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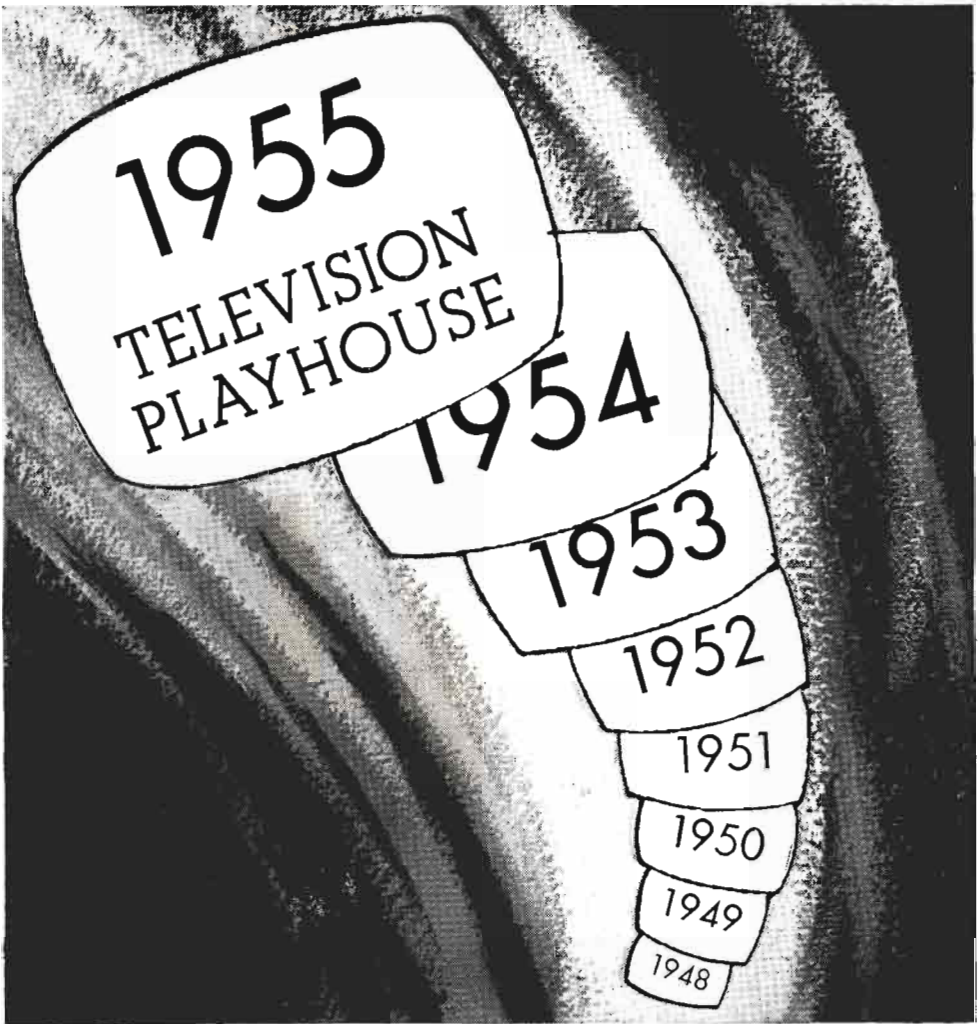
# Television

∞ 1955 ∞

**T**ELEVISION—the miracle of sight and sound — which has linked the nation with dramatic impact in a few short years — is still on the threshold of a revolutionary period: the coming of color to the millions of viewers coast-to-coast. Like the growth of conventional black and white, and the experimentation in color, the 1955 Television Year Book is a revealing edition of video progress.

**T**HIS YEAR, as in the past years since the coming of television, experts in the field of video have contributed much to the story of television as unfolded in the pages that follow. We again are mindful of the many contributions made to this volume and wish to express our thanks to all those who participated in its compilation.

**JACK ALICOATE**  
Editor-in-Chief



AS a new year rolls around, Philco and Goodyear send a heartfelt "thanks" to all the fine actors, writers and technicians who year after year have made TELEVISION PLAYHOUSE America's leading dramatic program.

## TELEVISION PLAYHOUSE

**SUNDAYS**  
9-10 P.M. (E. S. T.)—NBC-TV

THE GOODYEAR TIRE & RUBBER CO., INC. • PHILCO CORPORATION

# FAMILY TV OWNERSHIP INCREASES

As a Percentage of All Families in the U. S. and in Each of 28  
Geographic and Family-Type Groups

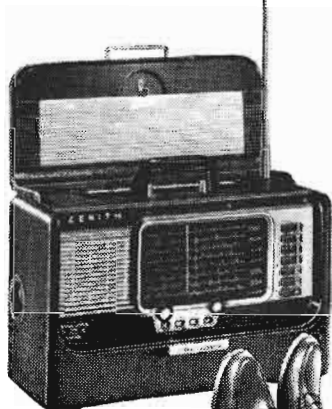
• *Figures released by the Market Research Corporation of America, based on a nationwide study of 28 geographic and family-type groups of viewers, indicate a continued steady purchase increase of TV sets. The following table released during 1954 revealed these percentage increases:*

	July 1954	October 1954
United States .....	58%	61%
<b>Regions:</b>		
Northeast .....	77	78
South .....	37	42
North Central .....	61	64
Mountain & Southwest.....	40	42
Pacific .....	56	61
<b>City Size:</b>		
Farm .....	28	31
Under 2,500 .....	41	44
2,500 to 50,000.....	39	42
50,000 to 500,000.....	64	67
500,000 & over.....	81	83
<b>Total Family Income:</b>		
Upper Fourth .....	70	71
Next Fourth .....	63	68
Next Fourth .....	59	62
Lowest Fourth .....	41	44
<b>Education of Family Head:</b>		
Grade School .....	51	53
High School .....	65	68
College .....	61	66
<b>Size of Families:</b>		
1 & 2 Members.....	48	51
3 Members .....	65	68
4 & 5 Members.....	69	71
6 Members & Over.....	55	57
<b>Age of Housewife:</b>		
Under 35 Years.....	65	68
38 thru 44 Years.....	68	69
45 Years & Over.....	49	52
<b>Presence of Children:</b>		
5 Years & Under.....	65	68
6-12 Years .....	65	68
13-20 Years .....	58	61
No Children .....	50	53

Isn't it a small world?



**It is, when you own a new  
Zenith Super Deluxe  
TRANS-OCEANIC  
Radio, the world's finest  
shortwave portable**



This latest version of the world's only 13-year-proved shortwave portable will take you to dozens of different countries with astonishing ease. Works on AC, DC, or long-life batteries. Tropically treated against high humidity. It's a great gift for anyone. In Black Stag, only \$139.95\*. In handsome genuine top-grain cowhide, \$159.95\*.

\*Manufacturer's suggested retail price, less batteries. Slightly higher in Far West and South.

**ZENITH**  
The royalty of television and **RADIO**



Backed by 36 years of Experience in Radionics Exclusively. ALSO MAKERS OF FINE HEARING AIDS.  
Zenith Radio Corporation, Chicago 39, Illinois.

COPR. 1954



## Potential Market Only Touched By Syndicated Film Industry



**By M. J. RIFKIN**

**Vice-President**

**In Charge of Sales, Ziv Television Programs, Inc.**

THE year 1954 can be marked down as a banner year in the sales of Ziv Television properties, and we are confident 1955 will break all previous records.

During 1954, two Ziv properties in their second year of production, "Favorite Story" and "I Led Three Lives," passed the 200-market point, and two others "Boston Blackie" and "Cisco Kid" exceeded 150 markets.

In addition, the three Ziv properties introduced during 1954, "Mr. District Attorney," starring David Brian, "Meet Corliss Archer," starring Ann Baker and Mary Brian, and "The Eddie Cantor Comedy Theatre" all sold at a record-breaking rate.



Introduced last May, "Mr. District Attorney" neared the 200 market point by the end of 1954, while "Meet Corliss Archer," introduced in July, had passed 175 markets by the end of the year.

"The Eddie Cantor Comedy Theatre" was sold at the most phenomenal rate ever achieved by a syndicated television film. Introduced in November, 1954, the program was sold in more than 180 markets in eight weeks of selling and before the program was put on the air.

This rapid rate of sales was accomplished despite the fact that the program, budgeted at an average cost of \$53,000 per show, carried the highest rate card ever issued for a syndicated television film.



The rapid acceptance of these programs in 1954 by local, regional and national spot advertisers indicates that the syndicated television film industry has barely scratched the surface of its potential market.

Let's take a long look at the needs and desires of the local and regional advertiser in order to determine why syndicated television film as an advertising vehicle has increased so rapidly in popularity.

First, the local and regional advertiser

wants to utilize as his advertising medium a program with the high quality of a network show, but at a cost within the means of his advertising budget.

Only through film are top quality, top star programs available at the local level. And with film programs as produced by Ziv, the advertiser gets top star names, top property values with immediate and widespread audience acceptance.

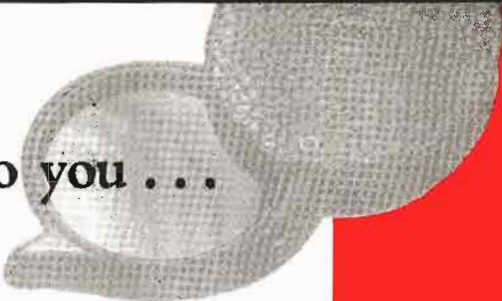


Secondly, the regional advertiser and many national advertisers are interested in putting their sales story into specially selected markets, the local advertiser into one or more markets in his area. This can only be achieved through film programs, with stations selected on a spot basis to get the best available time slots and adjacencies. The only way these advertisers can purchase the times and markets they want and still get top quality vehicles is through syndicated television film.



Thus, the outlook for the syndicated television film industry is bright. However, this should not be cause for complacency. The key to continuing success in this field is top quality product. Advertisers want quality television programs . . . not just celluloid. Turning out films is one thing. Producing fine quality programs specifically designed for television is completely different, a highly specialized field. "Meet Corliss Archer," "Mr. District Attorney," and "The Eddie Cantor Comedy Theatre" were not successful because they were television films. They were successful because they embodied the talent, writing skills and production techniques that set them apart as television films with an instant audience appeal.

This is the answer to high sales of syndicated television film. Although the market among local and regional advertisers is there, it will be the producer of high quality film products, starring top names in instant audience appeal programs, whose show will be in demand.



to you . . .

whose  
intelligent  
demand  
has  
helped



**US**

to  
create

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y

. . . our sincere  
gratitude and  
appreciation

**CONSOLIDATED FILM INDUSTRIES**

959 Seward St., Hollywood 38, Calif. • HO. 9-1441  
1740 Broadway, New York 19, N. Y. • JU. 6-1700



# COLOR TELEVISION

## A COMPILATION OF TERMS, SYSTEMS AND EQUIPMENT

To make color, the latest advancement of television, comprehensible, these explanatory notes serve to add a working knowledge to the pleasure of televiewing. All data has been compiled from reliable records and manufacturers' equipment specifications.

**Achromatic:** Chiaroscuro; black and white.

**Brightness:** The variation in visually perceptive emission of light.

**Camera Spectral Characteristic:** Specific sensitivity of individual camera's color channel respective of wavelength.

**Chroma:** Resultant color characterized by saturation only.

**Chromaticity:** Shades of chromatic or achromatic color specifically by hue and saturation.

**Chrominance:** The variation between a color and a similar hue of equal radiance.

**Chrominance TV Signals:** Voltage received from red, green or blue area of color camera.

**Cie:** Committee Internationale d'Eclairage.

**Color Disruption:** Disturbance of color pattern caused by rapid alteration of physical status. Eg., a momentary visual obstruction.

**Color Edging:** Disturbing factors affecting color clarity at fringe areas.

**Color Fringing:** Disturbing hues affecting image in alteration of picture object from one field to another.

**Color Gamut:** Restricted area of demarcation from basic color range.

**Color Signal:** Any signal, excepting monochrome or luminance, which affects chromaticity values.

**Compatibility:** Standard monochromatic reception of color transmitted by unvarying monochrome receptor.

**Convergence:** Focal point intersection of electronic beams on shadow-mask of picture tube.

**Color Cross:** Monochrome interference on chrominance channel.

**Compatible Fusion:** Dual merging of sidebands of equal bandwidth minus appreciable tangential disturbance.

**Hue:** Excepting grey, commensurate with the term "color"; a prevailing wavelength which accentuates blues, reds, etc.

**Luminance:** Normal illumination.

**Luminance Consistency:** Color, so transmitted, that chromaticity of picture is received without noticeable luminance disruption.

**Mixed Highs:** Transmission of high frequency components in conjunction with luminance to assimilate achromatic detail in colored image.

**Monochrome Signal:** TV signal serving as regulator of luminance on standard and color receivers.

**Primary Colors:** Selective combinations of red, blue and green which form diverse hues. Sole limitation is upon mixture of basics.

**Saturation:** Chromatic opalescence or variable degrees of colors with white. Darker shades are of fuller saturation.

**The standard of quality  
wherever films are used**

**EASTMAN PROFESSIONAL MOTION PICTURE FILMS  
THE EASTMAN 16mm PROJECTOR, MODEL 250  
THE EASTMAN TELEVISION RECORDING CAMERA**

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

**Motion Picture Film Department**

**EASTMAN KODAK COMPANY**

**Rochester 4, N. Y.**

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

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

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



# COLOR EQUIPPED STATIONS—U.S.A.

• As of January 1, 1955



State	City	Station	1954	1955	Affil.	
Alabama	Birmingham	WABT	—		NBC-TV; DuMont	
		WBRC-TV	—		CBS-TV	
	Mobile	WALA-TV	—		NBC-TV	
	Montgomery	WCOV-TV	—		CBS-TV; DuMont	
		WSFA-TV	—		NBC-TV	
Arizona	Phoenix	KPHO-TV		Sept.	CBS-TV	
	Phoenix-Mesa	KVAR	—		NBC-TV	
		KOPO-TV	—		CBS-TV	
	Tucson	KVOA-TV		July, 1956	NBC-TV	
Arkansas	Little Rock	KARK-TV	—		NBC-TV; DuMont	
	Pine Bluff	KATV	—		CBS-TV	
	Texarkana	KCMC-TV	—		CBS-TV	
California	Bakersfield	KERO-TV	—		NBC-TV; CBS-TV	
	Chico	KHSL-TV	—		NBC-TV; CBS-TV	
	Fresno	KMJ-TV	—		NBC-TV; CBS-TV	
	Los Angeles	KHJ-TV	—		DuMont	
			KNXT	—		CBS-TV
		KRCA	—	Feb.	NBC-TV	
	Sacramento	KCCC-TV	—		NBC-TV; CBS-TV; DuMont	
	Salinas-Monterey	KSBW-TV	—		CBS-TV	
			KMBY-TV	—		CBS-TV
	San Diego	KFMB-TV	—	July	CBS-TV	
		KFSD-TV	—		NBC-TV; DuMont	
	San Francisco	KPIX	—			CBS-TV; DuMont
			KRON-TV	—		NBC-TV
Santa Barbara	KEYT	—	Jan., 1956	NBC-TV; CBS-TV		
Stockton	KTVU	—		NBC-TV		
Colorado	Colorado Springs	KKTU	—		CBS-TV; DuMont	
		KRDO-TV	—		NBC-TV	
	Denver	KFEL	—		DuMont	
		KLZ-TV	—	Nov.	CBS-TV	
	Pueblo	KOA-TV	—		NBC-TV	
	KCSJ-TV	—	Fall	NBC-TV		
Connecticut	New Britain	WKNB-TV	—		CBS-TV	
	New Haven	WNHC-TV	—	June	NBC-TV; CBS-TV; DuMont	
Delaware	Wilmington	WDEL-TV	—		NBC-TV; DuMont	
Dist. of Columbia	Washington	WRC-TV	—	April	NBC-TV	
		WTOP-TV	—		CBS-TV	
Florida	Jacksonville	WJHP-TV	—		NBC-TV	
		WMBR-TV	—		CBS-TV; DuMont	
	Miami	WGBS-TV	—		NBC-TV	
		WTVJ	—	June	NBC-TV; CBS-TV; DuMont	
	Orlando	WDBO-TV	—		NBC-TV; CBS-TV	
	Palm Beach	WJNO-TV	—		NBC-TV	
	St. Petersburg	WSUN-TV	—		CBS-TV	
Tampa	WFLA-TV	—		NBC-TV		
Georgia	Atlanta	WAGA-TV	—		CBS-TV; DuMont	
		WSB-TV	—	July	NBC-TV	
	Augusta	WJBF	—		NBC-TV; DuMont	
		WRDW-TV	—		CBS-TV	
	Columbus	WDAK-TV	—		NBC-TV	
		WRBL-TV	—	Nov., 1957	CBS-TV	
	Macon	WMAZ-TV	—		CBS-TV	
Savannah	WEX-TV	—		NBC-TV		
	WTOC-TV	—		CBS-TV		
Illinois	Belleville	WTVI	—		CBS-TV	
	Champaign	WCIA	—		NBC-TV; CBS-TV; DuMont	
	Chicago	WBBM-TV	—		CBS-TV	

COLOR EQUIPPED STATIONS — U. S. A.

State	City	Station	1954	1955	Affil.	
		WGN-TV	—	April	DuMont	
		WNBQ	—		NBC-TV	
		Peoria	WEEK-TV	—		NBC-TV ; CBS-TV
		Quincy	WTVH-TV	—		DuMont
			KHQA-TV	—		CBS-TV ; DuMont
			WGEM-TV	—		NBC-TV
		Rockford	WREX-TV	—		CBS-TV
			WTVO	—		NBC-TV
		Rock Island	WHBF-TV	—		CBS-TV ; DuMont
		Springfield	KTTS-TV	—		DuMont
			WICS	—		NBC-TV
Indiana	Bloomington	WTTV	—		NBC-TV ; DuMont	
		Elkhart	WSJV-TV	—	NBC-TV	
		Evansville	WFIE-TV	—		NBC-TV
		Fort Wayne	WINT	—		CBS-TV
			WKJG-TV	—		NBC-TV ; DuMont
		Indianapolis	WFBM-TV	—		CBS-TV
			WISH-TV	—		NBC-TV ; CBS-TV ; DuMont
			WLBC-TV	—		NBC-TV ; CBS-TV
			WSBT	—		CBS-TV ; DuMont
			WTHI-TV	—		CBS-TV
Iowa	Ames-Des Moines	WOL-TV	—		DuMont ; CBS-TV	
		Cedar Rapids	KCRG-TV	—	DuMont	
			WMT-TV	—		CBS-TV
		Davenport	WOC-TV	—		NBC-TV
		Des Moines	WHO-TV	—		NBC-TV
		Fort Dodge	KQTV	—		NBC-TV
		Mason City	KGLO-TV	—		CBS-TV
		Sioux City	KTIV	—		NBC-TV
		Waterloo	KVTV	—		CBS-TV ; DuMont
	KWWL-TV	—		NBC-TV		
Kansas	Hutchinson-Wichita	KTVH	—		CBS-TV ; DuMont	
		Pittsburg	KOAM-TV	—	NBC-TV	
		Topeka	WIBW-TV	—		CBS-TV ; DuMont
		Wichita	KEDD	—		NBC-TV
Kentucky	Henderson	WEHT	—		CBS-TV	
		Louisville	WAVE-TV	—	NBC-TV ; DuMont	
			WHAS-TV	—		CBS-TV
Louisiana	Alexandria	KALB-TV	—		NBC-TV	
		Baton Rouge	WAFB-TV	—	NBC-TV ; CBS-TV	
		Lake Charles	KTAG-TV	—		CBS-TV
			KPLC-TV	—		NBC-TV
		Monroe	KNOE-TV	—	Sept., 1956	NBC-TV ; CBS-TV ; DuMont
		New Orleans	WDSU-TV	—		NBC-TV ; CBS-TV ; DuMont
		Shreveport	KSLA	—		NBC-TV ; CBS-TV
Maine	Bangor	WABI-TV	—		NBC-TV ; CBS-TV	
		Portland	WCSH-TV	—	NBC-TV	
			WGAN-TV	—		CBS-TV
Maryland	Baltimore	WAAM	—		DuMont	
			WBAL-TV	—	NBC-TV	
			WMAR-TV	—		CBS-TV
Massachusetts	Boston	WBZ-TV	—		NBC-TV	
			WNAC-TV	—	CBS-TV ; DuMont	
		Holyoke	WHYN-TV	—		CBS-TV
		Springfield	WWLP	—		NBC-TV
Michigan	Bay City-Saginaw	WNEM-TV	—		NBC-TV	
		Detroit	WJBK-TV	—		CBS-TV ; DuMont
			WWJ-TV	—		NBC-TV
		Grand Rapids	WOOD-TV	—		NBC-TV ; DuMont
		Kalamazoo	WKZO-TV	—		NBC-TV ; CBS-TV ; DuMont
		Lansing	WJIM-TV	—		NBC-TV ; CBS-TV
		Saginaw	WKNX-TV	—		CBS-TV
Traverse City	WPBN-TV	—		NBC-TV		
Minnesota	Duluth	KDAL-TV	—		NBC-TV	
		Minneapolis	WCCO-TV	—	CBS-TV	
			WMIN	—		DuMont
		Rochester	KROC-TV	—		NBC-TV
		St. Paul-Minneapolis	KSTP-TV	—		NBC-TV
Mississippi	Jackson	WJTV	—		CBS-TV ; DuMont	
			WLBT	—	NBC-TV	
		Meridian	WTOK-TV	—		NBC-TV ; CBS-TV

COLOR EQUIPPED STATIONS — U. S. A.

State	City	Station	1954	1955	Affil.
Missouri	Cape Girardeau	KFVS-TV	—		CBS-TV
		KOMU-TV	—		CBS-TV; NBC-TV
	Columbia	KCMO-TV	—		DuMont
		KMBC-TV	—	Feb.	CBS-TV
	Kansas City	WDAF-TV	—		NBC-TV
		KFEQ-TV	—		CBS-TV
	St. Joseph	KSD-TV	—		NBC-TV
	St. Louis	KWK-TV	—		CBS-TV
		WTVI	—		DuMont
	Springfield	KTTS-TV	—		CBS-TV
KYTV		—		NBC-TV	
Nebraska	Kearney	KHOL-TV	—		CBS-TV
		KOLN-TV	—		CBS-TV
	Lincoln	KMTV	—		CBS-TV
		WOW-TV	—		NBC-TV; DuMont
Omaha					
New Hampshire	Mt. Washington	WMTW	—		CBS-TV
New Mexico	Albuquerque	KOB-TV	—		NBC-TV
New York	Albany	WTRI	—		CBS-TV
		WNEP	—		NBC-TV; CBS-TV; DuMont
	Binghamton	WBEN-TV	—		CBS-TV; DuMont
		WGR-TV	—		NBC-TV
	Buffalo	WCNY-TV	—		CBS-TV
		WKNY-TV	—		NBC-TV; CBS-TV
	Carthage-Watertown	WABD	—		DuMont
		WCBS-TV	—		CBS-TV
	Kingston	WRCA-TV	—		NBC-TV
		WHAM-TV	—		NBC-TV
	New York	WHEC-TV	—		CBS-TV
		WVET-TV	—		CBS-TV; DuMont
	Schenectady	WRGB	—	Nov.	NBC-TV; CBS-TV; DuMont
		WHEN-TV	—		CBS-TV; DuMont
Syracuse	WSYR-TV	—	Nov.	NBC-TV	
	WKTW	—	Nov.	NBC-TV; CBS-TV; DuMont	
North Carolina	Charlotte	WAYS-TV	—		NBC-TV
		WBTW	—		NBC-TV; CBS-TV
	Durham	WTVB	—		NBC-TV
		WFMY-TV	—		CBS-TV; DuMont
	Greensboro	WNCT	—		NBC-TV; CBS-TV
	Greenville	WNAO-TV	—		CBS-TV; DuMont
	Raleigh	WSJS-TV	—		NBC-TV
	Winston-Salem				
North Dakota	Fargo	WDAY-TV	—		NBC-TV
	Valley City	KXJB-TV	—		CBS-TV
Ohio	Cincinnati	WCPO-TV	—		DuMont
		WKRC-TV	—	Oct., 1956	CBS-TV
	Cleveland	WLWT	—		NBC-TV
		WEWS	—		CBS-TV
	Columbus	WNBK	—	April	NBC-TV
		WXEL	—		CBS-TV
	Dayton	WBNS-TV	—		CBS-TV
		WLWC	—		NBC-TV
	Lima	WHIO-TV	—		CBS-TV; DuMont
		WLWD	—		NBC-TV
Steubenville	WIMA-TV	—		NBC-TV; CBS-TV	
	WSTV-TV	—		CBS-TV	
Toledo	WSPD-TV	—	March, 1956	NBC-TV; CBS-TV; DuMont	
	WFMJ-TV	—		NBC-TV; CBS-TV; DuMont	
Zanesville	WHIZ-TV	—		CBS-TV; NBC-TV	
Oklahoma	Oklahoma City	KWTW	—		CBS-TV; DuMont
		WKY-TV	—		NBC-TV
	Tulsa	KOTV	—		CBS-TV
		KVVO-TV	—		NBC-TV
Oregon	Eugene	KVAL-TV	—		NBC-TV
		KBES-TV	—		NBC-TV; CBS-TV
	Portland	KOIN-TV	—		CBS-TV
		KPTV	—		NBC-TV; DuMont
Pennsylvania	Altoona	WFBG-TV	—		NBC-TV; DuMont
		WLEV-TV	—		NBC-TV
	Bethlehem	WICU	—		NBC-TV; DuMont
		WSEE	—		CBS-TV
	Harrisburg	WHP-TV	—		CBS-TV
		WTPA	—		DuMont
	Johnstown	WJAC-TV	—		NBC-TV; CBS-TV; DuMont
		WGAL-TV	—	Jan.	NBC-TV; CBS-TV; DuMont
Lancaster					

**COLOR EQUIPPED STATIONS — U. S. A.**

State	City	Station	1954	1955	Affil.
	Philadelphia	WFIL-TV	—		DuMont
		WCAU-TV	—		CBS-TV
		WPTZ	—		NBC-TV
	Pittsburgh	KDKA-TV	—		NBC-TV ; CBS-TV
		WDTV	—		DuMont
		WENS	—		NBC-TV
	Reading	WEEU-TV	—		NBC-TV
		WHUM-TV	—		CBS-TV
	Scranton	WGBI-TV	—		CBS-TV
		Wilkes-Barre	WBRE-TV	—	1957
Rhode Island	Providence	WJAR-TV	—	Summer	NBC-TV ; CBS-TV ; DuMont
South Carolina	Anderson	WAIM-TV	—		CBS-TV
	Charleston	WCSC-TV	—		CBS-TV
		WUSN-TV	—		NBC-TV
	Columbia	WIS-TV	—		NBC-TV
	Florence	WNOK-TV	—		CBS-TV
	Greenville	WBTW-TV	—	1957	NBC-TV
South Dakota	Sioux Falls	KELO-TV	—		NBC-TV
Tennessee	Chattanooga	WDEF-TV	—		NBC-TV ; CBS-TV
	Johnson City	WJHL-TV	—		CBS-TV
	Knoxville	WATE	—		NBC-TV
		WTSK-TV	—		CBS-TV
	Memphis	WHBQ-TV	—		CBS-TV
		WMCT	—	Jan., 1956	NBC-TV ; DuMont
	Nashville	WLAC-TV	—		CBS-TV
	WSM-TV	—		NBC-TV ; DuMont	
Texas	Amarillo	KFDA-TV	—		CBS-TV
		KGNC-TV	—		NBC-TV
	Austin	KTBC-TV	—	April, 1956	NBC-TV ; CBS-TV ; DuMont
	Dallas	KRLD-TV	—		CBS-TV
		WFAA-TV	—		NBC-TV ; DuMont
	El Paso	KROD-TV	—		CBS-TV
		KTSM-TV	—		NBC-TV
	Ft. Worth	WBAP-TV	—		NBC-TV
	Galveston-Houston	KGUL-TV	—		CBS-TV ; DuMont
	Houston	KPRC-TV	—	Jan., 1956	NBC-TV
	Lubbock	KCBD-TV	—		NBC-TV
		KDUB-TV	—	July	CBS-TV
	San Angelo	KTXL-TV	—		CBS-TV
	San Antonio	KENS-TV	—		CBS-TV ; DuMont
		WOAI-TV	—		NBC-TV
Temple	KCFN-TV	—		NBC-TV	
Wichita Falls	KFDX-TV	—		NBC-TV	
	KWFT-TV	—		CBS-TV	
Utah	Salt Lake	KSL-TV	—	April, 1956	CBS-TV ; DuMont
		KTUT	—		NBC-TV
Vermont	Burlington-Montpelier	WMVT	—		NBC-TV
Virginia	Harrisonburg	WSVA-TV	—		NBC-TV
	Lynchburg	WLVA-TV	—		CBS-TV
	Norfolk	WTAR-TV	—	Sept., 1956	CBS-TV ; DuMont
		WVEC-TV	—		NBC-TV
	Richmond	WTVR	—	Fall	NBC-TV ; DuMont
	Roanoke	WSLS-TV	—		NBC-TV
Washington	Seattle	KOMO-TV	—		NBC-TV
	Spokane	KHQ-TV	—		NBC-TV
		KXLY-TV	—		CBS-TV
	Tacoma-Seattle	KTNT-TV	—		CBS-TV ; DuMont
	Yakima	KIMA-TV	—		NBC-TV ; CBS-TV
West Virginia	Charleston	WCBS-TV	—		CBS-TV ; DuMont
	Huntington	WSAZ-TV	—	Feb.	NBC-TV ; DuMont
	Parkersburg	WTAP	—		NBC-TV
	Wheeling	WTRF-TV	—		NBC-TV
Wisconsin	Eau Claire	WEAU-TV	—		NBC-TV ; DuMont
	Green Bay	WBAY-TV	—		CBS-TV ; DuMont
	La Crosse	WKBT	—		NBC-TV
	Madison	WKOW-TV	—		CBS-TV
		WMTV	—		NBC-TV
	Marinette-Green Bay	WMBV-TV	—		NBC-TV
	Milwaukee	WCAN-TV	—		CBS-TV
		WTMJ-TV	—		NBC-TV
Wausau	WSAU-TV	—		NBC-TV	
Wyoming	Cheyenne	KFBC-TV	—		CBS-TV



**Color television sets** require **2,076 parts**, according to RCA, manufacturers of 21-inch receivers. These components are provided by 600 suppliers.

## PRESIDENTIAL APPROVAL



*Radio and television gained additional White House acceptance on February 2 when President Eisenhower allowed radio-TV coverage of his weekly press conferences.*

## BIGGEST SALE OF '54



*Chris J. Witting, president of Westinghouse Broadcasting Co., (left, seated) completes his company's purchase of station WDTV, now KDKA-TV, Pittsburgh, from DuMont by presenting a check to Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories.*

## 1954 RADIO-TV SET PRODUCTION

● *Washington—Radio and TV set production for 1954 is shown, by months, in the following table:*

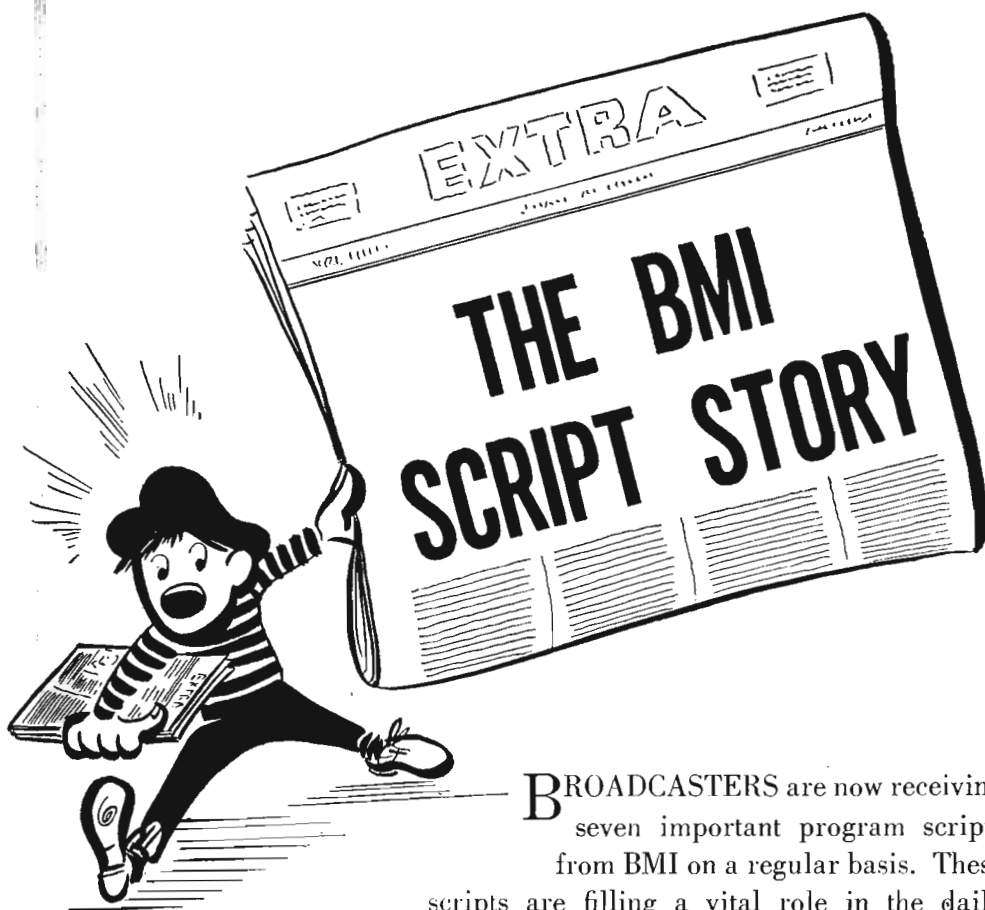
	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	420,571	271,036	46,571	394,442	159,932	871,981
February	426,933	233,063	98,275	331,961	105,933	769,232
March (5 wks.)	599,606	244,110	206,130	370,249	119,863	940,352
April	457,608	165,232	175,424	330,989	73,590	745,235
May	396,287	173,480	174,735	316,519	57,370	722,104
June (5 wks.)	544,142	226,350	141,904	336,733	132,668	837,655
July	306,985	150,002	39,447	191,512	57,100	438,061
August	633,387	280,607	74,713	275,008	155,171	785,499
Sept. (5 wks.)	947,796	352,499	76,271	296,327	207,226	932,323
October	921,476	343,269	97,331	336,683	220,505	997,788
November	858,501	327,973	93,716	404,453	272,583	1,098,725
Dec. (5 wks.)	833,423	300,023	109,001	539,584	312,967	1,261,575
	7,346,715	3,067,644	1,333,518	4,124,460	1,874,908	10,400,530

## 1954 RADIO SET SHIPMENTS



Washington—The following table shows radio set shipments to dealers by states for the first 11 months of 1954:

State	Total	State	Total
Alabama	55,680	Nebraska	32,153
Arizona	25,453	Nevada	5,667
Arkansas	34,180	New Hampshire	14,112
California	395,982	New Jersey	247,586
Colorado	32,565	New Mexico	15,185
Connecticut	91,085	New York	851,422
Delaware	12,143	North Carolina	94,951
District of Columbia	52,527	North Dakota	14,714
Florida	113,252	Ohio	311,129
Georgia	92,079	Oklahoma	48,303
Idaho	11,090	Oregon	32,765
Illinois	358,677	Pennsylvania	367,751
Indiana	98,124	Rhode Island	29,959
Iowa	61,310	South Carolina	39,880
Kansas	40,599	South Dakota	15,812
Kentucky	60,740	Tennessee	73,976
Louisiana	69,300	Texas	225,075
Maine	24,095	Utah	17,138
Maryland	89,884	Vermont	8,413
Massachusetts	205,604	Virginia	79,705
Michigan	222,429	Washington	72,225
Minnesota	74,104	West Virginia	33,534
Mississippi	34,259	Wisconsin	104,491
Missouri	115,871	Wyoming	6,317
Montana	15,042		
		<b>GRAND TOTAL</b>	<b>5,128,337</b>



**B**BROADCASTERS are now receiving seven important program scripts from BMI on a regular basis. These scripts are filling a vital role in the daily programming logs of stations in every section of the country.

