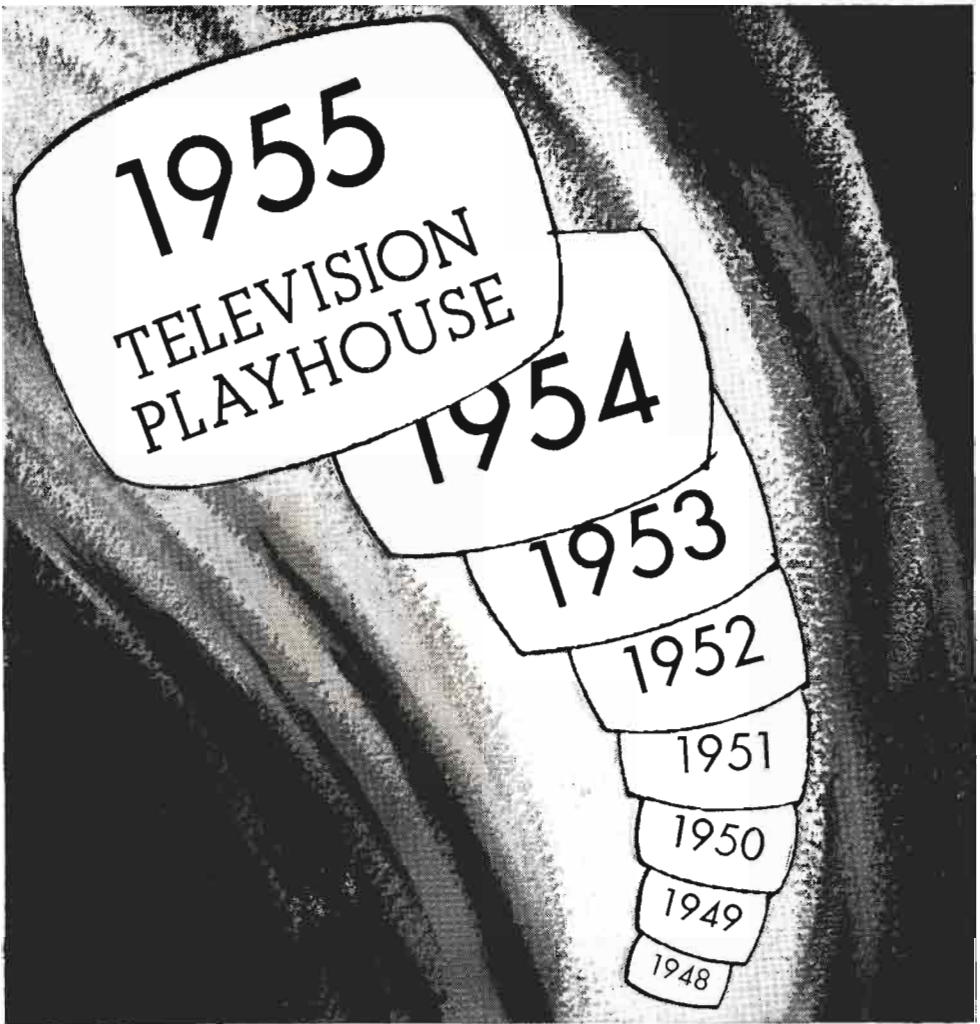

Television

1955

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

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

JACK ALICOATE
Editor-in-Chief



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

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

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

FAMILY TV OWNERSHIP INCREASES

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

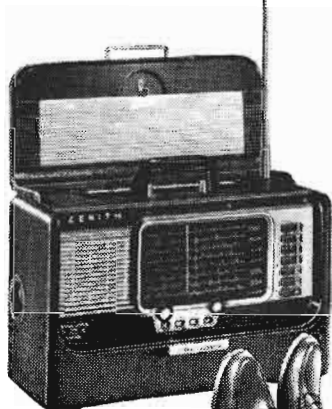
• *Figures released by the Market Research Corporation of America, based on a nationwide study of 28 geographic and family-type groups of viewers, indicate a continued steady purchase increase of TV sets. The following table released during 1954 revealed these percentage increases:*

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

Isn't it a small world?



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



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

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

ZENITH
The royalty of television and **RADIO**



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

COPR. 1954



Potential Market Only Touched By Syndicated Film Industry



By M. J. RIFKIN

Vice-President

In Charge of Sales, Ziv Television Programs, Inc.

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

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

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



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

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

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



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

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

First, the local and regional advertiser

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

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

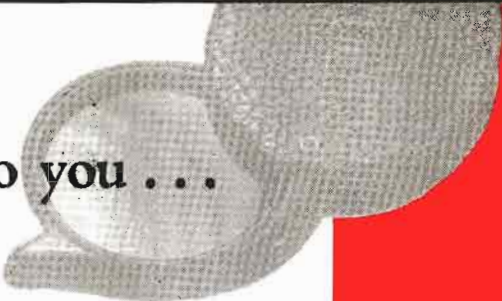


Secondly, the regional advertiser and many national advertisers are interested in putting their sales story into specially selected markets, the local advertiser into one or more markets in his area. This can only be achieved through film programs, with stations selected on a spot basis to get the best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



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

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



to you . . .

whose
intelligent
demand
has
helped



US

to
create

q u a l i t y

. . . our sincere
gratitude and
appreciation

CONSOLIDATED FILM INDUSTRIES

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



COLOR TELEVISION

A COMPILATION OF TERMS, SYSTEMS AND EQUIPMENT

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

Achromatic: Chiaroscuro; black and white.

Brightness: The variation in visually perceptive emission of light.

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

Chroma: Resultant color characterized by saturation only.

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

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

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

Cie: Committee Internationale d'Eclairage.

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

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

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

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

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

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

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

Color Cross: Monochrome interference on chrominance channel.

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

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

Luminance: Normal illumination.

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

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

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

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

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

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

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

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

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

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

W. J. GERMAN, INC.

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

COLOR EQUIPPED STATIONS—U.S.A.

• As of January 1, 1955



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

COLOR EQUIPPED STATIONS — U. S. A.

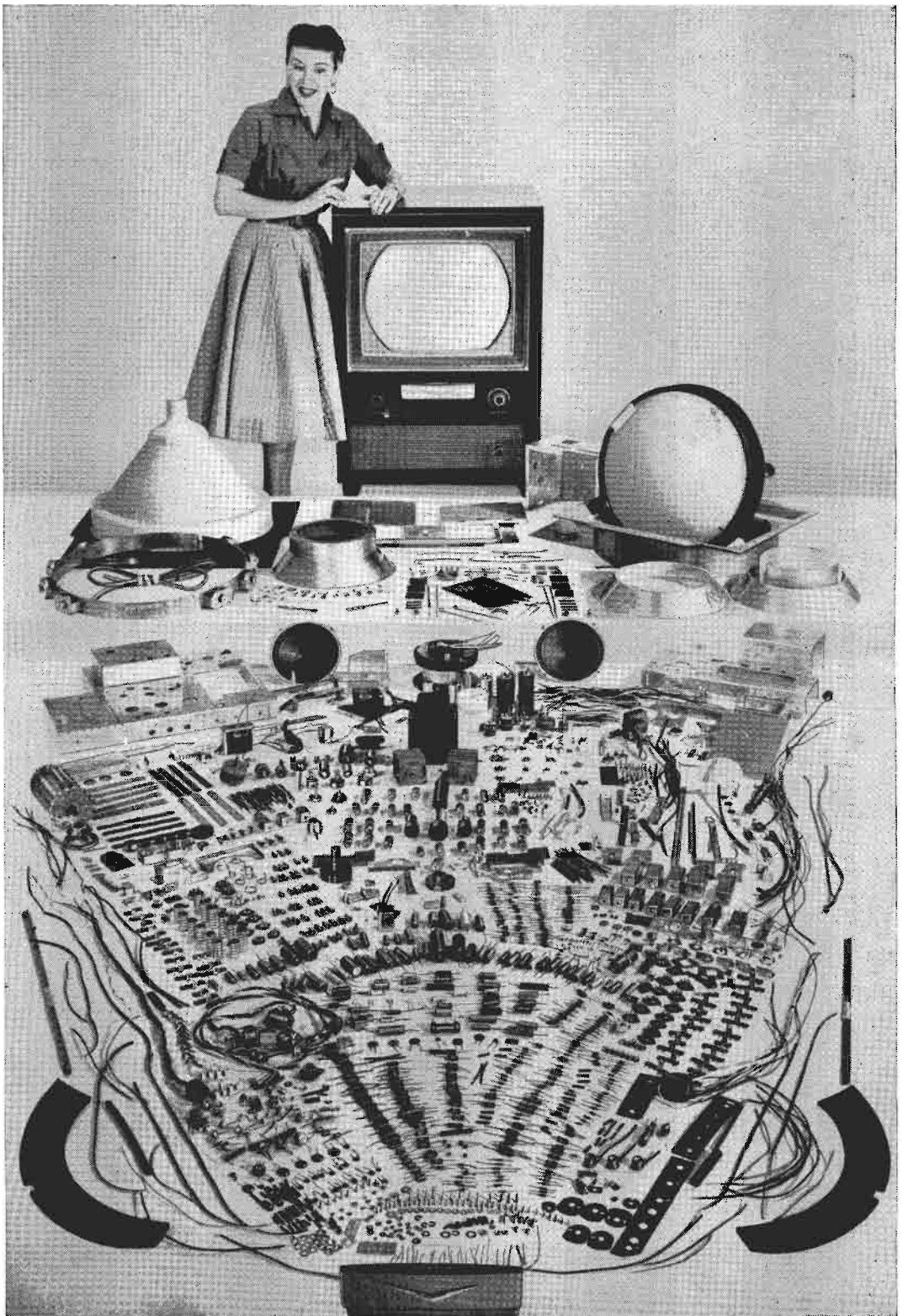
State	City	Station	1954	1955	Affil.	
		WGN-TV	—	April	DuMont	
		WNBQ	—		NBC-TV	
		Peoria	WEEK-TV	—		NBC-TV ; CBS-TV
		Quincy	WTVH-TV	—		DuMont
			KHQA-TV	—		CBS-TV ; DuMont
			WGEM-TV	—		NBC-TV
		Rockford	WREX-TV	—		CBS-TV
			WTVO	—		NBC-TV
		Rock Island	WHBF-TV	—		CBS-TV ; DuMont
		Springfield	KTTS-TV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

COLOR EQUIPPED STATIONS — U. S. A.

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

COLOR EQUIPPED STATIONS — U. S. A.

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



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

PRESIDENTIAL APPROVAL



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

BIGGEST SALE OF '54



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

1954 RADIO-TV SET PRODUCTION

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

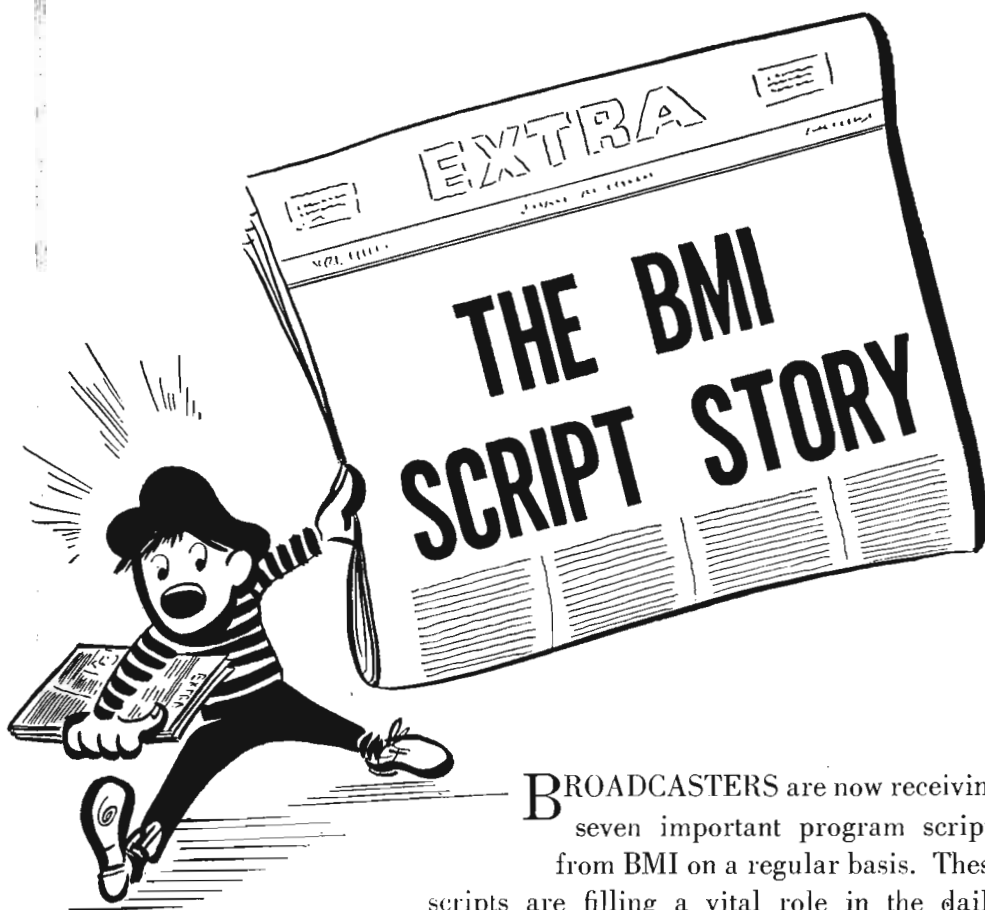
	Televi- sion	Home Sets	Port- ables	Auto	Clock	Total Radio
January	420,571	271,036	46,571	394,442	159,932	871,981
February	426,933	233,063	98,275	331,961	105,933	769,232
March (5 wks.)	599,606	244,110	206,130	370,249	119,863	940,352
April	457,608	165,232	175,424	330,989	73,590	745,235
May	396,287	173,480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

1954 RADIO SET SHIPMENTS



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

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



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

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

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

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

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

SEVEN COMPLETE BMI PROGRAM PACKAGES

● THE AMERICAN STORY



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

● STORIES FROM THE SPORTS RECORD

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



● THE BOOK PARADE

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

● MILESTONES

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



● ACCORDING TO THE RECORD

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

● YOUR CONCERT HALL

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



● MEET THE ARTIST

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

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

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

GOOD PROGRAMS SELL GOOD PRODUCTS

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

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

★★★★ **ROYAL PLAYHOUSE**

★★★★ **COUNTERPOINT**

★★★★ **THE CHIMPS**

★★★★ **GENERAL ELECTRIC THEATRE***



9028 Sunset Blvd., Los Angeles 46, California

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

The background of the entire page is a pattern of red and white diagonal stripes. A white rectangular box is centered in the upper half of the page, containing the title. Below the box, there is a horizontal band of red and white diagonal stripes. The rest of the page is white with several light gray rectangular boxes containing text.

