

# WAFB-TV

**BATON ROUGE—1953—ABC-CBS  
NBC-DuM**

Channel: 28 UHF.. AP: 108 Kw.. VP: 216 Kw.  
Owned.. Modern Bcstg. Co. of Baton Rouge Inc.  
Business Address..... 929 Government St.  
Phone Number..... 4-8571  
Air Time..... 14 hours daily  
News Service..... UP  
Membership..... NARTB, TvB  
Representative..... Adam Young  
President..... C. C. Barnard  
V.P., Gen., Sta. Mgr..... Tom E. Gibbens  
Comm. Manager..... Mervyn Rhys  
Sales Manager..... Ron Litteral  
Prog. Dir., Film Mgr..... Don Hallman  
Prom., Pub. Dir..... Una Daigre  
Director of News..... John Coburn  
Dir. Special Events..... Bob Peters  
Prod. Mgr., Chief Engineer..... Don Allan  
Consulting Engineer..... George A. Gautney

# KPLC-TV

**LAKE CHARLES—1954—NBC-ABC**

Station Operating with Special Temporary Authorization  
Channel: 7 VHF.. AP: 35.5 Kw.. VP: 52.5 Kw.  
Owned-Oper. By..... Calcasieu Bcstg. Co.  
Business Address..... Majestic Hotel  
Phone Number..... HEmlock 6-3631  
Air Time..... 8½ hours daily  
News Service..... AP, UP  
President..... T. B. Lanford  
General Manager..... David Wilson  
Comm. Mgr..... Pelham Mills  
Prog. Director..... Bob Thompson  
Production Director..... Bob Weimar  
Chief Engineer..... A. B. Craft

# KTAG-TV

**LAKE CHARLES—1953—CBS-ABC  
DuM**

Channel: 25 UHF.. AP: 11 Kw.. VP: 21 Kw.  
Owned-Oper. By..... KTAG-TV, Inc.  
Business Address..... Box 173  
Phone Number..... 9-9413  
News Service..... INS  
Membership..... NARTB  
Pres., Gen. Mgr..... Warren Berwick  
Sales Promotion Mgr..... William Hession  
Chief Eng., Program Dir..... Maurice Wynne

# KNOE-TV

**MONROE—1953—CBS-NBC-ABC  
DuM**

Channel: 8 VHF.. AP: 115 Kw.. VP: 230 Kw.  
Owned-Oper. By..... James A. Noe  
Business Address..... Box 1713  
Phone Number..... 8155  
Air Time..... 17 hours daily  
News Service..... AP  
Membership..... NARTB  
Representative..... H-R  
President..... James A. Noe

Vice-Pres., Gen. Mgr..... Paul H. Goldman  
Sales & Prom. Mgr..... Jack Ansell, Jr.  
Program Director..... Harry Arthur  
Dir. News & Sp. Events..... Mac Ward  
Operations Mgr..... Pete McCausland  
Film Manager..... Lee Hunt  
Dir. Engineering..... Ray Boyd  
Consulting Eng..... Frank H. McIntosh

# WDSU-TV

**NEW ORLEANS—1948  
ABC—CBS—NBC—DuM**

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... WDSU Bcstg. Corp.  
Business-Studio Address..... 520 Royal St.  
Phone Number..... TULane 4371  
Air Time..... 119 hours weekly  
News Service..... AP, UP  
Representative..... Blair  
Membership..... NARTB, BAB, TvB  
President..... Edgar B. Stern, Jr.  
Exec. V.P., Gen. Mgr..... Robert D. Swezey  
V.P., Comm. Manager..... A. Louis Read  
Program Director..... Hubie Weiss  
V.P., Chg. Programming..... Tom Hicks  
Prom., Pub. Dir..... Marion Annenberg  
Prog. Operations Mgr..... Stanley Holiday  
Chief Engineer..... Lindsey Riddle  
Consulting Engineer..... E. C. Page

# WJMR-TV

**NEW ORLEANS—1953—ABC-DuM  
CBS**

Channel: 61 UHF.. AP: 25 Kw.. VP: 50 Kw.  
Owned-Oper. By..... Supreme Bcstg. Co. Inc.  
Business Address..... 1500 Canal St.  
Phone Number..... Canal 0356  
Representative..... Bolling  
Vice-Pres., Gen. Mgr..... George A. Mayoral  
Commercial Mgr..... Patrick J. Shannon  
Program Director..... Aubrey Moore  
Chief Engineer..... Jack Petrik

# KSLA

**SHREVEPORT—1953—NBC-CBS  
ABC-DuM**

Channel: 12 VHF.. AP: 6.5 Kw.. VP: 13 Kw.  
Owned-Oper. By..... Interim Television Corp.  
Business Address..... Box 1661  
Phone Number..... 2-0697  
Air Time..... 11 hours daily  
News Service..... UP  
Membership..... NARTB  
Representative..... Paul H. Raymer  
President..... Don George  
Gen., Sta., Comm. Mgr..... Deane R. Flett  
Program Director..... Henry J. Davis  
Prom., Pub. Dir..... Carol Vinson  
Dir. of News & Sp. Events..... Michael Hinn  
Production Mgr..... John Renshaw  
Film Manager..... Hugh Pickett  
Chief Engineer..... Morris C. Barton  
Con. Eng..... Vandivere, Cohen & Wearn

# MAINE

Pop. Feb. 1, 1955 (Est.) 948,000 — TV Homes 122,000

Stations in State 6

## WABI-TV

BANGOR—1953  
ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 17.9 Kw...VP: 30 Kw.  
Owned-Oper....Community Telecasting Serv.  
Address.....57 State St.  
Phone Number.....8255  
Air Time.....14 hours daily  
News Service.....AP  
Reps.....Hollingbery, Kettel-Carter  
Membership.....NARTB  
President.....Horace Hildreth  
Gen., Station Mgr.....Leon P. Gorman, Jr.  
Comm. Mgr.....Milton C. Chapman  
Program Director.....Leon H. Nelson  
Promotion Director.....Richard B. Bronson  
Dir. News & Sp. Events.....Robert H. Patten  
Film Manager.....Ralph Libby  
Chief Engineer.....Walter L. Dickson  
Consulting Engineer.....George Davis

## W-TWO

BANGOR—1954

Station Operating with Special Temporary Authorization  
Channel: 2 VHF..AP: 8.52 Kw...VP: 14.15 Kw.  
Owned-Oper....Murray Carpenter & Assoc.  
Business Address.....46 Hammond St.  
Phone Number.....2-4822  
Air Time.....9 hours daily  
News Service.....UP  
Representative..Venard, Rintoul & McConnell  
President, Gen., Sta. Mgr..Murray Carpenter  
Comm. Manager.....Rudolph Marcoux  
Prog., Pub. Dir., Prod. Mgr....Clifton Reynolds  
Promotion Director.....Robert Walton  
Film Manager.....Robert Rinehart  
Chief Engineer.....William Clark  
Consulting Engineer.....Pace, Creutz,  
Garrison, & Waldschmitt

## WLAM-TV

LEWISTON—1953—DuM

Channel: 17 UHF..AP: 8.54 Kw...VP: 15.7 Kw.  
Owned-Oper. By....Lewiston-Auburn Bcstg.  
Business Address.....129 Lisbon Street  
Phone Number.....4-5401  
Air Time.....7 hours daily  
News Service.....AP  
Rep.....Everett-McKinney-Kettell-Carter  
President.....Elden H. Shute, Jr.  
General Manager.....Frank S. Hoy  
Comm., Prom. Dir.....Gerald T. Higgins  
Program Director.....Donald Jordan  
Director of News.....F. Parker Hoy  
Chief Engineer.....Henry G. Root

## WMTW

POLAND SPRING—1954—CBS-ABC  
DuM

Station Operating with Special Temporary Authorization  
Channel: 8 VHF..AP: 52.5 Kw...VP: 105 Kw.  
Owned-Oper. By....Mt. Washington TV Inc.  
Business Address.....Riccarr Inn  
Phone Number.....51  
Membership.....TvB  
President.....John W. Guider  
Vice Pres. & Gen. Mgr.....John H. Norton Jr.  
Program Director.....John T. Madigan  
Production Director.....Lester J. Richards  
Chief Engineer.....Parker H. Vincent

## WCSH-TV

PORTLAND—1953—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By....Congress Square Hotel Co.  
Business Office.....157 High Street  
Phone Number.....2-0181  
Air Time.....14 hours daily  
News Service.....UP  
Representative.....Weed  
Membership.....NARTB, TvB  
President.....Adeline B. Rines  
Gen. Manager.....William H. Rines  
Station Manager.....Jack S. Atwook  
Comm. Manager.....Bruce McGorrill  
Program Director.....Burnell Poole, Jr.  
Promotion Director.....Linwood T. Pitman  
Dir. of News & Sp. Events....Phillip N. Johnson  
Film Manager.....William Kearkos  
TV Operations Dir.....Daniel H. Smith

## WGAN-TV

PORTLAND—1954—ABC-CBS

Channel: 13 VHF...AP: 127...VP: 240 Kw.  
Owned-Oper. By...Guy Gannett Bcstg. Services  
Business Address.....390 Congress St.  
Newspaper Affil.....Gannett Publ. Co.  
News Service.....AP  
Air Time.....12 hours daily  
Membership.....NARTB  
Phone Number.....2-7423  
Representative.....Avery-Knodel  
President.....Jean Gannett Williams  
V.P., Gen. Sta. Mgr....Creighton E. Gatchell  
Comm. Manager.....Richard E. Bates  
Prog., Pub. Director....Samuel G. Henderson  
Dir. News & Sp. Events....Nunzi Casavola  
Production Mgr.....Lloyd Knight  
Film Manager.....Earl Fenderson  
Chief Engineer.....Roger W. Hodgkins  
Cons. Eng.....Cravens, Lohens, & Culver

# MARYLAND

Pop. Feb. 1, 1955 (Est.) 2,654,000 — TV Homes 620,000  
Stations in State 4

## WAAM-TV

BALTIMORE—1948—ABC-DuM

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By....WAAM, Incorporated  
Business Address.....Television Hill  
Phone Number.....MOhawk 4-7600  
Air Time.....15 hours daily  
News Service.....AP  
Representative.....Harrington, Righter and  
Parsons, Inc.  
Membership.....NARTB, TvB  
President.....Ben Cohen  
General Manager.....Ken Carter  
Comm. Manager.....Armand Grant  
Program Manager.....Herbert B. Cahan  
Dir. of News & Sp. Events.....Ted Jaffee  
Chief Engineer.....Glenn Lahman  
Consulting Eng.....Kear & Kennedy  
Director of Eng.....Ben Wolfe

## WBAL-TV

BALTIMORE—1948—NBC

Channel: 11 VHF..AP: 120 Kw..VP: 240 Kw.  
Owned-Operated By.....Hearst Corporation  
Business-Studio Address.....2610 N. Charles  
Phone Number.....Hopkins 7-3000  
News Service.....INS, UP, AP  
Representative.....Edward Petry  
Vice Pres. & Exec. Dir....Charles B. McCabe  
Vice-Pres. & Gen. Mgr.....D. L. Provost  
Vice-Pres. (Engineering).....John T. Wilner  
Vice Pres., Sta. Mgr.....Leslie H. Peard, Jr.  
Dir. Public Affairs & Education..Arnold Wilkes  
Program Director.....Sydney King  
Business Mgr.....Freeman W. Cardall  
Sales Manager.....Willis K. Freiert  
News & Publicity Mgr....Thomas J. White, Jr.  
Dir. Women's Programs.....Mollie Martin  
Chief Engineer.....William C. Bareham

**SYMBOL OF**



**TELEVISION**

**SERVICE IN  
BALTIMORE**

MARYLAND

**316,000 WATTS**

Represented Nationally by  
HARRINGTON, RIGHTER & PARSONS, INC.  
New York, Chicago, San Francisco

**WAAM-13**

# WMAR-TV

## Speaking of FIRSTS . . .



### FIRST--TV Station in Maryland

From 1,600 receivers in October, 1947, Baltimore has spurred to 575,174 sets in the latest (November 1, 1954) official count.

### FIRST--in Maryland with Color

WMAR-TV and CBS conducted local live experimental color-casts from Johns Hopkins Hospital in 1949. These were viewed by Government and industry representatives by off the air reception in Washington. The first regular broadcasts of color TV were made on June 17, 1951. Since December 1953, WMAR-TV has originated one or more color programs every week and has carried many CBS Network programs in full color. Station is also equipped with the first 3V vidicon color chain and currently televises one or more color film programs weekly.

### FIRST--with Maximum Power Under FCC Standards

WMAR-TV was the first video station in Maryland to achieve full power under FCC standards when it inaugurated service on a new super power 100,000-watt transmitter, July 22, 1953.

### FIRST--with Viewers

QUARTER-HOUR FIRSTS*	ARB. Oct. 7-13 incl.	HOOPER Nov. 3-9 incl.
WMAR-TV	234	229
Stations A & B Combined	219	214

\*When two or more stations were on the air in Baltimore



# WMAR-TV

SUNPAPERS TELEVISION  
BALTIMORE, MARYLAND

Telephone MUIberry 5-5670 \* TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM  
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

# WMAR-TV

BALTIMORE—1947—CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....The A. S. Abell Co.  
 Address.....Sun Square  
 Phone Number.....MUIberry 5670  
 Air Time.....17½ hours daily  
 News Service.....AP  
 Newspaper Affiliation..Baltimore Sunpapers  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....William F. Schmick  
 V.P., Dir. of TV.....Ewell K. Jett  
 Commercial Manager.....Ernest A. Lang  
 Program Director.....Robert B. Cochran  
 Chief Engineer.....Carlton G. Nopper

# WBOC-TV

SALISBURY—1954—ABC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 16 UHF..AP: 8.6 Kw..VP: 15.6 Kw.  
 Owned & Oper.....Peninsula Broadcasting Co.  
 Address.....Radio Park  
 Phone.....6131  
 Air Time.....7 hours daily  
 News Service.....AP  
 President.....John W. Downing  
 Gen., Sta., Comm. Mgr..John W. Downing, Jr.  
 Dir of News & Sp. Events.....Phil Adams  
 Film Manager.....B. J. Langrall  
 Chief Engineer.....Jack W. Ward  
 Consulting Eng.....A. D. Ring & Associates

# MASSACHUSETTS

Pop. Feb. 1, 1955 (Est.) 5,052,000 — TV Homes 1,370,000

Stations in State 7

# WMGT-TV

ADAMS—1953—DuM

Channel: 74 UHF..AP: 150 Kw..VP: 300 Kw.  
 Owned-Oper. By.....Greylock Bcstg. Co.  
 Business Address.....8 Bank Row  
 Phone Number.....Pittsfield 2-1553  
 Air Time.....8 hours daily  
 Representative.....Walker  
 News Service.....UP  
 Membership.....NARTB  
 President.....Leon Podolsky  
 Station Manager.....John T. Parsons  
 Commercial Manager.....Wm. P. Geary  
 Program Director.....Edward Pearson  
 Prom., Pub., News Dir.....Larry Vaber  
 Production Director.....Donald Selby  
 Film Manager.....Dick Bolender  
 Chief Engineer.....Leonard Lavendol  
 Consulting Engineer.....James C. McNary

# WNAC-TV

BOSTON—1948—CBS-(ABC-DuM)

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....General Teleradio, Inc.  
 Business-Studio Address...21 Brookline Ave.  
 Phone Number.....Commonwealth 6-0800  
 Air Time.....15 hours daily  
 News Service.....INS, UP  
 Representative.....H-R Reps. Inc.  
 Membership.....TvB  
 President.....Tom O'Neil  
 Exec. V.P. & Gen. Mgr.....Norman Knight  
 Comm. Mgr.....Tom Bateson  
 Vice Pres.....George Steffy  
 Promotion Dir.....George Hallberg  
 Dir. of News & Spec. Events..Leland Bickford  
 Production Mgr.....Tony Lang  
 Publicity Dir.....Phyllis Doherty  
 Film Director.....James Pike  
 Technical Director.....Harry Whittemore

# WBZ-TV

BOSTON—1948—NBC

Channel 4.....AP: 50 Kw.....VP: 95 Kw.  
 Owned-Oper. By..Westinghouse Broadcasting Co.  
 Address.....1170 Soldiers Field Rd.  
 Phone Number.....ALgonquin 4-5670  
 News Service.....INS, AP, UP  
 Air Time.....18 hours daily  
 Representative.....Free & Peters  
 President.....Chris J. Witting  
 General Manager.....W. C. Swartley  
 Comm. Manager.....C. Herbert Masse  
 Program Director.....W. Gordon Swan  
 Promotion Dir.....E. J. Muriaty  
 Dir. of News & Sp. Events.....F. Whitmarsh  
 Production Manager.....Iran Below  
 Publicity Director.....J. Cullinane  
 Film Manager.....R. Duffield  
 Chief Engineer.....W. Hauser  
 Consulting Eng.....R. N. Harmon

# WTAO-TV

BOSTON—1953—ABC-DuM

Channel: 56 UHF..AP: 11.5 Kw..VP: 20.5 Kw.  
 Owned-Oper. By.....Middlesex Bcstg. Corp.  
 Business Office.....439 Concord Ave.  
 Phone Number.....EL 4-0500  
 Representative.....Everett-McKinney  
 President.....Frank J. Lyman, Jr.  
 General Manager.....Theodore B. Pitman Jr.  
 Program Supervisor.....R. C. Holbrook  
 Program Director.....Walter Harrington  
 Chief Engineer.....Carmen Ferraro

# WHYN-TV

SPRINGFIELD-HOLYOKE—1953

CBS-DuM

Channel: 55 UHF..AP: 91 Kw..VP: 182 Kw.  
 Owned-Oper. By..Hamden-Hampshire Corp.

Business Address.....1300 Liberty St.  
 Phone Number.....Springfield 4-1126  
 Air Time.....16 hours  
 News Service.....UP  
 Representative.....Branham, Weed  
 Membership.....NARTB  
 Gen. Sta. Manager.....Charles N. DeRose  
 Comm. Manager.....Patrick J. Montague  
 Program Director.....Kendall Smith  
 Production Manager.....Paul Wiley  
 Publicity.....Michael Horn  
 Film Manager.....Robert Thomas  
 Chief Engineer.....Harold Schumacker  
 Consulting Engineer.....Kear & Kennedy

Station Manager.....Alan C. Tindal  
 Program Director.....Milton R. Slater  
 Promotion Director.....Howard S. Keefe  
 Dir. of News & Sp. Events.....Wallace Sawyer  
 Production Manager.....Wayne Henry Latham  
 Publicity Director.....Lionel Labrie  
 Film Manager.....David Walker  
 Chief Engineer.....George R. Townsend  
 Consulting Engineer.....Frank MacIntosh

## WWLP

### SPRINGFIELD—1953—ABC-NBC

Channel: 61 UHF...AP: 73 Kw...VP: 146 Kw.  
 Owned-Oper. By.....Springfield Television  
 Bcstg. Corp.  
 Business Office.....61 Chestnut St.  
 Phone Number.....Springfield 2-4181  
 Air Time.....15 hours daily  
 News Service.....AP, INS  
 Membership.....NARTB, TvB  
 Representative.....Hollingbery  
 President.....Roger L. Putnam  
 General, Comm. Manager..William L. Putnam

## WWOR-TV

### WORCESTER—1953—ABC-DuM

Channel: 14 UHF...AP: 16.2 Kw...VP: 8.71 Kw.  
 Business Office.....P. O. Box 609  
 Phone Number.....7-8374  
 Air Time.....15 hours daily  
 News Service.....UP  
 Representative.....Paul H. Raymer  
 Membership.....NARTB  
 President.....John Z. Buckley  
 V.P. & Gen. Mgr.....Ansel E. Gridley  
 Commercial Mgr.....Leonard V. Corwin  
 Program Director.....Thomas C. Sawyer  
 Prom. & Pub. Director.....John McSheehy  
 Director of News.....Frank Knight  
 Production Mgr.....Norman "Cy" Locke  
 Film Manager.....Harold Eckman  
 Chief Engineer.....Donald P. Wise  
 Cons. Eng.....Craven, Lohnes & Culver

# MICHIGAN

Pop. Feb. 1, 1955 (Est.) 7,164,000 — TV Homes 1,680,000  
 Stations in State 13

## WPAG-TV

### ANN ARBOR—1953—DuM

Channel: 20 UHF...AP: 10 Kw...VP: 20 Kw.  
 Owned-Oper. By.....Washtenaw Bcstg. Co.  
 Business Address.....Hutzel Bldg.  
 Phone Number.....2-5517  
 Air Time.....5½ hours daily  
 News Service.....AP  
 Representative.....Everett-McKinney  
 President.....Arthur E. Greene  
 Vice-Pres., Gen. Mgr.....Edward F. Baughn  
 Commercial Mgr.....Kenneth MacDonald  
 Program Director.....David Pringle  
 Chief Engineer.....Donald N. Bowdish

Membership.....NARTB, TvB  
 Representative.....Headley-Reed  
 President.....James Gerity, Jr.  
 General Manager.....Harry Travis  
 Prom., Pub. Director.....Claude Mendell  
 Dir. of News & Sp. Events.....Frank Benesh  
 Prod. Mgr., Chief Eng.....Hugh Woolsey  
 Asst. Chief Engineer.....Marty Gannon  
 Studio Operations Supervisor.....Lou Furlin

## WWTW

### CADILLAC—1954—ABC-CBS-DuM

Channel: 13 VHF...AP: 54 Kw...VP: 104 Kw.  
 Owned-Oper. By.....Sparton Bcstg. Co.  
 Business Address.....214 N. Mitchell St.  
 Phone Number.....Prospect 5-3478  
 Representative.....Weed  
 Membership.....TvB  
 Air Time.....12 hours daily  
 News Service.....AP  
 President.....John J. Smith  
 General Manager.....L. T. Matthews  
 Oper. Manager.....Daryl Sebastian  
 Comm. Manager.....John Cundiff  
 Prog. Dir., Film Mgr.....Donald Cunningham  
 Prom., Pub. Director.....Fred Lamb

## WNEM-TV

### BAY CITY-SAGINAW—1954—NBC DuM

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....North Eastern Michigan  
 Corp.  
 Business Address...814 Adams St., Bay City  
 Phone Number.....3-6505  
 Air Time.....15 hours daily  
 News Service.....AP

Dir. of News & Sp. Events... Guy VanderJagt  
 Production Manager... Dwight Wheeler  
 Chief Engineer... A. W. Daubendick

# CKLW-TV

DETROIT—WINDSOR—1954—DuM

Channel: 9 VHF.. AP: 180 Kw.. VP: 325 Kw.  
 Owned-Oper... Western Ontario Brcdstng. Co.  
 Business Address... 825 Sandwich St.  
 Phone Number... WO 1-7200  
 News Service... INS, UP  
 Rep... All-Canada TV Ltd., Adam J. Young  
 Pres., Gen. Manager... J. E. Campeau  
 Dir. of Operations... S. C. Ritchie  
 Comm. Manager... E. W. Wardell  
 Promotion Director... Woodruff Crouse  
 Dir. of News & Sp. Events... Austin Grant  
 Publicity Director... Art Gloster  
 Film Manager... Arthur MacColl  
 Dir. of Engineering... W. J. Carter

# WWJ-TV

DETROIT—1947—NBC

Channel: 4 VHF.. AP: 50 Kw.. VP: 97.7 Kw.  
 Owned-Operated By... Evening News Assoc.  
 Business-Studio Address... 622 W. Lafayette  
 Phone Number... Woodward 2-2000  
 Newspaper Affiliation... The Detroit News

Air Time... 18 hours daily  
 News Service... UP, AP  
 Representative... Hollingbery  
 Membership... NARTB, TvB  
 President... Warren S. Booth  
 General Manager... Edwin K. Wheeler  
 Asst. General Manager... Don DeGroot  
 Business Manager... Henry C. Rogers  
 Prog. & Prod. Manager... James Schiavone  
 Sales Prom. Manager... Glenn Kyker  
 News Editor... James F. Clark  
 Public Affairs Manager... James Eberle  
 National Sales Mgr... Wendell Parmelee  
 Film Manager... Frank Picard  
 Gen. Eng. Manager... E. J. Love  
 Consulting Engineers... Page, Creutz,  
 Garrison & Waldschmitt

# WXYZ-TV

DETROIT—1948—ABC

Channel: 7 VHF.. AP: 100 Kw.. VP: 200 Kw.  
 Owned-Oper. By... American Broadcasting Co.  
 Business Address... 1700 Mutual Bldg.  
 Phone Number... Woodward 3-8321  
 Air Time... 16 hours daily  
 News Service... AP, INS  
 Representative... Blair-TV  
 Membership... NARTB  
 President, Gen. Mgr... James G. Riddell

*Detroit's idea  
 and production  
 station...*

**wxyz · tv CHANNEL 7**

*more*

- top rated local shows
- top rated local stars
- top rated feature films

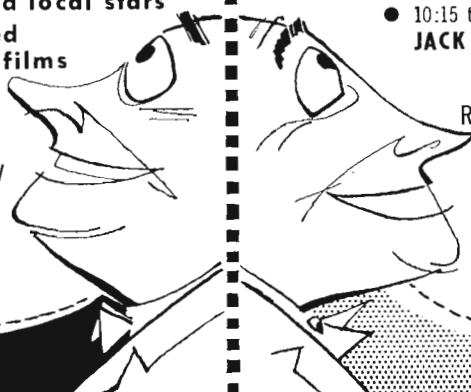
Represented  
 Nationally by  
**BLAIR-TV**

*Detroit's Big "4"  
 disc jockeys  
 are on*

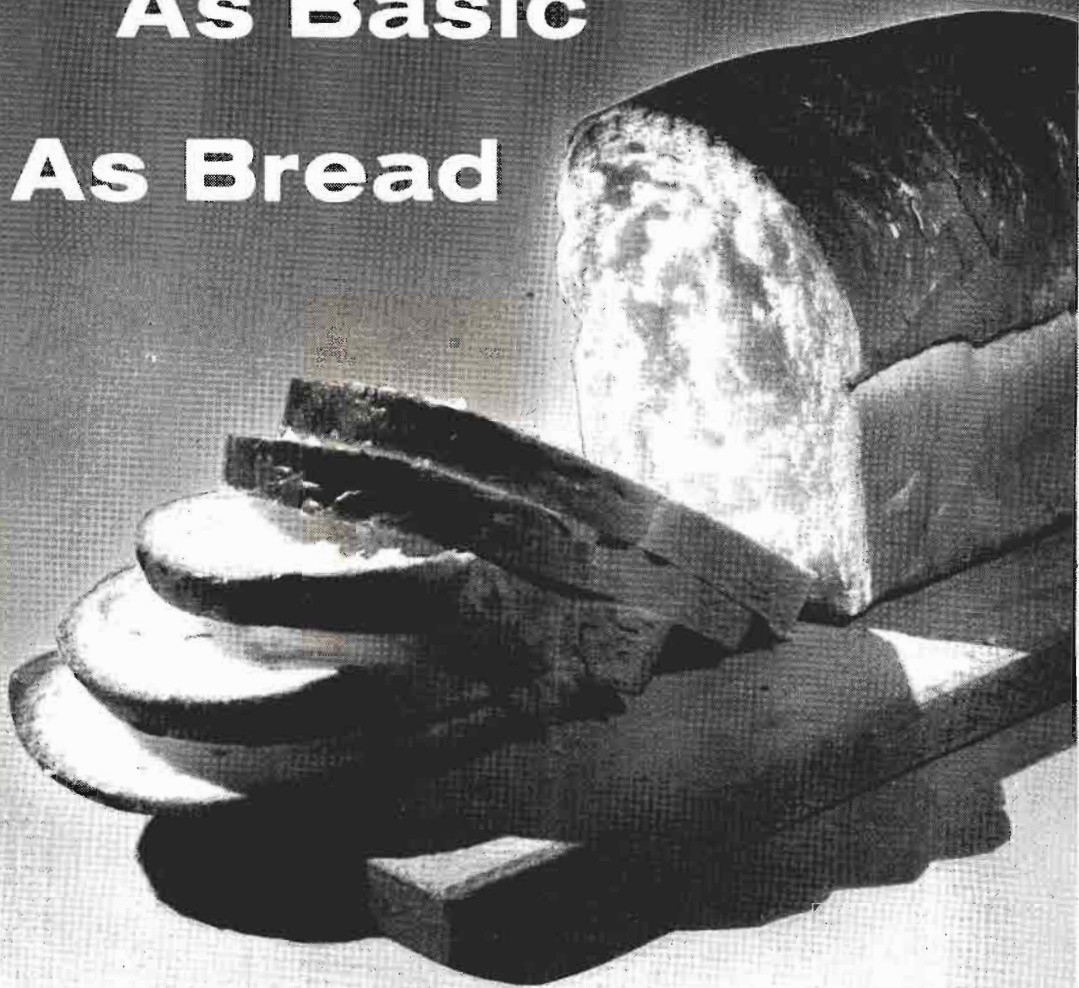
**wxyz · radio**

- 6:00 to 9:00 AM **FRED WOLF**
- 1:00 to 2:30 PM **PAUL WINTER**
- 3:00 to 6:15 PM **ED MCKENZIE**
- 10:15 to 1:00 AM **JACK SURELL**

Represented  
 Nationally by  
**JOHN BLAIR  
 & CO.**



# As Basic As Bread



It's a fact! WJBK-TV is as basic to your advertising budget as bread is to the nation's table! Get the biggest slice of the sales in the rich midwest industrial area with WJBK-TV's commanding Channel 2 dial position, top CBS and local programs, 1,057 foot tower and 100,000 watt power.

## WJBK-TV

DETROIT

Represented Nationally

By THE KATZ AGENCY



National Sales Director, TOM SALTER, 138 E. 57th, New York 22, ELDORADO 5-7690



Station, Film Mgr. . . . . John F. Pival  
 Comm. Manager . . . . . Ralph Lawson  
 Program Director . . . . . John Lee  
 Promotion Director . . . . . Robert Baldrice  
 Dir. of News & Sp. Events . . . . . Dick Fimmel  
 Production Manager . . . . . Peter Strand  
 Publicity Director . . . . . Joe Avesian  
 Chief Engineer . . . . . Charles Kocher  
 Consulting Engineer . . . . . Kear & Kennedy

News Service . . . . . AP  
 Representative . . . . . Avery-Knodel, Inc.  
 Membership . . . . . NARTB, TvB  
 President . . . . . John E. Fetzer  
 Managing Director . . . . . Carl E. Lee  
 Comm. Manager . . . . . Donald DeSmit  
 Program Director . . . . . Charles Lynch  
 Promotion Director . . . . . Robert Dye  
 Chief Engineer . . . . . Arthur Covell

# WJBK-TV

DETROIT—1948—CBS

Channel: 2 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Storer Bcstg. Co.  
 Business-Studio Address . . . . . 500 Temple  
 Phone Number . . . . . Temple 3-7900  
 Air Time . . . . . 17½ hours daily  
 News Service . . . . . INS, UP  
 Membership . . . . . NARTB, TvB  
 Representative . . . . . Katz  
 President . . . . . George B. Storer Sr.  
 Station Mgr. . . . . Gayle V. Grubb  
 Production Mgr. . . . . Glenn Boundy, Jr.  
 Commercial Mgr. . . . . Maurice McMurray  
 Program Dir. . . . . Richard Fischer  
 Promotion Dir. . . . . Kenneth H. Boehmer  
 Managing Director . . . . . Bill Michaels  
 Publicity Director . . . . . Elaine von Grimenstein  
 Film Manager . . . . . Bob Buchanan  
 Chief Engineer . . . . . Paul Frincke  
 Consulting Engineer . . . . . Earl Cullum

# WJIM-TV

LANSING—1954—ABC-CBS-NBC

Channel: 6 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned & Oper. By . . . . . WJIM-TV, Inc.  
 Address . . . . . Saginaw & Howard Streets  
 Phone Number . . . . . 2-1333  
 Air Time . . . . . 17 hours daily  
 News Service . . . . . UP  
 Representative . . . . . Petry  
 Membership . . . . . NARTB  
 President . . . . . Harold Gross  
 Vice-President . . . . . Howard K. Finch  
 Oper., Prod. Manager . . . . . Richard E. Nason  
 Comm. Manager . . . . . William Brazzill  
 Promotion Director . . . . . Jane Stockwell  
 Dir. of News & Sp. Events . . . . . Howard Finch  
 Publicity Director . . . . . Elmer Davis  
 Film Manager . . . . . Phil Sherck  
 Chief Engineer . . . . . Charles Brady  
 Consulting Engineer . . . . . Kear & Kennedy

# WOOD-TV

GRAND RAPIDS—1951  
ABC-NBC-DuM

Channel: 8 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . Grandwood Bcstg. Co.  
 Address . . . . . 120 College S E  
 Phone Number . . . . . 9-4125  
 Air Time . . . . . 18 hours daily  
 News Service . . . . . AP, INS  
 Membership . . . . . NARTB, TvB  
 Representative . . . . . Katz  
 President . . . . . Harry M. Bitner  
 Vice-President . . . . . Harry M. Bitner, Jr.  
 Controller . . . . . Leonard Bridge  
 Gen., Sta. Manager . . . . . William Schroeder  
 Gen. Sales Manager . . . . . Arthur M. Swift  
 Program Director . . . . . Frank G. Sisson  
 Promotion Director . . . . . John Dragomier  
 Dir. of News & Sp. Events . . . . . Bob Runyon  
 Continuity Director . . . . . David Hoyle  
 Publicity Dir. . . . . Sharon Schneider  
 Film Manager . . . . . Clark Grant  
 Chief Engineer . . . . . Louis Bergenroth  
 Consulting Engineer . . . . . Kear & Kennedy

# WTOM-TV

LANSING—1953—ABC-DuM

Channel: 54 UHF . . . AP: 10 Kw. . . VP: 20 Kw.  
 Owned-Oper. By . . . . . Inland Bcstg. Co.  
 Business Address . . . . . 407 N. Washington Ave.  
 Phone Number . . . . . 2-1655  
 Air Time . . . . . 6 hours daily  
 News Service . . . . . UP  
 Membership . . . . . NARTB, TvB  
 Pres., Gen., Sta. Mgr. . . . . Thomas B. Shull  
 Comm. Manager . . . . . Roger Underhill  
 Prog. Dir., Dir. News & Sp. Ev. . . . . Edward Carson  
 Production Manager . . . . . Kenneth Herman  
 Publicity Director . . . . . Mary Preston  
 Film Manager . . . . . Francis Wilson  
 Chief Engineer . . . . . William Cruse

# WKNX-TV

SAGINAW—1953—ABC-CBS

Channel: 57 UHF AP: 103.5 Kw. VP: 207 Kw.  
 Owned-Operated By . . . . . Lake Huron Bcstg. Co.  
 Address . . . . . 221 S. Wash. Ave.  
 Phone Number . . . . . 3-4471  
 Air Time . . . . . 16 hours daily  
 News Service . . . . . UP  
 Representative . . . . . Gill-Perna  
 Membership . . . . . NARTB, TvB  
 President, Gen. Mgr. . . . . William J. Edwards  
 Station Manager . . . . . Howard H. Wolfe  
 Commercial Manager . . . . . Robert M. Chandler  
 Program Director . . . . . Thomas A. Taylor  
 Promotion Director . . . . . Robert E. Douglas  
 Dir. of News & Sp. Events . . . . . Britt Temby  
 Production Manager . . . . . Ernest Whitmire

# WKZO-TV

KALAMAZOO—1950  
ABC-CBS-NBC-DuM

Channel: 3 VHF . . . AP: 80 Kw. . . VP: 100 Kw.  
 Owned-Operated By . . . . . Fetzer Bcstg. Co.  
 Address . . . . . 124 W. Michigan Ave.  
 Phone Number . . . . . 5-2101  
 Air Time . . . . . 17 hours daily

Film Manager.....William Sullivan  
 Chief Engineer.....Max W. Thomas  
 Consulting Engineers.....Page, Creutz,  
 Garrison & Waldschmidt

Owned-Oper. By.....Midwestern Bcstg. Co.  
 Business Address.....Paul Bunyan Bldg.  
 Phone Number.....2700  
 News Service.....AP  
 Membership.....TvB  
 President, Gen. Mgr.....Les Biederman  
 Station Mgr.....John Anerson  
 Commercial Mgr.....R. E. Detwiler  
 Chief Engineer.....William H. Kiker

# WPBN-TV

TRAVERSE CITY—1954—NBC

Station Operating with Special Temporary Authorization  
 Channel: 7 VHF..AP: 30.9 Kw...VP: 51.3 Kw.

# MINNESOTA

Pop. Feb. 1, 1955 (Est.) 3,165,000 — TV Homes 505,000  
 Stations in State 9

# KMMT

AUSTIN—1953—ABC

Channel 6 VHF..AP: 9.4 Kw..VP: 18.7 Kw.  
 Business Office.....Minnesota-Iowa TV Co.  
 Business Address.....405 North Main St.  
 Phone Number.....8836  
 Air Time.....6 hours daily  
 News Service.....AP  
 Representative.....Pearson  
 President.....Martin Bustad  
 Gen., Sta., Comm. Mgr.....Tom Steensland  
 Promotion Director.....Ken Bryant  
 Dir. of News & Sp. Events.....Ken Cessna  
 Production Manager.....Stan Stydnicki  
 Film Manager.....Dick Lane  
 Chief Engineer.....John Ecklin

Program Director.....Lew Martin  
 News Director.....Bob Ball  
 Promotion Director.....Paul Andresen  
 Chief Engineer.....Jerry Baumann

# WCCO-TV

MINNEAPOLIS—1949—CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Midwest Radio-TV Inc.  
 Bus. Studio Address. Radio City—50 S. 9th St.  
 Phone Number.....Lincoln 0552  
 Air Time.....17 hours daily  
 News Service.....AP, UP  
 Representative.....Free & Peters  
 Membership.....NARTB  
 President.....Robert B. Ridder  
 Gen. Mgr.....F. Van Konynenburg  
 Asst. TV Mgr.....Sherman Headley  
 Comm. Mgr.....Robert N. Ekstrum  
 Dir. of News & Sp. Events....Charles McCuen  
 Production Manager.....Charles D. Miller  
 Film Manager.....Harry C. Jones  
 Prom., Publ. Director.....Gene Coot  
 Program Dir.....Gwen Harvey  
 Chief Engineer.....John M. Sherman

# KDAL-TV

DULUTH-SUPERIOR—1954—NBC

ABC

Station Operating with Special Temporary Authorization  
 Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Red River Bcstg. Co., Inc.  
 Business Address.....Bradley Building  
 Phone Number.....Randolph 2-4466  
 News Service.....AP  
 Representative.....Avery-Knodel  
 President, Gen. Mgr.....Dalton LeMasurier  
 V.P., Comm. Mgr.....Odin S. Ramsland  
 Sales Manager.....John Grandy  
 Program Director.....Earl Henton  
 V.P., Chief Engineer.....Robert Dettman

# WTCN-TV

MINNEAPOLIS—1953—ABC

Channel: 11 VHF..AP: 42 Kw..VP: 70 Kw.  
 Owned-Oper. By..Minnesota Television Public  
 Service Corp.  
 Business Address.....2925 Dean Blvd.  
 Phone Number.....Walnut 7-8881  
 Air Time.....8½ hours daily  
 News Service.....AP, UP  
 Representative.....Blair  
 Membership.....NARTB  
 President.....Robert Butler  
 General Manager.....Joseph L. Merkle  
 Station Mgr., Prog. Dir.....Donald Kratz  
 Comm. Manager.....David Cole  
 Prom., Pub. Director.....G. E. La Rocque  
 Dir of News & Sp. Events....Paul Sevareid  
 Production Manager.....Joseph Carney  
 Film Manager.....Eugene Wecker  
 Chief Engineer.....Mike Fleming  
 Consulting Engineer.....George P. Adair

# WDSM-TV

DULUTH-SUPERIOR—1954—CBS

DuM

Station Operating with Special Temporary Authorization  
 Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WDSM Television Co.  
 Business Address.....230 East Superior St.  
 Phone Number.....7-6875  
 Representative.....Free & Peters  
 Vice-Pres., Gen. Mgr.....Rodney A. Quick  
 Commercial Mgr.....Martin Olson  
 Production Mgr.....Edwin M. Conrad

# KEYD-TV

MINNEAPOLIS-ST. PAUL—1954

DuM

Station Operating with Special Temporary Authorization  
 Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Family Bcstg. Corp.  
 Business Address.....Foshay Tower  
 Phone Number.....Lincoln 8451  
 Representative.....H.R. Television, Inc.  
 General Mgr.....Lee L. Whiting  
 Asst. General Mgr.....Raymond Tenpenny  
 Operations, Prog. Dir.....Robert C. Fransen  
 Promotion Mgr.....Jim McGovern  
 News Director.....Harry Reasoner  
 Chief Engineer.....Harvey Headen

# KROC-TV

ROCHESTER—1953—NBC

Channel: 10 VHF..AP: 53 Kw..VP: 100 Kw.  
 Owned-Oper. By.....So. Minn. Bcstg. Co.  
 Business Address.....100 - 1st Ave. Bldg.  
 Phone Number.....3924  
 Air Time.....10 hours daily  
 Representative.....Meeker  
 President.....Mrs. Gregory P. Gentling  
 General Manager.....G. David Gentling  
 Station Manager.....Willard Lampman  
 Comm. Manager.....Warren Miller  
 Program Director.....Don Perry  
 Chief Engineer.....Robert W. Cross

# KSTP-TV

ST. PAUL-MINNEAPOLIS—1948

NBC

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw.

