

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. In Ft.	Licensee
Gainesville	KGAF-FM	94.5	4.9	250	Gainesville Bcstg. Co.
Harlingen	KELT	94.5	3.1	700	Harbenito Radio Corp.
Hillsboro	KHBR-FM	102.3	.8		KHBR Radio
Houston	KARO	94.5	7.6	245	Multi-Casting, Inc.
	KFMK	97.9	10.5	235	J. R. Corry
	KHCB-FM	105.7	2		Houston Christian Bcstrs.
	KJSB	93.7	18.5		J. S. Kaufman
	KHUL	96.7	15.5	235	B-M-R Bcstg. Corp.
	KODA-FM	99.1	49		Taft Bcstg.
	KOST	100.3	15.5		McLendon Corp.
	KQUE	102.9	64.2		Veterans Bcstg. Co.
	KRBE	104.1	79	260	Texas Fine Music
	KTRH-FM	101.1	29.5		KTRH Bcstg.
	KXYZ-FM	96.5	15		Public Radio Corp.
Killeen	KLEN-FM	93.3	1		Highlite Bcstg. Co.
Longview	KLUE-FM	105.7	6.2		Radio Longview, Inc.
Lubbock	KBFM	96.3	3.6		Background Music, Inc.
	KRKH-FM	93.7	9.6		S. W. Bcstg. Co.
Midland	KNFM	92.3	4.8		FM Associates
Mt. Pleasant	KJMP-FM	96.1	3		Mt. Pleasant Bcstg. Co.
Odessa	KQIP	96.9	1.7		Texas Bcstg. Ind.
	KWMO	99.1	3.4		Audiomultifidelity
Pampa	KBMF-FM	100.3	3		C. C. Palmer
Plainview	KVOP-FM	97.3	3		KVOP, Inc.
Port Arthur	KFMP	93.3	3.2		Triangle Bcstg. Co.
San Antonio	KEEZ	97.3	17.5	110	Sound Distributors, Inc.
	KISS	99.5	12.9	515	The Walmac Co.
	KITY	92.9	19		Mission Bcstg. Co.
Sinton	KTOD-FM	101.3	92		So. Bcstg. Corp.
Texarkana	KCMC-FM	98.1	1.5		KCMC, Inc.
Tyler	KSLT	93.1	4.8		Oil Center Bcstg.
Waco	KEFC	95.5	3.2	210	Centex Radio Co.
	WACO-FM	99.9	4		WACO Bcstg. Corp.

VIRGINIA

Arlington	WAVA-FM	105.1	20	500	U. S. Transdynamics Corp.
Charlottesville	WINA-FM	95.3	.620	225	Charlottesville Bcstg.
	WCCV-FM	97.5	3.4	110	Eastern Bcstg. Corp.
Crewe	WSVS-FM	104.7	14	450	Southern Va. Bcstg. Corp.
Farmville	WFLO-FM	95.7	6.3		Colonial Bcstg. Co.
Fredericksburg	WFVA-FM	101.5	5		Fredericksburg Bcstg. Corp.
Gretna	WMNA-FM	103.3	3		Central Va. Bcstg. Co.
Harrisonburg	WSVA-FM	100.7	7.2	345	Evening Star Bcstg. Co.
Lynchburg	WWOD-FM	100.1	.94	170	Lynchburg Independent Bcstrs
Manassas	WPRW-FM	106.7	30		Prince William Bcstg. Corp.
Marion	WMEV-FM	93.9	3.4		Mt. Empire Bcstg. Corp.
Martinsville	WMVA-FM	96.3	14.5	625	Martinsville Bcstg. Co., Inc.
Newport News	WGH-FM	97.3	37	186	Hampton Rds. Bcstg. Corp.
Norfolk	WRVC	102.5	8.7	95	Virginia Good Music Corp.
	WYFI-FM	99.7	11.5	70	Metro-WBOF, Inc.
Richmond	WCOD	98.1	34		Havens & Martin, Inc.
	WFMV	103.7	74		Professional Bcstg. Inc.
	WRNL-FM	102.1	50	320	WRNL, Inc.
	WRVA-FM	94.5	25	460	Larus & Bro. Co., Inc.
Roanoke	WDBJ-FM	94.9	14.5	1,940	Times-World Corp.
	WLRJ	92.3	2.8		L. Hartman & Sons
	WLS-FM	99.1	21		Shenandoah Life Stations
South Boston	WHLF-FM	97.5	2.4		Halifax Bcstg. Co.
Staunton	WSGM-FM	93.5	.5	350	American Home Bcstg. Corp.
Winchester	WRFL	92.5	22	1,690	R. F. Lewis, Jr., Inc.
Woodbridge	WXRA	105.8	9.5	305	WBVA, Inc.

FM STATIONS ON THE AIR

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. In Ft.	Licensee	
WASHINGTON						
Bellingham	KGMI-FM	92.9	16.5	2,330	International Good Music	
Edmonds	KGFM	105.3	120	760	King's Garden Inc.	
Lynden	KLYN-FM	106.5	1.5		KLYN-FM, Inc.	
Opportunity	KZUN-FM	96.1	3.7		KZUN, Inc.	
Seattle	KGMI	95.7	71		International Good Music, Inc.	
	KING-FM	98.1	15	410	King Bcstg. Co.	
	KIRO-FM	100.7	16.5	750	Queen City Bcstg. Co., Inc.	
	KISW	99.9	10.5	350	E. W. Lippincott	
	KMCS	98.9	17.5	1,070	Market-Casters, Inc.	
	KLSN	96.5	14.5	350	Sight & Sound	
	KOL-FM	94.1	5.8		Seattle Bcstg. Co.	
	KETO-FM	101.5	17	1,100	Chem-Air Inc.	
Spokane	KHQ-FM	98.1	47		KHQ, Inc.	
	KREM-FM	92.9	4.8		KREM Bcstg. Co.	
	KXLY-FM	99.9	2	490	Northern Pacific Radio	
Tacoma	KLAY-FM	106.1	3.4		C. F. Huntington	
	KTNT-FM	97.3	10.2	410	Tribune Publishing Co.	
Yakima	KTWR	103.9	.8		T. W. Read	
	KNDX	106.3	.9		D. Pugsley	
WEST VIRGINIA						
Bekley	WBKW	99.5	34	1,050	J. L. Smith, Jr., Inc.	
	WKAZ-FM	97.5	9		WKAZ, Inc.	
Charleston	WKNA	98.5	2.65	390	J. L. Smith, Jr.	
Huntington	WKEE-FM	100.5	53		Geyer Bcstg. Co.	
	WEPM-FM	94.3	.81	170	Martinsburg Bcstg. Co.	
	WAJR-FM	99.3	1	10	West Va. Radio Corp.	
	WOAY-FM	94.1	20	660	R. R. Thomas, Jr.	
	WAAW-FM	106.5	8.9	280	WPAR, Inc.	
	WKWK-FM	97.3	16	470	Community Bcstg. Inc.	
	WWVA-FM	101.9	23	470	Herbert-Mogul Group	
	Eau Claire	WIAL-FM	94.1	60	360	Bcstrs. Services, Inc.
		WFAW	107.3	3		Blackhawk Bcstg. Co.
		WBAY-FM	101.1	13.5		Norbertine Fathers
WCLO-FM		99.9	15.5	200	Southern Wis. Radio Inc.	
WISM-FM		98.1	1	105	Heart O' Wisconsin Bcstrs., Inc.	
WMFM		104.1	7.5	80	E. W. Fessler	
WIBA-FM		101.5	11	470	Badger Bcstg. Co.	
WRVB-FM		102.5	3.9	185	Stewart Ent.	
WFMR		96.5	22	215	High Fidelity Bcstg. Corp.	
WMIL-FM		95.7	29	245	Cream City Bcstg. Co.	
WMKE		102.1	35		Music Time, Inc.	
WQFM		93.3	30		Koeth Bcstg. Corp.	
WRIT-FM		102.9	22		Radio Milwaukee Inc.	
WISN-FM		97.3	3.6	920	Hearst Corp.	
WTMJ-FM		94.1	4.6	980	Journal Company	
WEKZ-FM		93.7	14.8	180	Green Company Bcstg. Co.	
WWCF		94.9	37		W. C. Forrest	
WRJN-FM		100.7	15	265	Racine Bcstg. Corp.	
WJMC-FM		96.3	50		WJMC, Inc.	
WCOW-FM		97.1	16		Sparta-Tomah Bcstg. Co.	
WSPT-FM	97.9	15		Stevens Pt. Bcstg. Co.		
Watertown	WTTN-FM	104.7	9.6		Watertown Radio, Inc.	
Waukesha	WAUX-FM	106.1	3.8		Waukesha Bcstg. Co.	
Wausau	WWN-FM	95.5	20.5		Wisc. Valley TV Corp.	
Wauwatosa	WTOS	103.7	3.5		Broadcast, Inc.	
West Bend	WBKV-FM	92.5	18	145	West Bend Bcstg. Co.	
Wisconsin Rapids	WFHR-FM	103.3	2.1	360	W. F. Huffman Radio Inc.	
WYOMING						
Cheyenne	KVWO-FM	106.3	250		Great West Co.	
PUERTO RICO						
Mayaguez	WORA-FM	97.5	.4		Radio Americus Corp.	
Rio Piedras	WFID	95.7	17		Fidelity Bcstg. Corp.	
San Juan	WFQM	99.9	3.6		Quality Bcstg. Corp.	
	WIAC-FM	102.5	3.5		Bestov Bcstg. Inc.	
	WITA-FM	93.7	3.4		Electronic Ent. Inc.	
	WKAQ-FM	104.7	.3		El Mundo Bcstg. Corp.	

Commercial FM Stereo Stations on the Air

ARIZONA

KEPI Phoenix

CALIFORNIA

KFMU Los Angeles
 KMLA-FM Los Angeles
 KSFM Sacramento
 KGB-FM San Diego
 KLRO San Diego
 KPRI San Diego
 KPEN San Francisco
 KSJO San Jose
 *KMUZ Santa Barbara
 KONG-FM Visalia

DELAWARE

WJBR Wilmington

DISTRICT OF COLUMBIA

WHFS Washington

FLORIDA

WVCG-FM Coral Gables
 WAEZ Miami Beach
 WHOO-FM Orlando

ILLINOIS

WEFM Chicago
 WFMT Chicago
 WKFM Chicago
 WHBF-FM Rock Island

INDIANA

WFMS-FM Indianapolis
 WISH-FM Indianapolis

IOWA

KDMI Des Moines

MARYLAND

WAQE-FM Baltimore

MASSACHUSETTS

WCRB Boston
 *WUPY Lynn

MICHIGAN

WDTM Detroit
 WGPR Detroit
 WLDM Oak Park

MINNESOTA

KWFM Minneapolis
 WAYL Minneapolis

MISSOURI

KCMO-FM Kansas City
 *KCFM St. Louis
 *KSHE St. Louis

NEBRASKA

KQAL-FM Omaha

NEVADA

KORK Las Vegas

NEW JERSEY

WDHA Dover
 WRLB Long Branch

NEW YORK

WLIR Garden City
 WQXR-FM New York
 *WTFM New York
 WGFM Schenectady
 WSYR-FM Syracuse

NORTH CAROLINA

WBBB-FM Burlington-Graham

OHIO

WDBN Barberton
 WNOB Cleveland
 WBNS-FM Columbus
 WPFB Middletown

OREGON

KFMY Eugene
 KPFM Portland

PENNSYLVANIA

WFLN-FM Philadelphia
 WIFI Philadelphia
 WKJF-FM Pittsburgh

RHODE ISLAND

WPFM Providence

SOUTH CAROLINA

WSPA-FM Spartanburg

TEXAS

KIXL Dallas
 KFMK Houston
 *KODA-FM Houston

VIRGINIA

WFMV Richmond

WASHINGTON

KLSN Seattle

WISCONSIN

WFMR Milwaukee
 *WMKE Milwaukee
 WTMJ-FM Milwaukee

(*) Full time stereo broadcasting.

NOTE: Above stations on the air as of March 1, 1962.

THE MANY WORLDS OF MUSIC

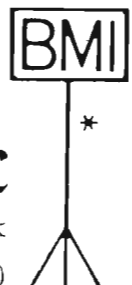
From the composers of today flows the music that reflects our life and our time. Many of the composers who make significant contributions to the music of our time license their performing rights through BMI. In many different ways, BMI fosters and supports the many worlds of contemporary music.

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SERVING MUSIC SINCE 1940



TELEVISION

TELEVISION DAILY

THE INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



PRESENTS

**TELEVISION
YEAR BOOK**

TWENTY-FIFTH
ANNUAL EDITION

CHARLES A. ALICOATE
Editor-in-Chief

YEARBOOK

1962

Silver Anniversary

Copyright 1962 by
RADIO DAILY CORP.
Broadway, N. Y. 36, N. Y.

W. J. GERMAN, INC.

EASTMAN FILMS

EASTMAN PROFESSIONAL FILM FOR MOTION PICTURES AND TELEVISION *is accepted as the standard of excellence throughout the world.*

*An important factor in this estimation is the high degree of **UNIFORMITY** maintained in its manufacture . . . The **BEST** . . . at its **BEST** . . . at all times.*

FORT LEE, NEW JERSEY

LOngacre 5-5978

Hollywood:

6677 Santa Monica Blvd.

HOLlywood 4-6131

Chicago:

6040 N. Pulaski Rd.

IRving 8-4064

WORLD-WIDE TV GROWTH

U. S. Experience Adapted to National Patterns

By MERLE S. JONES, President
CBS Television Stations Division

ALL of the interest in world-wide television will yield only minimum results unless and until the individuals and organizations involved understand its meaning and work hard at continuing to understand it.

For example, it is wrong for anyone in this field to approach international TV with the attitude that Americans have a monopoly on intelligence or know-how. We have the benefit of experience, but it is surprising how quickly our foreign friends can analyze this experience and adapt it, without our mistakes, to their national pattern.

The American TV system, the most successful system in the world, is not being adopted generally abroad. Therefore, although the universality of TV abroad is almost unbelievable, the patterns of its use and development are quite varied. In many areas, particularly in what we unfortunately refer to as under-developed areas, the medium is employed and developed solely as an educational tool. This is true in Africa, the Far East and some parts of the Middle East.

Commercial involvement appears in varying degrees. Some nations permit private enterprise commercial operations, some have adopted quasi-government control and in some cases the government competes commercially with privately owned stations.

The opportunity for experienced American participation abroad falls into three categories.

First, there is the opportunity for the



American television film producer and distributor to lease his film abroad. In the public affairs program area alone, CBS Films, in the past 12-months, has sold 11,000 program half hours originally broadcast on our TV network. These programs are seen in 40 countries with more than 36 million TV homes.

Another opportunity is that of investment—as a pure dollar investment—or as dollars coupled with know-how. These are not easy opportunities. Many governments will not permit foreign ownership of TV operations in any amount. Furthermore, national business customs and temperaments vary, making it difficult to successfully translate know-how. But this area presents the unique opportunity for applying the broad philosophy of “helping the other fellow.”

Thirdly, the foreign broadcaster must program according to his national interests and the likes and dislikes of his audiences. However, he can save many errors by calling upon a backlog of know-how through our international business affairs department, which supplies advice and, sometimes, capital.

In Trinidad, Buenos Aires and Lima, we are in partnership with local interests who are familiar with national likes and dislikes. We have supplied our technical know-how but have not imposed our philosophies.

As a result of the various activities of the American broadcaster on the international scene, it is obvious the U. S. is occupying a position of leadership in the development of a world-wide TV system.

- NEED** (n) *Circumstances requiring some course; require; imperative demand for presence or possession of; emergency; crisis; time of difficulty . . . ***
- FRESH** (a, adv, n) *New; novel; not previously introduced; additional; other; different; further . . . ***
- SUPPLY** (v.t., n) 1. *Furnish; serve to obviate (deficiency, need, loss); Provide what is needed.*
 2. *A stock; store; amount of something provided or at hand or get-at-able... ***

**Does your programming NEED something FRESH?
 In, say, the areas of:**

COMEDY

DRAMA

CHILDREN'S PROGRAMS

SCIENCE

DOCUMENTARIES

CURRENT AFFAIRS

MUSIC

ART

NATURAL HISTORY

TRAVEL FILMS

SPORTS AND EVENTS

We can SUPPLY your NEED

**BBC tv Enterprises, 630 Fifth Avenue
 New York 20, N. Y. Telephone: CI. 7-0656**

** The Concise Oxford Dictionary, 1959.

TV REVOLUTION

End of the Farm as Separate Market Entity

By **NORMAN E. CASH**, President
Television Bureau of Advertising

WITH the advent of television more than a decade ago, there came a series of upheavals in the marketing area. Companies dropped old-time metropolitan area concepts to sell their products within the boundaries of the TV signal, big city newspapers one by one gave way to suburban papers as advertisers sought to find better ways to reach the rapidly growing new communities outside the city limits which now fell under TV's power, and mass magazines splintered their editions regionally in their battle to ward off the flexibility of spot TV. These are but a few of the examples. Almost unnoticed is yet another revolution: for all practical marketing considerations, the end of the farm as a separate entity.

This is not to say of course that farms no longer exist or are unimportant to the marketer. It is to say, however, that farms have been integrated completely into the national selling pattern and are indistinguishable from other segments of the economy. Because of TV, the farmer today is not unlike his big city cousin.

Dr. Clinton L. Folsie of the U. of Illinois puts it this way: "Farm life is gradually assuming a character that's typical of many suburban areas." With eight of ten farms equipped with TV sets, only slightly lower than the national average, farm families are sold the same products through TV that residents of city and suburban homes use.

While the number of farmers has declined sharply because of increased productivity possible through



mechanization—farm income has gone the other way, making the market ever more valuable to the seller of goods. With increased leisure time, farm families also have more time to watch TV.

Local television stations have taken note of this situation by becoming a primary source for information. For example, more than 150 stations telecast news and data for farmers and often provide the impetus behind local improvements in agriculture.

Newspapers in the farm areas and farm magazines, to cite two cases, have clearly failed to meet the challenge. Newspaper circulation is heaviest in city zones while weakest in retail trading zones surrounding metropolitan markets.

From a high of \$28.6 million spent by advertisers in farm magazines during 1957, revenue declined to \$22 million in 1961. In the first half of 1961, the top 100 advertisers spent but \$4.4 million in farm magazines, against \$5.6 million in 1960.

Rural families have welcomed TV into their homes. It has made them feel just as much a part of the American scene as any other citizen, certainly not singling them out as being different from anyone else.

The sociological implications brought about by the end of the farm market are vast, but at the same time, good. For no longer is the farmer at any disadvantage with the city dweller.

And the seller's problems have been simplified: he is able to reach both city and farm audience with a single approach.

