

Connecticut

Pop. March 1 (Est.) 2,285,000—TV Homes 594,000
Stations in State 5

WICC-TV—Bridgeport—1953 ABC

Channel: 43 UHF..AP: 91 Kw..VP: 180 Kw.
Owned.....Southern Conn. & L. I. TV Co.
Business Address.....Box 9140
News Service.....UP
Representative.....Adam Young
Pres., Gen. Sta. Mgr.....Philip Merryman
Comm. Mgr.....Manning Slater
Promotion Manager.....Joan Fisher
Film Ed.....Irving Magilnick
Chief Engineer.....Alvin Andrus

WHCT-TV—Hartford—1954 CBS

Channel: 18 UHF..AP: 97 Kw..VP: 86 Kw.
Owned.....CBS
Address.....555 Asylum Street
Representative.....CBS Spot Sales

General Manager.....Harvey Struthers
Gen. Sales Mgr.....Lamont Thompson
Program Director.....John O. Downey
Dir. Oper.....Harold Dorshug
Prom. Mgr.....Joseph Dowling

WNBC—West Hartford 1952—NBC

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.
Owned.....New Britain Bcastg. Co.
Address.....West Hartford 10
Representative.....Bolling
Membership.....NARTB
President.....Thomas B. McFadden
Ex. V.P. & Gen. Mgr.....Peter B. Kenney
Secretary.....Wm. H. Day
National Sales Mgr.....David Scott
Film Manager.....Phillip B. Hale
Program Manager.....Robert W. Bray
Oper. Mgr., Chief Eng.....John Shipley

MORE NEWS

MORE FEATURES

MORE REGIONAL COVERAGE

AP

... and **MORE RADIO AND TELEVISION STATIONS**

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THE ASSOCIATED PRESS

ONLY ONE CAN DO THE JOB

NEW, ADDITIONAL SURVEY PROOF:
WNHC-TV—seven days a week, sign on to
sign off—delivers average audiences 210%
greater than top New York City station reach-
ing any part of the area; 244% greater than
Hartford; 174% greater than New Britain.
Call KATZ for the proof: ARB, Nov. 1956;
PULSE, Oct. 1956; NIELSEN NCS #2, 1956.



WNHC-TV

NEW HAVEN-HARTFORD, CONN.

Channel 8

ABC-TV • CBS-TV

Represented by KATZ

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York



...ESPECIALLY IN HARTFORD!

WNHC-TV—New Haven
1948—CBS-ABC

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By ..Triangle Publications, Inc.
Business Address1110 Chapel St.
News Service INS, AP
Representative Katz
Membership NARTB, TvB
Gen. Mgr. Edward Taddel
Sta. Mgr., Prog. Dir. Edward Obrist
Sales Mgr. J. Vincent Callanan
Promotion Dir. John Curran
Chief Engineer Vincent DeLaurentis

WATR-TV—Waterbury
1953—ABC

Channel: 53....AP: 125 Kw....VP: 245 Kw.
Owned-Operated By.....WATR, Inc.
Business Address.....440 Meadow St.
News ServiceUP
Representative Burke Stuart
Membership NARTB
President Harold Thomas
Gen., Sta., Commercial Mgr.... Samuel Elman
Prog. Dir., Film Manager..... Astrid Curtis
Promotion Director..... Wally King
Chief Engineer..... Andrew Toross

Delaware

Pop. March 1 (Est.) 421,000—TV Homes 108,000
Stations in State 1

WPFH—Wilmington—1949

Channel: 12 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. ByWPFH Broadcasting Co.
AddressSuburban Sta. Bldg., Phila., Pa.
Studio AddressBox 867, Wilmington

Representative Raymer
President, Gen. Mgr. Paul F. Harron
Commercial Mgr. Glenn B. Lau
Production Manager Marvin Fisher
Promotion Manager..... William F. Conran
Chief Engineer Luther O. Piersol

THE WPFH AREA MARKET

Total Population: 5,642,208	Total Families: 1,644,948
Buying Income: \$9,836,277,000	Total Retail Sales: \$6,365,340,000

WPFH-TV
CHANNEL 12
BEST IN PHILA &
WILMINGTON

REPRESENTED BY PAUL RAYMER & CO., INC.

Dist. of Columbia

Pop. March 1 (Est.) 871,000—TV Homes 223,000
Stations in District 4

WMAL-TV—Washington, D. C. 1947—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By **The Evening Star Bcstg. Co.**
Address.....4461 Connecticut Ave., N.W.
Newspaper Affiliation.....**The Evening Star**
Membership.....NARTB, TvB
Representative.....H-R Television
News Service.....AP
President.....**John W. Thompson, Jr.**
General Manager.....**F. S. Houwink**
Commercial Manager.....**Neal J. Edwards**
Program Director.....**Theodore H. McDowell**
Prom. & Pub. Director.....**E. Haywood Meeks**
Film Manager.....**Robert Morgan**
Chief Engineer.....**Allan Powley**

WTOP-TV—Washington 1949—CBS

Channel: 9 VHF..AP: 175 Kw...VP: 316 Kw.
Owned-Oper. By.....**Washington Post**
Business Address.....**Broadcast House**
Newspaper Affiliation.....**Washington Post**
News Service.....AP, UP
Representative.....**CBS TV Spot Sales**
President.....**John S. Hayes**
Vice-Pres., TV.....**George F. Hartford**
Comm. Mgr.....**Robert A. J. Bordley**
Pub. & Prom. Director.....**Robert M. Adams**
Program Dir.....**Thomas Jones**
Film Mgr.....**William Hedgepeth**
Vice President for Engineering....**Clyde Hunt**

WRC-TV—Washington 1947—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....**National Bcstg. Co., Inc.**
Bus.-Studio Address.....**Sheraton Park Hotel**
Representative.....**NBC Television Spot Sales**
Membership.....NARTB, TvB
General Mgr.....**Carleton D. Smith**
Director of Sales.....**Joseph Goodfellow**
TV Sales Mgr.....**Charles de Lozier**
Director of Programs.....**James E. Kovach**
Dir. of Operations.....**Lefferts A. McClelland**
Program Mgr.....**William Grayson**
Prod. Mgr.....**Jas. McMurry**
Pub. Ser. Mgr.....**Burton Bridgens**
Dir. Prom., Adv. & P.R.....**Wm. Coyle**

WTTG—Washington—1947

Channel: 5 VHF..AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By.....**DuMont Bcstg. Corp.**
Business-Studio Address.....**Hotel Raleigh**
Representative.....**Weed and Co.**
Membership.....NARTB
President.....**Bernard Goodwin**
V.P., Gen. Manager.....**Ted Cott**
Station Manager.....**James Anderson**
Asst. Sta. Mgr.....**Richard S. Stakes**
Comm. Manager.....**Perry Walders**
Production Mgr.....**Weston J. Harris**
Prom., Pub. Director.....**Duncan Miller**
Film Director.....**Louis Lorenzetti**
Chief Engineer.....**Malcolm M. Burleson**

Florida

Pop. March 1 (Est.) 3,990,000—TV Homes 836,000
Stations in State 17

WESH-TV—Daytona Beach 1956

Channel: 2 VHF..AP: 2.5 Kw...VP: 5 Kw.
Owned-Oper. By.....**Telerad, Inc.**
Business Address.....**P.O. Box 1712**
Representative.....**Petry**
News Service.....UP
President.....**John H. Perry, Jr.**
General Manager.....**Thomas S. Gilchrist, Jr.**
Station Mgr., Comm. Mgr.....**Walter Stousse**
Program Dir.....**William Hall**
Promotion Dir.....**Charlie Rogers**
Publicity Dir.....**Deanie Cates**
Film Manager.....**Gene Haff**
Chief Engineer.....**A. O. Peck**

Managing Director.....**W. M. Koessler**
Promotion Dir.....**Terry Mason**
Promotion Dir.....**Bob Edell**
Sales Manager.....**Dick Sloan**
Film Mgr.....**Douglas Johnson**
Chief Engineer.....**William Needs**

WGBS-TV—Miami—1953

Channel: 23 UHF..AP: 92 Kw...VP: 185.5 Kw.
Owned-Oper. By.....**Storer Bcstg. Co.**
Business Address.....**316 N.E. 21st St.**
Representative.....**Katz**
President.....**George B. Storer**

WITV—Ft. Lauderdale—1953 ABC

Channel: 17 UHF..AP: 312 Kw...VP: 536 Kw.
Owned-Oper. By.....**Gerico Investment Co.**
Bus. Address.....**228 N.E. 3rd St.**
Representative.....**Forjoe**
President.....**L. C. Judd**
Gen. Mgr.....**C. Edw. Little**
Sta. Mgr.....**C. Azevedo**
Program Dir.....**Jean Scurman**
Sports Dir.....**Clure Mosher**
Comm. Dir.....**Mike Korman**
Publicity Director.....**Louise Richards**
Film Manager.....**John Murphy, Jr.**
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... 2824 Palm Beach Blvd.
Representative... McGillvra; Ayres
Membership... NARTB, TvB
Gen., Sales Mgr. ... A. J. Bauer
Technical Dir. ... Bob Bachman
Program Dir. ... Frank Nodine

WJHP-TV—Jacksonville
1953—NBC-ABC

Channel: 36 UHF... AP: 136 Kw... VP: 276 Kw.
Owned-Oper. By... Jacksonville Journal Co.
Business Address... 4038 Phillips Hwy.
Newspaper Affil. ... Jacksonville Journal
Representative... Petry
News Service... UP
President... John H. Perry, Jr.
Gen. Mgr. ... T. S. Gilchrist, Jr.
Film Manager... Ted Booth
Commercial Manager... Bill Fraker
Program Director... Martha Thomas
Promotion Director... Charles Ost
Chief Engineer... Charles Carter
Technical Dir. ... Beecher Hayford

WMBR-TV—Jacksonville
1949—ABC-CBS

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Washington Post
Business Address... 605 S. Main
Newspaper Affil. ... Washington Post
News Service... UP
Representative... CBS TV Spot Sales
Membership... NARTB, TvB
Pres. WMBR Div. ... Glenn Marshall, Jr.
V.P., Gen. Mgr. ... Charles Stone
Prom. Dir. ... Ken McClure
Comm. Mgr. ... Dave Bocher
Program Dir. ... Harry Kalkines
Prod. Manager... Leonard Mosby
Film Manager... Jack Sears
Chief Engineer... Ernest Vordermark

WPTV—Palm Beach
1954—NBC

(Formerly WJNO-TV)

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.
Owned-Oper. ... John H. Phipps Bcstg. Co.
Business Address... 5 Coconut Row
Representative... Blair TV Assoc.
Membership... NARTB, TvB
News Service... AP
President... John H. Phipps
General Manager... Stephen P. Willis
Commercial Manager... W. L. Woods
Program Director... Robert F. Carris
Chief Engineer... Gino Ricciardelli

WCKT—Miami—1956—NBC
NBC

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By... Biscayne Television Corp.
Business Address... Box M, Little River Sta.
Representative... NBC Spot Sales
News Service... AP
Membership... NARTB
President, Gen. Mgr. ... Niles Tramwell
Station Manager... James M. Le Gate
Commercial Manager... Robert L. Fidler
Traffic Manager... Miss Ruth Richardson
Operations Manager... Charles L. Kelly
Production Manager... Robert E. Gilbert
Promotion Director... Bob Nashick
Film Editor... Frank L. Struzziari
Chief Engineer... M. C. Scott, Jr.

WTVJ—Miami—1949
ABC-CBS

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.
Owned-Oper. By... WTVJ, Inc.
Address... 316 N. Miami Ave.
News Service... INS, UP
Representative... Peters, Griffin, Woodward, Inc.
Membership... NARTB, TvB
President... Mitchell Wolfson
Exec. V.P., Gen. Mgr. ... Lee Ruwitch
Vice-Pres., Operations Mgr. ... John A. Shay
Nat'l Sales Dir. ... William Brazzil
Program Director... Lee Waller
Pub. & Prom. Director... Burt Toppam
Production Mgr. ... Ashe Dawes
Business Film Mgr. ... Louis Wolfson
Chief Engineer... Earl W. Lewis

WDBO-TV—Orlando—1954
ABC-CBS-NBC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Orlando Bctg. Co., Inc.
Business Address... 30 S. Ivanhoe Blvd.
News Service... AP
Representative... Blair-TV
Membership... NARTB, TvB
President, Gen. Mgr. ... Harold P. Danforth, Sr.
Sales Co-ordinator... A. V. Carlson
Prog. Dir., Film Buyer... Walter E. Sickles
Publicity Director... Audrey Lane
Film Manager... Harold P. Danforth, Jr.
Chief Engineer... J. E. Yarbrough

WJDM—Panama City—1953
NBC

Channel: 7 VHF... AP: 5.36 Kw... VP: 10.7 Kw.
Owned-Oper. By... J. D. Manly
Business Address... Box 428
Representative... Hollingbery
General Manager... Mel Wheeler
Ass't. Gen., Nat'l. Sales Mgr. ... Millt De Reyna
Station Mgr. ... Harry C. Babb
Chief Engineer... Claude Maenza



WEAR-TV—Pensacola
1953—ABC

Channel: 3 VHF...AP: 33 Kw...VP: 55 Kw.
Owned-Oper. By.....Gulfport B'g. Corp.
Business Address.....Highway 90
Representative.....Hollingbery
Membership.....NARTB, TvB
President, Gen. Mgr.....Mel Wheeler
Asst. Gen. Mgr. & National
Sales Manager.....Milt de Reyna, Jr.
Comm. Mgr.....Irv Welch
Chief Engineer.....Jim Smith

WSUN-TV—St. Petersburg
1953—ABC

Channel: 38 UHF...AP: 12 Kw...VP: 25 Kw.
Owned-Oper. By.....City of Petersburg
Business Address.....Municipal Pier
Representative.....Weed
News Service.....UP
Membership.....NARTB
General Manager.....Fred P. Shawn
Commercial Manager.....Bernard L. Kobres
Program, Film Director.....Charles D. Bishop
Promotion Director.....Barbara Young
Sales Service Mgr.....Vera New
Community Serv. Mgr.....Dayton Saltsman
Production Manager.....Chad Mason
Traffic Managers.....Doris Isler, Jeanne Nesmith
Chief Engineer.....Louis J. Link

WCTV—Tallahassee—1955
ABC-CBS-NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By
John H. Phipps Broadcasting Co.
Business Address.....P.O. Box 3166
Representative.....Blair
News Service.....AP, INS
Membership.....TvB
Owner.....John H. Phipps
General Manager.....L. Herschel Graves
National Sales Manager.....William L. Woods
Program Director.....Harry R. Wagner
Promotion Director.....Barbara Young
Publicity Director.....Jos. Hosford
Film Manager.....Joyce Stone
Director of Engineering.....W. A. Snowden

WTVT—Tampa—1955—CBS

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WKY Television
Address.....3213 Grand Central
News Service.....AP, UP
Representative.....Katz
President.....E. K. Gaylord
Vice Pres. and Gen. Mgr.....P. A. Sugg
Commercial Mgr.....John Haberman
Pub, Promotion Dir.....Edwin Jay
Film Mgr.....Monte Gurwit
Business Manager.....Norman Bagwell
Operations Mgr.....Roger Olson
Production Mgr.....Walter K. Rhoads
Chief Engineer.....William Witt

WFLA-TV—Tampa—1955
NBC

Channel: 8 VHF...AP: 220 Kw...VP: 316 Kw.
Owned-Oper. By.....Tribune Company
Address.....Box 1410
Newspaper Affiliation.....Tampa Tribune
News Service.....AP
Representative.....Blair-TV
Membership.....NARTB, TvB
President.....J. C. Council
General Manager.....George W. Harvey
Operations Mgr.....Daniel H. Smith
Sales Mgr.....William B. Faber
Prog. Dir., Film Mgr.....Carl Bergquist
Prom., Pub. Director.....Tom Matthews
Production Manager.....L. George Gelger
Chief Engineer.....J. H. Mitchell

WEAT-TV—West Palm Beach
1955—ABC

Channel: 12 VHF...AP: 63 Kw...VP: 112 Kw.
Owned-Oper. By.....RKO Teleradio Pictures
Business Address.....Pennsylvania Hotel
Representative.....H.R. Brown
President.....Thomas F. O'Neil
Gen. Mgr.....Bertram Leibar, Jr.
Program Dir.....Mary O'Connell
Gen. Sales Mgr.....E. J. Hennessey
Local Sales Mgr.....C. C. Levis
Production Director.....Jack Poole
Chief Engineer.....J. Ross McPherson



SUPPORT THE

AMERICAN

RED CROSS



Georgia

Pop. March 1 (Est.) 3,744,000—TV Homes 684,000
Stations in State 13

WALB-TV—Albany—1954 ABC-NBC

Channel: 10 VHF..AP: 56.2 Kw...VP: 112 Kw.

Owned-Oper. By.....Herald Publishing Co.

Address Stuart Ave. & Greenwood Dr.

Representative...Venard, Rintoul & McConnell

President.....James H. Gray

General Manager.....T. R. Stillwagon

Program Director.....Jack Mayer

Owned-Oper. By.....Crosley Bcstg. Corp.

Bus. Address....1611 W. Peachtree St. N.E.

News ServiceUP

RepresentativeBomar-Lowrance

MembershipTvB, NARTB

PresidentR. E. Dunville

V.P.-General Manager H. A. LeBrun

V.P.-Business ManagerJ. P. Dwyer

Program Dir. Bob Hendrickson

Prom. Dir. Howard Rowe

Film. Dir. Thomas Hitchcock

Chief EngineerHarvey Aderhold

WLW-A—Atlanta—1951 ABC

Channel: 11 VHF..AP: 160 Kw...VP: 316 Kw.

Get
the most
out of
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dollar

*... a long list of satisfied
clients testify to the
result-getting ability of*

SOUTH GEORGIA'S

WALB ^T_V

Channel 10 ALBANY, GA.

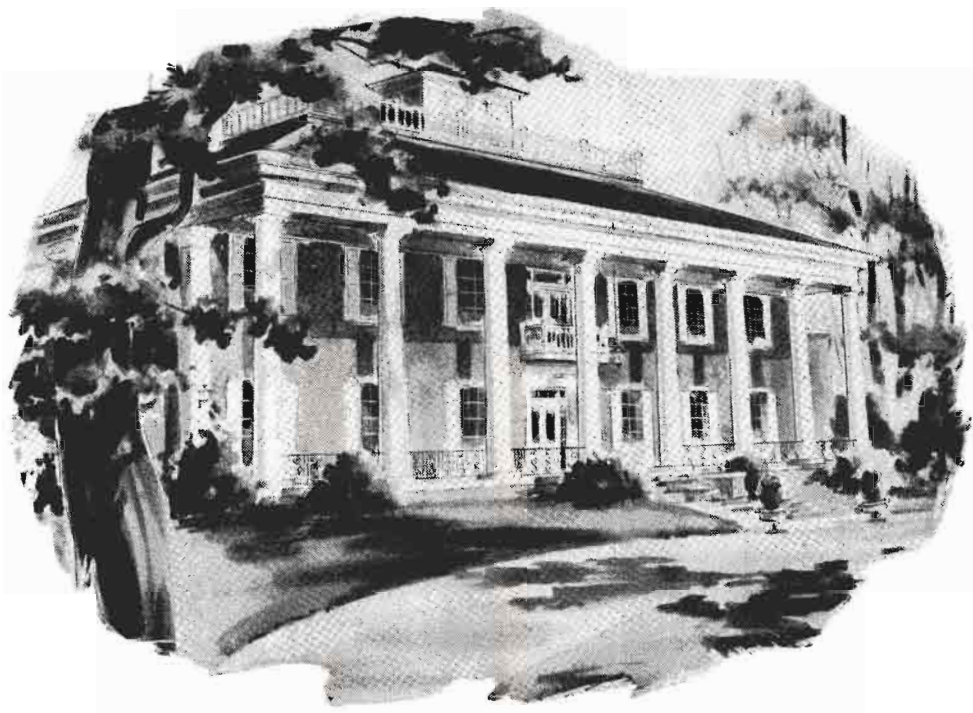


NBC—ABC—and TOP LOCAL PROGRAMS

James H. Gray
President

T. R. Stillwagon
General Manager

Represented by
Venard, Rintoul & McConnell, Inc.



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Thirty-four years of programming in the public interest has earned for these stations an audience confidence and respect that means much to advertisers. It means a *pre-conditioned* acceptance of your programs—even those still in the planning. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets* . . . with a record of higher-than-anticipated dividends to sponsors.

wsb radio / wsb-tv

*Affiliated with The Atlanta Journal and Constitution
NBC affiliate Represented by Edw. Petry & Co*



WAGA-TV—Atlanta—1949 CBS

Channel: 5...AP: 50 Kw....VP: 100 Kw.
 Owned-Operated By...Storer Bcstg. Co., Inc.
 News Service.....**AP**
 Representative.....**Katz**
 Membership.....NARTB, TvB
 President.....George B. Storer, Sr.
 Managing Dir.....Glenn C. Jackson
 Commercial Mgr.....Jack Collins
 Program Dir., Film Mgr.....Don Naylor
 Prom., Pub. Director.....Charles E. Trainor
 Chief Engineer.....Hugo Bondy

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.
 Newspaper Affiliations..Atlanta Newsp., Inc.
 News Service.....AP, INS, UP
 Representative.....**Petry**
 Membership.....NARTB, TvB
 General Manager.....John M. Outler
 General Manager.....J. R. Meachem
 Station Manager.....Marcus Bartlett
 Production Director.....Mark Toalson
 Film Director.....Jean Hendrix
 Chief Engineer.....R. A. Holbrook

WJBF-TV—Augusta—1953 NBC-ABC

Channel: 6...AP: 68 Kw....VP: 100 Kw.
 Owned-Oper. By..Georgia-Carolina Bcstg. Co.
 Business Address.....Augusta, Ga.
 News Service.....UP
 Representative.....Hollingbery
 Membership.....TvB, NARTB
 President.....J. B. Fuqua
 V.P.-Gen., Sta., Mgr.Donald M. Kelly, Jr.
 Program Director.....Ben Gear
 Comm. Mgr., Prom. Dir. .Thomas J. Hennesy
 Pub. Dir.Jack Wideman
 Film Mgr.James Nabons
 Chief Engineer.....John Jopling

WRDW-TV—Augusta—1954 CBS

Channel: 12 VHF...AP: 6 Kw...VP: 10 Kw.
 Owned-Oper. By...Southeastern Newspapers
 Business AddressP.O. Box F, N. Augusta
 News Service.....**AP**
 Newspaper AffiliationAugusta Chronicle,
 Augusta Herald
 Representative.....Branham Company
 President.....Pat H. Rice, Jr.
 Gen., Sta., Comm. Mgr.....J. W. Hicks
 Program Dir.Richard A. Fennel
 Prom. Director.....Don Shepherd

tops IN ATLANTA

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Film Manager.....Frank Allen
 Chief Engineer.....Joseph P. Gill, Jr.

WDAK-TV—Columbus
1953—ABC-NBC

Channel: 28 UHF..AP: 234 Kw..VP: 116 Kw.
 Owned-Oper. By.....Television Columbus
 Business Address.....1307 1st Avenue
 News Service.....AP
 Representative.....Headley Reed
 General Manager.....Allen Woodall
 Station Manager.....E. F. McLeod
 Comm. Manager.....Joe V. Windsor
 Prog. Dir., Prod. Manager.....John Hughes
 Prom., Pub. Director.....M. M. Byrne
 Film Manager.....Ronnie Otwell
 Chief Engineer.....Reeve Owen

WRBL-TV—Columbus
1953—CBS-ABC

Channel: 14 VHF..AP: 70 Kw..VP: 100 Kw.
 Owned-Oper. By.....Columbus Bcastg. Co.
 Business Address.....1350 13th Ave.
 News Service.....UP
 Newspaper Affil.....Ledger Enquirer
 Representative.....Hollingbery
 Pres., Gen. Manager.....J. W. Woodruff, Jr.
 Sta. Mgr., Film Buyer.....Ridley Bell
 National Sls. Mgr.....George Jenkins
 Prod., Prog. Director.....George A. Gingell
 Film Mgr.....Howard Shehane
 Chief Engineer.....Joe A. Gamble

WMAZ-TV—Macon—1953
CBS-ABC-NBC

Channel: 13 VHF..AP: 125 Kw..VP: 250 Kw.
 Owned-Oper. By.....Southeastern Bcastg. Co.
 Business Address.....Bankers Insurance Bldg.
 Phone Number.....2-7373
 Air Time.....14 hours daily
 News Service.....UP
 Representative.....Avery-Knodel
 President, Ch. Eng.....George Rankin, Jr.
 General Manager.....Wilton E. Cobb
 Prom., Pub. Dir., Film Buyer.....Ed Pendleton
 Production Manager.....Bob Savage
 Comm. Manager.....Frank Crowther
 Chief Engineer.....J. D. Lawhon

WROM-TV—Rome—1953

Channel: 9 VHF..AP: 16 Kw..VP: 32 Kw.

Owned-Oper. By.....WROM-TV, Inc.
 Business Address.....Box 473
 Representative.....McGillvra
 President.....Dean Covington
 General Manager.....Ed McKay
 Commercial Manager.....Charles Doss
 Chief Engineer.....T. H. Robertson

WSAV—Savannah—1956
ABC-NBC

Channel: 3 VHF..AP: 16.2 Kw..VP: 32.4 Kw.
 Owned-Oper. By.....WSAV, Inc.
 Business Address.....Liberty Nat'l Bank Bldg.
 Representative.....Blair
 President, Gen. Mgr., Sta. Mgr. Harban Daniel
 Operations Manager.....M. E. Thompson
 Commercial Manager.....H. M. Humpidge
 Program Director.....William E. Lucas
 Prom., Pub. Dir.....Elmer Alley
 Film Manager.....S. Rowland Smith
 Chief Engineer.....Byron Strong

WTOC-TV—Savannah
1954—CBS-ABC

Channel: 11 VHF..AP: 104 Kw..VP: 207.5 Kw.
 Owned-Oper. By.....Savannah Bcastg. Co.
 Business Address.....516 Abercorn St.
 Station Representative.....Avery-Knodel
 Membership.....NARTB
 President & Gen. Mgr.....William T. Knight, Jr.
 Commercial Mgr.....Ben B. Williams
 Film Mgr., Program Director ..Dwight J. Bruce
 Prom., Pub. Dir.....Frank S. Bryson, Jr.
 Chief Engineer.....Kyle Goodman

WCTV—Thomasville—1955
ABC-CBS-NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By ..John H. Phipps Bcastg Co.
 Business Address ..Box 3166, Tallahassee, Fla.
 Representative ..Meeker; Cummings
 Membership ..TvB
 Pres. & Owner ..John H. Phipps
 General Mgr.L. Herschel Graves
 Nat'l Sales Mgr.W. L. Woods
 Dir. Oper & Film Buyer.....Jos. Hosford
 Program Director.....Harry R. Wagner
 Promotion Dir.....Barbara Young
 Dir. Engineering.....Wm. A. Snowden

Pop. March 1 (Est.) 633,000—TV Homes 104,000
 Stations in State 4

Idaho

KBOI-TV—Boise—1953—CBS

Channel: 2 VHF... AP: 33 Kw.... VP: 65 Kw.
 Owned-Oper. By.....Boise Valley Bcstrs. Inc.
 Business Address.....1007 Jefferson St.
 Representative.Peters, Griffin, Woodward, Inc.
 Pres., Gen. Mgr.....Westerman Whillock
 Sta., Comm. Mgr., Prog. Dir....Earl Glade, Jr.
 Production Manager.....Bill Gratton

Film Manager.....Robert Howell
 Chief Eng.....J. A. Johtnz, Jr.

KIDO-TV—Boise—1953
ABC-NBC

Channel: 7 VHF..AP: 87.1 Kw..VP:166 Kw.
 Owned-Oper. By.....KIDO, Inc.

Address 709 Idaho St.
 Representative Blair
 News Service AP
 Membership NARTB, TvB
 Pres. and Gen. Mgr. Georgia M. Davidson
 Commercial Mgr. George Ganz, Jr.
 Prog. Director..... Jack Link
 Film Manager William Harvey
 Chief Engineer..... Harold Toedtemeler

Prom., Pub. Dir. John Wrigley
 Chief Engineer..... Carroll Secrist

KID-TV—Idaho Falls—1952
CBS-NBC-ABC

Channel: 3 VHF.. AP: 60.3 Kw.. VP: 100 Kw.
 Owned-Oper. By..... Idaho Radio Corp.
 Business Address Box 761
 Air Time 8 hours daily
 Representative Gill-Perna; Moore
 President A. W. Schwieder
 Gen. Mgr..... C. N. Layne
 Comm. Manager..... Claude Cain
 Film Manager..... Quincy Jensen
 Program Dir. Roy Southwick

KLEW-TV—Lewiston—1956
 (Satellite of KIMA-TV, Yakima, Wash.)

KLIX-TV—Twin Falls
1955—ABC-CBS

Channel: 11 VHF.. AP: 14.5 Kw.. VP: 29.5 Kw.
 Owned-Oper. By ..So. Idaho Bcstg. & TV Co.
 Address Eastland Dr. & Elizabeth St.
 Representative Gill-Perna; Moore
 Membership NARTB
 President A. L. Glassman
 V.P. & Gen. Manager..... Frank C. McIntyre
 Commercial Manager Joe Gibney
 Program Director..... Dave Fox
 Prom. Dir. Rosie Stover
 Pub. Dir. John Graham
 Film Manager..... Vic Graybeal
 Chief Engineer..... C. W. Evans

Illinois

Pop. March 1 (Est.) 9,529,000—TV Homes 2,496,000
 Stations in State 16

WTVI—Belleville-St. Louis
1953—ABC-CBS

(See St. Louis, Mo. Listing)

WBLN—Bloomington—1953
ABC

Channel: 15 UHF.. AP: 8.51 Kw.. VP: 15.8 Kw.
 Owned-Oper. By..... WBLN Television Inc.
 Business Address Box 646
 Representative McGillvra
 Pres., Gen. Manager..... Worth S. Rough
 Traffic Mgr. Madonna Rough

WCIA—Champaign—1953
CBS-NBC

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... Midwest Television, Inc.
 Business Address 509 S. Neil St.
 News Service UP
 Representative Hollingbery
 Membership NARTB, TvB
 President..... August C. Meyer
 V.P., Sales Manager..... Guy Main
 National Sales Dir. Leonard Davis
 Production Manager..... James Fielding
 Publicity Director Richard Wright
 Film Director..... John Ketterer
 Chief Engineer..... Bob Myers

WBBM-TV—Chicago—1953
CBS

Channel: 2 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... CBS, Inc.
 Bus. Studio Address... 410 N. Michigan Ave.

Representative..... CBS TV Spot Sales
 Membership NARTB, TvB
 Vice-Pres., Gen. Mgr..... H. Leslie Atlas
 Dir. Tech. Oper. Luther Pierce
 Sales Manager George Arkedis
 Sls. Traffic Mgr. Eugene McClure
 Sls. Service Mgr. Justin Cassidy
 Sls. Prom. Mgr. Tom Dawson
 Program Director..... William Ryan

WBKB—Chicago—1948—ABC

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Operated By..... American Bcstg. Co.
 Business Address 20 N. Wacker Dr.
 Representative Blair-TV
 Membership NARTB, TvB
 Gen., Sls. Mgr. Sterling Quinlan
 Nat'l Sls. Mgr. Clar Heider
 Film Dir. Ralph Andrews
 Prog. Dir. Dan Schuffman
 Pub. Dir. Elliott Henry
 Chief Engineer Wm. Kussack

WGN-TV—Chicago—1948

Channel: 9 VHF.. AP: 316 Kw.. VP: 158 Kw.
 Owned-Oper. By..... Tribune Company
 Business Address... 441 N. Michigan Ave
 Newspaper Affiliation..... Chicago Tribune
 News Service AP, UP, INS
 Representative Petry
 Membership TvB, NARTB
 President..... J. Howard Wood
 V.P., Gen., Sta. Mgr. Ward L. Quaal
 Program Director..... J. E. Faraghan
 Sales Director..... Ted Weber
 Promotion Director..... Charles A. Wilson
 Publicity Director..... James Hanlon

Film Director.....Elizabeth Bain
 Chief Engineer.....Carl J. Meyers

WNBQ—Chicago—1949—NBC

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....National Bcstg. Co.
 Business-Studio Address...Merchandise Mart
 News Service.....AP, INS, UP
 Representative.....NBC Spot Sales
 Membership.....NARTB, TvB
 President.....Robert Sarnoff
 General Manager.....Jules Herbiveaux
 Asst. Gen. Mgr.....Henry T. Sjogren
 Sales Dir.....Russell Stebbins
 Sales Mgr.....Floyde Beaston
 Mgr. Color Sales.....Howard W. Coleman
 Prom. Director.....John Keys
 Program Manager.....Robert Dressler
 Publicity Director.....Chet Campbell
 Film Manager.....Isabelle Cooney
 Chief Engineer.....Howard C. Luttgens

WDAN-TV—Danville—1953 ABC

Channel: 24 UHF...AP: 7.24 Kw...VP: 13.2 Kw.
 Owned-Oper. By...Northwestern Publishing Co.
 Business Address...1500 N. Washington Ave.
 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
 Station Manager.....Max Shaffer
 Production Manager.....William Dorn
 Chief Engineer.....Orville Neely

WTVP—Decatur—1953—ABC

Channel: 17 UHF...AP: 93.3 Kw...VP: 174 Kw.
 Owned-Oper. By...Prairie Television Co.
 Business Address.....Box 108
 Representative.....Bolling
 President.....W. L. Shellabarger
 Sta. Mgr.....Robert G. Wright
 Comm. Mgr.....Ben K. West
 Chief Engineer.....Hubert F. Abfalter

WSIL-TV—Harrisburg 1953—ABC

Channel: 22 UHF...AP: 14.12 Kw...VP: 11.1 Kw.
 Owned-Oper. By...Turner-Farrar Assn.
 Business Address.....2 W. Poplar St.
 News Service.....UP
 Representative.....Walker
 Pres.....Oscar L. Turner
 Sta. Mgr.....O. L. Turner, Jr.
 Prog. Dir.....Bill Plater
 Chief Engineer.....Charles Gilliam

WEEK-TV—Peoria—1953 NBC

Channel: 43 UHF...AP: 85 Kw...VP: 175 Kw.

Owned-Operated By...West Central Bcstg. Co.
 Address.....2907 Springfield Rd., E. Peoria
 News Service.....UP
 Membership.....NARTB
 Representative.....Headley-Reed
 President.....Robert S. Kerr
 Gen., Sta. Manager.....Fred C. Mueller
 Comm. Manager.....William J. Flynn
 Program Director.....Victor Fletcher
 Production Manager.....Dick Evans
 Prom., Pub. Dir.....Al Knapp
 Dir. of Sports.....Hank Fisher
 Film Manager.....Robert Kroepel
 Chief Engineer.....Wayne Lovely

WTVH-TV—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.
 Representative.....Petry
 Membership.....NARTB
 President.....Henry P. Slane
 General Mgr.....Howard Phillips
 National Sales Mgr.....William Pipher
 Promotion Director.....Paul Proctor
 Program Director.....Robert G. Holben
 Chief Engineer.....Wallace Wurz

WGEM-TV—Quincy—1953 ABC-NBC

Channel: 10 VHF...AP 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Quincy Bcstg. Co.
 Business Address.....Hotel Quincy
 Newspaper Affiliation...Quincy Herald Whig
 News Service.....UP
 Representative.....Young TV Corp.
 President.....T. C. Oakley
 General Manager.....J. S. Bonansinga
 Commercial Mgr.....J. Ben Stewart
 Program Director.....Fred Colgan
 Promotion Director.....Hal Heidbreder
 Chief Engineer.....Frank E. Laughlin

WREX-TV—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.
 News Service.....UP
 Newspaper Affil...Winnebago Newsp. Inc.
 Representative.....H.R. Representatives
 Membership.....NARTB, TvB
 President.....L. E. Caster
 General Manager.....Joe M. Baisch
 Comm. Manager.....A. J. Bilardello
 Program Director.....John Mazzie
 Prom., Pub. Dir.....Charles Olson
 Production Manager.....Rod MacDonald
 Film Manager.....Gene Hines
 Chief Engineer.....Dick Peck

WTVO—Rockford—1953
NBC

Channel: 39 UHF..AP: 98 Kw..VP: 195 Kw.
Owned-Oper. By..Winnebago Television Corp.
Business Address.....Meridian Rd.
Representative.....Headley-Reed
President.....Harry Balaban
Manager.....Harold Froelich
Sales Manager.....Edward Ruppe
Production Mgr.....John W. Kelin
Film Director.....Carl P. Stemler
Chief Engineer.....Herbert Eckstein

WHBF-TV—Rock Island
1950—CBS

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Rock Island Bcastg. Co.
Bus-Trans. Address.....Telco Bldg.
Newspaper Affil....."The Argus"
News Service.....UP
Representative.....Avery-Knodel, Inc.

Membership.....NARTB
President.....Ben. H. Potter
V.P., Sta., Gen. Manager.....Leslie C. Johnson
Asst. Mgr., Sls. Director.....Maurice Corken
Merchandising Mgr.....H. E. Darton
Prom., Pub. Director.....Fern Hawks
Film Manager.....Joseph Grear
Chief Engineer.....Robert J. Slinnett

WICS—Springfield—1953
ABC-NBC

Channel: 20 UHF...AP: 10 Kw...VP: 18 Kw.
Owned-Oper. By.....Plains Television Corp.
Business Address.....523 E. Capitol Ave.
News Service.....INS
Representative.....Adam Young
President.....Elmer Balaban
Gen., Sta. Manager.....Milton D. Friedland
Comm. Manager.....Warren King
Program Director.....H. J. Hoskins
Prom., Pub. Director.....Marlon Alvey
Film Manager.....William Shaw
Chief Engineer.....Jerrold Merritt

Indiana

Pop. March 1 (Est.) 4,491,000—TV Homes 1,186,000
Stations in State 14

WTTV—Bloomington—1949
ABC

Channel: 10 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address.....East Hillside Dr.
News Service.....AP, UP
Representative.....Robert Meeker Assoc.
Membership.....NARTB, TvB
President.....Sarkes Tarzian
General Manager.....Robert Lemon
Program Manager.....Robert Petranoff
Prom., Pub. Dir.....Keith Wilson
Dir. Indianapolis Oper.....Jerry Danziger
Film Manager.....Warren Perney
Chief Engineer.....Carl Onken

WSJV—Elkhart—1954
ABC

Channel: 52 UHF..AP: 131 Kw..VP: 250 Kw.
Owned-Oper. By.....Truth Publishing Co.
Business Address.....Box 403
Newspaper Affiliation.....Elkhart Truth
Representatives.....H-R
Membership.....NARTB
President.....John F. Dille Jr.
Gen., Sta., Comm. Mgr.....Paul C. Brines
Program Director.....Edwin J. Lasko
Promotion Director.....Vince Doyle
Production Manager.....W. Forrest Morrow
Film Manager.....Arthur Whitaker
Chief Engineer.....Lester E. Zellner

WEHT—Evansville—
Henderson, Ky.—1953—CBS
Channel: 50 UHF..AP: 108.1 Kw..VP: 200.4 Kw.

Owned-Oper. By.....WEHT, Inc.
Business Address.....Box 395
Representative.....Young
Membership.....NARTB, TvB
News Service.....UP
Pres., Gen. Mgr.....Edwin G. Richter, Jr.
Station Mgr.....Ernest Felix
Comm. Mgr.....Charles C. Palmisano
Prom., Pub. Dir.....Anita Cook
Chief Engineer.....Robert M. Cleveland

WFIE—Evansville—1953
NBC

Channel: 62 UHF..AP: 77.5 Kw..VP: 155 Kw.
Owned-Oper. By.....Premier Television, Inc.
Business Address.....1115 Mount Auburn Rd.
News Service.....UP
Representative.....Venard, Rintoul & McConnell
Membership.....NARTB
President.....Nathan Lord
Gen., Station Mgr.....Berry Smith
Comm. Manager.....Robert Dean
Film Mgr., Program Director.....Chet Behrman
Prom., Pub Director.....Geneva Wright
Chief Engineer.....Paul Kelley

WTVW—Evansville—1956
ABC

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Evansville TV, Inc.
Business Address.....405 Carpenter St.
Representative.....Hollingsberry
Membership.....NARTB
News Service.....UP
President.....Rex Schepp
V.P., Gen. Mgr.....Joseph E. O'Daniel
Sta. Mgr.....Richard F. Shively



Comm. Mgr. William Spillman
 Program Dir. William Hill
 Prom. Dir. Georgia Pindell
 Film Manager S. J. Rusche
 Chief Engineer Edward P. Welcome

WKJG-TV—Fort Wayne 1953—NBC

Channel: 33 UHF.. AP: 145 Kw.. VP: 277 Kw.
 Owned.....Northeastern Indiana Bcastg. Co.
 Business Address.....220 E. Jefferson St.
 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
 Promotion Director.....Wilson Schroeder
 Chief Engineer.....Eugene A. Chase

WFBM-TV—Indianapolis 1949—NBC

Channel: 6....AP: 50 Kw....VP: 100 Kw.
 Owned-Oper. By....Cons. TV & Radio Bcstrs.
 Bus.-Studio Address.....1330 N. Meridian St.
 News Service.....AP..INS
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....Harry M. Bitner, Jr.
 Gen., Sta. Manager.....William F. Kiley
 Prog. Dir.....William Fall
 Comm. Manager.....Don Menke
 Sales Service, Film Dir.....Hugh Kibbey
 Prom., Pub Director.....Estel Freeman
 Production Manager.....Earl C. Johnson
 Chief Engineer.....Harold S. Holland

WISH-TV—Indianapolis 1954-CBS

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By.....J. H. Whitney & Co.
 Business Address.....1440 North Meridian
 News Service.....AP, UP
 Representative.....Bolling
 Membership.....NARTB
 President.....C. Wrede Petersmeyer
 Gen., Sta. Manager.....Robert B. McConnell
 Commercial Mgr.....Robert F. Ohleyer
 Program Director.....Steve Briggs
 Prom., Pub. Director.....Jim Buck
 Chief Engineer.....Stokes Gresham, Jr.