Television Networks

**EXECUTIVE
PERSONNEL**

ARTICLES

MAPS



Fireworks Just as Dangerous Now as They Were Last July



By **SLOCUM CHAPIN**

Vice-President in Charge of Sales, ABC-TV

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



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

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



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

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

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



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

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

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



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

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

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

A. B. C. TELEVISION NETWORK

JOHN H. MITCHELL

Vice President in Charge of the ABC Television Network

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



MITCHELL

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

ROBERT M. WEITMAN

Vice President in Charge of Programming and Talent

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



WEITMAN

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

JOHN DALY

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

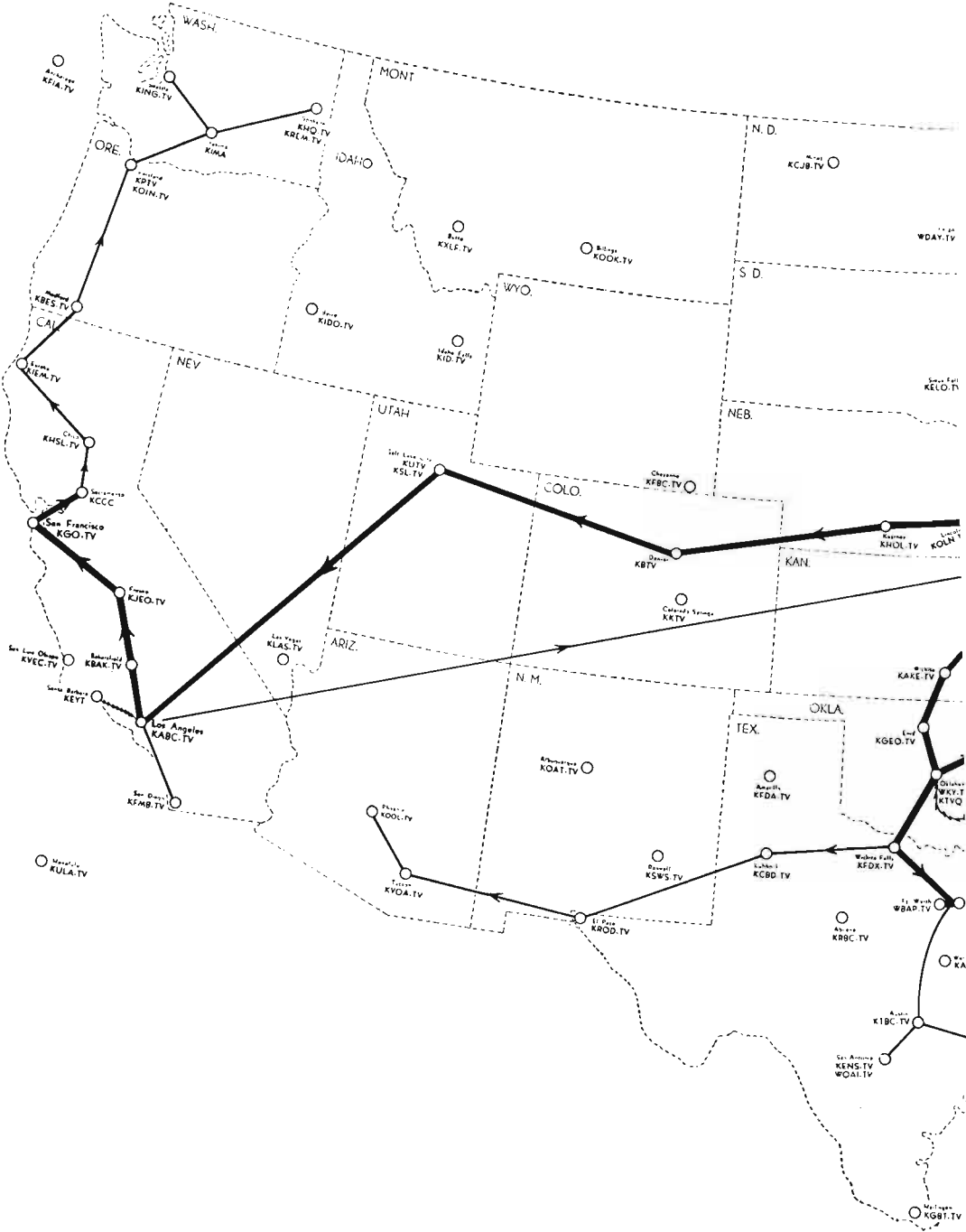
One of the best known executives in the television industry is JOHN DALY, ABC's Vice President in Charge of News, Special Events, Sports & Public Affairs. John Daly, long a byword with radio and television audiences throughout the nation, joined ABC on August 1, 1953. He is especially well known to audiences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



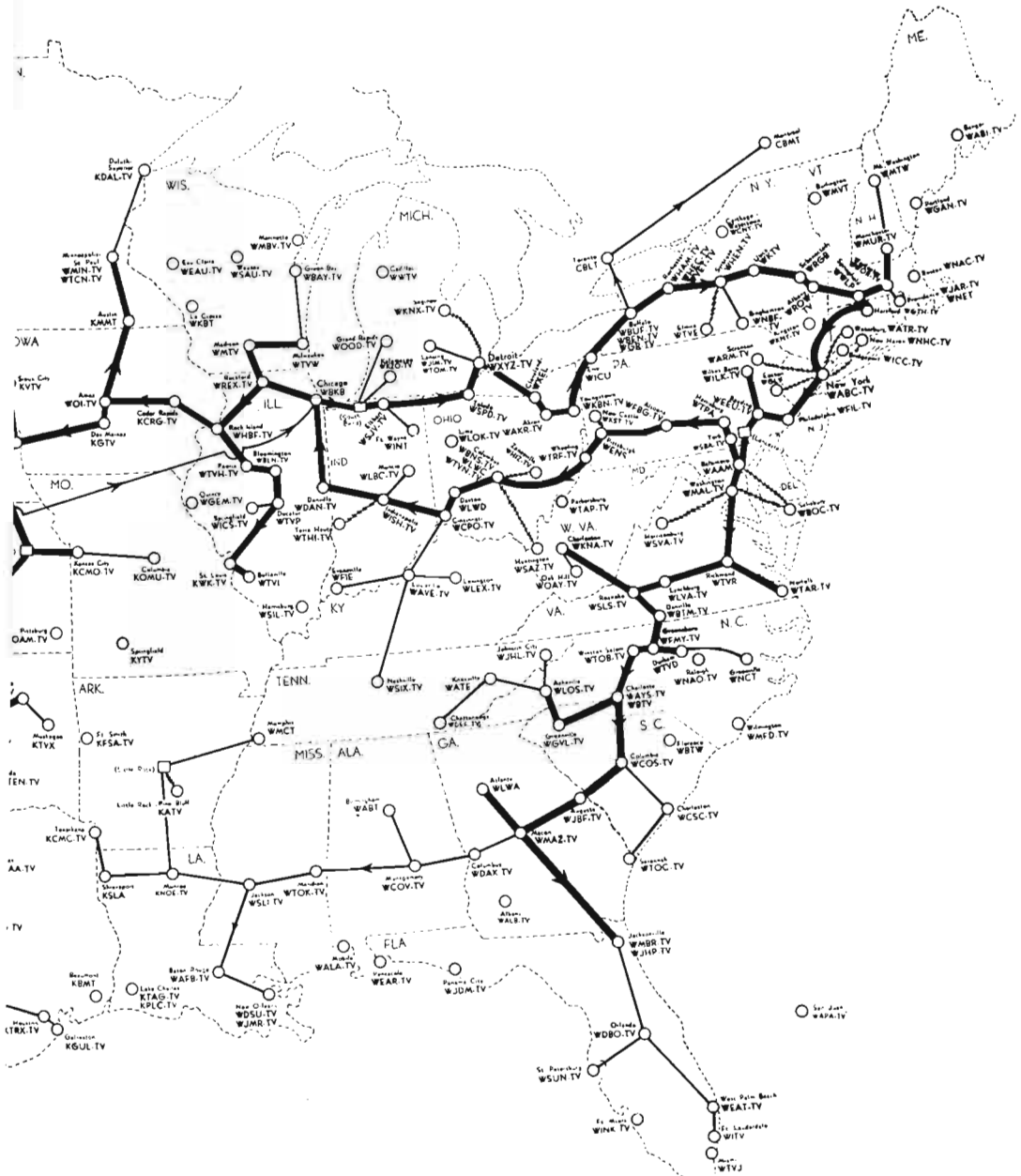
DALY

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

AMERICAN BROADCAST



CASTING COMPANY



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



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

*R.C.A. Bldg., 7 West 66th Street, New York 23, N. Y.
Telephone Number: SUsquehanna 7-5000*

OFFICERS

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

TELEVISION

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

Engineering & General Services

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

Finance, Personnel

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

Labor Relations

Mortimer Weinbach..... Director of Labor Relations

Legal & Business Affairs

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

Program

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

Services

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

Music

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

News, Special Events, Sports & Public Affairs

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

Advertising, Publicity, Promotion & Continuity Acceptance

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

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

Sales

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

Station Relations

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

Research and Sales Development

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

ABC Film Syndication, Inc.

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

CHICAGO

20 N. Wacker Drive, Chicago 6, Ill.

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

DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

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

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

HOLLYWOOD

ABC Television Center Hollywood 27, Calif.

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

SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

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

WASHINGTON

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

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

WABC-TV, NEW YORK

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

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

ABC-TV Stations Advisory Committee

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

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

Disney



© Walt Disney Productions—
World Rights Reserved

A B C

and Friends

hit the top 10

. . . as expected

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

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

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

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

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

TELEVISION NETWORK



Network Success Underscores Value of Program Continuity



By **J. L. VAN VOLKENBURG**

President
CBS Television

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



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



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

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



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



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

C. B. S. TELEVISION NETWORK

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

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



ROBINSON JR.

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

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

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

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



ACKERMAN

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

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

Ackerman was born in Albany, N. Y.

