	84	67,130	349,803	85,386	8,614
Morris	54,300	84	45,450	230,720	62,252	5,565
Ocean	22,800	83	18,810	136,543	34,176	3,220
Passaic	114,900	83	94,790	512,756	124,549	11,811
Salem	16,700	84	14,010	57,148	12,722	1,170
Somerset	32,700	82	26,880	110,569	27,720	2,656
Sussex	11,500	80	9,210	47,554	11,305	800
Union	133,700	85	113,110	590,497	149,436	15,116
Warren	18,200	80	14,560	61,505	13,107	1,247
Total	1,626,500	83%	1,346,390	\$6,622,975	\$1,624,489	\$159,341

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ASBURY PARK
(Monmouth County)

WRTV (TV)†

LICENSEE: Atlantic Video Corp. Address: Eatontown, N. J.
FACILITIES: Ch. 58. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.12 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain
 440 ft.; Above ground 465 ft.
OPERATION: Began Jan., 1954.
REPRESENTATIVES: Washington Attorney, Cohen & Marks.
PRINCIPAL STOCKHOLDERS: Walter Reade Theatres Inc., 100%. Walter Reade
 Theatres is owned by Walter Read Jr., 51%, and Edwin and Suzanne Gage,
 49%.
EXECUTIVES:
 Walter Reade Jr., pres.
 †WRTV (TV) has suspended operation but has not returned its CP.

ATLANTIC CITY
(Atlantic County)

WFPG-TV†

LICENSEE: Neptune Bcstg. Corp. Address: Steel Pier. Phone: 2-3580.
FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 9 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain
 430 ft.; Above ground 448 ft.
OPERATION: Began Dec. 25, 1952.
AFFILIATION: Station, Am, WFPG.
REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin &
 Ellis; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Jack Berkman, 20%; Louis Berkman, 20%; Allen
 Berkman, 10%; John Laux, 10%, and WPIT Inc., 40%. For radio-tv holdings
 see WSTV-TV Steubenville, Ohio.
EXECUTIVES:
 Jack N. Berkman, pres. Louis Berkman, 1st vp.
 John J. Laux, exec. vp.
 †WFPG-TV has suspended operation but has not returned its CP.

WOCN (TV)

(Target Date, Unknown)

LICENSEE: David E. Mackey. Address: 207 W. Swissvale Ave., Pittsburgh 18, Pa.
 Phone: Churchill 1-8268.
FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain
 360 ft.; Above ground 378 ft.
REPRESENTATIVES: Washington Attorney, Scharfeld & Baron; Consulting Engineer,
 A. D. Ring & Assoc.

CAMDEN
(Camden County)

WKDN-TV

(Target Date, Unknown)

LICENSEE: South Jersey Bcstg. Co. Postal Zone: 4. Address: 2881 Mt. Ephraim
 Ave. Phone: Emerson 5-7200.
FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.77 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain
 250 ft.; Above ground 311 ft.
AFFILIATION: Station, Am, WKDN.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engi-
 neer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Ranulf Compton and wife, 55.67%, and others.
 Comptons also control WGMA Hollywood, Fla.
EXECUTIVES:
 Ranulf Compton, pres.-treas. Florence J. Compton, vp.

NEWARK
(Essex County)

WATV (TV) (NEW YORK)

LICENSEE: Bremer Bcstg. Corp. Postal Zone: 1. Address: 1020 Broad St. Phone:
 Mitchell 2-6400.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 105 kw.
 Operating Pow.: Visual 180 kw, Aural 105 kw. Transmitter: DuM. Antenna
 Make: Andrews. Height: Above average terrain 1,190 ft.; Above ground
 1,200 ft.
OPERATION: Began Jan. 27, 1948. Hours, 9:45 a.m.-12:30 a.m.
AFFILIATIONS: Stations, Am, WAAT. Fm, WAAT-FM.

BROADCASTING • TELECASTING

REPRESENTATIVES: Sales, Forjoe Tv; Washington Attorney, Segal, Smith &
 Hennessey.

PRINCIPAL STOCKHOLDERS: Controlled by Irving R. Rosenhaus and family.
 Frank Bremer holds 5%.

EXECUTIVES:

Irving R. Rosenhaus, pres. & gen. George Green, pgm. dir. & news ed.
 mgr. Frank Bremer, vp. engng.
 Edmund S Lennon., adm. vp. Robt. Paskow, film buy.
 Edward L. Cossman, dir. of sls. Lou Frankel, prom. mgr.
 Sydney Kavaleer, tv sls. mgr.

RATE INFORMATION: Class A one hour (live) \$1,250, (film) \$1,250; minute spot
 (live) \$250, (film) \$250; ID \$125. ID Length 10 sec. Share screen. Fre-
 quency discounts from 2 1/2% for 39 times up to 25% for 500 times. Rate
 Card No. 6.

NEW BRUNSWICK
(Middlesex County)
 (*Non-Commercial Educational)

WTLV (TV)*

(Target Date, Unknown)

LICENSEE: New Jersey Dept. of Education. Address: State House, Trenton, N. J.
FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 53 kw.
 Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain
 780 ft.; Above ground 461 ft.
REPRESENTATIVES: Washington Attorney, Atty. General of New Jersey, Trenton;
 Consulting Engineer, Paul Godley Co.
EXECUTIVES:
 Chester Robbins, acting Comm. of Education.

NEW MEXICO

NEW MEXICO MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Bernalillo	52,100	62	32,090	240,978	47,856	7,903
Catron	700	17	120	1,175	454	..
Chaves	14,100	46	6,430	60,047	12,583	1,673
Colfax	4,000	12,756	2,563	393
Curry	8,100	21	1,680	29,666	4,954	966
De Baca	1,000	40	400	3,759	610	110
Dona Ana	11,000	54	5,980	35,635	7,880	1,002
Eddy	14,500	42	6,120	49,288	12,414	2,189
Grant	6,100	32	1,960	16,744	3,921	532
Guadalupe	1,500	38	570	7,451	732	207
Harding	500	1,134	65	55
Hidalgo	1,600	17	270	5,104	412	163
Lea	12,500	20	2,460	66,600	13,934	4,321
Lincoln	1,800	29	520	7,330	1,105	251
Los Alamos	3,800	33	1,260	9,441	4,899	482
Luna	2,800	45	1,270	13,611	3,088	1,068
McKinley	6,500	28,213	4,784	556
Mora	2,100	2,240	395	117
Otero	5,100	33	1,670	19,879	4,746	864
Quay	4,300	19	810	13,488	2,428	436
Rio Arriba	5,800	21	1,240	12,915	3,184	404
Roosevelt	4,900	13	640	13,836	2,859	544
Sandoval	2,400	30	730	2,312	425	108
San Juan	5,800	30,629	5,030	675
San Miguel	6,000	16	950	13,339	3,251	602
Santa Fe	10,400	40	4,160	44,574	10,164	1,724
Sierra	2,500	25	640	6,068	1,723	289
Socorro	2,500	29	720	7,117	1,448	228
Taos	3,600	17	620	9,285	2,086	254
Torrance	1,800	39	690	4,689	399	125
Union	2,100	13	270	6,219	1,151	256
Valencia	5,300	48	2,520	16,890	3,663	347
Total	207,200	38%	78,020	\$792,412	\$165,206	\$28,844

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ALBUQUERQUE

(Bernalillo County)

KGGM-TV

LICENSEE: New Mexico Bcstg. Co. Address: P. O. Box 1294. Phone: 3-4543.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 7.59 kw, Aural 3.8 kw. Operating Pow.: Visual 7.59 kw, Aural 3.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 4,180 ft.; Above ground 143 ft.
OPERATION: Began Oct. 4, 1953.
AFFILIATIONS: Tv Network, CBS. Station, Am, KGGM.
REPRESENTATIVES: Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDERS: A. R. Hebenstreit, 62%; S. P. Vidal, 21%, and others. Interlocking ownership with KVSF Santa Fe, N. M.

EXECUTIVES:
 A. R. Hebenstreit, pres. & gen. mgr. Leonard F. Dodds, ch. engr.
 Ralph C. Rhoads, com. mgr. & film buy. Jack West, news ed.
 Robert Van Driel, pgm. dir. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60; ID \$30. ID Length 8 sec. Frequency discounts. Rate Card No. 3.

KOAT-TV

LICENSEE: Alvarado Television Co. Address: 122 Tuland S.E. Phone: 5-8716.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 44.7 kw. Operating Pow.: Visual 87.1 kw, Aural 44.7 kw. Transmitter: GE. Antenna Make: Alford. Height: Above average terrain 4,270 ft.; Above ground 282 ft.

EQUIPPED TO COLORCAST network programs, local slides.

OPERATION: Began Oct. 3, 1953. Hours, 11 a.m.-1 a.m.

AFFILIATION: Tv Network, ABC.

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

PRINCIPAL STOCKHOLDERS: Alvarado Bcstg. Co. (KOAT), 32.65%; Benjamin G. Raskob, 16.14%; Francis A. Peloso, 12.91%; Dr. M. K. Wylder, 9.68%, and others.

EXECUTIVES:
 A. M. Cadwell, pres. Bob Watson, pgm. dir.
 Walter J. Stiles, vp., gen. mgr. & film buy. Roland Yount, dir. of engrg.
 William T. Wylder, asst. gen. mgr. Chuck Stanton, ch. engr.
 Dave Carpenter, com. mgr. Charles Berger, prom. mgr.
 Paul Bain, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$52.50, (film) \$52.50; ID \$22.50. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 4.

KOB-TV

LICENSEE: Albuquerque Bcstg. Co. Address: 1430 Coal Ave. S.W. Phone: 3-4411.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 10.2 kw, Aural 5.13 kw. Operating Pow.: Visual 10.2 kw, Aural 5.13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 4,200 ft.; Above ground 183 ft.

OPERATION: Began Nov., 1948. Hours, noon-11:30 p.m.

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

REPRESENTATIVES: Sales, Branham Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Time Inc. (Time, Fortune, Life, Sports Illustrated), 50%; Wayne Coy, 50%. Time Inc. also owns 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City and 100% of KLZ-AM-TV Denver, Colo.

EXECUTIVES:
 Wayne Coy, pres. & gen. mgr. George S. Johnson, ch. engr.
 Rolf S. Nielson, com. mgr. Dallas Wyant, prom. mgr.
 Al Jarrett, pgm. & prod. mgr. George Morrison, news ed.

RATE INFORMATION: Class A one hour \$300. Class AA minute spot \$60; Class AA ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

CARLSBAD

(Eddy County)

KAVE-TV

(Target Date, August 1956)

LICENSEE: Voice of the Caverns Inc. Address: 601 N. Canal St. Phone: Tuexedo 5-41-1.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 5.89 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 341 ft.

OPERATION: Hours, 5 p.m.-11 p.m.

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

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Philip M. Baker.

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PRINCIPAL STOCKHOLDERS: Nancy H. Battison, 73.04%; Edward P. Talbott, 18.3%; Philip H. Baker, 5%, and Charles D. Cole, 3.66%.

EXECUTIVES:

Nancy H. Battison, pres. Wilbur Carnahan, ch. engr.
 John H. Battison, gen. mgr., com. I. Biby, prom. mgr.
 mgr. & film buy. Bob Fuller, news ed.
 Jack Rathbun, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$14. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

CLOVIS

(Curry County)

KICA-TV

(Target Date, Oct. 1, 1956)

LICENSEE: KICA Inc. Address: P. O. Box 111. Phone: 5511.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 16.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 210 ft.; Above ground 240 ft.

OPERATION: Hours, 5-11 p.m.

AFFILIATION: Station, Am, KICA.

REPRESENTATIVES: Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Mae Strauss, 33 $\frac{1}{3}$ %; Garfield C. Packard, 33 $\frac{1}{3}$ %, and Frank Lesley, 33 $\frac{1}{3}$ %.

EXECUTIVES:

Garfield C. Packard, pres., gen. mgr. & film buy. James W. Richardson, com. mgr.
 M. S. O'Dell, ch. engr.

ROSWELL

(Chaves County)

KSWs-TV

LICENSEE: John A. Barnett. Address: 1723 W. 2nd St. Phone: Main 2-6450.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Standard Electronics. Antenna Make: Federal. Height: Above average terrain 1,790 ft.

OPERATION: Began June 24, 1953. Hours, 11 a.m.-11 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KSWs.

REPRESENTATIVES: Sales, Meeker Tv; Clyde Melville Co. (Southwest); Washington Attorney, Koteen & Burt; Consulting Engineer, Gautney & Jones.

EXECUTIVES:

John A. Barnett, own. & gen. mgr. Owen Moore, prod. dir.
 W. L. Shackelford, asst. gen. mgr. Ray R. Summersgill, ch. engr.
 Paul B. McEvoy, sls. mgr., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8-10 sec. Specifications: 35mm. Frequency discounts from 5% for 13 times to 30% for 260 times. Rate Card No. 6.

SANTA FE

(Santa Fe County)

KVIT (TV)

(Target Date, Unknown)

LICENSEE: Video Independent Theatres Inc. Address: P. O. Box 1334, Oklahoma City, Okla.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 0.49 kw, Aural .246 kw. Transmitter: ACL Products. Antenna Make: Prodelin. Height: Above average terrain 20 ft.; Above ground 249 ft.

REPRESENTATIVES: Attorney, John A. Johnson, Oklahoma City; Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: Henry S. Griffing, 50%; C. F. Motley, 12%; C. O. Fulgham, 12%; C. R. Guthrie, 12%, and others. Same interests own KSPS-TV Hot Springs, Ark.; 12.5% of KWTV (TV) Oklahoma City, Okla.

EXECUTIVES:

Henry S. Griffing, pres. C. O. Fulgham, vp.
 C. F. Motley, vp.

NEW YORK MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Albany	80,900	82	66,580	363,943	76,468	8,129
Allegany	13,600	62	8,400	37,170	8,650	898
Bronx	462,400	80	367,610	1,107,131	409,966	28,260
Broome	59,300	81	47,910	240,401	53,429	6,536
Cattaraugus	24,500	83	20,430	85,730	19,775	2,259
Cayuga	21,700	82	17,770	80,183	18,033	1,551
Chautauqua	47,200	77	36,110	165,638	39,791	3,868
Chemung	29,400	63	18,610	105,931	24,946	2,526
Chenango	12,500	74	9,280	46,234	10,013	736
Clinton	13,300	84	11,150	52,747	12,948	1,050
Columbia	14,100	83	11,630	50,859	12,779	968
Cortland	11,800	74	8,730	49,746	10,090	830
Delaware	14,000	67	9,350	52,478	9,939	898
Dutchess	37,700	77	28,920	179,865	39,995	4,360
Erie	287,300	83	239,320	1,203,051	288,056	34,105
Essex	10,500	64	6,680	34,738	8,596	1,133
Franklin	12,800	54	6,960	53,122	11,382	1,505
Fulton	17,700	75	13,200	56,982	14,160	1,224
Genesee	14,700	83	12,260	64,102	13,142	1,581
Greene	9,100	77	6,970	40,475	9,491	910
Hamilton	1,300	79	1,030	5,072	929	118
Herkimer	19,600	79	15,520	66,298	17,878	1,311
Jefferson	26,900	60	16,250	107,693	22,001	2,960
Kings	840,400	85	710,370	2,345,041	765,885	62,756
Lewis	6,500	71	4,590	20,336	3,943	394
Livingston	11,100	75	8,340	43,487	9,527	799
Madison	14,600	74	10,790	56,210	11,076	1,878
Monroe	163,500	83	135,210	663,481	148,435	19,338
Montgomery	19,300	75	14,400	66,541	17,058	1,467
Nassau	306,300	80	246,570	1,479,111	385,282	35,229
New York	668,100	80	533,810	4,122,696	629,466	101,902
Niagara	62,300	82	50,900	246,666	58,342	6,826
Oneida	69,200	82	56,950	259,218	59,886	6,791
Onondaga	113,000	83	93,900	475,635	109,909	12,395
Ontario	18,300	81	14,790	81,063	15,755	1,963
Orange	47,600	81	38,700	218,714	55,263	4,971
Orleans	9,600	84	8,050	33,305	8,602	803
Oswego	24,000	80	19,320	75,136	19,274	2,462
Otsego	17,000	70	11,900	67,542	12,310	1,448
Putnam	6,900	74	5,110	33,850	7,005	919
Queens	535,600	84	449,900	1,745,108	577,818	42,682
Rensselaer	42,900	81	34,880	147,232	38,028	3,272
Richmond	57,300	82	47,100	177,499	61,403	4,810
Rockland	25,100	81	20,460	104,137	29,074	2,466
St. Lawrence	27,900	57	15,820	102,681	24,141	2,339
Saratoga	24,500	75	18,300	77,445	21,680	1,798
Schenectady	49,800	81	40,390	190,724	49,555	4,979
Schoharie	7,300	76	5,540	26,801	4,974	413
Schuyler	4,600	79	3,640	13,576	3,520	203
Seneca	7,300	80	5,820	29,038	6,950	829
Steuben	28,500	54	15,330	93,495	22,862	2,079
Suffolk	104,100	79	82,340	520,028	137,190	11,704
Sullivan	13,400	75	10,040	82,917	20,283	2,499
Tioga	9,800	74	7,230	33,933	7,627	463
Tompkins	18,700	68	12,790	68,076	16,293	2,147
Ulster	30,500	75	22,970	117,664	27,690	3,043
Warren	12,900	80	10,350	72,081	16,208	2,180
Washington	13,900	73	10,120	40,803	11,302	1,052
Wayne	18,300	82	15,040	128,248	25,991	23,920
Westchester	200,900	82	165,540	1,000,973	259,991	23,920
Wyoming	9,300	77	7,150	36,654	7,726	770
Yates	5,800	77	4,450	20,745	5,484	466
Total	4,888,400	81%	3,949,570	\$19,367,459	\$4,814,690	\$485,680

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ALBANY

(Albany County)

WCDA (TV) (SCHENECTADY-TROY)

(Parent station of satellite WCBD (TV) Hageman)

LICENSEE: Hudson Valley Bcstg. Co. Inc. Postal Zone: 4. Address: P. O. Box 4100. Phone: Albany 3-2225.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 138 kw. Operating Pow.: Visual 269 kw, Aural 138 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 690 ft.

OPERATION: Began Oct., 1953. Hours, 7 a.m.-1 a.m.

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

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Lowell Thomas, 21.11%; Frank M. Smith, 18.07% (business mgr. for Thomas); Alger B. Chapman, 7.95%; John P. McGrath, 7.21%; Dean P. Taylor, 4.97% (U. S. Congressman); William J. Casey, 4.51%; Louis H. Gross, 4.33%; John P. Sawyer, 3.15%; remainder held by 29 others, none with more than 3%. Licensee also owns WCDB (TV) Hageman, N. Y.

EXECUTIVES:

Frank M. Smith, pres.
Thomas S. Murphy, gen. mgr.
William J. Lewis, sls. mgr.
Charles G. Pogan, pgm. dir. & film buy.

Charles R. Heisler, ch. engr.
Harry L. Goldman, prom. mgr.
Arthur Harris, news ed.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 8 sec. Full and share screen. Rate Card No. 5.

BROADCASTING • TELECASTING

WPTR-TV (SCHENECTADY-TROY)

(Target Date, Unknown)

LICENSEE: Patroon Bcstg. Co. Postal Zone: 7. Address: Sheraton-Ten Eyck Hotel. Phone: 5-3345.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 135 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,010 ft.;

Above ground 248 ft.

AFFILIATION: Station, Am, WPTR.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Schine Chain Theatres Inc. (J. Myer Schine, pres.), 55%; Harold E. Blodgett, 30%; Bertha Asch, 10%; W. R. David Sr., 2.5%; M. L. Prescott, 2.5%.

EXECUTIVES:

J. Meyer Schine, pres.

Leo Rosen, gen. mgr.

WRGB-TV (SCHENECTADY-TROY)

LICENSEE: General Electric Co. Postal Zone: 5. Address: I River Road. Phone: 7-2261. (For full listing see Schenectady, N. Y.)

WTRI (TV) (SCHENECTADY-TROY)

LICENSEE: Van Curler Bcstg. Corp. Address: 15 N. Pearl St. Phone: Albany 5-5291.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw. Operating Pow.: Visual 162 kw, Aural 85.2 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 542 ft.

OPERATION: Began Feb. 28, 1954; suspended operation Jan. 31, 1955; resumed operation July, 1956. Hours, 2 p.m.-11 p.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Venard, Rintoal & McConnell; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Stanley-Warner Corp. (theatre chain), 100%.

EXECUTIVES:

William A. Ripple, gen. mgr.
Fred Shavor, pgm. dir.
Stephen Stanley, ch. engr.

Kal Ross, film buy.
Phil Dean, prom. mgr.
Al Straus, film ed.

WTVZ (TV)*

(Target Date, Unknown)

(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,410 ft.; Above ground 541 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

BINGHAMTON

(Broome County)

WINR-TV

(Target Date, Unknown)

LICENSEE: Southern Tier Radio Service Inc. Address: 58 Exchange St. Phone: 4-4318.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 405 ft.

AFFILIATION: Station, Am, WINR.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Donald W. Kramer, 27.6%; Dr. James Colella, 22.5%, and others.

EXECUTIVES:

Donald W. Kramer, pres.

BINGHAMTON (Cont.)

WNBF-TV

LICENSEE: Triangle Publications Inc. (Radio & Tv Div.). Address: One Henry St. Phone: 3-7311.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 83.2 kw. Operating Pow.: Visual 166 kw, Aural 83.2 kw. Transmitter: RCA. Antenna Make: Federal. Height: Above average terrain 1,200 ft.; Above ground 785 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1949. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WNBF.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: See WFIL-TV Philadelphia, Pa.

EXECUTIVES:

Roger W. Clipp, gen. mgr. (Radio & Tv Div., Triangle Publications Inc.)	Andrew G. Hubbell, sls. mgr.
George R. Dunham, gen. mgr.	Clark Pollock, pgm. dir.
	Sherman Egan, ch. engr.
	E. William Farneti, bus. mgr.

RATE INFORMATION: Class AA one hour (live) \$800, (film) \$800; minute spot (live) \$185, (film) \$185; ID \$80. ID Length 10 sec. Share screen. Frequency discounts from 2½% for 26 times up to 10% for 156 times. Rate Card No. 8.

WQTV (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 540 ft.; Above ground 531 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

BUFFALO
(Erie County)

WBEN-TV

LICENSEE: WBEN Inc. Postal Zone: 2. Address: Hotel Statler. Phone: Mohawk 0930.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain, 1,200 ft.; Above ground 1,001 ft.

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

OPERATION: Began May 14, 1948. Hours, 6 a.m.-1:30 a.m.

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

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Owned by Buffalo Evening News.

EXECUTIVES:

A. H. Kirchofer, pres.	Ralph Kingsley, tech. dir.
C. Robert Thompson, gen. mgr.	Glenn Beerbower, asst. tech. dir.
N. J. Malter, sls. mgr.	in charge of tv
Fred Keller, pgm. dir. & film buy.	Joseph Haeffner, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$950, (film) \$950; minute spot (live) \$175, (film) \$175; ID \$90. ID Length 8 sec. Specifications: 16mm film, 35mm slide. Full screen. Rate Card No. 8.

WBUF (TV)

LICENSEE: National Broadcasting Co. Postal Zone: 2. Address: 344 Delaware Ave. Phone: Mohawk 1733.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 724 kw, Aural 363 kw. Operating Pow.: Visual 149 kw, Aural 79 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 690 ft.; Above ground 742 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 17, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales; Attorney, Cahill, Gordon, Reindel & Ohl, New York.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York, N. Y.

EXECUTIVES:

Sylvester L. Weaver Jr., chmn. of bd.	William Decker, sls. mgr.
Robert W. Sarnoff, pres.	Alfred E. Jackson, ops. dir.
Charles R. Denny, vp.	Jack L. Begon, news & sp. events dir.
Charles C. Bevis Jr., gen. mgr.	

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; 20 second spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

WGR-TV

LICENSEE: WGR Corp. Postal Zone: 13. Address: 184 Barton St. Phone: Summer 7115.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 66.1 kw. Operating Pow.: Visual 100 kw, Aural 66.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 436 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began August 14, 1954. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WGR.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Pierson, Ball, Dowd; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: George F. Goodyear, 7.5%; Seymour H. Knox, 2.3%; J. Fred Schoellkopf IV, 7.3%; Myron P. Kirk, 3.13% Mrs. Alanson C. Deuel, 8.3%; Paul A. Schoellkopf, 7.5%, and others. Interlocking ownership with WHAM-TV Rochester, N. Y., and WSVA-AM-TV Harrisonburg, Va.

EXECUTIVES:

George F. Goodyear, chmn. of bd. & pres.	Karl B. Hoffman,
J. J. Bernard, vp. & gen. mgr.	vp. in chg. engr.
G. P. Swift, sls. mgr.	Oliver C. Howard, pub. rel. dir.
Van Beuren W. DeVries,	Charles Warren, news ed.
pgm. mgr. & film buy.	

RATE INFORMATION: Class A one hour (live) \$841.25, (film) \$800; minute spot (live) \$150, (film) \$140; ID \$70. ID Length 10 sec. Share screen. Frequency discounts from 1.42% for 53 times up to 4.29% for 157 times. Rate Card No. 2.

WNYT-TV

(Target Date, Unknown)

LICENSEE: Frontier Television Inc. Address: 355 Ellicott Square Bldg.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 13.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 429 ft.

REPRESENTATIVES: Attorney, Bernard I. Oblatz, Buffalo; Consulting Engineer, Frank B. Ridgeway.

PRINCIPAL STOCKHOLDERS: Equal partners Bernard I. Oblatz, Richard Levy and Daniel A. Robin.

EXECUTIVES:

Bernard I. Oblatz, pres.	Daniel A. Roblin, sec.-treas.
Richard S. Levy, vp.	

WTVF (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Educational Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 539 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

CARTHAGE
(Jefferson County)

WCNY-TV (WATERTOWN)

LICENSEE: The Brockway Co. Address: P. O. Box 211, Watertown, N. Y. Phone: 27.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 91.2 kw. Operating Pow.: Visual 174 kw, Aural 91.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 720 ft.; Above ground 574 ft.

OPERATION: Began Oct. 22, 1954. Hours, 2:55 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WWCNY. Fm, WWCNY-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: John B. Johnson, 74.93%, and estate of Jessie R. Johnson, 13.63%. Licensee publishes Watertown Daily Times and owns WMSA-AM-FM Massena.

EXECUTIVES:

John B. Johnson, pres.	David M. Graves, pgm. mgr.
Louis Saiff Jr., gen. mgr.	& film buy.
James W. Higgins, dir. of tv	Glenn H. Hall, prod. mgr.
Alfred M. Tauroney, sls. mgr.	Michael R. Yonkovic, ch. engr.
	William E. Haley, news ed.

RATE INFORMATION: Class A one hour (live) \$255, (film) \$200; minute spot (live) \$51, (film) \$40; ID \$20. ID Length 10 sec. Specifications on shared, prefer right hand corner for ID. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

**MORE AUDIENCE* THAN
ANY STATION IN BALTIMORE**

.....THAT'S WHAT

WNBF-TV, BINGHAMTON, N.Y.

DELIVERS DAY AND NIGHT

SEVEN DAYS A WEEK-AT

LOWER COST PER 1000.

YOUR BLAIR-TV MAN HAS

THE EVIDENCE FOR YOU.

* Also more audience than any station in Kansas City, Buffalo, Minneapolis-St. Paul, Houston, Milwaukee and other major markets; at lower cost than every station in eight out of the ten major markets. Telepulse, December, 1955.



Channel 12

NBC-TV • ABC-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM-FM-TV, Philadelphia, Pa. / **WNBF-AM-TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa. / **WFBG-AM-TV**, Altoona, Pa.

ELMIRA

(Chemung County)

WSYE-TV (Satellite of WSYR-TV Syracuse, N. Y.)

(Target Date, Sept. 15, 1956)

LICENSEE: Central New York Bcstg. Corp. Address: 224 Harrison St., Syracuse, N. Y.
FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 14.8 kw, Aural 8.13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 700 ft.; Above ground 324 ft.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: See WSYR-TV Syracuse, N.Y.
EXECUTIVES: E. R. Vadeboncoeur, pres.

WTVE (TV)

LICENSEE: WTVE Inc. Address: 159 Madison Ave. Phone: 3-6624.
FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 7.94 kw, Aural 4.27 kw. Operating Pow.: Visual 7.94 kw, Aural 4.27 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1140 ft.; Above ground 463 ft.
OPERATION: Began June 1, 1953. Hours, noon-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, Forjoe-Tv; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: T. K. Cassel, 34.8%; John S. Booth, 25.2%; W. W. Scranton, 30%; Bela C. Tifft, 2.5%; Charles W. Perry, 2.5%; Charles F. Kennedy, 2.5; Josef Stein, 2.5%. Messrs. Cassel and Booth control WCHA-AM-FM Chambersburg, Pa. Mr. Cassel owns 100% of WATS Sayre, Pa., has minority interests in WDBF Delray, Fla., and WOND Pleasantville, N. J., and is an applicant for an am station in Newark, N. Y.

EXECUTIVES:

Thompson K. Cassel, pres., gen. mgr. & film buy.
 John S. Booth, vp.
 Howard Green, com. mgr.
 David Ridenour, pgm. dir.
 James Orre, ch. engr.
 Jack Dorn, prom. mgr.
 Jim Panama, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

HAGAMAN

(Montgomery County)

WCDB (TV) (Satellite of WCDA (TV) Albany, N. Y.)

LICENSEE: Hudson Valley Bcstg. Co., Inc. Postal Zone: 4. Address: P. O. Box 4100. Phone: Albany 3-2225.
FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 251 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 246 ft.
OPERATION: Began April 2, 1956. Hours, 7-1 a.m.
AFFILIATIONS: Tv Network, CBS. Station, Am, WROW.
REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson; Consulting Engineer, Frank H. McIntosh & Assoc.
PRINCIPAL STOCKHOLDERS: See WCDA (TV) Albany.

EXECUTIVES:

Frank M. Smith, pres.
 Thomas S. Murphy, gen. mgr.
 William J. Lewis, sls. mgr.

RATE INFORMATION: Sold in combination with parent station WCDA (TV) Albany.

ITHACA

(Tompkins County)

WHCU-TV

(Target Date, Unknown)

LICENSEE: Cornell U. Address: Savings Bank Bldg. Phone: 4-6301.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,220 ft.; Above ground 440 ft.
AFFILIATION: Station, Am, WHCU.
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Howard G. Smith.
EXECUTIVES: Michael R. Hanna, gen. mgr.

WIET (TV)*

(Target Date, Unknown)
 (*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State. Phone: Education Dept., Albany.
FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,290 ft.; Above ground 544 ft.
REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

KINGSTON

(Ulster County)

WKNY-TV (POUGHKEEPSIE)†

LICENSEE: WKNY-TV Corp. Address: 601 Broadway. Phone: 4500. (For full listing see Poughkeepsie.)
 †WKNY-TV has suspended operation but has not returned its CP.

LAKE PLACID

(Clinton County)

WPTZ (TV) (PLATTSBURG)

LICENSEE: Great Northern Television Inc. Address: 357 Cornelia St., Plattsburg, N. Y. Phone: Plattsburg 3070.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 12 kw. Operating Pow.: Visual 20 kw, Aural 12 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,200 ft.; Above ground 183 ft.
OPERATION: Began Dec. 8, 1954. Hours, 7 a.m.-11:30 p.m.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, Joseph H. McGillvra; Radio & Tv Sales (Canada); Washington Attorney, Cohn & Marks; Consulting Engineer, R. G. Chambers.
PRINCIPAL STOCKHOLDERS: O. Wayne Rollins, 50%; John W. Rollins, 45%; Katherine E. Rollins, 5%. Rollinses also own WAMS Wilmington, Del.; WJWL Georgetown, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WBEE Harvey, Ill.; WIRI Indianapolis, Ind., and have application pending for an am station in Philadelphia, Pa.
EXECUTIVES:
 O. Wayne Rollins, pres.
 George Barenbregge, gen. mgr. & film buy.
 Al LaFrance, sls. mgr.
 Carl Stohn Jr., pgm. dir.
 James H. Sharman, ch. engr.
 Bird Berdan, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 2.

NEW YORK CITY

(New York County, Bronx County, Richmond County, Kings County, Queens County)

WABC-TV

LICENSEE: American Bcstg.-Paramount Theaters, Inc. Postal Zone: 23. Address: 7 West 66 St. Phone: Susquehanna 7-5000.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 kw. Operating Pow.: Visual 110 kw, Aural 55 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,378 ft.; Above ground 1,465 ft.
OPERATION: Began Aug. 10, 1948. Hours, 7:45 a.m.-1 a.m.
AFFILIATION: Tv Network, ABC. Stations, Am, WABC. Fm, WABC-FM.
REPRESENTATIVE: Sales, Blair Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: Licensee owns chain of theatres throughout U. S. and also owns following broadcast stations in addition to operating ABC network: WABC-AM-FM-FV New York, WLS (50%), WENR-FM and WBKB (TV) Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, and WXYZ-AM-FM-TV Detroit.
EXECUTIVES:
 Leonard H. Goldenson, pres. (AB-PT)
 Robert E. Kintner, pres. (ABC Div.)
 Robert L. Stone, gen. mgr.
 Joseph Stampler, sls. mgr.
 George Rice, pgm. dir. & film buy.
 G. Edward Hamilton, ch. engr.
 Jay Hoffer, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$3,750, (film) \$3,750; 20 seconds spot (live) \$675, (film) \$675; ID \$425. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13-25 times up to 20% for 208 or more times. Rate Card No. 9.

WABD (TV)

LICENSEE: Du Mont Bcstg. Corp. Postal Zone: 21. Address: 205 E. 67th St. Phone: Lehigh 5-1000.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 37.1 kw, Aural 18.6 kw. Operating Pow.: Visual 37.1 kw, Aural 18.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,330 ft.; Above ground 1,465 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began May 2, 1944. Hours, 8:45 a.m.-12:30 p.m.
REPRESENTATIVE: Sales, Paul H. Raymer Co.
PRINCIPAL STOCKHOLDERS: Paramount Pictures Corp., 26.6%; Allen B. DuMont, 1.6%; Carl M. Loeb, Rhoades & Co., 8%; Merrill Lynch, Pierce, Fenner & Beane, 2.3%; Carothers & Clark, 1.7%; Rule & Co., 1.5%; Hurley & Co., 1.2%, and others none owning more than 1%.

EXECUTIVES:

Bernard Goodwin, pres.
 Ted Cott, gen. mgr.
 Williams Adler, com. mgr.
 J. A. Kieran Jr., pgm. dir.
 A. D. Smith Jr., ch. engr.
 Ted Yates, news ed.

RATE INFORMATION: Class A one hour (live) \$2,200, (film) \$2,200; minute spot (live) \$500, (film) \$500; ID \$212.50. ID Length 8 sec. Specifications 2x2 in. slide. Share screen. Frequency discounts from 2.5% for 13-25 times up to 25% for 260 times. Rate Card No. 9.

NEW YORK CITY (Cont.)

WATV-TV (NEWARK, N. J.)

LICENSEE: Bremer Bcstg. Co. Postal Zone: 1. Address: 1020 Broad St., Newark. Phone: Mitchell 2-6400. (For full listing see Newark, N. J.)

WCBS-TV

LICENSEE: Columbia Bcstg. System, Inc. Postal Zone: 22. Address: 485 Madison Ave. Phone: Plaza 1-2345.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 42 kw, Aural 21 kw. Operating Pow.: Visual 42 kw, Aural 21 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,300 ft.; Above ground 1,465 ft.

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

OPERATION: Began July 1, 1941. Hours, 6:45 a.m.-1:45 a.m.

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

REPRESENTATIVES: Sales, CBS Television Spot Sales.

PRINCIPAL STOCKHOLDERS: Licensee owns following stations in addition to Operating CBS network: WCBS-AM-FM-TV New York, KNXT-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco, KMOX St. Louis, WEEL-AM-FM Boston and WXIX(TV) Milwaukee. CBS Inc. also owns CBS-Columbia Inc., radio-tv receiver manufacturer; CBS-Hytron Inc., tube manufacturer; Columbia Records Inc., and 25% of Bing Crosby Enterprises Inc. CBS also owns WGTH-TV Hartford, Conn., but this purchase is in litigation.

EXECUTIVES:

William S. Paley, chmn. of bd.
Frank Stanton, pres., CBS, Inc.
J. L. VanVolkenburg, pres., CBS-TV
Sam Cook Digges, gen. mgr.
Frank Shakespeare, gen. sls. mgr.

Hal Hough, pgm. dir.
R. G. Thompson, ch. engr.
William Lacey, mgr. film dept.
Robert G. Patt, dir. adv.
& sls. prom.

RATE INFORMATION: Class AA one hour (live) \$8,000, (film) \$8,000; minute spot (live) \$2,000, (film) \$2,000; ID \$1,000. Class A one hour (live) \$7,500 (film) \$7,500; minute spot (live) \$1,500, (film) \$1,500; ID \$750. ID Length 10 sec. Specifications on request. Full and share screen. Frequency discounts. Rate Card No. 16.

WGTV (TV)*

(Target Date, Unknown)

(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis

A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 680 ft.; Above ground 712 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

WNYC-TV

(Target Date, Unknown)

LICENSEE: Municipal Bcstg. System, City of New York. Postal Zone: 7. Address: 2500 Municipal Bldg. Phone: Whitehall 3-3600.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 628 ft.

AFFILIATIONS: Stations, Am, WNYC. Fm, WNYC-FM.

REPRESENTATIVES: Washington Attorney, Rhyne, Mullin, Connor & Rhyne; Consulting Engineer, Lohnes & Culver.

EXECUTIVES:

Hon. Robert F. Wagner, mayor
Seymour N. Siegel, dir.
John De Prospeo, exec. ofcr.

Bernard R. Buck, pgm. mgr.
William H. Pitkin, ch. engr.

WOR-TV

LICENSEE: RKO Teleradio Pictures Inc. Postal Zone: 18. Address: 1440 Broadway. Phone: Longacre 4-8000.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.6 kw. Operating Pow.: Visual 129 kw Aural 64.6 kw. Transmitter: Standard Electronics. Antenna Make: Alford. Height: Above average terrain 1,240 ft.; Above ground 1,231.

OPERATION: Began Oct 5, 1947. Hours, 10 a.m.-1:30 a.m.

AFFILIATIONS: Stations, Am, WOR. Fm, WOR-FM.

REPRESENTATIVES: Sales, H-R Television (West Coast).

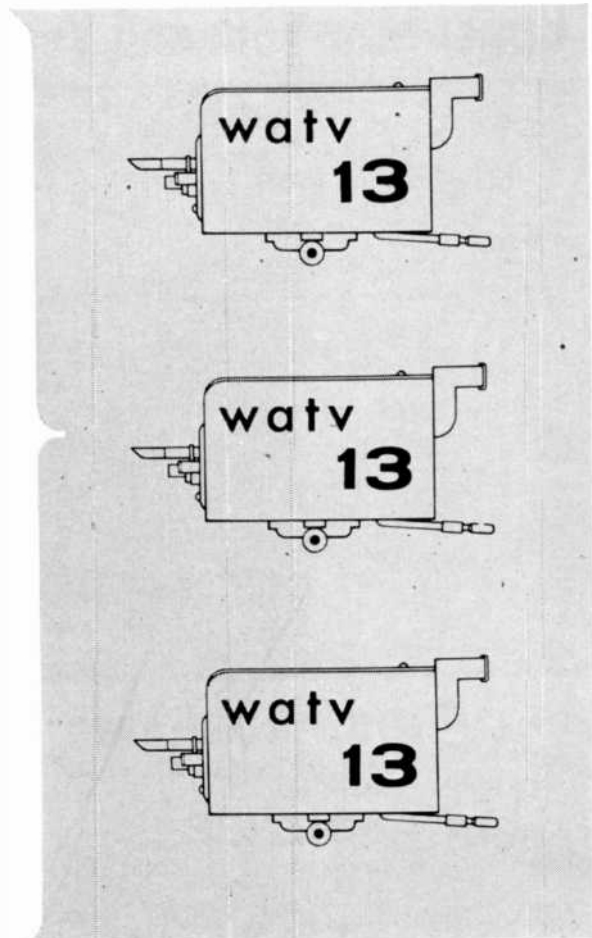
PRINCIPAL STOCKHOLDER: Owned by General Tire & Rubber Co. RKO Teleradio Pictures Inc. is majority stockholder of Mutual Bcstg. Systems, owns RKO Radio Pictures Inc., and the following broadcast properties: WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, Fla., and WGTH Hartford, Conn. RKO Teleradio Pictures Inc. also operates the Don Lee Network on the west coast and the Yankee Network in New England.

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the **FIRST** local TV station
in the metropolitan N. Y.
- N. J. market.



**TELEVISION CENTER
NEWARK 1, NEW JERSEY**
national rep.: **FORJOE-TV, inc.**



NEW YORK CITY (Cont.)

WOR-TV (Cont.)

EXECUTIVES:

Thomas F. O'Neil, pres.
Gordon Gray, exec. vp. & gen. mgr.
William Dix Jr., com. mgr.
Ivan Reiner, pgm. dir.

Harry Tilley, ch. engr.
Milford Fenster, film buy.
Robert Hoffman, prom. mgr.
George Brown, news ed.

RATE INFORMATION: Class A one hour (live) \$1,500; (film) \$1,500; minute spot (live) \$500, (film) \$500; ID \$300. ID Length 20 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 55% for 520 times. Rate Card No. 8.

WPIX (TV)

LICENSEE: WPIX Inc. Postal Zone: 17. Address: 220 E. 42nd St. Phone: Murray Hill 2-6500.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,405 ft.; Above ground 1,464 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 15, 1948. Hours, 11 a.m.-midnight.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Owned by News Syndicate Co. (New York News), wholly-owned subsidiary of The Tribune Co. (Chicago Tribune). Same ownership as WGN-TV Chicago.

EXECUTIVES:

F. M. Flynn, pres.
Fred M. Thrower, vp. & gen. mgr.
L. J. Popé, asst. gen. mgr. & ops. mgr.
T. E. Mitchell, controller
A. G. Hartigan, pgm. mgr.

J. A. Patterson, sls. mgr.
W. Engels, news & sp. events mgr.
O. Freeman, ch. engr.
L. Hollingsworth, pub. rel. mgr.
K. Culverhouse, adv., research & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$1,750, (film) \$1,750; minute spot (live) \$425, (film) \$425; ID \$135. ID Length 10 sec. shared, 8 sec. split. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 7.

WRCA-TV

LICENSEE: National Bcstg. Co., Inc. Postal Zone: 20. Address: 30 Rockefeller Plaza. Phone: Circle 7-8300.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 25.7 kw, Aural 12.9 kw. Operating Pow.: Visual 25.7 kw, Aural 12.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,440 ft.; Above ground 1,465 ft.

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

OPERATION: Began April 30, 1939. Hours, 6:30 a.m.-1:15 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WRCA. Fm, WRCA-FM.

REPRESENTATIVES: Sales, NBC Spot Sales; Attorney, Cahill & Gordon, Reindel & Ohl, New York.

PRINCIPAL STOCKHOLDERS: Owned by Radio Corporation of America. RCA manufactures electronic equipment, including broadcast transmitters, antennas, tubes, and studio apparatus, phonograph records, owns RCA Communications Inc. and Radiomarine Corp. of America (communications), RCA Institutes Inc. (school) and RCA Service Co. NBC owns the following stations in addition to operating the NBC network; WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, KNBC-AM-FM San Francisco, WRCV-AM-TV Philadelphia, KRCA (TV) Los Angeles, and WBUF-TV Buffalo, N. Y. Purchase of WKNB-AM-TV New Britain, Conn., pending approval.

EXECUTIVES:

Sylvester L. Weaver Jr., chmn. of bd.
Robert W. Sarnoff, pres.
Thomas McFadden, gen. mgr.
William M. Davidson, asst. gen. mgr.

Steve Krantz, pgm. dir.
Sherman Hildreth, ch. engr.
George Vales, film buy.
Max Buck, prom. mgr.
William Berns, news ed.

RATE INFORMATION: Class AAA one hour \$9,200. Class AA one hour \$5,200. Class A one hour \$4,500. Class AAA, AA and A 20 sec. spot, \$2,300, \$1,500, and \$1,100. ID (AAA, AA, A) \$1,150, \$750, and \$550. ID Length 10 sec. Frequency discounts. Rate Card No. 16.

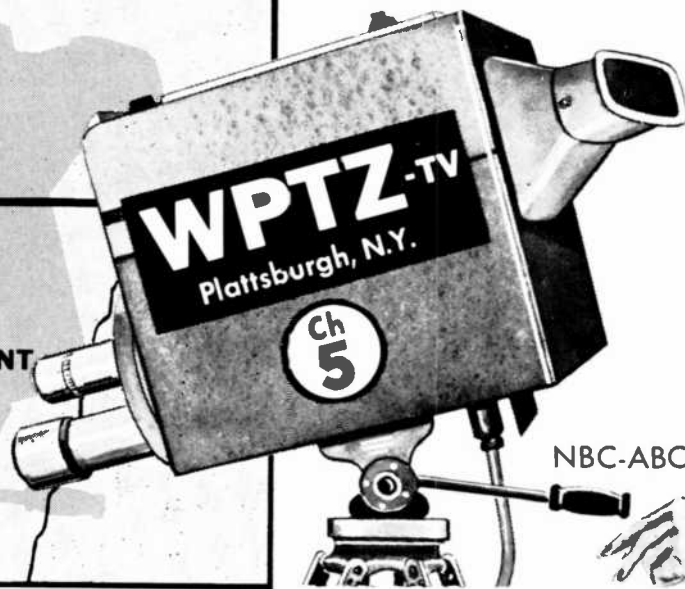
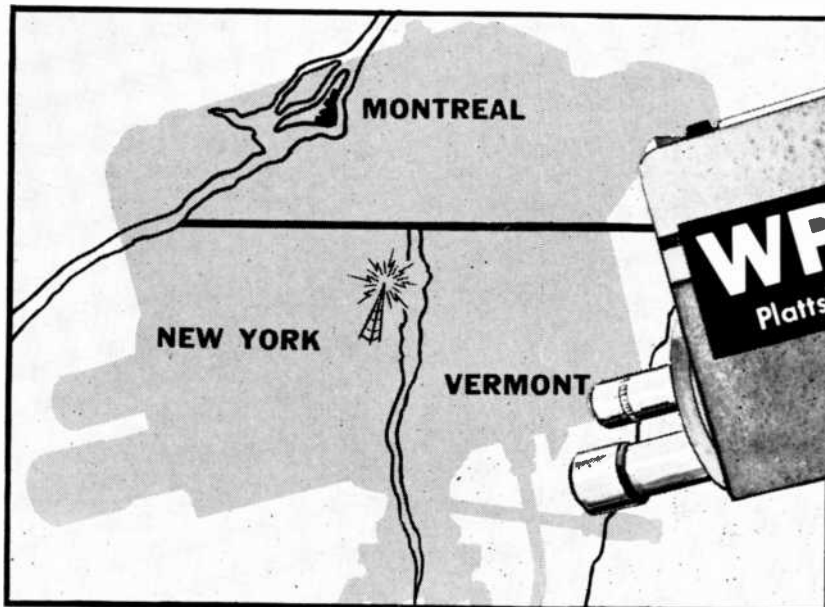
PLATTSBURG
(Clinton County)

WPTZ-TV (LAKE PLACID)

LICENSEE: Great Northern Television Inc. Address: 357 Cornelia St. Phone: 3070. (For full listing see Lake Placid.)

DOMINANT COVERAGE (Unduplicated)

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NEW OWNERSHIP
ROLLINS BROADCASTING, INC.

NEW MANAGEMENT
George L. BarenBregge, Gen. Mgr.

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HOAG-BLAIR CO. National Representatives

POUGHKEEPSIE
(Dutchess County)

WKNY-TV (KINGSTON)

LICENSEE: WKNY-TV Corp. Address: 601 Broadway, Kingston. Phone: Kingston 4500.

FACILITIES: Ch. 66. Authorized Eff. Rad. Pow.: Visual 24.4 kw, Aural 11.5 kw. Operating Pow.: Visual 24.4 kw, Aural 11.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 616 ft.; Above ground 646 ft. [CP for Ch. 21.]

OPERATION: Began May 24, 1954.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WKNY.

REPRESENTATIVES: Sales, Robert Meeker Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: WKNE Corp. (WKNE-AM-TV Keene, N. H.). 18%; Joseph K. Close, 11%; N. LeVan Haver, 6.5%; George W. Smith, 2.8%; Arthur H. Wicks, 5.5%; Gerald V. C. Baker, 5.5%; Arthur L. Baker, 5.5%; and others. Mr. Close controls WKNE Corp.

EXECUTIVES:

Joseph K. Close, pres.	Gil Martin, pgm. dir. & film buy.
Robert M. Peebles, gen. mgr. & com. mgr.	Joseph Amashowsky Jr., ch. engr.
	Joel Levy, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$140, (film) \$100; minute spot (live) \$20, (film) \$20; ID \$10. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 1.

ROCHESTER
(Monroe County)

WCBF-TV

(Target Date, Unknown)

LICENSEE: Star Bcstg. Co. Address: 87 Seneca St., Geneva, N. Y.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 151 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 430 ft.; Above ground 325 ft.

AFFILIATION: Station, Am, WBBF.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Maurice Forman, 71.59%, and others. Licensee also owns WGVA Geneva, N. Y. and WBBF Rochester.

EXECUTIVES:

Maurice R. Forman, pres.	Thomas L. Brown, vp.
--------------------------	----------------------

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starring
GEORGE DOLENZ

Another winner!

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Monte Cristo is a magic title that's carried the mark of success for over 100 years.

It was an instant hit when it was first serialized in the Parisien press . . . a best-seller as a book . . . a smash hit as a play—and one of the Top Ten when Edward Small produced it as a full-length motion picture.

As a half-hour series on television, The Count of Monte Cristo is continuing its tradition of success. Videodex gave it the highest rating of any syndicated program, on any station, on any day—in 7-station New York (May, 1956).

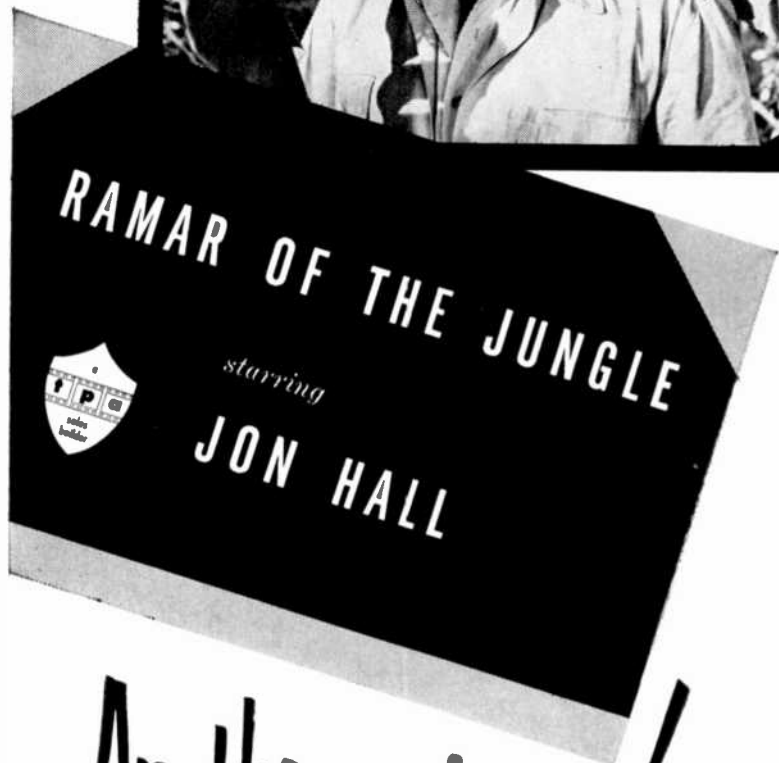
In Buffalo, the program is winning viewers for Pepsi-Cola and Bison Dairy at a cost of less than 54c per thousand. And from New England, an advertising agency reports "The Count of Monte Cristo is selling bread as well as delivering an audience."

Some good availabilities are still open—perhaps in the very markets where you need a proved program which can deliver audiences and sell goods.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard



Another winner!

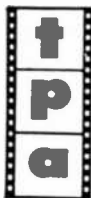
from the portfolio of **TPA** Sales Builders

This is the only show of its kind in all television. And its unique program content is matched by the audience and sales marks it keeps chalking up every day.

Scheduled in the "children's hour," it comes up as one of the top-rated juvenile shows on the screen; in other periods, it does just as well! In market after market, RAMAR's pay-off audiences provide sales material for the station carrying this TPA feature.

With Jon Hall available for commercials, RAMAR sells as divers a list of products as we've even seen: from candy bars (juvenile appeal) to gas and oil (juvenile appeal?).

While this TPA property is smashing all distribution records (it was recently bought for over 35 markets in the South-East—one of the largest deals ever made in that area), good availabilities still remain. If you'd like to tie up with an amazing sales builder, get in touch with TPA—fast.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

NEW YORK

ROCHESTER (Cont.)

WHAM-TV

LICENSEE: Transcontinent TV Corp. Postal Zone: 3. Address: 201 Humboldt St. Phone: Hubbard 1221.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 503 ft.; Above ground 353 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 11, 1949. Hours, 6:57 a.m.-1:05 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WHAM. Fm, WHAM-FM.

REPRESENTATIVES: Sales: George P. Hollingbery Co.; Washington Attorney: Covington & Burling.

PRINCIPAL STOCKHOLDERS: Transcontinent also owns 50% of WSVA-AM-TV Harrisonburg, Va. Transcontinent is owned by Paul A. Schoellkopf Jr., 12.5%; David Channing Moore, 0.27%; J. Fred Schoellkopf IV, 12.5%; David Forman, 12.5%; Seymour Knox III, 4.2%, and General Railway Signal Corp. (which owns 50% of Class A stock. \$1.9 million in debentures and 200,000 Class B shares which permits it to elect three of the nine Transcontinent directors). Messrs. Schellkopf and Knox also own interests in WGR-TV Buffalo, N. Y.

EXECUTIVES:

David Channing Moore, pres.
William Fay, gen. mgr.
J. W. Kennedy Jr., com. mgr.
Charles W. Siverson, pgm. dir.

Kenneth J. Gardner, ch. engr.
David Manning, film buy.
E. Walton Smith, prom. mgr.
David E. Kessler, news ed.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$700; minute spot (live) \$185, (film) \$160; ID \$80. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 10.

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making factors:

COVERAGE—

17 prime Western N. Y. coun-
ties

MARKET—

1 million people in 365,000
TV homes who spend 2 billion
in one of the 1st 50 markets
in the nation

QUALITY PROGRAMS—

NBC and top-rated local area
The sales potential and attention
to detail, coupled with care and
craftsmanship that goes into pro-
ducing every WHAM-TV spot an-
nouncement makes the difference
between just another spot and a
WHAM-TV sales-getter.

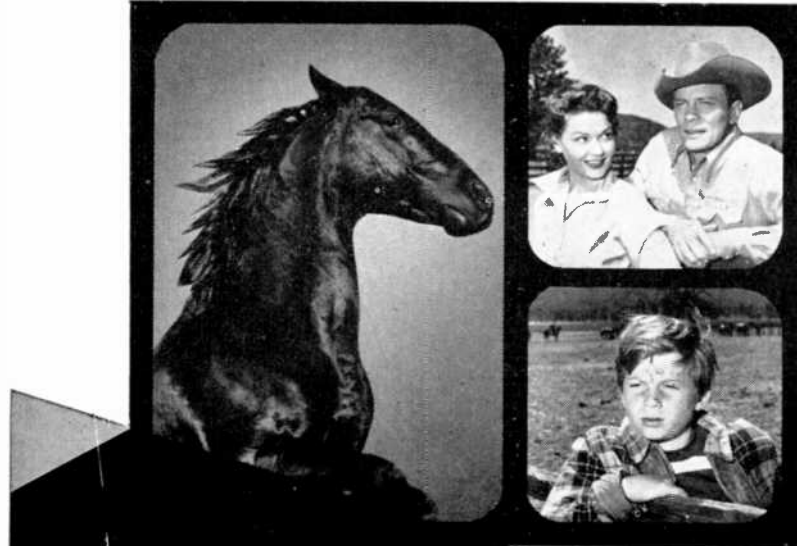
Represented Nationally by
George P. Hollingbery Company



Rochester's FIRST Station

WHAM-TV CHANNEL 5

THE STATION OF QUALITY PROGRAMS



FURY
starring "Fury"—a jet-black stallion, and
Bobby Diamond
Peter Graves
Ann Robinson

Another winner!

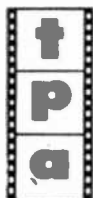
from the portfolio of **TPA** Sales Builders

Here's a show that proudly carries the TPA mark of success. It's the story of a city boy and a wild horse. Eleven-year-old Bobby Diamond is the boy; "Fury," an untamed black stallion, is the horse—the greatest trick horse in Hollywood. Together, they make a team that sends youngsters dreaming of a free life on a wide-open range with a horse that's almost human in its understanding.

Peter Graves plays the ranch owner who takes the boy under his roof. Ann Robinson is the eye-filling girl friend. Benton & Bowles grabbed this one for General Foods as soon as they saw the audition print. Co-sponsor is Borden's, via Young & Rubicam. The program is aired over NBC-TV Saturdays at 11 a.m.

"Fury" is another example of TPA's proved ability to develop unique, quality programs. While this program has already posted the SRO sign, we have others which can do a great job for you.

Call TPA for market availabilities on audience-winning, sales-building television programs.



Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard

NEW YORK

ROCHESTER (Cont.)

WHEC-TV

LICENSEE: WHEC Inc. Postal Zone: 4. Address: 40 Franklin St. Phone: Baker 6740.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 123 kw, Aural 66.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 353 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953. Hours, 7 a.m.-1 a.m. (Shares time with WVET-TV.)

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

REPRESENTATIVES: Sales, Everett-McKinney; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Owned by Garnett Co., publisher of Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette and Advertiser, Binghamton Press, Niagara Falls Gazette, all New York; Hartford (Conn.) Times Plainfield (N. J.) Courier-News, Danville (Ill.), Commercial News, Gannett also owns WHDL-FM Olean (minority), WENY Elmira, both New York; and WDAN-AM-TV Danville, Ill.

EXECUTIVES:

Frank E. Gannett, pres.	R. Blackburn, ch. engr.
Glover DeLaney, gen. mgr.	Lowell MacMillan, film buy.
L. C. Wheeler, com. mgr.	W. J. Adams, prom. mgr. & news ed.
W. J. Adams, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$780, (film) \$700; minute spot (live) \$160, (film) \$160; ID \$80. ID Length 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

WROH (TV)*

(Target Date, Unknown)
 (*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 540 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

WVET-TV

LICENSEE: Veterans Bcstg. Co. Postal Zone: 4. Address: 17 S. Clinton Ave. Phone: Hamilton 4820.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 123 kw, Aural 66.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 353 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953. Hours, 7 a.m.-1:30 p.m. (Shares time with WHEC-TV.)