*The Standard of Quality
Wherever Films Are Used*

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

Whether you look to film for optical effects . . . for convenience . . . pre-testing . . . or the penetration of markets only film affords . . . EASTMAN is always first choice for both production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

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

W. J. GERMAN, INC.

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

100 Leading Spot Television Advertisers

— EST. EXPENDITURES FOR 4th QUARTER 1961 —

<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co.	\$11,436,600
2. General Foods Corp.	6,498,800
3. Lever Brothers Co.	6,128,300
4. Colgate Palmolive Co.	3,265,100
5. Standard Brands, Inc.	3,012,400
6. Bristol-Myers Company	2,816,700
7. Miles Laboratories, Inc.	2,439,300
8. Coca-Cola Co./Bottlers	2,410,600
9. Corn Products Co.	2,371,500
10. William Wrigley, Jr. Co.	2,213,900
11. American Home Prod.	2,165,200
12. Continental Baking Co.	2,113,200
13. Gillette Co.	1,957,200
14. P. Lorillard Co.	1,831,800
15. J. A. Folger & Co.	1,813,000
16. Liggett & Myers	1,739,600
17. Richardson Merrell, Inc.	1,723,300
18. Campbell Soup Co.	1,593,800
19. Deluxe Reading Co.	1,585,000
20. Warner-Lambert	1,561,000
21. Alberto-Culver Co.	1,531,500
22. Louis Marx Co., Inc.	1,527,000
23. Carnation Co.	1,491,700
24. Philip Morris, Inc.	1,486,500
25. Kellogg Company	1,439,200
26. General Mills, Inc.	1,370,300
27. North Am. Phillips	1,362,200
28. Avon Products, Inc.	1,330,600
29. International Latex	1,289,700
30. Pepsi Cola Co./Bottlers	1,259,100
31. Nestle Co., Inc.	1,215,400
32. Anheuser-Busch, Inc.	1,203,200
33. Food Manufacturers	1,121,100
34. American Tobacco Co.	1,115,100
35. Pabst Brewing Co.	979,700
36. Ford Motor Co. Dealers	917,600
37. General Toy Co.	935,900
38. General Electric Co.	882,200
39. Carter Products, Inc.	856,700
40. Pet Milk Co.	810,300
41. Canadian Breweries	813,100
42. Mattel, Inc.	782,000
43. Helene Curtis	757,000
44. United Vintners, Inc.	752,000
45. General Motors Corp.	747,900
46. Ralston-Purina Co.	712,200
47. Menley & James Lab.	731,700
48. Sterling Drug, Inc.	721,600
49. Jos. Schlitz Brewing	716,600
50. Coty, Inc.	699,700

<i>Advertiser</i>	<i>Estimated Expenditure</i>
11. Welch Grape Juice	684,300
52. Chesebrough-Ponds	634,000
53. American Chicle Co.	626,600
54. Helena Rubinstein, Inc.	622,900
55. Hills Bros. Coffee, Inc.	620,000
56. U.S. Borax & Chem.	612,000
57. Plough, Inc.	599,200
58. Humble Oil & Refining	590,000
59. National Federation of Coffee Growers of Colombia	582,300
60. Andrew Jergens Co.	656,100
61. Chrysler Corp.	560,500
62. Peter Paul, Inc.	545,300
63. Ward Baking Co.	541,700
64. Sinclair Refining Co.	537,100
65. Green Giant Co.	532,500
66. Eastman Kodak Co.	531,500
67. Scott Paper Co.	525,900
68. Kayser-Roth Hosiery	524,800
69. American Bakeries Co.	518,400
70. American Motors Corp.	514,600
71. Pharma-Craft Lab.	514,100
72. Phillips Petroleum Co.	508,500
73. American Oil Co.	508,000
74. Quaker Oats Co.	505,600
75. National Dairy	492,100
76. Schick, Inc.	482,300
77. Pacific Tel. & Tel.	481,200
78. Wander Co.	476,500
79. Pillsbury Co.	468,100
80. Gulf Oil Corp.	465,000
81. Phillips-Van Heusen	453,000
82. Lionel Corp.	434,500
83. Lanvin Perfumes, Inc.	429,600
84. Falstaff Brewing Corp.	425,000
85. A&P	424,800
86. M.J.B. Co.	421,800
87. J. Nelson Prewitt, Inc.	419,700
88. Beech-Nut Life Savers	400,400
89. Am. Sugar Refining Co.	407,200
90. Frito Lay, Inc.	402,500
91. Kimberly-Clark Corp.	400,200
92. Norwich Pharmacal Co.	395,300
93. Drewrys, Ltd.	394,700
94. E & J Gallo Winery	394,000
95. Chrysler Corp.	387,000
96. Atlantic Refining Co.	381,600
97. R. J. Reynolds Tobacco	380,700
98. New Eng. Confee.	378,600
99. Safeway Stores, Inc.	373,300
100. Renfield Importers, Ltd.	370,900

Source: TvB:Rorabaugh

Estimated Expenditures of National And Regional Spot Television Advertisers

— BY PRODUCT CLASSIFICATION—4th QUARTER 1961 —

<i>Product</i>	<i>Est. Expend.</i>	<i>Product</i>	<i>Est. Expend.</i>
AGRICULTURE	\$ 244,000	Religious, Political, Unions.....	303,000
Feeds, Meals	134,000	Schools & Colleges.....	60,000
Miscellaneous	110,000	Miscellaneous Services	49,000
ALE, BEER & WINE.....	12,866,000	COSMETICS & TOILETRIES.....	17,383,000
Beer & Ale.....	10,687,000	Cosmetics	3,253,000
Wine	2,179,000	Deodorants	951,000
AMUSEMENTS, ENTERTAINMENT	430,000	Depilatories	44,000
AUTOMOTIVE	4,484,000	Hair Tonics & Shampoos.....	2,339,000
Anti-Freeze	39,000	Hand & Face Creams, Lotions....	1,297,000
Batteries	35,000	Home Permanents & Coloring....	1,228,000
Cars	3,800,000	Perfumes, Toilet Waters, etc.....	1,423,000
Tires & Tubes.....	224,000	Razors, Blades	2,359,000
Trucks & Trailers.....	16,000	Shaving Creams, Lotions, etc....	609,000
Misc. Accessories & Supplies.....	370,000	Toilet Soaps	2,024,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	542,000	Miscellaneous	1,856,000
Fixtures, Plumbing, Supplies.....	38,000	DENTAL PRODUCTS	4,071,000
Materials	264,000	Dentifrices	3,068,000
Paints	70,000	Mouthwashes	885,000
Power Tools	103,000	Miscellaneous	118,000
Miscellaneous	67,000	DRUG PRODUCTS	15,799,000
CLOTHING, FURNISHINGS, ACCESSORIES	2,680,000	Cold Remedies	6,201,000
Clothing	1,802,000	Headache Remedies	3,811,000
Footwear	271,000	Indigestion Remedies	2,365,000
Hosiery	598,000	Laxatives	1,209,000
Miscellaneous	9,000	Vitamins	781,000
CONFECTIONS & SOFT DRINKS... 11,007,000		Weight Aids	457,000
Confections	6,128,000	Miscellaneous Drug Products.....	776,000
Soft Drinks	4,879,000	Drug Stores	199,000
CONSUMER SERVICES	5,162,000	FOOD & GROCERY PRODUCTS... 49,972,000	
Dry Cleaning & Laundries.....	7,000	Baked Goods	7,885,000
Financial	1,086,000	Cereals	4,677,000
Insurance	862,000	Coffee, Tea & Food Drinks.....	12,650,000
Medical & Dental.....	49,000	Condiments, Sauces, Appetizers... 3,158,000	
Moving, Hauling, Storage.....	121,000	Dairy Products	2,966,000
Public Utilities	2,625,000	Desserts	710,000
		Dry Foods (Flour, Mixes, Rice, etc.)	2,281,000
		Fruits & Vegetables, Juices.....	2,233,000
		Macaroni, Noodles, Chili, etc....	811,000
		Margarine, Shortenings	3,657,000

SPOT TV EXPENDITURES BY PRODUCT

<i>Product</i>	<i>Est. Expend.</i>	<i>Product</i>	<i>Est. Expend.</i>
Meat, Poultry & Fish	1,958,000	Insecticides, Rodenticides	33,000
Soups	976,000	Kitchen Utensils	102,000
Miscellaneous Foods	2,941,000	Miscellaneous	120,000
Miscellaneous Frozen Foods.....	716,000	NOTIONS	16,000
Food Stores	2,353,000	PET PRODUCTS	2,601,000
GARDEN SUPPLIES & EQUIPMENT	76,000	PUBLICATIONS	508,000
GASOLINE & LUBRICANTS.....	5,741,000	SPORTING GOODS, BICYCLES, TOYS	8,255,000
Gasoline & Oil.....	5,596,000	Bicycles & Supplies.....	6,000
Oil Additives	120,000	Toys & Games.....	8,217,000
Miscellaneous	25,000	Miscellaneous	32,000
HOTELS, RESORTS, RESTAURANTS	68,000	STATIONERY, OFFICE EQUIPMENT	83,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	4,109,000	TELEVISION, RADIO, PHONO- GRAPH, MUSICAL INSTRUMENTS	308,000
Cleaners, Cleansers	4,109,000	Radio & Television Sets.....	54,000
Floor & Furniture Polishes, Waxes	497,000	Records	160,000
Glass Cleaners	94,000	Miscellaneous	94,000
Home Dry Cleaners.....	14,000	TOBACCO PRODUCTS & SUPPLIES	7,586,000
Shoe Polish	240,000	Cigarettes	6,739,000
Miscellaneous Cleaners	108,000	Cigars, Pipe Tobacco.....	768,000
HOUSEHOLD EQUIPMENT— APPLIANCES	1,667,000	Miscellaneous	79,000
HOUSEHOLD FURNISHINGS	611,000	TRANSPORTATION & TRAVEL....	1,180,000
Beds, Mattresses, Springs.....	256,000	Air	508,000
Furniture & Other Furnishings....	355,000	Bus	442,000
HOUSEHOLD LAUNDRY PRODUCTS	13,253,000	Rail	218,000
Bleaches, Starches	1,410,000	Miscellaneous	12,000
Packaged Soaps, Detergents.....	9,896,000	WATCHES, JEWELRY, CAMERAS	1,399,000
Miscellaneous	1,947,000	Cameras, Accessories, Supplies....	654,000
HOUSEHOLD PAPER PRODUCTS..	2,495,000	Clocks & Watches.....	7,000
Cleansing Tissues	605,000	Jewelry	1,000
Food Wraps	183,000	Pens & Pencils.....	638,000
Napkins	63,000	Miscellaneous	99,000
Toilet Tissue	482,000	MISCELLANEOUS	1,923,000
Miscellaneous	1,162,000	Trading Stamps	184,000
HOUSEHOLD, GENERAL	1,308,000	Miscellaneous Products	972,000
Brooms, Brushes, Mops.....	22,000	Miscellaneous Stores	767,000
China, Glassware, Crockery, Containers	410,000	TOTAL	\$177,827,000
Disinfectants, Deodorizers	427,000		
Fuels (heating, etc.).....	194,000		

Source: TVB-Rorabaugh

National Association of Broadcasters

Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 2-9300

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RADIO BOARD OF DIRECTORS

Director	District	States Comprising District
Carleton D. Brown.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
John R. Henzel.....	2	New York and New Jersey.
John S. Booth.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
Harold Essex.....	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
James L. Howe.....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
Julian F. Haas.....	6	Arkansas, Louisiana, Mississippi and Tennessee.
Hugh O. Potter.....	7	Kentucky and Ohio.
Lester G. Spencer.....	8	Indiana and Michigan.
George T. Frechette.....	9	Illinois and Wisconsin.
Richard W. Chapin.....	10	Iowa, Missouri and Nebraska.

Director	District	States Comprising District
Odin S. Ramsland..... KDAL, Inc., Duluth, Minn.	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Allan Page..... KGWA, Enid, Okla.	12	Kansas and Oklahoma.
A. Boyd Kelley..... KRRV, Sherman, Tex.	13	Texas.
Rex G. Howell..... KREX, Grand Junction, Colo.	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
B. Floyd Farr..... KEEN, San Jose, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Loyd C. Sigmon..... KMPC, Hollywood, Calif.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
Ray Johnson..... KMED, Medford, Ore.	17	Alaska, Oregon and Washington.

RADIO DIRECTORS-AT-LARGE

Large Stations

Harold Hough
WBAP, Fort Worth, Texas
John F. Patt
WJR, Detroit, Mich.

Medium Stations

Williard Schroeder
WOOD, Grand Rapids, Mich.
John F. Box, Jr.
WIL, St. Louis, Mo.

Small Stations

Ben B. Sanders
KICD, Spencer, Iowa
Robert T. Mason
WMRN, Marion, O.

FM Stations

Richard H. Mason
WPTF-FM, Raleigh, N. Car.
Fred Rabell
KITT, San Diego, Calif.

Network

Mortimer Weinbach
ABC Radio, New York, N. Y.
Arthur Hull Hayes
CBS-Radio, New York

Robert F. Hurleigh
MBS, New York, N. Y.
P. A. Sugg
NBC-Radio, New York, N. Y.

TELEVISION BOARD OF DIRECTORS

W. D. Rogers, Jr.
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* Dwight W. Martin
WAFB-TV, Baton Rouge, La.

Campbell Arnoux
WTAR-TV, Norfolk, Va.

Henry B. Clay
KTHV, Little Rock, Ark.

Joseph C. Drilling
KJEO-TV, Fresno, Calif.

C. Clair R. McCollough
WGAL-TV, Lancaster, Pa.

C. Wrede Petersmeyer
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WMT-TV, Cedar Rapids, Ia.

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Willard E. Walbridge
KTRK-TV, Houston, Tex.

Network

Alfred Beckman
ABC-TV, New York

William B. Lodge
CBS-TV, New York

David C. Adams
NBC-TV, New York

(**) Chairman, Television Board
(***) Chairman, Joint Board

Subscribers to the NAB Television Code



In addition to the three major networks, the following 391 stations and film affiliates are subscribers to the NAB TV Code and authorized to use the Seal of Good Practice. Stations are listed alphabetically according to call letters.

WABC-TV—New York, N. Y.
WABI-TV—Bangor, Maine
WAFB-TV—Baton Rouge, Louisiana
WAGA-TV—Atlanta, Georgia
WAGM-TV—Presque Isle, Maine
WAKR-TV—Akron, Ohio
WALA-TV—Mobile, Alabama
WALB-TV—Albany, Georgia
WANE-TV—Fort Wayne, Indiana
WAPI-TV—Birmingham, Alabama
WAST-TV—Albany, New York
WATE-TV—Knoxville, Tennessee
WAVE-TV—Louisville, Kentucky
WAVY-TV—Norfolk-Portsmouth, Virginia
WBAL-TV—Baltimore, Maryland
WBAP-TV—Fort Worth, Texas
WBAY-TV—Green Bay, Wisconsin
WBBM-TV—Chicago, Illinois
WBEN-TV—Buffalo, New York
WBIR-TV—Knoxville, Tennessee
WBKB-TV—Chicago, Illinois
WBNS-TV—Columbus, Ohio
WBRC-TV—Birmingham, Alabama
WBRZ-TV—Baton Rouge, Louisiana
WBTB-TV—Charlotte, North Carolina
WBTW-TV—Florence, South Carolina
WBZ-TV—Boston, Massachusetts
WCAU-TV—Philadelphia, Pennsylvania
WCAX-TV—Burlington, Vermont
WCBS-TV—New York, N. Y.
WCCA-TV—Columbia, South Carolina
WCCO-TV—Minneapolis, Minnesota
WCDC-TV—Adams, Massachusetts
WCIA-TV—Champaign, Illinois
WCKT-TV—Miami, Florida
WCNY-TV—Watertown, New York
WCPO-TV—Cincinnati, Ohio
WCSC-TV—Charleston, South Carolina
WCSH-TV—Portland, Maine
WCTV-TV—Tallahassee, Florida
WCYB-TV—Bristol, Virginia
WDAF-TV—Kansas City, Missouri
WDAU-TV—Scranton, Pennsylvania
WDAY-TV—Fargo, North Dakota
WDBJ-TV—Roanoke, Virginia
WDBO-TV—Orlando, Florida
WDEF-TV—Chattanooga, Tennessee
WDSM-TV—Duluth, Minnesota
WDSU-TV—New Orleans, Louisiana
WEAU-TV—East Claire, Wisconsin
WEBC-TV—Peoria, Illinois
WEHT-TV—Evansville, Kentucky
WESH-TV—Daytona Beach, Florida
WFWB-TV—Cleveland, Ohio

WFAA-TV—Dallas, Texas
WFBC-TV—Greenville, South Carolina
WFBG-TV—Altoona, Pennsylvania
WFBM-TV—Indianapolis, Indiana
WFGA-TV—Jacksonville, Florida
WFIE-TV—Evansville, Indiana
WFIL-TV—Philadelphia, Pennsylvania
WFLA-TV—Tampa, Florida
WFMJ-TV—Youngstown, Ohio
WFMY-TV—Greensboro, North Carolina
WFRV-TV—Green Bay, Wisconsin
WGAL-TV—Lancaster, Pennsylvania
WGAN-TV—Portland, Maine
WGEM-TV—Quincy, Illinois
WGN-TV—Chicago, Illinois
WGR-TV—Buffalo, New York
WHAS-TV—Louisville, Kentucky
WHBF-TV—Rock Island, Illinois
WHDH-TV—Boston, Massachusetts
WHEC-TV—Rochester, New York
WHEN-TV—Syracuse, New York
WHIO-TV—Dayton, Ohio
WHIS-TV—Bluefield, West Virginia
WHIZ-TV—Zanesville, Ohio
WHNB-TV—New Britain, Connecticut
WHO-TV—Des Moines, Iowa
WHTN-TV—Huntington, West Virginia
WIBW-TV—Topeka, Kansas
WIIO-TV—Pittsburgh, Pennsylvania
WIMA-TV—Lima, Ohio
WINK-TV—Ft. Myers, Florida
WINR-TV—Binghamton, New York
WIS-TV—Columbia, South Carolina
WISC-TV—Madison, Wisconsin
WISE-TV—Asheville, No. Carolina
WISH-TV—Indianapolis, Indiana
WISN-TV—Milwaukee, Wisconsin
WITF-TV—Milwaukee, Wisconsin
WJAC-TV—Johnstown, Pennsylvania
WJAR-TV—Providence, Rhode Island
WJBK-TV—Detroit, Michigan
WJHB-TV—Panama City, Florida
WJIM-TV—Lansing, Michigan
WJRT-TV—Flint, Michigan
WJTV-TV—Jackson, Mississippi
WJW-TV—Cleveland, Ohio
WJXT-TV—Jacksonville, Florida
WJZ-TV—Baltimore, Maryland
WKBN-TV—Youngstown, Ohio
WKBT-TV—La Crosse, Wisconsin
WKBW-TV—Buffalo, New York
WKJC-TV—Fort Wayne, Indiana
WKNX-TV—Saginaw, Michigan
WRCR-TV—Cincinnati, Ohio