WFAM-TV—Lafayette 1953—ABC-CBS-NBC

Channel: 59 UHF.. AP: 51 Kw.. VP: 102 Kw.
 Owned-Oper. By.....WFAM, Inc.
 Business Address.....Box 649
 Membership.....NARTB
 News Service.....UP
 Representative.....Rambeau
 President.....O. E. Richardson
 Sta. Mgr.....Henry Rosenthal

Prog. Dir. James Mathis
 Chief Engineer.....Richard Cochran

WINT—Fort Wayne—1954 ABC-CBS

Channel: 15 UHF.. AP: 254 Kw.VP: 470 Kw.
 Owned-Oper. By Indiana Broadcasting Corp.
 Business Address.....2000 Lincoln Tower
 News Service.....UP
 Representative.....H-R Television
 Membership.....NARTB, TvB
 President.....C. Wrede Petersmeyer
 Managing Dir.....R. Morris Pierce
 Gen. Mgr.....Ben B. Baylor
 Prog. Dir.....Franklin C. Mitchell
 Promotion Director.....Robert J. Keefe
 Film Manager.....James Goheen
 Chief Engineer.....Charles E. Wallace

WLBC-TV—Muncie—1953 ABC-CBS-NBC

Channel: 49 UHF.. AP: 7.05 Kw.. VP: 14.1 Kw.
 Owned-Oper. By.....Tri-City Radio Corp.
 Business Address.....Box 271
 News Service.....UP, AP
 Representative.....Holman
 Membership.....NARTB, TvB
 Pres., Gen., Sta. Mgr.....Don Burton
 Comm., Film Mgr., Prom.,
 Pub., Dir.....Bill Craig
 Program Director.....Lee Allerton
 Chief Engineer.....Pat Finnegan

WNDU-TV—South Bend 1955—NBC

Channel: 46... AP: 92.5 Kw...VP: 185 Kw.
 Owned-Oper. By.....Michiana Telecasting
 Address.....Box 989
 News Service.....AP
 Station Representative.....Petry
 Membership.....NARTB, TvB
 President..Rev. Theodore M. Hesburgh, C.S.C.
 Gen. Mgr.....Bernard C. Barth
 Comm. Manager.....Wm. Thomas Hamilton
 Pub., Prog. Director.....Edward J. Roth
 Promotion Director.....Robert F. Stolfi
 Film Manager.....Theo. A. Much
 Chief Engineer.....Bazil O'Hagan

WSBT-TV—South Bend 1952—CBS

Channel: 34 UHF.. AP: 122 Kw.. VP: 204 Kw.
 Owned-Operated By.....South Bend Tribune
 Address.....300 W. Jefferson Blvd.
 Membership.....NARTB
 Newspaper Affil.....Tribune
 Representative.....Raymer
 Gen. Mgr.....Neal B. Welch
 National Sales Mgr.....Wilbur R. Darch
 Program Director.....Robert Drain
 Film Manager.....Walter A. Sweetzer, Jr.
 Chief Engineer.....Arthur R. O'Neil

WTHI—Terre Haute—1954
ABC-CBS-NBC

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By...Wabash Valley Bcstg. Co.
Business Address.....918 Ohio Street
RepresentativeBolling

MembershipNARTB
News ServiceUP
President.....Anton Hulman, Jr.
General Manager.....J. M. Higgins
Night Oper. Dir. Ben Falber, Jr.
Day Oper. Dir. Pat Murphy
Prom. Dir. Pat Griffith
Chief Engineer.....Don Pettit

Iowa

Pop. March 1 (Est.) 2,718,000—TV Homes 712,000
Stations in State 12

WOI-TV—Ames—1950—ABC

Channel: 5 VHF..AP: 50.1 Kw..VP: 100 Kw.
Owned-Oper. By.....Iowa State College
AddressAmes, Ia.
News Service.....AP, UP
RepresentativeWeed
President.....Dr. James Hilton
Gen. MangerRobert C. Mulhall
Assoc. Gen. ManagerJames H. Davis
Sales, Program DirectorDon Peterson
Prom., Pub Dir.....Nancy Seeley
Film Manager.....Warren Royer
Chief Engineer.....Keith Ketcham

Business Address.....805 Brady St.
News ServiceUP
Representative.Peters, Griffin, Woodward, Inc.
MembershipNARTB, TvB
President.....Col. E. J. Palmer
Resident Manager.....Ernest Sanders
Sales Manager.....Mark L. Wodlinger
Publicity Editor.....Paul Ives
Film Editor.....Ken Wagner
Program Director.....Raymond Guth
Asst. Mgr. & Prom. Mgr.....Fred Reed
Chief Engineer.....Paul Arvidson

KCRG-TV—Cedar Rapids
1953—ABC

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Cedar Rapids TV Co.
Business Address 1st Ave. & 1st St., SW.
MembershipNARTB
News ServiceAP, INS
RepresentativeBlair Assoc.
Newspaper Affiliation ..Cedar Rapids Gazette
PresidentJoseph F. Hladky, Jr.
Gen. Mgr.Edna A. Herbst
Comm. Mgr.John F. Cundiff
Program Dir.Ralph D. Willey
Prom., Pub Dir.Alvin Burshtan
Film Mgr.Philip Hess
Chief EngineerIra V. McDaniel

WHO-TV—Des Moines
1954—NBC

Channel: 13 VHF..AP: 191 Kw..VP: 316 Kw.
Owned-Oper. By...Central Broadcasting Co.
Business Address.....1100 Walnut Ave.
Representative.Peters, Griffin, Woodward, Inc.
MembershipNARTB, 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 ManagerRobert H. Harter
Film Buyer, Prog. Director.....Jack Kerrigan
Production Manager.....Kenneth Gfeller
Chief Engineer.....Reed E. Snyder

WMT-TV—Cedar Rapids
1953—CBS

Channel: 2 VHF...AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....WMT-TV, Inc.
Bus. Address.....Paramount Theatre Bldg.
News ServiceAP, UP, INS
RepresentativeKatz
MembershipNARTB, TvB
President.....William B. Dolph
V.P., Gen. Manager.....William B. Quarton
Sales Manager.....Lew Van Nostrand
Business Manager.....Leo F. Cole
Promotion ManagerBob Kenney
Dir. TV Operations.....Douglas Grant
Chief Engineer.....George Hixenbaugh

KRNT-TV—Des Moines
1955—CBS

Channel: 8...AP: 199.5 Kw...VP: 316 Kw.
Owned-Operated By.....KRNT-TV Co.
AddressNinth & Pleasant St.
Newspaper Afil.....Register and Tribune
News ServiceAP, UP
RepresentativeKatz
MembershipNARTB, TvB
PresidentLuther L. Hill
Station Manager.....Robert W. Dillon
Commercial ManagerPaul M. Elliott
Program Director.....Richard H. Covey
Promotion Director.....Joe G. Hudgens
Prod. Manager.....Guy Koenigsberger
Film Manager.....Wayne Ackley
Chief Engineer.....Charles F. Quentin

WOC-TV—Davenport—1949
NBC

Channel: 6 VHF..AP: 60.3 Kw..VP: 100 Kw.
Owned-Oper. By.....Central Bcstg. Co.

KQTV—Fort Dodge—1953
NBC

Channel: 21 UHF..AP: 170 Kw..VP: 330 Kw.

Owned-Oper. By... Northwest Television Co.
Business Address..... Warden Bldg.
News Service UP
Representative Pearson
Pres., Gen., Station Mgr...... Edward Breen
Comm. Manager..... Rollie Camp
Program Director..... Drexel Peterson
Dir. of News & Sp. Events..... Ken Petersen
Production Manager..... Vern Gielow
Film Manager..... Stanley McCurdy
Promotion Director..... Ruth McTigue
Chief Engineering..... David Sinclair

KGLO-TV—Mason City—1954
CBS

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... Lee Radio, Inc.
Business Address... Second & Pennsylvania
News Service..... AP, UP
Representative Weed
Membership..... NARTB
President..... Lee P. Loomis
Exec. V.P., Gen. Manager... Herbert R. Ohrt
Nat'l Sales Mgr...... Walther Rothschild
Film, Comm. Manager..... Lloyd Loers
Prod. Mgr., Prog. Director... Douglas Sherwin
Promotion, Pub. Dir...... Don Harrer
Chief Engineer..... Roger Sawyer

KTVO—Ottumwa—1955
CBS-NBC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By KBIZ, Inc.
Business Address 209 East 2nd St.
Representative Bolling
News Service AP
Membership NARTB
Pres., Gen. Mgr. James J. Conroy
Station Mgr. Berg Allison
Comm. Mgr. Elmer Smith
Program Dir. James Bolen
Prom., Pub. Dir. Monty Moncrieff
Film Manager William Stevens
Chief Engineer James Riley

KTIV—Sioux City—1954
NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... KTIV Television Corp.
Address..... Tenth & Grandview
Newspaper Affil...... Journal-Tribune
News Service..... UP
Representative Hollingbery
Membership NARTB
Pres., Gen., Film Mgr...... Dietrich Dirks
Exec. V.P. Gene Flaherty
Comm. Mgr. L. L. McCarnin
Prog. Dir. Tom Searls
Prom., Pub. Dir. Bill Mote
Chief Engineer..... Alvin Smith

KVTV—Sioux City—1953
CBS-ABC

Channel: 9 VHF... AP: 144 Kw... VP: 288 Kw.
Owned-Oper. By..... Cowles Bcstg. Co.
Business Address..... 7th & Douglas
Newspaper Affiliation... Register & Tribune
News Service..... AP, UP
Representative Katz
Membership..... NARTB, TvB
President Luther L. Hill
General Manager Donald D. Sullivan
Station Manager..... Arthur J. Smith
Comm. Manager Robert B. Donovan
Prog. Director George Hutchins
Promotion Director Larry Coke
Film Manager Carl Morris
Chief Engrs...... Jack Iverson, Charles Prohaska

KWWL-TV—Waterloo—1953
NBC-ABC

Channel: 7 VHF... AP: 214 Kw... VP: 316 Kw.
Owned-Oper. By..... Black Hawk Bcstg. Co.
Business Address..... Hotel Russell Lamson
News Service..... UP
Representative Avery-Knodel
Pres., Gen., Sta. Mgr...... Ralph J. McElroy
Commercial Mgr...... Don E. Inman
Dir. of Programming..... Warren Mead
Chief Engineer..... T. W. Kirksey

Kansas

Pop. March 1 (Est.) 2,146,000—TV Homes 487,000
 Stations in State 6

KCKT-TV—Great Bend—1954
ABC-NBC

Channel: 2 VHF... AP: 52 Kw... VP: 100 Kw.
Owned-Oper. By... Central Kansas TV Co., Inc.
Business Address..... Box 182
News Service..... UP
Representative Bolling
President..... E. C. Wedell
Oper. Dir...... E. L. Kuhlman
Prom. Dir...... Bill McGoffin
Prog. Dir...... Bonnie Perry
Chief Eng...... H. G. Haefele

KTVH—Hutchinson—1953
CBS

Channel: 12 VHF... AP: 120 Kw... VP: 240 Kw.
Owned-Oper. By... Wichita-Hutchinson Co., Inc.
Business Address..... 1800 North Plum
Representative H-R
Membership NARTB, TvB
President Joyce A. Swan
General Mgr. Howard O. Peterson
Gen. Sales Manager E. W. Dallier
Film Mgr., Prog. Dir...... Ray Huffer
Prom., Pub. Director Dale Larser
Chief Engineer Ken H. C.

KOAM-TV—Pittsburgh
1953—NBC-ABC

Channel: 7 VHF..AP: 138 Kw...VP: 245 Kw.
Owned-Oper. By...Mid-Continent Telecasting, Inc.
Business Address.....Box 603
Membership.....NARTB, TvB
Representative.....Katz
General Manager.....R. E. Wade
Program Director.....Louis R. Martin
Chief Engineer.....Leo Stafford

KAKE-TV—Wichita—1953
ABC

Channel: 12 VHF..AP: 219 Kw...VP: 316 Kw.
Owned-Oper. By.....KAKE-TV, Inc.
Business Address.....1500 N. West St.
Representative.....Katz
Membership.....NARTB
General Manager.....Martin Umansky
Nat'l. Sales Manager.....Don Waldron
Operations Dir.....John Quigley
Prom., Pub. Dir.....Robert C. Payne
Chief Engineer.....Harold Newby

WIBW-TV—Topeka—1953
ABC-CBS

Channel: 13 VHF..AP: 53 Kw...VP: 88.5 Kw.
Owned-Oper. By...Capper Publications, Inc.
Business Address.....1035 Topeka Blvd.
Newspaper Affil.....Daily Capital
News Service.....AP, UP
Membership.....NARTB, TvB
President.....Philip Zach
General Manager.....Ben Ludy
Program Director.....Jcck Ostrode
Prod. Manager.....Bob Ellis
Sales Manager.....Hilton Hodges
Publicity Director.....Dennis Murphy
Chief Engineer.....Lewis Dickensheets

KARD-TV—Wichita—1950
NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Wichita TV Co.
Address.....833 N. Main St.
News Service.....AP
Representative.....Petry
Membership.....NARTB, TvB
President.....G. M. Brown
V.P., Gen., Sta. Mgr.....W. Moyer
Comm. Manager.....Donald Sbarra
Program Director.....Sam Worsham
Prom. Dir.....Leon Burt
Pub. Dir.....Mary J. Phares
Film Mgr.....Bob Edwards
Chief Engineer.....Robert B. Marye

Kentucky

Pop. March 1 (Est.) 3,044,000—TV Homes 512,000
Stations in State 3

WLEX-TV—Lexington
1955—ABC-CBS-NBC

Channel: 18 UHF..AP: 9.2 Kw...VP: 17 Kw.
Owned-Oper. By.....Central Ky. Bscgt. Co.
Business Address.....134 N. Limestone St.
Representatives.....Bolling; Dora-Clayton
Exec. V.P., Gen. Mgr.....Earl Boyles
Station Manager.....Harry C. Barfield
Sales Manager.....Les J. Tackett
Program Mgr.....Alex B. Macaulay
Chief Engineer.....Jim Robertson

Prog., Film Dir.....George Patterson
Production Manager.....Pat O'Hara
Prom., Pub. Dir.....Jas. Caldwell
Sales Reps.....Houston Jones,
Bob Franck, Robt. Burrows
Chief Engineer.....Wilbur Hudson

WAVE-TV—Louisville
1948—NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Membership.....NARTB, TvB
Representative.....NBC Spot Sales
General Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson

WHAS-TV—Louisville—1950
CBS

Channel: 11...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Representative...Harrington, Righter, Parsons
Membership.....NARTB, TvB
President.....Barry Bingham
Director.....Victor A. Sholis
Station Manager.....Neil D. Cline
Sales Director.....Albert J. Gillen
Program Director.....Ralph M. Hansen
Film Manager.....Charles McDaniel
Dir. Engineering.....O. W. Towner

The Champ Is Still Champ!



4 OF 5 TOP NIGHT-TIME SHOWS

You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. '56, A. R. B.)

CHAMP IN THE DAY-TIME, TOO!

16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 day-time show. If you want a breakdown . . .

8 OF 10 TOP MORNING SHOWS

and 8 out of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.

6 WINNERS IN 6 NATIONAL CONTESTS

WAFB-TV is tops in merchandising, too. Four firsts, one second, and one "top four" in these shows; 1956-57 "Frank Leahy Show" . . . "The Millionaire" . . . "Screen Gems Programs" . . . "Lucy Show" . . . 1956 Billboard Promotion . . . 1955-56 "Frank Leahy Show" . . . six more reasons for you to sell more in Baton Rouge on WAFB-TV.

WAFB-TV

CBS

ABC

Reps: Blair Television Associates

First in TV in Baton Rouge

KALB-TV—Alexandria 1954—NBC-CBS-ABC

Channel: 5 VHF..AP: 15.1 Kw..VP: 28.2 Kw.
Owned & Oper. By....Alexandria Bcstg. Co.
Business Address.....6th & Washington St.
News Service.....AP, UP
RepresentativeWeed
President.....T. B. Lanford
General Manager.....Willard L. Cobb
Comm. ManagerJesse Sexton
Prog. Dir.Tommy Erwin
Prom., Pub. Director.....Vivian Close
Prod. Mgr.Larry McHale
Film ManagerRobert Poor
Chief EngineerRobert E. Miller

WAFB-TV—Baton Rouge 1953—CBS

Channel: 28 UHF..AP: 100 Kw..VP: 200 Kw.
OwnedModern Bcstg. Co., Inc.
Business AddressBox 1566
Membership.....NARTB, TvB
RepsBlair TV; Clarke Brown
Pres., Gen. Mgr.Tom E. Gibbens
Comm. Mgr.....Ron Litteral
Prog. Dir.....Don Hallman
Pub. Dir.....Grace McElveen
Chief Engineer.....Donald K. Allan

WBRZ—Baton Rouge—1954 ABC-NBC

Channel: 2 VHF..AP: 56.2 Kw..VP: 100 Kw.
Owned-Operated By.....La. TV Bcstg. Co.
Address1650 Highland Rd.
Newspaper AffiliationState Times;
Morning Advocate
News ServiceAP, INS
RepresentativeHollingbery
MembershipNARTB, TvB
President.....Douglas L. Mamship
Sales Manager.....Guy Corley
Program Director.....John Ferguson
Promotion DirectorDolores Ballina
Production ManagerAubrey L. Moore
Chief Engineer.....Pat Weathersby

KLFY-TV—Lafayette—1955 CBS

Channel: 10 VHF..AP: 32 Kw..VP: 52.5 Kw.
Owned-Oper. By.....Camelia Bcstg. Co., Inc.
AddressBox 398
Representative..Venard, Rintoul & McConnell,
Clarke Brown
PresidentPaul H. DeClouet
General Manager.....Dierell Hamm
Sales Manager.....Quitman Henley
Program Manager.....Sonny Baker
Chief EngineerMaurice Wynne

KPLC-TV—Lake Charles
1954—NBC-ABC

Channel: 7 VHF.. AP: 35.5 Kw... VP: 52.5 Kw.
Owned-Oper. By.....Calcasieu Bcatg. Co.
Business Address 320 Division St.
News Service UP
President..... T. B. Lanford
Gen., Sta. Manager P. E. Mills, Jr.
Comm. Manager Art Reuben
Pub. Director Sam Tarleton
Prom. Dir..... Gay St. Cyr
Film Manager..... Donald Johnson
Prog. Director A. B. Craft, Jr.
Production Director..... Bob Lashbrook
Chief Engineer..... Ed Barton

KNOE-TV—Monroe—1953
CBS-NBC-ABC

Channel: 8 VHF.. AP: 115 Kw... VP: 230 Kw.
Owned-Oper. By..... James A. Noe
Business Address..... Box 1713
Membership NARTB
Representative H-R
Owner James A. Noe
Vice-Pres., Gen. Mgr..... Paul H. Goldman
Sales & Prom. Mgr..... Jack Ansell, Jr.
Program Director..... Harry Arthur
Operations Mgr. Ansel Smith
Dir. Engineering..... Ray Boyd

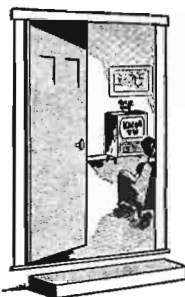
KTAG-TV—Lake Charles
1953—CBS

Channel: 25 UHF... AP: 11 Kw... VP: 21 Kw.
Owned-Oper. By..... KTAG-Associates
Business Address..... Box 173
Representative Adam Young
News Service UP
Membership NARTB
President..... Warren Berwick
General Manager Raymond Dorsey
Comm. Manager..... Harper Clark
Prom, Prog. Director Nelda Barker
Pub. Dir. Bob Pardue
Film Manager Bill Parks
Chief Engineer..... Lawrence Vicknair

WDSU-TV—New Orleans
1948—ABC-CBS-NBC

Channel: 6 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... WDSU Bcatg. Corp.
Business-Studio Address..... 520 Royal St.
News Service AP, UP
Representative Blair
Membership NARTB, TvB
President..... Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr..... Robert D. Swezey
V.P., Comm. Mgr..... A. Louis Read
V.P., Chg. Programming..... Tom Hicks
Program Director Mel Leavitt
Prom., Pub. Dir..... Marlon Annenberg
Operations Mgr. Stanley Holiday
Chief Engineer..... Lindsay Riddle

**KNOE-TV OPENS DOORS
TO 280,000 HOMES**



Your cost-per-viewer is extremely low in the tri-state coverage of KNOE-TV. Of the 280,000 sets we 'boom into' in North Louisiana, West Mississippi and South Arkansas 145,000 of them are unable to get any other station. Set count is growing all the time, too, as more and more industry moves into this area where income has always been high from oil, natural gas, agriculture, cattle and industry.

Top Shows From 3 Networks

Check the survey reports for the top shows on all three networks . . . then check our program schedules. You'll find the first 25 in the industry on KNOE-TV . . . plus the best from the syndicated film field.

Powerful Local Programming

Name your product and we have a strong local participation show to sell it . . . News, weather, sports, music, variety, farm or cooking and homemaking.

* 145,000 Homes Unduplicated Coverage

MARKET DATA

Population	1,664,500	Restaurants, Drinks, etc.	\$ 53,985,000
Families	476,260	Drugs	\$ 35,906,000
Spensible Income	\$1,591,352,000	Building Materials, Hardware ..	\$ 96,324,000
Food Stores	\$ 238,625,000	TOTAL RETAIL SALES	\$1,063,415,000
General Merchandise Stores ..	\$ 154,806,000	Farms, number operated	143,429
Auto Stores	\$ 232,292,000	Population Living on Farms	583,600
Service Stations	\$ 55,368,000	Dwelling Units	148,070

KNOE-TV

CHANNEL 8
MONROE, LOUISIANA

A James A. Noe Station
PAUL H. GOLDMAN Vice President and General Manager CBS — NBC — ABC H-R TELEVISION, INC. National Representatives

**THE NEW
EYES AND EARS
IN NEW ORLEANS**

WWL-TV

will Soon be on the air

CHANNEL

4



**WILL BE THE
SOUTH'S GREATEST
TV SALESMAN**

SEE YOUR KATZ REPRESENTATIVE FOR AVAILABILITIES AND RATES

820

WJMR-TV—New Orleans
1953—ABC-CBS

Channel: 20 UHF...AP: 500 Kw...VP: 1,000 Kw.
Owned-Oper. By.....Supreme Bcstg. Co. Inc.
Business Address.....1500 Canal St.
Representative.....Weed
Pres.....Chester F. Owens
V.P., Gen. Mgr., Chief Eng..George A Mayoral
Commercial Mgr.....Paul Beville
Program Director.....Tom Abbott
Film Mgr.....Robert Jeffers

KSLA—Shreveport—1953
CBS-ABC

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Shreveport TV Corp.
Business Address.....Box 92
Membership.....NARTB, TvB
Representative.....Paul H. Raymer
Gen. Mgr.....Ben Beckham, Jr.
Comm. Mgr.....Deane R. Flett
Prom., Pub. Dir.....Carol Vinson
Film, Production Mgr.....John Renshaw
Chief Engineer.....Morris C. Barten

WWL-TV—New Orleans—1957

Owned-Operated By.....Loyola U. of South
Address.....Roosevelt Hotel
News Service.....UP, AP
Representative.....Katz
Membership.....NARTB
President.....Rev. Patrick Donnelly
General Manager.....W. H. Summerville
Comm. Manager.....Larry Baird
Sales Prom., Pub. Mgr.....Harry Hildebrand
Program Director.....E. M. Hoerner
Chief Engineer.....J. D. Bloom, Jr.

KTBS-TV—Shreveport
1955—NBC-ABC

Channel: 3 VHF...AP: 68.9 Kw...VP: 100 Kw.
Owned-Oper. By.....KTBS, Inc.
Address.....312 E. Kings Hwy.
Representative.....Edward Petry
News Service.....UP
Membership.....NARTB
Pres., Gen. Mgr.....E. Newton Wray
Station Manager.....Patrick J. White
Commercial Manager.....Joe B. Foster
Production Manager.....Vlada Dimac
Prom., Pub. Dir.....Ruth August
Film Manager.....Marvin Perry
Chief Engineer.....C. H. Maddox

Maine

Pop. March 1 (Est.) 910,000—TV Homes 197,000
Stations in State 6

WABI-TV—Bangor—1953
ABC-NBC

Channel: 5 VHF...AP: 17.9 Kw...VP: 30 Kw.
Owned-Oper.....Community Telecasting Serv.
Address.....57 State St.
News Service.....AP
Reps.....Hollingbery, Kettel-Carter
Membership.....NARTB
President.....Horace Hildreth
Gen., Station Mgr.....Leon P. Gorman, Jr.
Comm. Mgr.....Robert C. McCausland
Program Director.....Leon H. Nelson
Promotion Director.....Richard B. Bronson
Pub. Dir.....Pam Dill
Film Manager.....Ralph Libby
Chief Engineer.....Wallace Edwards

News Service.....UP
Representative..Venard, Rintoul & McConnell,
Louis Borgatti
President, Gen., Sta. Mgr...Murray Carpenter
Comm. Manager.....Rudolf Marcoux
Prog. Dir., Prod. Mgr.....James Robinson
Film Manager.....Don Deakin
Chief Engineer.....William Clark

WMTW—Poland Spring
1954—CBS-ABC

Channel: 8 VHF...AP: 52.5 Kw...VP: 105 Kw.
Owned-Oper. By....Mt. Washington TV Inc.
Business Address.....Poland Spring
Representatives.....Harrington, Righter &
Parsons; Kettell-Carter; McDermott
Membership.....NARTB
Vice Pres. & Gen. Mgr....John H. Norton Jr.
Program Director.....John T. Madigan
Production Mgr.....Claus Wiese
Film Dir.....Brian Higgins
Chief Engineer.....Parker H. Vincent

W-TWO—Bangor—1954—CBS

Channel: 2 VHF...AP: 8 Kw...VP: 14 Kw.
Owned-Oper.....Murray Carpenter & Assoc.
Business Address.....7 Main St.



CUTTING A FINE FIGURE . . .

In Portland, Maine, Pulse area study Nov. 11-17
 WCSH-TV LEADS 365 QUARTER HOURS TO 78

Yes, dependable Channel 6 improves with age in full-time viewer acceptance.

Compare quarter-hour leadership figures of June (ARB) and November (Pulse) 1956.

		WCSH-TV	Sta. "B"
Monday thru Friday 7:00-12 Noon	June	67.5	32.5
	Nov.	85	15
12 Noon-6:00	June	85.5	34.5
	Nov.	110	10
Sunday thru Saturday 6:00-11:00 p.m.	June	64	76
	Nov.	105	34 (1 tie)
Saturday 10:45-6:00 9:30-6:00	June	18	11
	Nov.	27	6 (1 tie)
Sunday 11:30-6:00 12:00-6:00	June	24	0
	Nov.	16	8

WCSH-TV

PORTLAND, MAINE



Affiliate

channel



WEED - TELEVISION
 Representatives

WCSH-TV—Portland—1953
NBC

Channel: 6 VHF..AP: 70 Kw..VP: 100 Kw.
Owned-Oper. By.....Maine Radio & TV Co.
Business Office.....157 High Street
News Service.....UP
Representative.....Weed
Membership.....NARTB, TvB
President.....Adeline B. Rines
Managing Dir.....William H. Rines
Station Manager.....Jack S. Atwood
Comm. Manager.....Bruce McGorrill
Program Director.....Burnell Poole, Jr.
Promotion Director.....Linwood T. Pitman
Film Manager.....William Kerkos
Chief Engineer.....Chas. Brown

WGAN-TV—Portland—1954
CBS

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..Guy Gannett Bcstg. Services
Business Address.....390 Congress St.

Newspaper Affil.....Gannett Publ. Co.
News Service.....AP
Membership.....NARTB
Representative.....Avery-Knode
President.....Jean Gannett Williams
V.P., Gen. Sta. Mgr.....Creighton E. Gatchell
Comm. Manager.....Richard E. Bates
Prog., Pub. Director...Samuel G. Henderson
Prom. Dir.....Perleston L. Pert, Jr.
Film Manager.....Earl Fenderson
Chief Engineer.....Roger W. Hodgkins

WAGM-TV—Presque Isle
1956—CBS

Channel: 8 VHF..AP: 25 Kw..VP: 50 Kw.
Owned-Oper. By.....Aroostook Bcstg Corp.
Business Address.....Presque Isle, Me.
Reps.....Venard, Rintoul & McConnell;
Borgatti
General Manager.....Harold D. Glidden
Operations Mgr.....Forrest Craig
Program Mgr.....Don Jordan
Production Mgr.....Ted Coffin
Chief Engineer.....Elmer Snow

Maryland

Pop. March 1 (Est.) 2,869,000—TV Homes 677,000
Stations in State 4

WAAM-TV—Baltimore
1948—ABC

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By....WAAM, Incorporated
Business Address.....Television Hill

AMERICAN BROADCASTING CO. AFFILIATE



SYMBOL OF

TELEVISION

SERVICE IN

BALTIMORE

MARYLAND

316,000 WATTS

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

WAAM-13

FROM FAR AND NEAR... THEY'RE WATCHING CHANNEL 2

December ARB Report . . . station share of sets in use

6 P.M. to midnight	WMAR-TV	Station A	Station B	Other
SUNDAY	57.3	28.8	12.5	2.2
MONDAY	49.4	28.8	20.5	1.3
TUESDAY	36.1	22.8	39.6	2.4
WEDNESDAY	43.1	27.3	28.2	2.0
THURSDAY	44.8	36.9	16.4	2.0
FRIDAY	40.9	24.0	33.5	2.8
SATURDAY	46.8	31.1	20.7	1.9

December ARB shows these to be choice availabilities

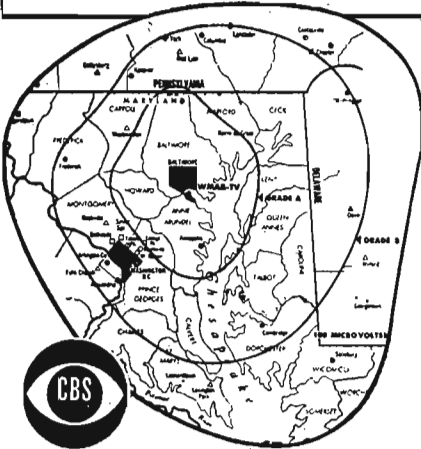
Amos 'n Andy 6 to 6:30 P.M.

	WMAR-TV	Station A	Station B
Monday	15.8	10.0	6.4
Tuesday	16.7	4.4	13.6
Wednesday	15.8	8.3	4.2
Thursday	17.4	5.8	4.9
Friday	13.6	8.3	4.6
cumulative rating	28.7		

Racket Squad* 6:30 to 6:55 P.M.

	WMAR-TV	Station A	Station B
Monday	14.5	6.5	4.4
Tuesday	19.9	4.2	2.3
Wednesday	15.5	5.3	3.2
Thursday	17.9	5.4	2.0
Friday	17.0	1.9	1.6
cumulative rating	30.4		

* Currently running in the profitable 6:30 to 6:55 P.M. segment are the following: WATERFRONT, Monday; PUBLIC DEFENDER, Tuesday and Thursday; CITY DETECTIVE, Wednesday; FEDERAL MEN, Friday.



the map tells the story— great sales potential

WMAR-TV's coverage area encompasses more than 2,500,000 homes. In the Baltimore area alone there are over 713,000 television sets*, and Channel 2's signal extends far out into the rich market surrounding the area, thereby providing an added potential for advertisers using WMAR-TV. *Baltimore Television Circulation Committee Report

In Maryland, most people watch

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

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

News ServiceAP
Representative.....Harrington, Righter and
 Parsons, Inc.
MembershipNARTB, TvB
Exec. V.P......Norman C. Kal
V. P., General Mgr......Ken Carter
V. P., Dir. Eng......Ben Wolfe
Comm. Mgr......Pel Schmidt
Pub. Dir......Tommy Dukehart
Prog. Mgr., Film Buyer.....Jim Kilian
Ass't. Prog. Mgr......Herbert Steinberg
Dir. Public Service.....Ken Calfee

WBAL-TV—Baltimore—1948
NBC

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By.....Hearst Corporation
 Business-Studio Address.....2610 N. Charles
 Newspaper Affil.....Baltimore News, Post &
 Sun, American
Representative.....Edward Petry
MembershipNARTB, TvB
V.P., Exec. Dir......Chas. B. McCabe
Vice-Pres. & Gen. Mgr......D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Vice Pres., Sta. Mgr......Leslie H. Peard, Jr.
Business Mgr......Freeman W. Cardall
Program Director.....Sydney King
Comm. Manager.....Willis K. Friart
Publicity Dir......Wall Matthews
Chief Engineer.....William C. Bareham

WMAR-TV—Baltimore
1947—CBS

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....The A. S. Abell Co.
 Address.....Charles & Redwood Sts.
 News ServiceAP, CBS Newsfilm
 Newspaper Affiliation...Baltimore Sunpapers
RepresentativeKatz
MembershipNARTB, TvB
President.....William F. Schmick, Sr.
Exec. V.P......William F. Schmick, Jr.
V.P., Dir. of TV, Sta. Mgr......Ewell K. Jett
Comm., Prom., Pub. Mgr......Ernest A. Lang
Program Director.....Robert B. Cochrane
Prom. Co-ordinator.....Alex Dietrich
Film Mgr......D. V. Stickle
Production Manager.....Edwin B. Mick
Chief Engineer.....Carlton G. Nopper

WBOC-TV—Salisbury—1954
ABC-CBS

Channel: 16 UHF..AP: 8.6 Kw..VP: 15.8 Kw.
 Owned & Oper.....Peninsula Broadcasting Co.
 AddressRadio-Tv, Park
 News ServiceAP
 Sta. Rep.Headley-Reed
President.....John W. Downing
Gen., Sta., Comm. Mgr......Charles J. Truitt
Prog. Dir......John W. Downing Jr.
Chief Engineer.....Jack W. Ward

Massachusetts

Pop. March 1 (Est.) 4,841,000—TV Homes 1,298,000
 Stations in State 5

WMGT-TV—Adams—1953
ABC

Channel: 74 UHF..AP: 100 Kw..VP: 200 Kw.
 Owned-Oper. By.....Greylock Bcstg. Co.
 Business Address.....8 Bank Row
RepresentativeWalker
MembershipNARTB
President.....Leon Podolsky
General Manager.....Wm. P. Geary
Prog., Prom. Dir......A. D. Vaber
Film Manager.....Dick Bolender
Chief Engineer.....Leonard Lavendol

Promotion Mgr.J. E. Allen
Publicity Dir.Frances Corcoran
Dir. Pub. AffairsC. F. Collier
Traffic Mgr.R. Duffield
Chief EngineerW. H. Hauser

WNAC-TV—Boston—1948
CBS-ABC

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....RKO Teleradio Pictures
 Business-Studio Address...21 Brookline Ave.
RepresentativeH.R.
MembershipTvB
President.....Tom O'Neill
Exec. V.P. & Gen. Mgr......Norman Knight
Sls. & Sls. Serv. Mgr......Tom Bateson
Promotion Dir......George Hallberg
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: 100 Kw.
 Owned-Oper By...Westinghouse B'casting Co.
 Address.....1170 Soldiers Field Rd.
 News ServiceAP, UP, INS
 Representative. Peters, Griffin, Woodward, Inc.
MembershipNARTB, TvB
President.....Donald H. McGannon
V. P......W. C. Swartley
General Mgr......F. A. Tooke
Sales Mgr......C. H. Masse
Prog. Mgr., Film Buyer.....Herbert Cahan
Ass't. Prog. Mgr......Ray Hubbard

WWLP—Springfield—1953
ABC-NBC

Channel: 22 UHF..AP: 103 Kw..VP: 206 Kw.
 Owned-Oper. By.....Springfield Television
 Bcstg. Corp.
 Business AddressBox 2210

News Service AP, UP
 Station Reps. Hollingbery, Kettell-Carter
 President Roger L. Putnam
 General Manager William L. Putnam
 Station Manager Howard S. Keeffe
 Commercial Mgr. James H. Ferguson, Jr.
 Program Director Wallace I. Green
 Publicity Director Camillia T. Lemery
 Film Manager Wallace Sawyer
 Chief Engineer Donald C. Shaw

**WHYN-TV—Springfield-
 Holyoke—1953—CBS**

Channel: 55 UHF.. AP: 91 Kw.. VP: 182 Kw.

Owned-Oper. By..Hampden-Hampshire Corp.
 Business Address.....1300 Liberty St.
 News Service UP
 Representative Branham, Weed
 Membership NARTB
 Gen., Sta. Manager..... Charles N. DeRose
 Comm. Manager..... Patrick J. Montague
 Program Director..... Kendall Smith
 Publicity Michael Horn
 Film Manager Gerald Loughran
 Chief Engineer..... Harold Schumacker

Michigan

Pop. March 1 (Est.) 7,661,000—TV Homes 1,967,000
 Stations in State 13

**WPAG-TV—Ann Arbor—1953
 DuM**

Channel: 20 UHF.. AP: 10 Kw. VP: 18 Kw.
 Owned-Oper. By Washtenaw Bcstg. Co.
 Business Address Hutzel Bldg.
 News Service AP
 Representative Everett-McKinney
 President, Gen. Mgr. Edward F. Baughn
 Commercial Mgr..... Kenneth MacDonald
 Program Director..... David Pringle
 Chief Engineer..... Donald N. Bowdish

**CKLW-TV—Detroit-Windsor
 1954—CBC**

Channel: 9 VHF.. AP: 180 Kw.. VP: 325 Kw.
 Owned-Oper.. Western Ontario Brdcasting. Co.
 Business Address 3300 Guardian Bldg.
 News Service INS, UP
 Rep..... All-Canada TV Ltd., Adam Young
 Pres., Gen. Manager..... J. E. Campeau
 Dir. of Operations S. C. Ritchie
 Comm. Mgr. W. N. Hawkins
 Publicity Director..... Art Gloster
 Film Manager..... Arthur MacColl
 Dir. of Engineering..... W. J. Carter

**WNEM-TV—Bay City-
 Saginaw—1954—NBC-ABC**

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By Gerity Telecasting Corp.
 Business Address 814 Adams St., Bay City
 News Service AP
 Membership NARTB, TvB
 Representative Petry
 President James Gerity, Jr.
 V.P., Ass't Gen. Mgr. Harry Travis
 V.P.-Sales O. W. Myers
 V.P.-Treas. D. Scott Hager
 Nat. Sales Mgr. John J. Keenan
 Program Director Tom Matthews
 Prom., Pub. Dir. Robert Lumpff
 Chief Engineer Robert L. Beurket

**WWJ-TV—Detroit—1947
 NBC**

Channel: 4 VHF.. AP: 50.1 Kw.. VP: 97.7 Kw.
 Owned-Operated By... Evening News Assoc.
 Business-Studio Address.... 622 W. Lafayette
 News Service..... UP, AP
 Newspaper Affiliation Detroit News
 Representative. Peters, Griffin, Woodward, Inc.
 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 Ian Harrower
 Sales Prom. Manager..... Glenn Kyker
 Public Affairs Manager..... James Eberle
 Sls. Development Mgr. Frank Staltenkamp
 Natl. Sls. Mgr..... Ray W. Colie
 Local Sls. Mgr..... Douglas L. Sinn
 Film Manager..... Frank Picard
 Gen. Eng. Manager..... E. J. Love

**WWTW—Cadillac—1954
 ABC-CBS**

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By Sparton Bcstg. Co.
 Business Address 214 N. Mitchell St.
 Representative Weed
 Membership TvB, NARTB
 News Service AP
 President John J. Smith
 Comm., Gen. Mgr. Gene Ellerman
 Ass't Gen., Film Mgr..... Daryl Sebastian
 Prog. Dir. Clayton A. Roehl
 Prom., Pub. Dir. R. W. Bishop
 Chief Engineer George A. Wilson

**WXYZ-TV—Detroit—1948
 ABC**

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By... American Broadcasting Co.
 Business Address..... 1700 Mutual Bldg.
 News Service AP, INS
 Representative Bladr-TV



Membership NARTB, TvB
President, Gen. Mgr. James G. Riddell
V.P., Station Mgr. John F. Pival
Comm. Manager Ralph Dawson
Program Director John Lee
Promotion Director Page Heldenbrand
Publicity Director Doug Nicol
Chief Engineer Charles Kocher

WJBK-TV—Detroit—1948
CBS

Channel: 2 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By Storer Bcstg Co.
Business Address 7441 Second Blvd.
Newspaper Affiliation Miami Beach Sun
News Service AP, INS
Membership NARTB, TvB
Representative Katz
President George B. Storer
V.P., Managing Dir. Bill Michaels
District V.P. William E. Rine
Local Sales Mgr. Keith T. McKenney
Program Mgr. Ralph R. Rust
Prom., Merch. Mgr. Willard S. Smith
Publicity Dir. Ethel Smilick
Service Co-ordinator George Kenyon
Film Mgr. Jerry E. Christner
Chief Engineer Joseph B. Haigh

WOOD-TV—Grand Rapids
1949—ABC-NBC

Channel: 8 VHF.. AP: 150 Kw.. AP: 316 Kw.
Owned-Oper. By Grandwood Bcstg. Co.
Address 120 College S E
News Service UP
Membership NARTB, TvB
Representative Katz
President Harry M. Bitner
Gen. Manager Willard Schroeder
Gen. Sales Manager Arthur M. Swift
Program Director Frank G. Sisson
Promotion Director Clark Grant
Publicity Dir. Sharon Schneider
Film, Prod. Mgr. Dick Lamoreaux
Chief Engineer Charles Robison

WKZO-TV—Kalamazoo
1950—ABC-CBS

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By Felzer Bcstg. Co.
Address 124 W. Michigan Ave.
News Service AP
Membership NARTB, TvB
Representative Avery-Knodel, Inc.
President John E. Felzer
V.P., Managing Director Carl E. Lee
Sales Manager Donald DeSmit
Program Director Charles Lynch
Chief Engineer Arthur Covell

WJIM-TV—Lansing—1954
ABC-CBS-NBC

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By Gross Telecasting, Inc.
Address Saginaw & Howard Streets
Membership NARTB, TvB
Representative Petry
President Harold Gross
Vice Pres. Howard K. Finch
Gen. Sales Mgr. Gar Meadowcroft
Film Manager Phil Sherck
Chief Engineer Carleton Musson

WDMJ-TV—Marquette
1956—CBS

Channel: 6 VHF.. AP: 60 Kw.. VP: 100 Kw.
Owned-Oper. By Lake Superior Bcstg Co.
Business Address 249 W. Washington St.
Newspaper Affiliation Mining Journal
News Service AP
Membership NARTB
Representative Weed
President Frank J. Russell, Jr.
General Mgr. W. H. Treloar
Sta., Comm. Mgr. Robert J. Luke
Program Dir. John Holmes
Promotion Dir. Walter Reese
Film Mgr. Kenneth Borst
Chief Engineer Paul Anick

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.
News Service UP, INS
Representative Weed
President, Gen. Mgr. William J. Edwards
Station Manager Howard H. Wolfe
Commercial Manager Robert M. Chandler
Program Director Robert A. Oliver
Production Manager Jay Otto
Film Manager Otto Allen
Chief Engineer Max W. Thomas

WPBN-TV—Traverse City
1954—NBC-ABC

Channel: 7 VHF.. AP: 30.9 Kw.. VP: 51.3 Kw.
Owned-Oper. By Midwestern Bcstg. Co.
Business Address Paul Bunyan Bldg.
Representative Hal Holman
Membership TvB
President, Gen. Mgr. Les Biederman
Station Mgr. John Anerson
Commercial Mgr. R. E. Detwiler
V.P.-Chief Engineer William H. Kiker

Minnesota

Pop. March 1 (Est.) 3,271,000—TV Homes 728,000
Stations in State 8

KMMT—Austin—1953—ABC

Channel 6 VHF..AP: 9.4 Kw..VP: 18.7 Kw.
Business Office.....Minnesota-Iowa TV Co.
Business Address.....Hiway No. 1055
Representative.....Avery-Knodel, Inc.
Gen. Mgr., Prog.