BMI makes no charge to its licensees for this program service. Each script is designed as a practical program and its use for commercial sale is encouraged.

BMI scripts, ranging from five-minute shows to full hour concert music presentations, are mailed to BMI-licensed stations on a monthly basis. They are written for commercial use and tailored to the needs of all types of radio and TV operations.

BMI scripts are perfectly suited both to the station with a small staff, limited facilities and curtailed budgets, as well as to the large operation with full orchestra and complete program staff.

*Your program manager is receiving all seven of the BMI program scripts. Put them to work. If your script packages are not being received, write immediately to BMI Stations Service Department.*



# SEVEN COMPLETE BMI PROGRAM PACKAGES

## ● THE AMERICAN STORY



Newest of the BMI scripts . . . prepared by BMI in association with the Society of American Historians. Each fifteen-minute program consists of a single narrative written by an outstanding American historian, expert in the period or subject. Here are the fascinating and inspiring stories of our country from the age of discovery to the age of the atom. Top prestige programming.

## ● STORIES FROM THE SPORTS RECORD

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the baseball diamond, in the prize ring, on the gridiron and elsewhere. . . . A complete script package available three times weekly as a 15-minute presentation.



## ● THE BOOK PARADE

Sparkling 15-minute scripts written by the most prominent of literary figures. This series is being hailed as "a conspiracy against ignorance" and has skyrocketed into national prominence. Another BMI script for top prestige programming.



## ● MILESTONES

Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.



## ● ACCORDING TO THE RECORD

Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. . . . Highly commercial. . . . Available 7 times per week for 52 weeks. *Now in its 11th successful year.*

## ● YOUR CONCERT HALL

The finest in concert music presented as a series of full-hour or half-hour programs, three times weekly. Authoritative scripts which make concert music *popular* music. This series has proved that good music has a loyal and solvent audience. Continuity is held to a minimum — music at a maximum.



## ● MEET THE ARTIST

Behind the scenes . . . three-a-week 15-minute scripts loaded with factual biographical material about recording artists in the public favor. Fills a vital need in areas where such data is not easily available. Highly commercial.

**BROADCAST MUSIC, INC.** 589 FIFTH AVENUE  
NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

---

# GOOD PROGRAMS SELL GOOD PRODUCTS

---

★★★★ **THE NEW KEN MURRAY SHOW**  
**"WHERE WERE YOU?"**

★★★★ **CROWN THEATRE WITH**  
**GLORIA SWANSON**

★★★★ **ROYAL PLAYHOUSE**

★★★★ **COUNTERPOINT**

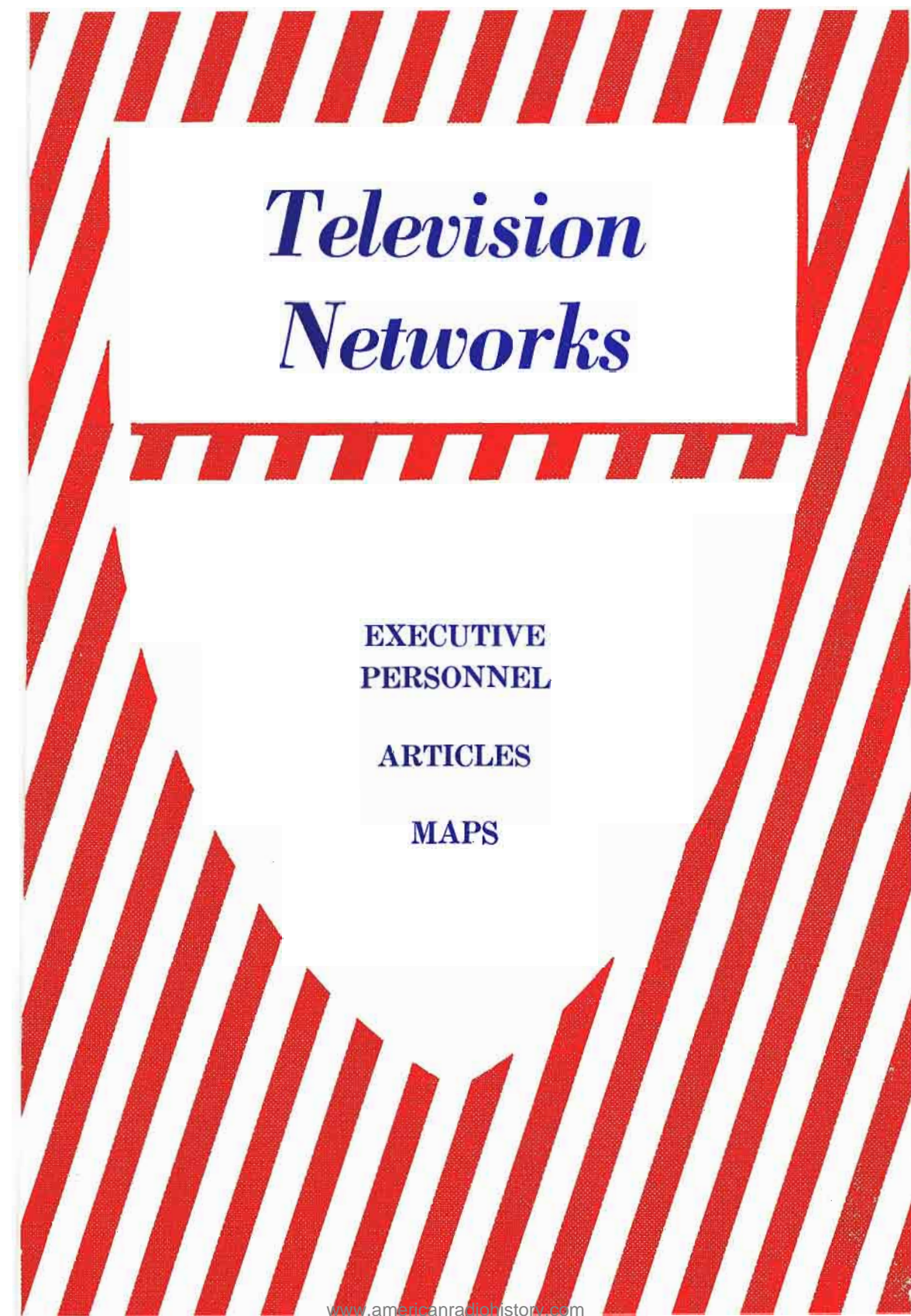
★★★★ **THE CHIMPS**

★★★★ **GENERAL ELECTRIC THEATRE\***



9028 Sunset Blvd., Los Angeles 46, California

\* The Crosby G. E. Theatre productions now in MCA-TV package entitled "Curtain Call".



# *Television Networks*

**EXECUTIVE  
PERSONNEL**

**ARTICLES**

**MAPS**



## Fireworks Just as Dangerous Now as They Were Last July



By **SLOCUM CHAPIN**

Vice-President in Charge of Sales, ABC-TV

LAST July in an article for Radio Daily I said that if I were an advertiser I would prefer the "steady spotlight" of regular broadcast frequency to the unpredictable "fireworks" of the irregularly scheduled "spectacular." Now that we are in mid-season, I believe there are many long-term lessons that can be learned from a study of this season of the "spectaculars." These once-a-month block-busters were to usher in a new era. But, as Advertising Age commented, "never have so many spent so much to reach so few." As somebody said, the producers of spectaculars labored mightily and brought forth a mouse.



We at ABC-TV also brought forth a mouse—the mighty Mickey and his fabulous cohorts of Walt Disney's Fantasyland, Adventureland, Frontierland and Tomorrowland—in a program that has proved the big hit of the season. The success of Disneyland week after week underlines many important principles of value to the advertiser.

The spectaculars got such an enthusiastic ballyhoo—before they started—that six advertisers committed themselves to spend \$14,000,000 on them on just one network. The results, however, have been unspectacular. In most cases, the spectaculars drew smaller Trendex ratings than their competition.



By contrast, Disneyland's initial Trendex rating was higher than that of any other previous spectacular. Its first Nielsen rating (Nov. 1) was 41.0 and its second (Nov. 11) was 44.4, both outrating the spectaculars. On an average audience basis, Disneyland had a 36.7 rating, compared with a 28.3 for "Liebman Presents"—highest-rated spectacular in the Nov. 11 report.

In the same Nielson report Disneyland ranks sixth in average audience rating; the nearest spectacular, The Liebman Show, ranks 30th—despite its much higher cost. What can we deduce from the facts?

- The importance of the weekly dialing habit. People tend to tune in from the force of habit, just as in the old days of radio there was a Bing Crosby habit on Wednesday.



- The importance of continuity. Spectaculars try for surprise, being different. They often end up as "freaks," stumbling because they seek novelty for novelty's sake. They lose the values gained by producer, crew, cast and writers working continuously together.

- The value of sponsor identification. Although I have seen no sponsor identification ratings on the spectaculars, I have a strong hunch that relatively few people know the sponsors of the specs.

- The plusses of merchandising and promotion. The ability of the advertiser to capitalize on the personality of the performer and program, to utilize them in their print ads or on packages, to use them in many subsidiary ways, is of growing importance. We broadcasters have to do more in this field.



- The importance of sincerity and intimacy. The specs have tried to overawe the public with expensive productions. But the public wants sincerity and warmth, values the intimacy of TV.

- The criterion of costs. Money is no substitute for ideas, skill and art. The viewer doesn't see the budget. We in TV have to keep costs in line. The fact is that for the average evening show cost-per-thousand homes dropped from \$13.85 in November 1951 to \$9.34 in March-April 1954, according to Nielsen.

Disneyland, of course, is only one example—although a "spectacular" one—of a good program realizing its full potential on ABC-TV. Disneyland proves that when it comes to choosing a network winner, it's not the track but the horse that counts. In 1955 The New ABC will continue to invest millions of dollars in new programming requisites—and will continue to program weekly shows, in the interest of the public and advertisers alike.

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# A. B. C. TELEVISION NETWORK

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## **JOHN H. MITCHELL**

### ***Vice President in Charge of the ABC Television Network***

Heading the ABC-TV Network is JOHN H. MITCHELL who was promoted to the position of Vice President in Charge of the ABC Television Network on Nov. 1, 1953. His dynamic leadership and organizational ability have gained for his recognition as an outstanding executive. John's achievements in the theatre business with the Balaban & Katz Corporation led to his entry into TV in 1948 as General Manager of the firm's Channel 4 in Chicago. He was the prime mover in developing the station into one of the most successful in the nation. John left his posi-



**MITCHELL**

tion of General Manager of Channel 4 to join the American Broadcasting Company as Vice President and General Manager of WBKB in Chicago. Again he demonstrated his great executive and competitive abilities and established a successful record. On July 1, 1953, Mitchell was moved to New York as Vice President and General Manager of WABC-TV. His outstanding record with WABC-TV led to his most recent appointment as Vice President in Charge of the ABC Television Network.

## **ROBERT M. WEITMAN**

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

One of the most valuable executives in the telecasting industry is ROBERT M. WEITMAN, ABC-TV's Vice President in Charge of Programming and Talent. Bob Weitman joined ABC as a direct result of the merger of the American Broadcasting Company, Inc., and the United Paramount Theatres, Inc. Bob is well known to the people in show business. His acumen as a showman and developer of outstanding talent had far reaching effects in the success of



**WEITMAN**

the original Paramount Pictures, Inc., and as a vice president of UPT, Inc., sparked that company's immediate success as an independent operation. He brings all of his outstanding abilities to the greatly strengthened operations of the American Broadcasting Company's Television Network and its new era of "star power" in his executive capacity as vice president in charge of programming and talent.

## **JOHN DALY**

### ***Vice President in Charge of News, Special Events, Sports & Public Affairs***

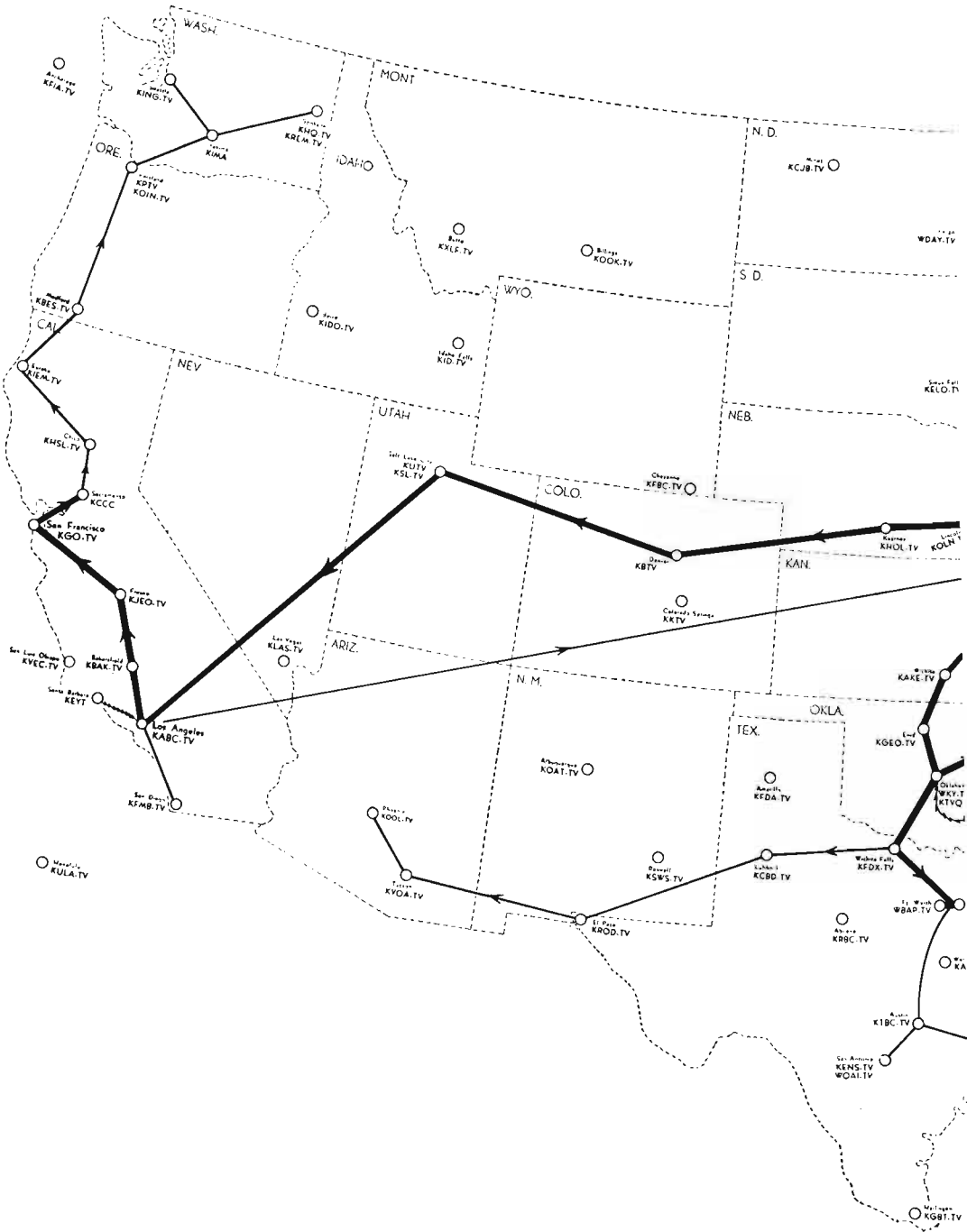
One of the best known executives in the television industry is JOHN DALY, ABC's Vice President in Charge of News, Special Events, Sports & Public Affairs. John Daly, long a byword with radio and television audiences throughout the nation, joined ABC on August 1, 1953. He is especially well known to audiences for his news sense as well as his ability to reach behind the story and detail the significant background. John's "quarterbacking" of the ABC Radio and Television Networks' coverage of the national



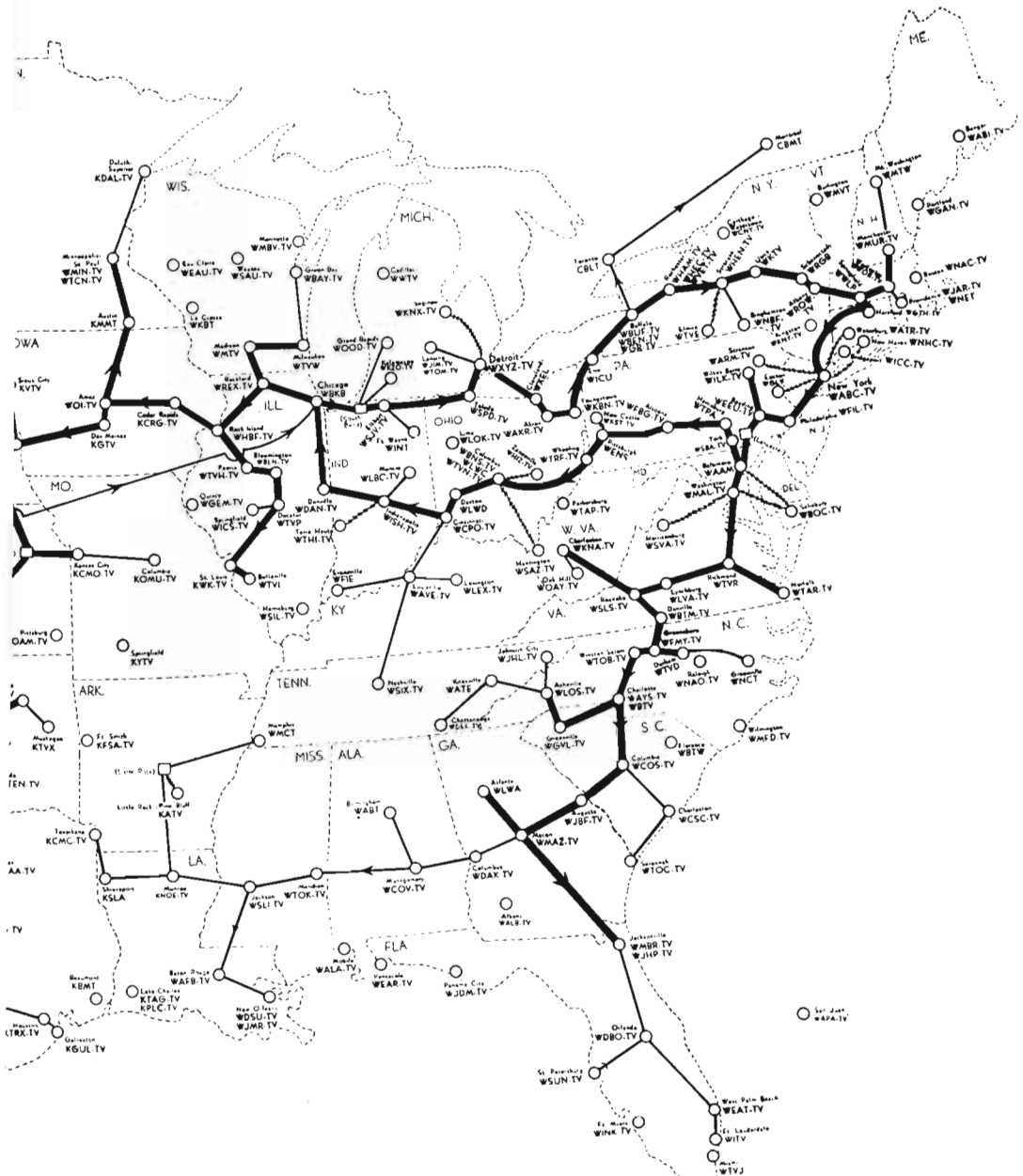
**DALY**

political conventions in 1952 and the Election Night coverage in 1952 and 1954 won for him new laurels in the news field. A former White House correspondent and a veteran of several national political conventions and elections, John has covered every kind of story ranging from the Nuremberg Trials in Germany to the ill-starred Texas City explosions. He remains in the small, select group of executives whose names are synonymous with the best in video and radio news journalism.

# AMERICAN BROAD



# CASTING COMPANY



# A M E R I C A N BROADCASTING COMPANY, INC.



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

*R.C.A. Bldg., 7 West 66th Street, New York 23, N. Y.*

*Telephone Number: SUsquehanna 7-5000*

## OFFICERS

Robert E. Kintner..... President  
 Earl E. Anderson..... Vice-President  
 Charles T. Ayres..... Vice-President  
 Slocum Chapin..... Vice-President  
 James H. Connolly..... Vice-President  
 John Daly..... Vice-President  
 Robert H. Hinckley..... Vice-President  
 Earl Hudson..... Vice-President  
 Ernest Lee Jahncke, Jr..... Vice-President  
 Frank Marx..... Vice-President  
 John H. Mitchell..... Vice-President &  
 Harold L. Morgan, Jr..... Vice-President &  
 Controller  
 Theodore I. Oberfelder..... Vice-President  
 Sterling C. Quinlan..... Vice-President  
 in charge of WBKB  
 Thomas Velotta..... Vice-President  
 Robert M. Weitman..... Vice-President  
 Paul Whiteman..... Vice-President  
 Geraldine B. Zorbaugh..... Secretary &  
 General Counsel  
 Omar Elder..... Ass't. Secretary &  
 Ass't. General Counsel

## TELEVISION

John H. Mitchell..... Vice-President in Charge  
 of Television Network

## Engineering & General Services

Frank Marx..... Vice-President in Charge  
 Clure Owen..... Administrative Assistant  
 John Preston..... Director of Engineering Facilities  
 & General Services  
 Thomas F. Foy..... Purchasing Agent  
 Joseph J. Spagnola..... Director of Office &  
 Studio Services  
 William Trevarthen..... Director of Engineering  
 Operations  
 Richard Hamilton..... Supervisor of Communications  
 Lawrence A. Ruddell..... Recording Director  
 Reginald Willcocks..... Traffic Manager  
 Merle Worster..... Eastern Engineering  
 Operations Manager

## Finance, Personnel

Harold L. Morgan, Jr..... Vice-President &  
 Controller  
 Marie McWilliams..... Director of Personnel  
 Jason Rabinovitz..... Assistant Controller  
 J. Russell Gavin..... Chief Accountant

## Labor Relations

Mortimer Weinbach..... Director of Labor Relations

## Legal & Business Affairs

Geraldine B. Zorbaugh..... Secretary & General  
 Counsel  
 Omar Elder..... Assistant Secretary & Assistant  
 General Counsel  
 James Stabile..... Director of Business  
 Affairs Department

## Program

Robert M. Weitman..... Vice-President in Charge  
 of Programming & Talent Television  
 Robert Lewine..... Director of Television  
 Program Department  
 Richard Depew..... Manager of TV Program  
 Operations  
 Freelon Fowler..... Film Program Manager  
 Charles Mortimer..... Ass't To TV Program  
 Director—In Charge of Program Production  
 J. English Smith..... Manager of TV Program Service

## Services

Robert L. Stone..... Director of Television Services  
 Department  
 Ruth K. Blainey..... Operations Manager  
 James McNaughton..... Executive Art Director  
 Harold Sobolov..... Studio Supervisor

## Music

Paul Whiteman..... Vice-President in Charge  
 of Music

## News, Special Events, Sports & Public Affairs

John Daly..... Vice-President in Charge of News,  
 Special Events, Sports & Public Affairs  
 Thomas Velotta..... Vice-President &  
 Administrative Officer of News, Special  
 Events, Sports & Public Affairs  
 Francis N. Littlejohn..... Director of News and  
 Public Affairs  
 Donald G. Coe..... Director of Special Events  
 and Operations  
 William A. Whitehouse..... Director of Radio  
 & TV Sports  
 Wiley Hance..... Manager of Public Affairs

## Advertising, Publicity, Promotion & Continuity Acceptance

Gene Accas..... Director of Advertising, Promotion  
 and Publicity



Ruth Crawford..... Librarian  
 Ellen Heagerty..... Supervisor of Audience Information  
 Grace Johnsen..... Director of Continuity Acceptance  
 Willis B. Parsons..... Manager of Advertising  
 Ernest E. Stern..... Manager of Publicity  
 A. L. Seton..... Trade News Editor

### Sales

Slocum Chapin..... Vice-President in Charge of Television Network Sales  
 Charles R. Abry..... TV National Sales Manager  
 Henry T. Hede..... Director of Sales Service  
 TV Network  
 Mary Alice Connell..... Manager of Station Clearance—TV

### Station Relations

Ernest Lee Jahncke, Jr..... Vice-President in Charge of Station Relations  
 Alfred R. Beckman..... Director of Station Relations for TV Network  
 Frank Atkinson..... Manager of Co-Operative Program Department

### Research and Sales Development

Don Durgin..... Director of Research and Sales Development  
 Donald Coyle..... Director of Research  
 Dean Shaffner..... Director of Sales Development

### ABC Film Syndication, Inc.

George T. Shupert..... President  
 Richard P. Morgan..... Executive Assistant to President  
 Donald L. Kearney..... Vice-President in Charge of Sales  
 Howard Anderson..... Dallas Office Manager  
 John B. Burns..... Midwest Manager  
 William L. Clark..... Western Manager  
 Joseph Porter..... Atlanta Office Manager  
 Lee Francis..... Promotion Manager  
 Joseph F. Greene..... Traffic Manager

### CHICAGO

#### 20 N. Wacker Drive, Chicago 6, Ill.

Sterling C. Quinlan..... Vice-President in Charge of WBKB  
 James W. Beach..... Sales Manager of WBKB  
 Elliott W. Henry, Jr..... Director of Publicity & Promotion  
 William P. Kusack..... Manager of Engineering Department  
 Daniel Schuffman..... Program Manager WBKB  
 Matthew Vieracker..... Treasurer—Central Division  
 Gerald Vernon..... Director of Network Television Central Division

### DETROIT

#### 1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton..... Traffic Manager  
 Robert Baldrice..... Advertising & Promotion Manager  
 Joseph C. Cassel..... Controller  
 Ralph Dawson..... Television Sales Manager  
 Charles Kocher..... Chief Engineer  
 John Lee..... Television Program Manager

John Pival..... Vice-President for Television  
 James Riddell..... President & General Manager

### HOLLYWOOD

#### ABC Television Center Hollywood 27, Calif.

J. Clifford Anderson..... Director of Labor Relations  
 John M. Asher..... Promotion Manager  
 Amos Baron..... Manager of KABC-TV  
 Dorothy L. Brown..... Continuity Acceptance Editor, Western Division  
 Edwin C. Conklin..... News Editor, Western Division  
 Kenneth B. Craig..... National & Regional TV Network Program Coordinator, Western Division  
 Ralph G. Denechaud..... Supervisor of Engineering Operations  
 Stanton Kramer..... Director of Promotion—Publicity, Western Division  
 Elton Rule..... Sales Manager, KABC-TV  
 Florence T. Schiro..... Personnel Director  
 Selig Seligman..... Assistant to Vice-President & Business Coordinator  
 John C. Wagner..... Controller, Western Division

### SAN FRANCISCO

#### 420 Taylor St., San Francisco 2, Calif.

Frank R. Baker..... Program Manager  
 Jon Barkhurst..... Manager of Promotion and Publicity  
 James H. Connolly..... Vice-President in Charge of San Francisco Office  
 Lorraine Duchene..... Continuity Acceptance Editor  
 Vincent Francis..... Local Sales Manager  
 Harry Jacobs..... Chief Engineer & Building Maintenance Manager  
 Edith Kirby..... Traffic Manager  
 Robert Mitchell..... Film Editor  
 Victor Reed..... Manager of News & Special Events  
 Jeanne Riemann..... Sales Service Manager  
 David Sacks..... National Sales Manager  
 Henry Saroyan..... Controller & Purchasing Agent  
 Edward Smith..... Production Manager

### WASHINGTON

#### 1735 DeSales St., N.W. Washington, D. C.

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

### WABC-TV, NEW YORK

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

Theodore I. Oberfelder..... Vice-President & General Manager of WABC-TV  
 Gordon Kunz..... Production Manager of WABC-TV  
 Thomas J. Martinez..... Treasurer of WABC-TV  
 Ardien B. Rodner..... Program Manager of WABC-TV

### ABC-TV Stations Advisory Committee

Roger Clipp..... WFIL-TV—Philadelphia, Pa.  
 Otto Brandt..... KING-TV—Seattle, Wash.  
 E. K. Hartenbower..... KCMO-TV—Kansas City, Mo.  
 Harold Hough..... WBAP-TV—Fort Worth, Texas  
 William P. Robinson..... WLW-A—Atlanta, Ga.  
 Franklin Snyder..... WXEL—Cleveland, O.

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

# Disney



© Walt Disney Productions—  
World Rights Reserved

# A B C

# and Friends

# hit the top 10

# . . . as expected

Excuse our bounce, but we can't help feeling good about the nifty Nielsen and the top-10 position that DISNEYLAND has chalked up in just a few breath-taking weeks.

Few, if any, TV programs have risen so far so fast . . . in rating and in the esteem of the public.

Of course, this comes as no great surprise. Whatever Disney touches turns to great entertainment; we knew we had a hit on our hands before the ink on the storyboards was dry.

And wait — there's much more on the way.

We also feel chipper because this is just the latest . . . and most dramatic . . . step in our steady TV progress. DISNEYLAND is an example of what's new and different, and worthwhile these days on ABC. An outstanding example, but hardly the only one.

## TELEVISION NETWORK



## Network Success Underscores Value of Program Continuity



By **J. L. VAN VOLKENBURG**

President  
CBS Television

CBS TELEVISION moves into the new year strengthened by the knowledge that 1954 has been the most successful year in its history on all levels of activity. In terms of advertising revenue CBS Television today is the biggest single advertising medium in the world. The most recent P.I.B. report covering network billings for the first 10 months of 1954 shows that CBS Television gross billings exceeded \$117,000,000, a 51 per cent increase over the comparable period of 1953. In achieving this gross figure CBS Television led its nearest competitor by 16 per cent.



CBS Television's leadership also extended to the programming area. For the first 11 months of 1954 Trendex reported that the network averaged 6 out of the top 10 nighttime programs. In average ratings, both nighttime and daytime, the network led its nearest competitor—by 11 per cent in the former category, and by 85 per cent in the latter. For the most part the leaders were programs which had been broadcast on a regular weekly basis for at least 3 years. They represented a striking record of continuity-plus-popularity, and in so doing reaffirmed the validity of CBS Television's basic policy as well as the quality of its execution.



In 1954 CBS took a major step forward in color programming. On August 22, CBS Television opened its new color Studio 72 in New York, the most comprehensive studio of its kind in the country, and simultaneously converted the 10,000 square feet of Studio 43 in Television City, Hollywood, for network color originations from the West Coast. In the Fall of 1954 two regular once-a-month series of one-hour color programs were inaugurated: The Best of Broadway and Shower of Stars, sponsored respectively by Westinghouse Electric Corporation and Chrysler Corporation. In the Fall a schedule was initiated calling for every major television pro-

gram on the network to be broadcast in color. As this schedule moves into 1955, a total of 69 of the network's affiliated stations are equipped to carry these programs in color. More and more of these stations will acquire color equipment and find increasing audiences for color programs as CBS Television expands its color schedule during the coming year.



During 1954 the physical size of the CBS Television Network grew from 157 stations as of January 1, 1954 to 202 stations as of December 20, 1954, an increase of 45 stations. The average number of stations cleared per commercial nighttime program totaled 88 in the Fall of 1954 as compared with 61 during Fall 1953; during the daytime the average number of stations cleared per commercial program totaled 69 as opposed to 49 during 1953—in both instances a significant increase.



During the forthcoming year television, according to all signs, bids fair to become a billion dollar industry. In contemplating this outlook I cannot help reflecting on my prognostications in this same space at the end of 1951—the year that CBS Television became a separate operating entity of its own. At that time it was estimated that the number of U. S. television homes at the end of 1952 would be in the neighborhood of 19,000,000. I doubt whether even the most optimistic of us at that time would have predicted that this figure would become more than 37,000,000 by the end of 1955. While I am sure such cautiousness may be commendable, it illustrates how little one fully appreciates the inherent dynamism of the medium. In fact, television's growth has been so prodigious during the past 8 years that I believe it can be properly regarded as one of the most powerful forces behind the expansion of the entire economy. In my view it is destined to continue to fulfill this role with ever increasing effectiveness in the years ahead.