WKRQ-TV—Mobile, Alabama
WKST-TV—Youngstown, Ohio
WKTV—Utica, New York
WKY-TV—Oklahoma City, Oklahoma
WKYT—Lexington, Kentucky
WKZO-TV—Kalamazoo, Michigan
WLAC-TV—Nashville, Tennessee
WLBT—Jackson, Mississippi
WLBS-TV—Bangor, Maine
WLOF-TV—Orlando, Florida
WLOS-TV—Asheville, North Carolina
WLVA-TV—Lynchburg, Virginia
WLW-A—Atlanta, Georgia
WLW-C—Columbus, Ohio
WLW-D—Dayton, Ohio
WLW-I—Indianapolis, Indiana
WLW-T—Cincinnati, Ohio
WLYE-TV—Lebanon, Pennsylvania
WMAE-TV—Washington, D. C.
WMAR-TV—Baltimore, Maryland
WMAZ-TV—Macon, Georgia
WMBD-TV—Peoria, Illinois
WMCT—Memphis, Tennessee
WMT-TV—Cedar Rapids, Iowa
WMTV—Madison, Wisconsin
WMTW-TV—Poland Spring, Maine
WNBC-TV—New York, New York
WNBZ-TV—Binghamton, New York
WNBQ—Chicago, Illinois
WNCT—Greenville, North Carolina
WNDU-TV—South Bend, Indiana
WNEM-TV—Bay City, Michigan
WNEP-TV—Scranton, Pennsylvania
WNHC-TV—New Haven, Connecticut
WOAI-TV—San Antonio, Texas
WOAY-TV—Oakhill, West Virginia
WOC-TV—Davenport, Iowa
WOI-TV—Ames, Iowa
WOOD-TV—Grand Rapids, Michigan
WOW-TV—Omaha, Nebraska
WPBN-TV—Traverse City, Michigan
WPIX—New York, N. Y.
WPRO-TV—Providence, Rhode Island
WPSD-TV—Paducah, Kentucky
WPTV—Palm Beach, Florida
WRAL-TV—Raleigh, North Carolina
WRBL-TV—Columbus, Georgia
WRC-TV—Washington, D. C.
WRCV-TV—Philadelphia, Pennsylvania
WREC-TV—Memphis, Tennessee
WREX-TV—Rockford, Illinois
WRGB—Schenectady, New York
WROC-TV—Rochester, New York
WRVA-TV—Richmond, Virginia
WSAU-TV—Wausau, Wisconsin
WSAZ-TV—Huntington, West Virginia
WSB-TV—Atlanta, Georgia
WSBT-TV—South Bend, Indiana
WSFA-TV—Montgomery, Alabama
WSIX-TV—Nashville, Tenn.
WSJS-TV—Winston-Salem, North Carolina
WSJV—Elkhart, Indiana
WSLS-TV—Roanoke, Virginia
WSM-TV—Nashville, Tennessee
WSOC-TV—Charlotte, North Carolina
WSPA-TV—Spartanburg, South Carolina
WSPD-TV—Toledo, Ohio
WSUN-TV—St. Petersburg, Florida
WSVA-TV—Harrisonburg, Virginia
WSYE-TV—Elmira, New York
WSYR-TV—Syracuse, New York
WTAE—Pittsburgh, Pennsylvania
WTAP—Parkersburg, West Virginia
WTAR-TV—Norfolk, Virginia
WTCN-TV—Minneapolis, Minnesota
W-TEN—Albany, New York
WTHI-TV—Terre Haute, Indiana
WTIC-TV—Hartford, Connecticut
WTMJ-TV—Milwaukee, Wisconsin
WTOC-TV—Savannah, Georgia
WTOK-TV—Meridian, Mississippi
WTOL-TV—Toledo, Ohio
WTOM-TV—Cheboygan, Michigan
WTOP-TV—Washington, D. C.
WTPA—Harrisburg, Pennsylvania
WTRF-TV—Wheeling, West Virginia
WTVG—Chattanooga, Tennessee
WTVB—Durham, North Carolina
WTVJ—Miami, Florida
WTVM—Columbus, Georgia
WTVN-TV—Columbus, Ohio
WTVT—Tampa, Florida
WTVW—Evansville, Indiana
WUSN-TV—Charleston, South Carolina
WVEC-TV—Norfolk-Hampton, Virginia
WVET-TV—Rochester, New York
WVUE—New Orleans, Louisiana
WWJ-TV—Detroit, Michigan
WWL-TV—New Orleans, Louisiana
WWTW—Cadillac, Michigan
WXEX-TV—Richmond-Petersburg, Virginia
WXYZ-TV—Detroit, Michigan
KABC-TV—Los Angeles, California
KAKE-TV—Wichita, Kansas
KALB-TV—Alexandria, Louisiana
KARK-TV—Little Rock, Arkansas
KATV—Little Rock, Arkansas
KAYS-TV—Hays, Kansas
KBAK-TV—Bakersfield, California
KBAS-TV—Ephrata, Washington
KBES-TV—Medford, Oregon
KBOI-TV—Boise, Idaho
KBTW—Denver, Colorado
KCBD-TV—Lubbock, Texas
KCCN-TV—Temple, Texas
KCMO-TV—Kansas City, Missouri
KCMT—Alexandria, Minnesota
KCOF—Los Angeles, California
KCPX—Salt Lake City, Utah
KCRA-TV—Sacramento, California
KCRG-TV—Cedar Rapids, Iowa
KCSJ-TV—Pueblo, Colorado
KCTV—San Angelo, Texas
KDAL-TV—Duluth, Minnesota
KDIX-TV—Dickinson, North Dakota
KDKA-TV—Pittsburgh, Pennsylvania
KDUB-TV—Lubbock, Texas
KDUH-TV—Hay Springs, Nebraska
KEJY-TV—Big Spring, Texas
KELO-TV—Sioux Falls, South Dakota
KDLO-TV—Sioux Falls, South Dakota*
KPLO-TV—Sioux Falls, South Dakota*
 * (Satellites of KLEO-TV)
KENS-TV—San Antonio, Texas
KEPR-TV—Pasco, Washington
KERO-TV—Bakersfield, California
KETV—Omaha, Nebraska
KEYC-TV—Mankato, Minnesota
KEY-T—Santa Barbara, California
KEZI-TV—Eugene, Oregon
KFBC-TV—Cheyenne, Wyoming
KFDA-TV—Amarillo, Texas
KFDM-TV—Beaumont, Texas
KFDX-TV—Wichita Falls, Texas
KFMB-TV—San Diego, California
KFRE-TV—Fresno, California
KFVS-TV—Cape Girardeau, Missouri
KFYR-TV—Bismarck, North Dakota
KGBT-TV—Harlingen, Texas
KGGM-TV—Albuquerque, New Mexico
KGHL-TV—Billings, Montana
KGLO-TV—Mason City, Iowa
KGMB-TV—Honolulu, Hawaii
KGNC-TV—Amarillo, Texas
KGO-TV—San Francisco, California
KGUN-TV—Tucson, Arizona
KGW-TV—Portland, Oregon
KHAS-TV—Hastings, Nebraska
KHBC—Hilo, Hawaii
KHOL-TV—Kearney, Nebraska
KHOU-TV—Houston, Texas
KHPL-TV—Hayes Center, Nebraska
KHQ-TV—Spokane, Washington
KHQA-TV—Hannibal, Missouri
KHSL-TV—Chico, California
KHVH-TV—Honolulu, Hawaii
KID-TV—Idaho Falls, Idaho
KIEM-TV—Eureka, California
KIMA-TV—Yakima, Washington
KING-TV—Seattle, Washington
KIRO-TV—Seattle, Washington
KIVA—Yuma, Arizona

(Continued on Next Page)

NAB TELEVISION CODE SUBSCRIBERS

(Continued from Previous Page)

KJEO—Fresno, California
 KKTV—Colorado Springs, Colorado
 KLEW-TV—Lewiston, Idaho
 KLFY-TV—Lafayette, Louisiana
 KLIX-TV—Twin Falls, Idaho
 KLTW—Tyler, Texas
 KLZ-TV—Denver, Colorado
 KMAU-TV—Wailuku, Hawaii
 KMED-TV—Medford, Oregon
 KMID-TV—Midland, Texas
 KMJ-TV—Fresno, California
 KMMT—Austin, Minnesota
 KMOT—Minot, North Dakota
 KMOX-TV—St. Louis, Missouri
 KMSO-TV—Missoula, Montana
 KMTV—Omaha, Nebraska
 KNDO-TV—Yakima, Washington
 KNOE-TV—Monroe, Louisiana
 KNTV—San Jose, California
 KNXT—Los Angeles, California
 KOA-TV—Denver, Colorado
 KOAM-TV—Pittsburg, Kansas
 KOB-TV—Albuquerque, New Mexico
 KOGO-TV—San Diego, California
 KOIN-TV—Portland, Oregon
 KOLD-TV—Tucson, Arizona
 KOLN-TV—Lincoln, Nebraska
 KOMO-TV—Seattle, Washington
 KOMU-TV—Columbia, Missouri
 KONO-TV—San Antonio, Texas
 KOOL-TV—Phoenix, Arizona
 KORN-TV—Mitchell, So. Dakota
 KOSA-TV—Odessa, Texas
 KOTA-TV—Rapid City, South Dakota
 KOTT—Klamath Falls, Oregon
 KOTV—Tulsa, Oklahoma
 KPAR-TV—Abilene-Sweetwater, Texas
 KPHO-TV—Phoenix, Arizona
 KPIC—Roseburg, Oregon
 KPIX—San Francisco, California
 KPLC-TV—Lake Charles, Louisiana
 KPRC-TV—Houston, Texas
 KPVT—Portland, Oregon
 KRBC-TV—Abilene, Texas
 KRCA—Los Angeles, California
 KRDO-TV—Colorado Springs, Colorado
 KREM-TV—Spokane, Washington
 KREX-TV—Grand Junction, Colorado
 KREY-TV—Montrose, Colorado
 KRGV-TV—Westaco, Texas
 KRIS-TV—Corpus Christi, Texas
 KRLD-TV—Dallas, Texas
 KRNT-TV—Des Moines, Iowa
 KROC-TV—Rochester, Minnesota
 KROD-TV—El Paso, Texas
 KRON-TV—San Francisco, California
 KSBW-TV—Salinas, California
 KSBY-TV—San Luis Obispo, California
 KSD-TV—St. Louis, Missouri
 KSL-TV—Salt Lake City, Utah

KSLA-TV—Shreveport, Louisiana
 KSOO-TV—Sioux Falls, South Dakota
 KSTP-TV—Scottsbluff, Nebraska
 KSTP-TV—Minneapolis, Minnesota
 KSWO-TV—Lawton, Oklahoma
 KSWV-TV—Roswell, New Mexico
 KSYD-TV—Wichita Falls, Texas
 KTAZ-TV—Phoenix, Arizona
 KTBC-TV—Austin, Texas
 KTBS-TV—Shreveport, Louisiana
 KTHV—Little Rock, Arkansas
 KTIW—Sioux City, Iowa
 KTLA—Los Angeles, California
 KTNT-TV—Tacoma, Washington
 KTRE-TV—Lufkin, Texas
 KTRK-TV—Houston, Texas
 KTSM-TV—El Paso, Texas
 KTSB-TV—Springfield, Missouri
 KTTV—Los Angeles, California
 KTUL-TV—Tulsa, Oklahoma
 KTVB-TV—Anchorage, Alaska
 KTVB—Boise, Idaho
 KTVI—El Dorado, Arkansas
 KTVH—Wichita, Kansas
 KTVI—St. Louis, Missouri
 KTVK—Phoenix, Arizona
 KTVQ—Ottumwa, Iowa
 KTVT—Ft. Worth, Texas
 KTVU—Oakland, California
 KTVO-TV—Casper, Wyoming
 KTMV-TV—Williston, North Dakota
 KTVV—Salt Lake City, Utah
 KVAL-TV—Eugene, Oregon
 KVER—Clovis, New Mexico
 KVTI-TV—Amarillo, Texas
 KVKM-TV—Monahans, Texas
 KVOA-TV—Tucson, Arizona
 KVOO-TV—Tulsa, Oklahoma
 KVOX-TV—Bellingham, Washington
 KVTY—Sioux City, Iowa
 KWTY—Oklahoma City, Oklahoma
 KWWL-TV—Waterloo, Iowa
 KXAB-TV—Aberdeen, So. Dakota
 KXGO—Fargo, North Dakota
 KXJB-TV—Valley City, North Dakota
 KXLY-TV—Spokane, Washington
 KXMB-TV—Bismarck, No. Dakota
 KXMC-TV—Minot, No. Dakota
 KXTV—Sacramento, California
 KYTV—Springfield, Missouri
 KYW-TV—Cleveland, Ohio
 KZTV—Corpus Christi, Texas

Number of Code Stations.....	391
Number of Networks.....	3
TOTAL.....	394
Number of Code Film Affiliates.....	22
GRAND TOTAL.....	416

Members of the Alliance of Television Film Producers, Inc.

Ben Fox Productions, Inc.
 440 North Kenter
 Los Angeles 49, Calif.
 Brennan-Westgate Productions
 151 El Camino Drive
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 Filmaster, Inc.
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 Flying A Pictures, Inc.
 10000 Riverside Drive
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Four Star Television
 4030 Radford Ave.
 N. Hollywood, Calif.
 Gallu Productions, Inc.
 1040 N. Las Palmas Ave.
 Hollywood 38, Calif.
 Harmon Productions, Inc.
 6363 Wilshire Blvd.
 Los Angeles 48, Calif.
 Jack Chertok Television Inc.
 3900 Lankershim Blvd.
 Universal City, Calif.
 Jack Wrather Organization
 270 N. Canon Drive
 Beverly Hills, Calif.
 Mark VII, Ltd.
 4024 Radford Ave.
 N. Hollywood, Calif.

Marterto Enterprises, Inc.
 151 El Camino Drive
 Beverly Hills, Calif.
 Mayberry Enterprises
 151 El Camino Drive
 Beverly Hills, Calif.
 Overland Productions, Inc.
 Revue Studios
 Universal City, Calif.
 Revue Studios
 Universal City, Calif.
 Wyatt Earp Enterprises, Inc.
 151 El Camino Drive
 Beverly Hills, Calif.
 Ziv-United Artists, Inc.
 7324 Santa Monica Blvd.
 Hollywood 46, Calif.

Independent Producers

CBS Films, Inc.
 485 Madison Ave.
 New York 22, N. Y.

Kiplinger Washington
 Editors, Inc.
 1729 H St., N.W.
 Washington 26, D. C.

NBC Films Inc.
 30 Rockefeller Plaza
 New York, N. Y.

Screen Gems
 711 Fifth Ave.
 New York 22, N. Y.

Estimated Expenditures of Spot Television Advertisers by Product Classification

— GROSS TIME COSTS ONLY —

4th QUARTER 1961

	1960	1961	% Change
Agriculture	\$ 311,000	\$ 244,000	- 21.5
Ale, Beer & Wine.....	11,727,000	12,866,000	+ 9.7
Amusements, Entertainment	425,000	430,000	+ 1.2
Automotive	5,139,000	4,484,000	- 12.7
Building Material, Equipment, Fixtures, Paints	404,000	542,000	+ 34.2
Clothing, Furnishings, Accessories.....	3,533,000	2,680,000	- 24.1
Confections & Soft Drinks.....	9,968,000	11,007,000	+ 10.4
Consumer Services	5,300,000	5,162,000	- 2.6
Cosmetics & Toiletries.....	13,849,000	17,383,000	+ 25.5
Dental Products	3,549,000	4,071,000	+ 14.7
Drug Products	15,074,000	15,799,000	+ 4.8
Food & Grocery Products.....	46,630,000	49,972,000	+ 7.2
Garden Supplies & Equipment.....	37,000	76,000	+105.4
Gasoline & Lubricants.....	6,356,000	5,741,000	- 9.7
Hotels, Resorts, Restaurants.....	198,000	68,000	- 65.7
Household Cleaners, Cleansers, Polishes, Waxes	5,481,000	4,109,000	- 25.0
Household Equipment — Appliances.....	2,088,000	1,667,000	- 20.2
Household Furnishings	494,000	611,000	+ 23.7
Household Laundry Products.....	10,575,000	13,253,000	+ 25.3
Household Paper Products.....	1,529,000	2,495,000	+ 63.2
Household, General	1,077,000	1,308,000	+ 21.4
Notions	32,000	16,000	- 50.0
Pet Products	1,772,000	2,601,000	+ 46.8
Publications	702,000	508,000	- 27.6
Sporting Goods, Bicycles, Toys.....	3,732,000	8,255,000	+121.2
Stationery, Office Equipment	54,000	83,000	+ 53.7
Television, Radio, Phonograph, Musical Instruments	341,000	308,000	- 9.7
Tobacco Products & Supplies.....	8,457,000	7,586,000	- 10.3
Transportation & Travel.....	832,000	1,180,000	+ 41.8
Watches, Jewelry, Cameras.....	1,692,000	1,399,000	- 17.3
Miscellaneous	1,702,000	1,923,000	+ 13.0

(Source: TVB-Rorabach)

Network Television Gross Time Billings

January-December 1961

	December			January-December		
	1960	1961	Percent Change	1960	1961	Percent Change
ABC-TV ...	\$14,788,070	\$16,752,900	+12.1	\$158,591,010	\$190,615,140	+20.2
CBS-TV ...	23,205,750	27,813,690	+19.9	274,139,763	280,599,084	+ 2.4
NBC-TV ...	22,691,002	25,206,519	+11.1	249,640,296	277,659,264	+11.2
Total ...	\$60,684,822	\$69,593,109	+14.7	\$682,371,069	\$748,873,488	+ 9.7

Month By Month — 1961

	ABC	CBS	NBC	Total
January	\$15,898,310	\$22,894,855	\$23,031,118	\$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,845,630	59,865,831
July	14,296,970	21,988,688	21,860,668	58,146,326
August	14,484,650	21,446,651	22,472,613	58,403,914
September	15,258,660	22,524,732	20,600,315	58,383,707
October	17,646,030	27,477,605	25,426,861	70,550,496
November	17,719,890	26,408,191	25,827,079	69,955,160
December	16,572,900	27,813,690	25,206,519	69,593,109

By Day Parts

	December			January-December		
	1960	1961	Percent Change	1960	1961	Percent Change
Daytime ...	\$19,990,928	\$23,322,147	+16.7	\$210,883,356	\$248,781,844	+18.0
Mon.-Fri. ..	15,671,404	17,973,830	+14.7	173,257,209	206,576,244	+19.2
Sat.-Sun. ...	4,319,524	5,348,317	+23.8	37,626,147	42,205,600	+12.2
Nighttime ..	40,693,894	46,270,962	+13.7	471,487,713	500,091,644	+ 6.1
Total	\$60,684,822	\$69,593,109	+14.7	\$682,371,069	\$748,873,488	+ 9.7

Source: TVB/LNA-BAR.

TELEVISION

**TELEVISION
NETWORKS**

.....
**EXECUTIVE PERSONNEL
BIOGRAPHIES
NETWORK MAPS
OWNED & OPERATED
& AFFILIATED STATIONS**

YEARBOOK

1962

Silver Anniversary

TELEVISION PROGRAMMING

A Constant Search for New & Better Concepts

By THOMAS W. MOORE, Vice President in Charge
ABC Television Network

ONE area of industry which has received more and more attention from companies over the past few years has been research and development. Manufacturers know that product planning and improvement lead to company progress. Product planning and improvement is as important in broadcasting as it is in manufacturing.

Our research and development is a continuing endeavor which results in pilots and formats for new entertainment concepts. The money invested in this programming area represents a major expenditure in the millions.

And it is well worth it. Programming is our basic product.

There are many factors that advertisers look for in selecting programs and networks. They have many and diverse needs to fill in their selling efforts.

A network has the essential task of seeking the interest of its primary customer—the viewers—and that is with appealing programming, of all kinds, that will strike a responsive chord. It is in the search for this responsive chord that new forms of television are created.

"The Flintstones" opened up a new type of programming; animated situation comedy with a built-in appeal to adults as well as to youngsters. Extensive preparation produced "The Flintstones" and gave it success.

Without a doubt the programming sensation of the 1961-62 television season has been ABC-TV's "Ben Casey," a truly powerful dramatic



series. "Ben Casey" is not "just another television series." It is, in a very real way, a dramatic anthology within a basic frame of reference. It has drama, humor, sympathy and action. But above all it has style. A continuing dramatic style that came, again, out of creative planning.

I believe that next season, "Going My Way," starring Gene Kelly, should be among the other successful shows founded on similarly creative planning.

Just as there are many kinds of cigarettes, automobiles, and detergents, with marked differences, there are different kinds of programs. And research and development is not limited to entertainment programming.

Some of the most creative work in news and public affairs programming is now being done by Jim Hagerty and his ABC-TV staff.

Howard K. Smith's Wednesday night program of commentary and analysis, the Sunday afternoon "Adlai Stevenson Reports," the "Bell & Howell Close-Up!" series of outstanding documentaries and the four daily ABC-TV news programs are prime examples of penetrating television programming that is the result of active minds always looking for better ways to serve the television public.

Some believe that television's "millennium" occurred years ago. They should observe more carefully. Television is progressing. It has made the American people a better informed people.

It has not only increased their knowledge, it has made them vitally aware of the world they live in.

ABC Television Network

THOMAS W. MOORE

ABC Vice President in Charge of TV Network

Joining the American Broadcasting Company in November, 1957 as Vice President in Charge of Sales, Mr. Moore made the unusual shift from sales to Vice President in Charge of TV Programming only four months later. He assumed his present position in March of this year. He came to the American Broadcasting Company from the Columbia Broadcasting System where he was General Sales Manager of CBS-TV Film Sales. Mr. Moore joined CBS Films in 1950 as an Account Executive. Born in Meridian, Mississippi, Mr. Moore attended Mississippi State College and the University of Missouri, from which he received a bachelor's degree in journalism in 1939.



JAMES C. HAGERTY

Vice President in Charge of News, Special Events and Public Affairs



News Secretary to former President Eisenhower during his administration, James Hagerty took over the top ABC news job on January 23 of last year, three days after leaving the White House. A top news reporter for the New York Times from 1934 to 1943, Mr. Hagerty became former New York Governor Thomas Dewey's Press Secretary in 1943. In 1952 he took leave from his New York State position to work with General Eisenhower, then became his News Secretary when Eisenhower was elected President.

GIRAUD CHESTER

ABC Vice President in Charge of TV Daytime Programming

Former Director of New Program Development with Ted Bates & Company, Mr. Chester joined the American Broadcasting Company Television Network in 1958. Previously, he had been head of Daytime Programming for the National Broadcasting Company Television Network since 1954. Mr. Chester is the author of several books including the college text, "Television and Radio," and was the winner of a Ford Foundation fellowship.



Isn't life wonderful? There's so much to see,

to explore,

Meet the Professor, Expedition!, Evening News Report, Midday News Report, American Newsstand, News Final, Howard K. Smith—News and Comment

to think about,

any Bell & Howell Close-Up! ("Heresy in Red," "Behind the Wall," "Walk in My Shoes"), Adlai Stevenson Reports, Directions '62, Issues and Answers, Editor's Choice

to thrill to,

Alcoa Premiere, Naked City, The Untouchables, SurfSide 6, Follow the Sun, Ben Casey, Target: The Corruptors, Lawman, The Cheyenne Show, Hawaiian Eye, 77 Sunset Strip, Straightaway, Rifleman, The New Breed, The Law and Mr. Jones, Hollywood Special

to chuckle over,

The Real McCoys, My Three Sons, Bugs Bunny, Bachelor Father,
The Flintstones, Top Cat, Ozzie & Harriet, The Donna Reed Show,
Margie, Matty's Funnies With Beany and Cecil,
Leave It To Beaver, The Hathaways, Room For One More

to cheer to,

AFL Football Games, Make That Spare, NCAA Football Games,
All-Pro Scoreboard, The Fight of the Week, Wide World of Sports,
Professional Bowlers' Tour, Orange Bowl Game

to tap your toe to,

The Lawrence Welk Show, American Bandstand, Yours for a Song

to nudge your neighbor because of,

ABC Television

Programming

Theodore H. Fetter V.P. & Program Director
 Giraud Chester V.P. in Charge of
 Daytime Programs
 Daniel Melnick V.P. in chg. Pgs. Deve.
 Theodore Lyman Mgr. Anncg. Div.
 Armund Grant Dir. Daytime Progs.
 Charles H. Barris Mgr. Daytime Prog.
 John B. Green Exec. Producer
 Frederick P. Laffey Program Service Mgr.
 Leonard Maskin Admin. & Budget Manager
 Julian Bercovici Exec. Producer
 Robert Rafelson Mgr. Prog. Devel.
 George Patrick Mgr. Daytime Prog. Serv.

