

# TELEVISION NETWORKS

**EXECUTIVE**

**PERSONNEL**

**ARTICLES**

**MAPS**

1957

# Learning Public's Tastes Needed for TV Series' Success



By  
**OLIVER TREYZ**  
Vice President  
in Charge  
ABC Television  
Network

AS everyone has heard at one time or another, build a better mousetrap and the whole world will come to you. Television is certainly no exception.

To bring the viewer to your network channel requires consistency and quality, finding a need and filling it, building a habit of expectancy. Programs with a sawtooth, up and down record, cannot succeed as winners over the long haul. Inevitably, a spotty viewing audience will result, since people will not follow a program if it doesn't deliver with regularity.



Witness the record of feature films in the Los Angeles area alone. At first a sensation when the MGM package was presented, an up and down rating pattern soon developed. This was the direct result of offering features of varying quality. As in any feature package, this group included films both bad and good, and in-between. The public, as discerning a group as there ever was, reacted with the same inconsistency as the film series itself.

In contrast, consider any number of network shows which maintain consistency throughout the year and develop strong audience loyalty. Each new rating report shows a stability in share of audience. Possessing an intangible though pre-existing personality and giving the audience consistency each week, these programs will always emerge victorious over the spectaculars, the shows which cannot maintain a theme and focus.

Who would underestimate the regular drawing power of a "Disneyland," which presents something new and different each week, yet holds the attention of the viewer since he knows what to expect from the inimitable talent of Walt Disney.



Always a winner with motion picture audiences, Westerns and Adventures have established themselves firmly as television leaders. "Cheyenne," "The Life and Legend of Wyatt Earp," "Gunsmoke," "Broken Arrow" and "The Adventures of Jim Bowie" fill a need of the American public and deliver with consistent high quality. I, for one, predict they'll be with us for a long time to come, maintaining loyalty as long as Americans are Americans.

Many examples of programs which deliver with regularity could be cited. In network television today, we have "Crossroads," Alfred Hitchcock, "The \$64,000 Question,"

"Father Knows Best," "The Ed Sullivan Show," "What's My Line?," "Dragnet" and many others, all of which have that extra something which distinguishes them in the eye of the viewer. They have found a need, and filled it.

Of the newer shows of the past season or two, none has quite equalled the record of Lawrence Welk. Where other musical shows had failed, Welk and his Champagne Music became an overnight phenomenon. Welk hit the top and has remained there since with a combination of his magnetic personality and the presentation of music in the way the people wanted to hear it. As such, he'll continue to hold top ratings.



In its planning for the 1957-58 season, ABC Television will rely heavily on this quality-consistency-expectancy formula as it readies new programs. We believe that Frank Sinatra, long a favorite, will become a firmly entrenched habit with television viewers. So too, will the new Walt Disney program and the latest adventure series to come from the Warner Bros. studios.

One important factor in building expectancy which cannot be ignored is 52-week exposure. ABC Television research has found that shows which are in there punching the year-round build up a much stronger habit than those which take the conventional hiatus during the summer months. This exposure has helped immeasurably in the success of Welk, "Disneyland," Wyatt Earp, "Cheyenne," Ed Sullivan and others.



While not relying on mousetraps to capture audiences, ABC Television has achieved unusual results with a "mouse." With the "Mickey Mouse Club" ABC-TV has established itself firmly in the daytime picture. With its year-round appeal, the club has become a habit with the housewife and young America. With it as a keystone, ABC Television is planning new and important daytime entries. As at night, we will follow the pattern of finding a need and filling it, firmly convinced that it will bring us public acceptance and acclaim.

# A.B.C. TELEVISION NETWORK

## **JAMES T. AUBREY, JR.**

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



James T. Aubrey, Jr. was named vice president in charge of programming and talent for ABC-TV network in January, 1957. He had previously served as manager of CBS-TV programs in Hollywood since June, 1956. From 1952 to 1956, Aubrey was general manager of KNXT, Hollywood, and of the Columbia TV Pacific Network. Prior to this, he was sales manager of KNXT from January to June 1952; account executive with KNXT during 1951-52 and account executive with KNX from 1948 to 1951. Aubrey was associated with Street and Smith Publications and Conde Nast Publications following World War II. During the war he served with the Air Force. A graduate of Princeton University, Summa Cum Laude, Aubrey is married to actress Phyllis Thaxter. They have two children.

## **SLOCUM CHAPIN**

### **Vice President in Charge of Sales**

Slocum Chapin, VP in charge of sales for ABC-TV, is a graduate of Dartmouth College. Prior to joining WJZ (now WABC) as sales manager in 1942, he served in sales promotion for World Broadcasting System; in sales with WOC, Davenport, Iowa; as sales manager of WKBN, Youngstown, Ohio, and as general manager of WSTC, Stamford, Conn. Chapin moved from the local New York station in 1944 to the radio network sales department and then in 1948, was appointed eastern sales manager for ABC-TV when the department was created in 1948. In 1951, he was named vice president in charge of owned and operated stations for ABC, a post he held until being named to his present position in 1954.



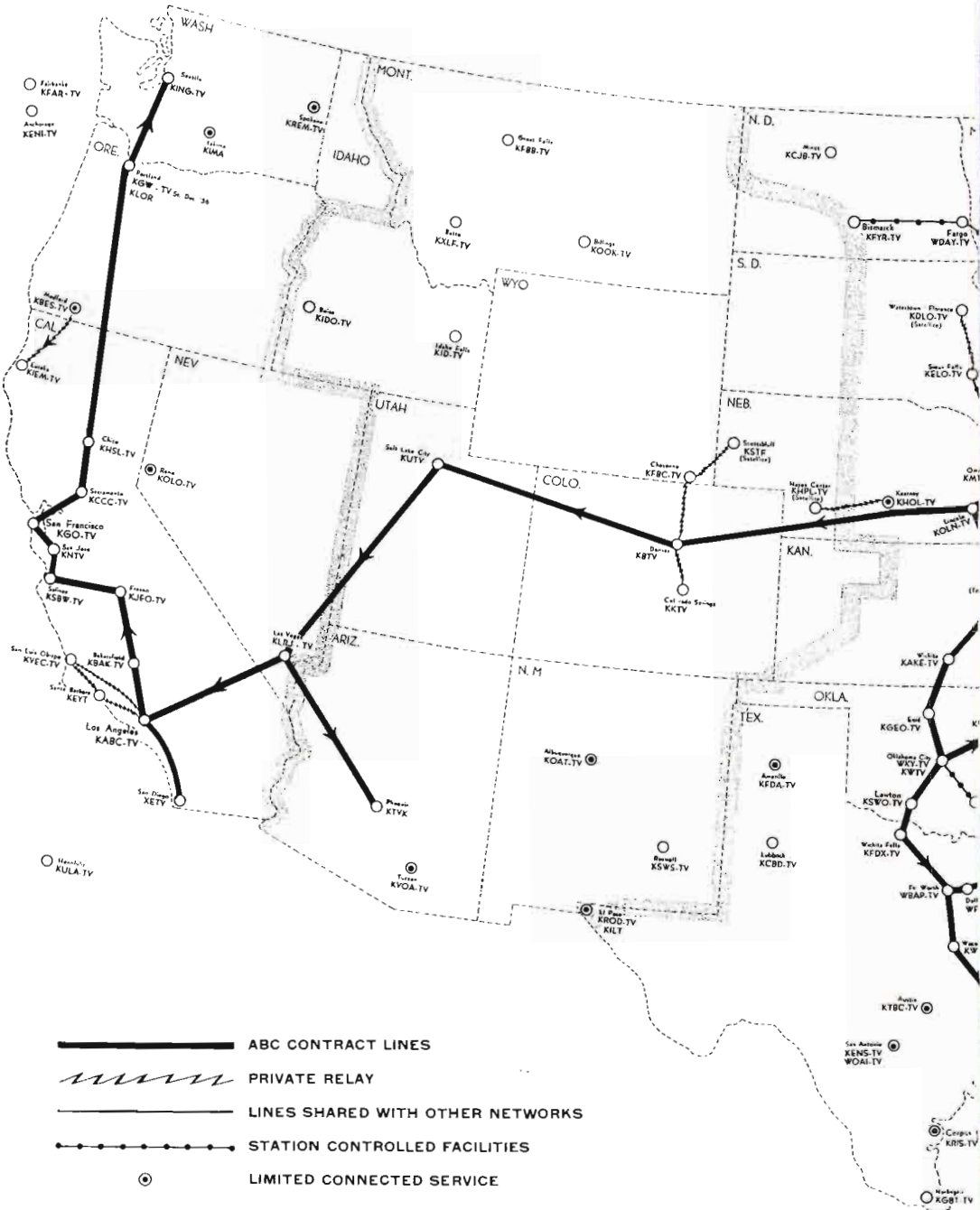
## **JOHN DALY**

### **V.P. in Charge of News, Special Events, Sports and Public Affairs**



John Daly, vice president of ABC in charge of news, special events, sports and public affairs, started as a CBS radio reporter and commentator in 1937 in Washington, D. C., after leaving Boston College. He left CBS after 12 years, joining ABC in 1949 and was named to his present post in August, 1953. Daly worked under a Washington dateline for four years. He was transferred to New York in 1941. Daly's combat reporting included eye witness accounts of the Sicilian campaign, the Italian campaign and the Anzio landing. He returned to cover the 1944 conventions, Presidential campaign and election. Since joining ABC he has directed or participated in the coverage of each year's great stories—from the Korean crises through the major sessions of the UN, the 1956 political events, the inaugurations of President Eisenhower, the coronation of Queen Elizabeth, the Army McCarthy hearings, the Suez Invasion and the Hungarian rebellion.

# AMERICAN BROAD





# A M E R I C A N B R O A D C A S T I N G C O . , I N C .

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

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

Telephone Number: SUsquehanna 7-5000

## OFFICERS

Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & Acting President of American Broadcasting Company  
 James T. Aubrey, Jr. .... Vice-President  
 James W. Beach ..... Vice-President  
 Alfred Beckman ..... Vice-President  
 Slocum Chapin ..... Vice-President  
 John Daly ..... Vice-President  
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 Earl Hudson ..... Vice-President  
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 Simon B. Siegel ..... Treasurer of American Broadcasting-Paramount Theatres & Treasurer of American Broadcasting Company

Robert L. Stone ..... Vice-President  
 Oliver Treyz ..... Vice-President  
 Thomas Velotta ..... Vice-President  
 Mortimer Weinbach ..... Vice-President & General Counsel  
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 Jason Rabinovitz ..... Administrative V.P.  
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 Richard Hamilton... Supervisor of Communications  
 George Milne ..... Traffic Coordinator  
 Clure Owen ..... Administrative Assistant  
 John Preston... Director of Engineering Facilities  
 Lawrence A. Ruddell... Recording Director  
 Joseph J. Spagnola... Director of Office & Studio Services  
 William Trevarthen... Director of Eng. Ops.  
 Reginald Willcocks... Traffic Manager  
 Merle Worster... Eastern Engineering Ops. Mgr.

## Finance, Personnel

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 J. Russell Gavin ..... Assistant Treasurer  
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 Omar Elder... Secretary & Ass't. General Counsel  
 Richard L. Freund... Dir. of Labor Relations

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 Richard Depew... Mgr. of TV Program Oper.  
 Theodore H. Fetter... Director of Program Dept.  
 Freelon Fowler... Film Program Manager  
 Frederick P. Laffey... Administrative Manager & Budget Officer  
 Daniel Melnick... Program Development Manager  
 Charles Mortimer... Mgr. Prog. Prod.  
 William Seaman... Mgr. TV Prog. Service

## Services

Bernard Paulson... Director of Television Services Department  
 Ruth K. Blainey... Operations Manager  
 Leonard Maskin... Television Services Manager  
 James McNaughton... Executive Art Director  
 Frederick J. Schuhman... Studio Services Coordinator

## News, Special Events, Sports & Public Affairs

John Daly ..... Vice-President in Charge of News, Special Events, Sport & Public Affairs  
 Thomas Velotta... Vice-President & Administrative Officer of News, Special Events, Sport & Public Affairs  
 Donald G. Coe... Dir. of Special Events and Ops.  
 Ruth Crawford ..... Librarian  
 Francis N. Littlejohn... News and Public Affairs Dir.  
 William A. Whitehouse... Director of Radio & TV Sports

## Press Information & Advertising

Michael J. Foster... Vice-President in Charge  
 John H. Eckstein... Director of Advertising  
 Hank Warner... Director of Press Information

## Station Clearance

Donald S. Shaw Jr., Director of Station Clearance  
 Joseph Giaquinto... Manager Station Clearance

## Sales

Slocum Chapin... Vice-President in Charge of Television Network Sales  
 William Gillogly... Eastern TV Network Sales Mgr.  
 Henry T. Hede... Business Mgr.-TV Network  
 Alice Stamatis... Manager of Order Processing  
 Eugene Wyatt... National Program Sales Mgr.

### Station Relations

Alfred R. Beckman.....V.P. in Charge of  
Station Relations

### Research and Sales Development

Donald Coyle.....V.P., Research  
& Sales Development  
Julius Barnathan.....Mgr. of Research  
Bert Briller.....Mgr. of Sls. Development

### ABC Film Syndication, Inc.

1501 Broadway

George T. Shupert.....President  
Richard P. Morgan.....Vice-President  
in Charge Business Affairs  
Donald L. Kearney.....Vice-President in Charge  
of Sales  
John B. Burns.....Vice-President &  
Director of National Sales  
William L. Clark.....Vice-President &  
Director of Western Sales Division  
Lee Francis.....Advertising & Promotion Manager

### CHICAGO

20 N. Wacker Drive, Chicago 6, Ill.

Sterling C. Quinlan.....Vice-President in  
Charge of WBKB  
James W. Beach.....Vice-President and  
Director of Network TV  
Grover Allen.....Exec. Producer  
Ralph Andrews.....Manager, WBKB Film Dept.  
Manuel Fingerhut.....Comptroller, WBKB  
Elliott W. Henry, Jr.....Pub. and Prom. Dir.  
William P. Kusack.....Manager of Engineering  
Dept.  
Rex Maupin.....Director of Music for WBKB  
Con O'Dea.....Manager, WBKB News &  
Special Events  
Daniel Schuffman.....Program Manager, WBKB  
Matthew Vieracker.....General Manager, WBKB  
Harold Wettersten.....Sales Manager, TV Network  
Central Division

### DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

James Riddell.....President & General Manager  
Elizabeth Ashton.....Traffic Manager  
Joseph C. Cassel.....Controller  
Harold Christian.....V. P., in Charge of  
Merchandising & Research  
Ralph Dawson.....Television Sales Manager  
Page Heldenbrand.....Promotion Manager  
Charles Kocher.....Chief Engineer  
John Lee.....Television Manager  
John Pival.....Vice-President for Television  
Peter Strand.....Executive Producer

### HOLLYWOOD

ABC Television Center  
Hollywood 27, Calif.

Earl Hudson.....Vice-President, Western Division  
J. Clifford Anderson.....Director of Labor Relations  
Jack Brembeck.....Promotion Manager  
Dorothy L. Brown.....Continuity Acceptance Editor,  
Western Division  
Sanford Cummings.....ABC Coordinator,  
Disney TV  
Ralph G. Denechaud.....Asst. to Chief Engineer,  
Western Division

Thomas Lufkin.....Program Mgr., National  
TV Network, Western Division  
Theodore Grenier.....Chief Engineer, Western  
Division

Allen E. Maynard.....Purchasing Agent &  
Building Maintenance Supervisor  
Courtney McLeod.....Dir. of Network Traffic,  
Station Clearance & TV Sales Service,  
Western Division

Robert P. Myers.....Pacific Coast Counsel, ABC  
Norma T. Olson.....Director TV Program  
Operations

Daniel P. O'Reilly.....News Editor, Western Division  
Frank G. Ralston, Jr.....Network Film Director,  
ABC-TV

Peter G. Robinson.....Program Director, KABC-TV  
Elton Rule.....Sales Manager, KABC-TV  
Florence T. Schiro.....Personnel Director  
Selig Seligman.....General Manager of KABC-TV  
J. English Smith.....Director  
John C. Wagner.....Controller, Western Division  
Ernest Stern.....Dir. of Promotion-Publicity,  
Western Division

### SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

John H. Mitchell.....V. P. in Charge of  
San Francisco Office  
Russ Baker.....Program Manager  
Jon Barkhurst.....Prom. and Pub. Mgr.  
Vincent Francis.....Western Division Sales Manager  
TV Network  
Harry Jacobs.....Chief Engineer & Building  
Maintenance Manager  
Edith Kirby.....Traffic Manager  
Robert Mitchell.....Film Editor  
Lorraine Pedersen.....Continuity Acceptance Editor  
Victor Reed.....Manager of News & Special Events  
& Advertising, Promotion & Publicity  
David Sacks.....Sales Manager KGO & KGO-TV  
Henry Saroyan.....Controller & Purchasing Agent  
Edward Smith.....Production Manager  
Mary Jane Wolf.....Sales Service Mgr.

### WASHINGTON

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

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

### WABC-TV, NEW YORK

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

Robert L. Stone.....V.P. in Charge of WABC-TV  
Gordon Kunz.....Production Manager of WABC-TV  
Joseph Stamler.....Sales Mgr.  
George Rice.....Program Manager  
ABC-TV Station Affiliates Association  
Frederick Houwink (Chrmn.).....WMAL,  
Washington, D. C.  
Harry LaBrun (V. Chrmn.).....WLWA, Atlanta, Ga.  
Joseph Hladky (Sec'y).....KCRG-TV, Cedar Rapids,  
Ia.  
Joseph Drilling (Treas.).....KJEO-TV, Fresno, Calif.  
Board of Governors  
Joseph Bernard.....WGR-TV, Buffalo, N. Y.  
Donald Davis.....KMBC-TV, Kansas City, Mo.  
Joseph Herold.....KB-TV, Denver, Colo.  
Robert Lemon.....WTTV, Indianapolis, Ind.  
William Walbridge.....KTRK-TV, Houston, Texas

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

# what they watch





# needs watching

“Every day is a school day. The things Johnny learns from TV—really remarkable.”

“Peter never used to look both ways before he crossed the street. Now he does it—because *Jiminy Cricket* told him to!”

A few years back, you didn't hear parents talk like that about children's television. Nobody thought the whole country could be a classroom. Maybe you remember some of the things that parents used to say.

Today, such words have a far-away ring, like the bell on the little red school house. Today the whole country's a classroom.

It isn't that parents have changed or that children have changed. Nothing has changed—but television itself.

Television is no longer a child. Today's shows for children are sometimes educational, often exciting and always entertaining. Today's television is wonderful. And ABC intends to keep it wonderful—make it even more wonderful by daring to make it thoughtfully different.

We watch what children watch. We watch *Rin Tin Tin* and *Mickey Mouse Club* and *Jim Bowie* and *Disneyland* and *Cheyenne*. We hope that parents watch the way we do.

We are never too preoccupied to be watchful. But we are proud of our efforts—and of the efforts of other networks—in making television for children a trusted, well-adjusted playmate.



television network

# CBS Television Programming Assumes Basic Viewing Habits



By  
MERLE S. JONES  
President  
CBS Television

AFTER a decade of television, it would be reasonable to expect that the unprecedented hold which the medium has had on the American public would begin to wear off. But nothing of the sort has happened. Nor are there any indications that the pattern will change during the coming year.



Indeed industry estimates predict that set ownership will climb a substantial 5%, raising the number of television homes to 41,800,000, or 83% of the U.S. total. But even though this gain in raw circulation is impressive, it is outshadowed by the forecast that the average television family in 1957 will continue to spend more than five hours a day watching television entertainment, information and education.

With viewing remaining at the same high level, and with the addition of 3 million new television families, America by the end of 1957 will be spending 209 million hours a day watching television—4½ million more hours per day than in 1956.

The public's increasing commitment to television carries important implications for both the broadcaster and the advertiser—on the one hand the acceptance of greater responsibilities, and on the other, recognition of greater opportunities.

We at CBS Television will seek to meet this greater challenge by adhering to the basic programming policy which won for the network in 1956 a leadership unmatched in the history of the medium: a monthly average of 8 out of the Top 10 nighttime programs . . . 8 of the Top 10 daytime programs . . . and an audience virtually as large as those delivered by the other two networks combined.



In our opinion this unprecedented record stems directly from a two-fold policy: first, to create the best in entertainment, information, and public service programming; and second, to give each program a reserved spot on the schedule so that it can be presented at the same time on the same day, week after week.

This policy of program frequency and continuity springs from a recognition that man is a creature of habit with a recurring pattern to his activities week to week. As part of this routine, he not only watches television but develops the habit of watching the same programs week after week. Thus, CBS Televi-

sion has sought to mesh its program schedule into the normal behavior and activities of the television audience, so that each viewer will form the habit of watching certain programs on certain days at certain times.

But this faith in the value of regular week to week programming does not mean that the CBS Television schedule will remain unchanged in the future, any more than it meant there were no changes in the past. During 1956, for example, more than twenty new program series were introduced on the network; and undoubtedly a comparable number of new series will be introduced during 1957.



This commitment to a regular weekly schedule does not preclude the so-called "special one-time broadcasts." We believe in the merit of such broadcasts but only when they provide viewers with entertainment or information of sufficient value to justify a break in the viewer's normal routine. In other words, a special show must offer something special. Operating within this definition CBS Television in 1956 broadcast such special events as the Kentucky Derby and The Orange Bowl, "The Sinking of the Andrea Doria", the annual news review by CBS News foreign correspondents — "Years of Crisis," day and night coverage of the two National Conventions, the Election Night returns, such special public affairs programs as "The Secret Life of Danny Kaye", and such entertainment one-shots as "The Victor Borge Show."



We at CBS Television during the coming months will do everything possible to maintain our role as "pace setter of the networks." We hope to achieve this goal by strengthening our regularly scheduled program lineup, by presenting one-time broadcasts that are indeed special, and by further extending our efforts in the fields of education and information through such exciting series as the new "Odyssey." By so doing we hope to provide our advertisers with a still more effective means of reaching—and selling—their products to the largest audiences ever gathered by a medium of mass communication.

# C.B.S. TELEVISION NETWORK

## HUBBELL ROBINSON, JR.

### Executive Vice President in Charge of Network Programs



Hubbell Robinson, Jr. was named to his post of vice president and director of CBS-TV network programs in 1951 when the web was reorganized into separate network operations for television and radio. He joined CBS in 1947 as a vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. Robinson moved to Foote, Cone and Belding as vice president in charge of radio in 1945. A native of Schenectady, N. Y., Robinson was graduated from Brown University. Following graduation he was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany. In 1928, he moved to New York and entered advertising.

## SIG MICKELSON

### Vice President in Charge of News and Public Affairs

Appointed vice president in charge of CBS News and Public Affairs in 1954, Sig Mickelson took over when the Radio and Television News and Public Affairs Departments were combined. Prior to that, he had served as director of news and public affairs for TV. He was reporter, then editor of the Sioux Falls, S. Dak., Argus Leader and newscaster for Station KSOO, Sioux Falls. He instructed journalism at Louisiana State University and was an assistant professor of journalism at Kansas University and the University of Minnesota. Mickelson joined CBS in 1943 as news editor of Station WCCO, Minneapolis, an outlet then owned by CBS. He served as director of news and special events, director of public affairs and production manager there. Late, in 1949, he transferred to New York to be CBS director of public affairs. Two years later he headed news and public affairs for TV. Mickelson was graduated from Augustana College, S. Dak., in 1934. Later, he received his master's degree at the University of Minnesota.



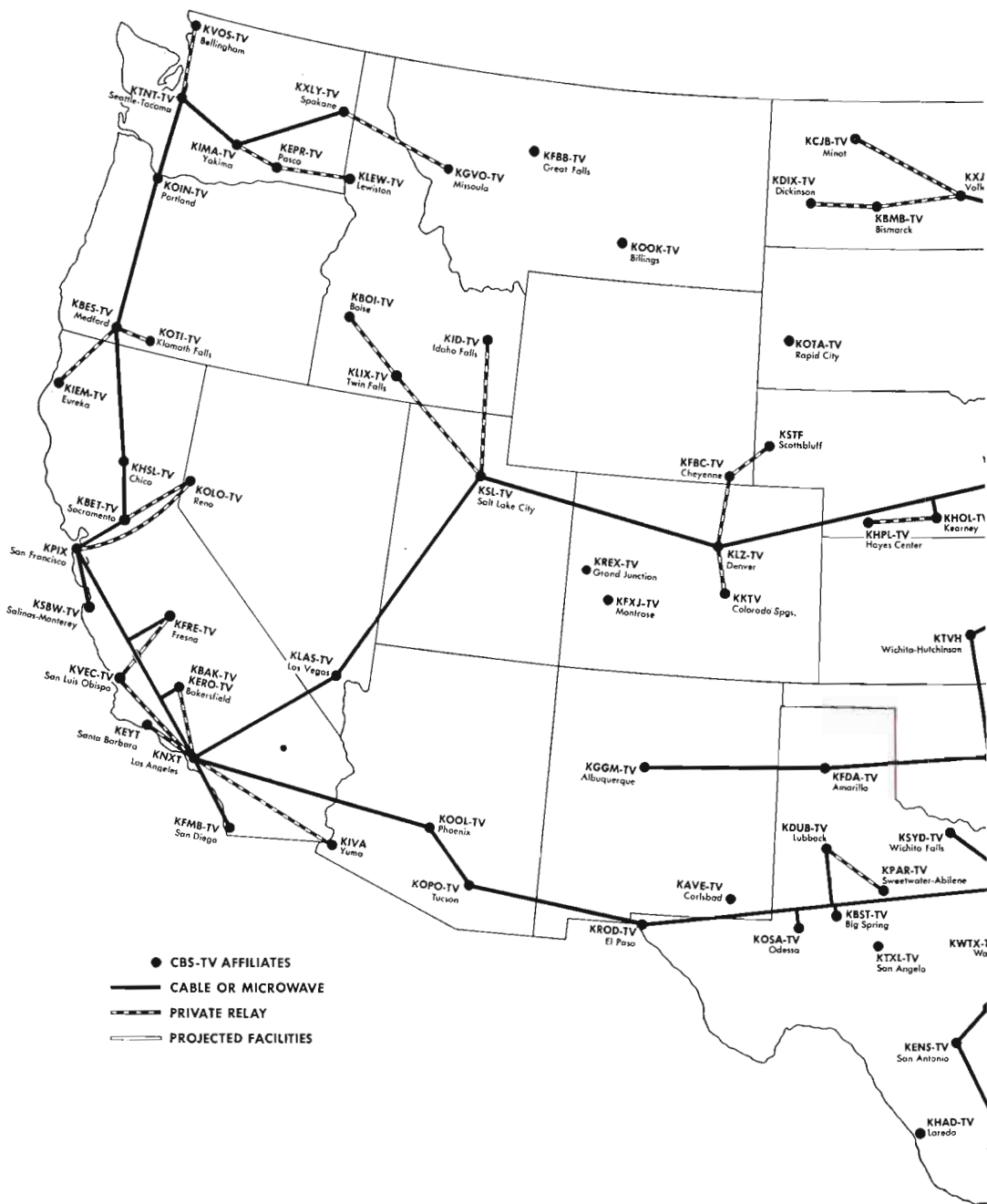
## WILLIAM H. HYLAN

### Vice President of Sales Administration



Associated with CBS for 19 years, William H. Hylan, vice president of sales administration since February, 1957, was named vice president in charge of network sales for CBS television in 1952. He entered military service with the Army after four years as an account executive with CBS Radio Sales from 1937 to 1941. In 1945, he returned to CBS radio and was appointed assistant to the director of station administration. He switched to the network's new TV sales staff as an account executive in 1948. In 1951, he was named assistant sales manager. Early the next year, Hylan was appointed eastern sales manager. He was born in New York City in 1905 and spent a good part of his youth as a resident of the Island of Puerto Rico. Hylan was graduated from Yale University.

# CBS TELEVIS





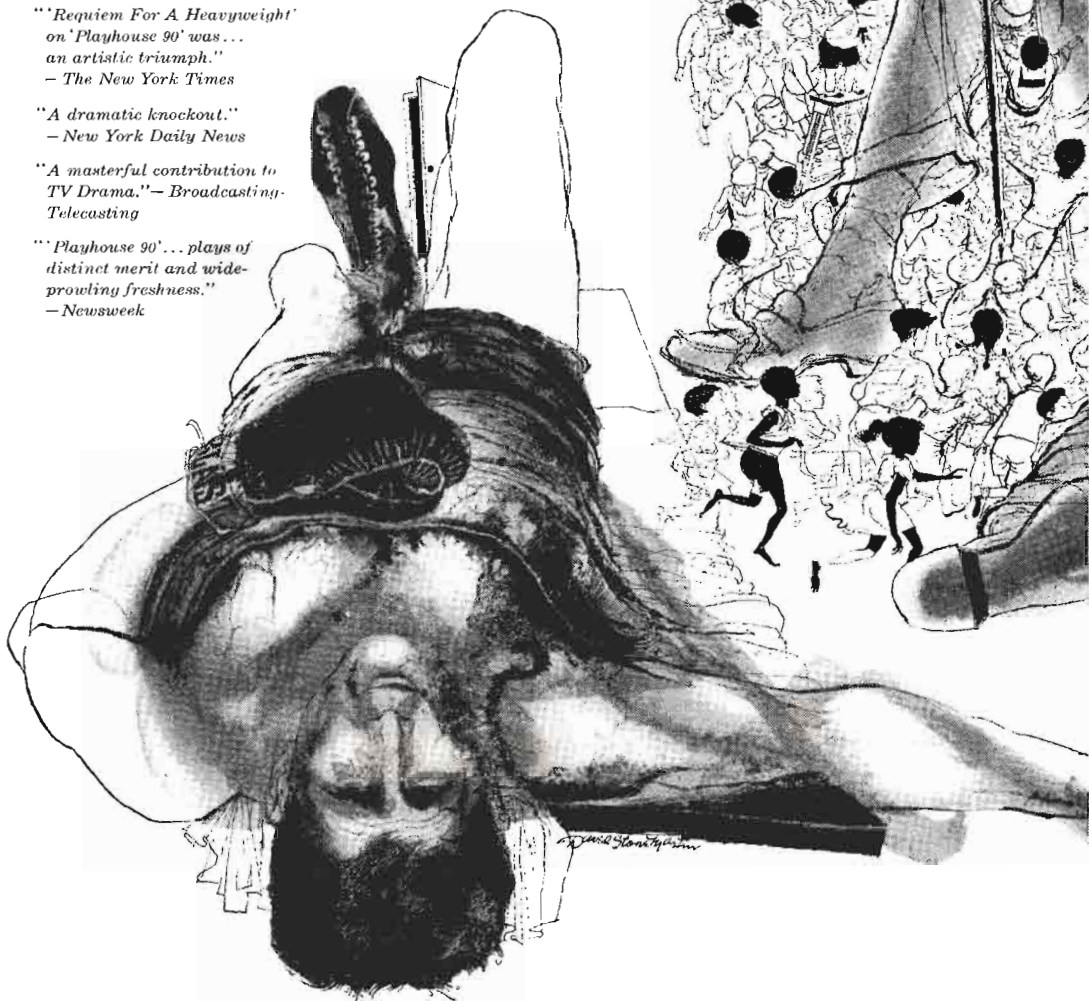
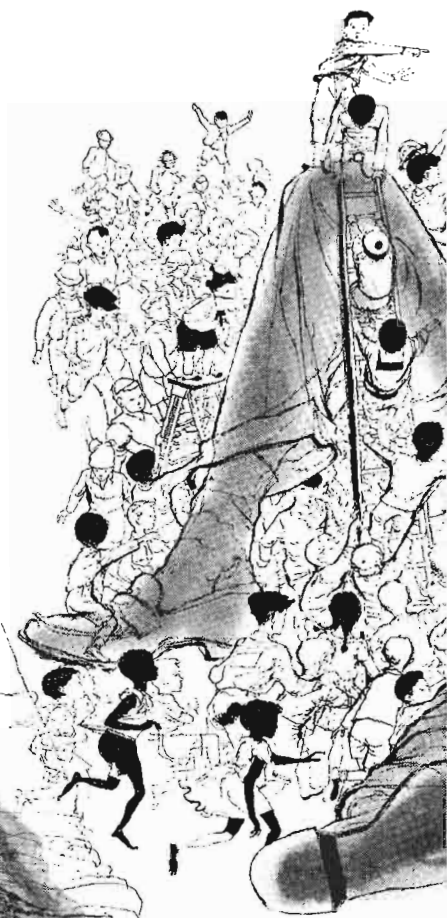
# programs for

*"'Requiem For A Heavyweight'  
on 'Playhouse 90' was ...  
an artistic triumph."  
— The New York Times*

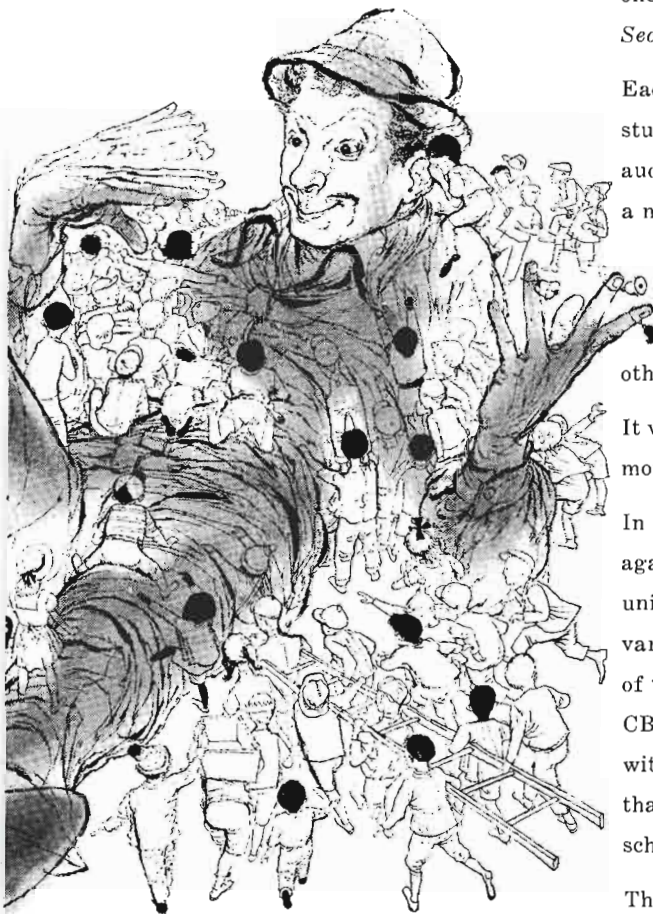
*"A dramatic knockout."  
— New York Daily News*

*"A masterful contribution to  
TV Drama."— Broadcasting-  
Telecasting*

*"'Playhouse 90' ... plays of  
distinct merit and wide-  
proving freshness."  
— Newsweek*



# profit



"Moving, heartwarming and funny... Kaye, Murrow and Friendly did their work for nothing: the money... went to UNICEF." — *New York Post*

"... Not only grand television... but... great statesmanship." — *Variety*

"... will probably win all the awards... will deserve every last one of them." — *New York World-Telegram and Sun*

As television ended its first decade two programs eloquently testified to its boundless vitality: the regularly scheduled weekly dramatic series *Playhouse 90* and the hour-and-a-half one-time special broadcast, "*The Secret Life of Danny Kaye*."