Dir., Film Buyer.....Gene P. Loffler
Comm. Manager.....Don Jones
Chief Engineer.....Leo Chenier

KDAL-TV—Duluth-Superior 1954—NBC-ABC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By...Red River Bcstg. Co., Inc.
Business Address.....Bradley Building
Representative.....Avery-Knodel
Membership.....NARTB, TvB
General Manager.....Dalton LeMasurier
Commercial Mgr.....Odin S. Ramsland
Sales Manager.....John Grandy
Prog. Dir., Film Buyer.....Earl Henton
V.P., Chief Engineer.....Robert Dettman

WDSM-TV—Duluth-Superior 1952—NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By..Northwest Publications, Inc.
Business Address...55 E. 4th St., St. Paul,
Minn.

Representative.Peters, Griffin, Woodward, Inc.
News Service.....AP
Membership.....NARTB
President.....Robert B. Ridder
General Mgr.....Clarence D. Tully
Commercial Mgr.....Tom Gavin
Program Dir.....Ed Conrad
Promotion Dir.....Paul Andersen
Merchandising Mgr.....Martin Olson
Film Manager.....Bill Ashton
Chief Engineer.....George Carlson

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.
News Service.....AP, UP
Membership.....NARTB, TvB
Representative.Peters, Griffin, Woodward, Inc.
Chr. of Bd.....Wm. J. McNally
President.....Robert B. Ridder
Exec. V.P.....F. Van Konynenburg
Asst. Mgr. for TV.....Sherman Headley
Comm. Mgr.....Robert N. Ekstrum
Film Manager.....Harry C. Jones
Prom., Pub. Director.....Gene Godt
Program Dir.....Gwen Harvey
Chief Engineer.....John M. Sherman

WTCN-TV—Minneapolis 1953—ABC

Channel: 11 VHF..AP: 189 Kw..VP: 316 Kw.
Owned-Oper. By..Minnesota Television Public
Service Corp.

Business Address.....2925 Dean Blvd.
News Service.....AP, UP
Representative.....Katz
Membership.....NARTB, TvB
President.....Mr. Harry Bitner, Jr.
General Manager.....Miller C. Robertson
Commercial Mgr.....Dave Cole
Program Dir.....Fred H. Kaufman
Promotion Dir.....George Lord
Film Manager.....Gene Wecker
Chief Engineer.....Joseph Kahnke

KMGH-TV—Minneapolis 1954

(Formerly KEYD-TV)

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...United Television, Inc.
Business Address.....Foshay Tower
Representative.....Branham
President.....Seymour Weintraub
Station Mgr.....Donald Menard
Program Dir.....Dave Murray
Prom., Pub. Dir.....Robert M. Stone
Film Mgr.....Howard Reser
Chief Engineer.....Gordon Benson

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.
Representative.....Meeker TV, Inc.
President.....Mrs. Gregory P. Gentling
V.P., Gen. Mgr.....G. David Gentling
Sales & Sta. Mgr.....Willard Lampmann
Production Manager.....Donald Merz
Prom., Pub. Director.....John Miller
Prog. Dir., Film Manager.....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
News Service.....AP
Representative.....Edward Petry
Membership.....NARTB
President, Gen. Mgr.....Stanley E. Hubbard
Exec. V.P. & Treas.....K. M. Hance
National Sales Dir.....James E. Blake
V.P. Chge. Sales.....Marvin L. Rosene
V.P. Research, Dev.....Stanley S. Hubbard
Prog. Dir., Film Mgr.....Del Franklin
Prom., Pub. Director.....William Davey
Chief Engineer.....Wm. S. Sadler

Mississippi

Pop. March 1 (Est.) 137,000—TV Homes 234,000
Stations in State 6

WCBI—Columbus—1956 CBS-NBC

Channel: 4 VHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. ByBernie Imes, Jr.
Business Address Highway 12
Newspaper Affiliation .. Commercial Dispatch
Representative McGillvra
General Mgr. Bob McRaney
Station Mgr. Chris Everson
Commercial Mgr. Bill Whitfield
Program Dir. Kevin O'Neill
Prom., Pub. Dir. Jim Garner
Film Manager Bob McRaney, Jr.
Chief Engineer Tom McFerrin

WDAM—Hattiesburg—1956 ABC-NBC

Channel: 9 VHF..AP: 33.9 Kw...VP: 55.7 Kw.
Owned-Oper. By Lion Television Corp.
Business Address Box 1649
Representative Pearson
News Service AP
Membership NARTB
President David A. Matison
General Mgr. Marvin Reuben
Station Mgr. Keith Glatzer
Commercial Mgr. Teck Jones
Prom., Pub. Dir. Miss Pat Flynn
Film Manager Charles Shade
Chief Engineer John Carrol

WJTV—Jackson—1953 ABC-CBS

Channel: 12 VHF..AP: 107 Kw...VP: 214 Kw.
Owned-Oper. ByCapitol Broadcasting Co.
Business Address Box 8187
News Service AP
Station Representative Katz
President T. M. Hederman, Jr.
Gen., Film Manager..... L. M. Sepaugh
Station Manager..... Owens F. Alexander
Comm. Manager..... Bill Carlier

Program Director.....Ken Parks
Promotion Director.....Ken Jordan
Film Manager.....L. M. Sepaugh, Jr.
Chief Engineer.....C. A. Perkins

WLBT—Jackson—1953

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By Lamar Life Bcstg. Co.
Business Address 715 S. Jefferson
News Service UP
Representative Hollingbery
Membership NARTB
Gen., Station Mgr..... Fred L. Beard
Comm. Manager..... Frank Gentry
Program Director..... Maurice Thompson
Prom., Pub. Director..... Charles H. Allen
Film Manager Bruce Nicholson
Chief Engineer..... Bob Smathers

WTOK-TV—Meridian—1953 ABC-CBS-NBC

Channel: 11 VHF..AP: 162 Kw...VP: 316 Kw.
Owned-Oper. By Southern Television Corp.
Business Address Southern Bldg.
Representative Headly-Reed
President Robert F. Wright
Sales Manager W. B. Crooks
Prog., Prom. Dir. Cecil Germany
Production Director George Shannon
Chief Engineer..... Joe Saxon

WTWV-TV—Tupelo—1956 NBC

Channel: 9 VHF..AP: 13.5 Kw...VP: 27.2 Kw.
Owned-Oper. By WTWV, Inc.
Business Address Beech Springs Rd.
Representative Young
News Service UP
Pres., Gen., Sta., Comm. Mgr. Frank K. Spain
Program Dir. Robert D. Gordon
Prom., Pub. Dir. Perrin Purvis
Film Manager Bertha Pety
Chief Engineer..... Joseph G. Petit

Missouri

Pop. March 1 (Est.) 4,291,000—TV Homes 1,074,000
Stations in State 15

KFVS-TV—Cape Girardeau 1954-CBS

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By Hirsch Broadcasting Co.
Business Address 324 Broadway
News Service UP, AP
Membership NARTB
Station Representative..... Hecdley-Reed Co.
President Oscar C. Hirsch
Manager of TV Robert O. Hirsch
Sales Manager John K. Ramsey
Program Director..... Donald T. McNeely
Chief Engineer R. O. Hirsch

KOMU-TV—Columbia—1953 ABC-CBS-NBC

Channel: 8 VHF..AP: 24.35 Kw...VP: 48.7 Kw.
Owned-Oper. By Curators of Univ. of Mo.
Business Address Highway 63, South
News Service UP
Representative H-R
Membership NARTB, TvB
Director of TV..... Edward C. Lambert
Sales Mgr..... John O. Conwell
Program Director Allen H. Scollay
Promotion Director Milton E. Gross
Film Manager S. K. Applebaum
Chief Engineer William J. Reagan

KHQA-TV—Hannibal—1953
CBS

Channel: 7 VHF. AP: 158. Kw. VP: 316 Kw.
Owned-Oper. By..... Lee Broadcasting, Inc.
Business Address..... 150 Main St. Quincy, Ill.
News Service..... AP, UP
Membership..... NARTB
Representative..... Weed
President..... Lee P. Loomis
Gen., Nat'l. Sls. Mgr..... Walter Rothschild
Prog. Dir., Asst. Mgr..... Merritt Milligan
Promotion Director..... Dick Moore
Prod. Mgrs..... Tom Robey, Paul McClelland
Film Manager..... Charles Lotz
Chief Engineer..... J. E. Gray

KRCG-TV—Jefferson City
1955—CBS

Channel: 13 VHF. AP: 52.5 Kw. VP: 105 Kw.
Owned-Oper. By..... Jefferson TV Co.
Address..... Jefferson City
News Service..... AP
Representative..... Blair TV Assoc.
Membership..... NARTB, TvB
Pres..... Mrs. William H. Weldon
Gen., Sta. Mgr..... Robert Blosser
Program Director..... A. Laney Lee
Sales Mgr..... R. E. Maxwell
Prog. Dir..... Laney Lee
Chief Engineer..... Edward Schuelein

KODE-TV—Joplin—1954
ABC-CBS

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By..... WSTV, Inc.
Business Address..... 1928 W 13th St.
News Service..... INS
Membership..... NARTB
President..... Jack N. Berkman
Exec. V.P..... John J. Laux
V.P., General Mgr..... Harry Burke
Nat'l Sales Mgr..... Rod Gibson
Local Sales Mgr..... D. T. Knight
Program Dir..... Ron Robson
Promotion Dir..... Bill McClinton
Chief Engineer..... Jack Langford

KCMO-TV—Kansas City
1953—ABC

Channel: 5 VHF. AP: 60 Kw. VP: 100 Kw.
Owned-Oper. By..... Meredith Engineering Co.
Business Address..... 125 East 31st St.
News Service..... AP
Representative..... Katz
Membership..... NARTB, TvB
President..... E. T. Meredith, Jr.
General Manager..... E. K. Hartenbower
Comm. Manager..... S. B. Tremble
Program Dir..... Kenneth W. Heady
Prom., Pub. Director..... F. C. Strawn
Film Manager..... T. R. Thompson
Chief Engineer..... Karl Troeglen

KMBC-TV—Kansas City
1953—ABC

Channel: 9 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By..... KMBC Bcstg. Co.
Business Address..... 11th & Central Streets
Membership..... NARTB, TvB
News Service..... AP, UP
Representative. Peters, Griffin, Woodward, Inc.
President..... Donald Dwight Davis
Exec. V.P..... John T. Schilling
V.P. & Sales Man..... George J. Higgins
Station Mgr..... Mori Greiner
Production Manager..... Lou Kemper
Publicity Director..... Don Davis
Film Manager..... Margaret M. Maley
Chief Engineer..... Henry Goldenberg

WDAF-TV—Kansas City
1949—NBC

Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.
Owned-Oper. By..... Kansas City Star Co.
Business Address..... 1729 Grand Ave.
News Service..... AP
Newspaper Affiliation..... Kansas City Star
Managing Dir..... H. Dean Fitzer
Representative..... Harrington, Righter, & Parsons
Membership..... NARTB, TvB
President..... Roy A. Roberts
Managing Dir..... H. Dean Fitzer
Station Mgr..... William A. Bates
Comm. Manager..... E. Manne Russo
Prom., Pub., Prog. Dir., Prod. Mgr.
Jay Barrington
Film Manager..... Robert Musberger
Chief Engineer..... James Schmidt

KDRO-TV—Sedalia—1954

Channel: 6 VHF. AP: 8.7 Kw. VP: 16.4 Kw.
Owned-Oper. By..... KDRO-TV & Radio, Inc.
Business Address..... 2100 W. Broadway
Representative..... Pearson
President..... Milton J. Hinlein
General Manager..... Herbert W. Brandes
Comm. Manager..... Jimmy Glenn
Prog., News & Sp. Events Dir..... Bob Younger
Program Director..... Jack Call
Chief Engineer..... Bob Klein

KTTS-TV—Springfield
1953—CBS

Channel: 10 VHF. AP: 190.55 Kw. VP: 316 Kw.
Owned-Oper. By..... Independent Bcstg. Co.
Business Address..... P.O. Box 1716 SSS
News Service..... AP, UP
Representative..... Weed
Membership..... NARTB
President..... J. H. G. Cooper
Gen., Sta. Mgr. Prom.,
Pub. Dir..... G. Pearson Ward
Sales Manager..... Bob Burke
Program Director..... Kevin McAndrews
Film Manager..... Ted Tucker
Chief Engineer..... William F. Curry

KYTV—Springfield—1953
ABC-NBC

Channel: 3 VHF..AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Springfield Television Inc.
Business Address.....999 W. Sunshine
Representative..... Hollingberry
Co-Mgr., Comm. Mgr..... Ralph L. Stufflebam
Co-Mgr., Prog. Dir..... Carl Fox
Chief Engineer..... E. Dennis White

KFEQ-TV—St. Joseph—1953
CBS

Channel: 2 VHF...AP: 26 Kw... VP: 52 Kw.
Owned-Oper. By... Midland Bcstg Co.
Business Address..... 40th & Faraon
News Service.....AP
Representative..... Blair Assoc.
President..... Kenyon Brown
General Mgr..... Glenn G. Griswold
Commercial Mgr..... A. Wayne Beavers
Prog. Dir., Film Mgr..... Gene Milsteen
Chief Engineer..... J. Wesley Koch

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.
Newspaper Affiliation. St. Louis Post-Dispatch
News Service.....AP, INS
Representative.....NBC Spot Sales
Membership.....NARTB, TvB
President.....Joseph Pultzer, Jr.
Gen. Manager.....George M. Burbach
Program Director.....Harold Grams

Sales Manager.....Guy E. Yeldoll
Pub. Dir..... Robert Hannon
Film Mgr..... Keith Gunther
Promotion Director..... Fred J. Mueller
Chief Engineer.....J. E. Risk

KWK-TV—St. Louis—1954
ABC-CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KWK, Inc.
Newspaper Affil.... St. Louis Globe Democrat
News Service.....AP, UP
Membership..... TvB
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
Ass't. Sta., Prog. Dir., Film Buyer
John W. Tinnea
Promotion, Publicity, Dir.
James M. Henneberry
Film Mgr.....John Traxler
Chief Engineer.....N. J. Zehr

KTVI—St. Louis—1953
ABC-CBS

Channel: 36 UHF..AP: 209 Kw..VP: 417 Kw.
Owned-Oper. By... Signal Hill Telecasting Corp.
Bus. Studio Address.....5915 Berthold Ave.
Representative..... Weed
News Service.....UP
President..... Paul E. Peltason
Commercial Mgr..... Paul R. Litt
General Manager..... Julius Schainblatt
Prog. Dir., Prod. Mgr..... Jack M. Murdock
Chief Engineer.....Richard J. Trompeter

Montana

Pop. March 1 (Est.) 638,000—TV Homes 72,000
Stations in State 4

KOOK-TV—Billings—1953
CBS-ABC-NBC

Channel: 2VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By... Montana Network
Business Address.....P. O. Box 2557
Membership.....NARTB
News Service.....UP
Representative.....Headley-Reed
President..... Joseph Sample
Gen., Station Manager..... V. V. Clark
Comm. Manager..... John Conner
Prog., Oper. Dir..... Ed Peiss
Prom., Pub. Director..... Conna G. May
Chief Engineer..... Grant French

Membership.....TvB
Reps. East..... Walker,
West..... Pacific Northwest
President..... E. B. Craney
Station Manager..... Jim Manning
Commercial Mgr..... W. Jake Walker
Chief Engineer.....Lloyd Scott

KFBB-TV—Great Falls
1954—ABC-NBC-CBS

Channel: 5 VHF..AP: 12.6 Kw..VP: 25.4 Kw.
Owned-Oper. By.....Wilkins Broadcast Inc.
Business Address.....Box 1139
News Service.....UP
Representative..... Blair
Pres., Gen. Mgr..... J. P. Wilkins
Prom., Pub. Dir., Ass't. Gen. Mgr. W. E. Spahr
Comm., Sta. Manager..... W. C. Blanchette
Program Director..... Pen Brown
Film Manager..... Howard Ely
Chief Engineer..... Anthony Lopuch

KXLF-TV—Butte—1953
NBC

Channel: 6 VHF...AP: 1 Kw... VP: 2 Kw.
Owned-Oper. By... Television Montana
Business Address.....1681 George St.



KMSO-TV—Missoula—1954

ABC-CBS-NBC

(Formerly KGVO-TV)

Channel: 13 VHF..AP: 95 Kw..VP: 191 Kw.
Owned-Oper. By.....Mosby's Inc.
Business Address.....127 East Main St.

News ServiceUP
RepresentativeGill-Perna
MembershipNARTB, TvB
Pres., Gen., Sta., Comm. Mgr....A. J. Mosby
Program Director.....Phil Dixon
Promotion Director.....Robert Rolfsen
Publicity Director.....Charles Field
Chief Engineer.....Amos Hargrave

Nebraska

Pop. March 1 (Est.) 1,428,000—TV Homes 317,000
Stations in State 7

KHAS-TV—Hastings—1956

NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Nebraska TV Corp.
Business Address.....Box 476
Newspaper Affiliation Hastings Daily Tribune
News ServiceAP
MembershipNARTB
RepresentativeWeed
PresidentFred A. Seaton
General Mgr.Duane L. Watts
Comm., Oper. Mgr.Harry H. Packard
Production Mgr.Bob Schnuelle
Publicity Dir.Mrs. Mickey Mahlman
Film ManagerMarsden Garey
Chief EngineerDuane Allison

President.....John E. Fetzer
Gen., Sta. Mgr.....A. James Ebel
Comm. ManagerLester C. Rau
Program DirectorRobert L. Johnson
Promotion DirectorJames Barker
Production ManagerWilliam H. Hemke
Film Manager.....Eli Modenstein
Chief Engineer.....D. R. Taylor

KMTV—Omaha—1949

ABC-NBC

Channel: 3....AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....May Bcstg. Co.
Bus. Trans. Address.....2615 Farnam St.
RepresentativePetry
MembershipNARTB
President.....Edward W. May
Exec. V.P., Gen. Mgr.....Owen Saddler
Sales ManagerArden Swisher
Program Director.....Glenn Harris
Promotion DirectorAmos Eastridge
Film ManagerJack Katz
Production Director.....Lew Jeffrey
Chief Engineer.....R. J. Schroeder

KHPL-TV—Hayes Center

1956

(Satellite of KHOL-TV, Kearny)

Channel: 6 VHF..AP: 14 Kw..VP: 28 Kw.
Representatives, Affiliations & Personnel
same as KHOL-TV

WOW-TV—Omaha—1949

CBS

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Business Address.....Insurance Bldg.
News ServiceUP, INS
RepresentativeBlair TV
MembershipNARTB, TvB
Chairman of Board.....Fred Bohlen
President.....E. T. Meredith, Jr.
V.P. & Treas.....Payson Hall
V.P., Gen. Manager.....Frank P. Fogarty
Asst. Gen. Manager.....Lyle DeMoss
Sales Mgr.....Fred Ebener
Program Director.....Bill McBride
Promotion Dir.....Bob Seitzer
Production Mgr.....Robert Froemming
Film Manager.....Bill McBride
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn

KHOL-TV—Kearney—1953

ABC-CBS

Channel: 13 VHF..AP: 102 Kw..VP: 204 Kw.
Owned-Oper. By.....Bi-States Co.
Business Address.....Holdrege, Nebr.
News ServiceAP
MembershipNARTB
RepresentativeMeeker
PresidentWayne Brewster
Station Manager.....Jack Gilbert
Sales Mgr.Paul Freygang
Production Manager.....Moe Milliken
Pub. DirectorTom Nuss
Prom. DirectorDelline Zigler
Chief EngineerGeorge Jelinek

KOLN-TV—Lincoln—1953

ABC-CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Cornhusker Radio & TV Corp.
Address.....40th and W Sts.
RepresentativeAvery-Knodel
MembershipNARTB, TvB

KSTF—Scottsbluff—1955

(Satellite of KFBC-TV, Cheyenne, Wyo.)

Channel: 10 VHF..AP: 7.5 Kw..VP: 13 Kw.
Representatives, Affiliations & Personnel
same as KFBC-TV

In the
rich
OMAHA
market—

it's

WOW-TV
Channel 6



A MEREDITH STATION
affiliated with
Better Homes and Gardens and
Successful Farming Magazines

Frank P. Fogarty
Vice President & General Manager

Fred Ebener
Sales Manager

Represented by BLAIR-TV, Inc.

KLRJ-TV—Las Vegas—1955 ABC-NBC

Channel: 2 VHF...AP: 6.3 Kw...VP: 12.2 Kw.
Owned-Oper. By...Southwestern Publishing
Corp.

Business Address ..4850 Henderson Highway
Newspaper AffiliationLas Vegas Review
Journal

News ServiceAP
Membership NARTB, TvB
Representative Pearson
President Donald W. Reynolds
General Mgr. William D. Stiles
Sales Manager Pat Burke
Managing Director A. E. Cahlan
Program Director Mark Smith
Promotion Director Norwin Yoffie
Publicity Director Robert W. Brier
Chief Engineer David Rogers

KLAS-TV—Las Vegas—1953 CBS

Channel: 8 VHF...AP: 27 Kw...VP: 55 Kw.
Owned-Oper. By...Las Vegas Television Inc.
Address 250 E. Desert Inn Rd.

Representative Weed
Membership NARTB
Gen., Natl. Sls. Manager..... Marion Komar
Local Sales..... Alex Gold
Program Director James Hart
Prom., Pub. Director..... Kenneth O'Connell
Production Manager..... Ralph Hodges
Chief Engineer Dave Greenspun

KSHO-TV—Las Vegas—1956

Channel: 13 VHF...AP: 150 Kw...VP: 437 Kw.
Owned-Oper. TV Co. of America
Business Address Fremont Hotel
Newspaper Affiliation Henderson Home
News, Boulder City News

News Service AP
General Mgr. Moritz M. Zenoff
Station Mgr. Truman Hinkle
Commercial Mgr. Robert Gardner
Prog. Dir., Film Mgr. Lee Peer
Chief Engineer Ervin Greene

KOLO—Reno—1953 ABC-CBS-NBC

Channel: 8 VHF...AP: 6 Kw...VP: 12 Kw.
Owned-Oper.... Nevada Radio-Television Inc.
Business Address..... 770 East 5th St.

News Service UP
Representative Pearson
President..... Donald W. Reynolds
General Manager..... Harry Huey
Film, Comm. Mgr. Ed Cardinal
Prod. Dir. Durward Yasmer
Promotion Director Norwin Yoffie
Pub. Dir. Helen Busscher
Chief Engineer..... Tom Hughes

New Hampshire

Pop. March 1 (Est.) 563,000—TV Homes 164,000
Stations in State 1

WMUR-TV—Manchester 1954—ABC-CBS-NBC

Channel: 9 VHF.. AP: 155 Kw... VP: 282 Kw.
Owned-Oper. By... Radio Voice of N. H. Inc.
Business Address..... 1819 Elm St.
News Service UP

Representative Forjoe
Membership NARTB, TvB
President..... Francis P. Murphy
Administrative Ass't. William C. White
V.P., Gen. Manager Norman Gittleson
Comm. Manager..... Gordon Moore
Prog. Dir. William Gildersleeve
Chief Engineer..... Charles Halle

New Jersey

Pop. March 1 (Est.) 5,566,000—TV Homes 1,470,000
Stations in State 1

WATV—Newark (New York City)—1948

Channel: 13 VHF.. AP: 185 Kw... VP: 316 Kw.
Owned-Oper. By... Bremer Broadcasting Co.
Business Address..... 1020 Broad Street
News Service AP
Representative Forjoe-TV
Membership NARTB

President & Gen. Mgr.... Irving R. Rosenhaus
Vice-President..... Edmund S. Lennon
Managing Dir. of Sls. Ed Cosman
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 Mexico

Pop. March 1 (Est.) 855,000—TV Homes 98,000
Stations in State 6

KGGM-TV—Albuquerque 1953—CBS

Channel: 13 VHF.. AP: 44.6 Kw... VP: 89.1 Kw.
Owned-Oper. By... New Mexico Bcstg. Co.
Bus. Address 1414 Coal Ave. S. W.
Membership NARTB
News Service AP
Representative Weed
Pres., Gen., Sta. Mgr. A. R. Hebenstreit
Comm. Manager Ralph C. Rhoads
Prog., Prom., Pub. Dir. Bob Van Driel
Film Manager Ed Sanchez
Chief Engineer Leonard F. Dodds

Representative Branham
Membership NARTB, TvB
Pres., Gen. Mgr..... Wayne Coy
Comm. Manager..... Rolf S. Nielsen
Program Director Al Jarrett
Prom., Pub. Director..... Dallas Wyant
Film Manager..... Milford Williams
Chief Engineer..... George S. Johnson

KAVE-TV—Carlsbad—1956 CBS

Channel: 6 VHF.. AP: 5 Kw... VP: 11.7 Kw.
Owned-Oper. By .. Voice of the Caverns, Inc.
Business Address 2907 W. Church St.
Membership NARTB
Representative Branham
President Nancy H. Battison
General Mgr. John H. Battison
Sta., Comm. Mgr. Ed Teer
Program Dir. Bob Fuller
Film Manager Ronnie Dickman
Chief Engineer W. C. Carnahan

KOAT-TV—Albuquerque 1953-ABC

Channel: 7 VHF.. AP: 12.5 Kw... VP: 25.1 Kw.
Owned-Oper. By... Alvarado Television Co.
Business Address..... 122 S.E. Tulane Dr.
Membership NARTB, TvB
Representative Hollingbery
V.P., Gen. Mgr..... Walter Stiles
Comm. Manager Jerry Burns
Prog. Director Esther Whitefield
Prod. Manager..... Ron Richmond
Chief Engineer Bruce Frazier

KICA-TV—Clovis—1956 CBS

Channel: 12 VHF.. AP: 16.37 Kw.. VP: 30.34 Kw.
Owned-Oper. By KICA, Inc.
Bus. Address .. Box 111 or 1000 Sycamore St.
Representative Pearson
Pres., Gen. Mgr. Garfield C. Packard
Sales Mgr..... James W. Richardson
Program Director Marilyn Davison
Promotion Director Margaret O. Packard
Chief Engineer..... R. A. Jau Devine

KOB-TV—Albuquerque 1948—NBC

Channel: 4 VHF.. AP: 5.3 Kw... VP: 10.2 Kw.
Owned-Oper. By... Albuquerque Bcstg. Co.
Bus. Studio Address..... 1430 Coal Ave., S. W.
News Service UP, INS

**MORE AUDIENCE* THAN
 ANY STATION IN MINNEAPOLIS-
 ST. PAUL THAT'S WHAT
 WNBC-TV, BINGHAMTON, N.Y.
 DELIVERS DAY AND NIGHT
 SEVEN DAYS A WEEK—AT
 LOWER COST PER 1000.
 YOUR BLAIR-TV MAN HAS
 THE EVIDENCE FOR YOU.**

* Also more audience than any station in Baltimore, Houston, Milwaukee and other major markets; at lower cost than every station in eight of the ten major markets. Telepulse, December, 1955.



operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / WNBC-AM • FM • TV, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa. / WFBG-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

KSWs-TV—Roswell—1953
NBC-ABC-CBS

Channel: VHF...AP 158 Kw... VP: 316 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1723 W. Second St.
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
Prod. Director.....Owen Moore
Chief Engineer.....Ray Summersgill

New York

Pop. March 1 (Est.) 16,195,000—TV Homes 4,748,000
Stations in State 24

WCDA-TV—Albany—1953
ABC-CBS

Channel: 41 UHF...AP: 138 Kw... VP: 269 Kw.
Owned-Oper. By.....Hudson Valley Bcstg. Co.
Business Address.....Box 4100
Representative.....Harrington, Righter &
Parsons, Inc.

News Service.....UP
Membership.....NARTB, TvB
President, Managing Dir.....Frank M. Smith
General Manager.....Thomas S. Murphy
Sales Manager.....William J. Lewis
Program Director.....Charles Pogan
Promotion Dir.....Harry L. Goldman
Chief Engineer.....Charles Heisler

WTRI—Albany—1953—ABC

Channel: 35 UHF...AP: 85.2 Kw... VP: 380 Kw.
Owned-Oper By.....Van Curler Bcstg Corp.
Business Address.....15 N. Pearl St.
News Service.....UP
Membership.....NARTB
Representatives Venard, Rintoul & McConnell
President.....S. H. Fabian
General Mgr.....William A. Ripple
Commercial Mgr.....Dom Tovino
Program Dir.....Fred D. Shavor
Chief Engineer.....Stephen J. Stanley

WNBF-TV—Binghamton
1949—ABC-CBS-NBC

Channel: 12 VHF...AP: 83 Kw... VP: 166 Kw.
Owned Oper. By.....Triangle Publications, Inc.
Business Address.....1 Henry St.
News Service.....AP, INS
Representative.....Blair TV, Inc.
Membership.....NARTB, TvB
General Manager.....George R. Durham
Gen. Sales Manager.....Andrew G. Hubbell
Program Director.....Clark Pollak
Prom. Director.....Don Winther
Chief Engineer.....Sherman Egan

(See Page 835)

WBEN-TV—Buffalo
1948—CBS

Channel: 4 VHF...AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By.....WBEN, Inc.
Business Address.....Hotel Statler
News Service.....AP, INS, UP
Representative.....Harrington, Righter &
Parsons, Inc.

Membership.....TvB
President.....Alfred H. Kirchofer
General Manager.....C. Robert Thompson
Comm. Manager.....Nicholas J. Malter
Station Mgr.....George R. Torge
Prom. Director.....Joseph A. Haeffner
Film Director.....Quintin P. Renner
Program Dir.....Frederick A. Keller
Prod. Manager.....James A. Christensen
Chief Engineer.....Ralph J. Kingsley

WBUF-TV—Buffalo—1953
NBC

Channel: 17 UHF...AP: 250 Kw. VP. 500 Kw.
Owned-Oper. By.....NBC
Business Address.....2077 Elmwood Ave.
News Service.....UP
Representative.....NBC Spot Sales
Membership.....NARTB
President.....Robert Sarnoff
General Manager.....C. C. Bevis
Sales Manager.....W. B. Decker
Prog. Dir., Film Mgr.....Frank Harns
Prom., Pub. Dir.....Robert Fillmore
Chief Engineer.....Frank Whittam

WGR-TV—Buffalo—1954
ABC

Channel: 2 VHF...AP: 66 Kw... VP: 100 Kw.
Owned-Oper. By.....WGR Corporation
Business Address.....184 Barton St.
News Service.....AP, INS
Representative.....Peters, Griffin, Woodward
Membership.....NARTB
President.....George F. Goodyear
General Manager.....J. J. Bernard
Comm. Mgr., Prom., Pub.
Dir.....G. Paschall Swift
Prog. Director.....VanBeuren De Vries
Film Manager.....Paul Sciandra
Chief Engineer.....Karl B. Hoffman

WCNY-TV—Carthage—1954
ABC-CBS

Channel: 7 VHF...AP: 95.5 Kw... VP: 178 Kw.
Owned-Oper. By.....The Brockway Company
Bus. Address...P. O. Box 211, Watertown, N. Y.
News Service.....UP
Representative.....Weed
Membership.....NARTB
President.....John B. Johnson



General Manager.....Louis Saiff, Jr.
 Station Manager.....James W. Higgins
 Sales Manager.....Alford M. Tauroney
 Prog., Director.....David M. Graves
 Production Manager.....Glenn H. Hall
 Film Manager.....John A. LaLiberte
 Chief Engineer.....Michael R. Yonkovic

WSYE-TV—Elmira—1956

(Satellite of WSYR-TV, Syracuse)

Manager.....T. R. Bolger
 Sales Mgr.....Jack Dorn

WTVE—Elmira—1953—ABC

Channel: 35 UHF...AP: 18 Kw...39 Kw.
 Owned-Oper. By.....WTVE, Inc.
 Business Address.....Box 89
 Representative.....Forjoe
 Pres., Gen. Mgr.....T. K. Cassel
 Commercial Mgr.....H. L. Green
 Promotion Director.....H. A. Wolf
 Chief Engineer.....George Wagenseller

WCDB—Hagaman—1955

(Formerly WAST)

(Satellite WCDA-TV, Albany)

Channel: 29 UHF...AP: 125 Kw...VP: 252 Kw.
 Representative, Affiliation & Personnel
 same as WCDA-TV

**WABC-TV—New York—1948
 ABC**

Channel: 7 VHF...AP: 55 Kw...VP: 110 Kw.
 Owned-Oper. By
 American Bcstg.-Paramount Theaters, Inc.
 Business Address.....7 W. 66th St.
 News Service.....INS, AP
 Membership.....NARTB, TvB
 Representative.....Blair TV
 President.....Leonard Goldenson
 Gen. Mgr.....R. L. Stone
 Sales Manager.....J. Stamler
 Program Director.....George Rice
 Nat. Spot Sales Mgr.....Barbara Case
 Production Mgr.....Gordon Kunz
 Publicity Director.....Heyward Ehrlich
 Film Dir.....T. Kako
 Chief Engineer.....G. Edward Hamilton

WABD—New York—1944

Channel: 5 VHF...AP: 18.6 Kw...VP: 37 Kw.
 Owner-Oper.
 Allen B. DuMont Laboratories, Inc.
 Business Address.....205 E. 67th St.
 News Service.....INS
 Representative.....Weed
 Membership.....NARTB
 President.....Bernard Goodwin
 V.P., Gen. Mgr.....Ted Cott
 Exec. Ass't to V.P.....Augie Cavallaro
 V.P. chg. Sales.....Bennett H. Korn
 Sales Manager.....Bill Adler
 Dir. News & Sp. Events.....Ted Yates
 Prod. Supervisor.....Jeremy Tarcher
 Film Manager.....Merle Bredwell
 Film Buyer.....Jack Lynn
 Chief Engineer.....William Kelly

WATV—Newark, N. J.

(See New Jersey listing)

**WCBS-TV—New York—1941
 CBS**

Channel: 2 VHF...AP: 21 Kw...VP: 43 Kw.
 Owned-Oper.....Columbia Bcstg. System Inc.
 Business Address.....485 Madison Ave.
 News Service, AP, INS, UP, CBS TV News Film
 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
 Asst. Gen. Mgr., Dir. Pub. Serv.....Clarence
 Worden
 General Sales Mgr.....Frank Shakespeare, Jr.
 Program Dir.....Hal Hough
 Dir. Adv., Sales Promotion.....Robert G. Patt
 Asst. Prog. Dir. & Prod. Dir.....Dan Gallagher
 Publicity Director.....Robert Fuller
 Film Dept. Manager.....William C. Lacey
 Dir. Tech. Operations.....Robert G. Thompson

WOR-TV—New York—1949

Channel: 9 VHF...AP: 65 Kw...VP: 130 Kw.
 Owned-Oper. By.....RKO Teleradio Pictures
 Business Address.....1440 Broadway
 News Service.....INS, UP, Reuters
 Station Representative.....H-R
 Membership.....NARTB, TvB
 President.....Thomas F. O'Neil
 V.P.....Gordon Gray
 Executive Asst.....Seymour Handy
 Comm. Manager.....William Dix
 Dir. Sis. Dev.....Robert Hoffman
 Program Dir.....Ivan Reiner
 Pub. Rel. Director.....Richard Jackson
 Film Manager.....Dan German
 Chief Engineer.....Harry Tilley

WPIX—New York—1948

Channel: 11 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....N. Y. Daily News
 Address.....220 E. 42nd St.
 News Service.....UP
 Newspaper Affiliation...N. Y. Daily News
 Representative, Peters, Griffin, Woodward, Inc.
 President.....F. M. Flynn
 V.P., Gen., Mgr.....F. M. Thrower
 V.P., Controller.....T. E. Mitchell
 V.P., Operations.....L. J. Pope
 Sales Mgr.....J. A. Patterson
 Program Manager.....A. G. Hartigan
 News & Sp. Events Mgr.....Walter Engels
 Sales Mgr.....J. A. Patterson
 Adv. & Promotion Manager...K. Culverhouse
 Pub. & Pub. Relations Mgr. L. A. Hollingsworth
 Chief Engineer.....O. S. Freeman

**WRCA-TV—New York—1941
 NBC**

Channel: 4 VHF...AP: 12.9 Kw...VP: 30.2 Kw.
 Owned-Oper. By.....National Bcstg. Co.



Business Address..... 30 Rockefeller Plaza
News Service..... UP
Representative..... NBC Spot Sales Dept.
Membership..... NARTB, TvB
President..... Robert Sarnoff
General Manager..... William Davidson
Station Mgr...... Max Buck
Commercial Manager..... Jay Heitin
Program Director..... George Heineman
Promotion Director..... Tony Kraemer
Publicity Mgr...... John O'Keefe
Film Manager..... Al Odeal
Chief Engineer..... John H. Riedel

WPTZ—Plattsburgh—1954 ABC-NBC

Channel: 5 VHF... **AP:** 12 Kw... **VP:** 30 Kw.
Owned-Oper. By..... Rollins Bcastg. Co.
Business Address..... 357 Cornelia St.
Representative..... Blair TV
News Service..... AP, UP
President..... O. Wayne Rollins
General Mgr...... George Baren Bregge
Commercial Mgr...... Al LaFrance
Prog., Prom. Dir...... Al Cahill
Chief Engineer..... James Sharman

WROC-TV—Rochester—1949 NBC-ABC

Channel: 5 VHF... **AP:** 50 Kw... **VP:** 100 Kw.
Owned-Oper. By..... Transcontinental TV Corp.
Business Address..... 15 East 47th St.
News Service..... AP
Membership..... NARTB, TvB
Representative..... Peters, Griffin, Woodward
V.P., Gen. Mgr...... William Fay
Ass't. Gen. Mgr...... John W. Kennedy, Jr.
Commercial Mgr...... Armin N. Bender
Program Director..... Charles Siverson
Dir. Adv. & Sales..... L. Walton Smith
Film Manager..... David D. Manning
Chief Engineer..... Kenneth Gardner

WHEC-TV—Rochester—1953 CBS-ABC

Channel: 10 VHF... **AP:** 66 Kw... **VP:** 124 Kw.
Owned-Oper. By..... WHEC, Inc.
Business Address..... 40 Franklin St.
Representative..... Everett-McKinney, Bolling
News Service..... AP
Membership..... NARTB, TvB
President..... Frank E. Gannett
Gen. Mgr...... C. Glover DeLaney
Asst. Gen. Manager..... Lowell H. MacMillan
Comm. Manager..... LeMoine C. Wheeler
Film, Prog., Prom. Dir...... William J. Adams
Production Manager..... Warren Wightman
Technical Director..... Richard K. Blackburn

WVET-TV—Rochester—1953 CBS-ABC

Channel: 10 VHF... **AP:** 62.5 Kw... **VP:** 123 Kw.
Owned-Oper. By..... Veterans Bcastg. Co., Inc.