News, Special Events & Public Affairs

James C. Hagerty V.P. in Chg.
 Thomas Velotta V.P. for Special Projects
 Donald G. Coe Dir. of Special Events and Ops.
 Wiley Hance Mgr. of Public Affairs
 John Madigan Dir. of News & Pub. Aff.
 John Secondari Producer, Sp. Projects
 William McSherry Nat'l. News Editor-TV
 Jules Bergman Science Editor
 Robert C. Lang Assoc. to V.P. in Chg.
 Thomas O'Brien Nat'l News Editor-AM
 Sidney Darion Producer of News Pgms.
 Frank La Tourette Producer of News Pgms.
 Jack Powers Dir. of News & Sp. Events, WABC

Press Information

Michael J. Foster Vice-President in Charge
 Stephen Strassberg Director of Press Information
 Sidney R. Mesibov Dir. of Spec. Exploit. Proj.
 Catharine Lynch Librarian
 Philip Bernstein Asst. Dir.
 Ellen MacKinnon Superv. Audience Info.
 George Hoover Trade News Editor
 Richard Sarno Photo Editor
 Mari Yanofsky Magazine Editor

Continuity Acceptance

Grace Johnsen Director

Advertising

Dean Linger Dir. of Advertising

Sales

Edgar J. Scherick V.P. in Charge
 Slocum Chapin V.P., West Div. TV-Net Sales
 Henry T. Hede V.P. Admin. Sls. Mgr.
 Charles Ayres V.P. in Chg. Eastern Sls.
 Edward Bleier V.P. in Chg. Daytime Sales
 Lormis Irish Dir. of Sales Service

Owned & Operated Stations

Stephen Riddleberger V.P. & Pres. AM
 O&O Stas.
 Theodore F. Shaker Pres. of TV O&O Stas.

On-the-Air Promotion

Jerome Bredouire Director
 Adolph Seton Manager

**Affiliated Stations, Station Relations,
 Station Clearance**

Robert Coe V.P. in Chg. TV Sta. Rel.
 Ralph S. Hatcher Mgr., Station Rel.
 Donald S. Shaw Jr., Director of Station Clearance
 Joseph Giaquinto Manager Station Clearance

Research and Sales Development

Frederick Pierce Director Research
 Bert Briller V.P. in Chg. TV Sales Develop.
 Henry Levinson Mgr. of Sales Development

ABC International Television, Inc.

Donald W. Coyle President
 James T. Larkin Mgr., Sta. Devel.
 Wally McGough Dir. Sta. Operations
 Charles Dwyer Sales Manager

ABC Films, Inc.

1501 Broadway

Henry G. Plitt President
 Howard Anderson V.P. in Chg. Sales, Chicago
 Harold Klein V.P., Business Affairs
 Gilbert Cohen Film Supervisor
 Raymond Fox Controller
 Irving Paley Advertising & Prom. Director

ABC-Paramount Records, Inc.

1501 Broadway

Samuel Clark President
 David Berger N. Y. Promo. Dir.
 Romeo Fabrizio Prod. Mgr.
 Sidney Feller Artist & Rep. Dir.
 Irwin Gair Radio & TV Promo.
 Albert Genovese Accountant
 Natt Hale Dir. of Nat'l Publ.
 Raymond Kissel Chg. of Stereo Prod.
 Harry Levine Chg. of Artist Booking Bur., Inc.
 Larry Lervton Nat'l Sales Mgr.
 Allan Parker Dir. of Album Sales

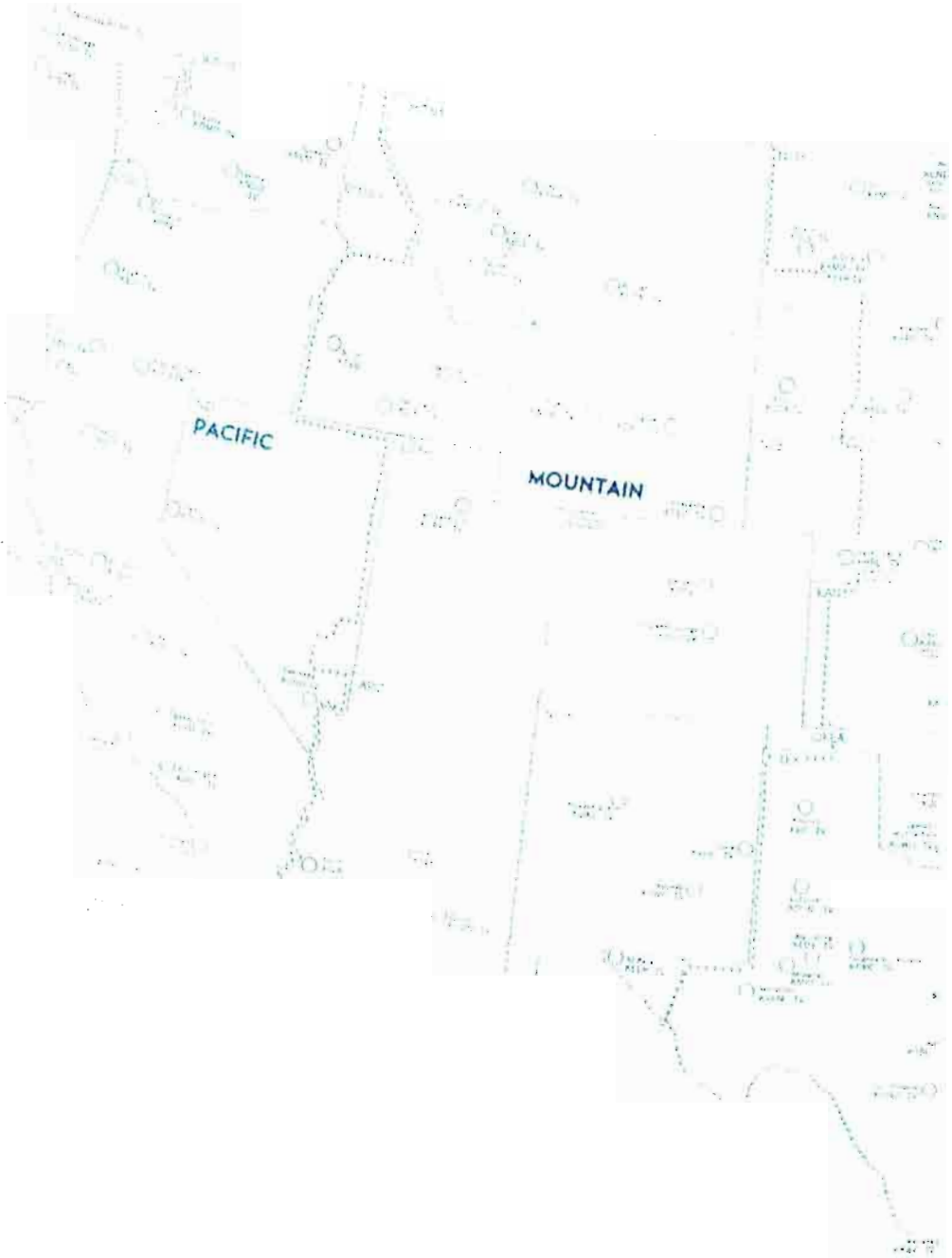
ABC-TV National Station Sales, Inc.

James E. Conley Exec. V.P. & Gen. Mgr.
 Robert T. Goldman Treasurer
 Walter Stein Research & Promo. Mgr.
 Harrison E. Mulford East. Sales Mgr.
 D. Thomas Miller V.P., Central Div. Chicago
 John McElfresh Chicago Sales Mgr.
 Richard Beesemyer Los Angeles Sales Mgr.
 James Osborn San Francisco Sales Mgr.
 William J. Hendricks Detroit Sales Mgr.

CHICAGO (WBKB)

360 N. Michigan Ave., Chicago Ill.

Sterling C. Quinlan V.P. in Chg. & Gen. Mgr.
 William C. Gillogy V.P. in Chg. TV Net Sales
 James Asher Dir. Pub. & Prom.
 Ralph Andrews Film Director
 Manuel Fingerhut Controller
 William P. Kusack Manager of Eng. Dept.
 Rex Maupin Dir. of Music for WBKB & ABC C. D.
 Con O'Dea Superv. WBKB News & Sp. Events
 Daniel Schuffman Program Manager, WBKB
 (Continued on Page 728)



ABC TELEVISION NETWORK

(Continued from Page 725)

Robert F. Adams..... Dir. of Sales, WBKB
John Zebell..... Mgr. Sls. Svc. TV Net. C.D.
Marcella Braun..... Continuity Dir.
John Fitzpatrick..... Prod. Mgr. WBKB-TV

DETROIT (WXYZ)

20777 West Ten Mile Rd.
Detroit 41, Mich.

John Pival..... President, Gen. Mgr.
Elizabeth Ashton..... Traffic Manager
Harold Christian..... V. P., in Charge of
Merchandising & Research
Ralph Dawson..... Mgr. Tape Comm. Dept.
Kent Fredericks..... TV Nat'l Sales Mgr.
John Fisher..... Prom. & Publ. Mgr.
Earl Moore..... Business Mgr.
Jan Coil..... Sales Service Mgr.
Kenneth Sims..... Film Director
Richard Femmel..... News Director
Charles Kocher..... Chief Engineer
John Reynolds..... Controller
Peter Strand..... Program Mgr.

HOLLYWOOD (KABC-TV)

ABC Television Center
Hollywood 27, Calif.

James G. Riddell... Vice-President, Western Div.
J. Clifford Anderson... Director of Special Servs.
Jack Brembeck..... Manager, Pub., Promo.
Dorothy L. Brown... Continuity Acceptance Editor,
Western Division
Milt Fishman..... Dir. Radio-TV News
Rowe S. Giesen..... Mgr. TV Net Prgs.
Robert Bagley..... Mgr. Adv. & Promo., TV Net
Bert Nodella..... Dir., Pgm. Dev., TV Net
Theodore Grenier... Chief Eng., West Div.
Vincent Francis... TC & Regional TV Network
Sales Mgr., W. D.
Arthur Harvey... Dir. Labor Rel. & Bus. Affairs
Courtney McLeod... Regional Mgr., TV Sta. Rel.
Norma T. Olsen... Director TV Program Opera.
Hugh Hole..... ABC Co-Ord TV Network Pgs.
Donald Kraatz..... ABC Co-Ord TV Network
Richard Loeb..... Mgr. Program Serv. TV Network
Richard O'Leary... Sales Mgr. KABC-TV
Louis Sanman..... Mgr. Program Prod. Services
Robert Trachinger... Mgr. TV Eng. Opera.
James Washburn... TV Net Prog. Prod. Co-Ord.
James Patterson... Program Dir. KABC-TV
John Mills..... Production Mgr. KABC-TV
Frank G. Ralston, Jr... Network Film Dept. Dir.
Elton Rule..... V.P. Gen.-Mgr. KABC-TV
Florence T. Schiro... Personnel Director
John C. Wagner... Controller, Western Division
Elliott Henry..... Dir. of TV Net. Press Info.
Western Division

Sanford Cummings..... V.P. Net. Prog. Dept.
Mitchell L. Gamson..... ABC Coordinator-
Warner Bros. TV
Howard H. Lipstone... Mgr. Film Dept. KABC-TV
Norman Sloane..... Business Mgr. KABC-TV

SAN FRANCISCO (KGO)

277 Golden Gate Ave.
San Francisco, Calif.

Seymour Horowitz..... Program Mgr., TV
George Rodman..... Dir. Publicity, Adv. Promo.
Harry Jacobs..... Chief Engineer & Building
Maintenance Manager
Edith Kirby..... Traffic Manager
Robert Mitchell..... Mgr., Film Dept.
Tosca Lemont..... TV Nat'l Sales Dir.
Chandler Meloy..... TV Sls. Svc. Mgr.
Lorraine Pedersen... Continuity Acceptance Editor
David Sacks..... V.P. Gen. Mgr. KGO-TV
Henry Saroyan... Purchasing Agent & Controller
Russ Coughlan..... Sales Mgr. KGO-TV
Calvin Thomas..... Prod. Mgr. KGO-TV

WASHINGTON

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

Alfred Beckman..... V.P. in Chg.

WABC-TV, NEW YORK

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

Joseph Stamler... V.P. & Gen. Mgr. of WABC-TV
Arthur Dorfner..... Business Mgr.
James Szabo..... Sales Mgr.
Arthur Gross..... Program Director
John Doyle..... Sls. Svc. Mgr.
Takashi Kako..... Film Director
Gordon Kunz... Production Manager of WABC-TV
Lester Knoff..... Publicity Director
Clarence Johnson... Art Director
Lawrence Pollock... Dir. of Research & Sls. Dev.
Murry Salberg..... Dir. of Adv. & Sls. Prom.

ABC-TV Station Affiliates Association Board of Governors

John Dille, Chairman..... WSJV, Elkhart, Ind.
D. A. Noel, Secty..... WHBQ-TV, Memphis, Tenn.
Michael Shapiro, Treas... WFAA-TV, Dallas, Tex.
Thomas Chisman..... WVEC-TV, Norfolk, Va.
Donald Davis..... KMBC-TV, Kansas City, Mo.
Joseph Hladky..... KCRG-TV, Cedar Rapids, Ia.
Howard Maschmeier... WNHC, New Haven, Conn.
William Warren..... KOMO, Seattle, Wash.
Norman Louvou... KCPX, Salt Lake City, Utah

ECONOMY STIMULATION

A Vital TV Service in the Public Interest

By JAMES T. AUBREY, JR., President
CBS Television Network

IT IS CUSTOMARY in discussing television to point out the unique aspects of the medium. I should like to suggest that what is fundamental about our television is its combination of three vital services to the public interest. Each of these services is strong and worthwhile by itself. Together, they make television even more valuable as a national and—in a growing sense—an international asset.

The three services rendered by television, in the public interest, reflect the broad scope and impact of this mightiest of communications media. No other medium, for an example, can make the individual in his own home an eyewitness to the great events of his time. No other medium can bring the world's greatest entertainment talent right into the sight and sound of the family living room.

Generally when we discuss U.S. television we emphasize these two objectives in the public interest—information and entertainment. There is a third, tremendously important, which I can best describe as stimulation of the economy.

Of course, we must and we do move ahead in giving the American public information. We do this on a tremendous variety of subjects, ranging from the formal higher education offered on "College of the Air" to the pre-school public of "Captain Kangaroo" to the family audiences of CBS Reports, "Eyewitness," "The Twentieth Century" and many other CBS News programs of both spot news and documentary nature. We do it with entertainment of equally



broad range, in a balanced flow of variety, comedy, drama, good music, adventure and so forth. Some entertainment evokes recognition of basic American standards of respect for our fellow men and for our nation's ideals and ideas. Some entertainment encourages awareness of our cultural heritage. Some entertainment serves the public interest purely by entertaining, as do some of our greatest books, plays and music. There is no need to categorize. Leonard Bernstein and the New York Philharmonic—or "The Defenders" or Red Skelton or "Candid Camera"—cannot be topped as entertainment; yet each in its own way contributes something more for us.

Earlier I mentioned a third objective of television, which I described as stimulation of the economy. I believe very strongly that television plays a major role in promoting the development and sale of consumer goods, in creating and maintaining mass markets which enable so many products to be priced within the reach of all. It is no accident that the major upsurge of the American economy has come precisely in the years when television became the major marketing force in shaping our economy as it exists today.

At the CBS Television Network, we look forward to the day when what television has done for America can be extended to every corner of the world. It will be a better world to live in.

Annual

report!

For the seventh
consecutive year the
CBS Television Network
is attracting
the biggest audiences
in television.

CBS Television Network

JAMES T. AUBREY, JR.

PRESIDENT, CBS TELEVISION NETWORK

James T. Aubrey, Jr., was appointed President of the CBS Television Network on December 8, 1959, and elected to the Board of Directors of the Columbia Broadcasting System the following day. Since June 1 of the same year he had been Executive Vice President of the CBS Television Network. Mr. Aubrey entered broadcasting in 1948 as an account executive for KNXT and KNX-Radio, the CBS-owned stations in Los Angeles. After serving as Sales Manager of KNXT he was General Manager of KNXT and of the CBS Television Pacific Network from October 1952 to June 1956. In June 1956 he was named Manager of Network Programs, Hollywood, for the CBS Television Network. From December 1956 until he rejoined CBS as Vice President, Creative Services, Columbia Broadcasting System, Inc., on April 28, 1958, Mr. Aubrey was with the ABC Television Network as Vice President in Charge of Programming and Talent. He was associated with Street & Smith Publications and Conde Nast Publications after World War II service in the U. S. Air Force.



WILLIAM H. HYLAN

CBS TELEVISION NETWORK SENIOR VICE PRESIDENT, SALES

William H. Hylan was appointed Senior Vice President-Sales, on March 10, 1962. In this capacity he directs all phases of network sales and services. Mr. Hylan previously had been Vice President Sales Administration, since February 1957. Before that, he had been Vice President in Charge of Network Sales since December, 1952. He joined CBS in 1937 and served as account executive for CBS Radio Sales until 1941. In July of that year he enlisted in the U. S. Army remaining in the service until November, 1945, when he returned to CBS as Assistant to the Director of Station Administration. Three years later he joined CBS Television Network Sales. From 1948 to 1951, Mr. Hylan served as account executive in CBS Television Network Sales. In July, 1951, he was named Assistant Sales Manager and, in January, 1952, he was appointed Eastern Sales Manager. He was elevated to a Vice Presidency in December, 1952. Mr. Hylan was born in New York City in 1915, and resided in Puerto Rico during his youth. He is a graduate of Yale University, Class of 1937. In the Army, he saw service with the Counter-Intelligence Corps and the Office of Strategic Services.



OSCAR KATZ

VICE PRESIDENT, NETWORK PROGRAMS, CBS TELEVISION NETWORK

Oscar Katz has been Vice President, Network Programs, for the CBS Television Network, since August, 1959. Previously he had been Vice President in Charge of Daytime Programs for the CBS Television Network since August 31, 1956. Mr. Katz joined CBS in the Research Department in 1938. In November 1942, he was named Assistant Director of the department. Subsequently, he became Associate Director, and in 1948 was named head of the department. In July 1951, Mr. Katz was named Director of Research for the CBS Television Network, the post he held until his appointment in 1956 as Vice President in Charge of Daytime Programs. Mr. Katz has been a member of the CBS Television Network Executive Program Plans Board, which is concerned with plans for the whole program spectrum, daytime as well as nighttime, since 1951. He is a member of the Market Research Council and the Friars and The Players clubs. During World War II, Mr. Katz was on loan from CBS on a special assignment for the Office of War Information. Mr. Katz was born in New York City, and received his B. S. degree from the College of the City of N. Y.



System Television Network



(Continued from Page 733)

Advertising & Sales Promotion

Louis Dorfsman Creative Director
 George Bristol Operations Director
 Robert Strunsky Copy Chief
 Alex Kennedy Director of Audience Promotion
 Richard Golden Director of Market Planning
 David Fuchs Director, Market Development
 Leonard Broom Promotion Mgr., N. Y.
 Edward Side Production Manager

Press Information

Charles Steinberg V.P., Public Information
 Leonard Spinrad Exec. Editor
 Hank Warner Director, Press Information
 Edward Reynolds Ass't. Director
 Ernest Stern Director, Hollywood
 Harry Feeney Manager of Trade & Bus. News
 James Kane Mgr., Affiliate Press Relations

Research

Jay Eliasberg Director
 Philip Luttinger Asst. Director
 Rose Marie O'Reilly Manager of Ratings
 Tore Hallonquist Manager of Program Analysis
 Arnold Becker Mgr., Coverage Div.