Each presented a great actor in a stunning performance, won vast audiences and unstinted praise as a major television contribution, took infinite pains to produce.

One yielded its producers a tangible financial reward; the other nothing but critical acclaim.

It would be difficult to say which was more profitable to television.

In these two programs the medium again brilliantly demonstrated its unique capacity to respond to the varied needs, interests and aspirations of the American people. Broadcast on CBS Television, they were produced with the enthusiasm and imagination that characterize the entire program schedule of the network.

This kind of programming for profit helps explain why Americans spent more time watching television during 1956 than during any previous year, and why they spent as much time watching CBS Television as the other two networks combined.

**CBS TELEVISION**

# CBS TELEVISION

## A DIVISION OF CBS, INC.

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

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

Telephone: JUDson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

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

### CBS TELEVISION DIVISION OFFICERS

Merle S. Jones ..... President  
 Hubbell Robinson Jr. .... Exec. V.P. in Charge of Network Programs  
 Harry G. Ommerle .... Vice-President in Charge of Network Programs, New York  
 Alfred J. Scalpone .... Vice-President in Charge of Network Programs, Hollywood  
 R. M. Weitman ..... V.P. Prog. Devl.  
 Oscar Katz ..... V.P. in Chg. of Daytime Programs  
 H. Leslie Atlass ..... Vice-President in Charge of Central Division  
 Edward L. Saxe .... V.P. in Charge of Operations General Services  
 William H. Hylan .... V.-P. of Sales Administration  
 Herbert V. Akerberg .... Vice-President in Charge of Station Relations  
 Edward Shurick .... Vice-President and Director of Station Relations  
 William B. Lodge .... Vice-President of Engineering and Station Relations  
 Howard S. Meighan .... Vice-President in Charge of Western Division  
 Leslie Harris ..... Vice-President & General Manager, CBS Television Film Sales, Inc.  
 W. Spencer Harrison .... Vice-President and Busiess Mgr. of Talent & Contract Properties  
 Craig Lawrence .... Vice President in Charge of CBS Television-Owned Stations  
 Thos. K. Fisher ..... Vice-President and General Attorney  
 William J. Flynn ..... Contro'l'er

### Network Sales

Thomas H. Dawson .... Vice-President in Charge of Network Sales  
 George E. Klayer ..... Network Sales Manager  
 Sam K. Maxwell ..... Eastern Sales Manager  
 Roland Blair ..... Mid-Western Sales Manager  
 Charles R. Sterritt ..... Detroit Sales Manager  
 William J. Fagan ..... Business Manager  
 Robert Hoag ..... Program Sales Mgr.  
 Edward F. Lethen, Jr. .... Manager of Network Sales Development  
 Frank Smith ..... Assistant Manager of Network Sales Development

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

### Network Programs

Hubbell Robinson, Jr. .... Executive Vice President in Charge of Network Programs  
 Harry G. Ommerle .... Vice-President in Charge of Network Programs, New York  
 Alfred J. Scalpone .... Vice-President in Charge of Network Programs, Hollywood  
 R. M. Weitman ..... V.P. Prog. Devl.  
 Oscar Katz ..... Vice President in Charge of Daytime Programs  
 Lester Gottlieb ..... General Executive  
 Marlo Lewis ..... Executive Producer, Music & Variety Programs  
 Gilbert A. Ralston .... Director, Network Programs, N. Y.  
 Robert D. Martin .... Talent & Casting Director New York  
 Milo Frank .... Talent & Casting Director, Hollywood  
 Bert Berman .... Dir. of Daytime Pgm. Development  
 Edwin Friendly ..... Dir. of Daytime Programs  
 Richard Lewine ..... Executive Producer  
 E. Carlton Wirkler ..... Production Manager

### Operations

Edward L. Saxe ..... Vice-President in Charge of Operations  
 Henry Grossman ..... Director of Operations  
 R. G. Thompson ..... Director of Technical Operations  
 H. C. Meier .... Manager of Network Operations  
 Walter R. Pierson .... Dir. Production Facilities Planning  
 Albert J. Raymond ..... Mgr. of Theater and Stage Operations  
 Anthony Boschetti ..... Manager of Procurement  
 Paul Wittlig ..... Manager of New Effects Development  
 Orville Sather, .... Manager of Technical Operations  
 Lawrence B. Gumbinner ..... Traffic Manager  
 M. Clay Adams .... Manager of Film Productions Operation  
 Gordon Shadwick ..... Manager of Film Service Operations  
 George Lehmann ..... Manager of Scenery Construction

### Station Relations

Herbert V. Akerberg .... Vice-President in Charge of Station Relations  
 Edward P. Shurick .... Vice-President & Director



Robert Wood.....Assistant Director  
 Bert Lown.....Western Manager  
 Ed Scovill.....Midwest Manager  
 David R. Williams.....Eastern Manager  
 Donald Clancy.....Business Manager

### Advertising & Sales Promotion

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

### Press Information

Charles J. Oppenheim.....Director of  
 Information Services  
 Larry Lowenstein.....Director—N.Y.  
 James J. Kane.....Director—Hollywood  
 Robert F. Blake.....Manager of Special Projects  
 Harry Feeney.....Trade News Editor  
 Dorothy Leffler.....Director of Magazine Division

### Research

Jay Eliasberg.....Director  
 Rose Marie O'Reilly.....Manager of Ratings  
 Tore Hallonquist.....Manager of Program Analysis  
 Leonard DeNooyer.....Mgr., Coverage Div.

### Engineering

William B. Lodge.....V.P., Engineering  
 and Station Relations  
 A. B. Chamberlain.....Chief Engineer  
 H. A. Chinn.....Chief Audio-Video Engineer  
 J. D. Parker.....Chief Radio Engineer

### Business Affairs

W. Spencer Harrison...Vice-President and Busi-  
 ness Mgr. of Talent & Contract Properties  
 Charles Woodward.....Senior Attorney  
 Merritt H. Coleman...Director of Business Affairs  
 Louis T. Stone.....Dir. of Talent Commitments  
 Philip Feldman...Director of Business Affairs, L. A.  
 David Klingler.....Budget Control Manager

### CBS Television Enterprises

Sydney Rubin.....Director  
 Murray Benson.....Sales Manager

### Accounting

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

### Executive Division, Hollywood

Howard S. Meighan.....V.P., West. Div.  
 H. C. Theis...Director of Operation, Hollywood  
 Lester H. Bowman...Dir., Phys. Ops., L.A.  
 James Melick.....Director of Production Adm.

### News & Public Affairs

Sig Mickelson.....Vice-President in Charge  
 of News and Public Affairs  
 John F. Day.....Director of News  
 Irving Gitlin.....Director of Public Affairs  
 Elmer Lower.....Director of Special Projects  
 Howard Kany.....Manager of Newsfilm  
 Jack Bush...Manager of News Film Production  
 George Crothers.....Director of Educational &  
 Religious Broadcasts  
 Henry Wefing.....Executive Assistant to  
 Director News

James Burke.....Assignment Editor, CBS News  
 David Zellmer...Executive Producer of TV News  
 Robert Skedgell...Exec. Producer of Radio News  
 William MacPhail.....Director of Sports  
 Helen Sioussat.....Director of Talks  
 Theodore F. Koop.....Director of News and  
 Public Affairs, Washington

### CBS Television Spot Sales

John A. Schneider.....General Manager  
 Ben Margolis.....Business Manager  
 Robert F. Davis.....Research Manager  
 Walter Stein.....Ass't Research Manager  
 Bruce Bryant.....Eastern Sales Manager  
 Frank Elliott Jr....Director Sales Development  
 B. Colvig.....Director Sales Promotion

### Branch Offices

Arthur C. Elliott...Midwestern Sales Manager  
 410 N. Michigan Ave., Chicago  
 H. H. Holtshouser...Atlanta Manager  
 800 Peachtree St., N.E., Atlanta, Ga.  
 Richard R. Loftus...Detroit Manager  
 902 Fisher Bldg., Detroit 2, Mich.  
 John White.....San Francisco Manager  
 Palace Hotel, San Francisco  
 Edward A. Larkin...Los Angeles Manager  
 1313 N. Vine St., Los Angeles

### CBS Television Film Sales, Inc.

Leslie Harris...Vice-President & General Manager  
 Thos. W. Moore.....General Sales Manager  
 Fred Mahlstedt.....Director of Operations  
 Eugene Moss.....Sales Promotion Manager  
 Walter Scanlon...Merchandising Manager  
 John C. Sebastian...Publicity Manager

### Terrytoons Division

Paul Terry, Newell T. Schwin

### CBS-OWNED TELEVISION STATIONS

Craig Lawrence...Vice President in Charge of  
 CBS Television-Owned Stations

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

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

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

H. Leslie Atlass.....Vice-President,  
 Central Division

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

Clark B. George.....General Manager

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

Edmund C. Bunker.....General Manager

### WHCT, Asylum Street Hartford, Conn.

Harvey Struthers.....General Manager

# Spectaculars, Color Gain Firm Hold on Viewing Public



By  
EMANUEL SACKS  
Vice President  
TV Network Programs  
National Broadcasting  
Company

ONE of the most significant developments of the 1956-57 broadcasting season has been the success of the Spectaculars and other special shows injected in the regular schedule. This type of NBC programming, nearing the end of its third season, has become progressively more attractive to both the public and the advertiser.

The bare statistics tell the story:

The Spectaculars and the one-shot programs this season are averaging higher audience ratings than in either of their first two years.



These special shows on NBC television averaged a 42 per cent higher rating in the Fall than the average of all nighttime shows scheduled on a regular basis on the three television networks.

Of the 169 Spectaculars presented in the last three seasons, 40 per cent, or four out of ten, achieved Top Ten rankings in the Nielsen ratings.

The Spectaculars alone, separately rated from the special one-shot programs, showed an 18 per cent audience gain for 1956-57 over the previous season.

One of the Spectaculars, "Jack and the Beanstalk," attracted the largest audience ever to view a 90-minute show—55,000,000 viewers, a 75 per cent greater audience than the average of the three main competing shows.

The Spectaculars and the special programs apparently have won a permanent place in the plans of major advertisers. This is a statement which can be made with some confidence on the basis of inquiries at hand and interest in our plans for these programs in the 1957-58 season. Advertisers looking for special power, special impact and special merchandising find the answer in the Spectaculars and the special one-shot programs.



In addition to the Specials, we will always continue to maintain a strong schedule of regular daily and weekly programming. We recognize that regular programming, building strong audience interest and habit, is the backbone of our programming.

Although NBC remained the only network broadcasting Spectaculars and special programs on a regular basis at the outset of 1957, indications are that other networks may yet return to them. This is a development foreshadowed by heavy advertiser interest and public demand.

In any compilation of the factors which contributed most to the success of the Spectaculars and special programs, two stand out: the excitement of color and live television. Color is catching on and taking hold with the public and live programming is proving an enduring audience attraction.

The added beauty, emotion and realism of color TV is now on tap every night of the week. Color adds still more excitement to this special event type of programming and accelerates audience building. In the process, it brings the program added promotional power.



At NBC we believe that television is fundamentally a live medium. This remains the major 1957 fact-of-life in our industry despite the influx of Hollywood films.

The success of the Spectaculars, the fact that such shows as Perry Como and Steve Allen are doing better than ever on live programs, the new viewer interest created by "Playhouse 90" on CBS through some of its live presentation of television originals, prove that audiences are attracted by live programming—by the immediacy, the excitement, the right-before-the-eyes quality of a live show.

This does not mean that there isn't plenty of room for film in television. Some of the most popular shows on all networks are on film. Also, this doesn't overlook the fact that "The Wizard of Oz," presented in prime time as a network show, drew a huge audience. But how many features are there which have the wonderfully timeless appeal of that show?

The networks, together, present some 12,000 hours of programming a year. Hollywood's yearly film output is less than one-tenth of this total.



The future lies in live programming. We must continue to build new live shows. We must continue our search for creative talent—writers, producers, entertainers. We must recruit from all areas of show business. We must go on trying out new ideas. We must emphasize in television the quality which is unique to that medium. It was this quality which gave TV its fantastic rate of growth.

# N.B.C. TELEVISION NETWORK

## **ROBERT E. KINTNER**

**Executive Vice President, TV Network Programs and Sales**



Robert E. Kintner was elected to his present post of executive vice president, TV network programs and sales, in February, 1957. He had been named an executive vice president a month earlier. Kintner, former president of ABC, is a graduate of Swarthmore College. He joined the editorial staff of the New York Herald Tribune, later becoming Washington correspondent for that paper. With Joseph Alsop, he wrote a nationally syndicated column. Kintner has co-authored several magazine articles and books. In 1941 he joined the Army, serving overseas, and with the War Department Bureau of Public Relations in Washington. He joined ABC as VP in 1944 with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive VP, and president in 1949. He resigned in October, 1956.

## **THOMAS A. McAVITY** **Executive Vice President, Staff**

Appointed to his new post as executive vice president, staff, on Feb. 6, 1957, Thomas A. McAvity was formerly vice president, TV network programs and sales. He first joined NBC in 1929 as a producer, then left in 1932 and for several years supervised the production of radio programs as vice president of Lord and Thomas' radio department. From 1937 to 1941, McAvity was manager of their Hollywood office. He later concentrated on free-lance productions and packaging, rejoined NBC in 1951 as director of talent and program procurement for TV. McAvity was appointed national program director in 1952. He was elected VP of the TV network programs division in 1954 and a year later was made VP in charge of the TV network. A native of St. John, N. B., McAvity attended Ridley College in Ontario and McGill University in Montreal.

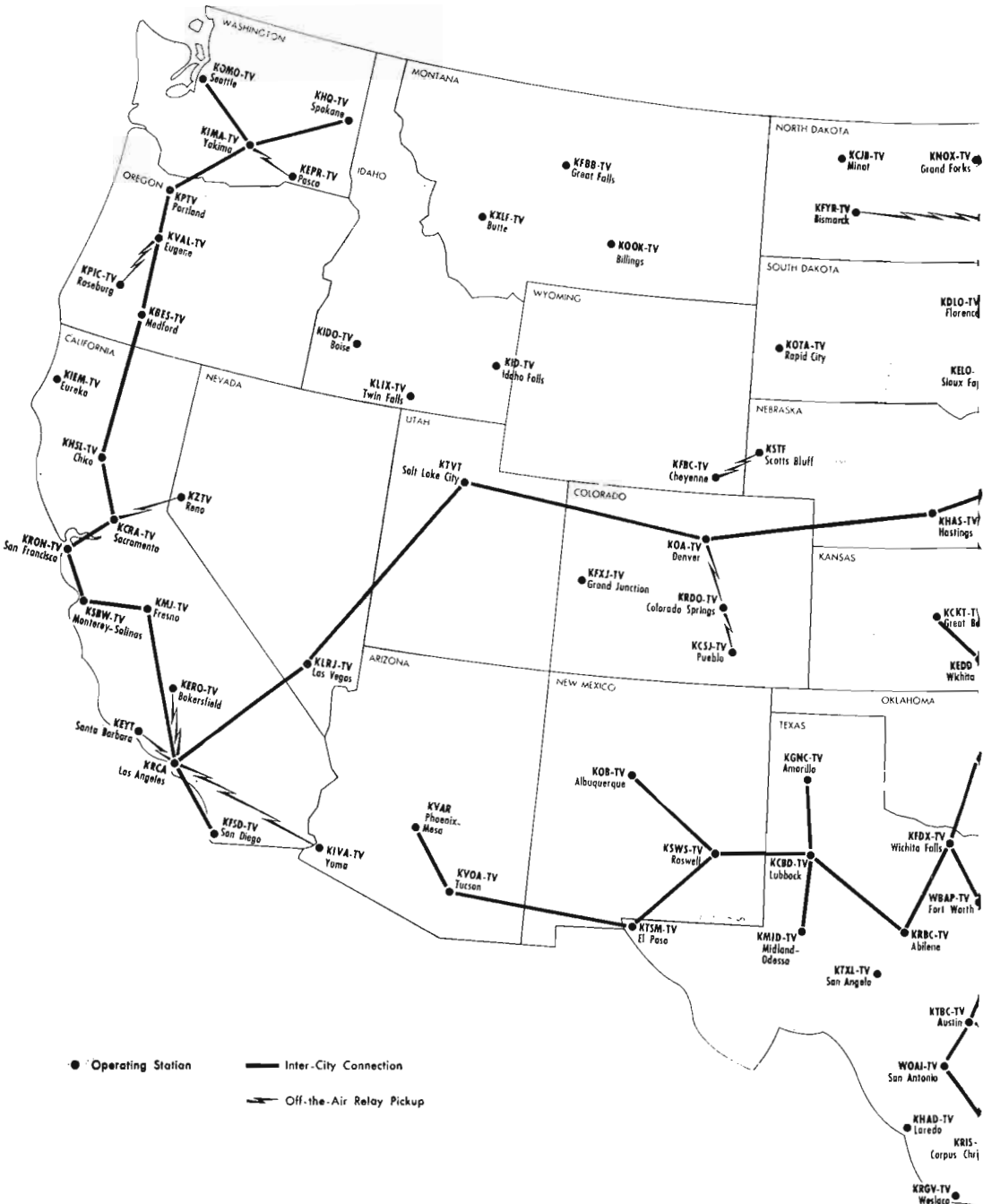


## **WILLIAM R. GOODHEART, JR.** **Vice President, Television Network Sales**

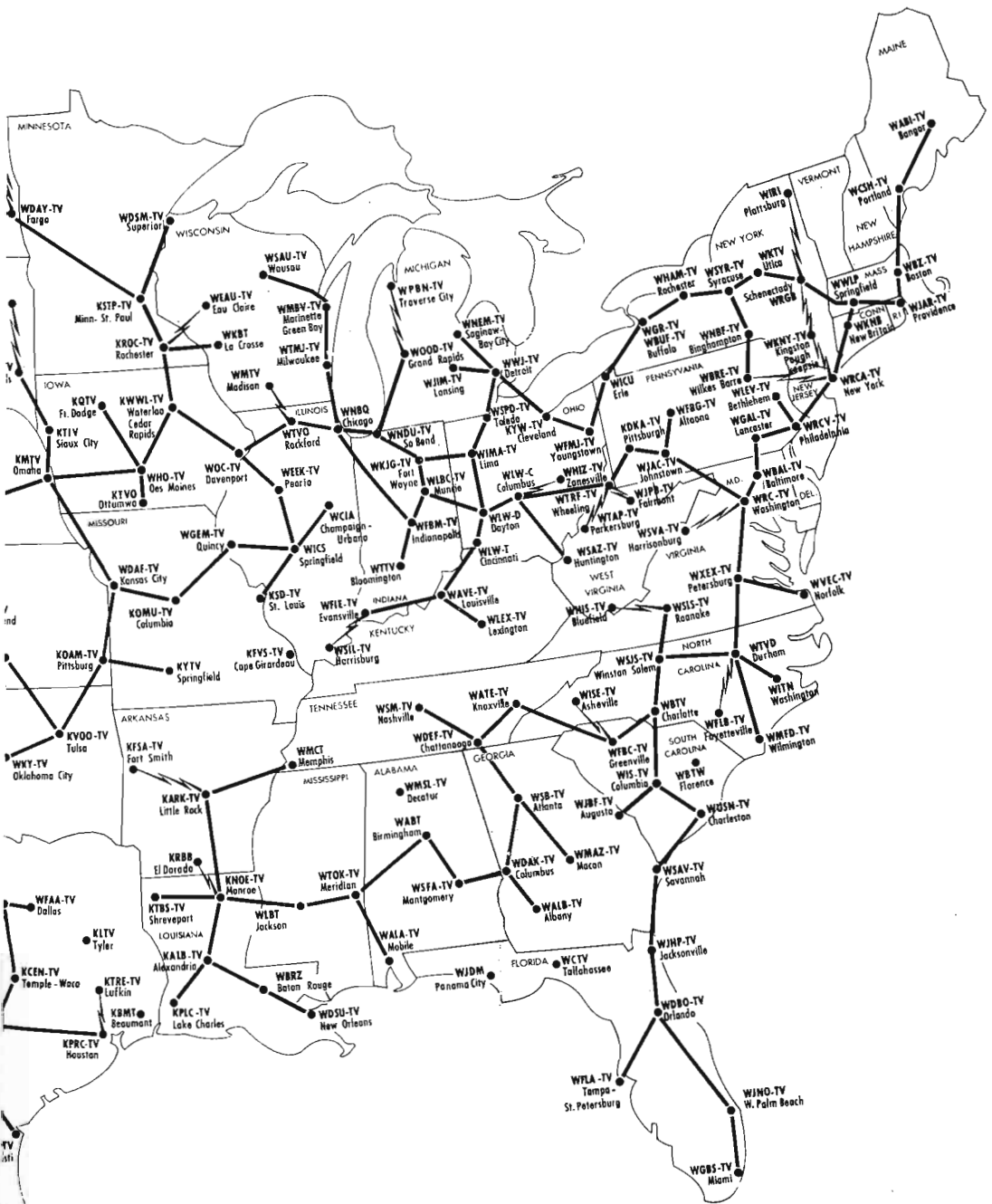


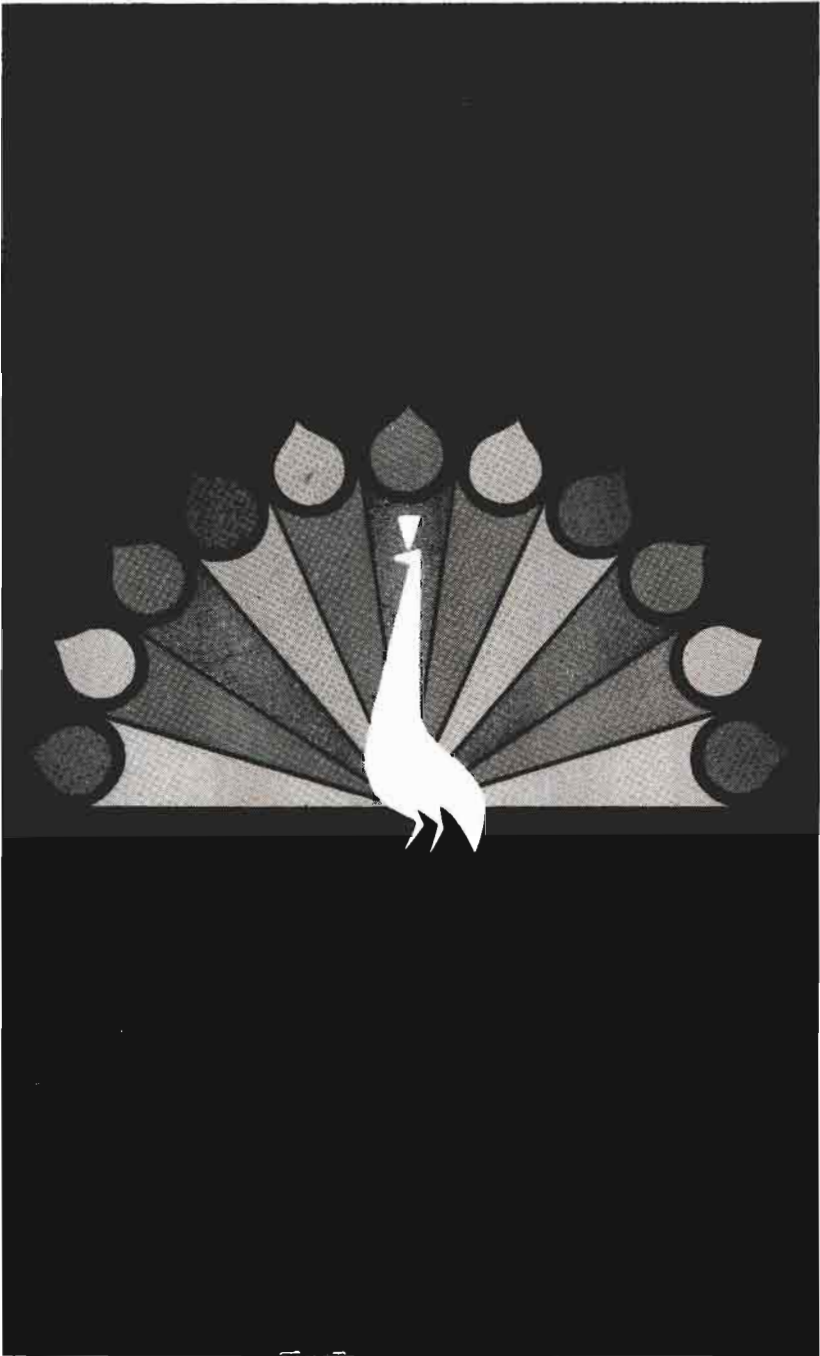
William R. Goodheart, Jr. was placed in charge of sales for the NBC television network in September of 1956 and was named a vice president the succeeding month. Goodheart joined NBC in May of 1956 in an executive capacity. For almost a quarter of a century, he discovered, developed and managed stars in the entertainment field. Goodheart co-founded the Music Corporation of America in 1924. He retired from MCA in 1943 as an executive vice president and established the Goodheart Farms at Eaton, Ohio, specializing in Aberdeen Angus cattle and Hampshire hogs. Since coming to NBC, he conceived the "NBC Bandstand" program series of live big-name orchestra music on both radio and TV. Born in Chicago, Goodheart attended the Universities of Chicago and Illinois.

# NATIONAL BROAD




# CASTING COMPANY





more and more  
advertisers  
are selling in  
**COLOR**  
every night  
of the  
week on  
**NBC**  
television

a service of 

# NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

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

## EXECUTIVE

Robert W. Sarnoff.....President  
Joseph V. Heffernan.....Staff Vice President

## ADMINISTRATIVE DIVISION

J. M. Clifford.....Executive Vice President,  
Administration

## Engineering and Facilities Administration

Andrew L. Hammerschmidt.....Vice President,  
Engineering and Facilities Administration  
Joseph J. Arnone.....Manager, Design and  
Construction  
William A. Clarke.....Manager, Engineering  
Administration and Services  
George K. Graham.....Liaison Engineer  
Raymond F. Guy.....Director, Radio Frequency  
Engineering  
Albert Humbert.....Manager, Building Maintenance  
Edward M. Lowell.....Manager, Administration  
Robert F. McCaw.....Director, Facilities  
Administration

## Integrated Services Department

William S. Hedges.....Vice-President in Charge  
of Integrated Services  
Edwin L. Dunham.....Manager, Music Library and  
Services  
Willard Frech.....Chief Accountant  
Mildred Joy.....Chief Librarian  
J. Robert Myers.....Manager, Traffic

## TELEVISION NETWORK

### Programs and Sales

Robert E. Kintner.....Executive Vice President,  
Television Network Programs and Sales  
William V. Sargent.....Director, Administration,  
Television Network

### Network Sales

William R. Goodheart, Jr.....Vice President,  
Television Network Sales  
Michael H. Dann.....Vice President,  
Television Program Sales

Walter D. Scott.....Vice President,  
Television Sales Director  
Edward R. Hitz.....Vice President,  
Television Sales, Central Division

## Treasurer

H. Earl Rettig.....Vice President and Treasurer  
William A. Williams.....Assistant Treasurer

## Public Relations Division

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

## National Advertising and Promotion Department

John H. Porter.....Manager of National  
Advertising & Promotion  
Donald Foley.....National Sales Promotion Manager  
John Graham.....Art Director  
Edwin Vane.....National Audience  
Promotion Manager

## Press and Publicity Department

Sydney H. Eiges.....Vice President, Press and  
Publicity  
Ellis Moore.....Director, Press Department  
William E. Anderson.....Manager, Business and  
Trade Publicity  
Milton Brown.....Manager, Program Publicity  
Robert R. Brown.....Manager, Institutional Publicity  
Kathryn Cole.....Manager, Information  
Sidney Desfor.....Manager, Photo Unit  
Mike Horton.....Director, Information  
William Burke Miller.....Night Executive Officer  
Charles Henderson.....Pub. Mgr., Radio Net.,  
O & O Stations, NBC Spot Sales  
Cornelius K. Sullivan.....Public Relations Rep.