Business Office..... 17 Clinton Ave. S.
Membership..... NARTB
Representative..... Bolling
Pres., Gen. Station Mgr...... Ervin F. Lyke
Comm. Manager..... Arthur Murrellwright
Dir. Adv. & Merch...... Donald Kallcock
Film Manager..... Arthur V. Cook
Chief Engineer..... Raymond Jobs

WRGB—Schenectady—1939 ABC-CBS-NBC

Channel: 6 VHF... **AP:** 47 Kw... **VP:** 93 Kw.
Owned-Oper. By..... General Electric Co.
Business-Studio Address..... 1 River Road
Representative..... NBC Spot Sales
Station Mgr...... Raymond W. Welpott
Department Mgr...... Bob B. Hanna, Jr.
Sales Manager..... Robert F. Reid
Film Buyer..... Albert G. Zink
Prom., Pub. Director..... James Q. Cobb
Chief Engineer..... Willard J. Purcell

WHEN-TV—Syracuse—1948 ABC-CBS

Channel: 8 VHF... **AP:** 100 Kw... **VP:** 190 Kw.
Owned-Oper. By..... Meredith Syracuse TV Corp.
Address..... 101 Court St.
Membership..... NARTB, TvB
Representative..... Katz
President..... E. T. Meredith, Jr.
Vice-Pres. & Gen. Mgr...... Paul Adanti
Comm. Manager..... Frederick R. Menzies
Prog. Dir., Film Mgr...... Gordon Alderman
Prom., Publicity Director..... Robert G. Peel
Chief Engineer..... Donald Langham

WSYR-TV—Syracuse—1950 NBC

Channel: 3 VHF... **AP:** 50 Kw... **VP:** 100 Kw.
Owned-Oper. By..... Central N. Y. Bcastg. Corp.
Business Address..... 224 Harrison St.
News. Affil...... Post & Standard, Herald-Journal
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..... Louis Switzer
Film Manager..... Pat Montfort
Chief Engineer..... Albert Eicholzer

WKTU—Utica—1949 ABC-CBS-NBC

Channel: 13 VHF... **AP:** 100 Kw... **VP:** 187 Kw.
Owned-Oper. By..... Copper City Bcastg. Corp.
Business Address..... Smith Hill Rd.
Representative..... Donald Cooke, Inc.
President..... Myron J. Kallet
Exec. Vice Pres...... William T. MacNeilly
Gen., Sta., Comm. Mgr...... M. C. Fusco
Publicity Director..... Frank Gruenwald
Promotion Director..... Steve Purcell
Film Manager..... Joseph Casaletta
Chief Engineer..... De Forest T. Layton, Jr.



Spend Jefferson Nickels
on a Jefferson Standard Station...
Create Jeffersonian Results

WBTV
CHARLOTTE, N.C.

WBTW
FLORENCE, S.C.

JEFFERSON STANDARD BROADCASTING COMPANY
represented nationally by CBS TV Spot Sales

North Carolina

Pop. March 1 (Est.) 4,479,000—TV Homes 726,000
Stations in State 13

WISE-TV—Asheville—1953 NBC-CBS

Channel: 62...AP: 16 Kw...VP: 29 Kw.
Owned-Operated By...WISE, Inc.
Address...98 Lookout Rd.
News Service...AP
Representative...Bolling
President, Gen. Mgr...Harold H. Thoms
Commercial Mgr...Joseph J. Master
Program Director...Coletta M. Mouw
Chief Engineer...John Randolph

WLOS-TV—Asheville—1954 ABC

Channel: 13...AP: 85 Kw...VP: 170 Kw.
Owned-Oper. By...Skyway Broadcasting Co.
Business Address...288 Macon Avenue
Rep...Venard, Rintoul & McConnell; Ayers
Membership...TvB
Executive V.P...Charles B. Britt
Regional Sales Mgr...H. J. Britt
Prod. Manager...Sterling W. Wright
Film Mgr...Bob Hensley
Chief Engineer...George Sprague

WBT-TV—Charlotte—1949 ABC-CBS-NBC

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By...Jefferson Standard Bcstg. Co.
Business Address...1 Jefferson Pl.
Representative...CBS TV Spot Sales
Membership...NARTB, TvB
President...Joseph M. Bryan
Exec. V.P., Gen. Mgr...Charles H. Crutchfield
V.P., Managing Dir...Kenneth J. Treadwell
Gen. Sales Mgr...Wallace J. Jorgenson
V.P. Dir. of Engineering...Thomas Howard
Promotion Supervisor...John Dillon
Prod. Supervisor...Robert L. Rierson
Prog. Supervisor...Lacy Sellars
Publicity Director...James Babb
Film Supervisor...J. Nathan Tucker
Dir. Engineering...T. Howard
(See Page 839)

WTVB—Durham—1954 ABC

Channel: 11 VHF...AP: 170 Kw...VP: 316 Kw.
Owned-Oper...Durham Bcstg. Enterprises, Inc.
Business Address...1750 Newton Rd.
News Service...AP
Representative...Petry
Membership...NARTB, TvB
Pres., Gen. Mgr...Harmon L. Duncan
Station Manager...Floyd Fletcher
Comm. Manager...Mike Thompson
Program Director...Ernie Greup
Prom. Dir...Harry Middleton
Pub. Dir...Chas. H. Cash, Jr.
Film Mgr...Jack R. Preddy
Chief Engineer...Henry Cronin

WFLB-TV—Fayetteville 1955—CBS-NBC

Channel: 18 UHF...AP: 7.4 Kw...VP: 13.1 Kw.
Owned-Oper. By...Fayetteville Bcstrs, Inc.
Business Address...1332 Fort Bragg Blvd.
Representative...Burn-Smith
Exec. V.P...L. W. Allen
General Manager...W. D. Bailey
Commercial Mgr...W. B. Belche
Program Director...Marvin Rosenberg
Chief Engineer...J. H. Buck

WFMY-TV—Greensboro 1948

Channel: 2 VHF...AP: 25 Kw...VP: 50 Kw.
Owned-Operated By...Greensboro News Co.
Address...Phillips Ave.
News Service...UP
News. Affil...News, Record
Representative...Harrington, Righter & Parsons
Membership...NARTB, TvB
Gen., Sta. Manager...Gaines Kelley
Comm. Manager...Joe E. Lake
Program Director...Gomer R. Lesch
Film Manager...Jack Wiggins
Chief Engineer...Doyle D. Thompson

WNCT—Greenville—1953 ABC-CBS

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Carolina Bcstg. System Inc.
Business Address...Box 898
News Service...UP
Representative...Hollingberry
Membership...NARTB, TvB
President...Earl Westbrook
General Manager...A. Hartwell Campbell
Sta., Oper. Mgr...Marion B. Tribley
Comm. Manager...John G. Clark, Jr.
Prog. Director...Eck Wall
Prom., Pub. Manager...Dave Mosier
Production Manager...John Warner
Film Mgrs...Malcolm Nicholson, Bill Carroll
Chief Engineer...Heber Adams

WNAO-TV—Raleigh—1953 ABC-CBS-DuM

Channel: 28 UHF...AP: 102 Kw...VP: 182 Kw.
Owned-Oper. By...Sir Walter Television Co.
Bus. Address...2128 Western Blvd.
Representative...Forjoe
Membership...TvB
President...John W. English
General Mgr...John H. Bone
Commercial Mgr...Earl Welde
Film Mgr...George Peterson
Chief Engineer...Lee Poole



WRAL-TV—Raleigh—1956 NBC

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Capitol Bcstg. Co., Inc.
Business Address... 1117 Hillsboro St.
Representative... H-R V.P., Gen. Mgr. Fred Fletcher
Gen. Sales Mgr. Fletcher Turner
Prom., Pub. Dir. David Witherspoon
Chief Engineer... Virgil Duncan

WITN—Washington—1955 NBC

Channel: 7 VHF... AP: 16 Kw... VP: 316 Kw.
Owned-Oper. By... North Carolina TV, Inc.
Business Address... Washington
News Service... UP
Representative... Headley-Reed
Membership... NARTB
Pres., Gen., Sta. Mgr. W. R. Roberson, Jr.
Comm. Manager... T. H. Patterson
Dir. Ops., Film Mgr. Hal Wilson
Chief Engineer... Harvey Mason

WMFD-TV—Wilmington 1954

Channel: 6 VHF... AP: 16 Kw... VP: 32 Kw.
Owned-Oper. By... WMFD-TV, Inc.
Business Address... 225 Princess Street

Representative... Roy Smith: Ayres
Membership... NARTB
President, Gen. Mgr. R. A. Dunlea, Jr.
Nat'l Sales Mgr. Clint Long
Comm. Manager... C. O. Shields
Program Director... Wayne Jackson
Production Manager... Dennie Perkinson
Chief Engineer... E. I. Herring

WSJS-TV—Winston-Salem 1953—NBC

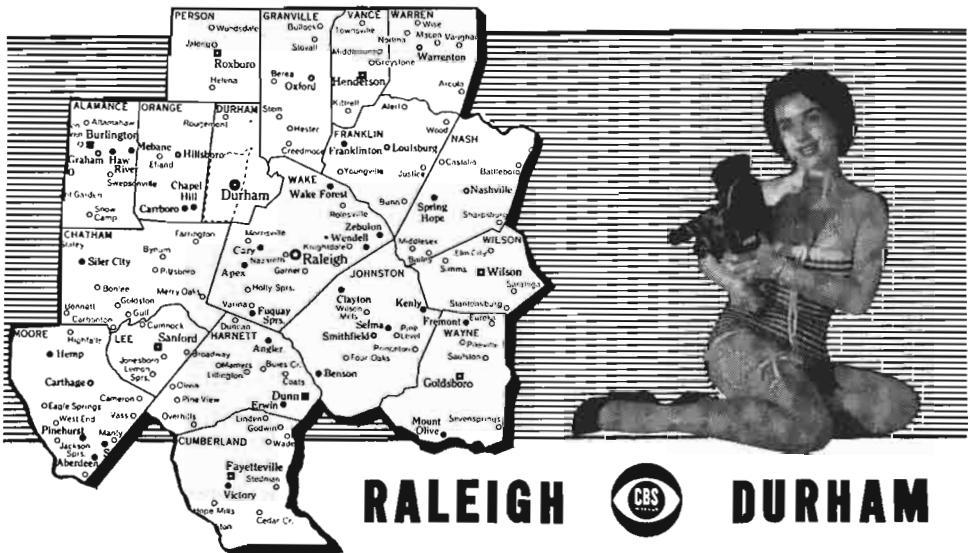
Channel: 12 VHF... AP: 200 Kw... VP: 316 Kw.
Owned-Oper. By... Triangle Bcstg. Corp.
Business Address... 419-21 N. Spruce St.
Newspaper Aff. Journal & Twin City Sentinel
News Service... UP
Representative... Headley-Reed
Membership... NARTB, TvB
Exec. V.P. & Gen. Mgr. Harold Essex
Sales Manager... Harry B. Shaw
Program Manager... John A. Comas
Prom. & Pub. Director... Dick Barron
Director News... F. O. Carver
Film Manager... Carl Wiegold
Operations Manager... Phil Hedrick

WTOB-TV—Winston-Salem 1953—ABC

Channel: 26 UHF... AP: 37.2 Kw... VP: 74.1 Kw.
Owned-Oper. Winston-Salem Bcstg. Co., Inc.



WNAO-TV The Time-Honored Station



RALEIGH



DURHAM

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Business Address... Box 5176, Ardmore Sta.
 News Service AP
 Membership NARTB
 Representative... Venard, Rintoul, McConnell
 President James W. Coan

Gen. Mgr..... John G. Johnson
 Comm. Mgr..... Bob Jones
 Program Dir..... Tracy Lounsbury
 Film Manager..... Willie Saylor
 Chief Engineer..... Jim Hoke

North Dakota

Pop. March 1 (Est.) 661,000—TV Homes 96,000
 Stations in State 7

KBMB-TV—Bismarck—1955 CBS

Channel: 12 VHF... AP: 20 Kw... VP: 40 Kw.
 Owned-Oper. By... North Dakota Bcstg. Co.
 Business Address... 4000 Main, Fargo, N. D.
 News Service AP
 Representative Weed
 Pres., Gen. Mgr..... John W. Boler
 Commercial Mgr..... Fred Drewry
 Prog. Dir., Film Mgr..... Dennis Falk
 Prom., Pub. Dir..... Robert Dannon
 Chief Engineer..... Thomas Ahner

KFYR-TV—Bismarck—1953 NBC-CBS

Channel: 5 VHF... VP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Meyer Bcstg. Co.
 Business Address... 202½ Fourth St.
 Membership NARTB, TvB
 Representative Blair-TV Assoc.
 President William Ekberg
 Station Manager..... Cal Culver
 Comm. Manager..... A. L. Anderson
 Chief Engineer..... Ivar Nelson

KDIX-TV—Dickinson—1956 CBS

Channel: 2 VHF... AP: 13 Kw... VP: 26 Kw.
 Owned-Oper. By... Dickinson Radio Ass'n
 Business Address... 119 2nd Ave. West
 News Service AP
 Membership NARTB, TvB
 Representative Hal Holman
 President..... Dr. P. J. Weir
 Gen., Sta. Mgr., Prom. Dir.... Orville F. Burda
 Commercial Mgr..... E. A. Spear
 Program Director..... Lauren Haacke
 Publicity Dir..... W. F. Halvorson
 Film Manager..... John Harvey
 Chief Engineer..... Benjamin Lockerd

WDAY-TV—Fargo—1953 NBC-ABC

Channel: 6 VHF... AP: 33 Kw... VP: 66 Kw.
 Owned-Oper. By... WDAY, Inc.
 Business Address... 207 N. 5th St.
 Representative... Peters, Griffin, Woodward, Inc.

Membership NARTB, TvB
 President..... E. C. Reineke
 Gen., Sales Mgr..... Tom Barnes
 Asst. Manager..... Jack Dunn
 Program Manager..... Ken Kennedy
 Promotion Mgr..... Roy Pedersen
 Production Director..... Dick Berdahl
 Film Director..... Bill Snyder

KNOX-TV—Grand Forks 1955—NBC

Channel: 10 VHF... AP: 14.1 Kw... VP: 28.2 Kw.
 Owned-Oper. By... Community TV Corp.
 Business Address... Box 1110
 News Service UP
 Membership NARTB
 Rep..... Rambeau; Bulmer & Johnson
 President..... Dr. Elroy Schroeder
 Commercial Mgr..... Robert C. Lukkason
 Program Director..... Bo West
 Promotion Director..... Joanne Sanford
 Oper. Director..... Margaret J. Bundlie
 Film Editor..... Duane Eastvold
 Chief Engineer..... David L. Chumley

KCJB-TV—Minot—1953 ABC CBS-NBC

Channel: 13 VHF... AP: 15 Kw... VP: 30 Kw.
 Owned-Oper. By... North Dakota Bcstg. Co.
 Business Address... 15A West Central Ave.
 Representative Weed
 President John W. Boler
 Resident Manager..... Chester Rietan
 Chief Engineer..... Joe Main

KXJB-TV—Valley City 1954—CBS

Channel: 4 VHF... AP: 57 Kw... VP: 100 Kw.
 Owned-Oper. By... North Dakota Bcstg. Co.
 Business Address... 4000 Front Street
 News Service AP
 Representative Weed
 Pres., Gen. Mgr..... John W. Boler
 Commercial Mgr..... Lee Boren
 Program Dir..... R. O. Grignon
 Prom., Pub. Dir..... Robert Dannon
 Film Manager..... Buzz Starkey
 Chief Engineer..... Robert Ridgeway

The "MARKET MAKERS" made **1** market out of North Dakota!

Now... ONE CALL BUYS THE NORTH DAKOTA MARKET

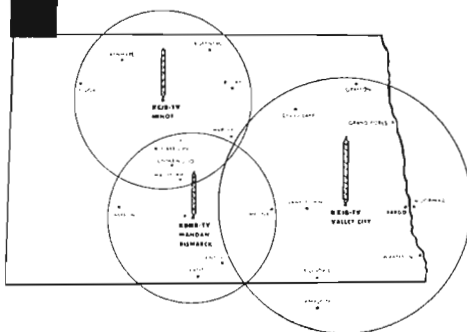
They're spread out in booming North Dakota, but they've got Cadillac buying power from oil, wheat, farming and distribution jobs—a population equal to Seattle, Minneapolis, New Orleans or Providence (and more buying power than most of them.)

What's the easiest, most impressive, most economical way to reach this boom baby? Buy television on the "Market Maker Stations"—the perfect case of *one* television operation taking over 700,000 people scattered over 75,000 sq. miles and making a single market of them.

Here's how economically you can cover North Dakota with the "Market Maker Stations." The open rates below include a 15% discount for using all 3 "Market Makers." (Use two, and get a 10% discount):

	10 sec.	1 min.
AA (7:30-9:30 PM)	\$64.00	\$127.50
A TIME	48.00	96.00
B TIME	35.00	70.00
C TIME	23.00	47.00

Additional frequency discounts to 25%.



ONE CALL... ONE CONTACT... ONE CONTRACT

Delivers 80% of North Dakota and plenty of gravy in Minnesota and South Dakota, too!

ONLY POSSIBLE BY BUYING THE...

MARKET MAKER STATIONS!

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Call **WEED TELEVISION**

KCJB-TV
CHANNEL 13
30,000 WATTS
MINOT

KYJB-TV
CHANNEL 4
100,000 WATTS
VALLEY CITY

KBMB-TV
CHANNEL 12
30,000 WATTS
BISMARCK

**FOR COMPLETE INFORMATION
ON TELEVISION NETWORKS—
MAPS, PERSONNEL, AFFILIATES,
BIOGRAPHIES—
TURN TO PAGE 751**

One for the money
 Two for the show
3 to get ready...



To sow the grain, one must prepare the soil.
 To realize the sale, one must prepare the
 prospect. In Cleveland, there is no better
 way to pre-sell your product than via . . .

KYW **3 TV**



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW;
 FORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX

TELEVISION: BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV;
 CLEVELAND, KYW-TV; SAN FRANCISCO, KPX

WIND REPRESENTED BY A M RADIO SALES

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WAKR-TV—Akron—1953
ABC

Channel: 49 UHF..AP: 107 Kw..VP: 213 Kw.
Owned-Oper. By.....Summit Radio Corp.
Business Address.....853 Copley Road
News Service.....AP, UP
Representative.....Burke-Stewart
Membership.....NARTB
President.....S. Bernard Berk
V.P., Gen., Sta. Mgr.....Roger G. Berk
V.P., Dir. Sales.....Kenneth M. Keegon
Prog., Prom., Pub. Dir.; Film Mgr..Rob't Bostian
Chief Engineer.....Irwin L. Knopp

WCPO-TV—Cincinnati
1949—ABC

Channel: 9 VHF..AP: 158 Kw..VP: 309 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Newspaper Affiliation.....Cincinnati Post
News Service.....UP
Representative.....Blair
Membership.....NARTB, TvB
President.....Jack R. Howard
V.P., General Mgr.....M. C. Wallers
Ass't. Gen. Mgr.....Edward Weston
Commercial Mgr.....Glenn C. Miller
Prog. Director.....Chick Doty
Prom., Pub. Director.....Vera Schulte
Film Manager.....Harvey Freeman
Chief Engineer.....Paul Adams

WKRC-TV—Cincinnati
1949—CBS

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Representative.....Katz
Membership.....NARTB
General Manager.....David G. Taft
Gen. Sales Mgr.....Robert T. Schlunkert
Nat'l. Sls. Manager.....Kenneth Church
Program Director.....Paul E. Shumate
Director of Merch. Prom.....John J. Walsh
Prod. Manager.....George Rogers
Publicity Director.....Gregory Olberding
Promotion Director.....Lila Lambert
Film Manager.....John Hill
Chief Engineer.....Ralph Alaska

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.
News Service.....UP, INS

Rep...WLW Sales, NBC Spot Sales, Bomar
Lawrence
Membership.....NARTB, TvB
Chairman of the Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P.-Television.....John T. Murphy
V.P.-Programming.....Al Bland
V.P.-Pub. Relations.....Gil Kingsbury
V.P.-Treas.....K. T. Murphy
V.P.-Sales.....H. P. Lasker
V.P.-Engineering.....R. J. Rockwell
Sales Mgr.....Steve Crane
Gen. TV Sales Mgr.....Geo. Henderson
Dir. Client Service Dept.....Jack Frazier
Program Dir.....Abe Cowan
Film Dir.....Tom Storey
Tech. Adm. Ass't.....Howard Lepple

KYW-TV—Cleveland—1948
NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....Westinghouse Bcstg. Co.
Business-Studio Address...815 Superior Ave.
News Service.....AP, UP, INS
Representative..Peters, Griffin, Woodward, Inc.
Membership.....NARTB, TvB
President.....D. McGannon
V.P., Gen. Mgr.....Rolland V. Tooke
Sales Manager.....Albert Krivin
Program Manager.....E. Preston Stover
Promotion Dir.....Edward Wallis
Publicity Dir.....Tom Gavagan
Film Manager.....Carl Lawton
Chief Engineer.....Sidney V. Stadig

WEWS—Cleveland—1947
ABC

Channel: 5 VHF..AP: 47 Kw..VP: 93 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address.....1816 E. 13th St.
Newspaper Affiliation.....E. W. Scripps Co.
News Service.....UP
Membership.....NARTB, TvB
Representative.....Blair TV
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Station Director.....J. Harrison Hartley
General Executive.....Floyd E. Weldman
Pub. Service Dir.....John J. Moffitt
Nat'l Adv. Mgr.....Jay S. Kerkes
Film Director.....John J. Richards
Ohio Sales Mgr.....Peter Hlinka
Ass't Gen. Mgr.....Donald L. Perris
Operations Dir.....Ernest E. Sindelar
Prod. Supervisor.....James E. Kirkey
Prog. Supervisor.....Earl W. Keyes
Chief Engineer.....Joseph B. Epperson

It's your move...

*to the **TOPS** in*

Cleveland Television

WJW-TV
CHANNEL 8



A CLEVELAND LANDMARK WELL-KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO

GREATER CLEVELAND
the nation's 5th market
in total retail sales*

GREATER CLEVELAND
the nation's 6th market
in net effective
buying income*

GREATER CLEVELAND
the nation's 7th market
in population...
and still growing!*

WJW-TV

"A Leading Citizen" in
Ohio's First Market
serving 1,200,000
households

More productive local program-
ming on WJW-TV. Top feature
films for participating sponsors,
including 20th Century-Fox,
Columbia and Selznick groups.



WJW-TV

*Represented Nationally by the
Katz Agency*



A BASIC AFFILIATE OF THE
CBS TELEVISION NETWORK

* Sales Management, May 10, 1956

WJW-TV—Storer Broadcasting Company • 1630 Euclid Avenue, Cleveland 15, Ohio • Tower 1-6080

**WJW-TV—Cleveland—1949**

CBS

Channel: 8 VHF.. AP: 191 Kw.. VP: 316 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Address.....1630 Euclid Ave.
 News Service.....UP, AP, INS
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....George B. Storer
 Managing Director.....Ben Wickham
 Local Sales Mgr.....Frank Barron
 Publicity Director.....Ted Anthony
 Prog. Dir., Film Mgr.....R. C. Wright
 Chief Engineer.....H. A. Brinkman

WBNS-TV—Columbus—1949

CBS

Channel: 10 VHF.. AP: 123 Kw.. VP: 219 Kw.
 Owned By.....Dispatch Printing Co.
 Business Address.....33 N. High St.
 News Service.....AP
 Station Representative.....Blair TV
 Membership.....NARTB, TvB
 Dir. of Television.....Richard A. Borel
 Program Director.....John A. Haldi
 Sales Director.....Robert D. Thomas
 Promotion Director.....Barbara Haddox
 Dir. News & Spe. Events.....Chester S. Long
 Production Dir.....Gene McPherson
 Public Serv. Dir.....Larry Rhodes
 Merchandising Dir.....Ray Reisinger
 Film Buyer.....Betty Dixon
 Chief Engineer.....Lester H. Natzger

WLW-C—Columbus—1949

NBC-ABC

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Operated By.....Crosley Bcstg. Corp.
 Business Address...3165 Olentangy River Rd.
 Membership.....NARTB, TvB
 Reps.....Crosley Sales; NBC Spot Sales;
 Bowmar Lowrance
 Gen. Mgr.....James Leonard
 Sales Dir.....Chas. Dodsworth
 Program Director.....Bud Gillis
 Chief Engineer.....Charles Sloan

WTVN-TV—Columbus—1949

ABC

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By.....WTVN, Inc.
 Address.....753 Harmon Ave.
 News Service.....AP, UP
 Representative.....Katz
 President.....Hulbert Taft, Jr.
 Exec. Vice-President.....Kenneth Church
 General Manager.....J. W. McGough
 Ass't Gen., Nat'l Sales Mgr.....Robert C.
 Wiegand
 Comm. Mgr.....Howard Duncan
 Prom., Pub. Director.....Bruce Johns
 Film Manager.....Richard McKinney
 Chief Engineer.....William H. Hansher

IT'S YOUR MOVE . . .**TO THE TOPS IN****CLEVELAND****TELEVISION****THE NATIONS****FIFTH MARKET****IN TOTAL****RETAIL SALES****WJW-TV****A****STORER STATION**

WHIO-TV

Fair Game For Smart Sponsors



1 FOR THE MONEY

Three States, 41 Counties, 747, 640 TV Homes!
That's what NCS Market Coverage reports for WHIO-TV, the No. 1 station in this great market. High tower (1104 ft.) and maximum power give it proven superiority.

2 FOR THE SHOW

WHIO-TV programs keep dials tuned our way. Pulse consistently rates us with 13, 14 and *even* 15 of the top 15 weekly shows.

3 TO GET READY

Stock your dealers before you sing out in this market! Sales Management calls area retail sales at \$3,361,973,000.

4 TO GO

How? Easy! Call our National Rep—Gamester George P. Hollingbery!

CHANNEL **7** DAYTON, OHIO



One of America's great area stations

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.
 News Service.....UP, INS
 Representative...WLW Sales, NBC Spot Sales,
 Bomar Lawrence
 Membership.....NARTB
 President.....R. E. Dunville
 Station Manager.....Eric Jensen
 Comm. Manager.....Dale A. Smith
 Program Adm.....Arlene Hadley
 Prom., Pub. Director.....Dorothy A. Sanders
 Program Director.....Robert Provence
 Production Mgr.....Bill Ditzel
 Chief Engineer.....Lester Sturgill

WHIO-TV—Dayton—1949

CBS

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By...Miami Valley Bcstg. Corp.
 Business Address.....1414 Wilmington Ave.
 Newspaper Affil.....Dayton Daily News
 News Service.....UP, AP
 Representative.....Hollingbery
 Membership.....NARTB, TvB
 President.....James M. Cox Jr.
 General Manager.....Robert H. Moody
 Commercial Manager...Harvey R. Young, Jr.
 Prog., Prom. Director.....Charles Gay

Film Manager.....Ralph Gram
 Chief Engineer.....Ernest L. Adams

WIMA-TV—Lima—1953

NBC-ABC-CBS

Channel: 73 UHF..AP: 9.55 Kw..VP: 16.2 Kw.
 Owned-Operated By.....WLOK, Inc.
 Business Address.....1424 Rice Ave.
 News Service.....UP
 Representative.....H.R.
 Membership.....NARTB
 President.....G. E. Hamilton
 Gen., Sta. Manager.....R. W. Mack
 Commercial Mgr.....J. L. Spring
 Program Director.....Easter Straker
 Chief Engineer.....M. J. Lamb

WSTV-TV—Steubenville

1953—CBS-ABC

Channel: 9 VHF..AP: 115 Kw..VP: 230 Kw.
 Owned-Oper. By.....WSTV, Inc.
 Business Address.....Exchange Realty Bldg.
 News Service.....UP
 Representative.....Avery-Knodel
 President.....Jack N. Berkman
 Gen., Sta. Manager.....John J. Laux
 Comm. Manager.....Joseph M. Troesch
 Publicity Dir.....Scott McMurray
 Prom. Director.....Bill McClinton
 Prod. Mgrs....George Wilson, Clyde Higgins
 Film Manager.....Carl Kroeskey
 Chief Engineer.....Charles S. Shepherd

MORE NEWS

MORE FEATURES

MORE REGIONAL COVERAGE

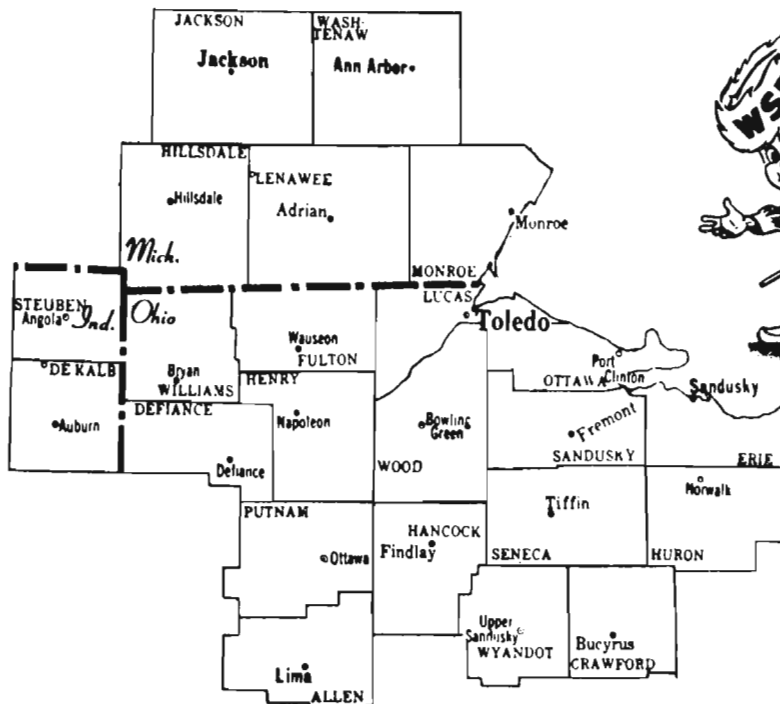
AP

... and **MORE** RADIO AND TELEVISION STATIONS

depend on

THE ASSOCIATED PRESS

WSPD-TV'S "BILLION DOLLAR MARKET"



Population	1,595,200
Families	476,100
Television Homes	406,000
Percent tuned to WSPD-TV	
Daytime	78%
Nighttime	91.5%

EFFECTIVE BUYING POWER

Total	\$2,815,943,000
Per Capita	1,765
Per Family	5,915

RETAIL SALES

Total	\$1,924,319,000
Per Family	4,042

SPENT FOR:

Food	\$418,158,000
Gen. Mdse.	209,475,000
Furniture & Household	97,510,000
Automotive	423,357,000
Drug	57,399,000

Toledo ranks high in the nation's 200 leading areas . . .

- 45th in population
- 43rd in retail sales
- 39th in effective buying power
- 16th in buying power per capita
- 22nd in buying per family
- 44th in Food sales
- 43rd in Gen. Mdse.
- 42nd in Furniture and Household sales
- 46th in Automotive sales
- 39th in Drug Sales

WSPD-TV Toledo, Ohio

A STORER STATION

Represented by Katz

WSPD-TV—Toledo—1948
ABC-CBS-NBC

Channel: 13 VHF..AP: 160 Kw..VP: 316 Kw.
Owned-Oper. By.....Storer Bdcstg. Co.
Business-Studio Address.....136 Huron St.
News Service.....INS, UP
Representative.....Katz
Membership.....NARTB, TvB
President.....George B. Storer
V.P. & Managing Dir.....Allen L. Haid
National Sales Mgr.....Bill Ashworth
Film Director.....Elaine Phillips
Prog. Director.....Al Ruhfel
Prom., Pub. Director.....Liz Wagner
Chief Engineer.....Bill Stringfellow

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
News Service.....AP, UP
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.
Film Manager.....Eugene L. Donahay
Chief Engineer.....Frank A. Dieringer

WKBN-TV—Youngstown
ABC-CBS

Channel: 27 UHF..AP: 89 Kw..VP: 178 Kw.
Owned-Operated By.....WKBN Bcstg. Co.
Address.....3930 Sunset Blvd.
News Service.....UP, AP
Newspaper Affil.....Forest City Pub. Co.
Membership.....NARTB
Representative.....Raymer
President, Gen. Mgr.....W. P. Williamson, Jr.
Station Director.....J. L. Bowden
Program Director.....Paul Turner
Prom., Pub. Dir.....W. P. Williamson, III
Film Manager.....Norman Berger
Chief Engineer.....B. T. Wilkens

WHIZ-TV—Zanesville—1953
ABC-CBS-NBC

Channel: 18 UHF..AP: 40.7 Kw..VP: 74.1 Kw.
Owned-Oper. By...Southeastern Ohio TV Sys.
Business Address.....Lind Arcade Bldg.
News Service.....AP, 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.....Naomi Lorton
Film Manager.....Ralph Young
Chief Engineer.....William A. Hunt, Sr.

Oklahoma

Pop. March 1 (Est.) 2,251,000—TV Homes in State 497,000
Stations in State 9

KTEN—Ada—1954
ABC-CBS-NBC

Channel: 10 VHF..AP: 141 Kw..VP: 252 Kw.
Owned-Oper. By...Eastern Okla. TV Co., Inc.
Business Address.....P. O. Box 10
News Service.....AP
Rep.....Venard, Rintoul & McConnell
Chairman of Board.....Dr. C. C. Morris
V.P.; Gen., Comm. Mgr.....Bill Hoover
V.P. & Station Mgr.....Brown Morris
Program Director.....Doc Bowen
Prom., Pub. Director.....Juanita Walker
Film Manager.....G. C. Northington
Chief Engineer.....Fred Smith

KSVO-TV—Ardmore—1956
NBC

Channel 12 VHF..AP: 13.7 Kw..VP: 27.3 Kw.
Owned-Oper. By.....John F. Easley
Business Address.....Box 1246
Newspaper Affil.....Daily Ardmoreite
News Service.....AP
Membership.....NARTB
Representative.....Pearson
President.....John F. Easley
General Mgr.....Douglas C. Dillard

Commercial Mgr.....Gordon Lack
Program Director.....Dollie Talkington
Promotion Dir.....Barbara Winkler
Film Manager.....J. Galey Varnell
Chief Engineer.....Bill Kolb

KGEO-TV—Enid—1954
ABC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Streets Electronics, Inc.
Business Address.....206 East Randolph
Representative.....John E. Pearson
Membership.....NARTB
President.....P. R. Banta
Sec'y, Gen., Comm. Mgr.....Geo. Streets
Merch. Mgr.....Casey Cohlma
Program Director.....Evelyn Green
Chief Engineer.....Eugene Clark

KSWO-TV—Lawton—1953
ABC

Channel: 7 VHF...AP: 5 Kw....VP: 10 Kw.
Owned-Operated By
Oklahoma Quality Bcstg. Co.
Address.....Box 699
Phone Number.....7725

Representative Pearson
 President R. H. Drewry
 General Manager Emmett Keough
 Comptroller Paul N. Goode
 Prog. Dir. Tom Reddell
 Chief Engineer Williard Cochran

KTVX—Muskogee—1954
ABC

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Tulsa Broadcasting Co.
 Business AddressBox 9697
 MembershipNARTB, TvB
 RepresentativeAvery-Knodel
 PresidentJohn T. Griffin
 Managing Director.....Mike Shapiro
 Commercial Mgr.....William D. Swanson
 Prom., Pub. Director.....Robert C. Meade
 Chief Engineer.....Bob Snider

KWTV—Oklahoma City—1953
CBS-ABC

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By...Oklahoma Television Corp.
 Business AddressBox 8788
 RepresentativeAvery-Knodel
 MembershipNARTB, TvB
 PresidentRoy I. Turner
 General Manager.....Edgar T. Bell
 Commercial Mgr.....Fred L. Vance
 Promotion, Pub. Dir.....Montez Tjaden
 Nat. Sls. Mgr.....Jack de Lier
 Production Mgr.....Gene Linder
 Chief Engineer.....Morris W. Thomas

WKY-TV—Oklahoma City
1949—ABC-NBC

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.

Owned-Oper. By.....WKY TV System, Inc.
 Studio Address.....500 E. Britton Rd.
 News Service.....AP, UP
 News Affil.....Okla. Publishing Co.
 RepresentativeKatz
 MembershipNARTB, TvB
 PresidentE. K. Gaylord
 Exec. V.P.....P. A. Sugg
 Nat'l Sales Mgr.....Jim Terrell
 Program Director.....Joe Jerkins
 Prom., Publicity Dir.....Jack Sherry
 Oper. Mgr.....Kieth Mathers
 Chief Engineer.....H. J. Lovell

KOTV—Tulsa—1949—CBS

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By.....KOTV, Inc.
 Business Address.....302 S. Frankfort St.
 News ServiceUP
 MembershipNARTB, TvB
 RepresentativePetry
 PresidentC. Wrede Petersmeyer
 V.P., General Mgr.....James C. Richdale
 Comm. Mgr.....George Stevens
 Prom., Publicity Director.....Robert Freeland
 Film Manager.....Glenn White
 Chief Engineer.....LaVoy Hooker

KVOO-TV—Tulsa—1954
NBC

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By...Central Plains Enterprises, Inc.
 Business Address311 South Denver
 RepresentativeBlair TV
 MembershipNARTB, TvB
 General Manager.....C. B. Akers
 Comm. Manager.....John Devine
 Marketing, Prom. Dir.....Sam Schneider
 Program Director.....Bill Sadler
 Chief Engineer.....John Bushnell

Oregon

Pop. March 1 (Est.) 1,781,000—TV Homes 374,000
 Stations in State 8

KVAL-TV—Eugene—1954
NBC

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.
 Owned-Oper. By.....Eugene Television, Inc.
 Business AddressP. O. Box 548
 News ServiceUP
 Rep.....Hollingbery, Art Moore
 PresidentBob Booth
 Gen., Sta. Manager.....S. W. McCreedy
 Comm. Manager.....Glenn Nickell
 Prog. Dir.....R. E. Anderson
 Prom., Pub. Director.....Alyce Sheetz
 Film Manager.....Martin Levinson
 Chief Engineer.....Al Barnard

KOTI-TV—Klamath Falls
1956—ABC-CBS-NBC

Channel: 2 VHF..AP: 6.76 Kw..VP: 13.5 Kw.
 Owned-Oper. By.....Calif.-Oreg. TV, Inc.
 Business AddressBox 732
 MembershipNARTB, TvB
 RepresentativeBlair TV
 General Mgr.....William B. Smullin
 Station Mgr.....Walter R. Richartz
 Chief Engineer.....B. L. Smith

KBES-TV—Medford—1953
CBS-ABC-NBC

Channel: 5 VHF..AP: 15.8 Kw..VP: 28.8 Kw.
 Owned-Oper. By.....Calif.-Ore. TV Inc.



Business Address.....Box 1189
 Newspaper Affil.....Grants Pass Courier
 RepresentativeBlair TV
 PresidentAmos Voorhies
 Gen. Mgr., Sec'y. Treas.....W. B. Smullin
 Vice-Pres., Business Mgr.....Everett A. Faber
 Sta. Manager.....Jerold R. Poulos
 Chief Engineer.....Nestor L. Williams

Business Address.....140 S.W. Columbia St.
 Newspaper Affil.....Oregonian
 News ServiceAP
 Rep.....CBS Spot Sales
 MembershipNARTB, TvB
 President.....Theodore R. Gamble
 V.P., Managing Dir.....C. Howard Lane
 National Sales Mgr.....John L. Palmer
 Program Director.....Ted W. Cooke
 Promotion Director.....Robert McGill
 Film Manager.....Tad M. Williams
 Chief Engineer.....Louis S. Bookwalter

KGW-TV—Portland—1956
ABC

Channel: 8 VHF..AP: 189 Kw...VP: 316 Kw.
 Owned-Oper. By.....Pioneer Bcstg. Co.
 Business Address.....1139 S. W. 13th Ave.
 RepresentativeBlair TV
 MembershipNARTB, TvB
 Station Manager.....Walter E. Wagstaff
 Sales Manager.....John Pindell
 Program Director.....Tom Dargan
 Production Mgr.....Bernie Carey
 Prom., Pub. Dir.....A. H. Christensen
 Chief Engineer.....Clare Hanawalt

KPTV—Portland—1952
NBC

Channel: 27 UHF..AP: 500 Kw...1,000 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Address.....735 S.W. 20th Pl.
 News Service.....UP
 MembershipNARTB
 RepresentativeNBC Spot Sales
 President.....George B. Storer
 Sta. Manager.....Francis Riordan
 Commercial Mgr.....Donald Typeson
 Program Director.....Gordon White
 Pub., Prom. Dir.....A. R. McLaughlin
 Chief Engineer.....Eugene Phelps

KLOR—Portland—1955—ABC

Channel: 12 VHF..AP: 129 Kw...VP: 234 Kw.
 Owned-Oper. By.....Oregon Television, Inc.
 Business Address.....915 N. E. Davis St.
 RepresentativeHollingberry
 PresidentHarry A. White
 General Mgr.....S. John Schile
 Program Mgr.....Samuel R. Herrick
 Promotion Dir.....William R. Nutt
 Chief Engineer.....Jack Provis

KPIC—Roseburg—1956
NBC

Channel: 4 VHF..AP: 2.6 Kw...VP: 5.21 Kw.
 Owned-Oper. By.....Southwest TV Bcstg. Corp.
 Business Address.....Medical Arts Bldg.
 Representative.....Hollingberry, Art Moore
 President.....C. H. Fisher
 General Manager.....S. W. McCready
 Station Manager.....Gene Pierce
 Chief Engineer.....Dan Bridges

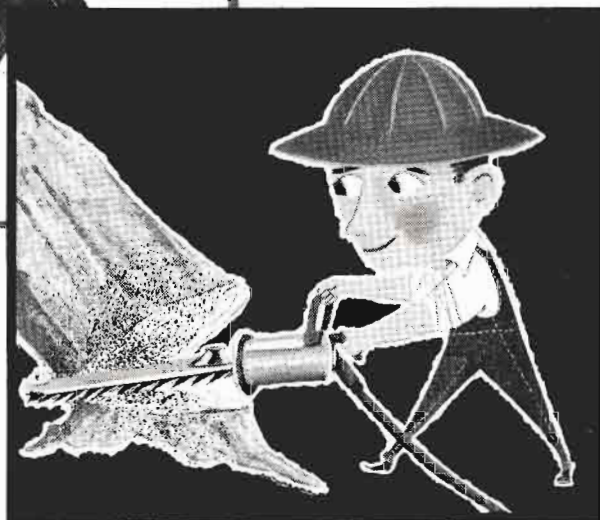
KOIN-TV—Portland—1953
CBS

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By...Mt. Hood Radio & TV Bcstg. Corp.

It takes the

RIGHT

two!



IT'S A FACT! With the *right* two—WFBG-TV, Altoona, and Pittsburgh—you get 76,701 *more* TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Your BLAIR-TV man has the proof: ARB, November 1956; ARB Altoona Coverage Study, March 1956.