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

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: E. F. Lyke, 6.7%; H. W. Bennett, 4.8%; W. B. Maillefert, 4.8%; Hal James, 4.8%; F. W. Geib, 3.8%; John S. Houseknecht, 3.4%; Frank W. Lovejoy, 3%, and others.

EXECUTIVES:

Ervin F. Lyke, pres., & gen. mgr.	Raymond Jobs, ch. engr.
Arthur Murrellwright, gen. sls. mgr.	Art Cook, film buy.
Paul C. Louther, vp., pgm. dir. & film buy.	Don Kallock, prom. mgr.
	Dave Roberts, news ed.

RATE INFORMATION: Class A one hour (live) \$780, (film) \$700, minute spot (live) \$180, (film) \$160; ID \$80. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

**AT ANY TIME OF DAY
CHANNEL 10 GETS THE
BIGGEST ROCHESTER
AUDIENCES!**

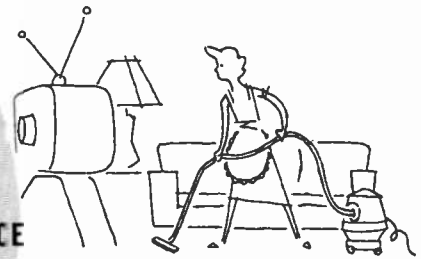
MORNINGS ...



63.4%

AVERAGE WEEKLY SHARE OF AUDIENCE

LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)



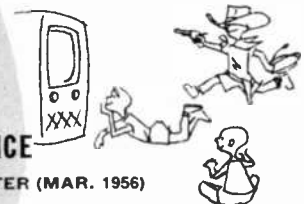
AFTERNOONS ...



54.6%

AVERAGE WEEKLY SHARE OF AUDIENCE

LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)



EVENINGS ...



52.0%

AVERAGE WEEKLY SHARE OF AUDIENCE

LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)



WRITE US TODAY FOR
CHOICEST AVAILABILITIES
IN ROCHESTER!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY
WHCC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

SCHENECTADY
(Schenectady County)

WRGB (TV) (ALBANY-TROY)

LICENSEE: General Electric Co. Postal Zone: 5. Address: 1 River Road. Phone: Franklin 7-2261.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 46.8 kw. Operating Pow.: Visual 93.3 kw, Aural 46.8 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,020 ft.; Above ground 314 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1947. Hours, 6:45 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WGY. Fm, WGFM.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Licensee is manufacturer of electronics and communications equipment, including broadcast transmitters, antennas, tubes and studio apparatus, radio-tv receivers, home appliances, electrical power generating equipment, electric light bulbs, etc.

EXECUTIVES:

R. B. Hanna, mgr. (GE Bcstg. sta. dept.)
R. W. Welpott, mgr. WRGB (TV)
Robert F. Reid, mgr. sls.
Albert G. Zink, pgm. mgr. & film buy.

Willard J. Purcell, engrg. mgr.
James Q. Cobb, mgr. prom. & publicity
Lansing Christman, news bcstg. dir.

RATE INFORMATION: Class A one hour (live) \$950, (film) \$950; minute spot (live) \$190, (film) \$190; ID \$95. ID Length 8 sec. Specifications: 2x2 in. Share screen. Frequency discounts from 2 1/2% for 13-25 times up to 20% for 260 times. Rate Card No. 9.

SYRACUSE
(Onondaga County)

WHEN-TV

LICENSEE: Meredith Syracuse Television Corp. Postal Zone: 8. Address: 101 Court St. Phone: 74-5711.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 195 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 960 ft.; Above ground 554 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1948. Hours, 6:45 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Hales, Doty & Wollenburg.

PRINCIPAL STOCKHOLDERS: Owned by Meredith Publishing Co. (Better Homes & Gardens, Successful Farming). Meredith also owns KCMO-AM-FM-TV Kansas City; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.

EXECUTIVES:

E. T. Meredith Jr., pres.
Paul Adanti, vp.
Fred Menzies, com. mgr.
Gordon Alderman, pgm. dir. & film buy.

Frank Spain, ch. engrg.
Bob Peel, prom. mgr.
Ray Owens & George Brush, news staff

RATE INFORMATION: Class A one hour (live), \$720, (film) \$700; minute spot (live) \$160, (film) \$140; ID \$60. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 9.

WHTV (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 532 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

WSYR-TV (Parent station of satellite WSYE-TV Elmira, N. Y.)

LICENSEE: Central New York Bcstg. Corp. Postal Zone: 2. Address: Syracuse-Kemper Bldg. Phone: Syracuse 3-7111.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,000 ft.; Above ground 597 ft.

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

OPERATION: Began Feb. 15, 1950. Hours, 6:55 a.m.-1:05 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WSYR. Fm, WSYR-FM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: S. I. Newhouse and family. Newhouse newspapers are Syracuse Post-Standard and Herald-Journal, Newark (N.J.) Star-Ledger, Jersey City (N.J.) Journal, Long Island (N.Y.) Press and Star-Journal, Staten Island (N.Y.) Advance, Nassau (N.Y.) Review Star; Harrisburg (Pa.) Patriot and News, Portland (Ore.) Oregonian, and St. Louis Globe-Democrat. Newhouse broadcast properties are WSYR-AM-FM-TV Syracuse, N. Y.; WTPA (TV) Harrisburg, Pa.; KWK-AM-TV St. Louis, 23%; WAPI-WABT (TV) Birmingham, Ala., and WHBS-AM-FM Huntsville, Ala.

EXECUTIVES:

E. R. Vadeboncouer, pres. & gen. mgr.
W. R. Alford Jr., com. mgr.
William V. Rothrum, vp., pgm. & film buy.

Albert J. Eicholzer, ch. engrg.
Louis Switzer, prom. mgr.
Fred Hillegas, news ed.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$175, (film) \$175; ID \$87.50. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 9.

UTICA
(Oneida County)

WKTV (TV)

LICENSEE: Copper City Bcstg. Corp. Address: Smith Hill Road. Phone: 3-0404.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 100 kw. Operating Pow.: Visual 186 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft.; Above ground 447 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1949. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WKAL.

REPRESENTATIVES: Sales, Donald Cooke; Washington Attorney, Hogan & Hartson; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Myron J. Kallet, who operates Kallet Theatres Inc., movie theater chain, is principal stockholder.

EXECUTIVES:

Myron J. Kallet, pres.
William T. MacNeilly, exec. vp.
Michael C. Fusco, gen. mgr., com. mgr. & film buy.

Jack Fredericks, pgm. dir.
DeForest T. Layton Jr., ch. engrg.
Steve Purcell, prom. mgr.
Lyle Bosley, news ed.

RATE INFORMATION: Class A one hour (live) \$550; minute spot (live) \$100; ID \$40. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 7.

NORTH CAROLINA

NORTH CAROLINA MARKET DATA BY COUNTIES

County	Television Households		Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)	
	Total Households	%				
Alamance	19,700	69	13,530	73,255	17,041	2,097
Alexander	3,400	58	1,970	9,067	2,084	23
Alleghany	2,100	37	790	4,070	515	215
Anson	6,000	52	3,140	13,293	2,806	232
Ashe	5,000	44	2,230	6,209	947	182
Avery	3,000	30	920	3,190	370	196
Beaufort	8,800	61	5,410	29,284	6,551	644
Bertie	5,900	40	2,340	12,661	2,366	210
Bladen	6,600	17	1,120	17,179	3,076	226
Brunswick	4,400	19	820	6,955	1,836	346
Buncombe	34,000	45	15,300	128,114	26,603	5,079
Burke	11,200	63	7,110	26,198	7,317	739
Cabarrus	16,700	66	10,970	60,309	15,447	1,997
Caldwell	10,900	54	5,840	30,721	8,383	927
Camden	1,400	61	860	924	481	...
Carteret	6,500	31	2,030	20,069	5,423	672
Caswell	4,300	41	1,780	5,495	896	126
Catawba	17,000	68	11,610	68,783	16,285	1,711
Chatham	6,100	52	3,150	23,428	4,128	429
Cherokee	4,200	23	950	11,533	2,338	298
Chowan	2,800	46	1,290	9,188	2,148	163
Clay	1,300	13	170	2,836	440	66
Cleveland	15,900	55	8,820	44,842	10,125	1,161
Columbus	11,700	21	2,430	34,832	6,453	966
Craven	13,000	64	8,330	45,090	10,014	1,359
Cumberland	23,700	26	6,260	107,382	21,162	2,273
Currituck	1,800	53	950	3,092	583	...
Dare	1,300	34	440	6,296	1,738	470
Davidson	17,000	62	10,470	60,000	13,769	1,396
Davie	3,800	59	2,250	10,030	2,938	377
Duplin	9,400	31	2,900	20,799	4,295	577
Durham	27,900	61	17,070	111,625	22,065	3,716
Edgecombe	11,500	49	5,670	40,258	10,014	739
Forsyth	43,500	66	28,710	168,723	33,619	5,030
Franklin	6,900	37	2,540	13,228	2,881	421
Gaston	30,300	65	19,630	94,259	24,257	2,706
Gates	2,000	59	1,350	5,093	440	...
Graham	1,700	17	300	2,522	292	...
Granville	6,800	47	3,200	18,772	3,869	525
Greene	3,600	37	1,320	6,418	1,141	43
Guilford	54,200	62	33,880	281,724	52,777	7,489
Hallifax	12,500	36	4,540	42,597	9,821	985
Harnett	11,300	27	3,060	33,322	5,452	1,240
Haywood	9,600	34	3,260	27,503	4,685	1,124
Henderson	9,000	39	3,490	30,870	7,617	981
Hertford	4,700	61	2,850	16,741	2,360	487
Hoke	3,200	34	1,090	6,567	1,648	123
Hyde	1,400	30	420	1,501	400	...
Iredell	14,600	55	8,090	43,448	11,085	1,187

when it comes to numbers...

WRGB is still the leader in rich Northeastern New York and Western New England with a population of 2,152,300. Nearly half a million television families with an effective buying income of \$3,285,604,000 now receive the services of WRGB.

WRGB continues to dominate this wealthy 30-county, populous market with its powerful VHF signal.

Contact your nearest NBC Spot Sales representative today for the full story on the profitable WRGB market.

WRGB

SCHENECTADY...ALBANY...TROY

IS SOLD BY



SPOT SALES



NORTH CAROLINA MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Jackson	4,300	36	1,570	9,957	1,948	276
Johnson	15,400	34	5,190	39,690	8,402	1,102
Jones	2,400	24	570	3,350	852	85
Lee	6,100	44	2,710	25,566	5,000	881
Lenoir	11,000	49	5,370	50,230	7,963	1,501
Lincoln	6,800	59	3,980	17,606	5,286	432
McDowell	6,500	52	3,390	15,935	3,383	762
Macon	3,800	23	870	10,933	1,532	319
Madison	4,300	27	1,180	7,006	1,328	224
Martin	6,000	61	3,680	18,765	2,909	308
Mecklenberg	57,800	68	39,480	294,138	46,603	11,048
Mitchell	3,400	51	1,740	8,645	1,362	201
Montgomery	4,200	52	2,190	10,571	2,285	264
Moore	8,100	40	3,220	29,443	6,554	1,056
Nash	13,700	33	4,510	49,070	7,705	1,431
New Hanover	19,500	47	9,220	86,035	17,624	3,263
Northampton	5,900	38	2,230	8,492	2,117	295
Onslow	10,300	37	3,840	36,039	7,556	1,063
Orange	8,500	52	4,450	24,921	5,821	842
Pamlico	2,400	21	510	2,659	981	
Pasquotank	6,700	56	3,740	27,686	6,639	531
Pender	4,200	24	1,020	5,294	1,491	216
Perquimans	2,400	56	1,330	8,469	1,124	71
Person	5,200	57	2,980	18,032	3,143	461
Pitt	14,300	71	10,140	55,391	9,042	1,229
Polk	3,000	63	1,900	5,774	1,640	228
Randolph	13,600	52	7,030	47,282	10,658	1,304
Richmond	9,900	57	5,640	28,370	6,886	612
Robeson	19,500	34	6,550	57,933	11,069	1,469
Rockingham	17,100	55	9,340	50,655	13,431	1,579
Rowan	20,600	56	11,540	66,801	15,820	1,411
Rutherford	11,400	63	7,240	32,845	7,360	804
Sampson	11,300	26	2,890	24,652	4,191	1,012
Scotland	6,100	30	1,820	19,092	5,461	261
Stanly	10,300	73	7,570	32,064	7,211	762
Stokes	4,800	57	2,720	7,270	1,729	178
Surry	11,500	56	6,420	43,911	8,931	1,141
Swain	2,300	17	400	6,887	1,354	327
Transylvania	3,800	39	1,470	11,920	3,617	57
Tyrell	1,200	28	340	2,041	389	42
Union	10,200	55	5,650	29,419	5,840	883
Vance	7,600	42	3,210	25,111	5,495	607
Wake	36,800	55	20,310	174,613	34,974	5,214
Warren	4,900	27	1,300	9,090	1,919	247
Washington	2,900	42	1,220	9,354	2,678	110
Watauga	4,100	32	1,300	10,033	1,393	336
Wayne	15,300	55	8,350	55,273	8,770	1,161
Wilkes	10,700	40	4,290	33,475	4,856	541
Wilson	12,600	56	7,020	45,671	9,050	1,112
Yadkin	5,500	64	3,500	12,016	1,851	123
Yancey	3,500	21	740	4,479	1,033	135
Total	1,027,600	51%	525,490	\$3,550,339	\$729,273	\$101,470

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ASHEVILLE
(Buncombe County)

WISE-TV

LICENSEE: WISE-TV Inc. Address: 100 Lookout Road. Phone: 3-5381.
FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 13 kw. Operating Pow.: Visual 23 kw, Aural 13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1140 ft.; Above ground 154 ft.
OPERATION: Began August 1953. Hours: 6:30-11 p.m.
AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, WISE.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney Krieger & Jorgensen.
PRINCIPAL STOCKHOLDERS: Harold Thoms and wife, 100%. Mr. Thoms owns 25% interest in WAYS Charlotte and WCOG Greensboro, 71% of WEAM Arlington, Va., has applications pending for new am stations in Marshall, N. C., and Manassas, Va., and holds 20% interest in applicant for new am station in Wilmington, N. C.
EXECUTIVES:
 Harold H. Thoms, pres. & gen. mgr. John Randolph, ch. engr.
 Joseph J. Master, com. mgr., pgm. dir. & prom. mgr.
RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 1.

WLOS-TV

LICENSEE: Skyway Bcstg. Co. Address: P. O. Box 2150. Phone: 2-2431.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85.1 kw. Operating Pow.: Visual 170 kw, Aural 85.1 kw. Transmitter: RCA. Antenna Make: Federal. Height: Above average terrain 2,850 ft.; Above ground 340 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 18, 1954. Hours: 6:55 a.m.-12:30 a.m.
AFFILIATIONS: Tv Network, ABC. Stations, Am, WLOS. Fm, WLOS-FM.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; James S. Ayers Co. (Southeast); Washington Attorney, Spearman & Roberson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Joe H. Britt, 19.1%; Charles M. Britt, 9.5%; T. Frank Carr, 5.4%; W. H. B. Simpson, 4.5%; G. Curtis Crump, 4.1%, and others, none holding more than 3%. Asheville Citizens-Times Publishing Co. (Asheville Citizen and Times-WWNC) holds option to purchase one-third interest. Asheville Citizens-Times Publishing Co. owned by Greenville News-Piedmont Co., which owns 46% of WFBC-TV Greenville, S. C.

EXECUTIVES:

Charles B. Britt, exec. vp. Tom Gaul, ch. engr.
 George I. Norman Jr., com. mgr. Jo Ann Allison, prom. mgr.
 Sterling Wright, pgm. dir. & film Fred Brown, news ed.
 buy.

RATE INFORMATION: Class A one hour (live) \$440, (film) \$400; minute spot (live) \$90, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

CHAPEL HILL
(Orange County)

WUNC-TV*

(*Non-Commercial Educational)

LICENSEE: U. of North Carolina. Address: Chapel Hill. Phone: 8423.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 798.6 ft.
OPERATION: Began Jan. 8, 1955. Hours, 12:45-9 p.m.
AFFILIATION: Station, Fm, WUNC (FM).
REPRESENTATIVES: Consulting Engineer, A. D. Ring & Assoc.
EXECUTIVES:
 William Friday, acting pres. Roy Johnston, dir. of tv. (Raleigh)
 Duff Browne, dir. of tv (Chapel Hill) Alan B. MacIntyre, ch. engr.
 David M. Davis, dir. of tv (Greensboro) Emily Kellam, film buy.
 Wesley Wallace, news ed.

CHARLOTTE
(Mecklenburg County)

WBTV (TV)

LICENSEE: Jefferson Standard Bcstg. Co. Postal Zone: 8. Address: One Jefferson Pl. Phone: Edison 3-8833.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,090 ft.; Above ground 562 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began July 15, 1949. Hours, 6:45 a.m.-1:30 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WBT.
REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Jefferson Standard Life Insurance Co., 100%, which also owns WBTW (TV) Florence, S. C., WBIG Greensboro, N. C., and 16 2/3% of WFMY-TV Greensboro.
EXECUTIVES:
 Joseph M. Bryan, pres. Lacy S. Sellars, pgm. mgr.
 Charles H. Crutchfield, exec. vp. & gen. mgr. Thomas E. Howard, vp. in charge of engrg.
 Kenneth I. Tredwell Jr., vp. & mgng. dir. of WBTV J. Nathan Tucker, film supvr.
 Wallace J. Jorgensen, asst. mgng. dir. in charge of sls. Robert L. Rierson, prod. mgr.
 John P. Dillon, prom. mgr.
 Nelson Benton, news ed.
RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$250, (film) \$250; ID \$125. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 10.

WQMC (TV)†

LICENSEE: WQMC Television Inc. Address: 3229 S. Blvd.
FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 132 kw, Aural 70.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 542 ft.
REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Hugh Deadwyler and wife, 100%.
EXECUTIVES:
 Hugh Deadwyler, pres.

†WQMC (TV) has suspended operation but has not returned its CP.

DURHAM

(Durham County)

WTVD-TV

LICENSEE: Durham Bcstg. Enterprises Inc. Address: 1750 Newton Road. Phone: 2-2111.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw. Operating Pow.: Visual 47.8 kw, Aural 21.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 783 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 2, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC.

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

PRINCIPAL STOCKHOLDERS: Harmon L. Duncan, 12.5%; Floyd Fletcher, 24.9%; Durham Radio Corp. (WDNC Durham), 25%, and others.

EXECUTIVES:

Harmon L. Duncan, pres. & gen. mgr.	Henry Cronin, ch. engr.
Floyd Fletcher, vp. & sec.	Dale Baum, film buy.
Mike Thompson, com. mgr.	Clyde Knight, film dir.
Ernie Greup, pgm. mgr.	Charles Cash, prom. mgr.
Harry Middleton, prod. mgr.	Scott Jarrett, news ed.

RATE INFORMATION: Class A one hour (live) \$550; minute spot (live) \$110; ID \$55. ID Length 10 sec. Full and share screen. Frequency discounts from 2½% for 13 times up to 15% for 260 times. Rate Card No. 4.

FAYETTEVILLE

(Cumberland County)

WFLB-TV

LICENSEE: Fayetteville Bcstrs. Inc. Address: 1332 Bragg Blvd. Phone: 2-7136.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.41 kw. Operating Pow.: Visual 13.2 kw, Aural 7.41 kw. Transmitter: Continental. Antenna Make: GE. Height: Above average terrain 350 ft.; Above ground 405 ft.

OPERATION: Began Aug. 29, 1955. Hours, 2 p.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WFLB.

REPRESENTATIVES: Sales, Young Tv; Washington Attorney, Koteen & Burt; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Eight each holding 11.2%: Harry B. Stein, Neill A. Currie Jr., W. M. K. Bender, John W. Hensdale, John D. Currie, T. D. Hatcher, J. B. Stein, and R. B. Minges, and L. W. Allen with 10.4%.

EXECUTIVES:

Harry B. Stein, pres.	Marvin Rosenberg, pgm. dir.
W. D. Bailey, gen. mgr. & film buy.	J. H. Buck, ch. engr.
W. B. Belche, com. mgr.	

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$20. ID Length 8 sec. Specifications: 2x2 in. slide. Frequency discounts.

BROADCASTING • TELECASTING

GASTONIA

(Gaston County)

WTVX (TV)

(Target Date, Unknown)

LICENSEE: Air Pix Corp. Address: Lowell, N. C.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 7.59 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 900 ft.; Above ground 113 ft.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Cclt M. Robinson, 24.31%; C. C. Dickson, 12.57%, and others.

EXECUTIVES:

Colt M. Robinson, pres.	Colt M. Robinson Jr., sec.-treas.
W. C. Bivens, vp.	

GREENSBORO

(Guilford County)

WFMY-TV

LICENSEE: Greensboro News Co. Address: Phillips Ave. & White St. Phone: 4-0114.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 759 ft.

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

OPERATION: Began Sept. 22, 1949. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Greensboro News and Record. It is 16⅔% owned by Jefferson Standard Life Insurance Co., owner of WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C. and WBIG Greensboro, N. C.

EXECUTIVES:

Gaines Kelley, gen. mgr.	William E. Neill, ch. engr.
Joe E. Lake, com. mgr.	Jack Wiggins, film buy.
Gomer R. Lesch, pgm. dir.	Bob Stroh, news ed.

RATE INFORMATION: Class A one hour (live) \$825; minute spot (live) \$130; ID \$65. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 7.

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GREENVILLE
(Pitt County)

WNCT (TV)

LICENSEE: Carolina Bcstg. System Inc. Address: P. O. Box 898. Phone: 6181.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 860 ft.; Above ground 873 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 22, 1953. Hours, 6 a.m.-1 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Earl Westbrook, 27%; Josh Horne, 5%; Herbert Brauff, 10%; Penn Watson, 10%, and others. Mr. Horne is publisher of Rocky Mount (N. C.) Telegram. Mr. Brauff is publisher of Wilson (N. C.) Times.

EXECUTIVES:

Earl McD. Westbrook, pres.	Eccles Wall, pgm. dir.
A. Hartwell Campbell, gen. mgr. & film buy.	Hank Tribbley, ch. engr.
John G. Clark Jr., com. mgr.	Dave Mosier, prom. mgr.
	Gene Hodges, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 4.

NEW BERN
(Craven County)

WNBE-TV

(Target Date, Unknown)

LICENSEE: Nathan Frank. Address: P. O. Box 810, Henderson, N. C.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 26.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 493 ft.

BROADCASTING TELECASTING

IS PRIVILEGED TO PUBLISH MORE RADIO-TV ADVERTISING PAGES THAN ALL OTHERS IN ITS FIELD COMBINED



FIRST IN ADVERTISING EFFECTIVENESS
FIRST WITH THE PEOPLE YOU WANT TO SELL
... WHATEVER YOU SELL

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: Mr. Frank owns WHNC Henderson, N. C.

RALEIGH
(Wake County)

WNAO-TV

LICENSEE: Sir Walter Television Co. Address: 2128 Western Blvd. Phone: 4-8282.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 102 kw. Operating Pow.: Visual 182 kw, Aural 102 kw. Transmitter: Federal. Antenna Make: Gabriel. Height: Above average terrain 460 ft.; Above ground 349 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 12, 1953.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WKIX. Fm, WKIX-FM.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Equal 12.5% holdings by John W. English; Frank A. Daniels (for Raleigh News & Observer and Times); Mrs. Lydia McBrier Jarecki, James R. McBrier; Mrs. Jean Devine Jarecki; Mary Evelyn Mead & John J. Borland Jr. as trustees; with other minor owners. Interlocking ownership with WSEE (TV) Erie, Pa. (Erie Times).

EXECUTIVES:

John W. English, pres.	Joseph F. McGinley, reg. sls. mgr.
John H. Bone, gen. mgr. & film buy.	Leo A. Ribitzki, pgm. dir.
Earl W. Welde, gen. sls. mgr.	Joe Cutter, prom. mgr.
Herman Soero, sls. mgr.	Arthur Humphrey, ch. engr.

RATE INFORMATION: Class A one hour (live) \$375, (film) \$325; minute spot (live) \$75, (film) \$65; ID \$32.50. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 3.

WRAL-TV

(Target Date, Unknown)

LICENSEE: Capitol Bcstg. Co. Address: 130 S. Salisbury St. Phone 4-6401.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 61.34 kw. Transmitter: DuM. Antenna Make: DuM. Height: Above average terrain 1,171 ft.; Above ground 1,170 ft.

REPRESENTATIVES: Washington Attorney, Spearman & Roberson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Owned by A. J. Fletcher and family.



WNCT
is Eastern Carolina's
No. 1 TV Station

FIRST in every minute of every hour of every day,
day and night*

WNCT *Greenville ★ N.C.*
channel 9 PRIMARY CBS AFF.
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr.

George P. Hollingbery Co., Nat'l. Rep.

*JAN. '56 PULSE—19 counties

WASHINGTON
(Beaufort County)

WITN (TV)

LICENSEE: North Carolina Television Inc. Address: Washington, N. C. Phone: 1760.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: Alford. Height: Above average terrain 870 ft.; Above ground 919 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 28, 1955. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Roberts & McInnis; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: W. R. Roberson and family, 62.59%; William E. Barnes, 8.90%; William S. Page, 24.30%, and Marie S. Page, .91%. Mr. Roberson and family own WRRF Washington, N. C. Mr. Page and wife own WELS Kinston, N. C.

EXECUTIVES:

W. R. Roberson Jr., pres. & gen. mgr. Hal Wilson, ops. dir., film buy. & prom. mgr.
T. H. Patterson, sls. vp. L. E. Hiland, ch. engr.
Sandy Pfoutz, news ed.

RATE INFORMATION: Class A one hour (live) \$365, (film) \$325; minute spot (live) \$75, (film) \$65; ID \$32.50. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 1.

WILMINGTON
(New Hanover County)

WMFD-TV

LICENSEE: WMFD-TV Inc. Address: 225 Princess St. Phone: 3-4666.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 16.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 340 ft.; Above ground 359 ft.

OPERATION: Began April 8, 1954.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, WMFD.

REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, Stephen Tuhy Jr.; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: R. A. Dunlea and wife, 66 2/3%; Dan D. Cameron, 33 1/3%.

EXECUTIVES:

Richard A. Dunlea Sr., pres. & gen. mgr. Clinton Long, pgm. dir.
E. I. Herring, ch. engr.
Richard A. Dunlea Jr., sta. mgr. & film buy. Wayne Jackson, prom. & publicity dir.
Claud O'Shields, sls. mgr. Bob West, news dir.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts. Rate Card No. 2.

WINSTON-SALEM
(Forsyth County)

WSJS-TV

LICENSEE: Triangle Bcstg. Corp. Postal Zone: 1. Address: 419-21 N. Spruce St. Phone: 5-2311.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Operating Pow.: Visual 316 kw, Aural 200 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,000 ft.; Above ground 692 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 29, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WSJS. Fm, WSJS-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Fly, Shuebruk, Blume & Gaugine; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Piedmont Pub. Co. (Winston-Salem Journal and Twin City Sentinel), 66.75%; Mary Pickford Rogers, 18.3%, and Charles (Buddy) Rogers, 15%.

EXECUTIVES:

W. K. Hoyt, pres. Nick Reisenweaver, ch. engr.
Harold Essex, exec. vp. & gen. mgr. John Comas, film buy.
Phil Hedrick, ops. mgr. F. O. Carver Jr., news ed.
Harry B. Shaw, sls. mgr. Richard Barron, prom. mgr.
James Prendergast, pgm. dir.

RATE INFORMATION: Class A one hour (film) \$550; minute spot (film) \$110; ID \$55. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

WTOB-TV

LICENSEE: Winston-Salem Bcstg. Co. Inc. Address: 300 S. Stratford Rd. Phone: 3-4353.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 37.2 kw. Operating Pow.: Visual 13.7 kw, Aural 8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 547 ft.

OPERATION: Began September 1953. Hours, 9:30 a.m.-11 p.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WTOB.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: James W. Coan, 14.4%; Robert V. Brawley, 7.9%; John G. Johnson, 12.6%; Archibald Craige, 7.8%; Jonas S. Rice, 8.99%; Earl F. Slick, 17.9%; Thomas B. Rice, 9.8%; Albert L. Butler Jr., 13.5%; Gordon Hanes, 3.6%; Agnew H. Bahnsen Jr., 1.6%; Katherine K. Bahnsen, .002%, and Kenneth Mountcastle Jr., 1.9%. Same ownership as WOTV (TV) Richmond, Va.; WSGN-AM-FM Birmingham, Ala., WLOW Portsmouth, Va.

EXECUTIVES:

James W. Coan, pres. & film buy. Tracy Lounsbury, pgm. dir.
John G. Johnson, gen. mgr. James H. Hoke, ch. engr.
L. G. Long com. mgr. George Thomas, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40 (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 1.

NORTH DAKOTA

NORTH DAKOTA MARKET DATA BY COUNTIES

County	Television Households		Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
	Total Households	%			
Adams	1,200		5,474	1,038	142
Barnes	4,400	70	18,884	3,484	350
Benson	2,400	18	4,846	1,154	131
Billings	500		103		
Bottineau	3,100	36	11,068	1,884	276
Bowman	1,000		6,192	802	109
Burke	1,800	21	5,005	850	163
Burleigh	8,000	62	43,905	6,858	1,495
Cass	18,200	63	114,410	14,260	2,464
Cavalier	2,700	11	300	8,134	1,302
Divide	1,400		7,057	817	149
Dickey	2,500	35	7,923	1,355	260
Dunn	1,600		3,477	752	66
Eddy	1,200	33	5,895	1,074	157
Emmons	2,100	36	760	5,981	1,288
Foster	1,500	49	730	6,513	738
Golden Valley	900		3,918	851	85
Grand Forks	11,800	39	4,630	63,773	8,981
Grant	1,600	27	430	3,667	648
Griggs	1,300	65	850	5,907	937
Hettinger	1,800	16	290	6,365	1,044
Kidder	1,500	38	560	4,421	580
La Moure	2,400	45	1,070	9,012	1,561
Logan	1,300	30	380	3,577	536
McHenry	3,200	30	950	8,572	1,848
McIntosh	1,700	33	550	6,754	839
McKenzie	1,800			4,760	758
McLean	5,300	26	1,390	13,639	3,093
Mercer	2,100	28	590	7,044	1,059
Morton	5,300	64	3,400	21,121	4,120
Mountrail	2,500	21	540	10,200	1,487
Nelson	1,800	45	810	6,410	890
Oliver	500	39	190	651	129
Pembina	3,600	14	490	13,426	2,338
Pierce	2,100	29	610	8,810	1,050
Ramsey	3,500	24	820	18,954	3,304
Ransom	2,300	56	1,294	8,676	1,530
Renville	1,500	46	690	5,742	728
Richland	5,200	56	2,910	20,420	3,325
Rolette	2,300	14	310	8,252	1,507
Sargent	1,800	32	580	3,545	787
Sheridan	1,200	30	350	3,412	458
Sioux	600	16	100	1,229	82
Slope	500			387	113
Stark	4,100	13	510	20,326	2,693
Steele	1,200	57	680	2,669	564
Stutsman	6,700	37	2,510	28,837	4,796
Towner	1,400	11	160	5,292	806
Trail	3,000	61	1,830	13,017	1,813
Walsh	4,700	21	1,000	21,380	3,298
Ward	10,400	50	5,210	57,194	8,014
Wells	2,600	29	760	9,547	1,811
Williams	8,700			28,553	4,753
Total	167,800	37%	62,300	\$700,345	\$110,787

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BISMARCK
(Burleigh County)

KBMB-TV

LICENSEE: North Dakota Bcstg. Co. Address: 4000 Main Ave., Fargo, N. D. Phone: 5-4461.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 19.1 kw. Operating Pow.: Visual 38 kw, Aural 19.1 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 320 ft.; Above ground 279 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 19, 1955. Hours 4 p.m.-midnight.

AFFILIATION: Tv Network CBS.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Prince, Taylor & Cramp-ton; Consulting Engineer, Lloyd R. Amoo.

PRINCIPAL STOCKHOLDERS: Jamestown Bcstg. Co. (58.7%), owned by John Boler. North Dakota Bcstg. is licensee of KSJB Jamestown, KCJB-AM-TV Minot, and KXJB-TV Valley City, all N. D.

EXECUTIVES:

John W. Boler, pres. & gen. mgr.	Thomas Ahner, ch. engr.
Chester Rietan, com. mgr.	Judy Lawton, film buy.
Pete Emerson, pgm. dir. & news ed.	

RATE INFORMATION: Class A one hour (live) \$150 (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Specifications: 3/4 screen. Share screen. Frequency discounts from 25% for 13 times up to 260 times. Rate Card No. 1.

KFYR-TV

LICENSEE: Meyer Bcstg. Co. Address 200 1/2 Fourth St. Phone: Capitol 3-0900.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 667 ft.

OPERATION: Began Dec. 7, 1953. Hours, 1:45 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KFYR.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Etta Hoskins Meyer and family, 94.35%; F. E. Fitzsimonds, 5.3%, and others. Same ownership as KMOT (TV) Minot, N. D.

EXECUTIVES:

Etta Hoskins Meyer, pres.	Cal Culver, sta. mgr.
E. A. Fitzsimonds, exec. vp.	Larry Kindle, pgm. dir.
William A. Ekberg, gen. mgr.	Ivar Nelson, ch. engr.
A. L. Anderson, com. mgr. & film buy.	Jack Swenson, prom. mgr. & news ed.

RATE INFORMATION: Class A one hour (live) \$230, (film) \$200; minute spot (live) \$46, (film) \$40; ID \$20. ID Length 10 sec. Specifications: 2x2 slides or 4x5 telop. Full and share screen. Frequency discounts from 10% for 26 times up to 30% for 260 times. Rate Card No. 3.

DICKINSON
(Stark County)

KDIX-TV

(Target Date, Unknown)

LICENSEE: Dickinson Radio Assn. Address: 119 Second Ave. W.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 25.88 kw, Aural 12.94 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 837 ft.; Above ground 621 ft.

AFFILIATION: Station, Am, KDIX.

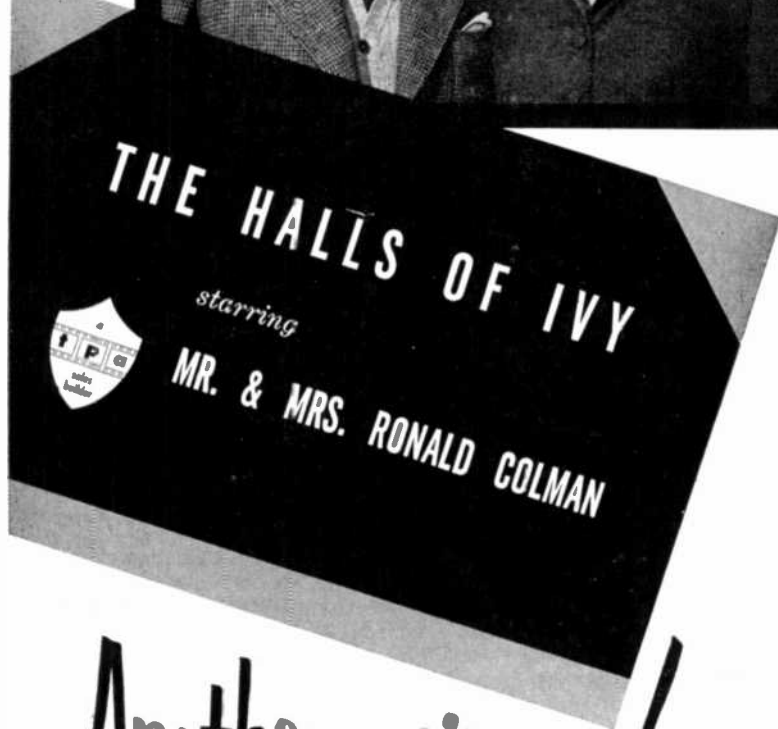
REPRESENTATIVES: Washington Attorney, Eugene L. Burke.

PRINCIPAL STOCKHOLDERS: Dr. P. J. Weir, 17.2%; F. P. Whitney, 17.2%; Orville F. Burda, 7.6%; W. K. Johnson, 17.2%; William O. Rabe, 17.2%; L. W. Veigel, 13.4%, and P. J. Baseflug, 10.1%.

EXECUTIVES:

P. J. Weir, pres.	Orville F. Burda, gen. mgr.
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BROADCASTING • TELECASTING



Another winner!

from the portfolio of **TPA** Sales Builders

Here's a show—THE HALLS OF IVY—showered with superlatives from every source. As a radio program, it won the highest critical acclaim . . . the most enthusiastic audience response . . . the most coveted awards and citations. As a television series, it's marked by the most lavish production . . . the most scintillating scripts . . . the top stars . . . the most inspired casting.

Critics say: "Keeps me glued to the chair in front of my TV set" . . . "brings literacy to the screen" . . . "great intelligence and charm" . . . "Colmans add class to TV" . . . "Bright and witty" . . . "most delightful and certainly the most humorous and best written."

You can bank on THE HALLS OF IVY attracting the higher-income, intelligent buyers who "enjoy adult television comedy."

For details on availabilities, get in touch with TPA . . . PLaza 5-2100.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

FARGO
(Cass County)

KXJB-TV (VALLEY CITY)

LICENSEE: North Dakota Bcstg. Co. Address: 4000 Main Ave. Phone: 5-4461. (For full listing see Valley City, N. D.)

WDAY-TV

LICENSEE: WDAY Inc. Address: American Life Bldg. Phone: 2-3371.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 66 kw, Aural 33 kw. Operating Pow.: Visual 66 kw, Aural 33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 392 ft.; Above ground 433 ft

EQUIPPED TO COLORCAST network programs.
OPERATION: Began July 1, 1953. Hours, 11:30 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WDAY.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessy.
PRINCIPAL STOCKHOLDERS: E. C. Reineke and wife, 55%; N. D. Black Jr. and family, 35.5%, and others. Mr. Black is pres.-publisher of Fargo Forum and Moorehead (Minn.) News.

EXECUTIVES:
 Earl C. Reineke, pres. Julius Hetland, tech. dir.
 Tom Barnes, gen. mgr. & com. mgr. Roy Pedersen, prom. mgr.
 Ken Kennedy, pgm. dir. & film buy. Norm Schrader, news ed.
RATE INFORMATION: Class AA one hour (live) \$400, (film) \$400; minute spot (live) \$85, (film) \$80; ID \$40. ID Length 10 sec. Specifications: 4x5 in. telop. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

GRAND FORKS
(Grand Forks County)

KNOX-TV

LICENSEE: Community Radio Corp. Address: P. O. Box 142. Phone: 4-4611.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 220 ft.; Above ground 252 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 11, 1955. Hours, 4:30-11 p.m.
AFFILIATIONS: Tv Network, NBC. Station, Am, KNOX.
REPRESENTATIVES: Sales, William G. Rambeau Co.; Bulmer & Johnson (Minneapolis); Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, C. J. Thomforde.
PRINCIPAL STOCKHOLDERS: Elroy H. Schroeder, 20%, Arthur Tweet, 20%; Don Whitman, 20%; Adolph Lund, 20%, and Fern Day, 20%.
EXECUTIVES:
 Elroy Schroeder, pres. Lyle Gilbertson, ch. engr.
 Robert C. Lukkason, natl. sls. mgr. & Margaret J. Bundlie, prom. mgr.
 film buy. Charles K. Bundlie, news ed.
 Bo West, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$255.50, (film) \$200; minute spot (live) \$48.25, (film) \$40; ID \$15. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 1.

MINOT
(Ward County)

KCJB-TV

LICENSEE: North Dakota Bcstg. Co. Postal Zone: 1. Address: 4000 W. Front St., Fargo. Phone: 51-161.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.4 kw. Operating Pow.: Visual 28.8 kw, Aural 14.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 416 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began April 4, 1953.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KCJB.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Prince, Taylor & Cramp-ton; Consulting Engineer, Lloyd R. Amoo.

PRINCIPAL STOCKHOLDERS: See KBMB-TV Bismarck, N. D.
EXECUTIVES:
 John W. Boler, pres. & gen. mgr. William H. Johnson, dir. news & pub. rel.
 Chester Rietan, res. mgr. Joe Main, tech. dir.

KMOT (TV)

(Target Date, Unknown)

LICENSEE: Meyer Bcstg. Co. Address: 200 1/2 Fourth St., Bismarck, N. D. Phone: Capital 3-0900.

FACILITIES: Ch 10. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.78 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 90 ft.; Above ground 130 ft.
REPRESENTATIVES: Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDERS: See KFVR-TV Bismarck, N. D.
EXECUTIVES:
 Etta Hoskins Meyer, pres. F. E. Fitzsimonds, exec. vp. & treas.

VALLEY CITY
(Barnes County)

KXJB-TV (FARGO)

LICENSEE: North Dakota Bcstg. Co. Address: 4000 Main Ave., Fargo, N. D. Phone: Phone: 5-4461.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 57.5 kw. Operating Pow.: Visual 100 kw, Aural 57.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,090 ft.; Above ground 1,085 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Aug. 12, 1954. Hours, 9:30 a.m.-midnight.
AFFILIATIONS: Tv Network, CBS. Station, Am, KXJB.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Prince, Taylor & Cramp-ton; Consulting Engineer, Lloyd R. Amoo.
PRINCIPAL STOCKHOLDERS: See KBMB-TV Bismarck, N. D.
EXECUTIVES:
 John W. Boler, pres. & gen. mgr. Robert Ridgway, studio, ch. engr.
 William L. Hurley, sls. vp. Lloyd Erickson, trans. ch. engr.
 Judy Lawton, pgm. dir. & film buy. Robert Dunnom, prom. mgr.
 Lloyd Amoo, vp. & ch. engr. Hal Kennedy, news ed.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$450; minute spot (live) \$98, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5 to 25% for 26 times up to 25% for 260 times. Rate Card No. 4.

WILLISTON
(Williams County)

(CP)

(Target Date, Unknown)

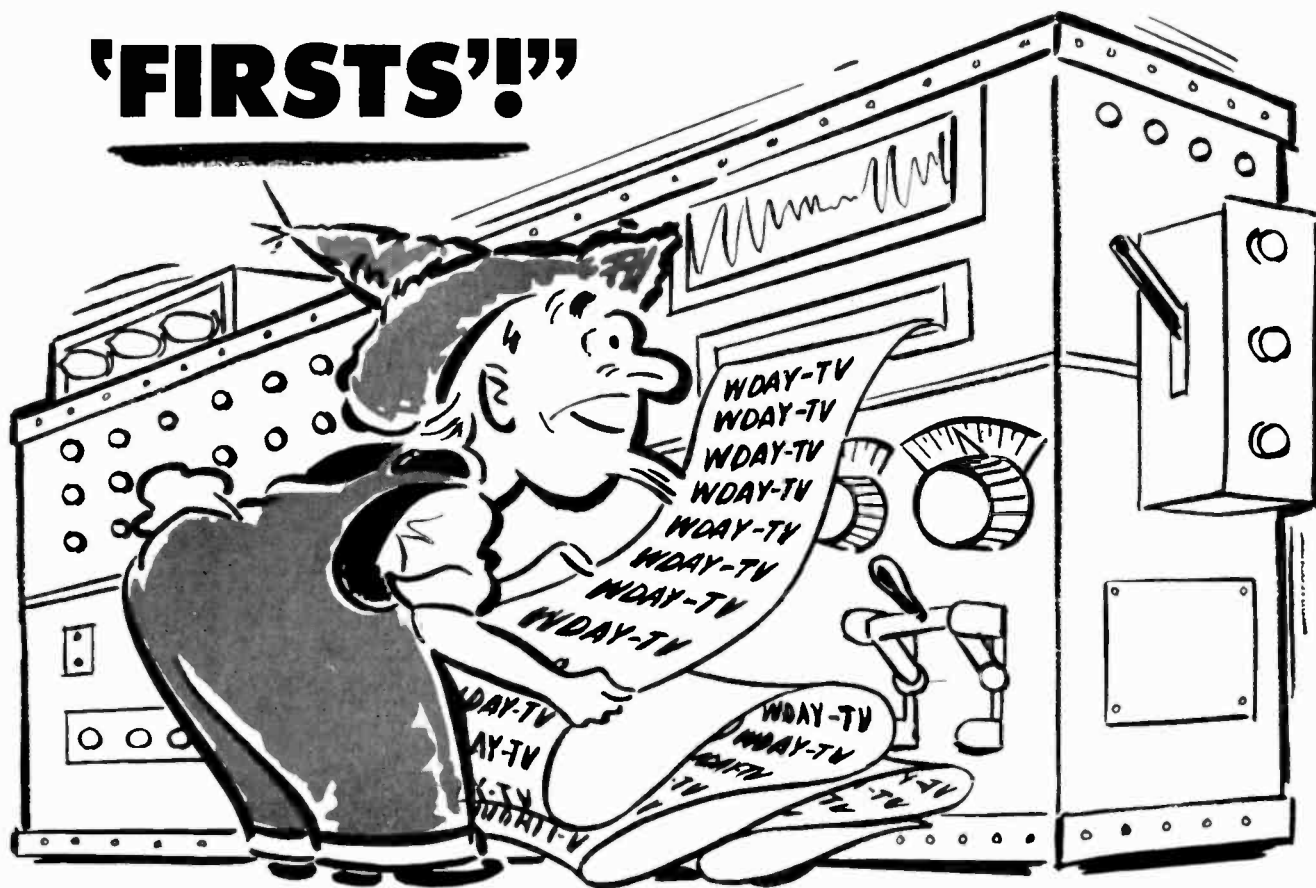
LICENSEE: Meyer Bcstg. Co.
FACILITIES: Ch. 8.
PRINCIPAL STOCKHOLDERS: See KFVR-TV Bismarck, N. D.

OHIO

OHIO MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	6,700	67	4,490	16,991	3,412
Allen	29,400	68	20,110	115,750	25,186
Ashland	11,100	79	8,770	40,324	7,644
Ashtabula	26,300	84	22,040	113,737	25,409
Athens	12,600	56	7,090	36,659	8,843
Auglaize	10,100	75	7,560	37,056	8,506
Belmont	27,000	75	20,200	72,545	26,492
Brown	7,300	73	5,350	18,153	3,728
Butler	47,800	86	40,920	199,248	43,157
Carroll	5,800	82	4,740	14,869	3,873
Champaign	8,800	73	6,420	29,885	6,119
Clerk	37,200	85	31,430	148,122	32,550
Clermont	13,500	82	11,120	51,936	12,630
Clinton	8,600	74	6,340	33,139	6,941
Columbiana	32,400	77	24,850	118,549	29,554
Coshocton	10,400	52	5,420	30,911	6,857
Crawford	13,000	73	9,460	49,105	9,561
Cuyahoga	455,600	89	404,120	2,005,983	470,684
Darke	13,500	83	11,180	48,121	9,510
Defiance	8,500	74	6,300	41,192	7,682
Delaware	9,200	78	7,190	30,588	6,059
Erie	17,700	81	14,390	71,338	17,144
Fairfield	17,100	79	13,420	62,711	15,168
Fayette	7,700	70	5,410	31,997	6,013
Franklin	167,100	86	143,540	761,591	164,157
Fulton	8,300	81	6,730	38,731	5,721
Gallia	6,800	70	4,780	22,645	5,509
Geauga	8,300	66	5,440	28,025	6,837
Greene	20,200	80	16,100	71,668	16,188
Guernsey	11,700	61	7,140	29,963	7,238
Hamilton	251,500	87	218,550	1,049,383	232,688
Hancock	15,600	77	12,070	57,945	11,618
Hardin	9,300	75	6,990	27,822	6,563
Harrison	5,900	66	3,920	13,254	3,478
Henry	7,100	76	5,410	30,011	6,766
Highland	9,600	69	6,640	34,931	7,371
Hocking	5,700	76	4,350	19,480	4,237
Holmes	5,400	74	4,010	12,789	3,006
Huron	12,900	72	9,340	47,333	9,799
Jackson	8,600	73	6,280	29,225	5,999
Jefferson	28,300	84	23,860	117,609	32,230
Knox	11,600	74	8,530	40,025	8,472
Lake	27,000	85	22,980	130,967	31,339
Lawrence	14,800	78	11,510	43,071	12,599
Licking	23,800	62	14,730	88,905	21,123
Logan	10,700	74	7,910	44,157	10,391
Lorain	48,700	86	41,980	205,992	52,526
Lucas	131,500	86	112,700	567,984	127,120
Ludlow	6,500	77	4,990	32,336	5,752
Mahoning	78,300	82	63,970	345,598	86,550
Marion	17,200	79	13,520	66,095	13,726
Medina	13,700	85	11,660	53,002	11,739
Meigs	7,100	67	4,770	21,005	4,591
Mercer	8,800	63	5,570	37,467	6,168
Miami	21,000	83	17,470	83,150	18,586
Monroe	4,600	59	2,700	7,864	1,647
Montgomery	134,400	88	117,600	602,477	135,155
Morgan	4,200	61	2,550	10,644	2,001
Morrow	5,300	77	4,070	13,432	2,567

"LOOKIT ALL THEM WDAY-TV 'FIRSTS'!"



YOU don't need an electronic brain to figure WDAY-TV's audience preference. Just look at the ARB figures!

WDAY-TV gets more than FOUR TIMES as many afternoon viewers as the next station — more than TWICE as many nighttime viewers!

WDAY-TV has 23 of the 25 most popular NETWORK shows in the area—14 of the top 15 FILM shows—all 10 top DAYTIME shows!

In addition to Fargo-Moorhead, the Survey covered four other metropolitan areas — each between 40 and 50 miles away!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives



AMERICAN RESEARCH BUREAU, INC.
NORTH DAKOTA: Fargo, Valley City, Hillsboro, Wahpeton
MINNESOTA: Moorhead, Fergus Falls, Breckenridge
November 13-19, 1955

	AVERAGE WEEKLY RATINGS	
	WDAY-TV	Station B
12:00 - 5:00 p.m. Monday thru Friday	18.6	4.0
5:00 - 6:00 p.m. Monday thru Friday	33.8	8.7
6:00 - 10:30 p.m. Sunday thru Saturday	40.5	17.6

EXCLUSIVE WDAY-TV

"SHOPPER STOPPER" MERCHANDISING PLAN!

Our foodstore plan featuring mass, end-of-aisle displays in Fargo-Moorhead super-markets is **PRODUCING RESULTS**. Want some yourself?

Plan includes:

- 1 Free mass displays in all participating "supers" in one-week period — simultaneously.
- 2 Free daily mention of Shopper Stopper Plan, with product identification, on WDAY-TV.
- 3 Free mats, shelf-talkers and price cards — all with Shopper Stopper trademark — for use as tie-in material.

OHIO MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Muskingum	24,200	64	15,510	85,936	19,527	3,074
Noble	3,600	61	2,190	9,001	1,133	155
Ottawa	9,800	77	7,500	36,924	8,547	581
Paulding	4,800	63	3,010	15,073	2,510	217
Perry	8,700	79	6,840	20,286	5,576	361
Pickaway	8,000	80	6,380	32,474	5,694	692
Pike	6,700	70	4,700	21,862	5,248	494
Portage	20,200	83	16,690	82,334	21,618	2,176
Preble	8,900	81	7,200	25,713	5,163	485
Putnam	7,700	73	5,630	25,518	4,351	460
Richland	30,300	80	24,300	129,939	36,387	3,048
Ross	16,500	78	12,890	57,931	14,218	1,538
Sandusky	15,900	71	11,290	66,950	13,197	1,253
Scioto	29,700	72	21,440	92,748	21,764	2,134
Seneca	17,000	80	13,670	61,179	13,525	1,702
Shelby	9,000	74	6,630	32,636	8,031	662
Stark	92,100	84	77,640	373,689	92,617	9,636
Summit	136,500	87	118,210	581,548	139,360	17,792
Trumbull	50,600	85	42,960	199,624	52,447	5,449
Tuscarawas	23,000	81	18,610	79,456	18,692	1,714
Union	6,700	77	5,150	26,654	4,313	526
Van Wert	9,200	71	6,500	29,391	6,786	672
Vinton	2,900	73	2,100	5,310	1,339	98
Warren	12,500	79	9,810	47,613	11,794	877
Washington	14,400	57	8,180	43,268	9,935	1,294
Wayne	18,200	74	13,400	71,965	14,084	1,866
Williams	9,000	77	6,970	30,932	6,436	831
Wood	18,700	85	15,840	65,143	15,532	1,487
Wyandot	6,500	79	5,150	22,520	4,312	600
Total	2,610,100	82%	2,149,070	\$10,579,152	\$2,438,305	\$311,133

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

AKRON

(Summit County)

WAKR-TV

LICENSEE: Summit Radio Corp. Postal Zone: 20. Address: 853 Copley Rd. Phone: Portage 2-8811.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 58.9 kw. Operating Pow.: Visual 110 kw, Aural 58.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 488 ft.

OPERATION: Began July 19, 1953. Hours, 1 p.m.-12:35 a.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WAKR. Fm, WAKR-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer: Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Beacon Journal Publishing Co. (Akron Beacon-Journal—Knight), 45%; Viola G. Berk, 45%. For other Knight broadcast and newspaper interests see WIND-TV Chicago.

EXECUTIVES:

S. Bernard Berk, pres. Robert I. Bostian, pgm. dir.
 Roger G. Berk, vp., & prom. mgr.
 gen. mgr. & film buy. Irwin L. Knopp, ch. engr.
 Kenneth M. Keegan, vp. & dir. sls. Edward T. McDonald, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Specifications: Block letter upper right hand corner. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

ASHTABULA

(Ashtabula County)

WICA-TV†

LICENSEE: WICA Inc. Address: Jefferson Road. Phone: 32-126.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 19.2 kw, Aural 12 kw. Transmitter: RCA. Antenna Height: Above average terrain 330 ft.; Above ground 358 ft.

OPERATION: Began Sept. 18, 1953.

AFFILIATIONS: Stations, Am, WICA. Fm, WICA-FM.

REPRESENTATIVES: Washington Attorney, Robert F. Jones; Consulting Engineer, Gautney & Jones.

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PRINCIPAL STOCKHOLDERS: D. C. Rowley, 52% and Olive D. Rowley and family, 48%. Same ownership as Ashtabula Star-Beacon, Conneaut News-Herald, Geneva Free Press, Painesville Telegraph, all Ohio.

EXECUTIVES:

D. C. Rowley, pres. John Strasen, pgm. dir. & film buy.
 John A. Colin, vp. & gen. mgr. George Murray, traff. & off. mgr.
 D. W. Fasset, bus. mgr. Frank Bernato, ch. engr.

WICA-TV† has suspended operation but has not returned its CP.

CANTON
(Stark County)

WTLC (TV)

(Target Date, Unknown)

LICENSEE: Tri-Cities Telecasting Inc. Address: 848 Market Ave. N.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 107 kw. Transmitter: GE. Antenna Make: Workshop. Height: Above average terrain 673 ft.; Above ground 640 ft.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Morton Frank and wife, 28%; following, each with 9.4%: W. R. Persons Jr., F. W. Danner, Oral S. Pflug, Ethel M. Pritz, S. M. Sparks, Michael Rocco, D. M. Stein; D. B. Hanna, 5%; and others. Mr. Frank publishes weekly Canton Economist and Stark County Times. Mr. Pflug owns weekly Steubenville (Ohio) Jeffersonian.

EXECUTIVES:

Frank Morton, pres. Wallace R. Persons Jr., vp.

CINCINNATI

(Hamilton County)

WCET (TV)*

(*Non-Commercial Educational)

LICENSEE: Greater Cincinnati Television Educational Foundation. Postal Zone: 10. Address: 1243 Elm St. Phone: Dunbar 1-4033.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 15.1 kw, Aural 8.13 kw. Operating Pow.: Visual 15.1 kw, Aural 8.13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 583 ft.

OPERATION: Began July 26, 1954. Hours, 8:30 a.m.-9 p.m.

REPRESENTATIVES: Consulting Engineer, R. J. Rockwell, (Crosley Bcstg. Corp.)

EXECUTIVES:

Dr. Claude V. Courter, John D. Morris, pgm. dir.
 chmn. bd. of trustees James R. Leonard, ch. engr.
 Uberto T. Neely, gen. mgr. Fred Thomas, pub. rel. dir.

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc. Postal Zone: 6. Address: 2345 Symmes St. Phone: Capitol 1-0777.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 158 kw. Operating Pow.: Visual 309 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 665 ft.; Above ground 545 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July, 1949. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WCPO. Fm, WCPO-FM.

REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: E. W. Scripps Co. is majority owner. For Scripps broadcast and newspaper interests see WEWS (TV) Cleveland, Ohio.

EXECUTIVES:

Jack R. Howard, pres. Paul Adams, ch. engr.
 M. C. Watters, vp. & gen. mgr. Harvey Freeman, film dir.
 Ed Weston, asst. gen. mgr. Dave Wilson, prom. mgr.
 Glenn C. Miller, sta. mgr. Jack Fogarty, news ed.
 C. L. Doty, pgm. dir.

RATE INFORMATION: Class A minute spot (live) \$200, (film) \$200; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 8.

CINCINNATI (Cont.)

WKRC-TV

LICENSEE: Radio Cincinnati Inc. Postal Zone: 2. Address: 800 Broadway. Phone: Garfield 1-1331.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 523 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 4, 1949. Hours, 7 a.m.-1 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Koteen & Burt; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Cincinnati Times-Star Co. (Cincinnati Times-Star). Publishing firm is principally owned by Taft family. Licensee owns WTVN-AM-TV Columbus, Ohio, and 30% of WBIR-AM-FM-TV Knoxville, Tenn.

EXECUTIVES:

Hulbert Taft Jr., pres.	Ralph Mleska, ch. engr.
David G. Taft, exec. vp. & gen. mgr.	George Rogers, com. prod. mgr.
Robert T. Schlinkert, gen. sls. mgr.	Barry Hersh, film buy.
Kenneth W. Church, vp. & natl. sls. mgr.	John J. Walsh, prom. mgr.
Paul E. Shumate, pgm. dir.	Don L. Chapin, New York sls. rep.
	Pat Boisseau, news dir.

RATE INFORMATION: Class AA one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$250, (film) \$250; ID \$125. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts. Rate Card No. T-10.

WLWT (TV)

LICENSEE: Crosley Bcstg. Corp. Postal Zone: 2. Address: 140 W. Ninth St. Phone: Cherry 1-1822.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Height: Above average terrain 680 ft.; Above ground 583 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 9, 1948. Hours, 6:45 a.m.-1:05 a.m.

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

REPRESENTATIVES: Sales, Crosley Sales; NBC Spot Sales; Washington Attorney, Hogan & Hartson; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Owned by Avco Manufacturing Corp. (which owns appliance and electronics companies, manufactures airplane engines, farm implements, heavy machinery.) Crosley Broadcasting Co. also owns WLWC (TV) Columbus, WLWD (TV) Dayton, both Ohio, and WLWA (TV) Atlanta, Ga.

EXECUTIVES:

J. D. Shouse, chmn. of bd.	Steve Crane, com. mgr.
Robert E. Dunville, pres. & gen. mgr.	Abe Cowan, pgm. dir.
John T. Murphy, tv vp.	Mary Renn, pgm. adm.
K. T. Murphy, vp. & treas.	R. J. Rockwell, ch. engr.
H. P. Lasker, vp. in chg. of sls.	Howard Lepple, tv tech. adm. asst.
Gilbert Kingsbury, vp. in chg. pub. rel.	R. K. Jones, dir. client serv. dept.
George Henderson, gen. tv. sls. mgr.	Ray Shannon, prom. mgr.
	Terry Flynn, news ed.