Owned-Operated By.....KSTP, Inc.  
 Bus., Trans. Lo...3415 University Ave., St. Paul  
 Phone Number.....Prior 2724  
 Air Time.....17 hours daily  
 News Service.....AP, UP  
 Representative.....Edward Peiry  
 Membership.....NARTB  
 President, Gen. Mgr.....Stanley E. Hubbard  
 Exec. V.P. & Treas.....K. M. Hance  
 National Sales Mgr.....Karl A. Plain  
 Regional Sales Mgr.....William R. Brazzil  
 Program Director.....Del Franklin  
 Sales Prom. & Pub. Dir.....William Davey  
 News Director.....Julian Hoshal  
 Asst. National Sales Mgr.....James E. Blake  
 Film Director.....Ben Leighton  
 Chief Engineer.....Wm. S. Sadler

# WMIN-TV

ST. PAUL—1953—ABC-DuM

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....WMIN Bcstg. Co.  
 Business Address.....538 Hamm Building  
 Phone Number.....CApitol 4-4831  
 Air Time.....7 hours daily  
 News Service.....AP  
 Representative.....Blair TV  
 Membership.....NARTB  
 President, Station Mgr.....N. L. Bentson  
 V.P., Gen. Sales Mgr.....Frank M. Devaney  
 Dir. of News & Sp. Events.  
 Prog.....Stuart A. Lindman  
 Prom., Publicity Dir.....Dick J. Quas  
 Production Manager.....Fred H. Kaufman  
 Film Manager.....Oscar Backlund  
 Chief Eng.....Warren Fritze  
 Consulting Engineer.....Jansky & Bailey

# MISSISSIPPI

Pop. Feb. 1, 1955 (Est.) 2,248,000 — TV Homes 137,000

Stations in State 4

# WJTV

JACKSON—1953  
ABC-CBS-DuM-NBC

Channel: 25 UHF..AP: 98 Kw..VP: 180 Kw.  
 Owned-Oper.....Mississippi Publishers Corp.  
 Address.....Box 427  
 P. O. Box 427  
 Representative.....Katz  
 General Manager.....John Rossiter  
 Consulting Engineer.....Raymond M. Wilmotte

# WLBTV

JACKSON—1953—NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Lamar Life Bcstg. Co.  
 Business Office.....Box 2171  
 Phone Number.....2-2691  
 Air Time.....15 hours daily

News Service.....UP  
 Representative.....Hollingbery  
 President.....Wiley P. Harris  
 Gen., Station Mgr.....Fred L. Beard  
 Comm. Manager.....Frank Gentry  
 Program Director.....Maurice Thompson  
 Promotion Director.....Walter Henson  
 Dir. of News & Sp. Events.....Dick Sanders  
 Production Mgr.....George Land  
 Publicity Director.....Gene Grant  
 Film Manager.....Cliff Bingham  
 Chief Engineer.....Bob Smathers  
 Consulting Eng.....A. Earl Cullum, Jr.

# WSLI-TV

JACKSON—1954—ABC

Station Operating with Special Temporary Authorization  
 Channel: 12 VHF..AP: 107 Kw..VP: 214 Kw.  
 Owned-Oper. By.....Standard Life Bdcstg. Co.



# How does your <sup>sales</sup> Garden grow in Kansas City?

With the right merchandising cultivation, sales can bloom in this rich Mid-America market.

Here's the kind of merchandising major food advertisers are getting free right now in the Kansas City market, via KCMO's famous Feature Foods Merchandising plan:

1. 200 store calls each 13 weeks to place point-of-sale material.
2. 75 special one-week displays in top volume stores each 13 weeks.
3. 50 days of in-the-store Bargain Bar promotion, demonstration, sampling, literature distribution.
4. Full reports twice each cycle on each activity in every store.

**AND ALL AT NO EXTRA COST!** A reasonable radio or TV schedule puts the KCMO Feature Foods Merchandising staff to work for you in Kansas City's top chain and independent supers!

Contact KCMO Radio or KCMO-TV, Kansas City, Missouri.

# KCMO

TV-Channel 5

Radio—810 kc

50,000 watts

125 E. 31st Street • Kansas City, Mo. • Represented by The Katz Agency

*Affiliated with the publishers of Better Homes and Gardens and Successful Farming Magazines*

Business Address.....Box 8187  
 Phone Number.....2-6625  
 Air Time.....9 hours daily  
 News Service.....AP  
 Representative.....Weed TV  
 Membership.....NARTB  
 President.....W. R. Newman  
 General Manager.....L. M. Sepaugh  
 Station Mgr.....Owens F. Alexander  
 Comm. Manager.....Evan Hughes  
 Traffic Director.....Iona Edgett  
 Sports Director.....Lyman Hellums  
 Director of News.....Bill Robertson  
 Publicity Director.....Brad Crandall  
 Film Manager.....Fitz Hooton  
 Chief Engineer.....C. A. Perkins  
 Consulting Eng.....Comm. Radio Equip. Co.

# W TOK-TV

**MERIDAN—1953**

**ABC-CBS-NBC-DuM**

Channel: 11 VHF...AP: 15.5 Kw...VP: 31.2 Kw.  
 Owned-Oper. By...Southern Television Corp.  
 Business Address.....Box 1771  
 Phone Number.....3-1441  
 Air Time.....10 hours daily  
 News Service.....AP  
 Representative.....Headly-Reed  
 President.....Robert F. Wright  
 Commercial Manager.....W. B. Crooks  
 Traffic Manager.....Cecil Germany  
 Program Director.....George Shannon  
 Chief Engineer.....Joe Saxon

# MISSOURI

Pop. Feb. 1, 1955 (Est.) 4,238,000 — TV Homes 783,000

Stations in State 15

## KFVS-TV

**CAPE GIRARDEAU—1954—CBS**

**DuM**

Station Operating with Special Temporary Authorization  
 Channel: 12 VHF...AP: 47.5 Kw...VP: 95 Kw.  
 Owned-Oper. By...Hirsch Broadcasting Co.  
 Business Address.....324 Broadway  
 Phone Number.....5-5511  
 Air Time.....5½ hours daily  
 News Service.....UP  
 Pres., Gen. Mgr.....Oscar C. Hirsch  
 Station Manager.....Robert O. Hirsch  
 Comm. Manager.....John K. Ramey  
 Program Director.....Donald T. McNeely

## KOMU-TV

**COLUMBIA—1953**

**ABC-CBS-NBC-DuM**

Channel: 8 VHF...AP: 24.35 Kw...VP: 48.7 Kw.  
 Owned-Oper. By...Curators of Univ. of Mo.  
 Business Address.....Box 83  
 Phone Number.....2-1122  
 Air Time.....10 hours daily  
 News Service.....UP  
 Representative.....H-R  
 Membership.....NARTB  
 Director of TV.....Edward C. Lambert  
 Station Mgr.....Claude F. Ratliff, Jr.  
 Sales Mgr.....John O. Conwell  
 Program Director.....Charles D. Sigsbee  
 Promotion Director.....Frank Tuttle  
 Dir. of News & Sp. Events.....Phi E. Berk  
 Production Mgr.....Lee Ellis  
 Chief Engineer.....Duane M. Weise

## KHQA-TV

**HANNIBAL—1953—CBS-DuM**

Channel: 7 VHF...AP: 18.3 Kw...VP: 36.8 Kw.

Owned-Oper. By...Lee Broadcasting, Inc.  
 Business Address.....W. C. U. Bldg.  
 Phone Number.....2-6200  
 Air Time.....9 hours daily  
 Representative.....Weed  
 President.....Lee P. Loomis  
 General Manager.....Walter Rothschild  
 Program Director.....Merritt Milligan  
 Promotion Director.....Dick Moore  
 Director of News.....Don Nicholson  
 Film Manager.....Charles Lotz  
 Chief Engineer.....J. E. Gray

## KSWM-TV

**JOPLIN—1954—CBS**

Station Operating with Special Temporary Authorization  
 Channel: 12 VHF...AP: 37.4 Kw...VP: 58.9 Kw.  
 Owned-Oper. By...Air Time, Inc.  
 Business Address.....1928 W. 13th St.  
 Phone Number.....MA 3-7260  
 Air Time.....10 hours daily  
 News Service.....UP  
 Rep.....Venard, Rintoul, & McConnell  
 Pres., Gen. Mgr.....Austin A. Harrison  
 Sta. Film Manager.....Ronald Robson  
 Comm. Manager.....D. T. Knight  
 Promotional Dir.....William Harned  
 Chief Engineer.....Jack Langford

## KCMO-TV

**KANSAS CITY—1953—ABC-DuM**

Channel: 5 VHF...AP: 42.6 Kw...VP: 71.1 Kw.  
 Owned-Oper. By...Meredith Engineering Co.  
 Business Address.....125 East 31st St.  
 Phone Number.....Jenerson 6789  
 Air Time.....16¼ hours daily  
 News Service.....AP  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....E. T. Meredith, Jr.



*the SWING is to...*

# KMBC-TV

## **Kansas City's Most Powerful TV Station**

Coverage-conscious advertisers get more than their money's worth when they swing their schedules to KMBC-TV. With a giant 1,079-foot tower (above average terrain) and a 316,000-watt color-equipped RCA transmitter, KMBC-TV dwarfs every other television facility in the Heart of America. Channel 9 booms its signal into areas never before covered by Kansas City television. Out-state reception reports from all points of the compass show KMBC-TV delivers markets lying far beyond 100 miles from Kansas City.

If you're aiming your advertising message at Kansas City and its rich surrounding secondary markets, KMBC-TV is the best place to invest your television dollars. Your Free & Peters Colonel can give you complete program and availability information on the Midwest's most-up-and-coming TV station.

## **...and in Radio, it's the KMBC-KFRM radio TEAM**



## **in the Heart of America**

You go first class when you go into the great Heart of America with KMBC-KFRM, the Midwest's leading radio combination. KMBC of Kansas City serves 83 counties in western Missouri and eastern Kansas. Four Counties (Jackson and Clay in Missouri and Johnson and Wyandotte in Kansas) comprise the greater Kansas City metropolitan trading area, *ranked 15th nationally in retail sales*. KFRM for the State of Kansas, a bonus to KMBC, puts your selling message into the high-income homes of Kansas, 6th richest agricultural state.



For the broadest broadcasting coverage in the Heart of America market, use the area's most effective one-two advertising punch — KMBC-TV Television *plus* KMBC-KFRM Radio!

**KMBC-TV**



**Primary Basic  
CBS-TV Affiliate**



**KMBC-KFRM  
radio TEAM**

Director Radio, TV.....Payson Hall  
 General Manager.....E. K. Hartenbower  
 Asst. General Manager.....C. E. Breazeal  
 Comm. Manager.....S. B. Tremble  
 Program Dir.....Kenneth W. Heady  
 Prom., Pub. Director.....F. C. Strawn  
 Dir. of News & Sp. Events.....James Monroe  
 Film Manager.....T. R. Thompson  
 Chief Engineer.....Karl Troeglen  
 Consulting Engineer.....A. D. Ring

## KMBC-TV

KANSAS CITY—1953—CBS

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....KMBC Bcstg. Co.  
 Business Address.....222 W. 11th St.  
 Phone Number.....Harrison 2650  
 Air Time.....17 hours daily  
 Membership.....NARTB, TvB  
 News Service.....AP, UP, INS  
 Representative.....Free & Peters, Inc.  
 Ist V.P. & Comm. Mgr...Donald Dwight Davis  
 V.P. & Gen. Mgr.....John T. Schilling  
 V.P. & Sales Man.....George J. Higgins  
 TV Sta. Director.....Mori Greiner  
 Promotion Director.....Ed Schulz  
 Director News.....Claude Dorsey  
 Dir. Special Events.....Jim Burke  
 Program Director.....Ken Greenwood  
 Film Manager.....Margaret M. Maley  
 Chief Engineer.....Henry Goldenberg  
 Consulting Eng.....A. Earl Cullum, Jr.

## WDAF-TV

KANSAS CITY—1949—NBC

Channel: 4.....AP:50 Kw.....VP: 100 Kw.  
 Owned-Oper. By.....Kansas City Star Co.  
 Business Number.....1729 Grand Ave.  
 Phone Number.....Harrison 1200  
 News Service.....AP  
 Representative..Harrington, Righter, & Parsons  
 Air Time.....17 hours daily  
 Membership.....NARTB, TvB  
 General Manager.....H. Dean Fitzer  
 Station Mgr.....William A. Bates  
 Comm. Manager.....E. Manne Russo  
 Program Director.....Jay Barrington  
 Dir. News & Sp. Events.....Randall Jessee  
 Film Manager.....John Krivas  
 Chief Engineer.....Joseph Flaherty  
 Consulting Engineer.....George E. Gautney,  
 Gautney, Ray & Price

## KFEQ-TV

ST. JOSEPH—1953—CBS-DuM

Channel: 2 VHF...AP: 26 Kw...VP: 52 Kw.  
 Owned-Oper. By.....KFEQ, Inc.  
 Business Address.....KFEQ Bldg.  
 Phone Number.....3-2528  
 Air Time.....9 hours daily  
 News Service.....AP  
 Representative.....Headley-Reed  
 Pres., Gen., Sta. Mgr.....Barton Pitts  
 Comm. Mgr., Prom. Dir.....Glenn G. Griswold  
 Program Director.....E. Carleton Schirmer  
 Director of News.....Ralph Combes  
 Film, Production Mgr.....Wally Johnson

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

*In more and more client-agency huddles, decision-makers are*

# **SOLD ON SPOT**

*. . . and all the advantages of SPOT TELEVISION advertising which influence their decisions are prominently present on KSD-TV . . . the NBC television network affiliate in the nation's NINTH LARGEST MARKET. That's why more and more client and agency decision-makers are*

# **SOLD ON KSD-TV**

*The St. Louis Post-Dispatch Television Station  
100,000 Watts on VHF Channel 5*



*National Advertising Representative:*

**SPOT SALES**



Chief Engineer.....J. Wesley Koch  
Cons. Eng.....George C. Davis

# KSD - TV

ST. LOUIS—1947

ABC-CBS-NBC

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. By...The Pulitzer Publishing Co.  
Address.....1111 Olive St.  
Phone Number.....MAin 1-1111  
Air Time.....18 hours daily  
Newspaper Affiliation..St. Louis Post-Dispatch  
News Service.....AP, INS  
Representative.....NBC Spot Sales  
Membership.....NARTB, TvB  
President.....Joseph Pulitzer  
Gen. Manager.....George M. Burbach  
Program Director.....Harold Grams  
Sales Manager.....Guy E. Yeldell  
Promotion Director.....David Pasternak  
Chief Engineer.....J. E. Risk

# KWK - TV

ST. LOUIS—1954—ABC-CBS

Station Operating with Special Temporary Authorization  
Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By:.....KWK, Inc.  
Business Address.....1215 Cole Street  
Phone Number.....MAin 1-9100  
Air Time.....18 hours daily  
Newspaper Affil.....St. Louis Globe  
Democrat  
News Service.....AP, UP  
Representative.....Katz  
Pres., Gen. Manager.....Robert T. Convey  
Vice-Pres., Station Dir.....Ray E. Dady  
Vice-Pres., Comm. Dir.....V. C. Carmichael  
Sales Manager.....James E. Goldsmith  
Prog. Dir., Film Mgr.....John W. Tinnea  
Promotion, Publicity, Dir.....Fred J. Mueller  
News Editor.....Jack Griffin  
Production Manager.....Ted Liss  
Chief Engineer.....N. J. Zehr  
Consulting Eng.....E. Earl Cullum, Jr.

For Important  
Telephone Numbers  
in  
New York  
Chicago  
Washington  
Los Angeles  
See  
Page 100

# NEWS

ABC, CBS & DuMONT Features

**WTVI** • Channel 54

ST. LOUIS 2, MISSOURI

ST. LOUIS POST-DISPATCH Tues., Jan. 25, 1955

## Television Notes and Gossip

WHEN Perry Como appears on Max Liebman's "spectacular" ABC-TV Sunday night, he'll net \$25,000 for a 15-minute stint.

Actor Jack Webb, the Sgt. Joe Friday of television and radio, will be master of ceremonies for the announcement of nominations for the Academy Awards Feb. 12. The event will be telecast nationally by NBC.

NBC is reported to have offered Ken Murray the job of producer and star of its Sunday night Comedy Hour series.

Ed Furgol of St. Louis, the National Open golf champion, will be a guest on the Top 40 program on KSP-TV tomorrow morning. Omar Bradley will be a guest Friday.

Television Playhouse on ABC-TV Sunday night will star Peter Lind Hayes and his wife Mary Healy, who have an exclusive CBS-TV contract. CBS gave them permission to do the show.

A survey by Radio-Television Daily on re-runs of television film programs shows that the reruns tend to have a higher rating than the original runs.

Singer Peggy Lee is writing some special lyrics for Dinah Shore.

Frances Octavia Smith will be one of the guests on the Bob Hope Show a week from tonight.

Frances Octavia Smith is the original name of Doris Evans, wife of Roy Rogers, who also will be a guest.

Some movie actors, circus performers used to be reluctant to appear on television for fear it would lessen their attraction for personal appearances. But now most of them have decided that it's a help.

Victor Mature is making money in television, without being in it. He has a television store in Hollywood.

*Jim - This station already delivers its own best buy in St. Louis*

**Yes!!**

New York proved it. . .  
 San Diego proved it. . .  
 Los Angeles proved it. . .  
 now WTVI has pioneered and PROVED this idea in the greater St. Louis area. A half hour show on WTVI with 'multiple-exposure' handling delivers more viewers for that program than a single showing on any other St. Louis TV station.

WTVI always delivers **more audience for less money!**

for detailed proof of actual case histories in St. Louis call your WTVI man today.

*The Boss*

**WTVI** delivers MORE AUDIENCE for LESS MONEY than any other St. Louis TV Station

Write, wire or phone collect - RADIO TV REPRESENTATIVES, INC. • N York, MU 8-4340; Chicago, FI 6-0982; San Francisco, YU 6-2982; Beverly Hills, BR 2-6738 JOHN D. SCHEUER, Jr., Ex. V. Pres. & Gen. Mgr., EX 7-0054 • JAMES R. BONFILS, Local Sales Mgr., GE 6-5454

# WTVI

ST. LOUIS—1953—ABC-CBS-DuM

Channel: 54 UHF... AP: 7 Kw... VP: 12 Kw.  
 Owned-Oper. By... Signal Hill Telecasting Corp.  
 Bus. Studio Address... 10200 West Main St.  
 Phone Number... 7-0054  
 Air Time... 8 hours daily  
 Representatives... Radio-TV Representatives Inc.  
 President... Paul E. Peltason  
 Gen. Mgr. & Ex. V.P.... John D. Scheuer Jr.  
 Comm. Manager... James R. Bonfils  
 Program Director... Ted Wescott  
 Prom., Pub. Dir.... James F. Jae Jr.  
 Dir. of News & Sp. Events... Bruce Hayward  
 Production Mgr.... Jack Murdock  
 Film Manager... Wm. Cook  
 Chief Engineer... Dick Trompeter

# KRCG

JEFFERSON CITY—1955—CBS

Station Operating with Special Temporary Authorization  
 Channel: 13... AP: 63.1 Kw... VP: 105 Kw.  
 Address... Callaway Hills Farm  
 Phone Number... 6-6188, 5-3122  
 Owned By... Mrs. Betty Goshorn Handy  
 Representative... Hoag-Blair  
 Eng. Rep.... Commercial Radio Equipment Co.

# KDRO-TV

SEDALIA—1954

Channel: 6 VHF... AP: 8.71 Kw... VP: 16.2 Kw.  
 Owned-Oper. By... Milton J. Hinlein  
 Business Address... 2100 W. Broadway  
 Phone Number... 4004  
 Representative... Pearson  
 General Manager... Herb Brandes

Commercial Mgr.... James Glenn  
 Chief Engineer... Bob Smith

# KTTS-TV

SPRINGFIELD—1953—CBS-DuM

Channel: 10 VHF... AP: 6.38 Kw... VP: 12.76 Kw.  
 Owned-Oper. By... Independent Bcstg. Co.  
 Business Address... P. O. Box 1716  
 Phone Number... 2-7474  
 Air Time... 14 hours daily  
 News Service... AP, UP  
 Representative... Weed  
 Membership... NARTB  
 President... J. H. G. Cooper  
 Gen., Sta. Manager... G. Pearson Ward  
 Program Director... Kevin McAndrews  
 Dir. of News & Sp. Events... Bill Bowers  
 Film Manager... Ted Tucker  
 Chief Engineer... William F. Curry  
 Consulting Engineer... J. C. McNary

# KYTV

SPRINGFIELD—1953—ABC-NBC

Channel: 3 VHF... AP: 30.5 Kw... VP: 61 Kw.  
 Owned-Oper. By... Springfield Television Inc.  
 Business Address... 999 W. Sunshine  
 Phone Number... 6-2766  
 Air Time... 11 hours daily  
 News Service... AP  
 Membership... NARTB, TvB  
 President... Lester L. Cox  
 Co-Mgr., Comm. Mgr.... Ralph L. Stufflebam  
 Co-Mgr., Prog. Dir.... Carl Fox  
 Promotion Director... J. Robert Mule  
 Dir. of News & Sp. Events... Richard L. Hainline  
 Production Mgr... Gene Hudson  
 Film Manager... Fred L. Rains  
 Chief Engineer... E. Dennis White

# MONTANA

Pop. Feb. 1, 1955 (Est.) 640,000 — TV Homes 52,000

Stations in State 4

# KOOK-TV

BILLINGS—1953—CBS-DuM-ABC  
NBC

Channel: 2 VHF... AP: 8.8 Kw... VP: 17.5 Kw.  
 Owned-Oper. By... Montana Network  
 Business Address... P. O. Box 1498  
 Phone Number... 9-2382  
 Membership... NARTB  
 Representative... Headley-Reed  
 President... C. L. Crist  
 Gen., Station Manager... V. V. Clark  
 Comm. Manager... John Conner  
 Program Director... Ed Peiss  
 Dir. of News & Sp. Events... Lee Peer  
 Chief Engineer... Grant French  
 Cons. Engineer... Comm. Radio & Equip. Co.

# KXLF-TV

BUTTE—1953—NBC-DuM

Channel: 6 VHF... AP: 1 Kw... VP: 2 Kw.  
 Owned-Oper... Pacific Northwest Broadcasters  
 Business Address... 1681 George St.  
 Phone Number... 2-2696  
 Air Time... 8 hours daily  
 Membership... TvB  
 Reps. East... Walker,  
 West... Pacific Northwest  
 President... E. B. Craney  
 Station Manager... Jim Manning  
 Commercial Mgr... J. Wythe Walker  
 Chief Engineer... Jack Provis  
 Consulting Engineer... George Adair

# K F B B - T V

GREAT FALLS—1954—ABC-CBS  
DuM

Channel: 5 VHF..AP: 12.6 Kw...VP: 25.1 Kw.  
Owned-Oper. By.....Wilkins Broadcast Inc.  
Business Address.....Box 1139  
Phone Number.....4-4377  
Air Time.....4½ hours daily  
News Service.....UP  
Representative.....Headley-Reed  
Pres., Gen. Mgr.....J. P. Wilkins  
Station Manager.....LeRoy Stahl  
Comm. Manager.....W. C. Blanchette  
Program Director.....Robert Froemming  
Film Manager.....Ted Funyak  
Chief Engineer.....Anthony J. LoPuch  
Con. Engineer.....Weldon & Carr

# K G V O - T V

MISSOULA—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization  
Channel: 13 VHF..AP: 29.4 Kw...VP: 58.8 Kw.  
Owned-Oper. By.....Mosby's Inc.  
Business Address.....127 East Main St.  
Phone Number.....9-7668  
News Service.....UP  
Representative.....Gill-Perna  
Membership.....NARTB, TvB  
Pres., Gen., Sta. Manager.....A. J. Mosby  
Comm. Manager.....Hugh Bader  
Prog. Director.....Jack Harrington  
Dir. of News & Sp. Events.....Don Weston  
Prod. Mgr.....Charles Cromwell  
Publicity Director.....Shirley Pohrman  
Film Manager.....Robert Mohaires  
Chief Engineer.....Amos Hargrove  
Con. Engineer.....Archer Taylor

# NEBRASKA

Pop. Feb. 1, 1955 (Est.) 1,394,000 — TV Homes 208,000

Stations in State 5

# K L R J - T V

HENDERSON—1955—NBC

Station Operating with Special Temporary Authorization  
Channel: 2 VHF..AP: 12.2 Kw...VP: 6.3 Kw.  
Owned-Oper....Southwestern Publishing Co.

Business Address..737 North Main, Las Vegas  
Representative.....Pearson  
General Manager.....Bob Gardner  
Production Manager.....Rick Williams  
Chief Engineer.....Stanley Sulek

**8** of the **TOP TEN** Multi-Weekly Shows in the  
**OMAHA AREA** are on



- DINAH SHORE
- HOWDY DOODY
- \*NEWS, SPORTS (10:15 P.M.)
- EDDIE FISHER
- \*WEATHER, NEWS (10 P.M.)
- CAMEL NEWS CARAVAN
- \*EARLY EVENING NEWS (6:20 P.M.)
- \*STAND BY FOR ACTION

\*Local live shows

Facts from NOV. 1954 Pulse

Low-cost participations in starred programs have produced results for others and can for you . . . Write Fred Ebener, Sales Manager, WOW-TV, Omaha, Nebraska for availabilities.



**Channel 6** • Blair TV Rep. • CBS-TV • NBC-TV Aff.

Affiliated with "Better Homes and Gardens" and "Successful Farming" magazines.

# KHOL-TV

KEARNEY—1953—ABC-CBS-DuM

Channel: 13 VHF..AP: 100 Kw..VP: 200 Kw.  
 Owned-Oper. By.....Bi-States Co.  
 Business Address.....414 East Ave.  
 Phone Number.....SH 3-4541  
 Representative.....Meeker  
 Membership.....NARTB  
 President.....Wayne Brewster  
 Station Manager.....Duane L. Watts  
 Asst. Station Manager.....Jack Gilbert  
 Sales Manager.....Jack Gilbert  
 Program Director.....Bob Schnuelle  
 Prom., Pub. Director.....J. R. Hackney  
 Dir. of News, Prod. Mgr.....Bob Schnuelle  
 Film Director.....K. Cooper  
 Chief Engineer.....Jack Lewis  
 Con. Eng.....Comm. Radio Equip. Co.

# KOLN-TV

LINCOLN—1953—ABC-CBS-DuM

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Operated By  
 Cornhusker Radio & TV Corp.  
 Address.....40th and W Sts.  
 Representative.....Avery-Knodel  
 Membership.....NARTB, TvB  
 President.....John E. Fetzer  
 Gen., Sta. Mgr.....A. James Ebel  
 Comm. Manager.....Thomas L. Young  
 Program Director.....Paul Jensen  
 Prom., Pub. Director.....Graham Jeambey  
 Dir. of News & Sp. Events.....By Krasne  
 Production Mgr.....Bill Hemke  
 Film Manager.....Eli Modenstein  
 Chief Engineer.....D. R. Taylor  
 Con. Engineer.....Craven, Lohnes & Culver

# KMTV

OMAHA—1949—ABC-CBS-DuM

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.

Owned-Oper. By.....May Bcstg. Co.  
 Bus-Trans. Address.....2615 Farnam St.  
 Phone Number.....HA 3333  
 Air Time.....17 hours daily  
 News Service.....UP  
 Representative.....Edward Petry & Co.  
 Membership.....NARTB  
 President.....Edward W. May  
 Ex., V.P., Gen. Mgr.....Owen Saddler  
 Commercial Manager.....Arden Swisher  
 Program Director.....Glenn Harris  
 Promotion Dir.....Joe Baker  
 Pub. Director.....Amos Eastridge  
 Film Manager.....Joe Binko  
 Dir. of News and Spec. Events.....Floyd Kalber  
 Production Director.....Lew Jeffrey  
 Chief Engineer.....R. J. Schroeder  
 Consulting Engineer.....Robert M. Silliman

# WOW-TV

OMAHA—1949—NBC

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Meredith WOW, Inc.  
 Business Address.....Insurance Bldg.  
 Phone Number.....WEBster 3400  
 Air Time.....17¾ hours daily  
 News Service.....UP, INS  
 Representative.....Blair TV  
 Membership.....NARTB, TvB  
 Chairman of Board.....Fred Bohlen  
 President.....E. T. Meredith, Jr.  
 V.P. & Treas.....Payson Hall  
 General Manager.....Frank P. Fogarty  
 Asst. Gen. Manager.....Lyle DeMoss  
 Sales Mgr.....Fred Ebener  
 Program Director.....Bill McBride  
 Promotion Dir.....Bob Seitzer  
 Dir. of News & Spec. Events.....Ray Clark  
 Production Mgr.....Verne Reynolds  
 Film Manager.....Bill McBride  
 Dir. of Engineering.....Wm. J. Kotera  
 Chief Engineer.....Glenn Flynn

# NEVADA

Pop. Feb. 1, 1955 (Est.) 222,000 — TV Homes 26,000  
 Stations in State 2

# KLAS-TV

LAS VEGAS—1953  
 ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 14.5 Kw..VP: 29 Kw.  
 Owned-Oper. By.....Las Vegas Television Inc.  
 Business Address.....Box 711  
 News Service.....AP  
 Representative.....Weed  
 Membership.....NARTB  
 President.....R. G. Jolley  
 Gen., Station Mgr.....Jean Paul King  
 Comm. Manager.....Marian Y. Komar  
 Program Director.....James A. Lilly

Prom., Pub. Director.....Henry Thompson  
 Director of News & Sp. Events.....Ross Durfee  
 Production Manager.....Donald C. Graves  
 Film Manager.....Robert Keate  
 Chief Engineer.....Ralph E. Smith  
 Con. Engineer.....Grant Wrathall

# KZTV

RENO—1953  
 ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 1.4 Kw..VP: 2.7 Kw.  
 Owned-Oper.....Nevada Radio-Television Inc.  
 Business Address.....770 East 5th St.

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super power  
**316,000** WATTS

EFFECTIVE RADIATED POWER EQUIVALENT AT 1,000 FEET

from the

**EMPIRE STATE BUILDING**

st with

published audience  
**GUARANTEE**

*You pay for what you get*

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channel **13**

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO

**st. station in New Jersey**

covering 82% of the state plus  
a big bonus in New York

**st. with audiences**

according to pulse

**st. with advertisers**

and 8 out of 10 are retail

**st. with business**

which has been firm  
for the last 5 years  
and is now better than ever

**waat**

**970 on the dial**

**NEWARK 1, NEW JERSEY**



Phone Number .....3-0721  
Newspaper Affil.....Review Journal  
News Service .....AP

Representative .....Pearson  
President.....Donald W. Reynolds  
General Manager.....Harry Huey

# NEW JERSEY

Pop. Feb. 1, 1955 (Est.) 5,354,000 — TV Homes 1,456,000  
Stations in State 2

## W R T V

**ASBURY PARK—1953**

Channel: 58 UHF..AP: 9.12 Kw..VP: 17.10 Kw.  
Owned-Oper. By.....Atlantic Video Corp.  
Business Address.....Eatontown Circle  
Phone Number.....EAtontown 3-1520  
President.....Walter Reade, Jr.  
Vice-Pres., Mgr.....Harold C. Burke  
Commercial Mgr.....Allen Preville  
Production Mgr.....Bernard Probert

Business Address.....1020 Broad Street  
Phone No.....BARclay 7-3260, PLaza 5-1331  
Air Time.....13 hours daily  
News Service .....AP  
Representative .....Edward Petry  
President & Gen. Mgr....Irving R. Rosenhaus  
Vice-President.....Edmund S. Lennon  
Vice-Pres. in Chg. Sales...Bertram Lebhar, Jr.  
Program Director.....George Green  
Prom., Publicity Director.....Lou Frankel  
Dir. of News & Sp. Events,  
Prod. Mgr.....Herb Green  
Film Manager.....Robert Paskow  
Vice-Pres. Engineering.....Frank V. Bremer

## W A T V

**NEWARK—1948**

Channel: 13 VHF..AP: 185 Kw..VP: 316 Kw.  
Owned-Oper. By.....Bremer Broadcasting Co.

# NEW HAMPSHIRE

Pop. Feb. 1, 1955 (Est.) 542,000 — TV Homes 105,000  
Stations in State 1

## W M U R - T V

**MANCHESTER—1954—ABC-DuM**

Channel: 9 VHF..AP: 67.6 Kw..VP: 112 Kw.  
Owned-Oper. By.....Radio Voice of N. H. Inc.  
Business Address.....1819 Elm St.  
Phone Number .....5-5788  
Air Time.....10 hours daily  
News Service .....UP  
Representative .....Weed

Membership .....TvB  
President.....Francis P. Murphy  
Vice Pres., Gen. Mgr.....Norman Gittleson  
Asst. Mgr.....Louis Allen  
National Sales Director.....Dana Baird  
Program Director.....William Gildersleeve  
Promotion Director.....Lucien Dumont  
Dir. of News & Sp. Events.....Thomas Power  
Film Manager.....Robert Boak  
Chief Engineer.....Charles Halle  
Con. Engineer.....Jansky & Bailey

Hear the New Voices of

# W M U R

and WMUR-TV

Complete New Program Schedule

# NEW MEXICO

Pop. Feb. 1, 1955 (Est.) 797,000 — TV Homes 98,000

Stations in State 4

## KGGM-TV

ALBUQUERQUE—1953—CBS

Channel: 13 VHF...AP: 6 Kw...VP: 12 Kw.  
Owned-Oper. By.....New Mexico Bcstg. Co.  
Bus. Address.....1414 West Coal Ave. S. W.  
Phone Number.....3-4543  
News Service.....AP, UP  
Representative.....Weed  
President, Station Mgr.....A. R. Hebenstreit  
Comm. Manager.....George B. Morgan  
Prog., Prom., Pub. Dir.....Bob Van Driel  
Production Mgr.....Ed Sanchez  
Film Manager.....Jim Morley  
Chief Engineer.....Leonard F. Dodds  
Con. Engineer.....A. Earl Cullum, Jr.

## KOAT-TV

ALBUQUERQUE—1953—ABC-DuM

Channel: 7 VHF...AP: 12.9 Kw...VP: 28.8 Kw.  
Owned-Oper. By.....Alvarado Television Co.  
Business Address.....122 S.E. Tulane Dr.  
Phone Number.....5-8716  
Membership.....NARTB, TvB  
Representative.....Hollingbery  
President.....A. M. Cadwell  
Comm. Manager.....Mel Drake  
Station Manager.....Ted Snider  
Program Director.....Richard True  
Prom. Mgr.....W. Bozarth  
Chief Engineer.....William Carman

## KOB-TV

ALBUQUERQUE—1948

NBC-DuM

Channel: 4 VHF...AP: 5.6 Kw...VP: 11.3 Kw.  
Owned-Oper. By.....Albuquerque Bcstg. Co.  
Bus. Studio Address.....1430 Coal Ave. S. W.  
Phone Number.....3-4411  
News Service.....UP  
Representative.....Branham  
Membership.....NARTB, TvB  
Pres., Gen. Mgr.....Wayne Coy  
Comm. Manager.....Rolf S. Nielsen  
Program Director.....Dorothy B. Smith  
Prom., Pub. Director.....Dallas Wyant  
Dir. of News & Sp. Events.....George Morrison  
Prod. Manager.....Al Jarrett  
Film Manager.....Milford Williams  
Chief Engineer.....George S. Johnson

## KSWS-TV

ROSWELL—1953—ABC-DuM

NBC-CBS

Channel: 8 VHF...AP: 57.5 Kw...VP: 115 Kw.  
Owned-Oper. By.....John A. Barnett  
Business Address.....1723 W. Second St.  
Phone Number.....3737  
News Service.....AP  
Representative.....Meeker, Melville  
Membership.....NARTB  
Owner & Gen. Mgr.....John A. Barnett  
Asst. Gen. Manager.....W. L. Shackelford  
Director of Sales.....Paul B. McEvoy  
Program Director.....Jack Shafer  
Chief Engineer.....Ray Summersgill  
Consulting Engineer.....George Gautney

# NEW YORK

Pop. Feb. 1, 1955 (Est.) 15,733,000 — TV Homes 4,310,000

Stations in State 22

## WROW-TV

ALBANY—1953—ABC-DuM-CBS

Channel: 41 UHF...AP: 138 Kw...VP: 269 Kw.  
Owned-Oper. By.....Hudson Valley Bcstg. Co.  
Business Address.....Box 4100  
Phone Number.....3-2225  
Air Time.....9 hours daily  
Representative.....Bolling  
General Manager.....Thomas S. Murphy  
Station Manager.....Harry L. Goldman  
Commercial Mgr.....Harry Littler  
Program Director.....Charles Pogan  
Promotion Dir.....Hilda Nauman  
Chief Engineer.....Charles Heisler

## WNBF-TV

BINGHAMTON—1949

ABC-CBS-NBC-DuM

(Sale to Triangle Publications Pending FCC Approval)  
Channel: 12 VHF...AP: 83 Kw...VP: 166 Kw.  
Owned-Oper. By.....Clark Associates, Inc.  
Business Address.....Wall & Henry Sts.  
Phone Number.....3-7311  
News Service.....AP  
Representative.....Bolling  
Membership.....NARTB  
General Manager.....George R. Durham  
Sales Manager.....Stanley N. Heslop  
Program Dir., Film Mgr.....Edward M. Scala  
Prom., Publicity Director.....John L. Turner  
Production Manager.....Clark Pollock  
Chief Engineer.....L. H. Stantz  
Con. Engineer.....Jansky & Bailey





# WBEN-TV

**BUFFALO—1948—NBC**

Channel: 4 VHF..AP: 27 Kw..VP: 54 Kw.  
 Owned-Oper. By.....WBEN, Inc.  
 Phone Number.....MOhawk 0930  
 Studio, Transmitter Location.....Hotel Statler  
 Air Time.....17½ hours daily  
 Newspaper Affil.....Buffalo Evening News  
 News Service.....AP, INS, UP  
 Representative.....Harrington, Righter & Parsons, Inc.  
 Membership.....NARTB  
 President.....Edward H. Butler  
 Vice-President.....Alfred H. Kirchofer  
 General Manager.....C. Robert Thompson  
 Sales Manager.....Nicholas J. Malter  
 Station Mgr.....George R. Torge  
 Prom., Pub. Dir.....Joseph A. Haefner  
 Film Director.....Quintin P. Renner  
 Program Dir.....Frederick A. Keller  
 Prod. Manager.....John L. Hutchinson, Jr.  
 Chief Engineer.....Ralph J. Kingsley  
 Consulting Eng.....A. E. Cullum, Jr.  
 Asst. Tech. TV Dir.....R. G. Beerbower

# WBUF-TV

**BUFFALO—1953—ABC-CBS-DuM  
NBC**

Channel: 17 UHF..AP: 114.5 Kw..VP: 229 Kw.  
 Owned-Oper. By.....WBUF, Inc. "Sale to NBC pending FCC approval."  
 Business Address.....184 Barton St.  
 Phone Number.....Summer 1717  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....H-R  
 Membership.....NARTB  
 Persident & Station Mgr.....Sherwin Grossman  
 Vice-Pres. & Co-Mgr.....Gary L. Cohen  
 Comm. Mgr.....Robert L. Brenner  
 Prog. Coordinator.....Carol S. Moe  
 Dir. of News & Sp. Events.....Frank Fredrics  
 Sports Director.....Don Cunningham  
 Publicity Director.....Victoria Patrick  
 Film Director.....William Maier  
 Director of Oper.....Ernest E. Retz  
 Consulting Eng.....Kear & Kennedy

# WGR-TV

**BUFFALO—1954—NBC-DuM-ABC**

Station Operating with Special Temporary Authorization  
 Channel: 2 VHF...AP: 66 Kw...VP: 100 Kw.  
 Owned-Oper. By.....WGR Corporation  
 Business Address.....184 Barton St.  
 Phone Number.....SUMmer 7115  
 Air Time.....18 hours daily  
 News Service.....UP  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....George F. Goodyear  
 General, Station Mgr.....J. J. Bernard  
 Comm. Manager.....Ollie Howard  
 Prog. Director.....VanBeuren De Vries  
 Prom., Pub. Director.....Phillip Curtis  
 Production Mgr.....Warren Rossell

Dir. News & Sp. Events.....VanBeuren & Charles Warren  
 Film Manager.....M. Eisler  
 Chief Engineer.....Karl B. Hoffman  
 Consulting Eng.....Walter L. Davis

# WCNY-TV

**CARTHAGE—1954—ABC-CBS-DuM**

Station Operating with Special Temporary Authorization  
 Channel: 7 VHF..AP: 91.2 Kw..VP: 174 Kw.  
 Owned-Oper. By.....The Brockway Company  
 Business Address.....P. O. Box 211  
 Phone Number.....410  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....Weed  
 Membership.....NARTB  
 President.....John B. Johnson  
 General Manager.....Louis Saiff, Jr.  
 Station Manager.....James W. Higgins  
 Commercial Mgr.....Alford M. Tauroney  
 Program & Prom. Director.....David M. Graves  
 Film Manager.....John A. LaLibertie  
 Chief Engineer.....Maynard B. Davis  
 Consulting Engineer.....George C. Davis

# WKNY-TV

**KINGSTON—1954—CBS-NBC-DuM  
ABC**

Channel: 66 UHF..AP: 11.5 Kw..VP: 24.4 Kw.  
 Owned-Oper. By.....WKNY-TV Corp.  
 Business Address.....601 Broadway  
 Phone Number.....Kingston 4500  
 Air Time.....6 hours daily  
 News Service.....AP  
 Representative.....Meeker  
 President.....Joseph K. Close  
 General Manager.....Robert M. Peebles  
 Station Manager.....Robert L. Sabin  
 Prog. Prod., Pub. Director.....Irv Rose  
 Film Manager.....Bern Levy  
 Chief Engineer.....Bill Reeves  
 Consulting Engineer.....George Lohnes

# WABC-TV

**NEW YORK—1948—ABC**

Channel: 7 VHF...AP: 40 Kw...VP: 80 Kw.  
 Owned-Oper. By  
 American Bcstg.-Paramount Theaters, Inc.  
 Business Address.....7 W. 66th St.  
 Phone Number.....SUsequhanna 7-5000  
 Air Time.....16 hours daily  
 News Service.....INS  
 Membership.....NARTB  
 Representative.....Weed  
 President.....Robert E. Kintner  
 V.P., Gen. Mgr.....Ted Oberfelder  
 Sales Manager.....Trevor Adams  
 Sales Secy.....Marie Adams  
 Program Director.....Ardien Rodner  
 Nat. Spot Sales & Traffic Mgr.....Dan Norton  
 Dir. News & Sp. Events.....John Daly  
 Production Mgr.....Gordon Kunz  
 Publicity Director.....DeWard Jones  
 Film Manager.....George Rice  
 Chief Engineer.....Frank Marx  
 Consulting Eng.....Kear & Kennedy

**MORE**

**DELIVERED AUDIENCE IN 1954**

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**BALANCED PROGRAMMING IN 1954**

**MORE TOP**

**ADVERTISERS AND AGENCIES IN 1954**

**IN 1955**

**GET SET ON**

**WPIX**

**NEW YORK**



New York's  
Leading  
Independent  
Television  
Station

**REPRESENTATIVE:**  
Free & Peters, Inc.

**W A B D****NEW YORK—1944—DuM**

Channel: 5 VHF..AP: 8.4 Kw..VP: 16.7 Kw.  
Owned-Oper. By.....Allen B. Du Mont  
Laboratories, Inc.