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

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

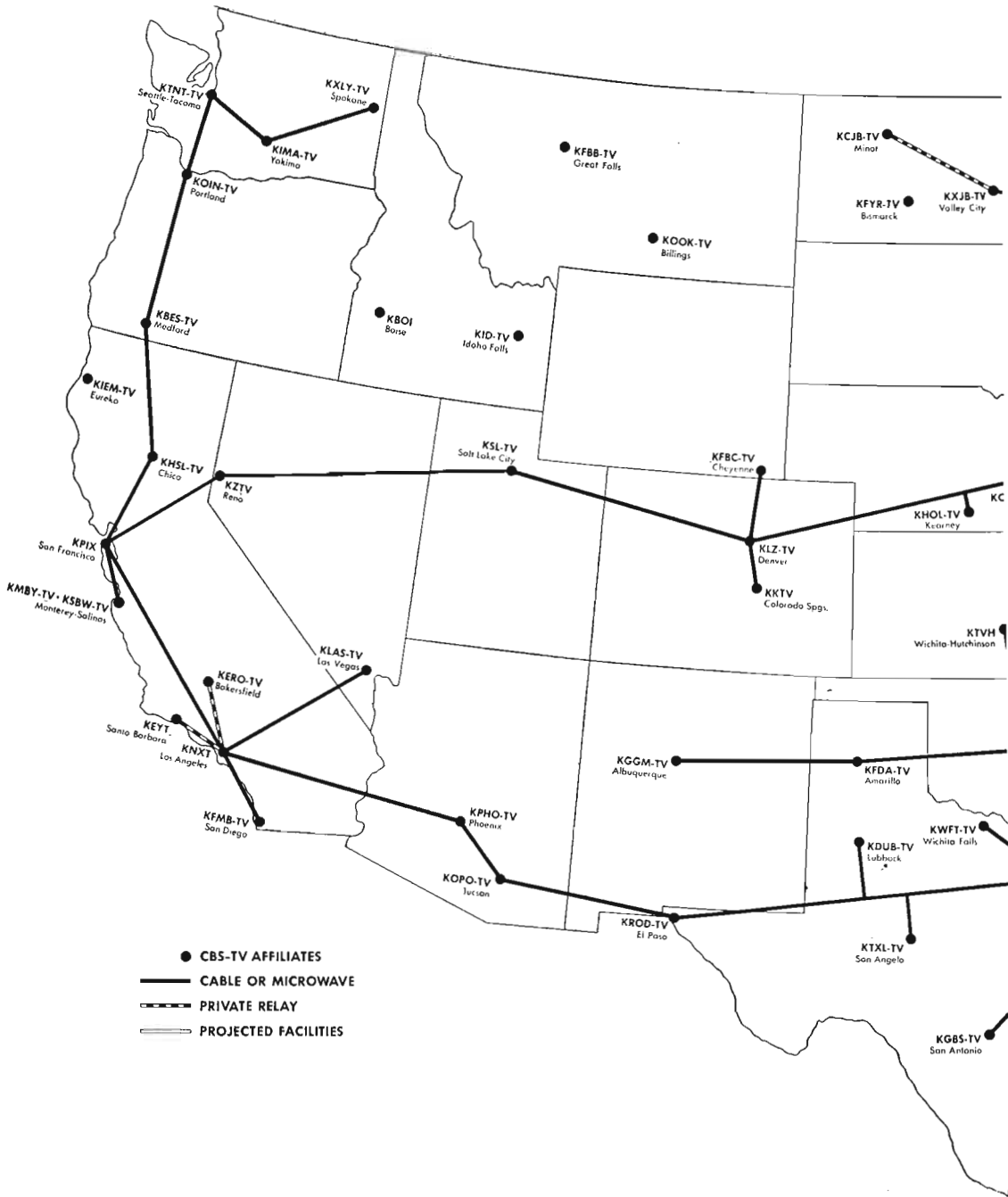


HYLAN

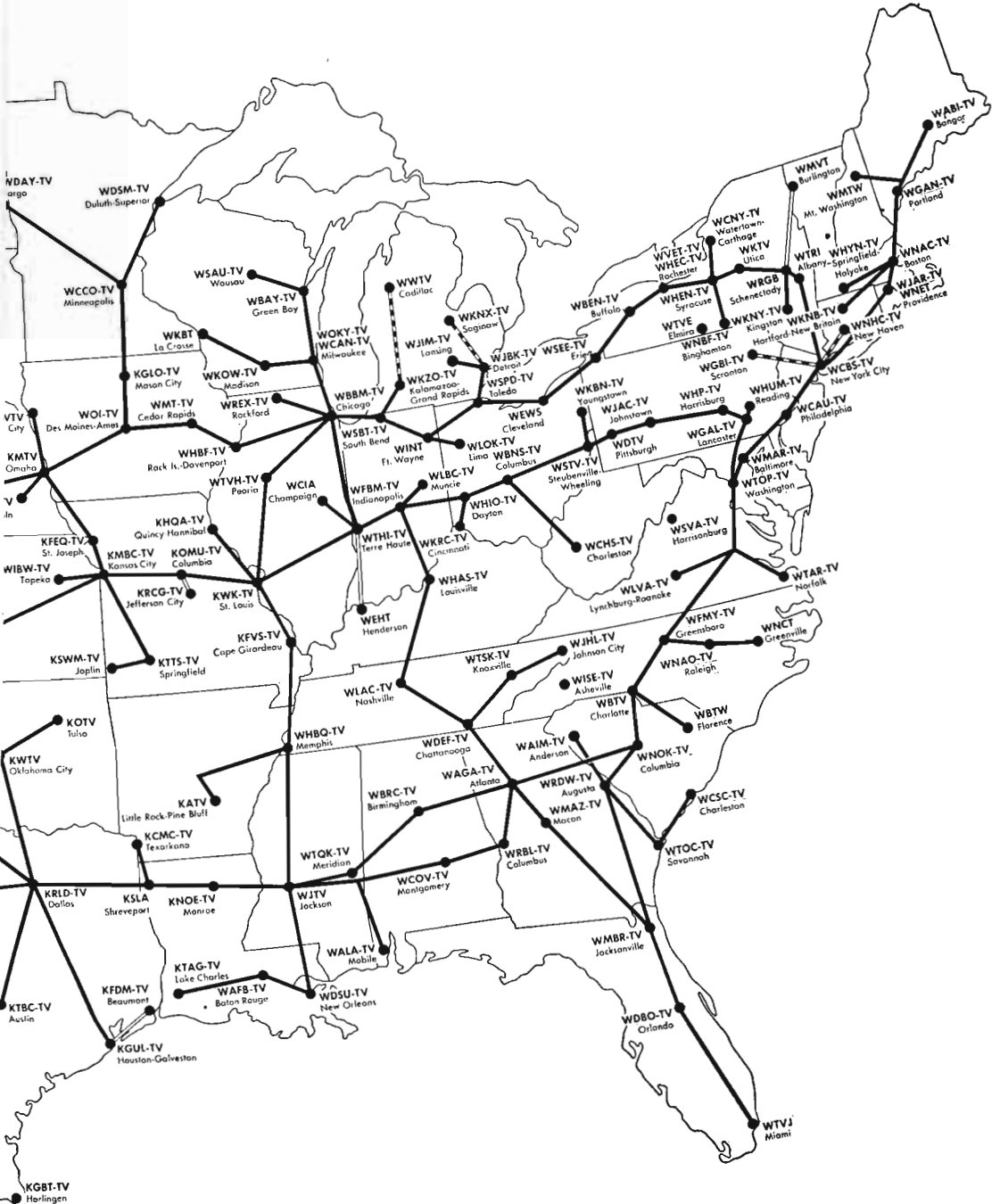
tive. In July 1951, he was named assistant sales manager. In January, 1952, he was appointed eastern sales manager.

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

CBS TELEVIS



ION NETWORK



CBS TELEVISION

A DIVISION OF CBS, INC.



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

Telephone: PLaza 1-2345

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

Telephone: JUDson 6-6000

Registered Telegraphic Address—COLUMBIA NEW YORK

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

CBS TELEVISION DIVISION OFFICERS

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

Network Sales

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

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

Network Programs

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

Operations

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

Station Relations

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

Advertising & Sales Promotion

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

Press Information

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

Research

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

Engineering

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

Business Affairs

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

Accounting

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

Network Services, Hollywood

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

News & Public Affairs

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

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

CBS Television Spot Sales

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

Branch Offices

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

CBS Television Film Sales, Inc.

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

CBS-OWNED

TELEVISION STATIONS

Craig Lawrence..... Director of Station
Administration

WCBS-TV, 488 Madison Ave.

New York 22, N. Y.

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

WBBM-TV, 410 N. Michigan Ave.

Chicago, Ill.

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

KNXT, 1313 North Vine St.

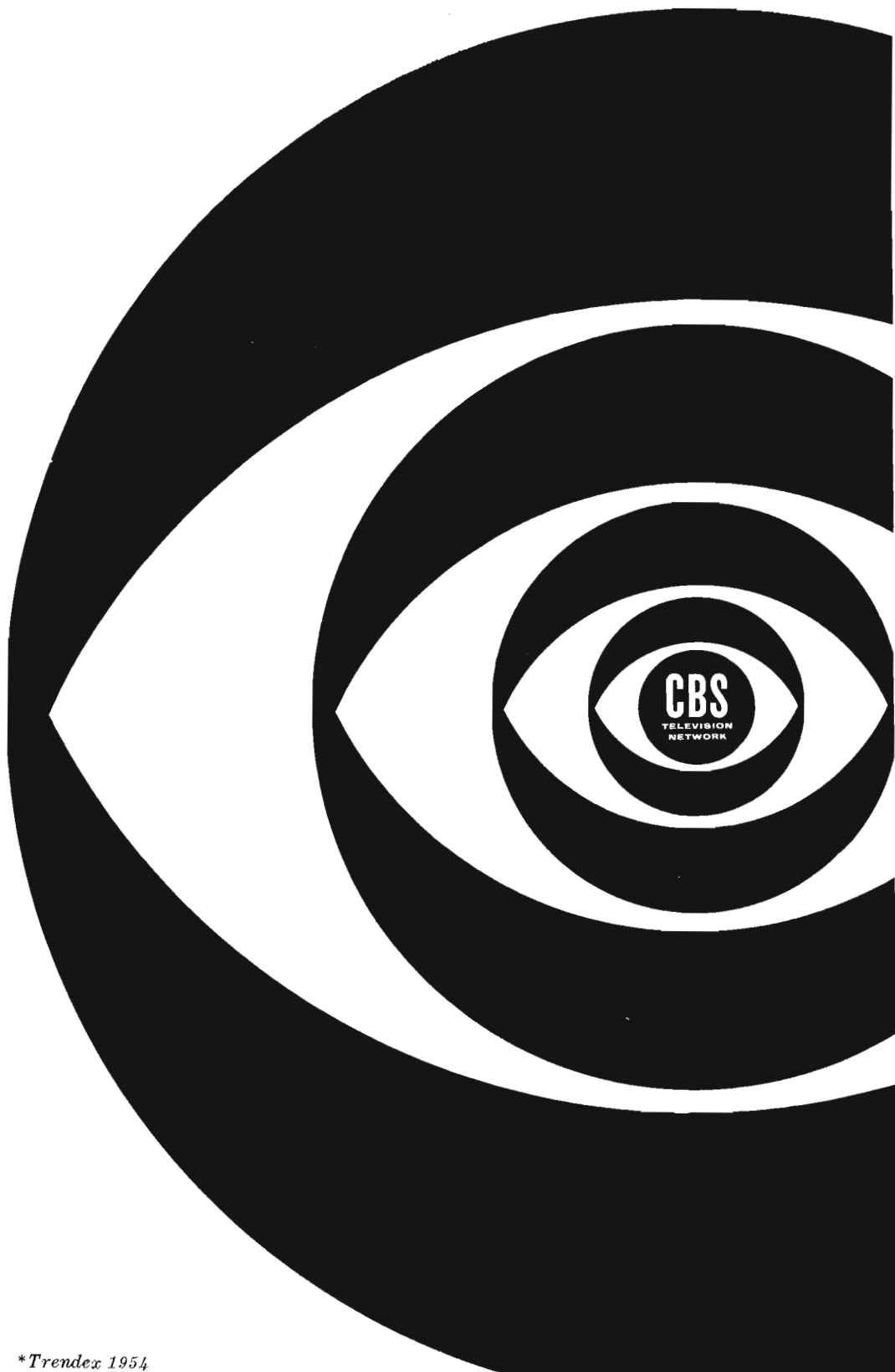
Los Angeles 28, Calif.

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

WXIX, 5445 North 27th St.

Milwaukee, Wis.

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



**Trendex 1954*

****Nielsen Television Index** www.americanradiohistory.com



Network identification

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

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

In 1954 the network identified by this symbol

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

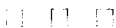


Selling Drive Would Bring TV Larger Slice of Ad Expenditures



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

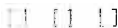
YOU Pays Your Money and You Takes Your Choice. That's an old and pungent saying about the way America does business in free competition. We in the television industry haven't thought about it much in our short history, but it's time we began to.



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

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

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



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

dollar in time costs works hard, without waste.

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



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

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

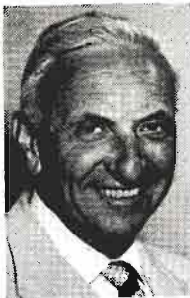
Techniques like them, or new ones just as realistic and businesslike, will open immense new opportunities for Television. I believe we'll meet the challenge. I foresee a day when Television will attract two billion dollars a year in billings and be responsible for moving 41 billion dollars worth of goods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

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

DuMONT TV NETWORK

JOHN H. BACHEM *General Manager*

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



BACHEM

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

JAMES L. CADDIGAN *Director of Programming and Talent*

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



CADDIGAN

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

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

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



MARTIN

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

DuMONT TELE



VISION NETWORK



D u M O N T

TELEVISION NETWORK



The Allen B. DuMont Laboratories, Inc. Broadcasting Division
Business Office: 515 Madison Ave., New York 22, N. Y.
Murray Hill 8-2600

Studios:

Tele-Centre, 205 East 67th St., New York 22, N. Y.
LEhigh 5-1000

Adelphi Teletheatre, 54th St. at Seventh Ave., N. Y. C.
Ambassador Theatre, 49th St. at Broadway, N. Y. C.

Affiliates:

Owned and Operated Television Stations
Allen B. Du Mont Laboratories, Inc.: WABD, New York;
WTTG, Washington, D. C.

Du Mont Broadcasting Division

Ted Bergmann..... Director of Broadcasting
 James L. Caddigan..... Director of Programming
 and Production
 R. D. Chipp..... Director of Engineering
 Gerald Lyons..... Director of Publicity and
 Public Relations
 Joseph W. Hess..... Controller
 Morris A. Mayers... General Manager of Closed
 Circuit Operations
 Paul G. O'Friel..... Director of Labor Relations
 Richard L. Geismar... Administrative Assistant
 to the Director
 Leil Tanenholz..... Manager, Personnel

Roy Sharp..... Manager, Network Traffic
 Department
 Robert Woolf..... Manager, Teletranscription
 Department
 James O'Grady..... Manager, Sales Service

**Du Mont Owned and Operated
 Stations**

George L. Baren Bregge..... General Manager,
 WABD, New York, N. Y.
 Leslie G. Arries, Jr..... General Manager,
 WTTG, Washington, D. C.
 George Griesbauer..... Sales Manager, WTTG

Du Mont Television Network

Ted Bergmann..... Managing Director
 John H. Bachem..... General Manager
 James L. Caddigan..... Director of Programming
 and Production
 Rodney D. Chipp..... Director of Engineering
 E. B. Lyford..... Director of Station Relations
 Gerry Martin..... Director of Sales
 A. L. Hollander, Jr..... Director of Operations
 James M. Dolan..... Director of Sports
 Werner Michel..... Executive Producer
 Robert L. Coe..... Manager, Stations Relations
 Department
 Shirley Stone Godley..... Manager, Promotion,
 Advertising and Merchandising Department

Network Sales

Gerry Martin..... Director of Sales
 William Koblenzer..... Eastern Sales Manager
 Gordon Mills... Central Division Sales Manager,
 435 N. Michigan Ave., Chicago, Illinois
 E. J. Rosenberg... Manager of Sales Development
 James O'Grady..... Manager, Sales Service
 Shirley Stone Godley..... Manager, Promotion,
 Advertising and Merchandising
 Edward R. Eadeh..... Manager of Research
 H. Malcolm Stuart, Harry Pertka, Richard Hub-
 bell, Howard Kiser, Marge Kerr..... Account
 Executives, Eastern Division
 Robert H. Miller... Account Executive, Central
 Division
 George Lentz, Pat Johnston... Account Servicemen

Program Department

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

Operations Department

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

Station Relations

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

Engineering Department

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

Eric Herud..... Technical Operations Engineer, WABD

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

Sports

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

Accounting

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

Public Relations and Publicity

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

Advertising and Promotion

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

Research

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

Personnel

Leil Tanenholz.... Manager, Network Personnel Department

Station WABD—NEW YORK

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

Station WTTG—Washington, D. C.

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

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

**It Pays
to Decide
on the**

DU MONT®
TELEVISION NETWORK

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

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

Owned and Operated Stations

WABD, Channel **5** New York • **WTTG**, Channel **5** Washington

BUILD UP YOUR TV SELLING STRENGTH

with
DU MONT

...network television's
greatest "buy"

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

STATION-MARKET FLEXIBILITY

Choose only the markets that match your sales distribution.