RATE INFORMATION: Class AA one hour (live) \$1,000; minute or 20 second spot \$250; ID \$125. Class A one hour (live) \$900; minute or 20 second spot (live) \$100; ID \$40. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 10.

WQXN-TV

(Target Date, Unknown)

LICENSEE: R. W. Rounsaville. Postal Zone: 36. Address: 3165 Mathieson Dr., N.E., Atlanta, Ga.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 67.6 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 489 ft.

AFFILIATION: Station, Am, WCIN.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville, 100%. For Mr. Rounsaville's broadcast interests see WQXI-TV Atlanta, Ga.

EXECUTIVES:

Robert W. Rounsaville, own.	Ralph B. Johnson, gen. mgr.
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BROADCASTING • TELECASTING

CLEVELAND
(Cuyahoga County)

KYW-TV

LICENSEE: Westinghouse Bcstg. Co. Inc. Postal Zone: 14. Address: 815 Superior Ave., N.E. Phone: Cherry 1-0942.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 905.5 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began October 1948. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KYW. Fm, KYW-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, John W. Steen, New York.

PRINCIPAL STOCKHOLDERS: For WBC interests, see KDKA-TV Pittsburgh, Pa.

EXECUTIVES:

Rolland V. Tooke, vp. & gen. mgr.	Sidney V. Stadig, ch. engr.
John L. McClay, asst. to vp.	Edward Wallis, adv. & sls. prom. mgr.
Albert P. Krivin, sls. mgr.	
Albert Downing, merch. dir.	Sanford Markey, news ed.
E. Preston Stover, pgm. mgr.	

RATE INFORMATION: Class A one hour (live) \$1,400; minute spot (live) \$300, (film) \$300; ID \$150. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 9.

WERE-TV

(Target Date, Unknown)

LICENSEE: Cleveland Bcstg. inc. Postal Zone: 15. Address: Bulkley Bldg. Phone: Superior 1-9600.

FACILITIES: Ch. 65. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 434 ft.

AFFILIATIONS: Stations, Am, WERE. Fm, WERE-FM.

REPRESENTATIVES: Washington Attorney, Spearman & Roberson; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Ray T. Miller and family, 45%, and others.

EXECUTIVES:

Ray T. Miller, pres.	Edwin Stevens, pgm. dir.
Richard M. Klaus, gen. mgr.	Harry Dennis, ch. engr.
Charles A. Dunbar, com. mgr.	Jerry Bowman, news ed.

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc. Postal Zone: 14. Address: 1816 E. 13th St. Phone: Tower 1-5454.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 60.3 kw. Operating Pow.: Visual 93.3 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,020 ft.; Above ground 851 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 17, 1947. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Dempsey & Koplovitz.

PRINCIPAL STOCKHOLDERS: E. W. Scripps Co. is majority stockholder. Scripps-Howard Radio Inc. is the licensee of WCOPO-AM-FM-TV Cincinnati, Ohio, and WNOX Knoxville, Tenn. Memphis Pub. Co., a Scripps company, is owner of WMC, WMCF (FM) and WMCT (TV) Memphis, Tenn. Scripps-Howard Radio Inc. also is the licensee of WCOPO-AM-FM-TV Cincinnati, Cincinnati Post, Pittsburgh Press, Columbus (Ohio) Citizen, 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, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald.

EXECUTIVES:

Jack R. Howard, pres.	John H. Foley, loc. adv. mgr.
James C. Hanrahan, gen. mgr.	Joseph B. Epperson, ch. engr.
J. Harrison Hartley, sta. dir.	John J. Richards, film dir.
Floyd E. Weidman, gen. exec.	Donald L. Parris, news dir. & sp. events dir.
Betty Cope, exec. pgm. mgr.	
Jay S. Kerekes, natl. adv. mgr.	

RATE INFORMATION: Class A one hour (live) \$1,250, (film) \$1,150; minute spot (live) \$400, (film) \$400; ID \$165. ID Length 10 sec. Frequency discounts. Rate Card No. 12.

CLEVELAND (Cont.)

WHK-TV

(Target Date, Unknown)

LICENSEE: Forest City Pub. Co. Address: 5000 Euclid Ave.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 219 kw. Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 759 ft.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky.

PRINCIPAL STOCKHOLDERS: Forest City Pub. Co. (Cleveland Plain Dealer and News) also owns 40% of WKBN-AM-FM-TV Youngstown, Ohio.

EXECUTIVE:

Sterling E. Graham, pres.

WJW-TV

LICENSEE: Storer Bcstg. Co. Postal Zone: 15. Address: 1630 Euclid Ave. Phone: Tower 1-6080.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 775 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 17 1949. Hours, 7 a.m.-1 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.
Ben Wickham, mgng. dir.
Maurice McMurray, natl. sls. mgr.
Frank Barron, loc. sls. mgr.
Richard C. Wright, pgm. ops. dir.
& film buy.H. A. Brinkman, ch. engr.
Ted Anthony, dir. of prom. &
publicity
Ken Armstrong, news ed.

RATE INFORMATION: Class A one hour (live) \$1,700, (film) \$1,700; minute spot (film) \$400; ID \$200. ID Length 8/10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 10.

COLUMBUS

(Franklin County)

WBNS-TV

LICENSEE: Dispatch Printing Co. Postal Zone: 15. Address: 34 S. 3rd St. Phone: Capital 4-9265.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 123 kw. Operating Pow.: Visual 219 kw, Aural 123 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 710 ft.; Above ground 839 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began October 1949. Hours, 7 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Owned by the Wolfe family. Licensee publishes Ohio State Journal and Columbus Dispatch.

EXECUTIVES:

Preston Wolfe, pres.
Richard A. Borel, gen. mgr.
R. D. Thomas, com. mgr.
Jerome R. Reeves, pgm. dir.Lester Nafzger, ch. engr.
Betty Dixon, film buy.
Barbara Haddox, prom. mgr.
Chet Long, news ed.

RATE INFORMATION: Class AA one hour (live) \$825, (film) \$825; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 10 sec. Specifications: 16mm, 35mm slide. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 6.

WHAT MAKES COLUMBUS A MARKET?

Last year in Columbus . . . 551,000 people spent 146 million dollars on food alone!

Each day in Columbus . . . WBNS-TV's influence is reflected in the sales volume of 3,774 drug, food and variety stores.

Each week in Columbus . . . 7 major shopping centers serve over a million customers.

Every year in Columbus . . . WBNS-TV is first choice with advertisers and viewers in Mid-Ohio, where both market and station are too important to overlook.

WBNS-TV
channel 10
columbus, ohio

CBS-TV NETWORK—Affiliated with Columbus Dispatch and WBNS-AM. General Sales Office, 33 North High St.

REPRESENTED BY BLAIR TV

WBNS-TV
COVERAGE FACTSTotal population . . . 1,872,900
Total Families . . . 556,000
Total TV homes . . . 500,400

LEADING CITIZEN
in a LAND OF PROMISE...

WJW-TV



*Industrial expansion nearing \$3 Billion!
Unequaled transportation facilities!
Vast, well-trained working force!
Superb geographical situation!*

A vital part of booming Cleveland is WJW-TV, now housed in a handsome new Williamsburg colonial structure in the heart of the downtown area. Presenting the tops in television programming and public service to the market that tops the country in television set saturation, this basic CBS outlet will carry your sales story to new heights in the Best Location in the Nation.

WJW-TV Channel 8 (Formerly WXEL)

Represented Nationally by The Katz Agency

COLUMBUS (Cont.)

WLWC (TV)

LICENSEE: Crosley Bcstg. Corp. Postal Zone: 2. Address: 3165 Olentangy River Road. Phone: Amherst 3-5441.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 576 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 3, 1949. Hours, 6:45 a.m.-1:05 a.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Crosley Bcstg. Corp.; Bomar Lowrance & Assoc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati, Ohio.
Robert E. Dunville, pres. Charles Sloan, ch. engr.
James Leonard, vp. & gen. mgr. Mary Renn, film buy.
Charles Dodsworth, sls. mgr. Jack Kavanaugh, prom. mgr.
Bud Gillis, pgm. dir. M. A. Durea, news ed.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$175, (film) \$175; ID \$60. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 weeks up to 10% for 26 weeks. Rate Card No. 8.

WOSU-TV*

(*Non-Commercial Educational)

LICENSEE: Ohio State U. Postal Zone: 8. Address: Corner W. Land & N. Starr Rd. Phone: Axminster 9-3148.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 115 kw. Operating Pow.: Visual 214 kw, Aural 115 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 593 ft.

OPERATION: Began Feb. 20, 1956. Hours, 3-9:30 p.m.

AFFILIATIONS: Stations, Am, WOSU. Fm, WOSU-FM.

REPRESENTATIVES: Attorney, Attorney General of Ohio.

EXECUTIVES:
Richard B. Hull, dir. William G. Wilcox, prom. mgr.
G. Robert Holsinger, pgm. dir. Ted Toews, news ed.

WTVN-TV

LICENSEE: WTVN Inc. Postal Zone: 23. Address: 753 Harmon Ave. Phone: Capital 8-5801.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 643 ft.

OPERATION: Began Aug. 30, 1949. Hours, 9 a.m.-1 a.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, WTVN.

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

PRINCIPAL STOCKHOLDERS: Owned by Radio Cincinnati Inc. (see WKRC-TV Cincinnati).

EXECUTIVES:
Hulbert Taft Jr., pres. Joseph A. Jenkins, pgm. dir.
Kenneth W. Church, exec. vp. William H. Hansher, ch. engr.
J. W. McGough, gen. mgr. J. W. McGough, film buy.
R. C. Wiegand, asst. gen. mgr. & Bruce M. Johns, prom. mgr.
natl. sls. mgr. Earl Green, news ed.
Edwin G. Richter, loc. sls. mgr.

RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$160, (film) \$160; ID \$64. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 or 26 times up to 30% for 260 times. Rate Card No. 10.

DAYTON
(Montgomery County)

WHIO-TV

LICENSEE: Miami Valley Bcstg. Corp. Postal Zone: 1. Address: 1414 Wilmington Ave. Phone: Madison 6581.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,140 ft.; Above ground 1,096 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began January 1949. Hours, 9 a.m.-1:15 a.m.

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

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REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDERS: Owned by former Ohio Gov. James M. Cox and family. Other Cox properties are WSB-AM-FM-TV Atlanta, Ga.; and 42.5% of WCKR and WCKT (TV) Miami, Fla. Cox newspapers are Dayton (Ohio) News and Journal-Herald, Atlanta (Ga.) Journal and Constitution, Springfield (Ohio) News and Sun, and Miami (Fla.) News.

EXECUTIVES:

James M. Cox Jr., pres. Chuck Gay, pgm. dir., film buy. & prom. mgr.
Robert H. Moody, gen. mgr. Ernest L. Adams, ch. engr.
Harvey R. Young Jr., com. mgr. Don Wayne, news ed.

RATE INFORMATION: Class AA one hour (live) \$850; minute spot (live) \$200; ID \$75. Class A one hour (live) \$750; minute spot (live) \$150, (film) \$150; ID \$55. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 8.

WIFE (TV)†

LICENSEE: Skyland Bcstg. Corp. Postal Zone: 2. Address: 380 W. First St. Phone: Michigan 5601.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 132 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 650 ft.

OPERATION: Began October 1953.

AFFILIATION: Station, Am, WONE.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Ronald B. Woodyard, 29.1%; Loren M. Berry, 16.71%; Gustav Hirsch, 16.71%; Fred L. Krumholtz, 4.55%; Wm. E. Stoecklein, 5.33%, and others. Mr. Woodyard owns 50.8% of WAAA Winston-Salem, N. C., and 50% of WTVQ (TV) Pittsburgh, Pa. Mr. Berry also owns 21.21% and Mr. Hirsch 7.9% of WEOL-AM-FM-TV Elyria, Ohio.

EXECUTIVES:

Ronald B. Woodyard, pres. & gen. mgr.

†WIFE (TV) has suspended operation but has not returned its CP.

WLWD (TV)

LICENSEE: Crosley Bcstg. Corp. Postal Zone: 9. Address: 4595 S. Dixie Hwy. Phone: Walnut 2101.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 459 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 15, 1949. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Crosley Sales; Bomar Lowrance & Assoc.; NBC Spot Sales; Washington Attorney, Hogan & Hartson; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati.

EXECUTIVES:

Robert E. Dunville, pres. Lester Sturgill, ch. engr.
Dale A. Smith, com. mgr. Dorothy Sanders, prom. mgr.
Robert Provence, pgm. dir. Alan Herbert, news ed.

RATE INFORMATION: Class AA one hour (live) \$800; minute and 20 second spot (live) \$175; ID \$70. ID Length 8 sec. Full screen. Frequency discounts.

ELYRIA
(Lorain County)

WEOL-TV

(Target Date, Unknown)

LICENSEE: Elyria-Lorain Bcstg. Co. Address: Elyria Savings & Trust Bldg. Phone: 2255.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 85.2 kw, Aural 46.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 280 ft.; Above ground 317 ft.

AFFILIATION: Stations, Am, WEOL. Fm, WEOL-FM.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Roy W. Ammel, 24.09%; Loren M. Berry, 21.21%; Gustav Hirsch, 7.9%, and others. Messrs. Berry and Hirsch each own 16.71% of WIFE (TV) Dayton, Ohio.

EXECUTIVES:

Roy W. Ammel, pres. Harold E. Kane, ch. engr.
Richard E. Barrett, sta. mgr.

How to really make friends

and influence sales . . .

for as low as **42¢ per thousand**

HERE'S A GREAT MARKET

Market Data

Set Count	511,310
Families	593,200
Retail Sales	\$3,361,973,000 (Sales Management)
Coverage	26 Ohio Counties, 10 Indiana Counties

WE'VE CAPTURED* THE MARKET

High Ratings

ARB, Pulse and Nielsen—an average of all three—gives WHIO-TV a rating of 9 or better out of the first 10 shows for February, March, April and May.

YOURS—AT A LOW, LOW COST PER THOUSAND

Low Cost per Thousand (examples)

Little Rascals (participating) with a 21.6 rating* delivers for 42c per thousand per spot. Four nights at 6 P. M.

Roy Rogers Ranch, from 5 to 6 P. M. Saturday with a 23.9 rating* delivers the full hour show for \$1.69 per thousand.

National Representative, George P. Hollingbery

*All ratings are an average of Pulse, ARB and Nielsen.

CHANNEL **7** DAYTON, OHIO



One of America's
great area stations

LIMA
(Allen County)

WIMA-TV

LICENSEE: WLOK Inc. Address: 1424 Rice Ave. Phone: 53010.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 9.55 kw. Operating Pow.: Visual 16.2 kw, Aural 9.55 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 340 ft.; Above ground 348 ft.

OPERATION: Began April 17, 1953. Hours, 10 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WIMA. Fm, WIMA-FM.

REPRESENTATIVES: Sales, H-R Tv; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: George E. Hamilton, 50%, and R. W. and F. E. Mack, 50%.

EXECUTIVES:

George E. Hamilton, pres.

R. W. Mack, gen. mgr.

J. L. Spring, com. mgr. & prom. mgr.

Easter Straker, pgm. dir.

Maury Lamb, ch. engr.

Don Sherwood, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MANSFIELD

(Richland County)

WTVG (TV)

(Target Date, Unknown)

LICENSEE: Fergum Theatres Inc. Address: Madison Theatre.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.12 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 710 ft.; Above ground 542 ft.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: William N. Skirball, 40.7%; Jack N. Skirball, 40.7%, and others.

EXECUTIVES:

William N. Skirball, pres.

Jack H. Skirball, vp.

MASSILLON

(Stark County)

WMAC-TV

(Target Date, Unknown)

LICENSEE: Midwest Tv Co. Address: 500 Security Bldg., Toledo, Ohio.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 99 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 430 ft.; Above ground 524 ft.

AFFILIATION: Station, Am, WMAC.

REPRESENTATIVES: Washington Attorney, McGrath & Brown; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Edward Lamb Enterprises, 100%. For other Lamb broadcast properties see WICU (TV) Erie, Pa.

EXECUTIVES:

Edward Lamb, pres.



Here's Toledo
at Deadline...

WSPD-TV's newest daily show, "Deadline," has become a viewing must in Northwestern Ohio's Billion Dollar Market.

All in one smoothly blended half hour program, 4 well known WSPD-TV personalities colorfully deliver national news, local news, sports news and weather, at a fast-moving pace.

Buy a participation in "Deadline" and your sales results will show you just how conscientiously Northwestern Ohioans keep every "Deadline" date.

Call Katz or Cherry 8-6201, Toledo, direct.

WSPD

**RADIO
TELEVISION
TOLEDO, OHIO**

Represented Nationally
by KATZ

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

OXFORD

(Butler County)

(Target Date, Unknown)

(*Non-Commercial Educational)

WMUB-TV*

LICENSEE: Miami U., Oxford.

FACILITIES: Ch. 14.

STUEBENVILLE

(Jefferson County)

WSTV-TV

LICENSEE: WSTV Inc. Address: 428 Market St. Phone: Atlantic 2-6265.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 117 kw.
 Operating Pow.: Visual 234 kw, Aural 117 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 950 ft.; Above ground 881 ft.

OPERATION: Began Dec. 10, 1953. Hours, 6:45 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WSTV. Fm, WSTV-FM.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Kirkland, Fleming,
 Green, Martin & Ellis; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Jack N. Berkman, 15.31%; Louis Berkman, 15.31%;
 Allen H. Berkman, 8.12%; John J. Laux and Selma Laux, 12.49%, and others.
 Same interests own WFPG-AM-TV Atlantic City, WPIT Pittsburgh and WBMS
 Boston. Purchase of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkers-
 burg, both W. Va., pending FCC approval.

EXECUTIVES:

Jack Berkman, pres.	Clyde Higgins, pgm. coor.
John J. Laux, gen. mgr.	Charles Shepherd, ch. engr.
Joseph M. Troesch, com. mgr. & film buy.	Bill McClinton, prom. mgr.
George Wilson, pgm. coor.	Scott McMurray, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot
 (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Full screen. Frequency
 discounts. Rate Card No. 1.

TOLEDO

(Lucas County)

WSPD-TV

LICENSEE: Storer Bcstg. Co. Postal Zone: 4. Address: 136 Huron St. Phone:
 Cherry 8-6201.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.
 Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Standard Elec-
 tronics. Antenna Make: Blaw-Knox. Height: Above average terrain 970 ft.;
 Above ground 999 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July, 1948. Hours, 8 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WSPD. Fm, WSPD-FM.

BROADCASTING • TELECASTING

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes &
 Albertson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.	Bill Stringfellow, ch. engr.
Allen L. Haid, vp. & mgng. dir.	Elaine Phillips, film buy.
Bill Ashworth, natl. sls. mgr.	Liz Wagner, prom. mgr.
Al Ruhfel, pgm. dir.	Jim Uebelhart, news ed.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot
 (live) \$170, (film) \$170; ID \$85. ID Length 7 sec. Full and share screen.
 Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate
 Card No. 12.

WTOH-TV

(Target Date, Unknown)

LICENSEE: Woodward Bcstg. Co. Address: 3315 Cadillac Tower, Detroit, Mich.

FACILITIES: Ch. 79. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 87.1 kw.
 Transmitter: GE. Antenna Make: GE. Height: Above average terrain 420 ft.;
 Above ground 437 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Con-
 sulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: See WBID-TV Detroit, Mich.

EXECUTIVES:

Max Osnos, pres. & treas.	Jacob Kellman, vp. & sec.
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YOUNGSTOWN

(Mahoning County)

WFMJ-TV

LICENSEE: The Vindicator Printing Co. Postal Zone: 3. Address: 101 W. Boardman
 St. Phone: Riverside 4-8611.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 91.2 kw, Aural 45.7 kw. Oper-
 ating Pow.: Visual 91.2 kw, Aural 45.7 kw. Transmitter: RCA. Antenna Make:
 RCA. Height: Above average terrain 960 ft.; Above ground 1,015 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 8, 1953.

AFFILIATION: Station, Am, WFMJ.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd;
 Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Licensee publishes Youngstown Vindicator.

EXECUTIVES:

William F. Maeg Jr., pres.	Frank A. Dieringer, ch. engr.
Mitchell F. Stanley, gen. mgr. & com. mgr.	Gene Donahay, film buy.
Warren S. Park, pgm. dir.	Bill Landsay, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot
 (live) \$70, (film) \$70; ID \$35. ID Length 8 sec. Share screen. Frequency
 discounts. Rate Card No. 2.

YOUNGSTOWN (Cont.)

WKBN-TV

LICENSEE: WKBN Bcstg. Corp. Postal Zone: I. Address: 3930 Sunset Blvd. Phone: Sterling 2-1145.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 50 kw. Operating Pow.: Visual 93.3 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 539 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 11, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WKBN. Fm, WKBN-FM.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Page, Cruetz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Warren P. Williamson Jr., 59.37%, and Forest City Pub. Co. (Cleveland Plain Dealer and News-WHK-AM-FM-TV Cleveland), 40.63%.

EXECUTIVES:

W. P. Williamson Jr., pres. & gen. mgr.
 B. T. Wilkens, ch. engr.
 J. L. Bowden, sta. dir. & film buy.
 Warren P. Williamson III, pub. rel. dir.
 Paul Turner, pgm. dir.
 Sidney Davis, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 8 sec. Specifications: 2x2 in. slide. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 3.

WXTV (TV)

(Target Date, Unknown)

LICENSEE: Community Telecasting Co. Address: P. O. Box 150, Farrell, Pa.

FACILITIES: Ch. 73. Authorized Eff. Rad. Pow.: Visual 16.6 kw, Aural 10 kw. Transmitter: Continental Electronics. Antenna Make: Gabriel. Height: Above average terrain 320 ft.; Above ground 335 ft.

REPRESENTATIVES: Washington Attorney, Carl L. Shipley.

PRINCIPAL STOCKHOLDERS: Sanford A. Schafitz, 50%, and Guy W. Gully, 50%. Mr. Schafitz also owns WFAR Farrell, Pa.

ZANESVILLE

(Muskingum County)

WHIZ-TV

LICENSEE: Southeastern Ohio Television System. Address: Lind Arcade Bldg. N. Fifth St. Phone: Gladstone 2-5431.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 40.7 kw. Operating Pow.: Visual 14.8 kw, Aural 8.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 506 ft.

OPERATION: Began May 23, 1953. Hours, 1:45 p.m.-12:30 a.m.

AFFILIATION: Tv Network, ABC, CBS, NBC. Stations, Am, WHIZ.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Robert F. Jones; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Zanesville Pub. Co. (Zanesville Times Recorder and Signal), 63%; Southeastern Ohio Bcstg. System (WHIZ), 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%. Zanesville Pub. also owns WTAP (TV) Parkersburg, W. Va., and 60% of WHIZ Zanesville.

EXECUTIVES:

Clay Littick, pres.
 Allan Land, gen. mgr.
 Nate Milder, com. mgr.
 Reed Mellon, pgm. dir.
 William A. Hunt Sr., ch. engr.
 Edward F. Fisher, film buy.
 Naomi Lorton, prom. mgr.
 Arthur Schreiber, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$18. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

OKLAHOMA

OKLAHOMA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adair	3,700	25	910	5,955	1,274	191
Alfalfa	3,000	51	1,530	8,931	1,693	407
Atoka	3,300	25	830	5,675	1,465	166
Beaver	2,100			3,832	764	215
Beckham	6,900	16	1,090	23,257	5,647	763
Blaine	4,100	66	2,700	12,176	2,692	371
Bryan	7,400	24	1,780	23,172	5,297	617
Caddo	9,500	57	5,390	24,574	6,162	882
Canadian	7,300	69	5,000	24,505	4,685	652
Carter	12,100	41	4,990	52,746	12,321	1,458
Cherokee	4,600	31	1,430	9,629	2,370	316
Choctaw	4,800	13	620	8,885	2,787	218
Cimarron	1,400			4,357	899	262
Cleveland	11,100	61	6,750	32,051	7,905	1,276
Coal	1,700	58	990	3,694	995	120
Comanche	18,000	64	11,610	69,094	13,204	2,409
Cotton	2,600	53	1,390	6,131	1,400	133
Craig	4,500	61	2,740	13,696	1,886	247
Creek	11,800	68	8,050	32,667	8,312	1,098
Custer	6,100	51	3,140	23,904	3,880	927
Delaware	3,800	39	1,500	4,972	1,585	105
Dewey	2,400	42	1,000	4,418	1,256	155
Ellis	2,300			5,124	1,255	248
Garfield	17,200	62	10,610	77,599	20,153	2,700
Garvin	8,300	59	4,900	28,634	6,981	774
Grady	9,800	63	6,220	33,430	7,133	1,041
Grant	2,800	47	1,310	9,524	2,237	274
Greer	3,100	23	720	7,191	1,626	297
Harmon	2,200	23	510	6,877	1,838	256
Harper	1,800	17	300	3,744	1,153	188
Haskell	3,000	25	750	5,143	1,588	188
Hughes	5,200	39	2,050	12,438	3,291	420
Jackson	6,100	33	1,990	23,696	4,185	762
Jefferson	2,800	50	1,410	8,875	2,072	300
Johnston	2,500	39	970	4,496	1,679	154
Kay	15,800	55	8,750	57,795	13,333	2,121
Kingfisher	3,700	69	2,560	11,968	2,428	333
Kiowa	5,400	45	2,440	14,726	3,391	619
Latimer	2,400	13	310	2,827	1,164	80
Le Flore	8,700	15	1,290	14,241	4,349	451
Lincoln	6,000	52	3,140	18,764	3,638	484
Logan	6,600	56	3,680	18,783	3,730	660
Love	1,800	33	600	3,701	1,239	119
McClain	3,800	59	2,250	9,089	2,266	254
McCurtain	7,500	23	1,710	13,178	3,745	538
McIntosh	4,100	43	1,780	7,693	1,687	153
Major	3,000	40	1,190	5,572	1,328	92
Marshall	2,200	49	1,070	5,015	1,204	198
Mayes	5,300	60	3,190	15,660	3,424	479
Murray	3,000	70	2,100	12,667	2,403	276
Muskogee	19,100	59	11,290	53,405	13,662	2,095
Noble	3,500	63	2,210	10,740	1,962	354
Nowata	3,600	61	2,180	9,381	2,451	246
Okfuskee	4,100	46	1,900	8,308	2,380	155
Oklahoma	115,300	78	90,280	506,348	101,389	18,321
Okmulgee	12,300	55	6,750	32,380	8,412	997
Osage	9,300	63	5,890	27,314	7,016	964
Ottawa	9,300	58	5,380	27,710	7,043	876
Pawnee	3,800	57	2,150	11,119	2,367	338
Payne	13,400	48	6,490	39,468	10,350	1,157
Pittsburg	10,700	38	4,080	31,088	8,852	1,029
Pontotoc	8,300	62	5,110	32,757	7,169	1,077
Pottawatomie	12,400	54	6,680	44,258	9,869	1,723
Pushmataha	2,900	15	440	5,280	1,258	183
Roger Mills	2,000	14	290	4,091	1,364	164
Rogers	5,500	59	3,230	14,090	3,387	451
Seminole	9,900	58	5,720	27,523	6,023	916
Sequoyah	4,700	29	1,350	5,533	1,431	310
Stephens	11,500	56	6,470	42,154	10,308	1,315
Texas	4,700	13	600	15,317	2,974	524
Tillman	4,700	51	2,400	14,856	2,754	500
Tulsa	86,500	80	69,460	404,603	75,049	13,693
Wagoner	4,100	62	2,550	9,778	2,378	316
Washington	10,600	63	6,640	41,163	10,187	1,574
Washita	4,800	47	2,170	10,723	2,391	252
Woods	4,500	27	1,200	13,439	2,401	504
Woodward	4,000	15	620	12,131	2,125	434
Total	663,900	58%	385,250	\$2,291,628	\$499,953	\$77,751

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.



Lambda LPF Pacific

ultra-portable

KU BAND

COLOR MICROWAVE SYSTEM

distributed nationally by

VISUAL ELECTRONICS CORP.

11 West 42 Street New York, N. Y.

Pick your Survey..

IT'S WKBN-TV!

HIGH-RATED PROGRAMS

PULSE: 25 of 29 highest-rated shows.
(March, 1956)

A.R.B.: 18 of 23 highest-rated shows.
(Feb., 1956)

WEEKLY QUARTER-HOUR FIRSTS

PULSE: 402 of 464 quarter-hour firsts.
(March, 1956)

A.R.B.: 283 of 468 quarter-hour firsts.
(Feb., 1956)

★ 202,581 sets now receiving Channel 27

★ Represented nationally by
Paul H. Raymer Co.

A TELEPULSE REPORT

YOUNGSTOWN METROPOLITAN AREA
TELEPULSE

Vol. IV

No. 1

MARCH

2, 3, 4, 5, 6, 7, 1956

6 AM to 12 Midnight

the YOUNGSTOWN television audience

AN A.R.B. TELEPULSE REPORT

FEBRUARY, 1956

AMERICAN
NATIONAL PRESS

WKBN-TV Ch. 27 YOUNGSTOWN, OHIO'S
TELEVISION PIONEER

CBS

SERVING A "MUST-BUY" MARKET!

ABC

ADA
(Pontotoc County)

KTEN (TV)

LICENSEE: Eastern Oklahoma Television Co. Inc. Address: P. O. Box 10. Phone: 1010.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 141 kw. Operating Pow.: Visual 251 kw, Aural 141 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 760 ft.; Above ground 725 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 3, 1954. Hours, noon-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KADA.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Spearman & Roberson; Consulting Engineer, Vandevere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Bill Hoover, 42.9%; Brown Morris, 42.9%, and others. Interlocking ownership with KADA Ada and KWSH Seminole, Okla.

EXECUTIVES:

Bill Hoover, pres., gen. mgr. & film buy.	Doc Bowen, pgm. dir.
Brown Morris, sec.-treas., sta. mgr., com. mgr. & film buy.	Fred Smith, ch. engr.
	Jack Hoover, prom. mgr.
	George Miller, news ed.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 or 10 sec. shared. Frequency discounts. Rate Card No. 2.

ARDMORE
(Carter County)

KVSO-TV

(Target Date, August 15, 1956)

LICENSEE: John F. Easley. Address: Ardmore. Phone: 3030.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 13.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 355 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 4-10:30 p.m.

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

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Mr. Easley is publisher of Ardmore Ardmoreite.

EXECUTIVES:

Albert Riesen, gen. mgr.	Bill Kolb, ch. engr.
Douglas C. Dillard, mgr.	Barbara Winkler, prom. mgr.
J. Galy Varnell, pgm. dir. & film buy.	William McGalliard, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$48, (film) \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 1.

ENID
(Garfield County)

KGEO-TV

LICENSEE: Streets Electronics Inc. Address: 206 E. Randolph. Phone: Adams 4-5000.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,390 ft.; Above ground 1,356 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 24, 1954. Hours, 1-11:30 p.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: P. R. Banta, 21.3%; Bruce E. Wallace, 10.37%; George Streets, 20.01%; Walter P. Scheffe, 4.39%; L. D. Banta, 20.33%; James Cummins, 10.37%, and Ed McGivney, 5.98%. Enid Radiophone Co. (KCRC Enid) has option to buy 20%.

EXECUTIVES:

P. R. Banta, pres.	William Teitzel, ch. engr.
George Streets, gen. mgr., com. mgr. & film buy.	Casey Cholmia, prom. mgr. & news ed.
Army Streets, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$270, (film) \$225; minute spot (live) \$36.50, (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

LAWTON
(Comanche County)

KSWO-TV

LICENSEE: Oklahoma Quality Bcstg. Co. Postal Zone: 1. Address: P. O. Box 779. Phone: 7725.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 9.12 kw, Aural 4.57 kw. Operating Pow.: Visual 9.12 kw, Aural 4.57 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 520 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began: Mar. 8, 1953. Hours, 1 p.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Station, Am, KSWO.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Lyon, Wilner & Bergson.

PRINCIPAL STOCKHOLDERS: R. H. Drewry, 53.5%; T. R. Warkentin, 15.5%; J. R. Montgomery, 15.5%, and R. P. Scott, 15.5%. Partnership owns KMID-TV Midland, Tex., and 90% of KRHD Duncan, Okla.

EXECUTIVES:

R. H. Drewry, pres.	Willard Cochran, ch. engr.
Ross B. Baker, gen. mgr. & film buy.	P. N. Goode, film buy.
C. A. Shore, com. mgr.	Len Morton, prom. mgr.
B. J. Wheatley, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$36, (film) \$30; ID \$15. ID Length 8 sec. Specifications: 2x2 in. slide. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

There will be a tremendous amount of blank coverage area in the Oklahoma market if you fail to use KTEN which covers Oklahoma's third television market exclusively with ABC—CBS—NBC programming.

For Further Facts Contact
(equipped for network color)

Bill Hoover, President
KTEN
Box 10
Ada, Oklahoma
or
Venard, Rintoul & McConnell

Channel 10 **KTEN** 252 kw

MUSKOGEE (Muskogee County)

KTVX (TV) (TULSA)

LICENSEE: Tulsa Bcstg. Co. Address: 720 Eastside Blvd., Muskogee; Business Office: P. O. Box 9697, Tulsa. Phone: (Muskogee) Murray 7-4447; (Tulsa) Hickory 6-6184.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,020 ft.; Above ground 719 ft.

OPERATION: Began Sept. 18, 1954. Hours, noon-midnight.

AFFILIATIONS: Tv Network, ABC. Station, Am, KTUL, Tulsa.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Spearman & Robinson; Consulting Engineer, Paul Godley Jr.

PRINCIPAL STOCKHOLDERS: John T. Griffin, 56.5%; James C. Leake, 3.61%; Marjory Griffin Leake, 39.45%, and others. Some interests own KAT (TV) Pine Bluff, Ark.; KWTU (TV) Oklahoma City, 50%; KOMA Oklahoma City, KFPW-AM-FM Fort Smith, Ark., KTUL Tulsa, Okla.

EXECUTIVES:

John T. Griffin, pres.
James C. Leake, exec. vp.
L. A. Blust Jr., vp. & gen. mgr.
Ben Holmes, natl. sls. mgr.
William D. Swanson, loc. & reg. sls. mgr.

Ben January, sta. mgr., pgm. dir. & film buy.
Robert Meade, prom. mgr.
Robert E. Snider, dir. of engrg.
Louis O. Brown, ch. engr.
Jack Morris, news dir.
Ruben Cohen, cont. dir.

RATE INFORMATION: Class AA one hour \$500; minute or 20-second spot \$100; ID \$50. Class A one hour (film) \$400; minute or 20-second spot (film), \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

OKLAHOMA CITY (Oklahoma County)

KETA (TV)*

(*Non-Commercial Educational)

LICENSEE: Oklahoma Educational Television Authority. Address: P. O. Box 2005. Phone: Jefferson 4-6900.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 74.02 kw, Aural 44.41 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,440 ft.; Above ground 1,572 ft.

OPERATION: Began April 13, 1956. Hours, 6:30-8:30 p.m.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

EXECUTIVES:

Dr. C. F. Spencer, chmn, OETA
John W. Dunn, gen. mgr.

Marcus W. Fuller, pgm. dir.
Keith E. Stagg, ch. engr.

KTVQ (TV)†

LICENSEE: Republic Television & Radio Co. Address: 1901 Classen. Phone: Jackson 5-1561.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 141 kw. Transmitter: GE. Antenna Height: Above average terrain 460 ft.; Above ground 500 ft.

OPERATION: Began Nov. 1, 1953.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Duke Duvall and John Esau, trustees.

†KTVQ (TV) has suspended operation but has not returned its CP.

KWTU (TV)

LICENSEE: Oklahoma Television Corp. Postal Zone: 14. Address: 7401 N. Lincoln Blvd. Phone: Victor 3-6641.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,520 ft.; Above ground 1,572 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 20, 1953. Hours, 6:45 a.m.-11:45 p.m.

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

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Spearman & Robinson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Roy J. Turner, 12.5%; Luther T. Dulaney, 12.5%; F. E. Harper, 12.5%; Video Independent Theatre Inc., 11.9%, and KOMA Inc. (KOMA Oklahoma City), 50%. KOMA interests (John T. Griffin) own KATV (TV) Pine Bluff, Ark, KTVX (TV) Muskogee, Okla., KFPW-AM-FM Fort Smith, Ark., and KTUL Tulsa, Okla.

EXECUTIVES:

Roy J. Turner, pres.
Edgar T. Bell, gen. mgr.
Fred L. Vance, com. mgr.
W. Perry Dickey, pgm. dir. & film buy.

Morris W. Thomas, ch. engr.
Montez Tjaden, prom. mgr.
Bruce Palmer, news ed.

RATE INFORMATION: Class A one hour (live) \$925, (film) \$800; minute spot (film) \$200; ID \$100. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 weeks up to 10% for 52 weeks. Rate Card No. 6.

TWO

modern studios

KTVX is the only television station in Oklahoma having two complete studios in two separate cities. With the transmitter halfway between Tulsa and Muskogee, KTVX covers the second and third largest cities in the state, and hundreds of smaller communities in Northeastern Oklahoma. KTVX originates the top live, local programs, choice syndicated films and shows of the progressive ABC Television Network.



KTVX's Tulsa Studios atop Lookout Mountain. One of the most modern facilities anywhere.



KTVX's Muskogee studio where many popular local programs are telecast live every week.

KTVX, Owned and operated by Tulsa Broadcasting Company, L. A. (Bud) Blust, V. P. and General Manager; Ben Holmes, National Sales Manager, P. O. Box 9697, Tulsa, Oklahoma.



TULSA  **Now the 43rd TELEVISION MARKET!**

KOTV

Completely

DOMINATES

the **43rd** Television Market!

● **RATINGS...**

Consistently highest ratings.
(ARB and Telepulse)

● **VIEWING HABITS...**

A five year lead in viewing habits

● **NETWORK...**

A basic CBS affiliate.

● **COVERAGE...**

403,500 families and 1,314,300 people,
excluding Oklahoma County.
(Source: Television Magazine Research Dept.)

*CBS report to FCC, December 1955
(Larger than Omaha, Denver, Oklahoma City, San Diego)

KOTV 6
channel  **TULSA**

Represented By .. **Edward Petry & Co., Inc.**

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

OKLAHOMA

OKLAHOMA CITY (Cont.)

WKY-TV

LICENSEE: WKY Radiophone Co. Postal Zone: 14. Address: 500 E. Britton Rd. Phone: Trinity 8-2161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 961 ft.

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

OPERATION: Began June 6, 1949. Hours, 6:55 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WKY.

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

PRINCIPAL STOCKHOLDERS: Owned by Oklahoma Publishing Co. (Oklahoma City Oklahoman and Times, Farmer-Stockman). Licensee also owns WSFA-AM-TV Montgomery, Ala. and WTVT (TV) Tampa, Fla.

EXECUTIVES:

E. K. Gaylord, pres. & gen. mgr.	Robert Olson, pgm. dir. & film buy.
P. A. Sugg, exec. vp. & sta. mgr.	H. J. Lovell, ch. engr.
Eugene B. Dodson, asst. sta. mgr.	Keith Mathers, prom. mgr.
John Haberlan, com. mgr. & natl. sls. mgr.	Robert Gamble, news ed.

RATE INFORMATION: Class A one hour (live) \$920, (film) \$920; minute spot (live) \$225, (film) \$225; ID \$113. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 10.

TULSA

(Tulsa County)

KCEB (TV)†

LICENSEE: Elfred Beck. Address: 108 Wright Annex. Phone: 50-6126.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 494 ft.

OPERATION: Began Mar. 13, 1954.

REPRESENTATIVES: Washington Attorney, Cottone & Scheiner; Consulting Engineer, George C. Davis.

EXECUTIVES:

Elfred Beck, pres. & ch. own.

†KCEB (TV) has suspended operation but has not returned its CP.

KOED-TV*

(Target Date, Unknown)

(*Non-Commercial Educational)

LICENSEE: Oklahoma Educational Television Authority. Address: State Capitol, Oklahoma City.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 75.9 kw, Aural 45.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,270 ft.; Above ground 1,133 ft.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

KOTV (TV)

LICENSEE: KOTV Inc. Postal Zone: 20. Address: 302 S. Frankfort. Phone: Cherry 2-9233.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,330 ft.; Above ground 1,133 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov., 1949. Hours, 6:40 a.m.-12:15 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: J. H. Whitney & Co., 90%; William H. Jackson, 10%. Whitney company owns a number of community television systems, has purchased 90% of KGUL-TV Galveston, Tex., which pends FCC approval. Mr. Jackson is special assistant to President Eisenhower.

EXECUTIVES:

C. Wrede Petersmeyer, pres. & gen. mgr.	Lavoy Hooker, ch. engr.
James C. Richdale Jr., com. & asst. gen. mgr.	George Jacobs, dir. of engrg. & development
Dick Campbell, ops. dir. & film buy.	Robert V. Freeland, prom. mgr.
	Cy Tuma, news ed.

RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$175, (film) \$175; ID \$87.50. ID Length 8 sec. Frequency discounts from 2 1/2% for 26 times up to 15% for 260 times. Rate Card No. 8.

TULSA (Cont.)

KSPG (TV)

(Target Date, Unknown)

LICENSEE: Arthur R. Olson. Address: P. O. Box 2680.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 117 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 860 ft.; Above ground 651 ft.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, George P. Adair.

KTVX-TV (MUSKOGEE)

LICENSEE: Tulsa Bcstg. Co. Address: P. O. Box 9697, Tulsa; Muskogee: 720 East-side Blvd. (For full listing see Muskogee.)

KVOO-TV

LICENSEE: Central Plains Enterprises Inc. Postal Zone: 3. Address: 311 S. Denver. Phone: Luther 4-7204.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,330 ft.; Above ground 1 175 1/2 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 5, 1954. Hours, 7 a.m.-midnight.

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

REPRESENTATIVES: Sales Blair-Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Southwestern Sales Corp. (William Skelley pres. and majority stockholder), 38.88%; Dean A. McGee, 7.14%; U. S. Sen. Robert S. Kerr, 13.1%; Grayce B. Kerr, 6.9%; Harold C. Stuart, 12%, and others. Southwestern Sales owns KVOO Tulsa. Messrs. McGee and Kerr own WEEK-AM-TV Peoria, Ill.

EXECUTIVES:

W. G. Skelly, pres. John M. Bushnell, ch. engr.
C. B. Akers, gen. mgr. & film buy. Sam B. Schneider, prom. mgr.
John Devine, com. mgr. Ken Miller, news ed.
Wm. H. Sadler, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$770, (film) \$700; minute spot (live) \$180, (film) \$150; ID \$75. ID Length 8 sec. Specifications: 2x2 in. slide. Share screen. Frequency discounts from 3% for 26 times up to 10% for 260 times. Rate Card No. 1.

OREGON

OREGON MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Baker	5,000	32	1,610	17,838	3,597	645
Benton	10,200	32	3,280	29,427	6,826	733
Clackamas	29,800	49	14,470	67,670	17,067	2,168
Clatsop	10,900	33	3,610	32,961	8,174	734
Columbia	7,000	34	2,380	17,704	4,632	579
Coos	17,300	12	2,150	63,227	16,642	2,184
Crook	2,800			11,565	2,580	354
Curry	2,700	18	480	10,015	3,110	280
Deschutes	6,700	13	870	28,649	6,445	1,016
Douglas	21,100	16	3,400	75,749	20,668	1,502
Gilliam	1,000	19	190	5,209	648	153
Grant	2,800			8,872	1,975	307
Harney	2,000			9,327	1,793	179
Hood River	3,800	42	1,580	15,908	4,073	351
Jackson	22,100	47	10,410	83,527	18,925	1,901
Jefferson	2,100	24	500	6,634	1,707	161
Josephine	10,100	34	3,410	37,286	8,311	1,106
Klamath	13,000	19	2,470	59,815	12,927	1,255
Lake	2,000	11	220	9,541	2,501	414
Lane	46,400	45	20,650	177,273	44,849	4,019
Lincoln	7,900	17	1,360	25,933	7,583	543
Linn	19,400	34	6,560	60,242	13,805	1,801
Malheur	6,300	47	2,950	28,956	4,722	699

BROADCASTING • TELECASTING

OREGON MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Marion	31,900	52	16,590	121,833	22,905	4,078
Morrow	1,400	33	470	6,144	1,344	96
Multnomah	171,200	66	112,480	784,383	176,167	17,254
Polk	7,800	44	3,460	18,068	4,975	1,151
Sherman	700	23	160	3,299	647	
Tillamook	7,000	29	2,050	20,969	4,681	645
Umatilla	15,300	25	3,790	57,544	12,638	1,546
Union	5,800	17	980	19,017	4,629	813
Wallowa	2,100			8,299	1,651	421
Wasco	6,400	24	1,550	32,265	5,844	1,105
Washington	22,700	56	12,620	64,228	17,675	1,678
Wheeler	1,100	13	140	1,342	320	77
Yamhill	10,400	32	3,360	34,234	7,389	1,037
Total	535,600	45%	240,766	\$2,056,951	\$474,425	\$52,965

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

EUGENE

(Lane County)

KVAL-TV

(Parent Station of Satellite KPIC (TV) Roseburg, Ore.)

LICENSEE: Eugene Television Inc. Address: Blanton Heights. Phone: Diamond 4-3245.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 32.4 kw. Operating Pow.: Visual 55 kw, Aural 32.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,050 ft.; Above ground 400 ft.

OPERATION: Began April 16, 1954. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky.

PRINCIPAL STOCKHOLDERS: C. H. Fisher and wife, 26.6%, and the following with 6.66% each: Robert P. Booth, Lee P. Bishop, Thomas Winn, W. D. Abel, Harvey S. Benson, Willis B. Shepard, C. Philip Tillman, William N. Russell, E. T. Gardner, J. Don Smith and Harry Thomas. The Fishers also own KUMA Pendleton, KHR Hood River and KDLS The Dalles, all Ore., and KAGT Anacortes, Wash. The Fishers also have applied for ch. 3 Salem, Ore. (now held by KSLM-TV there). Mr. Bishop and associates also own KORE Eugene and KCOV Corvallis, both Ore. Eugene Television also owns 5% of KPIC (TV) Roseburg, Ore.

EXECUTIVES:

Robert P. Booth, pres. Robert E. Anderson, pgm. dir.
S. W. McCready, gen. mgr. & film buy. Alvin H. Barnard, ch. engr.
Glenn Nickell, com. mgr. Beverly Brunton Green, prom. mgr.
Phil George, news ed.

RATE INFORMATION: Class A one hour (live) \$390, (film) \$300; minute spot (live) \$78, (film) \$60; ID \$31. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

KLAMATH FALLS

(Klamath County)

KOTI (TV)

(Target Date, Unknown)

LICENSEE: California-Oregon Tv Inc. Address 2000 Crater Lake Hwy., Medford, Ore. Phone: Medford 3-4581.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 12.9 kw, Aural 6.46 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,050 ft.; Above ground 109 ft.

REPRESENTATIVES: Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Same ownership as KBES-TV Medford, Ore.

2 heads are better than 1



**ESPECIALLY WHEN THEY'RE
WATCHING YOUR COMMERCIALS!
And in the Portland, Oregon Market
KOIN-TV delivers
OVER TWICE THE AUDIENCE
of any other station!**

TOP RATINGS

- 52.8% Share of Audience in Metropolitan Portland.
- 14 out of Top 15 Weekly Shows.
- 9 of Top 10 Mon.-Fri. Shows.
- 86% Preference at 45-Mile Radius.

(1956 ARB Reports for Portland and Salem, Oregon)

**HIGHEST
TOWER
MAXIMUM
POWER**

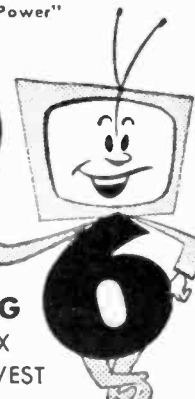
EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 317,700 Television Families of 30 Oregon and Washington Counties with
- \$2,694,644,000 in Total Effective Buying Income who spent
- \$1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

Statistics: May 10, 1956, Sales Management
"Survey of Buying Power"

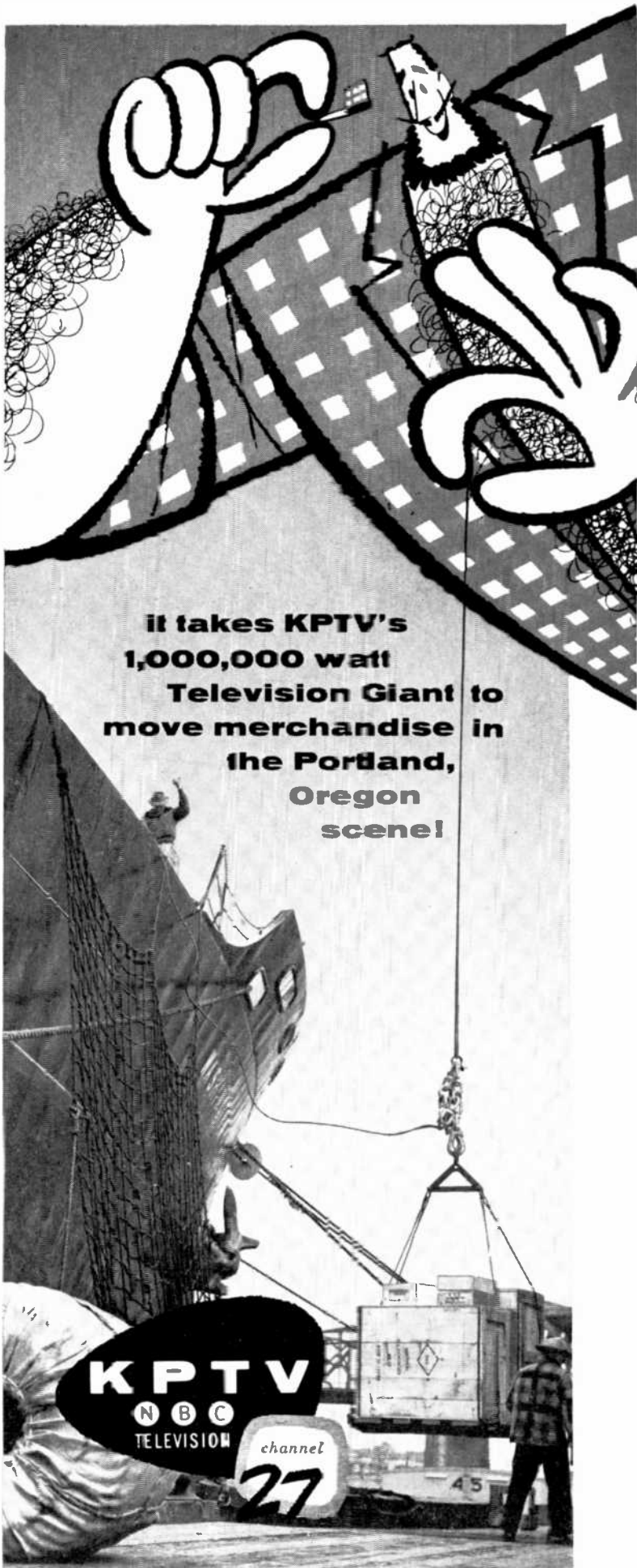
KOIN-TV

Channel 6 — Portland, Oregon



**THE BIG
MR. SIX
IN THE WEST**

Represented Nationally by CBS Television Spot Sales



**It takes KPTV's
1,000,000 watt
Television Giant to
move merchandise in
the Portland,
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scene!**

STORER NATIONAL SALES HEADQUARTERS

TOM HARKER, Vice President in Charge of Sales, 118 East 57th Street, New York . . . MUrray Hill 8-8630
BOB WOOD, National Sales Manager, 118 East 57th Street, New York . . . MUrray Hill 8-8630
LEW JOHNSON, Midwest TV Sales Manager, 230 North Michigan Avenue, Chicago . . . FRanklin 2-6498
GAYLE V. GRUBB, V. P., West Coast Sales Manager, 111 Sutter Street, San Francisco . . . SUtter 1-3631

Represented Nationally by NBC Spot Sales



OREGON

PORTLAND (Cont.)

KOIN-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Theodore R. Gamble, C. Howard Lane, and associates, 50%; Central New York Bcstg. Co. (WSYR-AM-FM-TV Syracuse, N. Y.-Newhouse), 50%. Mr. Gamble also owns 30% of KOMO-TV Seattle, Wash. Mr. Lane owns 3.3% of KOMO-TV Seattle, Wash., and 24.75% of KFBI Wichita, Kan. For Newhouse interests see WSYR-TV Syracuse, N. Y.

EXECUTIVES:

Ted R. Gamble, pres. & film buy.	Ted W. Cooke, pgm. dir.
C. Howard Lane, mgng. dir.	Louis S. Bookwalter, ch. engr.
John L. Palmer, natl. sls. mgr.	Robert McGill, prom. mgr.
Frank H. Coffin, loc. sls. mgr.	Tal Tripp, news ed.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$700; minute spot (live) \$215, (film) \$200; ID \$100. ID Length 8 sec. Full and share screen. Rate Card No. 4-A.

KPTV (TV)

LICENSEE: Storer Bcstg. Co. Postal Zone: 5. Address: 735 S.W. 20th Pl. Phone: Capitol 2-9921.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 646 kw, Aural 324 kw. Operating Pow.: Visual 646 kw, Aural 324 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,280 ft.; Above ground 534 ft.

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

OPERATION: Began Sept. 20, 1952. Hours, 7 a.m.-11:45 pm.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales; Moore & Lund (Seattle); Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.	Thomas Myers, pgm. dir.
F. J. Riordan, mgng. dir. & film buy.	Eugene Phelps, ch. engr.
Donald Tykeson, natl. sls. mgr.	Albert McLaughlin, prom. mgr.
D. Donald Lonie Jr., loc. sls. mgr.	Ivan Smith, news ed.

RATE INFORMATION: Class AA one minute spot (live) \$207.50, (film) \$180; ID \$90. Class A one hour (live) \$800, (film) \$700. ID Length 8-10 sec. Share screen. Frequency discounts. Rate Card No. 5.

ROSEBURG

(Douglas County)

KPIC (TV) (Satellite of KVAL-TV Eugene, Ore.)

LICENSEE: South-West Oregon Television Bcstg. Corp. Address: P. O. Box 670. Phone: Orchard 2-1721.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 173 ft.

OPERATION: Began April 1, 1956. Hours, 2 p.m.-midnight.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Alvin H. Barnard.

PRINCIPAL STOCKHOLDERS: KVAL-TV Eugene, 50%; KBES-TV Medford, 50%, both Ore.

EXECUTIVES:

C. H. Fisher, pres.	Gene Pierce, res. mgr. & prom. mgr.
S. W. McCready, gen. mgr. & film buy.	Jim Platz, ch. engr.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 1.

SALEM

KSLM-TV

(Target Date, Unknown)

LICENSEE: Oregon Radio Inc. Address: P. O. Box 631.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 5.5 kw, Aural 2.75 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 970 ft.; Above ground 224 ft.

AFFILIATION: Station Am, KSLM.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duval & Southmayd; Consulting Engineer, Alvin H. Barnard.

PRINCIPAL STOCKHOLDER: Glenn E. McCormick, 100%. Also owns 50% of KYOS Merced, Calif., and 40% of KCOV Corvallis, Ore. Application for sale of KSLM-TV to Storer Bcstg. Co. pending FCC approval.

EXECUTIVES: Glenn E. McCormick, pres. & gen. mgr.

PENNSYLVANIA MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	13,000	57	7,380	44,529	7,706	1,020
Allegheny	456,100	82	374,000	1,849,647	479,072	58,839
Armstrong	23,800	77	18,270	64,109	16,946	1,568
Beaver	51,900	82	42,660	183,655	48,300	5,099
Bedford	11,300	82	9,270	41,931	7,030	463
Berks	78,000	80	62,320	310,800	73,634	6,362
Blair	41,100	82	33,580	129,235	33,945	2,977
Bradford	15,700	70	11,040	49,953	10,428	957
Bucks	67,800	81	55,120	227,978	54,744	5,503
Butler	28,800	80	23,100	101,886	21,723	2,338
Cambria	57,000	81	46,460	183,199	44,029	3,309
Cameron	1,900	60	1,130	8,485	2,194	149
Carbon	16,100	73	11,740	46,030	12,415	824
Centre	17,300	75	13,060	60,601	14,069	1,847
Chester	44,500	85	37,740	188,464	39,727	4,936
Clarion	10,600	74	7,840	34,277	7,591	659
Clearfield	23,700	80	18,960	69,728	17,295	1,365
Clinton	10,700	58	6,230	33,545	8,919	743
Columbia	15,900	63	9,950	50,947	13,645	1,372
Crawford	24,000	61	14,690	80,685	18,732	1,475
Cumberland	30,800	63	19,310	109,766	25,821	2,646
Dauphin	62,800	81	51,120	272,270	47,657	8,384
Delaware	134,200	83	111,120	478,643	130,479	15,991
Elk	9,700	43	4,220	30,961	10,339	795
Erie	69,400	84	58,500	274,282	62,523	6,531
Fayette	52,600	80	42,080	148,130	40,741	3,944
Forest	1,300	40	520	3,672	663	56
Franklin	22,900	67	15,320	89,431	16,988	1,859
Fulton	2,900	55	1,600	7,511	1,113	55
Greene	12,500	56	7,060	26,986	6,637	590
Huntingdon	11,400	74	8,490	29,148	7,681	477
Indiana	21,200	67	14,250	60,750	15,439	1,278
Jefferson	14,200	72	10,300	42,319	11,183	849
Juniata	4,400	45	1,960	12,065	1,982	56
Lackawanna	73,600	78	57,330	234,621	61,247	5,613
Lancaster	70,600	83	58,250	292,873	56,364	5,577
Lawrence	31,700	78	24,850	107,582	28,234	2,741
Lebanon	26,500	82	21,680	94,625	20,238	1,551
Lehigh	59,900	83	49,660	258,189	49,141	5,630
Luzerne	107,100	73	78,500	331,967	86,419	6,763
Lycoming	32,000	46	14,620	106,718	25,080	2,316
McKean	17,100	59	10,050	54,319	14,579	1,742
Mercer	33,800	73	24,780	132,938	32,691	3,484
Mifflin	12,700	66	8,360	37,938	9,010	1,137
Monroe	10,600	75	7,920	43,625	9,382	1,044
Montgomery	107,300	86	92,390	480,680	113,499	14,530
Montour	3,700	73	2,710	10,719	2,867	309
Northampton	54,600	82	44,770	206,483	54,395	5,994
Northumberland	33,700	51	17,250	104,923	26,003	3,037
Perry	7,400	52	3,830	18,413	4,831	422
Philadelphia	637,500	81	518,290	2,610,769	539,103	75,078
Pike	3,100	63	1,950	7,665	1,336	69
Potter	4,800	49	2,360	15,852	2,992	272
Schuylkill	56,400	78	43,940	156,940	40,916	1,240
Snyder	6,400	51	3,290	20,185	3,682	244
Somerset	22,800	66	15,030	62,094	14,664	1,240
Sullivan	1,700	54	920	3,821	1,325	25
Susquehanna	9,000	76	6,830	25,471	7,961	355
Tioga	10,700	55	5,890	31,092	6,336	652
Union	6,100	47	2,870	17,385	4,389	330
Venango	18,800	58	10,850	54,547	16,006	1,315
Warren	12,300	58	7,150	54,425	9,042	918
Washington	61,500	81	50,000	205,638	54,236	4,602
Wayne	8,000	62	4,990	24,551	5,883	511
Westmoreland	91,500	82	74,940	298,580	82,735	7,365
Wyoming	4,900	75	3,670	18,640	3,561	392
York	64,800	81	52,620	262,319	49,929	4,374
Total	3,161,900	78%	2,472,930	\$11,731,605	\$2,749,466	\$309,500

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ALLENTOWN

(Lehigh County)

WFMZ-TV†

LICENSEE: Penn-Allen Bcstg. Co. Address: N. 7th St. P'ka. Phone: Hemlock 5-6733.