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# C. B. S. TELEVISION NETWORK

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## **HUBBELL ROBINSON, JR.** *Vice President in Charge of Network Programs*

HUBBELL ROBINSON, JR., joined CBS in July, 1947, as vice president in charge of network programs. In 1951, when CBS was reorganized into separate network operations for television and radio, he was named vice president and director of CBS Television network programs. Previous to his CBS affiliation, Robinson had been vice president and director of radio for Young & Rubicam. He was with the agency for sixteen years, from 1928 to 1944. He joined



ROBINSON JR.

the Blue Network, now ABC, in 1944, as vice president and director of programs. In 1945, he switched to Foote, Cone and Belding as vice president in charge of radio. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, and is a graduate of Brown University. He was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany after graduation. In 1928, he moved to New York and entered advertising

## **HARRY S. ACKERMAN** *Vice President in Charge of Network Programs — Hollywood*

HARRY S. ACKERMAN was named vice president of the Columbia Broadcasting System in charge of the network's Hollywood programs in June of 1951. His position includes general supervision of all CBS operations in the California entertainment capital.

Ackerman joined the Columbia network in 1948 in the capacity of executive producer. In June of the same year he transferred to Hollywood, where he served as director of network programs.



ACKERMAN

Ackerman attended Dartmouth College, from which he was graduated in 1935.

Following graduation from College, Ackerman became a writer and also filled roles as actor as well as director and producer of many radio shows. In 1936 he joined Young & Rubicam, Inc., as a program director. In 1946 he was made vice president of the advertising agency in charge of all program operations.

Ackerman was born in Albany, N. Y.

## **WILLIAM H. HYLAN** *Vice President in Charge of Network Sales*

WILLIAM H. HYLAN, associated with CBS for seventeen years, was named vice president in charge of network sales for CBS Television in December, 1952. After four years as an account executive with CBS Radio Sales, from 1937 to 1941, Hylan entered military service with the army. In November, 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. In 1948, Hylan switched to the network's new TV sales staff as an account execu-

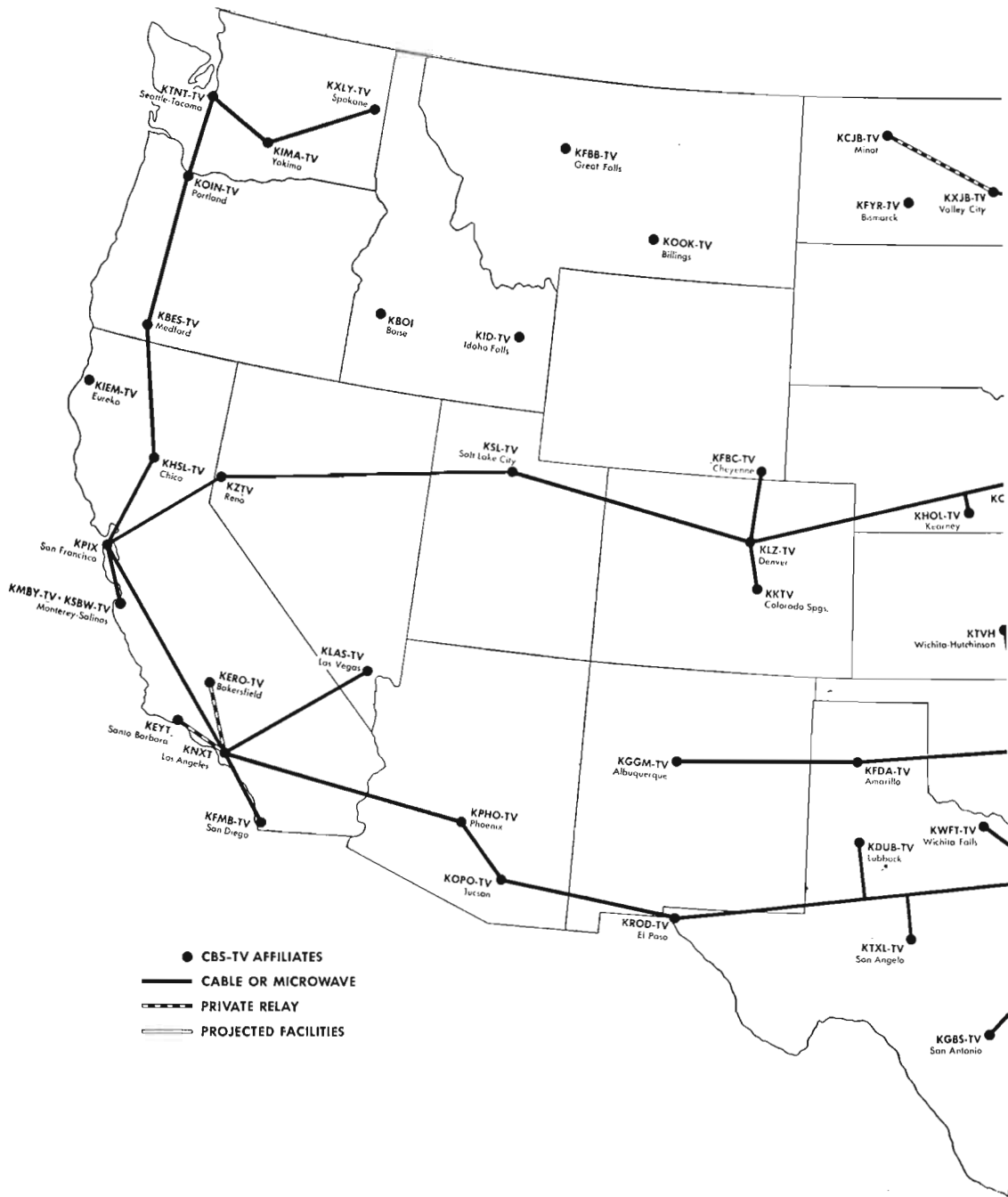


HYLAN

tive. In July 1951, he was named assistant sales manager. In January, 1952, he was appointed eastern sales manager.

Hylan is a native of New York City, having been born in the town of Father Knickerbocker on October 16, 1905. He spent a goodly portion of his youth as a resident of the Island of Puerto Rico. Following his secondary school education he entered Yale University, of which he is a graduate.

# CBS TELEVIS





# CBS TELEVISION

## A DIVISION OF CBS, INC.



485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.

Telephone: JUDson 6-6000

Registered Telegraphic Address—COLUMBIA NEW YORK

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

### CBS TELEVISION DIVISION OFFICERS

J. L. Van Volkenburg..... President  
Edward L. Saxe..... Vice-President & Assistant  
to President  
William H. Hylan..... Vice-President in Charge  
of Network Sales  
Hubbell Robinson Jr..... Vice-President in Charge  
of Network Programs  
Harry S. Ackerman..... Vice-President in Charge  
of Network Programs, Hollywood  
H. Leslie Atlass..... Vice-President in Charge  
of Central Division  
Frank B. Falknor..... Vice-President in Charge  
of Operations  
Merle S. Jones..... Vice-President in Charge of  
CBS Owned Television Stations and  
General Services  
W. Spencer Harrison..... Vice-President in Charge  
of Legal & Business Affairs  
Herbert V. Akerberg..... Vice-President in Charge  
of Station Relations  
William B. Lodge..... Vice-President in Charge  
of Engineering  
Leslie Harris..... Vice-President & General  
Manager, CBS Television Film Sales, Inc.  
Charles L. Glett..... Vice-President in Charge  
of Network Services, Hollywood  
William J. Flynn..... Comptroller

#### Network Sales

William H. Hylan..... Vice-President in Charge  
of Network Sales  
Thomas H. Dawson..... General Manager of  
Network Sales  
George E. Klayer..... Chicago Sales Manager  
Frank Samuels..... Pacific Coast Sales Manager  
Charles R. Sterritt..... Detroit Sales Manager  
James C. Shattuck..... Sales Manager, Color  
William J. Fagan..... Business Manager  
T. D. Connolly..... Program Sales Manager  
Edward F. Lethen, Jr..... Manager of Network  
Sales Development

Robert F. Jamieson..... Sales Service Manager  
Terrence McGuirk..... Sales Manager, EMP  
George A. Kolpin..... Contract Manager

#### Network Programs

Hubbell Robinson, Jr..... Vice-President in Charge  
of Network Programs  
Harry S. Ackerman..... Vice-President in Charge  
of Network Programs, Hollywood  
Harry G. Ommerle..... Program Director  
William Dozier..... Program Director, Hollywood  
Louis Stone..... Manager of Program Budget  
Marlo Lewis..... Executive Producer, Music &  
Variety Programs  
Milo Frank..... Talent & Casting Director  
Richard Lewine..... Executive Producer, Color  
E. Carlton Winckler..... Production Manager  
Charles Holden..... Production Manager, Hollywood  
John Hundley..... Manager, Program Service

#### Operations

Frank B. Falknor..... Vice-President in Charge  
of Operations  
Henry Grossman..... Director of Operations  
R. G. Thompson..... Director of Technical  
Operations  
H. C. Meier..... Manager of Network Operations  
Walter R. Pierson..... Manager of Production  
Gilbert DeStefano..... Manager of Lighting  
Albert J. Raymond..... Manager of Stage Operations  
Anthony Boschetti..... Manager of Procurement  
Paul Wittlig..... Manager of New Effects  
Development  
Orville Sather..... Manager of Technical Operations  
C. H. Rylander..... Manager of Special Effects  
H. Grant Theis..... Manager of Film Service  
Operations  
Herbert O. Phillips..... Manager of Scenic Art  
Division  
George Lehmann..... Manager of Scenery  
Construction

#### Station Relations

Herbert V. Akerberg..... Vice-President in Charge  
of Station Relations  
Edward P. Shurick..... National Director  
Robert Wood..... Assistant Director  
Bert Lown..... Western Manager (Los Angeles)  
Ed Scovill..... Midwest Manager  
David R. Williams..... Eastern Manager



## Advertising & Sales Promotion

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

## Press Information

Charles J. Oppenheim..... Director  
Michael J. Foster..... Publicity Manager  
Jack Goldstein..... Director of Exploitation  
James J. Kane..... Trade News Editor  
Dorothy Leffler..... Director of Magazine Division  
Arthur Perles..... Assistant to the Director,  
Press Information  
Hank Warner..... Manager of Operations  
Ted Wick..... Director of Publicity & Exploitation,  
Hollywood

## Research

Oscar Katz..... Director  
Rose Marie O'Reilly..... Manager of Ratings  
Tore Hallonquist..... Manager of Program Analysis  
Leonard DeNooyer..... Manager of General Surveys  
Jay Eliasberg..... Research Projects Supervisor

## Engineering

William B. Lodge..... Vice-President in Charge  
of Engineering  
A. B. Chamberlain..... Chief Engineer  
H. A. Chinn..... Chief Audio-Video Engineer  
J. D. Parker..... Chief Radio Engineer

## Business Affairs

W. Spencer Harrison..... Vice-President in Charge  
of Legal & Business Affairs  
Merritt H. Coleman..... Director of Business Affairs  
Philip Feldman..... Director of Business Affairs,  
Hollywood

## Accounting

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

## Network Services, Hollywood

Charles L. Glett..... Vice-President in Charge  
of Network Services, Hollywood  
Lester H. Bowman..... Director of Technical  
Operations, Hollywood  
James Melick..... Director of Budgeting, Business  
Operations, Hollywood

## News & Public Affairs

Sig Mickelson..... Vice-President in Charge  
of News and Public Affairs  
John F. Day..... Director of News  
Irving Gitlin..... Director of Public Affairs  
Elmer Lower..... Director of Special Projects  
Howard Kany..... Manager of Newsfilm  
Jack Bush..... Manager of Film Production  
George Crothers..... Associate Director of Public  
Affairs for Television  
Stuart Novins..... Associate Director of Public  
Affairs for Radio  
James Burke..... Assignment Editor for Radio  
and Television News  
David Zellmer..... Executive Producer of TV News  
Robert Skedgell..... Exec. Producer of Radio News  
John Derr..... Director of Sports  
Helen Sioussat..... Director of Talks

Theodore F. Koop..... Director of News and  
Public Affairs, Washington

## CBS Television Spot Sales

Clark B. George..... General Sales Manager  
Ben Margolis..... Business Manager  
Al DiGiovanni..... Research Manager  
Edward A. Larkin..... Eastern Sales Manager  
Jack L. Mohler..... Director Sales Development  
John Donald Foley..... Director Sales Promotion

## Branch Offices

John A. Schneider..... Midwestern Sales Manager  
410 N. Michigan Ave., Chicago  
H. H. Holtshouser..... Atlanta Manager  
800 Peachtree St., N.E., Atlanta, Ga.  
Tony Moe..... Detroit Manager  
902 Fisher Bldg., Detroit 2, Mich.  
MacLean Chandler..... San Francisco Manager  
Palace Hotel, San Francisco  
J. Richardson Loughrin..... Los Angeles Manager  
1313 N. Vine St., Los Angeles

## CBS Television Film Sales, Inc.

Leslie Harris..... Vice-President & General Manager  
Wilbur S. Edwards..... General Sales Manager  
Fred Mahlstedt..... Director of Operations  
Eugene Moss..... Director of Research  
Walter Scanlon..... Dir. of Merchandising & Prom.

## CBS-OWNED

## TELEVISION STATIONS

Craig Lawrence..... Director of Station  
Administration

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

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

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

H. Leslie Atlas..... Vice-President,  
Central Division  
George J. Arkedis..... Sales Manager  
Eugene McClurg..... Sales Traffic Manager  
C. W. Doebler..... Sales Promotion Manager  
William Ryan..... Program Manager  
Les Weinrott..... Executive Producer  
Andy Murphy..... Publicity Director

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

James T. Aubrey, Jr..... General Manager  
Robert D. Wood..... Sales Manager  
Donald M. Hine..... Program Manager  
Dean Linger..... Promotion Manager  
Larry Lazarus..... Business Manager  
Sam Zellman..... News Director  
Don Rosenquest..... Operations Manager

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

Edmund C. Bunker..... General Manager  
Leon Drew..... Program Director  
Theodore F. Shaker..... General Sales Manager  
John Lathrop Viemeister..... Business Manager  
Arthur F. Schoenfuss..... Director of Operations  
By Colvig..... Promotion-Publicity Director



*\*Trendex 1954*

*\*\*Nielsen Television Index Jan. 1954* [www.americanradiohistory.com](http://www.americanradiohistory.com)



# Network identification

In 1954 Television again demonstrated that it was the most effective sales force in America by reaching larger audiences than any other medium of mass communications.

In 1954 the number of U. S. television homes increased from 28,000,000 to 32,500,000.

In 1954 the network identified by this symbol

- won the highest average ratings\* of any broadcasting network—11% higher at night, 85% higher during the day
- broadcast the most popular\* programs in television—an average of 6 of the top 10 at night, all of the top 10 during the day
- grew from 157 to 202 stations, while the number of stations carrying the average nighttime commercial program increased by 44%
- reached its audiences at the lowest cost per thousand\*\* in network television
- earned the largest investment\* by far ever committed to a single advertising medium.



## Selling Drive Would Bring TV Larger Slice of Ad Expenditures

□ □ □ □ □ □

By **TED BERGMANN**  
Managing Director  
Du Mont Television Network

**Y**OU Pays Your Money and You Takes Your Choice. That's an old and pungent saying about the way America does business in free competition. We in the television industry haven't thought about it much in our short history, but it's time we began to.

□ □ □

Short sighted? That depends on the way you look at our growth. In Television's first year as an accepted national activity we billed \$57,800,000. Today advertisers are spending \$900,000,000 in the medium—dollars credited with moving 18 billion dollars worth of goods at the retail level. That's quite a growth curve, especially in a medium that still covers only 195 markets. Quite a record, considering that only 14 of the top 148 markets have 4 or more stations—and only 52 have only one station or none at all! And think of the business we lost because there weren't enough outlets to handle it all!

But then look at the picture this way. In spite of that gigantic billing figure, Television still accounts for *only 10 per cent* of all advertising expenditure today. Ninety per cent of all advertising dollars are going into other media. For Television, the most powerful advertising means in the world, a 10 per cent cut isn't enough. Not by a long shot.

What can we do to get that 10 per cent slice of the pie up much higher? Here at Du Mont we have some strong opinions on the subject.

□ □ □

First, the subject of outlets. We encourage advertisers to tailor-make their own networks. An advertiser on Du Mont can buy 2 stations—or he can buy 187, the all-time record number that we recently cleared for the Pro-Football Championship game. Small advertisers or big, Du Mont fits the lineup to the advertiser's need. There's no "must buy," no "basic network" on Du Mont. That means every

dollar in time costs works hard, without waste.

Second, Du Mont also shapes the *type* of buy to the client's needs, varying from full sponsorship to shared buys. As a matter of fact, Du Mont pioneered a number of cost-splitting techniques. Take the magazine concept, for instance, under which networks produce and control programs and advertisers simply place messages on them. Think that's new? Actually, Du Mont introduced the *first* such concept in 1949. We then worked out a multiple sponsorship arrangement for "Cavalcade of Stars," "Cavalcade of Bands" and "Cosmopolitan Theater." Du Mont was also first in developing the alternate week technique, now demonstrated by the Emerson Drug Company and Lenthéric on "Chance of a Lifetime."

□ □ □

Third, Du Mont keeps program costs down so that advertisers who want exclusive program identification can have shows of their own for less than a king's ransom. We know that a million dollar show and gold plated talent are *not* essential for effective Television usage. Results have proved that low-cost, ingenious packages can do an excellent job for sponsors. In today's climate of stratospheric costs, Television must search for new low-cost programs.

These are some of the reasons why some sponsors use Du Mont for all their Television work, while many others use it in combination with other buys to get important added impact.

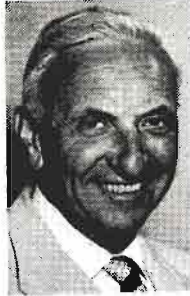
Techniques like them, or new ones just as realistic and businesslike, will open immense new opportunities for Television. I believe we'll meet the challenge. I foresee a day when Television will attract two billion dollars a year in billings and be responsible for moving 41 billion dollars worth of goods at the retail level.

If we get down to business—hard-headed business — that day will come soon.

# DuMONT TV NETWORK

## **JOHN H. BACHEM** *General Manager*

JOHN H. BACHEM, with a long record of success in sales and advertising in television, radio and national magazines, moved up on January 1, 1954, from national sales manager to general manager of the Du Mont Television Network. He joined the organization in 1949 as an account executive, then became assistant sales head. His promotional and research-minded selling was responsible for many of Du Mont's initial sales at several of New York's major advertising agencies. Starting his career in New York as an adver-



**BACHEM**

tising salesman for *Cosmopolitan*, *House and Garden*, *American Home*, *Smart Set* and the *Butterick* quarters, he became thoroughly grounded in the needs of national advertisers. He entered the young radio industry in 1932 as an account executive for NBC, was promoted to Eastern Sales manager, and then to assistant to the vice president in charge of sales. Next followed 12 years on the radio sales staff of CBS, where he served as sales supervisor for Philadelphia and the Southern territories, until joining Du Mont.

## **JAMES L. CADDIGAN** *Director of Programming and Talent*

JAMES L. CADDIGAN has been director of programming and production for the Du Mont Television Network since 1947. One of TV's veterans, he was largely responsible for the success of two major developments—daytime programming and low-cost production—and introduced many "firsts" in formats, especially in the children's bloc, which included *Magic Cottage* and *Captain Video*. Before joining Du Mont, he did executive, production and newsreel work over a fifteen-year period for the motion picture industry. He has also written and produced legitimate musical comedies, revues and radio shows. Among the innovations he



**CADDIGAN**

created for Du Mont were the first on-location production (*Dark Of Night*), the fifteen-minute dramatic series (*Not For Publication*), the first soap opera (*Woman To Remember*), the first daily religious program (*Morning Chapel*), the first disc jockey show (*Take The Break*), and the first daytime shopping show. Civic activities have marked his career. Among other posts, he served as vice president in charge of public relations for the Boston Junior Chamber of Commerce. During World War II, he served as Colonel, Adj. G-2, handling disaster intelligence and control.

## **GERRY MARTIN** *National Sales Director for the Du Mont TV Network*

GERRY MARTIN, with a background of fifteen years as an advertising agency executive and radio network salesman, became director of sales for the Du Mont Television Network in July, 1953. Making his start in broadcasting in 1935 in promotion and publicity for the National Broadcasting Company, he soon headed the network's guest relations department and then moved successively into local sales, spot sales and network sales. He left in 1947 to be-



**MARTIN**

come business manager of the radio department and producer of programs for William Esty, opening its television department as assistant director. In 1950, he became vice-president in charge of radio and television at Duane Jones Company, moving in 1951 to Geyer, Newell and Ganger and then to Lennen and Newell, where he was vice-president and executive contact for the year prior to his joining Du Mont. He is a native of Montclair, New Jersey.

# DuMONT TELE









## Program Department

James L. Caddigan.... Director of Programming and Production  
Werner Michel..... Executive Producer  
David Lowe..... Manager of News and Public Affairs; Director and Supervising Producer  
Louis E. Arnold..... Business Manager  
Frank Bunetta.... Manager, Development of New Production Techniques  
Henry Humphrey.... Manager, Film Department  
Elizabeth Mears..... Manager, Casting  
Don Trevor..... Supervising Film Editor  
Dominick Celentano..... Supervisor of Music Clearance and Library  
Joan Thompson... Supervisor, Religious Programs  
Frank Savage..... News Editor  
Roger Gerry..... Supervising Producer  
Frank Telford..... Producer-Director  
Frank Bunetta, Pat Fay, Wesley Kenney, Arnee Nocks, Dick Sandwick, Barry Shear, Frank Telford, Scudder Boyd (Washington Beatty Show) ..... Directors  
Merle Bredwell, Stanley Epstein, Al Kassel, Stephen Otis, Lee Polk, and Jim Saunders... Associate Directors  
Frank Cronican and Harry Hicks..... Program Assistants  
Don Russell..... Chief Announcer  
Ed Condit, Fred Scott and Jay Sims... Announcers

## Operations Department

A. L. Hollander..... Director of Operations  
James G. Graham.... Business Affairs Manager  
John Seidler.... Production Operations Manager  
William C. Seaman,..... Assistant Production Operations Manager  
Edwin L. Lieberthal..... Broadcast Operations Manager

## Station Relations

Elmore B. Lyford.... Director of Station Relations  
Robert L. Coe..... Manager, Station Relations Department  
Edwin G. Koehler..... Area Supervisor  
Roy H. Sharp..... Manager, Traffic Department  
Robert S. Woolf.... Manager, Teletranscription Department  
Carmine Patti..... Assistant Manager, Traffic Department

## Engineering Department

Rodney D. Chipp..... Director of Engineering  
Harry C. Milholland..... Manager of Technical Operations  
Robert I. Brown.... Acting Manager, General Engineering

Eric Herud..... Technical Operations Engineer, WABD  
Arthur W. Deneke... Building Facilities Engineer  
John Auld..... Project Engineer  
Robert Crossman..... Staff Engineer  
Kenneth Reichenbach..... Staff Engineer  
Michael Stefanik..... Staff Engineer  
Malcolm M. Burluson.... Chief Engineer, WTTG

## Sports

James M. Dolan..... Director of Sports

## Accounting

Joseph Hess.... Controller, Broadcasting Division  
Willoughby Walsh..... Purchasing Agent

## Public Relations and Publicity

Gerald Lyons..... Director of Public Relations and Publicity

## Advertising and Promotion

Shirley S. Godley..... Manager, Advertising, Sales and Promotion

## Research

Edward R. Eadeh.... Manager of Sales Research

## Personnel

Leil Tanenholz.... Manager, Network Personnel Department

## Station WABD—NEW YORK

George L. BarenBregge..... General Manager  
James L. Caddigan..... Program Director  
William Crawford..... Sales Manager  
F. A. Wurster..... Sales Service Manager  
William Walters, Lawrence Buck, Robert F. Adams, Perry Frank, Maxine Cooper, Charles Bernard..... Sales Account Executives  
Edward R. Eadeh..... Research Director  
Rodney D. Chipp..... Engineering Director

## Station WTTG—Washington, D. C.

Leslie G. Arries, Jr..... General Manager  
George Griesbauer..... Sales Manager  
F. V. Guidice..... Program Manager  
M. M. Burluson..... Chief Engineer  
Richard Stakes..... Office Manager  
John Rule..... Film Supervisor  
Matthew Warren..... Director of News  
Weston J. Harris.... Director of Special Events  
Madeline Kulp..... Traffic Manager

**DU MONT  
MEANS BUSINESS  
GOOD BUSINESS  
TODAY  
and in the  
FUTURE**

**It Pays  
to Decide  
on the**

**DU MONT**®  
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MUrray Hill 8-2600  
435 N. Michigan Avenue, Chicago 11, Ill., MO 4-6262

A Division of the Allen B. Du Mont Laboratories, Inc.

Owned and Operated Stations  
**WABD**, Channel **5** New York • **WTTG**, Channel **5** Washington

# BUILD UP YOUR TV SELLING STRENGTH

with  
**DU MONT**

...network television's  
greatest "buy"

Your television budget goes farther, buys more choice time availabilities when you include the Du Mont Network in your schedules. Now is the time to specify Du Mont.

## STATION-MARKET FLEXIBILITY

Choose only the markets that match your sales distribution.

## LOWEST PRODUCTION COSTS

Du Mont's integrated production facilities and technical know-how combine to create maximum efficiency at lowest cost.

## LOWEST TIME COSTS

With Du Mont's low time costs you can buy more markets, cover up to 42% more television homes, than the same budget will buy on other networks.\*

## NO "MUST-BUY" PROGRAMS

On Du Mont you can buy or build a program that meets your own specific selling needs.



\* Based on equally competitive network markets, SRDS Class A rates, May 1954



## “Enlightenment Through Exposure” Elevates Audience Standards

□ □ □ □ □ □

By **THOMAS A. McAVITY**  
Vice President in Charge of TV Network  
National Broadcasting Company

ANYONE who has compared television shows has been struck by the almost startling improvement from one year to the next. At first you might suppose that this improvement is the natural result of time and experience. But a moment's thought and a glance at, say, the history of the films will convince you that improvement is by no means inevitable.

□ □ □

What then, is behind the upgrading of TV? I might mention a good many factors, including the growing awareness of viewers, the increasing sense of responsibility on the part of the broadcasters and so on. But these, you might reply, are generalities, difficult of definition and analysis. For a specific factor, it is necessary to go back a little into the history of television.

In the early years of TV, the National Broadcasting Company fulfilled its responsibility to the public by carrying a rounded schedule of newscasts, background features, documentaries, forums, drama, symphonic music, opera and all manner of other informational and cultural programs. This schedule was received with enthusiasm by a rather large audience, but it was an audience restricted essentially to those already trained to enjoy these things.

□ □ □

We soon realized that we needed something more than these so-called “responsibility” programs. By drawing a line, however broad, between information and culture on one side and entertainment on the other, we were running the danger of stratifying our audience. What we wanted instead was an all-set audience with broad interests and highly developed tastes, an audience which would appreciate and expect the finest programs.

To this end a plan of programming was developed by Sylvester L. Weaver, Jr., then Vice President in charge of Programming and now President of NBC.

This plan, which was described within the network as “enlightenment through exposure,” was put into effect three years ago. It called for every NBC producer to introduce informational and cultural elements into his program, whether daytime or evening, whether variety, drama, quiz show or what have you. In this way, we believed, more and more people would be exposed to thoughtful discussion and to the finest theatre arts and, once exposed, would cultivate a taste for them.

□ □ □

Now, three years later, what are the results? Today it is commonplace to tune into an NBC spectacular or the Colgate Comedy Hour and find a ballet sequence, an operatic passage, an outstanding play, or an occasion, one of America's foremost poets reading his lines. No eyebrows are raised when, on TODAY, HOME, or TONIGHT we introduce a discussion of architecture, painting, books, sculpture or any number of other subjects which once would have been rare on a commercial show. Nowadays our audience not only expects these elements but wants them.

Yet, with all this, we have only begun to draw on the full potentials of television. The future will record much greater improvements, which will come not as a matter of course but only from a continuing effort by broadcasters and viewers alike.

□ □ □

The greatest promise of the medium lies in the coming era of color television. Sylvester L. Weaver, Jr., president of NBC, recently described the prospect in these terms: “We plan color television to induce all segments of the population to view our programming enough so that its general impact will be felt, and for public good. Our viewers will know more about more things, will have been everywhere, seen everything, learned of and about the arts, the drama, music and opera, as well as of man's history, his environment, and his soul.”

# N. B. C. TELEVISION NETWORK



## **DAVID SARNOFF** *Chairman of the Boards of RCA and NBC*

BRIG. GEN. DAVID SARNOFF, chairman of the Boards of RCA and NBC, entered the communications field as a messenger boy at the age of 15. As the importance of radio grew, he became successively Chief Inspector, Assistant Traffic Manager, and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America in 1919, when RCA was formed, it acquired the Marconi Company and appointed General Sarnoff commercial man-



**SARNOFF**

ager. During the following eleven years, he advanced from Commercial Manager to General Manager then Vice President, Executive Vice President and in 1930, at the age of 39, he was elected president of RCA. He was elected chairman of the board and chief executive officer of RCA in 1947. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

## **SYLVESTER L. WEAVER, JR.** *President of NBC*

SYLVESTER L. WEAVER, JR., joined NBC in the summer of 1949 as head of television, after 23 years of outstanding accomplishment in the advertising and broadcasting fields, including service as advertising manager of American Tobacco Company and vice president in charge of radio and television for Young and Rubicam. After three years as Vice President in charge of TV for NBC, he was made Vice President in charge of both radio and television networks in the summer of 1952. In December, 1952, he was named Vice



**WEAVER, JR.**

Chairman of the Board and in December, 1953, he was elected NBC President. Weaver was born in Los Angeles and was graduated magna cum laude from Dartmouth, where he was elected to Phi Beta Kappa. He started in radio as a writer, then became program manager of the Don Lee network in San Francisco. In 1935, Weaver came to New York, where he joined Young and Rubicam. During World War II, he spent two years in the Navy in command of an escort vessel.

## **ROBERT W. SARNOFF** *Executive Vice President of NBC*

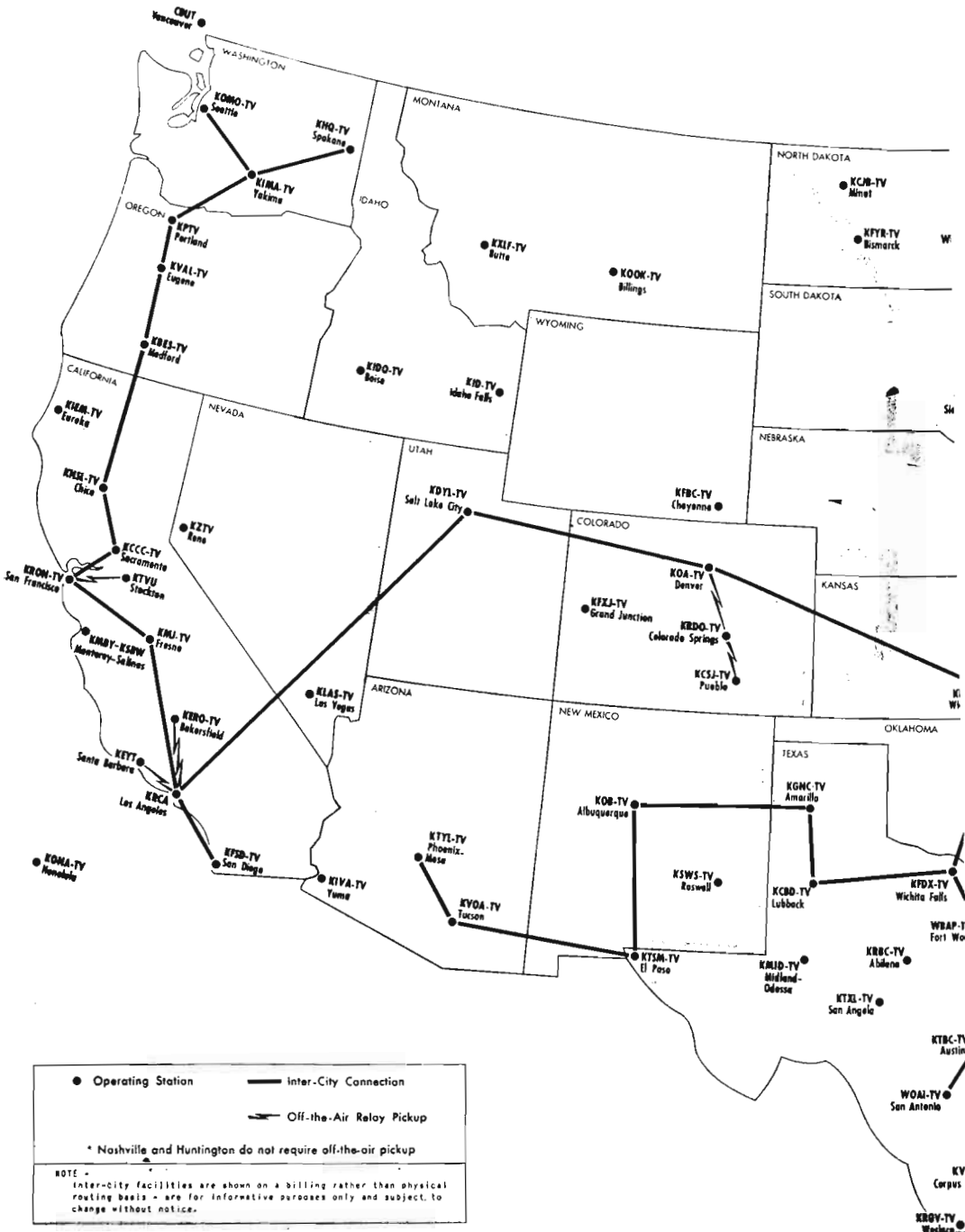
Elected Executive Vice President of NBC in December, 1953, ROBERT WILLIAM SARNOFF joined the network on January 1, 1948, as an account executive in the sales department after three years of service in the Navy, followed by three years with the Cowles publications. After serving NBC in a variety of capacities, including television production manager and television program sales manager, he was appointed director of unit production for TV in 1951. It was in this capacity that he launched "Victory at Sea," the famous NBC-Navy documentary of



**SARNOFF**

the Navy's role in World War II, for which he received the Navy's Distinguished Public Service Award. In June, 1951, he was elected a Vice President of NBC and a year later was placed in charge of the newly created NBC Film Division. Sarnoff was named executive assistant to Sylvester L. Weaver, Jr. in September, 1953, and a month later was elected to the NBC Board of Directors. He was born in New York City, was graduated from Harvard and, after a year at Columbia Law School entered the Government service in August, 1941.