Business Address.....515 Madison Ave.  
Phone Number.....MUrray Hill 8-2600  
Air Time.....13 hours daily  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB  
President.....Allen B. DuMont  
Managing Director.....Ted Bergmann  
Station Manager.....George L. Barenbregge  
Sales Manager.....W. Crawford  
Prog., Prod. Director.....James L. Caddigan  
Promotion Director.....Norman S. Ginsburg  
Director of News & Sp. Events.....David Lowe  
Publicity Director.....Gerald Lyons  
Film Manager.....Henry Humphrey  
Chief Engineer.....Rodney D. Chipp

**W A T V****NEWARK, N. J.**

(See New Jersey listing)

**W C B S - T V****NEW YORK—1941—CBS**

Channel: 2 VHF..AP: 22 Kw..VP: 43 Kw.  
Owned-Oper.....Columbia Bcstg. System Inc.  
Business Address.....485 Madison Ave.  
Phone Number.....PLaza 1-2345  
Air Time.....19 hours daily  
News Service.....AP, INS, UP  
Representative.....CBS TV Spot Sales  
Membership.....NARTB, TvB  
President (CBS Inc.).....Frank Stanton  
President (CBS TV Div.)..J. L. Van Volkenburg  
General Manager.....Sam Cook Digges  
General Manager Asst.....Clarence Worden  
General Sales Mgr.....Frank Shakespeare  
Program Dir.....Hal Hough  
Dir. Adv. & Sales Promotion...Robert G. Patt  
Asst. Prog. Dir. & Prod. Mgr..Dan Gallagher  
Publicity Director.....Robert Fuller  
Film Manager.....William C. Lacey  
Chief Engineer.....Robert G. Thompson

**W O R - T V****NEW YORK—1949**

Channel: 9 VHF....AP: 44Kw....VP: 88 Kw.  
Owned-Oper. By....General Teleradio, Inc.  
Business Address.....1440 Broadway  
Phone Number.....LONgacre 4-8000  
Air Time.....11½ hours daily  
News Service.....AP, UP  
Station Representative.....H-R Reps.  
Membership.....NARTB, TvB  
President.....Thomas F. O'Neill  
V.P. in Charge.....Gordon Gray

Executive Asst.....Seymour Handy  
Comm. Mgr.....Charles H. Philips  
Promotion Director.....Robert Sullivan  
Dir. of News & Sp. Events.....George Brown  
Production Mgr.....Ivan Reiner  
Publicity Director.....Richard Jackson  
Film Manager.....Milford Fenster  
Chief Engineer.....Charles Singer

**W P I X****NEW YORK—1948**

Channel: 11 VHF..AP: 51 Kw..VP: 100 Kw.  
Owned-Oper. By.....N. Y. Daily News  
Address.....220 E. 42nd St.  
Phone Number.....MU 2-6500  
Air Time.....12 hours daily  
News Service.....UP  
Newspaper Affiliation...N. Y. Daily News  
Station Representative.....Free & Peters  
President.....F. M. Flynn  
V.P., Gen., Mgr.....F. M. Thrower  
Asst. Gen. Manager.....L. Pope  
Program Manager.....W. R. Rich  
News & Sp. Events Mgr.....Walter Engels  
Sales Mgr.....J. A. Patterson  
Promotion Director.....M. Kraemer  
Chief Engineer.....O. Freeman  
Film Mgr.....Carol Levine  
Consulting Engineer.....A. D. Ring

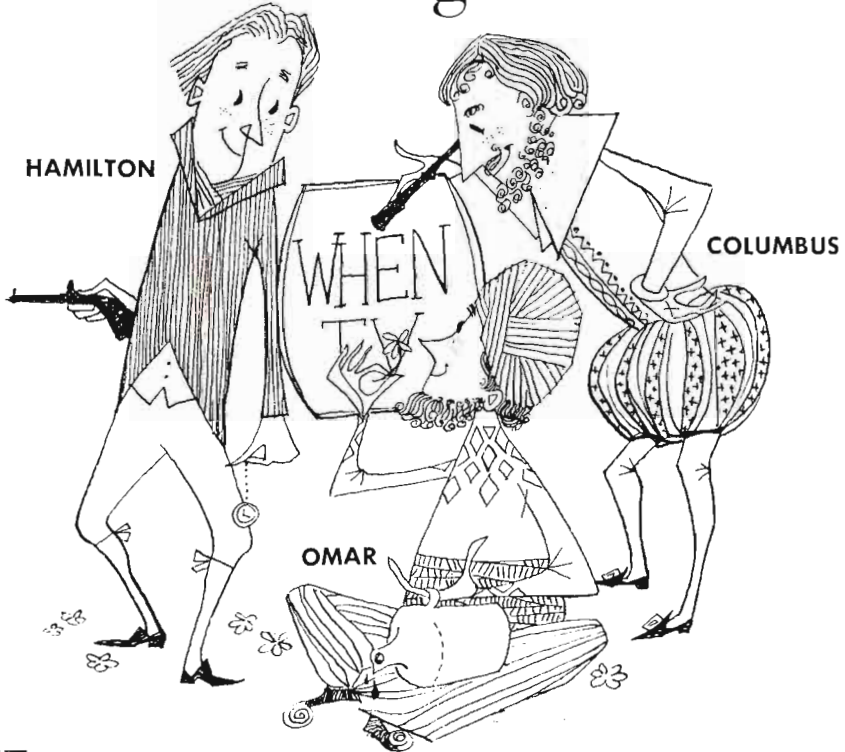
**W R C A - T V****NEW YORK—1941—NBC**

Channel: 4 VHF..AP: 7.25 Kw..VP: 14.5 Kw.  
Owned-Oper. By.....National Bcstg. Co.  
Business Address.....30 Rockefeller Plaza  
Phone Number.....Circle 7-8300  
Air Time.....18 hours daily  
News Service.....AP, INS, UP  
Representative.....NBC Spot Sales Dept.  
Membership.....NARTB  
General Manager.....Hamilton Shea  
Station Manager.....Ernest de la Ossa  
Comm. Manager.....Jay Heiten  
Program Director.....Steve Krantz  
Prom., Adv., & Merh. Dir.....Max E. Buck  
Dir. of News & Sp. Events.....Bill Berns  
Production Manager.....Peter Afte  
Publicity Director.....William Anderson  
Chief Engineer.....Al Jackson

**W I R I****PLATTSBURG—1954—DuM**

Station Operating with Special Temporary Authorization  
Channel: 5 VHF..AP: 12 Kw..VP: 20 Kw.  
Owned-Oper..Great Northern Television Inc.  
Business Address.....357 Cornelia St.  
Phone Number.....3070  
News Service.....AP  
President, Gen., Sales Mgr.....Joel H. Scheifer  
Program Director.....Hal Wilson  
Production Director.....Carl Stohn Jr.  
Chief Engineer.....John H. Nazak

# One thing in common



**H**amilton, Columbus, and Omar — an unlikely trio, but united by a common love. And these three upstate New York communities, widely separated though they may be in terms of miles-as-the-crow-flies, are closer than the fingers on a glove. The magic of TV brought them together, and in upstate New York the velvet hand in the TV glove is Channel 8!

**CBS-ABC-DUMONT  
A MEREDITH STATION**

**W·H·E·N**  
**CHANNEL 8**  
**SYRACUSE, N.Y.**



# WHAM-TV

ROCHESTER—1949—NBC

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By.....Stromberg Carlson Co.  
 Business Address.....100 Carlson Road  
 Phone Number.....Culver 7240  
 Representative.....Hollingbery  
 Membership.....NARTB  
 Vice-Pres., Gen. Mgr.....William Fay  
 Commercial Manager.....John W. Kennedy, Jr.  
 Program Director.....Charles W. Siverson  
 Promotion Director.....Ralph Wallace  
 Publicity Director.....Terry David  
 Director of News.....David E. Kessler  
 Production Mgr.....James Trayhern  
 Film Director.....David Manning  
 Chief Engineer.....Kenneth Gardner

# WHEC-TV

ROCHESTER—1953—CBS

Channel: 10 VHF. AP: 66 Kw. VP: 124 Kw.  
 Owned-Oper. By.....Gannett Co., Inc.  
 Business Address.....55 Exchange St.  
 Phone Number.....Baker 6740  
 Representative.....Everitt-McKinney  
 Membership.....NARTB, TvB  
 President.....Frank E. Gannett  
 Vice-Pres., Gen. Mgr.....C. Glover DeLaney  
 Asst. Gen. Manager.....Lowell H. MacMillan  
 Comm. Manager.....LeMoine C. Wheeler  
 Program Director.....William J. Adams  
 Promotion Director.....Betty Borden  
 Production Manager.....Douglas Tillett  
 Film Manager.....James Reidenbach  
 Chief Engineer.....Bernard C. O'Brien  
 Technical Director.....Richard K. Blackburn

# WVET-TV

ROCHESTER—1953—CBS-ABC

Channel: 10 VHF. AP: 62.5 Kw. VP: 125 Kw.  
 Owned-Oper. By.....Veterans Bcstg. Co., Inc.  
 Business Office.....17 Clinton Ave. S.  
 Phone Number.....Hamilton 4820  
 Representative.....Bolling  
 Pres., Gen., Station Mgr.....Ervin F. Lyke  
 Comm. Manager.....Arthur Murrellwright  
 Program, Pub. Director.....Paul C. Louthier  
 Promotion Director.....Donald Kallock  
 Dir. of News & Sp. Events.....David Roberts  
 Production Manager.....F. Chase Taylor  
 Film Manager.....Arthur V. Cook  
 Chief Engineer.....Raymond Jones  
 Consulting Eng.....John Creutz

# WRGB

SCHENECTADY—1939  
ABC-CBS-NBC-DuM

Channel: 6 VHF. AP: 47 Kw. VP: 93 Kw.  
 Owned-Oper. By.....General Electric Co.  
 Business-Studio Address.....1 River Road  
 Phone Number.....Schenectady 7-2261  
 Air Time.....17½ hours daily  
 News Service.....UP, AP  
 Representative.....NBC Spot Sales  
 Membership.....NARTB, TvB

President.....Chester H. Lang  
 General Mgr.....Raymond W. Welpott  
 Manager of GE Broadcasting

Stations Dept.....Robert B. Hanna, Jr.  
 Comm. Manager.....Robert F. Reid  
 Prog. Director, Film Mgr.....Albert G. Zink  
 Prom., Pub. Director.....James Q. Cobb  
 Dir. of News & Sp. Events.....Lansing Christman  
 Chief Engineer.....Willard J. Purcell

# WHEN-TV

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8 VHF. AP: 100 Kw. VP: 190 Kw.  
 Owned-Oper. By.....Meredith Syracuse TV Corp.  
 Address.....101 Court St.  
 Phone Number.....74-5711  
 Air Time.....17½ hours daily  
 News Service.....UP  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....E. T. Meredith, Jr.  
 Vice-Pres. & Gen. Mgr.....Paul Adanti  
 Comm. Manager.....W. H. Bell  
 Prog. Dir., Film, Prod. Mgr.....Gordon Aldeman  
 Prom., Publicity Director.....Robert G. Peel  
 Chief Engineer.....Frank Spain

# WSYR-TV

SYRACUSE—1950—NBC

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.  
 Owned-Oper. By.....Central N. Y. Bcstg. Corp.  
 Business Address.....224 Harrison St.  
 Phone Number.....3-7111  
 Air Time.....18 hours daily  
 News. Affil. Post & Standard, Herald-Journal  
 News Service.....UP INS  
 Representative.....Harrington-Richter-Parsons  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....E. R. Vadeboncoeur  
 Comm. Manager.....William R. Alford, Jr.  
 V.P. in Charge of Prog.....William V. Rothrum  
 Prom., Pub. Director.....Thomas F. McCollum  
 Dir. of News & Sp. Events.....Fred Hillegas  
 Program Director.....James McDonald  
 Film Manager.....Rodney Swift  
 Chief Engineer.....Albert Eicholzer  
 Consulting Eng.....Craven, Lohnes & Culver

# WKTV

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13 VHF. AP: 100 Kw. VP: 187 Kw.  
 Owned-Oper. By.....Copper City Bcstg. Corp.  
 Business Address.....P. O. Box 386  
 Phone Number.....3-0404  
 Air Time.....18 hours daily  
 News Service.....UP  
 Representative.....Donald Cooke, Inc.  
 President.....Myron J. Kallet  
 Gen., Sta., Comm. Mgr.....Michael C. Fusco  
 Program Dir.....Jack Fredericks  
 Pro., Pub. Director.....Frank Gruenewald  
 Dir of News & Sp. Events.....Lyle Bosley  
 Prod. Manager.....Edward Whittaker  
 Film Manager.....Joseph Casaletta  
 Chief Engineer.....De Forest T. Layton, Jr.  
 Consulting Eng.....George Adair

# NORTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 4,308,000 — TV Homes 556,000  
Stations in State 11

## WISE-TV

ASHEVILLE—1953—NBC

Channel: 62... AP: 16 Kw... VP: 29 Kw.  
Owned-Operated By... WISE, Inc.  
Address... 100 College St.  
Phone Number... 3-5381  
Air Time... 5 hours daily  
News Service... AP  
Representative... Bolling  
President, Gen. Mgr... Harold H. Thomas  
Commercial Mgr... Joseph J. Master  
Program Director... Coletta M. Mouw  
Dir. of News & Sp. Events... Rex Moore  
Film Manager... Paul Bridges  
Chief Engineer... John Randolph

## WLOS-TV

ASHEVILLE—1954—ABC—DuM

Station Operating with Special Temporary Authorization  
Channel: 13... AP: 85 Kw... VP: 170 Kw.  
Owned-Oper. By... Skyway Broadcasting Co.  
Business Address... 288 Macon Avenue  
Phone Number... 2-2431  
Air Time... 11 hours daily  
News Service... UP  
Rep... Venard, Rintoul & McConnell; Ayers

President... Charles M. Britt  
Gen. Mgr. & Exec. V.P... Charles B. Britt  
Comm. Manager... Bradley H. Roberts  
Prog. Dir., Prod. Mgr... Charles E. Newcomb  
Dir of News & Sp. Events... James E. Edmonds  
Production Manager... Charles E. Newcomb  
Film Manager... Bob Hensley  
Chief Engineer... M. D. Hunnicut  
C. Eng.. Page, Creutz, Garrison & Waldschmitt

## WQMC

CHARLOTTE—1953—ABC-NBC—DuM

Channel: 36 UHF... AP: 12 Kw... VP: 24 Kw.  
Owned-Oper. By... WAYS-TV  
Business Address... 3229 South Blvd.  
Phone Number... ED 4-5374  
Air Time... 7 hours daily  
News Service... UP  
Representative... Bolling  
President... Harold H. Thoms  
General Manager... James P. Poston  
Station Manager... James F. Polston  
Comm. Manager... George Carter  
Program Dir., Prod. Mgr... Richard Frosch  
Promotion Director... Don Matney  
Dir of News & Sp. Events... Bill Rollins  
Chief Engineer... B. C. Stewart  
Consulting Eng... Craven, Lohnes & Culver

## WQMC

CHANNEL 36

CHARLOTTE, NORTH CAROLINA

Representative: The Bolling Company.

## W B T V

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

Channel: 3 VHF... AP: 60 Kw... VP: 100 Kw.  
Owned-Oper. By... Jefferson Standard Bcstg. Co.  
Business Address... 1901 W. Morehead  
Phone Number... 3-8833  
Air Time... 16 hours daily  
News Service... UP, AP  
Representative... CBS TV Spot Sales  
Membership... NARTB, TvB  
President... Joseph M. Bryan  
Exec. V.P., Gen. Mgr... Charles H. Crutchfield  
V.P., Sales & Prom... J. Robert Covington  
V.P. Prog. & Pub. Rel... Kenneth I. Treadwell  
Controller... C. K. Spicer  
Gen. Sales Mgr... Wallace J. Jorgenson  
Sales Manager... Paul B. Marion  
Dir. of Engineering... Thomas Howard  
Promotion Supervisor... John Dillon  
Prod. Supervisor... Lacy Sellars  
Publicity Director... Ned Burgess  
Film Supervisor... Charlie Seward

## W N C T

**GREENVILLE—1953**  
**ABC-CBS-NBC-DuM**

Channel: 9 VHF... AP: 56 Kw... VP: 100 Kw.  
Owned-Oper. By... Carolina Bcstg. System Inc.  
Business Address... Evans Street  
Phone Number... 6181  
Air Time... 16.45 hours daily  
News Service... UP  
Representative... Pearson  
Membership... TvB  
President... Earl Westbrook  
Gen., Sta. Manager... A. Hartwell Campbell  
Comm. Manager... John G. Clark, Jr.  
Program Director... Eck Wall  
Promotion Mgr... Dave Mosier  
Production Mgr... Joe Reaves  
Film Manager... Malcolm Nicholson  
Chief Engineer... Hank Tribley  
Consulting Eng... Everett Dillard

## W T V D

**DURHAM—1954—ABC-NBC**

Station Operating with Special Temporary Authorization  
Channel: 11 VHF... AP: 29.3 Kw... VP: 47.8 Kw.  
Owned-Oper... Durham Bcstg. Enterprises, Inc.  
Business Address... P. O. Box 2009  
Phone Number... 22111  
Air Time... 9½ hours daily  
News Service... AP  
Representative... Headley-Reed  
Membership... NARTB, TvB  
Pres., Gen. Mgr... Harmon L. Duncan  
Comm. Manager... Mike Thompson  
Prog. Dir., News Dir... Ernie Group  
Promotion Director... Norman Hackney  
Production Manager... Harry Middleton  
Publicity Director... Carolyn Weiss  
Film Buyer... Dale Baum  
Chief Engineer... Henry Cronin

## W N O A - T V

**RALEIGH—1953**  
**ABC-CBS-DuM**

Channel: 28 UHF... AP: 102 Kw... VP: 182 Kw.  
Owned-Oper. Bq... Sir Walter Television Co.  
Business Address... 219 S. McDowell St.  
Phone Number... 2-0321  
Air Time... 15 hours daily  
News Service... AP  
Representative... Avery-Knodel, Inc.  
Membership... NARTB, TvB  
President... John W. English  
Gen., Sta. Mgr... Charles G. Baskerville  
Commercial Mgr... Earl Welde  
Chief Engineer... Pete Miller  
Consulting Engineer... Craven, Lohnes

## W M F D - T V

**WILMINGTON—1954—ABC-NBC**

Station Operating with Special Temporary Authorization  
Channel: 6 VHF... AP: 31 Kw... VP: 62 Kw.  
Owned-Oper. By... WMFD-TV, Inc.  
Business Address... 225 Princess Street  
Phone Number... 3-4666  
Air Time... 8 hours daily  
News Service... UP  
Representative... Weed  
Membership... NARTB  
President, Gen. Mgr... R. A. Dunlea  
Station Manager... R. A. Dunlea, Jr.  
Comm. Manager... C. O. Shields  
Program Director... Clint Long  
Promotion Director... Bob Caudle  
Dir. of News & Sp. Events... Paul Jennewein  
Production Manager... Bob West  
Publicity Director... Gene Warren  
Film Manager... John McNeil  
Chief Engineer... E. I. Herring  
Consulting Engineer... A. D. Ring

## W F M Y - T V

**GREENSBORO—1948**

Channel: 2 VHF... AP: 8.4 Kw... VP: 16.72 Kw.  
Owned-Operated By... Greensboro News Co.  
Address... 212 N. Davie St.  
Phone Number... 4-0114  
Air Time... 17 hours daily  
News Service... UP  
News. Affil... News, Record  
Representative... Harrington, Righter & Parsons  
Membership... NARTB, TvB  
Gen., Sta. Manager... Gaines Kelley  
Commercial Mgr... Wm. S. Baskerville  
Program Director... Gomer R. Lesch  
Prom. Mgr... Richard Zaron  
Film Manager... Jack Wiggins  
Chief Engineer... William E. Neill  
Consulting Engineer... Craven, Lohnes, & Culver

## WSJS-TV

WINSTON-SALEM—1953—NBC

Channel: 12 VHF..AP: 21.9 Kw..VP: 40 Kw.  
Owned-Oper. By.....Triangle Bcstg. Corp.  
Business Address.....419-21 N. Spruce St.  
Phone Number.....5-2311  
Air Time.....18 hours daily  
Newspaper Affiliate...Winston-Salem Journal  
& Twin City Sentinel

News Service .....UP  
Representative .....Headley-Reed  
Membership .....NARTB, TvB  
Exec. V.P. & Gen. Mgr.....Harold Essex  
Sales Manager.....Harry B. Shaw  
Program Manager.....John A. Comas  
Promotion & Publicity Dir....Jack Abernathy  
Director News.....F. O. Carver

Production Manager.....Robert C. Estes  
Film Manager.....Carl Wiegold  
Operations Manager.....Phil Hedrick  
Consulting Eng.....Craven, Lohnes & Culver

## WTOB-TV

WINSTON-SALEM—1953

ABC-DuM

Channel: 26 UHF..AP: 9 Kw..VP: 17.2 Kw.  
Owned-Oper. By...Winston-Salem Bcstg. Co.  
Business Address.....Box 5176  
Phone Number.....3-4353  
Air Time.....8 hours daily  
Representative.....H-R Television  
President.....James W. Coan  
General Manager.....John G. Johnson  
Production Mgr., Film Dir....Tracy Lounsbury  
Chief Engineer.....Jim Hoke

# NORTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 648,000 — TV Homes 32,000

Stations in State 4

## KFYR-TV

BISMARCK—1953—NBC-CBS-DuM

Channel: 5 VHF..VP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Meyer Bcstg. Co.  
Business Address.....202½ Fourth St.  
Phone Number.....CA 3-0900  
Air Time.....10 hours daily  
News Service .....UP  
Membership .....NARTB, TvB  
Representative .....Hoag-Blair  
President.....Mrs. P. J. Meyer  
General Manager.....F. E. Fitzsimonds  
Comm. Manager.....A. L. Anderson  
Program Director.....Cal Culver  
Prom., News & Sp. Events Dir...Jack Swenson  
Production Manager.....Wayne Turner  
Film Manager.....C. F. Dirlam  
Chief Engineer.....Ivar Nelson  
Consulting Engineer.....E. C. Page

## KCJB-TV

MINOT—1953—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 15 Kw..VP: 30 Kw.  
Owned-Oper. By...North Dakota Bcstg. Co.  
Business Address.....15 West Central Ave.  
Phone Number.....51-161  
Air Time.....12 hours daily  
News Service.....AP, UP  
Representative .....Weed  
Membership .....NARTB  
Pres., General Manager.....John W. Boler  
Sta., Comm. Manager.....Herman Burkart  
Prog., Pub., Prod., Film Dir....Don Kingsley  
Dir. News & Sp. Events.....William Johnson  
Chief Engineer.....Joe Main  
Consulting Engineer.....Lloyd R. Amoo

## WDAY-TV

FARGO—1953—NBC-CBS-DuM-ABC

Channel: 6 VHF..AP: 33 Kw..VP: 66 Kw.  
Owned-Oper. By.....WDAY, Inc.  
Business Address.....118 Broadway  
Phone Number.....5357  
Representative.....Free & Peters  
President.....E. C. Reineke  
Manager.....Tom Barnes  
Asst. Manager.....Jack Dunn  
Program Manager.....Ken Kennedy  
Promotion Mgr.....Roy Pedersen  
Production Director.....Jack Gauvite

## KXJB

VALLEY CITY—1954—CBS-DuM

Channel: 4 VHF..AP: 57 Kw..VP: 100 Kw.  
Owned-Oper. By...North Dakota Bcstg. Co., Inc.  
Business Address.....4000 West Front Street  
Phone Number.....4461  
Air Time.....11 hours daily  
News Service.....AP, UP  
Representative .....Weed  
Pres., Gen. Mgr.....John W. Boler  
Station, Comm. Manager...William L. Hurley  
Program Director.....Hal Kennedy  
Promotion Director.....Stanley Spangler  
Dir. of News & Sp. Events.....Joe McCarthy  
Operations Manager.....Judy Lawton  
Film Manager.....Lois Stewart  
Chief Engineer.....Robert Ridgeway  
Consulting Engineer.....Lloyd Amoo



# OHIO

Pop. Feb. 1, 1955 (Est.) 8,724,000 — TV Homes 2,319, 000  
Stations in State 19

## WAKR-TV

AKRON—1953—ABC

Channel: 49 UHF..AP: 9.1 Kw..VP: 18.2 Kw.  
Owned-Oper. By.....Summit Radio Corp.  
Business Address.....853 Copley Road  
Phone Number.....PORtage 2-8811  
Air Time.....9 hours daily  
Newspaper Affiliation...Akron Beacon Journal  
News Service.....AP, UP  
Representative.....Weed  
Membership.....NARTB  
President.....S. Bernard Berk  
General Manager.....Roger G. Berk  
V.P. in charge of Sales...Kenneth M. Keegan  
Program Director.....Bloyce M. Wright  
Prom., Pub., Director.....A. R. Cooper  
Dir. of News & Sp. Events.....Ed McDonald  
Director.....Milton Komito  
Film Manager.....William A. Mavrides  
Chief Engineer.....Irwin L. Knopp  
Consulting Engineer.....Kear & Kennedy

## WICA-TV

ASHTABULA—1953

Channels: 15 UHF..AP: 12 Kw..VP: 20 Kw.  
Owned-Oper. By.....WICA, Inc.  
Business Address.....Jefferson Road  
Phone Number.....32-126  
Air Time.....3 hours daily  
News Service.....UP  
President.....D. C. Rowley  
General Manager.....John Colin  
Station Manager.....Donald Fassett  
Comm. Manager.....Vernon Webster  
Prog. Dir., Film Mgr.....John Strasen  
Prom. & Pub. Director.....Lawrence Gerrity  
Dir. of News & Sp. Events.....Andrew Holecko  
Production Manager.....Robert Cox  
Chief Engineer.....Frank Bernato  
Consulting Engineer.....Guatney & Jones

## WCPO-TV

CINCINNATI—1949—ABC-DuM

Channel: 9 VHF..AP: 130 Kw..VP: 250 Kw.  
Owned-Oper. By...Scripps-Howard Radio, Inc.  
Business Address.....2345 Symmes St.  
Phone Number.....CApital 0777  
Air Time.....17½ hours daily  
News Service.....UP  
Newspaper Affiliation.....Scripps-Howard

Representative.....The Branham Co.  
Membership.....NARTB  
President.....Jack R. Howard  
V.P., Gen. Mgr.....M. C. Watters  
Station Manager.....Glenn C. Miller  
National Sales Dir.....Patrick H. Crafton  
Asst. Gen. Mgr.....Ed Weston  
Prom., Pub. Director...Maurice Wattenburg  
Dir. of News & Sp. Events.....Robert Otto  
Sales Mgr.....Clarence (Chick) Doty  
Production Manager.....Len Goorian  
Film Manager.....Sidney Barger  
Chief Engineer.....Paul Adams

## WKRC-TV

CINCINNATI—1949—CBS

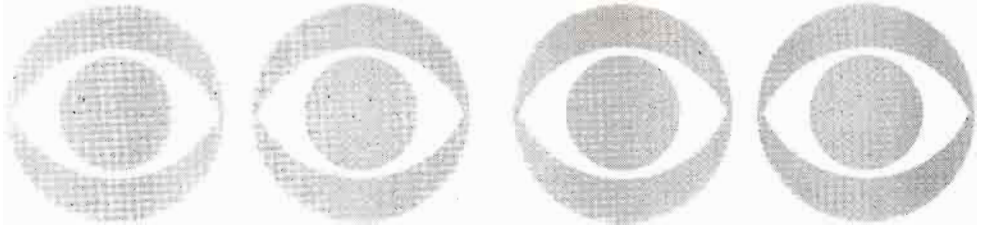
Channel: 12 VHF..AP: 195 Kw..VP: 316 Kw.  
Owned-Oper. By.....Radio Cincinnati, Inc.  
Business Address.....Times-Star Bldg.  
Phone Number.....Garfield 1331  
Air Time.....18 hours daily  
News Service.....AP  
Newspaper Affiliation.....Times-Star  
Representative.....Katz  
Membership.....NARTB  
President.....Hulbert Taft, Jr.  
General Manager.....U. A. Latham  
Gen. Sales Mgr.....Robert T. Schlinkert  
Program Director.....Paul E. Shumate  
Coord. Director of Merch., Prom.  
& Publicity.....John J. Walsh  
Dir. of News & Sp. Events...George Palmer  
Comm. Prod. Manger.....George Rogers  
Publicity Director.....Fred Thomas  
Promotion Director.....Lila Lambert  
Film Manager.....Emil Bergdolt  
Director of Eng.....George Wilson  
Consulting Engineer.....George Davis

See Page 936

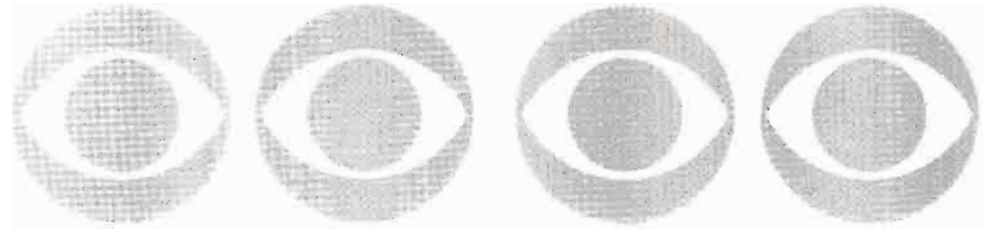
## WLW-T

CINCINNATI—1948—NBC

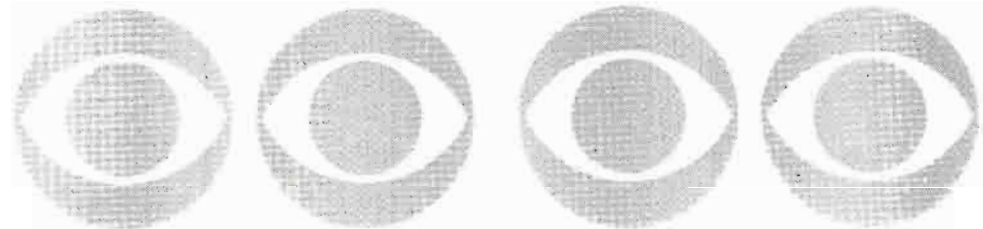
Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By...Crosley Bcstg. Corp.  
Address.....140 W. Ninth St.  
Phone Number.....Cherry 1822  
Air Time.....18 hours daily  
News Service.....UP, INS  
Rep.....WLW Sales, NBC Spot Sales  
Membership.....NARTB, TVB  
Chairman of the Board.....James D. Shouse  
Pres. & Gen. Mgr.....Robert E. Dunville



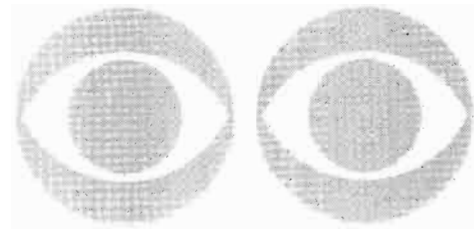
**WXEL is now**



**Basic CBS Television**



**in Cleveland** (starting March 2)



**Maximum power**— 316,000 watts ERP — with greater Grade-A coverage than any other Cleveland station.

**a Storer Station** — which means the finest in programming and service.



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Cleveland

*Represented nationally by the Katz Agency*

V.P. & Asst. Gen. Mgr. . . . . Ward Quaak  
 V.P. & Dir. TV Oper. . . . . John T. Murphy  
 V.P. & Treasurer . . . . . K. T. Murphy  
 V.P., Public Relations . . . . . Gil Kingsbury  
 Station Mgr. . . . . Robert Boulware  
 Asst. Manager . . . . . Harry LeBrun  
 Program Director . . . . . James Bruce  
 Dir. Client Service Dept. . . . . Richard K. Jones  
 Prom., Pub. Director . . . . . James E. Allen  
 Dir. of News & Sp. Events . . . . . Terry Flynn  
 Exec. Producer . . . . . Pete Katz  
 Dir. Film Procurement . . . . . Al Sussman  
 Film Director . . . . . Art Nevins  
 Chief Engineer . . . . . R. J. Rockwell  
 Consulting Engineer . . . . . Weldon & Carr.

## W E W S

**CLEVELAND—1947—CBS**

Channel: 5 VHF . AP: 47 Kw. . VP: 93 Kw.  
 Owned-Oper. By . . . . . Scripps-Howard Radio, Inc.  
 Business-Studio Address . . . . . 1816 E. 13th St.  
 Phone Number . . . . . Tower 1-5454  
 Air Time . . . . . 17½ hours daily  
 News Service . . . . . UP  
 Newspaper Affiliation . . . . . Scripps-Howard  
 Membership . . . . . NARTB  
 Representative . . . . . Branham  
 President . . . . . Jack R. Howard  
 General Manager . . . . . James C. Hanrahan  
 Station Director . . . . . J. Harrison Hartley  
 Advertising Manager . . . . . Floyd E. Weidman  
 General Executive . . . . . David M. Baylor  
 Exec. Program Mgr. . . . . Betty Cope  
 Dir. of News & Spec. Events . . . . . Donald L. Perris  
 Film Manager . . . . . Gilbert S. Canfield  
 Chief Engineer . . . . . Joseph B. Epperson

## W N B K

**CLEVELAND—1948—NBC**

Channel: 3 . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned-Oper. By . . . . . National Bcstg. Co.  
 Business-Studio Address . . . . . 815 Superior Ave.  
 Phone Number . . . . . CHerry 1-0942  
 Air Time . . . . . 18½ hours daily  
 News Service . . . . . AP, UP  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NARTB  
 President . . . . . Sylvester L. Weaver  
 General Manager . . . . . Lloyd E. Yoder  
 Asst. General Manager  
 & Director Sales . . . . . William N. Davidson  
 Sales Mgr. . . . . Theodore H. Walworth, Jr.  
 Program Manager . . . . . George W. Cyr  
 Promotion Director . . . . . Clement G. Scerback  
 Dir. of News & Sp. Events . . . . . Edward R. Wallace  
 Oper. Supervisor . . . . . William A. Howard  
 Publicity Director . . . . . Robert Horan  
 Film Manager . . . . . Albert L. O'Deal  
 Engineer-in-charge . . . . . S. E. Leonard  
 Consulting Engineer . . . . . NBC Engineering

## W X E L

**CLEVELAND—1949—CBS**

Channel: 8 VHF . AP: 191 Kw. . VP: 316 Kw.  
 Owned-Oper. By . . . . . Storer Bcstg. Co.  
 Address . . . . . 1630 Euclid Ave.  
 Phone Number . . . . . Tower 1-8989  
 Air Time . . . . . 16 hours daily  
 News Service . . . . . UP, AP, INS  
 Representative . . . . . Katz  
 Membership . . . . . NARTB, TvB  
 President . . . . . George B. Storer  
 Managing Director . . . . . Franklin Snyder  
 Publicity Director . . . . . Barbara Snyder  
 Commercial Mgr. . . . . R. C. Wright  
 Program Director . . . . . Ben Wickham  
 Chief Engineer . . . . . H. A. Brinkman  
 Consulting Engineer . . . . . A. Earl Cullum

## W B N S - T V

**COLUMBUS—1949—CBS**

Channel: 10 VHF . AP: 123 Kw. . VP: 219 Kw.  
 Owned By . . . . . Dispatch Printing Co.  
 Business Address . . . . . 33 N. High St.  
 Phone Number . . . . . Fletcher 3538  
 Air Time . . . . . 17½ hours daily  
 Newspaper Affiliation . . . . . Columbus Dispatch  
 News Service . . . . . AP  
 Station Representative . . . . . Blair TV  
 Membership . . . . . NARTB, TvB  
 Dir. of Television . . . . . Richard A. Borel  
 Program Director . . . . . Jerome R. Reeves  
 Sales Director . . . . . Robert D. Thomas  
 Promotion Director . . . . . Barbara Haddox  
 Dir. News & Spe. Events . . . . . Chester S. Long  
 Production Dir. . . . . John Haldi  
 Public Serv. Dir. . . . . Charles S. Cady  
 Merchandising Dir. . . . . Morton Sherman  
 Film Buyer . . . . . Betty Dixon  
 Chief Engineer . . . . . Lester H. Nafzger  
 Consulting Engineer . . . . . Jansky & Bailey

## W L W - C

**COLUMBUS—1949—NBC-ABC**

Channel: 4 VHF . AP: 13 Kw. . VP: 26 Kw.  
 Owned-Operated By . . . . . Crosley Bcstg. Corp.  
 Business Address . . . . . 3165 Olentangy River Rd.  
 Phone Number . . . . . Jefferson 5441  
 Membership . . . . . TvB  
 Air Time . . . . . 19 hours daily  
 News Service . . . . . UP  
 President . . . . . Robert E. Dunville  
 Vice Pres. & Gen. Mgr. . . . . James Leonard  
 Commercial Mgr. . . . . James G. Burgess  
 Program Director . . . . . Walter S. Jacobs  
 Promotion Director . . . . . Donald H. Edgemon  
 Production Manager . . . . . Bud Gillis  
 Dir. of News & Spec. Events . . . . . David Nichols  
 Film Manager . . . . . Carol Barclay  
 Chief Engineer . . . . . Charles Sloan

CINCINNATI'S MOST POWERFUL TELEVISION STATION

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## Now 316,000 watts



ON CHANNEL 12

*Cincinnati, Ohio*

CBS programming over WKRC-TV dominates the Cincinnati area day and night.