FACILITIES: Ch. 67. Authorized Eff. Rad. Pow.: Visual 79.4 kw, Aural 43.6 kw. Transmitter: DuM. Antenna Make: Gabriel. Height: Above average terrain 970 ft.; Above ground 495 ft.

OPERATION: Began Dec. 4, 1954.

AFFILIATION: Station, Fm, WFMZ (FM).

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Koteen & Burt; Consulting Engineer, Commercial Radio Equipment.

PRINCIPAL STOCKHOLDERS: WWDC Inc. (WWDC Washington, D. C.), 32%; Raymond F. Kohn, 3.6%; Earl J. Kohn, 3.3%; Horace W. Gross, 4.2% and others.

EXECUTIVES:

Raymond F. Kohn, pres., gen. mgr. & pgm. dir. Frank J. Lucidon, com. mgr. Fred Si'frin, ch. engr.

†WFMZ-TV has suspended operation but has not returned its CP.

WQCY (TV)

(Target Date, Unknown)

LICENSEE: WKAP Inc. Address: P. O. Box 689. Phone: Hemlock 3-3166.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 710 ft.; Above ground 349 ft.

AFFILIATION: Station, Am, WKAP.

REPRESENTATIVES: Washington Attorney, Stephen Tuhy Jr.; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: N. Joe Rahall, 23.4%; Ferris E. Rahall, 23.4%; Sam G. Rahall, 23.4%; Sam G. Rahall and N. Joe Rahall, admin. of estate of Deem F. Rahall, deceased. The Rahalls also own WNAR Norristown, Pa.; WWNR Beckley and 40% of WCHS-TV Charleston, W. Va., and WFEA Manchester, N. H.

EXECUTIVES:

O. R. Davies, gen. mgr. & com. mgr. Marshall Cleaver, pgm. dir. C. Frank Cordaro, ch. engr. Alan Raber, news ed.



Lambda LPF Pacific

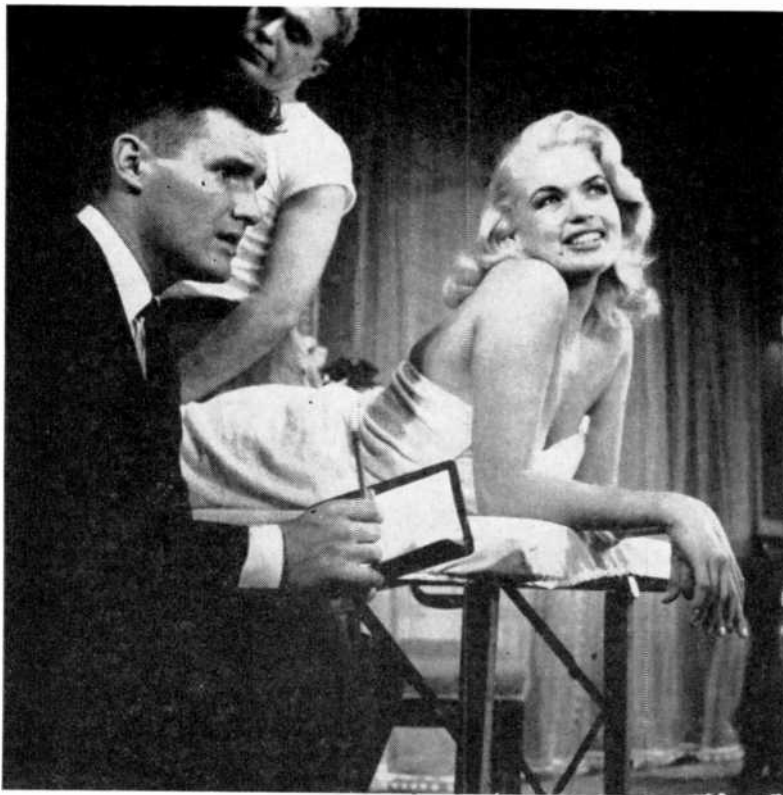
1 MILLIWATT

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VISUAL ELECTRONICS CORP.

11 West 42 Street New York, N. Y.



"WILL SUCCESS SPOIL ROCK HUNTER?" Starring Jayne Mansfield, Orson Bean

"A PACKED HOUSE EVERY PERFORMANCE"

According to the Telepulse for February 1956, WICU—Erie's Pioneer Television Station—certainly succeeds in earning sensational ratings and rave reviews.

The best programming from NBC-TV and ABC-TV totes up the high score in Erie County, Pa., when WICU pre-sells over 225,000 homes in Pennsylvania, New York and Ohio. Talk about "standing room only"—just compare these box office tabulations. Then stand up and take notice!

A LOOK AT THE BOX OFFICE*

	NATIONAL	WICU
PLAYHOUSE OF STARS	23.4	57.5
PERRY COMO	36.3	52.6
DRAGNET	39.0	54.0
GROUCHO MARX	35.4	55.3
EDDIE FISHER	9.0	44.3

*Telepulse, February, 1956

For your own "packed house every performance" . . . for award-winning promotion for your campaign . . . for record sales . . . it's WICU, Erie. Erie—the nation's No. 1 test market.

WICU now in its 8th year
NBC and ABC Television Networks

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York, Chicago, Detroit, San Francisco, St. Louis, Los Angeles

PENNSYLVANIA

ALTOONA (Blair County)

WFBG-TV

LICENSEE: Triangle Publications Inc. Address: 1320 Eleventh Ave. Phone: 4-2031.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.
Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna
Make: GE. Height: Above average terrain 990 ft.; Above ground 163 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 1, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WFBG.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Lyon, Wilner & Bergson.

PRINCIPAL STOCKHOLDERS: Triangle Publications Inc. See WFIL-TV Philadelphia, Pa.

EXECUTIVES:

Roger W. Clipp, gen. mgr. Radio & Thomas Martin, sls. mgr.
Tv Div., Triangle Publications Inc. Edward M. Scala, pgm. dir.
Jack Snyder, sta. mgr. Harley Shook, film dir.
George Burgoon, asst. sta. mgr. K. R. Brubaker, ch. engr.

RATE INFORMATION: Class AA one hour (live) \$750, (film) \$750; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Share screen. Frequency discounts from 10% for 26 times up to 30% for 156 times. Rate Card No. 6.

BETHLEHEM (Northampton County)

WLEV-TV

LICENSEE: Associated Broadcasters Inc. Address: P. O. Box 111. Phone: Hemlock 4-6278.

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 7.41 kw, Aural 3.98 kw.
Operating Pow.: Visual 7.41 kw, Aural 3.98 kw. Transmitter: RCA. Antenna
Make: RCA. Height: Above average terrain 600 ft.; Above ground 235 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 21, 1953. Hours, 3 p.m.-11:30 p.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WEST. Fm, WEST-FM.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: See WGAL-TV Lancaster, Pa.

EXECUTIVES:

Clair R. McCollough, pres. J. E. Mathiot, ch. engr.
J. Robert Gulick, natl. sls. mgr. Paul Woodland, prom. mgr.
Elwood C. Anderson, sta. mgr. & film buy.

RATE INFORMATION: Class A one hour \$200; minute spot \$30. ID Length 8 sec. Share screen. Frequency discounts.

EASTON (Northampton County)

WGLV (TV)

LICENSEE: WGLV Inc. Address: 2857 Nazareth Rd. Phone: 3-3557.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 83 kw, Aural 44 kw. Operating Pow.: Visual 83 kw, Aural 44 kw. Transmitter: DuM. Antenna Make: DuM. Height: Above average terrain 1,060 ft.; Above ground 465 ft.

OPERATION: Began Aug. 15, 1953. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WEEX. Fm, WEEX-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Paul Godley Co.

PRINCIPAL STOCKHOLDERS: Owned by Easton Pub. Co. (Easton Express).

EXECUTIVES:

J. L. Stackhouse, pres. Peter F. Gallagher, pgm. dir. & film buy.
Charles R. Thon, gen. mgr. Robert A. Francett, ch. engr.
Martin Barsky, natl. sls. mgr. Jack Rattigan, news ed.
William Latham Jr., loc. sls. mgr.

RATE INFORMATION: Class A one hour (live) \$175, (film) \$175; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Specifications: 2x2 in. Share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 3.

ERIE (Erie County)

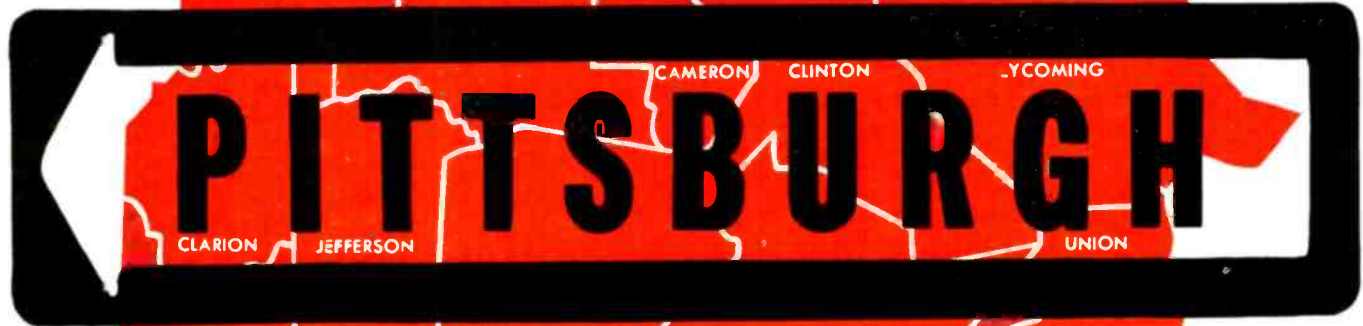
WICU (TV)

LICENSEE: Dispatch Inc. Postal Zone: 1. Address: 3514 State St. Phone: 45201.

FACILITIES: Ch. 12. Authorized Eff. Radial Pow.: Visual 2 kw, Aural 1.5 kw. Operating Pow.: Visual 2 kw, Aural 1.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 110 ft.; Above ground 309 ft.

EQUIPPED TO COLORCAST network programs.

only factual coverage study between



and

451,808 TV homes

Twenty-nine counties in central and western Pennsylvania ... consistently viewing Top CBS-TV programs seven days a week. American Research Bureau, in the most comprehensive coverage study ever undertaken in the industry, proves once and for all that the best buy between Pittsburgh and Harrisburg is WFBG-TV, Channel 10, Altoona. For details of this March, 1956 ARB study, call your H-R man today.

THE ONLY BASIC CBS-TV STATION SERVING THE AREA



Channel 10
ABC-TV • NBC-TV

Represented by H-R Television, Inc.

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM-FM-TV, Philadelphia, Pa. / WBNF-AM-TV, Binghamton, N.Y. / WHGB-AM, Harrisburg, Pa. / WFBG-AM-TV, Altoona, Pa.

ERIE (Cont.)

WICU (TV) (Cont.)

OPERATION: Began March 15, 1949. Hours, 6:45 a.m.-1 a.m.
AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WIKK.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McGrath & Brown; Consulting Engineer, Frank H. McIntosh & Assoc.
PRINCIPAL STOCKHOLDERS: Licensee publishes Erie Dispatch. Owned by Edward Lamb Enterprises, which also owns WMAC-TV Massillon, Ohio; WTOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. Sales of WTOD-WTRT (FM) to Booth Radio & Tv Stations Inc. pending FCC approval.
EXECUTIVES:
 Edward Lamb, pres. Michael Csop, ch. engr.
 Ben McLaughlin, gen. mgr. John Cook, film buy.
 Karl Nelson, com. mgr. Jack Schumaker, prom. mgr.
 Bob Lunquist, pgm. dir. Joe Laconi, news ed.
RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 10 sec. Specifications: 35mm 2x2 in. Full and share screen. Frequency discounts up to 15% for 312 times. Rate Card No. 9.

WSEE (TV)

LICENSEE: Great Lakes Television Co. Address: 1220 Peach St. Phone: 5-7575.
FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85.2 kw. Operating Pow.: Visual 170 kw, Aural 85.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 930 ft.; Above ground 732 ft.
OPERATION: Began April 25, 1954. Hours, 11:10 a.m.-12:30 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS.
REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: Jacob A. Young, 11.1%; George J. Mead, 16.6%; Charles E. Denny, 4.9%; James R. McBrier, 6%; A. R. Minadeo, 12.2%; B. Walker Sennett, 4.9%; John J. Mead, 13%; J. T. Simmons 8%; John W. English, 6.9%; John J. Boland Jr., 6.9%, and others. Interlocking ownership with WNAO-AM-FM-TV Raleigh, N. C. The Meads own Erie Times.
EXECUTIVES:
 George J. Mead, pres. Arthur R. Hook, pgm. dir.
 Frank B. Palmer, gen. mgr. & film buy. Edward G. Zellefrow, ch. engr.
 Don M. Boyce, com. mgr. Leo A. Urbanowicz, prom. mgr.
 Richard L. Sprague, news dir.
RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Specifications: film or slides. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

HARRISBURG
(Dauphin County)

WCMB-TV

LICENSEE: Rossmoyne Corp. Address: 228 Court St. Phone: Cedar 4-3005.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 105 kw. Operating Pow.: Visual 186 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 930 ft.; Above ground 400 ft.
OPERATION: Began Sept. 8, 1954. Hours, 5 p.m.-midnight.
AFFILIATION: Station, Am, WCMB.
REPRESENTATIVES: Sales, Gill-Perna; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Frank H. McIntosh & Assoc.
PRINCIPAL STOCKHOLDERS: Edgar T. Shepard Jr., 66.6%, and Edgar K. Smith, 33.4%.
EXECUTIVES:
 Edgar T. Shepard Jr., pres. Chuck Zink, pgm. dir.
 Ed K. Smith, vp., gen. mgr., com. mgr. & film buy. J. Howard Bair, ch. engr.
 Ed Conway, news ed.
RATE INFORMATION: Class A one hour (live) \$320, (film) \$200; minute spot (live) \$48, (film) \$30; ID \$18.50. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 1.

WHP-TV

LICENSEE: WHP Inc. Address: 216 Locust St. Phone: Cedar 4-3211.
FACILITIES: Ch. 55. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 123 kw. Operating Pow.: Visual 182 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 910 ft.; Above ground 203 ft.
OPERATION: Began April 1, 1953.
AFFILIATIONS: Tv Network, CBS. Stations, Am, WHP. Fm, WHP-FM.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Owned by Telegraph Press Inc. (printing).

EXECUTIVES:

A. K. Redmond, gen. & com. mgr. E. Daniel Liebensperger, ch. engr.
 Dick Redmond, pgm. mgr. & film buy. George Gottschalk Jr., prom. dir.
 Beatrice Potteiger, sls. serv. dir. Joe Harper, news ed.

RATE INFORMATION: Class A one hour (film) \$325; minute spot (film) \$65; ID \$32.50. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 3.

WTPA (TV)

LICENSEE: Patriot-News Co. Address: 3235 Hoffman St. Phone: Cedar 8-7171.
FACILITIES: Ch. 71. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 kw. Operating Pow.: Visual 174 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 439 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 19, 1953. Hours, 2:30-11:30 p.m.
AFFILIATION: Tv Network, ABC.
REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Licensee publishes Harrisburg Patriot and News (Newhouse newspaper). For other Newhouse broadcast and newspaper interests see WSyr-TV Syracuse, N. Y.
EXECUTIVES:
 Donald D. Wear, gen. mgr. Paul D. Gross, ch. engr.
 Allen P. Solada, com. mgr. Rick Riker, prom. mgr.
 Mac McCauley, pgm. dir. & film buy. Gladys Swift, news ed.
RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 8 sec. Full screen. Frequency discounts from 30% for 5 times up to 50% for 10 times. Rate Card No. 3.

HAZLETON
(Luzerne County)

WAZL-TV

(Target Date, Unknown)

LICENSEE: Hazleton Television Corp. Address: 708 Hazleton Natl. Bank Bldg. Phone: 5400.
FACILITIES: Ch. 63. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft. Above ground 408 ft.
AFFILIATIONS: Stations, Am, WAZL. Fm, WAZL-FM.
REPRESENTATIVES: Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.
PRINCIPAL STOCKHOLDERS: Victor C. Diehm, 25%; Hilda M. Deisroth, 25%; E. H. Whitney, 25%, and George M. Chisnell, 25%. Same interests own WVDA Boston; WIDE Biddeford, Me.; WHOL Allentown, Pa., and WHLM Bloomsburg, Pa.
EXECUTIVE:
 Victor C. Diehm, pres.

JOHNSTOWN
(Cambria County)

WARD-TV

LICENSEE: Rivoli Realty Co. Address: Porch Bldg. Phone: 8-1216.
FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 46 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 610 ft.; Above ground 542 ft.
OPERATION: Began Oct. 15, 1953. Hours, 5:30-11:15 p.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WARD. Fm, WARD-FM.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Fisher, Wayland Duvall & Southmayd; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Dr. George D. Gartland and family, 79%; Walter M. Thomas, 21%.
EXECUTIVES:
 Richard J. Butterfield, gen. mgr., com. mgr., film buy. & prom. mgr. William Wilson, pgm. dir.
 Robert R. Nelson, exec. vp. Richard Kline, ch. engr.
 Frank Jordan, news ed.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$42.50, (film) \$37.50; ID \$15. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

JOHNSTOWN (Cont.)

WJAC-TV

LICENSEE: WJAC Inc. Address: 329 Main St. Phone: 5-1262.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 70.8 kw, Aural 35.4 kw. Operating Pow.: Visual 70.8 kw, Aural 35.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,120 ft.; Above ground 175 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Sept 15, 1949. Hours, 6:55 a.m.-12:30 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WJAC. Fm, WJAC-FM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McNary.
PRINCIPAL STOCKHOLDERS: Owned by Johnstown Tribune Co. (Johnstown Tribune).
EXECUTIVES:
 Walter W. Krebs, pres. Theodore Campbell, ch. engr.
 Alvin D. Schrott, gen. mgr. Nevin Straub, dir. of tech. ops.
 John H. Hepburn, com. mgr. Edward Klym, news ed.
 Frank P. Cummins, pgm. dir.
RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$150, (film) \$150; ID \$68. ID Length 8 sec. Specifications: 35mm film. Full screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 9.

LANCASTER
(Lancaster County)

WGAL-TV

LICENSEE: WGAL Inc. Address: 24 S. Queen St. Phone: 3-5851.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 480 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began March 18, 1949. Hours, 6:30 a.m.-1:05 a.m.
AFFILIATIONS: Tv Networks, CBS, NBC. Stations, Am, WGAL. Fm, WGAL-FM.
REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, Duke M. Patrick; Consulting Engineer, James C. McNary.
PRINCIPAL STOCKHOLDERS: Owned by J. Hale and J. F. Steinman, who also own WDEL-AM-FM Wilmington, Del.; WLEV-TV Bethlehem, WKBO Harrisburg, WORK York, WRAW Reading, and WEST-AM-FM Easton, all Pa. Steinmans also own Lancaster Intelligencer-Journal and New Era.
EXECUTIVES:
 Clair R. McCollough, pres. & gen. mgr. Paul C. Rodenhauser, pgm. dir. & film buy.
 J. Robert Gulick, asst. gen. mgr. in chg. sls. J. E. Mathiot, tech. dir.
 Harold E. Miller, sta. mgr. Paul I. Woodland, prom. mgr.
RATE INFORMATION: Class AA one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$240, (film) \$240; ID \$120. Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 10.

LEBANON
(Lebanon County)

WLBR-TV†

LICENSEE: Lebanon Television Corp. Address: 8th & Cumberland Sts. Phone: 2-7651.
FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 69.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 880 ft.; Above ground 572 ft.
OPERATION: Began Oct. 15, 1953.
REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: Triangle Publications Inc. (See WFIL-TV Philadelphia, Pa.). FCC approval of purchase of WLBR-TV by Triangle stayed pending outcome of protest hearing.
 †WLBR-TV has suspended operation but has not returned its CP.

AMERICA'S 10TH TV MARKET

WGAL-TV

LANCASTER, PENNA.

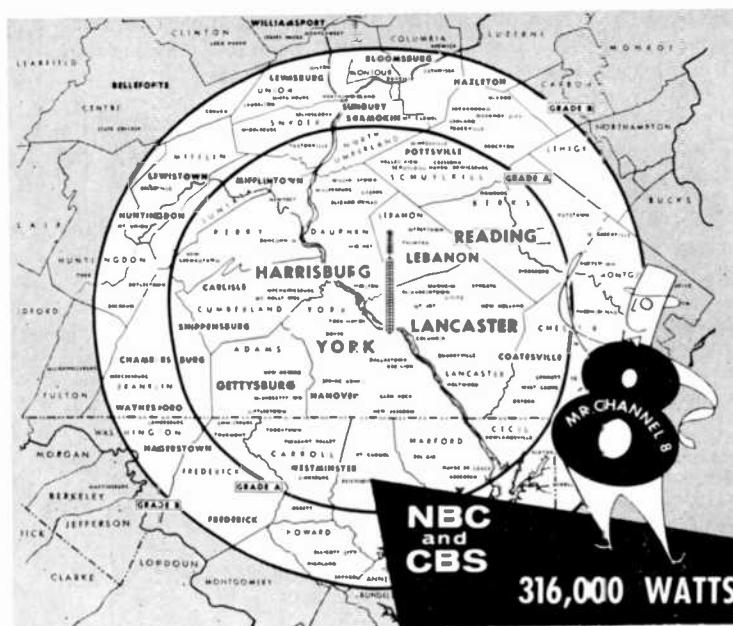
NBC and CBS

- 3½ million people
- 917,320 TV sets
- \$5½ billion to spend yearly
- America's 10th largest market in TV homes

STEINMAN STATION
Clair McCollough, Pres.

Representative
The MEEKER Company, Inc.
New York San Francisco Los Angeles Chicago

CHANNEL 8 MULTI-CITY MARKET





Another winner!

from the portfolio of **TPA** Sales Builders

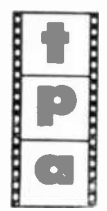
Susie's success story is a glamorous record. For this first-run-off-network series offers local and regional advertisers the same audience-entrancing factors that have made its network run such a success. And what a success!

The American Tobacco Company is now sponsoring this TPA property under the network title of "Private Secretary" for the fourth successive season.

The 104 shows now available for local market use offer many opportunities for contests, special events and merchandising.

Susie's a showcase which makes audiences want to sample such diversified wares and services as jewelry, paint, beer, ice cream, gasoline, toothpaste, household appliances, flour, soft drinks, supermarkets, opticians, slenderizing, foods, etc.

For availabilities in your market, phone your TPA representative today.



Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard

PENNSYLVANIA

NEW CASTLE
 (Lawrence County)

WKST-TV†

LICENSEE: WKST Inc. Address: Cathedral Bldg. Phone: Oliver 4-5501.
FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.55 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 218 ft.
OPERATION: Began April 15, 1953.
AFFILIATION: Station, Am, WKST.
REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: S. W. Townsend and wife, 82.2%; estate of Charles H. Johnson Sr., 18.8%.
EXECUTIVE:
 S. W. Townsend, pres.
 †WKST-TV has suspended operation but has not returned its CP.

PHILADELPHIA
 (Philadelphia County)

WCAU-TV

LICENSEE: WCAU Inc. Address: City & Monument Aves. Phone: Greenwood 7-8300.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 979 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began March 1, 1948. Hours, 6 a.m.-1 a.m.
AFFILIATIONS: Tv Network, CBS. Stations, Am, WCAU. Fm, WCAU-FM.
REPRESENTATIVES: Sales, CBS-TV Spot Sales; Washington Attorney, Pierson, Ball & Dowd.
PRINCIPAL STOCKHOLDERS: Owned by Bulletin Co. (Philadelphia Bulletin).
EXECUTIVES:
 Donald W. Thornburgh, pres. & gen. mgr. John G. Leitch, vp. in chg. engrg.
 Joseph L. Tinney, exec. vp. Norman Leebron, film buy.
 Robert M. McGredy, vp. in chg. sls. Robert N. Pryor, vp. in chg. pub. rel.
 Charles Vanda, vp. in chg. tv. Charles Shaw, news dir.
RATE INFORMATION: Class A one hour (live) \$3,250, (film) \$3,250; minute spot (live) \$750 (film) \$750; ID \$375. ID Length 7 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 11.

WFIL-TV

LICENSEE: Triangle Publications Inc. Postal Zone: 39. Address: 46th & Market Sts. Phone: Evergreen 2-4700.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 659 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Sept. 13, 1947. Hours, 8:30 a.m.-1 a.m.
AFFILIATIONS: Tv Network, ABC. Stations, Am, WFIL. Fm, WFIL-FM.
REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: Owned by Triangle Publications Inc., which also owns WFBG-AM-TV Altoona, WLBR-TV Lebanon, both Pa.; WNBK-AM-TV Binghamtown, N. Y.; WNHC-AM-FM-TV New Haven, Conn., and 50% of WHGB Harrisburg, Pa. Purchase of WLBR-TV stayed pending outcome of protest hearings. Triangle publishes Philadelphia Inquirer, Tv Guide, Seventeen Magazine, Official Detective, Morning Telegraph, Daily Racing Form. Owned by Walter H. Annenberg and family.
EXECUTIVES:
 Roger W. Clipp, gen. mgr. Joe Zimmerman, adv. & prom. dir.
 George A. Koehler, sta. mgr. Ralph Goldstein, film dir.
 Kenneth W. Stowman, gen. sls. mgr. Gunnar Back, dir. news & sp. events
 Sherman Gregory, tv sls. mgr. John C. Harlan, bus. mgr.
 Jack Steck, exec. pgm. dir. Howard W. Maschmeier, exec. asst. to gen. mgr.
 Henry E. Rhea, ch. engr.

RATE INFORMATION: Class AA one hour (live) \$3,200, (film) \$3,200; minute spot (live) \$750, (film) \$750; ID \$375. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 14.

nothing succeeds like success!



out in front...
every month—six consecutive months

WFIL-TV was rated 1st*
20.2% more than Station B
156.8% more than Station C

Monday thru Friday, 2:30-11:00 PM... the heart of the TV day.

MORE PEOPLE WATCH CHANNEL 6 MORE OFTEN
THAN ANY OTHER PHILADELPHIA TV STATION

*American Research Bureau, December 1955-May 1956 average



CHANNEL 6

AB:TV •• BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM-FM-TV, Philadelphia, Pa. / WNBC-AM-TV, Binghamton, N.Y. / WHGB-AM, Harrisburg, Pa. / WFBG-AM-TV, Altoona, Pa.

PHILADELPHIA (Cont.)

WHYY-TV*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Delaware Valley Educational Television Corp. Address: Administration Bldg., 21st & Parkway.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 20.9 kw, Aural 11.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 585 ft.

REPRESENTATIVES: Attorney, Saul, Ewing, Remick & Saul, Philadelphia; Consulting Engineer, George P. Adair Engineering Co.

EXECUTIVE: Walter Biddle Saul, pres.

WPFH (TV) (WILMINGTON, DEL.)

LICENSEE: WPFH Bcstg. Co. Address: Suburban Station Bldg., Philadelphia. Phone: Locust 8-2262. (For full listing see Wilmington, Del.)

WPHD (TV)

(Target Date, Unknown)

LICENSEE: Ajax Enterprises. Address: P. O. Box 376, Greenwich, Conn.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 537 kw, Aural 288 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 340 ft.; Above ground 299 ft.

REPRESENTATIVES: Attorney, Martin W. Kramer, New York; Consulting Engineer, Adler Communications Labs.

PRINCIPAL STOCKHOLDERS: 100% owned by Herbert Mayer, who also owns WHMB (TV) Boston, Mass. Mr. Mayer is former owner of Empire Coil Co., New Rochelle, N. Y., licensee of WXEL (TV) (now WJW-TV) Cleveland and KPTV (TV) Portland, Ore., sold to Storer Bcstg. Co. in 1954.

EXECUTIVE: Herbert Mayer, own.

WRCV-TV

LICENSEE: National Bcstg. Co. Postal Zone: 3. Address: 1619 Walnut St. Phone: Locust 4-3700.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft.; Above ground 602 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 1, 1941. Hours, 6:45 a.m.-1:15 a.m.

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

REPRESENTATIVES: Sales, NBC Spot Sales; Consulting Engineer, NBC Engineering.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York.

EXECUTIVES:

Sylvester L. Weaver, bd. chmn. (NBC)	Stan Lee Broza, pgm. dir.
Robert W. Sarnoff, pres. (NBC)	William A. Howard, ops. supvr.
Lloyd E. Yoder, vp. & gen. mgr.	Edward Murray, film buy.
Curtis D. Peck, ops. dir.	John P. Wiley, prom. mgr.
Theodore H. Walworth Jr., sls. mgr.	William S. Dallmann, merc. mgr.
George W. Cyr, pgm. mgr.	Edward R. Wallace, supvr. news & sp. events

RATE INFORMATION: Class AA one hour (live) \$3,200, (film) \$3,200; minute spot (live) \$825, (film) \$825; ID \$415. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

WSES (TV)

(Target Date, Unknown)

LICENSEE: Philadelphia Bcstg. Co. Inc. Address: Western Savings Fund Bldg.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 707 ft.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: William L. Jones, 57%; Isadore B. Sley, 29%; Murray Borkon, 14%.

EXECUTIVES: Murray Borkon, vp. Isadore B. Sley, treas.

PITTSBURGH (Allegheny County)

WENS (TV)

LICENSEE: Telecasting Inc. Postal Zone: 19. 700 Ivory Ave. Phone: Express 1-1545.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Operating Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 870 ft.; Above ground 552 ft.

OPERATION: Began Aug. 25, 1953.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Thomas P. Johnson, 14.9%; L. H. Israel, 5%; Henry Oliver Rea and family, 7.2%; Oliver Tyrone Corp., 6%; Donald C. Lott, 3%; Robert F. Prince, 2.3%; A. Donovan Faust, 4.5%, and others. Mr. Israel has negative control by virtue of ownership of all Class B stock. Mr. Rea and family control Oliver Tyrone Corp., and have varying interests in WPOR Portland, Me.; WABI-AM-TV Bangor, Me., and WMTW (TV) Poland Spring, Me.

EXECUTIVES: Thomas P. Johnson, pres. Vere Oldenburg, sls. serv. mgr.
Larry Israel, vp. & gen. mgr. Betty Jane Wylie, traff. mgr.
William H. Rea, sec.-treas. James Hurlay, ch. engr.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Frequency discounts. Rate Card No. 2A.

WIIC (TV)

(Target Date, Unknown)

LICENSEE: WWSW Inc. Address: Hotel Sheraton.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 850 ft.; Above ground 700 ft.

REPRESENTATIVES: Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Henry R. Kaiser.

PRINCIPAL STOCKHOLDERS: Owned by P.G. Pub. Co. (Pittsburgh Post-Gazette-Block). Same interests own WWSW-AM-FM Pittsburgh and publish Toledo (Ohio) Blade. Pittsburgh Radio Supply House (WJAS-AM-FM Pittsburgh) holds option to purchase 50% interest, but must sell WJAS before exercising option. Pittsburgh Radio Supply House principals also own WHJB Greensburg, Pa. Grant of WIIC has been stayed pending outcome of protest hearing.

EXECUTIVE: Oscar M. Schloss, pres. & gen. mgr.

WKJF-TV†

LICENSEE: Agnes J. Reeves Greer. Postal Zone: 11. Address: 1715 Grandview Ave. Phone: Hubbard 1-2626.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 426 ft.

OPERATION: Began Aug. 1, 1953.

AFFILIATION: Station, Fm, WKJF-FM.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Mrs. Greer also owns WAJR-AM-FM Morgantown, W. Va.; WJER Dover, Ohio, and Morgantown Dominion News and Post and weekly New Martinsville (W. Va.) Wetzel Republican.

EXECUTIVES: Agnes J. Reeves Greer, pres. Thomas J. Daugherty, gen. mgr.

†WKJF-TV has suspended operation but has not returned its CP.

WQED (TV)*

(*Non-Commercial Educational)

LICENSEE: Metropolitan Pittsburgh Educational Television Station. Postal Zone: 13. Address: 4337 Fifth Ave. Phone: Museum 3-1300.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 138 kw, Aural 69.2 kw. Operating Pow.: Visual 25 kw, Aural 12.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 537 ft.

OPERATION: Began April 1, 1954.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer.

EXECUTIVES: John F. White, gen. mgr. Edward Hortsman, ch. engr.
John Ziegler, pgm. dir. Harriet Ackerman, publicity dir.

WTVQ (TV)

(Target Date, Unknown)

LICENSEE: Golden Triangle Television Corp. Postal Zone: 2. Address, 380 W. First St. Phone: Michigan 6501.

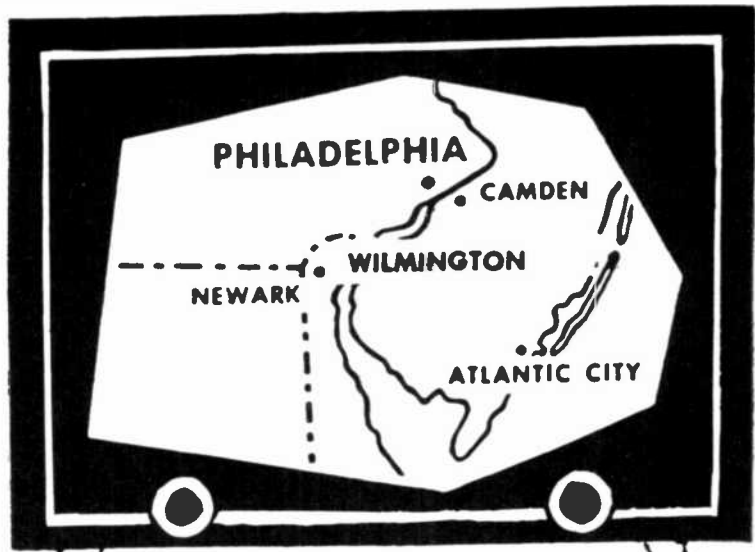
FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 490 ft.; Above ground 430 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Loren Berry and Ronald B. Woodyard, 50%. Mr. Woodyard owns 50.8% of WAAA Winston-Salem, N. C., and 29.1% of WIFE (TV) Dayton, Ohio. Mr. Berry owns 16.7% of WIFE (TV) and 21.21% of WEOL-AM-FM-TV Elyria, Ohio.

EXECUTIVE: Ronald B. Woodyard, pres.

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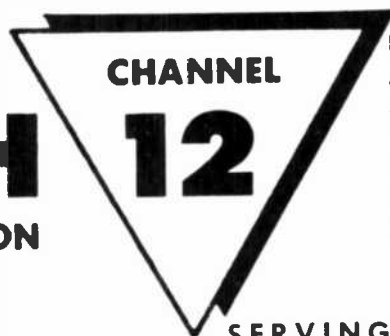
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SELL...**



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SEE LISTING UNDER WILMINGTON, DELAWARE ON PAGE 74

PITTSBURGH (Cont.)

KDKA-TV

LICENSEE: Westinghouse Bcstg. Co. Inc. Postal Zone: 22. Address: 1 Gateway Center. Phone: Express 1-3000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 990 ft.; Above ground 684 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 11, 1949. Hours, 6:30 a.m.-2 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, KDKA-AM. Fm, KDKA-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Attorney, J. W. Steen, New York.

PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Westinghouse Electric Corp., which manufactures electronics and communications equipment, including broadcast transmitters and tubes, radio-tv receivers, home appliances, air brakes, x-ray machines, electric light bulbs, elevators, etc. WBC owns WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WBZA-AM-FM Springfield, Mass., WOWO Fort Wayne, KEX-AM-FM Portland, Ore.

EXECUTIVES:

D. H. McGannon, pres.	Ray Rodgers, ch. engr.
Harold C. Lund, vp. & gen. mgr.	Richard Dreyfuss, film buy.
Lloyd G. Chapman, sls. mgr.	David N. Lewis, prom. mgr.
Byron Dowty, pgm. dir.	Bill Burns, news ed.

RATE INFORMATION: Class A one hour (live) \$1,400, (film) \$1,400; minute spot (live) \$300, (film) \$300; ID \$150. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 11.

READING

(Berks County)

WEEU-TV†

LICENSEE: Hawley Bcstg. Co. Address: 433 Penn St. Phone: Reading 6-7335.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 165 kw, Aural 87 kw. Operating Pow.: Visual 165 kw, Aural 87 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,030 ft.; Above ground 408 ft.

OPERATION: Began April 15, 1953.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WEEU.

REPRESENTATIVES: Sales, Headley Reed Tv; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Reading Eagle Co. (Reading Eagle).

EXECUTIVES:

Hawley Quier, bd. chmn. & treas.	Jack Gounder, pgm. dir.
William J. Rohn, pres.	John Gable, ch. engr.
K. Richard Creitz, gen. mgr. & com. mgr.	

†WEEU-TV has suspended operation but has not returned its CP.

WHUM-TV

LICENSEE: Eastern Radio Corp. Address: 214 S. 5th St. Phone: 4-4805.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 260 kw, Aural 135 kw. Operating Pow.: Visual 260 kw, Aural 135 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,770 ft.; Above ground 1,034 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 22, 1953. Hours, 7 a.m.-midnight.

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

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Humbolt J. Greig, 38.2%; Jessie P. Greig, 25%, and others.

EXECUTIVES:

Robert G. Magee, gen. mgr.	Ann Lubas, pgm. dir.
Allan Kerr, natl. sls. mgr.	Joseph A. Risse, ch. engr.
John E. Schuler, asst. gen. mgr. & film buy.	Paul Barclay, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (film) \$90; ID \$45. ID Length 10 sec. Specifications: 2x2 in. slide. Share screen. Frequency discounts. Rate Card No. 2.

SCRANTON

(Lackawanna County)

WARM-TV

LICENSEE: Union Bcstg. Co. Postal Zone: 3. Address: 333 Madison Ave. Phone: Diamond 3-1245.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 191 kw, Aural 102 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,220 ft.; Above ground 346 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb., 1954. Hours, 12:45 p.m.-1 a.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, WARM.

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: William W. Scranton, 80%, and Martin F. Memolo, 20%.

EXECUTIVES:

Martin F. Memolo, pres.	Ross Parker, ch. engr.
William M. Dawson, vp. & gen. mgr.	Allen Hedgcock, film buy.
Sam Feigenbaum, com. mgr.	Helen McLaughlin, prom. mgr.
Art Bolin, pgm. dir.	John VonBergen, news ed.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$45, (film) \$45; ID \$22.50. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WGBI-TV

LICENSEE: Scranton Bcstrs. Inc. Postal Zone: 9. Address: 1000 Wyoming Ave. Phone: Diamond 2-7634.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 794 kw, Aural 398 kw. Operating Pow.: Visual 215.5 kw, Aural 107.7 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,380 ft.; Above ground 418 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 7, 1953. Hours, Mon.-Thurs., 6:55 a.m.-1:30 a.m.; Fri., 6:55 a.m.-3 a.m.

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

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Mrs. M. E. Megargee and estate of Frank Megargee, 85%. Licensee holds option to purchase WRAK-TV Williamsport, Pa.

EXECUTIVES:

Mrs. M. E. Megargee, pres.	Mort Rosenthal, pgm. dir. & film buy.
Madge Holcomb, vp.	K. R. Cooke, ch. engr.
George D. Coleman, gen. mgr. & com. mgr.	Douglas Holcomb, prom. mgr.
R. E. McDowell, sta. mgr.	Tom Powell, news ed.

RATE INFORMATION: Class AA one hour (live) \$500; minute spot (live) \$100; ID \$50. Class A one hour (live) \$400; minute spot (live) \$80; ID \$40. ID Length 8 sec. Specifications: 2x2 inches. Full and share screen. Frequency discounts. Rate Card No. 4.

WTVU (TV)†

LICENSEE: Appalechian Co. Inc. Address: Hotel Jermyn. Phone: Diamond 7-3334.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.08 kw. Transmitter: Federal. Antenna Make: Workshop. Height: Above average terrain 1,280 ft.; Above ground 371 ft.

OPERATION: Began Aug. 17, 1953.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Jane C. Collins, 49%, and Frank Collins, 49%.

EXECUTIVES:

Frank J. Collins, pres.	Jane C. Collins, treas.
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†WTVU (TV) has suspended operation but has not returned its CP.

SUNBURY

(Northumberland County)

WKOK-TV

(Target Date, Unknown)

LICENSEE: Sunbury Bcstg. Corp. Address: 1150 N. Front St.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 12.9 kw, Aural 6.92 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 880 ft.; Above ground 341 ft.

AFFILIATION: Station, Am, WKOK.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Harry H. Haddon, 37.5%; Basse A. Beck, 45.5%; George S. Beck, 8%, and others. Messrs. Haddon and Beck own Sunbury Daily Item.

EXECUTIVES:

Harry H. Haddon, pres.	Homer R. Smith, gen. mgr.
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WILKES-BARRE

(Luzerne County)

WBRE-TV

LICENSEE: WBRE-TV Inc. Address: 62 S. Franklin St. Phone: Valley 3-3101.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Operating Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,220 ft.; Above ground 426 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WBRE. Fm, WBRE-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Hogan & Hartson; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Louis G. and David M. Baltimore and family, 100%. Also owns WSCR Scranton, Pa.

EXECUTIVES:

Louis G. Baltimore, pres.	Charles Sakoski Sr., ch. engr.
David M. Baltimore, vp. & gen. mgr.	Fred Foerster, prom. mgr.
Ernest Lewis, com. mgr.	Robert Gibson, news ed.
Franklin D. Coslett, ops. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$550, (film) \$450; minute spot (live) \$100, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

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1.2 million television homes
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\$1.6 billion food sales
\$1.3 million drug sales
\$8.3 million automotive sales
\$1.8 million gross farm income

To check sales results call any of KDKA-TV's hundreds of pleased advertisers. For information about them, and about KDKA-TV's availabilities, call Lloyd Chapman, Sales Manager, at EXpress 1-3000, Pittsburgh, or A. W. "Bink" Dannenbaum, WBC Vice President—Sales, MURray Hill 7-0808, New York.



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WILKES-BARRE (Cont.)

WILK-TV

LICENSEE: Wyoming Valley Bcstg. Co. Address: 88 N. Franklin St. Phone: Valley 4-4666.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 776 kw, Aural 389 kw. Operating Pow.: Visual 776 kw, Aural 389 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,100 ft.; Above ground 243 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 16, 1953. Hours, noon-1 a.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, WILK.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Miller & Schroeder; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Equal 12.5% ownership by Mitchell Jenkins, Roy E. Morgan, Thomas P. Shelburne, Harold Gray, Leon Schwartz, Vernon Wise, Gerald Wise and Mrs. I. C. Morgan. Mr. Gray is 25% owner of WCED DuBois, Pa. (DuBois Courier-Express). The Messrs. Wise and family own Butler (Pa.) Eagle.

EXECUTIVES:

Mitchell Jenkins, pres. Hal Berg, pgm. dir. & film buy.
Roy E. Morgan, exec. vp. Theodore French, ch. engr.
Thomas P. Shelburne, treas., mgng. Nancy Lynch, prom. mgr.
dir. & film buy. Thomas A. Bigler, news ed.
Malcolm Dale, com. mgr.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WILLIAMSPORT
(Lycoming County)

WRAK-TV

(Starting Date, late 1956)

LICENSEE: WRAK Inc. Postal Zone: 61. Address: 1561 W. 4th St. Phone: 2-6116.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 10.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,280 ft.; Above ground 242 ft.

AFFILIATIONS: Stations, Am, WRAK. Fm, WRAK-FM.

REPRESENTATIVES: Sales, Everett-McKinney; Washington Attorney, Spearman & Roberson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Margaretta T. Steele, 41.9%; George E. Joy and wife, 29.9%. Option to buy WRAK-TV by Scranton Bcstrs. Inc. (WGBI-AM-FM-TV Scranton, Pa.).

EXECUTIVES:

George E. Joy, pres. & gen. mgr. Irving A. Berndt Jr., pgm. dir.
J. Wright Mackey, com. mgr. Glenn Sherman, ch. engr.

YORK
(York County)

WNOW-TV

LICENSEE: Bcst. Div., Helm Coal Co. Address: P. O. Box 306. Phone: 27821.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 52.5 kw. Operating Pow.: Visual 97.7 kw, Aural 52.5 kw. Transmitter: DuM. Antenna Make: Workshop. Height: Above average terrain 660 ft.; Above ground 384 ft.

OPERATION: Began Nov., 1953. Hours, 5-11:30 p.m.

AFFILIATIONS: Stations, Am, WNOW. Fm, WNOW-FM.

REPRESENTATIVES: Sales, Robert S. Keller Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Howard J. Williams, 30.4%; Morgan E. Cousler, 43.5%, and Lowell W. Williams, 26.1%.

EXECUTIVES:

Lowell W. Williams, gen. mgr. Glenn M. Winter, ch. engr.
Richard E. Burg, sta. mgr., com. Ned Clarke, news ed.
mgr. & film buy.
Richard R. Getz, pgm. dir. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50; ID \$20. ID Length 8 sec. Full and share screen. Frequency discounts from 2.5% for 13 times up to 30% for 312 times. Rate Card No. 2.

WSBA-TV

LICENSEE: Susquehanna Bcstg. Co. Address: S. Queen St. Extended. Phone: York 25-531.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 86 kw. Operating Pow.: Visual 170 kw, Aural 86 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 417 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec., 1952. Hours, 2:20-11:10 p.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, WSBA.

REPRESENTATIVES: Sales, Adam Young Tv; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Estate of Louis J. Appell.

EXECUTIVES:

Louis J. Appell Jr., pres. Jeanne A. Padden, prom. mgr.
Jim Curtiss, pgm. dir. & film buy. Otis B. Morse IV, news ed.
Llewellyn Jones, ch. engr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50; ID \$20. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 30% for 312 times. Rate Card No. 1.

RHODE ISLAND MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Bristol	8,800	81	7,170	25,386	8,660	1,249
Kent	27,200	82	22,360	91,966	24,079	3,457
Newport	17,900	83	14,890	63,476	17,205	2,494
Providence	177,600	84	149,180	692,020	144,148	24,527
Washington	15,100	74	11,160	54,421	13,726	1,305
Total	246,600	83%	204,760	\$927,269	\$207,818	\$33,032

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

PROVIDENCE
(Providence County)

WJAR-TV

LICENSEE: The Outlet Co. Postal Zone: 2. Address: 176 Weybosset St. Phone: Gaspee 1-8255.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 920 ft.; Above ground 853 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 10, 1949. Hours, 6:40 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WJAR.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: The Outlet Co., a department store.

EXECUTIVES:

George O. Griffith, vp. William L. Cooper Jr., film buy.
Peter B. James, mgr. Frederick R. Griffiths, ops. mgr.
Edward Boghosian, sls. mgr. Warren S. Walden, news ed.
Seymour Horowitz, pgm. dir. Dody Sinclair, pub. rel. dir.
Thomas C. J. Prior, ch. engr.

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$240, (film) \$240; ID \$120. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

WNET (TV)†

LICENSEE: Channel 16 of Rhode Island Inc. Postal Zone: 1. Address: P. O. Box 1533. Phone: Blackburn 2-3316.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 115 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 453 ft.

OPERATION: Began Mar. 23, 1954.

REPRESENTATIVES: Washington Attorney, Cottone & Scheiner; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Harold C. Arcaro, Samuel Hamin and John Dunne, each 33.04%, and others.

EXECUTIVE:

Harold C. Arcaro, pres.

†WNET (TV) has suspended operation but has not returned its CP.

WPRO-TV

LICENSEE: Cherry & Webb Bcstg. Co. Postal Zone: 2. Address: 24 Mason St. Phone: Plantations 1-9776.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 182 kw. Operating Pow.: Visual 309 kw, Aural 182 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 610 ft.; Above ground 557 ft.

OPERATION: Began Mar. 27, 1955. Hours, 6:45 a.m.-12:20 a.m.

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

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: William S. Cherry Jr., 44.9%; Anna Cherry Gross, 44.9%; Charles W. Knowles, 10.2%. Following merger agreement with other applicants for ch. 12 a new television corporation will be formed. This will be owned, after all options are taken up, 44% by Cherry & Webb Bcstg. Co.; 23% by Hope Bcstg. Co.; 20% by Greater Providence Bcstg. Co., and 13% by George Taylor and Robert T. Engles jointly.

EXECUTIVES:

William S. Cherry Jr., pres. John V. Ferri, ch. engr.
Arnold F. Schoen Jr., gen. mgr. E. Paul Abert, ops. mgr.
Eugene W. Wilkin, com. mgr.

RATE INFORMATION: Class AA minute spot (live) \$240, (film) \$240; ID \$120. Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 10 sec. Specifications: 2x2 in. slides. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MAP

Means

MAXIMUM AUDIENCE PENETRATION

...and that's exactly what WPRO-TV (channel 12, Providence, R. I.) delivers in a Southeastern New England area of over 1 million television homes. WPRO-TV offers survey-proved Maximum Audience Penetration of not one, but three major markets - PROVIDENCE, R. I., *plus* FALL RIVER and NEW BEDFORD, MASS. For proof, ask BLAIR-TV! For results, use WPRO-TV.



PROVIDENCE, RHODE ISLAND

Ask your Blairman



SOUTH CAROLINA MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Abbeville	5,500	60	3,310	12,121	2,947	662
Aiken	23,800	36	8,500	45,812	14,736	1,880
Allendale	3,200	43	1,370	6,953	1,737	188
Anderson	23,200	47	10,810	74,746	15,582	2,441
Bamberg	3,900	20	780	11,019	2,371	280
Barnwell	6,500	26	1,720	10,520	3,181	278
Beaufort	6,600	53	3,470	18,852	4,582	546
Berkeley	6,700	50	3,360	10,931	3,603	364
Calhoun	3,200	39	1,250	6,462	1,844	132
Charleston	48,600	63	30,760	176,742	41,121	5,981
Cherokee	8,300	55	4,550	19,433	6,130	841
Chester	7,700	49	3,760	18,265	4,551	621
Chesterfield	7,900	42	3,350	19,930	4,582	591
Clarendon	6,500	21	1,370	16,232	4,625	391
Colleton	7,000	36	2,550	14,930	3,891	646
Darlington	11,900	38	4,550	33,411	8,867	887
Dillon	6,800	47	3,080	21,075	4,868	527
Dorchester	5,500	60	3,300	13,871	4,091	531
Edgefield	3,800	56	2,010	12,164	1,829	442
Fairfield	4,700	54	2,530	10,544	3,233	322
Florence	19,600	53	10,430	74,887	14,016	2,045
Georgetown	7,600	50	3,820	22,673	5,401	692
Greenville	48,900	61	29,580	193,172	41,804	5,630
Greenwood	10,700	51	5,420	35,727	8,998	1,182
Hampton	4,300	41	1,750	11,409	3,034	284
Horry	13,700	17	2,360	56,489	11,274	1,693
Jasper	2,500	47	1,180	7,215	1,815	158
Kershaw	7,300	55	4,040	23,913	6,644	856
Lancaster	8,800	48	4,220	24,141	6,707	541
Laurens	11,400	34	3,900	25,556	6,928	751
Lee	4,600	48	2,210	9,846	2,165	269
Lexington	12,100	45	5,410	36,263	9,456	904
M McCormick	2,100	44	930	3,815	1,121	127
Marion	7,500	46	3,490	22,364	3,992	777
Marlboro	7,000	37	2,630	17,617	4,825	468
Newberry	8,000	40	3,220	21,445	5,461	739
Oconee	9,100	30	2,720	22,684	5,932	620
Orangeburg	15,900	37	5,960	45,824	12,094	1,355
Pickens	10,000	33	3,260	29,112	8,244	1,213
Richland	40,900	55	22,500	177,349	33,309	4,830
Saluda	3,600	32	1,130	5,255	1,175	148
Spartanburg	39,900	53	21,190	117,847	27,778	4,050
Sumter	13,800	41	5,620	43,260	11,070	1,150
Union	7,400	53	3,940	18,051	5,503	591
Williamsburg	8,800	46	4,070	22,781	4,941	407
York	18,500	48	8,860	56,521	14,341	1,677
Total	544,900	48%	260,220	\$1,678,229	\$396,404	\$51,708

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ANDERSON
(Anderson County)

WAIM-TV (GREENVILLE)

LICENSEE: Wilton E. Hall, Address: 321 Kingsley Road. Phone: Canal 6-1511.
FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 93.3 kw. Operating Pow.: Visual 170 kw, Aural 93.3 kw. Transmitter: Federal. Antenna Make: Workshop. Height: Above average terrain 380 ft.; Above ground 418 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 15, 1953. Hours, 10 a.m.-11:30 p.m.
AFFILIATIONS: Tv Network, CBS. Stations, Am, WAIM. Fm, WCAC (FM).
REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Cottone & Scheiner; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Licensee is publisher of Anderson Independent and Mail.
EXECUTIVES:
 Wilton E. Hall, own. John Willis, ch. engr.
 Glenn P. Warnock, gen. mgr. Virginia Barath, film buy.
 John McCallum, com. mgr. G. Paul Browne, prom. mgr.
 Ray Barath, pgm. dir. Al Joseph, news ed.
RATE INFORMATION: Class A one hour (live) \$220, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$25. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 1.

CAMDEN
(Kershaw County)

WACA-TV

(Target Date, Unknown)

LICENSEE: Camden Bcstg. Corp. Address: Camden. Phone: Hemlock 2-2311.
FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 78 kw, Aural 45 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 579 ft.
AFFILIATION: Station, Am, WACA.
REPRESENTATIVES: Washington Attorney, A. L. Stein; Consulting Engineer, William E. Bennis Jr.

PRINCIPAL STOCKHOLDERS: Haygood S. Bowden, 31%; Thomas J. Richards, 2%; Harold W. Funderburk, 8%; Woodrow R. Bowden, 15%, and others.

EXECUTIVES:

Haygood S. Bowden, pres. Harold J. Richards, vp. & gen. mgr.

CHARLESTON
(Charleston County)

WCSC-TV

LICENSEE: WCSC Inc. Postal Zone: 21. Address: 485 E. Bay. Phone: 3-8371.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 515 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 19, 1953. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WCSC. Fm, WCSC-FM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: John M. Rivers, 63.74%, and others.

EXECUTIVES:

John M. Rivers, pres. & gen. mgr. Charles E. Hall, pgm. dir.
 Roland Weeks, sta. mgr. & natl. Wilbur R. Albee, ch. engr.
 com. mgr. Annie Lee Small, prom. mgr.
 Ralph E. Thornley, reg. com. mgr. & film buy. Kenneth Klyce, news ed.

RATE INFORMATION: Class A one hour (film) \$300; minute spot (live) \$80.50, (film) \$75; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 3.

WUSN-TV

LICENSEE: Southern Bcstg. Co. Address: P. O. Box 879. Phone: Mount Pleasant 4141.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 53.7 kw. Operating Pow.: Visual 100 kw, Aural 53.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 842 ft.
OPERATION: Began Sept., 1954. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, H-R Television; James S. Ayers (Southeast); Washington Attorney, Eliot C. Lovett; Consulting Engineer, Gautney & Jones.
PRINCIPAL STOCKHOLDERS: J. Drayton Hastie, 10%; Sara C. Hastie, 5.9%; George L. Buist, 2.9%; Theodore D. Maybank, 4%, and others.

EXECUTIVES:

J. Drayton Hastie, pres. & gen. mgr. Grange S. Cuthbert Jr., com. mgr.
 Douglass M. Bradham, asst. gen. Clark Davis, prod. dir.
 mgr. & sec. Walter Nelson, ch. engr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$75, (film) \$75; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times.

COLUMBIA
(Richland County)

WIS-TV

LICENSEE: WIS-TV Corp. Address: 1111 Bull St. Phone: 3-6431.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 269 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 582 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 7, 1953. Hours, 9 a.m.-11:20 p.m.
AFFILIATIONS: Tv Network, NBC. Stations, Am, WIS. Fm, WIS-FM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Broadcasting Co. of the South (B. Calhoun Hipp, pres.), 81.4%. Broadcasting Co. of the South also owns WIST Charlotte, N. C.

EXECUTIVES:

G. Richard Shafto, pres. Barnett Goldberg, ch. engr.
 Charles A. Batson, mgng. dir. John Bondeson, prom. mgr.
 Low Epps, sls. mgr. Gren Seibels, news ed.
 Ardian R. Munzell, pgm. coor. & film buy.

RATE INFORMATION: Class AA one hour (live) \$400, (film) \$400; minute spot (live) \$100; ID \$50. ID Length 8 sec. Full and share screen. Frequency discounts up to 25% for 312 times. Rate Card No. 3.

COLUMBIA (Cont.)

WNOK-TV

LICENSEE: Palmetto Radio Corp. Postal Zone: 1. Address: 1811 Main St. Phone: 27737.

FACILITIES: Ch. 67. Authorized Eff. Rad. Pow.: Visual 741 kw, Aural 372 kw. Operating Pow.: Visual 93.5 kw, Aural 47 kw. Transmitter: DuM. Antenna Make: Gabriel. Height: Above average terrain 630 ft.; Above ground 536 ft.

OPERATION: Began Sept. 1, 1953.

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

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Covington & Burling; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Irwin Kahn, 30.9%; W. Croft Jennings, 6%; Jules W. Lindau III, 10.3%; Samuel Litman, 9.7%; Carlisle Roberts, 6.7%; H. Moody McElveen, 2.8%; Lewie G. Merritt, 2.5%, and others. Mr. Kahn is 49.8% owner of WORD and WDXY (FM) Spartanburg, S. C.

EXECUTIVES:

H. Moody McElveen Jr., gen. mgr. & com. mgr.	R. L. Brown, film buy.
Bill Routh, pgm. dir.	Pat Conder, prom. mgr.
Charlton W. Bowers, ch. engr.	Don Robertson, news ed.

RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 1.

FLORENCE
(Florence County)

WBTW (TV)

LICENSEE: Jefferson Standard Bcstg. Co. Address: New Cashua Ferry Road. Phone: 2-1566.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 824 ft.

OPERATION: Began Oct. 18, 1954. Hours, 3 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: See WBTW (TV) Charlotte, N. C.

EXECUTIVES:

J. M. Bryan, pres.	George B. Burnette, pgm. mgr. & film buy.
Charles H. Crutchfield, exec. vp.	Emil A. Sellers, ch. engr.
J. William Quinn, mgng. dir.	Whiteford Smith, prom. mgr.
Melvin H. Purvis, mgr.	
John H. Brock, sls. mgr.	