## Planning & Development Department

Leonard H. Hole.....Director of Program  
Development  
Tadeusz Danielewski.....Manager, Program  
Development Production  
Ross Dona'dson.....Manager, Writing Services  
Robert Garthwaite.....Coordinator, Program  
Development  
Nat Wolff.....Director, Program Planning  
David W. Tebet.....General Program Executive



## Station Relations Division

Harry Bannister.....Vice-President for  
Station Relations  
Donald J. Mercer...Director of Station Relations

## TELEVISION NETWORK PROGRAMS DIVISION

Emanuel Sacks.....Vice President,  
Television Network Programs

## National Program Department

Mort Werner.....Vice-President, National  
Programs  
Giraud Chester, John P. Cleary..General Program  
Executives  
Thomas O. Loeb.....Mgr. of TV Network  
Programs  
LeRoy Passman.....Manager of Program  
Administration  
Albert McCleery.....Executive Producer

## Public Affairs Department

Davidson Taylor.....Vice-President in Charge  
of Public Affairs  
Benjamin K. Park.....Director, Public Affairs  
Thomas S. Gallery.....Manager of Sports  
William McAndrew.....Director of NBC News  
Arch Robb.....Manager of Special Events  
Edward Stanley.....Manager of Public Service  
Programs  
Barry Wood.....Director of Special Events

## Talent Department

James E. Denning.....Director, Talent &  
Program Contract Administration  
Charles J. Moos.....Manager, Talent &  
Program Contract Administration  
Martin J. Begley.....Casting Director

## Production Operations

Ernest W. Theiss.....Manager, Production  
Stanley Parlan.....Manager, Broadcast Film  
Edward A. Whitney.....Manager, Broadcast

## Network Business Affairs

Carl M. Stanton.....Vice President, Television  
Network Programs and Sales, Business Affairs  
John J. Heywood.....Director, Business Affairs  
Edward J. Stegeman.....Associate Director,  
Business Affairs  
Joseph M. Milroy...Manager, Program Services  
Francis X. O'Shea.....Manager, Business  
Administration

## FILM DIVISION

Daniel Curtis.....Manager, Eastern Sales  
H. Weiler Keever.....Director, Sales  
Edward Montanus...Manager, Central Sales  
Clifford Ogden.....Manager, Western Sales

## WRCA-TV—New York

William N. Davidson.....General Manager  
Frederick E. Acker.....Business Manager  
Peter Affe...Manager, Studio and Film Operations  
William A. Berns...Manager, News and Special  
Events

Max Buck.....Director, Advertising, Promotion  
and Merchandising  
George A. Heinemann.....Manager, WRCA-TV  
Programs  
Jay Heitin.....Director, WRCA-TV Sales  
John R. O'Keefe.....Director, Publicity

## WBUF-TV—Buffalo

Charles Bevis.....General Manager

## WNBQ—Chicago

Jules Herbeuoux.....General Manager &  
Vice-President of WMAQ, WMAQ-FM, WNBQ

## WRCV-TV—Philadelphia

Lloyd E. Yoder.....V.P., General Manager of  
WRCV, WRCV-TV

## KRCA—Hollywood

Thomas C. McCray...V.P. & Gen. Mgr. of KRCA

## WRC-TV—Washington

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

## NBC OWNED STATIONS AND NBC SPOT SALES DIVISION

Thomas B. McFadden.....Vice President, NBC  
Owned Stations and NBC Spot Sales  
Donald E. Bishop.....Director, Publicity and  
Community Services  
Thomas S. O'Brien...Director, Business Affairs

## WASHINGTON AND PACIFIC DIVISION OFFICES

### Washington

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

### Pacific Division

John K. West.....Vice President for the  
Pacific Division  
Alan W. Livingston.....Vice President,  
Television Network Programs  
Lewis S. Frost.....Manager, Radio Network  
Programs, Pacific Division  
Sheldon B. Hickox, Jr.....Director of  
Station Relations  
Haro'd Kemp.....General Program Executive  
John R. Kennedy.....Liaison Engineer  
Thomas W. Sarnoff...Vice President, Director,  
Production and Business Affairs  
Ralph F. Shawhan...Director, Press and Publicity  
Oscar C. Turner...Personnel and Labor Relations  
Manager

*NOTE: A listing of the personnel of  
California National Productions, Inc.,  
will be found on Page 985.*

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## NTA Plans Future Based On Advantages Of Film Web

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**T**HE time honored business advice "Find a need and fill it" probably sums up the reasons "why" of the NTA Film Network as well as any maxim in the book.

That's if you don't use the word "find" in the sense of "discovery," of course. We were hardly the first to discover the need for a television network linking its affiliates by the use of film, unshackled by the built-in restrictions and heavy cost burdens of coaxial cable.



Nor can we in these, our incipient stages, accurately measure how completely we fill this need. We can, however, pause for a deep breath after a hectic yesterday, and venture a look at tomorrow as viewed from the vantage point of today.

I have repeatedly referred to America's fourth television network as a lower case network with an upper case tomorrow. In that tomorrow, I am convinced, the archaic aspects of network broadcasting, virtually unchanged since the mid-Twenties, will be drastically overhauled and updated. The television network of this tomorrow will be a modernized version, primarily a film network, and we of the NTA Film Network are pointing for this future in the hurly-burly of our busy today.



The Network's status report is just as simple as its compilation was complicated. It seems like yesterday . . . and it was, as a matter of fact, a few short months ago . . . that we decided to organize a network that would give its stations an additional source of strong, competitive programming and national advertising revenue; that would offer to the advertiser and his agency a new, convenient marketplace to buy nationwide coverage at a realistic cost; and a network which would elevate the program standards of television, offering finer entertainment to the television household of the nation.

We set October 15th, 1956 as our target date, and we met our deadline. As of April 1st, the Network will be operating under its first commercial auspices, as the sponsorship by the Warner-Lambert Pharmaceutical Company, one of the country's most respected advertisers, goes into effect.



By  
ELY A. LANDAU  
President  
NTA Film Network

Even in these, our "lower case" days, the NTA Film Network will be furnishing commercial service to 128 television stations from coast to coast covering with their combined signals over ninety percent of America's television homes.

And tomorrow? Mindful of the fact that tomorrow, despite the popular saying to the contrary, always comes, we are making earnest preparations for its advent. An hour and a half children's spectacular, our next program project, is nearing completion. Eleven series of half hour programs are in varying stages of development at Twentieth Century-Fox and Desilu. We are, in a word, arming ourselves for an expanded tomorrow, stepping up our programming support to our affiliates and the communities they serve, thus creating new television advertising opportunities for America's already television conscious advertisers.



We feel that we are already serving the public by broadening the base of the television medium, widening the program horizons on channels already available. With the increase in the number of stations a virtual certainty, these top programs will be available to more and more people.

Mindful of the fact that service to the public is TV's primary reason for existence, our Network will constantly seek ways and means to further that service. We believe that the phrase "public service programming" can be consonant with excitement and entertainment, and we are not unmindful of the challenge such programming represents.



In the years to come we confidently expect "NTA" to loom more and more importantly in the television spectrum as network television advances.

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# **NTA FILM NETWORK**

## **A Subsidiary of National Telefilm Associates**

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*60 West 55th Street, New York, New York*

*Telephone: PLaza 7-2100*

President.....Ely A. Landau  
Exec. V.P.....Oliver Unger  
V.P. Director Sales.....Harold Goldman  
V.P. & Sec'y.....Edythe Rein  
Sales Manager.....William Koblenzer  
Dir. Station Relations.....Tony Azzato  
Dir. Promotion.....Martin Roberts  
Dir. Advertising.....Kermit Kahn  
Dir. Public Relation.....Frank Young  
Dir. Film Dept.....Marvin Schlaffer  
Mgr. Sta. Prom. Service.....Barbee Wolf  
Mgr. Traffic Dept.....Vincent Fiumano  
Mgr. Shipping Operations.....Dan Kennis

### **Offices**

#### **New York**

60 West 55th Street  
New York, N. Y.

#### **Chicago**

612 N. Michigan Ave.  
Chicago, Ill.

#### **Hollywood, Calif.**

8721 Sunset Blvd.  
Hollywood, Calif.

# NTA FILM





# Speaking of Launching



*This is a model of the man-made satellite, which will encircle the earth in this international Geo-Physical Year, travelling at a speed of 18,000 miles an hour, in an orbit 300 miles away in space.*

**NTA**

# New Concepts . . .

*Just as the satellite is a totally new concept in aerodynamics, so is the NTA Film Network in the dynamics of television air.*

To wit: coverage of about 90% of America's television homes . . . at an amazingly low cost that is science fact, not fiction. With the flexibility of "spot" and the prestige of network.

It seems to be working, too, inasmuch as the NTA Film Network went on the air on October 15th, 1956, with over 100 television stations and completed its first commercial sale effective April 1st, 1957, in 129 markets.

Everything considered, a rather good orbit to be travelling in.

## FILM NETWORK

*Tomorrow's TV Network today*



# SUSPENDED TV OPERATIONS

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

City	Call Letters	Dates of Broadcast Cessation
	<b>CALIFORNIA</b>	
Fresno	KBID-TV (UHF)	July 15, 1954
	<b>FLORIDA</b>	
Pensacola	WPFA-TV	
	<b>GEORGIA</b>	
Atlanta	WATL-TV	
	<b>ILLINOIS</b>	
Bloomington	WBLN (TV)	
	<b>INDIANA</b>	
Princeton	WRAY-TV (UHF)	July 17, 1954
	<b>IOWA</b>	
Des Moines	KGTV	
	<b>KENTUCKY</b>	
Louisville	WKLO-TV (UHF)	April 20, 1954
	<b>MASSACHUSETTS</b>	
Cambridge (Boston)	WTAO-TV	
Worcester	WWOR-TV	
	<b>MICHIGAN</b>	
Lansing	WTOM-TV (UHF)	
	<b>MINNESOTA</b>	
Duluth	WFTV (UHF)	July 11, 1954
	<b>MISSISSIPPI</b>	
Meridian	WCOC-TV (UHF)	July 30, 1954
	<b>NEW JERSEY</b>	
Atlantic City	WHTO-TV (UHF)	May 17, 1954
Asbury Park	WRTV	
	<b>NEW YORK</b>	
Elmira	WTVE	
Poughkeepsie	WKNY-TV	
	<b>NORTH CAROLINA</b>	
Charlotte	WQMC	
	<b>OHIO</b>	
Ashtabula	WICA-TV (UHF)	
Dayton	WIFE (UHF)	March 13, 1954
	<b>OKLAHOMA</b>	
Oklahoma City	KTVQ	
Tulsa	KCEB (UHF)	December 25, 1954
	<b>PENNSYLVANIA</b>	
Allentown	WFMZ	
Lebanon	WLBR-TV (UHF)	October 16, 1954
New Castle	WKST-TV (UHF)	January 14, 1955
Pittsburgh	WKJF-TV (UHF)	July 2, 1954
Reading	WEEU-TV	
Reading	WHUM-TV (UHF)	
Scranton	WTVU (UHF)	
	<b>RHODE ISLAND</b>	
Providence	WNET	
	<b>SOUTH CAROLINA</b>	
Greenville	WGVL	
	<b>TEXAS</b>	
Beaumont	KBMT	
Houston	KNUZ-TV (UHF)	June 25, 1954
	<b>VIRGINIA</b>	
Danville	WBTM (UHF)	December 31, 1954
Newport News	WACH-TV	
	<b>WEST VIRGINIA</b>	
Charleston	WKNA-TV (UHF)	February 28, 1955
	<b>WISCONSIN</b>	
Milwaukee	WCAN-TV	



**TELEVISION STATIONS**  
IN THE  
**UNITED STATES**

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**ALPHABETICALLY**  
**LISTED BY STATES — CITIES**

**CALL LETTERS**

**PERSONNEL**

**FACILITIES**

**1957**

# Index of The TELEVISION STATIONS of The United States

Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Ont.	826	KFBB-TV	— Great Falls, Mont.	831
KABC-TV	— Los Angeles, Calif.	794	KFBC-TV	— Cheyenne, Wyo.	884
KAKE-TV	— Wichita, Kans.	817	KFDA-TV	— Amarillo, Tex.	867
KALB-TV	— Alexandria, La.	818	KFDM-TV	— Beaumont, Tex.	867
KARD-TV	— Wichita, Kans.	817	KFDX-TV	— Wichita Falls, Tex.	876
KARK-TV	— Little Rock, Ark.	791	KFEQ-TV	— St. Joseph, Mo.	831
KATV	— Pine Bluff, Ark.	791	KFJZ-TV	— Fort Worth, Tex.	871
KAVE-TV	— Carlsbad, N. M.	834	KFMB-TV	— San Diego, Calif.	797
KBAK-TV	— Bakersfield, Calif.	793	KFRE-TV	— Fresno, Calif.	793
KBES-TV	— Medford, Oreg.	852	KFSA-TV	— Fort Smith, Ark.	791
KBET-TV	— Sacramento, Calif.	795	KFSD-TV	— San Diego, Calif.	797
KBMB-TV	— Bismarck, N. Dak.	842	KFVS-TV	— Cape Girardeau, Mo.	829
KBOI-TV	— Boise, Idaho	810	KFXJ-TV	— Montrose, Colo.	800
KBST-TV	— Big Spring, Tex.	867	KFYR-TV	— Bismarck, N. Dak.	842
KBTV	— Denver, Colo.	799	KGBT-TV	— Harlingen, Tex.	871
KCBD-TV	— Lubbock, Tex.	872	KGEO-TV	— Enid, Okla.	851
KCCC-TV	— Sacramento, Calif.	795	KGGM-TV	— Albuquerque, N. M.	834
KCEN-TV	— Temple, Tex.	875	KGLO-TV	— Mason City, Iowa	816
KCJB-TV	— Minot, N. Dak.	842	KGMB-TV	— Honolulu, Hawaii	885
KCKT-TV	— Great Bend, Kans.	816	KGNC-TV	— Amarillo, Tex.	867
KCMC-TV	— Texarkana, Tex.	875	KGO-TV	— San Francisco, Calif.	798
KCMO-TV	— Kansas City, Mo.	830	KGUL-TV	— Galveston-Houston, Tex.	871
KCOP-TV	— Hollywood, Calif.	793	KGW-TV	— Portland, Ore.	853
KCOR-TV	— San Antonio, Tex.	873	KHAD-TV	— Laredo, Tex.	872
KCRA-TV	— Sacramento, Calif.	795	KHAS-TV	— Hastings, Neb.	832
KCRG-TV	— Cedar Rapids, Iowa	815	KHJ-TV	— Los Angeles, Calif.	794
KCSJ-TV	— Pueblo, Colo.	800	KHOL-TV	— Kearney, Neb.	832
KDAL-TV	— Duluth-Superior, Minn.	828	KHPL-TV	— Hayes Center, Neb.	832
KDIX-TV	— Dickinson, N. Dak.	842	KHQ-TV	— Spokane, Wash.	879
KDKA-TV	— Pittsburgh, Pa.	858	KHQA-TV	— Hannibal, Mo.	830
KDLO-TV	— Florence, S. Dak.	862	KHSL-TV	— Chico, Calif.	793
KDRO-TV	— Sedalia, Mo.	830	KICA-TV	— Clovis, N. M.	834
KDUB-TV	— Lubbock, Tex.	872	KID-TV	— Idaho Falls, Idaho	811
KDWI-TV	— Tucson, Ariz.	790	KIDO-TV	— Boise, Idaho	810
KELO-TV	— Sioux Falls, S. Dak.	862	KIEM-TV	— Eureka, Calif.	793
KENI-TV	— Anchorage, Alaska	884	KILT-TV	— El Paso, Tex.	868
KENS-TV	— San Antonio, Tex.	875	KIMA-TV	— Yakima, Wash.	879
KEPR-TV	— Pasco, Wash.	878	KING-TV	— Seattle, Wash.	878
KERO-TV	— Bakersfield, Calif.	793	KINY-TV	— Juneau, Alaska	885
KEYT	— Santa Barbara, Calif.	798	KIVA	— Yuma, Ariz.	791
KFAR-TV	— Fairbanks, Alaska	884	KJEO-TV	— Fresno, Calif.	793

# TELEVISION STATION INDEX

Station	City—State	Page	Station	City—State	Page
KKTU	— Colorado Springs, Colo.	799	KPLC-TV	— Lake Charles, La.	819
KLAS-TV	— Las Vegas, Nev.	833	KPRC-TV	— Houston, Tex.	871
KLFY-TV	— Lafayette, La.	818	KPTV	— Portland, Ore.	853
KLIX-TV	— Twin Falls, Idaho	811	KQTV	— Fort Dodge, Iowa	815
KLOR	— Portland, Ore.	853	KRBB	— El Dorado, Ark.	791
KLRJ-TV	— Las Vegas, Nev.	833	KRBC-TV	— Abilene, Tex.	867
KLTV	— Tyler-Longview, Tex.	875	KRCA	— Hollywood, Calif.	793
KLZ-TV	— Denver, Colo.	799	KRCG-TV	— Jefferson City, Mo.	830
KMAU	— Wailuku, Hawaii	885	KRDO-TV	— Colorado Springs, Colo.	799
KMBC-TV	— Kansas City, Mo.	830	KREM-TV	— Spokane, Wash.	879
KMGH-TV	— Minneapolis, Minn.	828	KREX-TV	— Grand Junction, Colo.	800
KMID-TV	— Midland, Tex.	873	KRGV-TV	— Westaco, Tex.	875
KMJ-TV	— Fresno, Calif.	793	KRIS-TV	— Corpus Christi, Tex.	867
KMMT	— Austin, Minn.	828	KRLD-TV	— Dallas, Tex.	868
KMSO-TV	— Missoula, Mont.	832	KRNT-TV	— Des Moines, Iowa	815
KMTV	— Omaha, Neb.	832	KROC-TV	— Rochester, Minn.	828
KMVI	— Wailuku, Hawaii	885	KROD-TV	— El Paso, Tex.	871
KNAC-TV	— Fort Smith, Ark.	791	KRON-TV	— San Francisco, Calif.	797
KNOE-TV	— Monroe, La.	819	KSAN-TV	— San Francisco, Calif.	798
KNOX-TV	— Grand Forks, N. Dak.	842	KSBW-TV	— Salinas-Montgomery, Calif.	795
KNTV	— San Jose, Calif.	798	KSD-TV	— St. Louis, Mo.	831
KNXT	— Los Angeles, Calif.	794	KSHO-TV	— Las Vegas, Nev.	833
KOA	— Denver, Colo.	800	KSIX-TV	— Corpus Christi, Tex.	867
KOAM-TV	— Pittsburgh, Kans.	817	KSL-TV	— Salt Lake City, Utah	876
KOAT-TV	— Albuquerque, N. M.	834	KSLA	— Shreveport, La.	821
KOB-TV	— Albuquerque, N. M.	834	KSTF	— Scottsbluff, Neb.	832
KODE-TV	— Joplin, Mo.	830	KSTP-TV	— St. Paul-Minneapolis, Minn.	828
KOIN-TV	— Portland, Ore.	853	KSVO-TV	— Ardmore, Okla.	851
KOLN-TV	— Lincoln, Neb.	832	KSWO-TV	— Lawton, Okla.	851
KOLO	— Reno, Nev.	833	KSWT-TV	— Roswell, N. M.	836
KOMO-TV	— Seattle, Wash.	879	KSYD-TV	— Wichita Falls, Tex.	875
KOMU-TV	— Columbia, Mo.	829	KTAG-TV	— Lake Charles, La.	819
KONA	— Honolulu, Hawaii	885	KTBC-TV	— Austin, Tex.	867
KONO-TV	— San Antonio, Tex.	875	KTBS-TV	— Shreveport, La.	821
KOOK-TV	— Billings, Mont.	831	KTEN	— Ada, Okla.	851
KOOL-TV	— Phoenix, Ariz.	790	KTHV	— Little Rock, Ark.	791
KOPO-TV	— Tucson, Ariz.	790	KTIV	— Sioux City, Iowa	816
KOSA-TV	— Odessa, Tex.	873	KTLA	— Los Angeles, Calif.	795
KOTA-TV	— Rapid City, S. Dak.	862	KTNT-TV	— Tacoma, Wash.	879
KOTI-TV	— Klamath Falls, Ore.	852	KTRE-TV	— Lufkin, Tex.	873
KOTV	— Tulsa, Okla.	852	KTRK-TV	— Houston, Tex.	871
KOVR	— Stockton, Calif.	798	KTSM-TV	— El Paso, Tex.	871
KPAR-TV	— Abilene, Tex.	867	KTTS-TV	— Springfield, Mo.	830
KPHO-TV	— Phoenix, Ariz.	790	KTU	— Los Angeles, Calif.	795
KPIC	— Roseburg, Ore.	853	KTVA	— Anchorage, Alaska	884
KPIX	— San Francisco, Calif.	798	KTVF	— Fairbanks, Alaska	885

# TELEVISION STATION INDEX

Station	City—State	Page	Station	City—State	Page
KTVH	Hutchinson, Kans.	816	WARM-TV	Scranton, Pa.	859
KTVI	St. Louis, Mo.	831	WATE-TV	Knoxville, Tenn.	863
KTVK	Phoenix, Ariz.	790	WATR-TV	Waterbury, Conn.	803
KTVO	Ottumwa, Iowa	816	WATV	Newark, N. J.	834
KTVR	Denver, Colo.	800	WAVE-TV	Louisville, Ky.	817
KTVT	Salt Lake City, Utah	876	WBAL-TV	Baltimore, Md.	825
KTVW	Tacoma, Wash.	879	WBAP-TV	Fort Worth, Tex.	871
KTVX	Muskogee, Okla.	852	WBAY-TV	Green Bay, Wis.	881
KTWO	Casper, Wyo.	884	WBBM-TV	Chicago, Ill.	811
KTXL-TV	San Angelo, Tex.	873	WBEN-TV	Buffalo, N. Y.	836
KUAM-TV	Agana, Guam	886	WBIR-TV	Knoxville, Tenn.	863
KULA-TV	Honolulu, Hawaii	885	WBKB	Chicago, Ill.	811
KUTV	Salt Lake City, Utah	876	WBLN	Bloomington, Ill.	811
KVAL-TV	Eugene, Ore.	852	WBNS-TV	Columbus, Ohio	847
KVAR	Mesa, Ariz.	790	WBOC-TV	Salisbury, Md.	825
KVDO-TV	Corpus Christi, Tex.	868	WBRC-TV	Birmingham, Ala.	789
KVEC-TV	San Luis Obispo, Calif.	798	WBRE-TV	Wilkes-Barre, Pa.	859
KVIP	Redding, Calif.	795	WBRZ	Baton Rouge, La.	818
KVOA-TV	Tucson, Ariz.	790	WBTU	Charlotte, N. C.	840
KVOO-TV	Tulsa, Okla.	852	WBTW	Florence, S. C.	861
KVOS-TV	Bellingham, Wash.	878	WBUF-TV	Buffalo, N. Y.	836
KVTU	Sioux City, Iowa	816	WBZ-TV	Boston, Mass.	825
KVVG	Tulare, Calif.	798	WCAU-TV	Philadelphia, Pa.	858
KWK-TV	St. Louis, Mo.	831	WCAX-TV	Burlington, Vt.	876
KWTV	Oklahoma City, Okla.	852	WCBI	Columbus, Miss.	829
KWTX-TV	Waco, Tex.	875	WCBS-TV	New York, N. Y.	837
KWWL-TV	Waterloo, Iowa	816	WCCO-TV	Minneapolis, Minn.	828
KXJB-TV	Valley City, N. Dak.	842	WCDA-TV	Albany, N. Y.	836
KXLF-TV	Butte, Mont.	831	WCDB	Hagaman, N. Y.	837
KXLY-TV	Spokane, Wash.	879	WCHS-TV	Charleston, W. Va.	880
KYTV	Springfield, Mo.	831	WCIA	Champaign, Ill.	811
KYW-TV	Cleveland, Ohio	845	WCKT	Miami, Fla.	805
WAAM-TV	Baltimore, Md.	823	WCMB-TV	Harrisburg, Pa.	855
WABC-TV	New York, N. Y.	837	WCNY-TV	Carthage, N. Y.	836
WABD	New York, N. Y.	837	WCOV-TV	Montgomery, Ala.	789
WABI-TV	Bangor, Maine	821	WCPO-TV	Cincinnati, Ohio	845
WABT	Birmingham, Ala.	789	WCSC-TV	Charleston, S. C.	861
WAFB-TV	Baton Rouge, La.	818	WCSH-TV	Portland, Maine	823
WAGA-TV	Atlanta, Ga.	809	WCTV	Thomasville, Ga.	810
WAGM-TV	Presque Isle, Maine	823	WCYB-TV	Bristol, Va.	877
WAIM-TV	Anderson, S. C.	861	WDAF-TV	Kansas City, Mo.	830
WAKR-TV	Akron, Ohio	845	WDAK-TV	Columbus, Ga.	810
WALA-TV	Mobile, Ala.	789	WDAM	Hattiesburg, Miss.	829
WALB-TV	Albany, Ga.	807	WDAN-TV	Danville, Ill.	812
WAPA-TV	San Juan, P. R.	886	WDAY-TV	Fargo, N. Dak.	842
WARD-TV	Johnston, Pa.	855	WDBJ-TV	Roanoke, Va.	878



# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
WDBO-TV	— Orlando, Fla.	805	WICC-TV	— Bridgeport, Conn.	801
WDEF-TV	— Chattanooga, Tenn.	862	WICS	— Springfield, Ill.	813
WDMJ-TV	— Marquette, Mich.	827	WICU	— Erie, Pa.	855
WDSM-TV	— Duluth-Superior, Minn.	828	WILK-TV	— Wilkes-Barre, Pa.	859
WDSU-TV	— New Orleans, La.	819	WIMA-TV	— Lima, Ohio	849
WDXI-TV	— Jackson, Tenn.	863	WINK-TV	— Fort Meyers, Fla.	805
WEAR-TV	— Pensacola, Fla.	806	WINT	— Fort Wayne, Ind.	814
WEAT-TV	— West Palm Beach, Fla.	806	WIS-TV	— Columbia, S. C.	861
WEAU-TV	— Eau Claire, Wis.	881	WISC-TV	— Madison, Wis.	881
WEEK-TV	— Peoria, Ill.	812	WISE-TV	— Asheville, N. C.	840
WEHT	— Evansville, Ind.	813	WISH-TV	— Indianapolis, Ind.	814
WENS	— Pittsburgh, Pa.	859	WISN-TV	— Milwaukee, Wis.	883
WESH-TV	— Daytona Beach, Fla.	804	WITI-TV	— Milwaukee, Wis.	883
WEWS	— Cleveland, Ohio	845	WITN	— Washington, N. C.	841
WFAA-TV	— Dallas, Tex.	868	WITV	— Ft. Lauderdale, Fla.	804
WFAM-TV	— Lafayette, Ind.	814	WJAC-TV	— Johnstown, Pa.	857
WFBC-TV	— Greenville, S. C.	861	WJAR-TV	— Providence, R. I.	859
WFBG-TV	— Altoona, Pa.	855	WJBF-TV	— Augusta, Ga.	809
WFBM-TV	— Indianapolis, Ind.	814	WJBK-TV	— Detroit, Mich.	827
WFIE	— Evansville, Ind.	813	WJDM	— Panama City, Fla.	805
WFIL-TV	— Philadelphia, Pa.	857	WJHL-TV	— Johnson City, Tenn.	863
WFLA-TV	— Tampa, Fla.	806	WJHP-TV	— Jacksonville, Fla.	805
WFLB-TV	— Fayetteville, N. C.	840	WJIM-TV	— Lansing, Mich.	827
WFMJ-TV	— Youngstown, Ohio	851	WJMR-TV	— New Orleans, La.	821
WFMY-TV	— Greensboro, N. C.	840	WJPB-TV	— Fairmount, W. Va.	880
WFRV-TV	— Green Bay, Wis.	831	WJTV	— Jackson, Miss.	829
WGAL-TV	— Lancaster, Pa.	857	WJW-TV	— Cleveland, Ohio	847
WGAN-TV	— Portland, Maine	823	WKAQ-TV	— San Juan, P. R.	835
WGBI-TV	— Scranton, Pa.	859	WKBN-TV	— Youngstown, Ohio	851
WGBS-TV	— Miami, Fla.	804	WKBT	— La Crosse, Wis.	881
WGEM-TV	— Quincy, Ill.	812	WKJG-TV	— Fort Wayne, Ind.	814
WGLV	— Easton, Pa.	855	WKNX-TV	— Saginaw, Mich.	827
WGN-TV	— Chicago, Ill.	811	WKOW-TV	— Madison, Wis.	881
WGR-TV	— Buffalo, N. Y.	836	WKRC-TV	— Cincinnati, Ohio	845
WHAS-TV	— Louisville, Ky.	817	WKRQ-TV	— Mobile, Ala.	789
WHBF-TV	— Rock Island, Ill.	813	WKTV	— Utica, N. Y.	838
WHBQ-TV	— Memphis, Tenn.	863	WKY-TV	— Oklahoma City, Okla.	852
WHCT-TV	— Hartford, Conn.	801	WKZO-TV	— Kalamazoo, Mich.	827
WHEC-TV	— Rochester, N. Y.	838	WLAC-TV	— Nashville, Tenn.	863
WHEN-TV	— Syracuse, N. Y.	838	WLCB-TV	— Muncie, Ind.	814
WHIO-TV	— Dayton, Ohio	849	WLBT	— Jackson, Miss.	829
WHIS-TV	— Bluefield, W. Va.	880	WLEV-TV	— Bethlehem, Pa.	855
WHIZ-TV	— Zanesville, Ohio	851	WLEX-TV	— Lexington, Ky.	817
WHO-TV	— Des Moines, Iowa	815	WLOS-TV	— Asheville, N. C.	840
WHP-TV	— Harrisburg, Pa.	855	WLVA-TV	— Lynchburg, Va.	877
WHTN-TV	— Huntington, W. Va.	880	WLWA	— Atlanta, Ga.	807
WHYN-TV	— Springfield-Holyoke, Mass.	826	WLWC	— Columbus, Ohio	847
WIBW-TV	— Topeka, Kans.	817	WLWD	— Dayton, Ohio	849
			WLWT	— Cincinnati, Ohio	845
			WMAL-TV	— Washington, D. C.	804
			WMAR-TV	— Baltimore, Md.	825
			WMAZ-TV	— Macon, Ga.	810
			WMBR-TV	— Jacksonville, Fla.	805
			WMBV-TV	— Marinette, Wis.	883