# NATIONAL BROADCAST





# NATIONAL BROADCASTING COMPANY, INC.



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

Registered Telegraphic Address: NATBROADCAST NEW YORK

*NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 278.*

## ORGANIZATION UNDER THE PRESIDENT AND EXECUTIVE VICE PRESIDENT

Sylvester L. Weaver, Jr. . . . . President  
Robert W. Sarnoff . . . . . Executive Vice-President  
Thomas A. McAvity . . . . . Vice-President  
In Charge of NBC-TV Network

## ADMINISTRATIVE DIVISION

John M. Clifford . . . . . Administrative Vice President

## FINANCE AND SERVICES

Joseph V. Heffernan . . . . . Financial Vice-President  
Samuel Chotzinoff . . . . . General Musical Director

## Engineering Department

Robert E. Shelby . . . . . Vice-President & Chief Eng.  
William A. Clarke . . . . . Administrative Ass't.  
Edward R. Cullen . . . . . Liaison Engineer  
Joseph D'Agostino . . . . . Liaison Engineer  
Raymond F. Guy . . . . . Dir. of Radio Frequency Eng.  
George M. Nixon . . . . . Manager of Engineering  
Development  
Chester A. Rackey . . . . . Mgr. of Audio-Video Eng.  
James Wood, Jr. . . . . Manager of Technical Services

## Integrated Services Department

William S. Hedges . . . . . Vice-President in Charge  
of Integrated Services  
Mildred Joy . . . . . Chief Librarian  
Edward M. Lowell . . . . . Building & General  
Services Manager  
William Burke Miller . . . . . Night Executive Officer  
Peter M. Tintle . . . . . Guest Relations Manager

## TELEVISION NETWORK SALES DIVISION

George H. Frey . . . . . Vice-President in Charge  
of Television Network Sales  
Matthew J. Culligan . . . . . National Sales Manager  
of Television Network Sales Division

## Sales Administration Department

Walter D. Scott . . . . . Administrative Sales Manager  
Stephen Flynn . . . . . Manager of Television Sales  
Traffic Operations  
David Hedley . . . . . Television Network Sales  
Presentation Manager  
Robert McFadyen . . . . . Director of Sales Development  
Hamilton Robinson . . . . . Manager of Office Services

## Treasurer

Joseph A. McDonald . . . . . Treasurer  
William A. Williams . . . . . Assistant Treasurer

## Public Relations Division

Kenneth W. Bilby . . . . . Vice-President for  
Public Relations

## National Advertising and Promotion Department

John H. Porter . . . . . Manager of National  
Advertising & Promotion  
Clyde L. Clem, Jr. . . . . National Audience  
Promotion Manager  
John Graham . . . . . Art Director  
Edwin Vane . . . . . National Sales Promotion Manager

## Press and Publicity Department

Sydney H. Eiges . . . . . Vice-President in Charge  
of Press & Publicity  
Mike Horton . . . . . Director of Information  
Ellis Moore . . . . . Director of Press Department  
Cornelius K. Sullivan . . . . . Public Relations  
Representative  
Donald Bishop . . . . . Manager of Program Publicity  
Kathryn Cole . . . . . Manager of Information  
William Anderson . . . . . Manager of Business &  
Trade Publicity

## Research and Planning Department

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& Planning  
Dr. Thomas E. Coffin . . . . . Manager of Research  
Allen R. Cooper . . . . . Manager of Markets & Media  
James Cornell . . . . . Manager of Audience  
Measurement  
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# you put them



# together... *T-H-T makes the sales!*



TODAY, HOME and TONIGHT have long since made their mark—each is a great NBC-TV program in its own right. Now they have been combined into T-H-T, the most flexible participation plan in network television, offering three star salesmen and reaching three separate markets.

*With T-H-T you can buy as many participations as you need, distributed as you choose among these three programs.*

**TODAY** sells the whole family—housewives, children, working men and women with early morning news, special features and DAVE GARROWAY.

**HOME** Charming ARLENE FRANCIS in less than a year has become the friend and guide of women who are vitally interested in improving their own homes.

**TONIGHT** Easy, breezy STEVE ALLEN and his guests have won the biggest adult male audience at Class “C” rates and you make the last impression that *lasts*.

T-H-T’s flexibility has already won it such smart sponsors as Dow Chemicals, Northam Warren, Bissell Carpet Sweeper Co., United States Tobacco Co., Broil-Quik, Inc., Starkist-Tuna Foods, Inc., and the California Packing Co.

Combination buys of TODAY, HOME and TONIGHT entitle you to discounts up to 20%. Ask your NBC-TV representative about the profitable arrangements *you* can make.



# NEW TV STATIONS SET FOR OPENING IN 1955

*On the following pages, we list geographically the television stations planning to begin operation in 1955, together with channel numbers. In 1954 there were 23 stations that had gone off the air but have retained their construction permits. For lists consult index. Asterisk (\*) denotes non-commercial educational stations.*



City	Call Letters	Channel	Licensee
<b>ALABAMA</b>			
Birmingham	WALN-TV	48	Johnson Bestg. Co.
Montgomery	WSFA-TV	12	Montgomery Bestg. Co.
Selma	WSLA	8	Deep South Bestg. Co.
Dothan	WTVV	9	Ala.-Fla.-Ga. Tele. Inc.
*Birmingham	WEED	10	Alabama Educational TV Commission
<b>ARKANSAS</b>			
Ft. Smith	KNAC-TV	5	American Tele. Co., Inc.
Little Rock	KETV	23	Great Plains Tele. Prop.
El Dorado	KRBB	10	S. Ark. Tele. Co., Inc.
Little Rock	KTHV	11	Arkansas Television Co.
<b>CALIFORNIA</b>			
Corona	KCOA	52	KOWL Bestg. Co.
Los Angeles	KBIC-TV	22	John Poole Bestg. Co.
Sacramento	KBIE-TV	16	John Poole Bestg. Co.
San Diego	KUSH	21	E. L. Cushman
Modesto	KTRB-TV	14	KTRB Bestg. Co., Inc.
San Francisco	KBAY-TV	20	Lawrence A. Harvey
San Jose	KQNI	11	Standard Radio & Tele. Co.
Sacramento	KBET-TV	10	Sacramento Telecasters, Inc.
Visalia	KAKI	13	Sequoia Telecasting Co.
<b>COLORADO</b>			
*Denver	KRMA-TV	6	School Dist No. 1
<b>CONNECTICUT</b>			
*Norwich	WCTN	63	Conn. State Bd. of Ed.
*Hartford	WEDH	21	Conn. State Bd. of Ed.
New Haven	WELI-TV	59	Conn. Radio Foundation, Inc.
New London	WNTC-TV	26	Thames Bestg. Corp.
Stamford	WSTF	27	Stamford-Norwalk Tele. Corp.
*Bridgeport	WCTB	71	Conn. State Bd. of Ed.
<b>DISTRICT OF COLUMBIA</b>			
Washington	WOOK-TV	50	United Bestg. Co.
Wash.	Pending	20	Wash. Metro. Tele. Corp.
<b>FLORIDA</b>			
Clearwater	WPQT	32	Pioneer Gulf Tele. Bestrs.
Daytona Beach	WMEJ-TV	2	Telrad, Inc.
Jacksonville	WOPS-TV	30	Southern Radio & Equipmt. Co.
Miami	WMFL	33	Miami Biscayne Tele. Corp.
Tampa	WTVT	12	Tampa Tele. Co.
*Miami	WFHS-TV	2	Lindsey Hopkins Voc. School
<b>GEORGIA</b>			
Thomasville	WCTV	6	E. B. Rivers, Sr.
<b>IDAHO</b>			
Pocatello	KISJ	6	Tribune-Journal Co., Inc.
Twin Falls	KLIX-TV	11	Southern Idaho Bestg. & Tele. Co.
<b>ILLINOIS</b>			
Chicago	WHFC-TV	26	WHFC, Inc.
Chicago	WIND-TV	20	WIND, Inc.
Chicago	WOPF	44	WOPA-TV, Inc.
Evanston	WTLE	32	Northwestern Tele. Bestg. Co.
Joliet	WJOL-TV	48	Joliet Tele., Inc.
*Champaign-Urbana	WTLC	12	Univ. of Illinois
*Chicago	WTTW	11	Chicago Educ. TV. Foundation

NEW TV STATIONS SCHEDULED

City	Call Letters	Channel	Licensee
		<b>INDIANA</b>	
Ft. Wayne	WANE-TV	69	Radio Fort Wayne, Inc.
Notre Dame	WNDU-TV	46	Michiana Telecasting Corp.
		<b>IOWA</b>	
Sioux City	KCTV	36	Great Plains Tele. Prop.
		<b>KANSAS</b>	
*Manhattan	KSAC-TV	8	Kansas State College
		<b>KENTUCKY</b>	
Ashland	WPTV	59	Polan Industries
Lexington	WLEX-TV	18	WLEX-TV, Inc.
Lexington	WLAP-TV	27	American Bestg. Corp.
Louisville	WQXL-TV	41	Robert Rounsaville
Newport	WNOP-TV	71	Tri-City Bestg. Co.
		<b>LOUISIANA</b>	
Baton Rouge	WBRZ	2	La. Tele. Bestg. Corp.
Lafayette	KLFY-TV	10	Camelia Bestg. Co., Inc.
Lafayette	KVOL-TV	10	Evangeline Bestg. Co., Inc.
New Orleans	WCKG	26	CKG Television Co.
New Orleans	WCNO-TV	32	Community Tele. Corp.
		<b>MARYLAND</b>	
Baltimore	WITH-TV	60	WITH-TV, Inc.
Baltimore	WTLF	18	United Bestg. Co. of E. Md., Inc.
Cumberland	WTBO-TV	17	Tenn. Valley Bestg.
		<b>MASSACHUSETTS</b>	
Boston	WJDW	44	J. D. Wraether, Jr.
Brockton	WHEF-TV	62	Trans-American Enterprises, Inc.
Worcester	WAAB-TV	20	WAAB, Inc.
		<b>MICHIGAN</b>	
Battle Creek	WBCK-TV	58	Michigan Bestg. Co.
Detroit	WCIO	62	Woodward Bestg.
Flint	WJRT	12	WJR, The Goodwill Station
Grand Rapids	WMCN	23	Peninsular Bestg. Co.
Marquette	WAGE-TV	6	Peninsula Tele., Inc.
Muskegon	WTVM	35	Versluis Radio & TV, Inc.
*Ann Arbor	WTOM-TV	26	Regents of the U. of Mich.
*Detroit	WTVS	56	Detroit Ed. TV Foundation
		<b>MINNESOTA</b>	
Hibbing	KHTV	10	North Star Tele. Co.
		<b>MISSISSIPPI</b>	
Columbus	WCBI-TV	4	Birney Imes, Jr.
Tupelo	WTWV	9	Tupelo Citizens Tele. Co.
		<b>MISSOURI</b>	
Clayton	KFUO-TV	30	Lutheran Church-Miss. Synod
Kirksville	KTVO	3	KRITZ, Inc.
St. Louis	WL-TV	12	Missouri Bestg. Corp.
Jefferson City	KRCG	13	Jefferson Tele. Co.
		<b>NEBRASKA</b>	
Scottsbluff	KSTF	10	Frontier Bestg. Co.
		<b>NEVADA</b>	
Henderson	KLRJ-TV	2	Southwestern Publ. Co.
		<b>NEW HAMPSHIRE</b>	
Keene	WKNE-TV	45	WKNE Corp.
		<b>NEW JERSEY</b>	
Atlantic City	WOCN	52	David E. Mackay
Camden	WKDN-TV	17	So. Jersey Bestg. Co.
New Brunswick	WTLV	19	Dept. of Ed. State of N. J.
		<b>NEW YORK</b>	
*Binghamton	WQTV	46	Univ. of the State of N. Y.
*Buffalo	WTVF	23	Univ. of the State of N. Y.
*Ithaca	WLET	11	Univ. of the State of N. Y.
*New York	WGVTV	25	Univ. of the State of N. Y.
*Rochester	WROH	21	Univ. of the State of N. Y.
*Syracuse	WHTV	43	Univ. of the State of N. Y.
*Albany	WTVZ	17	Univ. of the State of N. Y.
Albany	WPTF-TV	23	Patron Bestg. Co., Inc.
Binghamton	WINR-TV	40	Southern Tier Radio Serv. Inc.
New York City	WNYC-TV	31	N. Y. Municipal Bestg. System
Ithaca	WHCU-TV	20	Cornell University
Rochester	WCBF-TV	15	Star Bestg. Co., Inc.
Rochester	WRNY-TV	27	Genesee Valley TV Corp.
		<b>NORTH CAROLINA</b>	
Gastonia	WTVX	48	Al-Pix Corp.
Wilmington	WTHT	3	Wilmington Tele. Corp.

NEW TV STATIONS SCHEDULED

City	Call Letters	Channel	Licensee
Fayetteville	WFLB-TV	18	Fayetteville Bestrs., Inc.
Washington	WRRP-TV	7	N. C. Tele., Inc.
NORTH DAKOTA			
Grand Forks	KNOX-TV	10	Community Radio Corp.
OHIO			
Cincinnati	WQXX-TV	51	Robert W. Rounsaville Tele. Co.
Cleveland	WERE-TV	65	Cleveland Bestg., Inc.
Cleveland	WHK-TV	19	United Bestg. Co.
Lima	WIMA-TV	35	Northwestern Ohio Bestg. Corp.
Mansfield	WTVG	36	Fergum Theatres, Inc.
Massillon	WMAC-TV	23	Midwest TV Co.
Elyria	WEOL-TV	31	Elyria-Lorain Bestg. Co.
Toledo	WTOH-TV	79	Woodward Bestg. Co.
Columbus	WOSU-TV	31	Ohio State U.
OKLAHOMA			
Ardmore	KVSO-TV	12	John F. Easley
Miami	KMTV	58	Miami Tele. Co.
Tulsa	KSPG	17	Arthur R. Olson
*Oklahoma City	KETA	13	Okla. Educ. TV Authority
*Tulsa	KOFD-TV	11	Okla. Educ. TV Authority
OREGON			
Portland	KLOR	12	Ore. Tele., Inc.
Klamath Falls	KFJI-TV	2	KFJI Bestrs.
Salem	KSLM-TV	3	Oregon Radio, Inc.
PENNSYLVANIA			
Allentown	WQCY	39	Queen City Tele. Co., Inc.
Erie	WLEU	66	Commodore Perry Bestg. Serv., Inc.
Lancaster	WWLA	21	Harold C. Burke
Philadelphia	WIBG-TV	23	Daily News Television Co.
Pittsburgh	WTVQ	17	Golden Triangle TV Corp.
Williamsport	WRAC-TV	36	WRAC, Inc.
Sharon	WSHA	39	Leonard J. Shafitz
Hazleton	WAZL-TV	63	Hazleton TV Corp.
SOUTH CAROLINA			
Camden	WACA-TV	11	Camden Bestg. Corp.
Spartanburg	WSPA-TV	7	Spartan Radiocasting Co.
SOUTH DAKOTA			
Rapid City	KOTA-TV	3	Black Hills Bestg. Co. of Rapid City
Rapid City	KTLV	7	Hills Bestg. Co.
TENNESSEE			
Jackson	WDXI-TV	9	Dixie Bestg. Co.
TEXAS			
Corpus Christi	KTLG	13	Trinity Bestg. Corp.
Dallas	KDTX	23	UHF Television Co.
Dallas	KLUF-TV	29	Trinity Bestg. Corp.
El Paso	KOKE	13	Trinity Bestg. Corp.
Ft. Worth	KFJZ-TV	11	Texas State Network, Inc.
Big Spring	KBST-TV	4	Big Spring Bestg. Co.
Houston	KTVF	23	UHF Television Co.
Houston	KXYZ-TV	29	Shamrock Bestg. Co.
Lufkin	KTRF-TV	9	Forest Capital Bestg. Co.
San Antonio	KCOR-TV	11	KCOR, Inc.
Sweetwater	KPAR-TV	12	Texas Telecasting, Inc.
Waco	KWTV-TV	10	KWTV Bestg. Co.
San Antonio	KALA	35	Alamo TV Co.
UTAH			
Provo	KOVO-TV	11	KOVO Bestg. Co.
VIRGINIA			
Richmond	WOTV	29	Winston-Salem Bestg. Co., Inc.
Petersburg	WPRG	8	Petersburg Tele. Corp.
WASHINGTON			
Seattle	KCTL	20	Seattle Construction Co., Inc.
Vancouver	KVAN-TV	21	KVAN, Inc.
WEST VIRGINIA			
Wheeling	WLTV	51	Polan Industries
Clarksburg	WBLK-TV	12	Ohio Valley Bestg. Corp.
Huntington	WHTN-TV	13	Greater Huntington Radio Corp.
Bluefield	WHIS-TV	6	Daily Telegraph Printing Co.
WISCONSIN			
Green Bay	WERY-TV	5	Valley Telecasting Co.
LaCrosse	WTLB	38	LaCrosse Television Corp.
T E R R I T O R I E S			
ALASKA			
Fairbanks	KFIF	2	Midnight Sun Bestg. Co.
Fairbanks	KTVF	11	Northern TV, Inc.

# OFFICIAL FCC TV ALLOCATIONS



## ALABAMA

	Channel No.
Andalusia	29
Anniston	70
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *26, 32
Munford	7
Opelika	22
Selma	8, 58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16

## ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

## ARKANSAS

Arkadelphia	34
Batesville	30

## Channel No.

Benton	40
Blytheville	64, 74
Camden	50
Conway	62
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22, 39
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	40
Morrilton	43
Newport	28
Paragould	58
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

## CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	37
El Centro	16, 56
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34, 66
Modesto	14, 58
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	68
Port Chicago	70
Porterville	55
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 35
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco	
Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42, 64
Tulare	27
Ukiah	18

\* Denotes Channel reservation for non-commercial educational use.

# OFFICIAL TV ALLOCATIONS

	Channel No.
Visalia .....	43, 49
Watsonville .....	22
Yreka City .....	11
Yuba City .....	52

## COLORADO

Alamosa .....	19
Boulder .....	*12, 22
Canon City .....	36
Colorado Springs .....	11, 13, *17, 23
Craig .....	19
Delta .....	24
Denver .....	2, 4, *6, 7, 9, 20, 26
Durango .....	6, 15
Fort Collins .....	44
Fort Morgan .....	15
Grand Junction .....	5, 21
Greeley .....	50
La Junta .....	24
Lamar .....	18
Leadville .....	14
Longmont .....	32
Loveland .....	38
Montrose .....	10, 18
Pueblo .....	3, 5, *8, 28, 34
Salida .....	25
Sterling .....	25
Trinidad .....	21
Walsenburg .....	30

## CONNECTICUT

Bridgeport .....	43, 49, *71
Hartford .....	3, 18, *24
Meriden .....	65
New Britain .....	30
New Haven .....	8, 59
New London .....	26, 81
Norwalk (see Stamford)	
Norwich .....	57, 63
Stamford-Norwalk .....	27
Waterbury .....	53

## DELAWARE

Dover .....	40
Wilmington .....	12, 59, 83

## DISTRICT OF COLUMBIA

Washington .....	4, 5, 7, 9, 20, *26, 50
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## FLORIDA

Belle Glade .....	27
Bradenton .....	28
Clearwater .....	32, 50
Daytona Beach .....	2, 53
De Land .....	44
Fort Lauderdale .....	17, 39
Fort Myers .....	11
Fort Pierce .....	19
Gainesville .....	*5, 20
Jacksonville .....	4, *7, 12, 30, 36
Key West .....	14, 20
Lake City .....	33
Lakeland .....	16, 22
Lake Wales .....	14

	Channel No.
Leesburg .....	26
Marianna .....	17
Melbourne .....	37
Miami .....	*2, 4, 7, 10, 23, 33
Ocala .....	15
Orlando .....	6, 9, 18, *24, 47
Palatka .....	17
Panama City .....	7, *30, 36
Pensacola .....	3, 15, *21, 46
Quincy .....	54
St. Augustine .....	25
St. Petersburg (see Tampa)	
Sanford .....	35
Sarasota .....	34
Tallahassee .....	*11, 24, 51
Tampa-St. Petersburg .....	*3, 8, 13, 38
West Palm Beach .....	5, 12, *15, 21

## GEORGIA

Albany .....	10, 25
Americus .....	31
Athens .....	*8, 60
Atlanta .....	2, 5, 11, *30, 36
Augusta .....	6, 12
Bainbridge .....	35
Brunswick .....	28, 34
Cairo .....	45
Carrollton .....	33
Cartersville .....	63
Cedartown .....	53
Columbus .....	4, 28, *34
Cordele .....	43
Dalton .....	25
Douglas .....	32
Dublin .....	15
Elberton .....	24
Fitzgerald .....	53
Fort Valley .....	18
Gainesville .....	52
Griffin .....	39
La Grange .....	50
Macon .....	*41, 47
Marietta .....	57
Milledgeville .....	51
Moultrie .....	48
Newnan .....	61
Rome .....	9, 59
Savannah .....	3, *9, 11
Statesboro .....	22
Swainsboro .....	20
Thomasville .....	6, 27
Tifton .....	14
Toccoa .....	35
Valdosta .....	37
Vidalia .....	26
Warner Robins .....	13
Waycross .....	16

## IDAHO

Blackfoot .....	33
Boise .....	*4, 7, 2
Burley .....	15
Caldwell .....	9
Coeur d'Alene .....	12
Emmett .....	26
Gooding .....	23
Idaho Falls .....	3, 8
Jerome .....	17
Kellogg .....	33
Lewiston .....	3
Moscow .....	*15
Nampa .....	6, 12
Payette .....	14
Pocatello .....	6, 10
Preston .....	41
Rexburg .....	27

\* Denotes Channel reservation for non-commercial educational use.



OFFICIAL TV ALLOCATIONS

	Channel No.
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	69
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, 66
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	68
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	*27, 33, 69
Gary	50, *66
Hammond	56
Hatfield	9
Huntington	21
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31

	Channel No.
Terre Haute	10, *57, 63, 73
Vincennes	44
Washington	60

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	71
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	65
Oelwein	28
Oskaloosa	52
Ottumwa	15, 63
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22, 46
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	10, 31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Jola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38

\* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

	Channel No.
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	46
Glasgow	28
Harlan	73
Hazard	19
Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	63
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43, 72
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

LOUISIANA

Abbeville	27
Alexandria	5, 62, 74
Bastrop	53
Baton Rouge	2, 28, *34, 40
Bogalusa	69, 78
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	57
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25, 60
Minden	36
Monroe	13, 8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, 8, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calsais	7, 20
Dover-Foxcroft	18

	Channel No.
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 72
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Salisbury	16

MASSACHUSETTS

Amherst	82
Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brookton	62
Fall River	46, 68
Greenfield	58
Holyoke (see Springfield)	
Lawrence	72
Lowell	32
New Bedford	28, 34
North Adams	19, 80
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	33
Ironwood	12, 31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	6, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35

\* Denotes Channel reservation for noncommercial educational use.

OFFICIAL TV ALLOCATIONS

	Channel No.
Parma-Onandoga	10
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	13, 24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Wilmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	4, 28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	7, 33
Louisville	46
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	9, 38
University	*20
Vicksburg	41
West Point	56
Yazoo City	49

MISSOURI

	Channel No.
Cape Girardeau	12, 18, 69
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monett	14
Nevada	18
Poplar Bluff	15
Rolla	46
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, 23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *18, 24

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**OFFICIAL TV ALLOCATIONS**

	Channel No.
McCook .....	8, 17
Nebraska City .....	50
Norfolk .....	33
North Platte .....	2, 4
Omaha .....	3, 6, 7, *16, 22, 28
Scottsbluff .....	10, 16
York .....	15

**NEVADA**

Boulder City .....	4
Carlin .....	14
Carson City .....	37
Elko .....	10
Ely .....	3, 6
Fallon .....	29
Goldfield .....	5
Hawthorne .....	31
Henderson .....	2
Las Vegas .....	8, *10, 13
Lovelock .....	18
McGill .....	8
Reno .....	4, 8, *21, 27
Tonopah .....	9
Winnemucca .....	7
Yerington .....	33

**NEW HAMPSHIRE**

Berlin .....	26
Claremont .....	37
Concord .....	27
Durham .....	*11
Hanover .....	*21
Keene .....	45
Laconia .....	43
Littleton .....	24
Manchester .....	9, 48
Nashua .....	54
Portsmouth .....	15
Rochester .....	51

**NEW JERSEY**

Andover .....	*69
Asbury Park .....	58
Atlantic City .....	46, 52
Bridgeton .....	64
Camden .....	*80
Freehold .....	*74
Hammonton .....	*70
Montclair .....	*77
Newark .....	13
New Brunswick .....	*19, 47
Paterson .....	37
Trenton .....	41
Wildwood .....	48

**NEW MEXICO**

Alamogordo .....	17
Albuquerque .....	4, *5, 7, 13
Artesia .....	21
Atrisco-Five Points .....	18
Belen .....	24
Carlsbad .....	6, 23
Clayton .....	27
Clovis .....	12, 35
Deming .....	14
Farmington .....	17
Gallup .....	3, *8, 10
Hobbs .....	46

	Channel No.
Hot Springs .....	19
Las Cruces .....	22
Las Vegas .....	14
Lordsburg .....	23
Los Alamos .....	20
Lovington .....	27
Portales .....	22
Raton .....	46, *52
Roswell .....	*3, 8, 10
Santa Fe .....	2, *9, 11
Silver City .....	*10, 12
Socorro .....	15
Tucumcari .....	25

**NEW YORK**

Albany-Schenectady-	
Troy .....	6, *17, 23, 35, 41
Amsterdam .....	52
Auburn .....	37
Batavia .....	33
Binghamton .....	12, 40, *46
Buffalo (also see Buffalo-	
Niagara Falls) .....	17, *23
Buffalo-Niagara Falls .....	2, 4, 7, 59
Carthage .....	7
Cortland .....	56
Dunkirk .....	46
Elmira .....	18, 24
Glens Falls .....	39
Gloversville .....	29
Hornell .....	50
Ithaca .....	*14, 20
Jamestown .....	58
Kingston .....	66
Lake Placid .....	5
Malone .....	20, *66
Massena .....	14
Middletown .....	60
New York .....	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-	
Niagara Falls)	
Ogdensburg .....	24
Olean .....	54
Oneonta .....	62
Oswego .....	31
Patchogue .....	75
Plattsburg .....	28
Poughkeepsie .....	21, *83
Rochester .....	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake .....	18
Syracuse .....	3, 8, *43
Troy (see Albany)	
Utica-Rome .....	13, 54, *25
Watertown .....	48

**NORTH CAROLINA**

Ahoskie .....	53
Albemarle .....	20
Asheville .....	13, *56, 62, 78
Burlington .....	63
Burnsville .....	18
Chapel Hill .....	*4
Charlotte .....	3, 9, 36, *42
Durham .....	11, *40, 46, 73
Elizabeth City (see Fayetteville)	
Fayetteville .....	18, 54
Gastonia .....	48
Goldstboro .....	34, 72
Greensboro .....	2, *51, 57
Greenville .....	9
Henderson .....	52
Hendersonville .....	27
Hickory .....	30
High Point .....	15

\* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

	Channel No.
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	3, 6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

NORTH DAKOTA

Bismarck	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 11, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*6, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Bowling Green	70
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Fremont	59
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28
Lima	35, 73
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	52, 76
Stuebenville (see Wheeling, W. Va.)	
Tiffin	47
Toledo	11, 13, *30, 79
Warren	67

\* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Youngstown	21, 27, 73
Zanesville	18, 50

OKLAHOMA

Ada	10, 50
Altus	36
Alva	30
Anadarko	58
Ardmore	12, 55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	15, 26
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	58
Muskogee	8, *45, 66
Norman	4, 9, 31, *37
Oklahoma City	4, 9, *13, 19, 25
Okmulgee	26
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

OREGON

Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	15
Burns	16
Corvallis	*7, 49
Eugene	*9, 13, 20, 26
Grants Pass	30
Klamath Falls	2, 17
La Grande	13
Lebanon	43
McMinnville	46
Medford	5
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	4, 28
Salem	3, *18, 24, 66
Springfield	37
The Dalles	32

PENNSYLVANIA

Allentown	39, 67
Altoona	10, 19, 25
Bethlehem	51
Bradford	70
Butler	43

OFFICIAL TV ALLOCATIONS

	Channel No.
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42
Erie	12, 35, *41, 66
Harrisburg	27, 55, 71
Hazleton	63
Irwin	4
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	71
Lock Haven	48
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	33, 61
Scranton	16, 22, 38
Shamokin	65
Sharon	39
State College	*44
Sunbury	32
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND

Providence	10, 12, 16, *22
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SOUTH CAROLINA

Aiken	54
Anderson	40, 58
Camden	14
Charleston	2, 5, *13, 17
Clemson	*68
Columbia	10, *19, 25, 67
Conway	28
Florence	8, 60
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	70
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17, 74
Sumter	47
Union	65

SOUTH DAKOTA

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 29
Mobridge	27
Pierre	6, 10, *22
Rapid City	3, 7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41
Watertown	3, 35

	Channel No.
Winner	18
Yankton	17

TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24, 69
Covington	19
Crossville	77
Dyersburg	46
Elizabethton	22
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	7, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
Lexington	11
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 8, 30, 36
Oak Ridge	32
Old Hickory	5
Paris	51
Pulaski	44
Shelbyville	62
Sneedville	2
Springfield	42
Tullahoma	68
Union City	55

TEXAS

Abilene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Atkins	25
Austin	7, 18, 24, 70
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4, 34
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	*4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20

\* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Corpus Christi	6, 10, *16, 22, 43
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 11, 20, *26
Gainesville	49
Galveston	11, 35, 41, *47
Gonzales	64
Greenville	69
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	38
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	3, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	6, 16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19, 72

	Channel No.
Uvalde	20
Vernon	18
Victoria	19
Waco	10, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	74
Brattleboro	77
Burlington	*16, 22
Montpelier	3, 40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marion	50
Martinsville	35
Newport News (see Norfolk-Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

\* Denotes Channel reservation for non-commercial educational use.

**OFFICIAL TV ALLOCATIONS**

**WASHINGTON**

	Channel No.
Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick- Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick- Richland-Pasco)	19
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick- Richland-Pasco)	31
Seattle	4, 5, 7, *9, 20, 26
Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*45, 55, 67
Yakima	23, 29, *47

**WEST VIRGINIA**

Beckley	4, 21, 66
Bluefield	6, 41
Charleston	8, *43, 49
Clarksburg	12, 22, 69
Elkins	40
Fairmont	35
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morgantown	*24
Parkersburg	15
Welch	25
Weston	5, 32
Wheeling (also see Wheeling- Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamson	17

**WISCONSIN**

Adams	*58
Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 5, 70
Janesville	63
Kenosha	61
La Crosse	8, *32, 38, 72
Madison	3, *21, 27, 33
Manitowoc	65
Marquette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	34

\* Denotes Channel reservation for non-commercial educational use.