LOWEST PRODUCTION COSTS

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

LOWEST TIME COSTS

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

NO "MUST-BUY" PROGRAMS

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



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



“Enlightenment Through Exposure” Elevates Audience Standards

□ □ □ □ □ □

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

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

□ □ □

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

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

□ □ □

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

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

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

□ □ □

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

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

□ □ □

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

N. B. C. TELEVISION NETWORK



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

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



SARNOFF

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

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

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



WEAVER, JR.

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

ROBERT W. SARNOFF *Executive Vice President of NBC*

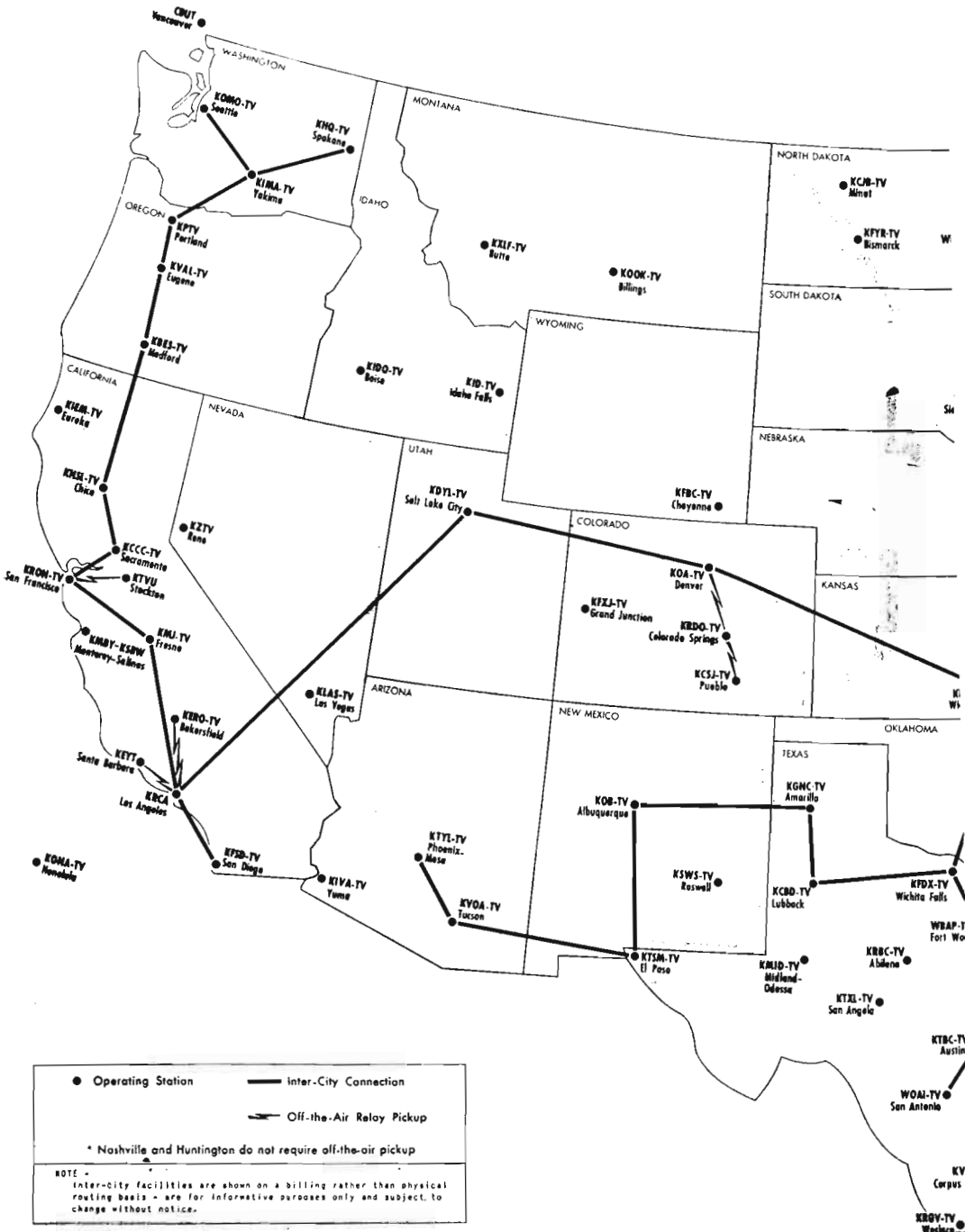
Elected Executive Vice President of NBC in December, 1953, ROBERT WILLIAM SARNOFF joined the network on January 1, 1948, as an account executive in the sales department after three years of service in the Navy, followed by three years with the Cowles publications. After serving NBC in a variety of capacities,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



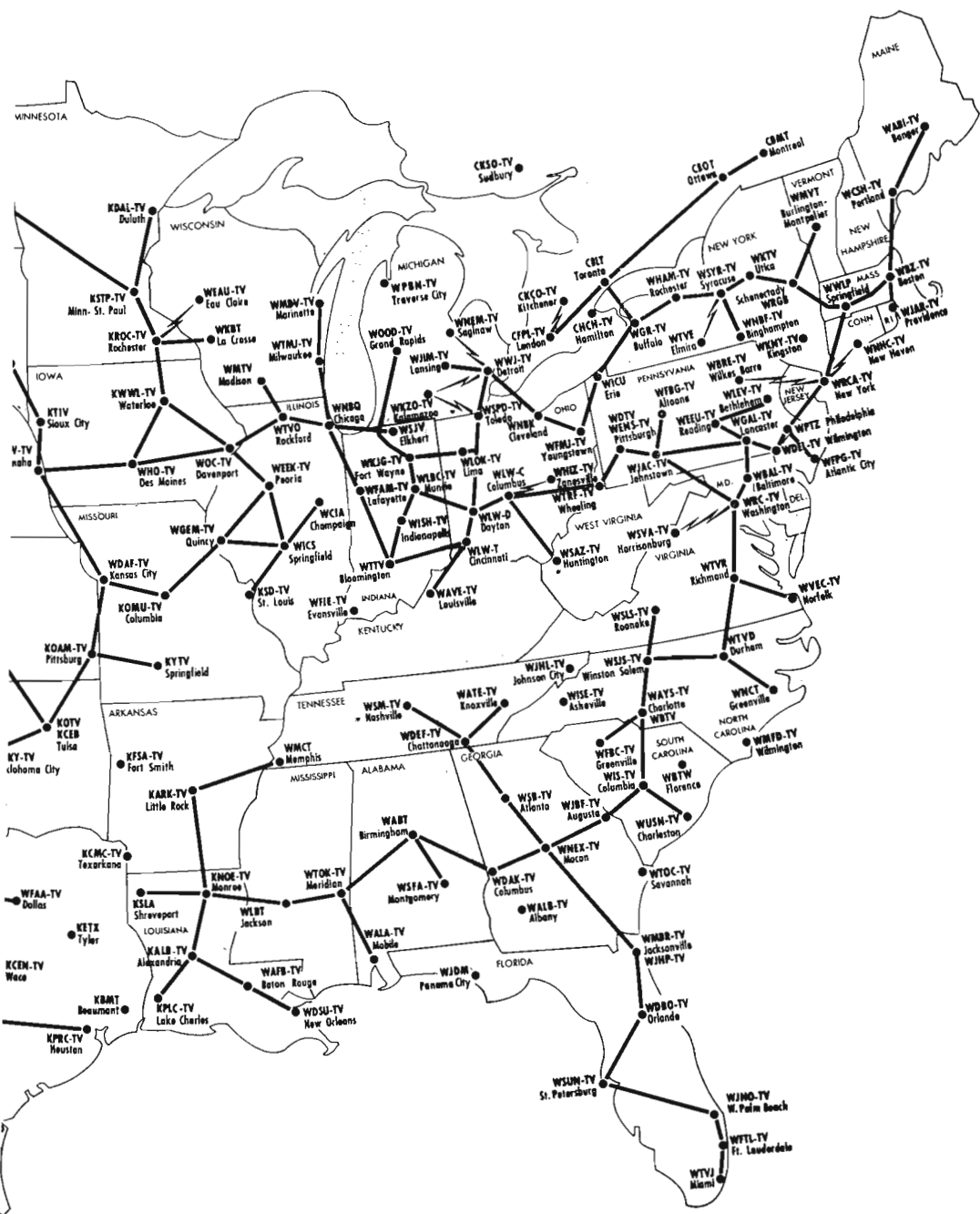
SARNOFF

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

NATIONAL BROADCAST



CASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.



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

Registered Telegraphic Address: NATBROADCAST NEW YORK

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

ORGANIZATION UNDER THE PRESIDENT AND EXECUTIVE VICE PRESIDENT

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

ADMINISTRATIVE DIVISION

John M. Clifford Administrative Vice President

FINANCE AND SERVICES

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

Engineering Department

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

Integrated Services Department

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

TELEVISION NETWORK SALES DIVISION

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

Sales Administration Department

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

Treasurer

Joseph A. McDonald Treasurer
William A. Williams Assistant Treasurer

Public Relations Division

Kenneth W. Bilby Vice-President for
Public Relations

National Advertising and Promotion Department

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

Press and Publicity Department

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

Research and Planning Department

Hugh M. Beville Director of Research
& Planning
Dr. Thomas E. Coffin Manager of Research
Allen R. Cooper Manager of Markets & Media
James Cornell Manager of Audience
Measurement
Barry Rumble Manager of Plans

Station Relations Division

Harry Bannister Vice-President for
Station Relations
Thomas Knode Director of Station Relations

TELEVISION NETWORK PROGRAMS DIVISION

Richard A. Pinkham.....Vice-President

National Program Department

Samuel Fuller.....National Program Director
Thomas O. Loeb.....Mgr. of TV Network
Programs Div.
LeRoy Passman.....Manager of Program
Administration

Public Affairs Department

Davidson Taylor.....Vice-President in Charge
of Public Affairs
Thomas S. Gallery.....Manager of Sports
Eugene E. Juster.....Manager of NBC News Film
William McAndrew.....Director of NBC News
Arch Robb.....Manager of Special Events
Edward Stanley.....Manager of Public Service
Programs
Leslie C. Vaughn.....Business Manager of
Public Affairs
Barry Wood.....Director of Special Events

Talent Department

Gustav B. Margraf.....Vice-President for Talent
Martin J. Begley.....Casting Director

Production and Business Affairs Department

H. Earl Rettig.....Vice-President in Charge
of Production & Business Affairs
Anthony M. Hennig.....Director of Production
Frederick Shawn.....Director of Production
Operations
Ernest W. Theiss.....Manager of Production
Operations
William V. Sargent.....Divisional Business Mgr.
John J. Heywood.....Manager of Divisional Budgets
Edward J. Stegeman.....Manager of Prog. Budgets

FILM DIVISION

Carl M. Stanton.....Vice-President in Charge
of Film Division
Edgar C. Sisson, Jr.....Director of Film Division
Robert A. Anderson.....Business Manager
Charles Henderson.....Director of Publicity
Frederick A. Jacobi.....Manager of Press

WRCA-TV—New York

Hamilton Shea.....Vice-President in Charge
of WRCA, WRCA-FM and WRCA-TV
Ernest de la Ossa.....Station Manager of
WRCA, WRCA-FM and WRCA-TV
William A. Berns.....Manager of News &
Special Events
Robert F. Blake.....Director of Publicity
Max Buck.....Director of Advertising,
Promotion & Merchandising

Stephen Krantz.....Program Manager for
WRCA-TV
Arthur Hamilton.....Manager of Production
& Business Affairs
Jay Heiten.....Sales Manager of WRCA-TV

WNBQ—Chicago

Jules Herbuveaux.....General Manager of
WMAQ, WMAQ-FM, WNBQ

WNBK—Cleveland

Lloyd E. Yoder.....General Manager of
WTAM, WTAM-FM, WNBK

KRCA—Hollywood

Thomas C. McCray.....General Manager of KRCA

WRC-TV—Washington

Carleton D. Smith.....Vice-President & General
Manager of WRC, WRC-FM, WRC-TV

NBC-OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny.....Vice-President in Charge
of NBC-owned stations & NBC Spot Sales
Charles C. Bevis, Jr.....General Executive
Charles H. Colledge.....Director of Technical
Operations
Thomas S. O'Brien.....Divisional Business Manager

WASHINGTON AND PACIFIC DIVISION OFFICES

Washington

Frank M. Russell.....Vice-President, Washington

Pacific Division

John K. West.....Vice-President for the
Pacific Division
Frederic W. Wile, Jr.....Vice-President in Charge
of Television & Radio Network
Programs Div.
Frank Cleaver.....Television Network
Program Manager
Lewis S. Frost.....Coordinator of Regional
Network Activities
Harold Kemp.....General Program Executive
for the Radio & Television Network
Programs Division
Karel Pearson.....Program Manager
Thomas W. Sarnoff.....Director of Production
Oscar C. Turner.....Personnel & Labor
Relations Manager
Sheldon B. Hickox, Jr.....Director of Station
Relations, Pacific Division
Ralph F. Shawhan.....Director of Press & Publicity