ONLY BASIC CBS-TV STATION SERVING THE AREA

A TRIANGLE STATION

WFBG-TV

ALTOONA, PENNSYLVANIA

Channel 10
ABC-TV • NBC-TV

Represented by BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa./**WFBG-AM • TV**, Altoona, Pa./**WNHC-AM • FM • TV**, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

Pennsylvania

Pop. March 1 (Est.) 11,160,000—TV Homes 3,018,000
Stations in State, 22

WFBG-TV—Altoona—1952 NBC-ABC-CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address.....1320 11th Ave.
News Service.....AP, INS
Representative.....Blair TV
Membership.....NARTB, TvB
General Mgr.....Edward M. Scala
Station Manager.....Jack Snyder
Comm. Mgr.....Thomas P. Martin
Prog. Dir.....George Carroll
Prom. Dir.....David P. Pretz
Film Dir.....Betty Adams
Chief Engineer.....K. R. Brubaker

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
News Service.....AP
Representative.....Meeker
Membership.....NARTB, TvB
Station Executive.....Clair R. McCollough
Sta., Film Manager.....Elwood Anderson
National Sales Manager.....J. R. Gulick
Program Director.....Traver Schadler
Technical Dir.....J. E. Mathiot

WGLV—Easton—1953—ABC

Channel: 57 UHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....WGLV, Inc.
Address.....2857 Nazareth Road
Representative.....Headley-Reed
President.....J. L. Stackhouse
General Manager.....Charles R. Thon
Gen. Sales Dir.....William Latham
Program Director.....Peter F. Gallagher
Chief Engineer.....Robert Francett

WICU—Erie—1949 ABC-NBC

Channel: 12.....AP: 1.5 Kw.....VP: 2 Kw.
Owned-Oper..Edward Lamb Enterprises, Inc.
Bus.-Trans. Address.....3514 State St.
Newspaper Affil.....Dispatch
News Service.....AP
Representative.....Petry
Membership.....NARTB
President.....Edward Lamb
Gen., Sta. Manager.....Ben McLaughlin
Comm. Manager.....Bob Lunquist
Sales Prom. Dir.....James Spence
Program Director.....Joseph Laconi
Pub. Director.....Bob Weschler
Production Manager.....Dick Johnson
Film Manager.....John Cook
Chief Engineer.....Mike Csop

WSEE—Erie—1954—CBS

Channel: 35 UHF..AP: 100 Kw..VP: 200 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Newspaper Affiliation.....Times
News Service.....UP
Membership.....NARTB
Representative.....Avery-Knodel
President.....George J. Mead
Gen. Manager.....Frank B. Palmer
Regional Sales Manager.....Donald M. Boyce
Local Sales Mgr.....Jay B. Sondheim
Program Director.....Arthur R. Hook
Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow

WCMB-TV—Harrisburg 1954

Channel: 27 UHF..AP: 120 Kw..VP: 240 Kw.
Owned-Oper. By.....Rossmoyne Corp.
Business Address.....228 Court St.
News Service.....AP
Representative.....Gill-Perna
President.....Edgar T. Shepard, Jr.
Gen., Sta., Comm. Mgr.....Ed K. Smith
Program Director.....Ed Conway
Promotion Dir.....Tom Harrison
Film Manager.....Glenn Horner
Chief Engineer.....J. Howard Bar

WHP-TV—Harrisburg—1953 CBS

Channel: 55 UHF..AP: 130 Kw..VP: 241 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
News Service.....UP
Representative.....Bolling
Gen., Sta., Comm. Mgr.....A. K. Redmond
Sales Dir.....B. M. Potteiger
Program Dir.....Dick Redmond
Prom., Pub. Dir.....George Gottschalk, Jr.
Film Manager.....Charles Baddorf
Chief Engineer.....E. Daniel Leibensperger

WTPA—Harrisburg—1953 ABC

Channel 71 UHF..AP: 110 Kw..VP: 220 Kw.
Owned-Oper. By.....Patriot-News Co.
Business Address.....3235 Hoffman St.
Newspaper Affiliation.....Patriot-News
News Service.....UP
Membership.....NARTB
Representative.....Harrington, Righter, Parsons
General Manager.....Donald D. Wegr
Sales Mgr.....Allen Solada
Prog. Dir., Film Mgr.....Mac McCauley
Prom., Pub. Dir.....Rick Riker
Chief Engineer.....Paul Gross

WARD-TV—Johnston—1953 ABC-CBS

Channel: 56 UHF..AP: 10 Kw..VP: 20 Kw.

nothing succeeds like success!



out in front . . .

MONTH AFTER MONTH—THROUGHOUT 1956!
WFIL-TV RATED FIRST*

20.1% more than Station B

131% more than Station C

Monday thru Friday, 2:00-11:00 PM... the heart of the TV day.

**MONTH AFTER MONTH, MORE PEOPLE ARE
WATCHING WFIL-TV MORE AND MORE!**

*American Research Bureau, Jan.-Dec. 1956



CHANNEL **6**

ABC-TV • BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.
WHGB-AM, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.
National Sales Office, 485 Lexington Avenue, New York 17, New York

Owned-Oper. By.....Rivoli Realty Co.
 Business Address.....Porch Bldg.
 News Service.....AP
 Representative.....Weed
 President.....W. M. Thomas
 General Manager.....R. Butterfield
 Comm. Mgr.....William Heron
 Prog. Dir.....Samuel Goodman
 Prom., Pub. Dir.....Warren Louder
 Chief Engineer.....Ernest Reaty

WJAC-TV—Johnstown
1949—NBC-ABC

Channel: 6 VHF..AP: 35.4 Kw...VP: 70.8 Kw.
 Owned-Operated By.....WJAC, Inc.
 Business Address.....329 Main St.
 Newspaper Affil.....The Tribune-Democrat
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB, TvB
 President.....Walter W. Krebs
 General Manager.....Alvin D. Schrott
 Comm. Manager.....John H. Hepburn
 Prog., Film Director.....Frank P. Cummins
 Chief Engineer.....Theodore Campbell
 V.P.-Technical Oper.....Nevin L. Straub

WGAL-TV—Lancaster—1949
CBS-NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By.....WGAL, Inc.
 Address.....Lincoln Highway W.
 News Service.....AP
 Representative.....Meeker
 Membership.....NARTB, TvB
 President, Gen. Mgr.....Clair R. McCollough
 Ass't Gen. Mgr.....J. Robert Gulick
 Station Manager.....Harold E. Miller
 Nat'l Sales Mgr.....Robert Dreher
 Regional Sales Manager.....Leroy K. Strine
 Program Director.....Paul Rodenhauser
 Promotion Director.....Paul I. Woodland
 Technical Director.....J. E. Mathiot

WFIL-TV—Philadelphia
1947—ABC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Triangle Publications Inc.
 Business Address.....46th & Market Sts.
 Newspaper Affiliation...Philadelphia Inquirer
 News Service.....UP, INS
 Representative.....Blair TV
 Membership.....NARTB, TvB

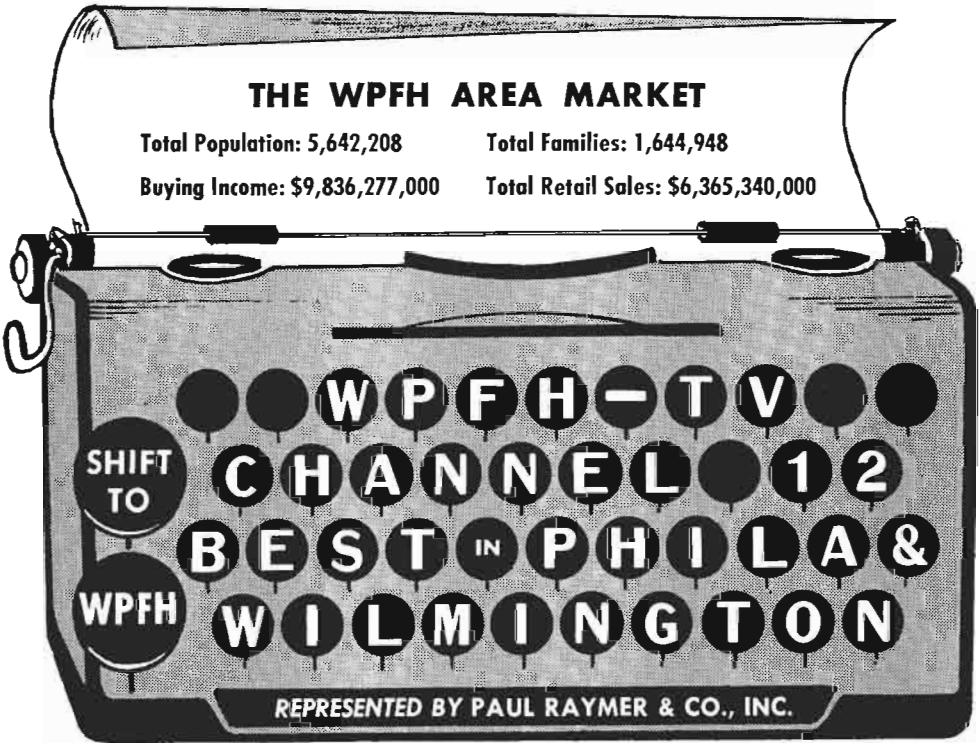
THE WPFH AREA MARKET

Total Population: 5,642,208

Total Families: 1,644,948

Buying Income: \$9,836,277,000

Total Retail Sales: \$6,365,340,000



SEE LISTING IN WILMINGTON, DEL., ON PAGE 803



General Manager.....Roger W. Clipp
 Station Mgr.....George A. Koehler
 Commercial Mgr.....Kenneth W. Stowman
 Program Director.....James Felix
 Publicity Director.....Joe Zimmerman
 Film Manager.....Ralph Goldstein
 Chief Engineer.....Henry Rhea

WPFH—Philadelphia

(See Wilmington, Del.)

WCAU-TV—Philadelphia
1948—CBS

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Bulletin Co.
 Address.....Line Ave. & Monument Rd.
 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
 V.P., Ass't Gen. Mgr.....Joseph L. Tinney
 V.P., TV Sales Mgr.....Robert M. McGredy
 V.P. chg. Pub. Rel. & Prom.....Robert N. Pryor
 Film Manager.....Norman Leebron
 V.P. in chg. Engineering.....John G. Leitch

WRCV-TV—Philadelphia
1941—NBC

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

Owned-Oper. By.....National Bcstg. Co.
 Business Address.....1619 Walnut St.
 Membership.....NARTB, TvB
 Representative.....NBC Spot Sales
 President (NBC).....Robert W. Sarnoff
 V.P., Gen. Mgr.....Lloyd E. Yoder
 Dir. Operations.....Curtis D. Peck
 Dir. of Sales.....Theo. H. Walworth, Jr.
 Local Sales Mgr.....Chester R. Messervey
 Program Dir.....Stan Lee Broza
 Program Mgr.....George W. Cyr
 Adv., Prom. Dir.....John P. Wiley
 Publicity Dir.....Gene E. Stout
 Film Buyer.....Edward G. Murray
 Mgr. Tech. Oper.....William A. Howard

KDKA-TV—Pittsburgh—1949
NBC

Channel: 2...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Westinghouse Brcdstng. Co.
 Business Address.....Gateway Center
 News Service.....UP
 Rep.....Peters, Griffin, Woodward
 Membership.....NARTB, TvB
 President.....Donald H. McGannon
 Vice President.....Harold C. Lund
 Station Mgr.....Tad Reeves
 Comm. Manager.....John Stilli
 Program Director.....Cal Jones
 Promotion Director.....David N. Lewis
 Film Manager.....Richard Dreyfus
 Publicity Director.....Peter Thornton
 Chief Engineer.....Raymond Rodgers

cover PITTSBURGH
...cover the TRI-STATE AREA
 with
KDKA-TV

Channel 2 has always been first in the rich Pittsburgh market! No other station can deliver more viewers in Pittsburgh and the Tri-State Area. For facts on far-and-away the highest tune-in you can buy in *this* wealthy market, call John Stilli, KDKA-TV Sales Manager, at EXpress 1-3000.

Only KDKA-TV delivers the *entire* Pittsburgh Trading Area. That's why in Pittsburgh no selling campaign is complete without the WBC Station:



WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW. FORT WANE, WOWO;
 CHICAGO, WIND; PORTLAND, KEX... TELEVISION—BOSTON, WBZ-TV;
 PITTSBURGH, KDKA; CLEVELAND, KYW-TV; SAN FRANCISCO, KPX
 WIND REPRESENTED BY A M RADIO SALES • KPX REPRESENTED BY THE KATZ AGENCY, INC.
 ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

**WENS—Pittsburgh—1953—
ABC**

Channel: 16 UHF.. AP: 106 Kw.. VP: 200 Kw.
Owned-Oper. By.....Telecasting, Inc.
Address.....Suite 214, Carlton House
Representative.....Branham
President.....Thomas P. Johnson
Vice Pres., General Mgr.....Larry Israel
Sales Mgr.....Vera E. Oldenburg
Film Manager.....Nelson White
Chief Engineer.....James Hurley

**WARM-TV—Scranton—1954
ABC**

Channel: 16 UHF.. AP: 102 Kw.. VP: 191 Kw.
Owned-Oper. By.....Union Bcstg. Co.
Business Address.....333 Madison Ave.
News Service.....AP
Representative.....Bolling
President.....Martin F. Memolo
Gen., Sta. Mgr.....William M. Dawson
Commercial Mgr.....Sam M. Feigenbaum
Prog. & Prod. Director.....Art Bolin
Prom., Pub. Director.....Frances M. Breslin
Chief Engineer.....Roswell J. Parker

**WGBI-TV—Scranton—1953
CBS**

Channel: 22 UHF.. AP: 115 Kw.. VP: 215 Kw.
Owned-Oper. By.....WCAU, Inc.
Business Address.....1000 Wyoming Ave.
Representative.....H.R.
News Service.....AP
Membership.....NARTB
President.....Donald W. Thornburgh
Vice-Pres.....Vance Eckersley
General Sales Mgr.....Anton J. Moe
Station Manager.....Robert E. McDowell
Prog. Dir., Film Mgr.....Mort Rosenthal
Promotion Director.....Douglas Holcomb
Chief Engineer.....K. R. Cooke

**WBRE-TV—Wilkes-Barre
1953—NBC**

Channel: 28 UHF.. AP: 500 Kw.. VP: 1000 Kw.
Owned-Oper. By.....WBRE TV Inc.
Address.....62 S. Franklin St.
News Service.....AP
Representative.....Headley Reed

Membership.....NARTB, TvB
President.....Louis G. Baltimore
V.P., General Manager.....David M. Baltimore
Operations Manager.....F. D. Coslett
Comm. Manager.....Ernest Lewis
Program Director.....Franklin D. Coslett
Production Manager.....Fred Foerster
Film Manager.....Robert Gibson
Chief Engineer.....Charles Sakoski, Sr.

**WILK-TV—Wilkes-Barre
1953—ABC**

Channels: 34 UHF.. AP: 700 Kw.. VP: 1,400 Kw.
Owned-Oper. By.....Wyoming Valley Bcstg. Co.
Business Address.....88 North Franklin St.
Representative.....Avery-Knodel
News Service.....AP
Membership.....NARTB
President.....Mitchell Jenkins
Executive Vice Pres.....Roy E. Morgan
Treas., Managing Dir.....T. P. Shelburne
Comm. Manager.....Malcom Dale
Program Director.....Harold Berg
Prom., Pub. Director.....Marlene Scaffido
Film Manager.....Donald Shook
Chief Engineer.....Theodore French

WNOW-TV—York—1953

Channel: 49 UHF.. AP: 10 Kw.. VP: 20 Kw.
Owned-Oper. By.....Broadcast Division, Helm
Coal Co.
Business Address.....25 So. Duke St.
News Service.....AP
Representative.....Keller
General Manager.....Lowell W. Williams
Comm. Mgr., Prog. Dir.....Richard Berg
Chief Engineer.....Glenn M. Winter

**WSBA-TV—York—1952
ABC**

Channel: 43 UHF.. AP: 10 Kw.. VP: 20 Kw.
Owned-Operated By.....Susquehanna Bcstg. Co.
Address.....Queen St.
News Service.....AP
Membership.....NARTB
Representative.....Adam Young
President.....Louis J. Appell, Jr.
Comm. Mgr.....Robert M. Stough
Prog. Dir., Film Mgr.....Jim Curtis
Prom., Pub. Dir.....Stephen B. Fayer
Chief Engineer.....Arthur C. Hafer

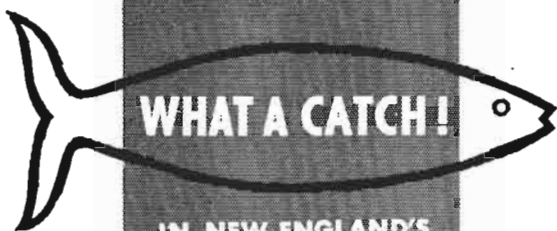
Rhode Island

Pop. March 1 (Est.) 832,000—TV Homes 226,000
Stations in State 2

**WJAR-TV—Providence
1949—ABC-NBC**

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address.....176 Weybosset St.
News Service.....AP, INS
Representative.....Weed

Membership.....NARTB, TvB
Vice President.....George O. Griffith
Adm. Ass't to V.P.....J. S. Sinclair
Manager.....Peter B. James
Oper. Manager.....Frederick R. Griffiths
Dir. TV Sales.....David J. Shurtleff
Sales Manager.....Edward Boghosian
Program Director.....Seymour Horowitz



WHAT A CATCH!

IN NEW ENGLAND'S
Big Three
MARKET

WPRO-TV

SERVES OVER
ONE MILLION
TV HOMES



WPRO-TV offers survey-proved
Maximum Audience Penetration
of not one, but three major mar-
kets--PROVIDENCE, R.I., plus FALL
RIVER and NEW BEDFORD, MASS.

For proof, ask BLAIR-TV!
For the big catch, use WPRO-TV!



CHANNEL

12

represented by
BLAIR-TV



Providence

Fall River

New Bedford



WPRO-TV
PROVIDENCE, R.I.

Production Manager.....Manning Tesser
 Chief Engineer.....Thomas C. J. Prior

WPRO-TV—Providence—
1955—CBS

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By..Cherry & Webb Bcstg. Co.

Address.....24 Mason St.
 News ServiceUP
 RepresentativeBlair-TV
 MembershipNARTB, TvB
 President.....William S. Cherry, Jr.
 General Manager....Arnold F. Schoen, Jr.
 Comm. Mgr., Prog. Dir.....Eugene W. Wilkin
 Operations Manager.....E. Paul Abert
 Chief Engineer.....John V. Ferri

South Carolina

Pop. March 1 (Est.) 2,387,000—TV Homes 398,000
 Stations in State 8

WAIM-TV—Anderson
1953—ABC-CBS

Channel: 40 UHF..AP: 207 Kw..VP: 103.5 Kw.
 Owned-Oper. By.....Wilton E. Hall
 Business Address.....321 Kingsley Rd.
 Newspaper Affil...Independent & Daily Mail
 News ServiceINS
 RepresentativeHeadley-Reed
 OwnerWilton E. Hall
 Gen., Sta. Mgr.....Glenn P. Warnock
 Sales Mgr.....John McCallum
 Program Director.....Ray Barath
 Chief Engineer.....Earl Cosens

WIS-TV—Columbia—1953
NBC

Channel: 10 VHF..AP: 135 Kw..VP: 269 Kw.
 Owned-Oper. By.....WIS-TV Corp.
 Business Address.....1111 Bull St.
 News ServiceUP, INS
 Representative..Peters, Griffin, Woodward, Inc.
 MembershipNARTB
 President.....G. Richard Shafro
 Managing Dir.....Charles A. Batson
 Comm. Manager.....Law Epps
 Prog. Dir., Film Buyer.....Adrian Munzell
 Prom., Pub. Dir.....John Bondeson
 Chief Engineer.....Barnett Goldberg

WCSC-TV—Charleston
1953—CBS

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....WCSC, Inc.
 Business Address.....485 East Bay St.
 News ServiceUP
 MembershipNARTB
 Representative.....Peters, Griffin, Woodward
 President, Gen. Mgr.....John M. Rivers
 Station Manager.....Roland Weeks
 Comm. Manager.....Ralph Thornley
 Program Director.....Charles Hall
 Prom., Pub. Director...Mrs. Annie Lee Small
 Production Manager.....Emmett Robinson
 Film Manager.....Annie Laurie Quarterman
 Chief Engineer.....John Broughton

WNOK-TV—Columbia—1953
CBS

Channel: 67 UHF..AP: 47 Kw..VP: 93.5 Kw.
 Owned-Oper. By.....Palmetto Radio Corp.
 Business Address.....1811 Main Street
 Representative.....Raymer
 MembershipNARTB
 Gen. Manager.....H. Moody McElveen, Jr.
 Program Director.....Graham Thomas
 Chief Engineer.....Charlton W. Bowers

WUSN-TV—Charleston
1954—NBC-ABC

Channel: 2 VHF...AP: 53 Kw...VP: 100 Kw.
 Owned-Oper. By...Southern Broadcasting Co.
 Address.....P. O. Box 879
 News ServiceUP
 RepresentativeWeed
 MembershipTvB
 Pres., Gen. Mgr.....J. Drayton Hastie
 Sec'y, Ass't Gen. Mgr.....Doug M. Braham
 Commercial Mgr.....Grange S. Cuthbert, Jr.
 Program Director.....Clark Davis
 Prom., Pub. Dir.....Ann Clark
 Film Manager.....Gray Carroll
 Chief Engineer.....Walter M. Nelson

WBTW—Florence—1954
ABC-CBS-NBC

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By..Jefferson Standard Bcstg. Co.
 Address.....Box 630
 News ServiceAP
 Representative....CBS Television Spot Sales
 MembershipNARTB, TvB
 President.....Joseph M. Bryan
 General Manager....Charles H. Crutchfield
 Managing Director.....J. William Quinn
 Nat'l Sales Mgr.....John H. Brock
 Prog. Dir., Prod. Mgr.....George B. Burnette
 Prom., Pub. Director.....Whiteford Smith
 Film Manager.....Harry Hughes
 Chief Engineer.....E. A. Sellars

WFBC-TV—Greenville
1953—NBC

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....WMRC, Inc.

Business Address.....505 Rutherford St.
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB, TvB
 President.....R. A. Jolley
 Gen., Sta. Manager.....Kenneth Beachboard
 Program Director.....Norvin C. Duncan
 Comm. Mgr.....Robert Q. Glass, Jr.
 Prom. Director.....Vic Latham
 Film Director.....Charles Howard
 Chief Engineer.....W. E. Garrison

WSPA-TV—Spartanburg
1956—CBS

Channel: 7 VHF...AP: 144 Kw...VP: 257 Kw.

Owned-Oper. By.....Spartan Bcstg. Co.
 Business Address.....224 E. Main St.
 Representative.....Hollingberry
 Pres., Gen. Mgr.....Walter J. Brown
 Sec'y-Treas.....D. S. Burnside
 Nat'l Sales Mgr.....Chas. E. Bell
 Local Sales Mgr.....Robert H. Walton
 Program Director.....James B. Hobbs, Jr.
 Production Dir.....Peter W. Swanson, Jr.
 Promotion Mgr.....William A. Adams
 Engineering Dir.....Harold Beckholt

South Dakota

Pop. March 1 (Est.) 701,000—TV Homes 108,000
 Stations in State 3

KDLO-TV—Florence—1955
CBS-NBC-ABC

(Satellite of KELO-TV, Sioux Falls, S. D.)
 Channel: 3 VHF...AP: 15 Kw...VP: 25 Kw.
 Owned-Operated By.....Triple-City Bcstg. Co.
 Address.....Phillips Ave., Sioux Falls, S. D.
 Representative.....H-R TV, Bulmer & Johnson
 General Manager.....Evans Nord
 Chief Engineer.....John Gort

Commercial Mgr.....William F. Turner
 Prog. Dir., Film Mgr.....J. Norman Heffron
 Promotion Dir.....Abner H. George
 Chief Engineer.....Robert Musfeldt

KOTA-TV—Rapid City—1955
ABC-CBS-NBC

Channel: 3 VHF...AP: 37.5 Kw...VP: 75 Kw.
 Owned-Oper. By.....Black Hills Broadcast Co.
 Business Address.....1819 W. St. Joe St.
 News Service.....AP, UP
 Membership.....NARTB, TvB
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....Helen S. Duhamel

KELO-TV—Sioux Falls—1953
ABC-CBS-NBC

Channel: 11 VHF...AP: 123 Kw...VP: 220 Kw.
 Owned-Oper. By.....Midcontinent Bcstg. Co.
 Business Address.....8th St. & Phillips Ave.
 News Service.....UP, AP, INS
 Membership.....NARTB, TvB
 Representative.....H-R; Bulmer & Johnson
 President.....Joseph L. Floyd
 Gen., Sta., Comm. Mgr.....Evans A. Nord
 Program Director.....Murray Stewart
 Prom., Pub. Director.....Jim Molohon
 Production Manager.....Bob Johnson
 Film Manager.....Jack Townsend
 Chief Engineer.....Les Froke

Tennessee

Pop. March 1 (Est.) 3,494,000—TV Homes 647,000
 Stations in State 13

WCYB-TV—Bristol—1956

(See Listing Under Bristol, Va.)

WDEF-TV—Chattanooga
1954—ABC-CBS

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WDEF Broadcasting Co.
 Address.....Volunteer Building
 News Service.....UP
 Representative.....Branham
 Membership.....NARTB, TvB
 President.....Carter M. Parham
 General Mgr.....Harold E. Anderson
 Comm. Manager.....Otis H. Segler

Prog., Pub. Dir.....Morris Quave
 Promotion Director.....David I. Andrews
 Film Manager.....John Bonney
 Chief Engineer.....B. C. Baker

WRGP-TV—Chattanooga
1956—ABC-NBC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Mountain City TV, Inc.
 Business Address.....1214 McCallie Ave.
 Membership.....NARTB
 Representative.....H-R
 Pres., Gen. Mgr.....R. G. Patterson
 Commercial Mgr.....George P. Moore

Prog., Prom., Pub. Dir. Helen Patterson
 Chief Engineer B. B. Barnes

WDXI-TV—Jackson—1955
ABC-CBS

Channel: 7 VHF . . . AP: 44 Kw. . . VP: 86.7 Kw.
 Owned-Oper. By Dixie Bcstg. Co.
 Business Address Williams Bldg.
 News Service UP
 Membership NARTB
 Representative Headley-Reed
 President Aaron B. Robinson
 General Manager John E. North
 Prog. Dir., Film Mgr. James W. Hoppers
 Promotion Dir. Lawrence Dunne
 Chief Engineer James Thomas

WJHL-TV—Johnson City
1953—ABC-CBS

Channel: 11 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned-Oper. By WJHL, Inc.
 Business Address 145 W. Main St.
 News Service UP
 Membership NARTB
 Representative Pearson
 Pres., Gen. Mgr. W. Hanes Lancaster, Jr.
 Sales Mgr. J. Will Hall
 Program Director Jack Sausman
 Prom., Pub. Director W. A. McDonald
 Film Manager Vernita Wright
 Chief Engineer Rowland Medler

WATE-TV—Knoxville
1953—NBC

Channel: 6 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
 Owned-Oper. WATE, Inc.
 Business Address 612 S. Gay St.
 News Service UP
 Membership NARTB, TvB
 Representative Avery-Knodel
 President Paul Mountcastle
 Gen., Sta. Manager W. Henry Linebrough
 Comm. Manager J. T. McCloud
 Program Director John Reese
 Prom. Publicity Director Carl Huster
 Film Buyer J. H. Reese
 Chief Engineer Fred M. Andrews

WBIR-TV—Knoxville—1956
CBS

Channel: 10 VHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned-Oper. By WBIR, Inc.
 Business Address 618 South Gay St.
 News Service UP
 Membership NARTB
 Representative Katz
 Pres., Gen. Mgr. John P. Hart
 Local Sales Mgr. R. S. Quinn
 Nat'l Sales Mgr. J. Hart
 Prom., Pub. Dir. Gloria Fisher
 Prog. Dir., Film Mgr. Neal Branch
 Chief Engineer J. Rex Horton

WTVK-TV—Knoxville
1953—ABC

Channel: 26 UHF . . . AP: 158 Kw. . . VP: 316 Kw.
 Owned-Oper. By So. Central Bcstg. Co.
 Business Address Memorial Park Rd.
 News Service AP
 Representative Pearson
 Pres., Gen., Sta., Comm. Mgr. J. Engelbrecht
 Program Director Bill Eckstein
 Film Manager Charles Broyles
 Chief Engineer Joe Broyles

WHBQ-TV—Memphis—1953
ABC

Channel: 13 VHF . . . AP: 160 Kw. . . VP: 316 Kw.
 Owned-Oper. By RKO Teleradio Pictures
 Business Address 1381 Madison Ave.
 Representative H-R
 Membership TvB
 President Thomas J. O'Neil
 Gen. Manager William H. Grumbles
 Sales Manager Boone F. Nevin
 Sales Service Manager Henry Clark
 Merch. Dir. William Rucker
 Chief Engineer Welton Roy

WMCT—Memphis—1953
NBC

Channel: 5 VHF . . . AP: 60 Kw. . . VP: 100 Kw.
 Owned-Operated Memphis Publishing Co.
 Address Goodwyn Institute Building
 Representative Blair TV
 Membership NARTB, TvB
 General Manager H. W. Slavick
 Station, Comm. Mgr. Earl Moreland
 Program Dir. Wilson Mount
 Chief Engineer E. C. Frase, Jr.

WREC-TV—Memphis—1956
CBS

Channel: 3 VHF . . . AP: 60.3 Kw. . . VP: 100 Kw.
 Owned-Oper. By WREC Bcstg. Service
 Business Address Hotel Peabody Bldg.
 News Service UP
 Membership TvB
 Representative Katz
 Owner, Gen. Mgr. Hoyt B. Wooten
 Commercial Mgr. Charles B. Brakesfield
 Prog. Dir., Film Mgr. Jack Michael
 Prom., Pub. Dir. Fred Munson
 Chief Engineer Wilson Raney

WLAC-TV—Nashville
1954—CBS

Channel: 5 VHF . . . AP: 50 Kw. . . VP: 100 Kw.
 Owned-Oper. WLAC-TV Inc.
 Address 159 Fourth Avenue North
 News Service UP
 Representative Katz
 Membership NARTB
 Exec. V.P. & Gen. Mgr. T. B. Baker, Jr.



Ass't to Mgr. Ruth C. Talley
 Gen. Sls. Manager R. M. Reuschle
 Operations Mgr. Roy A. Smith
 Promotion Director Jim Wharton
 Chief Engineer Ralph L. Hucaby

Prom., Pub. Dir. Dave White
 Chief Engineer Charles Duke

WSIX-TV—Nashville—1953
ABC

Channel: 8 VHF...AP: 89 Kw...VP: 177 Kw.
 Owned-Oper. By WSIX Inc.
 Business Address Nashville Trust Bldg.
 News Service AP
 Membership NARTB
 Representative Hollingbery
 President Louis R. Draughton
 V.P., Gen. Mgr. R. D. Stanford, Jr.
 Production Manager James Lynch
 Dir., Oper., Film Mgr. James L. Harper
 Comm. Manager Al M. Kerr

WSM-TV—Nashville—1950
NBC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned Nat'l Life & Accident Insurance Co.
 Address 7th & Union
 News Service AP, UP, INS
 Membership NARTB, TvB
 Representative Petry
 President John H. DeWitt, Jr.
 Comm. Manager Irving Waugh
 Sales Manager Hi Bramham
 Operations Mgr. Brad Crandall
 Production Mgr. Fritz Kleibacker
 Prom., Pub. Dir. Harriane Moore
 Film Manager Elmer Cartwright
 Chief Engineer Aaron Shelton

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE
AP
... and MORE RADIO AND TELEVISION STATIONS
depend on
THE ASSOCIATED PRESS

"Abilene's Only TV Station"

KRBC-TV

Channel 9

NBC Interconnected

Nearest competing station 35 miles West. Over 2/3 of market population concentration is in Abilene and Eastern half of Abilene trade territory.

PULSE, April 1956 Shows:

1. Of the top 15 once-a-week shows in this market, 14 are on KRBC-TV.
2. Of the top 10 multi-weekly shows, all 10 are on KRBC-TV.

ARB, Nov. 1956 Shows:

1. Station share of sets-in-use summary:

KRBC-TV 66.9

STATION B 34.6

Represented by Paul H. Raymer Co., Inc.

KRBC RADIO

1470 kc

"Abilene's Only Regional Station"

1000 W Night 5000 W Day

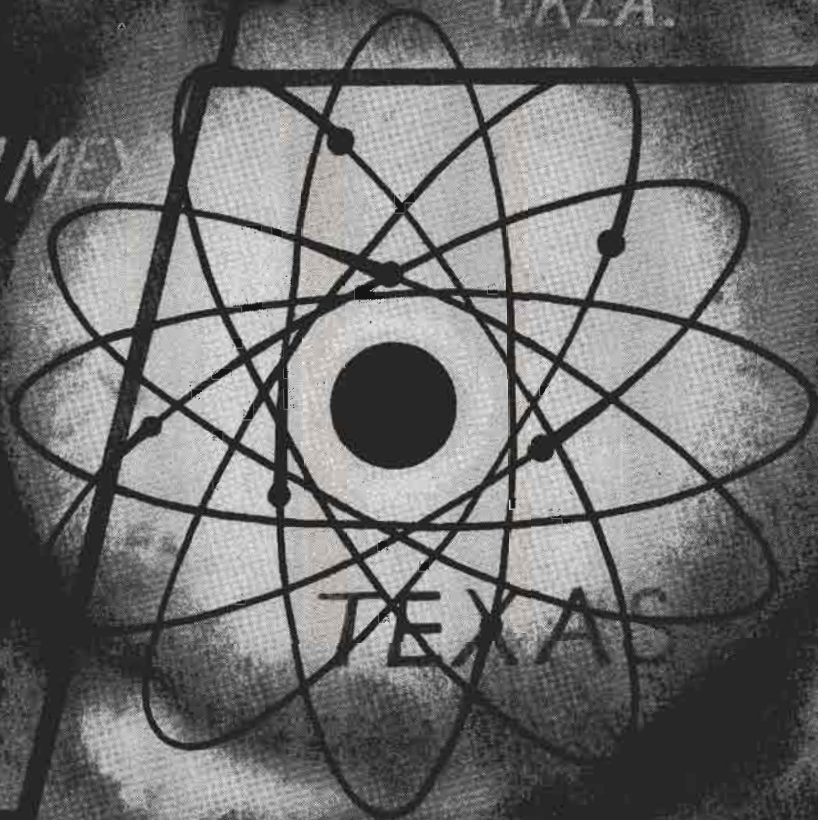
Represented by

Paul H. Raymer Co., Inc.

KANS.
NO PLACE
TO HIDE!

OKLA.

NM



TEXAS

Advertising on KGNC-TV triggers reaction! . . . From Liberal, Kansas . . . to Tucumcari, New Mexico . . . to Altus, Oklahoma . . . a BIG audience hears . . . heeds . . . and responds. KGNC-TV is the High Plains station . . . HIGH audience-percentage, WIDE coverage-area, and HANDSOME returns on the advertising dollar!

KGNC-TV

Channel 4

AMARILLO

Texas

Pop. March 1 (Est.) 9,088,000—TV Homes 1,911,000
Stations in State 39

KPAR-TV—Abilene— Sweetwater—1956—CBS

Channel: 12 VHF.. AP: 13.1 Kw... VP: 26.2 Kw.
Owned-Oper. By..... Texas Telecasting, Inc.
Bus. Address 7400 College Ave., Lubbock, Tex.
Membership..... NARTB, TvB
Representative..... Branham
President..... W. D. "Dub" Rogers
Station Manager..... Dan C. Guthrie
Prog. Dir., Film Mgr..... Ray Trent
Promotion Dir..... W. H. Shipley
Publicity Dir..... Duncan Ellison
Chief Engineer..... Rudy Starnes

KRBC-TV—Abilene—1953 NBC

Channel: 9 VHF.. AP: 13.8 Kw... VP: 27.5 Kw.
Owned-Oper. By..... Abilene Radio & TV Co.
Business Address..... 4510 So. 14th St.
News Service..... AP
Representative..... Raymer
Membership..... TvB
President & Gen. Mgr..... Dale Ackers
Comm. Manager..... John Higgins
Sta., Film Mgr.; Prog., Prom.,
Pub. Dir..... George Breeding
Chief Engineer..... Troy Mallon

(See Page 865)

KFDA-TV—Amarillo—1953 ABC-CBS

Channel: 10 VHF.. AP: 126 Kw... VP: 250 Kw.
Owned & Oper. By..... Amarillo Bcstg. Co., Inc.
Address..... P. O. Box 1440
News Service..... AP
Representative..... H.R. Clarke-Brown
Membership..... NARTB, TvB
President..... Gene L. Cagle
General Manager..... Ed Moore
Oper., Nat'l Sales Mgr.:

Prom., Pub. Dir..... Dan Hayslett
Prog. Dir..... Vernon Poerner
Film Mgr..... Dick Knerr
Chief Engineer..... Bill Spiller

KGNC-TV—Amarillo—1953 NBC

Channel: 4 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... Globe News Publishing Co.
Address..... 2200 North Polk St.
News Affil..... News, Times, Globe
News Service..... AP, UP
Membership..... NARTB, TvB
Representative..... Katz
President..... Parker Prouty
General Manager..... Wes Izzard
Station Manager..... Aubrey Jackson
Ass't Sta. Mgr..... Bob Watson
Program Director..... Bud Pursley
Prom., Pub. Director..... Kin Raley
Film Manager..... Geraldine Howerton
Chief Engineer..... W. H. Torrey

KTBC-TV—Austin—1952 ABC-CBS-NBC

Channel: 7 VHF.. AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By..... The L-BJ Co.
Address..... P. O. Box 717
News Service..... UP
Representative..... Raymer
Chairman of Bd..... Claudia T. Johnson
Pres., Gen. Mgr..... J. C. Kellam
Gen. Sales Manager..... O. P. (Bob) Bobbitt
Sales, Prom. Director..... Charles Brooks
Program Director..... Richard "Cactus" Pryor
Publicity Dir..... Charles Brown
Film Manager..... Elmo Brown
Chief Engineer..... Ben Hearn

KFDM-TV—Beaumont—1955 ABC-CBS

Channel: 6 VHF.. AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By..... Beaumont Bcstg. Corp.
Business Address..... 1420 Calder Ave.
News Service..... UP
Membership..... NARTB
Representative..... Peters, Griffin, Woodward
President..... D. A. Cannon
General Manager..... C. B. Locke
Commercial Mgr..... Mott M. Johnson
Program Dir..... Bill E. Beathard
Film Manager..... Paul McDuffie
Chief Engineer..... Harold W. Bartlett

KBST-TV—Big Spring—1955 CBS

Channel: 4 VHF.. AP: 6.3 Kw... VP: 12.9 Kw.
Owned-Oper. By..... Big Spring Television, Inc.
Address..... 2500 Kentucky Way
News Service..... AP
Representative..... Pearson
Pres., Gen., Sta. Mgr..... William J. Wallace
Comm. Mgr..... John McMinn
Prog., Film Mgr..... R. Lindley
Prom., Pub. Dir..... Helen Wilson
Chief Engineer..... Rudy Starnes

KRIS-TV—Corpus Christi 1956—ABC-NBC

Channel: 6 VHF.. AP: 27 Kw... VP: 54 Kw.
Owned-Oper. By..... Gulf Coast Bcstg. Co.
Business Address..... Box 840
Representative..... Peters, Griffin, Woodward
Membership..... NARTB
Pres., Gen. Mgr..... T. Frank Smith
V.P.-Sales..... W. M. Eikner
V.P.-Programs..... Charles Nethery
Promotion Dir..... Harry Abbott
Chief Engineer..... Joseph W. Collier

KSIX-TV—Corpus Christi 1956—CBS

Chief Engineer..... Rudy Starnes
Channel: 10 VHF.. AP: 65 Kw... VP: 128 Kw.

Owned-Oper. By.....KSIX-Television, Inc.
 Business Address.....Show Room Bldg.
 Representative.....H-R: Clarke Brown
 Pres., Gen. Mgr.....Vann M. Kennedy
 Vice President.....Charles R. Manning
 Commercial Mgr.....William Patton
 Program Dir.....Gene Looper
 Chief Engineer.....Bill Kessel

Representative.....Branham
 President.....Clyde Rembert
 Station Manager.....Roy M. Flynn
 Comm. Manager.....Gene Cuny
 Program Director.....Ves Box
 Prom., Pub. Director.....Jack Saunders
 Film Manager.....Nick Mueller
 Chief Engineer.....B. B. Honeycutt

**KVDO-TV—Corpus Christi
 1954—ABC-CBS**

Channel: 22 UHF..AP: 10.2 Kw..VP: 18.8 Kw.
 Owned-Oper. By..Coastal Bend Television Co.
 Address.....Box 2223
 News Service.....UP
 Representative.....Adam Young
 President.....Gabriel Lozano
 General Manager.....L. W. "Bud" Smith
 Asst. Manager.....A. O. Lerma
 Comm. Manager.....Bert Metcalf
 Film Manager.....A. Reyna
 Chief Engineer.....Nestor Cuesta

**WFAA-TV—Dallas—1949
 ABC-NBC**

Channel: 8 VHF..AP: 150 Kw..VP: 300 Kw.
 Owned-Operated By.....A. H. Belo Corp.
 Business Address...3000 Harry Hines Blvd.
 Newspaper Affiliation.....Morning News
 News Service.....AP
 Membership.....NARTB, TvB
 Representative.....Petty
 President.....E. M. (Ted) Dealey
 General Manager.....Alex Keese
 Station Manager.....Ralph W. Nimmons
 Comm. Manager.....Dick Drummy
 Program Director.....Bob King
 Prom., Pub. Director.....Charles Larkin
 Film Manager.....Dunlap Clark
 Chief Engineer.....Jim W. Cooper

**KRLD-TV—Dallas—1949
 CBS**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....KRLD Radio Corp.
 Business Address.....Herald Square
 Newspaper Affiliation..Dallas Times Herald
 News Service.....UP
 Membership.....NARTB

**KILT-TV—El Paso—1956
 ABC**

Channel: 13 VHF..AP: 16.9 Kw..VP: 28.2 Kw.
 Owned-Oper. By..McLendon Investment Corp.