Channel No

Racine	49, 55
Rhineland	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Whitefish Bay	6
Wisconsin Rapids	14

**WYOMING**

Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	16
Greybull	40
Lander	17
Laramie	*8, 18
Lovell	36
Lusk	19
Newcastle	28
Powell	30
Rawlins	11
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopolis	15
Torrington	27
Wheatland	24
Worland	34

**U. S. TERRITORIES  
AND POSSESSIONS**

**ALASKA**

Anchorage	2, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4, 9
Sitka	13

**HAWAIIAN ISLANDS**

Hilo, Hawaii	2, *4, 7, 9, 11, 13
Honolulu, Oahu	2, 4, *7, 9, 11, 13
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*Television Stations  
In the United States*

ALPHABETICALLY LISTED  
BY STATES — CITIES — CALL LETTERS  
PERSONNEL  
FACILITIES

# Index of The TELEVISION STATIONS of The United States



Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Mich.	907	KFYR-TV	— Bismarck, N. D.	932
KABC-TV	— Los Angeles, Calif.	877	KGBT-TV	— Harlingen, Tex.	955
KAKE-TV	— Wichita, Kan.	899	KGEO-TV	— Enid, Okla.	938
KALB-TV	— Alexandria, La.	900	KGGM-TV	— Albuquerque, N. M.	924
KANG-TV	— Waco, Tex.	958	KGLO-TV	— Mason City, Ia.	898
KARK-TV	— Little Rock, Ark.	874	KGMB-TV	— Honolulu, Hawaii	966
KATV	— Pine Bluff, Ark.	874	KGNC-TV	— Amarillo, Tex.	952
KBAK-TV	— Bakersfield, Calif.	876	KGO-TV	— San Francisco, Calif.	879
KBES-TV	— Medford, Ore.	940	KGTV	— Des Moines, Ia.	898
KBET-TV	— Sacramento, Calif.	879	KGUL-TV	— Galveston-Houston, Tex.	955
KBMT	— Beaumont, Tex.	952	KGVO-TV	— Missoula, Mont.	920
KBOI	— Boise, Idaho	891	KHJ-TV	— Los Angeles, Calif.	877
KBTV	— Denver, Colo.	883	KHOL-TV	— Kearney, Neb.	921
KCBD-TV	— Lubbock, Tex.	957	KHQ-TV	— Spokane, Wash.	962
KCCC-TV	— Sacramento, Calif.	879	KHQA-TV	— Hannibal, Mo.	913
KCEN-TV	— Temple, Tex.	958	KHSL-TV	— Chico, Calif.	876
KCJB-TV	— Minot, N. D.	932	KID-TV	— Idaho Falls, Idaho	891
KCKT-TV	— Great Bend, Kans.	899	KIDO-TV	— Boise, Idaho	891
KCMC-TV	— Texarkana, Tex.	958	KIEM-TV	— Eureka, Calif.	876
KCMO-TV	— Kansas City, Mo.	913	KIMA-TV	— Yakima, Wash.	962
KCOP-TV	— Hollywood, Calif.	877	KING-TV	— Seattle, Wash.	961
KCRG-TV	— Cedar Rapids, Ia.	897	KIVA	— Yuma, Ariz.	874
KCSJ-TV	— Pueblo, Colo.	884	KJEO-TV	— Fresno, Calif.	876
KDAL-TV	— Duluth-Superior, Minn.	910	KKTV	— Colorado Springs, Colo.	881
KDKA-TV	— Pittsburgh, Pa.	945	KLAS-TV	— Las Vegas, Nev.	921
KDRO-TV	— Sedalia, Mo.	919	KLOR	— Portland, Ore.	940
KDUB-TV	— Lubbock, Tex.	957	KLRJ-TV	— Henderson, Neb.	920
KEDD	— Wichita, Kans.	900	KLTV	— Tyler-Longview, Tex.	958
KELO-TV	— Sioux Falls, S. D.	949	KLZ-TV	— Denver, Colo.	883
KENS-TV	— San Antonio, Tex.	958	KMBC-TV	— Kansas City, Mo.	915
KERO-TV	— Bakersfield, Calif.	876	KMID-TV	— Midland, Tex.	957
KEYD-TV	— Minneapolis-St. Paul, Minn.	911	KMJ-TV	— Fresno, Calif.	876
KEY-T	— Santa Barbara, Calif.	881	KMMT	— Austin, Minn.	910
KFBB-TV	— Great Falls, Mont.	920	KMPT	— Oklahoma City, Okla.	939
KFBC-TV	— Cheyenne, Wyo.	965	KMTV	— Omaha, Neb.	921
KFDA-TV	— Amarillo, Tex.	952	KNOE-TV	— Monroe, La.	901
KFDX-TV	— Wichita Falls, Tex.	959	KNXT	— Hollywood, Calif.	877
KFEL-TV	— Denver, Colo.	833	KOA-TV	— Denver, Colo.	884
KFEQ-TV	— St. Joseph, Mo.	915	KOAM-TV	— Pittsburgh, Kans.	899
KFIA	— Anchorage, Alaska	966	KOAT-TV	— Albuquerque, N. M.	924
KFMB-TV	— San Diego, Calif.	879	KOB-TV	— Albuquerque, N. M.	924
KFSA-TV	— Fort Smith, Ark.	874	KOIN-TV	— Portland, Ore.	940
KFSD-TV	— San Diego, Calif.	879	KOLN-TV	— Lincoln, Neb.	921
KFVS-TV	— Cape Girardeau, Mo.	913	KOMO-TV	— Seattle, Wash.	961
KFKJ-TV	— Grand Junction, Colo.	884	KOMU-TV	— Columbia, Mo.	913



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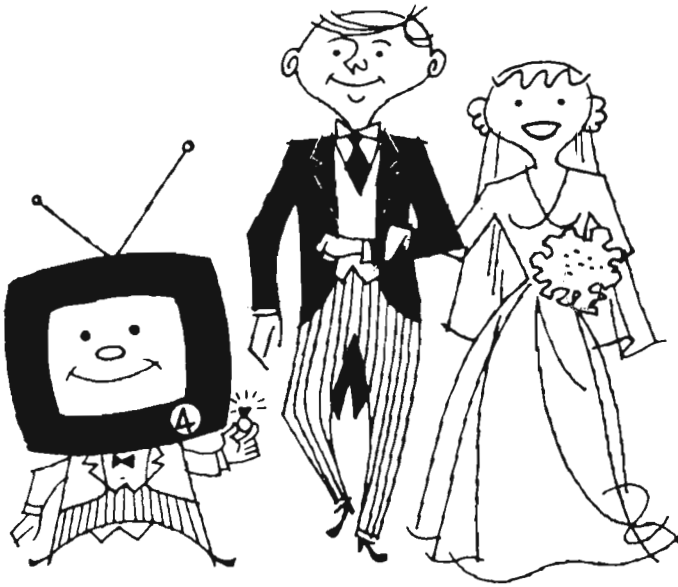


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KONA	— Honolulu, Hawaii	966	KVAR	— Mesa, Ariz.	873
KOOK-TV	— Billings, Mont.	919	KVDO-TV	— Corpus Christi, Tex.	952
KOOL-TV	— Phoenix, Ariz.	873	KVEC-TV	— San Luis Obispo, Calif.	880
KOPO-TV	— Tucson, Ariz.	873	KVOA-TV	— Tucson, Ariz.	873
KOTV	— Tulsa, Okla.	939	KVOO-TV	— Tulsa, Okla.	939
KOVR	— Stockton, Calif.	881	KVOS-TV	— Bellingham, Wash.	961
KPHO-TV	— Phoenix, Ariz.	873	KVTV	— Sioux City, Ia.	898
KPIX	— San Francisco, Calif.	879	KVVG	— Tulare, Calif.	881
KPLC-TV	— Lake Charles, La.	901	KWFT-TV	— Wichita Falls, Tex.	959
KPRC-TV	— Houston, Tex.	955	KWK-TV	— St. Louis, Mo.	917
KPTV	— Portland, Ore.	940	KWTV	— Oklahoma City, Okla.	939
KQTV	— Fort Dodge, Ia.	898	KWWL-TV	— Waterloo, Ia.	899
KRBC-TV	— Abilene, Tex.	951	KXJB	— Valley City, N. D.	932
KRCA	— Hollywood, Calif.	877	KXLF-TV	— Butte, Mont.	919
KRCG	— Jefferson City, Mo.	919	KXLY-TV	— Spokane, Wash.	962
KRDO-TV	— Colorado Springs, Colo.	881	KYTV	— Springfield, Mo.	919
KREM-TV	— Spokane, Wash.	962	KZTV	— Reno, Nev.	921
KRGV-TV	— Weslaco, Tex.	959	WAAM-TV	— Baltimore, Md.	903
KRLD-TV	— Dallas, Tex.	952	WABC-TV	— New York, N. Y.	925
KROC-TV	— Rochester, Minn.	911	WABD	— New York, N. Y.	927
KROD-TV	— El Paso, Tex.	955	WABI-TV	— Bangor, Me.	902
KRON-TV	— San Francisco, Calif.	880	WABT	— Birmingham, Ala.	871
KSAN-TV	— San Francisco, Calif.	880	WACH-TV	— Newport News-Norfolk, Va.	960
KSBW-TV	— Salinas-Montgomery, Calif.	879	WAFB-TV	— Baton Rouge, La.	901
KSD-TV	— St. Louis, Mo.	917	WAGA-TV	— Atlanta, Ga.	889
KSL-TV	— Salt Lake City, Utah	959	WAIM-TV	— Anderson, S. C.	948
KSLA	— Shreveport, La.	901	WAKR-TV	— Akron, Ohio	933
KSTP-TV	— St. Paul-Minneapolis, Minn.	911	WALA-TV	— Mobile, Ala.	871
KSWM-TV	— Joplin, Mo.	913	WALB-TV	— Albany, Ga.	889
KSWO-TV	— Lawton, Okla.	938	WAPA-TV	— San Juan, P. R.	966
KSWs-TV	— Roswell, N. M.	924	WARD-TV	— Johnston, Pa.	943
KTAG-TV	— Lake Charles, La.	901	WARM-TV	— Scranton, Pa.	945
KTBC-TV	— Austin, Tex.	952	WATE-TV	— Knoxville, Tenn.	950
KTEN	— Ada, Okla.	938	WATR-TV	— Waterbury, Conn.	885
KTIV	— Sioux City, Ia.	898	WATV	— Newark, N. J.	923
KTLA	— Los Angeles, Calif.	879	WAVE-TV	— Louisville, Ky.	900
KTNT-TV	— Tacoma, Wash.	962	WBAL-TV	— Baltimore, Md.	903
KTRK-TV	— Houston, Tex.	957	WBAP-TV	— Fort Worth, Tex.	955
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KTTV	— Los Angeles, Calif.	877	WBEN-TV	— Buffalo, N. Y.	925
KTVA	— Anchorage, Alaska	966	WBKB	— Chicago, Ill.	893
KTVE	— Longview, Tex.	957	WBLN	— Bloomington, Ill.	893
KTVH	— Hutchinson, Kan.	899	WBNS-TV	— Columbus, Ohio	935
KTVQ	— Oklahoma City, Okla.	939	WBOC-TV	— Salisbury, Md.	905
KTVT	— Salt Lake City, Utah	959	WBRC-TV	— Birmingham, Ala.	871
KTVU	— Stockton, Calif.	881	WBRE-TV	— Wilkes-Barre, Pa.	946
KTVW	— Tacoma, Wash.	962	WBTV	— Charlotte, N. C.	931
KTVX	— Muskogee, Okla.	939	WBTW	— Florence, S. C.	949
KTXL-TV	— San Angelo, Tex.	958	WBUF-TV	— Buffalo, N. Y.	925
KULA-TV	— Honolulu, Hawaii	966	WBZ-TV	— Boston, Mass.	905
KUTV	— Salt Lake City, Utah	959	WCAN-TV	— Milwaukee, Wis.	964
KVAL-TV	— Eugene, Oreg.	940	WCAU-TV	— Philadelphia, Pa.	943

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WCBS-TV	New York, N. Y.	927	WHEC-TV	Rochester, N. Y.	929
WCCO-TV	Minneapolis, Minn.	910	WHEN-TV	Syracuse, N. Y.	929
WCHS-TV	Charleston, W. Va.	963	WHIO-TV	Dayton, Ohio	937
WCIA	Champaign, Ill.	893	WHIZ-TV	Zanesville, Ohio	938
WCMB-TV	Harrisburg, Pa.	943	WHO-TV	Des Moines, Ia.	898
WCNY-TV	Carthage, N. Y.	925	WHP-TV	Harrisburg, Pa.	943
WCOS-TV	Columbia, S. C.	948	WHUM-TV	Reading, Pa.	945
WCOV-TV	Montgomery, Ala.	871	WHYN-TV	Springfield-Holyoke Mass.	905
WCPO-TV	Cincinnati, Ohio	933	WIBW-TV	Topeka, Kan.	899
WCSC-TV	Charleston, S. C.	948	WICA-TV	Ashtabula, Ohio	933
WCSH-TV	Portland, Me.	902	WICC-TV	Bridgeport, Conn.	885
WDAF-TV	Kansas City, Mo.	915	WICS	Springfield, Ill.	895
WDAK-TV	Columbus, Ga.	890	WICU	Erie, Pa.	942
WDAN-TV	Danville, Ill.	894	WILK-TV	Wilkes-Barre, Pa.	946
WDAY-TV	Fargo, N. D.	932	WINK-TV	Fort Meyers, Fla.	887
WDBO-TV	Orlando, Fla.	888	WINT	Waterloo, Ind.	897
WDEF-TV	Chattanooga, Tenn.	949	WIRI	Plattsburg, N. Y.	927
WDEL-TV	Wilmington, Del.	885	WIRK-TV	West Palm Beach, Fla.	889
WDSM-TV	Duluth-Superior, Minn.	910	WIS-TV	Columbia, S. C.	948
WDSU-TV	New Orleans, La.	901	WISE-TV	Asheville, N. C.	930
WEAR-TV	Pensacola, Fla.	888	WISH-TV	Indianapolis, Ind.	896
WEAT-TV	West Palm Beach, Fla.	889	WITV	Ft. Lauderdale, Fla.	887
WEAU-TV	Eau Claire, Wis.	964	WJAC-TV	Johnstown, Pa.	943
WEEK-TV	Peoria, Ill.	894	WJAR-TV	Providence, R. I.	947
WEEU-TV	Reading, Pa.	945	WJBF-TV	Augusta, Ga.	890
WEHT	Henderson, Ky.	900	WJBK-TV	Detroit, Mich.	909
WENS	Pittsburgh, Pa.	945	WJDM	Panama City, Fla.	888
WEWS	Cleveland, Ohio	935	WJHL-TV	Johnson City, Tenn.	950
WFAA-TV	Dallas, Tex.	952	WJHP-TV	Jacksonville, Fla.	887
WFAM-TV	Lafayette, Ind.	896	WJIM-TV	Lansing, Mich.	909
WFBC-TV	Greenville, S. C.	949	WJMR-TV	New Orleans, La.	901
WFBG-TV	Altoona, Pa.	942	WJNO-TV	Palm Beach, Fla.	888
WFBM-TV	Indianapolis, Ind.	896	WJPB-TV	Fairmont, W. Va.	963
WFIE	Evansville, Ind.	895	WJTV	Jackson, Miss.	911
WFIL-TV	Philadelphia, Pa.	945	WKAQ-TV	San Juan, P. R.	966
WFLA-TV	Tampa, Fla.	889	WKBN-TV	Youngstown, Ohio	938
WFMJ-TV	Youngstown, Ohio	937	WKBT	LaCrosse, Wis.	964
WFMY-TV	Greensboro, N. C.	931	WKJG-TV	Fort Wayne, Ind.	896
WFMZ-TV	Allentown, Pa.	942	WKNB-TV	New Britain, Conn.	885
WGAL-TV	Lancaster, Pa.	943	WKNX-TV	Saginaw, Mich.	909
WGAN-TV	Portland, Me.	902	WKNY	Kingston, N. Y.	925
WGBI-TV	Scranton, Pa.	946	WKOW-TV	Madison, Wis.	964
WGBS-TV	Ft. Lauderdale, Fla.	887	WKRC-TV	Cincinnati, Ohio	933
WGEM-TV	Quincy, Ill.	894	WKTV	Utica, N. Y.	929
WGLV	Easton, Pa.	942	WKY-TV	Oklahoma City, Okla.	939
WGN-TV	Chicago, Ill.	893	WKZO-TV	Kalamazoo, Mich.	909
WGR-TV	Buffalo, N. Y.	925	WLAC-TV	Nashville, Tenn.	950
WGTH-TV	Hartford, Conn.	885	WLAM-TV	Lewiston, Me.	902
WGVL	Greenville, S. C.	949	WLBC-TV	Muncie, Ind.	896
WHAM-TV	Rochester, N. Y.	929	WLBT	Jackson, Miss.	911
WHAS-TV	Louisville, Ky.	900	WLEV-TV	Bethlehem, Pa.	942
WHBF-TV	Rock Island, Ill.	895	WLOK-TV	Lima, Ohio	937
WHBQ-TV	Memphis, Tenn.	950	WLOS-TV	Asheville, N. C.	930

TELEVISION STATION INDEX

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WLVA-TV	Lynchburg, Va.	960	WSAZ-TV	Huntington, W. Va.	963
WLW-A	Atlanta, Ga.	890	WSB-TV	Atlanta, Ga.	890
WLW-C	Columbus, Ohio	935	WSBA-TV	York, Pa.	946
WLW-D	Dayton, Ohio	937	WSBT-TV	South Bend, Ind.	896
WLW-T	Cincinnati, Ohio	933	WSEE	Erie, Pa.	942
WMAL-TV	Washington, D. C.	886	WSFA-TV	Montgomery, Ala.	873
WMAR-TV	Baltimore, Md.	905	WSIL-TV	Harrisburg, Ill.	894
WMAZ-TV	Macon, Ga.	890	WSIX-TV	Nashville, Tenn.	951
WMBR-TV	Jacksonville, Fla.	887	WSJS-TV	Winston-Salem, N. C.	932
WMBV-TV	Marinette, Wis.	964	WSJV	Elkhart, Ind.	895
WMCT	Memphis, Tenn.	950	WSLI-TV	Jackson, Miss.	911
WMFD-TV	Wilmington, N. C.	931	WSLS-TV	Roanoke, Va.	961
WMGT-TV	Adams, Mass.	905	WSM-TV	Nashville, Tenn.	951
WMIN-TV	St. Paul, Minn.	911	WSPD-TV	Toledo, Ohio	937
WMSL-TV	Decatur, Ala.	871	WSTV-TV	Steubenville, Ohio	937
WMT-TV	Cedar Rapids, Ia.	897	WSUN-TV	St. Petersburg, Fla.	888
WMTV	Madison, Wis.	964	WSVA-TV	Harrisonburg, Va.	960
WMTW	Poland Spring, Me.	902	WSYR-TV	Syracuse, N. Y.	929
WMUR-TV	Manchester, N. H.	923	WTAO-TV	Boston, Mass.	905
WMVT	Burlington, Vt.	960	WTAP	Parkersburg, W. Va.	963
WNAC-TV	Boston, Mass.	905	WTAR-TV	Norfolk, Va.	961
WNBK-TV	Binghamton, N. Y.	924	WTCN-TV	Minneapolis, Minn.	910
WNBK	Cleveland, Ohio	935	WTHI-TV	Terre Haute, Ind.	897
WNBQ	Chicago, Ill.	893	WTMJ-TV	Milwaukee, Wis.	965
WNCT	Greenville, N. C.	931	WTOB-TV	Winston-Salem, N. C.	932
WNEM-TV	Bay City-Saginaw, Mich.	906	WTOC-TV	Savannah, Ga.	891
WNET	Providence, R. I.	947	WTOK-TV	Meridan, Miss.	913
WNEZ-TV	Macon, Ga.	891	WTOM-TV	Lansing, Mich.	909
WNHC-TV	New Haven, Conn.	885	WTOPTV	Washington, D. C.	886
WNOA-TV	Raleigh, N. C.	931	WTPA	Harrisburg, Pa.	943
WNOK-TV	Columbia, S. C.	948	WTRF-TV	Wheeling, W. Va.	963
WNOW-TV	York, Pa.	946	WTSK-TV	Knoxville, Tenn.	950
WOAI-TV	San Antonio, Tex.	958	WTTG	Washington, D. C.	887
WOAY-TV	Oak Hill, W. Va.	963	WTTV	Bloomington, Ind.	895
WOC-TV	Davenport, Ia.	897	WTVD	Durham, N. C.	931
WOI-TV	Ames, Ia.	897	WTVH-TV	Peoria, Ill.	894
WOOD-TV	Grand Rapids, Mich.	909	WTVI	St. Louis, Mo.	919
WOR-TV	New York, N. Y.	927	WTVJ	Miami, Fla.	888
WOW-TV	Omaha, Neb.	921	WTVN-TV	Columbus, Ohio	937
WPAG-TV	Ann Arbor, Mich.	906	WTVU	Rockford, Ill.	895
WPBN-TV	Traverse City, Mich.	910	WTVR	Decatur, Ill.	894
WPFA-TV	Pensacola, Fla.	888	WTVR	Richmond, Va.	961
WPIX	New York, N. Y.	927	WTVU	Scranton, Pa.	946
WPTZ	Philadelphia, Pa.	945	WTVW	Milwaukee, Wis.	965
WQMC	Charlotte, N. C.	930	W-TWO	Bangor, Me.	902
WQXI-TV	Atlanta, Ga.	890	WUSN-TV	Charleston, S. C.	948
WRBL-TV	Columbus, Ga.	890	WVEC-TV	Hampton-Norfolk, Va.	960
WRC-TV	Washington, D. C.	886	WVET-TV	Rochester, N. Y.	929
WRCA-TV	New York, N. Y.	927	WWJ-TV	Detroit, Mich.	907
WRDW-TV	Columbus, Ga.	890	WWLP	Springfield, Mass.	906
WREX-TV	Rockford, Ill.	894	WWOR-TV	Worcester, Mass.	906
WRGB	Schenectady, N. Y.	929	WWTV	Cadillac, Mich.	906
WROM-TV	Rome, Ga.	891	WXEL	Cleveland, Ohio	935
WROW-TV	Albany, N. Y.	924	WXIX	Milwaukee, Wis.	965
WRTV	Asbury Park, N. J.	923	WXYZ-TV	Detroit, Mich.	907
WSAU-TV	Wausau, Wis.	965			



# ANOTHER HAPPY COUPLE!

During 1954, Mr. 4 was best man at 355 weddings of Products and Sales. After each ceremony, KRCA (local member of the famous NBC family), presented the happy couples with a large gift of Merchandising and Promotion.

Planning a wedding in 1955? Consult . . .

**KRCA-4** LOS ANGELES  
represented by **NBC SPOT SALES**

# ALABAMA

Pop. Feb. 1, 1955 (Est.) 3,186,000 — TV Homes 360,000

Stations in State 6

## **W A B T** BIRMINGHAM—1949— ABC-CBS-DuM

Channel: 13 VHF...AP: 178 Kw...VP: 316 Kw.  
Owned-Oper. By.....Television Corp.  
Business Address.....P. O. Box 2553  
Phone Number.....4-3506  
Air Time.....18 hours daily  
Newspaper Affiliation....Birmingham News  
News Service.....AP  
Representative.....Blair-TV  
Membership.....NARTB; TvB  
Pres., Mgr. Dir.....Henry P. Johnston  
Commercial Mgr.....Charles F. Grisham  
VP in charge of Prgmng.....Ray A. Furr  
Pub., Prom. Dir.....James Chenoweth  
Dir. of News & Sp. Events....Maury Farrell  
Production.....Johnny Johnson  
Film Manager.....Nod Nelson  
Chief Engineer.....J. V. Sanderson  
Consulting Engineer.....Gautney & Jones

## **W B R C - T V** BIRMINGHAM—1949—CBS

Channel: 6 VHF...AP: 17 Kw...VP: 35 Kw.  
Owned-Oper. By.....Birmingham Bcstg. Co.  
Bus. Studio Address.....P. O. 5957  
Phone Number.....4-4701  
Air Time.....12 hours daily  
News Service.....AP  
Representative.....Katz  
Membership.....NARTB, TvB  
President.....George B. Storer  
V.P. & Mgr. Dir.....J. Robert Kerns  
General Sales Mgr.....Oliver Naylor  
Program Director.....M. D. Smith, III  
Promotion, Pub. Dir.....Sterling Madding  
Dir. of News: Sp. Events....Davenport Smith  
Film Manager.....M. D. Smith, III  
Chief Eng.....Robert L. Dupriest

## **W M S L - T V** DECATUR—1954—NBC

Station Operating with Special Temporary Authorization  
Channel: 23 UHF...AP: 8.52 Kw...VP: 15.8  
Owned-Oper. By...Tenn. Valley Radio & TV Co.  
Address.....701 Bank Street  
Phone Number.....802  
Air Time.....5 hours daily  
News Service.....AP  
Representative.....J. Wythe Walker  
Pres., Gen. Mgr.....Frank Whiesenant  
Prog. Dir., Film Mgr.....John Utley  
Dir. of News & Sp. Events....Bob Gleason  
Chief Engineer.....John Short  
Consulting Engineer.....John Mullaney

## **W A L A - T V** MOBILE—1953—ABC-CBS-NBC

Channel: 10 VHF...AP: 235 Kw...VP: 316 Kw.

Owned-Oper. By.....Pape Bcstg. Co., Inc.  
Address.....210 Government St.  
Phone.....3-3756  
Air Time.....10 hours daily  
News Service.....AP  
Representative.....Headley Reed  
Membership.....NARTB, TvB  
President.....W. O. Pape  
Exec. Vice-Pres.....H. K. Martin  
Gen. Manager.....W. B. Pape  
Program Director.....Al Holman  
Chief Engineer.....A. R. Bell  
Consulting Engineer.....L. J. N. duTreil

## **W C O V - T V** MONTGOMERY—1953 ABC-CBS-DuM

Channel: 20...AP: 8.9 Kw...VP: 17.9 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....Adrian Lane  
Phone Number.....5-3561  
Air Time.....10 hours daily  
News Service.....UP  
Representative.....Paul H. Raymer  
President.....O. P. Covington  
General Manager.....Hugh Smith

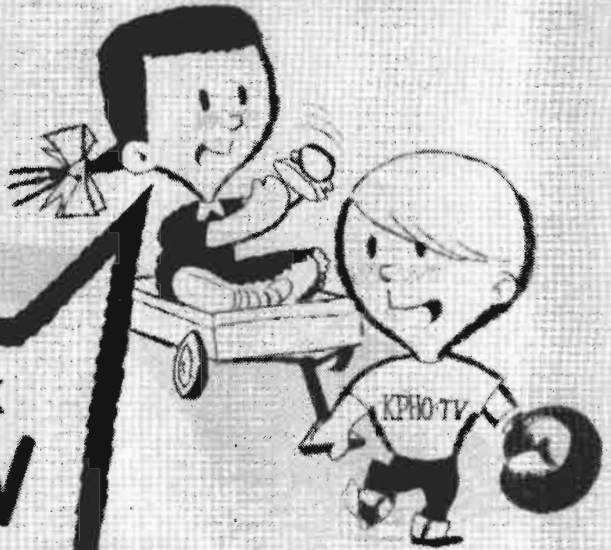
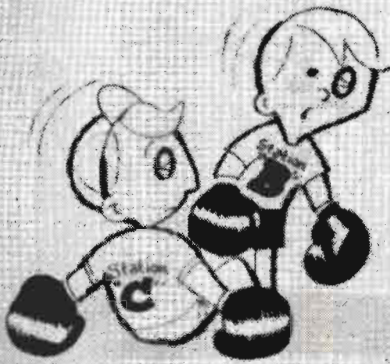
**DOMINATING  
ALABAMA**

**WBRC-TV**

CHANNEL—6  
BIRMINGHAM

**CBS**  
**MAXIMUM POWER  
A STORER STATION**

NAT. REPS. — THE KATZ AGENCY



# IN PHOENIX KPHO-TV IS CHAMP!



KPHO-TV captured 12 out of 15 top weekly shows, all 10 top multi-weekly shows. KPHO-TV captured 320 quarter hours — 75% of all quarter hours. *Telepulse, November, 1954*



KPHO-TV captured 10 out of 15 top weekly shows, all 10 top multi-weekly shows. KPHO-TV captured 307 quarter hours — 70% of all quarter hours. *ARB, October, 1954*



KPHO-TV captured 10 out of 15 top weekly shows, 9 of 10 top multi-weekly shows. KPHO-TV captured 304 quarter hours — 70% of all quarter hours. *Hopper, October, 1954*



KPHO-TV's own best shows, "Gold Dust Charlie," "Children," and "Three Star News," were among top 10 multi-weekly shows on all three surveys!

Phoenix is a three station market. Three separate surveys were recently taken in Phoenix. KPHO-TV pulled better than twice the combined audiences of the other two stations on all three surveys. So . . . to bring YOUR sales story to the greatest number of Phoenix homes, use KPHO-TV — the station that dominates the growing Phoenix market! And it's a market worth reaching — \$515,290,000 in retail sales!

## IT'S KPHO-TV IN PHOENIX

. . . first in Arizona

**YOUR MEREDITH STATIONS**

CHANNEL 5 CBS BASIC

# KPHO-TV

FIRST IN ARIZONA SINCE '49

AFFILIATED WITH BITTER HOMES and GARDENS  
REPRESENTED NATIONALLY BY KATZ





Operations Mgr. .... Eugene Munger  
 Commercial Manager ..... Morris South  
 Prog. Dir. .... Ben Hargill  
 Dir. of News ..... Bob Underwood  
 Production Manager ..... Phil Taylor  
 Chief Engineer ..... W. D. Weatherly  
 Film Manager ..... Bob House  
 Consulting Eng. .... W. J. Holey

**WSFA-TV**

**MONTGOMERY—1954—NBC**

Station Operating with Special Temporary Authorization

Channel: 12... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By ..... Montgomery Bcstg. Co.  
 Business Address ..... Box 1013  
 Phone Number ..... 5-1251  
 Air Time ..... 14 hours daily  
 Representative ..... Headley Reed  
 President ..... David E. Dunn  
 General Manager ..... Hoyt Andres  
 Technical Director ..... Sebie B. Smith

**ARIZONA**

Pop. Feb. 1, 1955 (Est.) 1,002,000 — TV Homes 124,000  
 Stations in State 6

**KVAR**

**MESA—1953—NBC**

Channel: 12 VHF. AP: 16.5 Kw... VP: 33 Kw.  
 Owned-Oper. By ..... KTAR Broadcasting Co.  
 Address ..... 1101 No. Central Ave.  
 Phone ..... Alpine 4-4161  
 Air Time ..... Full Time  
 News Service ..... AP  
 Representative ..... Raymer  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Richard O. Lewis  
 Station Mgr. .... Dwight Harkins  
 Commercial Mgr. .... E. W. Harvey  
 Program Director ..... Wm. Robb  
 Prom., Pub. Director ..... Ted Edwards  
 Dir. of News & Sp. Events ..... Bob Vache  
 Production Manager ..... Charles Wallace  
 Chief Engineer ..... A. C. Anderson

Membership ..... NARTB, TvB  
 Air Time ..... Full Time  
 General Manager ..... Richard B. Rawls  
 Commercial Manager ..... C. A. Larson  
 Program Director ..... Robert Martin  
 Promotion Pub. Dir. .... Dan Schwartz  
 Dir. of News & Sp. Events.  
 Prod. Mgr. .... Jack Murphy  
 Film Manager ..... Fred Frederick  
 Chief Engineer ..... George McClanathan  
 Consulting Engineer ..... T. A. M. Craven

**KOPO-TV**

**TUCSON—1952—CBS-DuM**

Channel: 13 VHF. AP: 16.5 Kw... VP: 33 Kw.  
 Owned-Oper. By ..... Old Pueblo Bcstg. Co.  
 Business Address ..... 115 W. Drachman St.  
 Air Time ..... 12 hours daily  
 Representative ..... Hollingsbery  
 President ..... H. C. Tovrea  
 General Manager ..... E. S. Mittendorf  
 Commercial Manager ..... Paul Plunkett  
 Program Director ..... Cliff Stillingner  
 Promotion Director ..... Jack Martin  
 Dir. News & Sp. Events ..... Chris Cole  
 Publicity Director ..... Virginia Harper  
 Film Manager ..... Reed Haythorne  
 Chief Engineer ..... Paul Benewitz

**KOOL-TV**

**PHOENIX—1953**

Channel: 10 VHF. AP: 12.5 Kw... VP: 29.45 Kw.  
 Owned-Oper. By ..... Maricopa Bcstrs. Inc.  
 Business Address ..... 511 West Adams St.  
 Phone Number ..... Alpine 3-3121  
 Air Time ..... Full Time  
 News Service ..... UP  
 Representative ..... Hollingsbery  
 Membership ..... NARTB  
 President ..... Gene Autry  
 General Manager ..... Charles H. Garland  
 Asst. Gen. Mgr. .... Kenneth Morton  
 Dir. of News & Sp. Events ..... Don Cordray  
 Commercial Manager ..... William Connelly  
 Program Director ..... Miles Reed  
 Publicity Director ..... Dick Goebel  
 Chief Engineer ..... Cliff Miller

**KVOA-TV**

**TUCSON—1953—ABC-NBC**

Channel: 4 VHF... AP: 5.5 Kw... VP: 11 Kw.  
 Owned-Oper. By ..... Arizona Bcstg. Co.  
 Business Address ..... 209 West Elm St.  
 Representative ..... Paul H. Raymer  
 Pres.-Gen. Mgr. .... R. B. Williams  
 Business Manager ..... Harper M. Phillips  
 Sales Manager ..... John C. Underwood  
 Program Director ..... Ben L. Slack, Jr.  
 TV Prog. Supervisor ..... Charles T. Webb  
 News Editor ..... Frank Barreca  
 Prod. Manager ..... L. D. Cable  
 Film Manager ..... N. S. Luppino  
 Chief Engineer ..... Raymond H. Holsclaw  
 Consulting Engineer ..... George C. Davis

**KPHO-TV**

**PHOENIX—1949—CBS-DuM**

Channel: 5 VHF... AP: 8.7 Kw... VP: 17.5 Kw.  
 Owned-Oper. By ..... Meredith Engineering Co.  
 Business Address ..... 631 N. First Ave.  
 Phone Number ..... Alpine 8-4511  
 Representative ..... Katz

# KIVA

**YUMA—1953—NBC-DuM**

Channel: 11 VHF... AP: 16 Kw... VP: 29 Kw.  
 Owned-Oper. By... Valley Telecasting Co.  
 Business Address... Box 1708  
 Phone Number... 6-8311  
 Air Time... Full Time  
 News Service... AP

Membership... NARTB, TvB  
 Representative... Grant  
 President... Donald Ellsworth  
 General Manager... Arthur L. Fszol  
 Station Manager... Robert Harker  
 Program Director... Robert Davies  
 Production Manager... Robin Adair  
 Film Manager... Sarah Gregory  
 Chief Eng... Roland Yount

# ARKANSAS

Pop. Feb. 1, 1955 (Est.) 1,948,000 — TV Homes 117,000  
 Stations in State 3

## KFSA-TV

**FORT SMITH—1953—DuM-NBC-ABC-CBS**

Channel: 22 UHF... AP: 12 Kw... VP: 22 Kw.  
 Owned-Oper. By Southwestern Radio & TV Co.  
 Business Address... 920 Rogers Ave.  
 Phone Number... 2-9126  
 Air Time... Full Time  
 News Service... AP  
 Newspaper Affil... Southwest American  
 Representative... Pearson  
 President... D. W. Reynolds  
 Gen., Station Manager... H. Weldon Stamps  
 Commercial Manager... Roland Hundley  
 Prog., Prom. Dir... Pat Porta  
 Dir. of News & Sp. Events... Harry Freeman  
 Film Manager... Charles Putman  
 Chief Engineer... Robert W. Platt, Jr.  
 Consulting Engineer... T. A. M. Craven

## KATV

**PINE BLUFF—1953—CBS-ABC**

Channel: 7 VHF... AP: 89.1 Kw... VP: 170 Kw.  
 Owned-Oper. By... Central South Sales Co.  
 Business Address... 100 Williams Road  
 Phone Number... 3880  
 Air Time... Full Time  
 News Service... AP, UP  
 Membership... NARTB  
 Representative... Avery-Knode! Inc.  
 President... John T. Griffin  
 General, Station Mgr... John H. Fugate  
 National Comm. Mgr... Bruce B. Compton  
 Local Comm. Mgr... Oscar Alagood  
 Prog., Prom., Pub. Dir... Don B. Curran  
 Dir. of News & Sp. Events... W. H. Hadley  
 Production Manager... Sid Lasher  
 Film Manager... Jack Parks  
 Chief Engineer... A. R. Garrett  
 Consulting Engineer... Paul Godley Co.