RATE INFORMATION: Class A one hour (live) \$374, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 8 sec. Specifications: 2x2 in. slides. Share screen. Frequency discounts from 2.5% for 26 times up to 5% for 52 times. Rate Card No. 2.

GREENVILLE
(Greenville County)

WAIM-TV (ANDERSON)

LICENSEE: Wilton E. Hall. Address: 321 Kingsley Road. Phone: Canal 6-1511. (For full listing see Anderson.)

For efficient TV coverage

PLANNED
170 YEARS AGO

In 1786 Columbia's site was chosen and the city planned to make the capital equally accessible to all South Carolinians.

Today, time buyers who wish to reach South Carolinians by television can follow the plan set out 170 years ago by buying WIS-TV in Columbia, accessible to more South Carolinians.

For centered Carolina coverage
that fits natural distribution
your only answer is
WIS-TV.

WIS-TV
CHANNEL 10
COLUMBIA, SOUTH CAROLINA



President, G. Richard Shafto

Managing Director, Charles A. Batson



PETERS GRIFFIN.
WOODWARD, INC.
Exclusive National Representatives



GREENVILLE (Cont.)

WFBC-TV

LICENSEE: WMRC Inc. Address: P. O. Box 1140. Phone: 9-1321.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: TF 6 AL. Height: Above average terrain 1,140 ft.; Above ground 158 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 31, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WFBC. Fm, WFBC-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Greenville News-Piedmont Co. (Greenville News and Piedmont), 46%; Robert A. Jolley and family, 11.886%; and others. Greenville News-Piedmont Co. owns Asheville Citizens-Times (WWNC Asheville, N. C.) Asheville Citizen-Times has option to buy one-third of WLOS-TV Asheville, N. C.

EXECUTIVES:

R. A. Jolley, pres.
 Wilson C. Wearn, asst. to pres. & film buy.
 Kenneth Beachboard, gen. mgr.
 Robert Q. Glass Jr., com. mgr.

William E. Garrison, ch. engr.
 Robert W. Edwards, prom. mgr.
 Norvin C. Duncan, pgm. dir. & news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$112.50, (film) \$112.50; ID \$56.25. ID Length 10 sec. Specifications: slide or film. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 3.

WGVL (TV)†

LICENSEE: Greenville Television Co. Address: Calhoun Towers. Phone: 5-0471.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 8.52 kw. Operating Pow.: Visual 17 kw, Aural 8.52 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,130 ft.; Above ground 131 ft.

OPERATION: Began July 15, 1953.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Edgar M. Norris, 6.7%; R. M. Caine, 40.7%; Calvin F. Teague, 3.4%; Ben K. McKinnon, 2.2%; Lewis Village, 5%; Vivian M. Manning, 5%; Burnet R. Maybank, 3%; and others.

EXECUTIVES:

R. M. Caine, exec. vp.
 Ben K. McKinnon, vp., gen. mgr. & com. mgr.

†WGVL (TV) has suspended operation but has not returned its CP.

SPARTANBURG
 (Spartanburg County)

WSPA-TV

LICENSEE: Spartan Radiocasting Co. Address: 224 E. Main St. Phone: 3-3621.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 144 kw. Operating Pow.: Visual 200 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,180 ft.; Above ground 445 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 29, 1956. Hours, 1:30-11 p.m.

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

REPRESENTATIVES: Sales, George P. Hollinbery Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Walter J. Brown, 50.48%; D. S. Burnside, 4.1%; and others.

EXECUTIVES:

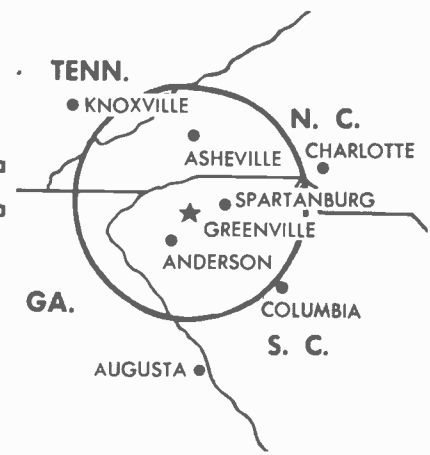
Walter J. Brown, pres.
 Charles E. Bell, natl. sls. mgr.
 Robert H. Walton, loc. sls. mgr.
 James B. Hobbs Jr., pgm. dir.

Peter W. Swanson Jr., prod. mgr.
 H. Duncan Peckham Jr., ch. engr.
 William A. Adams, prom. mgr.
 Charles Newcomb, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 1.

DOMINANT in this 4-State, 58-County 2-Billion Dollar Market

Here in WFBC-TV's 100 UV/M contour is the South's richest textile-industrial area and its famous mountain vacationland.



"The Giant of Southern Skies"

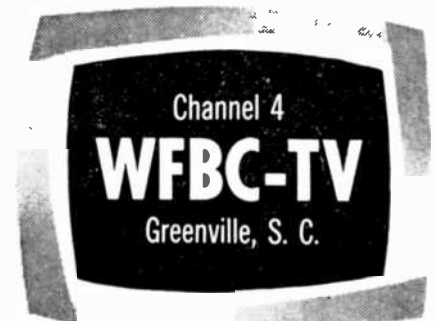
Video—100,000 Watts (FCC MAXIMUM)
 Audio—50,000 Watts
 Antenna height—1,204 feet above average terrain—2,204 feet above sea level.

Population	1,991,700
Incomes	\$2,115,295,000.
Retail Sales	\$1,467,678,000.
Television Homes	367,230

Here is one of the South's great markets. Compare it with Atlanta, Jacksonville, New Orleans or Miami! Latest PULSE and ARB Reports prove WFBC-TV's Dominance in its coverage area. Write us or WEED for market data, rates and availabilities.

Represented by WEED TELEVISION CORP.

Population, Income and Sales from Sales Management Survey of Buying Power 1956. TV Homes from Nielson '53, plus RETMA shipments to date.



NBC NETWORK

BROADCASTING • TELECASTING

TENNESSEE MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Lawrence	7,000	25	1,750	16,473	2,452	372
Lewis	1,500	41	610	3,207	753	98
Lincoln	6,400	21	1,350	15,430	3,141	481
Loudon	6,100	48	2,920	16,923	4,164	530
McMinn	8,100	34	2,730	20,984	4,907	450
McNairy	5,000	39	1,960	11,505	1,754	242
Macon	3,400	44	1,500	4,260	850	206
Madison	17,000	46	7,820	49,563	11,981	1,289
Marion	4,900	61	3,000	12,734	3,384	294
Marshall	5,000	45	2,250	13,305	3,196	441
Maury	10,700	40	4,250	31,660	8,012	593
Meigs	1,300	29	380	1,215	162	
Monroe	5,500	48	2,620	13,840	3,191	398
Montgomery	11,400	56	6,340	46,000	10,254	1,110
Moore	1,200	14	170	747	176	
Morgan	3,100	27	840	2,961	1,084	
Obion	7,900	33	2,620	21,283	4,620	572
Overton	3,900	22	840	6,440	1,028	212
Perry	1,500	20	310	2,237	677	45
Pickett	1,000	22	220	1,197	138	55
Polk	3,000	44	1,310	4,948	954	126
Putnam	7,800	41	3,200	17,587	2,843	490
Rhea	3,800	40	1,520	11,015	2,592	381
Roane	8,100	51	4,120	25,987	7,356	1,023
Robertson	6,900	59	4,090	17,579	4,354	417
Rutherford	10,900	63	6,820	32,610	7,998	752
Scott	3,900	25	990	6,967	1,760	
Sequatchie	1,300	36	460	2,630	616	123
Sevier	5,400	27	1,430	17,090	3,679	474
Shelby	146,200	76	111,840	678,403	140,470	18,391
Smith	3,600	43	1,550	6,404	1,094	353
Stewart	1,900	49	940	3,820	855	43
Sullivan	27,900	47	13,200	97,614	21,915	2,362
Sumner	8,800	60	5,270	21,423	4,822	499
Tipton	7,300	57	4,190	15,094	4,084	443
Trousdale	1,600	40	650	2,963	573	127
Unicoi	3,800	28	1,060	7,535	1,570	28
Union	1,900	31	590	3,264	842	
Van Buren	800	21	170	842	82	
Warren	6,300	39	2,440	16,447	3,188	445
Washington	15,300	55	8,480	57,428	12,688	1,430
Wayne	3,200	12	390	5,246	856	67
Weakley	7,500	27	2,060	12,119	3,122	546
White	3,900	35	1,370	7,804	2,142	244
Williamson	5,800	57	3,310	18,117	4,347	370
Wilson	7,400	53	3,960	18,414	4,105	271
Total	883,400	53%	464,500	\$2,954,989	\$654,711	\$79,509

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BRISTOL
(Sullivan County)

WCYB-TV (BRISTOL, VA.)

(Target Date, Sept. 1, 1956)

LICENSEE: Appalachian Bcstg. Co. Address: 100 Front St., Bristol, Va. Phone: North 3560. (For full listing see Bristol, Va.)

CHATTANOOGA
(Hamilton County)

WDEF-TV

LICENSEE: WDEF Bcstg. Co. Postal Zone: 2. Address: Volunteer Bldg. Phone: 7-3399.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 63.1 kw. Operating Pow.: Visual 105 kw, Aural 63.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 994 ft.; Above ground 379 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 25, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks: ABC, CBS. Stations, Am, WDEF.

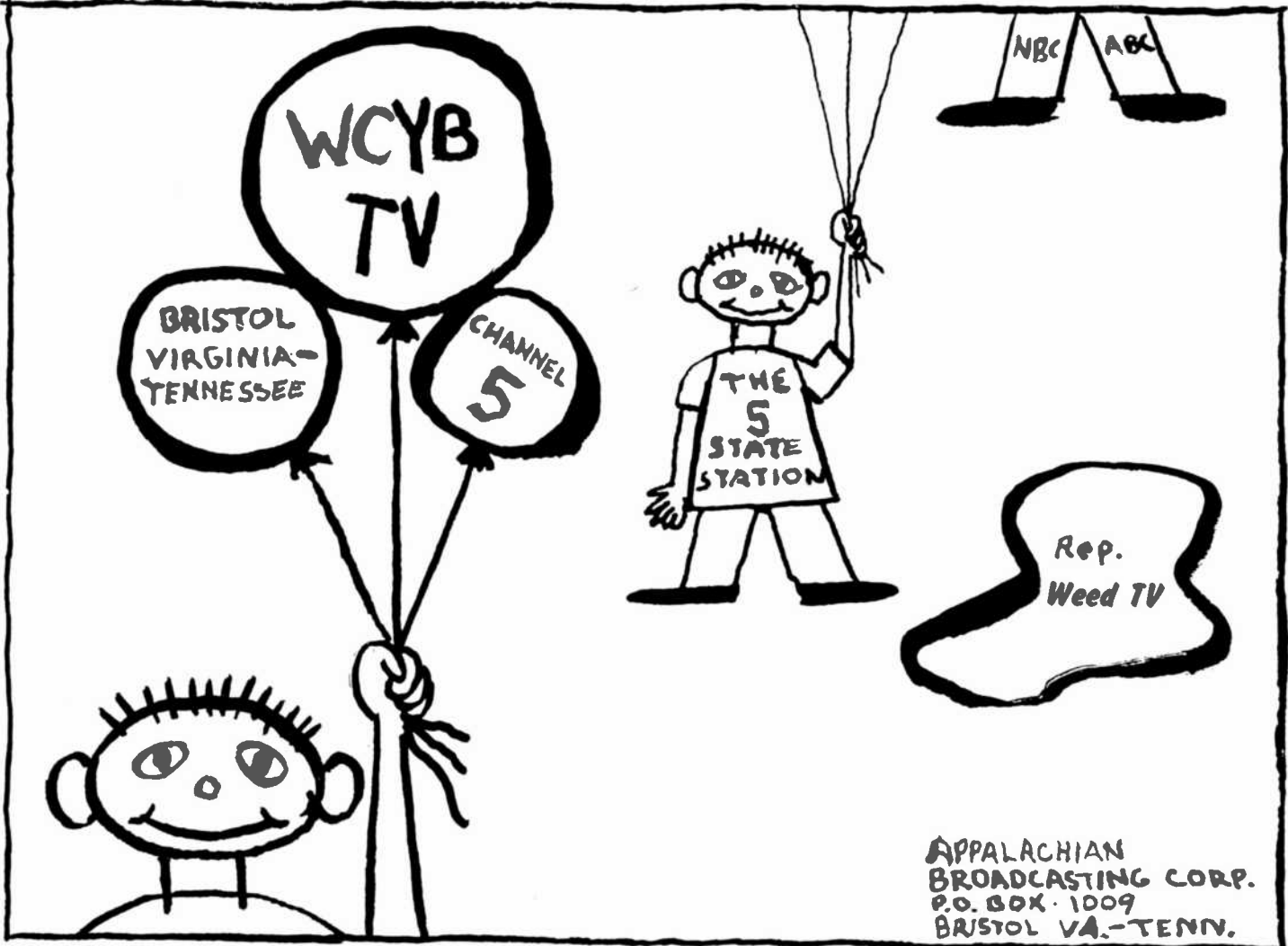
REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDERS: Carter M. Parham, 21.79%; Edward Finlay Jr., 13.58%; and others.

EXECUTIVES:

Carter M. Parham, pres. B. C. Baker, ch. engr.
Harold E. Anderson, gen. mgr. Mort Lloyd, news ed.
Otis H. Segler, com. mgr.
Morris Quave, pgm. dir., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$490; (film) \$450; minute spot (live) \$108, (film) \$100; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.



CHATTANOOGA (Cont.)

WRGP-TV

LICENSEE: Mountain City Television Inc. Address: 1214 McCallie Ave. Phone: 98-1505.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: IDECO. Height: Above average terrain 1,070 ft.; Above ground 301 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 6, 1956. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC, NBC.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Ramon G. Patterson, 50%; Will Cummings, 50%. Mr. Patterson also owns 20% of WAPO Chattanooga, Tenn.

EXECUTIVES:

R. G. Patterson, pres. B. B. Barnes, ch. engr.
Harry Stone, sta. mgr. & film buy. Steve Conrad, news ed.
Helen Patterson, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Frequency discounts. Rate Card No. 1.

JACKSON
(Madison County)

WDXI-TV

LICENSEE: Dixie Bcstg. Co. Postal Zone: 1. Address: Williams Bldg. Phone: 7-9611.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 83.2 kw, Aural 41.7 kw. Operating Pow.: Visual 83.2 kw, Aural 41.7 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 630 ft.; Above ground 56C ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 6, 1955. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WDXI.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Aaron B. Robinson, 57.33%; Frank M. Davis, 6.6%; Harley H. Moses, 6.6%; David M. Palmer Jr., 6.6%; Cecil G. Murdock, 6.6%; D. F. Prince, 6.6%; Harold I. Simpson, 6.6%; James W. Hoppers, 2%; T. J. Williams, .66%. Mr. Robinson and associates also own WDXE Lawrenceburg, WDXN Clarksville, WENK Union City, WTPR-AM-FM Paris, all Tenn.; WCMA Corinth, Miss. Mr. Prince also owns 25% of WBSR Pensacola, Fla.; 9.9% of KQUE Albuquerque and 9.9% of KRSN Los Alamos, both New Mexico.

EXECUTIVES:

Aaron B. Robinson, pres. James Thomas, ch. engr.
John E. North, gen. mgr. Larry Dunne, prom. mgr.
& com. mgr. John Knight, news ed.

Jim Hoppers, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$250; (film) \$200; minute spot (live) \$50, (film) \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 2.

JOHNSON CITY
(Washington County)

WJHL-TV (BRISTOL-KINGSPORT)

LICENSEE: WJHL Inc. Address: 145 W. Main St. Phone: 2780.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 155 kw. Operating Pow.: Visual 309 kw, Aural 155 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 720 ft.; Above ground 629 ft.

OPERATION: Began Oct. 26, 1953. Hours, 7:55 a.m.-midnight.

AFFILIATIONS: Tv Networks: ABC, CBS. Stations, Am, WJHL. Fm, WJHL-FM.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, McKenna & Wilkinson.

PRINCIPAL STOCKHOLDERS: W. H. Lancaster and wife, 48.8%; W. H. Lancaster Jr., 34.5%; T. E. Dooley and wife, 16.7%; Mr. Dooley owns 400 shares of Class A and 1,200 shares of Class B stock in WTVD(TV) Durham, N. C.

EXECUTIVES:

W. Hanes Lancaster Jr., pres. Rowland Medler, ch. engr.
& gen. mgr. W. A. McDonald, prom. mgr.
Jack Sausman, pgm. dir. & film buy. Ralph Price, news ed.

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 3.

KNOXVILLE
(Knox County)

WATE (TV)

LICENSEE: Greater East Tennessee Tv Inc. Postal Zone: 2. Address: 612 S. Gay St. Phone: 2-7111.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 649 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks: ABC, NBC. Stations, Am, WROL.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Paul Mountcastle, 37.43%; W. Henry Linebaugh, 5.04%; Cowan Rodgers Jr., 4.91%; Frank A. Tucker, 4.28%; Clarence Beaman Jr., 14.2%; and others. Messrs. Mountcastle, Linebaugh and John A. Ayers hold half of stock in voting trust; Messrs. Rodgers, Tucker and Herbert J. Madden vote other half. Mr. Mountcastle owns 57.1% of WROL Knoxville and is chairman of the board of Life & Casualty Insurance Co., 50% owner of WLAC-AM-TV Nashville, Tenn. Mr. Linebaugh is 17.1% owner of WROL.

EXECUTIVES:

Paul Mountcastle, pres. F. M. Andrews, ch. engr.
W. H. Linebaugh, gen. mgr. Rebecca Moulder, prom. mgr.
J. T. McCloud, com. mgr. Hal Ernest, pgm. supvr. & news ed.
John H. Reese, sta. mgr. & film buy.

RATE INFORMATION: Class A one hour (live) \$720, (film) \$600; minute spot (live) \$164, (film) \$120; ID \$60. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

KNOXVILLE
(Target Date August 1, 1956)

WBIR-TV

LICENSEE: Radio Station WBIR Inc. Postal Zone: 2. Address: 618 S. Gay St. Phone: 4-3321.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 704 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 8 a.m.-12:15 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, William P. Hansher.

PRINCIPAL STOCKHOLDERS: Radio Cincinnati Inc. (WKRC-AM-FM-TV Cincinnati) 30%; Gilmore N. Nunn, 30%; Robert L. Ashe and wife, 30%; John P. Hart, 10%. Radio Cincinnati, owned by Cincinnati Times-Star, also owns WTVN-AM-TV Columbus, Ohio. Mr. Nunn is 51% owner of WLAP-AM-FM Lexington and 50% owner of WCMI-AM-FM Ashland, both Kentucky.

EXECUTIVES:

John P. Hart, pres. & gen. mgr. J. Rex Horton, engrg. dir.
R. S. Quinn, loc. sls. mgr. Gloria Fisher, prom. mgr.
Neal W. Branch, pgm. dir. & film buy.

RATE INFORMATION: Class AA one hour (live) \$600, (film) \$600; minute spot (live) \$120, (film) \$60. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

WTVK (TV)

LICENSEE: South Central Bcstg. Corp. Address: P. O. Box 1388. Phone: 5-2113.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: Workshop. Height: Above average terrain 480 ft.; Above ground 257 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 18, 1953. Hours, 8 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks: ABC, CBS.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: John A. Englebrecht and wife, 40.1%; George F. Stoltz and wife, 40.1%; Leighman D. Groves, 19.8%. Licensee also owns WIKY-AM-FM Evansville, Ind.

EXECUTIVES:

John A. Englebrecht, pres., Joseph E. Broyles, ch. engr.
gen. mgr., com. mgr. & film buy. Norman Stone, prom. mgr.
William E. Eckstein, pgm. dir. Jack Joyner, news ed.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MEMPHIS
(Shelby County)

WHBQ-TV

LICENSEE: RKO Teleradio Pictures Inc. Postal Zone: 1. Address: 1381 Madison Ave. Phone: Broadway 2-3441.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 1,073 ft.

OPERATION: Began Sept. 27, 1953. Hours, 8 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Station, Am, WHBQ.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Pierson, Ball & Dowd.

PRINCIPAL STOCKHOLDERS: See WOR-TV New York City.

EXECUTIVES:

Thomas F. O'Neil, pres., Mark Forrester, pgm. dir. & film buy.
RKO Teleradio Pictures, Inc. Welton M. Roy, ch. engr.
John H. Cleghorn, vp. & gen. mgr. William C. Rucker, prom. mgr.
Tom W. Ragland, com. mgr. Gene Roper, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140; ID \$62.50. ID Length 8 sec. Specifications 2x2 in. transparencies. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MEMPHIS (Cont.)

WKNO-TV*

(*Non-Commercial Educational)

LICENSEE: Memphis Community Tv Foundation. Postal Zone: 3. Address: 268 Jefferson Ave. Phone: Jackson 6-6826.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 13.5 kw. Operating Pow.: Visual 26.9 kw, Aural 13.5 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 650 ft.: Above ground 637 ft.

EQUIPPED TO COLORCAST local live programs, local films, local slides.

OPERATION: Began June 25, 1956. Hours, 6-9 p.m.

REPRESENTATIVES: Attorney, Robert W. Pharr, Memphis; Consulting Engineer, George C. Davis.

EXECUTIVES:

Julian B. Bondurant, pres. William B. Gould, film mgr.
Admiral Harold M. Martin, gen. mgr. George Sissler, pub. rel. dir.
Keith J. Nighbert, pgm. dir. Howard Holst, prod. mgr.
C. E. LaFond, ch. engr.

WMCT (TV)

LICENSEE: Memphis Publishing Co. Postal Zone: 3. Address: 495 Union Ave. Phone: Jackson 6-7464.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.: Above ground 1,088 ft.

EQUIPPED TO COLORCAST network program.

OPERATION: Began Dec. 11, 1948.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WMC. Fm, WMCF.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Part of Scripps-Howard group, see WEWS (TV) Cleveland, Ohio.

EXECUTIVES:

Enoch Brown, pres. E. C. Frase Jr., ch. engr.
H. W. Slavick, gen. mgr. Walter E. Frase, prom. mgr.
Earl Moreland, sta. mgr. Ed White, news ed.
Wilson Mount, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$860, (film) \$800; minute spot (live) \$175, (film) \$160. ID \$72.50. ID Length 8 sec. Specifications 16mm film. Share screen. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 10-B.

WREC-TV

LICENSEE: WREC Bcstg. Service. Postal Zone: 3. Address: Hotel Peabody Bldg. Phone: Jackson 5-1313.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.: Above ground 1,077 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1956. Hours, 6 a.m.-midnight.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Hoyt B. Wooten, 100%.

EXECUTIVES:

Hoyt B. Wooten, pres. & gen. mgr. Wilson Raney, ch. engr.
Charles Brakefield, com. mgr. Fred Munson, prom. mgr.
Jack Michael, pgm. dir. & film buy. Russ Hodge, news ed.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$175, (film) \$175. ID \$88. ID Length 8 sec. Specifications 2x2 in. slides. Share screen. Frequency discounts. Rate Card No. 2.

THE MEMPHIS MARKET IS
2 billion
dollars big
... to sell this big market, you need
Memphis' First station, WMCT.

Yes, the Memphis Market is *billions big*, with over two billion dollars in effective buying income. It's the tenth wholesale market in the nation, the Cotton Capital of the world, and the shopping center for 431,428 television home viewers* in the Mid-South territory.

In a word, it's a market of big importance to you. And WMCT can best sell this big market for you. In every sense of the word, WMCT is Memphis' first television station. A 41 county survey, (conducted by American Research Bureau in February, 1956) proves conclusively that most people prefer WMCT in Memphis and the Mid-South.

Dominate this great market with Memphis' dominant TV station, WMCT.

*According to latest distributors' figures, June 1, 1956

BIG ANY WAY YOU LOOK AT IT!

Population:.....	1,837,800
Households:.....	497,190
Consumer Spendable Income..	\$2,070,551,000
Consumer Spendable Income Per Family:.....	\$4,164
Retail Sales:.....	\$1,495,402,000
Food Sales:.....	\$342,092,000
Drug Sales:.....	\$ 38,659,000
General Merchandise Sales:.....	\$170,936,000
Home Furnishing Sales:.....	\$ 69,319,000
Automotive Sales:.....	\$355,186,000
Gross Farm Income:	\$695,086,000

(Source: SRDS Estimate of Consumer Markets, June, 1956)

WMCT
MEMPHIS
Channel 5

WMC—WMCF—WMCT MEMPHIS' FIRST TV STATION

100,000 WATTS • NBC BASIC

National Representatives Blair TV | Owned and operated by THE COMMERCIAL APPEAL

Tailored...

**TO DELIVER
TOP COVERAGE
OF THE GREAT
MEMPHIS and
MID-SOUTH MARKET**



TOP SHOWS!



HIGHEST ANTENNA!

(1349 Feet Above Mean Sea Level)



FULL POWER!



Here Are The Ratings!*

STATION	LEADS IN QUARTER HOURS	TOTAL RATING POINTS
WREC-TV	187	4,438.7
STATION "B"	63	3,815.0
STATION "C"	60	3,239.7

* Pulse, May 1-7, 1956, 6 AM to 12 Midnight

WREC-TV

CHANNEL 3 MEMPHIS



Represented Nationally by The Katz Agency

NASHVILLE
(Davidson County)

WLAC-TV

LICENSEE: WLAC-TV Inc. Postal Zone: 3. Address: 159 4th Ave. N. Phone: Chapel 2-4331.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,370 ft.; Above ground 1,179 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 6, 1954. Hours, 6:45 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Life & Casualty Insurance Co. of Tennessee, 50%; T. B. Baker Jr., 25%; A. G. Beaman, 25%. Paul Mountcastle, ch. of board, Life & Casualty Insurance Co., is 37.43% owner of WATE (TV) Knoxville, and 57.1% owner of WROL Knoxville.

EXECUTIVES:

T. B. Baker Jr., exec. vp. & gen. mgr. Edward M. Tink, ch. engr.
Ruth C. Holly, asst. to gen. mgr. James G. Wharton, prom. mgr.
Robert M. Reuschle, natl. sls. mgr. Jack Drake, news ed.
Roy A. Smith, ops. mgr. & film buy.

RATE INFORMATION: Class AA one hour (live) on request, (film) \$650; minute spot (live) \$150, (film) \$140; ID \$70. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

WSIX-TV

LICENSEE: WSIX Inc. Postal Zone: 3. Address: Nashville Trust Bldg. Phone Alpine 5-5431.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 89 kw. Operating Pow.: Visual 178 kw, Aural 89 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,360 ft.; Above ground 941 ft.

OPERATION: Began Nov. 29, 1953. Hours, 9 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Station, Am, WSIX.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Stephen Tuhy Jr.; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: R. D. Stanford Jr. 33 1/3%; W. H. Criswell, 33 1/3%; Louis R. Draughon, 33 1/3%.

EXECUTIVES:

R. D. Stanford Jr., pres. & gen. mgr. Charles Duke, ch. engr.
James L. Harper, ops. dir. & film buy Dave White, prom. mgr.
E. S. Tanner, com. mgr. Larry H. Munson, news ed.
James Lynch, prod. dir.

RATE INFORMATION: Class A one hour (live) \$425, (film) \$425; minute spot (live) \$89, (film) \$75; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

WSM-TV

LICENSEE: WSM Inc. Postal Zone: 3. Address: 301 Seventh Ave., N. Phone: Alpine 4-5656.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Federal. Antenna Make: GE. Height: Above average terrain 680 ft.; Above ground 575 ft.

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

OPERATION: Began Sept. 30, 1950. Hours, 6:45 a.m.-midnight.

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

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDER: National Life & Accident Insurance Co. 100%.

EXECUTIVES:

Edwin W. Craig, chmn. of bd. George Reynolds, vp. & tech. dir.
John H. DeWitt Jr., pres & gen. mgr. Elmer Cartwright, film buy.
Irving Waugh, exec. asst. to Aaron Shelton, ch. engr.
pres. & com. mgr. William R. McDaniel, pub. rel. dir.
Brad Crandall, ops. mgr. Harold Baker, dir. news & sp. events

RATE INFORMATION: Class AA one hour (live) \$875, (film) \$825; minute spot (live) \$175, (film) \$165; ID \$75. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 8.

TEXAS

TEXAS MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Anderson	8,200	22	1,830	23,606	5,568	770
Andrews	2,600	46	1,210	10,059	2,602	257
Angelina	10,400	27	2,860	33,270	8,168	1,103
Aransas	1,200	37	440	5,647	2,026	201
Archer	1,900	51	970	6,550	1,396	129
Armstrong	600	52	310	1,500	308	52
Atascosa	4,700	54	2,530	14,121	2,526	339
Austin	4,200	43	1,790	14,749	3,933	389
Bailey	2,200	63	1,380	12,556	2,659	309
Bandera	1,200	52	620	2,798	942	131
Bastrop	5,200	38	1,990	12,107	3,675	394

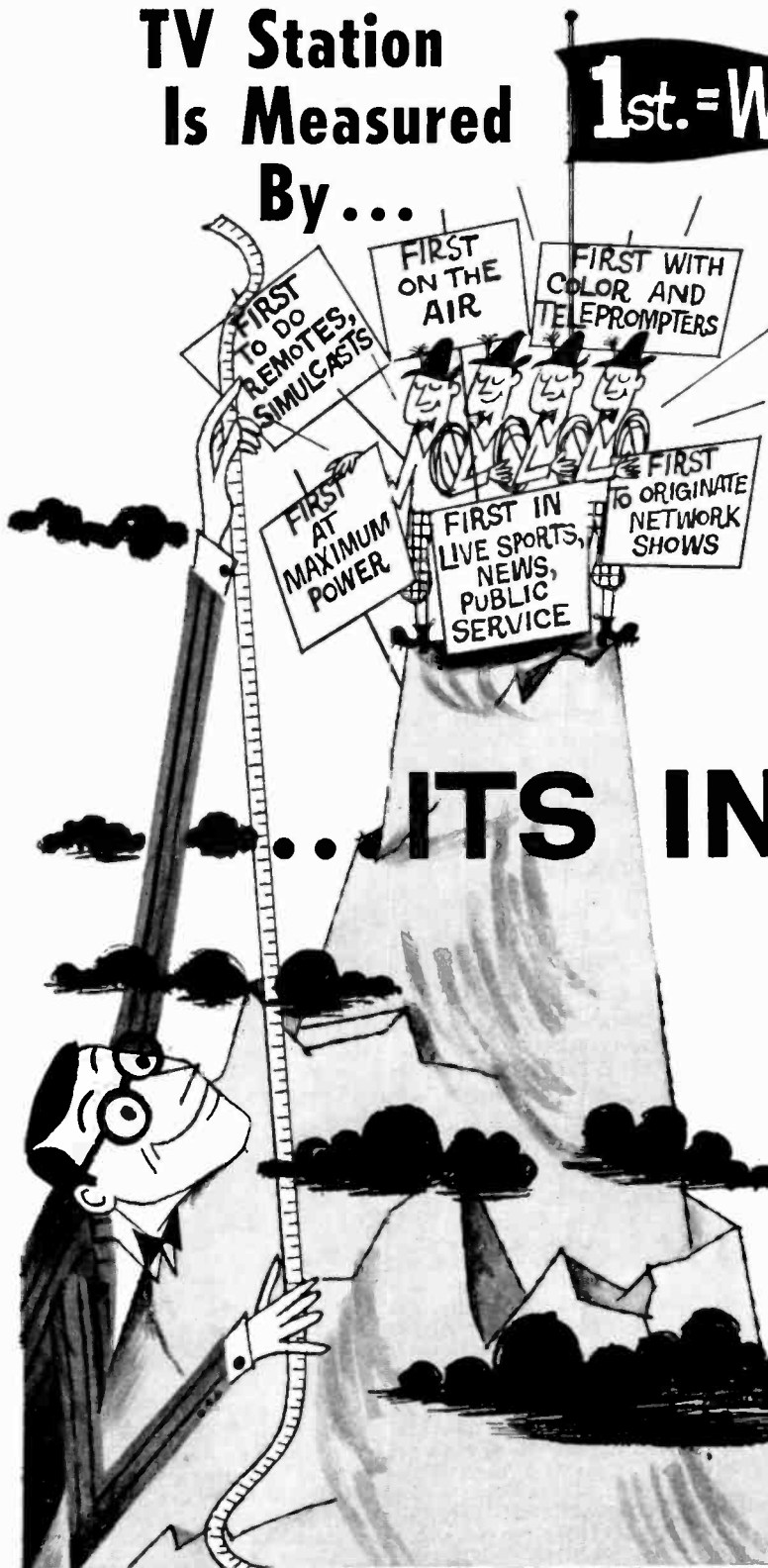
TEXAS MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Baylor	2,200	40	880	9,222	2,062	199
Bee	4,900	42	2,050	18,385	4,497	656
Bell	22,800	53	12,130	85,632	18,221	3,252
Bexar	139,900	76	107,020	631,713	38,155	17,422
Blanco	1,300	42	540	4,633	1,229	127
Borden	200	58	120	215	63	35
Bosque	3,200	40	1,280	10,776	2,172	602
Bowie	19,300	46	8,860	53,513	12,215	2,200
Brazoria	16,100	63	10,190	71,978	21,136	2,213
Brazos	11,000	30	3,300	45,167	13,202	1,365
Brewster	1,900			6,297	1,418	286
Briscoe	900	39	350	2,622	889	176
Brooks	2,700	17	460	7,357	1,860	286
Brown	8,600	33	2,820	28,304	7,574	1,449
Burleson	3,200	32	1,030	7,854	2,224	266
Burnet	2,800	38	1,070	7,493	1,356	240
Caldwell	4,800	49	2,330	20,293	3,784	505
Callahan	3,000	18	550	11,308	3,013	393
Calloway	2,400	46	1,110	6,749	2,015	215
Cameron	38,800	37	14,320	112,299	128,354	2,651
Camp	2,400	45	1,070	7,047	1,616	115
Carson	1,900	53	1,020	6,609	1,087	360
Cass	6,400	51	3,230	18,578	5,078	540
Castro	1,600	37	600	7,627	1,890	130
Chambers	2,300	58	1,330	6,575	1,838	259
Cherokee	9,300	24	2,190	27,383	5,971	1,081
Childress	3,500	23	800	10,584	2,253	365
Clay	2,600	63	1,650	8,172	1,736	212
Cochran	1,700	54	930	7,691	2,033	227
Coke	1,200	25	300	4,641	921	320
Coleman	4,000	45	1,810	12,810	3,167	524
Collins	11,800	54	6,420	35,341	9,830	1,048
Collingsworth	2,300	21	490	7,774	2,389	234
Colorado	5,100	44	2,240	22,867	3,768	377
Comal	5,100	57	2,900	22,607	4,167	447
Comanche	4,100	16	660	11,271	2,005	465
Concho	1,500	28	430	4,404	480	52
Cooke	6,000	66	3,940	29,374	5,825	806
Coryell	4,400	60	2,630	14,256	3,318	448
Cottle	1,500	25	380	4,846	1,300	186
Crane	1,400	49	690	6,110	1,171	217
Crockett	1,200			4,544	842	158
Crosby	2,500	61	1,540	12,567	2,468	178
Culberson	500	31	160	3,740	515	105
Dallas	2,400	68	1,640	9,966	2,080	387
Dallas	226,000	77	175,140	1,231,752	230,643	36,357
Dawson	5,800	33	1,930	25,086	5,242	606
Deaf Smith	3,100	43	1,330	19,184	3,142	310
Delta	2,000	23	450	4,895	1,376	91
Denton	10,500	65	6,830	45,137	9,856	1,558
De Witt	6,400	39	2,490	25,732	5,047	728
Dickens	1,800	32	580	6,298	1,264	109
Dimmit	2,400	30	720	5,292	918	164
Donley	1,600	49	790	5,603	1,302	180
Duval	3,300	27	900	7,357	2,347	408
Eastland	7,000	38	2,700	24,698	5,698	814
Ector	17,000	48	8,480	100,793	21,937	2,503
Edwards	800	15	120	1,582	516	168
Ellis	12,300	66	8,120	38,346	10,654	1,183
El Paso	59,900	74	44,510	282,533	61,992	8,357
Erath	5,200	32	1,670	18,943	3,562	510
Falls	6,700	42	2,840	20,181	4,749	604
Fannin	8,100	32	2,620	18,813	5,791	626
Fayette	6,200	36	2,220	20,051	4,818	422
Fisher	2,600	36	940	6,600	1,909	303
Floyd	3,000	64	1,910	14,444	3,592	427
Foard	1,100	34	370	2,709	568	124
Fort Bend	7,500	50	3,780	38,975	8,379	458
Franklin	1,500	29	440	5,606	458	62
Freestone	3,900	40	1,550	10,836	2,959	363
Frio	2,700	51	1,360	6,596	1,350	220
Gaines	2,400	63	1,510	16,774	3,417	407
Galveston	37,900	55	20,970	134,342	33,037	5,270
Garza	1,800	47	860	6,622	1,464	178
Gillespie	3,100	30	940	13,773	1,629	273
Glasscock	200	44	90	170	46	20
Goliad	1,400	25	350	3,831	1,366	104
Gonzales	4,900	51	2,500	26,409	6,097	418
Gray	7,400	54	4,000	38,268	8,370	1,524
Grayson	21,200	46	9,730	80,970	18,443	2,002
Gregg	18,900	45	8,490	101,332	16,304	2,647
Grimes	3,800	44	1,670	11,921	3,201	367
Guadalupe	6,900	70	4,800	39,716	4,927	499
Hale	9,200	59	5,440	56,227	10,586	1,512
Hall	2,800	19	530	7,373	2,257	345
Hamilton	3,000	42	1,260	8,475	1,339	245
Hansford	1,200	61	740	6,229	1,151	230
Hardeman	3,000	41	1,230	8,585	2,203	236
Hardin	5,700	33	1,890	17,096	3,712	691
Harris	287,100	72	208,140	1,340,018	308,506	40,807
Harrison	12,200	36	4,360	36,630	8,258	899
Hartley	500	50	250	1,058	31	31
Haskell	3,600	41	1,460	10,059	2,767	406
Hays	4,500	53	2,400	17,033	3,082	533
Hemphill	1,300	26	340	4,383	848	105
Henderson	5,800	25	1,470	19,148	4,466	602
Hidalgo	44,500	37	16,380	122,768	27,896	3,863
Hill	8,600	63	5,400	23,600	5,686	660
Hockley	7,000	56	3,910	25,142	5,979	515
Hood	1,400	57	800	6,627	1,189	137
Hopkins	6,200	28	1,710	21,671	4,285	561
Houston	5,600	21	1,190	16,289	3,993	438
Howard	8,200	56	4,620	48,986	9,990	1,288
Hudspeth	1,300	50	650	2,501	307	95
Hunt	11,300	71	8,060	41,773	9,193	1,326
Hutchinson	11,400	71	8,140	39,607	9,533	1,721
Irion	500	19	90	589	188	42
Jack	2,100	58	1,220	6,833	1,460	202
Jackson	3,600	38	1,370	14,216	2,908	469
Jasper	5,300	27	1,430	18,447	3,064	637
Jeff Davis	500			608	266	21
Jefferson	62,000	52	31,990	268,539	64,986	8,475
Jim Hogg	1,300	37	480	3,934	760	141
Jim Wells	7,700	19	1,480	29,548	6,374	604
Johnson	9,600	65	6,240	27,832	6,281	781
Jones	6,500	48	3,100	23,280	5,502	670
Karnes	3,900	46	1,780	13,906	3,373	411
Kaufman	7,300	63	4,610	30,282	6,339	640

A TV Station Is Measured By...

1st. = WSM-TV

Every field has its pacesetters, and this is especially true of TV. In most multi-station markets, one station leads (and forces the others to follow by sheer pressure of competition). That's the primary significance of the many WSM-TV firsts, only partially illustrated here.



WSM-TV was the first TV station to set up shop in this market by a margin of more than three years. And WSM-TV built the longest privately owned television relay system in the world in order to bring its viewers live network TV three years before public transmission facilities could be provided.

... ITS INITIATIVE!

In that pioneering tradition, WSM-TV continues to lead the way.

Two current examples:

WSM-TV's entirely new type tall tower, now under construction, that will be not only the tallest tower in the South, but will also do a coverage job that no other tall tower now in existence can do.

The latest Pulse survey of this market (April, 1956) showing WSM-TV with 12 of the top 15 once-a-week shows, 8 of the top 10 multi-weekly shows.

WSM-TV { Channel 4 Nashville, Tennessee
NBC-TV Affiliate
Clearly Nashville's #1 TV Station
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station - Clear Channel 50,000-watt WSM Radio - is the only single medium that covers completely the rich Central South market.

TEXAS MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Kendall	1,700	65	1,100	5,794	1,039	227
Kenedy	100	28	30	68
Kent	500	29	140	1,062	318	81
Kerr	4,200	31	1,300	19,272	3,771	364
Kimble	1,200	16	190	4,361	761	63
King	200	22	40	322
Kinney	500	13	70	1,448	208	82
Kleberg	7,300	28	2,050	28,113	6,364	615
Knox	2,600	38	990	10,725	3,034	335
Lamar	11,900	13	1,500	32,020	7,146	1,325
Lamb	5,900	62	3,670	31,084	8,227	621
Lampasas	2,900	48	1,390	11,498	1,923	328
La Salle	1,900	38	720	4,154	772	298
Lavaca	5,700	44	2,530	17,126	5,886	350
Lee	2,500	38	960	7,371	1,231	173
Leon	2,900	20	590	6,599	1,788	231
Liberty	7,700	64	4,940	37,318	8,216	930
Limestone	6,100	41	2,490	17,030	4,509	540
Lipscomb	1,100	19	210	4,306	676	153
Live Oak	2,100	44	910	6,195	1,743	316
Llano	1,800	32	570	6,464	1,023	202
Loving	100	22	20	43
Lubbock	39,900	60	24,020	204,452	36,488	5,182
Lynn	2,800	47	1,330	11,011	2,436	235
McCulloch	3,100	16	490	11,074	2,054	330
McLennan	40,100	57	22,740	159,691	35,700	5,944
McMullen	500	28	140	191	47	...
Madison	1,900	44	840	9,470	1,574	103
Marion	2,400	33	790	6,261	1,411	198
Martin	1,400	53	740	7,483	1,286	137
Mason	1,600	19	300	3,693	680	104
Matagorda	6,400	42	2,710	28,626	6,852	1,184
Maverick	3,000	18	550	11,605	2,838	224
Medina	4,600	64	2,930	13,302	3,287	421
Menard	1,100	18	190	4,331	614	130
Midland	12,500	55	6,840	73,276	16,319	2,643
Milam	5,900	37	2,180	21,885	6,187	479
Mills	1,600	22	350	5,569	2,459	124
Mitchell	4,100	27	1,090	12,114	3,290	380
Montague	4,700	60	2,820	20,188	4,104	669
Montgomery	7,100	60	4,240	22,012	5,443	584
Moore	6,300	66	4,150	17,355	4,186	275
Morris	2,500	53	1,330	8,539	2,402	362
Motley	1,100	28	310	2,812	791	112
Nacogdoches	7,500	19	1,440	23,961	5,783	860
Navarro	10,600	47	4,990	34,407	9,355	1,031
Newton	2,400	32	770	5,523	1,273	194
Nolan	6,100	44	2,710	24,526	5,765	595
Nueces	56,300	37	20,770	239,459	52,597	6,901
Ochiltree	2,000	35	690	16,220	1,909	218
Oldham	400	59	240	2,088	47	...
Orange	14,800	44	6,590	46,602	13,274	1,067
Palo Pinto	5,800	54	3,140	22,795	5,127	684
Panola	4,400	25	1,080	12,873	3,187	380
Parker	6,800	64	4,350	21,491	3,602	454
Parmer	1,800	22	400	9,038	1,918	264
Pecos	2,600	11,382	2,271	430
Polk	4,000	53	2,110	11,718	3,398	347
Potter	29,700	78	23,230	192,318	29,220	6,185
Presidio	1,600	5,746	1,360	174
Rains	900	36	330	1,511	499	104
Randall	6,100	66	4,030	15,411	3,867	602
Reagan	900	37	330	4,968	1,402	213
Real	700	27	190	1,087	384	85
Red River	5,500	21	1,140	11,005	3,175	454
Reeves	4,000	22,547	5,241	660
Refugio	2,600	30	790	10,923	2,292	408
Roberts	300	55	170	1,649	153	82
Robertson	4,900	29	1,420	16,504	2,993	502
Rockwall	1,500	71	1,060	6,753	1,070	151
Runnels	4,600	46	2,130	19,243	3,990	516
Rusk	10,600	30	3,180	32,187	6,310	790
Sabine	2,000	16	320	5,138	1,299	230
San Augustine	1,900	11	200	6,219	1,745	100
San Jacinto	1,700	36	610	1,423	406	104
San Patricio	9,400	41	3,890	36,219	8,554	1,235
San Saba	2,400	16	390	7,598	1,866	234
Schleicher	700	22	160	3,873	735	223
Scurry	8,500	27	2,340	26,335	7,249	893
Shackelford	1,200	36	440	5,097	1,247	177
Shelby	5,900	13	790	20,713	3,873	427
Sherman	700	65	450	3,462	526	352
Smith	21,500	40	8,600	94,638	19,913	4,969
Somervell	800	37	290	1,760	595	84
Starr	3,100	10	310	7,236	1,766	232
Stephens	3,000	26	770	13,569	3,712	480
Sterling	400	43	170	1,797	274	83
Stonewall	900	33	300	2,762	818	69
Sutton	1,000	5,354	1,138	126
Swisher	2,400	46	1,100	13,093	2,273	484
Tarrant	147,000	71	105,100	629,862	115,271	23,359
Taylor	20,600	61	12,460	101,977	20,515	3,153
Terrell	900	2,868	439	89
Terry	4,000	63	2,510	22,230	4,403	409
Throckmorton	900	55	500	2,338	450	126
Titus	4,800	34	1,640	17,081	4,264	512
Tom Green	20,000	51	10,280	90,093	19,045	2,506
Travis	47,200	61	28,600	210,886	42,489	6,674
Trinity	2,500	50	1,250	7,816	1,644	176
Tyler	2,900	25	730	9,780	1,831	227
Upshur	5,000	34	1,690	13,750	3,842	277
Upton	1,700	35	600	6,868	1,777	208
Uvalde	4,600	25	1,160	17,481	3,185	757
Val Verde	4,200	20,260	4,695	529
Van Zandt	5,700	61	3,500	16,623	3,750	440
Victoria	9,700	28	2,760	61,460	15,028	1,238
Walker	4,400	58	2,410	12,901	3,159	425
Waller	3,000	59	1,780	12,179	2,184	304
Ward	4,300	18	800	16,645	3,881	338
Washington	5,300	45	2,370	16,779	3,663	666
Webb	14,000	51,448	12,101	1,524
Wharton	9,800	45	4,460	42,908	9,247	1,122
Wheeler	2,500	29	720	10,528	2,318	376
Wichita	32,500	70	22,590	152,897	28,437	5,057
Wilbarger	5,800	54	3,110	24,760	6,524	847
Willacy	6,400	28	1,800	16,124	3,889	415
Williamson	10,400	55	5,700	35,545	7,919	972
Wilson	3,300	52	1,720	9,185	1,839	257

TEXAS MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Winkler	3,800	23	870	15,492	3,825	461
Wise	4,400	57	2,510	14,180	3,720	416
Wood	5,400	37	1,980	20,314	4,134	450
Yoakum	1,100	52	570	5,658	1,447	206
Young	4,700	51	2,400	22,412	4,727	597
Zapata	1,000	39	390	998	536	...
Zavala	2,700	24	650	6,906	1,998	119
Total	2,392,700	56%	*1,337,330	\$10,071,936	\$2,170,587	\$306,687

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ABILENE (Taylor County)

KRBC-TV

LICENSEE: Abilene Radio & Television Co. Address: 4510 S. 14th St. Phone: 2-8491. FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 14.8 kw. Operating Pow.: Visual 27.5 kw, Aural 14.8 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 772 ft.; Above ground 437 ft.

OPERATION: Began Aug. 30, 1953. Hours, 7 a.m.-midnight. AFFILIATIONS: Tv Network, NBC. Station, Am, KRBC. REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co. PRINCIPAL STOCKHOLDERS: Dale Ackers, 25%; Lewis J. Ackers and wife, 25%; Jack Andrews, 25%; Christine Ackers Cagle, 25%. Mrs. Cagle is wife of Gene Cagle, president, Texas State Network (see KFJZ-TV Fort Worth, Tex.)

EXECUTIVES: Dale Ackers, pres. & gen. mgr. Bill Kessel, ch. engr. John Higgins, com. mgr., Forest Lane, natl. sls. & prom. mgr. pgm. dir. & film buy. Don Wilson, news ed. RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$46.50, (film) \$40; ID \$20. ID Length 8 sec. Specifications 2x2 in. trans. Full and share screen. Frequency discounts from 2 1/2 for 13 times up to 20% for 365 times. Rate Card No. 5.

AMARILLO

KFDA-TV

(Potter County)

LICENSEE: Amarillo Bcstg. Co. Address: P. O. Box 1400. Phone: Drake 4-5343. FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 126 kw. Operating Pow.: Visual 250 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 465 ft.

OPERATION: Began April 4, 1953. Hours, 7 a.m.-midnight. AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KFDA. REPRESENTATIVES: Sales, H-R Television; Clarke Brown Co. (South); Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co. PRINCIPAL STOCKHOLDERS: Texas State Network, 75%; Charles B. Jordan, 25%. For TSN holdings see KFJZ-TV Fort Worth, Tex. Mr. Jordan is a vice president of Texas State Network.

EXECUTIVES: Gene Cagle, pres. Bill Spiller, ch. engr. Ed Moore, gen. mgr. Bill Johns, news ed. Dan Hayslett, com. mgr., pgm. dir., film buy. & prom. mgr. RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

KGNC-TV

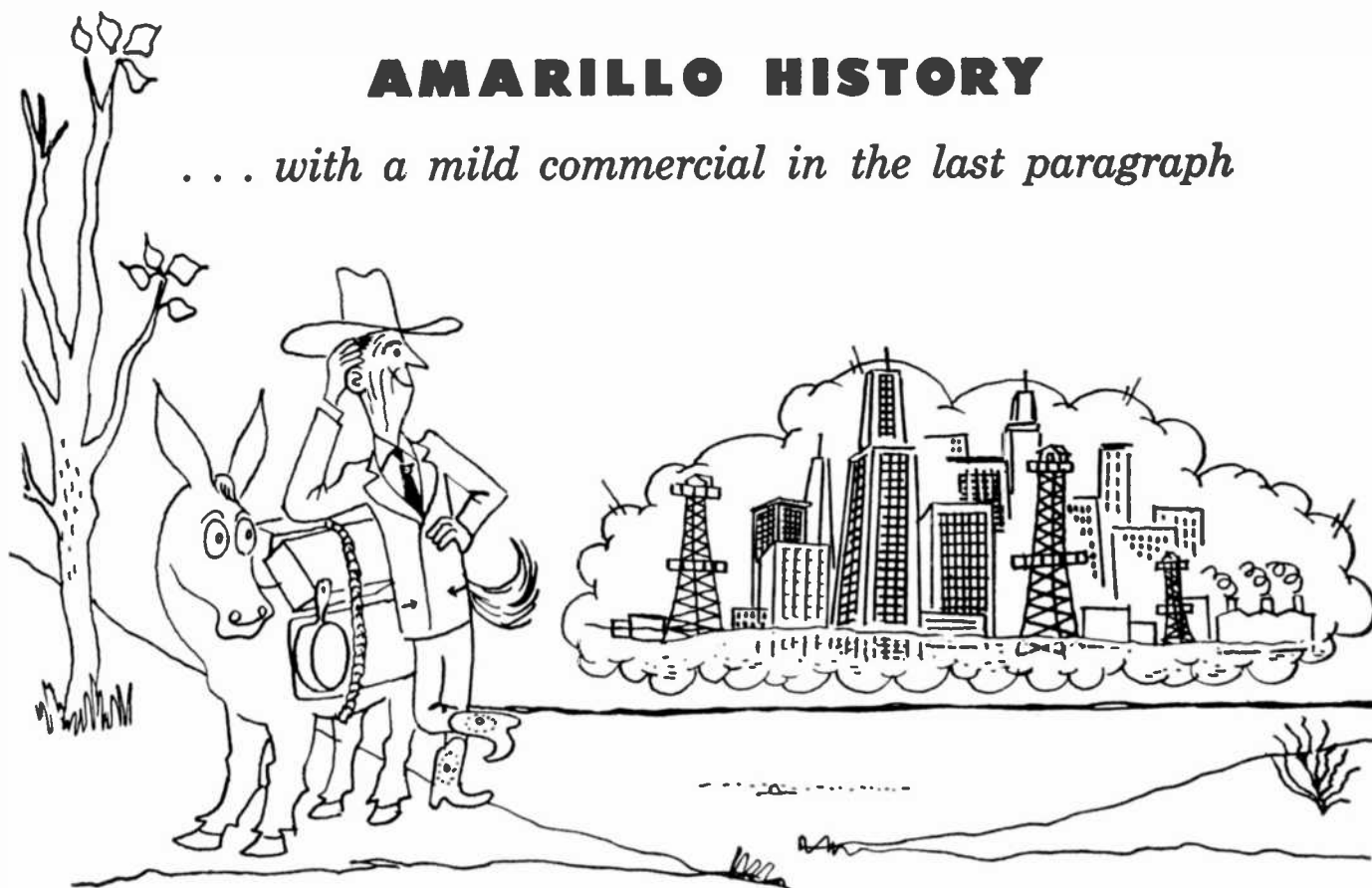
LICENSEE: Globe-News Pub. Co. Address: 2000 N. Polk St. Phone: Drake 4-4601. FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 770 ft.; Above ground 833 ft.

EQUIPPED TO COLORCAST network programs. OPERATION: Began March, 1953. Hours, 7 a.m.-midnight. AFFILIATIONS: Tv Network, NBC. Station, Am, KGNC. REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr. PRINCIPAL STOCKHOLDERS: Controlled by Roy N. Whittenburg and family. Licensee publishes Amarillo News and Globe-Times, has same ownership as Lubbock Avalanche and Journal. Licensee owns 81% of KGNC Amarillo and KFYO Lubbock.

EXECUTIVES: Parker F. Prouty, pres. William H. Torrey, ch. engr. Wesley S. Izzard, gen. mgr. Kindred Raley, prom. mgr. Aubrey Jackson, asst. gen. mgr. Bob Izzard, news dir. Bob Watson, sta. mgr. & film buy. RATE INFORMATION: Class A one hour (live) \$340, (film) \$340; minute spot ((live) \$85, (film) \$85; ID \$42.50. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

AMARILLO HISTORY

... with a mild commercial in the last paragraph



AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, a man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads

crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Amarillo, first in the nation in retail sales per household, is close to the stuff an advertiser looks for when he wants business. KGNC gives its advertisers a clean shot at Panhandle hospitality and loyalty.



NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

AUSTIN
(Travis County)

KTBC-TV

LICENSEE: The L. B. J. Co. Postal Zone: 64. Address: 6th & Brazos Sts. Phone: Greenwood 2-2424.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 117 kw. Operating Pow.: Visual 234 kw, Aural 117 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 740 ft.; Above ground 575 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 27, 1952. Hours, 6:45 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KTBC.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Claudia T. Johnson (wife of U. S. Sen. Lyndon Johnson), 65.2%; J. C. Kellam, 5.5%, and others. Licensee owns 29% of KWTX-AM-TV Waco, Tex.; and 50% of KRGV-TV Weslaco, Tex.

EXECUTIVES:

Claudia T. Johnson, chmn. of bd.	Ben Hearn, ch. engr.
J. C. Kellam, pres. & gen. mgr.	Elmo Brown, film buy.
O. P. Bobbitt, gen. sls. mgr.	Charles Brown, prom. mgr.
Richard Pryor, pgm. dir.	Paul Bolton, news ed.

RATE INFORMATION: Class A one hour (live) \$465, (film) \$400; minute spot (live) \$92.50, (film) \$80; ID \$40. ID Length 10 sec. Specifications 2x2 in. and 35mm transparencies. Share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 4.

BEAUMONT
(Jefferson County)

KBMT (TV)†

LICENSEE: Television Bcstrs Inc. Address: P. O. Box 1192. Phone: 9-2476.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 117 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 460 ft.; Above ground 484 ft.

OPERATION: Began May 9, 1954.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

PRINCIPAL STOCKHOLDERS: N. D. Williams, 50%; R. C. Reed, 50%.

EXECUTIVES:

Randolph C. Reed, pres.

†KBMT has suspended operation but has not returned its CP.

KFDM-TV

LICENSEE: Beaumont Bcstg. Corp. Address: 1420 Calder Ave. Phone: 2-7758.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 537 ft.; Above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 24, 1955. Hours 10 a.m.-midnight.

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

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: D. A. Cannan, 20.8%; C. B. Locke, 23.88%; L. H. Cullum, 8.2%, and others. Mr. Cannan and family are majority owners of KFDFX-TV Wichita Falls, Tex. W. P. Hobby (KPRC-AM-FM-TV-Houston Post) holds option to buy 32.5% of Beaumont Bcstg. Corp.

EXECUTIVES:

D. A. Cannan, pres.	Bill Beathard, pgm. dir.
C. B. Locke, exec. vp. & gen. mgr.	H. W. Bartlett, ch. engr.
Mott M. Johnson, com. mgr.,	Dave Russell, news ed.
film buy. & prom. mgr.	

RATE INFORMATION: Class A one hour (live) \$420, (film) \$350; minute spot (live) \$98, (film) \$80; ID \$48. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 2.

BIG SPRING
(Howard County)

KBST-TV

LICENSEE: Big Spring Television Inc. Address: 2500 Kentucky Way. Phone: Amherst 4-6325.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 12.9 kw, Aural 6.92 kw. Operating Pow.: Visual 12.9 kw, Aural 6.92 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 380 ft.; Above ground 497 ft.

OPERATION: Began Jan. 15, 1956. Hours, 4:15 p.m.-midnight.

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

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: William J. Wallace, 25.5%; Raymond L. Tollett, 22.5%; Robert W. Whipkey, 12.8%; Howard Barrett, 12.8%; Lewis O. Seibert, 12.8%, and others. Messrs. Wallace, Whipkey, Barrett and Seibert own KBST Big Spring. Mr. Seibert also owns KGKL San Angelo and 45% of KPLT Paris, both Tex. Mr. Whipkey owns Big Spring Herald.

EXECUTIVES:

William J. Wallace, pres.,	Troy Mallon, ch. engr.
gen. mgr. & film buy.	Helen Wilson, prom. mgr.
John L. McMinn, com. mgr.	J. N. Young Jr., news ed.
Robert M. Lindley Jr., pgm. dir.	

The **ONLY** way you can really

REACH...

all of this rich
Central Texas Market is with

It's the long reach that counts!
You get over 158,126 TV Homes* with KTBC-TV and
over \$782,517,000 Effective Buying Income**

*May 1, 1956
**Whole or Partial Coverage, Sales Management, 1956

KTBC'S powerful radio voice REACHES 62
Central Texas counties . . . but rates are
based on ONLY the 20 counties that
comprise Austin's Trade Area!