Engineering

William B. Lodge V.P., Engineering
 and Affiliate Relations
 Richard O'Brien Director of Engineering
 H. A. Chinn Chief Engineer
 Kenneth Benson Director, Audio-Video
 Engineering

Business Affairs

W. Spencer Harrison Vice-President and Busi-
 ness Mgr. of Talent & Contract Properties
 Merritt Coleman V.P. & Bus. Mgr., Talent
 & Contracts, Hollywood
 Sal Iannucci Director of Business Affairs

Accounting

James Geer Comptroller

CBS News

Richard Salant President
 Blair Clark Vice Pres. & Gen. Mgr.
 David Klingler Vice Pres., Administration
 Ernest Leiser Asst. General Manager
 Jack Bush Manager of News Film Production
 Pamela Hott Director, Religious Programs
 Robert Wussler Special Projects Coord.
 James Burke Assignment Editor, CBS News
 David Zellmer Executive Producer of TV News
 Robert Skedgell Exec. Producer of Radio News
 David Schoenbrun Gen. Mgr., Wash. Bureau

CBS Sports

William MacPhail Vice President
 Jack Dolph Asst Director

CBS TELEVISION STATIONS DIV.

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

WCBS-TV, 485 Madison Ave.

New York 22, N. Y.

Norman E. Walt General Manager

Jerry Danford Sales Manager
 Ned Cramer Director, Public Affairs
 Dan Gallagher Program Director
 Leonard Traube Dir., Info., Service & Adv.
 William C. Lacey Film Manager

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

Clark George Vice President & Gen'l Mgr
**KNXT, 6121 Sunset Blvd.
 Los Angeles 28, Calif.**

Robert Wood Vice President, Gen'l Mgr
**WCAU-TV, City Line &
 Monument Aves., Phila., Pa**

John Schneider Vice President, Gen'l Mgr.
**KMOX-TV, 12th & Cole Streets
 St. Louis 4, Mo.**

Gene Wilkey Vice President, Gen'l Mgr.
CBS TV Stations Nat'l. Sales

Bruce Bryant Vice President, Gen'l Mgr.
 Gerald E. Marenoff Business Manager
 Ted O'Connell Eastern Sales Manager
 William Hohmann Director Sales Promotion

Branch Offices

Richard Loftus Midwestern Sales Manager
 630 N. McClurg Ct., Chicago

George Swearingen, Jr. Atlanta Manager
 805 Peachtree St., N.E., Atlanta, Ga.

John Logan Detroit Manager
 932 Fisher Bldg., Detroit 2, Mich.

Robert Perez San Francisco Manager
 Palace Hotel, San Francisco

Sam Hill Los Angeles Manager
 1313 N. Vine St., Los Angeles

CBS Films, Inc.

Sam Cook Digges Adm. Vice-President
 Robert Lewine Vice-President, Production
 Fred Mahlstedt Dir. Oper. & Prodn.
 Eugene Moss Sales Promotion Manager
 Walter Scanlon Merchandising Manager
 Murray Benson Dir. of Licensing
 Robert Fuller Dir. of Publicity
 David Sontag Mgr., Programs
 Howard Kany Dir. of Intern. Bus. Rel.

Terrytoons

William Weiss Vice President

CBS Animations

Tom Judge General Sales Mgr.

Advertising & Sales Promotion

Tom Means Director

Information Services

Howard Berk Director

Legal

Thomas K. Fisher V.P. & Gen. Attorney
Programming

Hal Hough Director

Station Services

Harvey Struthers Vice President

Research

Robert Davis Director

TELEVISION'S GROWTH

Meets Desires and Needs of "Customers"

By WALTER D. SCOTT, Executive Vice President
NBC Television Network

TELEVISION'S FANTASTIC growth has been achieved by an ear-to-the-ground attunement to the desires and needs of its two groups of "customers": audiences and advertisers.

Providing a new service was the impetus; adapting that service to the changing needs of our viewers and clients was the motivating factor in building TV into the most powerful communications force in history.

More people are watching, and more advertisers are placing more money in TV than ever before. The reason for this continuous upward curve is service.

We are in the entertainment and information business, and also the selling business. Patterns change so rapidly in both these areas that we must anticipate needs, set trends, and provide a service.

At NBC, more than a dozen years' experience in network programming have resulted in what we believe to be the finest TV service offered. To advertisers we bring a flexibility which permits them to use network TV as it fits their needs; to our viewers we bring a schedule of balance and diversity.

Flexibility for advertisers has long been part of the NBC Television Network service. As pioneers in such areas as participating programs, color and specials, we have successfully opened new horizons to advertisers.

Our participating programs have been used by major advertisers for year-long campaigns, by seasonal advertisers and small new advertis-



ers which have used these programs to sell products at such a rate that they have later become multi-million dollar clients of NBC-TV.

As the only network which provides regular color programming, we have reaped the rewards of this service. Many advertisers now request or insist their shows be

done in color and, in the case of the automotive industry, a major share of their business is placed on NBC-TV.

The specials concept, originated here in 1954, has evolved into a flexible medium designed to fit the needs of a variety of advertisers. Hallmark uses specials to sell greeting cards at holiday time, Lincoln-Mercury and Chrysler use them to sell cars, Purex to sell soap.

Our regularly-scheduled programs, too, are well-equipped to contribute to NBC-TV's overall flexibility. In daytime programming studies have shown that product demonstration by the star provides much higher impact than the average commercial. Bill Cullen, Art James, Jan Murray, Merv Griffin, Hugh Downs, and others — regularly give this added plus to our advertisers.

The position of NBC News as the leader in broadcast journalism has made the purchase of our news-public affairs programming an attractive buy for many advertisers. With prime time informational programming at an all time high, audiences have responded in great numbers.

We will continue to strive to make the power of network TV available to as many product manufacturers as possible, while serving our viewers.

**More people
watch the news
on NBC
than on any other
Network**

NEB

NBC Television Network

WALTER D. SCOTT

EXECUTIVE VICE PRESIDENT, TELEVISION NETWORK

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 20 years service in NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.



DON DURGIN

VICE PRESIDENT, NETWORK SALES



Don Durgin, who was appointed vice president, television network sales, in February, 1959, first joined NBC in 1949 as assistant to the manager of advertising and promotion for NBC Spot Sales. In 1951, he joined the ABC Television Network as a sales presentation writer, subsequently holding several positions there until he was elected vice president in charge of the ABC Radio Network in November, 1955. Returning to NBC in March, 1957, he became vice president in charge of sales planning for the television network. He was appointed vice president, national sales manager, television network sales, in January, 1958, holding that position until he was named to his present post. He is a summa cum laude graduate of Princeton University and a graduate of New York University Law School.

MORT WERNER

VICE PRESIDENT, PROGRAMS

Mort Werner, was appointed vice president, programs, television network, in July, 1961. Mr. Werner came to NBC from Young and Rubicam, Inc., where he had been senior vice president and member of the executive committee. He previously was with NBC from 1951 until July, 1957, when he left to become vice president in charge of broadcast activities of Kaiser Industries Corporation. Mr. Werner joined NBC in 1951 as producer of "Today," later becoming executive producer of the program and then executive producer of "Today," "Home" and "Tonight." In February, 1955, he was named director of participating programs for the NBC-TV Network, and in November of that year was appointed national program director. He was elected vice president, national programs, in Dec., 1955, and in February, 1957, was appointed vice president, television daytime programs. He continued in that post until he joined Kaiser Industries in July, 1957. Mr. Werner joined Young & Rubicam in October, 1959, as vice president and director of radio and television, becoming senior vice president and member of the executive committee one year later, a position he held until he joined NBC in July, 1961.



National Broadcasting Co., Inc. NBC Television Network

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 223.

DEPARTMENTS

EXECUTIVE

Robert W. Sarnoff.....Chairman of the Board
Robert E. Kintner.....President

NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....Exec. V.P., NBC Owned Stations
& NBC Spot Sales
Marvin V. McCormick.....Dir., Business Affairs

NBC Spot Sales

Richard H. Close.....Vice Pres., NBC Spot Sales
Byron E. Goodell.....Dir., TV Spot Sales
Charles Bergh.....Mgr., Central TV Spot Sales
Wilbur Fromm.....Dir., New Bus. & Prom.

NBC Owned Stations

WNBC-TV, New York

Theodore H. Walworth, Jr.....V.P. & Gen. Mgr.

WRC-TV, Washington

Joseph Goodfellow.....V.P. & General Manager

WNBQ, Chicago

Lloyd Yoder.....V.P. & General Manager

WRCV-TV, Philadelphia

Ray Welpott.....V.P. & General Manager

KRCA, Los Angeles

Thomas C. McCray.....V.P. & General Manager

KNBC—AM-FM, San Francisco

William B. Decker.....General Mgr.

WJAS - AM-FM, Pittsburgh

Stephen Rooney.....General Mgr.

NEWS

William McAndrew.....Exec. Vice Pres., News
Julian Goodman.....Vice President, News
Carl Lindemann, Jr.....V.P., Spec. News Projects
Donald Meaney.....Mgr., Spec. News Programs
Elmer Lower.....Dir., News & Public Affairs
Eugene Juster.....Director, News Film
James Jurist.....Director, Business Affairs
Irving Gitlin.....Exec. Prod., Creative Projects
Russell Tornabene.....Manager, Operations
Rex R. Goad.....Director, News
Leonard Allen.....Manager, News
Samuel Sharkey.....Night Manager, News
Arthur Wakelee.....Weekend Manager, News
William T. Corrigan.....Mgr., News, Washington
Frank Jordan.....Mgr., News, Chicago
John Thompson.....Mgr., News, Hollywood
Burroughs Prince.....Mgr., Local News

TELEVISION NETWORK

TV NETWORK ADMINISTRATION

Walter D. Scott.....Exec. V.P., TV Network
Robert L. Stone.....V.P., General Mgr.,
TV Network

(Continued on next page)

Mort Werner.....Vice Pres., Programs
 Don Durgin.....Vice President, Sales
 James A. Stabile...V.P. & Assoc. Gen. Attorney
 Thomas W. Sarnoff.....Vice Pres., West Coast

TALENT & PROGRAM ADMINISTRATION

Herbert S. Schlosser...Dir., Talent & Pgm. Admin.

TV NETWORK BUSINESS AFFAIRS

Nicholas C. Gilles....Director, Business Affairs

SPORTS

Thomas S. Gallery.....Director, Sports

TELEVISION NETWORK PROGRAMS

Mort Werner.....Vice President, Programs
 Grant A. Tinker.....V.P., Gen. Prog. Exec.
 Ross Donaldson.....Dir., Program Services
 Donald B. Hyatt.....Dir., Special Projects
 Edwin S. Friendly, Jr.....V.P., Prog. Admin.
 Lester Gottlieb.....V.P., Special Programs
 Thomas S. Gallery.....Director Sports
 David W. Tebet.....V.P., Talent Relations
 Felix Jackson.....Vice Pres., TV Network
 Programs, West Coast

NBC-TV NETWORK NATIONAL SALES

Walter D. Scott.....Exec. V.P., TV Network
 Don Durgin.....Vice President, Sales
 Thomas B. McFadden.....V.P., National Sales
 Max E. Buck.....Vice Pres., Eastern Sales
 Charles R. Abry.....V.P., Gen. Sales Exec.
 John H. Dodge.....General Sales Exec.
 Angus Robinson.....Vice Pres., Central Sales
 William F. Storke.....Dir., Partic. Pgm. Sales
 John M. Otter.....Dir., Special Pgm. Sales
 James G. Hergen.....Dir., Daytime Pgm. Sales
 Stephen A. Flynn.....Dir., Sta. Sales, Clearance
 & Sales Service
 Joseph J. Iaricci.....Dir., Sales Administration
 Dean Shaffner.....Dir., Sales Planning
 Raymond Eichmann.....Dir., Client Present. &
 Sales Promotion
 David Hedley.....Dir., Pgm. Presentations
 Nicholas Gordon.....Dir., Sales Development
 Robert L. Greenwell.....Art Director

Walter W. Gross.....Mgr., TV Sales, Detroit
 Harry T. Floyd.....Manager, Western Sales
 Walter Tolleson....Mgr., TV Sales, San Francisco

OPERATIONS and ENGINEERING

Wm. Trevarthen.....Vice Pres. Opera. & Eng.
 Neil J. Murphy.....Mgr., Bus. Admin.

PARTICIPATING PROGRAMS

William Storke.....Dir., Sales Partic. Pgms.

PRODUCTION SERVICES

Bernard Paulson.....Dir. Prod. Services
 Robert MacKichan.....Mgr., Design & Art
 Anthony Block.....Administrator, Facilities &
 Staging Services
 Howard Eitelbach.....Mgr., Studio-Thea. Facil.

Telesales and Unit Mgrs.

Jerry Madden.....Director, TeleSales
 and Unit Mgrs.

Color Coordination

Nancy Salkin.....Administrator, Color Info.

Television Network Operations

Charles Corcoran.....Dir. TV Net. Opera.
 John P. Weir.....Mgr. Facil. Plan & Opera.
 Robert J. Galvin.....Manager, Video Tape,
 Film and Kinescope Operations
 John A. Hilton.....Manager, Traffic and Lines
 Thomas H. Phelan...Manager, Tech. Facilities and
 Maintenance

STATION RELATIONS

Thomas E. Knode.....Vice Pres. Station Rel.
 Donald Mercer.....Dir. Station Rel.
 Sheldon Hickox, Jr....Dir. Sta. Rel. West Coast
 Joseph Berhalter.....Sta. Rel. Regional Mgr.
 Anthony Cervini.....Sta. Rel. Regional Mgr.
 Paul M. Hancock.....Sta. Rel. Regional Mgr.
 Wm. M. Kelley.....Sta. Rel. Regional Mgr.
 Raymond O'Connell...Sta. Rel. Regional Mgr.
 Paul Rittenhouse.....Sta. Rel. Regional Mgr.
 Malcolm B. Laing.....Sta. Rel. Regional Mgr.

BRITISH TV IN THE U. S.

Overseas Programming Interest Encouraged

By DENNIS SCUSE
New York Office, BBC

BBC TV enterprises department was set up in March 1960 to handle all international aspects of our activities, specifically to promote the sale and distribution of our programmes abroad and to develop the co-production of film television series with other organisations and producers.

Considerable success has already been achieved in both fields: our programmes have been sold in over 50 different countries throughout the world including the United States. Major sales in America have included "An Age of Kings" and many other major drama productions (including several Shakespearian classics and plays by Jean Anouilh, Ibsen, Sheridan and Ben Jonson). Many documentary series and programmes have also been seen on American TV screens.

Eighty percent of our domestic TV programming is now transmitted "live," but up to two years ago, little of it was recorded or filmed. In consequence, much of it was seen only once—in the United Kingdom—and although some limited distribution had been achieved by a small "transcription unit," it was obvious that not only would this high quality programming be of interest and use in developing TV in other countries, but that wider distribution represented an important source of revenue to our organisation.

In the field of co-productions "Royal Canadian Mounted Police" has now been sold in over 150 American markets; a second series of the high-



ly successful "Third Man" is in production, and a new series called "Zero One" is currently being made in association with MGM-TV. Discussions are well advanced with networks and producers on several other co-production projects.

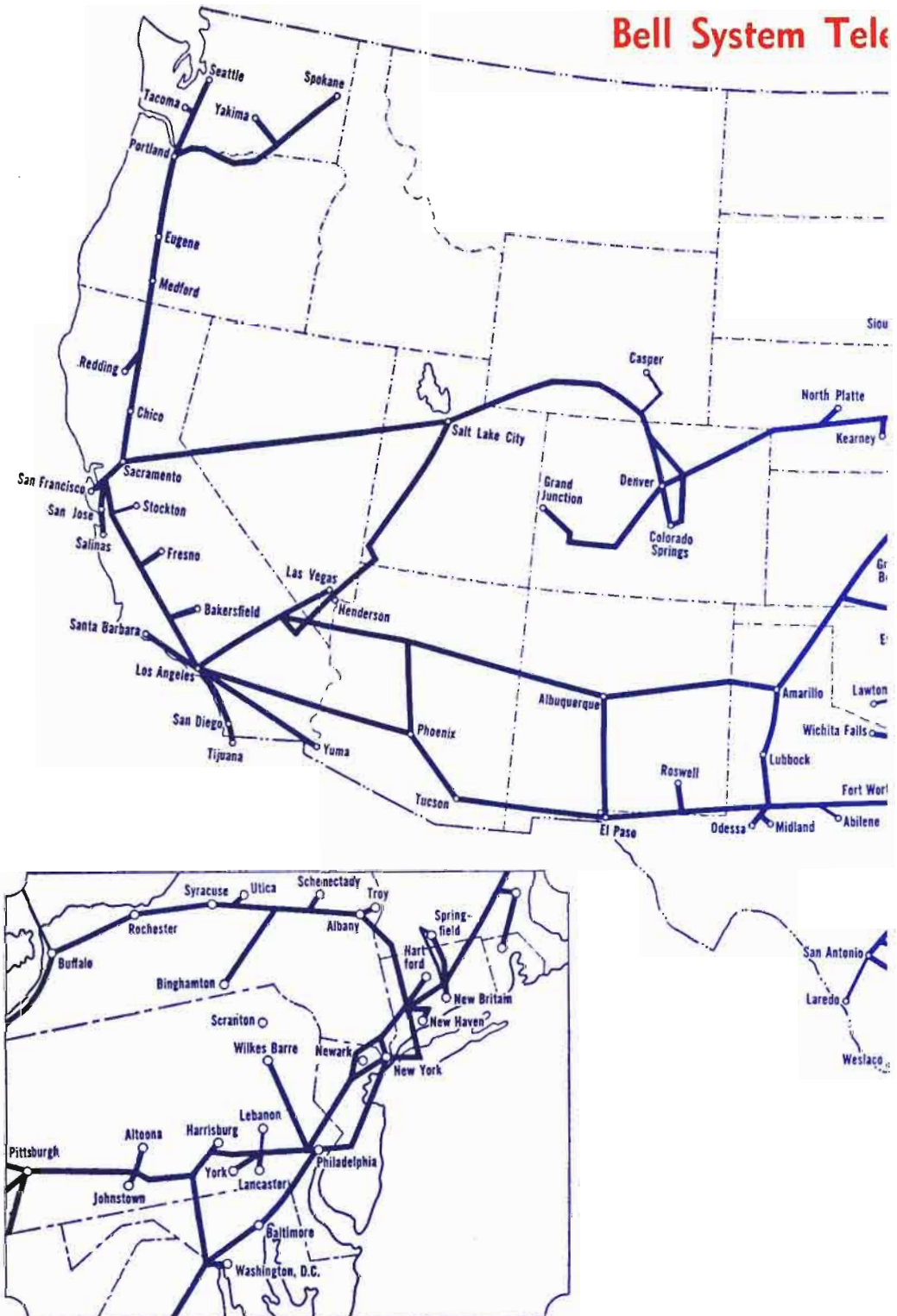
What of the future? 25 years ago the BBC began the world's first regular high definition TV broadcasts. It pioneered, and has led the way in what is now perhaps the most important medium of mass communication ever discovered.

Our function at the New York office (one of seven overseas) is to encourage local interest in the BBC in general. We provide advice and help in programmes for the home listener, promote good relations with local broadcasters, and keep the BBC informed of any new developments which may arise in our area. This applies to both radio and television broadcasting.