## KARK-TV

**LITTLE ROCK—1954—NBC-DuM**

Station Operating with Special Temporary Authorization  
 Channel: 4 VHF... AP: 29 Kw... VP: 58 Kw.  
 Owned & Oper... Kansas Radio & Equip't Co.  
 Address... 1001 Spring Street  
 Phone... FRanklin 6-2481  
 Air Time... 15 hours daily  
 News Service... AP, UP  
 Representative... Petry  
 Membership... NARTB, TvB  
 President... T. H. Barton  
 VP & General Manager... T. K. Barton  
 Station Manager... Douglas J. Romine  
 Commercial Manager... Lee Bryant  
 Program Director... Dale Hart  
 Promotion, Pub. Director... Shirley Kennedy  
 Dir. News & Sp. Events... Bob Kemp  
 Prod. Manager... Fred S. Buschmeyer, Jr.  
 Film Manager... Ray North  
 Chief Engineer... L. C. "Champ" Smith  
 Consulting Engineer... Craven, Lohnes & Culver

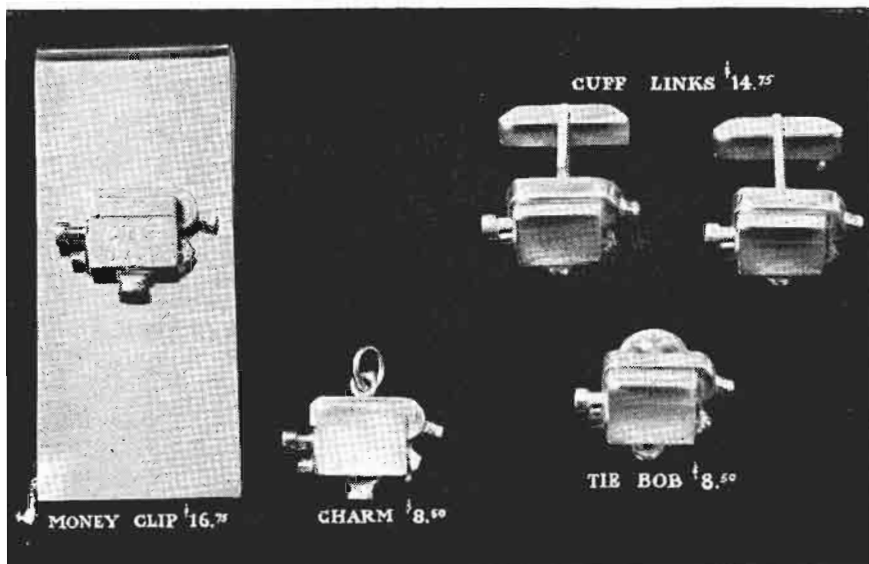
**THOSE WHO KNOW  
 FAMOUS BRANDS . . .**

**KNOW THE MOST  
 FAMOUS BRAND  
 IN NEWS IS**

**AP**

# YOUR TV JEWELER *presents . . .*

*A Complete Line of TV Camera Jewelry*



YOUR CALL LETTERS ENGRAVED . . . *free*

Prices Shown In Illustration Are For

**GOLD FINISH**

Also Available In Sterling Silver

TIE BOB \$6.50 — CUFF LINKS \$12.50

MONEY CLIP \$14.00 — CHARM \$6.50

**MAURICE JEWELS**

Located in the famous  
Hollywood BROWN DERBY

**1624 North Vine St., Hollywood 28, Calif.**

# CALIFORNIA

Pop. Feb. 1, 1955 (Est.) 12, 804,000 — TV Homes 3,273,000  
Stations in State 27

## KBAK-TV

BAKERSFIELD—1953—DuM—ABC

Channel: 29 UHF..AP: 10.5 Kw...VP: 19 Kw.  
Owned-Oper. By.....Bakersfield Bcstg. Co.  
Business Address.....29 Woody Road  
Phone Number.....4-6421  
Air Time.....Full Time  
News Service.....UP  
Newspaper Affil.....Chronicle  
Representative.....Forjoe  
Membership.....TvB  
President.....Harold P. See  
General Manager.....A. H. Constant  
Prog. Director.....Vern Mack  
Sales Manager.....Frank Beazley  
Promotion Director.....Marlin E. Smythe  
Chief Engineer.....Don Anderson

## KERO-TV

BAKERSFIELD—1953—CBS-NBC

Channel: 10 VHF...AP: 15 Kw...VP: 30 Kw.  
Owned-Oper. By.....Kern County Bcstrs. Inc.  
Business Address.....1420 Truxton Ave.  
Phone Number.....7-1441  
Air Time.....Full Time  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB, TvB  
Pres., Gen. Mgr.....Gene DeYoung  
V.P. & Gen. Sales Mgr.....Edward Urner  
Operations Director.....Kenneth Croes  
Sales Manager.....John Barrett  
Production Manager.....David Horowitz  
Prom. & Publicity Director.....Deloris Brigham  
Chief Engineer.....Edwin Andress  
Consulting Engineer.....Robert Hammett

## KHSL-TV

CHICO—1953—CBS-NBC-ABC-DuM

Channel: 12 VHF..AP: 38 Kw...VP: 63.1 Kw.  
Owned-Oper. By.....Box 303  
Phone Number.....Freside 2-5614  
Air Time.....Full Time  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB  
Pres., Gen. Mgr.....Mrs. Hugh McClung  
Station Manager.....M. F. Woodling  
Comm. Manager.....Jerry Pero  
News, Prog. Dir.....Martin Jacobsen  
Prom., Publicity Director.....Ed Parker  
Film Manager.....Gene Tapie  
Chief Engineer.....Russell B. Pope  
Consulting Engr.....Kear & Kennedy

## KIEM-TV

EUREKA—1953—CBS-NBC-DuM-ABC

Channel: 3 VHF..AP: 7.3 Kw...VP: 14.6 Kw.  
Owned-Oper. By.....Redwood Bcstg. Co.  
Business Address.....P. O. Box 1021  
Phone Number.....Hillside 2-5754  
Air Time.....Full Time  
News Service.....UP  
Representative.....Blair  
Membership.....NARTB  
President.....William B. Smullin  
Manager.....Donald H. Telford  
Program Director.....Jerry Poulos  
Promotion Director.....G. Fuller  
Tech. Director.....J. G. Bauriedel  
Chief Engineer.....Donald King  
Consulting Engineers.....Lohnes & Culver

## KJEO-TV

FRESNO—1953—ABC-CBS-DuM

Channel: 47 UHF..AP: 240 Kw...VP: 440 Kw.  
Owned-Oper. By.....O'Neill Bcstg. Co.  
Business Address.....Box 1708  
Phone Number.....7-8405  
Air Time.....Full Time  
News Service.....UP  
Representative.....Branham  
Membership.....NARTB  
President.....J. E. O'Neill, Sr.  
Vice Pres.....Joe Drilling, Charles Theodore  
Comm. Manager.....W. O. Edholm  
Dir. of News Sp. Events.....W. Anthony  
Program Director, Prod. Mgr.....Jack Shepard  
Prom., Publicity Director.....Francis Quinn  
Film Manager.....John Parkhurst  
Chief Engineer.....Jack McElwain

## KMJ-TV

FRESNO—1953—NBC-CBS

Channel: 24 UHF..AP: 16.5 Kw...VP: 33 Kw.  
Owned-Operated By.....McClatchy Bcstg. Co.  
Address.....Van Ness & Calaveras Sts.  
Representative.....Raymer  
News Service.....AP, UP  
Membership.....NARTB, TvB  
President.....Eleanor McClatchy  
Sta. Mgr., Film Buyer.....Perry Nelson  
Commercial Manager.....Wilson Lefler  
Program Manager.....Joe Tomes  
News & Special Events.....Tom Flynn, Dean Mell  
Film Editor.....William Curtis  
Chief Engineer.....James B. Hancock

# KCOP-TV

HOLLYWOOD—1953

Channel: 13 VHF. AP: 15.5 Kw. VP: 31.0 Kw.  
 Owned-Oper. By.....The Conley Press, Inc.  
 Bus.-Studio Address...1000 N. Cahuenga Blvd.  
 Phone Number.....HUdson 2-7311  
 Air Time.....Full Time  
 News Service.....AP, UP  
 Representative.....Katz Agency Inc.  
 Membership.....NARTB  
 Vice President, Gen. Mgr.....Jack Heintz  
 Commercial Manager.....Dave Lundy  
 Asst. Gen. Mgr., Prog. Dir.....Al Flanagan  
 Promotion, Publicity Director.....Warren Earl  
 Film Mgr.....Mattie Tippit  
 Prod. Manager.....Dan Lindquist  
 Chief Engineer.....Marvin Wentworth  
 Consulting Engr.. Craven, Lohnes & Jorgensen

# KNXT

HOLLYWOOD—1948—CBS

Channel: 2 VHF. AP: 23.4 Kw. VP: 46.8 Kw.  
 Owned-Oper. By.....CBS Inc.  
 Business-Studio Address.....1313 N. Vine St.  
 Phone Number.....HOLlywood 9-1212  
 Air Time.....18½ hours daily  
 Representative.....CBS TV Spot Sales  
 News Service.....AP, UP  
 Membership.....NARTB, TvB  
 President.....J. L. Van Volkenburg  
 General Manager.....James T. Aubrey, Jr.  
 Program Director.....Donald M. Hine  
 Prom., Publicity Director.....Dean D. Linger  
 Director News & Sp. Events.....Sam Zelman  
 Production Manager.....Leon Drew  
 Film Manager.....Bob Hurlbut  
 Chief Engineer.....Lester H. Bowman

# KRCA

HOLLYWOOD—1949—NBC

Channel: 4 VHF. AP: 21.4 Kw. VP: 42.7 Kw.  
 Owned-Oper. By...National Broadcasting Co.  
 Bus.-Studio Address.....Sunset & Vine St.  
 Phone Number.....HOLlywood 9-6161  
 Air Time.....Full Time  
 News Service.....AP, INS, UP  
 Membership.....NARTB  
 Representative.....NBC Spot Sales  
 President.....Sylvester Weaver  
 Gen. Station Manager.....Thomas McCray  
 Commercial Manager.....James Parks  
 Executive Producer.....Dean Craig  
 Promotion Director.....Jack Kenaston  
 Director of News.....Roy Neal  
 Operations Manager.....James Damon  
 Publicity Director.....Bob Pelgram  
 Film Manager.....George Burke  
 Chief Engineer.....John Knight  
 Consulting Engineer.....Raymond Guy

# KABC-TV

LOS ANGELES—1949—ABC

Channel: 7 VHF.....AP: 59.....VP: 118 Kw.  
 Owned-Oper. By.....American Bcstg. Co.  
 Business Address.....ABC TV Center  
 Phone Number.....NO 3-3311  
 Air Time.....Full Time  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....Petry  
 Vice President.....Earl J. Hudson  
 General Manager.....Amos T. Baron  
 General Sales Manager.....Elton H. Rule  
 Program Director.....Hunt Stromberg, Jr.  
 Promotion Director.....Jack Brembeck  
 Dir. of News & Special Events...Ed Conklin  
 Production Manager.....James Mandulay  
 Publicity Director.....Stan Kramer  
 Film Manager.....Russell Landers  
 Chief Engineer.....Phillip G. Caldwell

# KHJ-TV

LOS ANGELES—1948—DuM

Channel: 9.....AP: 81.3Kw.....VP: 162 Kw.  
 Owned-Oper. By.....General Teleradio, Inc.  
 Business-Studio Address.....1313 N. Vine St.  
 Phone Number.....HOLlywood 2-2133  
 Membership.....TvB  
 Air Time.....11¼ hours daily  
 Representative.....H-R  
 News Service.....AP, UP  
 President, General Teleradio.Thomas F. O'Neil  
 Pres., (Don Lee, Div.).....Willet H. Brown  
 Gen. Mgr. (Don Lee Div.).....Ward D. Ingram  
 Station Mgr.....John Reynolds  
 Program Director.....James Higson  
 Chief Engineer.....Robert Arne

# KTTV

LOS ANGELES—1949—DuM

Channel: 11 VHF. AP: 83 Kw. VP: 166 Kw.  
 Owned-Oper. By.....KTTV, Inc.  
 Business Address.....5746 Sunset Blvd.  
 Phone Number.....HOLlywood 2-7111  
 Air Time.....16 hours daily  
 News Service.....AP  
 Representative.....Blair-TV, Inc.  
 Membership.....NARTB  
 President.....Norman Chandler  
 V.P., Gen. Mgr.....Richard A. Moore  
 Sales Mgr.....John Vrba  
 Program Dir.....Robert Breckner  
 Promotion Dir.....Jack O'Mara  
 Dir. of News, Spec. Events.....Bill Welsh  
 Production Mgr.....Val Conte  
 Publicity Dir.....Roavis Winckler  
 Film Manager.....Richard Woollen  
 Chief Engineer.....Edward Benham

# 18 YEARS OF LEADERSHIP AND STILL AHEAD!

**DAILY VARIETY DAILY**

**Radio—Television**

## **KTLA COMES OFF WITH FLYING COLORS IN FIRST TRY AT TELEVISION IN TINT**

Klaus Landsberg gave an invited audience its first look at KTLA color television Friday night and the critical consensus was both favorable and enthusiastic. It was generally agreed that the colorcast of "Western Varieties" was comparable in quality to some of the network Specs from the east and certainly a milestone in the history of the local station, first of the unaffiliated indies to "show its colors."

Landsberg's chromatic display of the cowboy revue with two RCA color cameras shown on 10-inch Motorola receivers was sharply brilliant in the closeups. . . . On the monitors, Landsberg said the picture was clear and sharp and that he was highly elated at the first exposure of his color program, with others to follow at weekly intervals. It is estimated that there are now 1,500 color sets in the L.A. signal area.

The gay and vivid colorings of the cowboy regalia brought out the bright qualities of the color lenses and splashed the western set with fast moving rainbowish hues. Performing in colorful garb under the emceeing of Doye O'Dell were such familiars to the hoedown set as Roscoe Ates, Spade Cooley, Eddie Dean, Eddie Cletro, Twin Tones, Y-Knot Twirlers, Gail Moser, Ricky Lane & Willie and Cheetah, the ape, who wasn't given the chance to steal the show.

LOOK AT THE RECORD

**KTLA**

**GIVES YOU**

**MORE VALUE**

**MORE COVERAGE**

**MORE SALES POWER**

**YOUR BEST BUY IN LOS ANGELES**

**KTLA**

**CHANNEL 5**

**LOS ANGELES**

*Nationally Represented by*

**Paul H. Raymer Company, Inc.**

# K T L A

LOS ANGELES—1947  
PARAMOUNT

Channel: 5... AP: 15 Kw... VP: 30 Kw.  
Owned-Oper... Paramount TV Productions, Inc.  
Business Studio Address... 5451 Marathon St.  
Phone Number... HOLLYWOOD 9-3181  
Air Time... 11 hours daily  
News Service... UP  
Representative... Paul H. Raymer  
Membership... NARTB  
Pres. Para. T-V Prods... Paul Raibourn  
Gen. Mgr. & V-P, Paramount

T-V Prods... Klaus Landsberg  
Sales Manager... Robert Mohr  
Production Coordinator... J. Gordon Wright  
News Editor... Gilbert Martyn  
Film Director... Leland G. Muller  
Remote Engr. Op. Spvsr... John D. Silva  
Studio Engr. Op. Spvsr... Roy White  
Trans. Op. Spvsr... William S. Barnard

# K B E T - T V

SACRAMENTO—1955

Station Operating with Special Temporary Authorization  
Channel: 10... AP: 158 Kw... VP: 316 Kw.  
Owned By... Sacramento Telecasters, Inc.  
Address... 716 California State Life Bldg.  
Vice-Pres., Gen. Mgr... John H. Schacht

# K C C C - T V

SACRAMENTO—1953—  
CBS-NBC-ABC-DuM

Channel: 40 UHF... AP: 114 Kw... VP: 200 Kw.  
Owned-Oper. By... Capital City TV Corp.  
Business Address... Senator Hotel  
Representative... Weed  
President... Harry McCart  
Gen., Station Manager... Ashley L. Robinson  
National Comm. Manager... Al Richards  
Local Comm. Manager... Jack Kehoe  
Prog. Dir., Prod. Mgr... John Edwards  
Prom., Publicity Director... Clarence Talbot  
Dir. News & Special Events... Harvey Chester  
Film Manager... Cal Cape  
Chief Engineer... Paul Leake  
Consulting Engineer... Vandivere, Cohen,  
& Wearn

# K S B W - T V

SALINAS-MONTGOMERY—1953  
ABC-CBS-NBC-DuM

Channel: 8 VHF... AP: 5.9 Kw... VP: 11.5 Kw.  
Owned-Oper. By... Salinas Bcstg. Corp.  
Address... P. O. Box 1651  
Representative... Hollingsbery Co.  
Pres., Gen., Sta. Mgr... John Cohan  
Comm. Manager... W. M. Oates  
Prog., News, Sp. Ev. Dir... N. Edmonson  
Promotion Director... J. S. Randall  
Prod. Mgr., Pub. Dir... O. C. Sullivan  
Film Manager... Peg Miner  
Chief Engineer... George Freeman  
Consulting Engineer... Robert Hammelt

# K F M B - T V

SAN DIEGO—1949—ABC-CBS

Channels: 8 VHF... AP: 27 Kw... VP: 54 Kw.  
Owned... Wrather-Alvarez Broadcasting, Inc.  
Business Address... Fifth & Ash Sts.  
Phone Number... Belmont 2-2114  
Air Time... Full Time  
Representative... Petry  
News Service... AP, UP  
Membership... NARTB, TvB  
President... Jack D. Wrather  
Vice President... Maria Helen Alvarez  
General Manager... George Whitney  
National Comm. Manager... Ralph McKinnie  
Local Comm. Manager... Charles Jackson  
Dir. of News & Spec. Events... Paul W. White  
Production Mgr... Hal Coddon  
Prom., Pub. Rel... Bill Ryan  
Prog., Film Manager... Bill Fox  
Chief Engineer... Charles Abel

# K F S D - T V

SAN DIEGO—1953—NBC

Channel: 10 VHF... AP: 35.4 Kw... VP: 63 Kw.  
Owned-Oper. By... KFSD, Inc.  
Business Address... 3642 Enterprise St.  
Phone Number... Woodcrest 8-7151  
Representative... Katz  
Manager... John Merino  
Program Manager... John Clement  
Chief Engineer... Leroy Bellwood

# K G O - T V

SAN FRANCISCO—1949—ABC

Channel: 7 VHF... AP: 12.6Kw... VP: 25.4 Kw.  
Owned-Oper. By... American Bcstg. Co.  
Address... 277 Golden Gate Ave.  
Phone Number... UN 3-0077  
Air Time... Full Time  
Representative... Petry  
News Service... AP, INS  
Membership... NARTB  
President (ABC)... Robert E. Kintner  
Vice President... James H. Connolly  
Station Mgr... Vincent Francis  
Comm. Mgr... David Sacks  
Prom., Pub. Director... Jon W. Barkhurst  
Dir. of News and Spe. Events... Vic Reed  
Production Manager... Edward Smith  
Publicity Director... Gordon Grannis  
Film Manager... Robert Mitchell  
Chief Engineer... Harry Jacobs  
Asst. Chief Engineer... Dick Parks  
Construction Engineer... Kear & Kennedy

# K P I X

SAN FRANCISCO—1948—CBS  
DUMONT

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Westinghouse Bcstg., Inc.  
Address... 2655 Van Ness Ave.  
Phone Number... Prospect 6-5100  
Air Time... 17½ hours daily

News Service .....INS  
 Representative .....Katz  
 Membership .....NARTB  
 General Station Manager..... Philip G. Lasky  
 Asst. Gen. Manager..... George Mathiesen  
 Commercial Manager..... Lou Simon  
 Program Director..... William C. Dempsey  
 Prom., Publicity Director..... Herb Bachman  
 Chief Engineer..... Al Towne

## KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....The Chronicle Pub. Co.  
 Business Studio Address.....929 Mission St.  
 Phone Number.....GARfield 1-1100  
 News Service.....AP  
 Air Time.....Full Time  
 Newspaper Affiliation.....Chronicle  
 Representative.....Free and Peters  
 Membership.....NARTV, TvB  
 President.....G. T. Cameron  
 General Manager.....Charles Thierlot  
 Station Manager.....Harold P. See  
 Comm., Film Mgr.....Norman Louvau  
 Program Dir.....Douglas Elleson  
 Prom., Publicity Director.....R. Irving  
 Chief Engineer.....L. Berryhill  
 Consulting Engineer.....Robert Hammett

## KSAN-TV

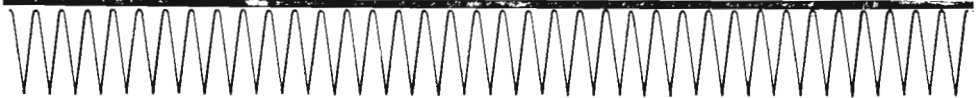
SAN FRANCISCO—1954

Station Operating with Special Temporary Authorization  
 Channel: 32 UHF...AP: 10 Kw...VP: 20 Kw.  
 Owned & Oper. By.....S. H. Patterson  
 Address.....1355 Market Street  
 Phone.....MARKet 1-8171  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....McGillvra  
 Gen., Station Mgr.....Norwood J. Patterson  
 Comm. Mgr., Prom., Pub. Dir.....Allen Storm  
 Program Director.....Dawn Patterson  
 Dir. News & Special Events.....Frank Arthur  
 Production Mgr.....Herm Falk  
 Film Manager.....Rickie Dines  
 Chief Engineer.....Roger Skelton  
 Consulting Eng.....N. J. Patterson, Radio  
 Engineering Co.

## KVEC-TV

SAN LUIS OBISPO—1953—DuM

Channel: 6 VHF..AP: 12.97 Kw..VP: 19.8 Kw.  
 Owned-Oper. By.....The Valley Electric Co.  
 Business Address.....787 Higuera St.  
 Phone Number.....San Luis Obispo 1100  
 Air Time.....Full Time  
 News Service.....AP



# COVERAGE!

### BASIC COVERAGE:

125,117 TV SETS in Southern California between Monterey on the North and Los Angeles County on the South.

### BONUS COVERAGE:

93,880 TV SETS in San Diego, Bakersfield and Los Angeles.\*

\* ARB Survey, January 1955.

CONTACT YOUR HOLLINBERY MAN FOR DETAILS

# KEY-T

Channel



CBS

NBC

ABC

DUMONT





Representative.....W. S. Grant Co.  
 President.....Christina Jacobson  
 Gen. Sta. Mgr.....Les Hacker  
 Commercial Manager.....Si Darrah  
 Program Director.....Robert S. Wilton  
 Prom., Prod. Dir.....Ted Warner  
 News Director.....Gary Merker  
 Publicity Director.....James Stoukey  
 Film Manager.....Earl Muff  
 Chief Engineer.....James Cochrane

Membership.....NARTB  
 President.....A. E. Joscelyn  
 Gen., Station Mgr.....Terry Hamilton Lee  
 Commercial Manager.....William Rambo  
 Program Dir., Prod. Mgr.....William Hollenbeck  
 Prom., Publicity Director.....Gordon Grannis  
 Director News & Sp. Events.....Mel Riddle  
 Film Director.....Lloyd Hansen  
 Chief Engineer.....Stanton D. Bennett

# KEY - T

SANTA BARBARA—1953—  
ABC-CBS-NBC-DuM

Channel: 3 VHF...AP: 25 Kw...VP: 50 Kw.  
 Owned-Oper. By Santa Barbara Bcstg-TV Co.  
 Business Address.....730 Miramonte Drive  
 Phone Number.....5-8533  
 Air Time.....Full Time  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB, TvB  
 President, Gen. Mgr.....Colin M. Selph  
 Operations Director.....Russell L. Furse  
 Dir. of News & Sp. Events...Raymond Dietrich  
 Program Supervisor.....Mary Ann Casey  
 Promotion Director.....Joe Costantino  
 Chief Engineer.....Lloyd M. Jones

# KOVR

STOCKTON—1954—DuM

Station Operating with Special Temporary Authorization  
 Channel: 13 VHF...AP: 72.2 Kw...VP: 144 Kw.  
 Owned & Oper. By...Television Diablo, Inc.  
 Phone.....Howard 6-6981  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....Blair-TV

# KTVU

STOCKTON—1953—NBC

Channel: 36 UHF...AP: 260 Kw...VP: 525 Kw.  
 Owned-Oper. By...San Joaquin Telecasters  
 Business Address.....2293 East Main  
 Air Time.....Full Time  
 Phone.....Howard 5-7271  
 Newspaper Affiliation...Richmond Independent  
 Representative.....George P. Hollingbery  
 Membership.....NARTB  
 President.....Warren Brown, Jr.  
 Gen., Station Manager.....D. M. Greene  
 Program Director.....David Hume  
 Chief Engineer.....Bruce Joyner

# KVVG

TULARE—1953—DuM

Channel: 27 UHF...AP: 81.3 Kw...VP: 151 Kw.  
 Owned-Oper. By...Sheldon Anderson Estate  
 Business Address.....1385 East Tulare St.  
 Phone Number.....Tulare 6-3481  
 Air Time.....9 hours daily  
 Representative.....Forjoe  
 Manager.....Wally Sherwin  
 Program Director.....Bob Merrifield  
 Publicity Director.....Marcia Drake  
 Chief Engineer.....Don Ferguson

# COLORADO

Pop. Feb. 1, 1955 (Est.) 1,486,000 — TV Homes 217,000

Stations in State 8

# KKTV

COLORADO SPRINGS—1952—  
ABC-CBS-DuM

Channel: 11 VHF...AP: 31 Kw...VP: 62 Kw.  
 Owned-Operated By.....TV Colorado, Inc.  
 Address.....510 South Tejon St.  
 Phone.....MElrose 4-2844  
 Air Time.....Full Time  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Hollingbery  
 President, Gen., Station Mgr...James D. Russell  
 Vice-Pres. National Sales.....Robert D. Ellis  
 Local Sales.....W. B. Rogers  
 Prog. Dir., Prod. Mgr.....Cecil Seavy  
 Prom., Pub. Dir.....E. F. Shadburne  
 Dir. of News & Sp. Events...Howard Arnburg

Film Manager.....Carl Pehlman  
 Chief Engineer.....Willis Shanks  
 Transmitter Engineer.....Cozey Strang  
 Consulting Engineer.....Page, Creutz,  
 Garrison, & Waldschmitt

# KRDO-TV

COLORADO SPRINGS—1953—NBC

Channel: 13 VHF...AP: 5.65 Kw...VP: 11.31 Kw.  
 Owned-Oper. By.....Pikes Peak Bcstg. Co.  
 Business Address.....399 South Eighth St.  
 Phone Number.....MElrose 2-1515  
 Air Time.....Full Time  
 Membership.....NARTB  
 News Service.....AP, UP  
 Representative.....McGillvra  
 President, Gen., Sta. Mgr.....Harry Roth  
 Pub., Prom. Dir.....Patricia Colth



★  
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 ★  
**"MATINEE"**  
*With*  
**FRED & FAE**  
 ★  
**CLYDE ROGERS**  
*at the Organ*

DENVER'S liveliest  
 "LIVE SHOW"...Songs, Chatter,  
 Record Pantomime, Guests  
 and Studio Audience

*Now!* ★ ★

A FULL HOUR  
 EVERY AFTERNOON

6 DAYS A WEEK  
 4:30 to 5:30 p. m.

*For Participating Rates  
 and Availabilities*

Ask A

**BLAIR-TV MAN**

2<sup>nd</sup> YEAR ON  
**CHANNEL 2**  
**KFEL-TV**

DENVER

MANAGED BY GENE O'FALLON

**MAXIMUM POWER - 100,000 WATTS**



Publicity Director.....Bill Day  
 Dir. of News & Sp. Events...Sheldon Peterson  
 Film Manager.....William Witt  
 Chief Engineer.....Eugene Jenkins

# KOA-TV

## DENVER—1953—NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Metropolitan TV Co.  
 Business Address.....1625 California  
 Phone Number.....Main 3-6211  
 Representative.....Petr  
 Membership.....NARTB, TvB  
 President.....William Grant  
 General Manager.....Don Searle  
 TV Operation Manager.....Jud Woods  
 Com. Manager.....William F. MacCrystall  
 Program Director.....C. Van Haften  
 Dir. of News & Sp. Events...Ralph Radetsky  
 Consulting Eng.....Kear & Kennedy  
 Promotion Manager.....Dick Harris  
 Film Director.....Harlan Mendenhall  
 Chief Engineer.....J. A. Slusser

# KFXJ-TV

GRAND JUNCTION—1954—ABC-  
 NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 5 VHF...AP: 776 Kw...VP: 1.29 Kw.  
 Owned-Oper. By.....Western Slope  
 Broadcasting Co., Inc.

Address.....P. O. Box 30  
 Phone Number.....1300  
 Air Time.....Full Time  
 News Service.....UP  
 Representative.....Hal Holman  
 Membership.....NARTB, TvB  
 President, Gen. Manager.....Rex Howell  
 Station, Comm. Manager...E. Anson Thomas  
 Program, Pub. Director.....Ruth Howell  
 Promotion Director.....Roy Adamson  
 Dir. of News & Sp. Events...Gregg Chancellor  
 Prod., Film Manager.....Rick Krepela  
 Chief Engineer.....Cecil Whitechurch  
 Consulting Engineer.....Everett Dillard

# KCSJ-TV

PUEBLO—1953—NBC

Channel: 5 VHF...AP: 10.6 Kw...VP: 17.5 Kw.  
 Owned-Oper. By.....Star Bcstg. Co.  
 Business Address.....226 Television Lane  
 Phone Number.....4-5782  
 News Service.....UP  
 Air Time.....Full Time  
 Representative.....Avery-Knode!  
 Membership.....NARTB  
 Pres., Gen. Station Mgr....Douglas D. Kohle  
 Commercial Mgr.....John Henry  
 Program Director.....Russ Truesdell  
 Prom., Publicity Director.....Ruth Sample  
 Production Manager.....George Harris  
 Chief Engineer.....Marion Cunningham  
 Cons. Eng.....Comm. Radio Equip Co.  
 Film Manager.....Jackson Cravens

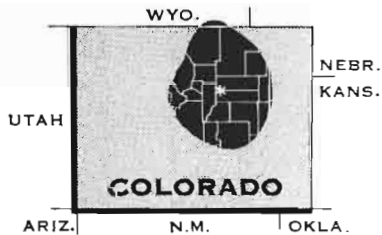
# KOA-Radio



In its 31st year of  
 consistent leadership, in audience,  
 power, coverage, results and  
 prestige!

The "single-station network" that  
 delivers 302 counties of 12 states!

# KOA-TV



Setting new records  
 in its second year...duplicating  
 KOA-Radio's record of  
 achievement.

Leading all Denver TV Stations  
 in overall "Share-of-Audience"!

Let the leaders do your selling job  
**KOA-Radio and KOA-TV**  
 Covers The West...*Best!*



# CONNECTICUT

Pop. Feb. 1, 1955 (Est.) 2,263,000 — TV Homes 557,000

Stations in State 5

## WICC-TV

BRIDGEPORT—1953—ABC-DuM

Channel: 43 UHF. AP: 91 Kw. VP: 182 Kw.  
Owned. . . . . Southern Conn. & L. I. Bcstg. Co.  
Business Address. . . . . Box 9140  
Air Time. . . . . Full Time  
Phone Number. . . . . 8-1601  
News Service. . . . . AP  
Representative. . . . . Adam Young  
Pres., Gen. Mgr. . . . . Philip Merryman  
Prog. Dir., Prod. Mgr. . . . . Wallie Dunlap  
Comm. Mgr. . . . . Manning Slater  
Promotion Manager. . . . . Joan Fisher  
Publicity Director. . . . . Leo Miller  
Dir. of News & Spec. Events. . . . . Bill Whalen  
Film Ed. . . . . Irving Maglinick  
Chief Engineer. . . . . Alvin Andrus  
Consulting Engineer. . . . . McIntosh

## WGTH-TV

HARTFORD—1954—ABC-DuM

Station Operating with Special Temporary Authorization  
Channel: 18 UHF. AP: 98.4 Kw. VP: 187 Kw.  
Owned. . . . . General-Times Television  
Address. . . . . 54 Pratt Street  
Phone Number. . . . . Jackson 7-9131  
Air Time. . . . . 8 hours daily  
Newspaper Affiliation. . . . . Hartford Times  
Representative. . . . . H.R.  
President. . . . . Thomas F. O'Neill  
V.P. & Gen. Mgr. . . . . Fred W. Wagenvoord  
Commercial Mgr. . . . . Gordon R. Kerr  
Program Director. . . . . John O. Downey  
Dir. News & Sp. Events. . . . . Charles Norwood  
Film Manager. . . . . Daniel German  
Chief Engineer. . . . . Rogers B. Holt

## WKNB-TV

NEW BRITAIN—1952—CBS

Channel: 30 UHF. AP: 113.5 Kw. VP: 210.4 Kw.  
Owned. . . . . New Britain Bcstg. Co.  
NBC Sale Pending FCC Approval  
Address. . . . . 1422 New Britain  
Air Time. . . . . Full Time  
Representative. . . . . Bolling  
President. . . . . Julian Gross  
Ex. V.P. & Gen. Mgr. . . . . Peter B. Kenney

National Sales Mgr. . . . . David Scott  
Local Sales Mgr. . . . . E. Needles  
Publicity, Promotion Dir. . . . . Helen M. Loy  
Film Manager. . . . . Elliott Weisman  
Program Director. . . . . Barry Barents  
Production Manager. . . . . Philip Hale  
Chief Engineer. . . . . John Shipley  
Consulting Engineer. . . . . George C. Davis

## WNHC-TV

NEW HAVEN—1953—CBS,  
NBC-DuM-ABC

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By. . . . . Elm City Bcstg. Co.  
Business Address. . . . . 1110 Chapel St.  
Air Time. . . . . Full Time  
News Service. . . . . AP, INS  
Representative. . . . . Katz  
President. . . . . Patrick J. Goode  
Gen. Mgr.-Sec.-Treas. . . . . Aldo DeDominicis  
Exec. V.P. . . . . Edward D. Taddel  
Sta. Mgr., Prog. Director. . . . . Edward C. Obrist  
Commercial Mgr. . . . . J. Vincent Callanan  
Prom., Pub. Director. . . . . James W. Evans  
Dir. of News & Sp. Events. . . . . Rockwell Clark  
Production Mgr. . . . . Kenneth Wynne, Jr.  
Film Manager. . . . . W. G. Mulvey  
Chief Engineer. . . . . Vincent DeLaurentis  
Consulting Engineer. . . . . Garo Ray

## WATR-TV

WATERBURY—1953—ABC

Channel: 53. . . . . AP: 125 Kw. . . . . VP: 245 Kw.  
Owned-Op. By. . . . . Harold Thomas  
Business Address. . . . . 440 Meadow St.  
Air Time. . . . . 11 hours daily  
Representative. . . . . Burke Stuart  
Membership. . . . . NARTB  
President. . . . . Harold Thomas  
Gen., Sta., Commercial Mgr. . . . . Samuel Elman  
Program Director. . . . . Edmund Waller  
Promotion Director. . . . . Wally King  
Production Manager. . . . . Charles Bengston  
Publicity Director. . . . . Wallace F. Gordon  
Film Manager. . . . . Astrid Curtis  
Chief Engineer. . . . . Andrew Toross  
Consulting Engineer. . . . . Garo Ray

# DELAWARE

Pop. Feb. 1, 1955 (Est.) 374,000 — TV Homes 87,000

Stations in State 1

## WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 12 VHF. AP: 191 Kw. VP: 316 Kw.  
Owned-Oper. By. . . . . Steinman Stations, Inc.  
Business-Studio Address. . . . . 10th & West Sts.  
Phone Number. . . . . 6-2567  
Air Time. . . . . 18 hours daily

News Service. . . . . UP  
Membership. . . . . NARTB, TvB  
Representative. . . . . Meeker  
Station Manager. . . . . Thomas R. Nunan, Jr.  
Gen. Sales Mgr. . . . . J. Robert Gulick  
Comm. Manager. . . . . Barton K. Feroe  
Program Dir. & Film Mgr. . . . . Richard W. Getz  
Technical Director. . . . . J. E. Mathiot  
Consulting Engineer. . . . . James C. McNary

# DISTRICT OF COLUMBIA

Pop. Feb. 1, 1955 (Est.) 878,000 — TV Homes 231,000

Stations in State 4

## W M A L - T V

WASHINGTON, D. C.—1947—ABC

Channel: 7 VHF... AP: 12 Kw... VP: 22 Kw.  
 Owned-Oper. By The Evening Star Bcstg. Co.  
 Address... 4461 Connecticut Ave., N.W.  
 Phone Number... Kellogg 7-1100  
 Air Time... Full Time  
 Newspaper Affiliation... The Evening Star  
 Membership... NARTB  
 Representative... Katz  
 News Service... AP  
 President... John W. Thompson, Jr.  
 General Manager... F. S. Houwink  
 Commercial Manager... Neal J. Edwards  
 Program Director... Charles Bishop  
 Prom. & Pub. Director... E. Haywood Meeks  
 Dir. of News & Sp. Events... Bryson Rash  
 Production Manager... Philip Milillo  
 Chief Engineer... Allan Powley  
 Consulting Engineer... Jansky & Bailey

## W R C - T V

WASHINGTON—1947—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... National Bcstg. Co., Inc.  
 Business-Studio Address... Wardman Park Hotel  
 Phone Number... AD 4-5400  
 Air Time... Full Time

News Service... AP, INS, UP  
 Representative... NBC Television Spot Sales  
 Membership... NARTB  
 VP & General Mgr... Carleton D. Smith  
 Director of Sales... Joseph Goodfellow  
 Local Sales Mgr... Charles de Lozier  
 Director of Programs... James E. Kovach  
 Program Director... James E. Kovach  
 Superv. Adv. & Prom... Robert M. Adams  
 Director of Publicity... Jay Royen  
 Dir. of News & Sp. Events... Cassius Kelle:  
 Dir. of Operations... Letterts A. McClelland  
 Business Manager... John A. Lavan  
 Film Editor... John Johnson  
 Chief Engineer... John Rogers

## W T O P - T V

WASHINGTON—1949—CBS

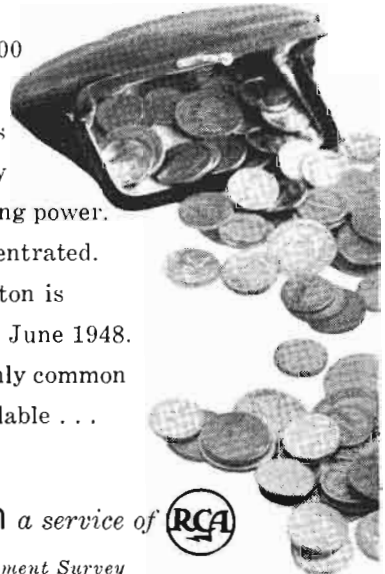
Channel: 9 VHF... AP: 175 Kw... VP: 316 Kw.  
 Owned-Oper. By... WTOP, Inc.  
 Business Address... Broadcast House  
 Phone Number... Emerson 2-9300  
 Air Time... Full Time  
 Newspaper Affiliation... Washington Post  
 News Service... AP, UP  
 Representative... CBS TV Spot Sales  
 Pres., Gen. Mgr... John Hayes  
 V.P., TV... George Hartford  
 Comm. Mgr... Robert A. J. Bordley

## There's a mint in Washington

No, not a big government building, but 728,000 family purses stuffed with \$4,532,064,000 of effective buying income. Washington, America's ninth-largest city has the second-highest family income in the entire country. Concentrated buying power.