KTBC

CHANNEL 7		590 kc RADIO
CBS-NBC-ABC		CBS
316 kw MAX.		5,000 watts (LS)

AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$34.50, (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

BROWNWOOD
(Brown County)

(CP) (Target Date, Unknown)
LICENSEE: Brownwood Television Co. Address: 911 St. Joseph St., Dallas.
FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 0.45 kw, Aural .323 kw. Transmitter: Continental. Antenna Make: Electron. Height: Above average terrain 180 ft.; Above ground 310 ft.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Commercial Electronics Corp.
PRINCIPAL STOCKHOLDERS: O. L. Nelms, who also holds permit for ch. 9 in Flagstaff, Ariz.

CORPUS CHRISTI
(Nueces County)

KRIS-TV
LICENSEE: Gulf Coast Bcstg. Co. Address: P. O. Box 840. Phone: Tulip 4-6354.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 32.4. Operating Pow.: Visual 53.7 kw, Aural 32.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 683 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began May 22, 1956. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Network, NBC. Station, Am, KRIS.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: T. Frank Smith and family, 100%.
EXECUTIVES:
 T. Frank Smith, pres. & gen. mgr. Harry Abbott, film buy.
 W. M. Eikner, com. mgr. Hugh Gray, prom. mgr.
 Charles Nethery, pgm. dir. Paul Young, news ed.
 Joseph Wilbur Collier, ch. engr.
RATE INFORMATION: Class AA one hour (live) \$300, (film) \$300; 20 seconds spot (live) \$75, (film) \$75; ID \$37.50. Class A one hour (live) \$250, (film) \$250; minute or 20 seconds spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

KSIX-TV
(Target Date, Not Set)

LICENSEE: K-SIX Television. Address: Show Room Bldg. Phone: Tulip 2-9242.
FACILITIES: Ch. 10. [Construction authorization withheld pending determination of deintermixture proposal.]

KVDO-TV
LICENSEE: Coastal Bend Television Co. Address: P. O. Box 2223. Phone: Tulip 2-7468.
FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 16.6 kw, Aural 8.91 kw. Operating Pow.: Visual 16.6 kw, Aural 8.91 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 310 ft.; Above ground 323 ft.
OPERATION: Began June 13, 1954. Hours, 12:30 p.m.-12:30 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS.
REPRESENTATIVES: Sales, Adam Young Television; Clarke Brown Co. (South); Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Gabriel Lozano, 7%; Arnold O. Lerma, 7%; M. L. Ramirez, 7%, and others. Messrs. Lozano and Lerma each own 20% of KCCT Corpus Christi, Tex.
EXECUTIVES:
 Gabriel Lozano, pres. Nestor Cuesta Jr., ch. engr.
 L. W. Smith, gen. mgr. & film buy. Jo Beth Baird, prom. mgr.
 R. B. Williams, com. mgr. Ken Cessna, news ed.
 A. O. Lerma, asst. mgr.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Specifications 2x2 in. slides. Share screen. Frequency discounts from 2 1/2% for 26 times up to 12 1/2% for 260 times. Rate Card No. 2.

KRLD-TV
(Dallas County)

LICENSEE: KRLD Radio Corp. Address: Herald Square. Phone: Randolph 6811.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,680 ft.; Above ground 1,521 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Dec. 3, 1949. Hours, 6 a.m.-12:30 a.m.
AFFILIATIONS: Tv Network, CBS. Stations, Am, KRLD. Fm, KRLD-FM.
REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Elliott C. Lovett; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDER: Owned by Times-Herald Printing Co. (Dallas Times-Herald). John W. Runyon, 14.3%; Clyde A. Taber, 8.9%; Mrs. Ruth DeVarney, 28.7%; Mrs. Ralph W. Ater, 10.5%.
EXECUTIVES:
 C. W. Rembert, pres. B. B. Honeycutt, ch. engr.
 R. M. Flynn, sta. mgr. Nick Mueller, film buy.
 Gene Cuny, com. mgr. Lloyd Price, mgr. spec. servs.
 Ves Box, pgm. dir. Larry Rasco, news ed.
RATE INFORMATION: Class AA one hour (live) \$1,100, (film) \$1,100; minute spot (live) \$225, (film) \$225; ID \$125. ID Length 8 sec. Full and share screen. Frequency discounts up to 75 for 260 times. Rate Card No. 10.

**NO OTHER TV STATION
IN TEXAS**

gives you as much coverage as

KRLD-TV

1521
FEET

CHANNEL 4

KRLD-TV's Channel 4 enables it to reach farther with a strong, clear signal... Channel 4 is the lowest-frequency channel in the Dallas-Fort Worth area.


MAXIMUM POWER

KRLD-TV operates on 100,000 watts, the maximum power of a low-VHF frequency allowed by the FCC. KRLD-TV beams 100 microvolts or more to 28,500 square miles of the most densely populated and richest area in Texas... a 30% greater area than is covered with a comparable signal by Dallas' station "B."

TEXAS' TALLEST TOWER

KRLD-TV telecasts from atop Texas' Tallest Tower, jutting 1,521 feet above its hilltop base... 1,685 feet above average terrain. From this second tallest man-made structure in the world, KRLD-TV serves the Top O' Texas Market, in which live more than 2,250,000 people who watch in excess of 564,080 television sets.

an unbeatable combination that makes
KRLD-TV
the Biggest buy in the Biggest market
in the Biggest state!



KRLD-TV CHANNEL 4 DALLAS

Owners and operators of KRLD — 50,000 watts, The Dallas Times Herald station, Herald Square, Dallas 2. Represented nationally by The Branham Company.
 John W. Runyon, Chairman of the Board
 Clyde W. Rembert, President

DALLAS (Cont.)

WFAA-TV

LICENSEE: A. H. Belo Corp. Postal Zone: 1. Address: 3000 Harry Hines Blvd. Phone: Riverside 3315.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 150 kw. Operating Pow.: Visual 300 kw, Aural 150 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,680 ft.; Above ground 1,521 ft.

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

OPERATION: Began Sept. 17, 1949. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WFAA.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, A. Earl Cullum.

PRINCIPAL STOCKHOLDERS: Licensee publishes Dallas News.

EXECUTIVES:

E. M. Dealey, pres.
James M. Moroney, treas.
Alex Keese, dir. of radio-tv
Ralph W. Nimmons, gen. mgr.
Mike Shapiro, com. mgr.
Robert King, pgm. dir.

Jim W. Cooper, ch. engr.
George Krutilek, tech. supvr. tv
Dunlap Clark, film buy.
Charles Larkins, prom. mgr.
Bob Tripp, news dir.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$245, (film) \$225; ID \$125. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 11.

EL PASO
(El Paso County)

KILT (TV)

(Target Date August 15, 1956)

LICENSEE: McLendon Investment Corp. Address: 2104 Jackson St., Dallas. Phone: Randolph 7121.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 17 kw. Operating Pow.: Visual 28.2 kw, Aural 17 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 130 ft.; Above ground 352 ft.

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

OPERATION: Hours, 6:30-11 p.m.

AFFILIATION: Station, Am, KELP.

REPRESENTATIVES: Sales, H-R Television: Washington Attorney, Cohn & Marks; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Barton R. McLendon, 50%; Gordon B. McLendon, 49%; Cecil Hobbs, 1%. Licensee also owns KLIF Dallas, KERP El Paso, both Tex.; WRIT Milwaukee, Wis., and is 66.4% owner of WGLS Decatur, Ga. McLendon's purchase of KTSA-AM-FM San Antonio stayed by FCC pending protest hearing.

EXECUTIVES:

Gordon B. McLendon, pres. Edward Winton, pgm. dir. & film buy.
Joe Roddy Jr., gen. mgr.
Walter DePuy, com. mgr. David Mott, ch. engr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$285; minute spot (live) \$40, (film) \$33. Frequency discounts. Rate Card No. 1.

KROD-TV

LICENSEE: El Paso Times Inc. Address: 2201 Wyoming St. Phone: 2-6551.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56 kw, Aural 28 kw. Operating Pow.: Visual 56 kw, Aural 28 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,050 ft.; Above ground 285 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 14, 1952. Hours, 7 a.m.-1 a.m.

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

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Segal, Smith & Hennessey.

PRINCIPAL STOCKHOLDERS: Same ownership as El Paso Times. Dorrance D. Roderick, 75%.

EXECUTIVES:

Dorrance D. Roderick, pres. Bernie Bracher, pgm. dir.
Val Lawrence, vp. & gen. mgr. Edward P. Talbott, ch. engr.
Dick Watts, gen. sls. mgr. & film buy. Gordon R. Phillips, prom. mgr.
Louie Hendricks, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Share screen. Frequency discounts from 10% for 52 times up to 25% for 260 times. Rate Card No. 4.



in the EL PASO Southwest

KROD-TV'S GOT IT!

KROD-TV's transmitter, atop Mt. Franklin, beams a strong, clear picture over the El Paso Southwest, including 5 Southern New Mexico and 3 Texas counties, as well as blanketing El Paso and Juarez, Mexico.

Its 17 hour schedule of superior television is built around the best CBS and ABC Network shows. The finest in local talent and the best filmed programs round out the most looked-at-television in El Paso (Telepulse, 1956).

And, KROD-TV's EFFECTIVE PROMOTION backs up this coverage and programming with regularly scheduled newspaper ads, billboards, on-the-air announcements, Texas-size post cards and point-of-purchase displays.

That's why you'll always
Sell more on Channel 4

KROD-TV

CBS and ABC
Television Networks
Channel 4
EL PASO, TEXAS

Owned and operated by
the El Paso Times, Inc.
Roderick Broadcasting Co.
Affiliated with KROD—
600 KC—5,000 Watts
Represented Nationally
by the Branham Co.

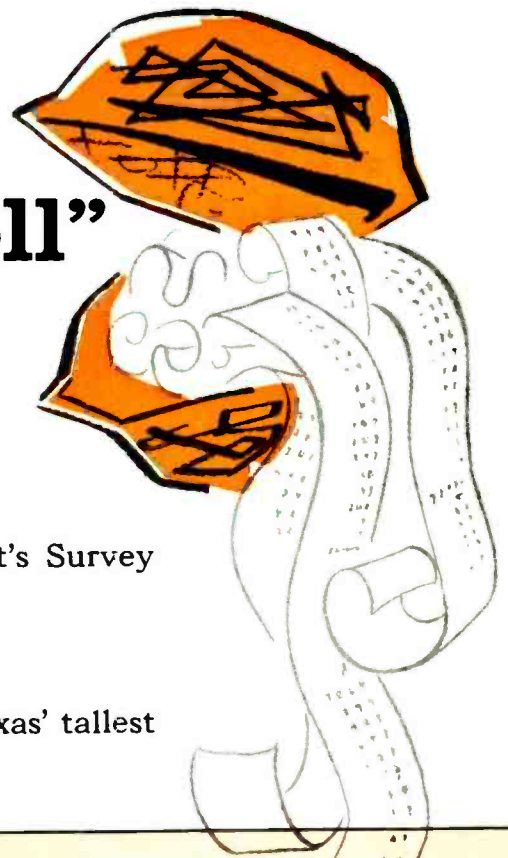
Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Gen Sales Mgr.

FACTS in a "nutshell"

... about WFAA-TV's
rich 42-county

Dallas-Fort Worth market!

A great market grows even greater as Sales Management's Survey of Buying Power (May 10, 1956) reveals an upward trend in all major marketing statistics year after year. A money-making, big-spending, area blanketed by WFAA-TV's maximum power from atop Texas' tallest structure — 1,521' from concrete base to antenna tip.



FACTS and what they mean:

POPULATION:	2,344,800	And 72% TV set penetration!
URBAN POPULATION:	1,741,600	3 out of 4 families are "city dwellers."
EFFECTIVE BUYING INCOME:	\$ 3,559,408,000	27½ % of the entire State of Texas.
RETAIL SALES:	\$ 2,909,268,000	80¢ out of every income dollar changed hands.
AUTO SALES:	\$ 725,963,000	Would provide 41% of the families with a \$2,500 new car!
DRUG SALES:	\$ 94,383,000	Nearly 31% of the total drug sales for the state.
FOOD SALES:	\$ 584,367,000	Or, \$1,873,000 spent on groceries every shopping day.
GENERAL MERCHANDISE:	\$ 459,495,000	37.22% of Texas' total.

SET COUNT - 564,080

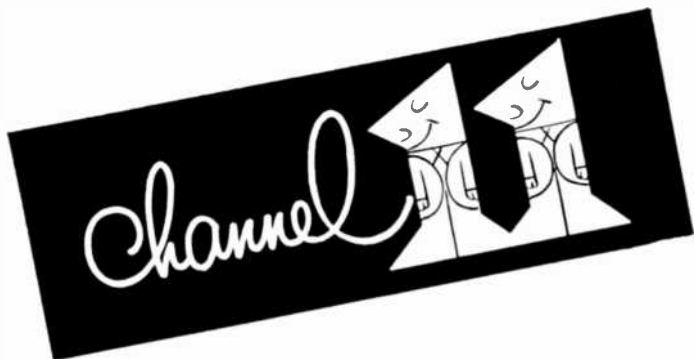
Call your PETRYMAN for availabilities,
market data and complete coverage information

NBC-ABC

Television Service of The Dallas Morning News
Ralph Nimmons, Station Manager



**Texas talk is usually BIG...
but...**



REPRESENTED NATIONALLY
BY H-R TELEVISION, INC.
REGIONALLY BY
CLARKE BROWN COMPANY

**FORT WORTH,
TEXAS**

TEXAS

EL PASO (Cont.)

KTSM-TV

LICENSEE: Tri-State Bcstg. Co. Address: 801 N. Oregon St. Phone: 2-5423.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 59 kw, Aural 29.5. Operating Pow.: Visual 59 kw, Aural 29.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 100 ft.; Above ground 458 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 4, 1953. Hours, noon-11:30 p.m.
AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KTSM.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George P. Adair.
PRINCIPAL STOCKHOLDERS: Karl O. Wyler, 75%; Karl O. Wyler Jr., 10%; F. L. Koons, 10%; W. G. Bailey, 5%.
EXECUTIVES:
Karl O. Wyler, pres. & gen. mgr. Kenneth J. Walton, ch. engr.
Roy T. Chapman, com. mgr. John Phelan, prom. mgr.
Jack Rye, pgm. dir. & film buy. Conrey Bryson, news ed.
RATE INFORMATION: Class A one hour (live) \$406.25, (film) \$325; minute spot (live) \$81.25, (film) \$65; ID \$32.50. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

XEJ-TV (JUAREZ, MEXICO)

LICENSEE: Television de la Frontera, S. A. Address: P. O. Box 442, El Paso. (For full listing see Foreign Stations.)

**FORT WORTH
(Tarrant County)**

KFJZ-TV

LICENSEE: Texas State Network Inc. Address: 4801 W. Freeway. Phone: Pershing 7-6631.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 107 kw. Operating Pow.: Visual 209 kw, Aural 107 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain, 1,020 ft.; Above ground 1,074 ft.
OPERATION: Began Sept. 11, 1955. Hours, 2:30 p.m.-midnight.
AFFILIATION: Station, Am, KFJZ.
REPRESENTATIVES: Sales, H-R Television; Clarke Brown Co. (South); Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Gene L. Cagle, 19.59%; Sid. W. Richardson, 62.07%; Perry Bass, 15.76%. Licensee also owns KRIO McAllen and 75% of KFDA-AM-TV Amarillo. Mrs. Cagle owns 25% of KRBG-AM-TV Abilene, Tex.
EXECUTIVES:
Gene L. Cagle, pres. Arno Mueller, pgm. dir. & film buy.
Charles B. Jordan, gen. mgr. Joseph B. Haigh, ch. engr.
John Hopkins, asst. gen. mgr. Robert Lidz, prom. mgr.
Joe Evans, local sls. mgr. Porter Randall, news ed.
RATE INFORMATION: Class A one hour (live) \$600; minute spot (live) \$150; ID \$60. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

WBAP-TV

LICENSEE: Carter Pubs. Inc. Postal Zone: 3. Address: Fort Worth. Phone: Jefferson 6-1981.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,070 ft.; Above ground 1,113 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Sept. 29, 1948. Hours, 6:50 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WBAP. Fm, WBAP-FM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Licensee publishes Fort Worth Star-Telegram. A. G. Carter Jr., 16 $\frac{2}{3}$ %; estate of Amon G. Carter, 16 $\frac{2}{3}$ %; Ruth Carter Johnson, 16 $\frac{2}{3}$ %; B. N. Honea, 14 $\frac{1}{3}$ %; Nenetta Burton Carter, 13 $\frac{1}{3}$ %, and others.
EXECUTIVES:
Amon Carter Jr., pres. R. C. Stinson, ch. engr.
George Cranston, gen. mgr. Lynn Trammell, film buy.
Roy Bacus, com. mgr. Margaret McDonald, prom. mgr.
Robert Gould, pgm. dir. James A. Byron, news ed.
RATE INFORMATION: Class AA one hour (live) \$1,000; minute spot (live) \$225, (film) \$225; ID \$100. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 11-G.

WBAP-TV *Land* 48 RICH TEXAS COUNTIES*



WBAP-TV Land – a luxuriant 53-county area in North Central Texas and Southern Oklahoma, centered around two great metropolitan areas, Fort Worth and Dallas . . . rich in natural resources and friendly progressive people who have the money to buy your product. WBAP-TV Land – top industrial market, busy producing automobiles, aircraft, work clothes, the latest in women's fashions, a variety of foods, and countless other articles in light and heavy industry. WBAP-TV Land – populated by easy going, informal folks who believe in doing big things to uphold the tradition of the biggest state! Southwesterners like comfort – are ready to buy what they want.

WBAP-TV Land – NUMBER ONE MARKET IN THE SOUTH

WBAP-TV 53 COUNTY MARKET TOTALS

POPULATION	2,671,900
FAMILIES	811,400
1955 EFFECTIVE BUYING INCOME (NET DOLLARS)	\$4,012,343,000
1955 EFFECTIVE BUYING INCOME PER FAMILY (NET)	3,495
1955 RETAIL SALES	3,188,047,000
FARM POPULATION	397,400
NUMBER OF FARMS	100,934
GROSS FARM INCOME	425,349,000

Source: Sales Management Survey of Buying Power, May 10, 1956
Standard Rate & Data Service Inc. May 10, 1956

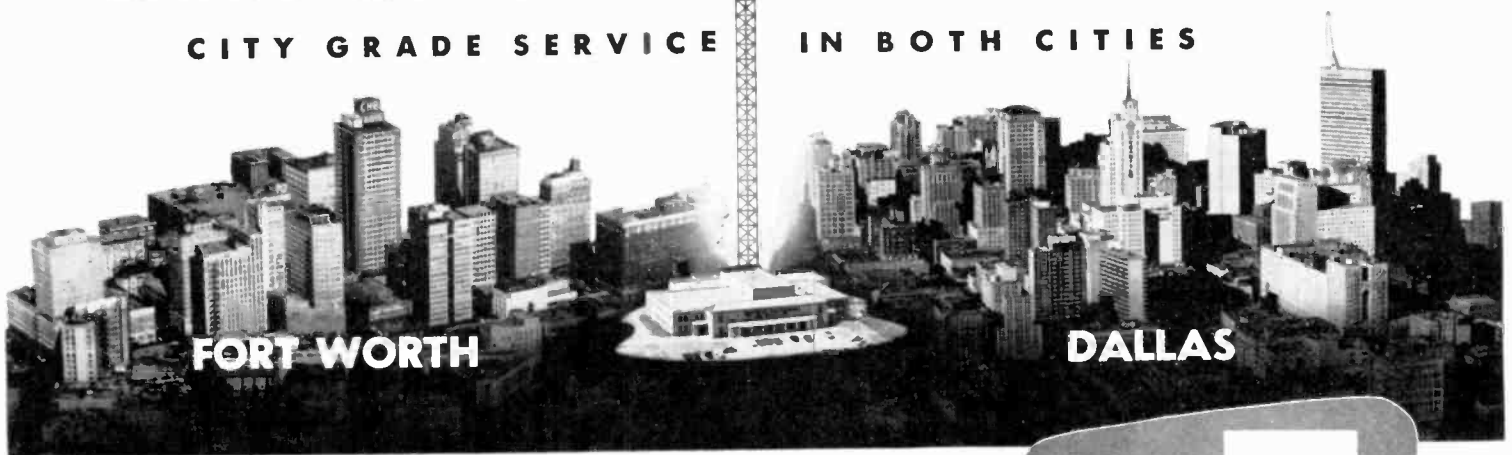


WBAP-TV is the pioneer station of the South, serving 53 counties with maximum power of 100,000 watts on low-band channel 5 – as powerful as any television station in the United States. The antenna towering 1,113 feet in the air is strategically located between the Fort Worth and Dallas skylines. In addition to offering the largest studio facilities in the Southwest, WBAP-TV is the only station in the area offering complete COLOR telecasting facilities. WBAP-TV delivers top quality programs from both NBC-TV and ABC-TV Networks combined, plus outstanding live studio presentations – including award-winning News and Weather programs.

*Plus 5 Counties in Oklahoma

FORT WORTH & DALLAS METROPOLITAN MARKETS

CITY GRADE SERVICE IN BOTH CITIES



WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives



Another winner!

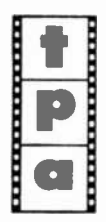
from the portfolio of **TPA** Sales Builders

Here's the television series now being produced in Hollywood with the same high-quality direction, casts, and scripts for first run local market viewing as when it was produced for network use.

It stars such favorites as Thomas Mitchell, Angela Lansbury, Ricardo Montalban, Jan Sterling, Lloyd Bridges, Diana Lynn, John Ericson, Marilyn Erskine, James Whitmore, Dane Clark, and many other performers whose names are your assurance of big audiences and high ratings.

Local and regional advertisers are already putting STAGE 7 to work for them first run in many markets. It's selling a variety of products—from ball-point pen sets and gasoline to foods, drinks and department stores!

There are some markets still available on a first run basis—but you must hurry. Contact TPA now . . . PLaza 5-2100.



Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard

TEXAS

GALVESTON
 (Galveston County)

KGUL-TV (HOUSTON)

LICENSEE: Gulf Television Co. Address: 11 Video Lane. Phone: 3-1607.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 132 kw. Operating Pow.: Visual 263 kw, Aural 132 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,170 ft.; Above ground 1,196 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Mar. 22, 1953. Hours, 6:30 a.m.-1 a.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Scharfeld, Jones & Baron; Consulting Engineer, Vandivere, Cohen & Wearn.
PRINCIPAL STOCKHOLDERS: Owned by Lone Star Television Corp., in turn owned by J. H. Whitney & Co. 80%; Paul E. Taft, 10%. Whitney Co. holds option to purchase Wesley West's 10% in licensee. Whitney Co. owns KOTV (TV) Tulsa, Okla., and a number of community television systems.
EXECUTIVES:
 Paul E. Taft, pres. & gen. mgr. M. B. Johnson, film buy.
 Robert S. Wilson, gen. sls. mgr. John L. Eisele, dir. research & pub.
 Thomas L. Thompson, pgm. dir. Frank Holloway, news ed.
 William R. Sloat, ch. engr.
RATE INFORMATION: Class AA one hour (live) \$1,000, (film) \$1,000; minute spot (film) \$200; ID \$100. ID Length 8 & 10 sec. Full and share screen. Frequency discounts. Rate Card No. 3.

HARLINGEN
 (Cameron County)

KGBT-TV (BROWNSVILLE, McALLEN, WESLACO)

LICENSEE: Harbenito Bcstg. Co. Address: P. O. Box 711. Phone: Garfield 3-4880.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 50.1 kw. Operating Pow.: Visual 93.3 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 410 ft.; Above ground 428 ft.
OPERATION: Began Oct. 3, 1953. Hours, noon-11 p.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KGBT.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: McHenry Tichenor, 26%; McHenry Tichenor Jr., 25%; James Cullen Looney, 14%; Troy McDaniel, 10%; Margaret L. Looney, 25%.
EXECUTIVES:
 McHenry Tichenor, pres. I. S. Roberts, com. mgr.
 Troy McDaniel, gen. mgr., pgm. dir. & film buy. A. L. Beck, ch. engr. & prom. mgr.
 Jerry Fisher, news ed.
RATE INFORMATION: Class A one hour (film) \$300; minute spot (live) \$72, (film) \$60; ID \$35. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 4.

HOUSTON
 (Harris County)

KGUL-TV (GALVESTON)

LICENSEE: Gulf Television Co. Address: 11 Video Lane. Phone: (Galveston) 3-1607. (For full listing see Galveston.)

KNUZ-TV†

LICENSEE: KNUZ Television Co. Address: 4701 Caroline St. Phone: Jackson 3-2581.
FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: Workshop. Height: Above average terrain 680 ft.; Above ground 700 ft.
OPERATION: Began Oct. 10, 1953.
AFFILIATION: Station, Am, KNUZ.
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.
PRINCIPAL STOCKHOLDERS: Max H. Jacobs, 40%; Irvin Shlenker, 40%; Douglas Hicks, 5%; David H. Morris, 5%; Leon Green, 5%; Bailey A. Swenson, 5%. Messrs. Jacobs, Hicks, Green and Swenson own KNUZ Houston.
EXECUTIVES:
 Max H. Jacobs, pres. David H. Morris, vp. & gen. mgr.

†KNUZ-TV has suspended operation but has not returned its CP.

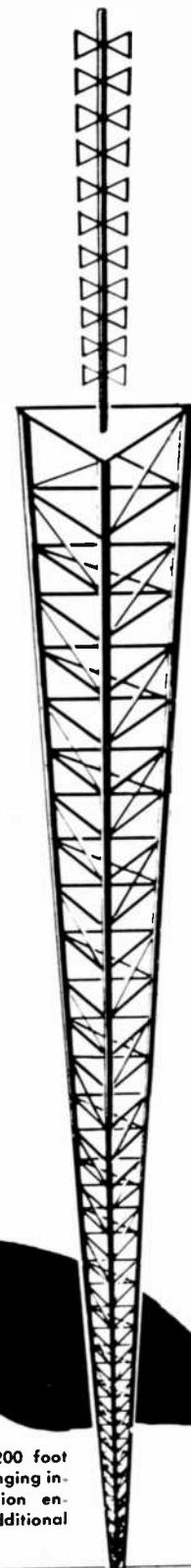


WHEN YOU THINK OF TEXAS TELEVISION THINK OF KGUL-TV

**ITS NEW SUPER
TOWER SERVES
1/4 OF TEXAS...**

**THE RICH GULF
COAST AREA**

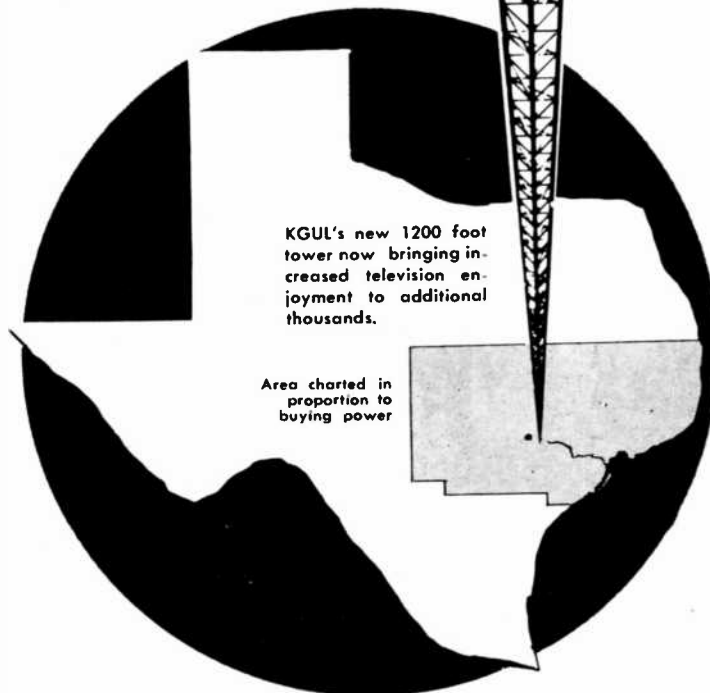
KGUL-TV's section of Texas, Galveston, Houston and the Gulf Coast, represents one-fourth of the State's families and buying power. The only station delivering primary city service to both Galveston and Houston.



GALVESTON, TEXAS



Represented
Nationally
by CBS
Television
Spot Sales



KGUL's new 1200 foot tower now bringing increased television enjoyment to additional thousands.

Area charted in proportion to buying power

HOUSTON (Cont.)

the BIG families

In the Houston area, KTRK-TV's listeners are multiplying! It's the BIG families... the families that TvB has shown buy more... look more... use more... that are watching KTRK-TV's better shows and better showmanship for ALL the family. In the full family viewing time between the hours of 4 to 8 P.M. KTRK-TV racks up an impressive 36.1% share and viewers per set are consistently higher. Reach TvB's famous 'Fifth Quintile' through KTRK-TV... Houston's best buy!

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY CO.
500 Fifth Ave., New York 36, New York



KPRC-TV

LICENSEE: Houston Post Co. Postal Zone: 1. Address: P. O. Box 1234. Phone: Madison 3-9271.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 686 ft.

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

OPERATION: Began Jan. 1, 1949. Hours, 6:40 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KPRC. Fm, KPRC-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Licensee publishes Houston Post. W. P. Hobby, chief stockholder, holds option to purchase 32.5% of KFDM-AM-TV Beaumont, Tex.

EXECUTIVES:

W. P. Hobby, pres.

Jack W. Harris, vp. & gen. mgr.

Jack McGrew, asst. gen. mgr. & com. mgr.

Bert Mitchell, pgm. dir.

Paul Huhndorff, ch. engr.

Nadine Hammer, film buy.

Kirt Harris, prom. mgr.

Pat Flaherty, news ed.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$850; minute spot (live) \$195, (film) \$170; ID \$85. ID Length 10 sec. Specifications: 2x2 in. slides. Full and share screen. Frequency discounts from 2 1/2% for 52 times up to 15% for 260 times. Rate Card No. 9.

KTRK-TV

LICENSEE: Houston Consolidated Television Co. Postal Zone: 1. Address: 4513 Cullen Blvd. Phone: Jackson 6-1313.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw. Operating Pow.: Visual 316 kw, Aural 170 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 960 ft.; Above ground 978 ft.

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

OPERATION: Began Nov. 20, 1954. Hours, 7:30 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: KTRH Bcstg. Co. (KTRH-Houston Chronicle), 32%; Roy Hofheinz, 16%, and others. Mr. Hofheinz, ex-mayor of Houston, owns 25% of KTHT Houston.

EXECUTIVES:

John T. Jones Jr., pres

Willard E. Walbridge, exec. vp. & gen. mgr.

Bill Bennett, com. mgr.

John E. Hill, pgm. dir.

Tom L. Hiner, ch. engr.

Hugh C. Pickett, film dir.

Lee Curran, prom. mgr.

Ray Conaway, news ed.

RATE INFORMATION: Class AA one hour (live) \$850, (film) \$850; minute spot (live) \$170, (film) \$170; ID \$85. Class A one hour (live) \$720, (film) \$720; minute spot (live) \$144, (film) \$144; ID \$72. ID Length 8 & 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

KUHT (TV)*

(*Non-Commercial Educational)

LICENSEE: U. of Houston & Houston Independent School District. Postal Zone: 4. Address: 3801 Cullen Blvd. Phone: Capitol 4-0141.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 640 ft.; Above ground 700 ft.

OPERATION: Began May 25, 1953.

AFFILIATION: Station, Fm, KUHF-FM.

REPRESENTATIVES: Consulting Engineer, George P. Adair.

EXECUTIVES:

A. D. Bruce, pres. U. of Houston

John C. Schwarzwald, sta. mgr.

Paul Owen, pgm. dir.

James Byrd, ch. engr.

Roy Barthold, pgm. coor.

Richard Uray, film dir. & news ed.

Dean Johnston, prom. mgr.

KXYZ-TV

(Target Date, Unknown)

LICENSEE: Shamrock Bcstg. Co. Address: Gulf Bldg.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 670 ft.; Above ground 698 ft.

AFFILIATION: Station, Am, KXYZ.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Glenn H. McCarthy and family, 100%.

EXECUTIVES:

Glenn H. McCarthy, pres.

LAREDO (Webb County)

KHAD-TV

LICENSEE: Vidicon Industries of America. Address: 820 Convent Ave. Phone: 3-3674.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 2.14 kw, Aural 1.07 kw. Operating Pow.: Visual 2.14 kw, Aural 1.07 kw. Transmitter: Gates. Antenna Make: Prodelin. Height: Above average terrain 150 ft.; Above ground 233 ft.

OPERATION: Began Jan. 5, 1956. Hours, 5 p.m.-11 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Ross K. Prescott; Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: H. C. Avery Jr., 50%; David H. Cole, 50%.

FACILITIES including five studios spread over 46,000 square feet make KPRC-TV one of the nation's largest independent stations.

EXPERIENCE in programming, production, promotion and engineering results in KPRC-TV's unquestioned leadership in the Houston Market.



RESULTS for advertisers after advertiser over a seven-year period have documented KPRC-TV's wide acceptance and tremendous selling power.



KPRC-TV ... MOST POTENT ADVERTISING FORCE IN THE HOUSTON MARKET*



NEWS COVERAGE by Houston's largest TV news staff includes on-the-spot local and regional reporting plus national coverage using ALL AP wire services.



LOCAL SHOWS using top talent are programmed with a Southwestern accent to appeal to Houston Gulf Coast viewers of all income groups.



FARM NEWS of interest to Houston Gulf Coast farmers and ranchers is covered by two of the nation's most experienced farm reporters.

*According to all Houston surveys since first telecast in 1949.

*Jack Harris, Vice President and General Manager
Jack McGrew, National Sales Manager
Nationally represented by Edward Petry & Co.*

First in TV — with over 700 man-years experience

KPRC-TV **2**
HOUSTON · CHANNEL

LUFKIN
(Angelina County)

KTRE-TV

LICENSEE: Forest Capital Bcstg. Co. Address: P. O. Box 701. Phone: 3-7771.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 650 ft. Above ground 540 ft.
OPERATION: Began Sept. 1, 1955. Hours, noon-midnight.
AFFILIATIONS: Tv Network, NBC (through KPRC-TV Houston). Station, Am, KTRE.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Clyde Melville Co. (Southwest); Washington Attorney, Cohn & Marks; Consulting Engineer A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDERS: R. W. Wortham Jr., 33%; E. L. Kurth Sr., 16.8%; Henry B. Clay, 11%, and others.
EXECUTIVES:
 R. W. Wortham Jr., pres. Tommy Ward, pgm. dir. & prom. mgr.
 Richman Lewin, vp. gen. mgr. & film buy. Fred C. Hill, ch. engr.
 Murphy Martin, com. mgr. Tom Hooser, news ed.
RATE INFORMATION: Class A one hour (live) \$240, (film) \$225; minute spot (live) \$53, (film) \$45; ID \$22. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 2.

MIDLAND
(Midland County)

KMID-TV

LICENSEE: Midessa Television Co. Address: P. O. Box 2758. Phone: Mutual 2-7321.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft. Above ground 547 ft.
OPERATION: Began Dec. 23, 1953. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Lyon, Wilner & Bergson.
PRINCIPAL STOCKHOLDERS: J. Conrad Dunagan, 10.5%; R. H. Drewry, 29%; T. R. Warkentin, 18.4%; E. G. Rodman, 12.3%, and others. Mr. Drewry owns 53.5% of KSWO-AM-TV Lawton, Okla., and 48.15% of KRHD Duncan, Okla. Mr. Warkentin owns 15.5% and 13.95% of the same stations respectively.
EXECUTIVES:
 J. Conrad Dunagan, pres. Robert L. McClellan, pgm. dir.
 R. F. Herndon Jr., gen. mgr. & film buy. William D. Buford, ch. engr.
 W. L. Bowlus Jr., news ed.
 George C. Collie Jr., com. mgr.
RATE INFORMATION: Class A one hour (live) \$240, (film) \$200; minute spot (live) \$43, (film) \$40; ID \$20. ID Length 8 sec. Specifications: 2x2 in. slide. Frequency discounts from 2 1/2% for 26 times up to 20% for 260 times. Rate Card No. 2.

ODESSA
(Ector County)

KOSA-TV

LICENSEE: Odessa Television Co. Address: 1211 N Whitaker. Phone: Federal 7-8301.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 102 kw, Aural 53.7 kw. Operating Pow.: Visual 102 kw, Aural 53.7 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 740 ft. Above ground 726 ft.
OPERATION: Began Jan. 1, 1956. Hours, 11 a.m.-12:30 a.m.
AFFILIATIONS: Tv Network, CBS. Station, Am, KOSA.
REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Ed Talbott.
PRINCIPAL STOCKHOLDERS: Cecil Mills, 50%; Odessa Bcstg. Co. (KOSA Odessa), 50%. Odessa Bcstg. Co. is 80% owned by C. L. Trigg.
EXECUTIVES:
 Cecil L. Trigg, pres., gen. mgr. & film buy. Bill Schock, ch. engr.
 John Vacca, sta. mgr. & film buy. Stu Klein, prod. mgr.
 Ed Costello, sls. mgr. & film buy. Juanita Hanson, pub. & prom. dir.
 Paul Singer, news dir.
RATE INFORMATION: Class A one hour (live) \$270, (film) \$225; minute spot (live) \$49, (film) \$45; ID \$22.50. ID Length 9 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

SAN ANGELO
(Tom Green County)

KTXL-TV

LICENSEE: Westex Television Co. Address: 1015 E. 28th St. Phone: 7183.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 420 ft. Above ground 443 ft.
OPERATION: Began July 5, 1953. Hours, 2-11:30 p.m.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KTXL.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Clyde Melville & Co. (Southwest).
PRINCIPAL STOCKHOLDERS: A. D. Rust, 50%; B. P. Bludworth, 50%.
EXECUTIVES:
 J. Harley Hubbard, gen. mgr. & film buy. Dale Taylor, ch. engr.
 Neil Baird, news ed.
 George Olson, com. mgr.
 Doug Thompson, pgm. dir. & prom. mgr.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$16.50. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 2.

ARE YOU
ON THE
DOTTED
LINE
WITH

9?

BETTER
GET
WITH
IT NOW!

300,000
PROSPEROUS
FAST BUYING
PEOPLE SERVED
ONLY BY
THEIR
POPULAR

KTRE-TV
LUFKIN, TEXAS
CHANNEL 9

Richman Lewin, Vice Pres. & General Manager
The Only Non-Metropolitan Market With Basic NBC Programming Live*
*Via Microwave from KPRC-TV in Houston

54,028
TELEVISION
SETS IN THE
BOOMING
LUMBER RICH
LUFKIN-NACOGDOCHES
EAST TEXAS AREA
SERVED BY KTRE-TV

NATIONAL
REPRESENTATIVES
Venard, Rintoul & McConnell, Inc.
New York, Chicago, San Francisco, Los Angeles and Boston

SOUTHWEST
REPRESENTATIVE
Clyde Melville
Company of Dallas



LOOK at the Audience KENS-TV Delivers

Average Share of Audience*			
Monday through Friday			
	7AM- 12N	12N- 6PM	6PM- 11:30PM
KENS-TV	69	59	56
Station A	31	41	41
Station B			3

*May Telepulse

May Telepulse also shows KENS-TV with thirteen of the top fifteen once-a-week shows and this audience leadership has been consistent with the station's history as a CBS affiliate.

All of this adds up to one thing . . . greater advertising value for your clients when you use KENS-TV.

Figure it any way you want . . . ratings . . . coverage . . . cost per thousand . . . to SELL SAN ANTONIO AND SOUTH TEXAS it's KENS-TV.

Contact
Peters, Griffin, Woodward, Inc.
for more information



SAN ANTONIO, TEXAS

TEXAS

SAN ANTONIO
(Bexar County)

KCOR-TV

LICENSEE: KCOR Inc. Address: 111 Martinez St. Phone: Capitol 5-2751.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 11, Aural 6.03 kw. Operating Pow.: Visual 11, Aural 6.03 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 598 ft.

OPERATION: Began June 2, 1955.

AFFILIATION: Station, Am, KCOR.

REPRESENTATIVES: Sales, Richard O'Connell; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: R. A. Cortez, 58%; William P. Smythe, 10%, and others.

EXECUTIVES:

Raoul A. Cortez Sr., pres.

Nathan Safir, vp. & gen. mgr.

Raoul A. Cortez Jr., vp.

Ben Tamborello, com. mgr.

Emilio Nicolas, pgm. & prod. mgr.

Marvin L. Fiedler, ch. engr.

KENS-TV

LICENSEE: Express Publishing Co. Postal Zone: 5. Address: Ave. E & 4th St. Phone: Capitol 5-7411.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. & GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 548 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 15, 1950. Hours, 6:55 a.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Licensee publishes San Antonio Express and News. Frank G. Huntress Jr., 20% owner, controls licensee.

EXECUTIVES:

Frank G. Huntress Jr., pres.

Albert D. Johnson, gen. mgr.

Wayne Kearn, com. mgr.

Edward Uhler, pgm. dir. & film buy.

William J. Jackson, ch. engr.

Robert W. Miller, prom. mgr.

John W. Scott, news dir.

RATE INFORMATION: Class AA one hour (film) \$700; 20 seconds spot (film) \$175; ID \$90. Class A one hour (film) \$600; minute (or 20 seconds) spot (film) \$120; ID \$60. ID Length 8 sec. Share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 9.

KONO-TV

(Target Date, Unknown)

LICENSEE: Mission Telecasting Corp. Address: 317 Arden Grove.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 485 ft.; Above ground 573 ft.

AFFILIATIONS: Stations, Am, KONO. Fm, KONO-FM.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George W. Ing.

PRINCIPAL STOCKHOLDERS: Mission Bcstg. Co. (KONO-AM-FM San Antonio), 50%; Joe R. Straus, 13%; L. A. Douglas, 5%, and others.

WOAI-TV

LICENSEE: Southland Industries Inc. Postal Zone: 6. Address: 1031 Navarro St. Phone: Capitol 7-4221.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 569 ft.

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

OPERATION: Began Dec. 11, 1949. Hours, 6:55 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WOAI.

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

SAN ANTONIO (Cont.)

WOAI-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Hugh A. L. Halff personally and as executor of the estate of the late G. A. C. Halff, owns and controls 77.5%.

EXECUTIVES:

Hugh A. L. Halff, pres.	Charles L. Jeffers, dir. engrg.
James M. Gaines, vp. & gen. mgr.	Faye Leavitt, film dir.
Edward V. Cheviot, com. mgr.	Bill N. Yancy, prom. dir.
Robert Reed, pgm. mgr.	Henry Howell, news ed.

RATE INFORMATION: Class AA one hour (live) \$700, (film) \$700; minute or 20 second spot (live) \$175, (film) \$175; ID \$105. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 13.

SWEETWATER

(Nolan County)

KPAR-TV (Satellite of KDUB-TV Lubbock)

LICENSEE: Texas Telecasting Inc. Address: 7400 College Ave. Phone: Sherwood 4-2345.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.2 kw. Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 689 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 31, 1956. Hours, 6:40 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Elliott C. Lovett; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Same ownership as KDUB-TV Lubbock, Tex.

EXECUTIVES:

W. D. Rogers, pres. & gen. mgr.	E. A. Hassett, natl. sls. mgr.
Jimmie Isaacs, vp. & gen. sls. mgr.	Ray Trent, pgm. dir. & film buy.
W. H. Shipley, vp. & adm. asst.	Rudy Starnes, ch. engr.
Dan C. Guthrie, sta. mgr.	Duncan Ellison, news ed.
Walter Grubbs, asst. sta. mgr.	

RATE INFORMATION: Class A one hour (film) \$200; minute spot (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

TEMPLE

(Bell County)

KCEN-TV

LICENSEE: Bell Pub. Co. Address: P. O. Box 188. Phone: Prospect 3-6868.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 830 ft.; Above ground 833 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953. Hours. 7 a.m.-11:30 p.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Clyde Melville Co. (Dallas); Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Licensee publishes Temple Telegram and Sherman Democrat. Frank W. Mayborn, 95% owner of licensee, is also 85% owner of KTEM-AM-FM Temple, Tex.

EXECUTIVES:

Frank W. Mayborn, pres.	Gene Lewis, sta. mgr. & pgm. dir.
Burton Bishop, gen. mgr. & film buy.	Curtis M. Casey, ch. engr.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$30. ID Length 8 & 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

BROADCASTING • TELECASTING



Another winner!

from the portfolio of **TPA** Sales Builders

This unique property has everything any sponsor wants. It's as authentic as the unstinted co-operation of the French Government and the Legion could make it. It reflects (through brilliant, quality production) all the magical audience appeal of the searing action of the Sahara . . . a smash attraction.

It stars Buster Crabbe, and for extra audience impact it introduces his son "Cuffy." Both are available for commercials.

It has again been renewed on NBC by the H. J. Heinz Company through Maxon, Incorporated under the network title of Captain Gallant of the Foreign Legion. Its rating record establishes it as the finest property of its kind available to local and regional advertisers.

For availabilities on this sure winner, check any TPA office.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

TEXARKANA

(Bowie, Tex. & Miller Ark. Counties)

KCMC-TV (TEXARKANA, ARK.)

LICENSEE: KCMC Inc. Address: Summerhill Rd. Phone: 32-8201.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 391 ft.; Above ground 380 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 16, 1953. Hours, 6 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, KCMC. Fm, KCMC-FM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Clyde Melville Co. (Southwest); James S. Ayers Co. (Southeast); Washington Attorney, Eugene F. Burke; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Camden News Publishing Co. (Camden [Ark.] News-Walter E. Hussman), 50%; C. E. Palmer and wife, 42%, and others. Texarkana Newspapers Inc. (Texarkana Gazette and News), owned by Mr. Palmer, owns all Class B non-voting stock. Texarkana Newspapers also owns Hot Spring Sentinel and Record & New Era, Eldorado News and Times, 50% of Hope Star and 50% of Magnolia Banner News, all Ark., and 25% of Jacksonville (Tex.) Progress.

EXECUTIVES:

Clyde E. Palmer, pres.	Richard M. Peters, natl. s's. & prom dir.
Walter E. Hussman, exec. vp.	Charles E. Wade, pgm. dir.
Walter M. Windsor, gen. mgr.	William R. Atkinson, ch. engr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$260; minute spot (live) \$69, (film) 60; ID \$30. ID Length Standard SRA. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 3.

Lambda LPF Pacific

1.0 WATT

heavy-duty color microwave system

distributed nationally by

VISUAL ELECTRONICS CORP.

11 West 42 Street New York, N. Y.

TYLER

(Smith County)

KLTV (TV)

LICENSEE: Lucille Ross Lansing. Address: P. O. Box 957. Phone: Tyler 2-3875.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 495 ft.

OPERATION: Began Oct. 15, 1954. Hours, 11 a.m.-11:45 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KGKB.

REPRESENTATIVES: John E. Pearson Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Lucille Ross Lansing, 100%.

EXECUTIVES:

Lucille Ross Lansing, pres.	Hudson C. Collins, ch. engr.
Marshall H. Pengra, gen. mgr.	Sam Matthews, news ed.
Robert Norris, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$30. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

WACO

(McLennan County)

KWTX-TV

LICENSEE: KWTX Bcstg. Co. Address: P. O. Box 3128. Phone: 3-7331.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 53.7 kw. Operating Pow.: Visual 107 kw, Aural 53.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 461 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 3, 1955. Hours, 7 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: W. W. Naman, 13.76%; Hilton E. Howell, 10.12%; Ross M. Sams, 9.78%; Milford N. Bostick, 9.10%; W. W. Callan, 9.78%; Robert E. Levy, 8.62%; Thomas D. Stribling, 6.26%; Ellender S. Chase, 3.53%; L.B.J. Co., 29.05%. L.B.J. Co. owns KTBC-AM-TV Austin and holds option to buy 50% of KRGV-AM-TV Weslaco, both Tex.

EXECUTIVES:

W. W. Naman, pres.	Curtis B. Matties, pgm. dir.
M. N. Bostick, vp., gen. mgr. & film buy.	Jesse Dove, ch. engr.
John M. Brinegar, com. mgr.	Charles H. Boland, prom. mgr.
	Reed Collins, news ed.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (live) \$65, (film) \$50; ID \$25. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WESLACO
(Hidalgo County)

KRGV-TV (BROWNSVILLE, HARLINGEN, McALLEN)

LICENSEE: KRGV Television Inc. Address: 309 Missouri Ave. Phone: 517.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.5 kw. Operating Pow.: Visual 28.8 kw, Aural 14.5 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 750 ft.; Above ground 791 ft.
EQUIPPED TO COLORCAST local films, local slides.
OPERATION: Began April 11, 1954. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Network, NBC. Station, Am, KRGV.
REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, W. G. Egerton.
PRINCIPAL STOCKHOLDERS: L.B.J. Co. (KTBC Austin, Tex.), 50%; O. L. (Ted) Taylor, 50%. Mr. Taylor owns KRGV Weslaco, Tex. For L.B.J. Co. interests, see KTBC-TV Austin, Tex.

EXECUTIVES:

O. L. Taylor, pres. & gen. mgr.	O. Lewis Hariwig, ch. engr.
Kenneth Markel, com. mgr.	Ted Cressner, prom. mgr.
Bill Rucker, pgm. dir. & film buy.	Brad Smith, news ed.

RATE INFORMATION: Class AA one hour (live) \$274, (film) \$250; minute spot (live) \$51, (film) \$45; ID \$22.50. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

WICHITA FALLS
(Wichita County)

KFDX-TV

LICENSEE: Wichtex Radio & Television Co. Address: P. O. Box 2040. Phone: 2-8668.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 505 ft.; Above ground 550 ft.
EQUIPPED TO COLORAST network programs, local films, local slides.
OPERATION: Began April 12, 1953. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Darrold A. Cannan, 55.96%; Darrold A. Cannan Jr., 14.1%; Howard H. Fry, 7.1%, and others. Messrs. Cannan and Fry own 26.28% of KFDM-AM-TV Beaumont, Tex.

EXECUTIVES:

D. A. Cannan, pres.	John Adams, ch. engr.
Howard H. Fry, exec. vp. & gen. mgr.	D. A. Cannan Jr., film buy. & prom. mgr.
Robert Walker, com. mgr.	Norman Duncan, news ed.
Warren Silver, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$350, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$36. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

NOW INTERCONNECTED

KRGV-TV CHANNEL 5

7:00 A.M. TO SIGN OFF

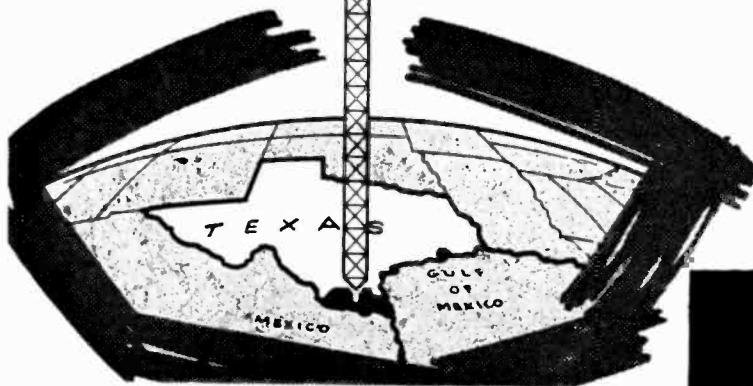
*Serving the
Brownsville-Harlingen-Weslaco-McAllen area*

TEXAS' 5th MARKET-POP.402,600

Affiliate of
NBC

KRGV-TV
CHANNEL 5

Represented by
John E. Pearson Co.



- Effective Buying Income .. **\$379,166,000**
- Gross Cash Farm Income .. **\$125,400,000**
- Retail Sales .. **\$258,427,000**

KRGV-TV CHANNEL 5
WESLACO, TEXAS

WICHITA FALLS (Cont.)

KSYD-TV

LICENSEE: KSYD Television Co. Address: P. O. Box 2130. Phone: 2-6957.
 FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 465 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Feb. 26, 1953. Hours, 7 a.m.-midnight.
 AFFILIATIONS: Tv Network, CBS. Station, Am, KSYD.
 REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Lyon, Wilner & Bergson.

PRINCIPAL STOCKHOLDERS: Sidney A. Grayson, 5%; Nat Levine, 25%; Irving L. Gold, 12.5%; Ben Aaron, 6.67%; Theodore Shanbaum, 25%, and others

EXECUTIVES:
 Sidney A. Grayson, pres., gen. mgr. & film buy. Herbert T. Wiley, ch. engr. Paralee F. Norman, prom. mgr.
 Bob Cain, com. mgr. Bill Richie, natl. news ed.
 Don Brown, pgm. dir. Bill Hood, loc. news ed.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$65, (film) \$60; ID \$36. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

County	Total	Television	Households	Retail Sales	Food Sales	Drug Sales
	Households	%	No.	1955 (\$000)	1955 (\$000)	1955 (\$000)
Sanpete	3,800	40	1,530	7,668	1,442	294
Sevier	3,300	34	1,110	14,677	1,968	448
Summit	1,800	58	1,040	5,502	328	231
Tooele	5,300	68	3,620	11,873	3,061	466
Uintah	2,800			7,673	1,094	88
Utah	23,500	77	18,020	81,102	18,336	3,156
Wasatch	1,000	64	840	5,866	1,118	125
Washington	2,700			11,369	1,660	211
Wayne	300			674	72	
Weber	27,400	73	21,450	96,834	23,542	3,309
Total	207,900	68%	*142,350	\$810,956	\$161,846	\$28,141

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

SALT LAKE CITY
(Salt Lake County)

KSL-TV

LICENSEE: Radio Service Corp. of Utah. Postal Zone: I. Address: 145 Social Hall Ave. Phone: Elgin 5-4611.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Operating Pow.: Visual 29.5 kw, Aural 17.8 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 3,970 ft.; Above ground 90 ft. EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 1, 1949. Hours, 7:15 a.m.-12:15 a.m.
 AFFILIATIONS: Tv Network, CBS. Stations, Am, KSL. Fm, KSL-FM.
 REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Wilkinson, Boyden, Cragun & Barker; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Corp. of President, Church of Jesus Christ of Latter Day Saints (Mormon), 63.5%. Church Corp. and subsidiaries own 40% of KID-AM-TV Idaho Falls, Idaho; 6.73% of KGMB-AM-TV Honolulu, T. H. Radio Service Corp. owns KSUB Cedar City, Utah, and 5.5% of KBOI Boise, Idaho.

EXECUTIVES:
 Jay W. Wright, exec. vp. Vincent E. Clayton, ch. engr.
 D. Lennox Murdoch, vp. & gen. mgr. Richard V. Thiriot, film buy.
 Edward B. Kimball, com. mgr. A. Richard Robertson, prom. mgr.
 Wayne F. Richards, pgm. dir. Paul Alexander, news ed.

RATE INFORMATION: Class A one hour (live) \$575, (film) \$575; minute spot (live) \$150, (film) \$150; ID \$87.50. ID Length 8 sec. Specifications: 2 1/4 x 2 1/4 in. slides. Share screen. Frequency discounts from 5% for 3 times per week up to 20% for 6 times per week, 52 weeks. Rate Card No. 6.

UTAH MARKET DATA BY COUNTIES

County	Total	Television	Households	Retail Sales	Food Sales	Drug Sales
	Households	%	No.	1955 (\$000)	1955 (\$000)	1955 (\$000)
Beaver	1,300			3,756	296	106
Box Elder	5,500	73	3,990	17,612	3,158	423
Cache	9,400	62	5,780	27,926	3,942	622
Carbon	7,200	30	2,170	21,488	4,108	479
Daggett	100	22	20	87		
Davis	10,200	76	7,740	31,267	8,609	1,367
Duchesne	2,100	30	640	5,720	904	488
Emery	1,400			2,696	442	109
Garfield	900	13	120	2,356	300	78
Grand	500			5,432	351	99
Iron	2,600			12,865	1,941	470
Juab	1,500	54	810	4,732	874	206
Kane	600			1,735	202	84
Millard	2,500	38	950	9,002	860	173
Morgan	600	71	430	3,222	800	156
Piute	500			461	144	
Rich	500	54	270	803	60	
Salt Lake	87,200	81	70,810	410,563	81,642	14,874
San Juan	1,100			5,995	592	79

IN WICHITA FALLS,
TEXAS

KSYD-TV

DOMINATES
THE MARKET

from

SIGN ON TO SIGN OFF 7 DAYS A WEEK

10 OUT OF THE
TOP 15 SHOWS*

7 OUT OF THE
TOP 10 SHOWS*

NUMBERS 1, 2, 3*
AND 4 SHOWS

173 TOP-RATED QUARTER HOURS FOR KSYD-TV

ALL ON

KSYD-TV
100,000 WATTS

SYD GRAYSON: Gen. Mgr.

channel 6
CBS TELEVISION

HOAG-BLAIR Nat'l. Rep.

*Reference: May Pulse 1956

SALT LAKE CITY (Cont.)

KTVT (TV)

LICENSEE: Intermountain Bcstg. & Television Corp. Postal Zone: 11. Address: 130 Social Hall Ave. Phone: Davis 2-5681.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 14.4 kw. Operating Pow.: Visual 26.9 kw, Aural 14.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,080 ft.; Above ground 182 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 1, 1948. Hours, 6 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KDYL. Fm, KDYL-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Owned 80% by Time Inc. (Time, Life, Fortune), and 20% by G. Bennett Larson. Time Inc. also owns 100% of KLZ-AM-FM-TV Denver, Colo., and 50% of KOB-AM-TV Albuquerque, N. M.

EXECUTIVES:

G. Bennett Larson, pres. & gen. mgr. Allen Gunderson, ch. engr.
 Hack Woolley, com. mgr. Hal Child, film buy.
 Dan Rainger, pgm. dir. Del Leeson, prom. mgr.
 Jack Goodman, news ed.

RATE INFORMATION: Class A one hour (live) \$600; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Share screen. Frequency discounts from 5 1/2% for 26 times up to 25% for 260 times. Rate Card No. 11.

KUTV (TV)

LICENSEE: Utah Bcstg. & Television Corp. Address: 179 Social Hall Ave. Phone: Davis 2-2505.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 45.71 kw, Aural 25.1 kw. Operating Pow.: Visual 45.71 kw, Aural 25.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 3,060 ft.; Above ground 229 ft.

OPERATION: Began Sept. 10, 1954. Hours, 11:30 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KUTA. Fm, KUTF (FM).

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Frank C. Carman.

PRINCIPAL STOCKHOLDERS: Standard-Examiner Pub. Co. (Ogden [Utah] Standard-Examiner-A. L. Glasmann), 51%; Kearns-Tribune Corp. (Salt Lake City Tribune), 35%; Mr. and Mrs. George C. Hatch, 14%. Glasmann interests also include KLIX-AM-TV Twin Falls, and KGEM Boise, both Idaho; KIMN Denver, Colo.; KLO Ogden, Utah, and KMON Great Falls, Mont.

EXECUTIVES:

A. L. Glasmann, pres. Herbert Holthouser, ch. engr.
 George Hatch, vp. Sid Cohen, film buy.
 Jack Gallivan, treas. Dick Westman, prom. mgr. & pub. rel. dir.
 John Brophy, sec. Doug Mitchell, news ed.
 Brent Kirk, gen. mgr. & sls. mgr.
 Pat Hession, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$75, (film) \$75; ID \$37.50. ID Length 8 sec. Share screen. Frequency discounts.