*NOTE: A full listing of the personnel
of NBC's O & O stations, as well as
the organization of the Washington
and Hollywood offices, will be found
on Page 280.*

you put them



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



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

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

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

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

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

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

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



NEW TV STATIONS SET FOR OPENING IN 1955

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



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

NEW TV STATIONS SCHEDULED

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

NEW TV STATIONS SCHEDULED

City	Call Letters	Channel	Licensee
Fayetteville	WFLB-TV	18	Fayetteville Bestrs., Inc.
Washington	WRRP-TV	7	N. C. Tele., Inc.
NORTH DAKOTA			
Grand Forks	KNOX-TV	10	Community Radio Corp.
OHIO			
Cincinnati	WQXX-TV	51	Robert W. Rounsaville Tele. Co.
Cleveland	WERE-TV	65	Cleveland Bestg., Inc.
Cleveland	WHK-TV	19	United Bestg. Co.
Lima	WIMA-TV	35	Northwestern Ohio Bestg. Corp.
Mansfield	WTVG	36	Fergum Theatres, Inc.
Massillon	WMAC-TV	23	Midwest TV Co.
Elyria	WEOL-TV	31	Elyria-Lorain Bestg. Co.
Toledo	WTOH-TV	79	Woodward Bestg. Co.
Columbus	WOSU-TV	31	Ohio State U.
OKLAHOMA			
Ardmore	KVSO-TV	12	John F. Easley
Miami	KMTV	58	Miami Tele. Co.
Tulsa	KSPG	17	Arthur R. Olson
*Oklahoma City	KETA	13	Okla. Educ. TV Authority
*Tulsa	KOFD-TV	11	Okla. Educ. TV Authority
OREGON			
Portland	KLOR	12	Ore. Tele., Inc.
Klamath Falls	KFJI-TV	2	KFJI Bestrs.
Salem	KSLM-TV	3	Oregon Radio, Inc.
PENNSYLVANIA			
Allentown	WQCY	39	Queen City Tele. Co., Inc.
Erie	WLEU	66	Commodore Perry Bestg. Serv., Inc.
Lancaster	WWLA	21	Harold C. Burke
Philadelphia	WIBG-TV	23	Daily News Television Co.
Pittsburgh	WTVQ	17	Golden Triangle TV Corp.
Williamsport	WRAC-TV	36	WRAC, Inc.
Sharon	WSHA	39	Leonard J. Shafitz
Hazleton	WAZL-TV	63	Hazleton TV Corp.
SOUTH CAROLINA			
Camden	WACA-TV	14	Camden Bestg. Corp.
Spartanburg	WSPA-TV	7	Spartan Radiocasting Co.
SOUTH DAKOTA			
Rapid City	KOTA-TV	3	Black Hills Bestg. Co. of Rapid City
Rapid City	KTLV	7	Hills Bestg. Co.
TENNESSEE			
Jackson	WDXI-TV	9	Dixie Bestg. Co.
TEXAS			
Corpus Christi	KTLG	13	Trinity Bestg. Corp.
Dallas	KDTX	23	UHF Television Co.
Dallas	KLUF-TV	29	Trinity Bestg. Corp.
El Paso	KOKE	13	Trinity Bestg. Corp.
Ft. Worth	KFJZ-TV	11	Texas State Network, Inc.
Big Spring	KBST-TV	4	Big Spring Bestg. Co.
Houston	KTVF	23	UHF Television Co.
Houston	KXYZ-TV	29	Shamrock Bestg. Co.
Lufkin	KTRF-TV	9	Forest Capital Bestg. Co.
San Antonio	KCOR-TV	41	KCOR, Inc.
Sweetwater	KPAR-TV	12	Texas Telecasting, Inc.
Waco	KWTV-TV	10	KWTV Bestg. Co.
San Antonio	KALA	35	Alamo TV Co.
UTAH			
Provo	KOVO-TV	11	KOVO Bestg. Co.
VIRGINIA			
Richmond	WOTV	29	Winston-Salem Bestg. Co., Inc.
Petersburg	WPRG	8	Petersburg Tele. Corp.
WASHINGTON			
Seattle	KCTL	20	Seattle Construction Co., Inc.
Vancouver	KVAN-TV	21	KVAN, Inc.
WEST VIRGINIA			
Wheeling	WLTV	51	Polan Industries
Clarksburg	WBLK-TV	12	Ohio Valley Bestg. Corp.
Huntington	WHTN-TV	13	Greater Huntington Radio Corp.
Bluefield	WHIS-TV	6	Daily Telegraph Printing Co.
WISCONSIN			
Green Bay	WERY-TV	5	Valley Telecasting Co.
LaCrosse	WTLB	38	LaCrosse Television Corp.
T E R R I T O R I E S			
ALASKA			
Fairbanks	KFIF	2	Midnight Sun Bestg. Co.
Fairbanks	KTVF	11	Northern TV, Inc.

OFFICIAL FCC TV ALLOCATIONS



ALABAMA

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

ARIZONA

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

ARKANSAS

Arkadelphia	34
Batesville	30

Channel No.

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

CALIFORNIA

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

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

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

COLORADO

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

CONNECTICUT

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

DELAWARE

Dover	40
Wilmington	12, 59, 83

DISTRICT OF COLUMBIA

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

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

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

GEORGIA

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

IDAHO

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

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

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

ILLINOIS

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

INDIANA

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

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

IOWA

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

KANSAS

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

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

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

KENTUCKY

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

LOUISIANA

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

MAINE

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

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

MARYLAND

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

MASSACHUSETTS

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

MICHIGAN

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

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OFFICIAL TV ALLOCATIONS

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

MINNESOTA

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

MISSISSIPPI

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

MISSOURI

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

MONTANA

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

NEBRASKA

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

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OFFICIAL TV ALLOCATIONS

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

NEVADA

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

NEW HAMPSHIRE

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

NEW JERSEY

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

NEW MEXICO

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

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

NEW YORK

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

NORTH CAROLINA

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

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL TV ALLOCATIONS

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

NORTH DAKOTA

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

OHIO

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

* Denotes Channel reservation for non-commercial educational use.

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

OKLAHOMA

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

OREGON

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

PENNSYLVANIA

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

OFFICIAL TV ALLOCATIONS

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

RHODE ISLAND

Providence	10, 12, 16, *22
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SOUTH CAROLINA

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

SOUTH DAKOTA

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

	Channel No.
Winner	18
Yankton	17

TENNESSEE

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

TEXAS

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

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

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

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

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

UTAH

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

VERMONT

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

VIRGINIA

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

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OFFICIAL TV ALLOCATIONS

WASHINGTON

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

WEST VIRGINIA

Beckley	4, 21, 66
Bluefield	6, 41
Charleston	8, *43, 49
Clarksburg	12, 22, 69
Elkins	40
Fairmont	35
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morgantown	*24
Parkersburg	15
Welch	25
Weston	5, 32
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*Television Stations
In the United States*

**ALPHABETICALLY LISTED
BY STATES — CITIES — CALL LETTERS
PERSONNEL
FACILITIES**

Index of The TELEVISION STATIONS of The United States



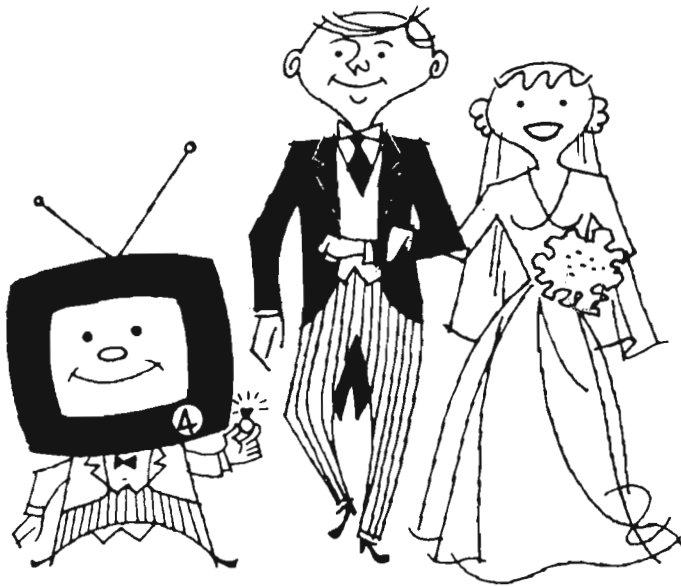
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CKLW-TV	— Detroit-Windsor, Mich.	907	KFYR-TV	— Bismarck, N. D.	932
KABC-TV	— Los Angeles, Calif.	877	KGBT-TV	— Harlingen, Tex.	955
KAKE-TV	— Wichita, Kan.	899	KGEO-TV	— Enid, Okla.	938
KALB-TV	— Alexandria, La.	900	KGGM-TV	— Albuquerque, N. M.	924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

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

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

TELEVISION STATION INDEX

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



ANOTHER HAPPY COUPLE!

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

Planning a wedding in 1955? Consult . . .

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

ALABAMA

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

Stations in State 6

W A B T BIRMINGHAM—1949— ABC-CBS-DuM

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

W B R C - T V BIRMINGHAM—1949—CBS

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

W M S L - T V DECATUR—1954—NBC

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

W A L A - T V MOBILE—1953—ABC-CBS-NBC

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

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

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

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

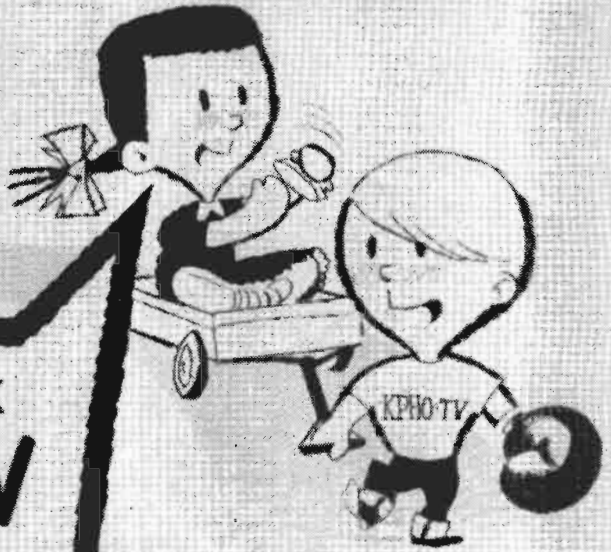
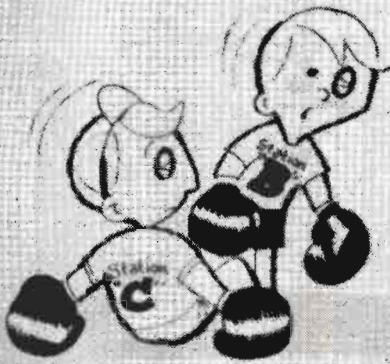
**DOMINATING
ALABAMA**

WBRC-TV

CHANNEL—6
BIRMINGHAM

CBS
**MAXIMUM POWER
A STORER STATION**

NAT. REPS. — THE KATZ AGENCY



IN PHOENIX KPHO-TV IS CHAMP!



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



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



KPHO-TV captured 10 out of 15 top weekly shows, 9 of 10 top multi-weekly shows. KPHO-TV captured 304 quarter hours — 71% of all quarter hours. *Hopper, October, 1954*



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

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

IT'S KPHO-TV IN PHOENIX

. . . first in Arizona

YOUR MEREDITH STATIONS

CHANNEL 5 CBS BASIC

KPHO-TV

FIRST IN ARIZONA SINCE '49

AFFILIATED WITH BITTER HOMES and GARDENS
REPRESENTED NATIONALLY BY KATZ



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

WSFA-TV

MONTGOMERY—1954—NBC

Station Operating with Special Temporary Authorization

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

ARIZONA

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

KVAR

MESA—1953—NBC

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

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

KOPO-TV

TUCSON—1952—CBS-DuM

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

KOOL-TV

PHOENIX—1953

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

KVOA-TV

TUCSON—1953—ABC-NBC

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

KPHO-TV

PHOENIX—1949—CBS-DuM

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

KIVA

YUMA—1953—NBC-DuM

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

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

ARKANSAS

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

KFSA-TV

FORT SMITH—1953—DuM-NBC-ABC-CBS

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

KATV

PINE BLUFF—1953—CBS-ABC

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

KARK-TV

LITTLE ROCK—1954—NBC-DuM

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

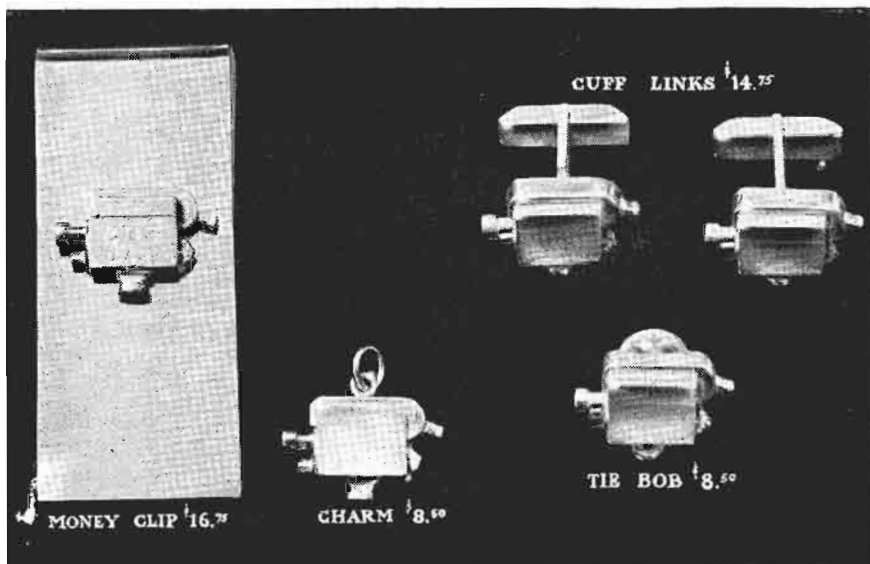
**THOSE WHO KNOW
 FAMOUS BRANDS . . .**

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

AP

YOUR TV JEWELER *presents . . .*

A Complete Line of TV Camera Jewelry



YOUR CALL LETTERS ENGRAVED . . . *free*

Prices Shown In Illustration Are For

GOLD FINISH

Also Available In Sterling Silver

TIE BOB \$6.50 — CUFF LINKS \$12.50

MONEY CLIP \$14.00 — CHARM \$6.50

MAURICE JEWELS

Located in the famous
Hollywood BROWN DERBY

1624 North Vine St., Hollywood 28, Calif.

CALIFORNIA

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

KBAK-TV

BAKERSFIELD—1953—DuM—ABC

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

KERO-TV

BAKERSFIELD—1953—CBS-NBC

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

KHSL-TV

CHICO—1953—CBS-NBC-ABC-DuM

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

KIEM-TV

EUREKA—1953—CBS-NBC-DuM-ABC

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

KJEO-TV

FRESNO—1953—ABC-CBS-DuM

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

KMJ-TV

FRESNO—1953—NBC-CBS

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

KCOP-TV

HOLLYWOOD—1953

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

KNXT

HOLLYWOOD—1948—CBS

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

KRCA

HOLLYWOOD—1949—NBC

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

KABC-TV

LOS ANGELES—1949—ABC

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

KHJ-TV

LOS ANGELES—1948—DuM

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

KTTV

LOS ANGELES—1949—DuM

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

18 YEARS OF LEADERSHIP AND STILL AHEAD!

DAILY VARIETY DAILY

Radio—Television

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

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

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

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

LOOK AT THE RECORD

KTLA

GIVES YOU

MORE VALUE

MORE COVERAGE

MORE SALES POWER

YOUR BEST BUY IN LOS ANGELES

KTLA

CHANNEL 5

LOS ANGELES

Nationally Represented by

Paul H. Raymer Company, Inc.