**NO
 OTHER
 TV STATION IN
 TEXAS GIVES YOU AS
 MUCH COVERAGE AS**



Channel 4, operating with maximum power from atop Texas' tallest tower, covers 47 of Texas' most populous and prosperous counties — where one-third of all Texas TV sets are located — plus 5 in Oklahoma. Telepulse Reports consistently show KRLD-TV dominating the combined Dallas-Fort Worth metropolitan audiences. FOR THE BEST BUY — BETTER BUY KRLD-TV.

KRLD-TV

CHANNEL 4 DALLAS

Owners and operators of KRLD, the only full-time 50,000 watt radio station in Dallas-Fort Worth area. The Times Herald Station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON
 Chairman of the Board

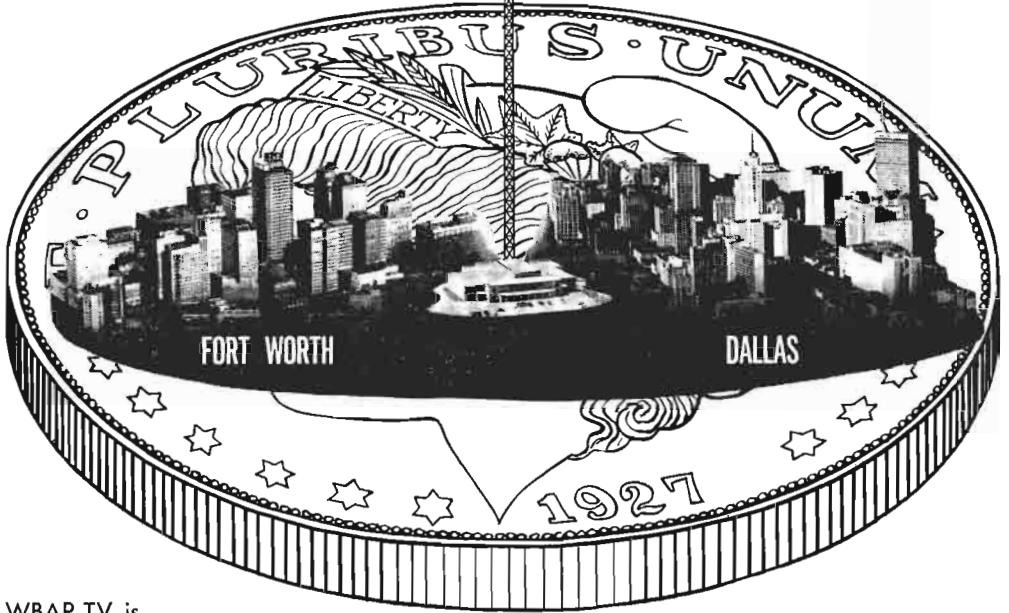
CLYDE W. REMBERT
 President

The **BIGGEST** buy
 in the
BIGGEST market
 in the
BIGGEST State

SITTING

ON A

**\$4 BILLION
MARKET**



WBAP-TV is sitting right in the middle of the lucrative Fort Worth-Dallas market, delivering a stronger signal and stronger programs day and night to these two vast metropolitan areas. In addition WBAP-TV also delivers a 53 luxuriant county coverage area in Texas and Oklahoma.

When you buy spots or programs, buy the full market area, buy WBAP-TV.

**WBAP-TV 53 COUNTY
MARKET TOTALS**

POPULATION	2,671,900
FAMILIES	811,400
1955 EFFECTIVE BUYING INCOME (NET DOLLARS)	\$4,012,343,000
1955 EFFECTIVE BUYING INCOME PER FAMILY (NET)	3,495
1955 RETAIL SALES	3,188,047,000
FARM POPULATION	397,400
NUMBER OF FARMS	100,934
GROSS FARM INCOME	425,349,000

Source: Sales Management Survey of Buying Power, May 10, 1956
Standard Rate & Data Service Inc., May 10, 1956

WBAP-TV CHANNEL 5

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

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives

First in Houston

radio and television

KPRC and KPRC-TV Dominate the Houston Market

KPRC RADIO has been the first choice of Houston Gulf Coast listeners for more than 30 years. KPRC-TV, now over five years old, is also first choice with these same people. More than a time-honored habit, this loyalty is indisputable proof of KPRC's experienced leadership and consistent fine quality.

FIRST IN EXPERIENCE

FIRST IN PUBLIC SERVICE

FIRST IN NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN RATINGS

FIRST IN FACILITIES



FIRST IN THE SOUTH'S FIRST MARKET



JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PERRY AND COMPANY

Business Address.....4530 Delta St.
 News Service.....UP
 Representative.....H-R
 Chairman of Bd.....B. R. McLendon
 President.....Gordon B. McLendon
 General Mgr.....Ed Winton
 Comm. Manager.....Howard Baldwin
 Prog., Prom. Dir.....John Amodeo
 Publicity Dir.....William Edwards
 Film Manager.....Pat Stewart
 Chief Engineer.....Ed Rancher

KROD-TV—El Paso—1952
ABC-CBS

Channel: 4 VHF...AP: 28 Kw...VP: 56 Kw.
 Owned-Oper. By.....El Paso Times, Inc.
 Address.....Box 1799
 Membership.....NARTB
 Representative.....Branham
 President.....D. D. Roderick
 V.P., General Manager.....Val Lawrence
 Sales Manager.....Dick Watts
 Promotion Mgr.....Gordon Phillips
 Chief Engineer.....Edward 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. Mgr.....Karl O. Wyler, Sr.
 Exec. Ass't.....Karl O. Wyler, Jr.
 Comm. Manager.....Roy T. Chapman
 Prog. Director.....Jack Rye
 Prom. Dir.....Jack Elliott
 Film Mgr.....Dorothy Somers
 Chief Engineer.....Kenneth J. Walton

KFJZ-TV—Fort Worth—1955

Channel: 11 VHF...AP: 105 Kw...VP: 210 Kw.
 Owned-Oper. By.....Texas State Network, Inc.
 Address.....4801 W. Freeway
 News Service.....AP
 Representative.....H-R Television, Clarke Brown
 Pres., Gen. Mgr.....Gene L. Cagle
 Prog. Dir.....Henry Davis
 Pub. Director.....Edith Milikin
 Film Mgr.....Arno Mueller
 Chief Engineer.....Pete Peterson

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.
 Newspaper Affiliation.....Fort Worth Star-
 Telegram
 News Service.....AP
 Representative.....Peters, Griffin, Woodward
 Membership.....NARTB, TvB
 President.....Amon Carter, Jr.
 General Manager.....George Cranston

Commercial Mgr.....Roy Bacus
 Program Director.....Robert Gould
 Prom., Pub. Dir.....Margaret McDonald
 Film Manager.....Lynn Trammell
 Chief Engineer.....R. C. Stinson
 (See Page 869)

KGUL-TV—Galveston-Houston
1952—CBS

Channel: 11 VHF...AP: 132 Kw...VP: 263 Kw.
 Owned-Oper. By.....Gulf Television Corp.
 Business Address.....11 Video Lane
 News Service.....AP
 Representative.....CBS Television Spot Sales
 Membership.....NARTB, TvB
 Pres., Gen. Mgr.....Paul E. Taft
 Comm. Manager.....Robert S. Wilson
 Program Director.....Thomas L. Thompson
 Prom., Pub. Dir.....Roland Brazier
 Film Manager.....Bud Johnson
 Chief Engineer.....William R. Sloat

KGBT-TV—Harlingen—1953
CBS-ABC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Harbenito Bcstg. Co., Inc.
 Business Address.....Box 711
 Representative.....H-R Reps.
 General Manager.....Troy McDaniel
 Comm. Manager.....S. Zimmerman
 Chief Engineer.....Al Beck

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 Huhndorff

KTRK-TV—Houston—1954
ABC

Channel: 13 VHF...AP: 117 Kw...VP: 316 Kw.
 Owned-Oper.....Houston Consolidated TV Co.
 Address.....P. O. Box 12
 Newspaper Affiliation.....Chronicle
 Representative.....Hollingberry
 News Service.....AP, INS
 Membership.....NARTB, TvB
 President.....John T. Jones, Jr.
 Exec. V.P., Gen. Sta. Mgr.....W. E. Walbridge
 Program Director.....John E. Hill
 Comm. Manager.....William F. Bennett
 Prom., Pub. Director.....John Chapman
 Film Manager.....Hugh Pickett
 Chief Engineer.....Tom Hiner



KHAD-TV—Laredo—1956 ABC-CBS-NBC

Channel: 8 VHF..AP: 1.07 Kw..VP: 2.14 Kw.
 Owned-Oper...Vidicon Industries of America
 Business Address.....820 Convent Ave.
 News Service AP
 Membership NARTB
 Representative Pearson
 Station Manager.....Cleo E. Long
 Commercial Mgr.....John A. Snyder
 Prog., Prom., Pub. Dir.....Jim Shelton
 Film Manager.....Ernie Ramirez
 Chief Engineer.....W. Irven Simpson

KDUB-TV—Lubbock—1952 CBS

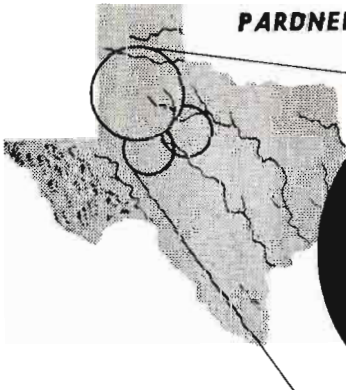
Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Texas Telecasting, Inc.
 Business Address.....7400 College Ave.
 News Service.....INS, AP
 Representative Branham
 Membership NARTB, TvB
 Pres., Gen. Mgr.....W. D. (Dub) Rogers

National Sales Mgr.....E. A. Hassett
 V.P., Gen. Sales Mgr.....Jimmie Isaacs
 Prog. Dir., Film Mgr.....Ray Trent
 V.P., Prom., Research Dir.....W. H. Shipley
 Production Manager.....Bill Baker
 Publicity Director.....Duncan Ellison
 Chief Engineer.....Rudy Starnes

KCBD-TV—Lubbock—1953 ABC-NBC

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Bryant Radio & TV Inc.
 Business Address.....5600 Ave. A
 News Service.....AP, UP
 RepresentativeRaymer
 Membership NARTB
 Pres., Gen. Manager.....Joe H. Bryant
 Asst. Gen. Manager.....Robert L. Snyder
 National Sales Mgr.....Ray Poindexter
 Comm. Manager.....George L. Tarter
 Program Director.....Bill Taylor
 Prom., Pub. Director.....Phyllis Fikes
 Film Manager.....Don Anderson
 Chief Engineer.....Frank Lee

PARDNER STATIONS CORRAL RICH, SCATTERED POPULATION INTO ONE BIG PACKAGE



now
covering
more than
250,000
sets!



THE COMBINED AREA covered by KDUB-TV, KPAR-TV and KBST-TV encompasses a population equal to many "major" metropolitan areas. Advertisers are quick to realize that such agricultural areas depend more on TV for entertainment than do big-city viewers. This microwave installation knits such an area into one big market.

K D U B - T V
LUBBOCK, TEXAS

K P A R - T V
ABILENE-SWEETWATER, TEXAS

K B S T - T V
BIG SPRING, TEXAS

OWNED AND OPERATED BY TEXAS TELECASTING INC., INCORPORATED W. D. "Dub" Rogers, President and Gen. Mgr. — E. A. "Buzz" Hassett, National Sales Manager



KTRE-TV—Lufkin—1955
NBC

Channel: 9 VHF..AP: 12.5 Kw..VP: 26 Kw.
Owned-Oper. By...Forest Capital Bcstg. Co.
Business Address.....P. O. Box 701
News Service.....AP, UP
Representative.....Venard, Rintoul,
..McConnel; Melville Co.
President.....R. W. Wortham, Jr.
Gen., Sta. Film Mgr.....Richman Lewin
Comm. Manager.....Murphy Martin
Prog., Prom., Pub. Dir.....Boyd Porter, Jr.
Chief Engineer.....Fred Clinton Hill

KMID-TV—Midland—1953
NBC-ABC

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By..Midessa Television Co., Inc.
Business Address.....Box 2758
Rep.....Venard, Rintoul & McConnell, Brown
Membership.....NARTB
General Manager.....Ray Herndon
Commercial Manager.....George Collie
Program Director.....Jerry Blaie
Chief Engineer.....Bill Buford

KOSA-TV—Odessa—1956
CBS

Channel: 7 VHF..AP: 53.7 Kw..VP: 102 Kw.
Owned-Operated By...Odessa Television Co.
Address.....1211 N. Whitaker
News Service.....AP, UP
Membership.....NARTB
Representative.....Pearson
Pres., Gen. Mgr.....Cecil L. Trigg
Station Manager.....John Vacca
Sales Manager.....Ed Costello
Production Mgr.....Stu Klein
Prom., Pub. Dir.....Don Kirkpatrick
Film Director.....George Duesler
Chief Engineer.....Bill Schock

KTXL-TV—San Angelo—1953
CBS

Channel: 8 VHF..AP: 15.5 Kw..VP: 27.5 Kw.
Owned-Oper. By..Westex Television Co., Inc.
Business Address.....Box 1271
Rep...Melville, Venard, Rintoul & McConnell
News Service.....UP, INS
Membership.....NARTB
President.....A. D. Rust
V.P., Gen., Sta. Mgr.....J. Harley Hubbard
Comm. Manager.....George Olsen
Prog. Dir.....A. Cobb
Prom., Pub. Director.....Doug Thompson
Secretary-Treasurer.....B. P. Bludworth
Film Manager.....Charles Cathey
Chief Engineer.....Robert Benson

KCOR-TV—San Antonio—1955

Channel: 41 UHF..AP: 8.2 Kw..VP: 16.4 Kc.
Owned-Oper. By.....KCOR, Inc.
Business Address.....111 Martinez St.

**ARE YOU
ON THE
DOTTED
LINE
WITH
9?**

**BETTER
GET
WITH
IT NOW!**

**300,000
PROSPEROUS
FAST BUYING
PEOPLE SERVED
ONLY BY
THEIR
POPULAR**

KTRE-TV
LUFKIN, TEXAS
CHANNEL 9

Richman Lewin, Vice Pres. &
General Manager
The Only Non-Metropolitan
Market With Basic
N B C Programming Live*
*Via Microwave from
KPRC-TV in Houston

**NATIONAL
REPRESENTATIVES**
Venard, Rintoul &
McConnell, Inc.
New York, Chicago,
San Francisco, Los
Angeles and Boston

**SOUTHWEST
REPRESENTATIVE**
Clyde Melville
Company of
Dallas

**60,106
TELEVISION
SETS IN THE
BOOMING
LUMBER RICH
LUFKIN-NACOGDOCHES
EAST TEXAS AREA
SERVED BY KTRE-TV**

KWFT-TV is now

KSYD-TV

100,000 watts

MAXIMUM POWER — WITH COLOR

in Wichita Falls, Texas — your best TV advertising buy is KSYD-TV*

here is proof positive!

based on figures just released

Pulse dated Dec. 1—Dec. 7, 1955 proves audience preferences

in the metropolitan Wichita Falls area to be:

ONCE A WEEK SHOWS

1. \$64,000 Question (CBS) **KSYD-TV**
2. Ed Sullivan (CBS) **KSYD-TV**
3. I Love Lucy (CBS) **KSYD-TV**
4. December Bride (CBS) **KSYD-TV**
5. Jack Benny (CBS) **KSYD-TV**

big 5 of the top 5 all on KSYD-TV

MULTI-WEEKLY SHOWS

1. Patti Page **KSYD-TV**
2. Looney Tunes **KSYD-TV**
3. 10 p.m. News & Weather **KSYD-TV**
4. 5:45 p.m. News & Weather **KSYD-TV**
5. **Station B**

4 of the top 5 on KSYD-TV

**The leading carrier of National Spot business in the Wichita Falls market according to Rorabaugh Reports*



KSYD-TV

Syd Grayson,
General Manager

Exclusive CBS for North Texas
and Southern Oklahoma

Wichita Falls, Texas

Hoag-Blair Company
Nat'l Sales Representatives

Representative Richard O'Connell, Inc.
 President Raoul A. Cortez, Sr.
 V.P., Gen. Mgr. Nathan Safir
 V.P. Raoul A. Cortez, Jr.
 Commercial Mgr. Ben Tamborello
 Prod., Prog. Dir. Emilio Nicolas
 Dir. Engineering Marvin Fiedler

**KENS-TV—San Antonio
 1949—CBS**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..... Express Publ. Co.
 Business Address Ave. E & 3rd St.
 News Service UP, AP
 Representative Peters, Griffin, Woodward
 Membership NARTB, TvB
 Newspaper Affil. Express & News
 President Frank G. Huntress, Jr.
 General Manager Albert D. Johnson
 Comm. Manager Wayne Kearl
 Program Director Edward Uhler, Jr.
 Prom., Pub. Director Bob Miller
 Chief Engineer William J. Jackson

KONO-TV—San Antonio—1957

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By Mission Tcstg. Corp.
 Business Address 1408 N. St. Mary's St.
 Representative H.R. Clarke Brown
 V.P., Gen. Mgr. James M. Brown
 Commercial Mgr. Bob A. Roth
 Operations Mgr. Justin R. Duncan
 Engineering Dir. George W. Ing

**WOAI-TV—San Antonio
 1949—NBC-ABC**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By... Southland Industries, Inc.
 Address 1031 Navarro St.
 News Service AP, INS, UP
 Representative Petry
 Membership TvB
 President Hugh A. L. Halff
 Sta., Gen. Mgr. James M. Gaines
 Comm. Manager Edward V. Cheviot
 Prog. Director Robert Reed
 Promotion Dir. Bill N. Yancy
 Publicity Dir. Imogene Stanley
 Film Manager Faye Leavitt
 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
 Newspaper Affiliation Telegram
 Membership NARTB
 News Service UP
 Representative Hollingbery; Melville
 President Frank W. Mayborn
 General Manager Burton Bishop
 Station Manager Gene Lewis
 Chief Engineer Curtis M. Casey

**KCMC-TV—Texarkana—1953
 CBS-ABC**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..... KCMC, Inc.
 Business Address Box 1290
 Newspaper Affil. Gazette & Daily News
 Representative. Venard, Rintoul & McConnell;
 Melville; Ayers
 Membership NARTB, TvB
 President C. E. Palmer
 Exec. V.P. Walter E. Hussman
 General Manager Walter M. Windsor
 Dir. Nat'l Sales; Prom. Richard M. Peters
 Program Dir. Les Eugene
 Production Mgr. Robert L. McCay
 Chief Engineer William R. Atkinson

**KLTV—Tyler-Longview—1954
 NBC-ABC-CBS**

Channel: 7 VHF..AP: 217 Kw..VP: 316 Kw.
 Owned-Oper. By..... Lucille Ross Lansing
 Business Address Box 957
 Representative H-R
 Membership NARTB
 General Manager Marshall H. Pengra
 Sales Mgr. John Lenox
 Program Director Bonnie Lenox
 Chief Engineer Hudson Collins

**KWTX-TV—Waco—1955
 CBS-ABC**

Channel 10 VHF..AP: 53.6 Kw..VP: 107.2 Kw.
 Owned-Operated By... KWTX Broadcasting Co.
 Address Box 3128
 Representative Pearson
 Membership NARTB
 President W. W. Naman
 Gen., Sta. Mgr. M. N. Bostick
 Commercial Manager Charles Boland
 Program Director Curtis Matties
 Promotion Dir. Oma Owens
 Chief Engineer Jesse H. Dove

**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.
 News Service AP
 Representative Pearson
 Pres., Gen. Mgr. O. L. Taylor
 Ass't Mgr. Bill Rucker
 Program Director Dallas Wales
 Promotion Dir. Ted Cressner
 Film Manager Fred Willis
 Chief Engineer Lewis Hartwig

**KSYD-TV—Wichita Falls
 1953—CBS**

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..... KSYD-TV Co., Inc.

Address P. O. Box 2130
 News Service AP
 Representative Blair TV
 Membership NARTB
 Pres., Gen. Mgr. Syd Grayson
 Station Mgr. Nat Levine
 Commercial Mgr. Bob Cain
 Program Director Bill Richie
 Prom., Pub. Dir. Pardee Norman
 Film Manager Sarah Neilson
 Chief Engineer Herb Wiley

KFDX-TV—Wichita Falls
1953—ABC-NBC

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.

Owned-Operated By. Wichtex Radio & Tele. Co.
 Address Seymour Road
 News Service UP
 Representative Raymer
 Membership NARTB
 President Darrold A. Cannan
 Gen., Sta. Mgr. Howard H. Fry
 Commercial Mgr. Bob H. Walker
 Program Director Warren Silver
 Prom., Pub. Director D. A. Cannan, Jr.
 Film Manager Barbara Powell
 Film Buyer Howard Fry
 Chief Engineer John Adams

Utah

Pop. March 1 (Est.) 817,000—TV Homes 177,000
 Stations in State 3

KSL-TV—Salt Lake City
1948—CBS

Channel: 5 VHF...17.8 Kw...VP: 29.5 Kw.
 Owned-Oper. By. Radio Service Corp. of Utah
 Business Address 145 Social Hall Ave.
 News Service UP
 Representative CBS TV Spot Sales
 Membership NARTB, TvB
 Exec. Vice President J. W. Wright
 Vice President Ivor Sharp
 V.P. & Gen. Mgr. D. Lennox Murdoch
 Comm. Mgr. Edward B. Kimball
 Program Director Wayne Richards
 Prom. & Pub. Dir. Paul Alexander
 Production Manager Scott R. Clawson
 Merchandising Dir. Harry Fletcher
 Film Editor Richard V. Thiriot
 Chief Engineer Vincent E. Clayton

KTVT—Salt Lake City—1948
NBC

Channel: 4 VHF...AP: 14 Kw...VP: 27 Kw.
 Owned By. Intermountain Bcstg. & TV Corp.
 Business Address 130 Social Hall Ave.
 Representative Katz
 Newspaper Affiliation Time, Inc.
 News Service UP

Membership NARTB, TvB
 Pres. & Gen. Mgr. G. Bennett Larson
 Vice President John M. Baldwin
 Comptroller Kenneth Hanni
 Program Director Dan Rainger
 Commercial Mgr. Harold Woolley
 Prom. & Pub. Director Del Leeson
 Film Manager Desmond Barker
 Technical Director Allan Gunderson

KUTV—Salt Lake City—1954
ABC

Channel: 2 VHF..AP: 25.1 Kw..VP: 45.7 Kw.
 Owned-Oper. By. Utah Bcstg. & TV Corp.
 Business Address 179 Social Hall Ave.
 Newspaper Affiliation Tribune; Ogden
 Standard Examiner
 News Service AP
 Membership NARTB
 Representative Avery-Knodel
 President A. L. Glassman
 Vice President George C. Hatch
 Gen., Sta., Comm. Mgr. Brent H. Kirk
 Program Dir. Duane C. Hill
 Prom., Pub. Dir. Keith Nicholson
 Production Manager LaMar Smith
 Film Buyer Sid Cohen
 Film Manager Jack Ivers
 Chief Engineer Herbert Houlthouser

Vermont

Pop. March 1 (Est.) 369,000—TV Homes 76,000
 Stations in State 1

WCAX-TV—Burlington
1954—CBS

Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.
 Owned-Oper. By. Mt. Mansfield Bcstg. Corp.
 Address 135 Main Street
 News Service UP

Representative Weed
 Membership NARTB, TvB
 President C. P. Hasbrook
 Gen. Sta. Manager S. T. Martin
 Comm. Manager J. A. Dobson
 Prom., Pub. Dir. Charles Lewis
 Film Manager A. Sherman Rutter
 Chief Engineer J. W. Tierney

Virginia

Pop. March 1 (Est.) 3,693,000—TV Homes 743,000
Stations in State 11

WCYB-TV—Bristol—1956 ABC-NBC

Channel: 5 VHF..AP: 42.7 Kw...VP: 70.8 Kw.
Owned-Oper. By...Appalachian Bcstg. Corp.
Business Address.....Box 1009
News Service.....AP
Membership.....NARTB, TvB
Representative.....Weed
Pres., Gen. Mgr.....Robert H. Smith
Operations Mgr.....Labe B. Mell
Sales Manager.....Fey Rogers
Program Director.....Frank Spaulding
Prod., Prom. Dir.....Jim Pridemore
Chief Engineer.....Russell V. Robinson

WVEC-TV—Hampton-Norfolk 1953—NBC

Channel: 15 UHF..AP: 110 Kw...VP: 220 Kw.
Owned-Oper. By.....Peninsula Bcstg. Corp.
Business Address.....812 W. 21st St.
News Service.....AP, INS
Representative.....Avery-Knodel
Pres., Gen. Manager.....Thomas P. Chisman
Sales Director.....Harrol A. Brauer, Jr.
Prom., Pub. Director.....Jane Winne
Prog. Dirs.....Blair McKensie, Jim Gray
Operations Mgr.....L. W. Kliever
Production Manager.....Robert McCourt
Film Manager.....Robert Champion
Chief Engineer.....William C. King, Jr.

WSVA-TV—Harrisonburg 1953—ABC-NBC-CBS

Channel: 3 VHF..AP: 4.17 Kw...VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bcstg.
Business Address.....Rawley Pike
News Service.....AP
Membership.....NARTB, TvB
Representative.....Pearson
Pres., Gen., Sta. Mgr.....Hamilton Shea
Commercial Mgr.....Richard H. Johnson
Prog. Director.....Robert E. Lee
Prom., Pub. Director.....N. L. Royster
Film Manager.....Margie Swain
Chief Engineer.....Warren L. Braun

WLVA-TV—Lynchburg 1953—ABC

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By...Lynchburg Bcstg. Corp.
Address.....925 Church St.
News Service.....AP
Membership.....NARTB
Representative.....Hollingbery
President.....Edward Allen
Gen., Sta., Comm. Mgr.....Phil Allen
Prog., Prom., Pub. Dir., Film Mgr. Warren Uttal
Chief Engineer.....John T. Orth

WTAR-TV—Norfolk—1950 ABC-CBS

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

Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Newspaper Afil.....Norfolk Newspapers, Inc.
News Service.....AP, INS
Representative.....Petry
Membership.....NARTB, TvB
President, Gen. Mgr.....Campbell Arnoux
Asst. General Mgr.....John C. Peffer
Gen. Sales Manager.....Robert M. Lambe
Program Director.....Harold Soldinger
Prom., Pub. Dir.....Hal Powell
Film Manager.....Harry Nicholas
Chief Engineer.....Richard Lindell

WTOV-TV—Norfolk—1955

Channel: 27 UHF..AP: 11.7 Kw...VP: 19.6 Kw.
Owned-Operated By.....Tim Brite, Inc.
Business Address.....1305 Granby St.
Representative.....McGillvra
President.....Temus R. Bright
General Manager.....Tim Bright
Sec'y-Treas.....Anna C. Bright
Program Director.....Miss Tovey Lee
Promotion Dir.....Charles Adams
Commercial Mgr.....Winston Bright
Chief Engineer.....James Richardson

WXEX-TV—Petersburg 1955—NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Petersburg Television Corp.
Address.....124 W. Tabb Street
Representative.....Select
President.....Thomas G. Tinsley, Jr.
V.P., Nat'l Sls. Dir.....Irvin G. Abeloff
Local Sls. Dir.....George R. Oliviere
Program Dir.....James L. Dodd
Chief Engineer.....John F. Costello

WRVA-TV—Richmond 1956—CBS

Channel: 12 VHF..AP: 200 Kw...VP: 316 Kw.
Owned-Oper. By.....Richmond TV Corp.
Business Address.....Box 2370, Zone 18
News Service.....AP, INS
Membership.....NARTB, TvB
Reps.....Harrington, Righter, Parsons
President.....C. T. Lucy
General Manager.....Barron Howard
Commercial Mgr.....James D. Clark, Jr.
Program Director.....Samuel S. Carey
Prom., Pub. Dir.....John L. Stone, Jr.
Film Manager.....Robert Pie
Chief Engineer.....S. T. Terry, Jr.

WTVR—Richmond—1947 ABC

Channel: 8 UHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Address.....3301 W. Broad St.
News Service.....UP



An exclusive CBS affiliate, WDBJ-TV covers 63 counties with maximum power at top elevation. This rich market area of about 2 billion dollars in retail sales annually includes all Western Virginia and portions of North Carolina and West Virginia.

For your copy of WDBJ-TV's county outline map write the Station or ask Peters, Griffin, Woodward, Inc.

WDBJ-TV
Owned and operated by
TIMES-WORLD CORPORATION

Representative Blair TV
Membership NARTB
Pres., Gen., Comm. Mgr. ... Wilbur M. Havens
Ass't Mgr., Prom., Pub.
Dir. Walter A. Bowry, Jr.

Prog. Director..... John Shand
Film Manager..... Conrad G. Rianhard
Chief Engineer..... James Kyle

WDBJ-TV—Roanoke—1955
CBS

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By..... Time-World Corp.
Address 201 Campbell Ave.
News Service AP, UP
Representative... Peters, Griffin, Woodward, Inc.
Membership NARTB, TvB
President M. W. Armistead, III
V.P., Managing Director..... Ray P. Jordan
Ass't V.P., Comm. Mgr..... John Harkrader
TV Sales Manager..... Blake Brown
Prog. Dir., Film Mgr..... Paul E. Reynolds
Prom. Director..... Mike Schaffer
Technical Director..... J. Edward Newman

WSLS-TV—Roanoke—1952
NBC

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By.... Shenandoah Life Stations
Address Radio-TV Center
News Service AP
Representative Avery-Knodel
Membership NARTB, TvB
President Paul C. Buford
Exec. Vice Pres..... James H. Moore
Asst. & Comm. Mgr..... Horace Fitzpatrick
Program Manager... George W. Chernault Jr.
Promotion Director... Fred L. Corstaphney
Dir. Sales Prom..... Charles Garrison
Chief Engineer..... J. P. Briggs

Washington

Pop. March 1 (Est.) 2,713,000—TV Homes 615,000
Stations in State 10

KVOS-TV—Bellingham
1953—ABC-CBS

Channel: 12 VHF... AP: 112 Kw... VP: 224 Kw.
Owned-Oper. By..... KVOS, Inc.
Business Address..... 1151 Ellis St.
News Service UP
Representative Forjoe
President Rogan Jones
General Manager..... David Mintz
Commercial Mgr..... Fred Elsethagen
Program Director..... John Sherman
Publicity Dir..... Alice Griffith
Chief Engineer..... Ernest Harper

KEPR-TV—Pasco—1954
ABC-CBS-NBC

(Satellite of KIMA-TV, Yakima)
Channel: 19 UHF... AP: 4.9 Kw... VP: 9.12 Kw.
Owned-Oper. By..... Cascade Bcstg. Co.
Business Address... Box 702, Yakima, Wash.

Representative Weed, Art Moore
Membership TvB
President..... A. W. Talbot
General Manager..... Tom Bostic
Sta., Comm. Mgr..... Monte Strahl
Prog., Prom. Dir.; Film Mgr..... Don Hayes
Publicity Dir..... Bob Parnell
Chief Engineer..... Bernie Bailie

KING-TV—Seattle—1948
ABC

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By..... King Bcstg. Co.
Business Address..... 320 Aurora
News Service INS, UP
Representative Blair-TV
Membership NARTB, TvB
President..... Mrs. A. Scott Bullitt
V.P., Gen. Mgr..... Otto P. Brandt
Exec. V.P..... Henry B. Owen
Commercial Manager..... Al Hunter
Nat'l Sls. Mgr..... James Neidigh



Program Director.....Lee Schulman
 Prom., Pub. Director.....Mel Anderson
 Dir. of Engineering.....James L. Middlebrooks

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.
 News ServiceUP
 RepresentativeNBC Spot Sales
 MembershipNARTB, TvB
 President.....O. D. Fisher
 Exec. V.P. & Gen. Mgr.....W. W. Warren
 V.P. & Comm. Mgr.....Ray Baker
 Mgr. Programming.....Dave Crockett
 Program Manager.....Tom Rogstad
 Film Editor.....Arden Skoog
 Ad., Prom. Manager.....Bill Cathey
 Nat. Sls. Mgr.....Maitland Jordan
 Sales Manager.....Bill Hubbach
 Chief Engineer.....C. E. Miller

KHQ-TV—Spokane—1952
NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....KHQ, Inc.
 Address.....700 Radio Central Bldg.
 RepresentativeKatz
 MembershipNARTB, TvB
 Pres., Gen. Mgr.....R. O. Dunning
 Sec'y-Treas.....M. O. Fritsch
 Commercial Mgr.....J. Birney Blair
 TV Sales Service.....Chas. Birmingham
 Promotion Manager.....Rex Gerlach
 Program Director.....John R. Fahey
 Operations Mgr.....Charles Lohnes
 Engineering Dept.....Al Sparling

KREM-TV—Spokane—1954
ABC

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned & Oper. By.....Louis Wasmer
 Address.....4103 S. Regal
 News ServiceAP
 RepresentativePetry
 OwnerLouis Wasmer
 Gen., Sta., Comm. Mgr., Prom.
 Dir.....Robert Temple
 Program Director.....Walt Schaar
 Publicity Dir.....Richard Hoover
 Film Manager.....Hugh Tanner
 Chief Engineer.....Homer Mead

KXLY-TV—Spokane—1953
CBS

Channel: 4 VHF..AP: 27 Kw..VP: 48 Kw.
 Owned-Oper. By...Northern Pacific TV Corp.
 AddressTelevision Center
 News ServiceUP
 RepresentativeAvery-Knodel
 MembershipNARTB
 PresidentNorman Alexander
 V.P., Gen., Sta. Mgr.....Richard Jones
 Comm. Manager.....James Agostino
 Program Director.....Gene Roth
 Promotion, Publicity Dir.....Bob Moore
 Film Manager.....Clarence Koenig
 Chief Engineer.....Dave Green

KTNT-TV—Tacoma—1953
CBS

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By...Tribune Publishing Co.
 Address.....S. 11th & Grant Ave.
 Newspaper Affil.....Tacoma News Tribune
 News ServiceAP, UP
 RepresentativeWeed
 MembershipNARTB, TvB
 Gen. Mgr., Dir. Sales.....Larry Carino
 Program Director.....Burke Ormsby
 Chief Engineer.....Max Bice

KTVW—Tacoma—1953

Channel: 13 VHF..AP: 57 Kw..VP: 98.5 Kw.
 Owned-Oper. By.....J. Elroy McCaw
 Business Address.....230 8th Avenue
 News ServiceINS
 RepresentativeHollingbery
 MembershipTvB
 Owner.....J. Elroy McCaw
 Gen., Sta. Manager.....William Veneman
 Commercial Mgr.....George Glavin
 Program Director.....Don Wood
 Prom., Pub. Director.....Edna K. Hanna
 Film Manager.....Howard C. Perkin
 Chief Engineer.....Charles R. Morris

KIMA-TV—Yakima—1953
ABC-CBS-NBC

Channel: 29 UHF..AP: 115 Kw..VP: 191 Kw.
 Owned-Oper. By.....Cascade Bcstg. Co., Inc.
 Business Address.....Box 702
 News ServiceAP
 RepresentativeWeed
 MembershipNARTB, TvB
 President.....A. W. Talbot
 Gen., Sta. Mgr.....Thomas C. Bostic
 Commercial Mgr.....H. R. Cary
 Program, Filn, Mgr.....James Nolan
 Promotion Director.....Joe Ryan
 Pub. Relations Director.....E. M. Morrissey
 Chief Engineer.....J. Barry Watkinson

West Virginia

Pop. March 1 (Est.) 1, 982,000—TV Homes 360,000
Stations in State 8

WHIS-TV—Bluefield—1955 NBC

Channel: 6 VHF..AP: 28.8 Kw..VP: 50 Kw.
Owned-Oper. By...Daily Telegraph Ptg. Co.
AddressMunicipal Building
News. Affil...Daily Telegraph. Sunset News
RepresentativeKatz
MembershipNARTB
Vice Pres.....H. I. Shott
Station Manager.....P. T. Flanagan
Sales Manager.....John C. Shott
Chief Engineer.....K. Dick

WCHS-TV—Charleston—1954 CBS

Channel: 8 VHF..AP: 200 Kw..VP: 316 Kw.
Owned & Oper. By.....WCHS-TV Inc.
Address.....1111 Virginia Street East
News ServiceUP
RepresentativeBranham
MembershipNARTB, TvB
President.....Hawthorne D. Battle
Gen., Sta. Mgr.....John T. Gelder, Jr.
Comm. Manager.....John L. Sinclair, Jr.
Program Director.....Morton S. Cohn
Prom., Pub. Dir.....Bruce Johns
Chief Engineer.....William E. Dixon

WJPB-TV—Fairmount—1954 ABC-NBC

Channel: 35 UHF..AP: 10 Kw..VP: 20 Kw.
Owned-Oper. By.....WJPB-TV, Inc.
Business Address.....400 Quincy St.
RepresentativeGill-Perna
Pres., Gen. Mgr.....J. Patrick Beacom
V.P., Dir. Sales.....Harry W. Critchlow
Program Director.....Robert Frazier
Film Director.....Robert Mitchell
Technical Dir.....Joe Sterlowski
TV Director.....Numa Fabre

WHTN-TV—Huntington 1955—ABC

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Address625 Fourth Avenue
News ServiceUP
RepresentativePetry
MembershipNARTB, TvB
President.....Luther L. Hill
Station Manager.....Robert R. Tincher
Comm. Manager.....George Miller, Jr.
Program Director.....Norman L. Bacon
Prom., Pub. Dir.....Chas. Dinkin
Film Director.....Richard H. Hite
Chief Engineer.....Harold Sturm

WSAZ-TV—Huntington 1949—NBC

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address201 Ninth St.
Newspaper Affil...Huntington Publishing Co.
News ServiceAP
Station RepresentativeKatz
MembershipNARTB, TvB
Pres., Gen. Mgr.....L. H. Rogers II
Ass't Gen.; Sta. Mgr.....C. Tom Carten
Sales Manager.....R. E. White
Nat'l Sales Dir.....Liz Conaty
Program Director.....J. H. Ferguson
Prom., Pub., Merch. Dir.....Jack Williams
Film Manager.....Gayle MacCracken
Chief Engineer.....John P. Clay

WOAY-TV—Oak Hill—1954 ABC

Channel: 4 VHF..AP: 68 Kw..VP: 100 Kw.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
News ServiceAP
RepresentativePearson
MembershipNARTB
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
S'a., Comm. Mgr.....Vic Ludington
Program Director.....Charles Coleman
Prom., Pub. Dir.....Bob Brown
Film Manager.....Frank Harcher
Chief Engineer.....Curtis Horton

*Dominating
America's
23rd Market!*
**CHARLESTON-
HUNTINGTON, W. VA.**



316,000 W. CHANNEL 8
WCHS-TV

WTAP—Parkersburg—1953
ABC-CBS-NBC

Channel: 15 UHF. AP: 10.5 Kw.. VP: 19.5 Kw.
Owned-Oper. By... Zanesville Publishing Co.
Business Address... 121 W. Seventh St.
News Service UP
Representative Pearson
Membership NARTB
President Clay Littick
General Manager..... Allan Land
Sta., Comm. Mgr., Prom., Pub.
Director Milton Komito
Production Manager..... Herbert L. Fine
Film Buyer Robert A. Coe
Chief Engineer..... William A. Hunt, Sr.