VERMONT

VERMONT MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Addison	5,100	53	2,710	16,538	4,025	425
Bennington	7,700	54	4,130	29,303	6,985	616
Caledonia	7,100	54	3,830	25,604	5,488	630
Chittenden	18,400	70	12,840	76,322	16,754	1,552
Essex	1,800	48	870	3,379	1,544	52
Franklin	8,300	63	5,240	29,239	8,442	683
Grand Isle	800	55	440	2,020	632	683
Lamoille	3,000	59	1,770	12,150	2,141	339
Orange	4,700	27	1,250	15,243	2,176	428
Orleans	5,700	52	2,950	22,002	4,243	435
Rutland	13,200	59	7,840	50,968	11,749	1,072
Washington	12,000	63	7,520	45,308	10,463	882
Windham	8,500	21	2,030	37,804	8,996	892
Windsor	12,600	37	4,660	46,471	11,199	787
Total	108,900	53%	58,080	\$412,351	\$94,837	\$8,793

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BURLINGTON (Chittenden County)

WCAX-TV

LICENSEE: Mt. Mansfield Television Inc. Address: 135 Main St. Phone: Burlington 2-5761.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 9.77 kw. Operating Pow.: Visual 18.2 kw, Aural 9.77 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,730 ft.; Above ground 116 ft.

OPERATION: Began Sept. 26, 1954. Hours, 10 a.m.-midnight.

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

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Stuart T. Martin.

PRINCIPAL STOCKHOLDERS: C. P. Hasbrook, 53.3%; S. T. Martin, 16.5%, and others. Mr. Hasbrook owns WCAX Burlington, Vt.

EXECUTIVES:

C. P. Hasbrook, pres. J. W. Tierney, ch. engr.
 S. T. Martin, gen. mgr. C. S. Lewis, prom. mgr.
 J. A. Dobson, com. mgr. A. S. Rutter, film buy.
 R. Huntley, pgm. dir. J. A. Sullivan, news ed.

RATE INFORMATION: Class A one hour (live) \$300; minute spot (live) \$60; ID \$30. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

VIRGINIA

VIRGINIA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Accomack	10,000	31	3,060	28,610	7,831	592
Albemarle	13,400	40	5,310	64,702	15,650	1,741
Alexandria*						
Alleghany	7,500	57	4,280	26,316	7,648	821
Amelia	1,700	44	750	3,642	252	104
Amherst	4,300	49	2,120	7,513	2,774	173
Appomattox	1,900	45	850	6,399	791	183
Arlington	69,600	80	55,470	332,128	87,510	15,667
Augusta	17,400	41	7,190	67,764	12,235	1,662
Bath	1,500	39	590	4,158	375	184
Bedford	7,400	44	3,250	17,222	4,472	204
Bland	1,400	42	590	2,619	880	...
Botetourt	3,900	41	1,580	7,344	1,929	147
Bristol*						
Brunswick	4,300	38	1,630	11,432	1,705	224
Buchanan	8,000	20	1,600	14,727	3,178	468
Buckingham	2,600	29	750	5,773	653	186
Buena Vista*						
Campbell	21,000	61	12,730	93,940	19,178	3,345
Caroline	2,600	55	1,420	8,514	1,200	151
Carroll	6,800	30	2,030	20,125	3,875	353
Charles City	900	63	570	552	397	...
Charlotte	3,100	37	1,160	5,675	535	103
Charlottesville*						
Chesterfield	13,300	63	8,340	12,358	2,644	98
Clarke	1,800	57	1,030	7,681	3,537	250
Clifton Forge*						
Colonial Heights*						
Craig	800	59	470	1,529	368	...
Culpeper	3,200	66	2,120	15,197	2,923	459
Cumberland	1,600	38	600	2,021	681	41
Danville*						
Dickenson	5,100	17	880	7,890	1,920	154
Dinwiddie	13,400	66	8,820	65,164	14,074	2,277
Elizabeth City*						
Essex	1,400	66	920	8,738	836	221
Fairfax	32,300	79	25,420	94,343	31,691	4,407
Falls Church*						
Fauquier	5,400	66	3,590	18,759	3,552	463
Floyd	2,600	38	990	5,282	755	92
Fluvanna	1,800	51	920	2,476	430	245
Franklin	5,700	44	2,500	13,433	2,145	279
Frederick	9,100	62	5,670	48,455	6,660	1,240
Fredericksburg*						
Giles	4,900	61	2,960	15,039	3,445	575
Gloucester	2,900	56	1,630	8,957	2,223	196
Goochland	1,700	48	810	2,263	634	54
Grayson	5,600	34	1,880	6,017	1,011	182
Greene	1,100	31	340	2,210	238	...
Greensville	3,800	39	1,500	13,846	2,931	380
Halifax	9,600	54	5,160	24,182	4,283	715
Hampton*						
Hanover	5,600	57	3,210	14,803	2,921	365
Harrisonburg*						
Henrico	85,900	75	64,340	435,855	90,505	14,455
Henry	12,400	56	6,920	47,873	11,591	1,089
Highland	800	43	340	1,385	105	...
Hopewell*						
Isle of Wight	3,500	49	1,710	10,314	2,052	211
James City	2,700	74	1,990	17,182	4,021	684
King and Queen	1,400	55	770	2,298	300	...
King George	1,800	55	990	3,347	932	11
King William	1,900	65	1,230	8,714	2,109	180
Lancaster	2,300	47	1,070	10,548	2,394	241
Lee	8,000	21	1,660	10,610	2,165	253
Loudoun	5,100	74	3,790	23,040	4,678	426
Louisa	3,000	49	1,460	8,560	1,477	242
Lunenburg	3,400	40	1,350	8,177	1,628	264
Lynchburg*						
Madison	2,100	31	660	2,817	406	134
Martinsville*						
Mathews	1,800	70	1,260	4,798	869	103
Mecklenburg	8,000	43	3,440	29,309	4,655	701
Middlesex	1,900	61	1,160	5,596	1,575	331
Montgomery	10,300	63	6,500	35,844	8,288	1,241
Nansemond	9,800	59	5,810	36,074	8,256	1,150
Nelson	3,200	45	1,440	4,544	1,619	41
New Kent	1,000	58	580	2,464	481	...
Newport News*	45,400	71	32,190	184,049	45,042	5,376
Norfolk	128,600	74	95,550	502,997	111,546	15,982
Norfolk (city)*						
Northampton	4,600	35	1,630	15,126	5,033	500
Northumberland	2,400	46	1,090	5,219	1,068	126
Nottoway	4,300	57	2,460	15,665	3,084	583
Orange	3,100	42	1,290	12,812	2,667	418
Page	3,800	41	1,560	9,407	2,248	272
Patrick	3,600	29	1,030	6,223	1,112	163
Petersburg*						
Pittsylvania	26,600	39	10,400	86,568	18,707	2,176
Portsmouth*						
Powhatan	1,200	41	490	3,526	407	...
Prince Edward	3,700	52	1,910	16,391	2,363	484
Prince George	6,900	65	4,490	31,600	9,810	547
Prince William	5,200	76	3,930	26,212	5,845	1,191
Princess Anne	12,700	62	7,910	45,139	13,181	1,367
Pulaski	7,400	49	3,600	22,011	5,468	639
Radford*						

VIRGINIA MARKET DATA BY COUNTIES (Cont.)

County	Total	Television	Households	Retail Sales	Food Sales	Drug Sales
	Households	%	No.	1955(\$000)	1955(\$000)	1955(\$000)
Rappahannock	1,400	48	670	2,347	697	
Richmond	1,400	64	890	14,289	1,157	466
Richmond (city)*						
Roanoke	38,700	64	24,810	170,404	34,123	5,733
Roanoke (city)*						
Rockbridge	71,00	35	2,510	20,730	4,870	619
Rockingham	12,400	47	5,790	65,755	6,011	1,113
Russell	6,100	28	1,710	8,204	2,385	213
Scott	6,700	28	1,880	11,605	2,912	308
Shenandoah	5,600	49	2,720	19,197	2,933	616
Smyth	7,100	35	2,460	22,014	4,206	672
Southampton	6,300	44	2,740	19,866	4,453	508
South Norfolk*						
Spotsylvania	6,400	66	4,250	43,901	8,028	1,255
Stafford	3,200	51	1,620	4,109	1,489	
Saunton*						
Suffolk*						
Surry	1,500	54	810	2,022	533	174
Sussex	2,700	56	1,510	9,285	1,680	267
Tazewell	11,500	30	3,400	28,170	8,263	876
Warren	4,300	53	2,300	15,550	3,569	477
Warwick*						
Washington	13,100	25	3,310	43,651	10,016	1,045
Waynesboro*						
Westmoreland	2,700	58	1,570	10,019	1,953	264
Williamsburg*						
Winchester*						
Wise	13,600	30	4,030	33,180	8,099	831
Wythe	5,800	37	2,150	18,629	3,524	408
York	3,300	59	1,940	8,484	1,559	1,091
Total	912,700	59%	537,760	\$3,383,503	\$753,117	\$107,518

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BRISTOL

(Washington County)

WCYB-TV

(Target Date, Sept. 1, 1956)

LICENSEE: Appalachian Bcstg. Co. Address: 100 Front St. Phone: North 3560.
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 70.8 kw, Aural 42.7 kw.
 Operating Pow.: Visual 70.8 kw, Aural 42.7 kw. Transmitter: GE. Antenna
 Make: GE. Height: Above average terrain 2,219 ft.; Above ground 120 ft.
 EQUIPPED TO COLORCAST network programs, local live programs, local films,
 local slides.

OPERATION: Hours, 7 a.m.-midnight.
 AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WCYB.
 REPRESENTATIVES: Sales, Gill-Perna; Washington Attorney, Fly, Shuebruk, Blume &
 Gaguine; Consulting Engineer, George C. Davis.
 PRINCIPAL STOCKHOLDERS: Robert H. Smith, 25%; J. Fey Rogers, 25%; Charles
 M. Gore, 16 2/3%; Harry M. Daniel, 16 2/3%; Frank W. DeFriece Jr., 16 2/3%.
 EXECUTIVES:
 Robert H. Smith, pres., gen. mgr. & film buy. Frank Spaulding, pgm. & prom. suvr.
 J. Fey Rogers, com mgr. Russell Robinson, ch. engr.
 Walter Crockett, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot
 (live) \$60, (film) \$60; ID \$30. ID Length 8 sec. Share screen. Frequency
 discounts. Rate Card No. 1.

DANVILLE

(Pittsylvania County)

WBTM-TV†

LICENSEE: Piedmont Bcstg. Corp. Address: 710 Grove St. Phone: 2350.
 FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 12 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain
 650 ft.; Above ground 273 ft.
 OPERATION: Began Feb. 21, 1954.
 AFFILIATIONS: Stations, Am, WBTM. Fm, WBTM-FM.
 REPRESENTATIVES: Washington Attorney, John Midlen; Consulting Engineer,
 George C. Davis.
 PRINCIPAL STOCKHOLDERS: L. N. Dibrell, 39.6%; estate of James W. Ray,
 5.8%; Landon R. Wyatt, 4.76%, and others.

EXECUTIVE:
 L. N. Dibrell, pres.

†WBTM-TV has suspended operation but has not returned its CP.

HAMPTON

(Independent City)

WVEC-TV (NORFOLK)

LICENSEE: Peninsula Bcstg. Corp. Postal Zone: 10. Address: 812 W. 21st St.,
 Norfolk. Phone: (Norfolk) Madison 7-7774.
 FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 110 kw.
 Operating Pow.: Visual 214 kw, Aural 110 kw. Transmitter: GE. Antenna
 Make: GE. Height: Above average terrain 505 ft.; Above ground 500 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Sept. 19, 1953. Hours, 7 a.m.-1 a.m.
 AFFILIATIONS: Tv Network, NBC. Station, Am, WVEC.
 REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Cohn & Marks;
 Consulting Engineer, Vandivere, Cohen & Wearn.
 PRINCIPAL STOCKHOLDERS: Thomas P. Chisman, 15.23%; Harrol A. Brauer Jr.,
 8.6%; James E. Swafford, 15.23%; J. W. W. Chisman, 19.03%, and others.

BROADCASTING • TELECASTING

How high is UP?

SKY-HIGH



when your sales
are soaring on

WVEC-TV
Channel 15

LARGEST UHF
CIRCULATION
ON THE EAST COAST
NEW YORK
to
MIAMI

serving
NORFOLK
HAMPTON
NEWPORT NEWS
PORTSMOUTH
WARWICK
VIRGINIA BEACH

WVEC-TV

- the number one Virginia Market
- lowest cost per thousand
- a basic NBC Station



represented by AVERY-KNODEL

HAMPTON (Cont.)

WVEC-TV (Cont.)

EXECUTIVES:

Thomas P. Chisman, pres., gen. mgr. Jim Gray, pgm. dir.
 film buy. W. C. King Jr., ch. engr.
 Harrol A. Brauer Jr., vp. & dir. sls. Jane Winne, prom. mgr.
 L. W. Kliever, ops. mgr. Lewis T. Jester, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$350; minute spot (live) \$80.50, (film) \$70; ID \$35. ID Length 10 sec. Full screen. Frequency discounts from 5% for 52 times up to 25% for 312 times. Rate Card No. 3.

HARRISONBURG

(Rockingham County)

WSVA-TV

LICENSEE: Shenandoah Valley Co. Address: Rawley Pike. Phone: 4-4431.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 8.32 kw, Aural 4.17 kw. Operating Pow.: Visual 8.32 kw, Aural 4.17 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,130 ft.; Above ground 349 ft.

OPERATION: Began Oct. 19, 1953. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WWSA. Fm, WWSA-FM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Covington & Burling.

PRINCIPAL STOCKHOLDERS: Hamilton Shea, 50%; Trancontinent Tv Corp., 50%. Trancontinent is composed of principals some of whom have interests in WGR-AM-TV Buffalo, N. Y.

EXECUTIVES:

Hamilton Shea, pres. & gen. mgr. Warren L. Braun, bgr. engng.
 Howard C. Evans, gen. sls. mgr. R. L. Johnson, mgr. adv., prom. & merc.
 Lee Dechert, local sls. mgr.
 Robert E. Lee, pgm. mgr. & film buy. Wip Robinson, news ed.

RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

LYNCHBURG

(Campbell County)

WLVA-TV

LICENSEE: Lynchburg Bcstg. Corp. Address: 925 Church St. Phone: 2-1242.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 1,100 ft.; Above ground 574 ft.

OPERATION: Began Feb., 1953. Hours, 2 p.m.-12:30 a.m.
AFFILIATIONS: Tv Network, ABC. Station, Am, WLVA.
REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Geo. O. Sutton; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Edward A. Allen, 25.5%; Philip P. Allen, 25.5%; John P. Read Jr., 4.20%; Thomas S. Kirkpatrick, 3.18%, and others.

EXECUTIVES:

Edward A. Allen, pres. Warren Uttal, pgm. dir. film buy. & prom. mgr.
 Philip P. Allen, vp., gen. mgr. & com. mgr. John T. Orth, ch. engr.

RATE INFORMATION: Class A one hour (live) \$330, (film) \$300; minute spot (live) \$66, (film) \$60; ID \$30. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

NEWPORT NEWS

(Independent City)

WACH-TV†

LICENSEE: United Bcstg. Co. of Eastern Virginia Inc. Address: 114 24th St. Phone: 3-1631.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 20.9 kw, Aural 10.5 kw. Transmitter: Federal. Antenna Make: Workshop. Height: Above average terrain 310 ft.; Above ground 319 ft.

OPERATION: Began Oct. 3, 1953.
AFFILIATION: Station, Am, WACH.
REPRESENTATIVES: Washington Attorney, Eugene L. Burke; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: See WOOK-TV Washington, D. C.

EXECUTIVES:

John Doley, pres. H. A. Seville, gen. mgr.

†WACH-TV has suspended operation but has not returned its CP.

NORFOLK

(Norfolk County)

WTAR-TV

LICENSEE: WTAR Radio Corp. Postal Zone: 10. Address: 720 Boush St. Phone: Madison 5-6711.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 980 ft.; Above ground 1,029 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began April 2, 1950. Hours, 7 a.m.-1 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WTAR.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Wholly owned by Norfolk Newspapers Inc. (Norfolk Virginian-Pilot and Ledger-Dispatch).

EXECUTIVES:

Campbell Arnoux, pres. & gen. mgr. Richard L. Lindell, ch. engr.
 John C. Pepper, asst. gen. mgr. Ward Powell, prom. mgr.
 Robert M. Lambe, gen. sls. mgr. C. MacLeod, news ed.
 Harold Soldingier, pgm. dir. & film buy.

RATE INFORMATION: Class AA one hour (live) \$935 (film) \$875; minute spot (live) \$230, (film) \$200; ID \$100. ID Length 3 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 52 times up to 15% for 260 times. Rate Card No. 13.

WTOV-TV

LICENSEE: Tim Brite Inc. Address: 1318 Spartley St., Portsmouth, Va. Phone: Export 3-5681.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 89.1 kw. Operating Pow.: Visual 166 kw, Aural 89.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 410 ft.

OPERATION: Began Oct. 22, 1953. Hours, 2 p.m.-midnight.
REPRESENTATIVES: Sales, Joseph Hershey McGillvra, Inc.
PRINCIPAL STOCKHOLDERS: Temus R. Bright, 95.3%; Anna C. Bright, 4.7%.

EXECUTIVES:

Temus R. Bright, pres. James Richardson, ch. engr.
 Anna C. Bright, sec.-treas. Madeline Shockley, film buy.
 Tovey Lee, gen. mgr. & pgm. dir. Charles R. Adams, prom. mgr.
 Dorothy Kern, com. mgr. Clem Sineburger, news ed.

RATE INFORMATION: Class A one hour (live) \$124.65 (film) \$124.65; minute spot (live) \$17, (film) \$17; ID \$8.75. ID Length 10 sec. Frequency discounts. Rate Card No. 2.

WVEC-TV

LICENSEE: Peninsula Bcstg. Co. Postal Zone: 10. Address: 812 W. 21st St. Phone: Madison 7-7774. (For full listing see Hampton Va.)

PETERSBURG

(Dinwiddie County)

WXEX-TV

LICENSEE: Petersburg Television Corp. Address: 124 W. Tabb St. Phone: Regent 3-7876.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 940 ft.; Above ground 979 ft.

OPERATION: Began Aug. 15, 1955.
AFFILIATIONS: Tv Network, NBC. Stations, Am, WLEE Richmond. Fm, WLEE-FM Richmond.
REPRESENTATIVES: Sales, Forjoe Tv; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Lee Bcstg. Co. (WLEE-AM-FM Richmond, Va.), 43.5%; Irvin J. Abeloff, 6.26%, and others. Thomas G. Tinsley and family control Lee Bcstg. Co. and also WITH-AM-FM-TV Baltimore, Md.

EXECUTIVES:

Thomas G. Tinsley, pres. Paul Jensen, ops. mgr.
 Irving G. Abeloff, vp. gen. mgr. James L. Dodd Jr., pgm. dir. & natl. sls. mgr. John Costello, ch. engr.

RATE INFORMATION: Class AA one hour (live) \$750, (film) \$750. Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140; ID \$70. Frequency discounts.

PORTSMOUTH

(Norfolk County)

WAVY-TV

(Target Date, Unknown)

LICENSEE: Portsmouth Radio Corp. Address: 205 Professional Bldg.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,026 ft.

AFFILIATION: Station, Am, WAVY.
REPRESENTATIVES: Arnold, Fortas & Porter; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Hunter C. Phelan, 3.05%; Carl J. Burkland, 1.64%; George T. McLean, 11.97%; Henry Clay Hofheimer II, 7.86 and others. Mr. Burkland is former CBS executive.

EXECUTIVES:

Hunter C. Phelan, pres. Carl J. Burkland, vp. & gen. mgr.

RICHMOND

(Henrico County)

WOTV (TV)

(Target Date, Unknown)

LICENSEE: Winston-Salem Bcstg. Co. Address: Box 5176, Ardmore P. O., Winston-Salem, N. C.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.33 kw. Transmitter: RCA. Height: Above average terrain 540 ft.; Above ground 546 ft.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen.
PRINCIPAL STOCKHOLDERS: See WTOB-TV Winston-Salem, N. C.

EXECUTIVES:

James W. Coan, pres. John G. Johnson, sec.-treas.
 Robert V. Brawley, vp.

Proof of dominance!

June 1956 figures* give WXEX-TV

16%

more viewers per rating point



- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers **58.3** more TV homes than does Station B.

*Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

**The dominant station serving Richmond,
Petersburg and Central Virginia**

WXEX-TV

Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.

Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

RICHMOND (Cont.)

WRVA-TV

LICENSEE: Richmond Television Corp. Postal Zone: 18. Address: P. O. Box 2370. Phone: 83-5461.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 230 kw, Aural 115 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 790 ft.

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

OPERATION: Began April 29, 1956. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WRVA. Fm, WRVB (FM).

REPRESENTATIVES: Sales, Harrington Righter & Parsons; Washington Attorney, Fisher, Weyland, Duval & Southmayd; Cohn & Marks; Consulting Engineer, Paul Godley.

PRINCIPAL STOCKHOLDERS: Larus & Bro. Co., 60%; Neighborhood Theatres Inc., 14.9%; and others. Larus & Bro. Co. owns WRVA and WRVB (FM) Richmond, and WRVC Norfolk, both Va.

EXECUTIVES:

C. T. Lucy, pres.	Sanford Terry Jr., ch. engr.
Barron Howard, gen. mgr.	Boe Pié, film buy.
James D. Clark Jr., com. mgr.	John L. Stone Jr., prom. mgr.
Sam Carey, pgm. dir.	George Passage, news ed.

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$130, (film) \$130; ID \$65. Frequency discounts. Rate Card No. 1.

WTVR (TV)

LICENSEE: Havens & Martin Inc. Postal Zone: 20. Address: 3301 W. Broad St. Phone: 5-8611.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 840 ft.; Above ground 844 ft.

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

OPERATION: Began April 22, 1948. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WMBG. Fm, WCOD (FM).

REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, John H. Midlen; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: Wilbur M. Havens, 100%.

EXECUTIVES:

Wilbur M. Havens, pres., gen. mgr. & com. mgr.	John V. Shand, pgm. dir.
Walter A. Bowry Jr., asst. gen. & com. mgr. & prom. mgr.	James W. Kyle, ch. engr.
	G. Conrad Rianhard Jr., film buy.
	Roy Roman, news ed.

RATE INFORMATION: Class A one hour (live) \$875, (film) \$875; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. K.

WXEX-TV (PETERSBURG)

LICENSEE: Petersburg Television Corp. Address: 124 W. Tabb St., Petersburg; 6200 Broad St. Road, Richmond. Phone: (Petersburg) Regent 3-7876. (For full listing see Petersburg.)

**ROANOKE
(Roanoke County)**

WDBJ-TV

LICENSEE: Times-World Corp. Postal Zone: 11. Address: 201 W. Campbell Ave. Phone: 3-8031.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 2,000 ft.; Above ground 146 ft.

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

OPERATION: Began Oct. 3, 1955. Hours 7 a.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, George O. Sutton; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Licensee publishes Roanoke Times and World-News. Owned by heirs of late J. B. Fishburn.

EXECUTIVES:

M. W. Armistead III, pres., Times-World Corp.	Charles A. Ballou, pgm. mgr.
Ray P. Jordan, mgng. dir.	J. Edward Newman, ch. engr.
John W. Harkrader, asst. mgng. dir.	Mike Schaffer, prom. mgr.
Blake H. Brown, sls. mgr.	Don Murray, news ed.
Paul E. Reynolds, pgm. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$140, (film) \$140; ID \$60. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

We've Moved TO THE TOP!

TOP POWER
316,000 watts

TOP ELEVATION
2,000 Ft. above average
terrain - 3,936 Ft.
above sea level

EXCLUSIVE CBS
AFFILIATE



For 32 years, WDBJ has been the favorite name in Radio in Western Virginia, CBS for 27 years. Now—it's TOP HEIGHT—TOP POWER for WDBJ-TV—with exclusive CBS affiliation and top rated programming. Let established audience, plus maximum coverage, plus finest facilities and talent work for you.

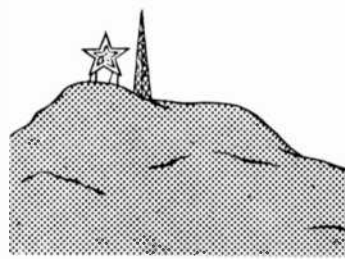
Roanoke is one of the fastest growing markets in the U. S. in the over—100,000 population class.

Ask Peters, Griffin, Woodward, Inc.

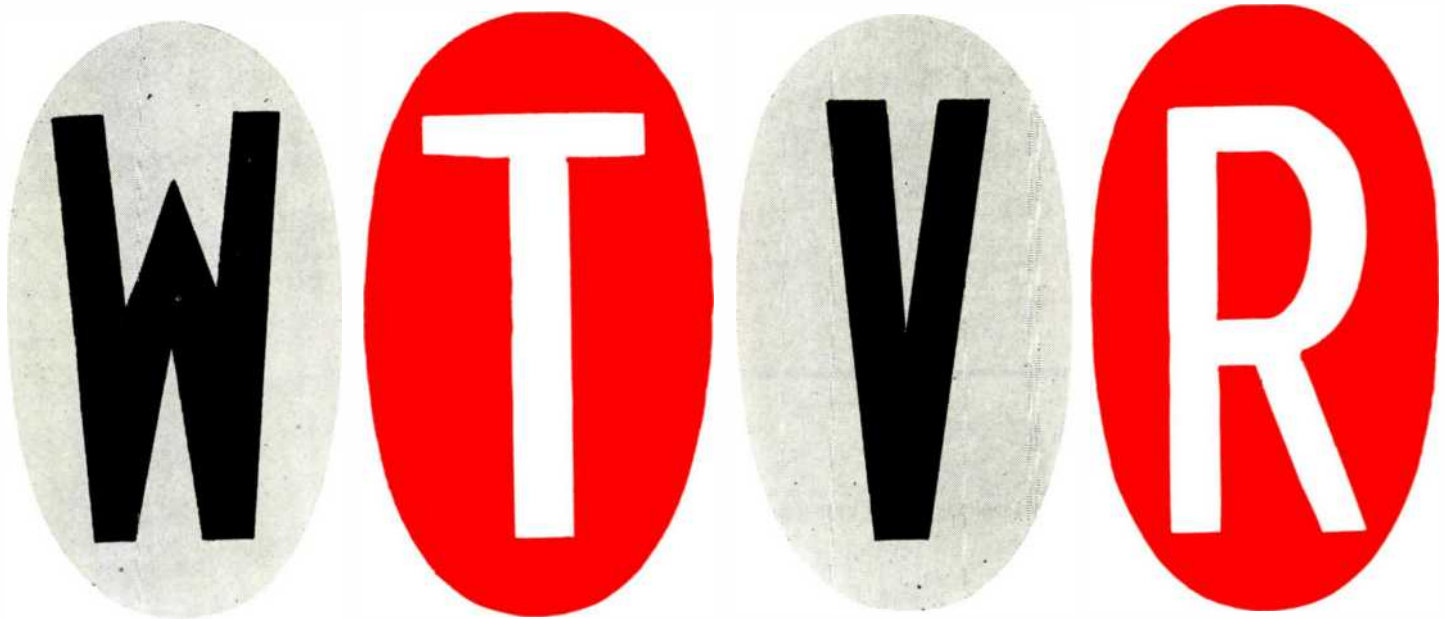


ROANOKE, VIRGINIA
Owned and operated by
TIMES-WORLD CORPORATION

Peters, Griffin, Woodward, Inc., National Representatives



*in Richmond, Virginia it's . . .
the south's first tv station*



YOUR campaign in Virginia isn't complete unless you use **BIG WTVR**, "The Wide Area Station." From Richmond . . . Virginia's Capital City, **WTVR IS COMPLETELY DOMINATING WITH OR WITHOUT AN AERIAL**, and you have the assurance your campaign is in the capable hands of a **PIONEER TELECASTER WITH SKILL, KNOWLEDGE AND ABILITY**, backed-up by a **PROVEN SUCCESS FORMULA** that assures **AN ALWAYS QUALITY JOB**. Don't be satisfied with less than the best . . . **BUY BIG WTVR**, "The South's First Television Station."

**MAXIMUM POWER
100,000 WATTS**

**MAXIMUM HEIGHT
1049 FEET**



WMBG AM WCOD FM WTVR TV

First Stations of Virginia

A Service of HAVENS & MARTIN, INC.

WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.
AFFILIATED WITH ABC-TV



ROANOKE (Cont.)

WSLS-TV

LICENSEE: Shenandoah Life Stations Inc. Address: Radio-Television Center. Phone: 4-9227.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,970 ft.; Above ground 174 ft.

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

OPERATION: Began Dec. 11, 1952.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WSLS. Fm, WSLS-FM.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Elliot C. Lovett; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Shenandoah Life Insurance Co., 100%.

EXECUTIVES:

Paul C. Buford, pres. George W. Chernaunt, pgm. mgr.
James H. Moore, exec. vp. J. P. Briggs, ch. engr.
& gen. mgr. Charles Garrison, sls. prom. mgr.
Horace Fitzpatrick, asst. mgr. Fred L. Corstaphney, prom. mgr.
& film buy. Thomas S. Wright, news dir.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 3 sec. Share screen. Frequency discounts. Rate Card No. 6.

WASHINGTON

WASHINGTON MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	2,500	43	1,070	16,535	2,602	971
Asotin	3,600	35	1,270	6,019	1,765	369
Benton	21,000	24	5,120	68,604	21,020	4,146
Chelan	12,900	32	4,080	62,877	14,123	2,173
Clallam	8,400	61	5,080	34,489	10,036	934
Clark	27,900	62	17,380	79,199	20,507	2,777
Columbia	1,400	43	600	6,067	1,179	290
Cowlitz	17,800	45	8,030	60,930	14,280	2,106
Douglas	3,700	24	900	5,785	1,513	198
Ferry	900	45	410	1,866	352	98
Franklin	6,900	38	2,640	38,685	6,605	1,120
Garfield	900	38	350	5,662	870	59
Grant	9,300	32	2,960	51,423	10,332	1,536
Grays Harbor	17,200	39	6,690	67,360	16,914	1,611
Island	4,100	73	3,010	9,158	2,171	281
Jefferson	3,300	68	2,260	7,392	2,669	293
King	260,100	70	183,110	1,071,272	219,877	32,967
Kitsap	28,500	77	22,060	86,523	23,132	1,790
Kittitas	6,400	24	1,520	26,699	5,400	614
Klickitat	3,700	32	1,190	11,467	2,681	336
Lewis	13,800	49	6,790	53,500	11,885	1,121
Lincoln	3,300	72	2,360	15,607	2,259	386
Mason	5,100	66	3,360	14,090	4,379	165
Okanogan	8,800	15	1,360	24,347	5,639	742
Pacific	5,400	33	1,760	14,564	4,470	512
Pend Oreille	2,500	50	1,240	8,131	2,079	300
Pierce	89,300	68	60,550	311,766	73,798	10,001
San Juan	1,200	60	720	2,387	897	50
Skagit	13,500	51	6,870	72,734	14,891	1,760
Skamania	1,600	40	630	2,586	751	152
Snohomish	43,100	66	28,230	138,012	35,673	2,902
Spokane	78,600	71	55,650	336,760	70,420	10,059
Stevens	5,500	46	2,540	16,984	3,830	537
Thurston	15,300	63	9,700	58,903	13,807	5,428
Wahkiakum	900	48	430	1,871	365	40
Walla Walla	12,600	31	3,910	48,378	8,910	1,431
Whatcom	21,700	44	9,550	78,589	16,326	2,028
Whitman	8,700	45	3,950	41,200	7,221	1,426
Yakima	43,700	48	21,150	174,206	37,604	4,931
Total	815,100	60%	490,480	\$3,131,817	\$693,232	\$100,640

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BELLINGHAM (Whatcom County)

KVOS-TV

LICENSEE: KVOS Inc. Address: 1151 Ellis St. Phone: 790

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 36.3 kw, Aural 19.5 kw. Operating Pow.: Visual 36.3 kw, Aural 19.5 kw. Transmitter: GE. Antenna Make: Composite. Height: Above average terrain 2,380 ft.; Above ground 140 ft.

OPERATION: Began June, 1954. Hours, 1:45-11:59 p.m.

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

REPRESENTATIVES: Sales, Forjoe Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, George Frese.

PRINCIPAL STOCKHOLDERS: Rogan Jones, 92.38%; David Mintz, 4% Ernest E. Harper, 2%; Joseph Bloom, 1%. Mr. Jones is also chairman of board of KPQ Wenatchee, Wash.

EXECUTIVES:

Rogan Jones, pres. John Sherman, pgm. dir.
David Mintz, gen. mgr. & film buy. Ernest Harper, ch. engr.
Fred Elsethagen, com. mgr. Alice Griffith, prom. mgr.

RATE INFORMATION: Class A one hour (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 8 to 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

EPHRATA

(Grant County)
(Target Date, Unknown)

KBAS-TV (Satellite of KIMA-TV Yakima)

LICENSEE: Basin Tv Co. Address: 1411 Fourth Ave. Bldg., Seattle.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 6.61 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 660 ft.; Above ground 139 ft.

REPRESENTATIVES: Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDER: Cascade Bcstg. Co.; see KIMA-TV Yakima, Wash. Thomas C. Bostic, pres. & gen. mgr.

PASCO

(Franklin County)

KEPR-TV (Satellite of KIMA-TV Yakima)

LICENSEE: Cascade Bcstg. Co. Address: Kennewick, Wash. Phone: Justice 6-6184.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 8.91 kw, Aural 4.79 kw. Operating Pow.: Visual 8.91 kw, Aural 4.79 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,247 ft.; Above ground 351 ft.

OPERATION: Began Dec. 30, 1954. Hours, 1 p.m.-midnight.

AFFILIATIONS: Tv Network, Same as KIMA-TV Yakima.

PRINCIPAL STOCKHOLDERS: See KIMA-TV Yakima, Wash.

EXECUTIVES:

Thomas C. Bostic, vp. & gen. mgr. Don Hayes, pgm. dir.
Monte Strohl, sta. & com. mgr. Bernard Baillie, ch. engr.
Herchel Cary, gen. sls. mgr. Bob Parnell, news ed.

RATE INFORMATION: Sold only in combination with parent station KIMA-TV Yakima.

SEATTLE-TACOMA

(King and Pierce Counties)
(*Non-Commercial Educational)

KCTS (TV)*

LICENSEE: U. of Washington. Postal Zone: 5. Address: Seattle. Phone: Melrose 0630.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 17.8 kw. Operating Pow.: Visual 30.2 kw, Aural 17.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 287 ft.

OPERATION: Began Dec. 7, 1954. Hours, 1:15-2:10 p.m. & 6-9 p.m.

AFFILIATION: Station, Fm, KUOW.

EXECUTIVES:

Dr. Henry Schmitz, pres. U. of Washington Kenneth Yeend, pgm. dir. & film buy.
Loren B. Stone, gen. mgr. John Boor, ch. mgr.
Gordon Tuell, prod. mgr.

KING-TV

LICENSEE: KING Bcstg. Co. Postal Zone: 9. Address: 320 Aurora Ave., Seattle. Phone: Mutual 3555.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 570 ft.

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

OPERATION: Began Nov. 25, 1948. Hours, 8:40 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KING. Fm, KING-FM.

REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Mrs. A. Scott Bullitt is principal stockholder. Licensee also owns 62% of KGW-AM-TV Portland Ore.

EXECUTIVES:

Mrs. A. Scott Bullitt, pres. Robert A. Ferguson, ch. engr.
Henry B. Owen, exec. vp. Robert F. Prins, pub. aff. dir.
Otto P. Brandt, vp. & gen. mgr. Gloria Chandler, pub. serv. dir.
A. P. Hunter, com. mgr. Betty Evans, educ. dir.
James Neidigh, natl. sls. mgr. Mel Anderson, prom. dir.
John Pindell, loc. sls. mgr. G. W. Parker, merc. dir.
Lee Schulman, pgm. dir. & film buy. Charles Herring, news dir.
Tom Dargan, pgm. ops. mgr. Richard Ross, assoc. news dir.
Bernie Carey, prod. mgr. Bill O'Mara, sports dir.
James L. Middlebrooks, engrg. dir.

RATE INFORMATION: Class A one hour (live) \$1,150, (film) \$900; ID \$100. ID Length Video 7 1/2 sec., Audio 6 sec. Specifications 35 mm slide, 16 mm film. Full and share screen. Frequency discounts. Rate Card No. 14.

KOMO-TV

LICENSEE: Fisher's Television Co. Postal Zone: 9. Address: 100 Fourth Ave. N., Seattle. Phone Seneca 6000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 550 ft.

**anyone here
in the
dark?**



ARB:

"most everyone watches WSLs-TV"
(station's share of sets in use . . . 73.2%)

TELEVISION MAGAZINE:

"WSLS-TV made Roanoke . . .
Virginia's No. 1 TV Market"

OUR ADVERTISERS:

"We're spending our budgets on
the right station for results"

for more light on the subject...call Avery-Knodel

wsls-tv

ROANOKE, VIRGINIA

Channel 10



***316,000 WATTS**

SEATTLE-TACOMA (Cont.)

KOMO-TV (Cont.)

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

OPERATION: Began Dec. 10, 1953. Hours, 7:45 a.m.-12:15 a.m.

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

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Fisher's Blend Station Inc. (KOMO Seattle), 66 2/3%; Theodore R. Gamble, 30%; C. Howard Lane, 3 1/3%. For other interests of Messrs. Gamble and Lane, see KOIN-TV Portland, Ore.

EXECUTIVES:

O. D. Fisher, pres.	Tom Rogstad, pgm. dir.
W. W. Warren, exec. vp. & gen. mgr.	C. E. Miller, ch. engr.
Bill Hubbach, com. mgr.	Margaret Frey, prom. mgr.
Dave Crockett, pgmg. mgr. & film buy.	Herb Robinson, news ed.

RATE INFORMATION: Class AA one hour (film) \$1,025; minute spot (film) \$210; ID \$65. ID Length 10 sec. Full and/or share screen. Frequency discounts. Rate Card No. 5.

KTNT (TV)

LICENSEE: Tribune Pub. Co. Postal Zone: 5. Address: S. 11th & Grant Sts., Tacoma. Phone: Fulton 2561.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 800 ft.; Above ground 580 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 1, 1953. Hours, 9 a.m.-midnight. Stations, Am KTNT. Fm, KTNT-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Alvin H. Barnard.

PRINCIPAL STOCKHOLDERS: Licensee publishes Tacoma (Wash.) News-Tribune. Frank S. Baker, 62.5%; Alton F. Baker, 12.46%; Elbert H. Baker Jr., 12.46%; Louis B. Hastings, 12.46%. Alton F. Baker is 63.5% owner of Eugene (Ore.) Register-Guard (KERG Eugene).

EXECUTIVES:

Len Higgins, gen. mgr.	Max Bice, ch. engr.
Larry Carino, com. mgr.	Bob Lyte, prom. mgr.
Burke Ormsby, pgm. dir. & film buy.	Sam Rinaker, news ed.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$900; minute spot (live) \$205, (film) \$180; ID \$90. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 3.

KTVW (TV)

LICENSEE: J. Elroy McCaw. Postal Zone: 7. Address: 5544 N. 35th St., Tacoma; 230 8th Ave. N., Seattle 9. Phone (Tacoma) Skyline 3544; (Seattle) Seneca 3113.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 533 ft.

OPERATION: Began Sept. 22, 1954. Hours, 2 p.m.-3 a.m.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDER: Mr. McCaw also owns KORC Mineral Wells, Tex.; 37.5% of KVTR (TV) Denver, Colo.; 75% of WINS New York, N. Y.; 50% of KELA Centralia, Wash.; 50% of KYA San Francisco, Calif.; 33 1/3% of KALE Richland, Wash.; 33 1/3% of KYAK Yakima, Wash., and 25% of KONA (TV) Honolulu, T. H. Mrs. McCaw owns KAPA Raymond, Wash.

EXECUTIVES:

J. Elroy McCaw, own.	Charles R. Morris, ch. engr.
William Veneman, gen. mgr.	Howard C. Perkins, film dir.
Robert A. Kilpatrick, com. mgr.	Edna K. Hanna, prom. & pub. dir.
Don Wood, pgm. & ops. dir.	Art Primm, news ed.
John Jarstad, sports & sp. events dir.	Cy Flory, sls. serv. mgr.

RATE INFORMATION: Class A one hour (live) \$750, (film) \$600; minute spot (live) \$156.25, (film) \$125; ID \$65. ID Length 8 sec. Specifications 2v2 in. slides. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

SPOKANE

(Spokane County)

KHQ-TV

LICENSEE: KHQ Inc. Postal Zone: 4. Address: Radio Central Bldg. Phone: Madison 5131.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: IDECO. Height: Above average terrain 941 ft.; Above ground 826 ft.

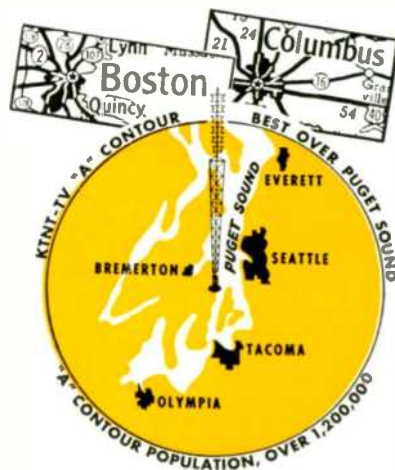
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

316,000 WATTS
Antenna 1,000 Feet Above Sea Level
Serving Seattle-Tacoma and the Puget Sound Area

KTNT-TV CHANNEL 11

the Combined population of Boston and Columbus is less than that within KTNT-TV's "A" Contour

SWIM SUIT BY JANTZEN



More than 2 million people live in the ENTIRE area covered by KTNT-TV

... and what's more - Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area of Washington State, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- SEATTLE • TACOMA • EVERETT • BREMERTON • OLYMPIA

The "A" contour area of KTNT-TV contains OVER HALF the population of Washington State, and it accounts for OVER HALF the retail sales of the state.



CBS Television for Seattle, Tacoma, and the Puget Sound Area
316,000 WATTS
Antenna height, 1000 ft. above sea level

CHANNEL ELEVEN

BASIC

Represented nationally by WEED TELEVISION

More Help! More Sales! on KXLY-TV!

SHASTA canned beverages are a new product on the Spokane market. We were appointed sales representatives on SHASTA canned beverages in June of this year.

Reliable surveys indicate that SHASTA canned beverages now have well over half of the Spokane canned beverage market.

We feel that the featuring of canned SHASTA on the KXLY "Parade of Products" recently has been a major factor in developing the excellent distribution and volume we have on SHASTA canned beverages.

Sincerely,

C. S. Graham (signed)
C. S. GRAHAM & CO.

Available at a discount when published in conjunction with the "XL" Network.

SPOKANE

KXLY-TV

WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep. - AVERY-MODEL
Moore & Lund: seattle, portland

SPOKANE (Cont.)

KHQ-TV (Cont.)

OPERATION: Began Dec. 22, 1952. Hours, 7:45 a.m.-11:30 p.m.
 AFFILIATIONS: Tv Network, NBC. Station, Am, KHQ.
 REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, George C. Davis.
 PRINCIPAL STOCKHOLDER: Owned by Spokane Chronicle Co. (Spokane Spokesman-Review and Chronicle).

EXECUTIVES:
 Richard O. Dunning, pres. & gen. mgr. Al G. Sparling, ch. engr.
 J. Birney Blair, com. mgr. Rex Gerlach, prom. mgr.
 William A. Neilson, pgm. dir. & film buy. Patrick J. Cullen, news ed.
 RATE INFORMATION: Class A one hour (live) \$730, (film) \$550; minute spot (live) \$137.50, (film) \$137.50; ID \$68.75. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 7.

KREM-TV

LICENSEE: Louis Wasmer. Postal Zone: 34. Address: S. 4103 Regal St. Phone: Keystone 0466.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 837 ft.; Above ground 747 ft.
 EQUIPPED TO COLORCAST network programs, local films, local slides.
 OPERATION: Began Oct. 31, 1954. Hours, 11:30 a.m.-midnight.
 AFFILIATIONS: Tv Network, ABC. Stations, Am, KREM. Fm, KREM-FM.
 REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A Earl Cullum Jr.
 PRINCIPAL STOCKHOLDER: Mr. Wasmer also owns 43% of KOL Seattle and 22% of KXLL Missoula, Mont.

EXECUTIVES:
 Louis Wasmer, own. & film buy. Walter Schaar, pgm. supvr.
 Robert H. Temple, gen. mgr., Hommer W. Mead, ch. engr.
 com. mgr. & film buy. Richard Hoover, news ed.
 RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 2.

KXLY-TV

LICENSEE: Northern Pacific Television Corp. Postal Zone: 4. Address: 315 W. Sprague Ave. Phone: Madison 4291.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 48 kw, Aural 26.9 kw. Operating Pow.: Visual 48 kw, Aural 26.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,070 ft.; Above ground 150 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Feb., 1952. Hours, 9 a.m.-midnight.
 AFFILIATIONS: Tv Network, CBS. Station, Am, KXLY.
 REPRESENTATIVES: Sales, Avery-Knodel; Moore & Lund (Seattle & Portland); Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George P. Adair.
 PRINCIPAL STOCKHOLDERS: Norman E. Alexander, 45%; Joseph Harris, 45%; Richard E. Jones, 10%.

EXECUTIVES:
 Richard E. Jones, vp., gen. mgr. & Gene Roth, pgm. dir.
 film buy. Dave Green, ch. engr.
 James Agostino, sls. mgr. Robert J. Moore, prom. mgr.
 RATE INFORMATION: Class AA one hour (film) \$600; minute spot (film) \$130; ID \$65. ID Length 10 sec. Full and/or share screen. Frequency discounts.

TACOMA
 (See Seattle-Tacoma)

KVAN-TV

VANCOUVER
 (Clark County)
 (Target Date, Unknown)

LICENSEE: KVAN-TV Inc. Address: 707 1/2 Main St.
 FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 61.7 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 254 ft.
 AFFILIATION: Station, Am, KVAN.
 REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Sheldon F. Sackett, 75%; D. Elwood Caples, 20%; estate of Fred F. Chitty, 5%. Mr. Sackett owns 65% of KROW Oakland, Calif., and 95% of KOOS Coos Bay, Ore.

EXECUTIVES:
 Sheldon F. Sackett, pres. D. Elwood Caples, vp.

YAKIMA

(Yakima County)

KIMA-TV (Parent station of Satellite KEPR-TV Pasco, KBAS-TV Ephrata)

LICENSEE: Cascade Bcstg. Co. Address: Radio & Television Center. Phone: Glencourt 2-9111.
 FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 126 kw, Aural 63.1 kw. Operating Pow.: Visual 126 kw, Aural 63.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 970 ft.; Above ground 166 ft.
 OPERATION: Began July 19, 1953. Hours 1 p.m.-midnight.
 AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KIMA.
 REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Prince, Taylor & Cramp-ton; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: A. W. Talbot, 73.5%; Thomas C. Bostic, 16.5%; Ralph Sundquist, 8%, and others. Licensee also owns satellite stations KEPR-TV Pasco, KBAS-TV Ephrata, both Wash.; KLEW-TV Lewiston, Idaho, and 40% of KW E Kennewick, Wash.

EXECUTIVES:
 A. W. Talbot, pres. J. Barry Watkinson, ch. engr.
 Thomas C. Bostic, vp. & gen. mgr. Ed Morrissey, prom. & pub. rel. dir.
 H. R. Cary, sls. mgr. John Knievel, news ed.
 Jim Nolan, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$400; minute spot (live) \$90, (film) \$80; ID \$40. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 5.

KRSM (TV)

(Target Date, Unknown)

LICENSEE: Chinook Television Co. Address: P. O. Box 172.
 FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 21.9 kw, Aural 11.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 960 ft.; Above ground 150 ft.

AFFILIATION: Station, Am, KYAK.
 REPRESENTATIVE: Consulting Engineer, John Walker.
 PRINCIPAL STOCKHOLDER: Robert S. McCaw, who also owns KWIQ Moses Lake, Wash., and 33 1/3% of KALE Richland and KYAK Yakima, Wash. Latter two stations are principally owned by Mr. McCaw's cousin, J. Elroy McCaw (see KTVW [TV] Seattle).
 EXECUTIVE:
 Robert S. McCaw, pres.

WEST VIRGINIA

WEST VIRGINIA MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Barbour	4,700	43	2,010	7,487	2,157	187
Berkeley	8,000	65	5,210	29,228	7,494	1,059
Boone	7,500	55	4,120	16,949	5,331	206
Braxton	3,800	28	1,070	8,844	1,909	157
Brooke	6,900	81	5,560	18,004	4,459	379
Cabell	32,700	81	26,450	130,159	27,850	3,925
Calhoun	2,100	39	810	2,877	638	63
Clay	3,200	45	1,440	4,026	1,335	42
Doddridge	2,100	22	460	3,558	1,067	90
Fayette	18,800	48	9,060	46,800	14,240	1,098
Gilmer	2,100	21	450	2,916	710	65
Grant	2,200	26	570	5,558	1,031	182
Greenbrier	9,200	44	4,060	30,490	6,547	678
Hampshire	2,900	25	710	7,016	1,306	91
Hancock	8,800	81	7,140	26,559	5,470	876
Hardy	2,300	31	710	7,458	947	98
Harrison	22,300	29	6,510	78,844	18,831	3,343
Jackson	3,600	43	1,550	9,071	1,915	123
Jefferson	4,300	62	2,650	15,498	3,640	314
Kanawha	64,500	73	47,280	261,699	63,395	7,306
Lewis	4,600	22	1,000	11,928	3,007	393
Lincoln	4,700	71	3,360	7,659	1,732	44
Logan	17,500	62	10,900	44,080	12,765	1,105
McDowell	21,200	50	10,680	56,027	16,547	906
Marion	19,400	58	11,160	58,358	16,212	1,493
Marshall	9,000	68	6,150	20,438	7,375	621
Mason	6,000	75	4,490	13,857	4,139	383
Mercer	18,300	51	9,280	64,627	15,156	1,766
Mineral	5,700	41	2,320	12,525	3,171	386
Mingo	10,800	63	6,780	35,167	8,388	915
Monongalia	15,600	50	7,830	49,953	12,913	1,535
Monroe	2,900	39	1,130	5,297	933	79
Morgan	2,300	37	840	3,775	1,073	45
Nicholas	6,500	42	2,720	16,032	4,452	218
Ohio	20,600	83	17,120	111,417	18,992	2,658
Pendleton	2,000	44	870	4,019	379	81
Pleasants	1,600	48	770	5,212	1,330	191
Pocahontas	2,700	30	820	6,269	1,514	40
Preston	7,400	40	2,970	12,952	3,558	347
Putnam	5,000	71	3,570	8,943	2,152	28
Raleigh	22,700	37	8,420	53,431	14,919	1,273
Randolph	7,000	28	1,990	23,262	5,030	531
Ritchie	3,000	31	920	6,208	1,363	166
Roane	3,900	43	1,680	7,979	1,992	252
Summers	4,300	45	1,960	9,189	2,496	202
Taylor	4,400	30	1,340	10,200	2,948	276
Tucker	2,400	31	750	4,402	1,368	85
Tyler	2,600	41	1,060	6,479	2,356	139
Upshur	4,800	16	780	12,695	3,043	321
Wayne	8,100	64	5,210	13,252	4,450	212
Webster	3,900	34	1,340	7,412	2,553	60
Wetzel	4,700	43	2,040	15,270	3,817	304
Wirt	1,200	36	440	1,277	30	41
Wood	18,800	39	7,410	67,296	15,845	1,954
Wyoming	8,700	41	3,520	23,822	5,078	327
Total	496,300	55%	271,440	\$1,520,762	\$ 373,978	\$ 39,659

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BECKLEY

(Raleigh County)

WOAY-TV (CAK HILL)

LICENSEE: Robert R. Thomas Jr. Address: P. O. Box 251, Oak Hill, W. Va. (For full listing see Oak Hill.)

BLUEFIELD
(Mercer County)**WHIS-TV**

LICENSEE: Daily Telegraph Printing Co. Address: Municipal Bldg. Phone: Davenport 7-7115.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 28.8 kw. Operating Pow.: Visual 50 kw, Aural 28.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,220 ft.; Above ground 185 ft.

EQUIPPED TO COLORCAST Network programs.

OPERATION: Began July, 1955. Hours 7 a.m.-midnight.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, John Mulaney.

PRINCIPAL STOCKHOLDERS: Licensee publishes Bluefield Telegraph and Sunset News. Jim H. Shott and family own license.

EXECUTIVES:

Hugh Shott Jr., gen. mgr.

P. T. Flanagan, sta. mgr.

O. C. Young, pgm. dir.

John Byers, ch. engr.

Hugh Shott, film buy.

Janie Marie Lamber, prom. mgr.

Don Reed, news ed.

RATE INFORMATION: Class A one hour (live) \$256, (film) \$200; minute spot (live) \$48, (film) \$40; 1D \$20. 1D Length 8 & 10 sec. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

CHARLESTON
(Kanawha County)**WCHS-TV**

LICENSEE: WCHS-TV Inc. Postal Zone: 24. Address: 1111 Virginia St. E. Phone: 65-358.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Operating Pow.: Visual 316 kw, Aural 200 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 649 ft.

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

OPERATION: Began Aug. 15, 1954. Hours, 8 a.m.-12:45 a.m.

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

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Tierney Co. (WCHS Charleston, W. Va.), 60%; Capital Tv Inc., 40%. Sam G. Rahall is president of Capital Tv Inc. For Rahall interests see WQCY (TV) Allentown, Pa.

EXECUTIVES:

Hawthorne D. Battle, pres.

John T. Gelder Jr., vp. & gen. mgr.

John L. Sinclair Jr., com. mgr.

Morton S. Cohn, ogm. dir. & film buy.

Frank Annand, prod. dir.

Phil Sheridan, prom. mgr.

William E. Dixon, ch. engr.

Bob Boaz, news ed.

Harry Brawley, educ. & pub. aff. dir.

RATE INFORMATION: Class AA one hour (film) \$550; minute spot (film) \$140; 1D \$70. 1D Length 8 sec. Specifications: 2x2 in. slides. Full screen. Frequency discounts: from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WKNA-TV†

LICENSEE: Joe L. Smith Jr. Inc. Postal Zone: 1. Address: 804½ Kanawha Blvd., Beckley, W. Va. Phone: 3-9971.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 337 ft.

OPERATION: Began Oct. 12, 1953.

AFFILIATIONS: Stations, Am, WKNA. Fm, WKNA-FM.

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

PRINCIPAL STOCKHOLDER: Mr. Smith also owns WJLS Beckley, W. Va., and holds option to purchase 40% of WOAY-TV Oak Hill, W. Va.

EXECUTIVE:

Joe E. Smith Jr., pres.

†WKNA-TV has suspended operation but has not returned its CP.

WSAZ-TV (HUNTINGTON)

LICENSEE: WSAZ Inc. Postal Zone: 18. Address: 201 Ninth St., Huntington, W. Va. (For full listing see Huntington.)

CLARKSBURG
(Harrison County)**WBLK-TV**

(Target Date, August 1956)

LICENSEE: Ohio Valley Bcstg. Corp. Address: 211½ Fifth St., Parkersburg, W. Va.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 4.36 kw, Aural 2.19 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 740 ft.; Above ground 420 ft.

AFFILIATION: Station, Am, WBLK.

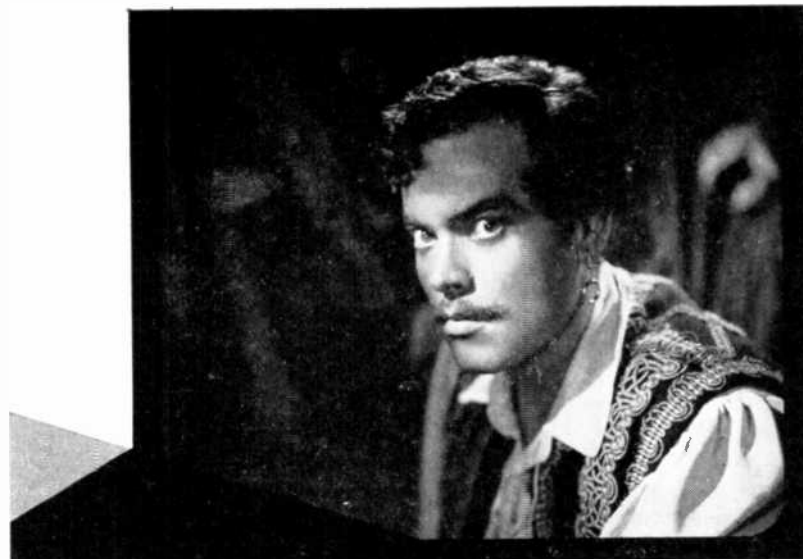
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer: Vilah G. Brooks.

PRINCIPAL STOCKHOLDERS: News Pub. Co., 89%, and others. Licensee also owns WPAR-AM-FM Parkersburg, W. Va. News Pub. Co. owns 34% of WTRF-TV Wheeling, W. Va., and publishes Wheeling Intelligencer and News-Register, Fairmont Times and West Virginian, Point Pleasant Register and Williamson News. Sale of WBLK and WPAR stations to WSTV Inc. (WSTV-AM-TV Steubenville, Ohio) pending FCC approval.

EXECUTIVES:

Austin V. Wood, pres.

George H. Clinton, vp. & gen. mgr.



Another winner!

from the portfolio of **TPA** Sales Builders

From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter—and dessert—to stations and sponsors across the country.

It's a package of great stories and top Hollywood names by the score. Any listing in this space would be incomplete.

Films in this series have outrated "Lucy" in San Francisco . . . smothered a competing "Berle" in Salt Lake City . . . exceeded the ratings of "Your Show of Shows" and other competing programs in Cleveland.

No wonder station managers call it "The best package we have ever had" (WCBS-TV, New York) . . . tell us that "audience and advertisers alike have been extremely well pleased." (KPRC-TV, Houston).

If you need a sure Feature Film winner, write to TPA for availabilities of this proved package.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Hollywood: 5746 Sunset Boulevard

FAIRMONT

(Marion County)

WJPB-TV†

LICENSEE: WJPB-TV Inc. Postal Zone: 2. Address: 108 Gaston Ave. Phone: Fairmont 93.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 7.08 kw, Aural 3.8 kw. Transmitter: GPL-Continental. Antenna Make: RCA. Height: Above average terrain 240 ft.; Above ground 222 ft.

OPERATION: Began Mar., 1954.

REPRESENTATIVES: Washington Attorney, Roberts & McInnis; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Owned by J. Patrick Beacom, who also owns 10% of WCTS Fairmont, 10% of WETZ New Martinsville, both W. Va., and 100% of WBUT-AM-FM Butler, Pa. Mr. Beacom publishes weekly Mannington (W. Va.) Times.

EXECUTIVES:

J. Patrick Beacom, pres. & gen. mgr. Robert Frazier, pgm. dir. & film buy.
George Fowler, com. mgr. Joseph Sterloski, ch. engr.

†WJPB-TV has suspended operation but has not returned its CP.