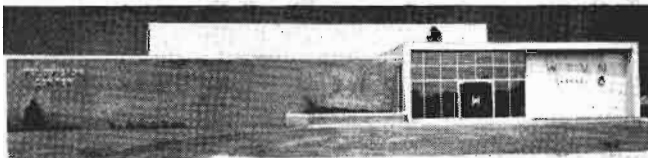
**WKRC-TV — CINCINNATI, OHIO**

*MAXIMUM POWER  
IN COLUMBUS*

# WTVN-TV

## Now 100,000 watts

ON CHANNEL 6  
*Columbus, Ohio*



**WTVN-TV — COLUMBUS, OHIO**

Don Chapin  
Mgr. New York Office  
550 Fifth Avenue

Ken Church  
National Sales Manager

REPRESENTED BY THE KATZ AGENCY

# WTVN-TV

COLUMBUS—1949—CBS-DuM

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Radio Cincinnati, Inc.  
 Address.....753 Harmon Ave.  
 Phone Number.....Capitol 8-5801  
 Air Time.....15 hours daily  
 News Service.....AP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Hulbert Taft, Jr.  
 Exec. Vice-President.....Kenneth Church  
 General Manager.....J. W. McGough  
 Sales Manager.....Edwin G. Richter, Jr.  
 Program Director.....Joseph A. Jenkins  
 Promotion Director.....Bernice Caldron  
 Director of News.....Joe Hill  
 Film Manager.....Richard McKinney  
 Chief Engineer.....William H. Hansher

# WHIO-TV

DAYTON—1949—CBS-DuM

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Miami Valley Bcstg. Corp.  
 Business Address.....45 S. Ludlow St.  
 Phone Number.....ADams 2261  
 Air Time.....18 hours daily  
 Newspaper Affil.....Dayton Daily News  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 President.....James M. Cox Jr.  
 General Manager.....J. Leonard Reinsch  
 Station Manager.....Robert H. Moody  
 Commercial Manager.....W. E. Wolaver  
 Program Director.....Charles Gay  
 Dir. of News & Sp. Events.....Don Wayne  
 Production Manager.....Jack Hodgkinson  
 Film Manager.....Ralph Gram  
 Chief Engineer.....Ernest L. Adams  
 Consulting Engineer.....Frank H. MacIntosh

# WLW-D

DAYTON—1949—NBC-ABC

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Crosley Bcstg. Corp.  
 Business-Studio Address.....4595 S. Dixie Hwy.  
 Phone Number.....Walnut 2101  
 Air Time.....20 hours daily  
 News Service.....UP  
 Representative...WLW Sales, NBC Spot Sales  
 Membership.....NARTB, TvB  
 President.....R. E. Dunville  
 V.P., Gen. & Sta. Mgr.....H. P. Lasker  
 Comm. Mgr.....C. R. Dodswoth, Jr.  
 Program Director.....Bill Bailey  
 Prom., Publicity Dir.....Dorothy A. Sanders  
 Chief Engineer.....Lester Sturgill

# WLOK-TV

LIMA—1953—NBC

Channel: 73 UHF..AP: 8 Kw..VP: 16 Kw.  
 Owned-Oper. By.....WIOK, Inc.  
 Business Address.....1424 Rice Ave.  
 Phone Number.....6-3411

Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....H-R  
 Membership.....NARTB  
 Gen., Sta. Manager...Robert O. Runnerstrom  
 National Comm. Mgr.....Lawrence Webb  
 Local Comm. Manager.....Harley Lucas  
 Program Director.....Gordon Max  
 Dir. of News & Sp. Events.....Joe Rex  
 Production Manager.....Jack Leverenz  
 Film Manager.....Lenore Merritt  
 Chief Engineer.....Darrel Hunter  
 Consulting Engineer..Craven, Lohnes & Culver

# WSTV-TV

STUEBENVILLE—1953—CBS

Channel: 9 VHF..AP: 70 Kw..VP: 140 Kw.  
 Owned-Oper. By.....WSTV, Inc.  
 (CBS-TV Pending Approval)

Business Address....Exchange Realty Bldg.  
 Phone Number.....2-6265  
 Air Time.....18 hours daily  
 News Service.....UP  
 Representative.....Avery-Knodel  
 President.....Jack N. Berkman  
 Gen., Sta. Manager.....John J. Laux  
 Gen. Mgr. Designate.....F. F. Samuels  
 Comm. Mgr., Prom. Dir.....Joseph M. Troesch  
 Prog. Dir., Prod. Mgr.....Robert E. Holt  
 Dir. of News & Sp. Events....Scott McMurray  
 Pub. Director.....Mira DeJuli  
 Film Manager.....Carl Kroskey  
 Chief Engineer.....Charles S. Shepherd  
 Consulting Engineer...George C. Davis

# WSPD-TV

TOLEDO—1948—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 24 Kw..VP: 48 Kw.  
 Owned-Oper. By.....Storer Bdcstg. Co.  
 Business-Studio Address.....136 Huron St.  
 Air Time.....16 hours daily  
 News Service.....INS, UP  
 Phone Number.....Adams 3175  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....George B. Storer  
 V.P. & Managing Dir.....Alle L. Haid  
 Asst. Station Manager.....Les Dana  
 National Sales Mgr., Prom. Dir...Bill Ashworth  
 Dir. of News & Sp. Events.....Jim Uebelhart  
 Production Manager.....John Saunders  
 Film Director.....Elaine Phillips  
 Chief Engineer.....Bill Stringfellow  
 Consulting Engineer...Jansky & Bailey

# WFMJ-TV

YOUNGSTOWN—1953—NBC

Channel: 21 UHF..AP: 87.5 Kw..VP: 175 Kw.  
 Owned-Operated By...Vindicator Printing Co.  
 Address.....101 W. Boardman Street  
 Phone Number.....3-4121  
 Air Time.....18 hours daily  
 Membership.....NARTB  
 Newspaper Affil...The Youngstown Vindicator  
 Representative.....Headley-Reed  
 President.....William F. Maag Jr.  
 Gen., Sta., Comm.....Mitchell F. Stanley

Program Director.....Warren S. Park Jr.  
 Promotion Director.....Eugene A. Barko  
 Dir. of News & Sp. Events...William Lindsay  
 Production Manager.....Charles Cutler  
 Film Manager.....Eugene L. Donahay  
 Chief Engineer.....Frank A. Dieringer  
 Consulting Engineer.....A. Earl Cullum Jr.

Chief Engineer.....B. T. Wilkins  
 Consulting Engineer.....Page, Creutz,  
 Garrison & Waldschmitt

# WKBN-TV

YOUNGSTOWN—1953—ABC-CBS  
DuM

Channel: 27 UHF..AP: 95 Kw..VP: 160 Kw.  
 Owned-Operated By.....WKBN Bcstg. Co.  
 Address.....3930 Sunset Blvd.  
 Phone Number.....STERling 2-1145  
 Newspaper Affil... Forest City Publishing Co.  
 News Service.....AP, INS, UP  
 Membership.....NARTB  
 Representative.....Raymer  
 President, Gen. Mgr.... W. P. Williamson, Jr.  
 Station Dir., Comm. Mgr.....J. L. Bowden  
 Program Director.....D. S. Brice  
 Promotion, Publicity Dir.....Jim E. Smith  
 Dir. News & Sp. Events.....Gene Starn  
 Production Mgr.....Howard Rempes  
 Film Manager.....Norman Berger

# WHIZ-TV

ZANESVILLE—1953  
ABC-CBS-NBC-DuM

Channel: 50 UHF..AP: 40.7 Kw..VP: 74.1 Kw.  
 Owned-Oper. By.....Southeastern Ohio TV  
 System  
 Business Address.....Lind Arcade Bldg.  
 Phone Number.....2-5431  
 Air Time.....8½ hours daily  
 Newspaper Affil.....Zanesville Publ. Co.  
 News Service.....UP  
 Representative.....Pearson  
 Membership.....NARTB, TvB  
 President.....Clay Littick  
 Gen., Station Mgr.....Allan Land  
 Comm. Manager.....Nate Milder  
 Program Director.....Reed Mellon  
 Prom., Pub. Director.....Nancy Armstrong  
 Prod., Film Manager.....Edward Fisher  
 Chief Engineer.....William A. Hunt, Sr.  
 Consulting Engineer..Craven, Lohnes & Culver

# OKLAHOMA

Pop. Feb. 1, 1955 (Est.) 2,312,000 — TV Homes 360,000  
Stations in State 10

# KTEN

ADA—1954—ABC

Station Operating with Special Temporary Authorization  
 Channel: 10 VHF..AP: 141 Kw..VP: 252 Kw.  
 Owned-Oper. By... Eastern Okla. TV Co., Inc.  
 Business Address.....P. O. Box 10  
 Phone Number.....1010  
 Air Time.....8 hours daily  
 News Service.....AP  
 Rep.....Venard, Rintoul & McConnell  
 President.....Dr. C. C. Morris  
 V.P. & Gen. Mgr.....Bill Hoover  
 Sec. Treas. & Station Mgr.....Brown Morris  
 Prog., Prom. & Pub. Dir....Nadine Wheeler  
 Dir. of News & Sp. Events..George Millers, Jr.  
 Production Manager.....Jack Hoover  
 Film Manager.....G. C. Northington  
 Chief Engineer.....Fred Smith  
 Consulting Eng...Vandivere, Cohen & Wearn

Gen. Station Mgr.....George Streets  
 Comm. Manager.....Tom Belcher  
 Program Director.....Marilyn Ellis  
 Prom., News & Sp. Ev. Dir....Casey Cohlmlia  
 Production Manager.....Gene Clark  
 Film Manager.....Bill Evans  
 Chief Engineer.....William Teitzel  
 Consulting Engineer.....A. Earl Cullum

# KSWO-TV

LAWTON—1950—DuM

Channel: 7 VHF..AP: 4.7 Kw..VP: 9.6 Kw.  
 Owned-Operated By  
 Oklahoma Quality Bcstg. Co.  
 Address.....406½ D. Ave.  
 Representative.....Everett-McKinney  
 Phone Number.....7777  
 Air Time.....8 hours daily  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Pearson  
 President.....R. H. Drewry  
 Comptroller.....Paul N. Goode  
 Station Manager.....Ross Baker  
 Comm. Manager.....Al Shore  
 Prog., Prom. Director.....Lyle Gaston  
 Dir. of News & Sp. Events.....Jack Sasser  
 Production Manager.....Bill Wheatley  
 Publicity Director.....June Reynolds  
 Film Manager.....Murdoch Matthew  
 Chief Engineer.....Williard Cochran  
 Consulting Engineer.....William Buford

# KGEO-TV

ENID—1954—ABC

Station Operating with Special Temporary Authorization  
 Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Streets Electronics, Inc.  
 Business Address.....206 East Randolph  
 Phone Number.....835  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....John E. Pearson  
 Membership.....NARTB  
 President.....P. R. Banta

# K T V X

## MUSKOGEE—1954—ABC—DuM

Station Operating with Special Temporary Authorization  
 Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Tulsa Broadcasting Co.  
 Business Address.....Box 1739  
 Phone Number.....2-3191  
 Air Time.....17 hours daily  
 News Service.....AP, UP  
 Representative.....Avery-Knodel  
 Membership.....NARTB  
 President.....John T. Griffin  
 Exec. Vice Pres.....James C. Leake  
 Vice-Pres., Gen. Mgr.....L. A. Blust, Jr.  
 Station Manager.....Ted Cramer  
 Sales Manager.....William D. Swanson  
 National Sales Mgr.....Ben Holmes  
 Program Director.....John Devine  
 Prom., Publicity Director.....George Ketcham  
 Dir. of News & Sp. Events.....Jack Morris  
 Production Mgr.....Ellison Stanbaugh  
 Film Manager.....A. A. (Bus) Dory  
 Engineering Supervisor.....Robert E. Snider  
 Chief Engineer.....Louis Brown  
 Consulting Engineer.....Paul Godley

# K M P T

## OKLAHOMA CITY—1953—DuM

Channel: 19 UHF..AP: 89 Kw..VP: 178 Kw.  
 Owned-Oper. By.....KLPR Television Inc.  
 Business Address.....128 W. Commerce  
 Phone Number.....Central 2-1341  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....Bolling  
 General Manager.....Troy Hoskins  
 Program Director.....Lou Miller  
 Director of News.....Michael Kennedy  
 Chief Engineer.....John Galbreath

# K T V Q

## OKLAHOMA CITY—1953—ABC-CBS

Channel: 25 UHF..AP: 137 Kw..VP: 275 Kw.  
 Owned-Oper. By.....Republic TV & Radio Co.  
 Business Address.....1901 Classe Blvd.  
 Phone Number.....Jackson 5-1561  
 Air Time.....8 hours daily  
 News Service.....AP  
 Representative.....H-R  
 Membership.....NARTB, TvB  
 President.....John Escu  
 Comm. Mgr.....Raymond Ruff  
 Program Director.....Dick Kirchner  
 Promotion Director.....Al Fiegel  
 Dir. of News & Sp. Events.....Jack Sherman  
 Production Manager.....Vlada Dimac  
 Publicity Director.....Hugh Scott  
 Film Manager.....Wayne Taylor  
 Chief Engineer.....Harold L. Coomes  
 Consulting Eng..Vandivere, Cohen & Wearn

# K W T V

## OKLAHOMA CITY—1953—CBS

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.

Owned-Oper. By...Oklahoma Television Corp.  
 Business Address.....Box 8788  
 Phone Number.....Victor 3-6641  
 Representative.....Avery-Knodel  
 General Manager.....Edgar T. Bell  
 Commercial Mgr.....Fred L. Vance  
 Promotion, Pub. Dir.....Montez Tjaden  
 Film Manager.....David Hunt  
 Director of News.....Bruce Palmer  
 Program Director.....Perry Dickey  
 Chief Engineer.....Morris W. Thomas

# W K Y - T V

## OKLAHOMA CITY—1949 ABC-NBC

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WKY Radiophone Co.  
 Studio Address.....500 E. Britton Rd.  
 Phone Number.....Trinity 8-2161  
 Air Time.....17½ hours daily  
 News Service.....UP  
 News Affil.....Okla. Publishing Co.  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President, Gen. Mgr.....E. K. Gaylord  
 Station Manager.....P. A. Sugg  
 Asst. Station Mgr.....Hoyt Andres  
 Adm. Asst.....Eugene B. Dodson  
 Program Director.....Robert Olson  
 Prom., Publicity Dir.....Wally Kinnan  
 Dir. of News & Sp. Events.....Grant Foster  
 Asst. Prog. Mgr., Film Mgr.....Kieth Mathers  
 Chief Engineer.....H. J. Lovell  
 Consulting Eng.....A. D. Ring & Associates

# K O T V

## TULSA—1949—CBS

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....J. H. Whitney & Co.  
 Business Address.....302 S. Frankfort St.  
 Phone Number.....2-9233  
 Air Time.....18 hours daily  
 News Service.....UP  
 Membership.....NARTB, TvB  
 Station Representative.....Petry  
 Pres., Gen Mgr.....C. Wrede Petersmeyer  
 Oper., & Prod. Mgr.....Dick Campbell  
 Comm. Manager.....Jim Richdale  
 Prog. Dir., Film Mgr.....Jim Randolph  
 Prom., Publicity Director.....Robert Freeland  
 Dir. of News & Sp. Events.....Cy Tuma  
 Chief Engineer.....George Jacobs  
 Consulting Engineer.....Earl Cullum

# K V O O - T V

## TULSA—1954—NBC

Station Operating with Special Temporary Authorization  
 Channel: 2 VHF..AP: 11 Kw..VP: 22 Kw.  
 Owned-Oper.....Central Plains Enterprises, Inc.  
 Business Address.....311 South Denver

Phone Number ..... 54-7204  
 Air Time ..... 17 hours daily  
 News Service ..... UP  
 Representative ..... Blair TV  
 Membership ..... NARTB  
 President ..... W. G. Skelly  
 Gen., Sta. Manager ..... C. B. Akers

Comm. Manager ..... Russ N. Lamb  
 Program Director ..... Bill Sadler  
 Prom., Pub. Director ..... Ann Fellows  
 Dir. of News & Sp. Events ..... Ken Miller  
 Film Manager ..... Wayne Taylor  
 Chief Engineer ..... John Bushnell  
 Consulting Engineer ..... Jansky & Bailey

# OREGON

Pop. Feb. 1, 1955 (Est.) 1,672,000 — TV Homes 215,000  
 Stations in State 5

## KVAL-TV

EUGENE—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 13 VHF... AP: 13.6 Kw... VP: 56 Kw.  
 Owned-Oper. By ..... Eugene Television, Inc.  
 Business Address ..... P. O. Box 548  
 Phone Number ..... 4-3245  
 Air Time ..... 8 hours daily  
 News Service ..... AP  
 Rep. .... Hollingbery, Moore & Lund  
 President ..... Bob Booth  
 Gen., Sta. Manager ..... S. W. McCready  
 Comm., Mgr., Pub. Dir. .... Glenn Nickell  
 Prog., Prom. Dir., Prod. Mgr. .... Bob Lownsbey  
 Dir. of News & Sp. Events ..... Phil George  
 Film Manager ..... Martin Levenson  
 Chief Engineer ..... Al Barnard

## KBES-TV

MEDFORD—1953  
CBS-ABC-NBC-DuM

Channel: 5 VHF... AP: 15.8 Kw... VP: 28.8 Kw.  
 Owned-Oper. By ..... Southern Oregon Bcstg. Co.  
 Business Address ..... Box 1189  
 Phone Number ..... 3-4581  
 Air Time ..... 8 hours daily  
 Newspaper Affil. .... Grants Pass Courier  
 News Service ..... AP  
 Representative ..... Hoag, Blair  
 Membership ..... NARTB  
 President ..... Amos Voorhies  
 Station Manager ..... Ed A. Malone  
 Vice-Pres., Business Mgr. .... Everett A. Faber  
 General Manager ..... William B. Smullin  
 Business Manager ..... Everett A. Faber  
 Chief Engineer ..... Nestor L. Williams

## KLOR

PORTLAND—ABC

Station Operating with Special Temporary Authorization  
 Channel: 12... AP: 158 Kw... VP: 316 Kw.  
 Owned By ..... Huntington Malarkey Estate  
 Address ..... 4854 SW 19th St.

Sales Rep. .... Geo. P. Hollingbery  
 E. Rep. .... Page, Creutz, Garrison & Waldschmitt  
 Legal Rep. .... Barnes & Neilson  
 General Manager ..... John Schley

## KOIN-TV

PORTLAND—1953—CBS-ABC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned By ..... Mt. Hood Radio & TV Bcstg. Corp.  
 Business Address ..... 140 S.W. Columbia St.  
 Phone Number ..... Atwater 6412  
 Rep. .... CBS Spot Sales  
 Membership ..... TvB  
 President ..... Theodore R. Gamble  
 Vice Pres. & Managing Dir. .... C. Howard Lane  
 National Sales Mgr. .... John L. Palmer  
 Local Sales Mgr. .... Frank H. Coffin  
 Program Director ..... Ted W. Cooke  
 Promotion Director ..... Robert McGill  
 Dir. of News & Sp. Events ..... Tal Tripp  
 Production Manager ..... Roy Rector  
 Film Manager ..... Tad M. Williams  
 Chief Engineer ..... Louis S. Bookwalter

## KPTV

PORTLAND—1952—ABC—DuM  
NBC

Channel: 27 UHF... AP: 102 Kw... VP: 204 Kw.  
 Owned-Operated By ..... Empire Coil Co.  
 Address ..... 735 S.W. 20th Pl.  
 Phone Number ..... Capitol 9921  
 Air Time ..... 16 hours daily  
 News Service ..... UP  
 Representative ..... NBC Spot Sales  
 Membership ..... NARTB, TvB  
 President & Gen. Mgr. .... Herbert Mayer  
 Vice Pres. & Sta. Mgr. .... Russell K. Olsen  
 Comm. Manager ..... Charles R. White  
 Program Director ..... Gene Ragle  
 Prom. Director ..... D. Donald Lonie, Jr.  
 Dir. of News & Sp. Events ..... William Swing  
 Film Manager ..... Richard Norman  
 Chief Engineer ..... William H. McAlister  
 Consulting Eng. .... Adler Communications Labs.



**Television Station WGLV**

*Channel*  
*57*

*Truly An*

**AREA**

*Station*

**Located in the  
center of the**

**Allentown – Bethlehem – Easton**

**Metropolitan Area**

. . . that Serves and Sells the Third Largest Market in  
Pennsylvania . . . 44th in the United States.

**W G L V**

**EASTON  
PA.**

*Represented by Headley-Reed TV*

# PENNSYLVANIA

Pop. Feb. 1, 1955 (Est.) 10,993,000 — TV Homes 2,537,000

Stations in State 26

## WFMZ-TV

ALLENTOWN—1954

Station Operating with Special Temporary Authorization  
Channel: 67 UHF.. AP: 43.6 Kw... VP: 79.4 Kw.  
Owned-Oper... Penn Allen Broadcasting Co.  
Address ..... MacArthur Road  
Phone Number..... HEmlock 5-8733  
Air Time ..... 11 hours daily  
News Service ..... UP  
Representative ..... Avery-Knodel  
Membership ..... NARTB  
President, Gen. Mgr..... Raymond F. Kohn  
Comm. Manager..... Perry S. Ury  
Program Director..... Edward F. Glacken  
Promotion Director..... Mark Dean  
Film Manager..... Don Mohr  
Chief Engineer..... Carl C. Egolf

## WFBG-TV

ALTOONA—1953—NBC-ABC-DuM  
CBS

Channel: 10 VHF.. AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... The Gable Broadcasting Co.  
Address ..... Gable Arcade  
Phone Number..... ALtoona 6467  
Air Time ..... 16 hours daily  
News Service ..... AP  
Representative ..... H-R Television  
Membership ..... NARTB  
President ..... George P. Gable  
Managing Director..... Jack Snyder  
Oper. Manager..... George R. Burgoon  
Program Director..... Lois M. Huey  
Prom., Pub. Director..... Samuel W. Patton  
Dir. of News & Sp. Events..... Charlie Ritchie  
Film Manager..... B. Harley Shook  
Chief Engineer..... K. R. Brubaker  
Consulting Eng..... Craven, Lohnes & Culver

## WLEV-TV

BETHLEHEM—1952—NBC

Channel: 51 UHF.. AP: 12.4 Kw... VP: 12.4 Kw.  
Owned-Oper. By..... Associated Bcstrs. Inc.  
Business Address..... P. O. Box 111  
Phone Number..... Hemlock 4-6278  
Air Time..... 9 hours  
News Service ..... UP  
Representative ..... Meeker  
Membership ..... NARTB, TvB  
Station Executive..... Clair R. McCollough  
Sta., Film Manager..... Elwood Anderson  
National Sales Manager..... J. R. Gulick  
Program Director..... Bernard Ames  
Chief Engineer..... J. E. Mathlot  
Consulting Engineer..... James C. McNary

## WGLV

EASTON—1953—ABC-DuM

Channel: 57 UHF.. AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By..... WGLV, Inc.  
Address ..... 2857 Nazareth Road  
Phone Number..... EAston 3-3557  
Air Time..... 18 hours daily  
Newspaper Affiliation..... Easton Express  
News Service ..... AP  
Representative ..... Headley-Reed  
President ..... J. L. Stackhouse  
General Manager..... John Reed Porterfield  
Program Director..... Tom Grant  
Promotion Director..... Macey Schaffer  
Director of Sports..... Bill Wright  
National Sales Mgr..... Nelson S. Rounsley  
Chief Engineer..... Charles Thon  
Consulting Engineer..... Paul Godley  
(See Page 941)

## WICU

ERIE—1949—ABC-NBC-DuM

Channel: 12..... AP: 15 Kw..... VP: 30 Kw.  
Owned-Oper. By..... Dispatch Incorporated  
Bus.-Trans. Address..... 3514 State St.  
Phone Number..... 4-5021  
Air Time..... 18 hours daily  
Newspaper Affiliation.. Erie Dispatch Herald  
News Service ..... AP  
Representative ..... Petry  
Membership ..... NARTB  
President ..... Edward Lamb  
General Manager..... Ben McLaughlin  
Comm. Manager..... Karl Nelson  
Program Director..... Bob Lunquist  
Promotion Director..... Jack Schumacher  
Production Manager..... Dick Johnson  
Film Manager..... John Cook  
Chief Engineer..... Mike Csop

## WSEE

ERIE—1954—CBS-DuM

Station Operating with Special Temporary Authorization  
Channel: 35 UHF.. AP: 100 Kw... VP: 200 Kw.  
Owned-Oper. By... Great Lakes Television Co.  
Address ..... 1220 Peach Street  
Phone Number ..... 5-7575  
Air Time..... 11½ hours daily  
Newspaper Affiliation..... Times  
News Service ..... UP  
Representative ..... Avery-Knodel  
President ..... George J. Mead  
Exec. V.P. & Gen. Mgr..... Charles E. Denny  
Station Manager..... Frank B. Palmer  
Comm. Manager..... Donald M. Boyce  
Dir. of News & Sp. Events... Richard Morgan  
Film Manager..... Frank Herrick  
Chief Engineer..... Edward Zellefrow  
Consulting Engineer..... Kear & Kennedy

# WCMB-TV

HARRISBURG—1954—DuM

Channel: 27 UHF..AP: 120 Kw..VP: 240 Kw.  
 Owned-Oper. By.....Rossmoyne Corp.  
 Business Address.....228 Court St.  
 Phone Number.....4-3005  
 Air Time.....7 hours daily  
 Representative.....Cooke  
 Membership.....NARTB  
 President.....Edgar T. Shepard, Jr.  
 General Manager.....Ed. K. Smith  
 Program Director.....John Archer  
 Dir. of News & Sp. Events.....Edward Kenny  
 Production Manager.....Jacob Koser  
 Film Manager.....William Bowman  
 Chief Engineer.....J. Howard Bair  
 Consulting Engineer.....Frank McIntosh

# WHP-TV

HARRISBURG—1953—CBS

Channel: 55 UHF..AP: 126 Kw..VP: 253 Kw.  
 Owned-Oper. By.....WHP, Inc.  
 Business Address.....216 Locust St.  
 Phone Number.....4-3211  
 Air Time.....9½ hours daily  
 Representative.....Bolling  
 General Manager.....A. K. Redmond  
 Program Director.....Dick Redmond  
 Promotion Dir.....Beatrice Potteiger  
 Director of News.....John Price  
 Chief Engineer.....E. Daniel Leibensperger

# WTPA

HARRISBURG—1953—ABC

Channel: 71 UHF..AP: 110 Kw..VP: 220 Kw.  
 Owned-Oper. By.....Harrisburg Bcstrs. Inc.  
 Business Address.....3235 Hoffman St.  
 Phone Number.....Harrisburg 8-7171  
 Air Time.....15½ hours daily  
 Newspaper Affiliation.....Patriot-News  
 News Service.....UP  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....Donald Newhouse  
 Gen., Sta. Mgr.....David J. Bennett  
 Commercial Mgr.....Alan Solada  
 Prog. Dir. & Film Mgr.....Donald D. Wear  
 Prom. & Pub. Director.....Gladys Swift  
 Director of News.....Roy Nassau  
 Production Mgr....."Mac" McCauley  
 Chief Engineer.....Paul Gross  
 Consulting Engineer.....Craven, Lohnes & Culver

# WARD-TV

JOHNSTON—1953—ABC-CBS-DuM

Channel: 56 UHF..AP: 10 Kw..VP: 20 Kw.  
 Owned-Oper. By.....Rivoli Realty Co.  
 Business Address.....First Natl. Bank Bldg.  
 Phone Number.....81-216  
 Representative.....Weed  
 General Manager.....Robert R. Nelson  
 Chief Engineer.....Millard Coleman

# WJAC-TV

JOHNSTOWN—1949

CBS-NBC-DuM

Channel: 6 VHF..AP: 36.4 Kw..VP: 70.8 Kw.  
 Owned-Operated By.....WJAC, Inc.  
 Business Address.....329 Main St.  
 Phone Number.....9-1965  
 Air Time.....17½ hours daily  
 Newspaper Affiliation.....The Johnstown Tribune  
 News Service.....UP  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....Walter W. Krebs  
 Gen., Sta. Mgr.....Alvin D. Schrott  
 Comm. Manager.....John H. Hepburn  
 Prog. Dir., Film Mgr.....Frank P. Cummins  
 Dir. of News & Sp. Events.....E. J. Klym  
 V.P. Chg. Tech. Operations.....Nevin L. Straub  
 Chief Engineer.....Theodore Campbell  
 Consulting Engineer.....McNary

# WGAL-TV

LANCASTER—1949

CBS-NBC-DuM

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Operated By.....WGAL, Inc.  
 Business-Transmitter Address.....24 S. Queen St.  
 Phone Number.....5246  
 Air Time.....18 hours daily  
 News Service.....UP  
 Representative.....Meeker  
 Membership.....NARTB, TvB  
 President.....Clair R. McCollough  
 Asst. Gen. Mgr.....J. Robert Gulick  
 Station, Film Manager.....Harold E. Miller  
 Comm. Manager.....Leroy K. Strine  
 Program Director.....Paul Rodenhauser  
 Promotion Director.....Paul I. Woodland  
 Technical Director.....J. E. Mathiot  
 Consulting Eng.....James C. McNary

# WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Bulletin Co.  
 Address.....City Ave. & Monument Ave.  
 Phone Number.....GR 7-8300  
 Air Time.....16 hours daily  
 Newspaper Affil.....Evening Bulletin  
 News Service.....AP, UP  
 Representative.....CBS TV Spot Sales  
 Membership.....NARTB, TvB  
 President & Gen. Mgr.....Donald W. Thornburgh  
 V.P. in charge of TV.....Charles Vanda  
 Asst. Mgr. TV.....John McClay  
 TV Sales Mgr.....Robert M. McGredy  
 Program Director.....Robert A. Forrest  
 V.P. chg. Pub. Rel. & Prom.....Robert N. Pryor  
 Dir. of News & Sp. Events.....Charles Shaw  
 Asst. Operation Mgr.....Mel Levine  
 Film Manager.....Norman Leebron  
 V.P. in chg. Engineering.....Hohn G. Leitch

# 2

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**Lowest channel . . . highest tune-in in the Pittsburgh market**

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## **CHANNEL 2 NOW A WBC STATION**

Top reception—top audiences—top results—top markets. That's the WBC story. And now WBC's top markets include Pittsburgh . . . with over a million sets and unapproached viewer-loyalty because Channel 2 is the pioneer in Pittsburgh. Put it to work for you in America's sixth market. Contact Lloyd Chapman, Sales Manager, KDKA-TV at EXpress 1-3000, or Eldon Campbell, WBC Sales Manager, at PLaza 1-2700, New York.

### **KDKA-TV**

*(Formerly WDTV)*

#### **PITTSBURGH — CHANNEL 2**

Population — 3,975,940      Retail Sales — \$5,098,764,000  
TV Families — 1,256,400      Average Family Income — \$5,800

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### **WESTINGHOUSE BROADCASTING COMPANY, INC.**

**KDKA-TV, Pittsburgh; WBZ+WBZA • WBZ-TV, Boston;**  
**KYW • WPTZ, Philadelphia; WOWO, Fort Wayne; KEX, Portland;**  
**KPIX, San Francisco**

KPIX Represented by the Katz Agency, Inc.  
WBC National Representatives — Free & Peters, Inc.



# WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Triangle Publications Inc.  
 Business Address.....46th & Market Sts.  
 Phone Number.....Evergreen 2-4700  
 Air Time.....16 hours daily  
 Newspaper Affiliation...Philadelphia Inquirer  
 News Service.....UP  
 Representative.....Blair TV  
 Membership.....NARTB, TvB  
 General Manager.....Roger W. Clipp  
 Exec. Assts.....George A. Koehler,  
 Howard W. Maschmeier

Commercial Mgr.....Kenneth W. Stowman  
 Program Director.....Jack Steck  
 Promotion Director.....Joe Zimmermann  
 Director of News.....Charles Harrison  
 Publicity Director.....John Hyland  
 Production Manager.....Chet Cooper  
 Film Manager.....Ralph Goldstein  
 Chief Engineer.....Henry Rhea

# WPTZ

PHILADELPHIA—1941—NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Westinghouse Bdcstng., Inc.  
 Business Address.....1600 Architects Bldg.  
 Phone Number.....LOcust 4-5500  
 Air Time.....19 hours daily  
 News Service.....UP, INS  
 Station Representative.....Free & Peters  
 Membership.....NARTB  
 Gen. Mgr.....Rolland V. Tooke  
 Comm. Mgr.....Alexander W. Dannenbaum, Jr.  
 Dir. of News & Sp. Events...Dick McCutchen  
 Program Manager.....Stan Lee Broza  
 Pub., Prom. Dir.....Edward Wallis  
 Film Buyer.....Edward Murray  
 Chief Engineer.....Raymond J. Bowley

# KDKA-TV

PITTSBURGH—1949

CBS-NBC-DuM

Channel: 2....AP: 8.3 Kw....VP: 16.6 Kw.  
 Owned-Oper. By...Westinghouse Brcdstng. Co.  
 Business Address.....Gateway Bldg.  
 Phone Number.....Express 1-3000  
 Air Time.....19 hours daily  
 News Service.....UP  
 Representative.....Free & Peters  
 General Manager.....Harold C. Lund  
 Comm. Manager.....Lloyd D. Chapman  
 Program Director.....Byron Dowly  
 Prom., Pub. Director.....Dick Fortune  
 Dir. of News & Sp. Events...Bill Burns  
 Film Manager.....Richard Dreyfus  
 Chief Engineer.....Raymond Rodgers

# WENS

PITTSBURGH—1953—ABC-CBS-NBC

Channel: 16 UHF..AP: 106 Kw..VP: 200 Kw.

Owned-Oper. By.....Telecasting, Inc.  
 Business Address.....700 Ivory Avenue  
 Phone Number.....Wellington 1-1200  
 Air Time.....16 hours daily  
 News Service.....UP, INS  
 Representative.....Petry  
 President.....Thomas P. Johnson  
 Vice Pres., General Mgr.....Larry Israel  
 Sales Mgr.....Don Menard  
 Publicity Director.....Peter Thornton  
 Chief Engineer.....James Hurley

# WEEU-TV

READING—1953—ABC-NBC

Channel: 33 UHF..AP: 87 Kw..VP: 187 Kw.  
 Owned-Oper. By.....Hawley Bcstg. Co.  
 Business Address.....433 Penn St.  
 Phone Number.....6-7335  
 Air Time.....11½ hours daily  
 Newspaper Affiliation.....Eagle-Times  
 News Service.....UP  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....Hawley Quier  
 Exec. V.P. & Gen. Mgr.....Thomas E. Martin  
 Asst. Mgr. & Dir. TV Sales...K. Richard Creitz  
 Prom. & Pub. Rel. Director...Jane E. Winne  
 Program Director.....George Carroll  
 Dir. of News & Sp. Events...Jack B. Gounder  
 Production Manager.....Roy V. Swinamer  
 Film Manager.....Jack B. Gounder  
 Dir. Tech. Oper.....Robert S. Guldin  
 Asst. Dir. Tech. Oper....Harold E. Schearer

# WHUM-TV

READING—1953

Channel: 61 UHF..AP: 135 Kw..VP: 260 Kw.  
 Owned-Oper. By.....Eastern Radio Corp.  
 Address.....Skyline Drive  
 Phone Number.....4-4805  
 Air Time.....18 hours daily  
 News Service.....INS, AP  
 Representative.....H R Television, Inc.  
 Membership.....NARTB  
 President.....Humboldt J. Greig  
 Vice President.....John E. Schuler  
 National Sales Manager...Robert M. Reuschle  
 Regional Sales Manager...Ed Walpert  
 Program Director.....Robert Bostian  
 Promotion Director.....Robert Esterly  
 Dir. of News & Sp. Events...John Deegan  
 Film Manager.....Alan Lane  
 Chief Engineer.....Joseph Risse  
 Consulting Engineer.....A. Earl Cullum, Jr.

# WARM-TV

SCRANTON—1953—ABC

Channel: 16 UHF..AP: 182 Kw..VP: 228 Kw.  
 Owned-Oper. By.....Union Bcstg. Co.  
 Business Address.....333 Madison Ave.  
 Phone Number.....Diamond 3-1245  
 Air Time.....11 hours daily  
 News Service.....AP  
 Representative.....Hollingbery

President.....Martin F. Memolo  
 Vice President.....W. W. Scranton  
 Gen., Sta. Mgr.....William M. Dawson  
 Commercial Mgr.....Sam M. Feigenbaum  
 Program & Prod. Dir.....Joseph Salsburg  
 Director of News.....Joe Salsburg  
 Chief Engineer.....Roswell J. Parker  
 Consulting Engineer.....Jansky & Bailly

## WGBI-TV

SCRANTON—1953—CBS

Channel: 22 UHF..AP: 114.5 Kw..VP: 215.5 Kw.  
 Owned-Oper. By.....Scranton Bcstrs. Inc.  
 Business Address.....1000 Wyoming Ave.  
 Phone Number.....Diamond 2-7634  
 Air Time.....16 hours daily  
 News Service.....AP  
 Representative.....Blair  
 President.....Mrs. M. E. Megargee  
 Gen., Comm. Mgr.....George D. Coleman  
 Station Manager.....Robert E. McDowell  
 Prog. Dir., Film Mgr.....Mort Rosenthal  
 Prom., Pub. Director.....Douglas Holcomb  
 Dir. of News & Sp. Events.....Tom Powell  
 Chief Engineer.....K. R. Cooke  
 Consulting Engineer.....George C. Davis

## WTVU

SCRANTON—1953

Channel: 73 UHF..AP: 8.42 Kw..VP: 12.84 Kw.  
 Owned-Oper. By.....Appalachian Co.  
 Business Address.....First Natl. Bank Bldg.  
 Phone Number.....7-3334  
 Representative.....Everett-McKinney  
 President.....Frank Collins  
 Vice-President.....James H. Crowley  
 General Mgr.....Thomas W. Jones  
 Chief Engineer.....Adolph Oschmann

## WBRE-TV

WILKES-BARRE—1953—NBC

Channel: 28 UHF..AP: 500 Kw..VP: 500 Kw.  
 Owned-Oper. By.....WBRE TV Inc.  
 Address.....62 S. Franklin St.  
 Phone Number.....Valley 3-3101  
 Air Time.....17 hours daily  
 News Service.....AP  
 Representative.....Headley Reed  
 Membership.....TVB  
 President.....Louis G. Baltimore  
 General Manager.....David M. Baltimore  
 Comm. Manager.....Ernest Lewis  
 Program Director.....Franklin D. Coslett  
 Dir. of News & Sp. Events.....William Connelly  
 Production Manager.....Fred Foerster  
 Film Manager.....Robert Gibson  
 Chief Engineer.....Charles Sakoski, Sr.