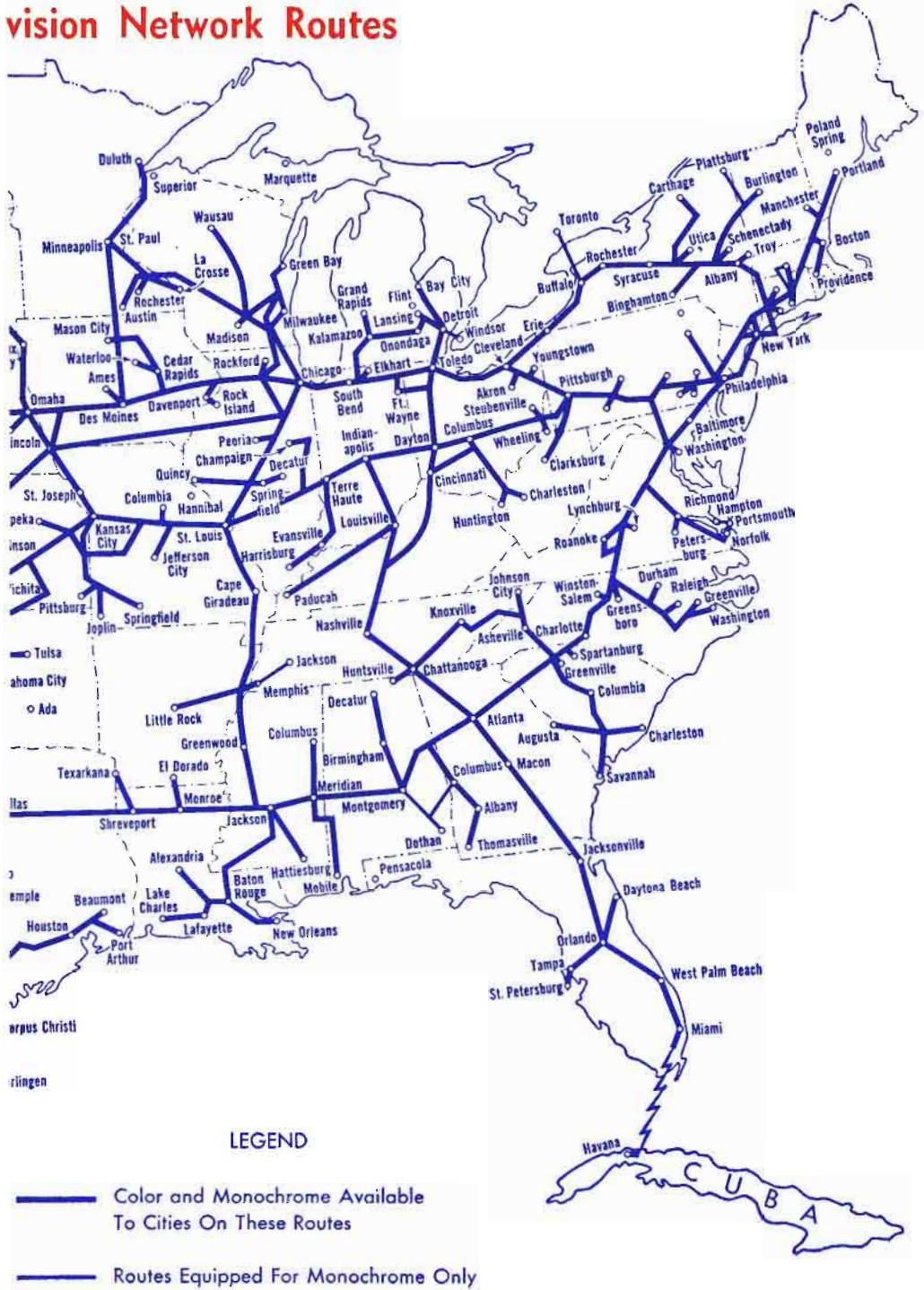
To this end, we have maintained an office in New York for over 35 years, but the last two have seen a considerable increase in TV activity.

In a world that is growing smaller, and with international TV nearly a reality, BBC TV intends to continue to be among the leaders through greater exposure of its programmes and by increasing the knowledge of our own viewers about what is going on in the world. In all this "BBC TV in the United States" will play an ever increasing part.

Bell System Tele



vision Network Routes



Population, Families, Television Homes And Television Stations, Listed by State

January 1, 1962*

State	Population	Families	TV Homes	TV Stations
Alabama	3,320,000	880,000	665,000	12
Alaska	250,000	65,500	43,000	5
Arizona	1,410,000	415,000	348,000	9
Arkansas	1,775,000	500,000	333,500	6
California	16,300,000	5,321,500	4,838,000	34
Colorado	1,850,000	515,500	421,000	9
Connecticut	2,670,000	788,500	748,000	6
Delaware	475,000	140,000	125,000	—
District of Columbia	770,000	224,500	211,500	4
Florida	5,115,000	1,564,500	1,270,000	18
Georgia	4,070,000	1,064,000	839,500	11
Hawaii	670,000	206,000	140,000	4
Idaho	685,000	203,500	157,000	5
Illinois	10,275,000	3,161,000	2,980,000	16
Indiana	4,798,000	1,479,500	1,385,000	16
Iowa	2,790,000	860,000	797,000	12
Kansas	2,205,000	699,000	586,000	9
Kentucky	3,055,000	841,000	626,000	6
Louisiana	3,375,000	959,999	754,500	12
Maine	980,000	283,000	260,000	6
Maryland	3,275,000	945,000	857,000	4
Massachusetts	5,235,000	1,517,000	1,447,000	7
Michigan	8,000,000	2,333,000	2,199,000	15
Minnesota	3,500,000	1,032,000	907,000	10
Mississippi	2,180,000	576,000	397,500	7
Missouri	4,500,000	1,409,500	1,247,000	16
Montana	685,000	210,000	142,500	8
Nebraska	1,430,000	442,000	371,500	8
Nevada	305,000	99,500	79,000	4
New Hampshire	615,000	186,000	173,000	1
New Jersey	6,275,000	1,847,000	1,740,500	—
New Mexico	1,025,000	282,000	209,000	6
New York	17,225,000	5,225,000	4,836,000	21
North Carolina	4,660,000	1,188,500	926,000	11
North Dakota	637,000	173,000	132,000	9
Ohio	9,925,000	2,998,500	2,850,000	20
Oklahoma	2,380,000	728,000	595,000	10
Oregon	1,825,000	596,000	475,000	9
Pennsylvania	11,500,000	3,318,000	3,088,000	20
Rhode Island	875,000	258,000	241,000	2
South Carolina	2,400,000	607,500	465,000	9
South Dakota	690,000	199,500	142,500	6
Tennessee	3,625,000	998,000	767,500	14
Texas	10,050,000	2,972,000	2,405,000	46
Utah	940,000	268,500	240,000	4
Vermont	393,000	111,500	100,500	1
Virginia	4,125,000	1,101,000	894,000	12
Washington	2,950,000	937,000	798,000	12
West Virginia	1,850,000	495,000	390,000	9
Wisconsin	4,025,000	1,192,000	1,086,000	13
Wyoming	340,000	102,000	78,000	3
Total	184,278,000	54,519,000	47,807,500	517

* From Census Bureau and other sources.

TELEVISION

**TELEVISION
STATIONS**



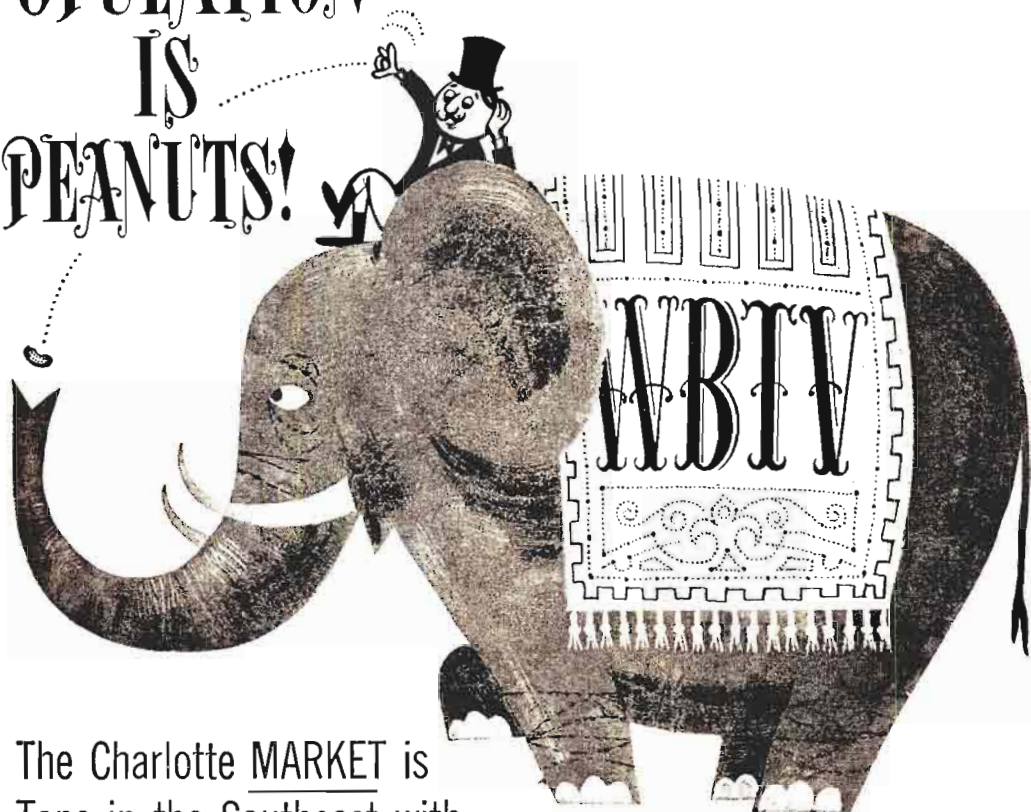
**STATION INDEX
TV STATIONS LISTED
BY STATE AND CITY
EXECUTIVE PERSONNEL**

YEARBOOK

1962

Silver Anniversary

THE CITY POPULATION IS PEANUTS!



The Charlotte MARKET is
Tops in the Southeast with
642,500 TV Homes*

Two-hundred thousand peanuts is a fair size city patch, but it's *still* peanuts compared to the TV Homes in the elephantine Charlotte Television Market.

*Don't forget! WBTV Delivers 55.3% more TV Homes than Charlotte Station "B"! ***

Compare these SE Markets!

* Television Magazine—1961 ** ARB 1960 Coverage Study—Average Daily Total Homes Delivered



Television Stations Index

— Commercial Stations of the U. S. —

Territories and Possessions

Call Letters	Page	Call Letters	Page	Call Letters	Page	Call Letters	Page
CKLW-TV . . .	787	KFYR-TV . . .	801	KOGO-TV . . .	761	KTEN . . .	805
KABC-TV . . .	760	KGBT-TV . . .	823	KOIN-TV . . .	807	KTES . . .	825
KAIL-TV . . .	759	KGGM-TV . . .	797	KOLD-TV . . .	756	KTHV . . .	757
KAKE-TV . . .	781	KGHL-TV . . .	794	KOLN-TV . . .	795	KTIV . . .	780
KALB-TV . . .	782	KGLO-TV . . .	780	KOLO-TV . . .	796	KTLA . . .	760
KARD-TV . . .	781	KGMB-TV . . .	772	KOMO-TV . . .	829	KTNT-TV . . .	830
KARK-TV . . .	757	KGNC-TV . . .	819	KOMU-TV . . .	791	KTRE-TV . . .	825
KATV . . .	757	KGNS-TV . . .	824	KONA-TV . . .	772	KTRK-TV . . .	823
KAVE-TV . . .	797	KGO-TV . . .	761	KONO-TV . . .	825	KTSM-TV . . .	823
KAYS-TV . . .	781	KGUN . . .	756	KOOK-TV . . .	794	KTTS-TV . . .	793
KBAK-TV . . .	759	KGW-TV . . .	807	KOOL-TV . . .	756	KTTV . . .	760
KBAS-TV . . .	829	KHAS-TV . . .	795	KORN-TV . . .	816	KTUL-TV . . .	806
KBES-TV . . .	807	KHJ-TV . . .	760	KOSA-TV . . .	825	KTVA . . .	755
KBLL . . .	794	KHOL-TV . . .	795	KOTA-TV . . .	816	KTVB . . .	773
KBMT-TV . . .	820	KHOU-TV . . .	823	KOTI-TV . . .	807	KTVC-TV . . .	780
KBOI-TV . . .	773	KHQ-TV . . .	829	KOTV . . .	806	KTVE . . .	756
KBTV . . .	763	KHQA-TV . . .	791	KOVR-TV . . .	762	KTVF . . .	755
KBTX-TV . . .	820	KHSL-TV . . .	759	KPAC-TV . . .	825	KTVH . . .	781
KCBD-TV . . .	824	KHVV-TV . . .	772	KPAR-TV . . .	819	KTVI . . .	794
KCBY-TV . . .	806	KICU-TV . . .	762	KPHO-TV . . .	756	KTVK . . .	756
KCDA . . .	755	KID-TV . . .	773	KPIC-TV . . .	807	KTVO . . .	780
KCEN-TV . . .	826	KIEM-TV . . .	759	KPIX . . .	761	KTVR-TV . . .	763
KCHU . . .	761	KIFI-TV . . .	773	KPLC-TV . . .	782	KTVT-TV . . .	823
KCKT-TV . . .	781	KIMA-TV . . .	830	KPLR-TV . . .	793	KTUU . . .	762
KCMO-TV . . .	793	KING-TV . . .	829	KPRC-TV . . .	824	KTVW . . .	829
KCMT . . .	789	KINY-TV . . .	755	KPTV . . .	807	KTWO-TV . . .	833
KCND-TV . . .	802	KIRO-TV . . .	829	KQTV . . .	780	KUAM-TV . . .	834
KCOP . . .	760	KIVA . . .	756	KRBC-TV . . .	819	KUTV . . .	827
KCPX-TV . . .	827	KJEO . . .	759	KRCA . . .	760	KVAL-TV . . .	806
KCRA-TV . . .	760	KKTV . . .	762	KRCG-TV . . .	791	KVER-TV . . .	797
KCRG-TV . . .	779	KLAS-TV . . .	796	KRDO-TV . . .	762	KVII-TV . . .	819
KCTV . . .	825	KLFY-TV . . .	782	KREM-TV . . .	829	KVIP . . .	760
KDAL-TV . . .	789	KLIX-TV . . .	773	KREX-TV . . .	764	KVIQ-TV . . .	759
KDCD-TV . . .	825	KLRJ-TV . . .	796	KREY-TV . . .	764	KVEM-TV . . .	825
KDIX-TV . . .	802	KLTV . . .	826	KRGV-TV . . .	826	KVLF-TV . . .	819
KDKA-TV . . .	813	KLYD-TV . . .	759	KRIS-TV . . .	821	KVOA-TV . . .	756
KDUB-TV . . .	824	KLZ-TV . . .	763	KRLD-TV . . .	821	KVOG-TV . . .	826
KDUH-TV . . .	795	KMBC-TV . . .	793	KRNT-TV . . .	780	KVOO-TV . . .	806
KEDY-TV . . .	820	KMID-TV . . .	825	KROC-TV . . .	790	KVOS-TV . . .	829
KELO-TV . . .	816	KMJ-TV . . .	759	KROD-TV . . .	823	KVTV . . .	780
KELP-TV . . .	823	KMMT . . .	789	KRON-TV . . .	761	KWEX-TV . . .	825
KENI-TV . . .	755	KMOS-TV . . .	793	KRSD-TV . . .	816	KWHT-TV . . .	780
KENS-TV . . .	825	KMOX-TV . . .	793	KRTV . . .	794	KWRB-TV . . .	833
KERO-TV . . .	759	KMSO-TV . . .	795	KSBW-TV . . .	761	KWTV . . .	806
KETV . . .	795	KMSP-TV . . .	789	KSBY-TV . . .	762	KWTX-TV . . .	826
KEYC-TV . . .	789	KMTV . . .	795	KSD-TV . . .	794	KWWL-TV . . .	780
KEYT . . .	762	KMVI . . .	772	KSHO-TV . . .	796	KXAB-TV . . .	816
KEZI-TV . . .	806	KNDV . . .	830	KSL-TV . . .	827	KXGN-TV . . .	794
KFAR-TV . . .	755	KNOE-TV . . .	783	KSLA-TV . . .	783	KXGO-TV . . .	802
KFBB-TV . . .	794	KNOP-TV . . .	795	KSOO-TV . . .	816	KXII . . .	805
KFBC-TV . . .	833	KNOX-TV . . .	802	KSTP-TV . . .	790	KXJB-TV . . .	802
KFDA-TV . . .	819	KNTV . . .	762	KSWB . . .	805	KXLF-TV . . .	794
KFDM-TV . . .	820	KNXT . . .	760	KSWO-TV . . .	805	KXLY-TV . . .	829
KFDX-TV . . .	826	KOA-TV . . .	763	KSWS-TV . . .	797	KXMB-TV . . .	801
KFEQ-TV . . .	793	KOAA-TV . . .	764	KSYP-TV . . .	826	KXMC-TV . . .	802
KFMB-TV . . .	761	KOAM-TV . . .	781	KTAG-TV . . .	783	KXTV . . .	761
KFOY-TV . . .	757	KOAT-TV . . .	797	KTAL-TV . . .	826	KYTV . . .	793
KFRE-TV . . .	759	KOB-TV . . .	797	KTAR . . .	756	KYW-TV . . .	803
KFSA-TV . . .	757	KOCO-TV . . .	805	KTBC-TV . . .	820	KZTV . . .	821
KFVS-TV . . .	791	KODE-TV . . .	791	KTBS-TV . . .	783	WABC-TV . . .	798

Call Letters	Page	Call Letters	Page	Call Letters	Page	Call Letters	Page
WABG-TV . . .	790	WBTW . . .	815	WEHT . . .	777	WHYN . . .	787
WABI-TV . . .	784	WBZ-TV . . .	786	WESH-TV . . .	765	WIBW-TV . . .	781
WAFB-TV . . .	782	WCAU-TV . . .	811	WEWS . . .	803	WICC-TV . . .	764
WAFG-TV . . .	754	WCAX-TV . . .	827	WFAA-TV . . .	821	WICD . . .	775
WAGA-TV . . .	771	WCBI-TV . . .	790	WFAM-TV . . .	778	WICS . . .	777
WAGM-TV . . .	784	WCBS-TV . . .	798	WFBC-TV . . .	815	WICU-TV . . .	809
WAIM-TV . . .	815	WCCA-TV . . .	815	WFBG-TV . . .	809	WIC . . .	813
WAKR-TV . . .	802	WCCB-TV . . .	754	WFBM-TV . . .	778	WILX-TV . . .	788
WALA-TV . . .	754	WCCO-TV . . .	789	WFGA-TV . . .	766	WIMA-TV . . .	804
WALB-TV . . .	771	WCHS-TV . . .	830	WFIE-TV . . .	777	WINK-TV . . .	766
WANE-TV . . .	778	WCIA . . .	773	WFIL-TV . . .	811	WINR-TV . . .	798
WAPA-TV . . .	834	WCKT . . .	766	WFLA-TV . . .	769	WIS-TV . . .	815
WAPI-TV . . .	754	WCNY-TV . . .	798	WFMJ-TV . . .	804	WISC-TV . . .	832
WARD-TV . . .	809	WCOV-TV . . .	754	WFMY-TV . . .	801	WISE-TV . . .	800
WAST . . .	797	WCOV-TV . . .	803	WFRV-TV . . .	831	WISH-TV . . .	778
WATE-TV . . .	817	WCSC-TV . . .	815	WGAL-TV . . .	811	WISN-TV . . .	832
WATR-TV . . .	765	WCSH-TV . . .	784	WGAN-TV . . .	784	WITI-TV . . .	832
WAVE-TV . . .	782	WCTV . . .	769	WGEM-TV . . .	777	WITN . . .	801
WAVY-TV . . .	828	WCYB-TV . . .	827	WGN-TV . . .	775	WJAC-TV . . .	809
WBAL-TV . . .	784	WDAF-TV . . .	793	WGR-TV . . .	798	WJAR-TV . . .	814
WBAP-TV . . .	823	WDAM-TV . . .	790	WHAS-TV . . .	782	WJBF-TV . . .	771
WBAY-TV . . .	831	WDAU-TV . . .	814	WHBF-TV . . .	777	WJBK-TV . . .	787
WBBM-TV . . .	773	WDAY-TV . . .	802	WHBQ-TV . . .	817	WJHG-TV . . .	769
WBEN-TV . . .	798	WDBJ-TV . . .	828	WHCT . . .	764	WJHL-TV . . .	817
WBIR-TV . . .	817	WDBO-TV . . .	767	WHDH-TV . . .	786	WJIM-TV . . .	788
WBKB . . .	773	WDEF-TV . . .	816	WHEC-TV . . .	799	WJPB-TV . . .	830
WBNB-TV . . .	834	WDSM-TV . . .	789	WHEN-TV . . .	800	WJRT . . .	788
WBNS-TV . . .	803	WDSU-TV . . .	783	WHIO-TV . . .	804	WJTV . . .	790
WBOC-TV . . .	785	WDXI-TV . . .	817	WHIS-TV . . .	830	WJW-TV . . .	803
WBOY-TV . . .	830	WEAR-TV . . .	769	WHIZ-TV . . .	805	WJXT . . .	766
WBRC-TV . . .	754	WEAT-TV . . .	769	WHNB-TV . . .	764	WJZ-TV . . .	785
WBRE-TV . . .	814	WEAU-TV . . .	831	WHO-TV . . .	780	WKAQ-TV . . .	834
WBRZ . . .	782	WECT . . .	801	WHP-TV . . .	809	WKBM-TV . . .	834
WBTW . . .	800	WEEK-TV . . .	775	WHTN-TV . . .	831	WKBN-TV . . .	805