**TELEVISION STATION INDEX**

Station	City—State	Page	Station	City—State	Page
WMCT	— Memphis, Tenn.	863	WSEE	— Erie, Pa.	855
WMFD-TV	— Wilmington, N. C.	841	WSFA-TV	— Montgomery, Ala.	790
WMGT-TV	— Adams, Mass.	825	WSIL-TV	— Harrisburg, Ill.	812
WMSL-TV	— Decatur, Ala.	789	WSIX-TV	— Nashville, Tenn.	864
WMT-TV	— Cedar Rapids, Iowa	815	WSJS-TV	— Winston-Salem, N. C.	841
WMTV	— Madison, Wis.	883	WSJV	— Elkhart, Ind.	813
WMUR-TV	— Manchester, N. H.	834	WSLS-TV	— Roanoke, Va.	878
WMTW	— Poland Spring, Maine	821	WSM-TV	— Nashville, Tenn.	864
WNAC-TV	— Boston, Mass.	825	WSPA-TV	— Spartanburg, S. C.	862
WNAO-TV	— Raleigh, N. C.	840	WSPD-TV	— Toledo, Ohio	851
WNBC	— West Hartford, Conn.	801	WSTV-TV	— Steubenville, Ohio	849
WNBFTV	— Binghamton, N. Y.	836	WSUN-TV	— St. Petersburg, Fla.	806
WNBQ	— Chicago, Ill.	812	WSVA-TV	— Harrisonburg, Va.	877
WNCT	— Greenville, N. C.	840	WSYE-TV	— Elmira, N. Y.	837
WNDU-TV	— South Bend, Ind.	814	WSYR-TV	— Syracuse, N. Y.	838
WNEM-TV	— Bay City-Saginaw, Mich.	826	WTAP	— Parkersburg, W. Va.	881
WNHC-TV	— New Haven, Conn.	803	WTAR-TV	— Norfolk, Va.	877
WNOK-TV	— Columbia, S. C.	861	WTCN-TV	— Minneapolis, Minn.	828
WNOW-TV	— York, Pa.	859	WTHI	— Terre Haute, Ind.	815
WOAI-TV	— San Antonio, Tex.	875	WTMJ-TV	— Milwaukee, Wis.	883
WOAY-TV	— Oak Hill, W. Va.	880	WTOB-TV	— Winston-Salem, N. C.	841
WOC-TV	— Davenport, Iowa	815	WTOC-TV	— Savannah, Ga.	810
WOI-TV	— Ames, Iowa	815	WTOK-TV	— Meridian, Miss.	829
WOOD-TV	— Grand Rapids, Mich.	827	WTOPTV	— Washington, D. C.	804
WOR-TV	— New York, N. Y.	837	WTOV-TV	— Norfolk, Va.	877
WORA-TV	— Mayaguez, P. R.	886	WTPA	— Harrisburg, Pa.	855
WOW-TV	— Omaha, Neb.	832	WTRF-TV	— Wheeling, W. Va.	881
WPAG-TV	— Ann Arbor, Mich.	826	WTRI	— Albany, N. Y.	836
WPBN-TV	— Traverse City, Mich.	827	WTTG	— Washington, D. C.	804
WPFH	— Wilmington, Del.	803	WTTV	— Bloomington, Ind.	813
WPXI	— New York, N. Y.	837	WTVD	— Durham, N. C.	840
WPRO-TV	— Providence, R. I.	861	WTVE	— Elmira, N. Y.	837
WPTV	— Palm Beach, Fla.	805	WTVH-TV	— Peoria, Ill.	812
WPTZ	— Plattsburgh, N. Y.	838	WTVJ	— Miami, Fla.	805
WRAL-TV	— Raleigh, N. C.	841	WTVK-TV	— Knoxville, Tenn.	863
WRBL-TV	— Columbus, Ga.	810	WTVN-TV	— Columbus, Ohio	847
WRC-TV	— Washington, D. C.	804	WTVO	— Rockford, Ill.	813
WRCA-TV	— New York, N. Y.	837	WTVP	— Decatur, Ill.	812
WRCV-TV	— Philadelphia, Pa.	858	WTVR	— Richmond, Va.	877
WRDW-TV	— Augusta, Ga.	809	WTVT	— Tampa, Fla.	806
WREC-TV	— Memphis, Tenn.	863	WTVW	— Evansville, Ind.	813
WREX-TV	— Rockford, Ill.	812	WTVY	— Dothan, Ala.	789
WRGB	— Schenectady, N. Y.	838	WTWO	— Bangor, Maine	821
WRGP-TV	— Chattanooga, Tenn.	862	WTWV-TV	— Tupelo, Miss.	829
WROC-TV	— Rochester, N. Y.	838	WUSN-TV	— Charleston, S. C.	861
WROM-TV	— Rome, Ga.	810	WVEC-TV	— Hampton-Norfolk, Va.	877
WRVA-TV	— Richmond, Va.	877	WVET-TV	— Rochester, N. Y.	838
WSAU-TV	— Wausau, Wis.	883	WWJ-TV	— Detroit, Mich.	826
WSAV	— Savannah, Ga.	810	WWL-TV	— New Orleans, La.	821
WSAZ-TV	— Huntington, W. Va.	880	WWLP	— Springfield, Mass.	825
WSB-TV	— Atlanta, Ga.	809	WWTV	— Cadillac, Mich.	826
WSBA-TV	— York, Pa.	859	WXEX-TV	— Petersburg, Va.	877
WSBT-TV	— South Bend, Ind.	814	WXIX	— Milwaukee, Wis.	883
			WXYZ-TV	— Detroit, Mich.	826

# Alabama

Pop. March 1 (Est.) 3,174,000—TV Homes 472,000  
Stations in State 8

## WABT—Birmingham—1949 ABC-CBS

Channel: 13 VHF...AP: 178 Kw...VP: 316 Kw.  
Oper. By.....Alabama Bcstg. System  
Business Address.....P. O. Box 2553  
Newspaper Affiliation.....Birmingham News  
News Service.....AP  
Representative.....Blair-TV  
Membership.....NARTB; TvB  
Pres., Mgr. Dir.....Henry P. Johnston  
Commercial Mgr.....Charles F. Grisham  
VP in charge of Prgmng.....Ray A. Furr  
Pub., Prom. Dir.....James Chenoweth  
Production.....Johnny Johnson  
Film Manager.....Nod Nelson  
Chief Engineer.....J. V. Sanderson

## WBRC-TV—Birmingham 1949—CBS

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Storer Bcstg. Co.  
Bus. Studio Address.....1177 Kane Concourse,  
Miami Beach 54, Fla.  
News Service.....AP  
Representative.....Katz  
Membership.....NARTB, TvB  
President.....George B. Storer  
V.P. & Mgr. Dir.....J. Robert Kerns  
Commercial Mgr.....Oliver Naylor  
Prog. Dir., Film Mgr.....M. D. Smith, III  
Promotion Pub. Dir.....Ralph C. Runyan  
Chief Eng.....Robert L. Dupriest

## WMSL-TV—Decatur—1957 NBC

Channel: 23 UHF...AP: 8.52 Kw...VP: 15.8  
Owned-Oper. By:Tenn. Valley Radio & TV Co.  
Address.....701 Bank Street  
News Service.....AP  
Rep.....Joseph Henry McGillvra, Inc.  
President.....Frank Whisenant  
S.g., Comm., Film Mgr:  
Prog. Dir.....Louis C. Blizzard  
Program Director.....Alice A. Whisenant  
Chief Engineer.....Alvin B. Millwood

## WTVY—Dothan—1955 CBS

Channel: 9 VHF...AP: 14.1 Kw...VP: 28.2 Kw.  
Owned-Operated By.....WTVY, Inc.  
Address.....Box 1242  
Representative.....Young TV; Clarke Brown  
Executive V.P.....F. E. Busby  
Sales Mgr.....Art Craemer  
Prog. Dir.....Daryl Griffin  
Chief Engineer.....Ellis N. Anderson

## WALA-TV—Mobile—1953 ABC-NBC

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

Owned-Oper. By.....Pape Bcstg. Co., Inc.  
Address.....210 Government St.  
News Service.....AP  
Representative.....Headley Reed  
Membership.....NARTB, TvB  
President.....W. O. Pape  
V.P., Gen. Mgr.....W. E. Pape  
Nat'l Sales Mgr.....Jim McNamara  
Program Director.....Al Holman  
Publicity Dir.....C. C. Badger  
Film Manager.....Pat Sheehy  
Chief Engineer.....A. R. Bell

## WKRG-TV—Mobile—1955 CBS

Channel: 5 VHF...AP: 50 Kw...VP: 100  
Owned-Operated By.....WKRG-TV Inc.  
Address.....162 Louis St.  
Representative.....Avery Knodel  
Membership.....NARTB  
President.....Kenneth R. Giddens  
V.P., Gen. Mgr.....C. P. Persons, Jr  
V.P., Asst. Mgr.....Frank Conwell

## WCOV-TV—Montgomery 1953—ABC-CBS

Channel: 20...AP: 117 Kw...VP: 200 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....P. O. Box 2505  
News Service.....UP

ALABAMA'S  
"CLEAR PICTURE"  
STATION  
**WBRC-TV**  
BIRMINGHAM



A STORER STATION  
Represented By The Katz Agency



Representative ..... Adam Young; Ayers  
 President..... O. P. Covington  
 Gen., Sta. Manager..... Hugh Smith  
 Commercial Manager..... Morris South  
 Prod., Prog. Dir..... Caldwell Stewart  
 Prom., Publicity Director..... Martha Hall  
 Film Manager..... Bob House  
 Chief Engineer..... W. D. Weatherly

## WSFA-TV—Montgomery 1954—NBC

Channel: 12... AP: 158 Kw... VP: 316 Kw.

Owned-Oper. By... WKY Television System, Inc.  
 Business Address..... 10 East Deland  
 Newspaper Affil..... Okla. Publishing Co.  
 News Service ..... AP  
 Membership ..... NARTB, TvB  
 Representative ..... Katz  
 General Manager ..... Eugene B. Dodson  
 V.P., Sta. Mgr..... Hoyt Andres  
 Nat'l Sales Promotion..... R. L. Tuttle  
 Prog. Dir., Film Mgr..... R. F. Doty  
 Prom., Publicity Dir..... R. L. Tuttle  
 Production Mgr..... Gene Jacobsen  
 Chief Engineer..... R. M. Hayward

## Arizona

Pop. March 1 (Est.) 1,113,000—TV Homes 188,000  
 Stations in State 8

## KVAR—Mesa—1953—NBC

Channel: 12 VHF... AP: 16.5 Kw... VP: 33 Kw.  
 Owned-Oper. By..... KTAR Broadcasting Co.  
 Address..... 1101 No. Central Ave.  
 Representative ..... Raymer  
 Pres., Gen. Mgr..... Richard O. Lewis  
 Station Mgr..... Dwight Harkins  
 Commercial Mgr..... E. W. Harvey  
 Program Director..... Wm. Robb  
 Continuity Dir..... Hal Ackerman  
 Production Manager..... Charles Wallace  
 Film Director..... Betty Campbell  
 Chief Engineer..... John Beck

## KOOL-TV—Phoenix—1953

Channel: 10 VHF... AP: 12.5 Kw... VP: 29.45 Kw.  
 Owned-Oper. By..... KOOL Radio-TV, Inc.  
 Business Address..... 511 West Adams St.  
 Representative ..... Hollingbery  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Tom Chauncey  
 Asst. Gen. Mgr..... Jack Murphy  
 Film Manager..... Cris Carr  
 Station Mgr..... Kenneth Morton  
 Sales Mgr..... Robert Miller  
 Chief Engineer..... Milford Richen

## KPHO-TV—Phoenix—1957 CBS

Channel: 5 VHF... AP: 100 Kw... VP: 17.5 Kw.  
 Owned-Oper. By..... Meredith Publishing Co.  
 Business Address..... Des Moines, Iowa  
 Representative ..... Katz  
 Membership ..... NARTB, TvB  
 General Manager..... Richard B. Rawls  
 Ass't. Sta., Comm. Mgr. ... Howard Stalnaker  
 Program Director..... Robert Martin  
 Prom., Pub. Dir..... Stephen Q. Shannon  
 Film Manager..... Thomas Sherlock  
 Chief Engineer..... George McClanathan

## KTVK—Phoenix—1955—ABC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Operated By..... Arizona TV Co.  
 Address..... 3435 No. 16th St.

News Service ..... UP  
 Station Representative..... Weed TV  
 President ..... Ernest McFarland  
 General Manager..... Leon Nowell  
 Station Manager..... Roger Van Duzer  
 Comm. Manager..... Burton B. Ladow  
 Program Director..... Don Tuckwood  
 Promotion Director..... Burton B. Ladow  
 Film Manager..... Boyd Kelly  
 Chief Engineer..... Bob Latham

## KDWI-TV—Tucson—1956

Channel: 9 VHF... AP: 32.4 Kw... VP: 58 Kw.  
 Owned-Oper. By..... Tucson Television Co.  
 Business Address..... 2175 North 6th Ave.  
 Representative ..... Heady-Reed  
 V.P., Gen. Mgr..... Tolbert Foster  
 Station Manager..... J. W. Hays  
 Ass't Gen., Comm. Mgr..... T. J. Parker  
 Dir. Engineering ..... D. Peterson

## KOPO-TV—Tucson—1952 CBS

Channel: 13 VHF... AP: 16.5 Kw... VP: 33 Kw.  
 Owned-Oper. By..... Old Pueblo Bcstg. Co.  
 Business Address..... 115 W. Drachman St.  
 Representative ..... Hollingbery  
 Managing Dir..... Tom Chauncey  
 General Manager..... E. S. Mittendorf  
 Commercial Manager..... Bernie Perlin  
 Program Director ..... Budd Wiener  
 Promotion Director..... Virginia Harper  
 Film Manager..... Reed Haythorne

## KVOA-TV—Tucson—1953 ABC-NBC

Channel: 4 VHF... AP: 2.69... VP: 5.37 Kw.  
 Owned-Oper. By..... Arizona Bcstg. Co.  
 Business Address..... 209 West Elm St.  
 Representative ..... The Branham Co.  
 Pres., Gen. Mgr..... Clinton D. McKinnon  
 Commercial Manager... W. R. Duvey DuBots  
 Program Director..... Henry Hubbard  
 Prod. Manager..... L. D. Cable  
 Film Manager..... Dorothy Wirtz  
 Chief Engineer..... Raymond H. Holsclaw



**KIVA—Yuma—1953**  
**NBC-CBS**

Channel: 11 VHF...AP: 16 Kw...VP: 29 Kw.  
Owned-Oper. By...Valley Telecasting Co.  
Business Address...Box 1708  
News Service...AP  
Membership...NARTB

President...Donald Ellsworth  
General Manager...Ray C. Smucker  
Sta., Prom. Mgr...Leavenworth Wheeler  
Publicity Director...Barbara Tracy  
Program Director...Larry Roeser  
Commercial Manager...Len Burkland  
Film Manager...Aretta Crowell  
Chief Engineer...R. J. Smith

**Arkansas**

Pop. March 1 (Est.) 1,831,000—TV Homes 263,000  
Stations in State 6

**KRBB—El Dorado—1955**  
**NBC**

Channel: 10 VHF...AP: 12.5 Kw...VP: 25 Kw.  
Owned-Oper. By...S. Arkansas TV Co., Inc.  
Address...Garret Hotel  
News Service...AP  
Station Representative...Pearson  
President...Joe F. Rushton  
General Manager...Bill Bigley  
Prog. Dir...Doug Duperrault  
Prom. Dir...Miss Pat Williams  
Sta., Film Manager...Bruce B. Compton  
Chief Engineer...Larry Self

Owned-Oper. By...Arkansas Radio & Equipment Co.  
Business Address...10th & Spring Streets  
News Service...UP  
Representative...Petry  
Membership...NARTB, TvB  
President...T. H. Barton  
Gen., Sta. Mgr...T. K. Barton  
Commercial Mgr...Lee Bryant  
Prog. Dir., Film Mgr...Fred Schmutz  
Promotion Dir...Shirley P. Kennedy  
Chief Engineer...Champ Smith

**KFSA-TV—Fort Smith—1953**  
**NBC-ABC-CBS**

Channel: 22 UHF...AP: 12 Kw...VP: 22 Kw.  
Owned-Oper. By Southwestern Radio & TV Co.  
Business Address...920 Rogers Ave.  
Newspaper Affil...Southwest American  
News Service...UP  
Representative...Pearson  
Membership...NARTB  
President...D. W. Reynolds  
General Mgr...William Slates  
Commercial Manager...Roland Hundley  
Prog., Prom., Pub. Dir...Pat Porta  
Film Manager...Charles Putman  
Chief Engineer...Robert W. Platt, Jr.

**KTHV—Little Rock—1955**  
**CBS**

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Operated By...Arkansas TV Co.  
Address...313 Main St.  
Newspaper Affil...Arkansas Democrat  
News Service...UP  
Station Representative...Bramham  
Membership...NARTB, TvB  
President...K. A. Engel  
Gen., Sta. Manager...B. G. Robertson  
Comm. Manager...W. V. Hutt  
Prom., Pub. Director...R. E. Brown  
Prog. Dir., Film Manager...Jack Bomar  
Chief Engineer...Cecil Suitt

**KNAC-TV—Fort Smith**  
**1956—CBS**

Channel: 5 VHF...AP: 14.4...VP: 28.8 Kw.  
Owned-Oper. By...American TV Co., Inc.  
Business Address...Kelly Bldg.  
News Service...AP  
Representative...H-R  
Membership...NARTB  
General Manager...Cecil M. Sansbury  
Ass't Mgr. Oper...Roger Garret  
Chief Engineer...Claude Scott

**KATV—Pine Bluff—1953**  
**CBS-ABC**

Channel: 7 VHF...AP: 80 Kw...VP: 170 Kw.  
Owned-Oper. By...Central South Sales Co.  
News Service...AP, UP  
Representative...Avery-Knode Inc.  
Membership...NARTB, Tv3  
President...John T. Griffin  
V.P...James C. Leake  
Managing Director...Mike Shapiro  
General Manager...John H. Fugate  
Program Director...Don B. Curran  
Prod., Film Manager...James Cowsert  
Dir. of News & Sp. Events...W. H. Hadley  
Prom., Pub. Director...Joe Myers  
Chief Engineer...A. R. Garrett

**KARK-TV—Little Rock**  
**1954—NBC**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.

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Afternoon and Night*

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P. O. BOX 1708 Represented Nationally by the Branham Company FRESNO, CALIFORNIA

## **KBAK-TV—Bakersfield** 1953—ABC

Channel: 29 UHF.. AP: 10.5 Kw.. VP: 19 Kw.  
Owned-Oper. By..... Bakersfield Bcstg. Co.  
Business Address..... Box 1448  
News Service..... UP  
Newspaper Affil..... San Francisco Chronicle  
Representative..... Weed  
Membership..... NARTB, TvB  
President..... Harold P. See  
Program Director..... Jim Hayden  
Gen. Manager, Vice President..... A. H. Constant  
Chief Engineer..... James Garner

## **KERO-TV—Bakersfield** 1953—NBC

Channel: 10 VHF.. AP: 55 Kw.. VP: 110 Kw.  
Owned-Oper. By..... Kern County Bcstrs. Inc.  
Business Address..... 1420 Truxton Ave.  
News Service..... UP  
Representative..... Petry  
Membership..... NARTB, TvB  
Pres., Gen. Mgr..... Gene DeYoung  
V.P. & Nat. Sales Mgr..... Edward Urner  
Program Manager..... Kenneth R. Cross  
Local Sales Manager..... John Barrett  
Publicity Director..... Joe Henning  
Production Manager..... Bruce Fleming  
Film Manager..... John Ballinger  
Chief Engineer..... Edwin Andress

## **KHSL-TV—Chico—1953** CBS-NBC-ABC

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... Golden Empire Bcstg. Co.  
Address..... 180 E. 4th St.  
News Service..... UP  
Representative..... Avery-Knodel  
Membership..... NARTB  
Pres., Gen. Mgr..... Mrs. Hugh McClung  
Station Manager..... M. F. Woodling  
Nat'l Sales Mgr..... George Ross

## **KIEM-TV—Eureka—1953** CBS-ABC

Channel: 3 VHF.. AP: 7.3 Kw.. VP: 14.6 Kw.  
Owned-Oper. By..... Redwood Bcstg. Co.  
Business Address..... P. O. Box 1021  
Phone Number..... Hillside 3-3123  
Air Time..... Full Time  
News Service..... UP  
Rep..... Blair Television Associates, Inc.  
Membership..... NARTB  
President..... William B. Smullin  
Manager..... Donald H. Telford  
Program Director..... W. Edwin Smith  
Promotion Director..... Jack Mortimer  
Tech. Director..... J. G. Bauriedel  
Chief Engineer..... Donald King

## **KFRE-TV—Fresno—1956** CBS

Channel: VHF... AP: 158... VP: 316 Kw.  
Owned By..... California Island Bcstg. Co.  
Business Address..... 733 L St., Fresno, Calif.  
News Service..... UP  
Representative..... Blair-TV  
President..... Paul R. Bartlett  
Station Manager..... Ed J. Frech  
National Sales..... Bob Klein  
Prog., Prom., Pub. Dir. .... Hal C. O'Donnell  
Film Manager..... Fred Carbine  
Chief Engineer..... Keith L. Mealey

## **KJEO-TV—Fresno—1953** ABC

Channel 47 UHF.. AP: 222 Kw.. VP: 444 Kw.  
Owned:..... O'Neill Broadcasting Co.  
Business Address..... P. O. Box 1708  
News Service..... AP  
Representative..... Branham  
President..... J. E. O'Neill  
V.P., General Manager..... Joseph C. Drilling  
Comm. Manager..... W. O. Edholm  
Production Manager..... Ray Jacobs  
Promotion Director..... Patti Johns  
Film Manager..... John Parkhurst  
Chief Engineer..... Jack McElwain

## **KMJ-TV—Fresno—1953** NBC

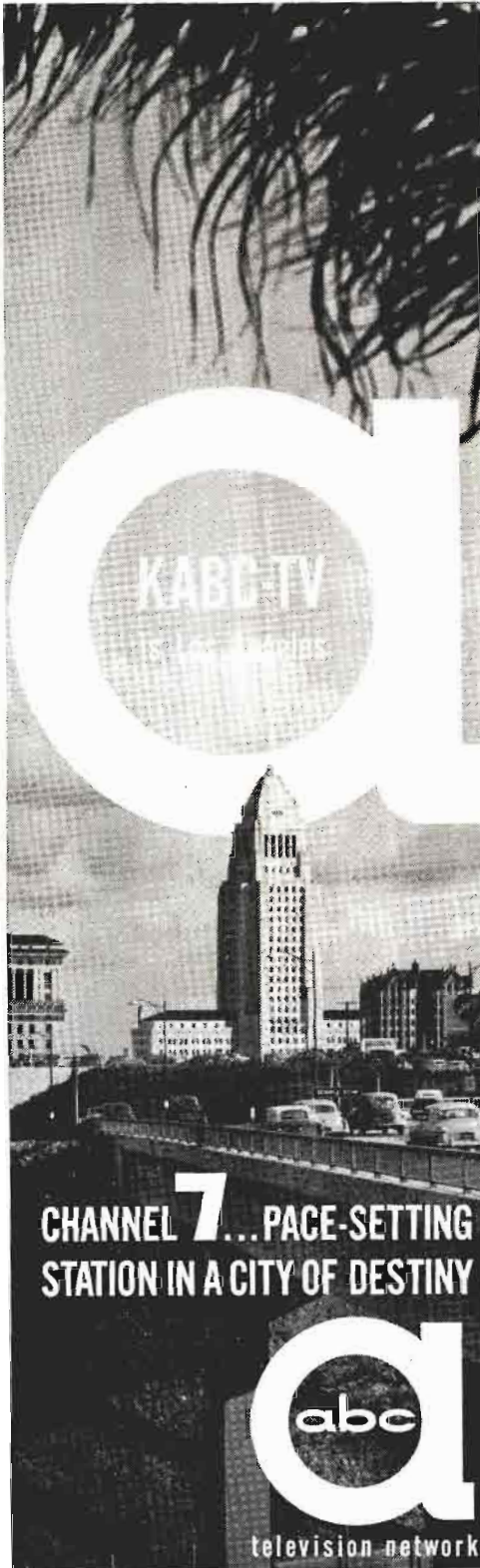
Channel: 24 UHF.. AP: 240 Kw.. VP: 447 Kw.  
Owned-Operated By..... McClatchy Bcstg. Co.  
Address..... 1117 "N" St.  
Representative..... Raymer  
Membership..... NARTB, TvB  
Station Mgr..... Perry Nelson  
Nat'l Sls. & Ser. Mgr..... W. Lefler  
Comm. Manager..... Orbie Sullivan

## **KCOP-TV—Hollywood—1953**

Channel: 13 VHF.. AP: 83.2 Kw.. VP: 170 Kw.  
Owned-Oper. By..... The Copley Press, Inc.  
Bus.-Studio Address..... 1000 Cahuenga Blvd.  
Air Time..... Full Time  
News Service..... UP  
Representative..... Petry  
Vice President, Gen. Mgr..... Jack Heintz  
Commercial Manager..... Amos T. Baron  
Asst. Gen. Mgr., Prog. Dir..... Al Flanagan  
Sales Prom Dir..... Hal Biard  
Film Mgr..... Mary Warren  
Publicity Dir..... Jerry Ross  
Chief Engineer..... Al Browdy

## **KRCA—Hollywood—1949** NBC

Channel: 4 VHF.. AP: 23.5 Kw.. VP: 47 Kw.  
Bus.-Studio Address..... Sunset & Vine St.



News Service ..... AP, INS, UP  
 Membership ..... NARTB  
 Representative ..... NBC Spot Sales  
 President ..... Robert Sarnoff  
 Gen. Station Manager ..... Thomas McCray  
 Commercial Manager ..... James Parks  
 Program Director ..... Dean Craig  
 Prom., Pub. Dir. .... Jack Kenaston  
 Operations Manager ..... James Damon  
 Film Manager ..... George Burke  
 Chief Engineer ..... John Knight

**KABC-TV—Los Angeles**  
**1949—ABC**

Channel: 7 VHF..AP: 82 Kw. VP: 165 Kw.  
 Owned-Oper. By .....ABC  
 Business Address Prospect & Talmadge Streets  
 News Service ..... AP, INS, UP  
 Representative ..... Katz  
 Membership ..... NARTB  
 Gen., Sta. Mgr. .... Selig J. Seligman  
 Gen. Sales Mgr. .... Elton Rule  
 Program Director ..... Peter Robinson  
 Prom., Pub. Dir. .... Jack Brembeck  
 Prod. Mgr. .... Jim Mandulay  
 Film Manager ..... Haword Lipstone  
 Chief Engineer ..... Theodore Grenier

**KNXT—Los Angeles—1948**  
**CBS**

Channel: 2 VHF..AP: 23.4 Kw. VP: 46.8 Kw.  
 Owned-Oper. By ..... CBS Inc.  
 Business-Studio Address ..... 1313 N. Vine St.  
 Representative ..... CBS TV Spot Sales  
 News Service ..... AP, UP  
 Membership ..... NARTB, TvB  
 President ..... J. L. Van Volkenburg  
 General Manager ..... Clark B. George  
 Business Manager ..... Larry Lazarus  
 Gen. Sls. Manager ..... R. D. Wood  
 Executive Prod. .... Robert Quinlan  
 Oper. & Traf. Manager .... Henry J. Schaefer  
 Program Director ..... Donald M. Hine  
 Prom., Publicity Director ..... Dean D. Linger  
 Production Manager ..... Bill Alcine  
 Film Manager ..... Bob Hurlbut  
 Tech. Oper. Mgr. .... H. W. Pangborn

**KHJ-TV—Los Angeles—1948**

Channel: 9.....AP: 81 Kw.....VP: 162 Kw.  
 Owned-Oper. By .....RKO Teleradio, Inc.  
 Business-Studio Address ..... 1313 N. Vine St.  
 Membership ..... TvB  
 Representative ..... H-R  
 News Service ..... INS, UP  
 President, General Teleradio. Thomas F. O'Neil  
 Pres., (Don Lee, Div.) ..... Willet H. Brown  
 General Manager ..... John Reynolds  
 Prog. Dir., Film Mgr. .... James Higson  
 Commercial Manager ..... Howard Wheeler  
 Promotion Director ..... Robert M. Light  
 Production Manager ..... Pat Marrinan  
 Publicity Director ..... Bill Barron  
 Chief Engineer ..... Robert Arne

**KTTV—Los Angeles—1949**

Channel: 11 VHF AP: 83 Kw... VP: 165 Kw.  
 Owned-Oper. By Times-Mirror Co.  
 Business Address 5746 Sunset Blvd.  
 Newspaper Affil. L.A. Times, Mirror  
 News Service AP  
 Representative Blair TV  
 Membership NARTB, TvB  
 Pres., Gen. Mgr. Richard A. Moore  
 V.P.-Sales John R. Vrba  
 V.P.-Programming Robert Breckner  
 Dir. & Merch. & Prom. Jack O'Mara  
 Publicity Director Reavis Winckler  
 Film Manager Richard Woollen  
 Chief Engineer Edward Benham

**KTLA—Los Angeles—1942**

Channel: 5 VHF AP: 15 Kw... VP: 30 Kw.  
 Owned-Oper. Paramount TV Production, Inc.  
 Business Address 1501 B'way, N.Y. 36, N.Y.  
 Studio Address 5800 Sunset Blvd., H'wood  
 Representative Raymer  
 Membership NARTB  
 News Service INS  
 President Paul Raibourn  
 Vice Pres. Bernard Goodwin  
 Gen., Sta. Mgr. Lewis Arnold  
 Ass't Gen. Mgr. Henry Flynn  
 Commercial Mgr. Robert Mohr  
 Production Mgr. Bernie Ebert  
 Prom., Pub. Dir. James J. Rue  
 Film Manager Jerry Rogers  
 Chief Engineer John Silva

**KVIP—Redding—1956—NBC**

Channel: 7 VHF AP: 58.5 VP: 117  
 Owned By Shasta Telecasting Corp.  
 Business Address 2770 Pioneer Drive  
 News Service AP  
 Representative Branham  
 Pres., Gen. Mgr. George C. Fleharty  
 Commercial Manager John Dadiw  
 Program Director Ted Dooley  
 Prom., Pub-Dir. Juanita Campbell  
 Film Manager Richard Bertolin  
 Chief Eng., Ass't Mgr. Russell K. Olsen

**KBET-TV—Sacramento  
1955—CBS**

Channel: 10 AP: 158 Kw... VP: 316 Kw.  
 Owned By Sacramento Telecasters, Inc.  
 Address 601 7th Ave.  
 News Service AP  
 Rep. H.R.  
 Membership NARTB  
 President William P. Wright  
 Vice-Pres., Gen. Mgr. John H. Schacht  
 Commercial Mgr. George J. Kapel  
 Promotion Dir. Harvey Tepfer  
 Chief Eng. Pete Onnigian

**KCCC-TV—Sacramento  
1953—ABC**

Channel: 40 UHF AP: 114 Kw... VP: 200 Kw  
 Owned-Oper. By Capital City TV Corp.