K T L A

**LOS ANGELES—1947
PARAMOUNT**

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

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

K B E T - T V

SACRAMENTO—1955

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

K C C C - T V

**SACRAMENTO—1953—
CBS-NBC-ABC-DuM**

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

K S B W - T V

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

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

K F M B - T V

SAN DIEGO—1949—ABC-CBS

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

K F S D - T V

SAN DIEGO—1953—NBC

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

K G O - T V

SAN FRANCISCO—1949—ABC

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

K P I X

**SAN FRANCISCO—1948—CBS
DUMONT**

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

News ServiceINS
 RepresentativeKatz
 MembershipNARTB
 General Station Manager..... Philip G. Lasky
 Asst. Gen. Manager..... George Mathiesen
 Commercial Manager..... Lou Simon
 Program Director..... William C. Dempsey
 Prom., Publicity Director..... Herb Bachman
 Chief Engineer..... Al Towne

KRON-TV

SAN FRANCISCO—1949—NBC

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

KSAN-TV

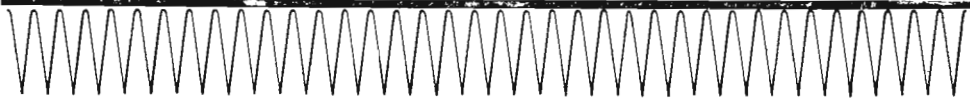
SAN FRANCISCO—1954

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

KVEC-TV

SAN LUIS OBISPO—1953—DuM

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



COVERAGE!

BASIC COVERAGE:

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

BONUS COVERAGE:

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

* ARB Survey, January 1955.

CONTACT YOUR HOLLINBERY MAN FOR DETAILS

KEY-T

Channel



CBS

NBC

ABC

DUMONT



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

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

KEY - T

SANTA BARBARA—1953—
ABC-CBS-NBC-DuM

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

KOVR

STOCKTON—1954—DuM

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

KTVU

STOCKTON—1953—NBC

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

KVVG

TULARE—1953—DuM

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

COLORADO

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

Stations in State 8

KKTV

COLORADO SPRINGS—1952—
ABC-CBS-DuM

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

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

KRDO-TV

COLORADO SPRINGS—1953—NBC

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



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"MATINEE"
with
FRED & FAE
 ★
CLYDE ROGERS
at the Organ

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

Now! ★ ★

A FULL HOUR
 EVERY AFTERNOON

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

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Ask A

BLAIR-TV MAN

2nd YEAR ON
CHANNEL 2
KFEL-TV

DENVER

MANAGED BY GENE O'FALLON

MAXIMUM POWER - 100,000 WATTS

Dir. of News & Sp. Events..... William Gear
 Production Manager..... Robert Fitzmorris
 Film Manager..... Glenn E. Lilly
 Chief Engineer..... Herb Schubarth

K B T V

DENVER—1952—ABC

Channel: 9 VHF...AP: 141 Kw...VP: 282Kw.
 Owned-Operated By..... Colo. TV Corp.
 Address..... 1089 Bannock St.
 Phone..... TAbor 5-6386
 Air Time..... Full Time
 News Service..... INS, UP
 Membership..... NARTB
 Representative..... Free & Peters
 President..... W. D. Pyle
 Station Manager..... Joseph Herold
 National Sls. Mgr..... James F. Brown
 Local Sls. Mgr..... Robert Brown
 Program Director..... Sam Worsham
 Dir. of News & Sp. Events..... Bill Michelsen
 Prod. Mgr..... Everett Wren
 Film Manager..... W. L. Murray
 Chief Engineer..... Russ Elias
 Transmitter Supervisor..... Carl Bliesner
 Consulting Engineer..... A. Earl Cullum, Jr.

K F E L - T V

DENVER—1952—DuM

Channel: 2 VHF...AP: 50.1 Kw...VP: 100 Kw.
 Owned-Operated By.. Eugene P. O'Fallon, Inc.

Address..... 550 Lincoln St.
 Phone..... 4-8281
 Air Time..... Full Time
 News Service..... UP
 Membership..... NARTB, TvB
 Representative..... Blair-TV
 President, General Mgr..... Gene O'Fallon
 Director, Comm. Mgr..... Frank Bishop
 Prog. Dir., Film Buyer..... Dale Morgan
 Pub., Prom. Dir..... Gene O'Fallon, Jr.
 Oper. Manager..... B. Robinson
 Art Director..... C. Goodfellow
 Chief Engineer..... Rheam Cunningham
 Cons. Eng... Commercial Radio Equipment Co.

K L Z - T V

DENVER—1953—CBS

Channel: 7 VHF...AP: 55 Kw...VP: 110 Kw.
 Owned-Oper. By..... Alladin Radio & TV Inc.
 Business Address..... 131 Speer Blvd.
 Phone Number..... Main 3-4271
 Air Time..... 12 hours daily
 News Service..... INS, UP
 Representative..... Katz
 Membership..... NARTB, TvB
 Pres., Gen. Mgr..... Hugh B. Terry
 Station Manager..... Phil Hoffman
 Commercial Manager..... Jack Tipton
 Program Director..... Clayton Brace
 Promotion Director..... Harold Storm
 Production Manager..... Jerre Wyatt

there's a Gold Mine on Channel 9!

K B T V

DENVER

CHANNEL 9

Strike pay dirt...
 every time... on NINE!
 Not just gold... NINE
 delivers the audience!
 Buy the channel
 the family watches!

Contact your nearest Free
 and Peters Representative

JOE HEROLD, Manager
1089 BANNOCK STREET, DENVER, COLORADO

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

KOA-TV

DENVER—1953—NBC

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

KFXJ-TV

GRAND JUNCTION—1954—ABC-
 NBC-DuM

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

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

KCSJ-TV

PUEBLO—1953—NBC

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

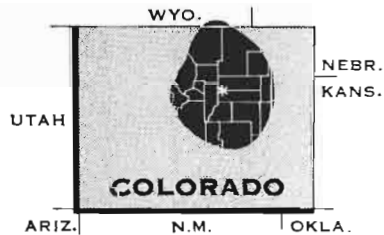
KOA-Radio



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

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

KOA-TV



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

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

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



CONNECTICUT

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

Stations in State 5

WICC-TV

BRIDGEPORT—1953—ABC-DuM

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

WGTH-TV

HARTFORD—1954—ABC-DuM

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

WKNB-TV

NEW BRITAIN—1952—CBS

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

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

WNHC-TV

NEW HAVEN—1953—CBS,
NBC-DuM-KBC

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

WATR-TV

WATERBURY—1953—ABC

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

DELAWARE

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

Stations in State 1

WDEL-TV

WILMINGTON—1949—NBC-DuM

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

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

DISTRICT OF COLUMBIA

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

Stations in State 4

W M A L - T V

WASHINGTON, D. C.—1947—ABC

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

W R C - T V

WASHINGTON—1947—NBC

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

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

W T O P - T V

WASHINGTON—1949—CBS

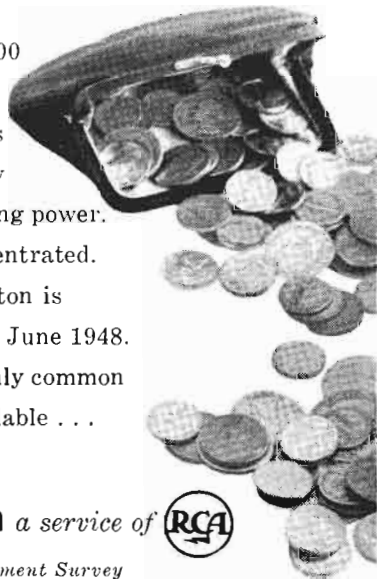
Channel: 9 VHF... AP: 175 Kw... VP: 316 Kw.
 Owned-Oper. By... WTOP, Inc.
 Business Address... Broadcast House
 Phone Number... Emerson 2-9300
 Air Time... Full Time
 Newspaper Affiliation... Washington Post
 News Service... AP, UP
 Representative... CBS TV Spot Sales
 Pres., Gen. Mgr... John Hayes
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

There's a mint in Washington

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

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

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



WRC-TV



in Washington a service of



Sources: Sales Management Survey of Buying Power; ARB

Represented by NBC Spot Sales

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

WTTG

WASHINGTON—1947—DuM

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

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

FLORIDA

Pop. Feb. 1, 1955 (Est.) 3,594,000 — TV Homes 490,000
 Stations in State 15

WGBS-TV

FT. LAUDERDALE—1953—NBC

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

WITV

FT. LAUDERDALE—1953—ABC-DuM

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

WINK-TV

FORT MEYERS—1954—ABC-CBS

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

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

WJHP-TV

JACKSONVILLE—1953—NBC-DuM-ABC

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

WMBR-TV

JACKSONVILLE—1949
 ABC-CBS-DuM

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

WJNO-TV

**PALM BEACH—1954—ABC-CBS-
NBC-DuM**

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

WTVJ

MIAMI—1949—ABC-CBS-DuM

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

WDBO-TV

**ORLANDO—1954—ABC-CBS-NBC-
DuM**

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

WJDM

**PANAMA CITY—1953—ABC-NBC
DuM**

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

WEAR-TV

PENSACOLA—1953—ABC—DuM

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

WPFA-TV

PENSACOLA—1953—CBS

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

WSUN-TV

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

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

WFLA-TV
TAMPA—1955—NBC

Station Operating with Special Temporary Authorization
Channel: 8 VHF. AP: 220 Kw. VP: 316 Kw.
Owned-Oper. By.....Tribune Company
Address312 Morgan St.
Phone Number2-4747
Newspaper Affiliation.....Tampa Tribune
News ServiceUP
RepresentativeBlair-TV
MembershipNARTB
President.....J. C. Council
General Manager.....George W. Harvey
Commercial Mgr.....William B. Faber
Program Director.....Paul M. Jones
Promotion Director.....Tom Mathews
Production Mgr.....Carl P. Bergquist
Chief Engineer.....J. H. Mitchell
Consulting Engineer.....Page, Creutz,
Garrison & Waldschmitt

WEAT-TV

WEST PALM BEACH—1955—ABC

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

Phone Number.....2-1505
News ServiceAP
RepresentativeWalker
MembershipNARTB
President, Gen. Mgr.....J. R. Meachem
Program Dir.....R. W. Kirkpatrick
Promotion Pub. Dir.....Warren MacAllen
Chief Engineer.....J. Ross McPherson
Consulting Engineer.....Page, Creutz,
Garrison & Waldschmitt

WIRK-TV

WEST PALM BEACH—1953—ABC
DuM

Channel: 21 UHF. AP: 10 Kw. VP: 18.6 Kw.
Owned-Oper. By.....WIRK-TV, Inc.
Business Address.....711 S. Flagler Drive
Phone Number2-1744
Air Time.....Full Time
News ServiceAP
MembershipNARTB
RepresentativeWeed
Pres., Gen. Mgr.....Joseph S. Field, Jr.
Program Director.....Sherlee Barish
Promotion Director.....W. S. Stokes
Production Manager.....Stu Wayne
Chief Engineer.....William P. Heitzman

GEORGIA

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

WALB-TV
ALBANY—1954—NBC-ABC-DuM

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

WAGA-TV
ATLANTA—1949—CBS-DuM

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



waga • tv
ATLANTA, GA.

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

Represented by
The Katz Agency, Inc.



WLW - A

ATLANTA—1951—ABC-DuM

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

WQXI - TV

ATLANTA—1954

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

WSB - TV

ATLANTA—1948—NBC

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

WJBF - TV

AUGUSTA—1953—NBC-ABC-DuM

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

WDAK - TV

COLUMBUS—1953—
ABC-NBC-DuM

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

WRBL - TV

COLUMBUS—1953—CBS

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

WRDW - TV

COLUMBUS—1954—CBS

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

WMAZ - TV

MACON—1953—CBS-DuM

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

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

WNEX-TV

MACON—1953—NBC

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

WRM-TV

ROME—1953

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

WTOC-TV

SAVANNAH—1954—CBS-NBC-DuM
 ABC

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

IDAHO

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

Stations in State 3

KBOI

BOISE—1953—CBS-DuM

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

KIDO-TV

BOISE—1953—ABC-NBC-DuM

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

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

KID-TV

IDAHO FALLS—1953—CBS-NBC
 DuM-ABC

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

TOPS IN CHICAGO!