## WILK-TV

### WILKES-BARRE—1953—ABC-DuM

Channel: 34 UHF..AP: 180 Kw..VP: 250 Kw.  
 Owned-Oper. By.....Wyoming Valley Bcstg. Co.  
 Business Address.....88 North Franklin St.  
 Phone Number.....4-4666  
 Representative.....Avery-Knodel  
 Air Time.....4 hours daily  
 News Service.....AP  
 Membership.....NARTB  
 President.....Mitchell Jenkins  
 General Manager.....Thomas P. Shelburne  
 Executive Vice Pres.....Roy E. Morgan  
 Comm. Manager.....Malcolm Dale  
 Program Director.....Harold Berg  
 Prom., Pub. Director.....Mrs. Dorothy Albee  
 Dir. of News & Sp. Events.....Thomas Bigler  
 Production Mgr.....Bill Williams  
 Film Manager.....Francis J. Lee  
 Chief Engineer.....Theodore French  
 Consulting Eng.....Page, Creutz,  
 Garrison & Waldschmitt

## WNOW-TV

YORK—1953—DuM

Channel: 49 UHF..AP: 10 Kw..VP: 20 Kw.  
 Owned-Oper. By.....Broadcast Division, Helm  
 Coal Co.  
 Business Address.....25 So. Duke St.  
 Phone Number.....27-821  
 Air Time.....10½ hours daily  
 News Service.....AP  
 Representative.....Forjoe  
 Membership.....NARTB  
 General Manager.....Lowell W. Williams  
 Sta. Mgr., Prog. Dir.....Richard E. Burg  
 Comm. Manager.....Robert Stough  
 Prom., Pub. Dir.....J. Edward Schwalm  
 Dir. of News & Sp. Events.....Will Groff  
 Film Manager.....George Kraft  
 Chief Engineer.....Glenn M. Winter  
 Consulting Engineer.....John H. Mullaney

## WSBA-TV

YORK—1952—ABC

Channel: 43 UHF..AP: 10 Kw..VP: 20 Kw.  
 Owned-Operated By.....Susquehanna Bcstg. Co.  
 Address.....Queen St.  
 Phone Number.....2-5531  
 Air Time.....13 hours daily  
 News Service.....AP  
 Representative.....Adam J. Young, Jr.  
 President.....Louis J. Appell, Jr.  
 Gen., Sta., Comm. Mgr.....C. L. Doty  
 Program Director.....Jim Curtis  
 Promotion Director.....Jack Herr  
 Dir. of News & Sp. Events.....Otis B. Morse  
 Film Manager.....Tom Miller  
 Chief Engineer.....Lew Jones  
 Consulting Engineer.....George E. Davis

# RHODE ISLAND

Pop. Feb. 1, 1955 (Est.) 840,000 — TV Homes 265,000

Stations in State 2

## WJAR-TV

PROVIDENCE—1949

ABC-NBC-DuM

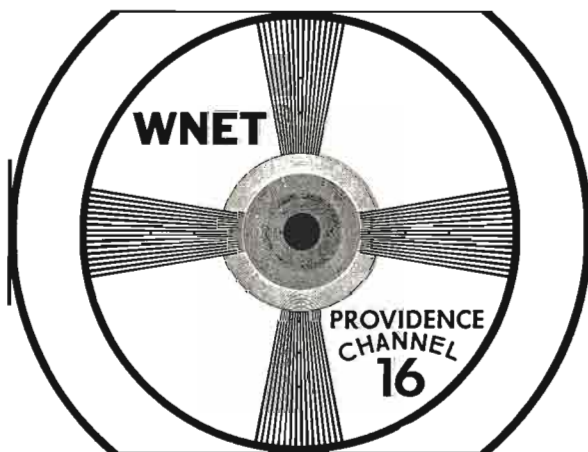
Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Operated By.....The Outlet Co.  
 Business-Studio Address....176 Weybosset St.  
 Phone Number.....Gaspee 1-8255  
 Air Time.....18 hours daily  
 News Service.....AP, INS  
 Representative.....Weed  
 Membership.....NARTB  
 Vice President.....George C. Griffith  
 Station Manager.....Peter B. James  
 Oper. Manager.....Frederick R. Griffiths  
 Sales Manager.....Edward Boghosian  
 Program Director.....Seymour Horowitz  
 Promotion Director.....Jay Hoffer  
 Dir. of News & Sp. Events....Warren Walden  
 Production Manager.....Manning Tesser  
 Public Relations.....Dody Sinclair  
 Film Manager.....William Cooper

Chief Engineer.....Thomas C. J. Prior  
 Consulting Eng.....Craven, Lohnes & Culver  
 (See Page 274)

## WNET

PROVIDENCE—1953—ABC-CBS-DuM

Channel: 16 UHF..AP: 154 Kw...VP: 209 Kw.  
 Owned-Oper..Channel 16 of Rhode Island, Inc.  
 Business Address.....Box 1533  
 Phone Number.....Union 1-3100  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....Raymer  
 Membership.....NARTB  
 President.....Harold C. Arcaro  
 General Mgr.....E. James McNamey, Jr.  
 Comm. Manager....Charles W. Shields Jr.  
 Program Director.....Patricia Vayda  
 Promotion Director.....Bruce D. White  
 Film Manager.....Robert Gilmore  
 Chief Engineer.....Herbert Evans  
 Consulting Engineer.....George C. Davis



SERVING THE NATION'S 14th  
 MARKET AREA

E. JAMES McENAMEY, JR.  
 General Manager

# SOUTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 2,282,000 — TV Homes 230,000

Stations in State 9

## WAIM-TV

ANDERSON—1953—CBS

Channel: 40 UHF..AP: 8.3 Kw..VP: 16.6 Kw.  
Owned-Oper. By.....Wilton E. Hall  
Business Address.....1 Martin St.  
Phone Number.....CAanal 6-1511  
Air Time.....10 hours daily  
Newspaper Affil....Independent & Daily Mail  
News Service.....INS  
Representative.....Headley-Reed  
President.....Wilton E. Hall  
General Manager.....Glenn P. Warnick  
Program Director.....Marshall Gaillard  
Chief Engineer.....John Willis  
Consulting Engineer.....George C. Davis

## WCSC-TV

CHARLESTON—ABC-CBS

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....WCSC, Inc.  
Business Address.....485 East Bay St.  
Phone Number.....3-8371  
Air Time.....12½ hours daily  
News Service.....UP  
Representative.....Free & Peters  
President, Gen. Mgr.....John M. Rivers  
National Adv., Sta. Mgr.....Roland Weeks  
Regional Sales Mgr.....Ralph Thornley  
Program Director.....Russell D. Long  
Prom., Pub. Director...Mrs. Annie Lee Small  
Dir. of News & Sp. Events...Harry Gianaris  
Production Manager.....Charles Hall  
Film Manager.....Annie Laurie Quarterman  
Chief Engineer.....Wilbur R. Albee

## WUSN-TV

CHARLESTON—1954—NBC-DuM

Station Operating with Special Temporary Authorization  
Channel: 2 VHF..AP: 53.7 Kw..VP: 100 Kw.  
Owned-Oper. By...Southern Broadcasting Co.  
Address.....P. O. Box 879  
Phone Number.....8-4141  
Air Time.....8 hours daily  
Newspaper Affil....Evening Post Publ. Co.  
News Service.....AP, UP  
Representative.....H-R  
Membership.....NARTB  
Pres., Gen. Mgr.....J. Drayton Hastie  
Station Manager.....Douglas M. Bradham  
National Sales Mgr.....Philip D. Porterfield  
Local Sales Mgr.....Grange S. Cuthbert  
Prog. Dir., Prod. Mgr.....Harry R. Wagner  
Promotion Director.....William Stokes  
Dir. of News & Sp. Events.....Arthur Brock  
Publicity Director.....Dene Callahan  
Film Manager.....Harry R. Patton  
Chief Engineer.....Walter Nelson  
Consulting Engineer.....Gautney & Jones

## WCOS-TV

COLUMBIA—1952—ABC

Channel: 25 UHF..AP: 8 Kw..VP: 17.8 Kw.  
Owned-Oper. By.....Radio Columbia, Inc.  
Business Address.....Cornel Arms Bldg.  
Phone Number.....2-2177  
Air Time.....8½ hours daily  
News Service.....AP  
Representative.....Headley-Reed  
Membership.....NARTB  
Pres., Gen. Mgr.....Charles W. Pittman  
Sta., Film Mgr., Prom. Dir....Stewart Spencer  
Comm. Manager.....Wayne Poucher  
Program Director.....Blair McKenzie  
Prog., News & Sp. Events Dir..Blair McKenzie  
Prod. Mgr., Pub. Dir.....Joseph McGinley  
Film Manager.....Stewart Spencer  
Chief Engineer.....Robert Lambert

## WIS-TV

COLUMBIA—1953—NBC-DuM

Channel: 10 VHF..AP: 135 Kw..VP: 269 Kw.  
Owned-Oper. By.....WIS-TV Corp.  
Business Address.....1111 Bull St.  
Phone Number.....3-8356  
Air Time.....12.5 hours daily  
News Service.....UP  
Representative.....Free & Peters  
Membership.....NARTB  
Pres., Gen. Mgr.....G. Richard Shafto  
Station Manager.....Charles A. Batson  
Comm. Manager.....Law Epps  
Program Director.....Adrian Munzell  
Dir. of News & Sp. Events...Gren Seibels  
Production Manager.....Dixon C. Lovvorn  
Film Manager.....Robert Humphries  
Chief Engineer.....Herbert G. Eidson  
Consulting Eng.....Craven, Lohnes & Culver

## WNOK-TV

COLUMBIA—1953—CBS-DuM

Channel: 67 UHF..AP: 39.3 Kw..VP: 93.5 Kw.  
Owned-Oper. By.....Palmetto Radio Corp.  
Business Address.....1811 Main Street  
Phone Number.....2-7737  
Air Time.....8 hours daily  
News Service.....AP  
Representative.....Raymer  
Gen., Comm. Mgr....H. Moody McElveen, Jr.  
Prog. Director.....Bill Routh  
Promotion Director.....Pat Conder  
Dir. of News & Sp. Events...Don Robertson  
Production Manager.....Graham Thomas  
Art Director.....Mary Faith Scarboro  
Film Manager.....R. L. Brown  
Chief Engineer.....Donald E. Willoughby  
Consulting Engineer.....Kear & Kennedy



# W B T W

FLORENCE—1954—CBS

Station Operating with Special Temporary Authorization  
 Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned-Oper. By Jefferson Standard Bcstg. Co.  
 Address ..... Charlotte  
 Phone Number ..... 2-1557  
 Air Time ..... 8 hours daily  
 News Service ..... AP  
 Representative..... CBS Television Spot Sales  
 Membership ..... NARTB, TvB  
 President..... Joseph M. Bryan  
 General Manager..... Charles H. Crutchfield  
 Station Manager..... Melvin Purvis  
 Managing Director..... J. William Quinn  
 Prog. Dir., Prod. Mgr..... Robert Rierson  
 Prom., Pub. Director..... Whitford Smith  
 Film Manager..... Harry Hughes  
 Chief Engineer..... E. A. Sellars  
 Consulting Eng..... A. D. Ring & Associates

# W F B C - T V

GREENVILLE—1953—NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By ..... WMRC, Inc.  
 Business Address..... 19 E. North St.  
 Phone Number ..... 5-9653  
 Air Time ..... 15 hours daily  
 Newspaper Affiliation..... Greenville-News  
 Piedmont Co.

News Service ..... AP  
 Representative ..... Weed  
 Membership ..... NARTB  
 President..... R. A. Jolley  
 General Manager..... B. T. Whitmire  
 Asst. Mgr., Prog. Dir..... Norvin C. Duncan  
 Comm. Mgr..... Robert Q. Glass, Jr.  
 Promotion Director..... Ivan Reese  
 Dir. of News & Sp. Events..... Monty Dupuy  
 Production Manager..... L. J. I. Barrett  
 Publicity Director..... Curt Guthrie  
 Film Manager..... Charles Howard  
 Chief Engineer..... William Garrison  
 Consulting Engineer..... Wilson Wearn

# W G V L

GREENVILLE—1953—ABC-DuM

Channel: 23 UHF..AP: 8.51 Kw..VP: 17 Kw.  
 Owned-Oper. By ..... Greenville Television Co.  
 Business Address..... Box 2344  
 Phone Number ..... 5-0471  
 Air Time ..... 9 hours daily  
 News Service ..... AP  
 Representative ..... H.R. Ayers  
 President ..... Edgar M. Norris  
 Gen., Station Manager..... Ben K. McKinnon  
 Prog., News, Sp. Events Dir..... Ben Greer  
 Publicity Director..... Betty Davidson  
 Film Manager..... Bill Banner  
 Chief Engineer..... Harley Reynolds  
 Consulting Engineer ..... McIntosh-Ingles

# SOUTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 679,000 — TV Homes 37,000  
 Stations in State 1

# KELO-TV

SIOUX FALLS—1953—ABC-CBS  
NBC-DuM

Channel: 11 VHF..AP: 120 Kw..VP: 216 Kw.  
 Owned-Oper. By ..... Midcontinent Bcstg. Co.  
 Business Address..... 8th St. & Phillips Ave.  
 Air Time ..... 12 hours daily  
 News Service ..... INS  
 Membership ..... NARTB

Phone Number ..... 4-5841  
 Representative ..... Raymer  
 President..... Joseph L. Floyd  
 Gen., Station Mgr..... Evans A. Nord  
 Program Director..... Murray Stewart  
 Prom., Pub. Director..... Jack Townsend  
 Dir. of News & Sp. Events..... Bill Wigginton  
 Production Manager..... Dave Dedrick  
 Film Manager..... Ella Hanson  
 Chief Engineer..... Lee Froke

# TENNESSEE

Pop. Feb. 1, 1955 (Est.) 3,430,000 — TV Homes 450,000  
 Stations in State 9

# WDEF-TV

CHATTANOOGA—1954—ABC-CBS  
NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 12 VHF..AP: 52.6 Kw..VP: 105.2 Kw.  
 Owned-Oper. By ..... WDEF Broadcasting Co.  
 Address ..... Volunteer Building

Phone Number ..... 6-0124  
 Air Time ..... 12 hours daily  
 News Service ..... UP  
 Representative ..... Branham  
 Membership ..... NARTB  
 President..... Carter M. Parham  
 Gen., Station Mgr..... Harold E. Anderson  
 Comm. Manager..... Otis H. Segler



Program Director.....Morris Quave  
 Prom., Pub. Director.....Emory Williamson  
 Dir. of News & Sp. Events.....Mort Lloyd  
 Production Manager.....David I. Andrews  
 Film Manager.....John Bonney  
 Chief Engineer.....B. C. Baker  
 Consulting Engineer.....Russel P. May

## WJHL-TV

JOHNSON CITY—1953  
 ABC-CBS-NBC-DuM

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WJHL, Inc.  
 Business Address.....145 W. Main St.  
 Phone Number.....2780  
 Air Time.....15 hours daily  
 News Service.....UP  
 Representative.....Pearson  
 Membership.....TvB  
 President.....W. H. Lancaster, Sr.  
 Gen., Sta. Mgr.....W. Hanes Lancaster, Jr.  
 Prog. Dir. & Film Mgr.....Walter Heeb  
 Prom., Publicity Director.....William Shell  
 Dir. of News & Sp. Events.....Mike Blancard  
 Production Manager.....Jack Sausman  
 Chief Engineer.....O. K. Garland

## WATE-TV

KNOXVILLE—1953—ABC-NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper...Greater East Tennessee TV, Inc.  
 Business Address.....612 S. Gay St.  
 Air Time.....16 hours daily  
 Phone Number.....2-7111  
 News Service.....UP  
 Representative.....Avery-Knodel  
 Membership.....TvB  
 President.....Paul Mounicastle, Sr.  
 Gen., Station Mgr.....W. Henry Linebaugh  
 Comm. Manager.....J. T. McCloud  
 Program Director.....John Reese  
 Promotion Director.....H. Wayne Hudson  
 Prom., Publicity Director...H. Wayne Hudson  
 Dir. of News & Sp. Events...Arthur J. Metzler  
 Production Mgr.....Carl Tibbetts  
 Chief Engineer.....Fred M. Andrews  
 Consulting Eng.....Comm. Radio Equip. Co.

## WTSK-TV

KNOXVILLE—1953—CBS-DuM  
 DuM

Channel: 26 UHF...AP: 10.5 Kw...VP: 21 Kw.  
 Owned-Oper...Television Services, Knoxville  
 Phone Number.....5-2113  
 Business Address.....530 S. Gay St.  
 Representative.....Pearson  
 Vice-Pres., Gen. Mgr.....Harold B. Rothbrock  
 Production Mgr.....Jay Miller  
 Program, Film Mgr.....Jerry Dansiger  
 Commercial Mgr.....Guy L. Smith III  
 Publicity Director.....Marie Hogan  
 Chief Engineer.....Joy Broyles

## WHBQ-TV

MEMPHIS—1953—CBS

Channel: 13 VHF...AP: 160 Kw...VP: 316 Kw.  
 Owned-Oper. By.....General Teleradio, Inc.  
 Business Address.....1381 Madison Ave.  
 Phone Number.....32-1705  
 Air Time.....17 hours daily  
 News Service.....UP  
 Representative.....Blair TV  
 Membership.....NARTB, TvB  
 President.....Thomas J. O'Neil  
 General Manager.....John H. Cleghorn  
 Operations Manager.....Bill Grumbles  
 Prog. Director, Film Mgr....Gordon Lawhead  
 Prom., Pub. Director.....Bill Rucker  
 Dir. of News & Sp. Events.....Gene Roper  
 Production Manager.....Wilson Northcross  
 Chief Engineer.....Welton Roy

## WMCT

MEMPHIS—1948—ABC-NBC-DuM

Channel: 5 VHF...AP: 60 Kw...VP: 100 Kw.  
 Owned-Operated...Memphis Publishing Co.  
 Address.....Goodwyn Institute Building  
 Phone Number.....8-7464  
 Air Time.....17 hours daily  
 Newspaper Affil...The Commercial Appeal  
 News Service.....AP, UP  
 Representative.....Branham  
 Membership.....NARTB, TvB  
 President.....Enoch Brown  
 General Manager.....H. W. Slavick  
 Station, Comm. Mgr.....Earl Moreland  
 Prog. Dir., Film Mgr.....Wilson Mount  
 Prom., Pub., Director.....Walter E. Frase  
 Dir. of News & Sp. Events...Ed White  
 Production Mgr.....Edward Greaney  
 Chief Engineer.....E. C. Frase, Jr.  
 Consulting Engineer.....George C. Davis

## WLAC-TV

NASHVILLE—1954—CBS

Station Operating with Special Temporary Authorization  
 Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper.....WLAC-TV Inc.  
 Address.....159 Fourth Avenue North  
 Phone Number.....42-4331  
 Air Time.....16 hours daily  
 News Service.....UP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Guilford Dudley, Jr.  
 Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.  
 Asst. Gen. Mgr.....Ruth C. Holly  
 Commercial Manager.....W. W. Walker  
 Operations Mgr.....Carl J. Junker  
 Asst. Op. Mgr.....Roy A. Smith  
 Dir. of News & Sp. Events...A. G. Kenncott, Jr.  
 Publicity Director.....Ruth Estes  
 Chief Engineer.....Ralph L. Hucaby  
 Consulting Engineer.....Earl A. Cullum

# WSIX-TV

NASHVILLE—1953—ABC-DuM

Channel: 8 VHF... AP: 58 Kw... VP: 109 Kw.  
 Owned-Oper. By.....WSIX-TV Inc.  
 Business Address.....Nashville Trust Bldg.  
 Representative .....Hollingbery  
 Pres., Gen. Mgr.....R. D. Stamford, Jr.  
 Dir. Operations.....Shelton Weaver  
 Comm. Manager.....E. S. Tanner  
 Prog. Dir., Prod. Mgr.....Jim Kent  
 Chief Engineer.....Charles Duke  
 Dir. Special Events.....Larry Mumson  
 Promotion Director.....Harry L. Alsup

# WSM-TV

NASHVILLE—1950—DuM—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned.....Nat'l Life & Accident Insurance Co.  
 Address.....301 Seventh Avenue, North  
 Representative .....Petry  
 Chairman of Board.....E. W. Craig  
 President, Gen. Mgr.....John H. DeWitt, Jr.  
 V.P. & Tech. Dir.....George Reynolds  
 Comm. Manager.....Irving Waugh  
 Operation Manager.....Brad Crandall  
 Film Manager.....Elmer Cartwright  
 Chief Engineer.....Aaron Shelton  
 Production Mgr.....Fritz Kleibacker  
 Dir. of News & Sp. Events.....Harold Baker

# TEXAS

Pop. Feb. 1, 1955 (Est.) 8,638,000 — TV Homes 1,300,000

Stations in State 29

# KRBC-TV

ABILENE—1953—NBC-ABC-DuM

Channel: 9 VHF... AP: 14.7 Kw... VP: 29.5 Kw.  
 Owned-Oper. By.....Abilene Radio & TV Co.  
 Business Address.....4510 So. 14th St.  
 Phone Number.....2-8491  
 Air Time.....10 hours daily  
 News Service.....AP  
 Representative .....Pearson  
 Membership.....TVB

President & Gen. Mgr.....Dale Ackers  
 Station Manager.....John Kelly  
 Comm. Manager.....John Higgins  
 National Sales Manager.....Forest Lane  
 Program Director.....Steve Cowan  
 Production Mgr.....Larry Fitzgerald  
 Continuity Chief.....Bert Mitchell  
 News Director.....Don Wilson  
 Film Buyer.....John Kelly  
 Promotion Mgr.....Forest Lane  
 Chief Engineer.....Bill Kessel

## ABILENE RADIO & TELEVISION COMPANY ABILENE, TEXAS

Serving the Rapidly Expanding Market That Is the Populous Heart of Central West Texas

### KRBC—TV

#### A "Texas Tall" Antenna

772 feet above average terrain  
1,038 feet above downtown Abilene

#### A "Texas Size" Studio

60 feet x 60 feet— 3600 feet of floor space

NBC — ABC CHANNEL CBS — DuM  
9

The only TV station in the market

Natl. Rep. — John E. Pearson Company  
Texas-Louisiana Rep. — Clarke Brown Co.

### KRBC—RADIO

5 Kw. Day — 1 Kw. Night

ABC 1470 Kc TSN

On the air since 1936

Programmed to meet the needs of the market.

Natl. Rep. — John E. Pearson Company

National Sales Manager — Forest Lane

# KFDA-TV

AMARILLO—1953—ABC-CBS

Channel: 10 VHF.. AP: 30.4 Kw.. VP: 56.5 Kw.  
 Owned & Oper. By... Amarillo Bsc'tg. Co., Inc.  
 Address ..... P. O. Box 1400  
 Phone Number ..... DRake 4-5343  
 Air Time ..... 13 hours daily  
 News Service ..... AP, UP  
 Representative ..... Branham  
 Membership ..... NARTB  
 President ..... Gene L. Cagle  
 General Manager ..... Stan Wilson  
 Comm. Manager ..... Ed Moore  
 Prog. Dir., Prod., Film Mgr. .... N. C. Long  
 Promotion Director ..... Laurel Knorpp  
 Director of News & Sp. Events ..... Bill Johns  
 Publicity Director ..... Kin Raley  
 Chief Engineer ..... Bill Spiller

# KGNC-TV

AMARILLO—1953—NBC-DuM

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By... Globe News Publishing Co.  
 Address ..... 1800-2200 North Polk St.  
 Phone Number ..... 4-4601  
 Air Time ..... 15 hours daily  
 News Affil. .... News, Times, Globe  
 News Service ..... AP, UP  
 Membership ..... NARTB, TvB  
 Representative ..... Katz  
 President ..... Parker Prouty  
 General Manager ..... Wes Izzard  
 Station Manager ..... Bud Thompson  
 Comm. Manager ..... Aubrey Jackson  
 Program Director ..... Bob Vaughn  
 Promotion Director ..... Marianne Johnson  
 Dir. of News & Sp. Events ..... Bob Izzard  
 Production Manager ..... Bill McEachern  
 Publicity Director ..... Beverly Beck  
 Film Manager ..... Joan Jamison  
 Chief Engineer ..... W. H. Torrey  
 Consulting Engineer ..... A. Earl Cullum

# KTBC-TV

AUSTIN—1952  
ABC-CBS-NBC-DuM

Channel: 7 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Operated By... Texas Bsc'tg. Corp.  
 Address ..... P. O. Box 717  
 Phone Number ..... 2-2424  
 Air Time ..... 13½ hours daily  
 News Service ..... UP  
 Representative ..... Raymer  
 President ..... Claudia T. Johnson  
 General Manager ..... J. C. Kellam  
 Sales Manager ..... O. P. (Bob) Bobbitt  
 Program Director ..... Richard "Cactus" Pryor  
 Prom., Publicity Dir. .... Charles Brown  
 Dir. of News & Sp. Events ..... Paul Bolton  
 Production Manager ..... Fred Noble  
 Film Manager ..... Elmo Brown  
 Chief Engineer ..... Ben Hearn  
 Consulting Engineer ..... A. Earl Cullum, Jr.

# KBMT

BEAUMONT—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization  
 Channel: 31 UHF.. AP: 117 Kw.. VP: 224 Kw.  
 Owned-Oper. By... Television Broadcaster, Inc.  
 Address ..... P. O. Box 1192  
 Phone Number ..... 9-2476  
 Air Time ..... 8 hours daily  
 News Service ..... UP  
 Representative ..... ForJoe  
 Membership ..... NARTB  
 President ..... Randolph C. Reed  
 V.P. & Gen. Mgr. .... John Rossiter  
 Dir. of News & Sp. Events ..... Roy Grimse  
 Production Manager ..... William Beathard  
 Chief Engineer ..... Frank Leins  
 Consulting Engineer ..... Frank McIntosh

# KVDO-TV

CORPUS CHRISTI—1954—ABC-NBC  
DuM

Station Operating with Special Temporary Authorization  
 Channel: 22 UHF.. AP: 10.2 Kw.. VP: 18.8 Kw.  
 Owned-Oper. By... Costal Bend Television Co.  
 Address ..... 409 South Staples  
 Phone Number ..... 2-7468  
 News Service ..... AP  
 Air Time ..... 8½ hours daily  
 Representative ..... Adam Young  
 President ..... Gabriel Lozano  
 Gen., Sta. Manager ..... L. W. "Bud" Smith  
 Comm. Manager ..... V. E. Tinsley  
 Program Director ..... Edward F. Joslyn  
 Chief Engineer ..... Nestor Aresta, Jr.

# KRLD-TV

DALLAS—1949—CBS

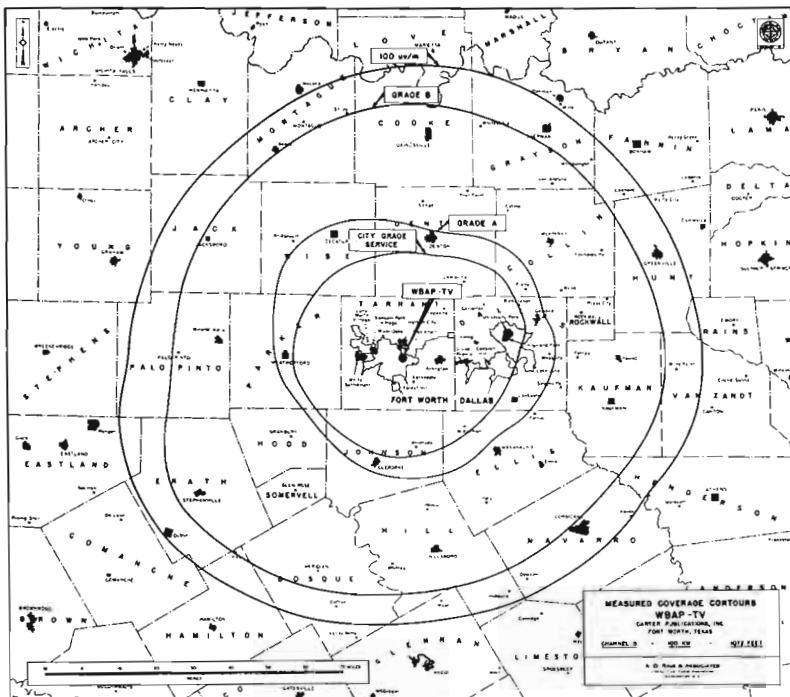
Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Operated By... KRLD Radio Corp.  
 Business Address ..... Herald Square  
 Phone Number ..... RAndolph 6811  
 Newspaper Affiliation... Dallas Times Herald  
 Air Time ..... 17 hours daily  
 Membership ..... NARTB  
 Representative ..... Branham  
 Board Chairman ..... J. W. Runyon  
 President ..... Clyde Rembert  
 Station Manager ..... Roy M. Flynn  
 Comm. Manager ..... W. A. Roberts  
 Program Director ..... Ves Box  
 Promotion Director ..... A. J. Putnam  
 Dir. of News & Sp. Events ..... Larry Rasco  
 Production Manager ..... Fritz Kuler  
 Publicity Director ..... A. J. Putnam  
 Film Manager ..... Nick Mueller  
 Chief Engineer ..... B. B. Honeycutt  
 Consulting Engineer ..... T. A. M. Craven

# WFAA-TV

DALLAS—1949—ABC-NBC-DuM

Channel: 8 VHF.. AP: 137 Kw.. VP: 274 Kw.  
 Owned-Operated By... A. H. Belo Corp.  
 Business Address ..... Young & Houston

# FULL COVERAGE with WBAP-TV ... and here it is



## SET COUNT 440,000

City grade service in BOTH cities!

WBAP-TV, Channel 5 with a tower 1072 feet high; tower and antenna 1113 feet; height above sea level 1739 feet.

REMEMBER—The only television station with city grade service in both Fort Worth and Dallas. In its sixth year, still the most coverage, the clearest picture, the largest audience. Full power with 100,000 watts.

Hooper's composite combine Fort Worth-Dallas survey, November, 1954 shows share of audience, 6:00-10:30 p.m.:

**WBAP-TV 38%**  
**2nd Sta. 36%**  
**3rd Sta. 27%**

Counties	24
Population	1,856,400
Families	572,200
Total Retail Sales	\$2,284,777,000
Buying Income	\$3,075,563,000

Sources: Sales Management "Survey of Buying Power" May 10, 1954  
Measured Service Contour Map, A. D. Ring & Associates.

# WBAP-TV

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS



AMON CARTER  
Chairman

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

GEORGE CRANSTON  
Manager

ROY BACUS  
Commercial Manager

FREE & PETERS, Inc. - National Representatives

**KPRC-TV FIRST with**

**500\* YEARS**  
of  
**TV EXPERIENCE**

**T**O BE first and **STAY** first requires **EXPERIENCE**. KPRC-TV has it . . . 500 years of it! A staff of 127 people (many of them with the station since it telecast Houston's first program in 1949) keeps KPRC-TV first. They maintain KPRC-TV's excellence in performance and market-wise programming. They make KPRC-TV the best buy in the Gulf Coast Area . . . morning, afternoon, evening . . . all the time, day after day, and year after year.

\* aggregate TV experience total—January 1955

**KPRC-TV** CHANNEL **2**  
HOUSTON

JACK HARRIS, Vice President and General Manager  
Nationally Represented by  
EDWARD PETRY & CO.



**YOUR BEST COST-PER-THOUSAND BUY!**

Phone Number.....Riverside 3315  
 Air Time.....17 hours daily  
 Newspaper Affiliation.....Morning News  
 News Service.....UP  
 Representative.....Petry  
 Membership.....NARTB, TvB  
 President.....E. M. (Ted) Dealey  
 General Manager.....James M. Moroney  
 Station Manager.....Ralph W. Nimmons  
 Comm. Manager.....Terry Lee  
 Program Director.....Jay Watson  
 Promotion Director.....Charles Larkins  
 Dir. of News & Spec. Events.....Harvey Bogen  
 Production Manager.....Ben January  
 Film Manager.....Gordon Hamilton  
 Chief Engineer.....William C. Ellis  
 TV Tech. Supervisor.....George Krutilek  
 Consulting Eng.....A. Earl Cullum

## KROD-TV

EL PASO—1952—ABC-CBS-DuM

Channel: 4 VHF...AP: 28 Kw...VP: 56 Kw.  
 Owned-Oper. By.....El Paso Times, Inc.  
 Address.....2201 Wyoming St.  
 Representative.....Bramham  
 General Manager.....Val Lawrence  
 Sales Manager.....Dick Watts  
 Promotion Mgr.....Ken McClure  
 Chief Engineer.....E. P. Talbott

## KTSM-TV

EL PASO—1953—NBC

Channel: 9 VHF...AP: 33.1 Kw...VP: 55.1 Kw.  
 Owned-Operated By.....Tri-State Bcstg. Co.  
 Address.....801 N. Oregon St.  
 Phone Number.....2-5423  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Hollingbery  
 Pres., Gen., Sta. Mgr.....Karl O. Wyler  
 Comm. Manager.....Roy T. Chapman  
 Prog. Director.....Jack B. Chapman  
 Sec. Treasurer.....Karl O. Wyler, Jr.  
 Dir. of News & Sp. Events.....John Phelan  
 Production Manager.....Jack Rye  
 Film Manager.....Allan Johnston  
 Chief Engineer.....Kenneth J. Walton  
 Consulting Engineer.....George Adair

## WBAP-TV

FORT WORTH—1948—ABC-NBC

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Carter Publications, Inc.  
 Business Address.....3900 Barnett St.  
 Phone Number.....Lockwood 1981  
 Air Time.....17 hours daily  
 Newspaper Affiliation.....Fort Worth Star-Telegram  
 News Service.....AP  
 Representative.....Free & Peters  
 Membership.....NARTB, TvB  
 Chairman.....Amon Carter Sr.  
 President.....Amon Carter, Jr.  
 General Manager.....George Cranston  
 Director.....Harold Hough  
 Commercial Mgr.....Roy Bacus

Prom., Pub. & Merch. Dir.....Joe Wallace  
 Program Director.....Robert Gould  
 Film Manager.....Lynn Trammell  
 Oper. Manager.....Robert Grammer  
 Director of News.....James A. Byron  
 Prod. Supervisor.....Phil Wygant  
 Chief Engineer.....R. C. Stinson

(See Page 953)

## KGUL-TV

GALVESTON-HOUSTON—1952  
 CBS

Channel: 11 VHF...AP: 125 Kw...VP: 235 Kw.  
 Owned-Oper. By.....Gulf Television Co.  
 Business Address.....11 Video Lane  
 Phone Number.....3-1607  
 Air Time.....18 hours daily  
 News Service.....AP  
 Representative.....CBS Television Spot Sales  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Paul E. Taft  
 Sales Manager.....Robert S. Wilson  
 Comm. Manager.....Raymond E. Jones  
 Prog. Dir., Prod. Mgr.....Thomas L. Thompson  
 Prom. Director.....John L. Eisele  
 Dir. of News & Sp. Events.....Bob Savage  
 Pub. Director.....William D. Evans, Jr.  
 Film Manager.....Bud Johnson  
 Chief Engineer.....William R. Sloat  
 Consulting Eng...Vandivere, Cohen, & Wearn

## KGBT-TV

HARLINGEN—1953—CBS-ABC-DuM

Channel: 4 VHF...AP: 6.9 Kw...VP: 13 Kw.  
 Owned-Oper. By.....Harbenito Bcstg. Co., Inc.  
 Business Address.....Box 711  
 Phone Number.....3500  
 Air Time.....8 hours daily  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Pearson  
 President.....McHenry Tichenor  
 General Manager.....Troy McDaniel  
 Comm. Manager.....I. S. Roberts  
 Program Director.....Frederic B. Folks  
 Promotion Director.....Ann Williams  
 Dir. of News & Sp. Events.....Jerry Fisher  
 Film Manager.....Roberto Rodriguez  
 Chief Engineer.....A. R. Beck  
 Consulting Engineer.....Andy Ring

## KPRC-TV

HOUSTON—1950—NBC

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Houston Post Co.  
 Business Address.....2318 Polk Ave.  
 Phone Number.....Madison 9271  
 Representative.....Petry  
 Membership.....TvB  
 V.P., General Manager.....Jack Harris  
 Commercial Mgr.....Jack McGrew  
 Program Director.....Bert Mitchell  
 Promotion Mgr.....Kirt Harris  
 Film Manager.....Earl Corridon  
 Publicity Director.....Edna Forester  
 Traffic.....Katherine Estes  
 Chief Engineer.....Paul Huhndorf

I'm the cat  
in catalyst.



I'm changing the double-billion  
dollar, two-station Houston  
market every day—with top  
adjacencies to basic ABC and  
other net shows—top local artists  
—top syndicated film features—  
top power (316,000 watts)—  
and daily local color too!

Quite a lot of changes for this  
cat—lucky for Houston—lucky  
for you—the best buy I—  
KTRK-TV—Channel 13—  
Houston.

BLAIR-TV.

**KTRK-TV**

THE CHRONICLE STATION  
CHANNEL 13  
National Representatives: BLAIR-TV  
150 E. 43rd St., New York 17, N. Y.

P. O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC  
Houston Consolidated Television Co.  
General Mgr., Willard E. Walbridge  
Commercial Mgr., Bill Bennett



# KTRK-TV

**HOUSTON—1954—ABC—DuM**

Station Operating with Special Temporary Authorization  
 Channel: 13 VHF.. AP: 170 Kw.. VP: 316 Kw.  
 Owned-Oper.. Houston Consolidated TV Co.  
 Address..... P. O. Box 12  
 Phone Number..... LOcust 1313  
 Air Time..... 19 hours daily  
 Newspaper Affiliation..... Chronicle  
 Representative..... Blair-TV  
 Membership..... NARTB  
 President..... John T. Jones, Jr.  
 Gen., Sta. Mgr..... Willard E. Walbridge  
 Comm. Manager..... William F. Bennett  
 Dir. of News & Sp. Events..... Ray Conoway  
 Film Manager..... Hugh Pickett  
 Production Manager..... Tom Morehead  
 Chief Engineer..... Tom Hiner

# KTVE

**LONGVIEW—1953**

Channel: 32 UHF.. AP: 12 Kw.. VP: 20 Kw.  
 Owned-Oper. By..... East Texas TV Co.  
 Business Address..... P. O. Box 2029  
 Phone Number..... PLaza 8-5551  
 Air Time..... 7 hours daily  
 News Service..... UP  
 Representative..... ForJoe  
 Membership..... NARTB  
 President, Gen. Mgr..... A. James Henry  
 Sta. Mgr., Prog. Director..... Barre Monigold  
 Comm. Manager..... Bernie Bouma  
 Director News..... Herschel McClure  
 Dir. of Sp. Events..... Wes Dean  
 Production Mgr..... Carl Lay  
 Music Dir. & Film Mgr..... Lawrence Birdsong  
 Chief Engineer..... William H. Dixon  
 Consulting Engineer..... Irvin Simpson

# KCBD-TV

**LUBBOCK—1953—ABC-NBC**

Channel: 11 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Bryant Radio & TV Corp.  
 Business Address..... Box 1507  
 Phone Number..... 4-1414  
 Air Time..... 14 hours daily  
 News Service..... AP, UP  
 Representative..... Raymer  
 Membership..... NARTB  
 Pres., Gen. Manager..... Joe H. Bryant  
 Asst., Business Manager..... Robert L. Snyder  
 Comm. Manager..... George L. Tarter  
 Program Director..... Bill Taylor  
 Prom., Pub. Director..... Jack Tippit  
 Dir. of News & Sp. Events..... Joe Gilbert  
 Production Manager..... Bob Sanders  
 Film Manager..... Stewart Hester  
 Chief Engineer..... Frank Lee  
 Consulting Engineer..... Weldon & Carr

# KDUB-TV

**LUBBOCK—1952—CBS—DuM**

Channel: 13 VHF.. AP: 17.5 Kw.. VP: 35 Kw.  
 Owned-Oper. By..... Texas Telecasting, Inc.  
 Business Address..... 7400 College Ave.