Business Address P.O. Box 1596  
 Representative Weed; McGavern-Quinn  
 President Lincoln Dellar  
 General Manager Dave M. Greene  
 Sales Manager A. J. Richard  
 Commercial Manager Ralph Guild  
 Program Director Bill Furnell  
 Promotion Publicity Director Ted Hardy  
 Film Manager Rickie Dines  
 Chief Engineer Harry Bartolomen

**KCRA-TV—Sacramento—1955  
NBC**

Channel: 3 VHF AP: 50 Kw... VP: 100 Kw  
 Owned-Operated By KCRA, Inc.  
 Address 310 10th St.  
 Representative Petry  
 Pres., Gen. Mgr. Ewing C. Kelly  
 Station Manager Howard J. Smiley  
 Comm. Mgr., Program Dir. Robert E. Kelly  
 Business Mgr. Irma Davis  
 Promo, Publicity Dir. Dick Block  
 Operations Dir. and Buyer Tom Breen  
 Chief Engineer W. Herbert Hartman

**KSBW-TV—Salinas-  
Montgomery—1953  
ABC-CBS-NBC**

Channel: 8 VHF AP: 120 Kw. VP: 240 Kw.  
 Owned-Oper. By Salinas Bcstg. Corp.  
 Address P. O. Box 1651

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**MORE FEATURES**

**MORE REGIONAL COVERAGE**

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S. F. CHRONICLE • NBC AFFILIATE • PETERS, GRIFFIN, WOODWARD

Representative .....H.R. Television  
 Membership .....NARTB, TvB  
 Pres., Gen. Sta. Mgr.....John Cohen  
 Comm. Manager .....Graham H. Moore  
 Program Director .....Gary Ferlisi  
 Promotion Director .....Dean Moxley  
 Film Manager .....Lutz Winkler  
 Chief Engineer .....William Hargan

**KFSD-TV—San Diego—1953**  
**NBC-ABC**

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....KFSD, Inc.  
 Business Address.....3642 Enterprise St.  
 Representative .....Katz  
 Membership .....NARTB  
 President.....James G. Rogers, Jr.  
 General Manager.....William E. Goetze  
 Commercial Manager .....Jay Grill  
 Merchandising Mgr. ....Harold K. Boone  
 Publicity Director .....Grant Recksieck  
 Film Manager.....Eran Stecker  
 Chief Engineer.....LeRoy A. Bellwood

**KFMB-TV—San Diego—1949**  
**CBS**

Channel: 8 VHF..AP: 316 Kw...VP: 158 Kw.  
 Owned...Wrather-Alvarez Broadcasting, Inc.  
 Business Address.....1405 Fifth Ave.  
 Representative .....Petry  
 News Service.....AP, UP  
 Membership .....NARTB, TvB  
 President.....Jack D. Wrather  
 Vice President, General  
 Manager .....George Whitney  
 General Sales Manager .....Bill Fox  
 Prog. Director .....Byron Dowty  
 Production Manager.....George Stantis  
 Prom., Pub. Rel.....Dan Bellus  
 Film Manager.....Del Gay  
 Chief Engineer.....Charles Abel

**KRON-TV—San Francisco**  
**1949—NBC**

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....The Chronicle Pub. Co.  
 Business Studio Address.....901 Mission St.  
 News Service.....AP  
 Newspaper Affiliation .....Chronicle  
 Representative..Peters, Griffin, Woodward Inc.  
 Membership .....NARTB, TvB  
 President .....Charles Thierlot  
 Gen. Manager .....Harold P. See  
 Business Mgr.....Tom Smith  
 Comm., Film Mgr.....Norman Louvain  
 Program Dir.....Douglas Elleson  
 Advertising .....John Reavis  
 Publicity Director.....Tom Mullahey  
 Film Manager .....Jim Bentley  
 Chief Engineer .....J. L. Berryhill

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 joined together in  
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 IN  
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 JULIAN M. KAUFMAN, V.P. and Gen. Mgr.  
 San Diego 3, California



**KGO-TV—San Francisco**  
1949—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper...Amer. Bcstg. Paramount Thtrs.  
Address.....277 Golden Gate Ave.  
Representative ..... Blair  
News Service ..... AP, INS  
Membership ..... TvB, NARTB  
President (ABC)..... Leonard Goldenson  
V.P., Gen., Sta. Mgr. .... John H. Mitchell  
Comm. Mgr..... David Sacks  
Pub., Promotion Director ..... Vic Reed  
Production Manager..... Edward Smith  
Program Director..... Russell Baker  
Film Manager..... Robert Mitchell  
Chief Engineer..... Harry Jacobs

**KVEC-TV—San Luis Obispo**  
1953—CBS-ABC

Channel: 6 VHF...AP: 8.9 Kw...VP: 16 Kw.  
Owned-Oper. By....The Valley Enterprise Co.  
Business Address.....787 Higuera St.  
Representative ..... H-R  
Station Manager ..... Fred Beck  
General Manager ..... John C. Cohan  
Commercial Manager ..... Graham Moore  
Program Director ..... Ted Warner  
Orer. Director ..... Russ Furse  
Film Buyer ..... Mike Giarratano  
Chief Engineer ..... Lew Jones

**KPIX—San Francisco—1948**  
CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By....Westinghouse Bcstg., Inc.  
Address.....2655 Van Ness Ave.  
News Service ..... INS, UP  
Representative ..... Katz  
Membership ..... NARTB, TvB  
Pres..... Donald M. McGannan  
General Manager ..... Philip G. Lasky  
Asst. Gen. Manager..... George Mathiesen  
Commercial Manager..... Lou Simon  
Program Director,  
Film Mgr. .... William C. Dempsey  
Promotion Dir. .... William H. Ryan  
Publicity Dir. .... Al Baccari  
Chief Engineer ..... Thomas T. Ely

**KEY-T—Santa Barbara—1953**  
ABC-CBS-NBC

Channel: 3 VHF...AP: 25 Kw...VP: 50 Kw.  
Owned-Oper. By.Santa Barbara Bcstg.-TV Co.  
Business Address.....730 Miramonte Drive  
News Service..... UP  
Representative ..... Hollingbery  
Membership ..... NARTB  
Pres., Gen. Sta. Mgr..... Colin M. Selph  
Comm. Mgr. .... Thomas C. Chase  
Prog., Prod. Dir. .... Joe Costantino  
Prom. Dir. .... Virginia Lee  
Chief Engineer..... Lloyd M. Jones

**KSAN-TV—San Francisco**  
1954

Channel: 32 UHF..AP: 100 Kw. .VP: 200 Kw.  
Owned & Oper. By..... S. H. Patterson  
Address .....1111 Market Street  
Representative ..... Stars National  
Exec. Director ..... Norwood Patterson  
Gen., Comm. Mgr. .... Richard P. Bott  
Program Director ..... Bob McLaughlin

**KOVR—Stockton—1954**  
ABC

Channels: 13 VHF. AP: 72.2 Kw...VP: 138 Kw.  
Owned & Oper. By....Television Diablo, Inc.  
Address .....225 East Miner Ave.  
Representative ..... Avery-Knodel, Inc.  
Pres., General Manager, Terry Hamilton Lee  
Sales Mgr. .... Jay Watson  
Production Manager..... Bel Lange  
Pub., Prom. Director ..... Norrie West  
Film Director ..... John Kearns  
Chief Engineer ..... Richard J. Anderson

**KNTV—San Jose—1955**

Channel: 11 VHF..AP: 2.68 Kw...VP: 5.36 Kw.  
Owned-Operated By..Standard Radio & TV Co.  
Address.....645 Park Ave.  
Representative ..... Weed  
President ..... A. T. Gilliland, Sr.  
General Mgr. .... Fran Conrad  
Gen. Sales Mgr. .... Hal Chase  
Program Director ..... Russell M. Truesdell  
Promotion Dir. .... James Emmett  
Film Mgr. .... Calvin Cape  
Chief Engineer ..... Bruce Joynner

**KVVG—Tulare—1953**

Channel: 27 UHF..AP: 81.3 Kw...VP: 151 Kw.  
Owned-Oper. By.....UHF Telecasting Corp.  
Business Address .....1385 East Tulare St.  
Representative ..... Lee F. O'Connell  
Gen. Sta., Comm. Mgr. .... Ron Freeman  
Program Director ..... Bob Lee  
Film Manager..... Joe Ridgeway  
Chief Engineer..... Hershell McKensie



## KKTV—Colorado Springs 1952—ABC-CBS

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.  
Owned-Operated By.....TV Colorado, Inc.  
Address ..... P. O. Box 1078  
Membership ..... NARTB, TvB  
News Service ..... UP  
Representative ..... Bolling  
President, Gen., Station Mgr... James D. Russell  
Commercial Manager..... Robert D. Ellis  
Local Sales..... W. B. Rogers  
Film Mgr., Program Director... Carl Pehlman  
Prom., Pub. Director ..... Jack East  
Chief Engineer..... Willis Shanks

## KRDO-TV—Colorado Springs 1953—NBC

Channel: 13 VHF AP: 5.65 Kw..VP: 11.31 Kw.  
Owned-Oper. By.....Pikes Peak Bcstg. Co.  
Business Address.....399 South Eighth St.  
Membership ..... NARTB, TvB  
News Service..... AP, UP  
Representative ..... Pearson  
President, Gen. Comm. Mgr. .... Harry Hoth  
Promotion Director ..... Jay Cook  
Film Manager ..... Joe Calahan  
Chief Engineer.....Herb Schubarth

## KBTV—Denver—1952—ABC

Channel: 9 VHF..AP: 141 Kw..VP: 282Kw.  
Owned-Operated By.....TV Denver, Inc.  
Address .....1089 Bannock St.  
News Service ..... UP  
Membership ..... NARTB, TvB  
Representative Peters, Griffin, Woodward, Inc.  
President..... John C. Mullins  
Station Manager..... Joseph Herold  
Prom. Director..... Bill Walker  
Asst. Sta. Mgr. .... Gil Lee  
Comm. Mgr. .... Thomas Young  
Film Mgr. .... Don Mumford  
Chief Engineer ..... Nelson Alquist

## KLZ-TV—Denver—1953 CBS

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By..Aladdin Broadcasting Corp.  
Business Address.....131 Speer Blvd.  
News Service.....INS, UP  
Representative ..... Katz  
Membership ..... NARTB, TvB  
Pres., Gen. Mgr..... Hugh B. Terry  
Station Manager..... Phil Hoffman  
Commercial Manager..... Jack Tipton  
Program Director..... Clayton Brace

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**KBTV covers:**

- 64% of Colorado's spendable income
- 57% of Colorado population PLUS
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- Only 5 major markets in the U.S.A.
- showed a Retail Sales Increase of 50% or more between 1948 and 1954 Census of Business—and still growing.

**IN 1955**

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

**KBTV COVERS:**

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

**TOWER:** Atop Lookout Mountain, 2400 feet above Denver.

Owned and Operated by: **TV DENVER, INC.**  
1089 Bannock • Tabor 5-6386  
Represented by Peters, Griffin, Woodward, Inc.

**Joe Herold**  
Station Manager

**John C. Mullins**  
President



# 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**

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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 Address .....1110 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 Service .....UP  
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

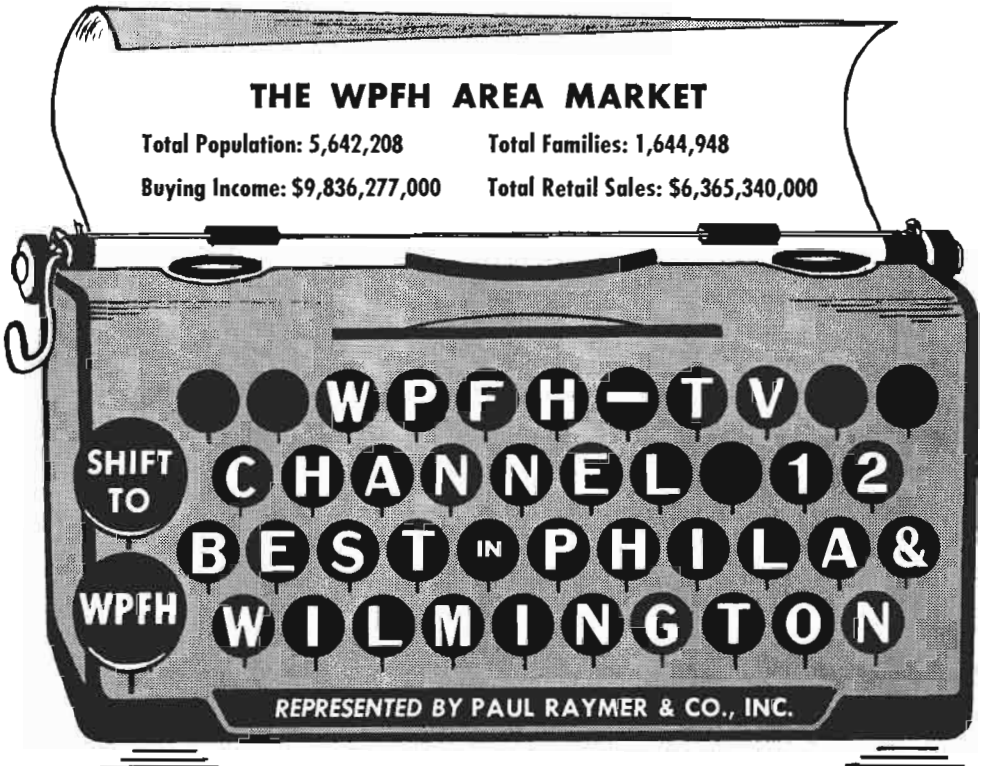
**Delaware**

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. By ....WPFH Broadcasting Co.  
Address .....Suburban Sta. Bldg., Phila., Pa.  
Studio Address .....Box 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



# 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.....Lefferis 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

## 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

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

## 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 Toppan  
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





# 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 Service .....UP

Representative .....Bomar-Lowrance

Membership .....TvB, NARTB

President .....R. E. Dunville

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

V.P.-Business Manager .....J. P. Dwyer

Program Dir. .... Bob Hendrickson

Prom. Dir. .... Howard Rowe

Film. Dir. .... Thomas Hitchcock

Chief Engineer .....Harvey Aderhold

## WLW-A—Atlanta—1951 ABC

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

Get  
the most  
out of  
your  
advertising  
dollar

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

**SOUTH GEORGIA'S**

# WALB <sup>T</sup><sub>V</sub>

## Channel 10 ALBANY, GA.

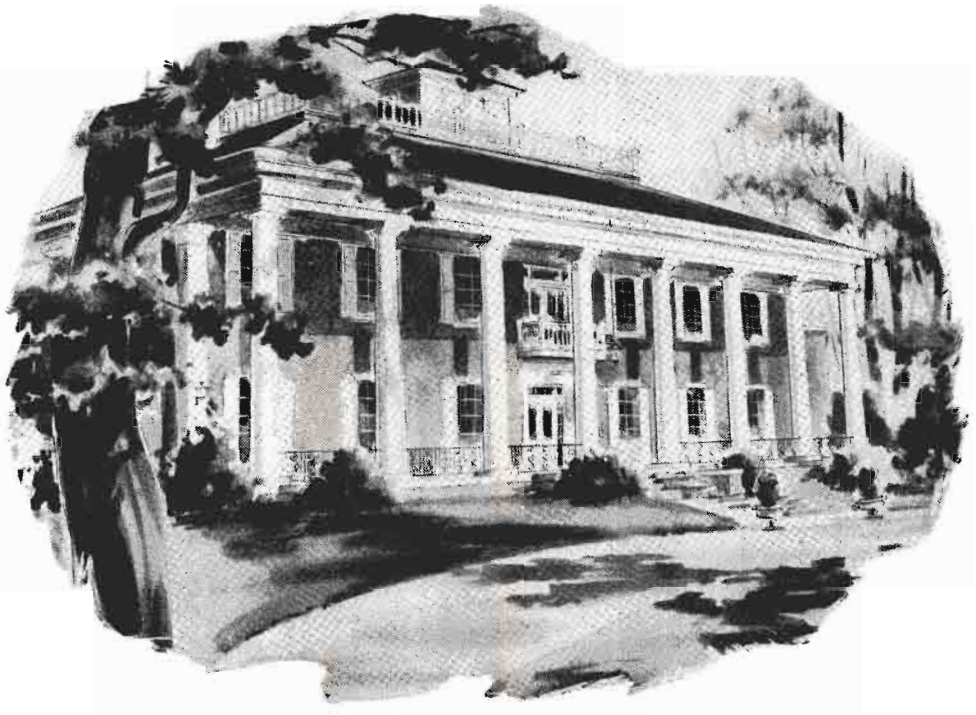


NBC—ABC—and TOP LOCAL PROGRAMS

James H. Gray  
President

T. R. Stillwagon  
General Manager

Represented by  
Venard, Rintoul & McConnell, Inc.



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### **A symbol of broadcasting integrity**

“White Columns” is the home of WSB Radio and WSB-TV. To the people of this region, “White Columns” is more than a beautiful building. No other broadcast source or combination, has such a vital influence in Atlanta and Georgia.

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 Address ....P.O. Box F, N. Augusta  
 News Service.....**AP**  
 Newspaper Affiliation ....Augusta 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

# waga-tv



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- BEST RECEPTION • GREATEST AUDIENCE

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 CONTACT YOUR STORER OR KATZ REPRESENTATIVE

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

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

**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

**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

**WEHT—Evansville—**  
Henderson, Ky.—1953—CBS

Channel: 50 UHF..AP: 108.1 Kw..VP: 200.4 Kw.



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  
Representative .....Bolling

Membership .....NARTB  
News Service .....UP  
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  
Address .....Ames, Ia.  
News Service.....AP, UP  
Representative .....Weed  
President.....Dr. James Hilton  
Gen. Manger .....Robert C. Mulhall  
Assoc. Gen. Manager .....James H. Davis  
Sales, Program Director .....Don Peterson  
Prom., Pub Dir.....Nancy Seeley  
Film Manager.....Warren Royer  
Chief Engineer.....Keith Ketcham

Business Address.....805 Brady St.  
News Service .....UP  
Representative.Peters, Griffin, Woodward, Inc.  
Membership .....NARTB, 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.  
Membership .....NARTB  
News Service .....AP, INS  
Representative .....Blair Assoc.  
Newspaper Affiliation ..Cedar Rapids Gazette  
President .....Joseph 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 Engineer .....Ira 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.  
Membership .....NARTB, TvB  
President.....Col. B. J. Palmer  
V.P., Treasurer.....D. D. Palmer  
Exec. V.P.....Ralph Evans  
V.P., Resident Manager.....Paul A. Loyet  
Sec. & Controller.....William D. Wagner  
Asst. Manager.....W. W. Woods  
Sales Manager .....Robert 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 Service .....AP, UP, INS  
Representative .....Katz  
Membership .....NARTB, TvB  
President.....William B. Dolph  
V.P., Gen. Manager.....William B. Quarton  
Sales Manager.....Lew Van Nostrand  
Business Manager.....Leo F. Cole  
Promotion Manager .....Bob 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.  
Address .....Ninth & Pleasant St.  
Newspaper Afil.....Register and Tribune  
News Service .....AP, UP  
Representative .....Katz  
Membership .....NARTB, TvB  
President .....Luther L. Hill  
Station Manager.....Robert W. Dillon  
Commercial Manager .....Paul 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

**Kansas**

**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

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. Bscqt. 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  
Representative .....Weed  
President.....T. B. Lanford  
General Manager.....Willard L. Cobb  
Comm. Manager .....Jesse Sexton  
Prog. Dir. ....Tommy Erwin  
Prom., Pub. Director.....Vivian Close  
Prod. Mgr. ....Larry McHale  
Film Manager .....Robert Poor  
Chief Engineer .....Robert E. Miller

## WAFB-TV—Baton Rouge 1953—CBS

Channel: 28 UHF..AP: 100 Kw..VP: 200 Kw.  
Owned .....Modern Bcstg. Co., Inc.  
Business Address .....Box 1566  
Membership.....NARTB, TvB  
Reps .....Blair 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.  
Address .....1650 Highland Rd.  
Newspaper Affiliation .....State Times;  
Morning Advocate  
News Service .....AP, INS  
Representative .....Hollingbery  
Membership .....NARTB, TvB  
President.....Douglas L. Mamship  
Sales Manager.....Guy Corley  
Program Director.....John Ferguson  
Promotion Director .....Dolores Ballina  
Production Manager .....Aubrey 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.  
Address .....Box 398  
Representative..Venard, Rintoul & McConnell,  
Clarke Brown  
President .....Paul H. DeClouet  
General Manager.....Dierell Hamm  
Sales Manager.....Quitman Henley  
Program Manager.....Sonny Baker  
Chief Engineer .....Maurice 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

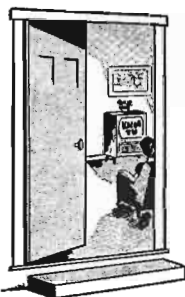
**KTAG-TV—Lake Charles**  
1953—CBS

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.

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

# 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	<b>57.3</b>	28.8	12.5	2.2
MONDAY	<b>49.4</b>	28.8	20.5	1.3
TUESDAY	<b>36.1</b>	22.8	39.6	2.4
WEDNESDAY	<b>43.1</b>	27.3	28.2	2.0
THURSDAY	<b>44.8</b>	36.9	16.4	2.0
FRIDAY	<b>40.9</b>	24.0	33.5	2.8
SATURDAY	<b>46.8</b>	31.1	20.7	1.9

## December ARB shows these to be choice availabilities

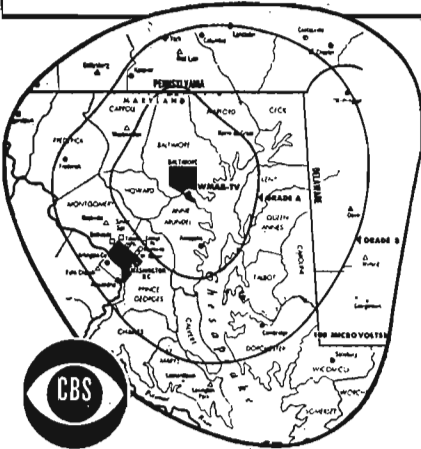
**Amos 'n Andy** 6 to 6:30 P.M.

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

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

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

\* 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 Service** .....AP  
**Representative**.....Harrington, Righter and  
 Parsons, Inc.  
**Membership** .....NARTB, 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  
**Membership** .....NARTB, 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 Service** .....AP, CBS Newsfilm  
**Newspaper Affiliation**..Baltimore Sunpapers  
**Representative** .....Katz  
**Membership** .....NARTB, 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.  
 Address .....Radio-Tv, Park  
**News Service** .....AP  
**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  
**Representative** .....Walker  
**Membership** .....NARTB  
**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. Affairs**.....C. F. Collier  
**Traffic Mgr.** .....R. Duffield  
**Chief Engineer** .....W. 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.  
**Representative**.....H.R.  
**Membership** .....TvB  
**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 Service**.....AP, UP, INS  
**Representative**..Peters, Griffin, Woodward, Inc.  
**Membership** .....NARTB, 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 Address**.....Box 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 ..... Washenaw 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. By .....Bernie 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. By ....Capitol 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

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

# Missouri

## 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 Pulttzer, 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 Service .....UP  
Representative .....Gill-Perna  
Membership .....NARTB, 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 Service .....AP  
Membership .....NARTB  
Representative .....Weed  
President .....Fred A. Seaton  
General Mgr. ....Duane L. Watts  
Comm., Oper. Mgr. ....Harry H. Packard  
Production Mgr. ....Bob Schnuelle  
Publicity Dir. ....Mrs. Mickey Mahlman  
Film Manager .....Marsden Garey  
Chief Engineer .....Duane Allison

President.....John E. Fetzer  
Gen., Sta. Mgr.....A. James Ebel  
Comm. Manager .....Lester C. Rau  
Program Director .....Robert L. Johnson  
Promotion Director .....James Barker  
Production Manager .....William 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.  
Representative .....Petry  
Membership .....NARTB  
President.....Edward W. May  
Exec. V.P., Gen. Mgr.....Owen Saddler  
Sales Manager .....Arden Swisher  
Program Director.....Glenn Harris  
Promotion Director .....Amos Eastridge  
Film Manager .....Jack 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 Service .....UP, INS  
Representative .....Blair TV  
Membership .....NARTB, 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 Service .....AP  
Membership .....NARTB  
Representative .....Meeker  
President .....Wayne Brewster  
Station Manager.....Jack Gilbert  
Sales Mgr. ....Paul Freygang  
Production Manager.....Moe Milliken  
Pub. Director .....Tom Nuss  
Prom. Director .....Delline Zigler  
Chief Engineer .....George 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.  
Representative .....Avery-Knodel  
Membership .....NARTB, 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 Affiliation ....Las Vegas Review  
Journal

News Service .....AP  
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 .....

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 .....

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 .....

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

## 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 .....

## 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 .....

## 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 .....

## 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 .....

**MORE AUDIENCE\* THAN  
ANY STATION IN MINNEAPOLIS-  
ST. PAUL . . . . . THAT'S WHAT  
WNB-F-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. / WNB-F-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 Jobses

### 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

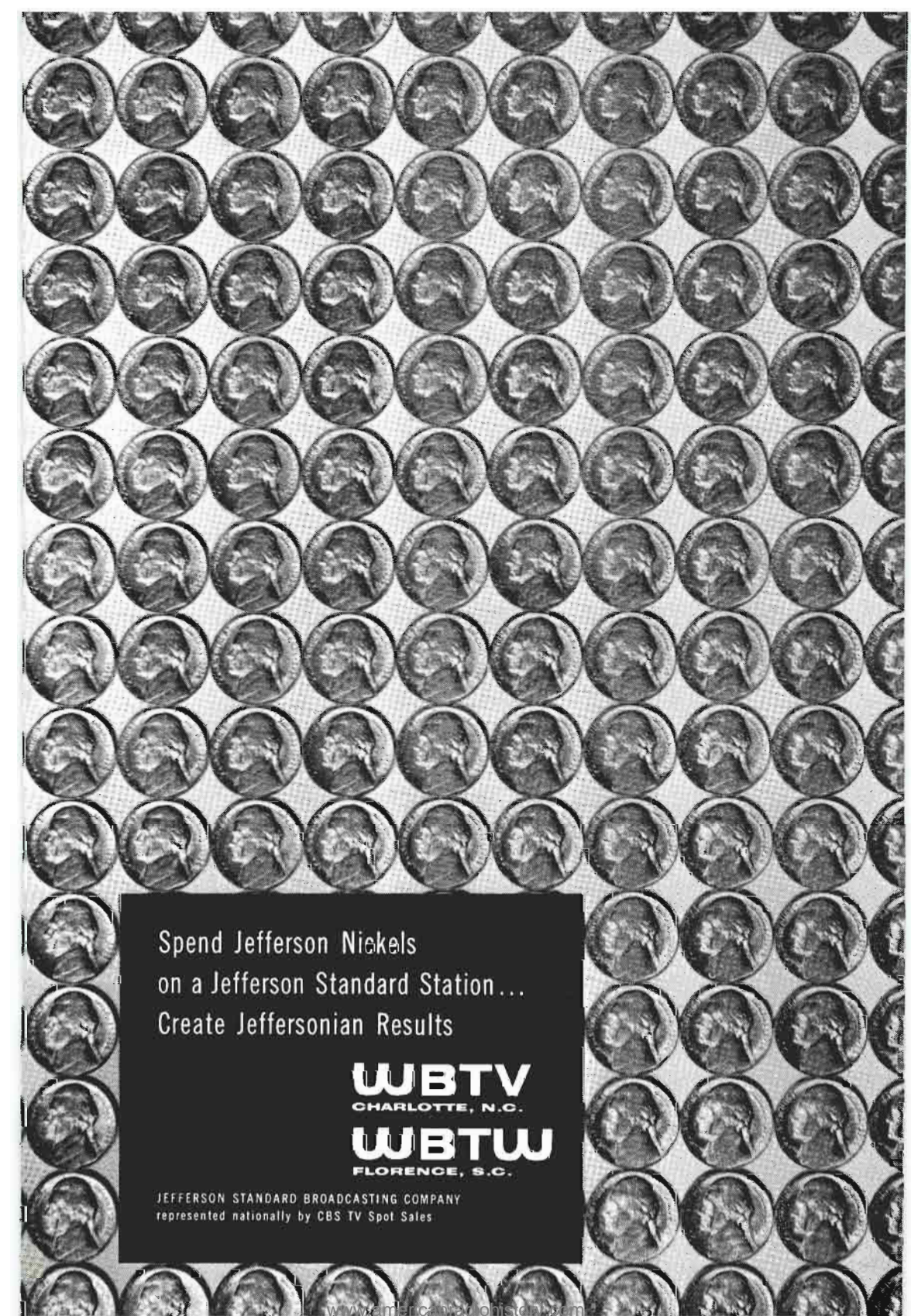
### WSYR-TV—Syracuse—1950 NBC

**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. Rierison  
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... Pety  
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

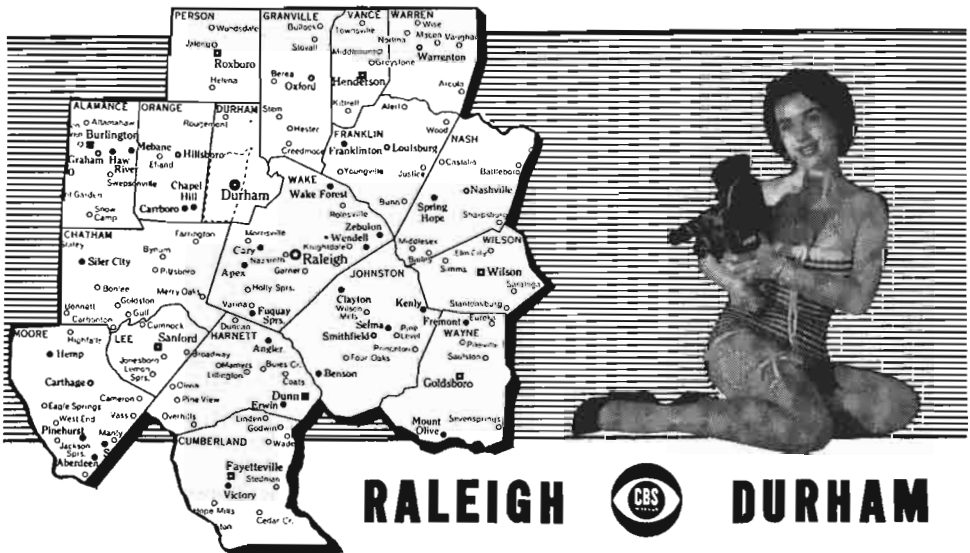
Channel: 12 VHF... AP: 200 Kw... VP: 316 Kw.  
Owned-Oper. By... Triangle Bcstg. Corp.  
Business Address... 419-21 N. Spruce St.  
Newspaper Aff... Journal & Twin City Sentinel  
News Service... UP  
Representative... Headley-Reed  
Membership... NARTB, TvB  
Exec. V.P. & Gen. Mgr... Harold Essex  
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

REPRESENTED NATIONALLY FOR JOE

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

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

### 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

### 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

### 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

### 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

### 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.

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

## Now... ONE CALL BUYS THE NORTH DAKOTA MARKET

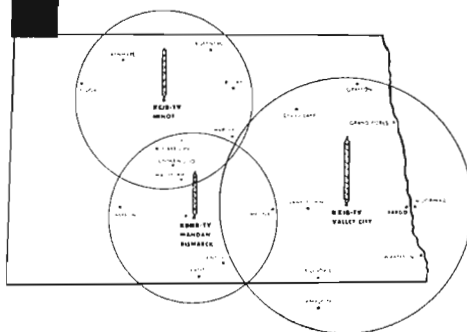
They're spread out in booming North Dakota, but they've got Cadillac buying power from oil, wheat, farming and distribution jobs—a population equal to Seattle, Minneapolis, New Orleans or Providence (and more buying power than most of them.)

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!

• CBS Primary • N. D. Broadcasting Co. • 4000 Front St. • Fargo 4461

*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 Mlaska

**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

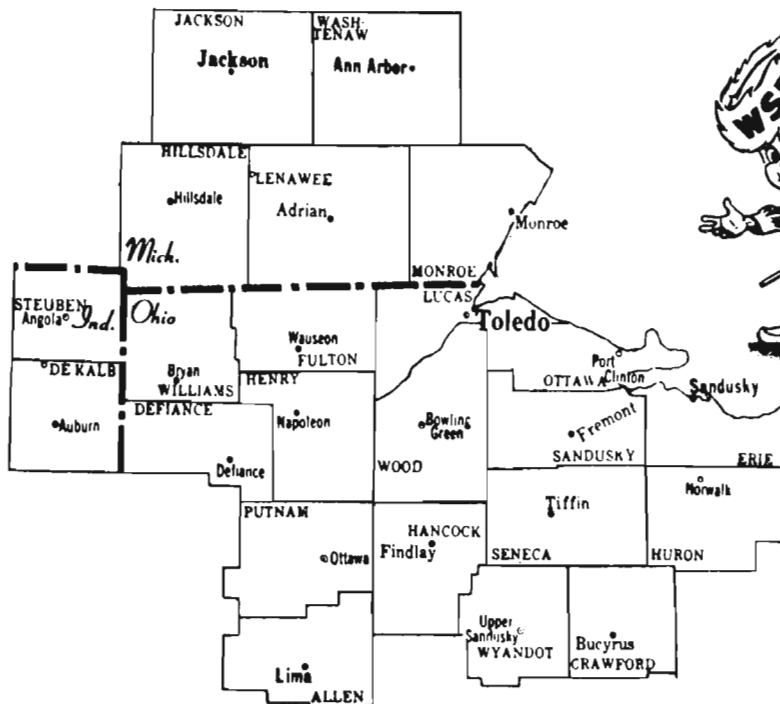
# AP

... 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 Address .....Box 9697  
 Membership .....NARTB, TvB  
 Representative .....Avery-Knodel  
 President .....John 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 Address .....Box 8788  
 Representative .....Avery-Knodel  
 Membership .....NARTB, TvB  
 President .....Roy 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.  
 Representative .....Katz  
 Membership .....NARTB, TvB  
 President .....E. 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 Service .....UP  
 Membership .....NARTB, TvB  
 Representative .....Petry  
 President .....C. 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. ....Central Plains Enterprises, Inc.  
 Business Address .....311 South Denver  
 Representative .....Blair TV  
 Membership .....NARTB, 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 Address .....P. O. Box 548  
 News Service .....UP  
 Rep.....Hollingbery, Art Moore  
 President .....Bob 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 Address .....Box 732  
 Membership .....NARTB, TvB  
 Representative .....Blair 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  
 Representative .....Blair TV  
 President .....Amos 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 Service .....AP  
 Rep.....CBS Spot Sales  
 Membership .....NARTB, 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.  
 Representative .....Blair TV  
 Membership .....NARTB, 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  
 Membership .....NARTB  
 Representative .....NBC 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.  
 Representative .....Hollingberry  
 President .....Harry 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**



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. / 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



# 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



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

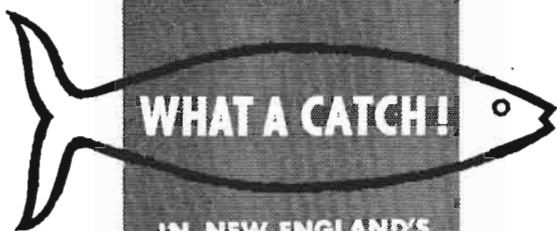
**Rhode Island**

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



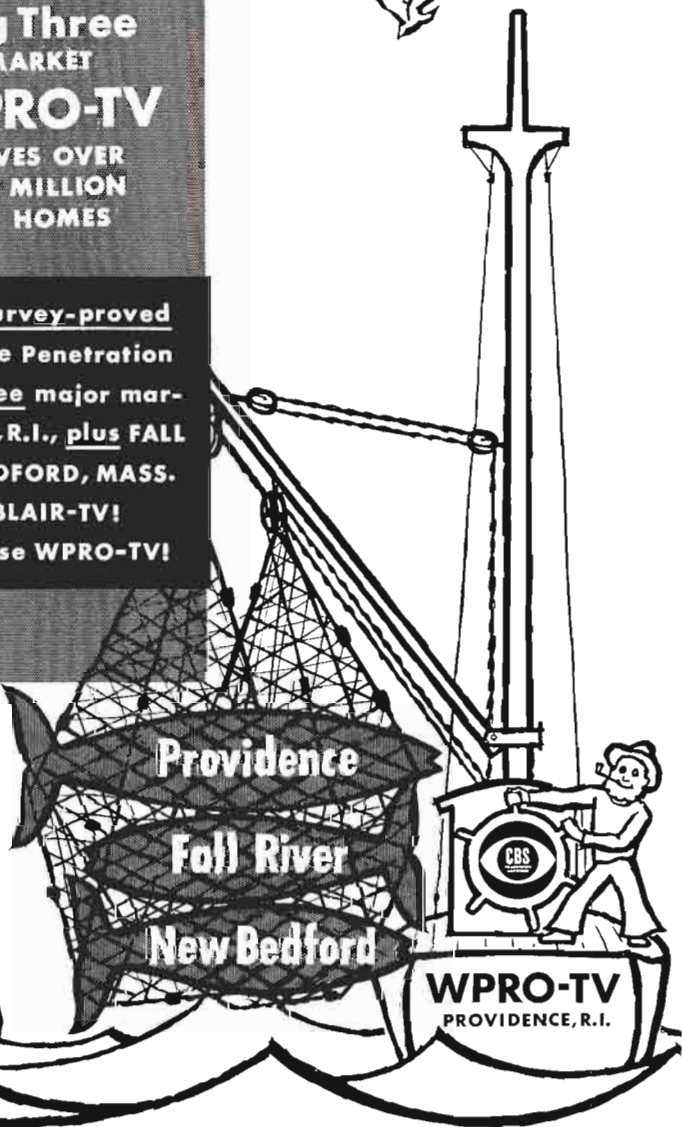
WPRO-TV offers survey-proved  
Maximum Audience Penetration  
of not one, but three major mar-  
kets--PROVIDENCE, R.I., plus FALL  
RIVER and NEW BEDFORD, MASS.  
For proof, ask BLAIR-TV!  
For the big catch, use WPRO-TV!