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

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

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

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

WGN-TV · Channel 9 · Chicago

ILLINOIS

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

Stations in State 16

W T V I

BELLEVILLE—ST. LOUIS—1953

ABC-CBS-DuM

(See St. Louis, Mo. Listing)

W B L N

BLOOMINGTON—1953

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

W C I A

CHAMPAIGN—1953—CBS-NBC

DuM

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

W B B M - T V

CHICAGO—1953—CBS

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

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

W B K B

CHICAGO—1948—ABC

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

W G N - T V

CHICAGO—1948—DuM

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

W N B Q

CHICAGO—1949—NBC

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



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

W D A N - T V
DANVILLE—1953—ABC

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

W T V P

DECATUR—1953—ABC-DuM

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

W S I L - T V

HARRISBURG—1953—ABC

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

W E E K - T V

PEORIA—1953—NBC

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

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

W T V H - T V

PEORIA—1953—ABC-CBS-DuM

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

W G E M - T V

QUINCY—1953—ABC-NBC

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

W R E X - T V

ROCKFORD—1953—ABC-CBS

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

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

W T V O

ROCKFORD—1953—DuM-NBC

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

W H B F - T V

ROCK ISLAND—1950—ABC-CBS

DuM

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

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

W I C S

SPRINGFIELD—1953—ABC-NBC

DuM

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

INDIANA

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

W T T V

**BLOOMINGTON—1949
ABC-CBS-NBC-DuM**

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

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

W F I E

EVANSVILLE—1953—NBC-ABC

DuM

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

W S J V

ELKHART—1954—NBC-ABC-DuM

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

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

WKJG-TV

FORT WAYNE—1953—ABC
NBC-DuM

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

WFBM-TV

INDIANAPOLIS—1948—CBS

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

WISH-TV

INDIANAPOLIS—1954—ABC-CBS
NBC-DuM

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

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

WFAM-TV

LAFAYETTE—1953—ABC-CBS-NBC
DuM

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

WLBC-TV

MUNCIE—1953—ABC-CBS-NBC
DuM

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

WSBT-TV

SOUTH BEND—1952—CBS-DuM

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

WTHI

TERRE HAUTE—1954—ABC-CBS

DuM

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

WINT

WATERLOO—1954—ABC-CBS

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

IOWA

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

Stations in State 11

W O I - T V

AMES—1950—ABC-CBS-DuM

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

W M T - T V

CEDAR RAPIDS—1953—CBS

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

K C R G - T V

CEDAR RAPIDS—1953—ABC-DuM

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

W O C - T V

DAVENPORT—1949—NBC

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

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

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

KGTV

DES MOINES—1953—ABC

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

WHO-TV

DES MOINES—1954—NBC

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

KQTV

FORT DODGE—1953—NBC-DuM

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

KGLO-TV

MASON CITY—1954—CBS-DuM

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

KTIV

SIOUX CITY—1954—NBC

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

KVTV

SIOUX CITY—1953—CBS-ABC-DuM

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

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

K W W L - T V

WATERLOO—1953—NBC-DuM

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

News ServiceUP
 Air Time14 hours daily
 MembershipNARTB
 RepresentativeHeadley-Reed
 Pres., Gen., Comm. Mgr.....Ralph J. McElroy
 Commercial Mgr.....Don E. Inman
 Director of News.....Ed Falk
 Dir. of Oper.....Dale Wood
 Dir. of Programming.....Warren Mead
 Film Manager.....Gene Bennett
 Chief Engineer.....T. W. Kirksey
 Consulting Engineer.....Frank McIntosh

KANSAS

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

Stations in State 6

K C K T - T V

GREAT BEND—1954

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

Air Time.....6 hours daily
 News ServiceUP
 RepresentativeBolling
 MembershipNARTB, TvB
 P. esident.....E. C. Wedell
 Vice Pres., Gen. Mgr.....Les Ware
 Comm. Mgr., Pub. Dir.....Otis Cowan
 Prog. Dir., Prod. Mgr.....Ben Butler
 Chief Eng.....Kenneth H. Cook

K T V H

HUTCHINSON—1953—CBS-ABC DuM

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

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

K O A M - T V

PITTSBURGH—1953—NBC-ABC-DuM

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

MembershipNARTB
 RepresentativeKatz
 PresidentCowgill Blair
 Gen., Sta., Comm. Mgr.....R. E. Wade
 Prog., Prom. Director.....Louis R. Martin
 Chief Engineer.....Jack Lawrence
 Technical Director.....Leo S. Stafford
 Consulting Engineer.....T. A. M. Craven

W I B W - T V

TOPEKA—1953—ABC-CBS-DuM

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

K A K E - T V

WICHITA—1954—ABC

Station Operating with Special Temporary Authorization
 Channel: 10 VHF...AP: 219 Kw...VP: 316 Kw.
 Owned-Oper. By.....KAKE-TV, Inc.
 Business Address.....1500 North West St.
 Phone Number.....Whitehall 3-4221
 Air Time.....10 hours daily
 News Service.....AP
 RepresentativeHollingbery
 MembershipNARTB
 President.....Mark H. Adams
 General Manager.....Martin Umansky
 Regional Sales Mgr.....Donivan Waldron
 Local Sales Manager.....Bryce Benedict
 Sales Service Dir.....Norman W. Larson
 Promotion Director.....Robert C. Payne
 Dir. News & Sp. Events.....Guy Runion
 Operations Mgr.....John Quigley
 Film Editor.....Garry Hultgren
 Film Production.....Paul Threlfall
 Chief Engineer.....Harold Newby
 Con. Eng.....Craven, Lohnes & Culver



K E D D

WICHITA—1953—NBC

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

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

KENTUCKY

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

W E H T

HENDERSON—1953—CBS

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

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

W H A S - T V

LOUISVILLE—1950—CBS

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

W A V E - T V

LOUISVILLE—1948—ABC-NBC-DuM

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

LOUISIANA

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

K A L B - T V

ALEXANDRIA—1954—NBC

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

Phone Number3-2543
 Air Time.....7 hours daily
 News Service.....AP, UP
 President.....W. H. Allen
 General, Station Mgr.....Willard L. Cobb
 Program Director.....Tom Palmer
 Chief Engineer.....Jesse Sexton

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. Friert
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

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

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

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

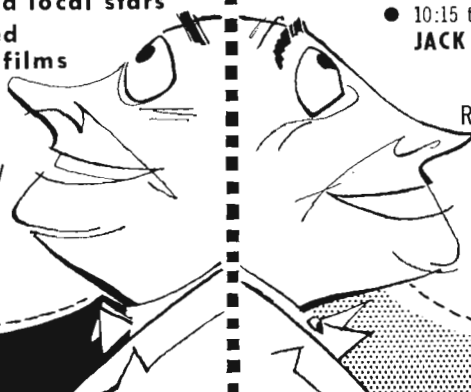
Represented
 Nationally by
BLAIR-TV

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

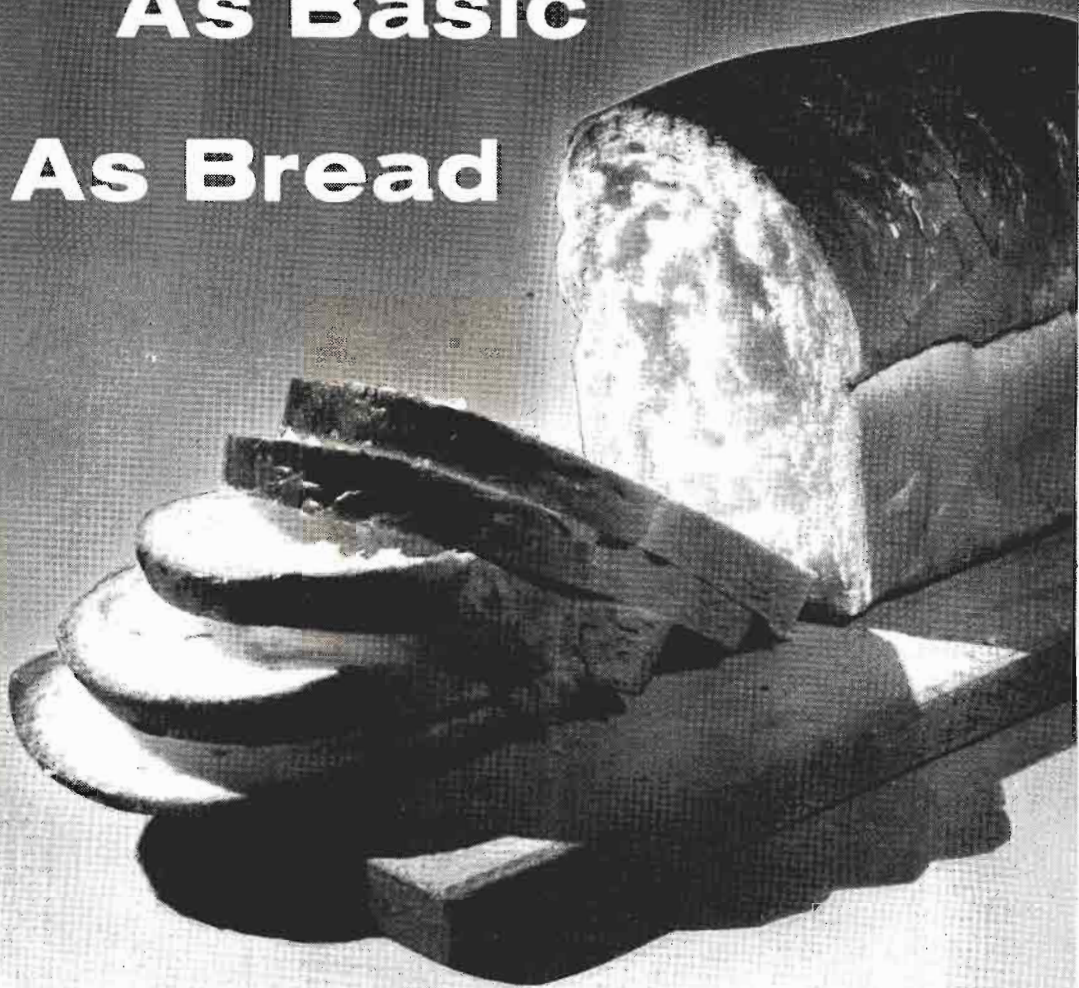
wxyz · radio

- 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 Femmel
 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 Grimmenstein
 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.....P. O. Box 427
 Representative.....Katz
 General Manager.....John Rossiter
 Consulting Engineer.....Raymond M. Wilmotte

WLB T

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 ^{sales} 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.

WTOK-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.

W O W TV OMAHA

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.

st with

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

watv
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

WRTV

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

WATV

NEWARK—1948

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

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

NEW HAMPSHIRE

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

WMUR-TV

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

WMUR
 and **WMUR-TV**

Complete New Program Schedule

NEW MEXICO

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

Stations in State 4

K G G M - T V

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.

K O A T - T V

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

K O B - T V

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

K S W S - T V

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

W R O W - T V

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

W N B F - T V

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.....SUsequahanna 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

BEST

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

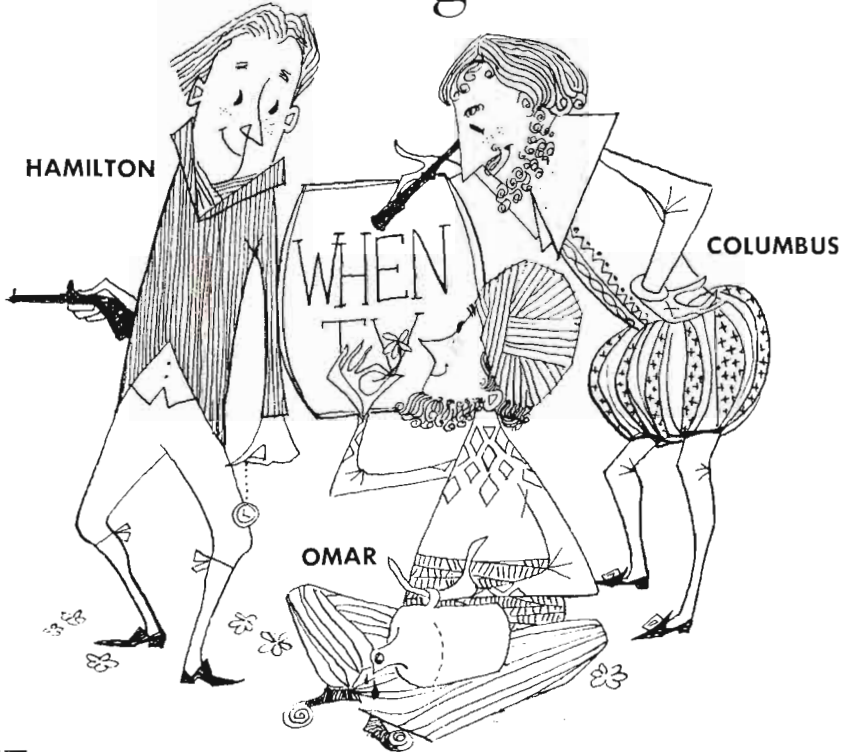
W R C A - T V**NEW YORK—1941—NBC**

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



Hamilton, 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-Righter-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.

WBTV

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

WNCT

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

WTVD

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

WNOA-TV

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

WMFD-TV

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

WFMY-TV

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 ServiceUP
RepresentativeHeadley-Reed
MembershipNARTB, 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 ServiceUP
MembershipNARTB, TvB
RepresentativeHoag-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
RepresentativeWeed
MembershipNARTB
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

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
RepresentativeWeed
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

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

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

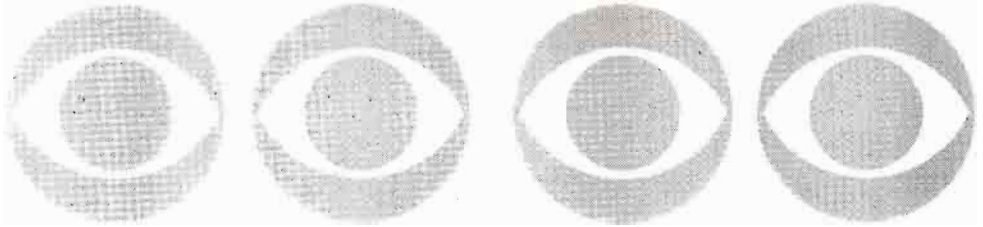
Channel: 12 VHF..AP: 195 Kw..VP: 316 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Phone Number.....Garfield 1331
Air Time.....18 hours daily
News Service.....AP
Newspaper Affiliation.....Times-Star
Representative.....Katz
Membership.....NARTB
President.....Hulbert 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

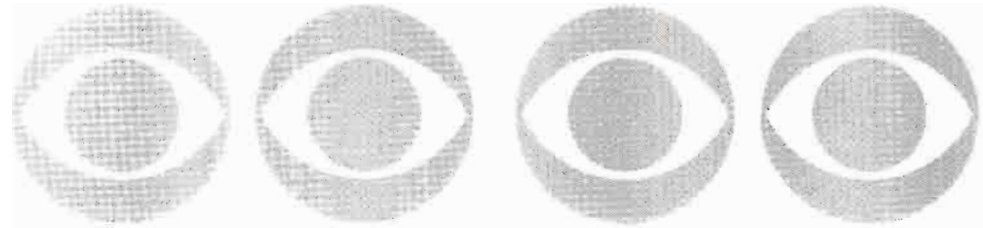
WLW-T

CINCINNATI—1948—NBC

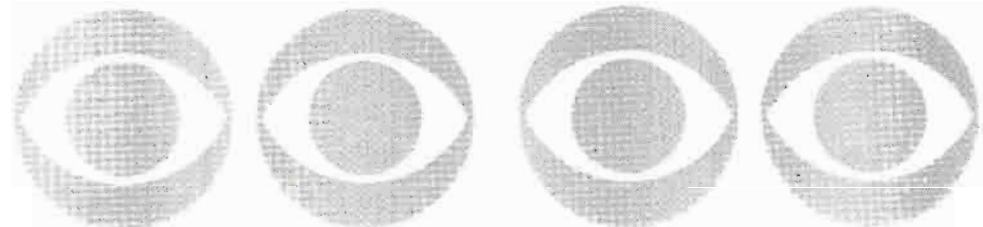
Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By...Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....18 hours daily
News Service.....UP, INS
Rep.....WLW Sales, NBC Spot Sales
Membership.....NARTB, TVB
Chairman of the Board.....James D. Shouse
Pres. &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



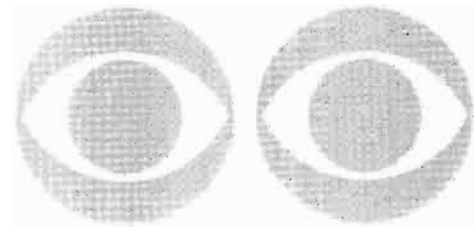
WXEL is now



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.