WTRF-TV—Wheeling—1953
NBC

Channel: 7 VHF. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By..... Tri-City Bcstg. Co.
Business Address..... Ogden Bldg.
Newspaper Affil..... News Publ. Co. &
Dix Newspapers
News Service UP
Representative Hollingbery
Membership NARTB, TvB
Exec. V.P. & Gen. Mgr..... Robert W. Ferguson
Comm. Mgr..... H. Needham Smith
Prog. Director..... By Williams
Prom., Pub. Director..... Greg Van Camp
Production Manager..... Gary Vorhees
Film Manager..... William Ney
Chief Engineer..... Howard Daubenmeyer

Wisconsin

Pop. March 1 (Est.) 3,806,000—TV Homes 878,000
Stations in State 13

WEAU-TV—Eau Claire—1953
ABC-NBC

Channel: 13 VHF. AP: 75 Kw.. VP: 150 Kw.
Owned-Oper. By..... Central Bcstg. Co.
Business Address..... 2415 So. Hastings Way
Membership NARTB
Representative Hollingbery
President W. C. Bridges
Gen., Comm. Manager..... Leo Howard
Prom. Mgr..... Wayne McNulty
Chief Engineer..... T. O. Jorgenson

P. om., Pub. Dir..... W. C. Porsow
Film Manager..... B. J. Pheil
Chief Engineer..... Harry Hill

WKBT—La Crosse—1954
CBS-NBC

Channel: 8 VHF. AP: 125 Kw.. VP: 250 Kw.
Owned & Oper. By..... WKBH Television Inc.
Address..... 141 South 6th St.
Newspaper Affiliation..... Tribune
News Service AP
Representative H-R
Membership NARTB
Pres., Gen. Mgr..... Howard Dahl
Comm. Mgr..... Robert Z. Morrison, Jr.
Program Director..... Ray Scaron
Promotional Director..... Leonard Anderson
Chief Engineer..... Al Leeman

WBAY-TV—Green Bay—1953
ABC-CBS

Channel: 2 VHF. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Norbertine Fathers
Business Address..... 115 South Jefferson St.
News Service UP
Representative Weed
Membership NARTB
Managing Dir..... Rev. M. J. Beemster
General Manager..... Haydn R. Evans
Commercial Mgr..... Robert C. Nelson
Prog. Dir..... Greg McElrone
Promotion Dir..... Robert Meister
Production Mgr..... Bob Van Abel
Film Manager..... Don Bergner
Chief Engineer..... Wallace E. Stone

WISC-TV—Madison—1956
CBS

Channel: 3 VHF. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Radio Wisconsin, Inc.
Bus. Address..... Commercial State Bank Bldg.
News Service UP
Representative Peters, Griffin, Woodward
Membership NARTB
President Ralph M. Immell
General Manager..... Ralph O'Connor
Comm. Mgr., Prom. Dir..... Richard Nickeson
Prog., Pub. Dir..... Richard Kepler
Film Manager..... George Plenderleith
Chief Engineer..... Walter Hariu

WFRV-TV—Green Bay—1955
ABC-CBS

Channel: 5 VHF. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By..... Valley Telecasting Co.
Bus. Address..... Mason & Roosevelt Streets
News Service UP
Representative Headley-Reed
President Clayton Ewing
Gen., Sta. Mgr..... Soren H. Munkhof
Comm. Manager..... Ward O. Gage

WKOW-TV—Madison—1953
ABC

Channel: 27 UHF. AP: 8.49 Kw.. VP: 16.98 Kw.
Owned-Oper. By..... Monona Bcstg. Co.
Business Address..... 215 West Washington Ave.
News Service UP

**HEARST IS HUSTLING
IN MILWAUKEE**

with

**SPARKLING NEW RADIO FORMAT
“MAESTROS AND MUSICIANS”**

on

WISN

and

**EXCITING—EXPANDING
TELEVISION**

on

WISN-TV

ABC Networks

**Represented Nationally by
Edward Petry Co. Inc.**



Representative Headley-Reed
Membership NARTB
President Stewart Watson
General Manager Ben F. Hovel
Station Manager Frank Bignell
Program Director Clark Hogan
Promotion Dir. John Shambrow
Film Manager William Harmon
Tech. Supervisor Cloven Smith

WMTV—Madison—1953
NBC

Channel: 33 UHF... **AP:** 105 Kw... **VP:** 200 Kw.
Owned-Oper. By Bartell Television Corp.
Business Address Box 168
News Service UP, INS
Representative Young
Pres., Gen. Mgr. Gerald A. Bartell
Comm. Manager Peter P. Theg
Program Director Donald Hopke
Film Manager John C. Crowley
Prom. Director Wanda Montz
Chief Engineer Stanley Sadler

WMBV-TV—Marinette—1954
NBC

Channel: 11 VHF... **AP:** 120 Kw... **VP:** 240 Kw.
Owned-Oper By M & M Broadcasting Co., Inc.
Address Radio-TV Park
News Service UP
Rep. Venard, Rintoul & McConnell
President W. E. Walker
General Manager Joseph D. Mackin
Prog. Manager Pat Kehoe
Prom., Pub. Director Curt Kaufman
Chief Engineer Al S. Alexander

WTMJ-TV—Milwaukee
1947—ABC-NBC

Channel: 4 VHF... **AP:** 50 Kw... **VP:** 100 Kw.
Owned-Oper. By The Journal Co.
Business-Trans. Address 720 E. Capitol Dr.
News Service AP
Representative Harrington, Richter & Parsons, Inc.
Membership NARTB, TvB
V.P. and Gen. Mgr. of Radio and TV.
The Journal Co. Walter J. Damm
Station Mgr. George Comte
Asst. Sta. Mgr. R. J. Heiss
Res., Devel. Co-ordinator L. W. Herzog
Sales Mgr. Neale V. Baake
Program Manager Sprague Vonier
Promotion Mgr. Bruce Wallace
Film Manager James Fitzgerald
Chief Engineer Edwin L. Cordes

WISN-TV—Milwaukee
1954—ABC

Channel: 12 VHF... **AP:** 158 Kw... **VP:** 316 Kw.
Owned By Hearst Corp.

Business Address 710 N. Plankinton
Newspaper Affiliation Sentinel
Representative Petry
Membership NARTB
Manager J. B. Soell
Asst. Manager L. A. "Duke" Larson
Local Sales Mgr. R. Shireman
Merch. Dir. Carl Vogt
Film Mgr. Ann Fitzsimmons
Program Director Mel Quinn
Prom., Pub. Dir. Lou Riepenhoff
Business Manager Joseph Sergio
Chief Engineer Lionel Wittenberg

WITI-TV—Milwaukee—1956

Channel: 6 VHF... **AP:** 64 Kw... **VP:** 100 Kw.
Owned-Oper. By Independent TV, Inc.
Business Address 212 W. Wisconsin Ave.
News Service UP
Representative Branham
President Jack Kahn
General Manager J. I. Meyerson
Commercial Mgr. J. Grant Sandison
Program Director Dean McCarthy
Promotion Dir. Lawrence Turet
Chief Engineer Daniel Gellerup

WXIX—Milwaukee—1953
CBS

Channel: 19 UHF... **AP:** 141 Kw... **VP:** 263 Kw.
Owned-Oper. By CBS, Inc.
Business Address 5445 N. 27th St.
News Service AP, UP
Representative CBS TV Spot Sales
Membership NARTB, TvB
General Manager Edmund C. Bunker
Program Director Leon Drew
General Sales Mgr. Theodore F. Shaker
Business Mgr. John Lathrop Viemeister
Director Operations Arthur F. Schoenfuas
Promotion Director R. H. Van Roo
Publicity Director M. S. Bachman

WSAU-TV—Wausau—1954
ABC-CBS-NBC

Channel: 7 VHF... **AP:** 63 Kw... **VP:** 100 Kw.
Owned-Oper. By Wisconsin Valley TV Corp.
Address 714-5th Street
Newspaper Affil. Record-Herald
News Service AP, UP
Representative Meeker TV
Membership NARTB
President J. C. Sturdevant
Gen., Sta. Manager George T. Frechette
Comm. Mgr. Richard D. Dudley
Prom., Pub. Dir. Tom Bolger
Program Director B. Kellnhauser
Film Manager Dan Ziebell
Chief Engineer Roland W. Richard

Wyoming

Pop. March 1 (Est.) 323,000—TV Homes 46,000
Stations in State 2

Oil-rich Casper, Wyoming Invites You to share its wealth

You may install your own pipeline into Casper, Wyoming, and siphon off your share of the profits.

Casper's Share-the-wealth situation is indicated in the February 15 issue of U.S. News & World Report. Its special study indicates that Casper ranks 2nd of all U.S. cities, regardless of size, in terms of how much income is earned by the average worker. . . . If you have something to sell, you can sell it profitably in Casper.

To the advertiser, CASPER is CAPTIVE audience . . . thanks to Casper's only TV station:



Affiliated with NBC
National Representative

The Meeker Company, Inc.
Regional Representative

Denver, Col. John McGuire

KTWO—Casper ABC-CBS-NBC

Channel: 2 VHF . . . AP: 17 Kw. . . . VP: 35 Kw
15 Kw. May 1

National Rep. Meeker
President Burt Harris
Exec. V.P. Lawrence Berger
General Manager C. Van Haften

KFBC-TV—Cheyenne—1953 CBS-ABC

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

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

TELEVISION STATIONS in TERRITORIES and POSSESSIONS

ALASKA

KENI-TV—Anchorage 1953—NBC-ABC

Channel: 2 VHF . . . AP: 8.42 Kw. . . . VP: 13.8 Kw.
Owned-Oper. By Midnight Sun Bcstg. Co.
Business Address Box 1160
News Service AP
Reps. Fletcher (N. Y.), Day (Seattle)
Membership NARTB
President Harry J. Hill
General Manager Alvin O. Bramstedt
Sales Manager James Duncan
Program Director Robert Capstick
Prom., Pub. Director Barbara Harrison
Film Manager Gerry Hinchee
Chief Engineer Charles Gray

KTVA—Anchorage—1953 CBS

Channel: 11 VHF . . . AP: 1.61 Kw. . . . VP: 3.22 Kw.
Owned-Oper. By Northern Television, Inc.
Business Address Mt. McKinley Bldg.
Representative Alaska Radio-TV
Pres., Gen., Sta., Comm. Mgr. A. G. Hiebert
Prog. Dir. Merrill Mael
V.P., Tech. Dir. Jack Walden

KFAR-TV—Fairbanks—1955 ABC-NBC

Channel: 2 VHF . . . AP: 2 Kw. . . . VP: 5.4 Kw.
Owned-Oper. By Midnight Sun Bcstg. Co.
Business Address Box 1160, Anchorage
News Service AP
Reps. Fletcher (N. Y.); Day (Seattle)
Membership NARTB
President Harry C. Hill



General Manager.....Alvin C. Bramstedt
 Station Manager.....Donald McCune
 Commercial Mgr.....Robert W. Johnson
 Program Director.....John M. Miller
 Chief Engineer.....Wm. E. Van Blytterswyk

KTVF—Fairbanks—1955

CBS

Channel: 11 VHF..AP: 5.5 Kw..VP: 11 Kw.
 Owned-Oper. By.....Northern TV, Inc.
 Business Address.....Box 590
 News Service.....AP
 Representative.....Alaska Radio-TV Sales
 Pres., Gen. Mgr.....A. G. Hiebert
 Station Manager.....Walt Welch
 Commercial Mgr.....John Griffin
 Program Director.....Vern Francis
 Prom., Pub. Dir.....Joan Bovee
 Film Manager.....Lawrence Roberts
 Chief Engineer.....Charles Peterson

KINY-TV—Juneau—1956

CBS

Channel: 8 VHF..AP: 131 Kw..VP: 261 Kw.
 Owned-Oper. By...Alaska Bcstg. System, Inc.
 Bus. Add...830 Securities Bldg. Seattle, Wash.
 Representative.....Alaska Radio-TV
 Pres., Gen. Mgr.....William J. Wagner
 Station Manager.....J. W. McKinley
 Sales Mgr.....Verne Metcalf
 Production Manager.....Richard Peter
 Chief Engineer.....Gordon Burnett

HAWAII

KHBC-TV—Hilo—1955

CBS

(Satellite of KGMB-TV, Honolulu)
 Channel: 9 VHF..AP: 0.5 Kw..VP: 1 Kw.
 (Listing same as KGMB-TV)

KGMB-TV—Honolulu—1952

CBS

Channel: 9 VHF..AP: 63.1 Kw..VP: 105 Kw.
 Owned-Oper...Hawaiian Bcstg. Systems, Ltd.
 Business Address...1534 Kapiolani Boulevard
 Newspaper Affil.....Star Bulletin
 News Service.....UP
 Representative.....Peters, Griffin, Woodward
 President, Gen. Mgr.....J. Howard Worrall
 Sta., Comm. Mgr.....Melvin B. Wright
 Program Director.....Robert Costa
 Prom., Pub. Dir.....John Quinlan
 Chief Engineer.....Daniel O. Hunter

KULA-TV—Honolulu—1954

ABC

Channel: 4 VHF..AP: 13.1 Kw..VP: 26.3 Kw.

Owned-Oper. By.....TV Corp. of America
 Address.....1290 Ala Moana Blvd.
 Representative.....Adam Young
 Gen., Film Mgr.....Jack Burnett
 Sales Mgr.....Art Srinkle
 Chief Engineer.....T. Miyahira

KONA—Honolulu—1952—NBC

Channel: 2 VHF...AP: 30 Kw...VP: 60 Kw.
 Owned-Oper. By.....Radio Honolulu, Ltd.
 Business Address.....206 Koula St.
 Newspaper Affil.....Honolulu Advertiser
 Representative.....NBC Spot Sales
 President.....John D. Keating
 Local Sales Mgr.....James Gunn
 Nat'l Sales Mgr.....Jim Spencer
 Prog. Dir.....James Washburn
 Prom., Pub. Dir.....Fred Briggs
 Chief Engineer.....Lawrence Trombly

KMAU—Wailuku—1955

CBS

(Satellite of KGMB-TV, Honolulu)
 Channel: 3 VHF...AP: 3 Kw...VP: 6 Kw.
 (Listing same as KGMB-TV)

KMVI—Wailuku—1955

(Separately owned and managed satellite of
 KONA, Wailuku)

Channel: 12 VHF..AP: 15 W..VP: 30 Ww.
 Owned-Oper.....Maul Publishing Co., Ltd.
 Business Address.....Box 374
 General Manager.....Ezra J. Crane
 Station Manager.....Richard E. Mawson
 Commercial Mgr.....Frank R. Kovacic
 Chief Engineer.....George Tam

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 1072
 Rep.....Inter-American Publications Inc.
 Membership.....NARTB
 President.....Angel Ramos
 General Manager.....Delfin Fernandez
 Comm. Manager.....Jorge Rivero
 Sales, Prom. Mgr.....Oscar Reinoso
 Dir. Engineering.....Jack Tudor

All
eyes are on
WAPA-TV
CHANNEL
4
Puerto Rico

Yes, all eyes are on WAPA-TV of San Juan, Puerto Rico.

1956 was our best year, and 1957 will be even better, because:

WAPA-TV can deliver the largest audience from 1:00 to 7:00 PM at the lowest cost per thousand TV homes.

WAPA-TV has new and enlarged program facilities

WAPA-TV can give you better service than ever before

And because of many other factors which are important to good broadcasting.

Affiliated with:



U. S. Sales Office

CARIBBEAN NETWORKS, INC.

200 West 57th Street

New York 19, N. Y.

Circle 7-8224

WAPA-TV—San Juan—1954
NBC-ABC

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
Representative..... Caribbean Networks Inc.
Membership..... NARTB
President..... Jose Ramon Quinones
Gen., Sta. Manager..... David H. Pollinger
Comm. Manager..... Carlos Rivera Gonzales
Promotion Dir..... Jose Ramon Ortiz
Program Director..... Louis Dominguez
Film Manager..... Ita Figueroa
Publicly Director..... Felix Santiago
Chief Engineer..... Rafael Cruz Rivera

WORA-TV—Mayaguez
1955—ABC-CBS

Channel: 5 VHF... AP: 15 Kw... VP: 30 Kw.
Owned-Oper By... Supreme Bcstg. Co., Inc.
Business Address..... Darlington Bldg.
News Service..... UP
Representative..... Adam Young
Membership..... NARTB
President..... Alfredo R. Arellano
General Manager..... George A. Mayoral
Station Mgr..... R. M. Dupont
Comm. Manager..... Chester F. Owens
Program Director..... Iggy Lopez
Promotion Dir..... Mario Quintero
Publicity Dir..... M. Gonzalez
Film Manager..... Nelson Ninn
Chief Engineer..... J. A. Aviles

GUAM

KUAM-TV—Agana—1956
CBS-NBC

Channel: 8 VHF... AP: 10 Kw... VP: 25 Kw.
Owned-Oper. By..... Radio Guam, Inc.
Business Address..... Box 88
News Service..... INS
Representative..... Adam Young
Membership..... NARTB
President..... Harry M. Engel Jr.
Gen., Sta. Mgr..... H. Richard Maguire
Sales Manager..... Robert Green
Program Director..... Gary Fuller
Prom., Pub. Dir..... John Barton
Film Manager..... Ted Bence
Chief Engineer..... James Long

TELEVISION STATIONS OF CANADA

CBFT—Montreal—1952 CBC

Channel: 2... AP: 8.28 Kw... VP: 15.7 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 1425 Dorchester St. W.
Director... Andre Ouimet
Program Director... Fernand Guerard
Comm. Manager... Maurice Valiquette
Film Mgr... J. Lepailleur
Press and Information Supervisor... Robert Elie
Chief Engineer... Henri Audet

CBHT—Halifax—1954—CBC

Channel: 3... AP: 60 Kw... VP: 100 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 70 Bell Rd.
News Service... BUP, CP
Reg. Director... Capt. W. E. S. Briggs
Director... G. F. Brickenden
Comm. Representative... Donald G. LeBlanc
Technical Director... J. Simonsen
Program Director... Carl MacCaull
Press & Info. Director... Bert Wilson
Film Director... Hermann Noelle

CBLT—Toronto—1952 CBC-CBS-ABC-NBC

Channel: 9... AP: 12.72 Kw... VP: 25.65 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 354 Jarvis St.
Director... Fergus Mutrie
Asst. Director... J. R. W. Graham
Sales Mgr... John Malloy
Program Director... R. W. McGill
Technical Director... Reginald Horton
Comm. Representative... James Crawford
Film Supervisor... O. C. Wilson
Supervisor of Design... Leonard Crawford
Press and Information Rep... A. J. Stevenson

CBMT—Montreal—1954 CBC

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
Prog. Director... Herb Capozzi
Film Manager... J. Lepailleur
Press and Information Supervisor... Robert Elie
Chief Engineer... Henri Audet

CBOFT—Ottawa—1955

Channel: 9 VHF... AP: 17 Kw... VP: 31 Kw.
Owned-Oper. By... Canadian Bcstg. Corp.
Address... Lanark Ave.

Station Manager... C. P. Wright
Operations Mgr... Georges Huard
Comm. Manager... Maurice Valiquette
Chief Engineer... J. H. Book

CBOT—Ottawa—1953 CBC

Channel: 4... AP: 27 Kw... VP: 50 Kw.
Owned By... Canadian Bcstg. Corp.
Address... Chateau Laurier
Director... Charles P. Wright
Operations Mgr... Georges Huard
Commercial Mgr... John Malloy
Technical Director... J. H. Book

CBUT—Vancouver—1953 CBC

Channel: 2... AP: 48 Kw... VP: 90 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 701 Hornby St.
Phone Number... Marine 6121
Television Director... Hugh Palmer
Program Director... Marce L. Munro
Technical Director... Ross L. Whiteside
Newsreel Editor-in-charge... R. L. Elson
Film Director... J. D. Patterson
Design Director... Cliff Robinson

CBWT—Winnipeg—1954 CBC

Channel 4... AP: 33 Kw... VP: 56 Kw.
Owned By... Canadian Bcstg. Corp.
Address... 541 Portage Ave. W.
News Service... BUP, CP
Director... W. G. Carpentier
Sales Rep... R. L. Horley
Program Dir... Bruce MacPherson
Press & Information Rep... C. E. L'Ami
Film Manager... Miss G. M. Brown
Chief Engineer... R. D. Cahoon

CFCL-TV—Timmins—1956 CBC

Channel: 6 VHF... AP: 9.2 Kw... VP: 18.5 Kw.
Owned-Op... J. Conrad Lavigne Enterprises
Business Address... Box 620
Reps... McGillvra; Hunt; Renaud
President... J. Conrad Lavigne
General Manager... Rene Barrette
Program Director... Jean DeVilliers
Technical Dir... Roch Demers

CFCM-TV—Quebec City—1954 CBS

Channel: 4... AP: .635 Kw... VP: 1.27 Kw.
Owned By... Television De Quebec
Address... 200 Ave. St. Jean Bosco, Ste. Foy



Membership CARTB
Sales Rep...... Weed; Hardy; Hunt
President Gaston Pratte
Executive Director..... A. C. Picard
Director of Operations..... Ernest W. Miller
Comm. Mgr...... A. P. Fitzgibbons
Program Manager..... Jacques Filteau

**CFCY-TV—Charlottetown
 1956—CBC**

Channel: 13 VHF... **AP:** 38.5... **VP:** 79 Kw.
Owned-Oper. By... Island Radio Bcstg. Co., Ltd.
Business Address..... 85 Kent St.
Representatives..... All-Canada TV; Weed
Membership CARTB
Sta., Comm. Film Mgr...... R. F. Large
Traffic Manager..... W. McMillan
Promotion Mgr...... M. E. Large
Tech. Supervisor..... A. L. Finley

**CFPA-TV—Porth Arthur
 1954—CBC**

Channel: 2... **AP:** 2.55 Kw... **VP:** 5.1 Kw.
Owned By..... Ralph H. Parker, Ltd.
Address..... 87 N. Hill St.
News Service BN
Membership CARTB
Sales Rep...... Weed TV; All-Canada TV
President and Mgr...... Ralph H. Parker

**CFPL-TV—London—1953
 CBC**

Channel: 10... **AP:** 195 Kw... **VP:** 325 Kw.
Owned By... London Free Press Printing Co.
Address..... Commissioners Rd., Box 488
Newspaper Affil...... London Free Press
News Service BN
Sales Rep...... Weed TV; All-Canada TV
Membership CARTB
President Walter J. Blackburn
Gen. Manager..... Murray T. Brown
Sta. Manager..... Robert A. Reinhart
Comm. Mgr., Prom. Dir...... W. C. Wingrove
Film Supervisor..... Beatrice Kurp
Dir. of Engineering..... G. Robitaille

**CFQC-TV—Saskatoon—1954
 CBC-NBC-ABC**

Channel: 8... **AP:** 60 Kw... **VP:** 100 Kw.
Owned By..... A. A. Murphy & Sons Ltd.
Address..... 216 1st Ave. N.
Sales Rep.... Adam Young TV Corp.; Oakes;
Radio Representative, Ltd.
President..... A. A. Murphy
Vice-Pres., Gen. Mgr...... G. Blair Nelson
Asst. Manager..... Vernon Dallin
Operations Mgr...... Walter Romanow
Sales Manager..... Will Klein
Prom. Director..... H. Edmunds
News Service Dir...... Bill Cameron
Chief Engineer..... Lyn Hoskin

**CFRN-TV—Edmonton—1954
 CBC**

Channel: 3 VHF... **AP:** 90 Kw... **VP:** 180 Kw.
Owned-Oper. By... Sunwapta Bcstg. Co., Ltd.
Business Address..... 102 CPR Bldg.
News Service BUP
Reps...... Radio Reps., Ltd.; Harlan Oakes
Membership CARTB
Pres., Gen. Mgr...... G. R. A. Rice
Station Mgr...... S. S. Lancaster
Commercial Mgr...... Bruce D. Alloway
Prog. Dir., Film Mgr...... George Kidd
Promotion Dir...... Isobel McDonald
Chief Engineer..... F. G. A. Makepeace

**CHCH-TV—Hamilton—1954
 CBC**

Channel: 11... **AP:** 60 Kw... **VP:** 100 Kw.
Owned By..... Niagara Television Ltd.
Address..... 163 Jackson St. W.
Sales Rep...... Adam Young, All-Canada TV
News Service UP
Newspaper Affil...... Spectator
News Service CP
Membership NARTB
President, Gen. Mgr...... Kenneth D. Soble
Station Mgr...... S. J. Bibby
Comm. Manager..... R. J. Peters
Prog. Manager..... J. S. Purvis
Prom., Pub. Dir...... S. F. Habberfield
Film Manager..... D. Gale
Chief Engineer..... W. E. Jeynes

**CHCT-TV—Calgary—1954
 CBC**

Channel: 2... **AP:** 50 Kw... **VP:** 100 Kw.
Owned By..... Calgary Television, Ltd.
Address..... 955 Rideau Road
Newspaper Affil...... Herald
News Service CP
Sales Rep...... All-Canada TV, Weed
Membership CARTB
President Gordon Love
Manager Herb Stewart
Commercial Mgr...... R. Watson
Prom., Pub. Director..... Barry Nicholls
Prog. Coordinator..... Ted Bissland
Production Mgr...... Ray Torgrud
Film Manager..... Walter Petrigo
Chief Engineer..... Lee Crawley

**CHEK-TV—Victoria—1956
 CBS**

Channel: 6 VHF... **AP:** 9 Kw... **VP:** 1.8 Kw.
Owned-Oper. By..... CHEK, Ltd.
Business Address..... 1450 Douglas St.
Representative Forjoe
President..... David M. Armstrong
General Manager..... Charles R. White
Program Dir...... Robert Hallock
Chief Engineer..... Norman Bergquist

**CHEX-TV—Peterborough
1955—CBC**

Channel: 12 VHF... AP: 60 Kw... VP: 102 Kw.
Owned-Oper. By... Kawartha Bcstg. Co., Ltd.
Business Address... Box 657
Newspaper Affil... Examiner
News Service... BN, CP
Reps... All-Canada TV; Weed
Membership... CARTB
President... R. S. Davies
General Manager... J. M. Davidson
Station Mgr... D. R. Lawrie
Commercial Mgr... D. T. Manning
Program Director... Gordon Shale
Film Manager... Don Harie-Maxwell
Chief Engineer... A. Crump

**CHLT-TV—Sherbrooke
1956**

Channel: 7 VHF... AP: 100 Kw... VP: 170 Kw.
Owned-Oper. By... La Tribune, Ltd.
Business Address... 221 Dufferin St.
Reps... Hardy (Canada); Canadian Stations
Reps (N. Y.)
Newspaper Affil... La Tribune
President... Paul Desruisseaux
General Manager... Alpee Gauthier
Station Manager... Jean-Louis Gauthier
Commercial Mgr... John Gauthier
Program Director... Pierre Bruneau
Promotion Director... Aristide Choquette
Publicity Dir... Georges L'Ecuyer
Film Manager... Guy Bachand
Chief Engineer... Leo Guilbeau

**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.
Sales Rep... All Canada TV; Weed
Membership... CARTB
Gen., Sta., Comm. Mgr... George A. Cromwell
Film Manager... Fred Blizzard
Program Dir... William Stewart
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.
Newspaper Affil... Le Progres Du Golfe
Sales Rep... Adam Young, Stovin
President... Jacques Brilliant
Station Manager... Andre Lecomte
Prog., Prom. Director... Francois Raymond
Director of News... Guy Ross
Film Manager... Hector Lavoie
Chief Engineer... Ronald Tennett

**CJCB-TV—Sydney—1954
CBC**

Channel: 4... AP: 80 Kw... VP: 180 Kw.
Owned By... Cape Breton Bcstrs.
Address... TV Bldg., Mira Rd.
Sales Rep... Weed TV Corp.; All-Canada TV
Manager... J. Marvin Nathanson
Program Mgr... Mrs. M. C. MacQuarrie
Chief Engineer... Robert J. Norton

**CJIC-TV—Sault Ste Marie
1954—CBC-ABC-CBS-NBC**

Channel: 2 VHF... AP: 15 Kw... VP: 28 Kw.
Owned-Oper. By... Hyland Radio-TV, Ltd.
Business Address... 119 East Street
News Service... CP
Representatives... All-Canada TV; Weed
Membership... CARTB
President... Mrs. J. G. Hyland
Gen., Sta. Mgr... R. H. Ramsay
Commercial Mgr... E. W. Plouffe
Program Director... John Meadows
Film Manager... Beverly Gay
Chief Engineer... Dave Irwin

**CJLH-TV—Lethbridge—1955
CBC**

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.
Owned-Oper. By... Lethbridge TV, Ltd.
Business Address... Lethbridge
Representatives... All-Canada TV; Weed
Membership... CARTB
President... H. Buchanan
Managing Director... N. Botterill
Commercial Mgr... L. Crittenden
Program Director... R. Ranson
Promotion Dir... G. Skelton
Technical Dir... V. Reed

**CJON-TV—St. John's—1955
CBC-ABC-CBS-NBC**

Channel: 6 VHF... AP: 11 Kw... VP: 21 Kw.
Owned-Oper... Newfoundland Bcstg. Co., Ltd.
Business Address... Prince of Whales Street
News Service... AP
Representatives... All-Canada TV; Weed
Membership... CARTB
President... Geoff Stirling
General Mgr... Don Jamieson
Commercial Mgr... Jack Baird
Program Director... Colin Jamieson
Promotion Dir... Miss Mary Myler
Publicity Dir... Miss Emilie Davis
Film Manager... Reg Powell
Chief Engineer... Oscar Herlihey

**CKCK-TV—Regina—1954
CBS**

Channel: 2 VHF... AP: 53 Kw... VP: 100 Kw.
Owned By... Transcanada
Address... Leader Post Building
Membership... CARTB



Newspaper Affil. Leader Post
 Sales Rep. Weed, All-Canada TV
 President Clifford Sifton
 Gen., Sta. Mgr. H. A. Crittenden
 Comm. Manager Lloyd Westmoreland
 Prog. Dir., Film Mgr. Larry Glover
 Promotion Director William Rees
 Chief Engineer E. A. Strong

CKCO-TV—Kitchener—1953
CBC

Channel: 13 VHF... AP: 26.5 Kw... VP: 58
 Owned By Central Ontario TV, Ltd.
 Address 864 King St. W.
 News Service AP, UP
 Sales Rep. Hardy; Hunt; Weed
 Membership CARTB
 President Carl Pollock
 General Manager Eugene E. Fitzgibbons
 Station Manager W. D. McGregor
 Commercial Manager Bill Whiting
 Program Manager Don Martz
 Pub. Director Neil McDonald
 Production Manager Bruce Lawson
 Film Manager Errol C. Kelley
 Chief Engineer Alexander G. Day

CKCW-TV—Moncton—1954
CBC

Channel: 2 VHF... AP: 15 Kw... VP: 25 Kw.
 Owned-Oper. By Moncton Bcstg., Ltd.
 Address Box 1220
 Reprs. Canadian Sta. Reprs.; Stovin
 General Manager F. A. Lynds
 Production Mgr. H. Button
 Commercial Mgr. Keith Chase..

CKGN-TV—North Bay—1955
CBC

Channel: 10 VHF... AP: 25.75 Kw... VP: 51.5 Kw.
 Owned-Oper. By Tel-Ad Co.
 Address P. O. Box 630
 News Service CP
 Representative, Mulvihill Ltd., Hunt & Assoc.
 Membership CARTB
 President Gerald A. Alger
 General Manager Cecil H. Hewitt
 Commercial Mgr. Fred Noon
 Program Director Bill Hart
 Chief Engineer David Mee

CKLW-TV—Windsor
(See Detroit, Michigan Listing.)

CKNX—Wingham—1955—CBC

Channel: 8 VHF... AP: 19.5 Kw... VP: 36 Kw.
 Owned-Oper. By CKNX Ltd.
 Address Carling Terrace
 Representative, All-Canada TV, Adcm Young
 Membership CARTB
 Pres., Gen., Sta. Mgr. W. T. Cruickshank
 Comm. Manager C. R. Hamilton
 Program Director Don Hildebrand
 Prom., Pub. Dir. Miss S. J. Beatie

Film Mgr. Harold Swatridge
 Chief Engineer Scott Reid

CKRS-TV—Jonquiere—1955
CBC

Channel: 12 VHF... AP: 21 Kw... VP: 42 Kw.
 Owned-Oper. By Radio Saguenay Limited
 Business Address Sir Willfred Laurier St.
 Reprs. Hardy; Hunt; Adam Young
 Membership NARTB
 President Henri Lepage
 General Mgr. Tom Burham
 Station Mgr. Paul J. Audette
 Commercial Mgr. Larry Taillefer
 Program Director Odette Arseneau
 Film Manager Eugene Michaud
 Chief Engineer Gerard Lemieux

CKVR-TV—Barrie—1955

Channel: 3 VHF... AP: 7 Kw... VP: 14 Kw.
 Owned-Oper. By Ralph Snelgrove TV Ltd.
 Address P. O. Box 69
 Representatives Mulvihill & Co. Ltd.,
 Hunt & Assoc. Canadian Reprs.
 Pres., Gen. Manager Ralph T. Snelgrove
 Sales & Prom. Manager Charles Tierney
 Chief Engineer Jack Mattenley

CKSO-TV—Sudbury—1953
CBC

Channel: 5 VHF... AP: 1.2 Kw... VP: 2 Kw.
 Owned By CKSO Radio, Ltd.
 Address Box 400
 Representatives Weed; All-Canada TV
 President George M. Miller
 General Manager W. J. Woodill
 Chief Engineer James McRae

CKWS-TV—Kingston—1954
CBC

Channel: 11 VHF... AP: 154 Kw... VP: 257 Kw.
 Owned By Frontenac Bcstg. Co. Ltd.
 Address 170 Queen St.
 Sales Rep. Weed; All-Canada TV
 President W. R. Davies
 Manager R. W. Hofstetter
 Vice Pres. R. H. Thompson
 Comm. Mgr. Harry Edgar
 Chief Engineer Bert Cobb

CKX-TV—Brandon—CBC
1955

Channel: 5 VHF... AP: 9.65 Kw... VP: 19.3 Kw.
 Owned By Western Manitoba Bcstrs. Ltd.
 Address 2940 Victoria Ave.
 Sales Representative All-Canada TV, Weed
 Membership CARTB
 Pres., Gen. Mgr. John B. Craig
 Exec. Ass't, Sta. Mgr. Eric Davies
 Comm. Manager Archie Olson
 Program Director Douglas A. Lee
 Chief Engineer A. M. Gomez

Estimated 1956 Expenditures Of Top 200 National And Regional Spot Television Advertisers

Advertiser	Expenditure Estimated
1. Procter & Gamble Co.	\$17,522,500
2. Brown & Williamson Tob. Co.	11,288,600
3. General Foods Corp.	9,415,900
4. Sterling Drug, Inc.	8,823,300
5. Morris, Philip, & Co.	7,369,400
6. Colgate-Palmolive Co.	7,311,700
7. Warner-Lambert Pharma. Co.	5,820,100
8. Continental Baking Co.	5,732,500
9. National Biscuit Co.	5,536,500
10. Miles Laboratories, Inc.	5,354,700
11. Kellogg Company	4,810,500
12. Carter Products, Inc.	4,535,200
13. Lever Brothers Co.	4,535,000
14. Hall, Robert, Clothes	4,150,500
15. Liggett & Myers Tobacco Co.	4,400,900
16. Bulova Watch Co.	4,298,700
17. American Tel. & Tel. Co.	3,801,000
18. Coca-Cola Co./Bottlers	3,697,500
19. General Motors Corp.	3,186,800
20. Ford Motor Co.	3,332,600
21. Factor, Max, & Co.	3,181,700
22. Corn Products Refining Co.	2,849,400
23. Seager, Helaine, Co.	2,781,000
24. Antell, Charles, Inc.	2,774,200
25. Nestle Co., Inc.	2,371,900
26. Ritchie, Harold F., Inc.	2,341,700
27. Eso Standard Oil Co.	2,192,000
28. Lorillard, P., & Co.	2,118,600
29. Shell Oil Co.	2,003,200
30. Pepsi Cola Co./Bottlers	1,993,000
31. Florida Citrus Commission	1,972,500
32. American Home Products	1,955,900
33. Pabst Brewing Co.	1,962,600
34. Reynolds, R. J., Tob. Co.	1,952,800
35. Minute Maid Corp.	1,939,000
36. Block Drug Co.	1,937,800
37. Chrysler Corp.	1,914,200
38. Ballantine, P., & Sons	1,852,300
39. Revlon, Inc.	1,817,900
40. Northern Paper Mills	1,789,700
41. Gillette Co.	1,782,900
42. Grove Laboratories, Inc.	1,696,100
43. Folger, J. A., Co.	1,627,100
44. Nehi Corp./Bottlers	1,614,200
45. Peter Paul, Inc.	1,516,800
46. Anheuser-Busch, Inc.	1,534,700
47. Standard Brands, Inc.	1,512,800
48. Wesson Oil & Snow Drift	1,498,000
49. Piel Bros., Inc.	1,485,300
50. Borden Co.	1,183,530

Advertiser	Estimated Expenditure
51. American Chicle Co.	1,480,400
52. Chesebrough-Ponds, Inc.	1,425,400
53. Radio Corp. of America	1,107,100
54. Carling Brewing Co., Inc.	1,348,900
55. Food Mfgs., Inc.	1,344,600
56. Heinz, H. J., Co.	1,334,300
57. International Latex Corp.	1,323,000
58. Better Living Enterprises	1,312,400
59. Hamm, Theo., Brewing Co.	1,309,100
60. Avon Products, Inc.	1,307,700
61. Benrus Watch Co.	1,291,100
62. Standard Oil Co. of Ind.	1,217,200
63. National Dairy Prod. Corp.	1,246,500
64. Socony Mobil Oil Co., Inc.	1,228,700
65. Falstaff Brewing Corp.	1,224,400
66. Associated Products, Inc.	1,223,000
67. Beech-Nut Life Savers, Inc.	1,219,600
68. American Tobacco Co.	1,206,300
69. Seven-Up Co./Bottlers	1,201,500
70. Campbell Soup Co.	1,196,300
71. Carnation Co.	1,154,300
72. Ralston-Purina Co.	1,143,800
73. Simmons Co./Dealers	1,140,000
74. Gallo, E. & J. Winery	1,130,800
75. Pharmaceuticals, Inc.	1,108,600
76. Pacific Coast Borax Co.	1,097,900
77. Swift & Co.	1,091,900
78. Hills Bros. Coffee, Inc.	1,077,400
79. Top Value Enterprises	1,041,500
80. General Electric Co.	1,039,800
81. Salada Tea Co., Inc.	1,006,600
82. Wrigley, William, Jr., Co.	999,100
83. Kimberly-Clark Corp.	996,700
84. Lipton, Thomas J., Inc.	993,500
85. Safeway Stores, Inc.	978,400
86. Tea Council of U. S. A., The	965,700
87. DuPont, E. I. de Nemours	942,200
88. Stokely-Van Camp, Inc.	916,300
89. Best Foods, Inc.	914,600
90. Great A & P Tea Co.	902,800
91. Wildroot Co., Inc.	893,300
92. Glamorene, Inc.	892,000
93. Armour & Co.	877,400
94. Bristol-Myers Co.	861,000
95. M. J. B. Co.	848,600
96. Ward Baking Co.	818,200
97. Tefon Distributors, Inc.	822,000
98. Sunshine Biscuit Co.	810,100
99. Adell Chemical Co.	807,600
100. American Bakeries Co.	797,300

Estimated 1956 Expenditures Of Top 200 National And Regional Spot Television Advertisers

Advertiser	Estimated Expenditure	Advertiser	Estimated Expenditure
101. Sealy Mattress Co./Dir.	\$795,700	151. Gold Seal Co.	535,500
102. Rath Packing Co.	790,600	152. Columbia Broadcasting Syst.	528,600
103. Plough, Inc.	778,400	153. General Baking Co.	526,500
104. Republican Party	774,100	154. U. S. Tobacco Co.	524,400
105. Dormin, Inc.	762,700	155. Welch Grape Juice Co., Inc., The ...	523,300
106. Reily, Wm. B., & Co., Inc.	758,700	156. National Presto Industries ...	522,500
107. Proctor Electric Co.	755,400	157. B. C. Remedy Co.	514,500
108. Readers Digest Assoc., Inc.	745,000	158. Duquesne Brewing Co.	512,800
109. Kayco Mfg. Co.	721,500	159. Foremost Dairies, Inc.	510,500
110. Sardeau, Inc.	717,800	160. Walgreen Co.	508,600
111. Pepper, Dr., Co./Bottlers.	716,800	161. Continental Oil Co.	507,900
112. Cream of Wheat Corp.	707,800	162. Monarch Wine Co., Inc.	505,900
113. Langendorf United Bakeries ...	700,700	163. Armstrong Rubber Co., The ...	504,100
114. Duncan Coffee Co.	700,200	164. Household Finance Corp.	503,500
115. National Brewing Co.	692,200	165. Petri Wine Company ...	497,300
116. Pillsbury Mills, Inc.	692,200	166. Drackett Co., The ...	493,900
117. Viek Chemical Co.	691,500	167. Ruppert, Jacob, Brewery ...	489,400
118. Babbitt, B. T., Inc.	688,100	168. Avocet Co.	478,300
119. Lucky Lager Brewing Co.	680,600	169. Standard Oil Co. of Calif.	474,400
120. Kroger Co.	678,200	170. Assoc. Hospital Service ...	573,000
121. Clorox Chemical Co.	675,700	171. Gunther Brewing Co., Inc.	464,600
122. Sinclair Refining Co.	675,500	172. Bank of America ...	462,100
123. General Mills, Inc.	669,000	173. Rev. Oral Roberts ...	460,800
124. Paxton & Gallagher Co.	665,800	174. Coty, Inc.	458,600
125. San Francisco Brewing Corp. ...	663,100	175. LaRosa, V., & Sons, Inc.	455,700
126. Liebmann Breweries, Inc.	660,400	176. Democratic Party ...	453,300
127. Lewis Food Co.	657,100	177. G. H. P. Cigar Co., Inc.	435,800
128. Studebaker-Packard Corp.	653,200	178. Lone Star Brewing Co.	432,400
129. Schaefer, F. & M., Brewing ...	618,000	179. International Salt Company ...	430,900
130. Greyhound Corp.	639,500	180. Quality Bakers of America ...	424,300
131. Schlitz, Jos. E. Brewing ...	638,400	181. Frito Company ...	424,200
132. Phillips Petroleum Co.	624,400	181. Holsum Baking/Bakeries ...	422,500
133. Buitoni Products, Inc.	622,500	183. Hudson Pulp & Paper Corp. ...	419,500
134. Quaker Oats Co.	619,200	181. Regal Pale Brewing Co.	412,600
135. Drewrys, Ltd.	607,000	185. Libby, McNeil & Libby ...	412,400
136. Mennen Co., The.	595,500	186. Montgomery Ward & Co.	410,100
137. Wiedemann, Geo., Brewing ...	594,100	187. American Stores Co.	409,200
138. Heilman, G., Brewing Co.	585,400	188. Leeming, Thomas, & Co., Inc. ...	408,500
139. General Cigar Co.	584,300	189. Whitman, Stephen F., & Son ...	403,200
140. McLaughlin, W. F., & Co.	580,900	190. International Milling Co.	402,600
141. Duffy-Mott Co., Inc.	572,200	191. Pharma-Craft Corp., Inc.	401,300
142. Mayer, Oscar, & Co.	567,400	192. Stroh Brewing Co.	401,300
143. Jackson Brewing Co.	566,700	193. Slenderella Internat. Salons ...	399,200
144. Blue Plate Foods, Inc.	566,300	194. Grant Company ...	397,100
145. Grocery Store Prods. Co.	564,600	195. General Tire & Rubber Co. ...	395,900
146. Emerson Drug Co.	562,700	196. Clinton Merchandising Corp. ...	383,400
147. Mars, Inc.	555,700	197. Brown Shoe Co., Inc.	383,100
148. Richfield Oil Corp.	513,000	198. Pan-Am Southern Corp.	381,800
149. Standard Oil Co. of Ohio ...	537,500	199. Baird's Mrs., Bakeries, Inc. ...	379,000
150. Simontz Co.	537,200	200. Frontier Foods Corp.	378,200