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 Service .....UP  
 Representative .....Blair-TV  
 Membership .....NARTB, 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 Service .....INS  
 Representative .....Headley-Reed  
 Owner .....Wilton 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 Service .....UP, INS  
 Representative..Peters, Griffin, Woodward, Inc.  
 Membership .....NARTB  
 President.....G. Richard Shaffo  
 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 Service .....UP  
 Membership .....NARTB  
 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  
 Membership .....NARTB  
 Gen. Manager.....H. Moody McElveen, Jr.  
 Program Director.....Graham Thomas  
 Chief Engineer.....Charlton W. Bowers

**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 Service .....AP  
 Representative....CBS Television Spot Sales  
 Membership .....NARTB, 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

**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 Service .....UP  
 Representative .....Weed  
 Membership .....TvB  
 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

**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.....Bramham  
 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.

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# **KRBC RADIO**

**1470 kc**

*"Abilene's Only Regional Station"*

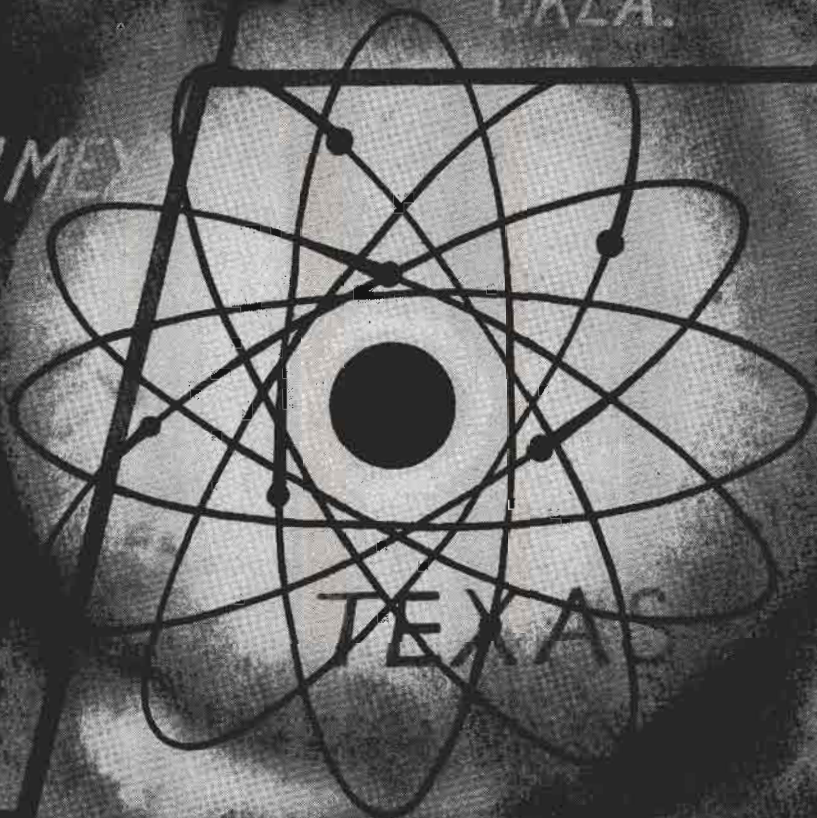
**1000 W Night . . . . . 5000 W Day**

*Represented by*

Paul H. Raymer Co., Inc.

NO PLACE  
TO HIDE!

OKLA.



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.....Petry  
 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 .....Hollingbery  
 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

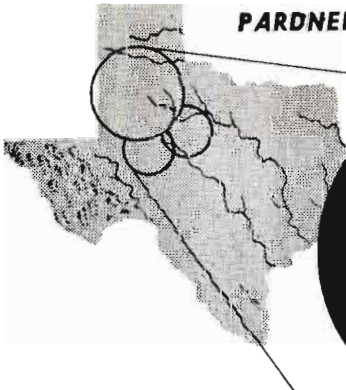
Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Texas Telecasting, Inc.  
 Business Address.....7400 College Ave.  
 News Service.....INS, AP  
 Representative ..... Branham  
 Membership ..... NARTB, TvB  
 Pres., Gen. Mgr.....W. D. (Dub) Rogers

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  
 Representative .....Raymer  
 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 Service .....UP  
 Representative .....NBC Spot Sales  
 Membership .....NARTB, 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.  
 Representative .....Katz  
 Membership .....NARTB, 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 Service .....AP  
 Representative .....Petry  
 Owner .....Louis 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.  
 Address .....Television Center  
 News Service .....UP  
 Representative .....Avery-Knodel  
 Membership .....NARTB  
 President .....Norman 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 Service .....AP, UP  
 Representative .....Weed  
 Membership .....NARTB, 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 Service .....INS  
 Representative .....Hollingbery  
 Membership .....TvB  
 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 Service .....AP  
 Representative .....Weed  
 Membership .....NARTB, 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.  
Address .....Municipal Building  
News. Affil...Daily Telegraph. Sunset News  
Representative .....Katz  
Membership .....NARTB  
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 Service .....UP  
Representative .....Branham  
Membership .....NARTB, 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.  
Representative .....Gill-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.  
Address .....625 Fourth Avenue  
News Service .....UP  
Representative .....Petry  
Membership .....NARTB, 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  
Address .....201 Ninth St.  
Newspaper Affil...Huntington Publishing Co.  
News Service .....AP  
Station Representative .....Katz  
Membership .....NARTB, 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 Service .....AP  
Representative .....Pearson  
Membership .....NARTB  
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  
Publicity 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 Blizard  
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
<b>Aluminum Co. of America</b>				<b>Campbell Soup Co.</b>			
Aleca 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	<b>Chesebrough-Ponds</b>			
Today—Home—Tonight	378,065	17 1/2	311,904	Cotton Bowl Game	23,743	0	23,743
<b>American Doll Co.</b>				Star Stage	331,946	6	312,029
Pinky Lee	65,595	20	52,476	Today—Home—Tonight	43,511	0	43,511
<b>American Chicle Co.</b>				<b>Chrysler Div.</b>			
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	<b>DeSoto Div.</b>			
<b>American Home Products</b>				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	<b>Dodge Brothers Div.</b>			
G. Washington Coffee (Home)				Nat'l Open Golf Championship	72,549	15	61,667
Today—Home—Tonight	90,336	10	81,302	<b>Plymouth Div.</b>			
<b>American Tobacco Co.</b>				Plymouth News Caravan	2,718,393	23	2,093,163
Best In Mystery	89,982	16	75,585	<b>Cluett Peabody</b>			
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	<b>Coca Cola Inc.</b>			
Justice	447,773	10	402,996	Coke Line	2,551,241	11	2,270,604
Robert Montgomery	967,903	18	793,680	<b>Colgate Palmolive Co.</b>			
Your Play Time	317,975	16	267,099	Comedy Hour	1,434,553	25	1,075,915
<b>American Viscose</b>				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
<b>Charles Antell Inc.</b>				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	<b>Continental Baking Co.</b>			
Search For Beauty	775,770	33	519,766	Howdy Doody	965,189	21	762,499
Ted Mack Matinee	73,356	33	49,149	<b>Crowell-Collier</b>			
Today—Home—Tonight	40,688	0	40,688	Today—Home—Tonight	85,446	12 1/2	74,765
<b>Armstrong Cork Co.</b>				<b>Cudahy Packing Co.</b>			
Circle Theatre	1,370,020	7	1,274,119	Today—Home—Tonight	322,516	17 1/2	266,076
<b>Associated Products</b>				<b>Helene Curtis</b>			
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
<b>Atlantis Sales Corp.</b>				<b>Dow Chemical Co.</b>			
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	<b>Eastman Kodak Co.</b>			
<b>Avco Mfg. Co.</b>				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	<b>Ford Motor Co.</b>			
<b>Hazel Bishop</b>				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	<b>General Dynamics Corp.</b>			
Raye—Berle	391,388	13	340,508	Youth Wants to Know	135,140	5	128,383
Color Spread	235,040	0	235,040	<b>General Electric Co.</b>			
This Is Your Life	1,117,945	7	1,039,689	Dear Phoebe	497,838	6	467,968
<b>Bissel Carpet Co.</b>				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
<b>Borden Co.</b>				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	<b>California Packing Co.</b>			
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	Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
<b>General Foods Corp.</b>				<b>Hallmark Cards Inc.</b>			
Bob Hope Show	409,466	13	356,235	Hallmark Hall of Fame	1,076,118	4	1,033,073
Caesar's Hour	78,357	0	78,357				
Commando Cody	269,317	20	215,454	<b>Hartz Mountain Products</b>			
Fury	256,565	20	205,252	Captain Hartz & His Pets	232,374	5	220,755
Pinky Lee	135,585	17 1/2	111,858				
Roy Rogers	2,227,459	18	1,826,516	<b>H. J. Heinz Co.</b>			
Roy Rogers Champ. Rodeo	79,870	13	69,487	Captain Gallant	1,510,577	16	1,268,885
Today—Home—Tonight	288,237	17 1/2	237,796	Today—Home—Tonight	289,349	20	231,479
				<b>International Cellucotton Products Co.</b>			
<b>General Mills Corp.</b>				Cameo Theatre	205,566	25	154,175
Ding Dong School	313,960	5	298,262	Kleenee Summer Theatre	187,427	25	140,570
				Midwestern Hayride	229,883	25	172,412
<b>General Motors Corp.</b>				Perry Como Show	233,779	0	233,779
<b>A. C. Spark Plug Div. (GM)</b>				<b>International Show Co.</b>			
Big Town	827,137	13	719,609	Ding Dong School	63,565	0	63,565
General Motors Motorama	78,450	15	66,683	Howdy Doody	121,675	0	121,675
Wide Wide World	85,153	15	72,380	Pinky Lee	149,241	6	140,287
				Today—Home—Tonight	19,643	0	19,643
<b>Buick Motors Div. (GM)</b>				<b>Andrew Jergens Co.</b>			
Milton Berle	1,046,864	15	889,834	First Love	1,245,001	23	958,651
Nat'l Football League							
Championship	56,689	0	56,689	<b>S. C. Johnson &amp; Sons</b>			
Color Spread	25,208	0	25,208	Robt. Montgomery Presents	1,967,793	8	1,810,370
Today—Home—Tonight	42,924	0	42,924				
<b>Cadillac Motor Div. (GM)</b>				<b>Johnson &amp; Johnson</b>			
Today—Home—Tonight	22,426	0	22,426	Ding Dong School	67,040	0	67,040
				Imogene Cucca Show	187,454	0	187,454
<b>Chevrolet Motor Div. (GM)</b>				Pinky Lee	73,042	0	73,042
The Chevy Show	465,627	14	400,439	Musical Chairs	88,992	0	88,992
Dinah Shore Show	2,436,224	14	2,095,153	Ted Mack Matinee	55,395	0	55,395
Today—Home—Tonight	4,819	0	4,819	Tennessee Ernie	119,020	0	119,020
				World of Mr. Sweeney	60,243	0	60,243
<b>Pontiac Motors (GM)</b>				Today—Home—Tonight	162,382	10	146,144
Pontiac Playwrights	554,748	15	471,536	<b>Kellogg Co.</b>			
				Howdy Doody	424,088	15	368,975
<b>Guide Lamp (GM)</b>							
Wide Wide World	85,764	15	72,899	<b>Kendall Co. (Bauer &amp; Black)</b>			
				Today—Home—Tonight	181,724	10	163,552
<b>Oldsmobile Div. (GM)</b>							
Academy Award Presentation	113,369	14	97,497	<b>Kraft Foods Co.</b>			
Pat'l Perry Como	34,472	15	29,301	Kraft Theatre	3,655,710	19	2,961,125
Max Liebman Presents	1,545,927	0	1,545,927	Tom Corbett Space Cadet	543,188	13	472,574
Today—Home—Tonight	5,464	0	5,464				
<b>Pontiac Div. (GM)</b>				<b>Lever Brothers Co.</b>			
Jack Carson Show	233,685	13	203,306	Big Town	811,883	13	706,338
Red Buttons	598,339	11	532,522	Lux Video Theatre	3,881,050	20	3,104,840
Wide Wide World	103,896	15	88,312				
Today—Home—Tonight	45,527	0	45,527	<b>Lewis Howe Co.</b>			
				Imogene Cucca Show	289,125	7 1/2	267,441
<b>General Time Corp.</b>				Musical Chairs	134,968	7 1/2	124,845
Today—Home—Tonight	132,708	10	119,437	1955 Variety Show	77,702	0	77,702
				Color Spread	50,566	0	50,566
<b>Gerber Products Co.</b>				<b>Liggett &amp; Myers Tobacco Co.</b>			
Ding Dong School	653,355	12	574,952	Dragonet	2,707,323	16	2,274,151
				Matinee Theatre	106,497	12	93,717
<b>Gillette Safety Razor Corp.</b>				<b>P. Lorillard Co.</b>			
All Star Baseball	100,396	35	65,257	Truth or Consequences	2,267,423	16	1,904,635
Blue Grey Football Game	135,959	35	88,373				
Calvaude of Sports	2,979,145	46	1,608,738	<b>Manhattan Soap Co.</b>			
Gillette Summer Sportreef	298,651	45	164,258	Ding Dong School	667,340	15	567,239
Rose Bowl Football Game	210,878	35	137,071				
1955 World Series	428,524	35	278,541	<b>Johns Manville Corp.</b>			
<b>Toni Co. (Gillette)</b>				Meet the Press	576,293	6	541,715
Arthur Murray Party	305,994	25	229,496				
Dollar a Second	354,801	25	266,101	<b>Maytag Co.</b>			
Jan Murray Time	149,125	25	111,844	Itay - Berle	80,995	0	80,995
Pinky Lee	9,738	20	7,790	Color Spread	63,653	0	63,653
Tony Martin	327,491	24	248,893	Today—Home—Tonight	107,551	15	91,418
Perry Como	154,200	0	154,200				
People Are Funny	1,212,783	20	970,226	<b>Mennen Co.</b>			
So This Is Hollywood	1,269,650	24	964,934	Ding Dong School	232,374	5	220,755
<b>Paper-Mate Co. (Gillette)</b>							
People Are Funny	1,139,853	10	1,025,868	<b>Miles Labs</b>			
				Ding Dong School	335,146	17	278,171
<b>Glidden Co.</b>				Concerning Miss Marlowe	132,985	17	110,378
Today—Home—Tonight	191,252	12 1/2	167,346	Modern Romances	109,100	17	90,553
				Tennessee Ernie Ford	281,966	17	234,032
<b>Goodyear Tire &amp; Rubber Co.</b>				World of Mr. Sweeney	289,067	17	239,926
Goodyear Tv Playhouse	2,082,162	8	1,915,589				
No Room at the Inn	42,626	6	40,068				
				<b>Mennen Co.</b>			
<b>Grocery Store Products Co.</b>				Ding Dong School	232,374	5	220,755
Today—Home—Tonight	128,166	10	115,619				
				<b>Grove Labs</b>			
<b>Grove Labs</b>				Today—Home—Tonight	564,434	20	451,547
Today—Home—Tonight	564,434	20	451,547				
				<b>Gulf Oil Co.</b>			
<b>Gulf Oil Co.</b>				Life of Riley	1,988,745	16	1,670,546
Life of Riley	1,988,745	16	1,670,546	NCAA Football	69,931	0	69,931
NCAA Football	69,931	0	69,931				



**NBC-TV ADVERTISERS' BILLINGS, 1955**

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
<b>Minnesota Mining &amp; Mfg. Co.</b> Today—Home—Tonight	20,318	15	17,270
<b>Minute Maid Corp.</b> Tennessee Ernie Ford Tournament of Roses Parade	57,300 57,952	5 0	54,435 57,952
<b>Mobile Homes</b> Today—Home—Tonight	151,642	12 1/2	132,687
<b>Morton Salt Co.</b> Today—Home—Tonight	182,739	10	164,465
<b>Musterole</b> Today—Home—Tonight	139,488	10	125,539
<b>Dromedary Co. (Nat'l Biscuit)</b> 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
<b>Hills Brothers Co. (Nat'l Biscuit)</b> Today—Home—Tonight	353,311	17 1/2	291,482
<b>Northam &amp; Warren Corp.</b> Today—Home—Tonight	252,528	15	214,649
<b>Evinrude Motors (Outboard M &amp; M)</b> Today—Home—Tonight	86,982	12 1/2	76,109
<b>Pan American Airways</b> Meet the Press	452,135	6	425,007
<b>Pan American Coffee Bureau</b> Today—Home—Tonight	116,506	10	104,855
<b>Pepperell Mfg. Co.</b> Today—Home—Tonight	70,720	10	63,648
<b>Pfaff Sewing Machine Co.</b> Today—Home—Tonight	198,549	12 1/2	173,730
<b>Philco Corp.</b> Philco TV Playhouse	1,619,025	8	1,489,503
<b>Polaroid Corp.</b> Today—Home—Tonight	223,357	12 1/2	195,437
<b>Polk Miller</b> Today—Home—Tonight	155,704	10	140,134
<b>Frocter &amp; Gamble</b> 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
<b>Purex Corp.</b> Big Surprise	261,830	6	246,120
<b>Radio Corp. of America</b> Milton Berle Caesar's Hour Producer's Showcase Raye—Berle	152,597 602,899 787,979 152,575	0 7 1/2 3 0	152,597 557,682 744,940 152,575
<b>Remington Rand</b> Caesar's Hour	328,441	7 1/2	303,808
<b>R. J. Reynolds Tobacco Co.</b> 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
<b>Reynolds Metal Co.</b> Do It Yourself Frontier Mr. Peepers Color Spread	396,603 477,135 689,697 222,866	13 1/2 13 1/2 13 1/2 0	343,062 412,722 596,588 222,866
<b>Roto Broil</b> Today—Home—Tonight	245,985	12 1/2	215,237
<b>Sawyers Inc.</b> Pinky Lee Today—Home—Tonight	55,723 23,907	9 0	50,708 23,907
<b>Scott Paper Co.</b> Father Knows Best My Little Margie	733,872 1,295,438	16 16	616,452 1,088,168
<b>Serutan Co.</b> Juvenile Jury	217,282	6	204,245
<b>W. A. Shaeffer Pen Co.</b> Today—Home—Tonight	246,974	12 1/2	216,102
<b>Simoniz Co.</b> Best In Mystery The Big Story Today—Home—Tonight	139,413 965,433 90,122	6 6 0	131,048 907,507 90,122
<b>Speidel Corp.</b> The Big Surprise Caesar's Hour Today—Home—Tonight	258,500 341,358 61,260	6 0 0	242,990 341,358 61,260
<b>State Farm Insurance Co.</b> Red Barber Show	427,102	18	350,224
<b>Standard Brands Inc.</b> Howdy Doody Color Spread Tennessee Ernie Ford	630,828 49,513 495,428	12 0 17	555,129 49,513 411,205
<b>Starkist</b> Today—Home—Tonight	334,983	17 1/2	276,361
<b>Sunbeam Corp.</b> Milton Berle Raye—Berle Color Spread Today—Home—Tonight	152,888 156,543 591,888 369,332	0 0 0 12 1/2	152,888 156,543 591,888 323,166
<b>Sweets Co. of America</b> 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
<b>Swift &amp; Co.</b> Swift Show Wagon Today—Home—Tonight	1,443,604 343,074	6 17 1/2	1,356,988 283,036
<b>The Texas Co.</b> Donald O'Connor Show Texaco Star Theatre	586,028 1,136,074	13 7	509,844 1,056,549
<b>Upjohn</b> Today—Home—Tonight	70,757	10	63,681
<b>U. S. Time Corp.</b> Pinky Lee	63,045	20	50,436
<b>Warner Lambert</b> 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
<b>Washington State Apple Comm.</b> Today—Home—Tonight	89,454	10	80,508
<b>J. A. Wright</b> Today—Home—Tonight	123,590	10	111,231

# CBS - TV ADVERTISERS' BILLINGS, 1955

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
<b>Aluminum Co. of America</b>				<b>Carnation Co.</b>			
See It Now	\$ 837,000	7.5	\$ 774,225	Bob Crosby	128,000	15	108,800
<b>Aluminum Omnibus</b>	538,200	10	484,380	Burns & Allen	1,281,800	19	1,038,258
<b>Amana Refrigerator</b>				<b>Cartier Products</b>			
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	<b>CBS Columbia</b>			
Pacific Coast Basketball	8,400	0	8,400	Willy	63,000	0	63,000
<b>Amer. Cone &amp; Pretzel Co.</b>				Godfrey & Friends	466,677	15	396,675
Panorama Pacific	800	0	800	Talent Scouts	227,374	2.1	222,599
<b>American Dairy</b>				Life with Father	161,500	0	161,500
Bob Crosby	293,340	5	278,673	See It Now	13,500	0	13,500
<b>American Home Prod.</b>				<b>CBS Hytron</b>			
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	<b>Chevrolet</b>			
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	<b>Chrysler Corp.</b>			
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	<b>Chun King</b>			
Wanted—Quiz Kids	326,700	25	245,025	Garry Moore	343,330	5	326,164
<b>American Oil Co.</b>				<b>Coast Fisheries</b>			
Person to Person	423,150	5	401,993	Panorama Pacific	6,300	0	6,300
<b>American Tobacco Co.</b>				<b>Colgate Palmolive</b>			
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
<b>Amoco</b>				Strike It Rich—Millionaire	2,490,800	25	1,868,100
Years of Crisis	27,200	0	27,200	<b>Columbia Records</b>			
<b>Anheuser Busch, Inc.</b>				See It Now	27,000	0	27,000
Damon Runyon Theatre	1,060,200	21	837,558	<b>Comstock</b>			
<b>Armour</b>				Garry Moore	144,624	5	137,393
Captain Midnight	93,000	0	93,000	<b>Converted Rice</b>			
<b>Bauer &amp; Black</b>				Garry Moore	459,000	17.5	378,675
Godfrey Time	128,700	11	128,700	Panorama Pacific	13,650	5	12,968
<b>Bendix Div. of Avco</b>				<b>Corn Products</b>			
Doug. Edwards & The News	828,300	17.5	683,348	Robert Q. Lewis	402,626	10	362,363
<b>Best Foods</b>				Godfrey Time	424,437	19.3	342,521
Robert Q. Lewis	360,000	10	324,000	<b>Crane Co.</b>			
<b>Block Drug</b>				Morning Show	48,000	0	48,000
Danger	66,600	0	66,600	<b>Helene Curtis</b>			
<b>Bonne Belle, Inc.</b>				Robert Q. Lewis	419,125	15	356,256
Panorama Pacific	8,400	0	8,400	Professional Father	566,800	15	481,780
<b>Borden Co.</b>				Professional Father	170,300	0	170,300
Garry Moore	452,400	10	407,160	<b>Curtis Candy Co.</b>			
<b>Bristol Myers</b>				Tales of the Texas Rangers	100,500	0	100,500
Four Star Playhouse	1,107,990	20	886,392	<b>Doeskin Products, Inc.</b>			
Godfrey Time	457,567	25	343,175	Robert Q. Lewis	135,200	0	135,200
Godfrey Time	610,090	25	457,568	<b>Dow Chemical</b>			
Garry Moore	75,240	15	63,954	Godfrey Time	351,000	5	333,450
Garry Moore	535,698	25	401,774	<b>Edison Chemical</b>			
Stage Seven	35,963	25	26,972	Morning Show	3,300	0	3,300
Alfred Hitchcock	2,078,467	25	1,558,850	<b>ECAP</b>			
<b>Brown &amp; Williamson</b>				You Are There	788,000	0	788,000
Robert Q. Lewis	85,400	10	76,860	<b>Elgin Nat'l. Watch Co.</b>			
Lineup—Undercurrent	1,352,000	20	1,081,600	Person to Person	335,700	0	335,700
<b>E. L. Bruce</b>				<b>Falstaff Brewing Corp.</b>			
Panorama Pacific	9,100	0	9,100	Game of the Week	467,900	0	467,900
<b>Buick</b>				<b>Florida Citrus</b>			
Jackie Gleason—The Honey-mooners	743,831	25	557,873	Morning Show	69,034	10	68,048
<b>Lorraine Burton Salad</b>				<b>Ford Div. of Ford Motor Co.</b>			
Panorama Pacific	9,350	2.5	9,214	Ford Star Jubilee	540,400	15	459,340
<b>Calgon, Inc.</b>				<b>Frigidaire</b>			
Panorama Pacific	3,300	0	3,300	Godfrey Time	1,110,375	17.5	916,059
<b>California Brewing</b>				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
<b>Campbell Cereal</b>				<b>General Electric</b>			
Morning Show	19,488	5	18,514	20th Century Fox	1,158,280	20	926,624
<b>Campbell Soup</b>				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



# CBS-TV ADVERTISERS' BILLINGS, 1955



Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
<b>General Foods</b>			
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
<b>General Mills, Inc.</b>			
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
<b>Gerber Products</b>			
Bob Crosby Show	243,000	5	230,850
<b>Gillette Safety Razor</b>			
Kentucky Derby	40,000	15	34,000
Preakness	40,000	15	34,000
Belmont Stakes	37,800	15	32,130
<b>Goldsea</b>			
The Jo Stafford Show	541,800	17.5	446,985
<b>B. F. Goodrich</b>			
Burns & Allen	888,000	1.25	876,900
<b>Hamm Brewing</b>			
Person to Person	595,296	7.5	550,649
<b>Hawaiian Pineapple</b>			
House Party	629,200	15	534,820
<b>Hills Bros.</b>			
Panorama Pacific	62,400	7.38	57,795
<b>Hoover Co.</b>			
Morning Show	23,250	0	23,250
<b>Lewis Howe</b>			
Swaps vs. Nashua Match Race	62,000	0	62,000
<b>Ideal Toys</b>			
Winky Dink & You	157,300	0	157,300
<b>In-Sinkerator</b>			
Panorama Pacific	9,100	0	9,100
<b>International Harvester</b>			
Halls of Ivy	500,000	0	500,000
<b>S. C. Johnson &amp; Son</b>			
Red Skelton, Life with Father, Spotlight Playhouse	988,000	5	938,600
Robert Q. Lewis	392,000	18.5	319,480
<b>Johnson &amp; Johnson</b>			
Robin Hood	291,178	5	276,619
<b>Kellogg</b>			
Godfrey & Friends	238,500	25	178,875
Lassie	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
<b>Kendall Co.</b>			
Morning Show	51,200	0	51,200
Panorama Pacific	4,800	0	4,800
<b>Lanolin Plus</b>			
Robert Q. Lewis	218,800	7.5	202,390
<b>Larsen Co.</b>			
Bob Crosby	69,000	0	69,000
<b>Lever Bros.</b>			
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
<b>Liggett &amp; Myers</b>			
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
<b>Lincoln Mercury</b>			
Toast of the Town, Ed Sullivan Show	4,388,800	25	3,291,600
<b>Pan American Road Race</b>			
Film	1,100	0	1,100
<b>Longine</b>			
Chronoscope	378,300	5	359,385
Conquest	115,600	0	115,600
Thanksgiving	55,500	0	55,500
<b>P. Lorillard Co.</b>			
Two for the Money	1,974,000	24.5	1,490,370
Father Knows Best	2,138,500	24	1,625,260
<b>Lyon Van &amp; Storage</b>			
Panorama Pacific	63,600	7.38	58,536
<b>Magla Productions</b>			
Panorama Pacific	600	0	600
<b>Masland</b>			
Garry Moore	50,800	0	50,800
Garry Moore	154,800	0	154,800
Garry Moore	97,600	0	97,600
<b>Maybelline</b>			
Robert Q. Lewis	10,900	0	10,900
Jack Paar	6,800	0	6,800
See It Know	40,400	0	40,400
<b>Maytag Co.</b>			
Star Time Playhouse - Navy Log	562,900	5	534,755
<b>Miles Laboratories</b>			
Garry Moore	540,800	20	432,640
Bob Crosby	142,800	20	114,240
Robert Q. Lewis	349,600	20	279,680
<b>Minnesota Mining</b>			
Godfrey Time	75,600	17.5	62,370
Godfrey Time	168,000	5	159,600
Godfrey Time	233,700	5	222,015
<b>Monsanto Chemical</b>			
Morning Show	90,000	17.5	693,000
Panorama Pacific	9,800	17.5	8,085
Winky Dink & You	64,800	0	64,800
<b>Jules Montenier</b>			
What's My Line	958,815	5	910,874
<b>Philip Morris</b>			
I Love Lucy	903,501	22.5	700,213
Public Defender	585,098	12.5	511,961
Panorama Pacific	44,100	7	41,013
<b>Morton Salt Co.</b>			
Panorama Pacific	3,900	0	3,900
<b>Mullens Mfg.</b>			
Panorama Pacific	300	0	300
<b>Mullins Mfg.</b>			
Morning Show	3,300	0	3,300
<b>Nabisco</b>			
Halls of Ivy	560,700	0	560,700
<b>Ash Kelvinator</b>			
Danger	409,200	0	409,200
<b>National Carbon</b>			
Arthur Godfrey & Friends	145,500	0	145,500
<b>National Dairy</b>			
Big Top	1,560,000	23	1,201,200
<b>Nesle Co.</b>			
Jackie Gleason	945,098	15	803,333
Stage Show	605,570	21	478,400
<b>Norcross</b>			
Omnibus	297,000	10	267,300
<b>Norwich Pharmacal</b>			
Sunday News Special	520,000	12.5	455,000
<b>Noxzema Chemical Co.</b>			
Person to Person	376,253	5	357,440
<b>Pabst Brewing Co.</b>			
Blue Ribbon Bouts	971,904	25	728,928
<b>Pet Milk</b>			
Red Skelton	1,012,500	5	961,875
<b>Pharmaceuticals, Inc.</b>			
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
<b>Pillsbury Mills</b>			
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
<b>Pioneer Rubber Co.</b>			
Panorama Pacific	3,000	0	3,000
<b>Polaroid Corp.</b>			
Panorama Pacific	2,250	0	2,250
<b>Procter &amp; Gamble</b>			
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
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
<b>Prudential Insurance Co.</b>			
You Are There	1,094,400	16	919,296
Garry Moore	174,000	12	146,160
<b>Purex Corp.</b>			
Panorama Pacific	9,100	0	9,100
<b>Quaker Oats, Inc.</b>			
Contest Carnival	672,600	17.5	554,895
Sgt. Preston of the Yukon	263,200	20	210,560
<b>Ralston Purina</b>			
Robert Q. Lewis	52,500	0	52,500
Garry Moore	52,400	0	52,400
<b>Reader's Digest</b>			
Panorama Pacific	1,400	2.5	1,365
<b>Regal Pale Brewing</b>			
Harry Owens Show	254,280	20	203,424
<b>Remington Rand</b>			
What's My Line	1,051,050	5	998,498
<b>Revlon, Inc.</b>			
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
<b>Rexall Drug</b>			
Panorama Pacific	1,050	2.5	1,024
Morning Show	9,900	0	9,900
<b>R. J. Reynolds</b>			
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	872,462	25	279,347
<b>Ronson</b>			
Doug, Edwards & the News	1,569,600	0	1,569,600
<b>Schick</b>			
Jackie Gleason	621,475	7.5	574,864
<b>Schlitz Brewing Co.</b>			
Playhouse of Stars	2,272,400	22	1,772,472
<b>Scott Paper</b>			
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
<b>Serta Associates</b>			
Garry Moore	60,400	0	60,400
<b>Seven Up</b>			
Bob Crosby	55,600	0	55,600
<b>W. A. Sheaffer Pen Co.</b>			
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
<b>Shulton</b>			
See It Now	90,000	0	90,000