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WKBT . . .	832	WMTW-TV . .	784	WRGB . . .	799	WTOC-TV . .	772
WKBW-TV . .	798	WMUR-TV . .	796	WRGP-TV . .	816	WTOK-TV . .	791
WKJG-TV . .	778	WNAC-TV . .	786	WRIK-TV . .	834	WTOL-TV . .	804
WKNX-TV . .	788	WNBC-TV . .	799	WRLP . . .	786	WTOM-TV . .	787
WKOW-TV . .	832	WNBF-TV . .	798	WROC-TV . .	799	WTOP-TV . .	765
WKRC-TV . .	803	WNBQ . . .	775	WRVA-TV . .	828	WTPA . . .	809
WKRK-TV . .	754	WNCT . . .	801	WSAU-TV . .	832	WTRF-TV . .	831
WKST-TV . .	805	WNDU-TV . .	779	WSAV-TV . .	772	WTTG . . .	765
WKTU . . .	800	WNEU-TV . .	787	WSAZ-TV . .	831	WTTV . . .	777
WKY-TV . . .	806	WNEP-TV . .	814	WSB-TV . . .	771	WTVV . . .	817
WKYT . . .	781	WNEW-TV . .	799	WSBA-TV . .	814	WTVD . . .	800
WKZO-TV . .	788	WNHC-TV . .	764	WSBT-TV . .	779	WTVH . . .	775
WLAC-TV . .	817	WNOK-TV . .	815	WSEE . . .	809	WTVI . . .	766
WLBC-TV . .	778	WOAI-TV . .	825	WSFA-TV . .	755	WTVJ . . .	767
WLBT . . .	791	WOAY-TV . .	831	WSIL-TV . .	775	WTVK . . .	817
WLBW-TV . .	767	WOC-TV . . .	779	WSIX-TV . .	819	WTVM . . .	771
WLBZ-TV . .	784	WOI-TV . . .	779	WSJS-TV . .	801	WTVN-TV . .	804
WLEX-TV . .	781	WOOD-TV . .	788	WSJV . . .	779	WTVQ . . .	777
WLOF-TV . .	767	WOR-TV . . .	799	WSLA-TV . .	755	WTVR . . .	828
WLOS-TV . .	800	WORA-TV . .	834	WSLS-TV . .	828	WTVT . . .	769
WLTV . . .	781	WOW-TV . . .	796	WSM-TV . . .	819	WTVW . . .	777
WLUC-TV . .	788	WOWL-TV . .	754	WSOC-TV . .	800	WTVY . . .	754
WLUK-TV . .	831	WPBN-TV . .	789	WSPA-TV . .	815	WTWV . . .	791
WLVA-TV . .	827	WPCA-TV . .	811	WSPD-TV . .	804	WUSN-TV . .	815
WLWA . . .	771	WPIX . . .	799	WSTV-TV . .	804	WVEC-TV . .	828
WLWC . . .	804	WPRO-TV . .	814	WSUN-TV . .	769	WVUE-TV . .	783
WLWD . . .	804	WPSD-TV . .	782	WSUR-TV . .	834	WWJ-TV . . .	788
WLWI . . .	778	WPTA . . .	778	WSVA-TV . .	827	WWL-TV . . .	783
WLWT . . .	803	WPTV . . .	769	WSYR-TV . .	800	WWLP . . .	787
WLYH-TV . .	809	WPTZ-TV . .	799	WTAE . . .	813	WWOR . . .	787
WMAL-TV . .	765	WRAL-TV . .	801	WTAP-TV . .	831	WWTV . . .	787
WMAR-TV . .	785	WRBL-TV . .	771	WTAR-TV . .	828	WXEX-TV . .	828
WMAZ-TV . .	772	WRC-TV . . .	765	WTCN-TV . .	790	WXIX-TV . .	832
WMBD-TV . .	775	WRCV-TV . .	813	WTEN . . .	797	WXYZ-TV . .	788
WMCT . . .	817	WRDW-TV . .	771	WTHI-TV . .	779	WYAH-TV . .	828
WMSL-TV . .	754	WREC-TV . .	817	WTIC-TV . .	764	XETV . . .	761
WMT-TV . . .	779	WREX-TV . .	777	WTMJ-TV . .	832		
WMTV . . .	832						

U. S. AM RADIO STATIONS INDEX

STARTS ON PAGE 263

AM RADIO STATIONS BY STATE

AND CITY BEGINS ON PAGE 277

Pop.: 3,320,000
Families: 880,000

ALABAMA

TV Homes: 665,000
TV Stas. in State: 12

WAPI-TV—Birmingham—1949

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
Owned By.....Newhouse Bcstg. Corp.
Address.....P. O. Box 1310
Tel.: FA 3-6141.....CBS-NBC
Newspaper Affiliation.....Birmingham News
Representative...Harrington, Righter & Parsons
V.P., General Manager...Charles F. Grisham
Pub., Prom. Dir.....James Chenoweth
Program Dir.....Johnny Johnson
Chief Engineer.....J. V. Sanderson

WBRC-TV—Birmingham—1949

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By.....Taft Bcstg. Co.
Address.....P.O. Box 6007
Tel.: FA 2-4701.....ABC
Representative.....Katz
President.....Hulbert Taft, Jr.
V.P., General Manager.....R. T. Schlinkert
Sales Manager.....Oliver V. Naylor
Prog. Dir., Film Mgr.....Keith E. Barze
Promotion, Publicity Director...Robert E. Lee
Chief Engineer.....Harry L. Lawson
Owners of: WKRC, AM-TV-FM, Cincinnati; WTVN,
AM-TV-FM, Columbus; WBRC, AM-FM; WKYT-
TV, Lexington.

WMSL-TV—Decatur—1954

Channel: 23 UHF... AP: 102 Kw... VP: 189 W.
Owned By...Tenn. Valley Radio & TV Corp.
Address.....701 Banks St.
Tel.: EL 3-0361.....ABC-CBS-NBC
Station Reps.....Masla; Clarke, Brown
President, Gen. Mgr.....Frank Whisenant
Commercial Manager.....Bob Gleason
Program, Prom. Mgr.....Alice A. Whisenant
Film Manager.....Mort Hargrove
Chief Engineer.....Kenneth Casey
Owners of: WMSL-AM.

WTVY—Dothan—1955

Channel: 4 VHF... A.P.: 70 Kw... V.P.: 100 Kw.
Owned-Operated By.....WTVY, Inc.
Address.....Box 798
Tel.: SY 2-3195.....ABC-CBS
Sta. Reps.....Clarke Brown; Meeker
General Mgr.....F. E. Busby
Commercial Manager.....Arthur Creamer
Chief Engineer.....Ellis N. Anderson

WOWL-TV—Florence—1957

Channel: 15 UHF... AP: 11.7 Kw... VP: 20.8 Kw.
Owned.....TV Muscle Shoals, Inc.
Business Address.....P. O. Box 600
Tel.: AT 2-7711.....CBS-NBC-ABC
Station Reps.....Jack Masla; Bernard Ochs
President.....Richard B. Biddle
V.P.....W. A. Mapes
Gen. Mgr.....Jack Worley
Comm. Mgr., Local Adv.....M. Davis

Program Director.....E. Foote
Prom., Publicity Director.....Gayle Bishop
Film Manager.....Henry Jones
Nat. Adv. Mgr.....Dick Biddle
Chief Engineer.....Larry Rohling

WAFG-TV—Huntsville—1959

Channel: 31 UHF... AP: 112 Kw... VP: 204 Kw.
Owned By.....Rocket City TV Inc.
Address.....1000 Monte Sano Bldg.
Tel.: 539-1783.....ABC
Station Reps.....Howard
President.....James Cleary
General Manager.....John A. Higdon
Film Mgr.....Robert E. Smith
Chief Engineer.....Victor Bankowski

WALA-TV—Mobile—1953

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By.....Pape TV Co., Inc.
Address.....210 Government St.
Tel.: HE 3-3754.....NBC
Sta. Reps.....Bolling; Clarke Brown
President.....W. O. Pape
General Sta. Manager.....W. B. Pape
Commercial, Adv. Mgr.....John E. Dixon
Promotion, Publicity Director.....Bob Grimes
Program Director.....Mal Eno
Chief Engineer.....R. Hurley
Owners of: WALA.

WKRG-TV—Mobile—1955

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By.....WKRG-TV Inc.
Address.....162 St. Louis St.
Tel.: HE 2-5505.....CBS
Newspaper Affiliation.....Press-Register
Representative.....Avery Knodel
President.....Kenneth R. Giddens
Exec. V.P., General Mgr....C. P. Persons, Jr.
Program Dir.....Bob Peary
Operations Manager.....John E. Crawford
Publicity Dir.....Mrs. Mary Herring
Film Manager.....James Ellis
Chief Engineer.....Donald B. Patton
Owners of: WKRG-AM-FM.

WCCB-TV—Montgomery—1961

Channel: 32 UHF... AP: 90.5 Kw... VP: 180.9 Kw.
Owned By.....First Alabama Corp.
Address.....305 Davis Bldg.
Tel.: 265-7025.....ABC
Station Representative.....Weed
President.....Harold Anderson
General Manager.....Stan Richards

WCOV-TV—Montgomery—1953

Channel: 20 UHF... AP: 200 Kw... VP: 100 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....P. O. Box 2505
Tel.: 262-5361.....ABC-CBS
Sta. Representative...Venard, Rintoul, McConnell

ALABAMA-ALASKA-ARIZONA

President.....O. P. Covington
 General Manager.....Hugh M. Smith
 Commercial Manager.....Morris South
 Prom., Publicity Director.....Martha Hall
 Film Manager.....Bob House
 Chief Engineer.....W. D. Weatherly

WSFA-TV—Montgomery—1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By.....Broadcasting Co. of South
 Business Address.....10 East Delano
 Tel.: AM 5-1251.....NBC-ABC
 Sta. Rep.....Peters, Griffin, Woodward
 President.....B. Calhoun Hipp
 Exec. V.P.....G. Richard Shafto
 Manag. Dir.....Carter C. Hardwick
 Admin. Asst.....Frank Ridolphi
 Nat. Sales Mgr.....Jack Long
 Production Mgr.....Sam Spivey

Program Director.....Gene Jacobsen
 Commercial Mgr.....Bob Villar
 Prom. Mgr.....Robert L. Tuttle
 Film Mgrs.....Alice Mayfield, Gene Jacobsen
 Chief Engineer.....Richard Payne
 Owners of: WIS, AM-TV, Columbia.

WSLA-TV—Selma—1960

Channels: 8 VHF...AP: 1.5 Kw...VP: 3 Kw.
 Owned By.....Selma Television, Inc.
 Address.....Box 305
 Tel.: TR 2-0455.....Independent
 Sta. Representative.....Radio-TV Reps. Inc.
 President.....W. J. Brennan
 General Mgr., Ch. Eng.....Cyril G. Brennan
 Commercial Manager.....John Frasier
 Program Director.....John Rogers
 Promotion Director.....Bill Willis
 Publicity Director.....Minnie Lee Frazee
 Film Manager.....Billy Morgan

Pop: 250,000
 Families: 65,500

ALASKA

TV Homes: 43,000
 TV Stas. in State: 5

KENI-TV—Anchorage—1953

Channel: 2 VHF...AP: 2.69 Kw...VP: 5.37 Kw.
 Owned-Oper. By.....All-Alaska Bcstrs., Inc.
 Business Address.....Box 1160
 Tel.: BR 5-2201.....NBC-ABC
 Station Reps.....Fletcher; Day-Wellington, Inc.
 President, Gen. Mgr.....Alvin O. Bramstedt
 Comm. Adv. Mgr.....William Stewart
 Program Dir.....Gerry Hinchee
 Prom., Publicity Dir.....Marcia Hiber
 Film Manager.....Ernie Carle
 Chief Engineer.....Charles Gray
 Owners of: KENI; KFAA, AM-TV, Fairbanks;
 KTKN, Ketchikan.

KTVA—Anchorage—1953

Channel: 11 VHF...AP: 1.61 Kw...VP: 3.22 Kw.
 Owned-Oper. By.....Northern Television, Inc.
 Business Address.....P.O. Box 2200
 Tel.: BR 5-4321.....CBS
 Representative.....Weed; Alaska Radio-TV
 Pres., Gen., Sta. Mgr.....A. G. Hiebert
 Chief Engineer.....John Honea

KFAA-TV—Fairbanks—1955

Channel: 2 VHF...AP: 2.76 Kw...VP: 5.6 Kw.
 Owned-Oper. By.....All-Alaska Bcstrs., Inc.

Business Address.....516 Second Ave.
 Tel.: 2125.....ABC-NBC
 Pres., General Manager.....Alvin C. Bramstedt
 Station Manager.....D. Andon
 Chief Engineer.....D. Portor

KTVF—Fairbanks—1955

Channel: 11 VHF...AP: 5.5 Kw...VP: 11.1 Kw.
 Owned-Oper. By.....Northern TV, Inc.
 Address.....Box 2200, Anchorage
 Tel.: GL 2-3636.....CBS
 Station Reps.....Weed; Alaska Radio-TV
 President.....A. G. Hiebert
 Station, Comm. Manager.....John Griffin
 Promotion Director.....Jan Ward
 Film Mgr.....Sue Yoder
 Chief Engineer.....Ken Phillips
 Owners of: KTVA-TV, Anchorage.

KINY-TV—Juneau—1956

Channel: 8 VHF...AP: .13 Kw...VP: .26 Kw.
 Owned-Oper. By.....Juneau Broadcasters, Inc.
 Address.....231 So. Franklin St.
 Tel.: JU 6-1800.....CBS
 Sta. Representative.....Weed; Wagner
 Pres., Gen. Mgr.....J. W. McKinley
 Program Director.....Richard Peter

Pop: 1,410,000
 Families: 415,000

ARIZONA

TV Homes: 348,000
 TV Stas. in State: 9

KCDA—Douglas—1960

Channel: 3 VHF...AP: 1.6 Kw...VP: 2.1 Kw.
 Owned By.....Electron Corp.
 Address.....Gadson Hotel

Tel.: EM 4-8439.....Independent
 President.....Mort Zimmerman
 General Manager.....William B. Miller
 Commercial Manager.....Daniel C. Park
 Chief Engineer.....Norman Robb

ARIZONA-ARKANSAS

KOOL-TV—Phoenix—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....KOOL Radio-TV, Inc.
Business Address.....511 West Adams St.
Tel.: BR 1-2345.....CBS
Representative.....Hollingbery
Ch. of Bd.....Gene Autry
Pres., Gen. Mgr.....Tom Chauncey
V.P., Asst. Gen. Mgr.....Homer Lane
Commercial Manager.....Leslie Lindvig
Program Director.....Robert Davies
Promotion, Publicity Director.....Thomas King
Film Manager.....William Hancharik
Chief Engineer.....Albin Hillstrom
Owners of: KOOL, AM-FM.

KPHO-TV—Phoenix—1949

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Meredith Broadcasting Co.
Business Address.....631 N. 1st Ave.
Tel.: ALPine 8-4511.....Independent
Representative.....Katz
V.P., General Manager.....Dick Rawls
Sta., Comm. Mgr.....Howard Stalnaker
Director, Prog. & Opera.....Robert Martin
Promotion Manager.....Blue Wright
Film Manager.....Thomas Sherlock
Dir. of Engineering.....George McClanathan
Owners of: WOW-AM-FM-TV, Omaha; KCMO-AM-
FM-TV, Kansas City; WHEN-AM-TV, Syracuse,
N. Y.

KTVK—Phoenix—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....Arizona TV Co.
Address.....3435 No. 16th St.
Tel.: AM 6-5691.....ABC
Station Representative.....Blair TV
President.....Ernest W. McFarland
Sta., Comm. Manager.....Burton B. LaDow
Chief Engineer.....George McLouth

KTAR—Phoenix—1953

Channel: 12 VHF..AP: 15.8 Kw..VP: 31.6 Kw.
Owned-Oper. By.....KTAR Broadcasting Co.
Address.....1101 No. Central Ave.
Tel.: AL 4-4161.....NBC
Representative.....Avery-Knodel
Chairman of Board.....John J. Louis, Jr.
Pres., Gen. Mgr.....Richard O. Lewis
V.P., Commercial Mgr.....Ray C. Smucker
V.P., Program Director.....Robert Vache
Promotion Director.....Bryan Hickox

Film Director.....Betty Campbell
Sales Manager.....George Guyan
Chief Engineer.....John Beck
Owners of: KYCA, Prescott; KYUM, Yuma; KTAR,
AM-FM, Phoenix.

KGN—Tucson—1956

Channel: 9 VHF..AP: 31.6 Kw..VP: 63.1 Kw.
Owned-Oper. By.....WEHT, Inc.
Address.....P. O. Box 5147
Tel.: MA 3-3633.....ABC
Station Representative.....Young TV Corp.
Pres., Gen. Mgr.....Ed. Richter
Program Director.....Larry Schnebly
Commercial Manager.....Howard D. Duncan
Chief Engineer.....Bob Cleveland

KOLD-TV—Tucson—1953

Channel: 13 VHF..AP: 15 Kw..VP: 30 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Address.....1115 Miracle Mile Strip
Tel.: MA 4-2511.....CBS
Representative.....Hollingbery
President.....Tom Chauncey
V.P., General Manager.....E. S. Mittendorf
Asst. Gen. Mgr.....Paul Plunkett
Commercial Manager.....Bernie Perlin
Program Dir.....William Spies
Promotion, Publicity Director.....Jack Trustman
Chief Engineer.....Howard Smith

KVOA-TV—Tucson—1953

Channel: 4 VHF..AP: 18 Kw..VP: 35 Kw.
Owned-Oper. By.....Alvarado TV Co. Inc.
Address.....10th & Elm Streets
Tel.: MAIN 3-2555.....NBC
Station Rep.....Avery-Knodel
President.....Clinton D. McKinnon
Station Manager.....Fred L. Vance
Assistant Manager.....Gordon E. Hamilton
Promotion Director.....James Owen
Program Director.....Henry E. Hubbard
Film Manager.....E. D. Wood
Chief Engineer.....Raymond H. Holsclaw
Owners of: KOAT-TV, Albuquerque.

KIVA—Yuma—1953

Channel: 11 VHF..AP: 15.8 Kw..VP: 31.6 Kw.
Owned By.....Bruce Merrill
Business Address.....P. O. Bin 1671
Tel.: ST 6-8311.....NBC-CBS-ABC
President.....Bruce Merrill
Gen. Mgr., Film Dir.....R. O. Van Duzer
Chief Engineer.....Leavenworth Wheeler

Pop.: 1,775,000

Families: 500,000

ARKANSAS

TV Homes: 333,500

TV Stas. in State: 6

KTVE—El Dorado—1955

Channel: 10 VHF..AP: 156 Kw..VP: 316 Kw.
Owned By.....KTVE, Inc.
Address.....P. O. Box 791
Tel.: UN 2-3488.....ABC-NBC
Station Rep.....Venard, Rintoul & McConnell

President.....Ernin Lyke
General Manager.....John B. Soell
Program Director.....John Turner
Promotion Director.....Bernard Frazer
Film Manager.....Wayne Lewis
Chief Engineer.....John Long

KFSA-TV—Fort Smith—1956

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.
 Owned By..... American TV Co.
 Business Address..... 101 N. 4th St.
 Tel.: SU 3-3131..... ABC-CBS-NBC
 Newspaper Affil..... American-Times Record
 Station Rep..... Venard, Rintoul & McConnell
 President..... D. W. Reynolds
 General Sta. Manager..... J. W. Slates
 Comm., Adv. Mgr..... John Whitt
 Program, Publicity Dir..... Pat Porta
 Promotion Director..... Harold Castelow
 Film Manager..... Gordon Brown, Jr.
 Chief Engineer..... W. Matten
 Owners of: KFSA; KOLO, AM-TV, Reno; KBRS,
 Springdale; KOKL, Okmulgee; KORK, Las Vegas;
 KLRJ-TV, Las Vegas; KGNS-TV-AM, Laredo;
 KFOY-TV, Hot Springs.