HUNTINGTON

(Cabell County)

WCHS-TV (CHARLESTON)

LICENSEE: WCHS-TV Inc. Postal Zone: 1. Address: 1111 Virginia St., E. Charleston, Phone 65-358. (For full listing see Charleston.)

WHTN-TV

LICENSEE: Cowles Bcstg. Co. Address: 625 4th Ave. Phone: Jackson 5-7661.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA & GE. Antenna Make: RCA. Height: Above average terrain 1,270 ft.; Above ground 1,074 ft.

EQUIPPED TO COLORCAST Network programs.

OPERATION: Began Oct. 2, 1955. Hours, noon-midnight.

AFFILIATIONS: Tv Network, ABC, Stations, Am, WHTN, FM, WHTN-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Cowles Bcstg. Co. For Cowles interests see WCCO-TV Minneapolis, Minn.

EXECUTIVES:

George Miller Jr., com. mgr. Jerome Cales, film buy.
Milton Slater, pgm. dir. Fanny Ruth Ross, prom. mgr.
Harold Sturm, ch. engr. Marc Jennings, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 8 sec. Specifications: 2x2 in. slides. Share screen. Frequency discounts.

WSAZ-TV

LICENSEE: WSAZ Inc. Postal Zone: 18. Address: 201 9th St., Huntington. Phone: 44126.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,250 ft.; Above ground 1,069 ft.

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

OPERATION: Began Nov. 15, 1949. Hours, 6:45 a.m.-1 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Huntington Pub. Co. (Huntington Herald-Dispatch and Advertiser), 89%; Mrs. Eugene Katz (wife of president of The Katz Agency, station representatives), 11%. Interlocking ownership WGKV Charleston, W. Va.

EXECUTIVES:

Col. J. H. Long, pres. Ned R. Brooke, prod. mgr.
Lawrence H. Rogers II, vp. & gen. mgr. Bert Shimp, educ., pub. serv. & pub. affairs dir.
Leroy E. Kilpatrick, vp. & tech. dir. W. D. Click, farm dir.
C. T. Garten, asst. gen. mgr. John P. Clay, ch. engr.
James H. Ferguson, pgm. dir. Gayle E. MacCracken, film dir.
Robert E. White, sls. mgr. Jack Williams, prom. & merc. dir.
Elizabeth Conaty, natl. sls. dir. John Hurd, supvng. news ed.
William R. Murray, Charleston reg. mgr. Nick Basso, news & pub. rel. dir.

RATE INFORMATION: Class AA one hour (live) \$875, (film) \$800; minute spot (live) \$167.50, (film) \$160; ID \$80. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9.

OAK HILL

(Fayette County)

WOAY-TV (BECKLEY)

LICENSEE: Robert R. Thomas Jr. Address: Box 251. Phone: 651.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Operating Pow.: Visual 100 kw, Aural 69.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 700 ft.; Above ground 688 ft.

OPERATION: Began Dec. 14, 1954. Hours, 1 p.m.-midnight.

AFFILIATIONS: Tv Network, ABC, Stations, Am, WOAC, Fm, WOAY-FM.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Barnes & Neilson; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Personally owned by Mr. Thomas. Joe L. Smith Jr. (WKNA-AM-TV Charleston and WJLS Beckley, both W. Va.) has option to purchase 40% of WOAY-TV.

EXECUTIVES:

Robert R. Thomas Jr., pres., gen. mgr. & film buy. James Fridemore, pgm. dir.
Ken Rice, ch. engr.
Vic Ludington, com. & prom. mgr.

RATE INFORMATION: Class one hour (live) \$240, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

PARKERSBURG

(Wood County)

WTAP (TV)

LICENSEE: Zanesville Pub. Co. Address 121 W. Seventh St. Phone: Hudson 5-4589.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.5 kw. Operating Pow.: Visual 19.5 kw, Aural 10.5 kw. Transmitter: RCA. Antenna Make: Gabriel. Height: Above average terrain 570 ft.; Above ground 450 ft.

OPERATION: Began Oct. 8, 1953. Hours, 1 p.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Station, Am, WHIZ.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Robert F. Jones; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Licensee publishes Zanesville (Ohio) Time-Recorder and Signal. Clay Littick, 87.5%; Arthur S. Littick, 3.3%; William O. Littick, 9.2%. Licensee owns 63% of WHIZ-TV and 60% of WHIZ Zanesville, Ohio.

EXECUTIVES:

Clay Littick, pres. William Hunt, ch. engr.
Allan Land, gen. mgr. Ed Fisher, film buy.
Milton Komito, sta. mgr. Robert Lefko, prom. mgr.
John Perry, pgm. dir. John Perry, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$25, (film) \$25; ID \$12.50. ID Length 8 sec. Full and share screen. Frequency discounts from 11½% for 26 times up to 25% for 260 times. Rate Card No. 1.

WHEELING

(Ohio County)

WLTV (TV)

(Target Date, Unknown)

LICENSEE: Polan Industries. Address: 321 Eighth St., Huntington, W. Va.

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 67.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 170 ft.; Above ground 241 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Dr. Charles M. Polan and Lake Polan Jr., equal partners. Polan Industries also owns WPTV (TV) Ashland, Ky.

WTRF-TV

LICENSEE: Tri-City Bcstg. Co. Postal Zone: 7. Address: 1329 Market St. Phone: Cedar 2-7777.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 50 kw. Operating Pow.: Visual 309 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 358 ft.

EQUIPPED TO COLORCAST Network programs.

OPERATION: Began Oct. 24, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Thomas M. Bloch and family, 30%; Albert V. Dix and family, 30%; News Pub. Co., 31%; Robert W. Ferguson, 7.1%; Mr. Dix owns Wooster Record (WWST), Martins Ferry-Bellaire Times-Leader, Defiance Crescent-News, Ravenna-Kent Record and Courier-Tribune, all Ohio. For News Pub. Co. properties see WBLK Clarksburg, W. Va.

EXECUTIVES:

Robert W. Ferguson, exec. vp. & gen. mgr. Howard Daubenmeyer, ch. engr.
Greg Van Camp, prom. mgr.
H. Needham Smith, com. mgr. George Diab, news ed.
By Williams, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$500; minute spot (live) \$120, (film) \$100; ID \$45. ID Length 8 sec. Specifications 2x2 in. slides. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

STANDOUT...



That's what *your* product message can now be in this great Industrial Heart of America when you enlist the help of WSAZ-TV's new, *fully-equipped* facilities for color telecasting. As the nation's 12th non-network-owned station to install complete color equipment, WSAZ-TV now offers viewers in five states the standout programming of network color shows, plus films, slides and *live local color production*.

Take full advantage of WSAZ-TV's exciting, new colorcasting. The nearest Katz office can paint you the whole bright picture.

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West Virginia
CHANNEL 3
Maximum Power
NBC BASIC
NETWORK
affiliated ABC

TELEVISION
also affiliated with Radio Stations WSAZ,
Huntington & WGKY, Charleston
Lawrence H. Rogers, Vice President and
General Manager, WSAZ, Inc.
represented nationally by
The Katz Agency

WISCONSIN MARKET DATA BY COUNTIES

County	Households		No. Households	1955 (\$000)		
	Total	% Television		Retail Sales	Food Sales	Drug Sales
Adams	2,500	20	510	5,778	943	122
Ashland	5,400	41	2,210	20,916	4,707	588
Barron	10,400	46	4,760	38,801	5,531	906
Bayfield	3,900	32	1,240	7,214	1,658	225
Brown	29,400	80	23,520	134,102	27,346	3,162
Buffalo	4,400	51	2,260	10,795	1,488	246
Burnett	3,000	44	1,310	6,440	1,561	126
Calumet	5,400	68	3,680	16,349	2,320	334
Chippewa	11,900	56	6,710	50,483	8,401	1,246
Clark	9,200	29	2,660	24,933	3,752	601
Columbia	10,700	45	4,760	47,403	8,029	1,303
Crawford	5,000	30	1,490	13,586	3,265	152
Dane	52,300	61	31,800	241,153	46,507	5,411
Dodge	17,300	69	11,900	54,212	10,421	1,124
Door	6,600	61	4,050	26,795	5,347	510
Douglas	14,300	61	8,750	45,545	12,472	1,437
Dunn	7,800	60	4,700	25,996	3,116	512
Eau Claire	17,300	60	10,410	63,136	11,509	1,336
Florence	1,200	32	380	2,339	360	42
Fond Du Lac	20,600	66	13,550	83,619	16,851	2,330
Forest	2,300	36	820	6,914	1,997	158
Grant	12,500	41	5,130	42,888	7,454	1,010
Green	7,600	44	3,310	38,542	5,837	793
Green Lake	4,700	46	2,180	19,890	3,825	358
Iowa	5,700	34	1,930	16,540	2,651	295
Iron	2,500	26	640	7,623	2,326	191
Jackson	4,900	32	1,590	14,486	2,530	240
Jefferson	13,500	71	9,610	58,394	11,720	1,323
Juneau	5,500	25	1,370	20,013	3,219	388
Kenosha	25,100	81	20,410	96,845	24,804	2,986
Kewaunee	4,800	64	3,070	14,477	2,377	287
La Crosse	21,100	53	11,230	90,820	18,417	1,666
Lafayette	5,300	34	1,790	16,814	2,772	183
Langlade	6,100	53	3,230	21,145	5,236	384
Lincoln	6,600	38	2,530	24,030	5,673	651
Manitowoc	20,700	72	14,990	77,221	16,537	1,157
Marathon	23,100	46	10,560	81,522	16,545	1,567
Marinette	10,500	54	5,650	35,593	8,419	479
Marquette	2,700	37	990	8,385	1,770	145
Milwaukee	277,800	88	243,080	1,241,748	277,036	35,952
Monroe	8,800	42	3,670	29,348	6,370	701
Oconto	7,400	63	4,670	21,846	3,931	354
Oneida	6,500	29	1,870	29,181	7,478	809
Outagamie	24,900	76	18,950	109,114	21,809	2,580
Ozaukee	7,600	85	6,450	31,124	5,653	682
Pepin	2,100	53	1,110	8,874	1,432	244
Pierce	6,300	74	4,690	21,691	3,932	540
Polk	7,500	70	5,240	26,055	3,480	659
Portage	9,300	46	4,280	32,072	7,139	1,072
Price	4,700	19	890	14,408	3,299	352
Racine	35,700	83	29,670	146,775	35,137	4,983
Richland	5,300	36	1,890	20,572	3,652	414
Rock	30,700	57	17,380	130,866	25,314	3,280
Rusk	4,600	38	1,730	12,261	2,188	261
St. Croix	7,800	77	6,010	27,355	5,097	681
Sauk	12,000	28	3,360	44,465	8,885	917
Sawyer	3,000	39	1,180	9,815	2,518	262
Shawano	9,700	52	5,010	29,650	5,572	518
Sheboygan	25,500	74	18,870	91,923	20,089	2,112
Taylor	4,800	33	1,560	13,341	2,802	240
Trempealeau	6,900	64	4,440	22,484	3,650	399
Vernon	7,800	38	2,990	20,718	4,387	573
Vilas	3,000	19	580	13,462	3,583	241
Walworth	14,400	71	10,180	64,816	12,958	1,603
Washburn	3,300	42	1,390	13,364	2,202	373
Washington	10,700	86	9,220	42,417	9,246	674
Waukesha	28,700	85	24,280	107,672	24,923	3,071
Waupaca	10,600	65	6,880	39,263	7,255	882
Waushara	4,300	30	1,270	15,306	2,256	252
Winnebago	29,100	60	17,430	112,145	24,661	2,690
Wood	15,200	47	7,140	62,208	12,992	1,729
Total	1,059,800	67%	709,040	\$4,218,076	\$880,619	\$106,074

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

EAU CLAIRE
(Eau Claire County)

WEAU-TV

LICENSEE: Central Bcstg. Co. Address: 2415 Hasings Way. Phone: Temple 2-3474.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 144 kw, Aural 72.4 kw. Operating Pow.: Visual 144 kw, Aural 72.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 479 ft.

EQUIPPED TO COLORCAST Network programs.

OPERATION: Began Dec. 23, 1953. Hours, 7 a.m.-12 midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WEAU. Fm, WEAU-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Scharfeld & Baron.

PRINCIPAL STOCKHOLDERS: Morgan and Elizabeth Murphy, 54.6%; W. C. Bridges, 18.6%; Eau Claire Press Co. (Eau Claire Leader and Telegram), 23%. The Murphys also own 50% of KVOL-AM-FM Lafayette, La.; 100% of KGTV (TV) Des Moines, Iowa; and control WECB Duluth, WMFG Hibbing, and WHLB Virginia, all Minn.; and 50% of WISC-AM-FM-TV Madison, Wis. Mr. Bridges also owns 78% of WJMC-AM-FM Rice Lake, Wis., and 10% of WECB, WMFG and WHLB. Murphy newspapers are Superior Telegram, Manitowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter, all Wis.; Virginia (Minn.) Mesabi News and weekly Range Facts, and Lafayette (La.) Advertiser.

GREEN BAY
(Brown County)

EXECUTIVES:

Walter C. Bridges, pres. T. O. Jorgenson, ch. engr.
Leo Howard, gen. mgr.
Wayne F. McNulty, loc. sls. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$250; minute spot (live) \$65, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts. Rate Card No. 4.

WBAY-TV

LICENSEE: Norbertine Fathers. Address: 115 S. Jefferson St. Phone: Hemlock 2-3331.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 750 ft.

EQUIPPED TO COLORCAST Network programs.

OPERATION: Began Mar. 17, 1953. Hours, 7 a.m.-1 a.m.

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

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Hogan & Hartson.

PRINCIPAL STOCKHOLDERS: Norbertine Fathers (religious order) also own WHBY Appleton, Wis.

EXECUTIVES:

Rev. M. J. Beemster, mgng. dir. Wallace Stangel, ch. engr.
Haydn R. Evans, gen. mgr. James Krause, film buy.
R. C. Nelson, com. mgr. Bob Meister, prom. mgr.
Burkett Farquhar, pgm. dir. Don C. Wright, news ed.

RATE INFORMATION: Class A one hour (live) \$400, minute spot (live) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 5.

WFRV-TV

LICENSEE: Valley Telecasting Co. Address: Bellin Bldg. Phone: Hemlock 7-5411.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 394 ft.

EQUIPPED TO COLORCAST Network programs.

OPERATION: Began May 23, 1955. Hours, 1 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.

PRINCIPAL STOCKHOLDERS: Neenah-Menasha Bcstg. Co. (WNAM), 100%. Samuel N. Pickard, 48.5%; Clayton Ewing, 9.46%; George N. Burridge, 9.4% and others.

EXECUTIVES:

Clayton Ewing, pres. Harry Hill, ch. engr.
Soren H. Munkhof, vp. & gen. mgr. W. C. Porsow, prom. mgr.
Robert Kranz, pgm. dir. & film buy. Warren Rhyner, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

WMBV-TV (MARINETTE)

LICENSEE: M&M Bcstg. Co. Address: Madison & Cherry Sts., Green Bay. Phone: Hemlock 2-6631. (For full listing see Marinette, Wis.)

LA CROSSE
(LaCrosse County)

WKBT (TV)

LICENSEE: WKBH Television Inc. Address: 141 S. 6th St. Phone: 2-4678.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 251 kw, Aural 126 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 578 ft.

OPERATION: Began August 1, 1954. Hours, 2:30-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WKBH.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: WKBH Inc., 40%; Howard Dahl, 9%; LaCrosse Tribune, 4% and others. LaCrosse Tribune is a Lee newspaper. For other Lee interests see KGLC-TV Mason City, Iowa.

EXECUTIVES:

Howard Dahl, pres. Al Leeman, ch. engr.
Robert Z. Morrison Jr., com. mgr. Leonard Anderson, prom. mgr.
Ray Skaran, pgm. dir. & film buy.

RATE INFORMATION: Class AA one hour (live) \$360, (film) \$360; minute spot (live), \$72, (film) \$72; ID \$36. ID Length 10 sec. Frequency discounts. Rate Card No. 4.

MADISON
(Dane County)

(*Non-Commercial Educational)

WHA-TV*

LICENSEE: Wisconsin State Radio Council. Postal Zone: 6. Address: Radio Hall, U. of Wisconsin, Madison. Phone: Alpine 5-2988.
FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 10.7 kw, Aural 5.37 kw. Operating Pow.: Visual 10.7 kw, Aural 5.37 kw. Transmitter: RCA. Antenna Make: Federal. Height: Above average terrain 230 ft.; Above ground 273 ft.
OPERATION: Began May 3, 1954.
AFFILIATIONS: Stations, Am, WHA. Fm, WMA-FM.
REPRESENTATIVES: Attorney, Vernon W. Thomson, Wis. Attorney General; Consulting Engineer, Glenn Koehler, U. of Wisconsin.
EXECUTIVES:
 H. B. McCarty, exec. dir. John H. Stiehl, ch. engr.
 William G. Harley, pgm. dir.

WISC-TV

LICENSEE: Radio Wisconsin Inc. Postal Zone: 3. Address: Commercial State Bank Bldg. Phone: Alpine 7-2588.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 716 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began June 24, 1956.
AFFILIATIONS: Tv Network, CBS. Stations, Am, WISC. Fm, WISC-FM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward, Washington Attorney, Scharfeld & Baron; Consulting Engineer, Jansky & Bailey.
PRINCIPAL STOCKHOLDERS: Ralph M. Immell, 17.5%; Morgan Murphy, 15.2%, Superior (Wis.) Evening Telegram (controlled by Mr. Murphy), 34.8%; Harry Sauthoff, 12.5%, and the following with 5% each: Russell A. Nelsen, Ralph R. O'Connor, H. Kenneth Harley, George H. Johnson, 5%. For other Murphy interests, see WEAU-TV Eau Claire, Wis.
EXECUTIVES:
 Ralph Immell, pres. Richard Kepler, ops. mgr. & film buy.
 Ralph O'Connor, gen. mgr. Walter Hariu, ch. engr.
 Richard Nickeson, com. mgr.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live), \$80, (film) \$80; ID \$40. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

WKOW-TV

LICENSEE: Monona Bcstg. Co. Postal Zone: 3. Address: 215 W. Washington Ave. Phone: Alpine 7-2261.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw. Operating Pow.: Visual 162 kw, Aural 87.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 690 ft.; Above ground 596 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July, 1953. Hours, 8:30 a.m.-midnight.
AFFILIATIONS: Tv Network, CBS. Station Am, WKOW
REPRESENTATIVES: Sales, Headley Reed Tv; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Jess Nickles.
PRINCIPAL STOCKHOLDERS: Stewart Watson, 9.86%; E. C. Severson, 10.33%; B. W. Huiskamp, 8.91%; E. B. Rundell, 8.22%; Otto Sanders, 6.68%; George Icke, 5.9%; J. R. Feldman, 6.23%, and others.
EXECUTIVES:
 Stewart Watson, pres. Cloren Smith, tech. supvr.
 Ben F. Hovel, gen. mgr. Frank Bignell, film buy.
 Clark Hogan, pgm. dir. Ed Backus, news ed.
RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

WMTV (TV)

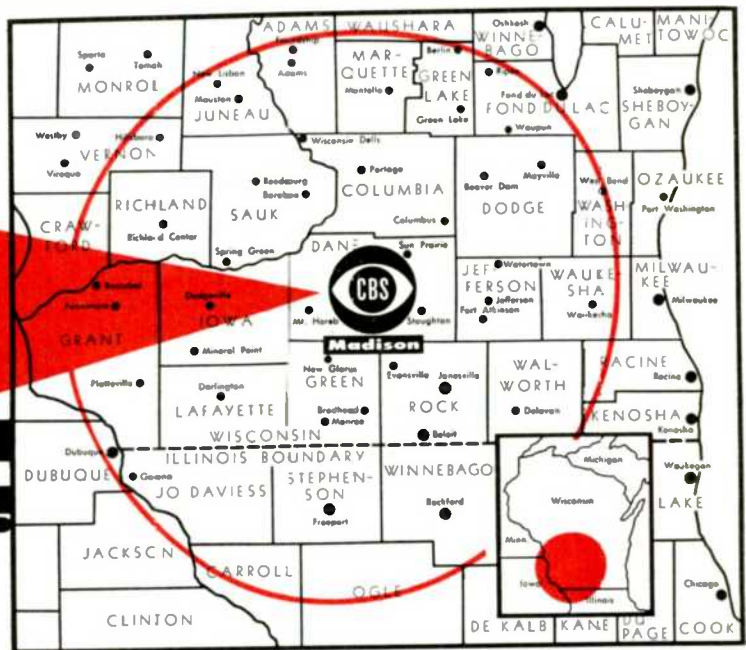
LICENSEE: Bartell Television Corp. Postal Zone: 1. Address: Box 168. Phone: Cedar 3-5381.
FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 112 kw. Operating Pow.: Visual 209 kw, Aural 112 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 690 ft.; Above ground 594 ft.
OPERATION: Began July 19, 1953. Hours, 7 a.m.-12:30 a.m.
AFFILIATIONS: Tv Networks ABC, NBC.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Samuel Miller; Consulting Engineer, Ralph Evans.
PRINCIPAL STOCKHOLDERS: Gerald A. Bartell, 42.56%; Lee B. Bartell, 23.74%; David Bartell, 23.62%. Bartell's also own WOKY Milwaukee and WAPL Appleton, Wis.; WAKE Atlanta, Ga.; KCBQ San Diego, Calif.; KRUX Phoenix, Ariz. One-third interest in WMTV being bought by WIBA Madison (Capital Times and Wisconsin State Journal).
EXECUTIVES:
 Gerald A. Bartell, pres. W. W. Edwards, film buy.
 Peter P. Theg, com. mgr. Wanda Montz, prom. mgr.
 Claire Roelandt, pgm. dir. Michael Griffin, news ed.
 L. Stanley Sadler, ch. engr.
RATE INFORMATION: Class AA one hour (live) \$280, minute spot (live) \$56; ID \$28. Share screen. Frequency discounts. Rate Card No. 3.

WISC-TV Channel 3 VHF offers you a rich area market! It includes the cream of America's Dairyland, the home of the University of Wisconsin, Wisconsin's Capital City of Madison, a northern section of agricultural Illinois. It is an area of diversified industry—a leading medical center.

NO OTHER station offers you this TV coverage in WISCONSIN and ILLINOIS!

COVERAGE FACTS

- TV Sets in Area.....300,170 (1956)
 - Total Families.....409,800 (1956)
 - Total Population.....1,389,100 (1956)
 - Total Retail Sales.....\$1,681,147,000 (1955)
-
- County Coverage.....30 (Wisc., Ill., Iowa)
 - Power.....100,000 Watts
 - Antenna Height.....1826 Ft. A.S.L.



WISC-TV
CHANNEL 3 VHF
MADISON, WISCONSIN

Represented Nationally by
**PETERS, GRIFFIN,
WOODWARD, INC.**



MARINETTE
(Marinette County)

WMBV-TV (GREEN BAY)

LICENSEE: Guild Films Co. Inc. Address: Madison & Cherry Sts. Phone: 2-6631.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 132 kw. Operating Pow.: Visual 234 kw, Aural 132 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 818 ft.
OPERATION: Began Sept. 10, 1954. Hours 7 a.m.-11:30 p.m.
AFFILIATIONS: Tv Network, NBC. Station, Am, WMAM.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. D. Ring Assoc.
PRINCIPAL STOCKHOLDERS: Licensee is tv film production and distribution firm.

EXECUTIVES:
Reub Kaufman, pres.
Patrick Kehoe, pgm. dir. & film buy.
Alister Alexander, ch. engr.
Wallace N. MacBriar Jr., prom. mgr.
Thomas J. Reading, news ed.
RATE INFORMATION: Class A one hour (live) \$290, (film) \$250; minute spot (live) \$55 (film) \$50; ID \$25. ID Length 8 & 10 sec. Specifications 1/4 screen for ID if shared. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MILWAUKEE
(Milwaukee County)

WCAN-TV†

LICENSEE: Lou Poller. Address: 704 W. Wisconsin Ave. Phone: Broadway 6-2154.
FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 138 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 680 ft.
OPERATION: Began Sept. 5, 1953.
AFFILIATION: Station, Am, WCAN.
REPRESENTATIVES: Washington Attorney, Philip M. Baker, and Cottone & Scheiner; Consulting Engineer, Russell P. May.
PRINCIPAL STOCKHOLDER: Lou Poller.
EXECUTIVES:
Lou Poller, pres. & gen. mgr.
†WCAN-TV has suspended operation but has not returned its CP.

(Target Date, Unknown)

WFOX-TV

LICENSEE: Business Management Inc. Address: 4531 W. Forest Home Ave.
FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 12. kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 350 ft.; Above ground 434 ft.
AFFILIATION: Station, Am, KFOX.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDER: Joseph A. Clark, 100%.
EXECUTIVES:
Joseph A. Clark, pres.

WISN-TV

LICENSEE: The Hearst Corp. Postal Zone: 1. Address: 710 N. Plankinton Ave. Phone: Broadway 1-4644.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,105 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Oct. 27, 1954. Hours, 9 a.m.-midnight.
AFFILIATIONS: Tv Network, ABC. Station, Am, WISN.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Kiplovitz; Consulting Engineer, A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDERS: For Hearst interests see WBAL-TV Baltimore, Md.
EXECUTIVES:
John B. Soell, gen. mgr. & com. mgr.
R. E. Shireman, local sls. mgr.
Mel Quinn, pgm. dir.
Lionel Wittenberg, ch. engr.
Sydney Barbet, film buy.
Louis Riepenhoff, prom. mgr.
Carl Zimmermann, news ed.
RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$160, (film) \$160; ID \$60. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 4.

WITI-TV (WHITEFISH BAY)

LICENSEE: Independent Television Inc. Postal Zone: 3. Address: 212 W. Wisconsin Ave. Phone: Flagstone 2-6600.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 63.1 kw. Operating Pow.: Visual 100 kw, Aural 63.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 980 ft.; Above ground 1,046 ft.
EQUIPPED TO COLORCAST local live programs, local films, local slides.
OPERATION: Began May 21, 1956. Hours, 4:40 p.m.-midnight.
REPRESENTATIVES: Sales, Branham Co.; Washington Attorney, Roberts & McInnis.
PRINCIPAL STOCKHOLDERS: Jack Kahn, 33.2%; Lawrence Fleischman, 11.7%; Max Osnos, 10.56%; Sol Kahn, 7% and others. Mr. Osnos owns WBID-TV Detroit and WTOH-TV Toledo.

EXECUTIVES:

Jack Kahn, pres.
J. I. Meyerson, gen. mgr.
J. G. Sandison, com. mgr.
Dean McCarthy, pgm. dir. & film buy.
Dan Gellerup, tech. dir.
Bob Truscott, ch. engr.
Leon A. Dolnick, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 2.

WMVS-TV*

(*Non-Commercial Educational)
(Target Date, Unknown)

LICENSEE: Milwaukee Board of Vocational & Adult Education. Address: 1015 N. Sixth St.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 64.6 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 473 ft.
REPRESENTATIVES: Sales, Harrison, Righter & Parsons; Washington Attorney, Walter J. Mattison, Milwaukee City Attorney; Consulting Engineer, Glen Koehler.
EXECUTIVE:
William F. Rasche, dir.

WTMJ-TV

LICENSEE: The Journal Co. Postal Zone: 1. Address: 333 W. State St. Phone: Broadway 1-6000.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 1,032 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Dec. 3, 1947. Hours, Mon-Thurs. 6:45 a.m.-midnight; Fri. 6:45 a.m.-1:30 a.m.; Sat. 7:45 a.m.-1:30 a.m.; Sun. 8:45 a.m.-midnight.
AFFILIATIONS: Tv Network, NBC. Station, Am, WTMJ.
REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson.
PRINCIPAL STOCKHOLDERS: Licensee publishes Milwaukee Journal.
EXECUTIVES:

Walter J. Damn, vp. & gen. mgr. of radio & tv, The Journal Co.	Bruce Wallace, mgr. pub. serv. bcsts & prom.
George R. Comet, mgr. of radio & tv	Maurice Kipen, music dir.
Robert J. Heiss, asst. mgr.	Jack Krueger, news ed.
G. J. Nicoud, asst. to mgr.	Edwin Stenzel, art dept. mgr.
L. W. Herzog, research & development coor.	Phillip B. Laeser, mgr., am. & tv engrng.
Neale V. Bakke, sls. mgr.	Edwin L. Cordes, tv ch. engr.
Sprague Vonier, pgm. mgr.	Henry Goeden, field supvr.
Hugo Birmingham, prod. mgr.	Alva Van Alstyne, tv transmitter supvr.
James Fitzgerald, film ed.	Nick Brauer, studio supvr.
Wendell Palmer, cont. mgr.	Herman Lache, audio supvr.

RATE INFORMATION: Class AA 30 second spot \$375; 20 second spot \$250; 10 second spot \$100. Class A one hour \$1,150, 20 second spot \$200; ID \$80. ID Length 8 sec. Full screen. Rate Card No. 18.

WXIX (TV)

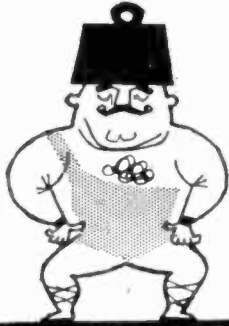
LICENSEE: Columbia Bcstg. System Inc. Postal Zone: 9. Address: 5445 W. 27th St. Phone: Uptown 3-1919.
FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 141 kw. Operating Pow.: Visual 257 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 530 ft.; Above ground 661 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Feb. 27, 1953. Hours, 6:45 a.m.-1 a.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, CBS Tv Spot Sales.
PRINCIPAL STOCKHOLDERS: For CBS holdings see WCBS-TV New York, N. Y.
EXECUTIVES:
Frank Stanton, pres., CBS Inc.
J. L. Van Volkenburg, pres., CBS-Television
Edmund C. Bunker, gen. mgr.
Theodore F. Shaker, gen. sls. mgr.
Arthur F. Schoenfuss, ops. dir.
J. Lathrop Viemeister, bus. mgr.
Leon Drew, pgm. dir. & film buy.
F. R. Heuberger, ch. engr.
Bob Van Roo, prom. & publicity dir.
Jerry Dunphy, news dir.
RATE INFORMATION: Class A one hour (film) \$600, 20 second spot (film) \$100; ID \$50. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 3.

SUPERIOR
(Douglas County)

WDSM-TV (DULUTH, MINN.)

LICENSEE: Northwest Publications Inc. Postal Zone: 2. Address: 230 E. Superior St. Phone: Randolph 7-6875.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft.; Above ground 584 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began March 1, 1954. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Network, NBC. Station, Am, WDSM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fly, Shuebrunk, Blume & Gaguine; Consulting Engineer, John Sherman.
PRINCIPAL STOCKHOLDERS: Licensee is owned by Ridder newspaper interests. For Ridder holdings see WCCO-TV Minneapolis, Minn.

12 IS BIG IN MILWAUKEE



GREATEST POWER HIGHEST TOWER

AT 316,000 watts, Milwaukee's TV Strong Man provides perfect pictures, bright and clear, on new sets or old, close to the transmitter or far away.

At 1,105 feet, Wisconsin's tallest structure and Milwaukee's top TV tower offers the greatest aerial performance in the market for your sales messages.

TREMENDOUS COVERAGE



With WISN-TV you blanket Milwaukee and 23 rich surrounding counties. Within our coverage area is a bustling population of over 2½ million people with an effective buying income of almost five billion dollars. Just look at these retail sales estimates for five store groups:

FOOD—\$773,871,000
 GENERAL MERCHANDISE—\$354,986,000
 FURNITURE-HOUSE-RADIO-TV—\$151,944,000
 AUTOMOTIVE—\$598,242,000
 DRUG—\$85,707,000



- ★ TOP-RATED ABC, FILM, LOCAL SHOWS
- ★ COMPLETE MERCHANDISING PROGRAM
- ★ EXTENSIVE PROMOTION, PUBLICITY
- ★ COMPLETE TECHNICAL, PRODUCTION FACILITIES
- ★ LOW, LOW COST-PER-THOUSAND

WISN-TV

CHANNEL 12 MILWAUKEE

BASIC ABC AFFILIATE

Represented by

John B. Soell, Director

Edward Petry & Co., Inc.

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



WSAU-TV

WAUSAU, WIS.
CHANNEL 7

Gives North Central Wis.

*A
Shot
in
the
Arm!*



1921'
above
sea level

539,700
population

153,680 homes

*Midland Coop's
shot in the arm
cost them only \$1.30
per thousand viewers.

STOCKHOLDERS:

Newspapers:

Wausau Daily Record Herald
Marshfield News Herald
Wis. Rapids Daily Tribune
Merrill Daily Herald
Rhineland Daily News
Antigo Daily Journal

Radio Stations:

WSAU-WFHR-WATK

OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

Represented by:
MEEKER TV
New York, Chi., Los
Angeles, San, Fran.
HARRY HYETT
Minn. - St. Paul

WISCONSIN

SUPERIOR (Cont.)

WDSM-TV (Cont.)

EXECUTIVES:

Robert Ridder, pres.
Rodney Quick, gen. mgr.
Tom Gavin, gen. sls. mgr.
Martin Olson, com mgr.
Lew Martin, pgm. dir.

George Carlson, ch. engr.
Edwin Conrad, film buy.
Paul Andresen, prom. mgr.
Bob Ball, news ed.

RATE INFORMATION: Class AA one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications 2x2 in. slides. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WFTV (TV)† (DULUTH, MINN.)

LICENSEE: Great Plains Tv Properties of Minnesota Inc. Address: 230 E. Superior St., Duluth, Minn. Phone: 7-6881. (For full listing see Duluth, Minn.)

†WFTV (TV) has suspended operation but has not returned its CP.

KDAL-TV (DULUTH, MINN.)

LICENSEE: Red River Bcstg. Co. Address: Bradley Bldg., Duluth, Minn. Phone: Randolph 2-4466. (For full listing see Duluth, Minn.)

WAUSAU (Marathon County)

WSAU-TV

LICENSEE: Wisconsin Valley Television Corp. Address: 5th & Franklin Sts. Phone: 2-1021.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 421 ft.

OPERATION: Began Oct. 24, 1954. Hours, 10 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WSAU.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.

PRINCIPAL STOCKHOLDERS: Wausau Record-Herald, 25%; Charles Lemke, 25%; Wisconsin Rapids Tribune-WFHR, 12.5%; Marshfield News-Herald, 12.5%; Antigo Journal-WATK, 8.32%; Rhineland News, 8.32%; Merrill Herald, 8.32%, all Wis.

EXECUTIVES:

John C. Sturtevant, pres.
Geo. T. Frechette, vp., gen. mgr.
& film buy.
Richard D. Dudley, com. & prom. mgr.

Bart Kellhauser, pgm. dir.
Roland W. Richardt, ch. engr.
Walter J. Chilsen, news ed.

RATE INFORMATION: Class A one hour (live) \$280, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 10 sec. Specifications 16mm film; 2x2 in slides. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

WHITEFISH BAY (Milwaukee County)

WITI-TV

LICENSEE: Independent Television Inc. Address: 212 W. Wisconsin, Milwaukee. Phone: Flagstone 2-6600. (For full listing see Milwaukee.)

WYOMING

WYOMING MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Albany	5,900	28	1,660	25,858	5,962	633
Big Horn	3,600	13	480	11,498	2,439	466
Campbell	1,400	6,218	1,258	104
Carbon	5,000	21,329	4,149	836
Converse	1,700	8,028	1,501	263
Crook	1,200	3,710	679	52
Fremont	5,900	26,252	4,436	802
Goshen	3,600	17	610	14,524	3,098	483
Hot Springs	1,800	7,236	1,317	351
Johnson	1,400	5,809	1,313	203
Laramie	15,700	58	9,090	71,283	14,675	2,284
Lincoln	2,400	21	490	10,817	1,951	350
Natrona	13,300	18	2,390	70,872	14,397	2,216
Niobrara	1,200	5,666	1,067	67
Park	5,200	13	660	19,914	3,327	600
Platte	2,400	19	470	10,561	1,884	549
Sheridan	6,200	25,097	4,739	749
Sublette	900	2,854	533	183
Sweetwater	6,300	20,364	5,155	971
Teton	800	46	370	6,038	1,430	200
Uinta	1,700	33	560	8,570	1,849	286
Washakie	2,100	22	460	11,365	1,853	381
Weston	2,400	11,996	2,116	407
Yellowstone
Nat'l Park	100	27	30	6,461
Total	92,200	21%	18,920	\$412,320	\$81,128	\$13,436

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

CHEYENNE
(Laramie County)

KFBC-TV (Parent Station of Satellite KSTF (TV) Scottsbluff, Neb.)

LICENSEE: Frontier Bcstg. Co. Address: 2923 E. Lincoln Way. Phone: 4-4461.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 483 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began March 21, 1954. Hours, 4:45-11 p.m.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Stations, Am KFBC.
REPRESENTATIVES: Sales, George P. Hollingberry Co.; Washington Attorney, Kooten & Burt.
PRINCIPAL STOCKHOLDERS: William C. Grove, 9.58%; Tracy S. McCracken and wife, 10.56%; Raymond F. List, 3.69%; W. A. Corson, 8.85%; D. E. Woodson, 3.29%; A. E. Stoddard, 11%; O. B. Kierfer, 2.56%; F. H. Ricketson, 9.21%; Cheyenne Newspapers Inc., 38.82%, and others. Licensee is parent station of KSTF (TV) Scottsbluff, Neb. Cheyenne Newspapers, 47% owned by McCracken family, publishes Cheyenne Eagle and State Tribune, Laramie Bulletin and Republican Boomerang, Rawlins Times (KRAL), Rock Springs Rocket (KVRS), Worland Northern Wyoming News, all Wyoming. Mr. Grove is majority stockholder in KSID Sidney, Neb.

EXECUTIVES:
 Robert S. McCracken, pres. & film buy. Charles P. Cahill, com. mgr. Joyce Pratt, pgm. dir.
 William C. Grove, exec. vp., gen. mgr. & ch. engr. Bill Brach, prom. mgr. Kirk Knox, news ed.
RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

ALASKA

ANCHORAGE

KENI-TV

LICENSEE: Midnight Sun Bcstg. Co. Address: Box 1160. Phone: 5-2201.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 70 ft.; Above ground 173 ft.
OPERATION: Began Oct. 15, 1953. Hours, 3 p.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC, Station, Am, KENI.
REPRESENTATIVES: Sales, James C. Fletcher Jr., New York; Del Day, (West Coast); Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Charles Gray.
PRINCIPAL STOCKHOLDERS: See KFAR-TV Fairbanks, Alaska.

EXECUTIVES:
 Austin G. Cooley, pres. Bill Harris, ch. engr.
 Alvin O. Bramstedt, gen. mgr. Mirem Kinsey, film buy.
 James Duncan, com. mgr. Barbara Harrison, prom. mgr.
 Richard Rand, pgm. dir. Ty Clark, news ed.
RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$33, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 1.

KTVA (TV)

LICENSEE: Northern Television Inc. Address: 4th & Denali Sts. Phone: 5-4321.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 3.24 kw, Aural 1.62 kw. Operating Pow.: Visual 3.24 kw, Aural 1.62 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 168 ft.; Above ground 230 ft.
OPERATION: Began Dec. 11, 1953. Hours, 3:30 p.m.-11:30 p.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, Alaska Radio-Tv Sales; Washington Attorney, Miller & Schroeder; Consulting Engineer, Jack M. Walden.

PRINCIPAL STOCKHOLDERS: Same as KTVF (TV) Fairbanks, Alaska.
EXECUTIVES:
 A. G. Hiebert, pres. & gen. mgr. LaVerne Farnham, prom. mgr.
 Paul West, pgm. dir. Del Malkie, news ed.
 Jack M. Walden, ch. engr.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$150; minute spot (live) \$38.50, (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 2.5% for 13 times up to 20% for 260 times. Rate Card No. 1.

FAIRBANKS

KFAR-TV

LICENSEE: Midnight Sun Bcstg. Co. Address: P. O. Box 910. Phone: 2125.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 40 ft.; Above ground 200 ft.
OPERATION: Began March 1, 1955. Hours, 3 p.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC, Station, Am, KFAR.
REPRESENTATIVES: Sales, James C. Fletcher Jr., New York; Del Day (West Coast); Washington Attorney, Fisher, Wayland, Duvall & Southmayd.
PRINCIPAL STOCKHOLDERS: Lathrop Co., 81.1%; Richard Rollins, 15.36% and others. Licensee also owns KENI-AM-TV Anchorage, KJNO Juneau and KABI Ketchikan, all Alaska.

EXECUTIVES:

Austin G. Cooley, pres. Bob Johnson, com. mgr.
 Alvin O. Bramstedt, gen. mgr. John Miller, pgm. dir.
 Don McCune, sta. mgr. Charles M. Gray, ch. engr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 1.

KTVF (TV)

LICENSEE: Northern Television Inc. Address: Box 590. Phone: 3636.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.5 kw. Operating Pow.: Visual 11 kw, Aural 5.5 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain —50 ft.; Above ground 168 ft.
OPERATION: Began Feb. 17, 1955. Hours, 3-11 p.m.
AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Alaska Radio-Tv Sales; Washington Attorney, Miller & Schroeder; Consulting Engineer, Jack M. Walden.

PRINCIPAL STOCKHOLDERS: A. G. Hiebert, 16.3%; Jack M. Walden, 3.99%; William J. Wagner, 9.86%; M. B. Kirkpatrick, 4.93%; B. J. Gottstein, 2.465%; and others. Licensee also owns KTVA (TV) Anchorage. Mr. Wagner also owns KFQD Anchorage, KFRB Fairbanks, KINY-AM-TV Juneau, KTKN Ketchikan, KIBH Seward, and KIFW Sitka, all Alaska.

EXECUTIVES:
 A. G. Hiebert, pres. Wm. Holman, ch. engr.
 Walt Welch, gen. mgr. Norman Nissen, prom. mgr.
 John Griffin, com. mgr. Jack Gourley, news ed.
 Vernon Francis, pgm. dir.

RATE INFORMATION: Class A one \$135; minute spot \$27; ID \$13.50. ID Length 10 sec. Full screen or share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 1.

JUNEAU

KINY-TV

LICENSEE: Alaska Bcstg. System Inc. Postal Zone: 1. Address: 830 Securities Bldg., Seattle 1, Wash. Phone: Seneca 6333.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 0.263 kw, Aural 0.132 kw. Operating Pow.: Visual 0.263 kw, Aural 0.132 kw. Transmitter: Adler. Antenna Make: Adler. Height: Above average terrain —960 ft.; Above ground 35 ft.
OPERATION: Began Feb. 19, 1956. Hours, 6:30-10 p.m.
AFFILIATIONS: Tv Network, CBS, Station, Am, KINY.
REPRESENTATIVES: Sales, Alaska Radio-Tv Sales; Washington Attorney, Philip M. Baker; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: William J. Wagner. Mr. Wagner owns 9.86% of KTVF (TV) Fairbanks, and 100% of KFQD Anchorage, KFRB Fairbanks, KTKN Ketchikan, KIBH Seward and KIFW Sitka, Alaska.

EXECUTIVES:
 Wm. J. Wagner, pres., gen. mgr. & film buy. Richard Peter, pgm. dir. & news ed.
 Joseph Mangan, com. mgr. J. W. McKinley, ch. engr.
 Irving W. Lusk, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$60; (film) \$60; minute spot (live) \$12; (film) \$12; ID \$7.20. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

GUAM

AGANA

KUAM-TV

LICENSEE: Radio Guam. Address: P. O. Box 68. Phone: 7-2365.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual .436 kw, Aural .218 kw. Transmitter: Adler. Antenna Make: Prodelin. Height: Above average terrain 70 ft.; Above ground 302 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Aug. 5, 1956.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Station, Am, KUAM.
REPRESENTATIVES: Sales, Young Television; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, T & T Radio Measurements Co.

PRINCIPAL STOCKHOLDERS: Harry Michael Engel Jr., 45.5%; Phil Berg, 45.5%; William B. Duce, 4%; John P. Hearne, 5%. Mr. Hearne and wife have 20.3% interest in KVEN Ventura and 33 1/3 interest in KAFY Bakersfield, both Calif.

EXECUTIVES:
 Harry M. Engel Jr., pres. Claude Turner, ch. engr.
 H. Richard Maguire, mgng. dir. Stuart Rider, prom. mgr.
 Donald C. Brown, ops. mgr. & film buy. John Barton, news ed.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$24, (film) \$24; ID \$12. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts. Rate Card No. 1.

HILO

(Hawaii County)

KHBC-TV (Satellite of KGMB-TV Honolulu)

LICENSEE: Hawaiian Bcstg. System Ltd. Postal Zone: 9. Address: P. O. Box 581, Honolulu T. H. Phone: Honolulu 9-2011.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 1 kw, Aural 0.5 kw. Operating Pow.: Visual 1 kw, Aural 0.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —290 ft.; Above ground 258 ft.

OPERATION: Began May 15, 1955. Hours, 11 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, KGMB & KHBC.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: See KGMB-TV Honolulu, T. H.

EXECUTIVES & RATE INFORMATION: See KGMB-TV Honolulu.

HONOLULU

(Honolulu County)

KGMB-TV (Parent Station of Satellites) KHBC-TV Hilo, KMAU (TV) (Wailuku)

LICENSEE: Hawaiian Bcstg. Sytem Ltd. Postal Zone 9. Address: P. O. Box 581, Phone: 9-2011.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 63.1 kw. Operating Pow.: Visual 105 kw, Aural 63.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —150 ft.; Above ground 338 ft.

OPERATION: Began Dec. 1, 1952. Hours, 11 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network CBS. Stations, Am, KGMB & KHBC.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Consolidated Amusement Co., 68.72%; Honolulu Star-Bulletin, 24.55%; Corp. of President, Church of Jesus Christ of Latter Day Saints (Mormon), 6.73%. Licensee also owns KHBC-AM-TV Hilo, and KMAU (TV) Wailuku, both T. H. For Mormon church holdings, see KSL-TV Salt Lake City.

EXECUTIVES:

J. Howard Worrall, pres. & gen. mgr.
Melvin B. Wright, sta. mgr.
Charles C. Crockett, sls. mgr.

Robert O. Costa, pgm. dir. & film buy.

Daniel O. Hunter, ch. engr.

John T. Quinlan, prom. mgr.

Wayne L. Collins, news ed.

RATE INFORMATION: Class A one hour (live) \$405, (film) \$300; minute spot (live) \$81, (film) \$60; ID \$30. ID Length 10 sec. Specifications film or slide. Full screen. Frequency discounts from 5% for 13 times up to 30% for 312 times. Rate Card No. 3.

Note: Rates include satellite operation of KHBC-TV Hilo and KMAU (TV) Wailuku, and applies to simultaneous telecasts on all three stations.

KONA (TV) (Parent Station of Satellite KMVI-TV Wailuku)

(Honolulu County)

LICENSEE: Radio Honolulu Ltd. Postal Zone: 13. Address: 206 Koula St. Phone: 6-2366.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 55 kw, Aural 33.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —150 ft.; Above ground 350 ft.

OPERATION: Began Dec., 1952. Hours, 2-11 p.m.

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

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Advertiser Publishing Co. (Honolulu Advertiser-KGU), 50%; Island Broadcasting Co. (J. Elroy McCaw and John D. Keating), 50%. For Mr. McCaw's interests, see KTVW (TV) Seattle, Wash.

EXECUTIVES:

Lorrin P. Thurston, bd. chmn.
John D. Keating, pres. & gen. mgr.
James A. Gunn, gen. sls. mgr.
James W. Spencer, natl. sls. mgr.

James Washburn, pgm. dir. & film buy.

Lawrence Trombly, ch. engr. & asst. sta. mgr.

Gene Terrell, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$405, (film) \$300; minute spot (live) \$81, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

KULA-TV

LICENSEE: Television Corp. of America. Address: 1290 Ala Moana Blvd. Phone: 6-3666.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.2 kw. Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain —130 ft.; Above ground 365 ft.

OPERATION: Began April 16, 1954. Hours, 4:30-11 p.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, KULA.

REPRESENTATIVES: Sales, Young Television.

PRINCIPAL STOCKHOLDERS: Owned 25% each by Albert Zugsmith, Arthur B. Hogan, Richard C. Simonton and Jack Burnett. Messrs. Zugsmith, Hogan and Simonton have varying interests in KRKD-AM-FM Los Angeles, KITO San Bernardino, KFOX Long Beach, KVSM San Francisco, all Calif. Purchase of KULA-AM-TV by Crowell-Collier Corp. pending FCC approval.

EXECUTIVES:

Jack Burnet, gen. mgr. & film buy.

M. Franklyn Warren, com. mgr.

Bob Sevey, pgm. dir.

Ronald Miyahira, ch. engr.

Paul Yamamoto, prom. mgr.

Wright Esser, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 10 sec. Share screen. Frequency discounts.

WAILUKU

KMAU (TV) (Satellite of KGMB-TV Honolulu)

LICENSEE: Hawaiian Bcstg. System Ltd. Postal Zone 9. Address: P. O. Box 581, Phone: (Honolulu) 9-2011.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 5.89 kw, Aural 4.7 kw. Operating Pow.: Visual 5.89 kw, Aural 4.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 5,960 ft.; Above ground 74 ft.

OPERATION: Began April 24, 1955. Hours 11 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, KGMB & KHBC.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: See KGMB-TV Honolulu, T. H.

EXECUTIVES & RATE INFORMATION: See KGMB-TV Honolulu.

KMVI-TV (Satellite of KONA (TV) Honolulu)

(Maui County)

LICENSEE: Maui Pub. Co. Address: P. O. Box 374. Phone: 3-3981.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 15.1 kw. Operating Pow.: Visual 30.2 kw, Aural 15.1 kw. Transmitter: GE. Height: Above average terrain 5,940 ft.; Above ground 100 ft.

OPERATION: Began Dec. 4, 1955. Hours, 1:30-11:30 p.m.

AFFILIATION: Tv Network NBC. Stations, Am, KMVI.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lawrence Trombly.

PRINCIPAL STOCKHOLDERS: J. Walter Cameron, 41.7%; Maui Pineapple Co., 41.2%; Kahului Railroad Co., 8.4%. Mr. Cameron is purchasing interests of Maui Pineapple Co., to give him 82.9% ownership; this is pending FCC approval.

EXECUTIVES:

J. Walter Cameron, pres.

Ezra J. Crane, gen. mgr.

Richard E. Mawson, sta. mgr.

George Tam, ch. engr.

W. J. Belknap, prom. mgr.

RATE INFORMATION: Class A minute slide \$27; 30 second slide \$18; ID \$13.50. ID Length 10 sec. Frequency discounts from 20% for 13 times up to 40% for 260 times. Rate Card No. 1.

NOTE: Sold in combination with KONA (TV) Honolulu from where programs originate. KMVI (TV) originates only slide commercials with audio.

PUERTO RICO

CAGUAS

(Guayama County)

WKBM-TV

(Target Date, Unknown)

LICENSEE: American Colonial Bcstg. Corp. Address: P. O. Box 4189, San Juan, P. R.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 2.67 kw, Aural 1.35 kw. Transmitter: Gates. Antenna Make: RCA. Height: Above average terrain 1,180 ft.; Above ground 237 ft.

REPRESENTATIVES: Sales, Pan American Bcstg. (New York); Washington Attorney, Frank Stollenwerck; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: Owned by Ralph Perez Perry, who also owns WKVM San Juan, and WSUR-TV Ponce, both P. R.

EXECUTIVES:

Ralph Perez Perry, pres.

Mariano Angelet Escudero, com. mgr.

Rafael Jose Acosta, ch. engr.

MAYAGUEZ

(Mayaguez County)

WORA-TV

LICENSEE: Supreme Bcstg. Co. Inc. of Puerto Rico. Address: Darlington Bldg. Phone: 1151.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Operating Pow.: Visual 1.48 kw, Aural 0.891 kw. Transmitter: Gates. Antenna Make: GE. Height: Above average terrain 1,994 ft.; Above ground 141 ft.

OPERATION: Began Oct. 1, 1955. Hours, 4 a.m.-10 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WORA.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George Mayoral.

PRINCIPAL STOCKHOLDERS: Alfred R. deArellano Jr., 63.9%, and Supreme Bcstg. Co. (WJMR-AM-TV New Orleans), 30%.

EXECUTIVES:

Alfredo R. deArellano Jr., pres. & gen. mgr.

George Mayoral, exec. vp.

Reinaldo M. Dupont, asst. gen. mgr., com. mgr. & film buy.

Ramon T. Medina, pgm. dir.

Jesus M. Aviles, ch. engr.

Mario Quintero Jr., prom. mgr.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$20; ID \$10. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

PONCE
(Ponce County)

WSUR-TV

(Target Date, Unknown)

LICENSEE: American Colonial Bcstg. Corp. Address: P. O. Box 4189, San Juan.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 0.832 kw, Aural 0.417 kw.
Transmitter: Adler. Antenna Make: RCA. Height: Above average terrain 2,520 ft.; Above ground 237 ft.
REPRESENTATIVES: Sales, Pan American Bcstg. (New York); Washington Attorney, Frank Stollenwerck; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: Ralph Perez Perry, who also owns WKVM San Juan and WKBM-TV Caguas, both P. R.
EXECUTIVES:
Ralph Perez Perry, pres. Rafael Jose Acosta, ch. engr.
Mariano Angelet Escudero, com- mgr.

SAN JUAN
(San Juan County)

WAPA-TV

LICENSEE: Ponce de Leon Bcstg. Co. Address: P. O. Box 2050. Phone: 3-3006.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw.
Operating Pow.: Visual 56.2 kw, Aural 33.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 220 ft.; Above ground 260 ft.
OPERATION: Began May 1, 1954. Hours, 12:30-11:30 p.m.
AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WAPA.
REPRESENTATIVES: Sales, Caribbean Networks Inc.; Washington Attorney, Dow Lohnes & Albertson; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Jose Ramon Quinones, 83%; Goar Mestre and associates (CMQ-TV Havana), 17%.
EXECUTIVES:
José Ramón Quiñones, pres. Luis Domínguez, pgm. dir.
David H. Polinger, gen. mgr. George F. Sprague, ch. engr.
Camilo Fraticelli, com. mgr. Benigno Nosti, film buy.

RATE INFORMATION: Class A one hour (live) \$200, (film), \$200; minute spot (live) \$45, (film) \$45; ID \$18. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

WIPR-TV*

(Target Date, Feb. 1957)
(*Non-Commercial Educational)

LICENSEE: Dept. of Education of Puerto Rico. Address: San Juan, P. R.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,120 ft.; Above ground 485 ft.
AFFILIATION: Station, Am, WIPR.
REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.
EXECUTIVES:
Mariano Villaronga, sec. of education. Rafael Delgado Marquez, gen. mgr.
Rafael Rodriguez, ch. engr.

WKAQ-TV

LICENSEE: El Mundo Inc. Address: P. O. Box 1072. Phone: 3-3800.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,270 ft.; Above ground 284 ft.
OPERATION: Began Mar. 28, 1954.
AFFILIATIONS: Tv Network, CBS. Station, Am, WKAQ.
REPRESENTATIVES: Sales, Inter-American Publications Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Angel Ramos, publisher of El Mundo.
EXECUTIVES:
Angel Ramos, pres. Edwin Janer, pgm. dir.
Delfín Fernández, gen. mgr. Jack Tudor, ch. engr.
Oscar Reinosá, com. & prom. mgr. Carlos Garcia de Quevedo, film buy.
RATE INFORMATION: Class A one hour \$300; minute spot \$65; ID \$25. ID Length 10 sec. Frequency discounts. Rate Card No. 2.

TELEVISION STATIONS FOR THE DOMINION OF CANADA

ALBERTA

CALGARY

CHCT-TV

LICENSEE: Calgary Television Ltd. Address: 955 Rideau Road. Phone: 3-3491.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 989 ft.; Above ground 675 ft.
OPERATION: Began Oct. 8, 1954. Hours, 3:30 p.m.-midnight.
AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC. Stations, Am, CFAC, CFCN and CKXL.
REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv; Consulting Engineer, K. A. MacKinnon.
PRINCIPAL STOCKHOLDERS: Jointly owned by Calgary Bcstg. Co. (CFAC), Voice of the Prairies Inc. (CFCN) and Albertan Bcstg. Co. (CKXL).
EXECUTIVES:
Gordon Love, pres. E. J. M. Crawley, ch. engr.
Herbert S. Stewart, gen. mgr. R. D. Watson, film buy.
Robert D. Watson, com. mgr. Barry Nicholls, prom. mgr.
R. S. Carson, pgm. dir. & ops. mgr. E. B. Whalen, news ed.
E. A. Bissland, prod. mgr.
RATE INFORMATION: Class A one hour (live) \$280; minute spot (live) \$70; ID \$42. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 3.

EDMONTON

CFRN-TV

LICENSEE: Sunwapta Bcstg. Co. Ltd. Postal Zone: 1. Address: 102 C.P.R. Bldg. Phone: 892572.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 180.3 kw, Aural 90.4 kw. Operating Pow.: Visual 27.4 kw, Aural 13.7 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 488 ft.; Above ground 488 ft.
OPERATION: Began Oct. 17, 1954. Hours, 1:30-midnight.
AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC. Stations, Am, CFRN. Fm, CFRN-FM.
REPRESENTATIVES: Sales, Canadian Station Representatives; Television Representatives; Broadcast Sales; Harlan Oaks (California only); Consulting Engineer, George Mather & Assoc.

PRINCIPAL STOCKHOLDER: G. R. A. Rice, 100%.

EXECUTIVES:

G. R. A. Rice, pres. & gen. mgr. Frank G. Makepeace, ch. engr.
Sidney S. Lancaster, sta. mgr. Ted Wadson, ops. engr.
Bruce D. Alloway, com. mgr. Keith Naale, film ed.
George Kidd, pgm. dir. J. Isobel McDonald, prom. mgr.
Don Brinton, prod. dir.

RATE INFORMATION: Class AA minute spot (live) \$96, (film) \$80; ID \$42.50. Class A one hour (live) \$390, (film) \$325; minute spot (live) \$75, (film) \$62.50; ID \$32.50. ID Length 8 sec. Specifications: 2x2 in. pos. transp. or film. Full screen. Frequency discounts. Rate Card No. 3.

LETHBRIDGE

CJLH-TV

LICENSEE: Lethbridge Television Ltd. Address: 1015 Third Ave. S. Phone: Fairfax 71521.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 171 kw, Aural 85.5 kw. Operating Pow.: Visual 171 kw, Aural 85.5 kw. Transmitter: Standard Electronics. Antenna Make: Alford. Height: Above average terrain 668 ft. Above ground 635 ft.
OPERATION: Began Nov. 20, 1955. Hours, 5 p.m.-midnight.
AFFILIATIONS: Tv Network, CBC. Station, Am, CJOC.
REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv; Consulting Engineer, K. A. MacKinnon.
PRINCIPAL STOCKHOLDERS: CJOC and Lethbridge Herald equal owners.
EXECUTIVES:
H. P. Buchanan, pres. R. B. Ranson, prod. mgr. & film buy.
N. Botterill, mgn. dir. R. A. Reagh, tech. dir.
D. W. Keough, sls. mgr.
RATE INFORMATION: Class A one hour (live) \$190, (film) \$160; minute spot (live) \$48, (film) \$40; ID \$24. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.