In Washington, selling power is just as concentrated. The most-viewed television station in Washington is WRC-TV . . . and it has been every month since June 1948.

To tap this tremendous buying power, it is only common sense to use the most potent selling power available . . .



WRC-TV



in Washington a service of



Sources: Sales Management Survey of Buying Power; ARB

Represented by NBC Spot Sales

Dir. of News & Spec. Events... Theodore F. Koop  
 Pub. & Prom. Director... Cody Pfanstiehl  
 Film Mgr., Prog. Dir... Thomas B. Jones  
 V.P., Chief Eng... Clyde Hunt

# WTTG

WASHINGTON—1947—DuM

Channel: 5 VHF... AP: 10.5 Kw... VP: 17.5 Kw.  
 Owned-Oper. By... Allen B. DuMont Labs., Inc.  
 Business-Studio Address... Hotel Raleigh  
 Phone Number... STerling 3-5300

Air Time... Full Time  
 News Service... UP  
 Representative... Blair-TV  
 Membership... NARTB  
 President... Dr. Allen B. DuMont  
 General Manager... Leslie G. Arries, Jr.  
 Sales Manager... George Griesbauer  
 Dir. Sports & Spec. Events... Weston J. Harris  
 Prom., Pub. Dir... George Flax  
 Program Director... Frances V. Guidice  
 Film Director... John Rule  
 Chief Engineer... Malcolm M. Bursleson

# FLORIDA

Pop. Feb. 1, 1955 (Est.) 3,594,000 — TV Homes 490,000

Stations in State 15

# WGBS-TV

FT. LAUDERDALE—1953—NBC

Channel: 23 UHF... AP: 92 Kw... VP: 185.5 Kw.  
 Owned-Oper. By... Storer Bcstg. Co.  
 Business Address... 2425 Biscayne Blvd.  
 Phone Number... 82-1942  
 Air Time... 16 hours daily  
 News Service... UP  
 Representative... Katz  
 Membership... TvB, NARTB  
 President... George B. Storer  
 Gen., Sta. Mgr... Noran E. Kersta  
 Program Director... John J. Crosby  
 Promotion Dir... Robert Nashick  
 Chief Engineer... William Needs  
 Consulting Eng... A. E. Cullum, Jr.

# WITV

FT. LAUDERDALE—1953—ABC-DuM

Channel: 17 UHF... AP: 215 Kw... VP: 430 Kw.  
 Owned-Oper. By... Gerico Investment Co.  
 Bus. Address... 5500 Hollandale Blvd.  
 Phone Number... 2-3108  
 Air Time... Full Time  
 News Service... UP  
 Representative... Bolling  
 Membership... NARTB  
 President... Russell E. Lowell  
 General Station Manager... Arthur L. Gray  
 Comm. Mgr... William W. Van der Busch  
 Prog., Prom. Dir... William Wyler  
 Dir. of News & Sp. Events... William Bayer  
 Production Manager... Steve Zinn  
 Publicity Director... Terry Stein  
 Film Manager... Eleanor Zinn  
 Chief Engineer... Bill Latham

# WINK-TV

FORT MEYERS—1954—ABC-CBS

Channel: 11 VHF... AP: 6 Kw... VP: 12 Kw.  
 Owned-Oper. By... Fort Meyers Bcstg. Co.  
 Business Address... 54 Palm Beach Blvd.  
 Phone Number... 4-1341  
 Membership... TvB

Representative... Weed  
 General Mgr... A. J. Bauer  
 Technical Dir... Bob Bachman  
 Program Dir... Frank Nodine

# WJHP-TV

JACKSONVILLE—1953—NBC-DuM-ABC

Channel: 36 UHF... AP: 138 Kw... VP: 276 Kw.  
 Owned-Oper. By... Jacksonville Journal Co.  
 Business Address... 4038 Phillips Hwy.  
 Phone Number... EX 8-9751  
 Air Time... Full Time  
 News Service... UP  
 Newspaper Affil... Jacksonville Journal  
 Representative... Perry  
 Membership... NARTB  
 President... John H. Perry  
 Gen. Mgr... T. S. Gilchrist, Jr.  
 Oper., Prod. & Film Mgr... Jack Newson  
 Commercial Manager... Bill Fraker  
 Program Director... George Booker  
 Prom., Pub. Director... Martha Thomas  
 Dir. of News & Sp. Events... Bob Dow  
 Chief Engineer... Beecher Hayford  
 Consulting Engineer... Frank McIntosh

# WMBR-TV

JACKSONVILLE—1949

ABC-CBS-DuM

Channel: 4 VHF... AP: 100 Kw... VP: 60 Kw.  
 Owned-Oper. By... Washington Post  
 Business Address... 605 S. Main  
 Phone Number... EX 8-0501  
 News Service... UP  
 Representative... CBS TV Spot Sales  
 President... Philip L. Graham  
 Vice President... John S. Hays  
 Pres. WMBR Div... Glenn Marshall, Jr.  
 V.P., Comm. Mgr... Charles Stone  
 Prom., Pub. Dir... Roger Langston  
 Program Dir... Harry Kalkines  
 Dir. of News & Spec. Events... Bill Grove  
 Prod. Manager... W. Bissell  
 Film Manager... W. Kopec  
 Chief Engineer... Ernest Vondermark

# WJNO-TV

**PALM BEACH—1954—ABC-CBS-  
NBC-DuM**

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.  
 Owned-Oper. By ..... WJNO-TV  
 Business Address ..... 5 Coconut Row  
 Phone Number ..... 3-2471  
 Air Time ..... 9 hours daily  
 News Service ..... AP  
 Representative ..... Meeker, TV  
 Membership ..... NARTB, TvB  
 President ..... George H. Buck, Sr.  
 Gen., Comm. Manager ..... Walter L. Dennis  
 Prog. Dir., Prod. Mgr. .... Daniel Durnick  
 Prom., Pub. Dir. .... Charles Curtain  
 Dir. of News & Sp. Events ..... Harrison Eagles  
 Film Manager ..... Frank Struzzieri  
 Chief Engineer ..... Walter R. Brown  
 Consulting Engineer ..... George Davis

# WTVJ

**MIAMI—1949—ABC-CBS-DuM**

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.  
 Owned-Oper. By ..... WTVJ, Inc.  
 Address ..... 316 N. Miami Ave.  
 Phone Number ..... Miami 2-6262  
 Air Time ..... Full Time  
 News Service ..... INS, UP  
 Representative ..... Free & Peters  
 Membership ..... NARTB  
 President ..... Mitchell Wolfson  
 Exec. V.P., Gen. Mgr. .... Lee Ruwitch  
 V.P., Gen. Sales Manager ..... John S. Allen  
 Vice-Pres., Operations Mgr. .... John A. Shay  
 Legal Director ..... R. Wolfson  
 Program Director ..... Lee Waller  
 Pub. & Prom. Director ..... Burt Toppaa  
 Production Mgr. .... Ashe Dawes  
 Business Film Mgr. .... Louis Wolfson  
 Nat. Sls. Mgr. .... Stan Gordoni  
 Local Sls. Mgr. .... Mary Ford  
 Dir. of News & Special Events ..... Ralph Renick  
 Chief Engineer ..... Earl W. Lewis  
 Cons. Eng. .... Jansky & Bailey

# WDBO-TV

**ORLANDO—1954—ABC-CBS-NBC-  
DuM**

Station Operating with Special Temporary Authorization  
 Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By ..... Orlando Bctg. Co., Inc.  
 Business Address ..... 30 S. Ivanhoe Blvd.  
 Phone Number ..... 5-0541  
 Air Time ..... 9 hours daily  
 News Service ..... AP  
 Representative ..... Blair-TV  
 Membership ..... NARTB  
 President, Gen. Mgr. .... Harold P. Danforth  
 Sales Director ..... John Thorwald  
 Program Director ..... Walter Sickles  
 Production Manager ..... Mark V. Barker  
 Publicity Director ..... Audrey Kinghorn  
 Film Manager ..... Harold P. Danforth, Jr.  
 Chief Engineer ..... J. E. Yarbrough  
 Consulting Engineer ..... George C. Davis

# WJDM

**PANAMA CITY—1953—ABC-NBC  
DuM**

Channel: 7 VHF... AP: 5.36 Kw... VP: 10.7 Kw.  
 Owned-Oper. By ..... J. D. Manly  
 Business Address ..... Box 428  
 Phone Number ..... ADams 4-2251  
 Representative ..... Hollingbery  
 General Manager ..... Mel Wheeler  
 Program Director ..... Jerry Williams  
 Chief Engineer ..... Jim Smith

# WEAR-TV

**PENSACOLA—1953—ABC—DuM**

Channel: 3 VHF... AP: 33 Kw... VP: 55 Kw.  
 Owned-Oper. By ..... Gulfport Bc'g. Corp.  
 Business Address ..... Highway 90  
 Phone Number ..... 3-8311  
 Air Time ..... Full Time  
 News Service ..... AP, UP  
 Representative ..... Hollingbery  
 President, Gen. Mgr. .... Mel Wheeler  
 Asst. Gen. Mgr. & National  
 Sales Manager ..... Milt de Reyna, Jr.  
 Comm. Mgr. .... Irv Welch  
 Prog. Dir., Film Manager ..... Jerry Williams  
 Dir. of News & Sp. Events ..... Dave Fulton  
 Prod. Manager ..... Ray Carow  
 Publicity Director ..... Jean Marie Stark  
 Chief Engineer ..... Jim Smith  
 Consulting Eng. .... Comm. Radio Equip. Co.

# WPFA-TV

**PENSACOLA—1953—CBS**

Channel: 15 UHF... AP: 11 Kw... VP: 20.4 Kw.  
 Owned-Oper. By ..... WPFA-TV, Inc.  
 Business Address ..... North "O" & Loletta Sts.  
 Phone Number ..... 3-1141  
 News Service ..... AP  
 Representative ..... Adam Young  
 Membership ..... NARTB  
 President ..... Charles W. LaMar, Jr.  
 V.P. & Gen. Mgr. .... F. E. Busby  
 Production Manager ..... Elizabeth D. Hayter  
 Film Manager ..... M. C. Saviak  
 Chief Engineer ..... N. V. Pieler  
 Consulting Eng. .... Gauney & Jones

# WSUN-TV

**ST. PETERSBURG—1953—  
ABC-CBS-NBC-DuM**

Channel: 38 UHF... AP: 5 Kw... VP: 20 Kw.  
 Owned-Oper. By ..... City of Petersburg  
 Business Address ..... Box 240  
 Phone Number ..... 5-4121  
 Representative ..... Weed  
 Air Time ..... Full Time  
 News Service ..... UP  
 Membership ..... NARTB  
 General Manager ..... Charles L. Kelly  
 Commercial Manager ..... Vera New  
 Program, Film Director ..... Robert E. Gilbert  
 Promotion Director ..... William H. Bowes  
 Chief Engineer ..... Louis J. Link  
 Consulting Engineer ..... William Coddling



**WFLA-TV**  
TAMPA—1955—NBC

Station Operating with Special Temporary Authorization  
Channel: 8 VHF. AP: 220 Kw. VP: 316 Kw.  
Owned-Oper. By.....Tribune Company  
Address .....312 Morgan St.  
Phone Number .....2-4747  
Newspaper Affiliation.....Tampa Tribune  
News Service .....UP  
Representative .....Blair-TV  
Membership .....NARTB  
President.....J. C. Council  
General Manager.....George W. Harvey  
Commercial Mgr.....William B. Faber  
Program Director.....Paul M. Jones  
Promotion Director.....Tom Mathews  
Production Mgr.....Carl P. Bergquist  
Chief Engineer.....J. H. Mitchell  
Consulting Engineer.....Page, Creutz,  
Garrison & Waldschmitt

**WEAT-TV**

**WEST PALM BEACH—1955—ABC**

Station Operating with Special Temporary Authorization  
Channel: 12 VHF. AP: 60 Kw. VP: 112 Kw.  
Owned-Oper. By.....WEAT-TV Inc.  
Business Address.....P. O. Box 70

Phone Number.....2-1505  
News Service .....AP  
Representative .....Walker  
Membership .....NARTB  
President, Gen. Mgr.....J. R. Meachem  
Program Dir.....R. W. Kirkpatrick  
Promotion Pub. Dir.....Warren MacAllen  
Chief Engineer.....J. Ross McPherson  
Consulting Engineer.....Page, Creutz,  
Garrison & Waldschmitt

**WIRK-TV**

**WEST PALM BEACH—1953—ABC**  
DuM

Channel: 21 UHF. AP: 10 Kw. VP: 18.6 Kw.  
Owned-Oper. By.....WIRK-TV, Inc.  
Business Address.....711 S. Flagler Drive  
Phone Number .....2-1744  
Air Time.....Full Time  
News Service .....AP  
Membership .....NARTB  
Representative .....Weed  
Pres., Gen. Mgr.....Joseph S. Field, Jr.  
Program Director.....Sherlee Barish  
Promotion Director.....W. S. Stokes  
Production Manager.....Stu Wayne  
Chief Engineer.....William P. Heitzman

**GEORGIA**

Pop. Feb. 1, 1955 (Est.) 3,732,000 — TV Homes 450,000  
Stations in State 13

**WALB-TV**  
ALBANY—1954—NBC-ABC-DuM

Channel: 10 VHF. AP: 56.2 Kw. VP: 112 Kw.  
Owned-Oper. By.....Herald Publishing Co.  
Business Address.....138 Pine Ave.  
Phone Number.....HEmlock 5-8386  
Air Time.....10 hours daily  
Representative.....Burn Smith; Ayers  
General Manager.....T. R. Stillwagon  
Program Director.....Jack Mayer  
News Director.....Don Ferrandou  
Chief Engineer.....John L. Rivard  
Consulting Engineer.....Kear & Kennedy

**WAGA-TV**  
ATLANTA—1949—CBS-DuM

Channel: 5.....AP: 50 Kw. VP: 100 Kw.  
Owned-Operated By.....Storer Bcstg. Co., Inc.  
Bus.-Studio Address.1018 W. Peachtree, N.W.  
Phone Number.....Vernon 3553  
Air Time.....16 hours daily  
News Service .....AP  
Representative .....Katz  
Membership .....NARTB, TvB  
President.....George B. Storer, Sr.  
Managing Dir.....Glenn C. Jackson  
Sta., Comm. Manager.....John W. Collins, Jr.  
Program Dir., Film Mgr.....Don Naylor  
News Director.....Dale Clark  
Prom., Pub. Director.....Charles E. Trainor  
Production Manager.....Terry Mason  
Chief Engineer.....Hugo Bondy  
Consulting Engineer.....Earl Collum



**waga • tv**  
ATLANTA, GA.

- CBS in Atlanta, the South's number 1 market.
- Draws mail from 6 states.
- Serves more than 3,000,000 people.
- Month after month after month leads in ratings.

Represented by  
The Katz Agency, Inc.



# WLW - A

## ATLANTA—1951—ABC-DuM

Channel: 11 VHF..AP: 12.5 Kw..VP: 23.8 Kw.  
 Owned-Oper. By Crosley Bcstg. of Atlanta Inc.  
 Business Address...1611 West Peachtree St.  
 Phone Number.....CYpress 6676  
 Air Time.....17 hours daily  
 News Service.....AP, UP  
 Representative.....Crosley National Sales  
 Membership.....TvB  
 President.....W. P. Robinson  
 Program Director.....John Sever  
 Prom., Pub. Dir.....W. B. Colvin  
 Dir. of News.....Bob Hendrickson  
 Film Manager.....George Brimer  
 Chief Engineer.....Harvey J. Aderhold

# WQXI - TV

## ATLANTA—1954

Channel: 36 UHF..AP: 117 Kw..VP: 219 Kw.  
 Owned-Oper. By.....Robert W. Rounsaville  
 Business Address...3165 Mathieson Dr., NE  
 Phone Number.....EX 5717  
 Air Time.....5 hours daily  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 Owner, Sta., Film Mgr..Robert W. Rounsaville  
 Program Dir.....Robert Corley  
 Prom., Pub. Director.....Patrick J. Kelly  
 Chief Engineer.....Paul Cram  
 Consulting Engineer.....John Mullaney

# WSB - TV

## ATLANTA—1948—NBC

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw  
 Owned-Oper. By...The Atlanta Newspapers  
 Address.....10 Forsyth St., N. W.  
 Phone Number.....EL 6711  
 Air Time.....17 hours daily  
 Newspaper Affiliations..Atlanta Newsp., Inc.  
 News Service.....AP, INS, UP  
 Representative.....Petry  
 Membership.....NARTB  
 Executive Director.....J. Leonard Reinsch  
 General Manager.....John M. Outler, Jr.  
 Comm. Manager.....Marcus Bartlett  
 Promotion Director.....Walter Paschall  
 Dir. of News & Spec. Events.....Don Elliott  
 Production Manager.....Mark Toalson  
 Publicity Director.....Wayne Anderson  
 Film Director.....Jean Hendrix  
 Chief Engineer.....R. A. Holbrook

# WJBF - TV

## AUGUSTA—1953—NBC-ABC-DuM

Channel: 6...AP: 11.9 Kw...VP: 23.8 Kw.  
 Owned-Oper. By..Georgia-Carolina Bcstg. Co.  
 Business Address.....Box 129  
 Phone Number.....7-7787  
 Representative.....Hollingbery  
 Membership.....TvB  
 V.P.-Gen. Mgr.....J. H.Manning  
 V.P.-Sales Mgr.....Donald M. Kelly, Jr.  
 Program Director.....Thomas J. Hennesy  
 Chief Engineer.....John Jopling

# WDAK - TV

## COLUMBUS—1953— ABC-NBC-DuM

Channel: 28 UHF..AP: 125 Kw..VP: 250 Kw.  
 Owned-Oper. By.....Television Columbus  
 Business Address.....1307 1st Avenue  
 Phone Number.....2-8828  
 Air Time.....12 hours daily  
 News Service.....AP  
 Representative.....Headley Reed  
 Membership.....NARTB  
 General Manager.....Allen Woodall  
 Station Manager.....E. F. McLeod  
 Commercial Mgr.....Ed Hennesy  
 Program Director.....Jack Rathburn  
 Dir. of News & Sp. Events.....Bill Henry  
 Production Manager.....John Hughes  
 Film Manager.....Ronnie Otwell  
 Chief Engineer.....Reeve Owen  
 Cons. Eng.....Craven, Lohnes & Culver

# WRBL - TV

## COLUMBUS—1953—CBS

Channel: 14 VHF..AP: 14.4 Kw..VP: 27.5 Kw.  
 Owned-Oper. By.....Columbus Bcstg. Co.  
 Business Address.....1350 13th St.  
 Phone Number.....2-0602  
 Air Time.....11½ hours daily  
 News Service.....UP  
 Newspaper Affil.....Columbus Ledger  
 Representative.....Hollingbery  
 Membership.....NARTB  
 Dir. of Oper., Film Buyer.....Ridley Bell  
 Commercial Manager.....Walter Graham  
 Program Director.....George A. Gingell  
 Promotion Director.....George "Red" Jenkins  
 Dir. of News & Sp. Events...Boyd Hinton, Jr.  
 Production Manager.....Ronnie Evans  
 Chief Engineer.....Joe A. Gamble  
 Consulting Engineer.....George C. Davis

# WRDW - TV

## COLUMBUS—1954—CBS

Station Operating with Special Temporary Authorization  
 Channel: 12 VHF..AP: 6 Kw..VP: 10 Kw.  
 Owned-Operated By.....Radio Augusta, Inc.  
 Business Address.....P. O. Box 932  
 Phone Number.....7-5432  
 News Service.....AP  
 Representative.....Headley-Reed  
 Air Time.....13 hours daily  
 President.....Grover C. Maxwell, Sr.  
 General Manager.....W. Ray Ringson  
 Sta., Comm. Mgr.....J. W. Hicks  
 Prog., Prom. Director...William H. Mackenzie  
 Dir. of News & Sp. Events.....Warren Hites  
 Production Manager.....John Atkinson  
 Film Manager.....Frank Allen  
 Chief Engineer.....Joseph P. Gill, Jr.  
 Consulting Engineer.....George Davis

# WMAZ - TV

## MACON—1953—CBS-DuM

Channel: 13 VHF..AP: 30 Kw..VP: 60 Kw.  
 Owned-Oper. By.....Southeastern Bcstg. Co.



Business Address... Bankers Insurance Bldg.  
 Phone Number..... 2-7373  
 Air Time..... 12 hours daily  
 News Service..... UP  
 Representative..... Katz  
 President..... George Rankin, Jr.  
 General Manager..... Wilton E. Cobb  
 Station Manager..... Herman Hatton  
 Promotion Dir..... Ed Pendleton  
 Dir. of News..... Ben Chatfield  
 Production Mgr..... Norman Gray  
 Publicity Dir..... Nelle Smith

## WNEX-TV

MACON—1953—NBC

Channel: 47 UHF... AP: 9 Kw... VP: 16.8 Kw.  
 Owned-Oper. By..... Macon Television Co.  
 Business Address..... Box 2245  
 Phone Number..... 3-9355  
 Air Time..... 8 hours daily  
 News Service..... AP  
 News Affil..... Macon Telegraph & News  
 Representative..... Branham  
 President..... William A. Fickling  
 Gen. Sta. Manager..... Archie S. Grinolds, Jr.  
 Program Director..... Mary E. Britt  
 Dir. of News & Sp. Events..... Richard Weithan  
 Production Mgr..... Joseph M. Petty  
 Film Manager..... Robert F. Jones  
 Chief Engineer..... Charlie Walker  
 Consulting Eng..... Craven, Lohnes, Culver

## WROM-TV

ROME—1953

Channel: 9 VHF... AP: 15.5 Kw... VP: 30.9 Kw.  
 Owned-Oper. By..... WROM-TV, Inc.  
 Business Address..... 121 Broad St.  
 Phone Number..... 2-0833  
 Representative..... Weed  
 President..... Dean Covington  
 General Manager..... Ed McKay  
 Commercial Manager..... Charles Doss  
 Chief Engineer..... T. H. Robertson

## WTOC-TV

SAVANNAH—1954—CBS-NBC-DuM  
 ABC

Channel: 11 VHF... AP: 30 Kw... VP: 60 Kw.  
 Owned-Oper. By..... Savannah Bcstg. Co.  
 Business Address..... 516 Abercorn St.  
 Phone Number..... 2-0127  
 Station Representative..... Avery-Knodel  
 Membership..... NARTB  
 President & Gen. Mgr.. William T. Knight, Jr.  
 Vice Pres., TV..... F. Schley Knight  
 Commercial Mgr..... Ben B. Williams  
 Program Director..... Dwight J. Bruce  
 Promotion Dir..... Joan Purcell  
 Chief Engineer..... Kyle Goodman

# IDAHO

Pop. Feb. 1, 1955 (Est.) 627,000 — TV Homes 40,000

Stations in State 3

## KBOI

BOISE—1953—CBS-DuM

Channel: 2 VHF... AP: 7 Kw... VP: 14 Kw.  
 Owned-Oper. By..... Boise Valley Bcstrs. Inc.  
 Business Address..... 311 North 10th  
 Phone Number..... 2-2222  
 Air Time..... 9 hours daily  
 News Service..... UP  
 Representative..... Free & Peters  
 Pres., Gen. Mgr..... Westernman Whillock  
 Sta., Comm. Mgr., Prog. Dir..... Earl Glade, Jr.  
 Dir. of News & Sp. Events..... Dave Johnson  
 Production Manager..... Bill Gratton  
 Film Manager..... Robert Howell  
 Chief Eng..... J. A. Jontz, Jr.

## KIDO-TV

BOISE—1953—ABC-NBC-DuM

Channel: 7 VHF... AP: 26.5 Kw... VP: 53 Kw.  
 Owned-Oper. By..... KIDO, Inc.  
 Business Address Chamber of Commerce Bldg.  
 Phone Number..... 2-4611  
 Air Time..... 8½ hours daily  
 News Service..... UP  
 Representative..... Blair

Membership..... NARTB, BAB, TvB  
 President..... George M. Davidson  
 General Manager..... Walter E. Wagstaff  
 Commercial Mgr..... Barry Tucker  
 Prog. Prom. Dir..... Jack Link  
 Dir. of News..... Vern Moore  
 Chief Engineer..... Harold Toedtemeyer

## KID-TV

IDAHO FALLS—1953—CBS-NBC  
 DuM-ABC

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Idaho Radio Corp.  
 Business Address..... Box 761  
 Phone Number..... 4  
 Air Time..... 6 hours daily  
 News Service..... UP  
 Representative..... Gill-Perna  
 Membership..... NARTB  
 Gen. Mgr..... C. N. Layne  
 Sales Manager..... Claude Cain  
 Film Manager..... Quincy Jensen  
 Commercial Mgr..... Claude Cain  
 Prog. Prod. Mgr..... Roy Southwick  
 Chief Engineer..... Carroll Secrett  
 Cons. Eng..... Vandivere, Cohen & Wearm

# TOPS IN CHICAGO!

WGN-TV delivers top audiences for locally sponsored programs on Chicago television.

When you buy a program on WGN-TV, you're in the best of company —

Badge 714, Racket Squad, Meet Corliss Archer, Life of Riley, I Led 3 Lives, Liberace, Boston Blackie, Inner Sanctum, Florian Zabach, Sherlock Holmes, Exclusive Cubs and Sox Baseball — to mention a few.

For the best availabilities, proof of results for locally sponsored programs — check WGN-TV first in Chicago.