Phone Number..... 4-2345  
 News Service..... INS, AP  
 Representative..... Avery-Knodel, Inc.  
 Air Time..... 15 hours daily  
 Membership..... NARTB, TvB  
 Pres., Gen. Mgr..... W. D. (Dub) Rogers  
 National Sales Mgr..... George C. Collie  
 Local Sales Manager..... Jimmie Isaacs  
 Prog. Dir., Film Mgr..... Ray Trent  
 Promotion Director..... W. H. Shipley  
 Production Manager..... Vernon Peorner  
 Publicity Director..... Johnny Williams  
 Chief Engineer..... Rudy Starnes  
 Consulting Engineer..... Frank McIntosh  
 Dir. of News & Sp. Events..... Jimmie Isaacs

# KMID-TV

**MIDLAND—1953—NBC-ABC-CBS**

**DuM**

Channel: 2 VHF.. AP: 13.8 Kw.. VP: 26.3 Kw.  
 Owned-Oper. By..... Midessa Television Co., Inc.  
 Business Address..... Box 2758  
 Phone Number..... 2-7321  
 Air Time..... 10 hours daily  
 News Service..... UP  
 Rep..... Venard, Rintoul & McConnell, Brown  
 Membership..... NARTB  
 President..... J. Conrad Dunigan  
 Gen., Sta. Mgr..... Sidney A. Grayson  
 Comm. Manager..... Bob Cain  
 Prog., News & Sp. Events Dir..... Bill Richie  
 Promotion Director..... Brad Bodkin  
 Production Manager..... Bob McClellan  
 Publicity Director..... Louise Owen  
 Film Manager..... Carl Kennedy  
 Chief Engineer..... William D. Buford



**FAVORITE** in the Lubbock area

✓ First in Promotion

✓ First in Network Programing

✓ First in Live Production

FIRST TV IN WEST TEXAS — ESTABLISHED 1952

affiliated  DuMont

## KDUB-TV

### LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRES. & GEN. MGR.: W. D. "DUB" ROGERS  
 NATL. SALES MGR.: GEORGE COLLIE

# KTXL-TV

**SAN ANGELO—1953—CBS**

Channel: 8 VHF..AP: 15.5 Kw..VP: 27.5 Kw.  
 Owned-Oper. By.....WesTex Television Co.  
 Business Address.....Box 1271  
 Phone Number.....7677  
 Air Time.....9 hours daily  
 Representative.....Melville  
 Membership.....NARTB  
 President.....A. D. Rust  
 General, Film Mgr.....J. Harley Hubbard  
 Comm. Manager.....George Olsen  
 Prom., Pub. Dir.....Ken Markel  
 Chief Engineer.....Robert Benson  
 Consulting Eng.....Craven, Lohnes & Culver

# KENS-TV

**SAN ANTONIO—1950  
ABC-CBS-DuM**

Channel: 5 VHF..AP: 50.1 Kw..VP: 100 Kw.  
 Owned-Oper. By.....San Antonio Ecstg. Co.  
 Business Address.....Transit Tower  
 Phone Number.....Capital 7-8151  
 Air Time.....16 hours daily  
 News Service.....AP, UP  
 Representative.....Free & Peters  
 Membership.....NARTB, TvB  
 Newspaper Affil.....Express & News  
 President.....Frank G. Huntress, Jr.  
 General Manager.....Albert D. Johnson  
 Gen. Sales Mgr.....Wayne Kearl  
 Texas Sales Mgr.....Hugh B. Higgins  
 Program Director.....Edward Uhler, Jr.  
 Prom., Pub. Director.....Bob Miller  
 Dir. of News & Sp. Events.....Pat Boyette  
 Production Manager.....Bob Farrar  
 Film Manager.....Bob Shultz  
 Chief Engineer.....William J. Jackson  
 Consulting Engineer.....W. G. Egerton

# WOAI-TV

**SAN ANTONIO—1949—NBC**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Southland Industries, Inc.  
 Address.....1031 Navarro St.  
 Phone Number.....GARfield 7-4221  
 Air Time.....17 hours daily  
 News Service.....AP, INS, UP  
 Representative.....Petry  
 Membership.....TvB  
 President.....Hugh A. L. Half  
 V.P. & Gen. Mgr.....James M. Gaines  
 Comm. Manager.....Edward V. Cheviot  
 Prog. Dir., Prod. Mgr.....French Ferguson  
 Promotion Director.....James F. Anderson  
 Dir. of News & Sp. Events.....Henry Howell  
 Publicity Director.....Imogene Stanley  
 Chief Engineer.....Charles Jeffers

# KCEN-TV

**TEMPLE—1953—NBC**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....The Bell Publishing Co.  
 Business Address.....P. O. Box 188

Phone Number.....3-6868  
 Air Time.....7¼ hours daily  
 Newspaper Affiliation..Temple Daily Telegram  
 News Service.....UP  
 Representative.....Hollingbery, Melville  
 President.....Frank W. Mayborn  
 Asst. to Pres.....Burton Bishop  
 General Manager.....Harry Stone  
 Station Manager.....J. Harry Abbott  
 Program Director.....Jim Bentley  
 Chief Engineer.....William Crusinberry  
 Consulting Engineer.....A. Earl Cullum, Jr.

# KCMC-TV

**TEXARKANA—1953  
CBS-ABC-DuM**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KCMC, Inc.  
 Business Address.....Summerhill Rd.  
 Phone Number.....32-8201  
 Air Time.....14 hours daily  
 News Service.....AP  
 Newspaper Affil.....Texarkana Gazette &  
 Daily News  
 Representative..Venard, Rintoul & McConnell  
 Membership.....NARTB, TvB  
 President.....C. E. Palmer  
 Gen., Comm. Manager...Walter M. Windsor  
 Program Dir., Prod. Mgr....Charles E. Wade  
 Chief Engineer.....Harvey Robertson  
 Consulting Eng.....Comm. Radio Equip. Co.

# KLTV

**TYLER-LONGVIEW—1954  
NBC-ABC-CBS-DuM**

Station Operating with Special Temporary Authorization  
 Channel: 7 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Lucille Ross Lansing  
 Business Address.....115 South College  
 Phone Number.....2-3875  
 General Manager.....Marshall H. Pengra  
 Program Director.....Bob Norris  
 News Director.....Gerry Lansing  
 Chief Engineer.....Hudson Collins

# KANG-TV

**WACO—1953—ABC-DuM-CBS**

Channel: 34 UHF..AP: 10 Kw..VP: 18.6 Kw.  
 Owned-Oper.....Central Texas Television Inc.  
 Business Address.....Box 3127  
 Phone Number.....31525  
 Air Time.....7 hours daily  
 Representative.....Raymer  
 Membership.....NARTB  
 President, Gen. Mgr.....Clyde Weatherby  
 Station Manager.....Bob H. Walker  
 Chief Engineer.....J. H. Smith  
 Consulting Engineer.....Weldon & Carr

# KRGV-TV

**WESLACO—1954—NBC**

Channel: 5 VHF..AP: 14.4 Kw..VP: 28.8 Kw.

Owned-Oper. By.....KRGV Television Inc.  
 Business Address.....311 S. Missouri Ave.  
 Phone Number.....517  
 News Service.....AP, UP  
 Air Time.....7½ hours daily  
 Membership.....NARTB  
 Representative.....Raymer  
 President.....O. L. Taylor  
 General Manager.....Millman Rochester  
 Comm. Manager.....Jack Keasler  
 Prog. Dir., Prod. Mgr.....Jim Cook  
 Prom., Pub. Dir.....Ted Cressner  
 Dir. of News & Sp. Events.....Harry Van Slycke  
 Film Manager.....Bettie Sue Lynch  
 Chief Engineer.....Lewis Hartwig  
 Consulting Engineer.....A. Earl Cullum

National Sales Mgr.....Mott M. Johnson  
 Local Sales Manager.....George Craig  
 Program Director.....Warren Silver  
 Prom., Pub. Director.....Jimmie Skidmore  
 Dir. of News & Sp. Events.....Norman Duncan  
 Production Manager.....Bill Angel  
 Film Manager.....Gene Riddle  
 Film Buyer.....Howard Fry  
 Chief Engineer.....John Adams  
 Consulting Engineer.....George Davis

## KFDX-TV

**WICHITA FALLS—1953—ABC-NBC**  
 Channel: 3 VHF... AP: 30 Kw... VP: 60 Kw.  
 Owned-Operated By. Wichtex Radio & Tele. Co.  
 Address.....Seymour Road  
 Phone Number.....2-8668  
 Air Time.....14 hours daily  
 News Service.....UP  
 Representative.....Raymer  
 Membership.....NARTB  
 President.....Darrold A. Cannan  
 General Manager.....Howard H. Fry

## KWFT-TV

**WICHITA FALLS—1953—CBS-DuM**  
 Channel: 6 VHF... AP: 11.7 Kw... VP: 23.5 Kw.  
 Owned-Operated By. Wichita Falls Tele., Inc.  
 Address.....P. O. Box 420  
 Phone Number.....3-4181  
 Air Time.....10 hours daily  
 News Service.....UP  
 Representative.....Blair-TV  
 Membership.....NARTB, TvB  
 Pres., Gen. Mgr.....Kenyon Brown  
 Asst. Mgr.....A. L. Pierce  
 Comm. Manager.....Blaine Cornwell  
 Prom. Director.....Mrs. Owanah Shelton  
 Dir. of News & Sp. Events.....Ed Hamlyn  
 Film Manager.....Thomas R. Sugars  
 Chief Engineer.....Herbert T. Willey  
 Consulting Engineer.....A. Earl Cullum

# UTAH

Pop. Feb. 1, 1955 (Est.) 771,000 — TV Homes 142,000  
 Stations in State 3

## KSL-TV

**SALT LAKE CITY—1948**  
**CBS-DuM**

Channel: 5 VHF... 17.8 Kw... VP: 29.5 Kw.  
 Owned-Oper. By. Radio Service Corp. of Utah  
 Business Address.....145 Social Hall Ave.  
 Phone Number.....5-4641  
 Air Time.....16 hours daily  
 News Service.....UP  
 Representative.....CBS TV Spot Sales  
 Membership.....NARTB, TvB  
 Exec. Vice President.....Ivor Sharp  
 Vice President.....J. W. Wright  
 V.P. & Gen., Sta. Mgr.....D. Lennox Murdoch  
 Comm. Mgr.....Edward B. Kimball  
 Prom. & Pub. Dir.....A. Richard Robertson  
 Production Manager.....Scott R. Clawson  
 Merchandising Dir.....J. Henry Boren  
 Chief Engineer.....Vincent E. Clayton  
 Film Editor.....Richard V. Thiriot

Newspaper Affiliation.....Time, Inc.  
 News Service.....INS  
 Membership.....NARTB, TvB  
 Pres. & Gen. Mgr.....G. Bennett Larson  
 V.P., Director Oper.....John M. Baldwin  
 Prod. & Prog. Director.....Dan Rainger  
 Prom. & Pub. Director.....Del Leeson  
 Dir. of News & Sp. Events.....Jack Goodman  
 Film Manager.....James Chubb  
 Chief Engineer.....Allan Gunderson

## KUTV

**SALT LAKE CITY—1954—ABC**  
 Station Operating with Special Temporary Authorization  
 Channel: 2 VHF... AP: 22.85 Kw... VP: 45.71 Kw.  
 Owned-Oper.....Utah Broadcasting & TV Corp.  
 Address.....179 Social Hall Ave.  
 Phone.....22-2505  
 Air Time.....9½ hours daily  
 Newspaper Affiliation.....Tribune  
 Representative.....Hollingbery  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Frank C. Carman  
 Comm. Manager.....Brent H. Kirk  
 Program Director.....John P. Brody  
 Prom., Pub. Director.....Rod C. Parkin  
 Dir. of News & Sp. Events.....John Salisbury  
 Production Manager.....Alan Frank  
 Film Manager.....Miles Ivers  
 Chief Engineer.....Wendell Bell  
 Consulting Engineer.....Grant Wrathall

## KTVT

**SALT LAKE CITY—1948—NBC**  
 Channel: 4 VHF... AP: 14 Kw... VP: 27 Kw.  
 Owned By. Intermountain Bcstg. & TV Corp.  
 Business Address.....128 Social Hall Ave.  
 Phone Number.....22-5681  
 Air Time.....16 hours daily  
 Station Representative.....Katz

# VERMONT

Pop. Feb. 1, 1955 (Est.) 389,000 — TV Homes 67,000

Stations in State 1

## W M V T

### BURLINGTON—1954—ABC-CBS-NBC

Station Operating with Special Temporary Authorization  
Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.  
Owned-Oper. By..WCAX Broadcasting Corp.  
Address.....135 Main Street  
Phone Number .....3-3437  
Air Time.....5 hours daily  
News Service .....UP

Representative .....Weed  
Membership .....NARTB  
President.....C. P. Hasbrook  
General Manager.....S. T. Martin  
Comm. Manager.....J. D. Dobson  
Promotion Director.....Charles Lewis  
Dir. of News & Sp. Events...John A. Sullivan  
Production Manager.....Richard G. Huntley  
Film Manager.....Lee S. Varker  
Chief Engineer.....J. W. Tierney

# VIRGINIA

Pop. Feb. 1, 1955 (Est.) 3,658,000 — TV Homes 562,000

Stations in State 7

## WVEC-TV

### HAMPTON-NORFOLK—1953 NBC-DuM

Channel: 15 UHF..AP: 110 Kw..VP: 220 Kw.  
Owned-Oper. By.....Peninsula Bcstg. Corp.  
Business Address.....812 W. 21st St.  
Representative .....Avery-Knodel  
Pres., Gen. Sta. Mgr.....Thomas P. Chisman  
Comm. Manager.....Harrol A. Brauer, Jr.  
Program Director.....L. W. Kliewer  
Prom., Pub. Director.....Georgia McCarty  
Dir. of News & Sp. Events....Lewis T. Jester  
Production Manager.....Orlan Gray  
Film Manager.....Gordon Walsh  
Chief Engineer.....William C. King, Jr.  
Consulting Eng...Vandivere, Cohen & Wearn

## WACH-TV

### NEWPORT NEWS-NORFOLK—1953

Channel: 33 UHF..AP: 10.5 Kw. VP: 20.9 Kw.  
Owned-Oper. By.....Eastern Bcstg. Corp.  
Business Address.....114 24th St.  
Phone Number .....3-1631  
Air Time.....18 hours daily  
News Service .....UP  
Representative .....Walker

## WSVA-TV

### HARRISONBURG—1953 ABC-DuM-NBC-CBS

Channel: 3 VHF..AP: 4.17 Kw..VP: 8.32 Kw.  
Owned-Oper. By...Shenandoah Valley Bcstg.  
Business Address.....Rawley Pike  
Representative .....Pearson  
Pres., Gen. Sta. Mgr.....Frederic L. Allman  
Comm., Prom. Mgr.....Howard C. Evans  
Prog. Director.....Robert E. Lee  
Pub. Director.....Andy McCaskey  
Chief Engineer.....Warren L. Braun

## WLVA-TV

### LYNCHBURG—1953—CBS

Channel: 13 VHF..AP: 25.7 Kw..VP: 51.3 Kw.  
Owned-Operated By..Lynchburg Bcstg. Corp.  
Address.....925 Church St.  
Representative .....Hollingbery  
President.....Edward Allen  
General Manager.....Phil Allen  
Sales Manager.....Joseph F. Wright, Jr.  
Program Director.....Warren Uttal  
Chief Engineer.....John T. Orth

*The Best in Viewing*

is

## WACH-TV

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Channel 33

Tidewater Radio

Newport News-Norfolk, Va.

Membership .....NARTB  
 President .....John Doley  
 Gen., Sta. Mgr. ....H. A. Seville  
 Comm. Mgr., Pub. Dir. ....Charles E. Sweeney  
 Prog., News & Sp. Ev. Dir. ....John Harris  
 Prom. Dir., Film & Prod. Mgr. ....Helen Rushton  
 Chief Engineer.....Stanford Willis  
 Consulting Engineer.....George Adair

**WTAR-TV**  
 NORFOLK—1950  
 ABC-CBS-DuM

Channel: 3 VHF..AP: 50 Kw...AP: 100 Kw.  
 Owned-Operated By.....WTAR Radio Corp.  
 Business Address.....720 Boush St.  
 Phone Number .....56711  
 Air Time.....17 hours daily  
 Newspaper Affil....Norfolk Newspapers, Inc.  
 News Service.....AP, INS  
 Representative .....Petry  
 Membership .....NARTB, TvB  
 President, Sta. Mgr.....Campbell Arnoux  
 Asst. General Mgr.....John C. Peffer  
 Comm. Manager.....Robert M. Lambe  
 Program Director.....Harold Soldinger  
 Prom., Pub. Director.....Robert Davis  
 Dir. of News & Sp. Events..Gilbert A. McLeod  
 Production Mgr.....Patrick Arnoux  
 Film Manager.....Harry L. Lindell  
 Consulting Engineer.....Jansky & Bailey

**WTVR**  
 RICHMOND—1947—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.

Owned-Oper. By.....Havens & Martin, Inc.  
 Address.....3301 W. Broad St.  
 Phone Number .....5-8611  
 Air Time.....17 hours daily  
 News Service .....UP  
 Station Representative.....Blair TV  
 Membership .....NARTB  
 Pres., Gen. Sta. Mgr.....Wilbur M. Havens  
 Comm. Manager.....Walter A. Bowry, Jr.  
 Prog. Dir., Film Mgr.....John Shand  
 Prom., Publicity Director.....Robert Kahle  
 Prod. Mgr. & Dir. of News.....Roy Roman  
 Chief Engineer.....James Kyle  
 Consulting Engineer.....James C. McNary

**WSLS-TV**

ROANOKE—1952—NBC-ABC

Channel: 10 VHF..AP: 148 Kw...VP: 296 Kw.  
 Owned-Oper. By....Shenandoah Life Stations  
 Address.....301 1st St. SW  
 Phone Number .....9227  
 Air Time.....18 hours daily  
 News Service .....AP  
 Representative .....Avery-Knodel  
 Membership .....NARTB, TvB  
 President .....Paul C. Buford  
 Exec. Vice Pres.....James H. Moore  
 Asst. & Comm. Mgr.....Horace Fitzpatrick  
 Program Director....George W. Chermault Jr.  
 Promotion Dir.....Fred L. Corstaphney  
 Dir. of News & Sp. Events.....Tom S. Wright  
 Chief Engineer.....J. P. Briggs  
 Consulting Engineer.....George C. Davis

**WASHINGTON**

Pop. Feb. 1, 1955 (Est.) 2,590,000 — TV Homes 473,000

Stations in State 9

**KVOS-TV**

BELLINGHAM—1953—CBS-DuM

Channel: 12 VHF...AP: 17 Kw...VP: 34 Kw.  
 Owned-Oper. By.....KVOS Inc.  
 Business Address.....1321 Commercial  
 Representative .....Forjoe  
 President .....Rogan Jones  
 Commercial Manager.....Fred Elsethagen  
 Production Director.....David Mintz

**KING-TV**

SEATTLE—1948—ABC

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....King Bcstg. Co.  
 Business Address.....320 Aurora  
 Representative .....Blair-TV  
 Membership .....TvB  
 President.....Mrs. A. Scott Bullitt  
 V.P., Gen. Mgr.....Otto P. Brandt  
 Commercial Manager.....Al Hunter  
 Dir. of News & Spec. Events...Charles Herring

Production Manager.....Bernie Cary  
 Program Director.....Lee Schulman  
 Dir. of Engineering....James L. Middlebrooks  
 Consulting Engineer..Craven, Lohnes & Culver

**KOMO-TV**

SEATTLE—1953—NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Fisher's Television Co.  
 Business Address.....100 4th Ave. N.  
 Representative .....Hollingsbery  
 Membership .....NARTB  
 President.....O. W. Fisher  
 Vice Pres. & Gen. Mgr.....W. W. Warren  
 V.P. & Comm. Mgr.....Ray Baker  
 Program Manager.....Dave Crockett  
 Public Service Mgr.....Reg Miller  
 News & Sp. Events Ed.....Herb Robinson  
 Production Manager.....Tom Rogstad  
 Publicity Director.....Margaret Frey  
 Dir. of Eng.....F. J. Brott  
 Consulting Eng.....A. D. Ring Associates

# KHQ-TV

**SPOKANE—1952—NBC-ABC**

Channel: 6 VHF... AP: 55 Kw... VP: 100 Kw.  
 Owned-Operated By... KHQ, Inc.  
 Address... 700 Radio Central Bldg.  
 Phone Number... MADison 5131  
 Air Time... 12 hours daily  
 Newspaper Affil... Spokesman Review & Chronicle  
 News Service... AP  
 Representative... Katz  
 Membership... TvB  
 Pres., Gen., Station Mgr... R. O. Dunning  
 Comm. Manager... John Pindell  
 Program Director... William A. Neilson  
 Prom., Pub. Director... Mrs. Pat McIntyre  
 Dir. of News & Sp. Events... Patrick Cullen  
 Production Manager... Homer Mason  
 Film Manager... Dick Bennington  
 Chief Engineer... Al Sparling

# KTNT-TV

**TACOMA—1953—CBS-DuM**

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Operated By... Tribune Publishing Co.  
 Address... 711 St. & Grant Ave.  
 Phone Number... FUlton 2561  
 Air Time... 15 hours daily  
 Newspaper Affil... Tacoma News Tribune  
 News Service... AP, UP  
 Representative... Weed  
 Membership... NARTB, TvB  
 General Manager... Len Higgins  
 Comm. Manager... Larry Carino  
 Program Director... Burke Ormsby  
 Chief Engineer... Max Bice  
 Consulting Engineer... Alvin H. Barnard

# KREM-TV

**SPOKANE—1954—ABC**

Station Operating with Special Temporary Authorization  
 Channel: 2 VHF... AP: 69.2 Kw... VP: 100 Kw.  
 Owned & Oper. By... Louis Wasmer  
 Address... S. 4103 Regal  
 Phone Number... Keystone 0466  
 Air Time... 9 hours daily  
 News Service... AP  
 Representative... Petry  
 President... Louis Wasmer  
 General Manager... Robert Temple  
 Program Director... Paul Morris  
 Dir. of News & Sp. Events... Richard Hoover  
 Chief Engineer... Homer Mead  
 Consulting Engineer... James Hatfield

# KTWV

**TACOMA—1953**

Channel: 13 VHF... AP: 57 Kw... VP: 95.5 Kw.  
 Owned-Oper. By... J. Elroy McCaw  
 Business Address... 914½ Broadway  
 Phone Number... BR 3157  
 Air Time... 8 hours daily  
 News Service... INS  
 Membership... NARTB  
 General Manager... H. G. Fearnhead  
 Station, Comm. Manager... Roger D. Rice  
 Program Director... Clair Weidenaar  
 Promotion Director... Eugene Holce  
 Film Manager... Howard C. Perkin  
 Chief Engineer... C. R. Morris

# KXLY-TV

**SPOKANE—1953—CBS-DuM**

Channel: 4 VHF... AP: 28.5 Kw... VP: 48 Kw.  
 Owned-Oper. By... Northern Pacific TV Corp.  
 Address... West 315 Sprague Ave.  
 Phone Number... MadIson 4291  
 Air Time... 14 hours daily  
 News Service... UP  
 Representative... Avery-Knodel  
 Membership... NARTB  
 President... Norman Eisenstein  
 Gen., Sta. Mgr... Richard Jones  
 Comm. Manager... Robert Struble  
 Program Director... Gene Roth  
 Promotion, Publicity Dir... Bob Moore  
 Dir. of News & Sp. Events... Martin Koschmann  
 Production Manager... Ed Robinson  
 Film Manager... Clarence Koenig  
 Chief Engineer... Dave Green

# KIMA-TV

**YAKIMA—1953  
ABC-CBS-NBC-DuM**

Channel: 29 UHF... AP: 7.5 Kw... VP: 15 Kw.  
 Owned-Oper. By... Cascade Bcstg. Co., Inc.  
 Business Address... Radio & Television Center  
 Phone Number... 6104  
 Air Time... 10 hours daily  
 News Service... AP  
 Representative... Weed  
 Membership... NARTB, TvB  
 President... A. W. Talbot  
 Gen., Sta. Mgr... Thomas C. Bostic  
 Commercial Mgr... H. R. Cary  
 Program, Flm, Mgr... James Nolan  
 Promotion Director... Joe Ryan  
 Director of News... John Knievel  
 Production Mgr... Tom Ewing  
 Chief Engineer... Barry Watkinson  
 Consulting Engineer... Frank McIntosh

# WEST VIRGINIA

Pop. Feb. 1, 1955 (Est.) 1,987,000 — TV Homes 272,000

Stations in State 6

## WCHS-TV

CHARLESTON—1954—ABC-CBS  
DuM

Station Operating with Special Temporary Authorization  
Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned & Oper. By.....WCHS-TV Inc.  
Address.....1111 Virginia Street East  
Phone Number.....6-5358  
News Service.....UP  
Air Time.....15 hours daily  
Representative.....Branham  
Membership.....NARTB, TvB  
President.....Lewis C. Tierney  
General Manager.....John T. Gelder, Jr.  
Comm. Manager.....John L. Sinclair, Jr.  
Promotion Manager.....Frohman Johnson  
Program Director.....Morton S. Cohn  
Chief Engineer.....William E. Dixon

## WSAZ-TV

HUNTINGTON—1949—NBC

Channel: 3 VHF...AP: 42 Kw...VP: 100 Kw.  
Owned-Operated By....WSAZ, Incorporated  
Address.....201 Ninth St.  
Phone Number.....4-4126  
Air Time.....17 hours daily  
Newspaper Affil..Huntington Publishing Co.  
News Service.....AP  
Station Representative.....Katz  
Membership.....NARTB, TvB  
President.....Col. J. H. Long  
V.P. & Gen. Mgr.....L. H. Rogers II  
V.P. & Tech. Dir.....L. E. Kilpatrick  
Asst. Gen. Mgr.....C. T. Garten  
Sales Mgr.....R. E. White  
National Sales Director.....Liz Conaty  
Regional Sales Mgr.....W. R. Murray  
Program Director.....J. H. Ferguson  
Promotion Director.....C. W. Dinkins  
Dir. of News & Sp. Events.....Nick Basso  
Production Mgr.....Ned R. Brooke  
Public Affairs Dir.....W. T. Romaine  
Film Manager.....Gayle MacCracken  
Chief Engineer.....J. P. Clay

## WOAY-TV

OAK HILL—1954—ABC-DuM

Station Operating with Special Temporary Authorization  
Channel: 4 VHF..AP: 69.2 Kw..VP: 100 Kw.  
Owned & Oper. By....Robert R. Thomas, Jr.  
Business Address.....Box 251  
Phone Number.....651  
Representative.....Weed TV  
General Manager.....Robert R. Thomas, Jr.  
Sales Manager.....Will Jackson  
Program Director.....Clyde Higgins  
Chief Engineer.....Kenneth Rice

## WTAP

PARKERSBURG—1953—ABC-DuM  
NBC

Channel: 15 UHF..AP: 10.5 Kw..VP: 19.5 Kw.  
Owned-Oper....West Virginia Enterprises Inc.  
Business Address.....121 W. Seventh St.  
Phone Number.....7-4589  
Air Time.....9 hours daily  
News Service.....UP  
Representative.....Forjoe  
Membership.....NARTB  
President, Gen. Mgr.....T. A. Eiland  
Comm. Manager.....Jerry Burns  
Prog., Prom., Pub. Dir.....Don Painter  
Film Manager.....T. A. Eiland  
Chief Engineer.....George W. DeBlieux  
Consulting Eng....Vandivere, John & Wearn

## WTRF-TV

WHEELING—1953—ABC-NBC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Tri-City Bcstg. Co.  
Business Address.....Ogden Bldg.  
Phone Number.....Wheeling 1177  
Air Time.....17 hours daily  
Newspaper Affiliation.....News-Register  
News Service.....UP  
Representative.....Hollingbery  
Membership.....NARTB, TvB  
Exec. V.P. & Gen. Mgr....Robert W. Ferguson  
Comm. Mgr.....H. Needham Smith  
Prog. Director.....Lou Meyer  
Prom., Pub. Director.....Greg Van Camp  
Dir. of News & Sp. Events.....George Diab  
Production Manager.....Gary Vorhees  
Film Manager.....William Ney  
Merchandising Manager....Albert T. Jones  
Asst. Program Director.....By Williams  
Chief Engineer.....Howard Daubenmeyer  
Asst. Chief Engineer.....Fred Baker  
Consulting Eng....Robert Silliman & Assoc.

# WISCONSIN

Pop. Feb. 1, 1955 (Est.) 3,620,000 — TV Homes 653,000  
Stations in State 11

## WEAU-TV

EAU CLAIRE—1953—ABC-NBC

Channel: 13 VHF..AP: 26.2 Kw..VP: 59.5 Kw.  
Owned-Oper. By.....Central Bcstg. Co.  
Business Address.....2415 So. Hastings Way  
Phone Number.....2-3474  
Air Time.....9 hours daily  
Newspaper Affiliation.....Superior Telegram,  
Eau Claire Leader Telegram  
News Service.....UP  
Membership.....NARTB  
Representative.....Hollingbery  
President.....W. C. Bridges  
General Manager.....H. S. Hyett  
Station Manager.....Richard Kepler  
Comm. Manager.....Robert Trump  
Prog. Director.....Lynn Tilley  
Chief Engineer.....T. O. Jorgenson

## WBAY-TV

GREEN BAY—1953—ABC-CBS-DuM

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Norbetine Fathers  
Business Address.....115 South Jefferson St.  
Phone Number.....HEmlock 2-3333  
Air Time.....17½ hours daily  
News Service.....AP  
Representative.....Weed  
Membership.....NARTB  
Managing Dir.....Rev. M. J. Beamster  
General Manager.....Haydn R. Evans  
Station Manager.....Berkett Farquhar  
Commercial Mgr.....Robert C. Nelson  
Prog. Dir.....Leo Persselin  
Promotion Dir.....Robert Meister  
Director of News.....Clair Stone  
Production Mgr.....Bill Manschot  
Film Manager.....Jim Krause  
Chief Engineer.....Wallace Stangel

## WKBT

LA CROSSE—1954—CBS-NBC-DuM

Station Operating with Special Temporary Authorization  
Channel: 8 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned & Oper. By...WKBH Television Inc.  
Address.....141 South 6th St.  
Phone Number.....2-4678  
Air Time.....5 hours daily  
Newspaper Affiliation.....Tribune  
Representative.....Raymer  
Membership.....NARTB  
Pres., Gen. Mgr.....Howard Dahl  
Comm. Mgr.....Robert Z. Morrison  
Program Director.....Tom Maloney  
Promotional Director.....Leonard Anderson  
Chief Engineer.....Al Leeman  
Consulting Engineer.....Jansky & Bailey

## WKOW-TV

MADISON—1953—CBS

Channel: 27 UHF..AP: 8.49 Kw..VP: 16.98 Kw.  
Owned-Oper. By.....Monona Bcstg. Co.  
Business Address..215 West Washington Ave.  
Phone Number.....3-5329  
Representative.....Headley-Reed  
President.....Stewart Watson  
General Manager.....Ben J. Hovel  
Commercial Mgr.....Robert E. Loomer  
Program Director.....Audrey Bland  
Technical Supervisor.....Cloven Smith  
Consulting Engineer.....W. F. Keame

## WMTV

MADISON—1953—ABC-NBC-DuM

Channel: 33 UHF..AP: 9.1 Kw..VP: 17 Kw.  
Owned-Oper. By.....Bartell Television Corp.  
Business Address.....West Bellline Hwy.  
Phone Number.....3-5381  
Air Time.....12 hours daily  
News Service.....UP  
Representative.....Bolling  
Pres., Gen. Mgr.....Gerald A. Bartell  
Sta., Comm. Mgr.....Morton J. Wagner  
Prom., Pub. Director.....Claire Roelandt  
Director of News.....Michael Griffin  
Production Mgr.....Thomas E. Arend  
Film Manager.....William Edwards  
Chief Engineer.....Stanley Sadler  
Consulting Engineer.....Ralph Evans

## WMBV-TV

MARINETTE—1954—NBC

Station Operating with Special Temporary Authorization  
Channel: 11 VHF..AP: 56.2 Kw..VP: 95.5 Kw.  
Owned-Oper By...M & M Broadcasting Co., Inc.  
Address.....Radio-TV Park  
Phone Number.....2-6631  
Air Time.....9 hours daily  
News Service.....UP  
Rep.....Venard, Rintoul & McConnell  
Membership.....NARTB  
President.....W. E. Walker  
General Manager.....Joseph D. Mackin  
Sta., Film Manager.....William R. Walker  
Program Director.....Pat Kehoe  
Prom., Pub. Director.....Howard Witt  
Dir. of News & Sp. Events..Robert MacCauley  
Chief Engineer.....Al S. Alexander  
Consulting Eng.....A. D. Ring & Assoc.

## WCAN-TV

MILWAUKEE—1953—CBS

Channel: 25 UHF..AP: 100 Kw..VP: 212 Kw.  
Owned-Oper. By.....Midwest Bcstg. Co.  
Business Address.....808 N. Third St.  
Phone Number.....Broadway 6-2154



**Air Time**.....17 hours daily  
**News Service** .....UP  
**Representative** .....Rosenman  
**President, Gen. Mgr.**.....Lou Poller  
**Director of Oper.**.....Kal Ross  
**Comm. Mgr.**.....Burt Levine  
**Prog. Director**.....Buddy Marino  
**Promotion Director**.....Mort Rosenman  
**Dir. of News & Sp. Events**....Dr. A. A. Suppan  
**Production Mgr.**.....Budde Marino  
**Publicity Director**.....Claire Salop  
**Film Manager**.....Jack Beatty  
**Chief Engineer**.....Walter Wesley  
**Consulting Eng.**.....Russell P. May

**Air Time**.....16 hours daily  
**Representative**.....Harrington, Righter & Parsons, Inc.  
**Membership** .....NARTB, TvB  
**V.P. and Gen. Mgr. of Radio and TV,**  
**The Journal Co.**.....Walter J. Damm  
**Asst. Gen. Mgr.**.....R. G. Winnie  
**Station Mgr.**.....George Comte  
**Asst. Sta. Mgr.**.....George Nicoud  
**Res., Devel. Co-ordinator**....L. W. Herzog  
**Sales Mgr.**.....Neale V. Baake  
**Program Manager**.....James Robertson  
**Mgr. Radio & TV Engng.**.....Phillip Laeser  
**News Editor**.....Jack Krueger

## WSAU-TV

WAUSAU—1954—ABC-CBS-NBC

DuM

Station Operating with Special Temporary Authorization  
**Channel: 7 VHF**...AP: 50 Kw...VP: 100 Kw.  
**Owned-Oper. By**...Wisconsin Valley TV Corp.  
**Address** .....714-5th Street  
**Phone Number** .....2-1021  
**Newspaper Afil.**.....Record-Herald  
**News Service**.....AP, UP  
**Air Time**.....6½ hours daily  
**Representative** .....Meeker  
**President**.....J. C. Sturdevant  
**General Manager**.....George T. Frechette  
**Comm., Asst. Gen. Mgr.**....Richard D. Dudley  
**Program Director**.....James K. Harelson  
**Chief Engineer**.....Roland W. Richards

## WTMJ-TV

MILWAUKEE—1947—ABC

NBC-DuM

**Channel: 4 VHF**...AP: 50 Kw...VP: 100 Kw.  
**Owned-Oper. By**.....The Journal Co.  
**Business-Trans. Address**....333 W. State St.  
**Phone Number** .....B'way 1-6000  
**News Service** .....AP

## WTWV

MILWAUKEE—1954—ABC-DuM

Station Operating with Special Temporary Authorization  
**Channel: 12 VHF**..AP: 158 Kw..VP: 316 Kw.  
**Owned By**.....Hearst Corp.  
**Business Address**.....Empire Building  
**Phone Number**.....BRoadway 6-8660  
**Manager** .....I. E. Showerman  
**Representative** .....Petry  
**Program Director**.....Elden Anspach  
**Chief Engineer**.....Lionel Wittenberg

## WXIX

MILWAUKEE—1953—CBS

**Channel: 19 UHF**..AP: 12 Kw..VP: 18.5 Kw.  
**Owned-Oper. By**.....CBS, Inc.  
**Business Address**.....704 West Wisconsin  
**Phone Number**.....Broadway 1-8480  
**General Manager**.....Edmund C. Bunker  
**Program Director**.....Leon Drew  
**General Sales Mgr.**.....Theodore F. Shaker  
**Business Mgr.**.....John Lathrop Viemeister  
**Director Operations**.....Arthur F. Schoenfuss  
**Promotion, Publicity Director**.....By Colvig  
**News Director**.....Guy Runnion

# WYOMING

Pop. Feb. 1, 1955 (Est.) 318,000 — TV Homes 17,000

Stations in State 1

## KFBC-TV

CHEYENNE—1954—CBS-DuM

ABC-DuM

**Channel: 5 VHF**...AP: 50 Kw...VP: 100 Kw.  
**Owned-Oper. By**.....Frontier Bcstg. Co.  
**Business Address**.....2923 East Lincolnway  
**Phone Number** .....4-4461  
**Newspaper Affiliation**....Wyoming Eagle & Wyoming Tribune

**News Service** .....UP  
**Representative** .....Hollingbery  
**President**.....Robert S. McCracken  
**Gen., Sta. Mgr.**.....William C. Grove  
**Commercial Mgr.**.....C. P. Cahill  
**Promotion Manager**.....D. E. Allen  
**Traffic Manager**.....Joyce Pratt  
**Production Manager**.....Jackson H. Mumej  
**Chief Engineer**.....R. C. Pfannenschmid

# TELEVISION STATIONS IN TERRITORIES AND POSSESSIONS

## ALASKA

### KFIA

ANCHORAGE—1953—CBS-ABC

Channel: 2 VHF..AP: 8.42 Kw..VP: 13.8 Kw.  
Owned-Oper. By.....Kiggins & Rollins  
Business Address.....Box 939  
Representative.....Weed, Moore-Lund  
President.....Richard R. Rollins  
Gen., Station Mgr.....James G. Duncan  
Comm. Manager.....John B. Kearney  
Prog., Prom. Dir.....Naomi G. Rector  
Dir. News & Sp. Events.....David Hassinger  
Film Mgr.....Bob Austin  
Cons. Engineer.....James G. Duncan

### KTVA

ANCHORAGE—1953—NBC-DuM

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.  
Owned-Oper. By.....Northern Television, Inc.  
Business Address.....Mt. McKinley Bldg.  
Representative.....Hugh Feltis  
Pres., Gen., Sta., Comm. Mgr.....A. G. Hiebert  
Program Director.....Lois Clemens  
Dir. News, Prod. Mgr.....Walter A. Welch  
Film Manager.....Hal Knutson

## HAWAII

### KGMB-TV

HONOLULU—1952—ABC-CBS-NBC

Channel: 9 VHF..AP: 6.24 Kw..VP: 104 Kw.  
Owned-Oper.....Hawaiian Bcstg. Sys., Ltd.  
Address.....1534 Kapiolani  
Representative.....Free & Peters  
President.....J. Howard Worrall  
General Manager.....C. Richard Evans  
Station Manager.....Wayne Kearl  
Program Director.....Robert Costa  
Dir. News & Spec. Events.....Wayne Collins  
Production Director.....Sheridan Reid  
Merchandising Dir.....Donald Frink

### KULA-TV

HONOLULU—1954—ABC-DuM

Channel: 4 VHF..AP: 13.1 Kw..VP: 26.3 Kw.  
Owned-Oper. By.....Pac. Frontier Bcstg. Co.  
Address.....1290 Ala Moana Blvd.  
Representative.....Adam Young TV Corp.  
President.....Herbert L. Pettey

Gen., Film Mgr.....Jack Burnett  
Station Mgr.....Arthur Sprinkle  
Comm. Manager.....Hugh B. LaRue  
Program Director.....Bob Seuey  
Promotion Director.....Paul Yamamoto  
Coord. TV & Radio.....Ted Scott  
Production Manager.....Wright Esser  
Chief Engineer.....Ronald T. Miyahira

## KONA

HONOLULU—1952—NBC

Channel: 11 VHF..AP: 15 Kw..VP: 30 Kw.  
Owned-Operated By.....Radio Honolulu, Ltd.  
Address.....206 Koula St.  
Representative.....NBC Spot Sales  
Membe-ship.....NARTB  
Pres., Sta. Mgr.....John D. Keating  
Program Director.....Trent Christman  
Dir. News & Spec. Evt.....Jim Washburn  
Film Manager.....Mike Carr

## PUERTO RICO

### WKAQ-TV

SAN JUAN—1954—CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....El Mundo Inc.  
Business Address.....Box 5096  
Rep.....Inter-American Publications Inc.  
Membership.....NARTB  
President.....Angel Ramos  
General Manager.....R. Delgado Marquez  
Comm. Mgr.....Jorge Rivero  
Program Director.....Fernando Cortes, Jr.  
Production Mgr.....Sally H. Boulon  
Film Manager.....Valentin Torres  
Cons. Engineer.....George C. Davis

### WAPA-TV

SAN JUAN—1954—NBC-DuM

Channel: 4 VHF..AP: 33.9 Kw..VP: 56.2 Kw.  
Owned-Oper. By.....Ponce de Leon Bcstg. Corp.  
Business Address.....357 Ponce de Leon  
Phone Number.....3-3000  
Air Time.....8 hours daily  
Representative.....Caribbean Networks Inc.  
President.....Jose Ramon Quinones  
General Manager.....Delfin Fernandez  
Comm. Mgr.....Segismundo Quinones  
Program Director.....Jose E. Franco  
Promotion Director.....Mariano Angelet  
Prod. Mgr.....Jose A. Gonzalez Cordova  
Film Manager.....Jose E. Viguie  
Chief Engineer.....Howard Hayes  
Cons. Engineer.....Comm. Radio Equipment

# TELEVISION STATIONS OF CANADA

## CBFT

MONTREAL—1952—CBC-ABC-CBS-  
DuMont-NBC

Channel: 2... AP: 8.28 Kw... VP: 15.7 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 1425 Dorchester St. W.  
Phone Number... UNiversity 6-2571  
Director... Andre Ouimet  
Assistant Director... Yves Vien  
Program Director... Fernand Guerard  
Comm. Manager... Maurice Valiquette  
Press and Information Supervisor... Robert Elie

## CBHT

HALIFAX—1954—CBC-CBS

Channel: 3... AP: 60 Kw... VP: 100 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... Bell Rd.  
Director... G. F. Brickenden  
Comm. Representative... Donald G. LeBlanc  
Technical Director... J. Simonsen  
Program Director... Carl MacCaull

## CBLT

TORONTO—1952—CBC-CBS-ABC-  
DuMont-NBC

Channel: 9... AP: 12.72 Kw... VP: 25.65 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 354 Jarvis St.  
Phone Number... Walnut 35481  
Director... Fergus Mutrie  
Asst. Director... J. R. W. Graham  
Program Director... R. W. McGall  
Technical Director... Reginald Horton  
Comm. Representative... J. R. Kennedy  
Film Supervisor... O. C. Wilson  
Supervisor of Design... William McCrow  
Press and Information Rep... James Creighton

## CBMT

MONTREAL—1954—CBC-ABC-CBS-  
DuMont-NBC

Channel: 6... AP: 26.2 Kw... VP: 43.8 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 1425 Dorchester St. W.  
Phone Number... UNiversity 6-2571  
Television Director... Andre Ouimet  
Comm. Manager... Maurice Valiquette  
Technical Director... C. Frenette  
Press and Information Supervisor... Robert Elie

## CBOT

OTTAWA—1953—CBC-ABC-CBS-  
DuMont-NBC

Channel: 4... AP: 4.8 Kw... VP: 9.2 Kw.