NBC - TV ADVERTISERS' BILLINGS, 1955

Source: House Anti-trust Sub-committee Hearings

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time	Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Aluminum Co. of America				Campbell Soup Co.			
Aleoa Hour	\$ 482,883	9	\$ 439,924	Dear Phoebe	822,426	7	764,856
Ding Dong School	8,187	15	6,959	Howdy Doody	178,441	18	146,322
Feather Your Nest	6,815	15	5,793	Pinky Lee	31,682	20	25,346
Matinee	7,769	15	6,604	Star Stage	410,703	6	386,061
Tennessee Ernie Ford	7,081	15	6,019	Today—Home—Tonight	31,682	0	31,682
World of Mr. Sweeney	7,525	15	6,396	Chesebrough-Ponds			
Today—Home—Tonight	378,065	17 1/2	311,904	Cotton Bowl Game	23,743	0	23,743
American Doll Co.				Star Stage	331,946	6	312,029
Pinky Lee	65,595	20	52,476	Today—Home—Tonight	43,511	0	43,511
American Chicle Co.				Chrysler Div.			
Caesar's Hour	985,959	7 1/2	912,012	It's a Great Life	2,123,111	15	1,804,644
Summer Theatre	194,340	25	145,755	Shrine Game	149,100	0	149,100
Victor Borge Show	35,106	0	35,106	Today—Home—Tonight	9,713	0	9,713
Zoo Parade	374,691	0	374,691	DeSoto Div.			
American Home Products				You Bet Your Life	2,759,016	25	2,069,262
Midwestern Hayride	133,545	23	102,830	Today—Home—Tonight	4,819	0	4,819
Today—Home—Tonight	250,726	20	200,581	Dodge Brothers Div.			
G. Washington Coffee (Home)				Nat'l Open Golf Championship	72,549	15	61,667
Today—Home—Tonight	90,336	10	81,302	Plymouth Div.			
American Tobacco Co.				Plymouth News Caravan	2,718,393	23	2,093,163
Best In Mystery	89,982	16	75,585	Cluett Peabody			
The Big Story	1,101,091	20	880,873	Today—Home—Tonight	210,948	17 1/2	174,032
Your Hit Parade	1,048,946	20	839,157	Coca Cola Inc.			
Justice	447,773	10	402,996	Coke Line	2,551,241	11	2,270,604
Robert Montgomery	967,903	18	793,680	Colgate Palmolive Co.			
Your Play Time	317,975	16	267,099	Comedy Hour	1,434,553	25	1,075,915
American Viscose				Colgate Variety Hour	1,956,295	20	1,565,036
Today—Home—Tonight	69,610	10	62,676	Ding Dong School	298,317	25	156,238
Charles Antell Inc.				Feather Your Nest	1,132,571	22 1/2	877,743
Easter in New York	18,405	0	18,405	Howdy Doody	984,250	29	698,818
TV Academy Awards	17,336	0	17,336	Modern Romances	1,784,306	22 1/2	1,382,837
Hollywoods Best	83,535	25	62,651	Continental Baking Co.			
Search For Beauty	775,770	33	519,766	Howdy Doody	965,189	21	762,499
Ted Mack Matinee	73,356	33	49,149	Crowell-Collier			
Today—Home—Tonight	40,688	0	40,688	Today—Home—Tonight	85,446	12 1/2	74,765
Armstrong Cork Co.				Cudahy Packing Co.			
Circle Theatre	1,370,020	7	1,274,119	Today—Home—Tonight	322,516	17 1/2	266,076
Associated Products				Helene Curtis			
Arthur Murray Party	299,975	25	224,981	Caesar's Hour	242,163	0	242,163
Tony Martin	477,233	0	477,233	Today—Home—Tonight	270,979	20	216,783
Atlantis Sales Corp.				Dow Chemical Co.			
Howdy Doody	114,328	20	91,462	NCAA Football Scoreboard	155,461	0	155,461
Pinky Lee	31,466	20	25,173	Medic	1,473,825	10	1,326,443
World of Mr. Sweeney	273,002	5	259,352	Today—Home—Tonight	433,968	17 1/2	358,024
Today—Home—Tonight	71,280	0	71,280	Eastman Kodak Co.			
Avco Mfg. Co.				Kodak Request Performance	1,010,300	16	848,652
Midwest Hayride	365,026	22	284,720	Norby	425,977	16	357,821
NCAA Football	314,766	0	314,766	Screen Directors Playhouse	533,925	16	448,497
Today—Home—Tonight	50,965	0	50,965	Ford Motor Co.			
Hazel Bishop				Ford Theatre	2,621,434	16	2,202,005
Dumpling Show	458,691	25	344,018	Producers Showcase	763,664	3	740,754
Place The Pace	524,671	25	393,503	General Dynamics Corp.			
Raye—Berle	391,388	13	340,508	Youth Wants to Know	135,140	5	128,383
Color Spread	235,040	0	235,040	General Electric Co.			
This Is Your Life	1,117,945	7	1,039,689	Dear Phoebe	497,838	6	467,968
Bissel Carpet Co.				I Married Joan	602,163	6	566,033
Today—Home—Tonight	487,173	20	389,738	New Years Eve Times Sq.	12,088	0	12,088
Borden Co.				Medic	275,468	0	275,468
A Date With Life	400,030	24	304,023	Today—Home—Tonight	164,669	10	148,202
Justice	918,268	24	697,884	California Packing Co.			
Make The Connection	497,438	24	378,053	Today—Home—Tonight	381,880	17 1/2	315,051
People's Choice	509,545	24	387,254				
Way Of The World	1,369,450	24	1,040,782				



Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
General Foods Corp.			
Bob Hope Show	409,466	13	356,235
Caesar's Hour	78,357	0	78,357
Commando Cody	269,317	20	215,454
Fury	256,565	20	205,252
Pinky Lee	135,585	17 1/2	111,858
Roy Rogers	2,227,459	18	1,826,516
Roy Rogers Champ. Rodeo	79,870	13	69,487
Today—Home—Tonight	288,237	17 1/2	237,796
General Mills Corp.			
Ding Dong School	313,960	5	298,262
General Motors Corp.			
A. C. Spark Plug Div. (GM)			
Big Town	827,137	13	719,609
General Motors Motorama	78,450	15	66,683
Wide Wide World	85,153	15	72,380
Buick Motors Div. (GM)			
Milton Berle	1,046,864	15	889,834
Nat'l Football League			
Championship	56,689	0	56,689
Color Spread	25,208	0	25,208
Today—Home—Tonight	42,924	0	42,924
Cadillac Motor Div. (GM)			
Today—Home—Tonight	22,426	0	22,426
Chevrolet Motor Div. (GM)			
The Chevy Show	465,627	14	400,439
Dinah Shore Show	2,436,224	14	2,095,153
Today—Home—Tonight	4,819	0	4,819
Pontiac Motors (GM)			
Pontiac Playwrights	554,748	15	471,536
Guide Lamp (GM)			
Wide Wide World	85,764	15	72,899
Oldsmobile Div. (GM)			
Academy Award Presentation	113,369	14	97,497
Pat'i Lane—Perry Como	34,472	15	29,301
Max Liebman Presents	1,545,927	0	1,545,927
Today—Home—Tonight	5,464	0	5,464
Pontiac Div. (GM)			
Jack Carson Show	233,685	13	203,306
Red Buttons	598,339	11	532,522
Wide Wide World	103,896	15	88,312
Today—Home—Tonight	45,527	0	45,527
General Time Corp.			
Today—Home—Tonight	132,708	10	119,437
Gerber Products Co.			
Ding Dong School	653,355	12	574,952
Gillette Safety Razor Corp.			
All Star Baseball	100,396	35	65,257
Blue Grey Football Game	135,959	35	88,373
Calvaude of Sports	2,979,145	46	1,608,738
Gillette Summer Sportreef	298,651	45	164,258
Rose Bowl Football Game	210,878	35	137,071
1955 World Series	428,524	35	278,541
Toni Co. (Gillette)			
Arthur Murray Party	305,994	25	229,496
Dollar a Second	354,801	25	266,101
Jan Murray Time	149,125	25	111,844
Pinky Lee	9,738	20	7,790
Tony Martin	327,491	24	248,893
Perry Como	154,200	0	154,200
People Are Funny	1,212,783	20	970,226
So This Is Hollywood	1,269,650	24	964,934
Paper-Mate Co. (Gillette)			
People Are Funny	1,139,853	10	1,025,868
Glidden Co.			
Today—Home—Tonight	191,252	12 1/2	167,346
Goodyear Tire & Rubber Co.			
Goodyear Tv Playhouse	2,082,162	8	1,915,589
No Room At The Inn	42,626	6	40,068
Grocery Store Products Co.			
Today—Home—Tonight	128,166	10	115,619
Grove Labs			
Today—Home—Tonight	564,434	20	451,547
Gulf Oil Co.			
Life of Riley	1,988,745	16	1,670,546
NCAA Football	69,931	0	69,931

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Hallmark Cards Inc.			
Hallmark Hall of Fame	1,076,118	4	1,033,073
Hartz Mountain Products			
Captain Hartz & His Pets	232,374	5	220,755
H. J. Heinz Co.			
Captain Gallant	1,510,577	16	1,268,885
Today—Home—Tonight	289,349	20	231,479
International Cellucotton Products Co.			
Cameo Theatre	205,566	25	154,175
Kleenee Summer Theatre	187,427	25	140,570
Midwestern Hayride	229,883	25	172,412
Perry Como Show	233,779	0	233,779
International Show Co.			
Ding Dong School	63,565	0	63,565
Howdy Doody	121,675	0	121,675
Pinky Lee	149,241	6	140,287
Today—Home—Tonight	19,643	0	19,643
Andrew Jergens Co.			
First Love	1,245,001	23	958,651
S. C. Johnson & Sons			
Rob't Montgomery Presents	1,967,793	8	1,810,370
Johnson & Johnson			
Ding Dong School	67,040	0	67,040
Imogene Cucka Show	187,454	0	187,454
Pinky Lee	73,042	0	73,042
Musical Chairs	88,992	0	88,992
Ted Mack Matinee	55,395	0	55,395
Tennessee Ernie	119,020	0	119,020
World of Mr. Sweeney	60,243	0	60,243
Today—Home—Tonight	162,382	10	146,144
Kellogg Co.			
Howdy Doody	424,088	15	368,975
Kendall Co. (Bauer & Black)			
Today—Home—Tonight	181,724	10	163,552
Kraft Foods Co.			
Kraft Theatre	3,655,710	19	2,961,125
Tom Corbett Space Cadet	543,188	13	472,574
Lever Brothers Co.			
Big Town	811,883	13	706,338
Lux Video Theatre	3,881,050	20	3,104,840
Lewis Howe Co.			
Imogene Cucka Show	289,125	7 1/2	267,441
Musical Chairs	134,968	7 1/2	124,845
1955 Variety Show	77,702	0	77,702
Color Spread	50,566	0	50,566
Liggett & Myers Tobacco Co.			
Dragonet	2,707,323	16	2,274,151
Matinee Theatre	106,497	12	93,717
P. Lorillard Co.			
Truth or Consequences	2,267,423	16	1,904,635
Manhattan Soap Co.			
Ding Dong School	667,340	15	567,239
Johns Manville Corp.			
Meet the Press	576,293	6	541,715
Maytag Co.			
Itay - Berle	80,995	0	80,995
Color Spread	63,653	0	63,653
Today—Home—Tonight	107,551	15	91,418
Mennen Co.			
Ding Dong School	232,374	5	220,755
Miles Labs			
Ding Dong School	335,146	17	278,171
Concerning Miss Marlowe	132,985	17	110,378
Modern Romances	109,100	17	90,553
Tennessee Ernie Ford	281,966	17	234,032
World of Mr. Sweeney	289,067	17	239,926

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Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Minnesota Mining & Mfg. Co. Today—Home—Tonight	20,318	15	17,270
Minute Maid Corp. Tennessee Ernie Ford Tournament of Roses Parade	57,300 57,952	5 0	54,435 57,952
Mobile Homes Today—Home—Tonight	151,642	12½	132,687
Morton Salt Co. Today—Home—Tonight	182,739	10	164,465
Musterole Today—Home—Tonight	139,488	10	125,539
Dromedary Co. (Nat'l Biscuit) Tennessee Ernie Ford World of Mr. Sweeney Today—Home—Tonight	89,389 93,322 4,508	0 0 0	89,389 93,322 4,508
Hills Brothers Co. (Nat'l Biscuit) Today—Home—Tonight	353,311	17½	291,482
Northam & Warren Corp. Today—Home—Tonight	252,528	15	214,649
Evinrude Motors (Outboard M & M) Today—Home—Tonight	86,982	12½	76,109
Pan American Airways Meet the Press	452,135	6	425,007
Pan American Coffee Bureau Today—Home—Tonight	116,506	10	104,855
Pepperell Mfg. Co. Today—Home—Tonight	70,720	10	63,648
Pfaff Sewing Machine Co. Today—Home—Tonight	198,549	12½	173,730
Philco Corp. Philco TV Playhouse	1,619,025	8	1,489,503
Polaroid Corp. Today—Home—Tonight	223,357	12½	195,437
Polk Miller Today—Home—Tonight	155,704	10	140,134
Frocter & Gamble Caesar's Hour Cameo Theatre Ding Dong School Fireside Theatre Golden Windows It Pays To Be Married Loretta Young Matinee Theatre Concerning Miss Marlowe Tennessee Ernie Ford This Is Your Life Today—Home—Tonight	118,195 199,650 102,345 1,882,856 281,165 720,075 2,142,410 330,731 725,541 1,228,677 1,178,080 14,740	0 25 25 25 25 25 25 25 25 48 25 0	118,195 149,738 76,759 1,412,142 210,874 388,841 1,606,808 224,897 544,156 638,912 883,560 14,740
Purex Corp. Big Surprise	261,830	6	246,120
Radio Corp. of America Milton Berle Caesar's Hour Producer's Showcase Raye—Berle	152,597 602,899 787,979 152,575	0 7½ 3 0	152,597 557,682 744,940 152,575
Remington Rand Caesar's Hour	328,441	7½	303,808
R. J. Reynolds Tobacco Co. Camel News Camera Feather Your Nest Bob Cummings Show Sports Highlights 1955	4,534,090 589,844 1,406,848 14,235	25 25 25 25	3,400,568 442,383 1,055,136 10,676

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Reynolds Metal Co. Do It Yourself Frontier Mr. Peepers Color Spread	396,603 477,135 689,697 222,866	13½ 13½ 13½ 0	343,062 412,722 596,588 222,866
Roto Broil Today—Home—Tonight	245,985	12½	215,237
Sawyers Inc. Pinky Lee Today—Home—Tonight	55,723 23,907	9 0	50,708 23,907
Scott Paper Co. Father Knows Best My Little Margie	733,872 1,295,438	16 16	616,452 1,088,168
Serutan Co. Juvenile Jury	217,282	6	204,245
W. A. Schaeffer Pen Co. Today—Home—Tonight	246,974	12½	216,102
Simoniz Co. Best In Mystery The Big Story Today—Home—Tonight	139,413 965,433 90,122	6 6 0	131,048 907,507 90,122
Speidel Corp. The Big Surprise Caesar's Hour Today—Home—Tonight	258,500 341,358 61,260	6 0 0	242,990 341,358 61,260
State Farm Insurance Co. Red Barber Show	427,102	18	350,224
Standard Brands Inc. Howdy Doody Color Spread Tennessee Ernie Ford	630,828 49,513 495,428	12 0 17	555,129 49,513 411,205
Starkist Today—Home—Tonight	334,983	17½	276,361
Sunbeam Corp. Milton Berle Raye—Berle Color Spread Today—Home—Tonight	152,888 156,543 591,888 369,332	0 0 0 12½	152,888 156,543 591,888 323,166
Sweets Co. of America Happy Felton's Spotlight Pinky Lee World of Mr. Sweeney Winchell & Mahoney Today—Home—Tonight	96,950 683,658 61,400 611,483 3,667	17 16 12 27 20	80,469 574,273 54,032 446,383 2,934
Swift & Co. Swift Show Wagon Today—Home—Tonight	1,443,604 343,074	6 17½	1,356,988 283,036
The Texas Co. Donald O'Connor Show Texaco Star Theatre	586,028 1,136,074	13 7	509,844 1,056,549
Upjohn Today—Home—Tonight	70,757	10	63,681
U. S. Time Corp. Pinky Lee	63,045	20	50,436
Warner Lambert Your Hit Parade Robt. Montgomery Presents Your Play Time	1,013,400 393,740 317,952	6 30 8	952,596 275,618 292,516
Washington State Apple Comm. Today—Home—Tonight	89,454	10	80,508
J. A. Wright Today—Home—Tonight	123,590	10	111,231

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Source: House Antitrust Subcommittee Hearings

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time	Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Aluminum Co. of America				Carnation Co.			
See It Now	\$ 837,000	7.5	\$ 774,225	Bob Crosby	128,000	15	108,800
Aluminum Omnibus	538,200	10	484,380	Burns & Allen	1,281,800	19	1,038,258
Amana Refrigerator				Cartier Products			
Phil Silvers	325,693	5	309,408	Meet Millie	995,000	9.5	900,475
Basketball	146,000	0	146,000	Panorama Pacific	600	0	600
Football	325,000	0	325,000	CBS Columbia			
Pacific Coast Basketball	8,400	0	8,400	Willy	63,000	0	63,000
Amer. Cone & Pretzel Co.				Godfrey & Friends	466,677	15	396,675
Panorama Pacific	800	0	800	Talent Scouts	227,374	2.1	222,599
American Dairy				Life with Father	161,500	0	161,500
Bob Crosby	293,340	5	278,673	See It Now	13,500	0	13,500
American Home Prod.				CBS Hytron			
Love of Life	4,680,000	25	3,510,000	Talent Scouts	45,500	2.1	44,545
Secret Storm	1,982,400	25	1,474,410	Garry Moore	86,712	12.5	758,730
A. Godfrey Time	153,000	25	114,750	Chevrolet			
Doug. Edwards & The News	1,317,600	25	988,200	Garry Moore	76,325	25	57,244
Name That Tune	201,000	25	150,750	Chrysler Corp.			
Name That Tune	394,800	25	296,100	Climax-Show of Stars	4,082,650	25	3,061,988
Down You Go	295,400	25	221,550	Chun King			
Wanted—Quiz Kids	326,700	25	245,025	Garry Moore	343,330	5	326,164
American Oil Co.				Coast Fisheries			
Person to Person	423,150	5	401,993	Panorama Pacific	6,300	0	6,300
American Tobacco Co.				Colgate Palmolive			
Jack Benny—Pvt. Secretary	2,641,600	25	1,981,200	Strike It Rich	4,750,200	25	3,549,000
Doug. Edwards & The News	1,856,400	25	1,392,300	The Big Payoff	2,932,800	25	2,199,600
Amoco				Strike It Rich—Millionaire	2,490,800	25	1,868,100
Years of Crisis	27,200	0	27,200	Columbia Records			
Anheuser Busch, Inc.				See It Now	27,000	0	27,000
Damon Runyon Theatre	1,060,200	21	837,558	Comstock			
Armour				Garry Moore	144,624	5	137,393
Captain Midnight	93,000	0	93,000	Converted Rice			
Bauer & Black				Garry Moore	459,000	17.5	378,675
Godfrey Time	128,700	11	128,700	Panorama Pacific	13,650	5	12,968
Bendix Div. of Avco				Corn Products			
Doug. Edwards & The News	828,300	17.5	683,348	Robert Q. Lewis	402,626	10	362,363
Best Foods				Godfrey Time	424,437	19.3	342,521
Robert Q. Lewis	360,000	10	324,000	Crane Co.			
Block Drug				Morning Show	48,000	0	48,000
Danger	66,600	0	66,600	Helene Curtis			
Bonne Belle, Inc.				Robert Q. Lewis	419,125	15	356,256
Panorama Pacific	8,400	0	8,400	Professional Father	566,800	15	481,780
Borden Co.				Professional Father	170,300	0	170,300
Garry Moore	452,400	10	407,160	Curtis Candy Co.			
Bristol Myers				Tales of the Texas Rangers	100,500	0	100,500
Four Star Playhouse	1,107,990	20	886,392	Doeskin Products, Inc.			
Godfrey Time	457,567	25	343,175	Robert Q. Lewis	135,200	0	135,200
Godfrey Time	610,090	25	457,568	Dow Chemical			
Garry Moore	75,240	15	63,954	Godfrey Time	351,000	5	333,450
Garry Moore	535,698	25	401,774	Edison Chemical			
Stage Seven	35,963	25	26,972	Morning Show	3,300	0	3,300
Alfred Hitchcock	2,078,467	25	1,558,850	ECAP			
Brown & Williamson				You Are There	788,000	0	788,000
Robert Q. Lewis	85,400	10	76,860	Elgin Nat'l. Watch Co.			
Lineup—Undercurrent	1,352,000	20	1,081,600	Person to Person	335,700	0	335,700
E. L. Bruce				Falstaff Brewing Corp.			
Panorama Pacific	9,100	0	9,100	Game of the Week	467,900	0	467,900
Buick				Florida Citrus			
Jackie Gleason—The Honey-mooners	743,831	25	557,873	Morning Show	69,034	10	68,048
Lorraine Burton Salad				Ford Div. of Ford Motor Co.			
Panorama Pacific	9,350	2.5	9,214	Ford Star Jubilee	540,400	15	459,340
Calgon, Inc.				Frigidaire			
Panorama Pacific	3,300	0	3,300	Godfrey Time	1,110,375	17.5	916,059
California Brewing				A. Godfrey & His Friends	821,084	15	697,921
The Star & Story	8,400	10	7,560	My Favorite Husband	509,574	20	407,659
Campbell Cereal				General Electric			
Morning Show	19,488	5	18,514	20th Century Fox	1,158,280	20	926,624
Campbell Soup				Jane Froman	394,940	25	296,205
Abbott & Costello	146,241	12	128,692	Ray Milland	782,717	15	655,309
Lassie	1,857,200	13.5	1,173,978	Parade of Light	22,433	15	19,068
				G. E. Theatre	2,458,560	24.7	1,851,296



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Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
General Foods			
Johnny Carson	901,142	25	675,857
Portia Faces Life	1,242,000	25	931,500
Christmas Show	75,200	25	56,400
I Love Lucy	593,294	25	444,971
Mama	1,820,853	25	1,365,640
Our Miss Brooks	1,777,044	25	1,332,783
December Bride	2,600,000	25	1,950,000
Three For Tonight	120,000	0	120,000
Jo Stafford	90,000	0	90,000
General Mills, Inc.			
Burns & Allen	292,200	15	248,370
Tales of the Texas Rangers	209,300	20	167,440
Life with Father	211,750	25	158,813
Lone Ranger	754,000	25	565,500
Bob Crosby	907,800	25	676,400
Captain Midnight	206,400	15	175,440
Garry Moore	167,400	25	125,550
Valiant Lady	1,417,800	25	1,056,400
Robert Q. Lewis	238,000	25	178,500
Willy	612,000	25	459,000
Barker Bill	805,200	25	597,038
Panorama Pacific	10,400	0	10,400
Gerber Products			
Bob Crosby Show	243,000	5	230,850
Gillette Safety Razor			
Kentucky Derby	40,000	15	34,000
Preakness	40,000	15	34,000
Belmont Stakes	37,800	15	32,130
Goldsea			
The Jo Stafford Show	541,800	17.5	446,985
B. F. Goodrich			
Burns & Allen	888,000	1.25	876,900
Hamm Brewing			
Person to Person	595,296	7.5	550,649
Hawaiian Pineapple			
House Party	629,200	15	534,820
Hills Bros.			
Panorama Pacific	62,400	7.38	57,795
Hoover Co.			
Morning Show	23,250	0	23,250
Lewis Howe			
Swaps vs. Nashua Match Race	62,000	0	62,000
Ideal Toys			
Winky Dink & You	157,300	0	157,300
In-Sinkerator			
Panorama Pacific	9,100	0	9,100
International Harvester			
Halls of Ivy	500,000	0	500,000
S. C. Johnson & Son			
Red Skelton, Life with Father, Spotlight Playhouse	988,000	5	938,600
Robert Q. Lewis	392,000	18.5	319,480
Johnson & Johnson			
Robin Hood	291,178	5	276,619
Kellogg			
Godfrey & Friends	238,500	25	178,875
Jassie	313,600	25	235,200
Wild Bill Hickok	627,000	25	470,250
Garry Moore	457,600	25	343,200
Godfrey Time	878,800	24	667,888
House Party	967,200	24	735,072
Kendall Co.			
Morning Show	51,200	0	51,200
Panorama Pacific	4,800	0	4,800
Lanolin Plus			
Robert Q. Lewis	218,800	7.5	202,390
Larsen Co.			
Bob Crosby	69,000	0	69,000
Lever Bros.			
Uncle Johnny Coons	273,000	25	204,750
Uncle Johnny Coons	184,800	15	157,080
Talent Scouts	1,019,200	20	815,360
Garry Moore	65,100	25	48,825
Garry Moore	137,800	25	103,350
Godfrey Time	936,000	25	702,000
Art Linkletter	1,508,000	25	1,131,000
Liggett & Myers			
Perry Como	1,830,000	25	1,372,500
TV Top Tunes	405,900	22	316,602
Gunsmoke	635,700	23	489,489

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Lincoln Mercury			
Toast of the Town, Ed Sullivan Show	4,388,800	25	3,291,600
Pan American Road Race			
Film	1,100	0	1,100
Longine			
Chromosome	378,300	5	359,385
Conquest	115,600	0	115,600
Thanksgiving	55,500	0	55,500
P. Lorillard Co.			
Two for the Money	1,974,000	24.5	1,490,370
Father Knows Best	2,138,500	24	1,625,260
Lyon Van & Storage			
Panorama Pacific	63,600	7.38	58,536
Magla Productions			
Panorama Pacific	600	0	600
Masland			
Garry Moore	50,800	0	50,800
Garry Moore	154,800	0	154,800
Garry Moore	97,600	0	97,600
Maybelline			
Robert Q. Lewis	10,900	0	10,900
Jack Paar	6,800	0	6,800
See It Know	40,400	0	40,400
Maytag Co.			
Star Time Playhouse - Navy Log	562,900	5	534,755
Miles Laboratories			
Garry Moore	540,800	20	432,640
Bob Crosby	142,800	20	114,240
Robert Q. Lewis	349,600	20	279,680
Minnesota Mining			
Godfrey Time	75,600	17.5	62,370
Godfrey Time	168,000	5	159,600
Godfrey Time	233,700	5	222,015
Monsanto Chemical			
Morning Show	90,000	17.5	693,000
Panorama Pacific	9,800	17.5	8,085
Winky Dink & You	64,800	0	64,800
Jules Montenier			
What's My Line	958,815	5	910,874
Philip Morris			
I Love Lucy	903,501	22.5	700,213
Public Defender	585,098	12.5	511,961
Panorama Pacific	44,100	7	41,013
Morton Salt Co.			
Panorama Pacific	3,900	0	3,900
Mullens Mfg.			
Panorama Pacific	300	0	300
Mullins Mfg.			
Morning Show	3,300	0	3,300
Nabisco			
Halls of Ivy	560,700	0	560,700
Ash Kelvinator			
Danger	409,200	0	409,200
National Carbon			
Arthur Godfrey & Friends	145,500	0	145,500
National Dairy			
Big Top	1,560,000	23	1,201,200
Nesle Co.			
Jackie Gleason	945,098	15	803,333
Stage Show	605,570	21	478,400
Norcross			
Omnibus	297,000	10	267,300
Norwich Pharmacal			
Sunday News Special	520,000	12.5	455,000
Noxzema Chemical Co.			
Person to Person	376,253	5	357,440
Pabst Brewing Co.			
Blue Ribbon Bouts	971,904	25	728,928
Pet Milk			
Red Skelton	1,012,500	5	961,875
Pharmaceuticals, Inc.			
Doug. Edwards & the News	778,800	23	599,676
Meet Millie	956,800	18	784,576

CBS-TV ADVERTISERS' BILLINGS, 1955

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Pillsbury Mills			
Godfrey & Friends	538,800	15	457,980
Godfrey Time	2,038,400	25	1,528,800
House Party	2,069,600	25	1,552,200
Pioneer Rubber Co.			
Panorama Pacific	3,000	0	3,000
Polaroid Corp.			
Panorama Pacific	2,250	0	2,250
Procter & Gamble			
Road of Life	1,014,000	25	760,000
Bob Crosby	37,200	25	27,900
Guiding Light	2,496,000	25	1,872,000
Brighter Day	2,548,000	25	1,911,000
Welcome Travelers	4,264,000	25	3,198,000
On Your Account	4,472,000	25	3,354,000
I Love Lucy--Whitling Girls Topper	1,431,000	25	1,073,250
	900,000	25	675,000
Down You Go--It's Always Jan	864,000	25	648,000
The Line Up--Undercurrent	980,000	25	735,000
Favorite Husband	540,000	25	405,000
Jackie Gleason	673,764	15	572,699
Panorama Pacific	11,250	5	10,688
Prudential Insurance Co.			
You Are There	1,094,400	16	919,296
Garry Moore	174,000	12	146,160
Purex Corp.			
Panorama Pacific	9,100	0	9,100
Quaker Oats, Inc.			
Contest Carnival	672,600	17.5	554,895
Sgt. Preston of the Yukon	263,200	20	210,560
Ralston Purina			
Robert Q. Lewis	52,500	0	52,500
Garry Moore	52,400	0	52,400
Reader's Digest			
Panorama Pacific	1,400	2.5	1,365
Regal Pale Brewing			
Harry Owens Show	254,280	20	203,424
Remington Rand			
What's My Line	1,051,050	5	998,498
Revlon, Inc.			
Danger, \$64,000 Question	1,710,000	23	1,316,700
Appointment with Adventure	233,000	20	186,400
Johnny Carson, Public Defender	478,400	20	382,720
Morning Show	89,600	5	85,120
Rexall Drug			
Panorama Pacific	1,050	2.5	1,024
Morning Show	9,900	0	9,900
R. J. Reynolds			
I've Got A Secret	2,520,570	25	1,890,428
Topper--Crusader	845,339	22.5	655,138
Bob Cummings	1,074,450	25	805,838
You'll Never Get Rich	372,462	25	279,347
Ronson			
Doug, Edwards & the News	1,569,600	0	1,569,600
Schick			
Jackie Gleason	621,475	7.5	574,864
Schlitz Brewing Co.			
Playhouse of Stars	2,272,400	22	1,772,472
Scott Paper			
Valiant Lady	44,050	22	34,359
Garry Moore	219,130	21	173,113
Bob Crosby	151,827	21.3	119,488
Bob Crosby	295,050	21	233,090
Garry Moore	249,600	21	197,184
Omnibus	538,902	10	485,012
Serta Associates			
Garry Moore	60,400	0	60,400
Seven Up			
Bob Crosby	55,600	0	55,600
W. A. Sheaffer Pen Co.			
Two for the Money	559,350	13	486,635
Star Time Playhouse-- Navy Log	519,600	5	493,620
Panorama Pacific	11,550	2.5	11,261
Jackie Gleason	316,212	7.5	292,496
Shulton			
See It Now	90,000	0	90,000

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
Simmons Co.			
My Favorite Husband	297,900	0	297,900
Simoniz Co.			
Bob Crosby	465,300	20	372,240
Garry Moore Show	201,600	20	161,280
Singer Sewing Machine Co.			
Four Star Playhouse	1,112,800	5	1,057,160
Soilax			
Garry Moore	136,800	5	129,960
S. O. S.			
Bob Crosby	320,740	12.5	280,621
Garry Moore	177,645	15	159,998
Southern Calif. Plasterers			
Tournament of Roses	3,600	0	3,600
A. E. Staley			
Garry Moore	321,500	5	305,425
State Farm Mutual Insurance Co.			
Red Barber's Corner	197,613	15	167,971
Sterling Drug			
Panorama Pacific	6,300	2.5	6,143
Sterns Nursery			
Morning Show	6,500	0	6,500
J. P. Stevens			
Panorama Pacific	4,200	2.5	4,095
C. R. Swanson & Sons			
Robert Q. Lewis	159,800	11	142,222
Bob Crosby	159,800	11	142,222
Bob Crosby	175,500	22	136,890
Swift & Co.			
Garry Moore	103,840	12	91,379
Garry Moore	373,184	6.9	347,434
Garry Moore	198,492	11	176,658
Panorama Pacific	22,400	2.5	21,840
Sylvania Electric Co.			
Beat the Clock	2,135,900	21	1,687,361
Toni Company			
Talent Scouts	315,700	25	236,775
A. Godfrey & His Friends	2,208,800	25	1,656,600
Frankie Laine			
Valiant Lady	349,600	25	299,556
Bob Crosby	390,000	25	292,500
Garry Moore	208,000	20	166,400
Garry Moore	57,600	25	43,200
Garry Moore	19,400	25	14,550
A. Godfrey Time	252,300	25	191,225
U. S. Steel Corp.			
U. S. Steel Hour	960,700	5	912,665
Wander Co.			
Captain Midnight	242,200	7.5	224,035
Weco Productions			
Panorama Pacific	3,500	0	3,500
Weinar Corporation			
Panorama Pacific	300	0	300
Wessen Houseware			
Panorama Pacific	2,100	0	2,100
Wesson Oil			
Valiant Lady	265,404	17.5	218,958
Westinghouse Electric			
Studio One--Summer Theatre	3,829,124	25	2,871,843
Best of Broadway	437,700	15	372,045
Wildroot			
Robin Hood	256,034	5	243,232
Wishbone Salad Dressing			
Panorama Pacific	14,000	5	13,300
Wrigley			
Gene Autry	725,010	10	652,509
Yardley			
Garry Moore	899,600	15	764,660
Panorama Pacific	2,400	0	2,400
Zenith Radio			
Omnibus	260,000	50	130,000

COLOR EQUIPPED STATIONS—U.S.A.

• As of February 1, 1957

CBS-TV

CITY	STATION	BASIC AFFILIATES		LOCAL ORIGATION FILM	LIVE
		NETWORK REBROADCAST	SLIDE		
New York	WCBS-TV	*	*	*	*
Albany, N. Y.	WCDA-TV	*	*
Atlanta	WAGA-TV	*	*
Baltimore	WMAR-TV	*	*
Birmingham	WBRC-TV	*
Boston	WNAC-TV	*
Buffalo	WBEN	*
Charleston, W. Va.	WCBS-TV	*	*	*	..
Charlotte	WBTW	*	*	*	..
Chicago	WBBM-TV	*
Cincinnati	WKRC-TV	*
Cleveland	WJW-TV	*	*	*	..
Columbus	WBNS-TV	*
Dallas	KRLD-TV	*	*	*	..
Dayton	WHIO-TV	*
Denver	KLZ-TV	*
Des Moines	KRNT	*
Detroit	WJBK-TV	*	*	*	..
Galveston-Houston	KGUL-TV	*	*	*	..
Greensboro	WFMY-TV	*	..	*	..
Hutchinson-Wichita	KTVH	*
Indianapolis	WISH-TV	*
Jacksonville	WMBR-TV	*
Kalamazoo	WKZO-TV	*
Kansas City	KCMO-TV	*
Los Angeles	KNXT	*	*	*	..
Louisville	WHAS-TV	*
Memphis	WREC-TV	*
Miami	WTVJ	*
Milwaukee	WXIX-TV	*
Minneapolis	WCCO-TV	*	..	*	..
Nashville	WLAC-TV	*
Norfolk	WTAR-TV	*	..	*	..
Oklahoma City	KWTV	*
Omaha	WOW-TV	*
Philadelphia	WCAU-TV	*	..	*	..
Portland, Ore.	KOIN-TV	*	..	*	..
Providence, R. I.	WPRO-TV	*
Richmond	WRVA-TV	*
Rochester	WHEC-WVET	*
Rock Island	WHBF-TV	*
Sacramento	KBET-TV	*	*	*	..
Salt Lake City	KSL-TV	*
San Antonio	KENS-TV	*
San Diego	KFMB-TV	*	*	*	..
San Francisco	KPIX	*
Shreveport, La.	KSLA-TV	*
St. Louis	KWK	*
Syracuse	WHEN	*
Tacoma-Seattle	KTNT-TV	*
Tampa	WFTV	*	*	*	..
Toledo	WSPD-TV	*	*	*	..
Tulsa	KOTV	*	*	*	..
Washington	WTOP-TV	*	*	*	..
Fresno	KFRE-TV	*

BASIC OPTIONAL

Alloua, Pa.	WFBG-TV	*
Augusta, Ga.	WRDW-TV
Austin, Texas	KTBC-TV
Bakersfield, Calif.	KBAK-TV
Baton Rouge, La.	WAFB-TV
Beaumont, Texas	KFDM-TV
Binghamton, N. Y.	WNBF-TV	*

* Equipment in use.
.. No equipment.



COLOR EQUIPPED STATIONS—U. S. A.



Burlington, Vt.	WCAX-TV	•	•	•	•
Cedar Rapids, Iowa	WMT-TV	•	•	•	•
Champaign, Ill.	WCIA	•	•	•	•
Charleston, S. C.	WCSC-TV	•	•	•	•
Chattanooga, Tenn.	WDEF-TV	•	•	•	•
Columbia, S. C.	WNOK-TV	•	•	•	•
Columbus, Ga.	WRBL-TV	•	•	•	•
Duluth, Minn.	KDAL-TV	•	•	•	•
El Paso, Texas	KROD-TV	•	•	•	•
Erie, Pa.	WSEE-TV	•	•	•	•
Florence, S. C.	WBTW	•	•	•	•
Fort Wayne, Ind.	WIN-TV	•	•	•	•
Green Bay, Wisc.	WBAY-TV	•	•	•	•
Greenville, N. C.	WNCT	•	•	•	•
Harrisburgh, Pa.	WHP-TV	•	•	•	•
Henderson-Evansville, Ind.	WEHT	•	•	•	•
Jackson, Miss.	WJTV	•	•	•	•
Johnson City, Tenn.	WJHL-TV	•	•	•	•
Knoxville, Tenn.	WBIR-TV	•	•	•	•
Lansing, Mich.	WJIM-TV	•	•	•	•
Little Rock-Pine Bluff, Ark.	KTHV	•	•	•	•
Macon, Ga.	WMAZ-TV	•	•	•	•
Madison, Wisc.	WISN-TV	•	•	•	•
Mobile, Ala.	WKRQ-TV	•	•	•	•
Montgomery, Ala.	WCOV-TV	•	•	•	•
New Orleans, La.	WDSU-TV	•	•	•	•
Orlando, Fla.	WDBO-TV	•	•	•	•
Phoenix, Ariz.	KOOL-TV	•	•	•	•
Portland, Me.	WGAN-TV	•	•	•	•
Roanoke, Va.	WDBI-TV	•	•	•	•
Rockford, Ill.	WREX-TV	•	•	•	•
Seranton, Pa.	WGBI-TV	•	•	•	•
Sioux City, Iowa	KVTV	•	•	•	•
South Bend, Ind.	WSBT	•	•	•	•
Spartanburg, S. C.	WSPA-TV	•	•	•	•
Spokane, Wash.	KXLY-TV	•	•	•	•
Springfield-Holyoke, Mass.	WHYN-TV	•	•	•	•
Springfield, Mo.	KTTS-TV	•	•	•	•
Steubenville-Wheeling, O.	WSTV	•	•	•	•
Terre Haute, Ind.	WTHI-TV	•	•	•	•
Topeka, Kans.	WIBW-TV	•	•	•	•
Youngstown, O.	WKBN-TV	•	•	•	•

SUPPLEMENTARY NON-INTERCONNECTED

Albuquerque, N. M.	KGGM-TV	•	•	•	•
Amarillo, Texas	KFDA	•	•	•	•
Anderson, S. C.	WAIM-TV	•	•	•	•
Bakersfield, Calif.	KERO-TV	•	•	•	•
Bangor, Me.	W-TWO	•	•	•	•
Cadillac, Mich.	WWTW	•	•	•	•
Cape Girardeau, Mo.	KFVS-TV	•	•	•	•
Cheyenne, Wyo.	KFBC-TV	•	•	•	•
Chico, Calif.	KHSL-TV	•	•	•	•
Colorado Springs, Colo.	KKTU	•	•	•	•
Eureka, Calif.	KLEM-TV	•	•	•	•
Fort Smith, Ark.	KNAC-TV	•	•	•	•
Harlingen, Texas	KGBT-TV	•	•	•	•
Jefferson City, Mo.	KRCG-TV	•	•	•	•
Johnstown, Pa.	WARD-TV	•	•	•	•
Joplin, Mo.	KODE-TV	•	•	•	•
Kearney, Neb.	KHOL-TV	•	•	•	•
La Crosse, Wisc.	WKBT	•	•	•	•
Lancaster, Pa.	WGAL-TV	•	•	•	•
Lima, Ohio	WIMA-TV	•	•	•	•
Lincoln, Neb.	KOLN-TV	•	•	•	•
Lubbock, Texas	KDUB-TV	•	•	•	•
Mason City, Iowa	KGLO-TV	•	•	•	•
Medford, Ore.	KBES-TV	•	•	•	•
Meridian, Miss.	WTOK-TV	•	•	•	•
Minot, N. D.	KCJB-TV	•	•	•	•
Monroe, La.	KNOE-TV	•	•	•	•
Mt. Washington, N. H.	WMW-TV	•	•	•	•
Odessa, Texas	KOSA-TV	•	•	•	•
Peoria, Ill.	WTVH	•	•	•	•
Quincy-Hannibal, Mo.	KHQA-TV	•	•	•	•
Raleigh, N. C.	WNAO-TV	•	•	•	•
Reno, Nev.	KOLO-TV	•	•	•	•
Saginaw, Mich.	WKNX-TV	•	•	•	•
St. Joseph, Mo.	KFEQ-TV	•	•	•	•
Salinas-Monterey, Calif.	KSEW-TV	•	•	•	•
San Angelo, Texas	KTXL-TV	•	•	•	•
Santa Barbara, Calif.	KEY-TV	•	•	•	•
Savannah, Ga.	WTOG-TV	•	•	•	•
Texarkana, Texas	KCMC-TV	•	•	•	•

• Equipment in use.
 .. No equipment.