**WGN-TV · Channel 9 · Chicago**

# ILLINOIS

Pop. Feb. 1, 1955 (Est.) 9,347,000 — TV Homes 2,212,000  
Stations in State 16

## W T V I

BELLEVILLE—ST. LOUIS—1953  
ABC-CBS-DuM

(See St. Louis, Mo. Listing)

## W B L N

BLOOMINGTON—1953

Channel: 15 UHF..AP: 8.51 Kw..VP: 15.8 Kw.  
Owned-Oper. By.....WBLN Television Inc.  
Business Address.....Box 646  
Phone Number.....4-3031  
Representative.....McGillivra  
President.....Cecil W. Roberts  
General Manager.....Jerrell Henry  
Commercial Mgr.....John F. Spahr

## W C I A

CHAMPAIGN—1953—CBS-NBC  
DuM

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Midwest Television, Inc.  
Business Address.....509 S. Neil St.  
Phone Number.....6-8333  
Air Time.....17 hours daily  
Representative.....Hollingbery  
Membership.....NARTB, TvB  
President.....August C. Meyer  
Sales Manager.....Guy Main  
Traffic Coordinator.....John Ketterer  
Promotion Director.....Leonard Davis  
Dir. of News & Sp. Events.....Fred Sorenson  
Production Manager.....James Fielding  
Publicity Director.....William Moore  
Film Director.....Bob Schaub  
Chief Engineer.....Bob Myers

## W B B M - T V

CHICAGO—1953—CBS

Channel: 2 VHF..AP: 12.7 Kw..VP: 25.4 Kw.  
Owned-Oper. By.....CBS, Inc.  
Bus. Studio Address....410 N. Michigan Ave.  
Phone Number.....WHitehall 4-6000  
News Service.....UP, INS, AP  
Air Time.....18½ hours daily  
Representative.....CBS TV Spot Sales  
Membership.....NARTB, TvB  
President.....J. L. Van Volkenburg  
Vice-Pres., Gen. Mgr.....H. Leslie Atlass  
Commercial Mgr.....George Arkedis  
Program Director.....William Ryan  
Production Manager.....Don Dillon  
Publicity Director.....Charley Wiley  
Prom. Director.....C. W. Doebler  
Dir. of News & Sp. Events.....William Garry

Film Manager.....Vann Cominos  
Chief Engineer.....Joseph Novy

## W B K B

CHICAGO—1948—ABC

Channel: 7 VHF..AP: 100 Kw..VP: 200 Kw.  
Owned-Operated By.....American Bcstg. Co.  
Business Address.....20 N. Wacker Dr.  
Phone Number.....ANdover 3-0800  
Air Time.....17 hours daily  
Representative.....Blair-TV  
V.P., Gen. Manager.....S. C. Quinlan  
Sales Manager.....J. Beach  
Dir. of News & Spec. Events.....Cornelius O'Dea  
Publicity Director.....Elliott Henry  
Film Director.....Ralph Andrews  
Chief Engineer.....W. Kusack

## W G N - T V

CHICAGO—1948—DuM

Channel: 9 VHF..AP: 60 Kw..VP: 120 Kw.  
Owned-Operated By.....WGN, Inc.  
Business Address....441 N. Michigan Ave  
Phone Number.....SUperior 7-0100  
Air Time.....15½ hours daily  
Newspaper Affiliation.....Chicago Tribune  
News Service.....AP, UP, INS  
Representative.....George P. Hollingbery  
Membership.....TvB  
President.....Col. Robert R. McCormick  
Manager-Treas.....Frank P. Schreiber  
Asst. Manager.....Robert Hibbard  
Program Director.....J. E. Faraghan  
Sales Director.....Ted Weber  
Newsreel Director.....Spencer Allen  
Operations Director.....George E. Petterson  
Promotion Director.....Charles A. Wilson  
Publicity Director.....James Hanlon  
Film Director.....Elizabeth Bain  
Director of Remotes.....Donald Cook  
Chief Engineer.....Carl J. Meyers  
Director of Remotes.....Donald Cook

## W N B Q

CHICAGO—1949—NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....National Bcstg. Co.  
Business-Studio Address...Merchandise Mart  
Phone Number.....SUperior 7,8300  
Air Time.....17:40 hours daily  
News Service.....AP, INS, UP  
Representative.....NBC Spot Sales  
Membership.....NARTB  
President.....Sylvester Weaver  
General Manager.....Jules Herbuveaux  
Asst. Gen. Mgr.....Henry T. Sjogren

Dir. of Sales..... Charles Dresser  
 Comm. Manager..... Floyede Beaston  
 Program Director..... George Heinemann  
 Promotion Director..... John Keye  
 Dir. of News & Sp. Events..... William Ray  
 Production Mgr..... Richard Johnson  
 Publicity Director..... Chet Campbell  
 Film Manager..... Isabelle Cooney  
 Chief Engineer..... Howard C. Luttgene  
 Consulting Engineer..... Raymond F. Guy

**W D A N - T V**  
**DANVILLE—1953—ABC**

Channel: 24 UHF.. AP: 19.5 Kw.. VP: 9.5 Kw.  
 Owned-Oper. By.. Northwestern Publishing Co.  
 Business Address... 1500 N. Washington Ave.  
 Phone Number..... 1700  
 Air Time..... 5 hours daily  
 Newspaper Affiliation.. The Commercial News  
 News Service..... AP  
 Representative..... Everett-McKinney, Inc.  
 Membership..... NARTB  
 General Manager..... Robert J. Burow  
 Commercial Manager..... John Eckert  
 Program Director..... Honore Ronan  
 Sta. Mgr., Dir. of News..... Max Shaffer  
 Production Manager..... William Dorn  
 Chief Engineer..... Orville Neely  
 Consulting Eng..... Walter Kean

**W T V P**

**DECATUR—1953—ABC-DuM**

Channel: 17 UHF.. AP: 93.3 Kw.. VP: 174 Kw.  
 Owned-Oper. By..... Prairie Television Co.  
 Business Address..... Box 108  
 Phone Number..... 8-4304  
 Air Time..... 9 hours daily  
 Representative..... Bolling  
 President..... W. L. Shellabarger  
 Program Director..... Robert G. Wright  
 Director of News..... Robert Shade  
 Chief Engineer..... Hubert F. Abfalter

**W S I L - T V**

**HARRISBURG—1953—ABC**

Channel: 22 UHF.. AP: 14.12 Kw.. VP: 11.1 Kw.  
 Owned-Oper. By..... Turner-Farrar Assn.  
 Business Address..... 21½ W. Poplar St.  
 Phone Number..... 373  
 Air Time..... 5 hours daily  
 Representative..... Walker  
 Pres., Gen. Mgr..... Oscar L. Turner  
 Program Director..... Jim Bolen  
 Chief Engineer..... Charles Gilliam

**W E E K - T V**

**PEORIA—1953—NBC**

Channel: 43 UHF.. AP: 85 Kw.. VP: 175 Kw.  
 Owned-Operated By.. West Central Bcstg. Co.  
 Address..... Comm. Nat'l Bank Bldg.  
 Phone Number..... 3-3688

Air Time..... 17 hours daily  
 News Service..... UP  
 Membership..... NARTB  
 Representative..... Headley-Reed  
 President..... Robert S. Kerr  
 General Manager..... Fred C. Mueller  
 Comm. Manager..... William J. Flynn  
 Prog. Dir., Prod. Mgr..... Robert Johnson  
 Prom., Pub. Dir..... F. R. Oakley  
 Dir. of News & Sp. Events..... Bob Arthur  
 Film Manager..... Robert Kroepel  
 Chief Engineer..... Wayne Lovely  
 Consulting Engineer..... Frank H. McIntosh

**W T V H - T V**

**PEORIA—1953—ABC-CBS-DuM**

Channel: 19 UHF.. AP: 5.76 Kw.. VP: 12.5 Kw.  
 Owned-Oper. By..... Peoria Journal Star  
 Business Address..... Peoria, Ill.  
 Phone Number..... 6-5561  
 Representative..... Petry  
 President..... Harry P. Slane  
 General Mgr..... Edward G. Smith  
 National Sales Mgr..... John Leslie  
 Promotion Director..... Morton Cantor  
 Program Director..... Robert G. Holben  
 Chief Engineer..... Wallace Wurz

**W G E M - T V**

**QUINCY—1953—ABC-NBC**

Channel: 10 VHF.. AP: 25.1 Kw.. VP: 50.2 Kw.  
 Owned-Oper. By..... Quincy Bcstg. Co.  
 Business Address..... Hotel Quincy  
 Phone Number..... 2-6840  
 Air Time..... 12 hours daily  
 Newspaper Affiliation... Quincy Herald Whig  
 News Service..... UP  
 Representative..... Avery-Knodel  
 President..... T. C. Oakley  
 General Manager..... J. S. Bonansinga  
 Commercial Mgr..... James E. Muse  
 Program Director..... T. W. Austin  
 Promotion Director..... Mike Olds  
 Chief Engineer..... Frank E. Laughlin

**W R E X - T V**

**ROCKFORD—1953—ABC-CBS**

Channel: 13 VHF.. AP: 22.9 Kw.. VP: 47 Kw.  
 Owned-Oper. By..... Greater Rockford TV, Inc.  
 Business Address... Auburn & Winnebago Rds.  
 Phone Number..... 8-1813  
 News Service..... UP  
 Air Time..... 14 hours daily  
 Representative..... H-R Representatives  
 Membership..... NARTB  
 President..... L. E. Caster  
 General Manager..... Joe M. Baisch  
 Local Sales Manager..... Jack Gennaro  
 Program Director..... John Mazzie  
 Prom., Pub. Dir..... Charles Olson  
 Dir. of News & Sp. Events..... Robert Clyde  
 Merchandising Mgr..... Rollie Sponberg  
 Film Manager..... Donna Mazzie

Chief Engineer.....Howard Elliott  
Consulting Engineer.....Weldon & Carr

# W T V O

**ROCKFORD—1953—DuM-NBC**

Channel: 39 UHF...AP: 9.8 Kw...VP: 19.6 Kw.  
Owned-Oper. By...Winnebago Television Corp.  
Business Address.....Meridian Rd.  
Phone Number.....3-5413  
Representative.....Weed  
Manager.....Harold Froelich  
Production Mgr.....John W. Kelin  
Chief Engineer.....Herbert Eckstein  
Film Director.....Carl P. Stemler

# W H B F - T V

**ROCK ISLAND—1950—ABC-CBS**

DuM

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Rock Island Bcstg. Co.  
Bus-Trans. Address.....Telco Bldg.  
Phone Number.....R. I. 6-5441  
Air Time.....16½ hours daily  
Newspaper Affil....."The Argus"  
News Service.....UP  
Representative.....Avery-Knodel, Inc.  
Membership.....NARTB, TvB  
President.....Ben. H. Potter

General Manager.....Leslie C. Johnson  
Asst. Manager.....Maurice Corken  
Sales Manager.....Ted Arnold  
Program Director.....Forest W. Cooke  
Asst. Prog. Director.....Phil Nesbitt  
Dir. of News & Sp. Events.....William Ellison  
Publicity Director.....Fern Hawks  
Film Manager.....Joseph Greer  
Chief Engineer.....Robert J. Sinnett  
Consulting Engineer.....E. C. Page

# W I C S

**SPRINGFIELD—1953—ABC-NBC**

DuM

Channel: 20 UHF...AP: 10 Kw...VP: 18 Kw.  
Owned-Oper. By.....Plains Television Corp.  
Business Address.....523 E. Capitol Ave.  
Phone Number.....8-0465  
Air Time.....11½ hours daily  
News Service.....AP, INS  
Representative.....Adam Young  
Gen., Sta. Manager.....Milton D. Friedland  
Comm. Manager.....Warren King  
Program Director.....H. J. Hoskins  
Prom., Pub. Director.....Jim Henneberry  
Dir. of News & Sp. Events.....B. Waterman  
Production Manager.....Robert Steffan  
Film Manager.....William Shaw  
Chief Engineer.....Bazil O' Hagan

# INDIANA

Pop. Feb. 1, 1955 (Est.) 4,293,000 — TV Homes 954,000  
Stations in State 9

# W T T V

**BLOOMINGTON—1949  
ABC-CBS-NBC-DuM**

Channel: 10 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Sarkes Tarzian, Inc.  
Address.....539 S. Walnut St.  
Phone Number.....2-140\*  
Air Time.....17 hours daily  
News Service.....AP, UP  
Representative.....Robert Meeker Assoc.  
Membership.....NARTB, TvB  
President.....Sarkes Tarzian  
General Manager.....Robert Lemon  
Asst., Comm. Manager.....Norman Cissna  
Program Manager.....Robert Petranoff  
Prom., Pub. Dir.....Keith Wilson  
Dir. of News & Sp. Events.....David Lewis  
Production Mgr.....Jerry Danziger  
Film Manager.....Warren Perney  
Chief Engineer.....Carl Onken  
Consulting Eng.....Kear & Kennedy

Owned-Oper. By.....Truth Publishing Co.  
Business Address.....Box 403  
Phone Number.....2-1518  
Air Time.....15½ hours daily  
Newspaper Affiliation.....Elkhart Truth  
News Service.....AP, UP  
Representatives.....H.R.  
Membership.....NARTB, TvB  
President.....John F. Dille Jr.  
Commercial Mgr.....John J. Keenan  
Program Director.....Edwin J. Lasko  
Promotion Director.....R. J. Gillespie  
Dir. News & Sp. Events.....Robert Wright  
Production Manager.....John Alves  
Film Manager.....Arthur Whitaker  
Chief Engineer.....Lester E. Zellner  
Consulting Eng.....Craven, Lohnes, Culver

# W F I E

**EVANSVILLE—1953—NBC-ABC**

DuM

Channel: 62 UHF...AP: 12 Kw...VP: 23.5  
Owned-Oper. By.....Premier Television, Inc.  
Business Address.....1115 Mount Auburn Rd.  
Phone Number.....5-6201  
Air Time.....12 hours daily  
News Service.....UP

# W S J V

**ELKHART—1954—NBC-ABC-DuM**

Channel: 52 UHF...AP: 115 Kw...VP: 266 Kw.

Representative . . . Venard, Rintoul & McConnell  
 Membership . . . . . NARTB  
 President . . . . . Jesse D. Fine  
 Gen. Station Mgr. . . . . Ted Nelson  
 Comm. Manager . . . . . Shaun Murphy  
 Program Director . . . . . Charlie Carey  
 Prom., Pub. Dir. . . . . Hugh Dunbar  
 Dir. of News & Sp. Events . . . . . Fred Rollison  
 Production Manager . . . . . Jack Reinhart  
 Film Manager . . . . . William C. Francis  
 Chief Engineer . . . . . Harvey H. Shellito  
 Consulting Engineer . . . . . George Adair

## WKJG-TV

FORT WAYNE—1953—ABC  
NBC-DuM

Channel: 33 UHF . . . AP: 145 Kw. . . VP: 277 Kw.  
 Owned . . . . . Northeastern Indiana Bcstg. Co.  
 Business Address . . . . . 220 E. Jefferson St.  
 Phone Number . . . . . Anthony 2295  
 Air Time . . . . . 15 hours daily  
 News Service . . . . . AP  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NARTB, TvB  
 President . . . . . Clarence L. Schust  
 General Manager . . . . . Edward G. Thoms  
 Commercial Mgr. . . . . Carleton B. Evans  
 Program Director . . . . . Calo Mahlock  
 Chief Engineer . . . . . Eugene A. Chase  
 Asst. Manager . . . . . Hilliard Gates  
 Consulting Engineer . . . . . George Gautney

## WFBM-TV

INDIANAPOLIS—1948—CBS

Channel: 6 . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned-Operated By . . . . . WFBM, Inc.  
 Bus. Studio Address . . . . . 1330 N. Meridian St.  
 Phone Number . . . . . MElose 4-8521  
 Air Time . . . . . 18 hours daily  
 News Service . . . . . AP, INS  
 Representative . . . . . Katz  
 Membership . . . . . NARTB, RAB  
 Pres., Gen., Sta. Mgr. . . . . Harry M. Bitner, Jr.  
 Comm. Manager . . . . . William F. Kiley  
 Prog. Dir. . . . . William Fall  
 Sales Service, Film Dir. . . . . Hugh Kibbey  
 Prom., Pub. Director . . . . . Bernard Carney  
 Dir. of News & Sp. Events . . . . . Gilbert Forbes  
 Production Mgr. . . . . Carl Belles  
 Chief Engineer . . . . . Harold S. Holland  
 Consulting Engineer . . . . . Kear & Kennedy

## WISH-TV

INDIANAPOLIS—1954—ABC-CBS  
NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 8 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . Universal Bcstg. Co., Inc.  
 Business Address . . . . . 1440 North Meridian  
 Phone Number . . . . . MElose 4-6411  
 Air Time . . . . . 12 hours daily  
 News Service . . . . . AP, UP  
 Representative . . . . . Bolling  
 Membership . . . . . NARTB

President . . . . . C. Bruce McConnell  
 General Manager . . . . . Robert B. McConnell  
 Commercial Mgr. . . . . Robert F. Ohleyer  
 Program Director . . . . . Steve Briggs  
 Prom., Pub. Director . . . . . Jim Buck  
 Dir. of News & Sp. Events . . . . . Vince Leonard  
 Film Manager . . . . . Richard Miles  
 Chief Engineer . . . . . Stokes Gresham, Jr.  
 Consulting Engineer . . . . . Robert Brockway

## WFAM-TV

LAFAYETTE—1953—ABC-CBS-NBC  
DuM

Channel: 59 UHF . . . AP: 10.5 Kw. . . VP: 20 Kw.  
 Owned-Oper. By . . . . . WFAM, Inc.  
 Business Address . . . . . McCarty Lane  
 Phone Number . . . . . 2-4300  
 Air Time . . . . . 7½ hours daily  
 News Service . . . . . UP  
 Representative . . . . . Rambeau  
 President . . . . . O. E. Richardson  
 Station Manager . . . . . Herbert Nelson  
 Production Manager . . . . . James Potte  
 Chief Engineer . . . . . Richard Cochran  
 Consulting Engineer . . . . . Frank McIntosh

## WLBC-TV

MUNCIE—1953—ABC-CBS-NBC  
DuM

Channel: 49 UHF . . . AP: 6 Kw. . . VP: 112 Kw.  
 Owned-Oper. By . . . . . Tri-City Radio Corp.  
 Business Address . . . . . Box 271  
 Phone Number . . . . . 4403  
 Air Time . . . . . 11 hours daily  
 News Service . . . . . UP  
 Representative . . . . . Holman, Walter  
 Membership . . . . . NARTB, Tv3  
 Pres., Gen., Sta. Mgr. . . . . Don Burton  
 Com., Prom. Dir. . . . . Bill Craig  
 Program Director . . . . . Lee Allerton  
 Dir. of News & Sp. Events . . . . . Fred Hinshaw  
 Production Mgr. . . . . George Marks  
 Chief Engineer . . . . . Maury Crain  
 Consulting Eng. . . . . George Davis

## WSBT-TV

SOUTH BEND—1952—CBS-DuM

Channel: 34 UHF . . . AP: 122 Kw. . . VP: 304 Kw.  
 Owned-Operated By . . . . . South Bend Tribune  
 Address . . . . . 225 W. Colfax Ave  
 Phone Number . . . . . 3-6161  
 Air Time . . . . . 17 hours daily  
 Membership . . . . . NARTB  
 Representative . . . . . Raymer  
 President . . . . . F. A. Miller  
 Gen. Mgr. . . . . Neal B. Welch  
 National Sales Mgr. . . . . Robert H. Elrod  
 Program Director . . . . . Robert J. Drain  
 Promotion Director . . . . . Bruce Petsche  
 Dir. of News & Sp. Events . . . . . G. R. Houser  
 Production Manager . . . . . Justin Meacham  
 Film Manager . . . . . Walter A. Sweitzer, Jr.  
 Chief Engineer . . . . . Arthur R. O'Neil  
 Consulting Engineer . . . . . Millard M. Garrison



# WTHI

**TERRE HAUTE—1954—ABC-CBS**

**DuM**

Channel: 10 VHF...AP: 191 Kw...VP: 316 Kw.  
 Owned-Oper. By...Wabash Valley Bcstg. Co.  
 Business Address...918 Ohio Street  
 Phone Number...Crawford 9481  
 Air Time...8½ hours daily  
 Representative...Bolling  
 Membership...NARTB  
 President...Anton Hulman, Jr.  
 General Manager...J. M. Higgins  
 Dir. TV Oper...Ben Falber, Jr.  
 Comm. Manager...Lou Froeb  
 Technical Director...Pat Murphy  
 Dir. of News & Sp. Events...Richard M. Forbes  
 Film Supervisor...Nancy Langan  
 Chief Engineer...Don Petit  
 Consulting Engineer...George Davis

# WINT

**WATERLOO—1954—ABC-CBS**

Station Operating with Special Temporary Authorization  
 Channel: 15 UHF...AP: 126 Kw...VP: 237 Kw.  
 Owned-Oper. By...Tri-State Television Inc.  
 Business Address...2000 Lincoln Tower  
 Phone Number...Anthony 8475  
 Air Time...13 hours daily  
 News Service...UP  
 Representative...H.R. Television  
 Membership...NARTB  
 President...R. Morris Pierce  
 Vice Pres., Gen. Mgr...Ben B. Baylor  
 Prog. Dir...Robert C. Currie, Jr.  
 Prom., Pub. Director...Ben K. West  
 Dir. of News & Sp. Events...Richard Hickox  
 Production Manager...Robert Grossman  
 Film Manager...Charles Bloomquist  
 Chief Engineer...Charles E. Wallace

# IOWA

Pop. Feb. 1, 1955 (Est.) 2,690,000 — TV Homes 515,000

Stations in State 11

# W O I - T V

**AMES—1950—ABC-CBS-DuM**

Channel: 5 VHF...AP: 50.1 Kw...VP: 100 Kw.  
 Owned-Operated By...Iowa State A & M  
 Address...Ames, Ia.  
 Phone Number...2500 Extension 831  
 Air Time...17 hours daily  
 News Service...AP, UP, INS  
 Representative...Weed  
 Membership...NARTB, TvB  
 President...Dr. James Hilton  
 General Manager...Richard B. Hull  
 Gen. Mgr. Asst...M. C. Ludwig  
 Comm. Manager...Robert Mulhall  
 Prog. Dir., Prod. Mgr...Chris Donaldson  
 Prog. Devel. Supervisor...Edward Wegener  
 Prom., Pub. Dir...Marguerite Theobald  
 Dir. of News & Spec. Events...George Halsey  
 Film Manager...Donna DeCamp  
 Chief Engineer...Keith Ketcham  
 Consulting Engineer...Jansky & Bailey

# W M T - T V

**CEDAR RAPIDS—1953—CBS**

Channel: 2 VHF...AP: 70 Kw...VP: 100 Kw.  
 Owned-Oper. By...WMT-TV, Inc.  
 Business Address...600 Old Marion Road  
 Phone Number...Cedar Rapids 4-0177  
 Air Time...15 hours daily  
 News Service...AP  
 Representative...Katz  
 Membership...NARTB, TvB  
 President...William B. Dolph  
 General Manager...William B. Quarton  
 Sta. Oper. Manager...Douglas Grant  
 Sales Manager...Lew Van Nostrand  
 Promotion Manager...Don Badger  
 Dir. of News...Dick Cheverton  
 Production Manager...Wayne Loui  
 Creative Supervisor...Hersh Weakley  
 Film Manager...Mrs. Jackie Grant  
 Chief Engineer...George Hixenbaugh  
 Business Manager...Leo F. Cole

# K C R G - T V

**CEDAR RAPIDS—1953—ABC-DuM**

Channel: 9 VHF...AP: 16.5 Kw...VP: 33 Kw.  
 Owned-Oper. By...Cedar Rapids Television Co.  
 Business Address...1st Ave & 1st St. S.W.  
 Phone Number...4-4194  
 Air Time...7½ hours daily  
 Representative...Venard, Rintoul & McConnell  
 General Manager...Wade S. Patterson  
 Program Director...Ralph D. Willey  
 Promotion Director...Edna Herbst  
 Chief Engineer...Carl Rollert  
 Consulting Engineers...Kear & Kennedy

# W O C - T V

**DAVENPORT—1949—NBC**

Channel: 6 VHF...AP: 60.3 Kw...VP: 100 Kw.  
 Owned-Oper. By...Central Bcstg. Co.  
 Business Address...805 Brady St.  
 Phone Number...3-3861  
 Air Time...17 hours daily  
 News Service...UP  
 Representative...Freo & Peters, Inc.  
 Membership...NARTB, TvB  
 President...Col. B. J. Palmer  
 Vice-Pres. & Treas...D. D. Palmer  
 Exec. Vice-Pres...Ralph Evans

Secretary . . . . . William D. Wagner  
 Vice-President . . . . . Paul Loyet  
 Resident Manager . . . . . Ernest Sanders  
 News Editor . . . . . Bob Frank  
 Publicity Editor . . . . . Paul Ives  
 Film Editor . . . . . Ken Wagner  
 Program Director . . . . . Raymond Guth  
 Asst. Mgr. & Prom. Mgr. . . . . Fred Reed  
 Chief Engineer . . . . . Paul Arvidson  
 Consulting Engineer . . . . . A. D. Ring Co.

Dir. of News & Sp. Events . . . . . Bob Betts  
 Production Manager . . . . . Vern Gielow  
 Film Manager . . . . . Leonard Greene  
 Chief Engineering . . . . . David Sinclair  
 Consulting Engineer . . . . . Everett Dillard

## KGT V

### DES MOINES—1953—ABC

Channel: 17 UHF . . . . . AP: 10 Kw. . . . . VP: 18.5 Kw.  
 Owned-Oper. By . . . . . Rib Mt. TV Inc.  
 Business Address . . . . . 2d Ave. & Hobson Dr.  
 Phone Number . . . . . 8-6751  
 Air Time . . . . . 9 hours daily  
 News Service . . . . . INS  
 Rep. . . . . Hollingbery, Bulmer & Johnson  
 Membership . . . . . NARTB  
 President . . . . . W. C. Bridges  
 General Manager . . . . . Leo Howard  
 Program & Prom. Dir. . . . . T. J. Kelly  
 Dir. of News & Sp. Events . . . . . Walter Burks  
 Film Manager . . . . . Jim Moon  
 Chief Engineer . . . . . Walter Hariv

## WHO-TV

### DES MOINES—1954—NBC

Station Operating with Special Temporary Authorization  
 Channel: 13 VHF . . . . . AP: 191 Kw. . . . . VP: 316 Kw.  
 Owned-Oper. By . . . . . Central Broadcasting Co.  
 Business Address . . . . . 1100 Walnut Ave.  
 Phone Number . . . . . 8-6511  
 Air Time . . . . . 17 hours daily  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . Free & Peters  
 Membership . . . . . NARTB, TvB  
 President . . . . . Col. B. J. Palmer  
 V.P., Treasurer . . . . . D. D. Palmer  
 Exec. V.P. . . . . Ralph Evans  
 V.P., Resident Manager . . . . . Paul A. Loyet  
 Sec. & Controller . . . . . William D. Wagner  
 Asst. Manager . . . . . W. W. Woods  
 Sales Manager . . . . . Harold W. Fulton  
 Program Director . . . . . Jack Kerrigan  
 Production Manager . . . . . Kenneth Gfeller  
 News Bureau Mgr. . . . . Jack Shelley  
 Film Buyer . . . . . Jack Kerrigan  
 Chief Engineer . . . . . Reed E. Snyder  
 Consulting Eng. . . . . A. D. Ring & Associated

## KQTV

### FORT DODGE—1953—NBC-DuM

Channel: 21 UHF . . . . . AP: 145 Kw. . . . . VP: 215 Kw.  
 Owned-Oper. By . . . . . Northwest Television Co.  
 Business Address . . . . . Warden Bldg.  
 Phone Number . . . . . WALnut 3761  
 Air Time . . . . . 6 hours daily  
 News Service . . . . . INS  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB  
 Pres., Gen., Station Mgr. . . . . Edward Breen  
 Comm. Mgr. . . . . Max E. Landes  
 Program Director . . . . . Drexel Peterson

## KGLO-TV

### MASON CITY—1954—CBS-DuM

Station Operating with Special Temporary Authorization  
 Channel: 3 VHF . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Lee Radio, Inc.  
 Business Address . . . . . Second & Pennsylvania  
 Phone Number . . . . . 2800  
 Air Time . . . . . 9 hours daily  
 News Service . . . . . AP, UP  
 Representative . . . . . Weed  
 Membership . . . . . NARTB  
 President . . . . . Lee P. Loomis  
 General Manager . . . . . Herbert R. Chrt  
 Comm. Manager . . . . . Lloyd Loers  
 Program Director . . . . . Bud Suter  
 Promotion, Pub. Dir. . . . . Don Harrer  
 Dir. of News & Special Events . . . . . Ken Kew  
 Production Manager . . . . . Doug Sherwin  
 Chief Engineer . . . . . Roger Sawyer  
 Consulting Engineer . . . . . Page, Creutz,  
 Garrison & Waldschmitt

## KTIV

### SIOUX CITY—1954—NBC

Station Operating with Special Temporary Authorization  
 Channel: 4 VHF . . . . . AP: 26 Kw. . . . . VP: 52 Kw.  
 Owned-Oper. By . . . . . KTIV Television Corp.  
 Address . . . . . Tenth & Grandview  
 Phone Number . . . . . 8-0545  
 Air Time . . . . . 11 hours daily  
 Newspaper Affil. . . . . Journal-Tribune  
 News Service . . . . . UP  
 Representative . . . . . Hollingbery  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Dietrich Dirks  
 Comm. Manager . . . . . L. L. McCurnin  
 Program Dir., Film Mgr. . . . . William Lucas  
 Dir. of News & Sp. Events . . . . . Ken Wayman  
 Production Manager . . . . . Max Schindler  
 Chief Engineer . . . . . Alvin Smith  
 Consulting Engineer . . . . . George Davis

## KVTV

### SIOUX CITY—1953—CBS-ABC-DuM

Channel: 9VHF . . . . . AP: 57.5 Kw. . . . . VP: 107 Kw.  
 Owned-Oper. By . . . . . Cowles Bcstg. Co.  
 Business Address . . . . . 614 Pierce Street  
 Phone Number . . . . . 2-2711  
 Air Time . . . . . 20 hours daily  
 Newspaper Affiliation . . . . . Register & Tribune  
 News Service . . . . . AP, UP  
 Representative . . . . . Katz  
 Membership . . . . . NARTB, TvB  
 President . . . . . Garner Cowles Jr.  
 General Manager . . . . . Robert R. Tincher  
 Station Mgr., Dir. of News &  
 Sp. Events . . . . . Arthur J. Smith  
 Comm. Manager . . . . . Donald D. Sullivan  
 Prog., Pub. Director . . . . . Norman Bacon  
 Promotion Director . . . . . Don Beedle

Production Manager.....George Hutchins  
 Film Manager.....Ben Roen  
 Chief Engs.....Jack Iverson, Charles Prohaska  
 Con. Eng.....Craven, Lohnes and Culver

# K W W L - T V

**WATERLOO—1953—NBC-DuM**

Channel: 7 VHF...AP: 50 Kw...VP: 250 Kw.  
 Owned-Oper. By.....Black Hawk Bcstg. Co.  
 Business Address.....Hotel Russell Lamson  
 Phone Number.....3-8475

News Service .....UP  
 Air Time .....14 hours daily  
 Membership .....NARTB  
 Representative .....Headley-Reed  
 Pres., Gen., Comm. Mgr.....Ralph J. McElroy  
 Commercial Mgr.....Don E. Inman  
 Director of News.....Ed Falk  
 Dir. of Oper.....Dale Wood  
 Dir. of Programming.....Warren Mead  
 Film Manager.....Gene Bennett  
 Chief Engineer.....T. W. Kirksey  
 Consulting Engineer.....Frank McIntosh

# KANSAS

Pop. Feb. 1, 1955 (Est.) 2,056,000 — TV Homes 246,000

Stations in State 6

# K C K T - T V

**GREAT BEND—1954**

Station Operating with Special Temporary Authorization  
 Channel: 2 VHF...AP: 52 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Central Kansas TV Co., Inc.  
 Business Address.....Box 182  
 Phone Number.....7868

Air Time.....6 hours daily  
 News Service .....UP  
 Representative .....Bolling  
 Membership .....NARTB, TvB  
 P. esident.....E. C. Wedell  
 Vice Pres., Gen. Mgr.....Les Ware  
 Comm. Mgr., Pub. Dir.....Otis Cowan  
 Prog. Dir., Prod. Mgr.....Ben Butler  
 Chief Eng.....Kenneth H. Cook

# K T V H

**HUTCHINSON—1953—CBS-ABC DuM**

Channel: 12 VHF...AP: 120 Kw...VP: 240 Kw.  
 Owned-Oper. By.....Hutchinson TV, Inc.  
 Business Address.....1800 North Plum  
 Phone Number.....5-5503

Representative .....H-R  
 Air Time.....18½ hours daily  
 News Service .....AP  
 President.....W. D. P. Carey  
 Gen., Station Mgr.....Howard O. Peterson  
 Sales Manager.....E. W. Dallier  
 Prog. Dir., Dir. News, Sp. Events...Ray Hufler  
 Prom., Pub. Director.....William S. Ritchie  
 Film Manager.....Dick Cornish  
 Chief Engineer.....Robert B. Marye  
 Consulting Engineer.....A. Earl Cullum

# K O A M - T V

**PITTSBURGH—1953—NBC-ABC-DuM**

Channel: 7 VHF...AP: 49 Kw...VP: 98 Kw.  
 Owned-Oper...Mid-Continental Telecasting, Inc.  
 Business Address.....P. O. Box 609  
 Phone Number.....2508  
 Air Time.....10 hours daily  
 News Service .....UP

Membership .....NARTB  
 Representative .....Katz  
 President .....Cowgill Blair  
 Gen., Sta., Comm. Mgr.....R. E. Wade  
 Prog., Prom. Director.....Louis R. Martin  
 Chief Engineer.....Jack Lawrence  
 Technicial Director.....Leo S. Stafford  
 Consulting Engineer.....T. A. M. Craven

# W I B W - T V

**TOPEKA—1953—ABC-CBS-DuM**

Channel: 13 VHF...AP: 52.5 Kw...VP: 87.1 Kw.  
 Owned-Oper. By.....Capper Publications, Inc.  
 Business Address.....1035 Topeka Blvd.  
 Phone Number.....3-2377  
 Representative.....Capper Publications, Inc.  
 President .....Henry Blake  
 General Manager.....Ben Ludy  
 Television Manager.....Art Holbrook  
 Commercial Mgr.....H.ilton Hodges  
 Publicity Director.....Allan Young  
 Chief Engineer.....Lewis Dickensheets

# K A K E - T V

**WICHITA—1954—ABC**

Station Operating with Special Temporary Authorization  
 Channel: 10 VHF...AP: 219 Kw...VP: 316 Kw.  
 Owned-Oper. By.....KAKE-TV, Inc.  
 Business Address.....1500 North West St.  
 Phone Number.....Whitehall 3-4221  
 Air Time.....10 hours daily

News Service.....AP  
 Representative .....Hollingbery  
 Membership .....NARTB  
 President.....Mark H. Adams  
 General Manager.....Martin Umansky  
 Regional Sales Mgr.....Donivan Waldron  
 Local Sales Manager.....Bryce Benedict  
 Sales Service Dir.....Norman W. Larson  
 Promotion Director.....Robert C. Payne  
 Dir. News & Sp. Events.....Guy Runion  
 Operations Mgr.....John Quigley  
 Film Editor.....Garry Hultgren  
 Film Production.....Paul Threlfall  
 Chief Engineer.....Harold Newby  
 Con. Eng.....Craven, Lohnes & Culver

# K E D D

WICHITA—1953—NBC

Station Operating with Special Temporary Authorization  
Channel: 16 UHF..AP: 132 Kw..VP: 245 Kw.  
Owned-Oper. By.....KEDD, Inc.  
Business Address.....Box 1740  
Phone Number.....Temple 8-3321  
Air Time.....16 hours daily  
Newspaper Affiliation.....Wichita Beacon  
News Service.....UP, INS

Representative .....Petty  
Membership .....NARTB, TvB  
President.....Stanley H. Durwood  
Gen., Sta. Mgr.....John E. North  
Regional Sales Mgr.....Bob Paxon  
Program Director.....Mary Jo Taylor  
Prom., Pub. Director.....Nevin McCord  
Dir. of News & Sp. Events.....Jerry Dunphy  
Production Manager.....Don Markley  
Film Manager.....Murray Tucker  
Chief Engineer.....George Smith  
Consulting Engineer.....George Adair

# KENTUCKY

Pop. Feb. 1, 1955 (Est.) 3,055,000 — TV Homes 413,000  
Stations in State 3

# W E H T

HENDERSON—1953—CBS

Channel: 50 UHF..AP: 8.77 Kw..VP: 16:25 Kw.  
Owned-Oper. By...Ohio Valley Television Co.  
Business Address.....Box 395  
Phone Number.....HENDERSON 5-2634  
Air Time.....12 hours daily  
Representative.....Meeker, Adam Young  
President.....Herbert R. Levy  
General Manager.....Cecil M. Sansbury  
Asst. Mgr. Ops.....Roger Garrett  
News Director.....Brod Seymour  
Chief Engineer.....Robert Cleveland

Prog., Film Dir.....George Patterson  
Production Manager.....Pat O'Hara  
Prom., Pub. Dir.....Charles Hill  
Dir. of News & Sp. Events.....Rodney Ford  
Chief Engineer.....Wilbur Hudson  
Consulting Engineer.....R. C. Ring

# W H A S - T V

LOUISVILLE—1950—CBS

Channel: 11...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WHAS, Inc.  
Address.....525 W. Broadway  
Phone .....Wabash 2211  
Representative...Harrington, Righter, Parsons  
News Service.....AP  
Newspaper Affiliation.....Courier-Journal,  
Louisville Times  
Air Time.....15 hours daily  
Membership .....NARTB, TvB  
President.....Barry Bingham  
V.P. & Director.....Victor A. Sholis  
Station Manager.....Neil D. Cline  
Comm. Manager.....Albert J. Gillen  
Program Director.....Ralph M. Hansen  
Prom., Pub. Director.....William F. Loader  
Dir. of News & Sp. Events...Richard Oberlin  
Production Mgr.....Robert Pilkington  
Film Manager.....Charles McDaniel  
Chief Engineer.....O. W. Towner

# W A V E - T V

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....WAVE, Inc.  
Address.....334 East Broadway  
Phone Number.....Wabash 2201  
Air Time.....17 hours daily  
News Service.....AP  
Membership .....NARTB, TvB  
Representative.....NBC Spot Sales  
President.....George W. Norton, Jr.  
Gen., Sta. Manager.....Nathan Lord  
Commercial Manager.....Ralph Jackson

# LOUISIANA

Pop. Feb. 1, 1955 (Est.) 2,982,000 — TV Homes 323,000  
Stations in State 8

# K A L B - T V

ALEXANDRIA—1954—NBC

Station Operating with Special Temporary Authorization  
Channel: 5 VHF..AP: 14.4 Kw..VP: 28.4 Kw.  
Owned & Oper. By...Alexandria Bcstg. Co.  
Business Address.....601 Washington St.

Phone Number .....3-2543  
Air Time.....7 hours daily  
News Service.....AP, UP  
President.....W. H. Allen  
General, Station Mgr.....Willard L. Cobb  
Program Director.....Tom Palmer  
Chief Engineer.....Jesse Sexton