Owned By... Canadian Bcstg. Corp.  
Address... Scott St. W. of Island Park. Dr.  
Phone Number... 21151  
Director... Charles P. Wright  
Program Director... Bruce McPherson  
Technical Director... Maxted Gilbert

## CBUT

VANCOUVER—1953—CBC-CBS-  
ABC-DuMont-NBC

Channel: 2... AP: 55 Kw... VP: 100 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 1200 Georgia St.  
Phone Number... Marine 6121  
Television Director... Peter McDonald  
Program Director... Marce L. Munro  
Technical Director... Ross L. Whiteside  
Newsreel Editor-in-charge... R. L. Elson  
Film Director... Don Lytle  
Design Director... Cliff Robinson

## CBWT

WINNIPEG—1954—CBC

Channel: 4... AP: 28 Kw... VP: 56 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 541 Portage Ave. W.  
Phone Number... 742-541  
Television Director... W. G. Carpentier  
Program Director... Gordon Atkinson  
Technical Director... Harry Heywood

## CFCM-TV

QUEBEC CITY—1954—CBC-CBS

Channel: 4... AP: 635 Kw... VP: 1.27 Kw.  
Owned By... Famous Players Canadian Corp.  
Address... 200 Ave. St. Jean Bosco. Ste. Foy  
Phone Number... Murray 3-4985  
Sales Rep... Weed TV; Hardy; Hunt and Assoc.  
President... Gaston Pratte  
Executive Director... A. C. Picard  
Director of Operations... Ernest W. Miller  
Comm. Mgr... A. P. Fitzgibbons  
Program Manager... Suzanne Guinard

## CFPA-TV

PORT ARTHUR—1954—CBC-CBS-  
NBC

Channel: 2... AP: 2.55 Kw... VP: 5-10 Kw.  
Owned By... Ralph H. Parker  
Address... 87 N. Hill St.  
Phone Number... 4-2404  
Sales Rep... Weed TV; All-Canada TV  
President and Mgr... Ralph H. Parker

## CFPL-TV

LONDON—1953—CBS-NBC-ABC-  
DuMont

Channel: 10... AP: 59.6 Kw... VP: 117 Kw.  
Owned By... London Free Press Printing Co.  
Address... Commissioners Rd., Box 488  
Phone Number... 4-2115  
Sales Rep... Weed TV; All-Canada TV  
President, Mgr. Dir... Walter J. Blackburn  
Station Mgr... Murray G. Brown  
Asst. Manager... Robert A. Reinhart  
Dir. of Engineering... G. Robitaille  
Production Coordinator... Kevin Knight  
Newsreel Supervisor... Ron Laidlaw

## CFQC-TV

SASKATOON—1954—CBC-NBC-ABC

Channel: 8... AP: 60 Kw... VP: 100 Kw.  
Owned By... CFQC-TV Officers  
Address... 216 1st Ave. N.  
Phone Number... 2-6611  
Sales Rep... Adam Young TV Corp.; Oakes;  
Radio Representative, Ltd.  
President... A. A. A. Murphy  
Vice-Pres., Gen. Mgr... G. Blair Nelson  
Asst. Manager... Vernon Dallin  
Production Director... Walter Romanow  
News Service Dir... Godfrey Hudson  
Chief Engineer... Lyn Hoskins

## CFRN-TV

EDMONTON—1954—CBC-CBS-ABC-  
NBC-DuMont

Channel: 3... AP: 13.7 Kw... VP: 27.4 Kw.  
Owned By... G. R. A. Rice  
Address... Jasper Highway  
Phone Number... 2-2101  
Sales Rep... Adam Young TV Corp.; Oakes;  
Radio Representatives Ltd.  
Manager... G. R. A. Rice  
Chief Engineer... F. G. A. Makepeace  
Program Director... S. S. Lancaster

## CHCH-TV

HAMILTON—1954—CBC

Channel: 11... AP: 25.75 Kw... VP: 42.9 Kw.  
Owned By... Wentworth Bcstg. Co., Ltd.  
Address... 163 Jackson St. W.  
Phone Number... 2-1121  
Sales Rep... Adam Young, All-Canada TV  
President, Gen. Mgr... Kenneth D. Soble  
Asst. Mgr... S. J. Bibby  
Comm. Manager... R. J. Peters  
Production Mgr... T. J. Sutton  
News Editor... Dave C. Rogers  
Chief Engineer... W. E. Jeynes

## CHCT-TV

CALGARY—1954—CBC

Channel: 2... AP: 50 Kw... VP: 100 Kw.  
Owned By... Calgary Bcstg. Co.  
Address... 1023 11th Ave., W.

Phone Number... 44-7471  
Sales Rep... Weed TV Corp.; All-Canada TV  
Engineering Rep... K. A. Mackinnon, Ottawa  
General Manager... John H. Battison

## CHSJ-TV

SAINT JOHN—1954—CBC

Channel: 4... AP: 50 Kw... VP: 100 Kw.  
Owned By... New Brunswick Bcstg. Co., Ltd.  
Address... 14 Church St.  
Phone Number... 3-3304  
Sales Rep... Weed TV Corp.; All-Canada TV  
General Manager... George A. Cromwell  
Production Director... Earl McCarron  
Prod. Supervisor... Fred Blizzard  
Women's Prog. Supervisor... Jene L. Wood  
Technical Director... T. Reid Dowling  
Chief Engineer... Jack Bishop

## CJBR-TV

RIMOUSKI—1954—CBC—CBS

Channel: 3... AP: 34.55 Kw... VP: 60.6 Kw.  
Owned By... Lower St. Lawrence Radio Inc.  
Address... 6 St. John St.  
Sales Rep... Adam Young TV Corp.; Stovin  
President... Jacques Brilliant  
Station Manager... Andre Lecomte  
Program Director... Francois Raymond  
Film Manager... Paul Ratte  
Sports Editor... M. Claude Pearson  
Chief Technician... M. Marcel Vallee

## CJCB-TV

SYDNEY—1954—CBC

Channel: 4... AP: 60 Kw... VP: 100 Kw.  
Owned By... CJCB-TV Officers  
Address... Hardwood Hill  
Phone Numbers... 5596, 8240, 3431  
Sales Rep... Weed TV Corp.; All-Canada TV  
President, Gen. Mgr... J. Marven Nathanson  
Business Manager... Norris Nathanson  
Chief Engineer... Robert J. Norton

## CJIC-TV

SAULT STE. MARIE—1954—CBC-  
CBS

Channel: 2... AP: 2.58 Kw... VP: 5.16 Kw.  
Owned By... J. G. Hyland  
Address... 119 East St.  
Phone Number... Algoma 6-7494  
Sales Rep... Weed TV Corp.; All-Canada TV  
President, Gen. Mgr... J. G. Hyland  
Program Manager... Sam Pitt  
Comm. Mgr... Gene Plouffe  
Chief Engineer... Dave Irwin

## CKCK-TV

REGINA—1954—CBC—CBS

Channel: 2... AP: 10 Kw... VP: 19.5 Kw.  
Owned By... Transcanada  
Address... Highway No. 1  
Phone Number... 36671

Sales Rep. . . . . Weed TV Corp.; All-Canada TV  
 Engineering Rep. . . . . Keith McKinnon  
 President . . . . . Clifford Sifton  
 General Manager . . . . . H. A. Crittenden  
 Sales Mgr. . . . . Lloyd Westmoreland  
 Production Manager . . . . . Larry Glover  
 Promotion Director . . . . . William Rees  
 Sports Director . . . . . Lloyd J. Saunders  
 News Director . . . . . Jim McLeod

## CKCO-TV

KITCHENER—1953—CBC-CBS

Channel: 13 . . . . . AP: 8.45 Kw. . . . . VP: 16 Kw.  
 Owned By . . . . . Carl A. Pollock  
 Address . . . . . 864 King St. W.  
 Phone Number . . . . . 4-4703  
 Sales Rep. . . . . Weed TV Corp.; J. A. Hardy  
 General Manager . . . . . Eugene E. Fitzgibbons  
 Director of Operations . . . . . W. D. McGregor

## CKCW-TV

MONCTON—1954—CBC

Channel: 2 . . . . . AP: 3 Kw. . . . . VP: 5 Kw.  
 Owned By . . . . . F. A. Lynds, Pres.  
 Address . . . . . Halifax St.  
 Phone Number . . . . . 4-9601  
 Sales Rep. . . . . Adam Young; Stovin & Co.  
 Pres., Gen. Mgr. . . . . F. A. Lynds  
 Comm. Manager . . . . . J. S. Irvine  
 Production Manager . . . . . H. Button  
 Film Manager . . . . . Helen Savage  
 Chief Engineer . . . . . Arnold Brewster

## CKLW-TV

WINDSOR

(See Detroit, Michigan Listing.)

## CKSO-TV

SUDBURY—1953—CBC-CBS-NBC-ABC-DuMont

Channel: 5 . . . . . AP: .87 Kw. . . . . VP: 1.74 Kw.  
 Owned By . . . . . G. Miller, J. Cooper, W. Woodill  
 Address . . . . . Regent at Ash St.  
 Phone Number . . . . . Osborne 3-3644  
 Sales Rep. . . . . Weed TV Corp.; All-Canada TV  
 General Manager . . . . . W. J. Woodill  
 Production Manager . . . . . J. A. Boyd  
 Film Editor . . . . . Ingrid Rushton  
 Chief Engineer . . . . . James McRae

## CKWS-TV

KINGSTON—1954—CBC

Channel: 11 . . . . . AP: 154 Kw. . . . . VP: 257 Kw.  
 Owned By . . . . . Sen. W. Rupert Davies  
 Address . . . . . 170 Queen St.  
 Phone Number . . . . . 4405  
 Sales Rep. . . . . Weed TV Corp.; All-Canada TV  
 Manager . . . . . R. W. Hofstetter  
 Comm. Mgr. . . . . Harry Edgar  
 Program Mgr. . . . . Bill Luxton  
 Chief Engineer . . . . . Bert Cobb

## CKX-TV

BRANDON—CBC

Channel: 5 . . . . . AP: 9.65 Kw. . . . . VP: 19.3 Kw.  
 Owned By . . . . . Western Manitoba Bcstrs. Ltd.  
 Address . . . . . City Hall Square  
 Phone Number . . . . . 4532  
 Sales Rep. . . . . Weed TV Corp.; All-Canada TV  
 Pres., Gen. Mgr. . . . . John B. Craig  
 Sales Manager . . . . . Archie Olson  
 Program Director . . . . . Douglas A. Lee  
 News Editor . . . . . Jim Struthers  
 Sports Director . . . . . Ken Milton  
 Chief Engineer . . . . . E. H. Davies

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

# TV Outside of United States

TV stations in operation; or under construction (CP) as of January 1, 1955. Prepared by Research Division, Allen B. DuMont Laboratories, Inc.

Location	Call Letters	Licensee or Grantee	Mc.		Lines/Pix and Fields/Sec
			Carrier Freq.	Visual Aural	
— CANADA —					
Brandon, Man.	CKX-TV	Western Manitoba Bestrs., Ltd.	77.25	81.75	525/60
Calgary, Alta.	CHCT-TV	Calgary Television, Ltd.	55.25	59.75	525/60
Edmonton, Alta.	CFRN-TV	Sunwapta Bestg. Co., Ltd.	61.25	65.75	525/60
Halifax, N. S.	CBHT	CP Canadian Broadcasting Corp.	61.25	65.75	525/60
Hamilton	CHCH-TV	Niagara Television, Ltd.	199.25	203.75	525/60
Kingston, Ont.	CKWS-TV	Frontenac Bestg. Co., Ltd.	199.25	203.75	525/60
Kitchener, Ont.	CKCO-TV	Central Ontario Tv., Ltd.	211.25	215.75	525/60
London	CFPL-TV	London Free Press Printing Co., Ltd.	55.25	59.75	525/60
Moncton, N. B.	CKCW-TV	Moncton Bestg., Ltd.	55.25	59.75	525/60
Montreal	CBFT	Canadian Broadcasting Corp.	55.25	59.75	525/60
Montreal	CBMT	Canadian Broadcasting Corp.	83.25	87.75	525/60
Ottawa, Ont.	CBOT	Canadian Broadcasting Corp.	67.25	71.75	525/60
Ottawa, Ont.	CP Canadian Broadcasting Corp.	187.25	191.75	525/60	
Peterborough, Ont.	CHEN-TV	CP Kawartha Bestg. Co., Ltd.	205.25	209.75	525/60
Port Arthur, Ont.	CFPA-TV	Ralph A. Parker	55.25	59.75	525/60
Quebec	CFQM-TV	Television de Quebec, Ltd.	67.25	71.75	525/60
Regina, Sask.	CKCK-TV	Trans-Canada Communications, Ltd.	55.25	59.75	525/60
Rimouski, Que.	CJBR-TV	Lower St. Lawrence Radio, Inc.	61.25	65.75	525/60
St. John, N. B.	CHSA-TV	New Brunswick Bdestg. Co., Ltd.	67.25	71.75	525/60
Saskatoon, Sask.	CFQC-TV	A. A. Murphy & Sons, Ltd.	181.25	185.75	525/60
Sault Ste. Marie, Ont.	CJIC-TV	Hyland Radio Television, Ltd.	55.25	59.75	525/60
Sherbrooke, Que.	CHLT-TV	CP La Tribune Limitee	175.25	179.75	525/60
Sudbury, Ont.	CKSO-TV	CKSO Radio, Ltd.	77.25	81.75	525/60
Sydney, N. S.	CJCB-TV	Cape Breton Broadcasters, Inc.	67.25	71.75	525/60
Toronto	CBLT	Canadian Broadcasting Corp.	187.25	191.75	525/60
Vancouver, B. C.	CBUT	Canadian Broadcasting Corp.	55.25	59.75	525/60
Windsor, Ont.	CKLW-TV	Western Ontario Broadcasting, Ltd.	187.25	191.75	525/60
Winnipeg, Man.	CBWT	Canadian Broadcasting Corp.	67.25	71.75	525/60
— CUBA —					
Camaguey	CP Cadena Azul de Cuba	187.25	191.75	525/60	
Camaguey	CMJL-TV	Circuito CMQ	83.25	87.75	525/60
Ciego de Avila	CP Cadena Azul de Cuba	193.25	197.75	525/60	
Havana	CMA-TV	Radiotelevision El Mundo	55.25	59.75	525/60
Havana	CMBF-TV	Radio Universal	175.25	179.75	525/60
Havana	CMQ-TV	Circuito CMQ	83.25	87.75	525/60
Havana	CMUR-TV	Radiotelevision Nacional, S.A.	67.25	71.75	525/60
Holguin	CMKJ-TV	CP Circuito CMQ	67.25	71.75	525/60
Holguin	CP Cadena Azul de Cuba	193.25	197.75	525/60	
Holguin	CP Radiotelevision Nacional, S.A.	205.25	209.75	525/60	
Matanzas	CMGQ-TV	Circuito CMQ	187.25	191.75	525/60
Santa Clara	CMXQ-TV	CP Radiotelevision Nacional, S.A.	61.25	65.75	525/60
Santa Clara	CMHQ-TV	Circuito CMQ	77.25	81.75	525/60
Santa Clara	CP Cadena Azul de Cuba	181.25	185.75	525/60	
Santiago de Cuba	CMKN-TV	CP Circuito CMQ	55.25	59.75	525/60
Santiago de Cuba	CP Cadena Oriental de Radio	175.25	179.75	525/60	
Santiago de Cuba	CP Radiotelevision Nacional, S.A.	199.25	203.75	525/60	
Santiago de Cuba	CP Cadena Azul de Cuba	211.25	215.75	525/60	
— MEXICO —					
Acapulco	CP Romulo O'Farrill, Sr.	83.25	87.75	525/60	
Guadalajara	CP Emilio Azcarraga	193.25	197.75	525/60	
Guadalajara	CP Romulo O'Farrill, Sr.	83.25	87.75	525/60	
Guanajuato	CP Emilio Azcarraga	61.25	65.75	525/60	
Guanajuato	CP Romulo O'Farrill, Sr.	205.25	209.75	525/60	
Hermosillo	CP Romulo O'Farrill, Sr.	83.25	87.75	525/60	
Juarez	XEJ-TV	Television de la Frontera, S.A.	77.25	81.75	525/60
Merida	CP Romulo O'Farrill, Sr.	67.25	71.75	525/60	
Mexicali	XEDC-TV	CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali	CP	199.25	203.75	525/60	
Mexico City	XEF-TV	Emilio Azcarraga	187.25	191.75	525/60
Mexico City	XEW-TV	Cadena Radiodifusora Mexicana, S.A.	55.25	59.75	525/60
Mexico City	XHGQ-TV	Guillermo Gonzales Camarena	77.25	81.75	525/60
Mexico City	XHTV	Television de Mexico, S.A.	67.25	71.75	525/60
Mexico City	CP University of Mexico	211.25	215.75	525/60	
Monterrey	CP Romulo O'Farrill, Sr.	55.25	59.75	525/60	
Monterrey	CP Romulo O'Farrill, Sr.	193.25	197.75	525/60	
Monterrey	CP Emilio Azcarraga	83.25	87.75	525/60	
Nogales	CP Romulo O'Farrill, Sr.	193.25	197.75	525/60	
Nuevo Laredo	XELN-TV	CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Reynosa	XERD-TV	CP Romulo O'Farrill, Sr.	187.25	191.75	525/60
Reynosa	CP	83.25	87.75	525/60	
Reynosa	XERA-TV	CP Emilio Azcarraga	205.25	209.75	525/60

TV OUTSIDE UNITED STATES

Location	Call Letters	Licensee or Grantee	Mc. Visual	Carrier Freq. Aural	Lines/Pix and Fields/Sec
— MEXICO —					
Tampico		CP Emilio Azcarraga	67.25	71.75	525/60
Tampico		CP Romulo O'Farrill, Sr.	61.25	65.75	525/60
Tijuana	XETV	Radio y Television	83.25	87.75	525/60
Tijuana	XETC-TV	CP Romulo O'Farrill, Sr.	205.25	209.75	525/60
Tijuana		CP	55.25	59.75	525/60
Torreón		CP Romulo O'Farrill, Sr.	175.25	179.75	525/60
Veracruz		CP Romulo O'Farrill, Sr.	205.25	209.75	525/60
— ARGENTINA —					
Buenos Aires	LR-3-TV	Radio Belgrano y Primera Cadena	175.25	179.75	625/50
Buenos Aires	LR-1-TV	CP Radio El Mundo	77.25	81.75	625/50
— BELGIUM —					
Brussels		Inst. National du Radio Communication	196.25	201.75	625/50
Brussels		Inst. National du Radio Communication	210.25	215.75	819/50
— BRAZIL —					
Belo Horizonte	PRH-6-TV	CP Emisssaros Associadas	67.25	71.75	525/60
Rio de Janeiro	PRD-5-TV	Radio Televisao Roquete Pinto	55.25	59.75	525/60
Rio de Janeiro	PRG-3-TV	Emisssaros Associadas	83.25	87.75	625/50
Rio de Janeiro		CP Radio Record Television	211.25	215.75	525/60
Rio de Janeiro	PRA-9-TV	CP R. Mayrink Veiga, S.A.	175.25	179.75	525/60
Rio de Janeiro	PRD-8-TV	CP Societe Radio Emisssaros Continental	187.25	191.75	525/60
Rio de Janeiro	PRE-8-TV	CP Emp. Radio Nacional	67.25	71.75	525/60
Sao Paulo	PRF-3-TV	Radio Difusora de Sao Paulo	61.25	65.75	525/60
Sao Paulo		CP Radio Televisao Paulista	77.25	81.75	525/60
Sao Paulo	PRB-9-TV	CP Radio Record Television	175.25	179.75	525/60
Sao Paulo	PRA-6-TV	CP Fundacao Caspar Libero	61.25	65.75	525/60
Sao Paulo	PRE-4-TV	CP S.R. Cultras Voz de Espaco	199.25	203.75	525/60
Sao Paulo	PRG-9-TV	CP Radio Nacional de Sao Paulo	187.25	191.75	525/60
Sao Paulo	PRH-9-TV	CP Radio Bandeirantes S.A.	211.25	215.75	525/60
— COLOMBIA —					
Bogota	HJRN-TV	Radio Difusora Nacional (Govt.)	175.25	179.75	525/60
— CZECHOSLOVAKIA —					
Prague (Exp.)		Government	19.75	56.25	625/50
— DENMARK —					
Copenhagen		Danish State Radio	62.25	67.75	625/50
— DOMINICAN REPUBLIC —					
Ciudad Trujillo	HIT-TV	La Voz Dominicana (Govt.)	67.25	71.75	525/60
— FRANCE —					
Lille		Radiodiffusion-Television Francais	185.25	174.1	819/50
Lyon	CP	Radiodiffusion-Television Francais	63.5	59.0	819/50
Lyon	CP	Radiodiffusion-Television Francais	212.85	201.70	819/50
Marseille	CP	Radiodiffusion-Television Francais	185.55	175.4	819/50
Marseille	CP	Radiodiffusion-Television Francais	51.5	50.0	819/50
Paris		Radiodiffusion-Television Francais	46.0	42.0	411/50
Paris		Radiodiffusion-Television Francais	185.25	171.1	819/50
Strasbourg		Radiodiffusion-Television Francais	59.0	54.5	819/50
Strasbourg		Radiodiffusion-Television Francais	161.0	175.15	819/50
— GERMANY, EAST —					
Berlin (East Sector)		Government	99.0	106.1	625/50
Dresden		Government	115.25	151.75	625/50
Leipzig		Government	59.25	65.75	625/50
— GERMANY, WEST —					
Baden Baden		Southwest Radio	189.25	194.75	625/50
Berlin (West Sector)		Northwest German Radio	182.25	187.75	625/50
Berlin (West Sector) (Exp.)		Allied High Command	196.25	201.75	625/50
Bonn		Northwest German Radio			625/50
Bremen	CP	Northwest German Radio			625/50
Cologne		Northwest German Radio	203.25	208.75	625/50
Frankfurt (Feldberg)		Hessian Radio	196.25	201.75	625/50
Freiburg		Southwest Radio	189.25	194.75	625/50
Hamburg		Northwest German Radio	182.25	187.75	625/50
Hannover		Northwest German Radio	196.25	201.75	625/50
Kaiser Lautern		Southwest Radio	189.25	194.75	625/50
Koblenz		Southwest Radio	182.25	187.75	625/50
Langenburg		Northwest German Radio	189.25	197.75	625/50
Munich	CP	Bavarian Radio	48.25	53.75	625/50
Stuttgart		South German Radio	175.25	180.75	625/50
Trier		Southwest Radio	182.25	187.75	625/50
Weinbiet (Mannheim-Heidelberg)		Southwest Radio	210.25	215.75	625/50
Zweibruecken		Southwest Radio	189.25	194.75	625/50
— GREAT BRITAIN —					
Aberdeen (Redmoss)		British Broadcasting Corp.	61.75	58.25	405/50
Aberdeen (Core Hill)		British Broadcasting Corp.	61.75	58.25	405/50
Belfast (Glencalm)		British Broadcasting Corp.	45.0	41.5	405/50
Birmingham (Sutton-Coldfield)		British Broadensting Corp.	61.75	58.25	405/50
Brighton		British Broadcasting Corp.	56.75	53.25	405/50
Cardiff (Wenvoe)		British Broadcasting Corp.	66.75	63.25	405/50
Divis (Northern Ireland)	CP	British Broadcasting Corp.	45.0	41.5	405/50



# TV OUTSIDE UNITED STATES



Location	Call Letters	Licensee or Grantee	Mc. Carrier Freq. and		Lines/Pix and Fields/Sec
			Visual	Aural	
— GREAT BRITAIN —					
Douglas (Isle of Man)		British Broadcasting Corp.	66.75	63.25	405/50
Edinburg (Kirk O'Shotts)		British Broadcasting Corp.	56.75	53.25	405/50
London (Alexandra Palace)		British Broadcasting Corp.	45.0	41.5	405/50
Manchester (Holme-Moss)		British Broadcasting Corp.	51.75	48.25	405/50
Newcastle (Pontop Pike)	CP	British Broadcasting Corp.	66.75	63.25	405/50
Plymouth	CP	British Broadcasting Corp.	51.75	48.25	405/50
Rowridge (Isle of Wight)	CP	British Broadcasting Corp.	56.75	53.25	405/50
— ITALY —					
Alessandria (Piedmont) (Exp.)	CP	Radio Audizione Italiana (RAI)			625/50
Como (Lombardy) (Exp.)		Radio Audizione Italiana (RAI)			625/50
Florence		Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Genoa (Mt. Portofino)		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Milan		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Mt. Peglia		Radio Audizione Italiana (RAI)	210.25	215.75	625/50
Mt. Penice		Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Mt. Serra		Radio Audizione Italiana (RAI)	175.25	180.75	625/50
Rome (Mt. Mario)		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Turin (Eremo)		Radio Audizione Italiana (RAI)	82.25	87.75	625/50
Venice (Mt. Venda)		Radio Audizione Italiana (RAI)	175.25	180.75	625/50
— JAPAN —					
Nagoya	JOCK-TV	Broadcasting Corp. of Japan (NHK)	103.25	107.75	525/60
Osaka	JOBK-TV	Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOAK-TV	Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOKR-TV	Radio Tokyo	183.25	187.75	525/60
Tokyo	JOAX-TV	Nippon TV Network Corp.	103.25	107.75	525/60
— MOROCCO, FRENCH —					
Casablanca		Compagnie Marocaine de Radio-Television (Telma)	174.1	185.25	819/50
— NETHERLANDS —					
Amsterdam (Utrecht-Lopik)		Nederlands Radio Union & Tv. Foundation of Hilversum	62.25	67.75	625/50
Eindhoven (N. Brabant) (Exp.)	PAB-2	Philips, Ltd.	175.25	180.75	625/50
Eindhoven	PAB-3	P.T. & T. Adm.	63.25	67.75	625/50
Kootwijk	PAB-4	P.T. & T. Adm.	41.25	46.75	625/50
— NORWAY —					
Oslo (Exp.)		Norwegian State Bestg. System	62.75	67.75	
— PHILIPPINE ISLANDS —					
Manila	DZAQ-TV	Alto Sales & Management Corp.	61.25	65.75	525/60
— POLAND —					
Warsaw		Communications Inst.	89.25	94.75	625/50
Lodz	CP	Communications Inst.			625/50
— SPAIN —					
Madrid (Exp.)		Radiodifusion Nacional	55.25	60.75	625/50
— SWEDEN —					
Stockholm (Exp.)		Royal Inst. of Technology	62.25	67.75	625/50
Stockholm (Exp.)		Royal Inst. of Technology	175.25	180.75	625/50
— SWITZERLAND —					
Basel (Exp. Booster)		Swiss General Post Office	55.25	60.75	625/50
Zurich (Uetliberg)		Swiss General Post Office	55.25	60.75	625/50
— THAILAND —					
Bangkok (Exp.)		Chulalongkorn University	(171 - 217)		625/50
Bangkok	CP	Public Information Dept.			625/50
— TURKEY —					
Istanbul (Exp.)		Tech. University of Istanbul	62.25	67.75	625/50
— UNION OF SOUTH AFRICA —					
Johannesburg (Exp.)		Samuel Liff	421.5		
— U.S.S.R. —					
Gorky		Govt.			625/50
Khabarov		Govt.	59.25	65.75	625/50
Kiev		Govt.	77.25	83.75	625/50
Leningrad		Govt.	59.25	65.75	625/50
Moscow		Govt.	49.75	56.25	625/50
Odessa (Exp.)		Govt.	49.75	56.25	625/50
Tomsk		Govt.			625/50
— VATICAN CITY —					
Vatican City	HJV	Radio Vatican	185.25	174.1	819/50
— VENEZUELA —					
Caracas	YVLA-TV	Television Venezolana, S.A.	67.25	71.75	625/50
Caracas	YVKA-TV	Television Nacional (Govt.)	77.25	81.75	625/50
Caracas	YVKS-TV	Radio Caracas, TV	55.25	59.75	625/50
— YUGOSLAVIA —					
Belgrade	YZO	Radiodifusion Yougoslavo (Govt.)	42.5	47.0	625/50



# COMMUNITY TELEVISION ANTENNA SYSTEMS

• As of January 1, 1955



State	City	Exec. in Charge	Stations	
Alabama	Florence	W. R. Tucker	WBRC-TV; WABC (Birmingham)	
	Port Payne	J. L. Killian		
	Russellville	E. E. Stuart	WABT; WBRC-TV (Birmingham)	
Arizona	Ajo	A. E. Richards	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson)	
	Flagstaff	H. J. Rosen	KVAR (Mesa-Phoenix) KOOL-TV (Phoenix) KVAR (Mesa-Phoenix)	
	Globe	Willard Shoecraft	KVOA-TV; KOPO-TV (Tucson)	
	Nogales	Chas. G. Boice	KOOL-TV; KTVK-TV (Phoenix)	
	Prescott	Norman A. Hendry	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson)	
Arkansas	Batesville	Jimmy Davidson	WMCT-TV (Memphis) KARK-TV (Little Rock)	
	Fayetteville	Hal Douglas	KATV (Pine Bluff) KOTV (Tulsa) KYTV (Springfield) KTVX (Muskogee, Okla.)	
California	Banning	E. N. Knox	KRCA; KABC-TV; KHJ-TV; KOOP; KTLA; KNXT; KTTV; (Los Angeles)	
	Barstow	Dean M. Devoe	KNXT; KRCA; KABC-TV; (Los Angeles)	
	Carmel	G. B. Henderson	KRON-TV; KPIX; KGO-TV; (San Francisco)	
	Dunsmuir	John F. Burgess	KBES-TV (Medford) KHSL-TV (Chico)	
	Eagle Mt. Mines	E. C. Ketally		
	Glendale	Luther Opelt		
	Grass Valley	John Colling	KPIX; KRON-TV; KGO-TV (San Francisco)	
	Ione	Lawrence Angler		
	Jackson	Lawrence Angler		
	Laguna Beach	Lewis L. Le Mieux	KRCA; KABC-TV; KHJ-TV; KOOP; KTLA; KNXT; KTTV (Los Angeles)	
	Martel	Lawrence Angler		
Martinez	Nevada City	John G. Colling	KGO-TV; KPIX; KRON-TV (San Francisco) KVOR (Stockton)	
	Placerville	John S. Hocking	KRON-TV; KPIX; KGO-TV (San Francisco)	
	San Bernardino	Richard J. Filane	KROA; KABC-TV; KHJ-TV; KOOP; KTLA; KNXT (Los Angeles)	
	San Diego	Roy F. Cloud	KNXT; KRCA; KTTV; KOOP (L. A.) KFMB-TV; KFSD-TV (San Diego)	
	Ukiah	F. P. Stipp	XETV (Tijuana) KRON-TV; KPIX; KGO-TV (San Francisco)	
	Ventura	John G. George	KOVR (Stockton) KNXT; KRCA; KLTA; KABC-TV; KHJ-TV; KTTV; KOOP (Los Angeles)	
	Colorado	Climax	Don Stephens	KFEL-TV; KOA-TV; KBTB; KLZ-TV (Denver)
		Durango	George F. Rock	KOB-TV (Albuquerque)
		Leadville	David F. Onstead	KCSJ-TV (Pueblo)
		Sallda	J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTB (Denver)
Sterling			KFBC-TV (Cheyenne)	
Trinidad	Donald C. Campbell	KCSJ-TV (Pueblo) KKTV (Colorado) Springs)		
Idaho	Craigmont	Carl Blevins		
	Kamiah	J. A. Fleischer	KHQ-TV; KXYL-TV; KREM-TV (Spokane)	
	Kellogg	J. C. Moore	KBOI (Boise)	
	Ketchum	C. E. Atkinson	KID-TV (Idaho Falls) KSL-TV (Salt Lake City)	
	Lewiston	Newell Pries	KHQ-TV; KXYL-TV; KREM-TV (Spokane)	
Moscow	S. C. Haddock			
Osburn	Wm. Zanetti			
Wallace	Wm. Zanetti	KHQ-TV; KXYL-TV; KREM-TV (Spokane)		



# COMMUNITY TELEVISION ANTENNA SYSTEMS



State	City	Exec. in Charge	Stations	
Illinois	Marengo Peru	Frank Drake Earl S. Nelson, Jr.	WBBM-TV; WNBQ; WGN-TV; WBKB (Chicago)	
	Taylorville	Louis Flanders	WOC-TV (Davenport) WHBF-TV (Rock Island) WCLA (Champaign) KSD-TV (St. Louis) WTVP (Decatur) WCLA (Champaign) WICS (Springfield)	
Indiana	Cannelton	Charles G. Gerber	WHAS-TV; WAVE-TV; (Louisville)	
Iowa	Fort Madison	J. V. Hamey		
Kansas	Centralia Longford Onaga	Jack Johnstone Jack Johnstone E. A. Grim		
	Kentucky	Alva Benham	Raymond Burnette A. J. McCarthy	WJHL-TV (Johnson City) WATE (Knoxville) WSAZ-TV (Huntington) WATE (Knoxville)
	Brookside	B. W. Whitfield, Jr.	WATE (Knoxville)	
	Harlan Irvine	Joe Guthrie Frank Müller	WAVE-TV (Louisville) WLWT (Cincinnati) WAVE-TV; WHAS-TV (Louisville)	
	Liberty Lynch Paintsville	George E. Wolford Dwight L. Brown	WSAZ-TV (Huntington) WCHS-TV (Charleston) WSAZ-TV (Huntington) WCHS-TV (Charleston)	
	Pikeville	R. G. Wells, Jr.		
	Pineville Middlesboro Wheelright Whitesburg Winchester Yancey	J. M. Brooks, Jr. W. Howes Meade George Leatherman R. B. Salyer W. Howe Meade Joe Guthrie		
	Maine	Biddeford	Sumner Sewall	
	Maryland	Cumberland	J. Holland Rannels	WJAC-TV; (Johnstown, Penn.) WFBG-TV; (Altoona, Penn.) WRC-TV; WTTG; WMAL-TV; WTOP-TV (Washington)
Friendsville		R. Earl Guard	WDTV (Pittsburgh) WJAC-TV (Johnstown) WDTV (Pittsburgh) WTRF-TV (Wheeling) WRC-TV; WTTG; WTOP-TV; (Washington)	
Hancock		Stanley M. Fulton		
Massachusetts	Athol	James B. Wright	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady) WMGT (Adams) WWOR-TV (Worcester)	
	Shelburne Falls	Phillip Tedesco, Jr.	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)	
Mississippi	Columbus	Nelson Myers	WRBC-TV; WABT (Birmingham)	
Montana	Big Timber Kalispell	McClellan Clark E. B. Fetz	KOOK-TV (Billings) KNLY-TV (Spokane) KGYO-TV (Missoula) KOOK-TV (Billings)	
	Livingston	P. B. McAdam		
Nebraska	Falls City	Marion L. Boatman	KFEQ-TV (St. Joseph, Mo.) KMTV; WOW-TV (Omaha) WDAF-TV; KCMO-TV (Kansas City)	
	Scottsbluff	L. L. Hilliard		
Nevada	Reno	John G. Colling	KPIX; KRON-TV; KGO-TV; (San Francisco) KQVR (Stockton)	
	Sparks	John G. Colling		
New Hampshire	Berlin	Richard L. Blais	WNAC-TV (Boston) WMTW (Mt. Washington) WMUR-TV (Manchester) WCSH-TV (Portland) CBFT (Montreal)	
New Jersey	Ventnor	Frederick T. Soving	WPTZ; WFIL-TV; WCAU-TV (Phila.)	
New Mexico	Clovis Farmington	Carlton Davis Kelly A. Crawford	KOB-TV; KGGM-TV; (Albuquerque)	
	New York	Bainbridge	David H. Coe	WBNF-TV; (Binghamton) WSYR-TV; WHEN-TV; (Syracuse)