Advertiser & Program	Total for 1955 Gross Time	Amount of Discount %	Total Net Time
<b>Simmons Co.</b>			
My Favorite Husband	297,900	0	297,900
<b>Simoniz Co.</b>			
Bob Crosby	465,300	20	372,240
Garry Moore Show	201,600	20	161,280
<b>Singer Sewing Machine Co.</b>			
Four Star Playhouse	1,112,800	5	1,057,160
<b>Soilax</b>			
Garry Moore	136,800	5	129,960
<b>S. O. S.</b>			
Bob Crosby	320,740	12.5	280,621
Garry Moore	177,645	15	159,998
<b>Southern Calif. Plasterers</b>			
Tournament of Roses	3,600	0	3,600
<b>A. E. Staley</b>			
Garry Moore	321,500	5	305,425
<b>State Farm Mutual Insurance Co.</b>			
Red Barber's Corner	197,613	15	167,971
<b>Sterling Drug</b>			
Panorama Pacific	6,300	2.5	6,143
<b>Sterns Nursery</b>			
Morning Show	6,500	0	6,500
<b>J. P. Stevens</b>			
Panorama Pacific	4,200	2.5	4,095
<b>C. R. Swanson &amp; Sons</b>			
Robert Q. Lewis	159,800	11	142,222
Bob Crosby	159,800	11	142,222
Bob Crosby	175,500	22	136,890
<b>Swift &amp; Co.</b>			
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
<b>Sylvania Electric Co.</b>			
Beat the Clock	2,135,900	21	1,687,361
<b>Toni Company</b>			
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	295,656
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	316,109
<b>U. S. Steel Corp.</b>			
U. S. Steel Hour	960,700	5	912,665
<b>Wander Co.</b>			
Captain Midnight	242,200	7.5	224,035
<b>Weco Productions</b>			
Panorama Pacific	3,500	0	3,500
<b>Weinar Corporation</b>			
Panorama Pacific	300	0	300
<b>Wessen Houseware</b>			
Panorama Pacific	2,100	0	2,100
<b>Wesson Oil</b>			
Valiant Lady	265,404	17.5	218,958
<b>Westinghouse Electric</b>			
Studio One--Summer Theatre	3,829,124	25	2,871,843
Best of Broadway	437,700	15	372,045
<b>Wildroot</b>			
Robin Hood	256,034	5	243,232
<b>Wishbone Salad Dressing</b>			
Panorama Pacific	14,000	5	13,300
<b>Wrigley</b>			
Gene Autry	725,010	10	652,509
<b>Yardley</b>			
Garry Moore	899,600	15	764,660
Panorama Pacific	2,400	0	2,400
<b>Zenith Radio</b>			
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.	WDBF-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.	KKTV	•	••	•••	••••
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.	WM-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.



# COLOR EQUIPPED STATIONS—U. S. A.



Tucson, Ariz.	KOPO-TV	..	..	..	..
Valley City, N. D.	KXJB-TV	..	..	..	..
Waco, Texas	KWTK-TV	..	..	..	..
Watertown-Carthage, N. Y.	WONY-TV	..	..	..	..
Wausau, Wisc.	WSAU-TV	..	..	..	..
Wichita Falls, Texas	KSYD-TV	..	..	..	..
Yakima, Wash.	KIMA-TV	..	..	..	..

## SUPPLEMENTARY INTERCONNECTED

Billings, Mont.	KOOK-TV	..	..	..	..
Boise, Idaho	KBOI-TV	..	..	..	..
Great Falls, Mont.	KID-TV	..	..	..	..
Tallahassee, Fla.	WCTV	..	..	..	..

## EXTENDED MARKET PLAN

Agana, Guam	KUAM-TV	..	..	..	..
Bellingham, Wash.	KVOS-TV	..	..	..	..
Big Spring, Texas	KBST-TV	..	..	..	..
Bismarck, N. D.	KBMB-TV	..	..	..	..
Carlsbad, N. M.	KAVE-TV	..	..	..	..
Clovis, N. M.	KICA-TV	..	..	..	..
Columbus, Miss.	WCBI-TV	..	..	..	..
Decatur, Ala.	WMSL-TV	..	..	..	..
Dickinson, N. D.	KDIX-TV	..	..	..	..
Dothan, Ala.	WTVY	..	..	..	..
Fayetteville, N. C.	WFLB-TV	..	..	..	..
Fort Meyers, Fla.	WINK-TV	..	..	..	..
Grand Junction, Colo.	KREX-TV	..	..	..	..
Jackson, Tenn.	WDXI-TV	..	..	..	..
Juneau, Alaska	KINY-TV	..	..	..	..
Kalispell, Mont.	KEEZ-TV	..	..	..	..
Klamath Falls, Ore.	KOTI-TV	..	..	..	..
Lafayette, Ind.	WFAM-TV	..	..	..	..
Lafayette, La.	KLFY-TV	..	..	..	..
Lake Charles, La.	KTAG-TV	..	..	..	..
Laredo, Texas	KHAD-TV	..	..	..	..
Las Vegas, Nev.	KLAS-TV	..	..	..	..
Marquette, Mich.	WDMJ-TV	..	..	..	..
Missoula, Mont.	KGVO-TV	..	..	..	..
Ottumwa, Iowa	KTVO	..	..	..	..
Panama City, Fla.	WJDM-TV	..	..	..	..
Parkersburg, W. Va.	WTAP	..	..	..	..
Presque Isle, Me.	WAGM-TV	..	..	..	..
Rapid City, S. D.	KOTA-TV	..	..	..	..
Salisbury, Md.	WBOC-TV	..	..	..	..
San Luis Obispo, Calif.	KVEO-TV	..	..	..	..
Twin Falls, Idaho	KLJX-TV	..	..	..	..
Sweetwater-Abilene, Tex.	KPAR-TV	..	..	..	..
Yuma, Ariz.	KFYA	..	..	..	..

# NBC-TV

## INTERCONNECTED BASIC AFFILIATES

CITY	STATION	NETWORK REBROADCAST	SLIDE	LOCAL ORIGATION FILM	LIVE
Atlanta, Ga.	WSB-TV	*	*	*	..
Baltimore, Md.	WBAL-TV	*	*	*	..
Birmingham, Ala.	WABT	*	*	*	..
Boston, Mass.	WBZ-TV	*	*	*	..
Buffalo, N. Y.	WBUF	*	..	..	..
Chicago, Ill.	WBQ	*	..	..	..
Cincinnati, O.	WLWT	*	..	..	..
Cleveland, O.	KYW-TV	*	..	..	..
Columbus, O.	WLW-C	*	..	..	..
Dallas, Tex.	WFAA-TV	*	..	..	..
Davenport, Iowa	WOC-TV	*	..	..	..
Dayton, O.	WLW-D	*	Late 1957	Late 1957	Early 1958
Denver, Colo.	KOA-TV	*	*	*	..
Des Moines, Iowa	WHO-TV	*	*	*	Late 1957
Detroit, Mich.	WWJ-TV	*	*	*	..
Ft. Worth, Tex.	WBAP-TV	*	*	*	..
Fresno, Calif.	KMJ-TV	*	*	*	..
Grand Rapids, Mich.	WOOD-TV	*	..	..	..
Traverse City	WPBN-TV	*	..	..	..
Hartford-New Britain	WKBN-TV	*	..	..	..
Houston, Texa.	KPRO-TV	*	*	*	..
Lufkin	KTRE-TV	..	..	..	..

\* Equipment in use.  
.. No equipment.

**COLOR EQUIPPED STATIONS—U. S. A.**

Huntington-Charleston	WSAZ-TV	*	..	..	..
Indianapolis, Ind.	WPBM-TV	*	..	..	..
Johnstown, Pa.	WJAC-TV	*	..	..	..
Kansas City, Kans.	WDAF-TV	*	..	..	..
Lancaster-Harrisburg-York	WGAL-TV	*	..	..	1957
Lansing, Mich.	WJIM-TV	*	..	..	..
Los Angeles, Calif.	KRCA	*	..	..	..
Louisville, Ky.	WA VE-TV	*	..	..	..
Memphis, Tenn.	WMCT	*	Fall 1957	Fall 1957	Fall 1957
Tupelo, Miss.	WTWV	*	..	..	..
Miami, Fla.	WORT	*	..	..	Nov. 1957
Milwaukee, Wis.	WTMJ-TV	*	..	..	..
Minneapolis-St. Paul	KSTP-TV	*	..	..	..
Nashville, Tenn.	WSM-TV	*	..	..	..
New Orleans, La.	WDSU-TV	*	..	..	..
New York, N. Y.	WRCA-TV	*	..	..	..
Norfolk, Va.	WVEC-TV	*	..	..	..
Oklahoma City, Okla.	WKY-TV	*	..	..	..
Omaha, Neb.	KMTV	*	..	..	..
Philadelphia, Pa.	WRCV-TV	*	..	..	..
Portland, Ore.	KPTV	*	..	..	..
Providence, R. I.	WJAR-TV	*	..	..	..
Richmond-Petersburg	WXEX-TV	*	..	..	..
Rochester, N. Y.	WRCC-TV	*	..	..	..
Sacramento, Calif.	KORA-TV	*	..	..	March 1957
Salt Lake City, Utah	KTVT	*	..	..	..
San Antonio, Tex.	WOAI-TV	*	..	..	..
San Diego, Calif.	KFSD-TV	*	..	..	..
San Francisco, Calif.	KRON-TV	*	..	..	..
Schenectady, N. Y.	WRGB	*	Aug. 1957	Aug. 1957	Aug. 1957
Seattle-Tacoma, Wash.	KOMO-TV	*	..	..	..
St. Louis, Mo.	KSD-TV	*	..	..	1957
Syracuse, N. Y.	WSYR-TV	*	..	..	..
Elmira, N. Y.	WSYE-TV	*	..	..	..
Tampa-St. Petersburg, Fla.	WFLA-TV	*	..	..	..
Tulsa, Okla.	KVOO-TV	*	Jan. 1957	Jan. 1957	..
Washington, D. C.	WRC-TV	*	Sept. 1957	Sept. 1957	Sept. 1957
Wichita, Kans.	KARD-TV	*	..	..	..
Wilkes-Barre-Scranton, Pa.	WBRE-TV	*	Jan. 1957	Jan. 1957	Jan. 1957
Youngstown, O.	WFMJ-TV	*	..	..	..

**INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE**

Abilene, Tex.	KRBC-TV	Late 1957	..	..	..
Albany, Ga.	WALB-TV	1957	..	..	..
Albuquerque, N. M.	KOB-TV	..	Fall 1957	Fall 1957	..
Alexandria, La.	KALB-TV	..	..	..	..
Altoona, Pa.	WPBG-TV	..	..	..	..
Amarillo, Tex.	KGNC-TV	..	..	..	..
Ardmore, Okla.	KVSO-TV	..	..	..	..
Asheville, N. C.	WISE-TV	..	..	..	..
Augusta, Ga.	WJBF	1957	..	1957	..
Austin, Tex.	KTBC-TV	Dec. 1957	Dec. 1957	Dec. 1957	Dec. 1957
Bakersfield, Calif.	KERO-TV	..	..	..	..
Bangor, Me.	WABI-TV	..	..	..	..
Baton Rouge, La.	WBRZ	..	..	..	..
Bethlehem, Pa.	WLEV-TV	..	..	..	..
Binghamton, N. Y.	WNBF-TV	..	..	..	..
Bismarck, N. D.	KFYR-TV	Late 1957	..	..	..
Bloomington, Ind.	WTPV	..	..	..	..
Bluefield, W. Va.	WHIS-TV	..	..	..	..
Bristol, Va., Tenn.	WCYB-TV	..	..	..	..
Champaign-Urbana, Ill.	WQIA	..	..	..	..
Charlotte, N. C.	WUSN-TV	..	..	..	..
Charleston, S. C.	WBTW	..	..	..	..
Chattanooga, Tenn.	WRGP-TV	..	..	..	..
Colorado Springs, Colo.	KRDO-TV	..	..	..	..
Columbia, Mo.	KOMU-TV	..	..	..	..
Columbia, S. C.	WIS-TV	..	..	..	..
Columbus, Ga.	WDAK-TV	..	..	..	..
Columbus, Miss.	WCBI-TV	..	..	..	..
Corpus Christi, Tex.	KRIS-TV	..	..	..	..
Decatur, Ala.	WMSL-TV	..	..	..	..
Duluth-Superior	WDSM-TV	..	..	..	..
Eau Claire, Wis.	WEAU-TV	..	1958	1958	..
El Dorado, Ark.	KRBB	April 1957	..	..	..
El Paso, Tex.	KTSM-TV	..	..	..	..
Eric, Pa.	WICU	..	..	..	..
Eugene, Ore.	KVAL-TV	..	..	..	..
Roseburg, Ore.	KPIC-TV	..	..	..	..
Eureka, Calif.	KIEM-TV	..	..	..	..
Evansville, Ind.	WFIE-TV	..	..	..	..
Fargo, N. D.	WDAY-TV	..	..	..	..
Grand Forks, N. D.	KNOX-TV	..	..	..	..
Fayetteville, N. C.	WFLB-TV	..	..	..	..

\* Equipment in use.  
.. No equipment.





# COLOR EQUIPPED STATIONS—U. S. A.



Fort Dodge, Iowa	KQTV	1957	..	..	..
Fort Smith, Ark.	KFSA-TV	*	..	..	..
Fort Wayne, Ind.	WKJG-TV	..	Sept. 1958	Sept. 1958	..
Great Bend, Kans.	KCKT-TV	..	*	..	Fall 1957
Greenville-Spartanburg, S.C.	WFBC-TV	*	Spring 1957	..	..
Harrisburg, Ill.	WSIL-TV	..	..	..	..
Harrisonburg, Va.	WSVA-TV	..	..	..	..
Hastings-Kearney, Neb.	KHAS-TV	*	..	..	..
Hattiesburg-Laurel, Miss.	WDM-TV	..	..	..	..
Idaho Falls, Ida.	KID-TV	Late 1958	Late 1958	Late 1958	Late 1958
Jackson, Miss.	WLBT	*	..	..	..
Jacksonville, Fla.	WJHP-TV	*	..	..	..
Knoxville, Tenn.	WATE-TV	..	1957	1957	1957
La Crosse, Wisc.	WKBT	..	..	..	..
Lake Charles, La.	KPLC-TV	June 1957	..	..	..
Las Vegas-Henderson	KLBJ-TV	..	..	..	..
Lexington, Ky.	WLEX-TV	Fall 1957	..	..	..
Lima, O.	WMA-TV	..	..	..	..
Little Rock, Ark.	KARK-TV	*	Feb. 1957	Feb. 1957	..
Lubbock, Tex.	KCBD-TV	*	..	..	..
Macon, Ga.	WMAZ-TV	*	..	..	..
Madison, Wisc.	WMTV	*	..	..	..
Martinet-Green Bay, Wisc.	WBWB-TV	*	..	..	..
Medford, Ore.	KBES-TV	*	..	..	..
Klamath Falls	KOTI-TV	..	..	..	..
Meridian, Miss.	WTOK-TV	1957	Jan. 1959	Jan. 1959	..
Midland-Odessa, Tex.	KMID-TV	..	..	..	..
Mobile, Ala.	WALA-TV	*	..	..	..
Monroe, La.	KNOE-TV	*	Sept. 1957	Sept. 1957	..
Montgomery, Ala.	WSFA-TV	*	..	..	..
Muncie, Ind.	WLBC-TV	*	..	..	..
Orlando, Fla.	WDBO-TV	*	..	..	..
Ottumwa, Ia.-Kirksville, Mo.	KTVO	Spring 1957	Sept. 1957	Sept. 1957	Sept. 1957
Palmbeach, Fla.	WPTV	Feb. 1957	..	..	..
Parkersburg, W. Va.	WTAP-TV	..	..	..	..
Peoria, Ill.	WEEK-TV	..	..	..	..
Phoenix-Mesa, Ariz.	KVAR	*	..	..	..
Pittsburgh, Kans.-Joplin, Mo.	KOAM-TV	*	..	..	..
Pittsburgh, Pa.	KDKA-TV	*	Jan. 1957	Jan. 1957	..
Plattsburgh, N. Y.	..	..	..	..	..
Burlington, Vt.	WPTZ	Feb. 1957	..	..	..
Portland, Me.	WCSH-TV	*	..	..	..
Pueblo, Colo.	KCSJ-TV	..	..	..	..
Quincy, Ill.-Hannibal, Mo.	WGEM-TV	*	..	..	..
Raleigh-Durham, N. C.	WRAL-TV	*	..	..	Fall 1957
Redding, Calif.	KVIP-TV	..	..	..	..
Reno, Nev.	KOLO-TV	..	..	..	..
Roanoke, Va.	WSLS-TV	*	..	..	..
Rochester, Minn.	KROC-TV	*	Jan. 1958	Jan. 1958	..
Rockford, Ill.	WTVO	..	..	..	..
Roswell, N. M.	KSWs-TV	Feb. 1957	1957	1957	1957
Saginaw-Bay City, Mich.	WNEM-TV	*	..	..	..
Salinas-Monterey, Calif.	KSBW-TV	..	..	..	May 1957
Santa Barbara, Calif.	KEY-T	..	..	..	..
Savannah, Ga.	WSA-TV	..	June 1957	June 1957	Jan. 1958
Shreveport, La.	KTBS-TV	*	..	..	..
Sioux City, Iowa	KITV	..	..	..	..
Sioux Falls, S. D.	KELO-TV	Sept. 1957	..	..	..
Florence, S. D.	KDLO-TV	Jan. 1957	Jan. 1958	Jan. 1958	..
South Bend-Elkhart, Ind.	WNDU-TV	*	1957	1957	..
Spokane, Wash.	KHQ-TV	*	..	..	..
Springfield, Ill.	WICS	Feb. 1957	..	..	..
Springfield-Holyoke, Mass.	WWLP	*	..	..	..
Springfield, Mo.	KYTV	*	Jan. 1958	Jan. 1958	..
Tallahassee, Fla.	WCTV	..	..	..	..
Thomasville, Ga.	..	..	..	..	..
Temple-Waco, Tex.	KCEN-TV	..	..	..	..
Toledo, Ohio	WSPD-TV	..	..	..	..
Tucson, Ariz.	KVOA-TV	..	..	..	..
Twin Falls, Ida.	KLIX-TV	June 1957	..	..	..
Tyler, Tex.	KLTV	*	..	..	..
Utica, N. Y.	WETV	*	..	..	..
Washington-Greenville, N.C.	WITN-TV	..	..	..	..
Waterloo-Cedar Rapids, Ia.	KWWL-TV	..	..	..	..
Wausau, Wisc.	WSAU-TV	..	..	..	..
Weslaco, Tex.	KRGV-TV	..	..	..	..
Wheeling, Va.	WTRF-TV	..	1957	1957	..
Wichita Falls, Tex.	KPDX-TV	..	Feb. 1957	Feb. 1957	..
Wilmington, N. C.	WMFD-TV	March 1957	..	..	..
Winston-Salem	..	..	..	..	..
Greensboro, N. C.	WSJS-TV	*	..	..	..
Yakima, Wash.	KEMA-TV	..	..	..	..
Pasco, Wash.	KEPR-TV	..	..	..	..
Lewiston	KLEW-TV	..	..	..	..
Yuma, Ariz.	KIVA	..	..	..	..
Zanesville, O.	WHIZ-TV	May 1957	..	..	..

\* Equipment in use.  
.. No equipment.

# NEW TELEVISION STATIONS SET FOR OPENING IN 1957

City	Call Letters	Channel	City	Call Letters	Channel
<b>ALABAMA</b>			<b>FLORIDA</b>		
Birmingham	WBMG	42	Fort Pierce	WTVI	19
Selma	WSLA	8	Jacksonville	WFGA	12
			Jacksonville	WQIK-TV	30
<b>ARIZONA</b>			Miami	WMFL	33
Flagstaff	KOLF-TV	9	Miami	WPST-TV	10
Yuma	KYAT	13	Miami Beach	WKAT	10
			Orlando	WORZ	9
			Orlando	WEAL-TV	18
<b>ARKANSAS</b>			<b>GEORGIA</b>		
Hot Springs	KSPS	9	*Athens	WGTV	8
Jonesboro	KBTM-TV	8	*Atlanta	WETV	30
<b>CALIFORNIA</b>			<b>IDAHO</b>		
Corona	KCOA	52	Twin Falls	KHTV	13
Eureka	KHUM-TV	13			
Los Angeles	KBIC-TV	22	<b>ILLINOIS</b>		
Modesto	KTRB-TV	14	Chicago	WHFC-TV	26
Sacramento	KGMS	46	Chicago	WIND-TV	20
San Francisco	KBAY-TV	20	Chicago	WOPT	44
San Francisco	KPRT	26	Evanston	WTLE	32
			Peoria	WIRL	8
<b>CONNECTICUT</b>			<b>INDIANA</b>		
*Bridgeport	WCTB	71	Anderson	WCBC-TV	61
*Hartford	WCHF	24	Hatfield	WVSJ-TV	9
Hartford	WTIC-TV	3	Roanoke	WPTA	21
New Haven	WELI-TV	59			
New London	WNLC-TV	26	<b>IOWA</b>		
*Norwich	WCNE	63	*Des Moines	KDPS-TV	11
Stamford	WSTF	27			
<b>DISTRICT OF COLUMBIA</b>			<b>KANSAS</b>		
Washington	WOOK-TV	14	Ensign	KTVC	6
			Goodland	KWGB-TV	10
			*Manhattan	KSAC-TV	8
			<b>KENTUCKY</b>		
			Ashland	WALN-TV	59

\* Denotes non-commercial educational station.

NEW TV STATIONS SET FOR OPENING IN 1957

City	Call Letters	Channel	City	Call Letters	Channel
Lexington	WLAP-TV	27			
Louisville	WQXL-TV	41			
Newport	WNOP-TV	74			
Owensboro	WKYT	14			
Paducah	WPSD-TV	6			
LOUISIANA			NEVADA		
Baton Rouge	WCNS	40	Reno	KAKJ	4
*Monroe	KLSE	13	Reno	KOLO-TV	8
New Orleans	WCKG	26			
New Orleans	WWEZ	32			
*New Orleans	WYES	8			
MAINE			NEW HAMPSHIRE		
Augusta	WPTT	10	Keene	WKNE-TV	45
MARYLAND			NEW JERSEY		
Baltimore	WITH-TV	72	Atlantic City	WOCN	52
Baltimore	WTLF	18	Camden	WKDN-TV	17
MASSACHUSETTS			*New Brunswick	WTLV	19
Boston	WJDW	44			
Boston	WXEL	38			
Brockton	WHEF-TV	62			
Greenfield	WRLP	32			
Worcester	WAAB-TV	20			
MICHIGAN			NEW MEXICO		
*Ann Arbor	WUOM-TV	26	Santa Fe	KVIT	2
Detroit	WBID-TV	50			
Flint	WJRT	12			
Grand Rapids	WCMC	23			
Ironwood	WJMS-TV	12			
Port Huron	WHLS-TV	34			
MINNESOTA			NEW YORK		
*Minneapolis-St. Paul	KTCA-TV	2	Albany	WPTR-TV	23
MISSISSIPPI			*Albany	WTVZ	17
Biloxi	WVMI	13	*Binghamton	WQTV	46
Tupelo	WTWV	9	Binghamton	WINR-TV	40
MONTANA			*Buffalo	WTVF	23
Billings	KGHL-TV	8	Buffalo	WNYT-TV	59
Helena	KXLJ-TV	12	Ithaca	WHCU-TV	20
Kalispell	KGEZ-TV	9	*Ithaca	WIET	14
NEBRASKA			*New York	WREG	25
Omaha	KETV	7	*New York	WNYC-TV	31
			Rochester	WCBF-TV	15
			*Rochester	WROH	21
			*Syracuse	WHTV	43
			NORTH CAROLINA		
			Charlotte	WSOC-TV	9
			Gastonia	WTVX	48
			New Bern	WNBE-TV	13
			NORTH DAKOTA		
			Minot	KMOT	10

\* Denotes non-commercial educational station.

NEW TV STATIONS SET FOR OPENING IN 1957

City	Call Letters	Channel	City	Call Letters	Channel
<b>OHIO</b>			<b>SOUTH DAKOTA</b>		
Canton	WTLC	29	Aberdeen	KDHS	9
Cincinnati	WQXN-TV	54	Deadwood	KDSJ-TV	5
Cleveland	WERE-TV	65	Rapid City	KRSD-TV	7
Cleveland	WHK-TV	19	Reliance	KPLO-TV	6
Elyria	WEOL-TV	31	<b>TEXAS</b>		
Mansfield	WTVG	36	Alpine	KAMT-TV	12
Massillon	WMAC-TV	23	Brownwood	KNBT-TV	19
*Oxford	WMUB-TV	14	Bryan	KBTX-TV	3
Toledo	WTOH-TV	79	Houston	KXYZ-TV	29
Youngstown	WXTV	73	Port Arthur	KPAC-TV	4
<b>OKLAHOMA</b>			<b>UTAH</b>		
*Tulsa	KOED-TV	11	*Salt Lake City	KUTA	7
Tulsa	KSPG	17	<b>VIRGINIA</b>		
<b>OREGON</b>			Arlington	WARL-TV	20
Coos Bay	KOOS-TV	16	Portsmouth	WAVY-TV	10
Salem	KSLM-TV	3	<b>WASHINGTON</b>		
<b>PENNSYLVANIA</b>			Ephrata	KBAS-TV	43
Allentown	WQCY	39	Seattle (Tacoma)	KIRO-TV	7
Hazleton	WAZL-TV	63	Vancouver	KVAN-TV	21
Lancaster	WLAN-TV	21	Walla Walla	KRTV	8
Philadelphia	WPHD	23	<b>WEST VIRGINIA</b>		
*Philadelphia	WHYY-TV	35	Clarksburg	WBLK-TV	12
Philadelphia	WSES	29	Wheeling	WLTV	51
Pittsburgh	WTVQ	47	<b>WISCONSIN</b>		
Pittsburgh	WHIC	11	Milwaukee	WFOX-TV	31
Sharon	WSHA	39	*Milwaukee	WMVS-TV	
Sunbury	WKOK-TV	38	<b>TERRITORIES</b>		
Williamsport	WRAK-TV	36	<b>HAWAII</b>		
<b>SOUTH CAROLINA</b>			Honolulu	KHVH-TV	13
Camden	WACA-TV	14	<b>PUERTO RICO</b>		
			Caguas	WSUR-TV	9
			Ponce	WKBM-TV	11
			*San Juan	WIPR-TV	6

\* Denotes non-commercial educational station.