It's a triple combination you can't beat for selling results in the 4 billion dollar Greater Cleveland market!

now **Basic CBS Television Network**

WXEL Channel 8
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

WKRC-TV

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

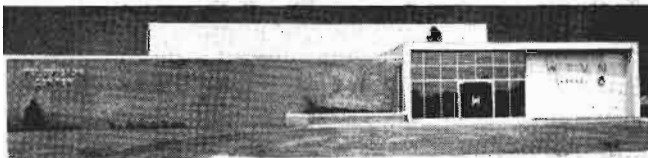
*MAXIMUM POWER
IN COLUMBUS*

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.....Gladyss 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

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

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

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

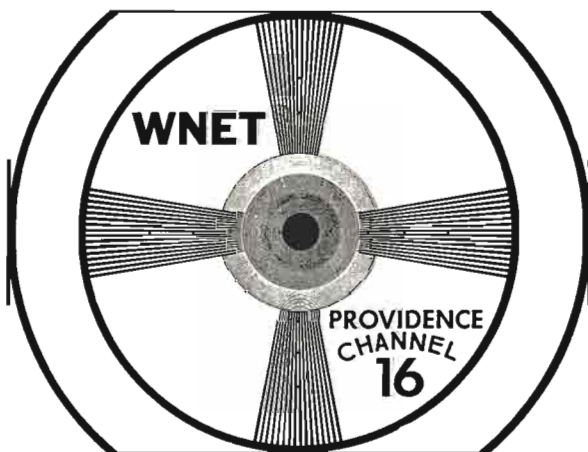
Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By.....The Outlet Co.
 Business-Studio Address....176 Weybosset St.
 Phone Number.....Gaspee 1-8255
 Air Time.....18 hours daily
 News Service.....AP, INS
 Representative.....Weed
 Membership.....NARTB
 Vice President.....George C. Griffith
 Station 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. Kenngott, 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.
 RepresentativeHollingbery
 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
 RepresentativePetry
 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
 RepresentativePearson
 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 Bscgt. 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 Bscgt. 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

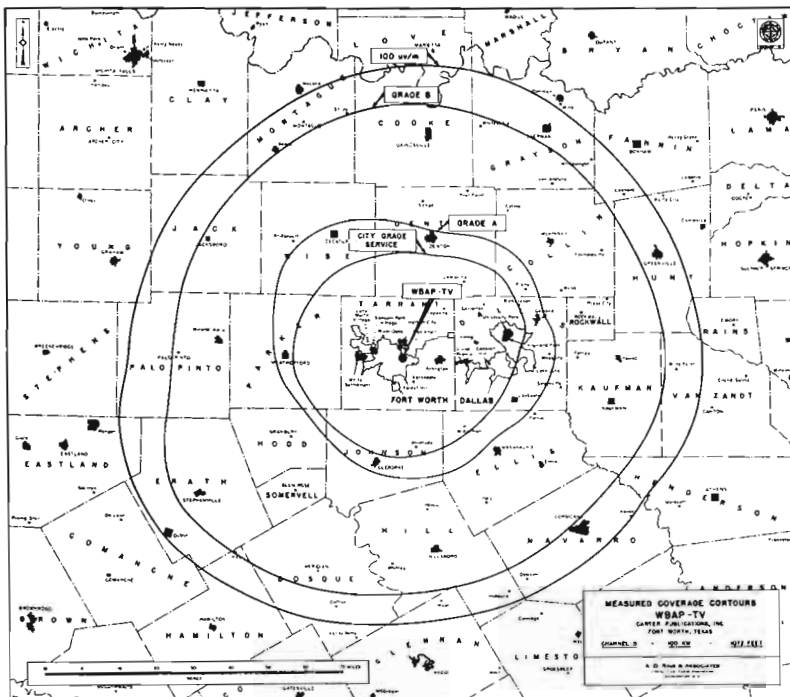
Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By... KRLD Radio Corp.
 Business Address Herald Square
 Phone Number RAndolph 6811
 Newspaper Affiliation... Dallas Times Herald
 Air Time 17 hours daily
 Membership NARTB
 Representative Branham
 Board Chairman J. W. Runyon
 President Clyde Rembert
 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

TO 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 Number3-3437
Air Time.....5 hours daily
News ServiceUP

RepresentativeWeed
MembershipNARTB
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.
RepresentativeAvery-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

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
RepresentativePearson
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.
RepresentativeHollingbery
President.....Edward Allen
General Manager.....Phil Allen
Sales Manager.....Joseph F. Wright, Jr.
Program Director.....Warren Uttal
Chief Engineer.....John T. Orth

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 Number3-1631
Air Time.....18 hours daily
News ServiceUP
RepresentativeWalker

The Best in Viewing

is

WACH-TV

•

Channel 33

Tidewater Radio

Newport News-Norfolk, Va.

MembershipNARTB
 PresidentJohn 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 Number56711
 Air Time.....17 hours daily
 Newspaper Affil....Norfolk Newspapers, Inc.
 News Service.....AP, INS
 RepresentativePetry
 MembershipNARTB, 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 Number5-8611
 Air Time.....17 hours daily
 News ServiceUP
 Station Representative.....Blair TV
 MembershipNARTB
 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 Number9227
 Air Time.....18 hours daily
 News ServiceAP
 RepresentativeAvery-Knodel
 MembershipNARTB, TvB
 PresidentPaul 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
 RepresentativeForjoe
 PresidentRogan 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
 RepresentativeBlair-TV
 MembershipTvB
 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.
 RepresentativeHollingsbery
 MembershipNARTB
 PresidentO. 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 ServiceUP
RepresentativeRosenman
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.
MembershipNARTB, 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.
Address714-5th Street
Phone Number2-1021
Newspaper Afil......Record-Herald
News Service.....AP, UP
Air Time.....6½ hours daily
RepresentativeMeeker
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 NumberB'way 1-6000
News ServiceAP

WTVW

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
ManagerI. E. Showerman
RepresentativePetry
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 Number4-4461
Newspaper Affiliation....Wyoming Eagle & Wyoming Tribune

News ServiceUP
RepresentativeHollingbery
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. Mumey
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. Petty

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 Emissoaras 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	Emissoaras 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 Emissoaras 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

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; KCOP (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)
Trinidad	Donald C. Campbell	KFBC-TV (Cheyenne) 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	KHQ-TV; KXYL-TV; KREM-TV (Spokane)		
Osburn	Wm. Zanetti			
Wallace	Wm. Zanetti			



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
Kentucky	Brookside	B. W. Whitfield, Jr.	WATE (Knoxville)
	Harlan	Joe Guthrie	WAVE-TV (Louisville)
	Irvine	Frank Müller	WLWT (Cincinnati) WAVE-TV; WHAS-TV (Louisville)
	Liberty	George E. Wolford	WSAZ-TV (Huntington)
	Lynch Paintsville	Dwight L. Brown	WCHS-TV (Charleston) WSAZ-TV (Huntington)
	Pikeville	R. G. Wells, Jr.	WCHS-TV (Charleston)
	Pineville Middlesboro Wheelright Whitesburg Winchester Yancey	J. M. Brooks, Jr. W. Howes Meade George Leatherman R. B. Salyer W. Howes 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)
	Livingston	P. B. McAdam	KOOK-TV (Billings)
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

COMMUNITY TELEVISION ANTENNA SYSTEMS

State	City	Exec. in Charge	Stations
New York	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; WNBTV; WABD; WABC-TV; WOR-TV; WATV; WPIX (New York)	
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		WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
	Woodridge		WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
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)
Ohio	Sugarcreek	Claude Stevanus	WTRE-TV; (Wheeling) WSTV-TV (Steubenville)
	Waverly	L. D. Kissinger	WSTV-TV (Steubenville)
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	WKY-TV; KWTV (Okla. City) WBAP-TV (Fl. Worth) KFDX-TV (Wichita Falls, Tex.) KTEN (Ada, Oklahoma)
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	KBES-TV (Medford) KVAL-TV (Eugene)
Oregon	Portland	Wally Matson	KOMO-TV (Seattle) KOIN-TV (Portland)
	Reedsport	Wally Matson	KBES-TV (Medford) KVAL-TV (Eugene)
Oregon	Roseburg	J. T. Pierce	KOMO-TV (Seattle) KOIN-TV (Portland)
	The Dalles	George Skaugset	KOMO-TV (Seattle) KOIN-TV (Portland)
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.) WPIX (New York)
	Bethlehem	James G. Petrakis	WPTZ; WCAU-TV; WFIL-TV; (Phila.) WHUM-TV (Reading) WGBI-TV (Scranton)
	Bloomsburg	John L. Pipa, Jr.	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Blossburg	Wm. S. Rennie, Jr.	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Brdford	Victor H. Samuelson	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Bradford	Joseph Saricks	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Brandonville	Sannuel Unysoovage	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
Pennsylvania	Brockton	Dominie Vitelli	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Brockway	George C. Morrison	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
Pennsylvania	Buck Hill Falls	Joseph F. Missick	WDTV (Pittsburgh) WJAC-TV (Johnstown)
	Clarksville	Joseph Saricks	WDTV (Pittsburgh) WJAC-TV (Johnstown)
Pennsylvania	Clearfield	Joseph Saricks	WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)
	Conemaugh	Frank Chindo	WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)
Pennsylvania	Coudersport	Joseph A. English	WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)
			WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)

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)
	Hamburg	D. H. Schoener	WNBF-TV (Binghamton)
	Harrisburg	J. Calvin Frank	WPTZ; WFIL-TV; WCAU-TV (Phila.)
			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.)
	Mahanoy City	John Walsonavich	WEU-TV; WHUM-TV (Reading)
			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)
			WDTV (Pittsburgh)
	Meyersdale	Robert Kirchner	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) WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona)
	Williamsport	Ray Schnelder	WNBF-TV (Binghamton) WPTZ (Philadelphia) WFBG-TV (Altoona)
	Youngsville	Rex E. Young	WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading) 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	WVMT (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) WVMT (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 Ellensburg Ephrata Everett		Emory Weimer August Schwartz George Curtiss Ben H. Kligenstein	KXLY-TV; KHQ-TV (Spokane) KREM-TV; KIHQ-TV; KXLY-TV (Spokane) KXLY-TV; KHQ-TV (Spokane) KREM-TV; KIHQ-TV; KXLY-TV (Spokane)	
Kennewick		Harold Cathow Eldon A. Root	KXLY-TV; KHQ-TV; KREM-TV (Spokane) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)	
Lind		R. S. McCaw	KHQ-TV; KXLY-TV (Spokane) KLMA-TV (Yakima)	
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; KIHQ-TV; KREM-TV (Spokane) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KIHQ-TV; KXLY-TV (Spokane) KING-TV (Seattle)	
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 Cocco	
	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; WNEWS; WXEL (Cleveland)
	Montreal, Que.	A. Cross	CBFT; CBMT (Montreal) Plus Closed-Circuit Organizations
	Trail, Br. Columbia	Gordon L. Fairweather	KREM-TV; KXLY-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
	□ □ □	
	ALABAMA	
Mobile	WKAB-TV (UHF)	August 1, 1954
	CALIFORNIA	
Fresno	KBID-TV (UHF)	July 15, 1954
Los Angeles	KTHE (UHF)	September 10, 1954
	INDIANA	
Princeton	WRAY-TV (UHF)	July 17, 1954
	KENTUCKY	
Louisville	WKLO-TV (UHF)	April 20, 1954
	MAINE	
Portland	WPMT (UHF)	December 16, 1954
	MINNESOTA	
Duluth	WFTV (UHF)	July 11, 1954
	MISSISSIPPI	
Meridian	WCOC-TV (UHF)	July 30, 1954
	MISSOURI	
Festus	KACY (UHF)	April 2, 1954
	MONTANA	
Butte	KOPR-TV (VHF)	September 19, 1954
	NEW JERSEY	
Atlantic City	WFPG-TV (UHF)	May 17, 1954
	NEW YORK	
Albany	WTRI (UHF)	
Elmira	WTVE (UHF)	October 15, 1954
	OHIO	
Dayton	WIFE (UHF)	March 13, 1954
	OKLAHOMA	
Tulsa	KCEB (UHF)	December 25, 1954
	PENNSYLVANIA	
Lebanon	WLB-TV (UHF)	October 16, 1954
New Castle	WKST-TV (UHF)	January 14, 1955
Pittsburgh	WKJF-TV (UHF)	July 2, 1954
	TEXAS	
Houston	KNUZ-TV (UHF)	June 25, 1954
Tyler	KETX (UHF)	October 23, 1954
	VIRGINIA	
Danville	WBTM (UHF)	December 31, 1954
Norfolk	WTOX (UHF)	October 3, 1954
	WEST VIRGINIA	
Charleston	WKNA-TV (UHF)	February 28, 1955
Fairmont	WJPB-TV	March 1, 1955
	WISCONSIN	
Nennah-Appleton- Menasha	WNAM-TV (UHF)	January 2, 1954

THE TELEVISION CODE OF THE NARTB



PREAMBLE

TELEVISION 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.

THE 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.

THE 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.

TELEVISION, 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.

IN 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.