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations
	Corning	Charles W. Fribley	WSYR-TV; WHEN-TV; (Syracuse) WBNF-TV (Binghamton) WBEN-TV (Buffalo) WHAM-TV (Rochester) WHAM-TV (Rochester) WBNF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse)
	Dansville	Dr. Calder	WHAM-TV (Rochester)
	Delhi	Burdette D. Townsend	WBNF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse)
	Ellenville	F. Judson	WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
	Gibson	Charles W. Fribling	WBNF-TV (Binghamton)
	Hornell	Ford Walton	WHEN-TV; WSYR-TV (Syracuse)
	Ithaca	Anthony Cerrace	WRGB (Schenectady)
	Little Falls	John J. MacDavitt	WRGB (Schenectady)
	Margaretville	Dr. Gilbert Palen	WRGB (Schenectady)
	Montour Falls	Philip Hager	WRGB (Schenectady)
	Napanoch	W. C. Smith	WCBS-TV; WNBK; WABD; WABC-TV; WOR-TV; WATV; WPIX (New York)
	Port Jarvis	Thomas Sarro	WSYR-TV; WHEN-TV (Syracuse)
Walton	Jack W. Haverly	WBNF-TV (Binghamton)	
Watertown	Charles H. Curtis	WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)	
Watkins Glen			
Woodridge			
Ohio	Athens	James D. Sinyard	WLWC; WBNS-TV (Columbus)
	Coshocton	Claude Stevanus	WXEL; WEWS (Cleveland) WLWC (Columbus)
	Logan	Phil A. Henderson	WEWS; WNBK; WXEL (Cleveland)
	New Philadelphia	K. G. Walker	WEWS; WNBK; WXEL (Cleveland)
	Newcomerstown	P. K. Ort	XEWL; WEWS; WNBK; (Cleveland)
Sugarcreek	Claude Stevanus	WTRE-TV; (Wheeling) WSTV-TV (Steubenville)	
Waverly	L. D. Kissinger		
Oklahoma	Ardmore	Larry Boggs	WKY-TV; KWTV (Okla. City) WBAP-TV (Fl. Worth) KFDX-TV (Wichita Falls, Tex.) KTEN (Ada, Oklahoma)
	Paul's Valley	M. S. Biffle	
Oregon	Albany	Chet Wheeler	KING-TV; KOMO-TV (Seattle)
	Astoria	T. R. Williams	KTNT-TV (Tacoma) KBOI (Boise)
	John Day	Haskell Scott	KHQ-TV; KXLY-TV; KBEM-TV; (Spokane)
	Lebanon	Chet Wheeler	KOIN-TV; KPTV (Portland)
	Pendleton	V. M. McCormack	
	Portland	Wally Matson	KBES-TV (Medford) KVAL-TV (Eugene) KOMO-TV (Seattle) KOIN-TV (Portland)
Reedsport	Wally Matson		
Roseburg	J. T. Pierce		
The Dalles	George Skaugset		
Pennsylvania	Ashland	Robert N. Kyler	WPTZ; WFIL-TV; WCAU-TV; (Phila.)
	Avis	Fred Charles	WJAC-TV; (Johnstown) WFBG-TV; (Altoona) WBRE-TV; (Wilkes-Barre)
	Bangor	J. Bryner Roberts	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WPIX; WOR-TV; (New York)
	Berwick	Paul F. Lee	WFIL-TV; WCAU-TV; WPTZ (Phila.)
	Bethlehem	James G. Petrakis	WPIX (New York)
	Bloomsburg	John L. Pipa, Jr.	WPTZ; WCAU-TV; WFIL-TV; (Phila.) WHUM-TV (Reading) WGBI-TV (Scranton)
	Blossburg	Wm. S. Rennie, Jr.	
	Bryndford	Victor H. Samuelson	
	Bradford	Joseph Saricks	WBEN-TV; WGR-TV (Buffalo) WJAC-TV; (Johnstown)
	Brandonville	Sannuel Unysoovage	
	Brockton	Dominie Vitelli	
	Brockway	George C. Morrison	WDTV (Pittsburgh) WJAC-TV (Johnstown)
Buck Hill Falls			
Clarksville			
Clearfield	Joseph F. Missick Joseph Saricks	WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)	
Conemaugh	Frank Chindo	WBEN-TV (Buffalo)	
Coudersport	Joseph A. English	WFBG-TV (Altoona) WJAC-TV (Johnstown)	

**COMMUNITY TELEVISION ANTENNA SYSTEMS**

State	City	Exec. in Charge	Stations
	Cressona	James A. Seitz	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Elizabethville	R. L. Weaver	
	Everett	C. T. Wetstone	
	Galeton	Wm. A. Heymann	WBEN-TV (Buffalo) WNBF-TV (Binghamton)
	Hamburg	D. H. Schoener	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Harrisburg	J. Calvin Frank	WMAR-TV (Baltimore) WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WTPA (Harrisburg)
	Hazleton	Fred Corealle	WCBS-TV; WRCA; WOR-TV (New York) WFIL-TV (Philadelphia)
	Honesdale	Henry Kalinowski	
	Honesdale		
	Isabella	Frank J. Beachley	
	Jersey Shore	Fred J. Hardt	WJAC-TV (Johnstown) WILK-TV; WBRE-TV (Wilks Barre) WFBG-TV (Altoona) WGBI-TV (Scranton) WHUM-TV (Reading) WGAL-TV (Lancaster)
	Johnsonburg	Roy Nelson	WJAC-TV (Johnstown) WFBG-TV (Altoona) WBEN-TV (Buffalo)
	Lansford	Robert J. Tarlton	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York)
	Lehighton	Dr. Joseph J. Humphries	WPTZ; WFIL-TV; WCAU-TV (Phila.) WOR-TV; WPIX (New York)
	Lewistown	G. F. Gardner, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WHUM-TV (Reading) WGAL-TV (Lancaster)
	Lock Haven	Dale W. Allen	WJAC-TV (Johnstown) WFBG-TV (Altoona) WGAL-TV (Lancaster)
	Lykens	Max E. Miller	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WHUM-TV (Reading)
	Mahanoy City	A. P. McLaughlin	WPTZ; WFIL-TV; WCAU-TV (Phila.) WEU-TV; WHUM-TV (Reading)
	Mahanoy City	John Walsonavich	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Mansfield	Byron A. Neal	WPIX (New York) WNBF-TV (Binghamton) WBEN-TV (Buffalo) WSYR-TV (Syracuse)
	Meadville	George J. Barco	WICU (Erie) WEWS; WNBK; WXEL (Cleveland)
	Meyersdale	Robert Kirchner	WDTV (Pittsburgh) WDTV (Pittsburgh) WJAC-TV (Johnstown) WTRF-TV (Wheeling)
	Millersburg	Fred R. Helwig	WMAR-TV (Baltimore) WGAL-TV (Lancaster) WFIL-TV (Phila.)
	Minersville	F. E. Moser	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Montgomery	Francis Heinbach	
	Mt. Union	John H. Kinsloe, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Muncy	Max E. Miller	WBRL-TV; WILK-TV (Wilkes-Barre) WHUM-TV (Reading) WNBF-TV (Binghamton) WGAL-TV (Lancaster)
	Newport	Henry O. Schiffer	
	Oil City	B. A. Drelick	WDTV (Pittsburgh) WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Palmerton	C. E. Reinhard	WCBS-TV; WOR-TV; WPIX (New York)
	Pine Grove	Dr. Sidney Melnicove	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WHUM-TV (Reading) WSBA-TV (New York)
	Plymouth	Robert R. Hosey	WNBF-TV (Binghamton) WPTZ; WFIL-TV (Phila.) WBRL-TV; WILK-TV (Wilkes-Barre) WGBI-TV (Scranton)
	Pottsville	M. F. Malarkey, Jr.	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Pottsville	Clarence F. Schoffstall	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Renovo	John P. Rathmell	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Ridgway	Frank S. Rich	

**COMMUNITY TELEVISION ANTENNA SYSTEMS**

State	City	Exec. in Charge	Stations
	Schuykill Haven	A. M. Strause	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Selinsgrove	W. M. Kearney	WHUM-TV (Reading) WFBG-TV (Altoona) WBRE-TV; WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster)
	Shamokin	Fred Bower	WPTZ; WFIL-TV (Phila.) WMAR-TV (Baltimore)
	Sheffield Shenandoah	F. F. Feidler, Jr. Frank T. Brophy	WPTZ; WFIL-TV; WCAU-TV (Phila.) WILK-TV (Wilkes-Barre) WHUM-TV (Reading)
	Shickshinny Slatington	Noel B. Caverly Lawrence J. Kern	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGLV (Easton)
	Smethport	W. E. Thomas	WBEN-TV (Buffalo) WDTV (Pittsburgh)
	State College	Walter N. Brown	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	St. Clair	John S. Warner	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York) WHUM-TV (Reading)
	St. Mary's Steelton Stroudsburg	Frank Vitarelli M. L. Houtz John M. Price	WRCA-TV; WABD; WPIX (New York) WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Sunbury	John J. Barni, Jr.	WBRE-TV; WILK-TV (Wilkes-Barre) WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Tamaqua Titusville Warren	Ben P. Houser A. D. Carlson Robert E. Dunham	WBEN-TV; WGR-TV (Buffalo) WFBG-TV (Altoona)
	Warren Wellsboro Westfield Wilkes-Barre	John A. Carbon Chester Pierce J. F. Eberle Ralph Katrosh	WNBF-TV (Binghamton) WPTZ; WFIL-TV (Phila.) WCBS-TV; WPIX (New York) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading) WFBG-TV (Altoona)
	Williamsport	Carl A. Maculen	WNBF-TV (Binghamton) WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona)
	Williamsport	Joseph L. Lecce	WHUM-TV (Reading) WNBF-TV (Binghamton) WNBF-TV (Binghamton)
	Williamsport	Ray Schnelder	WPTZ (Philadelphia) WFBG-TV (Altoona) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading)
	Youngsville	Rex E. Young	WBEN-TV; WGR-TV (Buffalo) WJAC-TV (Johnston)
South Dakota	Mitchell	Allen C. Harmes	KELO-TV (Sioux Falls) KVTV; KTIV (Sioux City)
Tennessee	Blountville	J. W. Adams	WBTW (Charlotte)
	Johnson City	R. M. Huntsman	WJHL-TV (Johnson City)
	Kingsport	W. Kyle Huddle	WBTW (Charlotte) WJHL-TV (Johnson City)
Texas	Denison	Charles F. Johnson	WBAP-TV (Ft. Worth) KRLD-TV; WFAA-TV (Dallas) KTEN (Ada)
	Graham	Brown Walker	WBAP-TV (Ft. Worth) KRLD-TV (Dallas) KFDA-TV (Wichita Falls)
	Madisonville Mineral Wells	Lee Green John Campbell	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls)
	Sherman	O. P. Leonard, Jr.	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth)
	Sulphur Springs Tyler	Mort Zimmerman Raymond Hedge	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth)
	Victoria	A. B. Alkek	
Utah	Price	Louis Vetre	
Vermont	Barre	Louis Babie	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations	
New Hampshire	Bellows Falls	George R. Story	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)	
	Braintree	F. Elliot Barker, Jr.	WWOR-TV (Worcester) WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)	
	Burlington	Joseph S. Wool	WRGB (Schenectady) WMTW (Mt. Washington) CBMT; CBFT (Montreal)	
	Ludlow	Amie Pallotta	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)	
	Montpelier	Eugene Kramer	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)	
	Northfield	George L. Goodrich	WMVT (Montpelier) WMTW (Mt. Washington)	
	Springfield	S. R. Young	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)	
	Springfield			
	St. Johnsbury	E. F. Ellingwood, Sr.	WCSH-TV; WGAN-TV (Portland) WMTW (Mt. Washington)	
	Windsor	S. R. Young	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester) WMVT (Montpelier) WMTW (Mt. Washington)	
	Woodstock	Richard Leonard	WBZ-TV (Boston) WRGB (Schenectady) WMTW (Mt. Washington)	
	Virginia	Grundy	Barnes B. Rife	WSAZ-TV (Huntington) WJHL-TV (Johnson City) WOAY-TV (Oak Hill)
		Harrisonburg Staunton	Frederick L. Allman Norwood Rosen	WTVR (Richmond) WTTG; WTOP-TV (Washington)
	Washington	Aberdeen	Fred G. Goddard	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
Bellingham		Rogan Jones	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)	
Centralia		Lloyd C. Hannah	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)	
Chehalis		Joe Chytil	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)	
Chelan Colville Coulee Dam Dayton		Emory Weimer August Schwartz George Curtiss Ben H. Kligenstein	KXLY-TV; KHQ-TV (Spokane) KREM-TV; KHQ-TV; KXLY-TV (Spokane) KXLY-TV; KHQ-TV (Spokane) KREM-TV; KHQ-TV; KXLY-TV (Spokane)	
Ellensburg Ephrata Everett		Harold Cathow Eldon A. Root	KXLY-TV; KHQ-TV; KREM-TV (Spokane) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)	
Kennewick		R. S. McCaw	KHQ-TV; KXLY-TV (Spokane) KLMA-TV (Yakima) KXLY-TV; KHQ-TV; KREM-TV (Spokane)	
Lind Montesano Omak-Okanogan Pomeroy Raymond		John Shimek Fred C. Butler Melvin Rothrock Wm. E. Rauch Leroy Powell	KXLY-TV; KHQ-TV; KREM-TV (Spokane) KHQ-TV; KXLY-TV; KREM-TV (Spokane) KING-TV; KOMO-TV (Seattle) KTNT-TV (Tacoma)	
Richland Seattle Soap Lake Walla Walla Waterville Wenatchee		Robert S. McCaw Fred Nelson Dr. Leonard McNamara Charles E. Brown Charles C. Clements Charles E. Brown	KXLY-TV; KHQ-TV; KREM-TV (Spokane) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KHQ-TV; KXLY-TV (Spokane) KING-TV (Seattle) KXLY-TV; KHQ-TV (Spokane)	
Wenatchee		Rogan Jones	KXLY-TV; KHQ-TV (Spokane)	
West Virginia		Amherstdale Bluefield Charlton Heights Chesapeake Coalwood	Frank Reeves Harry Holmes Charles Brown	WTRF-TV (Wheeling) WDTV-TV (Pittsburgh) WSTV-TV (Steubenville) WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston)
		Clarksburg	W. D. Dantzer	WDTV-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
		East Gulf Elkins	H. G. Schmidt Ralph S. Shepler	WDTV-TV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
		Fairmont	Edward A. Pence	

State	City	Exec. in Charge	Stations
	Follansbee	Leo Coceo	
	Grafton		
	Hinton	James V. Coste	WSLS-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Keyser	Dr. Harry E. Coffman	WTOP-TV; WMAL-TV; WTTG (Washington) WJAC-TV (Johnstown)
	Last Creek	D. B. Randolph	
	Man	C. O. Erickson	WSAZ-TV (Huntington)
	Moundsville	George Probstvack	WDTV; WENS (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WJAC-TV (Johnstown)
	Mullens	Robert R. Jones	WSAZ-TV (Huntington) WCHS-TV (Charleston) WSLS-TV Roanoke
	New Martinsville	P. P. McCray	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Phillippi		
	Piedmont	Homer Ferrell	WRC-TV; WTTG; WTOP-TV (Washington) WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Prenter	C. G. Evans	
	Princeton	E. Clyde Bourne	WSLS-TV (Roanoke) WCHS-TV (Charleston)
	Rainelle	J. E. Decker	WSLS-TV (Roanoke, Va.) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Richwood	Carl E. Galner	WSAZ-TV (Huntington) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Rowlesburg	S. A. Phillips, Jr.	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Slab Fork	S. Austin Caperton, Jr.	
	Spencer	Robert Doolittle	
	War	L. W. Coffey	WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston)
	Webster Springs		
	Weirton	Wm. R. Lago	
	Welch	Edmund O. Gates	WSAZ-TV (Huntington) WCHS-TV (Charleston) WSLS-TV (Roanoke)
	Weston	M. W. Adler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Weston (Con)	M. W. Adler	
	Wheeling	Donald W. Levenson	
	Whitesville	James Williams	
	Williamson	Jack Gates	
Wisconsin	Niagara	Edward Gaber	WBAY-TV (Green Bay) WMBV-TV (Marinette)
	Rhinclander	D. H. Goodearle	WBAY-TV (Green Bay) WSAU-TV (Wausau) KDAL-TV (Duluth)
Wyoming	Casper	Bill Daniels	KLZ-TV; KOA-TV; KBTB; KFEL-TV (Denver) KFBC (Cheyenne) KOOK-TV (Billings)
	Cody	Harry M. Moore	
	Cokesville		
	Laramie	J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTB (Denver) KOOK-TV (Billings)
	Worland	Thomas Mitchell, Jr.	
Canada	Grand'mere, Que.	Jules Matteau	CBFT; CBMT (Montreal) CFQM-TV (Quebec)
	Guelph, Ontario	F. T. Metcalf	WBEN-TV; WGR-TV (Buffalo) CKCO-TV (Kitchener) CBLT (Toronto) CHCH-TV (Hamilton)
	London, Ontario	E. R. Jarman	WNBK; WEWS; WXEL (Cleveland)
	Montreal, Que.	A. Cross	CBFT; CBMT (Montreal) Plus Closed-Circuit Organizations
	Trail, Br. Columbia	Gordon L. Fairweather	KREM-TV; KXLX-TV; KHQ-TV (Spokane)
	Vancouver, B. C.	C. G. Chandler	CBUT (Vancouver) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma) KVOS-TV (Bellingham, Wash.)

# SUSPENDED TV OPERATIONS

- A list of TV stations which have gone off the air but have retained their C.P.'s

City	Call Letters	Date of Broadcast Cessation
	□ □ □	
	<b>ALABAMA</b>	
Mobile	WKAB-TV (UHF)	August 1, 1954
	<b>CALIFORNIA</b>	
Fresno	KBID-TV (UHF)	July 15, 1954
Los Angeles	KTHE (UHF)	September 10, 1954
	<b>INDIANA</b>	
Princeton	WRAY-TV (UHF)	July 17, 1954
	<b>KENTUCKY</b>	
Louisville	WKLO-TV (UHF)	April 20, 1954
	<b>MAINE</b>	
Portland	WPMT (UHF)	December 16, 1954
	<b>MINNESOTA</b>	
Duluth	WFTV (UHF)	July 11, 1954
	<b>MISSISSIPPI</b>	
Meridian	WCOC-TV (UHF)	July 30, 1954
	<b>MISSOURI</b>	
Festus	KACY (UHF)	April 2, 1954
	<b>MONTANA</b>	
Butte	KOPR-TV (VHF)	September 19, 1954
	<b>NEW JERSEY</b>	
Atlantic City	WFPG-TV (UHF)	May 17, 1954
	<b>NEW YORK</b>	
Albany	WTRI (UHF)	
Elmira	WTVE (UHF)	October 15, 1954
	<b>OHIO</b>	
Dayton	WIFE (UHF)	March 13, 1954
	<b>OKLAHOMA</b>	
Tulsa	KCEB (UHF)	December 25, 1954
	<b>PENNSYLVANIA</b>	
Lebanon	WLB-TV (UHF)	October 16, 1954
New Castle	WKST-TV (UHF)	January 14, 1955
Pittsburgh	WKJF-TV (UHF)	July 2, 1954
	<b>TEXAS</b>	
Houston	KNUZ-TV (UHF)	June 25, 1954
Tyler	KETX (UHF)	October 23, 1954
	<b>VIRGINIA</b>	
Danville	WBTM (UHF)	December 31, 1954
Norfolk	WTOX (UHF)	October 3, 1954
	<b>WEST VIRGINIA</b>	
Charleston	WKNA-TV (UHF)	February 28, 1955
Fairmont	WJPB-TV	March 1, 1955
	<b>WISCONSIN</b>	
Nennah-Appleton- Menasha	WNAM-TV (UHF)	January 2, 1954



# THE TELEVISION CODE OF THE NARTB



## PREAMBLE

**T**ELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

**T**HE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

**T**HE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

**T**ELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

**I**N ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

### ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

### ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combating prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(iii) The Television Code Review board shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearance or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

### RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

### DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of

propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

### COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

### TREATMENT OF NEWS AND PUBLIC EVENTS

#### News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements, nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words

or phrases which do not necessarily imply that the material following is a news release.

### Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

### Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

### Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

### Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community, as part of a well-balanced program schedule, adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious

truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

### PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified BOTH AUDIO AND VIDEO before the sponsor's advertising material is first used, and should be signed off BOTH AUDIO AND VIDEO after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

### ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

#### General

1. A commercial television broadcaster makes his facilities available

for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

- a) The advertising of hard liquor should not be accepted.
  - b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.
  - c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.
  - d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.
  - e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.
  - f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.
  - g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.
2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.
3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

### ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.



a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

### Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

### Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

### Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

Length of Program (minutes)	Length of Advertising Message (minutes and seconds)		
	News Programs	All Other Programs	
	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.

3. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent.

6. Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

7. Any casual reference BY TALENT in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

#### **Dramatized Appeals and Advertising**

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

#### **Sponsor Identification**

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

### **REGULATIONS AND PROCEDURES**

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

#### **I**

##### **Name**

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.\*

#### **II**

##### **Purpose of the Code**

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

#### **III**

##### **Subscribers**

##### **Section 1. Eligibility**

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its

\* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*

dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

## Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

## Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

## Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

## Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

## Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

## Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

## IV

### Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

## V

### The Television Code Review Board

#### \* Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following

\* Amended February 4, 1953.

the annual NARTB Convention of 1953. Immediately following the end of the meeting in 1953 there shall be appointed three members who shall serve for two years and two members who shall serve for one year starting at the time of appointment.

Starting in 1954 and every even numbered year thereafter, two members shall be appointed for two-year terms; and then in every odd numbered year thereafter, three two-year members shall be appointed.

### Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively, after April 30, 1953.

#### Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

#### Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

### A. Delegation of Powers and Responsibilities

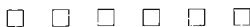
The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

### B. Meetings

The Television Code Review Board shall meet regularly once each quarter of the calendar year on a date to be determined by the Chairman. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.



# The Changing Complexion of A Transcription Music Library



By **A. B. SAMBROOK**

Manager

RCA Recorded Program Service

THE increased emphasis on one key word points up the changing complexion of the transcription library service today. That key word is "sell."

We at RCA Thesaurus are continually searching for new ways to bring more and more solid sell into our library service. Recently we added "Sell Effects," which is a whole new category consisting of sounds that sell. Thesaurus subscribers have written us repeatedly to tell us how these have made it possible for them to sell a local sponsor over the competition.



About the time this annual is published we will be making an announcement of a plan which will offer our subscribers still more radio selling power. This plan makes it possible for a subscriber to offer his sponsors and local advertising prospects a completely set up and going campaign which ties radio advertising in with newspaper ads, in-store promotion and local publicity.



From the station standpoint this new radio sales campaign is simple to operate. The selling tools to do the job are made available to the station's salesman by Thesaurus—all he has to do is put them to use with the local sponsors. A manual describing all sorts of local promotion possibilities also comes with this new plan which is offered to Thesaurus subscribers as a supplementary tool for increasing local sales.



We confidently feel that this plan will be enthusiastically received by Thesaurus subscribers. Further, we believe it will set a whole new pattern for building local radio time sales through the use of selling tools that provide the station with a complete, tailor made advertising and promotion campaign.

Another local sales tool that we recently made available to Thesaurus subscribers is one that makes it possible for local sponsors of "The Hour of Charm" show,

with Phil Spitalny, his All-Girl Orchestra and Evelyn, to take full advantage of the tremendous popularity of this musical group. We've prepared three inexpensive point-of-sale promotion pieces: a window poster, a counter card and a wall or window streamer. The local sponsor simply drops in his name, the station call letters, and the time at which the show is broadcast. These pieces become his own; to his customers the show is more than ever tied-in in their minds with the local sponsor. If the local sponsor or the Thesaurus subscribing station had to make up these three two-color pieces on their own the costs would be prohibitive.



The increased emphasis on "sell" in Thesaurus is not confined to sales tools—our new thinking is also reflected in the plans we will be announcing during 1955 in connection with new Thesaurus shows.

And here we want to make the first such announcement — Thesaurus is greatly broadening its basic programming concept. Of course, music is still the most important factor because we realize that it remains a basic element in local programming. But now our plan includes many programming innovations and time selling tools which will provide our subscribers with even more sales opportunities.



During 1955 we will be making major announcements concerning new commercial programming formats in the following categories: homemaking, sports, religious and a children's program with an important child authority as the star. All the shows will have unique, built-in sales possibilities that will make them extremely saleable by Thesaurus subscribers.



In all of our plans, be they for new local selling tools, new radio time selling promotions, or new big name shows, the emphasis is on "sell." It is this emphasis that keynotes the changing complexion of the transcription library service today.

# Looking... at a great clip!

Take any scene from any CBS Television Film Sales show and you'll see frames at work — building huge audiences in record time. For example...

In Cincinnati, *The Whistler* is a consistent first in its time period, with a 30.4 rating... *and ratings go higher month after month!*

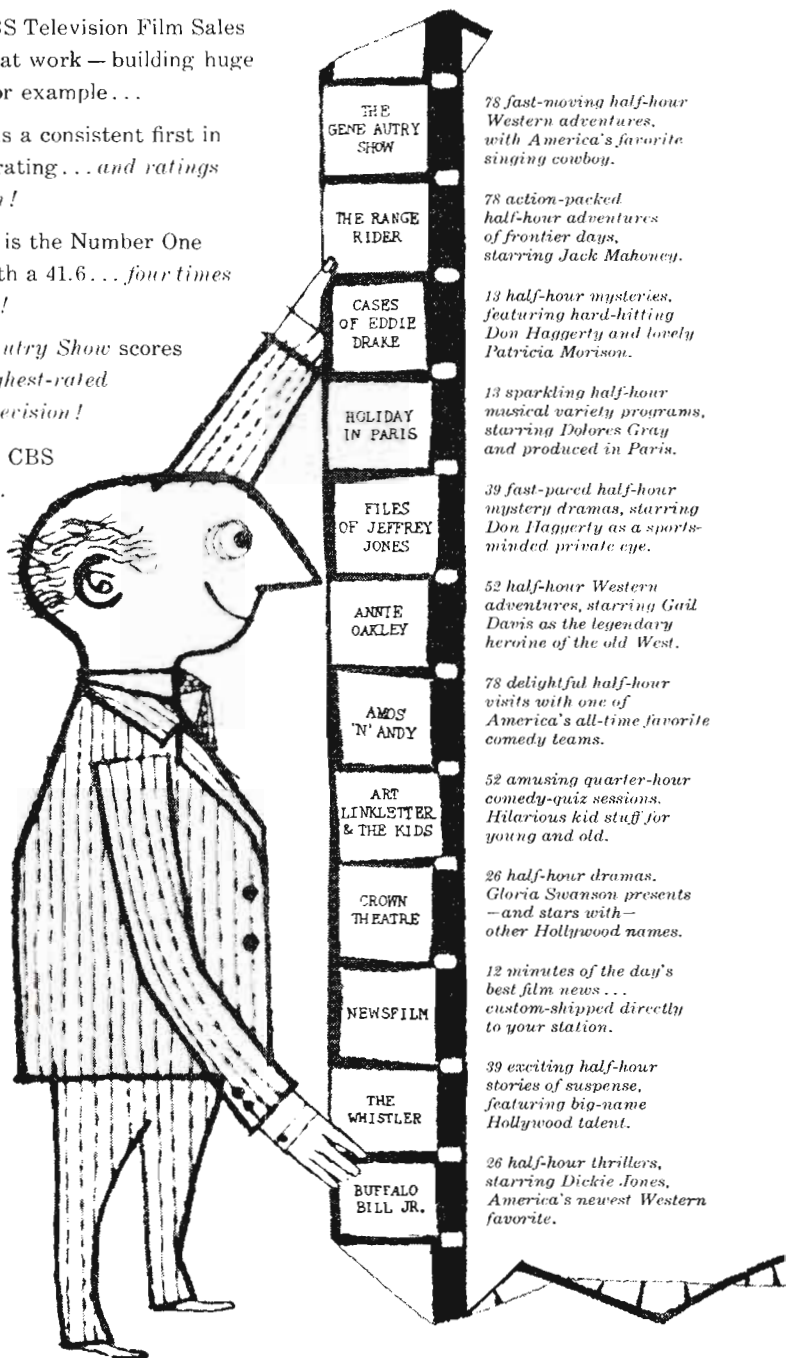
In Boston, *The Range Rider* is the Number One syndicated film program, with a 41.6... *four times the rating of its competition!*

And in Chicago, *The Gene Autry Show* scores an 18.4... *making it the highest-rated daytime strip in Chicago television!*

The story's the same for *all* CBS Television Film Sales shows. They're going at a great clip in markets all over the country... winning top ratings at lowest cost. See for yourself. Ask any CBS Television Film Sales representative for a private showing.

## CBS TELEVISION FILM SALES

*New York, Chicago, Los Angeles,  
San Francisco, Dallas, St. Louis,  
Detroit, Atlanta and Boston.  
In Canada: S. W. Caldwell Ltd.*





# TV FILM PRODUCERS AND DISTRIBUTORS

## **ABC Film Syndication, Inc.**

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

Phone: SUsquehanna 7-5000

President.....George T. Shupert  
V.P., Chg. of Sales.....Don L. Kearney  
Executive Sec'y.....Richard P. Morgan  
Ad. & Promotion Mgr.....Lee Francis  
Traffic Mgr.....Joseph Greene

*Services Offered*—Distribution of TV film series for national network, regional or local exposure. Each series is offered with promotion and merchandising services for local exploitation.

*Productions*—Passport to Danger, Racket Squad, The Playhouse, (formerly Schlitz Playhouse of Stars); John Kieran's Kaleidoscope.

## **Academy Film Productions, Inc.**

123 W. Chestnut St., Chicago 10, Ill.

Phone: MICHigan 2-0128

President.....Bernard Howard  
Vice-President.....Morris Alexander  
Secretary-Treas. ....Bernard Kurlan

*Services Offered*—Complete creation, writing, direction and production of all kinds of television and business films—animation and live action—in own sound-proof studio or on location anywhere. Specialists in 3-D movies.

*Productions*—American Bakers Assn. 4½ min. TV film; Wisco "99" Gasoline-TV commercial with Fran Allison; Melody Hill Wine—animated film; Chesty Potato Chips—two animated films; Canadian Ace Beer—1 live comm.; Chicago Defender Publication—15 min. color film.

## **Academy Pictures, Inc.**

588 Fifth Ave., New York 36, N. Y.

Phone: PL 7-0744

7934 Santa Monica Blvd., Hollywood 46, Cal.  
Phone: HOLLYwood 9-5873

President.....Edward L. Gershman  
Vice President.....C. Moray Foutz  
Head of Sales.....George S. Gladden  
Supervising Dir. (N.Y.C.)....William Tytla  
Supr. Dir. (Hollywood)....Arthur Babbitt  
Prod. Mgr. (N.Y.C.).....Murray Fairbairn  
Prod. Mgr. (Hollywood).. William Lightfield

*Services Offered*—Producers of all types of slidefilms and motion pictures, in color or black and white; live or animation; 16 mm or 35 mm, for television and industry.

## **Acme Film Laboratories**

1161 North Highland Ave., Hollywood 38, Calif.

Phone: HOLLYwood 4-7471

## **Acus Pictures Corporation**

165 West 46th St., New York 36, N. Y.

Phone: PLaza 7-2265

President.....Patrick Shanahan  
*Services Offered*: 16, 35 mm. films for television rental.

## **Advertisers' Television Program Service, Inc.**

15 East 48th St., New York 17, N. Y.

Phone: PLaza 1-1290

Eastern Sales Manager....William P. Mullen  
9100 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 6-7496

V.P., General Mgr.....Maurie H. Gresham  
Western Sales Mgr.....Charles C. Alsup  
*Services Offered*—Distributors of "Mr. and Mrs. North."

## **Aladdin Television Productions, Inc.**

165 N. La Brea Ave., Los Angeles 36, Cal.

Phone: Webster 3-9437

President.....Harry M. Popkin  
V.P., Assoc. Producer....Julius F. Tuchler  
Secretary.....Kenneth N. Chantry  
Treasurer.....Jack Y. Berman  
Producer.....Harold Helvenston  
Director.....Erle C. Kenton  
Production Mgr.....Jerry Pycha

*Services Offered*— Producer of films in series form for TV.

## **Alesander Film Co.**

Alesander Film Bldg., Colorado Springs  
Colorado

Phone: MELrose 3-1771

N. Y. Phone: PENnsylvania 6-3028

President.....J. Don Alexander  
V.P. in chg. of Prod.....Don M. Alexander  
Vice President.....Don Alexander, Jr.  
V.P. in chg. of Sales.....M. J. McInaney  
Production Manager.....James Anderson  
Television Sales Mgr.....Earl Austin  
Sales Promotion Mgr.....W. A. Hillhouse  
Dir. of Advertising & Pub.

Relations.....Robert Geddy, Jr.

## **ALL CANADA TELEVISION (Div. of All-Canada Radio Facilities Ltd.)**

80 Richmond St. West, Toronto, Ontario, Can.  
Phone: EMpire 6-9236

General Mgr.....J. Stuart MacKay  
Mgr., TV Division.....R. C. Thompson  
Film Program Mgr.....W. O. Steer

*Services Offered*: Exclusive film representatives for the F. W. Ziv Company and Studio Films Ltd.



# Film It In Miami

... as our happy clients do ...

- ★ TWO AIR-CONDITIONED, SOUND-PROOF STUDIOS.
- ★ STUDIO LIGHTING FOR COLOR OR BLACK AND WHITE.
- ★ COMPLETE PROCESSING AND PRINTING FACILITIES.
- ★ COMPLETE ANIMATION DEPARTMENT.
- ★ COMPLETE PRODUCTION FROM STORY BOARD TO FINISHED PRINT.
- ★ REMOTE TRUCKS.
- ★ IMMEDIATE SERVICE ON RUSH JOBS.

*Reela Films clients come from near and far . . . New York, Chicago, Hollywood, Central and South America. Here is a partial list:*

Amer. Medical Assoc., International Harvester Co., P. & O. Steamship Co., Pabst Brewing Co., Kellogg's Cereal, Cities Service, Rose Marie Reid Swim Suits, Coca Cola, Canada Dry, Lipton's Soup, Eastern Airlines, NBC, CBS, Monroe Calculator.

17 N. W.  
3rd ST.  
MIAMI,  
FLORIDA

•  
PHONES  
2-2108  
2-6262

## Reela Films of Miami

The South's Largest and Most Complete Film Producer.

**M & A Alexander Productions, Inc.**

6040 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-3414

President .....Arthur Alexander  
Vice-President .....Max Alexander

*Services Offered*—Distributors of motion pictures for television: features, westerns, half-hour series, shorts.

**All-Scope Pictures, Inc.**

8949 Sunset Blvd., Hollywood, Calif.  
Phone: CRestview 4-6943

President .....Gordon S. Mitchell  
Vice-President .....C. D. Owens  
Secretary-Treasurer .....L. B. Mitchell  
Chairman of Bd. ....Gordon S. Mitchell

**Allegro Pictures, Inc.**

4238 Mammoth Ave., Sherman Oaks, Cal.  
Phone: STate 9-4952

Pres., Exec. Producer .....William Lava

**American-British TV Movies, Inc.**

200 West 57th St., New York 19, N. Y.  
Phone: JUdson 6-7198

President .....Nathan Kramer  
Vice-President .....Michael Hyams  
Legal Dept. ....David Kallman  
Secretary .....Gloria Harden

*Services Offered*—New feature films for television. Half-hour and quarter-hour series.  
*Productions*—Case Histories of Scotland Yard.

**American Film Co.**

1329 Vine St., Philadelphia 7, Pa.  
Phone: WALnut 2-1800

Mgr. ....Ben Harris  
*Services Offered*—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

**American Film Producers**

1600 Broadway, New York 19, N. Y.  
Phone: PLaza 7-5915

Executive Producers .....Robert Gross, Lawrence A. Glesnes  
Production Control....Sheldon Abromowitz  
Editorial Chief.....Frank Madden  
*Services Offered*—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

**American National Studios, Inc.**

7324 Santa Monica Blvd., Hollywood 46, Cal.  
Phone: HO 2-6282

President .....John Sinn  
Chairman of Board.....Fred W. Ziv

*Services Offered*—Complete studio space and facilities with complete production personnel.

*Productions*—Dear Phoebe, Medic, Treasury Men in Action, Fireside Theatre, Man Behind the Badge. All Fred Ziv, Inc., Shows.

**Animated Productions Inc.**

1600 Broadway, New York, N. Y.  
Phone: LO 5-2942-3

President .....Al Stahl  
Vice President.....Irwin Stahl  
Art Department.....Tony Garcia  
Director .....Jack Weisburg  
Production Manager.....Peter Puzzo

*Services Offered*—Television shows in animation and live—comic strip animated films—unusual films in stop-motion technique—animated puzzles—audience participation films.

*Productions*—“Kid Stuff,” “Comic Book Comics,” “Mush Moore.”

**Animation Service Co.**

1780 Broadway, New York 19, N. Y.  
Phone: CIRCLE 5-4832

Manager.....A. L. Simon  
Chief Animator.....Abe Blashko  
Art Director.....William Steinel  
Administration .....Muriel Friedman

*Services Offered*—All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

**Evan J. Anton Productions, Ltd.**

550 Fifth Ave., New York 36, N. Y.  
Phone: CIRCLE 6-0118

President.....Evan J. Anton  
Vice-Pres. ....Vera Kay  
*Services Offered*—Producers of industrial and documentary films and slides, TV commercials and spots.

**Arrow Productions, Inc.**

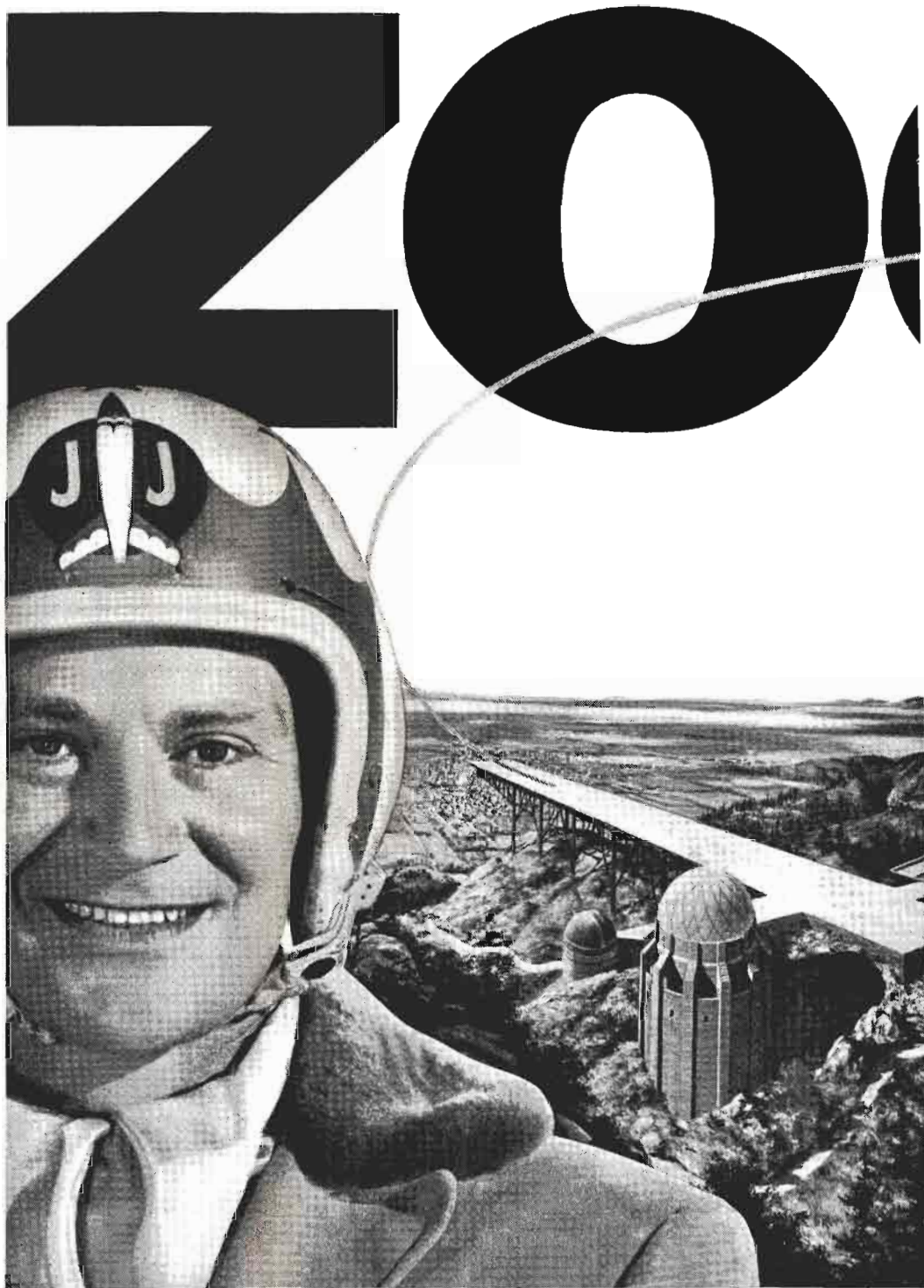
c/o Motion Picture Center Studios  
846 N. Caluenga Blvd., Hollywood, Calif.  
Phone: HOLlywood 4-3118  
N. Y. Phone: PLaza 5-2108

President .....Milton Gordon  
Vice Pres.....Edward Small  
Secy-Treas. ....Leon Fromkess  
*Services Offered*: produce, distribute half-hour TV dramas—“Ramar of the Jungle” series.

**Arrowhead Productions**

8822 W. Washington Blvd., Culver City, Calif.  
Phone: TEXas 07619

Producer .....Ed Beloin  
Business Manager.....Burt I. Harris  
Associate Producer-Dir.....Richard Bare  
*Productions*—Film series “So This Is Hollywood” starring Mitzi Green and Virginia Gibson.



NEW YORK, 233 W. 49th ST., N.Y.C., CI 5-5044

DETROIT, 16603 E. WARREN RD., TU 5-5811

DALLAS, 4745 N. CENTRAL EXPRESSWAY, JU 3150

SALT LAKE CITY, 212