# COMMUNITY TELEVISION ANTENNA SYSTEMS

As of January 1, 1957

State	City	Exec. in Charge	Stations
Alabama	Florence	W. E. Tucker	WBRC-TV; WABC (Birmingham)
Arizona	Ajo	A. E. Richards	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson) KVAR (Mesa-Phoenix)
	Flagstaff	H. J. Rosen	KOOL-TV (Phoenix) KVAR (Mesa-Phoenix)
	Globe	Willard Shoecraft	KVOA-TV; KOPO-TV (Tucson)
	Nogales	Chas. G. Boice	KOOL-TV; KTVK-TV (Phoenix) KTVK; KVOA-TV
	Phoenix	I. W. Brayer	KPHO-TV; KOOL-TV (Phoenix)
	Prescott	Norman A. Hendry	KVOA-TV (Tucson)
Arkansas	Batesville	Jimmy Davidson	WMCT-TV (Memphis) KARK-TV (Little Rock)
	Fayetteville	Hal Douglas	KATV (Pine Bluff) KOTV (Tulsa) KYTV (Springfield) KTVX (Muskogee, Okla.)
	Harrison (Twin City TV System)		
	Mena	T. C. Masters	
	Rogers (KANO TV Cable System)		
California	Bartow	Dean M. Devoe	KNXT; KRCA; KABC-TV; (Los Angeles)
	Beverly Hills (Community TV Reception Co.)		
	Carmel	G. B. Henderson	KRON-TV; KPIX; KGO-TV; (San Francisco)
	Dunsmuir	John F. Burgess	KBES-TV (Medford) KBEL-TV (Oroville)
	Grass Valley	John Colling	KPIX; KRON-TV; KGO-TV (San Francisco)
	Laguna Beach	Lewis L. Le Mieux	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT; KTTV (Los Angeles) KGO-TV; KPIX; KRON-TV (San Francisco) KVOR (Stockton)
	Martinez		
	Orinda (TV Master Antenna System)		
	Palm Springs (Community TV Corp.)		
	Santa Cruz (Pacific Telescription Sys.)		
	Sausalito (Community TV)		
	Placerville	John S. Hocking	KRON-TV; KPIX; KGO-TV (San Francisco)
	San Bernardino	Richard J. Filane	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT (Los Angeles)
	Taft	J. P. Maguire	
	Ukiah (Spanish Mountain TV Cable)		
	Ventura	John G. George	KNXT; KRCA; KLTA; KABC-TV; KHJ-TV; KTTV; KCOP (Los Angeles)
	Victoriaville	A. M. Gish	
Colorado	Durango	George F. Rock	KOB-TV (Albuquerque)
	Glenwood Springs (Electric Center TV)		
	Lendville		
	Salida	David F. Onstead	KCSJ-TV (Pueblo)
	Sterling	J. E. Collier	KFEL-TV; KOA-TV; KILZ-TV; KBT (Denver)
	Trinidad	Donald C. Campbell	KFBC-TV (Cheyenne) KCSJ-TV (Pueblo) KRTV (Colorado) Springs)
Connecticut	Frankfort (Community Service, Inc.)		
Florida	Key West (Cable Vision, Inc.)		
Idaho	Grangeville	Stanley Wright	KHQ-TV; KXLY-TV; KREM-TV
	Ketchum	C. E. Atkinson	KBOI (Boise)

**COMMUNITY TELEVISION ANTENNA SYSTEM**

<b>State</b>	<b>City</b>	<b>Exec. in Charge</b>	<b>Stations</b>
	Lewiston Pocatello (Bannock TV, Inc.) Twin Falls (Cable Vision)	Newell Priesse	KID-TV (Idaho Falls) KSL-TV (Salt Lake City) KHQ-TV; KXYL-TV; KREM-TV (Spokane)
Illinois	Peru	Earl S. Nelson, Jr.	WBBM-TV; WNBQ; WGN-TV; WBBK (Chicago)
	Taylorville	Louis Flanders	WOC-TV (Davenport) WHBF-TV (Rock Island) WCIA (Champaign) KSD-TV (St. Louis) WTVP (Decatur) WCIA (Champaign) WICS (Springfield)
Iowa	Dubuque (Jerrold TV Cable Corp.)		
Kansas	Liberal	R. E. Hood	
Maine	Houlton (TV, Inc.)		
Maryland	Cumberland	J. Holland Rannells	WJAC-TV; (Johnstown, Penn.) WFBG-TV; (Altoona, Penn.) WTC-TV; WTTG; WMAL-TV; WTOP-TV (Washington)
	Hancock Lonaconing (Jack- son TV Co.)	Stanley M. Fulton	WDTV (Pittsburgh) WRC-TV; WTTG; WTOP-TV; (Washington)
Massachusetts	Athol	James B. Wright	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady) WMGT (Adams) WWOR-TV (Worcester)
	Millers Falls (M. F. Antenna Corp.) Pittsfield (Pittsfield Community Antenna Co.)		
	Shelburne Falls	Phillip Tedesco, Jr.	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)
Michigan	Northern Community Systems, Inc.		
Minnesota	Benson (Westanna TV Const. Co.) Brainerd (Brainerd Video) Ely (Ely Television Cable) St. Paul (Donovan, Inc.) Willmar (Willmar Community TV Corp.)		
Mississippi	Greenville (Delta Video Corp.) Greenwood Hattiesburg (Perfect Video, Inc.) Tupelo (Tupelo Com- munity Antenna, Inc.)	E. G. Perkins	
Montana	Big Timber Bozeman (Communi- ty TV, Inc.) Havre (Community TV Assoc. of Havre) Helena (Helent TV, Inc.) Lewiston (Perfect TV, Inc.) Libby Shelby Whitefish (Big Moun- tain TV, Inc.) Cut Bank (Highline Community Antenna Service, Inc.)	McClellan Clark      H. R. Johnson J. R. Stimps	KOOK-TV (Billings)

COMMUNITY TELEVISION ANTENNA SYSTEM

State	City	Exec. in Charge	Stations	
	Kalispell	E. B. Fetz	KXLY-TV (Spokane)	
	Livingston	P. B. McAdam	KGVO-TV (Missoula) KOOK-TV (Billings)	
Nebraska	Falls City	Marion L. Boatman	KFEQ-TV (St. Joseph, Mo.) KMTV; WOW-TV (Omaha)	
	Sidney	Karol O. Krummel	WDAF-TV; KCMO-TV (Kansas City)	
New Hampshire	Berlin	Richard L. Blais	WNAC-TV (Boston) WMTW (Mt. Washington) WMUR-TV (Manchester) WCSH-TV (Portland) CBFT (Montreal)	
	Keene Laconia (Community TV Corp.) Lebanon (Twin State TV, Inc.)	Albert Ricci		
New Jersey	Ventnor	Frederick T. Seving	WPTZ; WFIL-TV; WCAU-TV (Phila.)	
New Mexico	Clovis	Carlton Davis	KOB-TV; KGGM-TV; (Albuquerque)	
	Farmington	Kelly A. Crawford		
	Hobbs (TV Co.) Lovington (Antenna Co.)			
	Aztec (Community TV Inc.) Grants (Tele-Grants, Inc.) Tucumcari (Tucumcari TV Co.)			
New York	Canisteo (Canisteo TV, Inc.) Corning	Charles W. Fribley	WSYR-TV; WHEN-TV; (Syracuse) WBNF-TV (Binghamton) WBEN-TV (Buffalo) WHAM-TV (Rochester)	
	Delhi	Burdette D. Townsend	WBNF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse)	
	Cooperstown Ellenville Elmira Hornell Ithaca	Raymond Kniskern Norman Tennenbaum J. H. Laubach Ford Walton Anthony Cerrace	WBNF-TV (Binghamton) WHEN-TV; WSYR-TV (Syracuse)	
	Margaretville (Tel-Viz Systems) Napanoch	W. C. Smith	WCBS-TV; WNBT; WABD; WABC-TV; WOR-TV; WATV; WPIX (New York)	
	Oneonta (Oneonta Video, Inc.) Port Jarvis Walton	Thomas Sarro Jack W. Haverly	WSYR-TV; WHEN-TV (Syracuse) WBNF-TV (Binghamton) WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)	
	Woodridge			
	Ohio	Cambridge	Claude Stevanus	WEWS; WNBK; WXEL (Cleveland)  XEWL; WEWS; WNBK; (Cleveland) WTRF-TV; (Wheeling) WSTV-TV (Steubenville)
		Murray City (TV Cable System)	K. G. Walker	
		New Philadelphia Newcomerstown Sugarcreek	P. K. Ort Claude Stevanus	
	Oklahoma	Ardmore	Larry Boggs	WKY-TV; KWTV (Okla. City) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls, Tex.) KTEN (Ada, Oklahoma)
Guymon		Curtis M. Faris		
Oregon	John Day Pendleton Portland Roseburg	Haskell Scott V. M. McCormack Wally Matson J. T. Pierce	KBOI (Bolsé) KHQ-TV; KXLY-TV; KRKM-TV; (Spokane) KOIN-TV; KPTV (Portland) KBES-TV (Medford) KVAL-TV (Eugene)	

**COMMUNITY TELEVISION ANTENNA SYSTEM**

State	City	Exec. in Charge	Stations
	<b>The Dalles</b>	<b>George Skaugset</b>	<b>KOMO-TV (Seattle) KOIN-TV (Portland)</b>
	<b>Coos Bay</b>	<b>D. W. Heckathorn</b>	
	<b>Coquille</b>	<b>C. M. Hooker</b>	
	<b>Eugene</b>	<b>Ray Siegenthaler</b>	
	<b>La Grande (Eastern Oregon TV)</b>		
	<b>Mill City (Santiam TV Cable)</b>		
<b>Pennsylvania</b>	<b>Ashland</b>	<b>Robert N. Kyler</b>	<b>WPTZ; WFIL-TV; WCAU-TV; (Phila.) WFBG-TV; (Altoona) WBRE-TV; (Wilkes-Barre)</b>
	<b>Bangor</b>	<b>J. Brymer Roberts</b>	<b>WPTZ; WFIL-TV; WCAU-TV; (Phila.) WPIX; WOR-TV; (New York)</b>
	<b>Bethlehem</b>	<b>James G. Petrakis</b>	<b>WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)</b>
	<b>Bloomsburg</b>	<b>John L. Pipa, Jr.</b>	<b>WPTZ; WCAU-TV; WFIL-TV; (Phila.) WHUM-TV (Reading) WGBI-TV (Scranton)</b>
	<b>Bradford</b>	<b>Joseph Saricks</b>	<b>WBEN-TV; WGR-TV (Buffalo) WJAC-TV; (Johnstown)</b>
	<b>Brockton</b>	<b>Dominic Vitelli</b>	
	<b>Brockway</b>	<b>George C. Morrison</b>	<b>WDTV (Pittsburgh) WJAC-TV (Johnstown)</b>
	<b>Carlisle (Mathew's Inc.)</b>		
	<b>Clearfield</b>	<b>Joseph Saricks</b>	<b>WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)</b>
	<b>Galeton</b>	<b>Wm. A. Heymann</b>	<b>WBEN-TV (Buffalo) WNBF-TV (Binghamton)</b>
	<b>Hamburg</b>	<b>D. H. Schoener</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.) WMAR-TV (Baltimore)</b>
	<b>Harrisburg</b>	<b>J. Calvin Frank</b>	<b>WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WTPA (Harrisburg)</b>
	<b>Hazleton</b>	<b>Fred Corealle</b>	<b>WCBS-TV; WRCA; WOR-TV (New York) WFIL-TV (Philadelphia)</b>
	<b>Honesdale</b>	<b>Henry Kallnowski</b>	
	<b>Honesdale</b>		
	<b>Johnsbury (Johnsbury Community TV)</b>		
	<b>Lansford</b>	<b>Robert J. Tarlton</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York)</b>
	<b>Lehighton</b>	<b>Dr. Joseph J. Humphries</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.) WOR-TV; WPIX (New York)</b>
	<b>Lewistown</b>	<b>G. F. Gardner, Jr.</b>	<b>WJAC-TV (Johnstown) WFBG-TV (Altoona) WHUM-TV (Reading) WGAL-TV (Lancaster)</b>
	<b>Lykens</b>	<b>Max E. Miller</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WHUM-TV (Reading)</b>
	<b>Mahanoy City</b>	<b>A. P. McLaughlin</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.) WEEU-TV; WHUM-TV (Reading)</b>
	<b>Mahanoy City</b>	<b>John Walsonavich</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading) WPIX (New York)</b>
	<b>Meadville</b>	<b>George J. Barco</b>	<b>WICU (Erie) WEWS; WNBK; WXEL (Cleveland) WDTV (Pittsburgh)</b>
	<b>Minersville</b>	<b>F. E. Moser</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)</b>
	<b>Montgomery (Montgomery Video)</b>		
	<b>Mt. Union</b>	<b>John H. Kinsloe, Jr.</b>	<b>WJAC-TV (Johnstown) WFBG-TV (Altoona)</b>
	<b>Nesquehoning (Electronics, Inc.)</b>		
	<b>Oil City</b>	<b>R. A. Dreltek</b>	<b>WDTV (Pittsburgh) WJAC-TV (Johnstown) WFBG-TV (Altoona)</b>
	<b>Palmerton</b>	<b>C. E. Reinhard</b>	<b>WCBS-TV; WOR-TV; WPIX (New York)</b>
	<b>Pottsville</b>	<b>M. F. Malarkey, Jr.</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)</b>
	<b>Pottsville</b>	<b>Clarence F. Schoffstall</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)</b>
	<b>Ridgeway (Ridgeway TV)</b>		
	<b>Schuykill Haven</b>	<b>A. M. Strause</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)</b>
	<b>Shenandoah</b>	<b>Frank T. Brophy</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.) WILK-TV (Wilkes-Barre) WHUM-TV (Reading)</b>



**COMMUNITY TELEVISION ANTENNA SYSTEM**

State	City	Exec. in Charge	Stations
	<b>Slatington</b>	<b>Lawrence J. Kern</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b>
	<b>State College</b>	<b>Walter N. Brown</b>	<b>WGLV (Easton)</b>
	<b>Stroudsburg</b>	<b>John M. Price</b>	<b>WJAC-TV (Johnstown)</b>
	<b>Sunbury</b>	<b>John J. Barni, Jr.</b>	<b>WFBG-TV (Altoona)</b>
	<b>Tamaqua</b>	<b>Ben P. Houser</b>	<b>WRCA-TV; WABD; WPIX (New York)</b>
	<b>Titusville</b>	<b>A. D. Carlson</b>	<b>WFIL-TV; WCAU-TV (Phila.)</b>
	<b>Warren</b>	<b>Robert E. Dunham</b>	<b>WHUM-TV (Reading)</b>
	<b>Wilkes-Barre</b>	<b>Ralph Katrosh</b>	<b>WBRE-TV; WILK-TV (Wilkes-Barre)</b>
	<b>Williamsport</b>	<b>Carl A. Maeulen</b>	<b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b>
	<b>Williamsport</b>	<b>Joseph L. Lecce</b>	<b>WBEN-TV; WGR-TV (Buffalo)</b>
	<b>Williamsport</b>	<b>Ray Schneider</b>	<b>WFBG-TV (Altoona)</b>
			<b>WNBF-TV (Binghamton)</b>
			<b>WPTZ; WFIL-TV (Phila.)</b>
			<b>WCBS-TV; WPIX (New York)</b>
			<b>WILK-TV; WBRE-TV (Wilkes-Barre)</b>
			<b>WHUM-TV (Reading)</b>
			<b>WFBG-TV (Altoona)</b>
			<b>WNBF-TV (Binghamton)</b>
			<b>WBRE-TV (Wilkes-Barre)</b>
			<b>WFBG-TV (Altoona)</b>
			<b>WHUM-TV (Reading)</b>
			<b>WNBF-TV (Binghamton)</b>
			<b>WNBFTV (Binghamton)</b>
			<b>WPTZ (Philadelphia)</b>
			<b>WFBG-TV (Altoona)</b>
			<b>WILK-TV; WBRE-TV (Wilkes-Barre)</b>
			<b>WHUM-TV (Reading)</b>
<b>South Dakota</b>	<b>Mitchell</b>	<b>Allen C. Harnes</b>	<b>KELO-TV (Sioux Falls)</b>
	<b>Lead (Western TV System Inc.)</b>		<b>KVTV; KTIV (Sioux City)</b>
<b>Tennessee</b>	<b>Johnson City</b>	<b>R. M. Huntsman</b>	<b>WBTB (Charlotte)</b>
	<b>Kingsport</b>	<b>W. Kyle Huddle</b>	<b>WJHL-TV (Johnson City)</b>
			<b>WBTB (Charlotte)</b>
			<b>WJHL-TV (Johnson City)</b>
<b>Texas</b>	<b>Denison</b>	<b>Charles F. Johnson</b>	<b>WBAP-TV (Ft. Worth)</b>
	<b>Graham</b>	<b>Brown Walker</b>	<b>KRLD-TV; WFAA-TV (Dallas)</b>
	<b>Madisonville</b>	<b>Lee Green</b>	<b>KTEN (Ada)</b>
	<b>Mineral Wells</b>	<b>John Campbell</b>	<b>WBAP-TV (Ft. Worth)</b>
	<b>Tyler</b>	<b>Raymond Hedge</b>	<b>KRLD-TV (Dallas)</b>
	<b>Uvalde (Uvalde TV Cable Corp.)</b>		<b>KFDA-TV (Wichita Falls)</b>
	<b>Victoria</b>	<b>A. B. Alkek</b>	<b>KRLD-TV; WFAA-TV (Dallas)</b>
	<b>Brady</b>	<b>J. P. Threadgill</b>	<b>WBAP-TV (Ft. Worth)</b>
	<b>Del Rio</b>	<b>Robert Cauthorn</b>	<b>KFDX-TV (Wichita Falls)</b>
	<b>Palestine</b>	<b>Ray Barnes</b>	<b>KRLD-TV; WFAA-TV (Dallas)</b>
	<b>Ozona (Ozona TV Service)</b>		<b>WBAP-TV (Ft. Worth)</b>
	<b>Padueah (TV Signal Service)</b>		
<b>Utah</b>	<b>Price</b>	<b>Louis Vetre</b>	
	<b>Salt Lake City (Sevier TV Signal Dist. Co.)</b>		
	<b>Vernal (Basin Television)</b>		
<b>Vermont</b>	<b>Barre</b>	<b>Louis Babe</b>	<b>WBZ-TV (Boston)</b>
	<b>Bellows Falls</b>	<b>George R. Story</b>	<b>WRGB (Schenectady)</b>
	<b>Burlington</b>	<b>Joseph S. Wool</b>	<b>CBFT (Montreal)</b>
			<b>WBZ-TV; WNAC-TV (Boston)</b>
			<b>WMUR-TV (Manchester)</b>
			<b>WRGB (Schenectady)</b>
			<b>WMTW (Mt. Washington)</b>
			<b>CMBT; CBFT (Montreal)</b>
	<b>Montpelier</b>	<b>Eugene Kramer</b>	<b>WBZ-TV (Boston)</b>
			<b>WRGB (Schenectady)</b>
			<b>CBFT (Montreal)</b>
	<b>Springfield</b>	<b>S. R. Young</b>	<b>WBZ; WNAC; WRGB; WMUR</b>

**COMMUNITY TELEVISION ANTENNA SYSTEM**

State	City	Exec. in Charge	Stations
Virginia	Harrisonburg	Frederick L. Allman	
	Marrion (Marrion TV Service Co.) Staunton	Norwood Rosen	WTVR (Richmond) WTTG; WTOP-TV (Washington)
Washington	Aberdeen	Fred Goddard	
	Cle Elum	Don Casassa	
	Chelan	Emory Weimer	KXLY-TV; KHQ-TV (Spokane)
	Colville	August Schwartz	KREM-TV; KHQ-TV; KXLY-TV (Spokane)
	Ellensburg		
	Ephrata	Harold Cathow	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Everett	Eldon A. Root	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
	Moses Lake (Moses Lake TV, Inc.)		
	Onak-Okanogan	Melvin Rothrock	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Richland	Robert S. McCaw	
Soap Lake	Dr. Leonard McNamara	KXLY-TV; KHQ-TV; KREM-TV (Spokane)	
Tonasket (Okonogan Valley TV Cable Co.)			
Walla Walla	Charles E. Brown	KXLY-TV; KHQ-TV; KREM-TV (Spokane)	
Wenatchee	Charles E. Brown	KHQ-TV; KXLY-TV (Spokane) KING-TV (Seattle)	
West Virginia	Burnsville (Marlin-TV Cable Co.)	W. D. Dantzler	WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston)
	Clarksburg		
	Elkins	Ralph S. Shepler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Fairmont	Edward A. Pence	
	Hinton	James V. Coste	WSLS-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Keyser	Dr. Harry E. Coffman	WTOP-TV; WMAL-TV; WTTG (Washington)
	Man		WJAC-TV (Johnstown)
	Piedmont	C. O. Erickson Homer Ferrell	WSAZ-TV (Huntington) WRC-TV; WTTG; WTOP-TV (Washington)
	War	L. W. Coffey	WJAC-TV (Johnstown) WFBG-TV (Altoona) WSAZ-TV (Huntington) WSLS-TV (Roanoke)
	Welch	Edmund O. Gates	WCHS-TV (Charleston) WSAZ-TV (Huntington) WCHS-TV (Charleston) WSLS-TV (Roanoke)
	Weston	M. W. Adler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WCHS-TV (Charleston)
	Wheeling		
	Whitesville	Donald W. Levenson	
	Williamson	James Williams Jack Gates	
	Wyoming	Casper	Bill Daniels
Cody			KFBC (Cheyenne)
Cokesville		Harry M. Moore	KOOK-TV (Billings)
Jackson			
Kemmerer (Kem-Tev Corp.)		E. I. Mains	
Thermopolis (Thermopolis Bestg. Co.)			
Laramie		J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTB (Denver)
	Rawlins		
	Rock Springs	Bill Daniels	
	Worland	A. M. Carollo Thomas Mitchell, Jr.	KOOK-TV (Billings)
Canada	Montreal, Que.	A. Cross	CBFT; CBMT (Montreal) Plus Closed-Circuit Organizations
	Vancouver, B. C.	C. G. Chandler	CBUT (Vancouver) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma) KVOS-TV (Bellingham, Wash.)

# OFFICIAL FCC TV ALLOCATIONS

## ALABAMA

	Channel No.
Andalusia	*2, 29
Anniston	70
Auburn	*56
Beesemer	54
Birmingham	6, *10, 13, 42, 48
Bogalusa	78
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	16, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *26, 32
Munford	*7
Opelika	22
Selma	8, 58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tusculoosa	45, 51
Thakexee	16
University	*74

## ARIZONA

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

## ARKANSAS

Arkadelphia	34
Batesville	30

## Channel No.

Benton	40
Blytheville	64, 74
Camden	50
Conway	62
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22, 39
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 57
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	58
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

## CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	37
El Centro	16, 56
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34, 66
Modesto	14, 58
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	68
Pittsburgh	16
Port Chicago	70
Porterville	55
Red Bluff	15
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 35
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco	
Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	56
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42, 64
Tulare	27
Ukiah	18
Visalia	43, 49

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



# OFFICIAL TV ALLOCATIONS



	Channel No.
Watsonville .....	22
Yreka City .....	11
Yuba City .....	52

## COLORADO

Alamosa .....	19
Boulder .....	*12, 22
Canon City .....	36
Colorado Springs .....	11, 13, *17, 23
Craig .....	19
Delta .....	24
Denver .....	2, 4, *6, 7, 9, 20, 46
Durango .....	6, 15
Fort Collins .....	44
Fort Morgan .....	15
Grand Junction .....	5, 21
Greeley .....	50
La Junta .....	24
Lamar .....	18
Leadville .....	14
Longmont .....	32
Loveland .....	38
Montrose .....	10, 18
Pueblo .....	3, 5, *8, 28, 34
Salida .....	25
Starling .....	25
Trinidad .....	21
Walsenburg .....	30

## CONNECTICUT

Bridgeport .....	43, 49, *71
Hartford .....	3, 18, *24
Meriden .....	65
New Britain .....	30
New Haven .....	8, 59
New London .....	28, 81
Norwalk (see Stamford)	
Norwich .....	57, 63
Stamford-Norwalk .....	27
Waterbury .....	53

## DELAWARE

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

## DISTRICT OF COLUMBIA

Washington .....	4, 5, 7, 9, 14, 20, *26
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## FLORIDA

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

	Channel No.
Leesburg .....	26
Marianna .....	17
Melbourne .....	37
Miami .....	*2, 4, 7, 10, 23, 83
Ocala .....	15
Orlando .....	6, 9, 18, *24, 47
Palatka .....	17
Panama City .....	7, *30, 36
Pensacola .....	3, 15, *21, 46
Quincy .....	54
St. Augustine .....	25
St. Petersburg (see Tampa)	
Sanford .....	35
Sarasota .....	34
Tallahassee .....	*11, 24, 51
Tampa-St. Petersburg .....	*3, 8, 13, 38
West Palm Beach .....	5, 12, *15, 21

## GEORGIA

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

## IDAHO

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

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

# OFFICIAL TV ALLOCATIONS

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

	Channel No.
Vincennes .....	44
Washington .....	69
Waterloo .....	15

## ILLINOIS

Alton .....	48
Aurora .....	16
Bloomington .....	15
Cairo .....	24
Carbondale .....	34, *61
Centralia .....	32, 59
Champaign-Urbana .....	3, *12, 21, 27, 33
Chicago .....	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville .....	24
Decatur .....	17, 23
De Kalb .....	*07
Dixon .....	47
Elgin .....	28
Freeport .....	23
Galesburg .....	40
Harrisburg .....	22
Jacksonville .....	29
Joliet .....	48
Kankakee .....	14
Kewanee .....	60
La Salle .....	35
Lincoln .....	53
Macomb .....	61
Mariou .....	40
Mattoon .....	46
Moline (see Davenport, Iowa)	
Mt. Vernon .....	38
Olney .....	16
Pekin .....	69
Peoria .....	8, 19, *37, 43
Quincy .....	10, 21
Rockford .....	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield .....	2, 20, *66
Streator .....	05
Urbana (see Champaign)	
Vandalia .....	28
Waukegan .....	22

## INDIANA

Anderson .....	61
Angola .....	15
Bedford .....	68
Bloomington .....	4, *30, 36
Columbus .....	42
Connerville .....	38
Elkhart .....	52
Evansville .....	7, 50, *56, 62
Fort Wayne .....	*27, 33, 69
Gary .....	50, *66
Hammond .....	56
Hatfield .....	9
Huntington .....	21
Indianapolis .....	6, 8, 13, 20, 26, 67
Jasper .....	19
Kokomo .....	31
Lafayette .....	*47, 59
Lebanon .....	18
Logansport .....	51
Madison .....	25
Marion .....	29
Michigan City .....	62
Muncie .....	49, 55, *71
Princeton .....	52
Richmond .....	32
Shelbyville .....	58
South Bend .....	34, *40, 46
Tell City .....	31
Terre Haute .....	10, *57, 63, 73

## IOWA

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

## KANSAS

Abilene .....	31
Arkansas City .....	49
Atchison .....	60
Chanute .....	50
Coffeyville .....	33
Colby .....	22
Concordia .....	47
Dodge City .....	23
El Dorado .....	55
Emporia .....	39
Esign .....	6
Fort Scott .....	27
Garden City .....	9, 11
Goodland .....	10, 31
Great Bend .....	2, 28
Hayes .....	7, 20
Hutchinson .....	12, 18
Independence .....	20
Iola .....	44
Junction City .....	29
Larned .....	16
Lawrence .....	*11, 17
Leavenworth .....	54
Liberal .....	14
McPherson .....	26
Manhattan .....	*8, 23
Newton .....	14
Olathe .....	52
Ottawa .....	21
Parsons .....	46
Pittsburg .....	7, 38
Pratt .....	36

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



# OFFICIAL TV ALLOCATIONS



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

## KENTUCKY

Ashland .....	59
Bowling Green .....	13, 17
Campbellsville .....	40
Corbin .....	16
Danville .....	35
Elizabethtown .....	23
Frankfort .....	48
Glasgow .....	28
Harlan .....	73
Hazard .....	19
Hopkinsville .....	20
Lexington .....	18, 27, 64, 70
Louisville .....	3, 11, *15, 21, 41, 51
Madisonville .....	26
Mayfield .....	63
Maysville .....	24
Middlesborough .....	57, 63
Murray .....	33
Owensboro .....	14
Paducah .....	6, 43, 72
Pikeville .....	14
Princeton .....	45
Richmond .....	60
Somerset .....	29
Winchester .....	37

## LOUISIANA

Abbeville .....	27
Alexandria .....	5, 62, 74
Bastrop .....	53
Baton Rouge .....	2, 28, *34, 40
Bogalusa .....	69, 78
Crowley .....	21
De Ridder .....	14
Eunice .....	64
Franklin .....	46
Hammond .....	57
Houma .....	39
Jackson .....	18
Jennings .....	48
Lafayette .....	10, 38, 67
Lake Charles .....	7, *19, 25, 60
Minden .....	36
Monroe .....	8, *13, 43
Morgan City .....	36
Natchitoches .....	17
New Iberia .....	15
New Orleans .....	4, 6, *8, 20, 26, 32
Oakdale .....	54
Opelousas .....	58
Ruston .....	20
Shreveport .....	3, 12
Thibodaux .....	24
Winnfield .....	22

## MAINE

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

	Channel No.
Dover-Foxcroft .....	18
Fort Kent .....	17
Houlton .....	24
Lewiston .....	8, 17
Millinocket .....	14
Orono .....	*12
Poland Spring .....	8
Portland .....	6, 13, *47, 53
Presque Isle .....	8, 19
Rockland .....	25
Rumford .....	55
Van Buren .....	15
Waterville .....	35

## MARYLAND

Annapolis .....	53
Baltimore .....	2, 11, 13, 18, *24, 72
Cambridge .....	22
Cumberland .....	17, 30
Frederick .....	62
Hagerstown .....	52, 68
Salisbury .....	16

## MASSACHUSETTS

Amherst .....	*82
Barnstable .....	25
Boston .....	*2, 4, 5, 7, 38, 44, 56
Brockton .....	62
Easthampton .....	61
Fall River .....	46, 68
Greenfield .....	58
Holyoke (see Springfield)	
Lawrence .....	72
Lowell .....	32
New Bedford .....	28, 34
North Adams .....	*80
Pittsfield .....	19, 64
Springfield-Holyoke .....	21, 40
Worcester .....	14, 20

## MICHIGAN

Alma .....	*11, 41
Alpena .....	9, 30
Ann Arbor .....	20, *26
Bad Axe .....	46
Battle Creek .....	58, 64
Bay City .....	5, 63, *73
Benton Harbor .....	42
Big Rapids .....	39
Cadillac .....	13, 45
Calumet .....	13
Cheboygan .....	4, 36
Coldwater .....	24
Detroit .....	2, 4, 7, 50, *56, 62
East Lansing .....	*60
East Tawas .....	25
Escanaba .....	3, *49
Flint .....	12, 16, *22, 28
Gladstone .....	40
Grand Rapids .....	8, *17, 23
Hancock .....	10
Houghton .....	19, *25
Iron Mountain .....	9, 27
Iron River .....	53
Ironwood .....	12
Jackson .....	48
Kalamazoo .....	3, 36, *74
Lansing .....	6, 54
Ludington .....	18
Manistee .....	15
Manistique .....	14
Marquette .....	6, 17, *35
Midland .....	19
Mount Pleasant .....	47
Muskegon .....	29, 35

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

**OFFICIAL TV ALLOCATIONS**

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

**MINNESOTA**

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

**MISSISSIPPI**

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	4, 28
Corinth	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	33
Laurel-Pachuta	7
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	9, 38
University	20
Vicksburg	41
West Point	56
Yazoo City	49

**MISSOURI**

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

**MONTANA**

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 32
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

**NEBRASKA**

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Hayes Center	6
Kearney	13, 19

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

**OFFICIAL TV ALLOCATIONS**

	Channel No.
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

**NEVADA**

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

**NEW HAMPSHIRE**

Berlin	26
Claremont	37
Concord	75
Durham	*11
Hanover	*27
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

**NEW JERSEY**

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	17, *80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

**NEW MEXICO**

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

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

**NEW YORK**

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

**NORTH CAROLINA**

Ahoskie	53
Albemarle	20
Asheville	13, *56, 62, 78
Burlington	63
Burnsville	18
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46, 73
Elizabeth City	31
Fayetteville	18, 54
Gastonia	48
Goldsboro	34, 72
Greensboro	2, *51, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15

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



# OFFICIAL TV ALLOCATIONS

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

## NORTH DAKOTA

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

## OHIO

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

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

## OKLAHOMA

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

## OREGON

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

## PENNSYLVANIA

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

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

**OFFICIAL TV ALLOCATIONS**

	Channel No.
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42
Erie	12, 35, *41, 60
Harrisburg	27, 55, 71
Hazleton	63
Irwin	4
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	74
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	33, 61
Seranton	16, 22, *48, 73
Shamokin	65
Sharon	39
State College	*48
Sunbury	38
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

**RHODE ISLAND**

Providence	10, 12, 16, *36
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**SOUTH CAROLINA**

Alken	54
Anderson	40, 58
Camden	14
Charleston	2, 5, *13, 17
Clemson	*66
Columbia	10, *19, 25, 67
Conway	23
Florence	8, 60
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	70
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17, 74
Sumter	47
Union	65

**SOUTH DAKOTA**

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 28
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	3, 7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41

	Channel No.
Watertown	3, 35
Winner	18
Yankton	17

**TENNESSEE**

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

**TEXAS**

Abilene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *70
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4, 34
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5
(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.	
Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20

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

OFFICIAL TV ALLOCATIONS

	Channel No.
Corpus Christi	6, 10, *16, 22, 43
Corsicana	47
Crockett	58
Crystal City	28
Cuero	25
Dalhart	18
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Demson	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 11, 20, *26
Gainesville	49
Galveston	11, 35, 41, *17
Gonzales	64
Greenville	69
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	0, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	3, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	6, 16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19, 72

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

UTAH

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

VERMONT

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

VIRGINIA

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

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**OFFICIAL TV ALLOCATIONS**

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

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

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

	<b>Channel No</b>
Racine	49, 55
Rhineland	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Whitefish Bay	6
Wisconsin Rapids	14

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

<b>U. S. TERRITORIES AND POSSESSIONS</b>	
<b>ALASKA</b>	
Anchorage	2, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4, 9
Sitka	13

<b>HAWAIIAN ISLANDS</b>	
Hilo, Hawaii	2, 4, *7, 9, 11, 13
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Lihue, Kauai	3, *8, 10, 12
Wailuku, Maui	3, 8, *10, 12

<b>PUERTO RICO</b>	
Arecibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, *6

<b>VIRGIN ISLANDS</b>	
Charlotte Amalie	10, 12
Christiansted	8

<b>GUAM</b>	
Agana	8, 10

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