KFOY-TV—Hot Springs—1961

Channel: 9 VHF... AP: 1.32 Kw... VP: 2.63 Kw.
 Owned By..... Donald W. Reynolds
 Address..... Drawer Y
 Tel.: NAtional 4-3373..... NBC
 Station Representative..... Bolling
 President..... Donald W. Reynolds
 General Manager..... Harold E. King
 Program Director..... Arie Landrum
 Chief Engineer..... Albert W. Scheer

KARK-TV—Little Rock—1954

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Arkansas Radio & Equip. Co.
 Business Address..... 10th & Spring Streets
 Tel.: FRanklin 6-2481..... NBC
 Representative..... Petry

President..... T. K. Barton
 Exec. Vice Pres..... Douglas J. Romine
 Commercial Mgr..... H. Lee Bryant
 Program Dir..... Fred Schmutz
 Promo. Director..... Shirley R. Kennedy
 Chief Engineer..... Champ Smith

KATV—Little Rock—1953

Channel: 7 VHF... AP: 91.2 Kw... VP: 170 Kw.
 Owned-Oper. By..... Central South Sales Co.
 Address..... 310 W. 3rd St.
 Tel.: FR 4-1691..... ABC
 Representative..... Avery-Knodel, Inc.
 President..... James C. Leake
 General Sta. Manager..... R. Doubleday
 Commercial Manager..... Tom Goodgame
 Program Dir., Film Mgr..... Jack Bomar
 Promotion, Publicity Director..... Bruce Smith
 Chief Engineer..... A. R. Garrett
 Owners of: KTUL-TV, Tulsa; KWTW, Oklahoma
 City.

KTHV—Little Rock—1955

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Operated By..... Arkansas TV Co.
 Address..... Box 269
 Tel.: FR 4-3764..... CBS
 Newspaper Affil..... Arkansas Democrat
 Station Representative..... Adv. Time Sales
 President..... K. A. Engel
 Gen., Sta. Manager..... B. G. Robertson
 Comm. Manager..... W. V. Hutt
 Program Dir..... Tom Walker
 Film Manager..... Curtis Threlkeld
 Promotion Dir..... John Pounders
 Publicity Director..... Jan Newby
 Chief Engineer..... Cecil Suitt

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WNHC-AM • FM • TV, Hartford-New Haven, Conn. / **WLYH-TV**, Lebanon-Lancaster, Pa. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
www.americanradiohistory.com

Pop.: 16,300,000
Families: 5,321,000

CALIFORNIA

TV Homes: 4,838,000
TV Stas. in State: 34

KBAK-TV—Bakersfield—1953

Channel: 29 UHF..AP: 95 Kw..VP: 191 Kw.
Owned By.....Bakersfield Bcstg. Co.
Address.....P. O. Box 1448
Tel.: FA 7-7955.....CBS
Station Representative.....Young TV Corp.
President.....J. Drayton Hastie
Exec. V.P., General Mgr.....John E. Barrett
Director of Operations.....Lyle Murphy
Chief Engineer.....James Garner

KERO-TV—Bakersfield—1953

Channel: 10 VHF..AP: 55 Kw..VP: 110 Kw.
Owned-Oper. By.....Transcontinent TV Corp.
Address.....321 21st St.
Tel.: FA 7-1441.....NBC
Representative.....Petry
President.....David C. Moore
General Mgr.....George Whitney
Station Mgr.....Arthur M. Mortensen
Commercial Mgr.....Roland T. Kay
Program Mgr., Film Dir.....Kenneth R. Croes
Chief Engineer.....Ray Mattinson
Owners of: WGR, Buffalo; WNEP, Scranton;
KFMB, San Diego; WDAF, Kansas City.

KLYD-TV—Bakersfield—1959

Channel: 17 UHF..AP: 123 Kw..VP: 234 Kw.
Owned By.....Kern County Bcstg. Co.
Address.....2831 Eye St.
Tel.: FAirview 7-7511.....ABC
Station Representative.....Hollingbery
President, Gen. Mgr.....Ed Urner
V.P., General Sales Mgr.....Dave Maxwell
Program Director.....Wally Pierre
Chief Engineer.....Vern Tucker

KHSL-TV—Chico—1953

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Golden Empire Bcstg. Co.
Address.....180 East 4th St.
Tel.: FI 2-0141.....CBS
Sta. Rep.....Bolling
President.....Mrs. H. McClung
General Mgr.....M. F. Woodling
Sales Manager.....G. Ross
Dir. of Engineering.....Russell Pope

KIEM-TV—Eureka—1953

Channel: 3 VHF..AP: 100 Kw..VP: 50 Kw.
Owned-Oper. By.....California-Oregon TV
Business Address.....P. O. Box 1021
Tel.: HI 3-3123.....ABC-CBS
Station Reps.....Young; Art Moore
President.....William B. Smullin
VP-Manager.....Donald H. Telford
V.P., News Director.....Newton L. Steward
Program Manager.....Robert Miller
Chief Engineer.....Donald King

KVIQ-TV—Eureka—1958

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned.....Calif. Northwest Bcstg. Co.
Address.....Box 1019
Tel.: HI 3-3061.....ABC-NBC
Station Rep.....Hollingbery
President.....Carl R. McConnell
General Mgr.....Geo. C. Fleharty
Station Mgr.....Ted Dooley
Commercial Mgr.....Sam Horel
Promotion Director.....Carolyn Hansen
Film Manager.....Buster De Brunner
Chief Engineer.....Amos Hargrave

KFRE-TV—Fresno—1956

Channel: 30 UHF..AP: 696 Kw..VP: 1392 Kw.
Owned By.....Triangle Publications
Business Address.....733 L St.
Tel.: AM 8-6441.....CBS
Representative.....Blair-TV
Vice-President.....Roger W. Clipp
General Manager.....Kenneth M. Curto
Commercial Manager.....Jay Sondheim
Program Director.....Pack Phillips
Promotion, Publicity Director.....Harry White
Film Manager.....Fred Carbine
Chief Engineer.....Keith L. Mealey
Owners of: WFL, AM-TV-FM, Philadelphia;
WNBZ, AM-TV-FM, Binghamton; WFBG, AM-
TV, Altoona; WNHG, AM-TV-FM, New Haven;
KFRE, AM-TV, Fresno; WLHY-TV, Lebanon;
WFBG-FM, Altoona, Pa.; KRFM-FM, Fresno.

KAIL-TV—Fresno—1961

Channel: 53 UHF..AP: 16 Kw..VP: 32 Kw.
Owned By.....KAIL Bcstg. Co.
Address.....308 So. Fruit Ave.
Tel.: EY 9-2104.....Independent
Station Representative.....Harlan Oakes
General Manager.....Barney Lee Golden
Director of Operations.....Hal O'Donnell
Chief Engineer.....Elbert Dean

KJEO—Fresno—1953

Channel 47 UHF..AP: 222 Kw..VP: 444 Kw.
Owned By.....Shasta Telecstg. Corp.
Address.....Box 1708
Tel.: BA 2-2411.....ABC
Station Representative.....Hollingbery
President, Gen. Mgr.....George C. Fleharty
Commercial Manager.....Ray Grant
Program Director.....James Bentley
Promotion, Publicity Dir.....Ruth Wall
Film Manager.....Richard Bertolin
Chief Engineer.....Jack McElwain
Owners of: KVIP-AM-TV, Redding; KVIQ-TV,
Eureka, both Calif.

KMJ-TV—Fresno—1953

Channel: 24 UHF..AP: 240 Kw..VP: 447 Kw.
Owned-Oper. By.....McClatchy Newspapers

CALIFORNIA

Address 1530 Van Ness Ave.
 Tel.: AM 8-6666 NBC
 Representative Katz
 President Eleanor McClatchy
 Station Mgr. John Edwards
 Comm., Prom. Mgr. Wilson Lefler
 Chief Engineer J. B. Hancock

KCOP—Hollywood—1948

Channel: 13 VHF.. AP: 83.2 Kw... VP: 170 Kw.
 Owned By NAFI Corp.
 Address 915 N. La Brea Ave.
 Tel.: Oldfield 6-6050 Independent
 Representative Petry
 President, Sta. Mgr. William Whitsett
 V.P. & Gen. Sales Manager. Amos T. Baron
 Local Sales Mgr. Dan Miller
 Promotion, Publicity Director. Hal K. Biard
 Program Director Robert I. Guy
 Chief Engineer Al Browdy
 Owners of: KPTV, Portland; KTVT, Fort Worth.

KABC-TV—Los Angeles—1949

Channel: 7 VHF.. AP: 82 Kw. VP: 165 Kw.
 Owned-Oper. By ABC
 Business Address TV Center
 Tel.: NO 3-3311 ABC
 Station Representative ABC-TV Spot Sales
 V.P., General, Sta. Mgr. Elton H. Rule
 Gen., Sales Mgr. Richard A. O'Leary
 Prom., Pub. Dir. Jack Brembeck
 Film Manager Howard Lipstone
 Chief Engineer Theodore Grenier

KHJ-TV—Los Angeles—1948

Channel: 9 VHF.. AP: 81.3 Kw... VP: 162 Kw.
 Owned-Oper. By RKO General Inc.
 Business-Studio Address 1313 N. Vine St.
 Tel.: HO 2-2133 Independent
 Station Representative RKO Nat'l Sales Div.
 President Thomas F. O'Neil
 Divisional Mgr. Harry Trenner
 General, Sta. Manager. Malcolm Klein
 Div. Dir. of Operations. Hal Phillips
 Commercial Manager. Don Balsamo
 Promotion, Adv. Director. Richard L. Sinclair
 Program Dir., Film Mgr. Wally Sherwin
 Publicity Director Tony Arnone
 Chief Engineer Bob Bullock
 Owners of: WOR, AM-TV-FM, New York; WNAC-
 AM-TV, Boston; KFRC, San Francisco; WHBQ,
 AM-TV, Memphis; CKLW-AM-FM-TV, Detroit-
 Windsor; WGMS, Washington, D. C.; WHCT,
 Hartford; KHJ, AM-TV-FM, Los Angeles;
 WRKD-FM, Boston, Mass.

KNXT—Los Angeles—1951

Channel: 2 VHF.. AP: 23.4 Kw... VP: 46.8 Kw.
 Owned-Oper. By CBS Inc.
 Business-Studio Address 6121 Sunset Blvd.
 Tel.: HO 9-1212 CBS
 Station Rep. CBS TV Stations Nat'l Sales
 V.P., General Manager. Robt. D. Wood
 Gen. Sales Mgr. Ray L. Beindorf
 Program Director Leon Drew
 Prom., Publicity Director. Austin Heywood
 Film Manager Allen Ludlum
 Engineer in Chg. Edwin Miller

KRCA—Los Angeles—1949

Channel: 4 VHF.. AP: 23.5 Kw... VP: 47 Kw.
 Owned NBC
 Bus.-Studio Address Sunset & Vine St.
 Tel.: TH 5-7000 NBC
 Representative NBC Spot Sales
 V.P., General Manager. Thomas McCray
 Director of Sales James Parks
 Operations Mgr. Bob Henry
 Adv., Prom. Mgr. Michael W. Gradle
 Prog. Dir. Jack Kenaston
 Film Manager George Burke
 Chief Engineer John Knight

KTLA—Los Angeles—1947

Channel: 5 VHF.. AP: 25.1 Kw... VP: 50.1 Kw.
 Owned-Oper. Paramount TV Production, Inc.
 Studio Address 5800 Sunset Blvd., H'wywood
 Tel.: HO 9-3181 Independent
 Representative PGW
 President Paul Raibourn
 V.P., General Manager. S. L. Adler
 Asst. Gen. Mgr., Prog. Dir. Robert Quinlan
 General Sls. Manager Jack Donahue
 Nat'l Sales Manager Martin F. Connelly
 Local Sales Manager. Carlo Anneke
 Adv., Promotion Dir. Robert Nashick
 Business Manager Alex Tovar
 Production Manager Hal Dasbach
 Chief Engineer John Silva

KTTV—Los Angeles—1949

Channel: 11 VHF.. AP: 83 Kw... VP: 165 Kw.
 Owned-Oper. By Times-Mirror Bcstg. Co.
 Business Address 5746 Sunset Blvd.
 Tel.: HO 2-7111 Independent
 Newspaper Affil. L.A. Times, Mirror
 Representative Blair TV
 President Robert W. Breckner
 V.P.-Sales John R. Vrba
 Dir., Mdsq. & Prom. James F. Hoffman
 V.P., Program Dir. Richard Woollen

KVIP—Redding—1956

Channel: 7 VHF.. AP: 57.5 Kw... VP: 115 Kw.
 Owned By Shasta Telecasting Corp.
 Business Address 2770 Pioneer Drive
 Tel.: CH 1-1414 ABC-NBC
 Representative Hollingbery
 Pres., Gen. Mgr. George C. Fleharty
 Commercial Manager K. Swinehart
 Chief Eng., Ass't Mgr. Russell K. Olsen

KCRA-TV—Sacramento—1955

Channel: 3 VHF.. AP: 50 Kw... VP: 100 Kw.
 Owned-Operated By KCRA, Inc.
 Address 310 10th St.
 Tel.: Hickory 4-7300 NBC
 Representative Petry
 President, Sta. Mgr. Robert E. Kelly
 General Mgr. Jon S. Kelly
 Asst. Gen. Mgr. Howard J. Smiley
 Program Mgr. David B. Hume
 Chief Engineer W. Herbert Hartman
 Owners of: KCRA, AM-FM.

KXTV—Sacramento—1955

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Great Western Bcstg Corp.
 Address.....601 7th Ave.
 Tel.: GI 14041.....CBS
 Rep.....H-R
 President.....C. Wrede Petersmeyer
 V.P., General Mgr.....Robert Wilson
 General Sales Mgr.....Richard L. Cochrame
 Program Director.....Dean Borba
 Promotion Mgr.....M. S. Bachman
 Chief Engineer.....Don Ferguson
 Owners of: WISH-AM-TV, Indianapolis, Ind.;
 WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa,
 Okla.; KHOU-TV, Houston, Tex.

KSBW-TV—Salinas—1953

Channel: 8 VHF..AP: 120 Kw..VP: 240 Kw.
 Owned By.....Salinas Valley Bcstg. Corp.
 Address.....Box 1651
 Tel.: HA 2-6422.....CBS-NBC
 Representative.....H-R Television
 Pres., Gen. Mgr.....John C. Cohan
 Asst. to President.....Gary Ferlisi
 Comm. Mgr.....Graham H. Moore
 Prog. Dir., Film Mgr.....Caryl Coleman
 Promotion, Publicity Director...Penne Bennett
 Chief Engineer.....B. Hargan

KCHU—San Bernardino—1961

Channel: 18 UHF..AP: .05 Kw..VP: .1 Kw.
 Owned By.....Norman H. Rogers
 Address.....Box 18
 Tel.: TU 8-18181.....Independent
 President, Gen. Mgr.....Norman H. Rogers
 Station Mgr., Prog. Dir....Elzora A. Hemenway
 Commercial Manager.....Bill Bellman
 Promotion Director.....Wally Boyko
 Publicity Director.....Donald L. Rogers
 Film Manager.....Leah Stricker
 Advertising Manager.....Lowell Smith
 Chief Engineer.....Richard T. Sampson

KFMB-TV—San Diego—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned.....Transcontinent TV Corp.
 Business Address.....1405 Fifth Ave.
 Tel.: BE 2-2114.....CBS
 Representative.....Petry
 President.....David C. Moore
 V.P., Gen. Mgr.....George Whitney
 Station, Comm. Mgr.....Bill Fox
 Asst. to Sta. Mgr.....Shirley Dixon
 Program, Promotion Mgr.....George Stantis
 Film Manager.....Del Gay
 Mgr. of Engineering.....Charles Abel
 Owners of: KFMB, FM-AM; WGR-AM-TV-FM,
 Buffalo, N. Y.; WDAF-AM-TV, Kansas City,
 Mo.; WNEP-TV, Scranton; KERO-TV, Bakers-
 field, Calif.

KOGO-TV—San Diego—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....KOGO Bcstg. Corp.

Address.....Box 628
 Tel.: CO 2-2421.....NBC
 Representative.....Katz
 President.....James G. Rogers
 Exec. V.P., Gen. Mgr.....William E. Goetze
 Commercial Mgr.....Jay Grill
 Program, Film Mgr.....Burke Ormsby
 V.P., Chief Engineer.....LeRoy A. Bellwood
 Owners of: KOGO-AM-FM.

XETV—San Diego—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....Radio Television S.A.
 Address.....7th & Ash, TV Hqhts.
 Tel.: BELmont 4- 8431.....ABC
 Station Representative.....Blair
 V.P., Gen. Mgr.....Julian M. Kaufman
 Commercial Manager.....Louis J. Meiers
 Program, Promotion Dir.....Jim Hayden
 Publicity Director.....Ted C. Millan
 Film Manager.....Wayne Ferece
 Chief Engineer.....Felipe Fernandez

KGO-TV—San Francisco—1949

Channel: 7 VHF..AP: 168 Kw..VP: 316 Kw.
 Owned-Oper.....Amer. Bcstg. Co.
 Address.....277 Golden Gate Ave.
 Tel.: UN 3-0077.....ABC
 Representative.....Blair
 President.....Leonard Goldenson
 V.P., Gen., Station Mgr.....D. M. Sacks
 Commercial Mgr.....R. Coughlan
 Adv., Pub., Prom. Dir.....George T. Rodman
 Program Director.....Seymour Horowitz
 Film Manager.....Bob Mitchell
 Chief Engineer.....Harry N. Jacobs

KPIX—San Francisco—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Westinghouse Bcstg., Inc.
 Address.....2855 Van Ness Ave.
 Tel.: PR 6-5100.....CBS
 Sta. Representative.....TvAR
 West Coast V.P.....Philip G. Lasky
 General Manager.....Louis S. Simon
 Program Director.....Ray Hubbard
 Film Mgr.....Thomas Maloney
 Adv., Prom. Director.....A. H. Christensen
 Publicity Mgr.....A. M. Baccari, Jr.
 Sales Promotion Manager.....Robert L. Smith
 Engineering Manager.....Ben Wolfe
 Owners of: WOIO, Fort Wayne, Ind.; WBZ-AM-
 TV-FM, Boston-Springfield, Mass.; KYW, Cleve-
 land, O.; KTW-TV, Cleveland, O.; KEX, Port-
 land, Ore.; KDKA-AM-TV, Pittsburgh, Pa.;
 WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.

KRON-TV—San Francisco—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....The Chronicle Pub. Co.
 Business Studio Address.....929 Mission St.
 Tel.: GA 1-1100.....NBC
 Newspaper Affiliation.....Chronicle
 Representative.....Peters, Griffin, Woodward Inc.
 President.....Charles de Young Thieriot
 Gen. Manager.....Harold P. See

CALIFORNIA-COLORADO

Station Manager..... A. H. Constant
 Commercial Mgr..... William A. Morrison
 Program Dir..... Robert Glassburn
 Promotion Dir..... A. Richard Robertson
 Publicity Dir..... Roland Irving
 Chief Engineer..... J. L. Berryhill

KTVU—San Francisco-Oakland 1958

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned..... S. F.-Oakland TV, Inc.
 Address..... 1 Jack London Sq., Oakland
 Tel.: TE 4-2000..... Independent
 Representative..... H-R Television
 President..... Ward D. Ingram
 Gen. Mgr..... William D. Pabst
 Nat. Sales Mgr..... Frank King
 Prom. Director..... Joseph P. Constantino
 Publicity Director..... Chet Rhodes
 Chief Engineer..... Robert Arne

KNTV—San Jose—1955

Channel: 11 VHF... AP: 123 Kw... VP: 60 Kw.
 Owned-Oper. By... Standard Radio & TV Co.
 Address..... 645 Park Avenue
 Tel.: CY 7-5577..... ABC
 Sta. Representative..... Young TV
 President..... A. T. Gilliland
 Sales Manager..... Fran Conrad
 Local Sales Mgr..... Norman Paul
 Program Director..... Glenn Huston
 Promotion Dir..... Len Hansen
 Chief Engineer..... Robert A. Latham

KSBY-TV—San Luis Obispo 1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By... Salinas Valley Bcstg. Corp.
 Business Address..... Box 286
 Tel.: LI 3-0920..... CBS-NBC
 Representative..... H-R
 President, Gen. Mgr..... John C. Cohan
 Asst. General Mgr..... Gary Ferlisi
 Station Manager..... Arthur V. Hapgood

Promotion Director..... Penne Bennett
 Chief Engineer..... Charles Mitchell
 Owners of: KSBW, AM-TV-FM, Salinas.

KEYT—Santa Barbara—1953

Channel: 3 VHF... AP: 25 Kw... VP: 50 Kw.
 Owned..... Key TV, Inc.
 Business Address..... 730 Miramonte Dr.
 Tel.: WO 5-8533..... ABC-CBS-NBC
 Station Rep..... Young
 President..... William F. Luton
 General Manager..... Leslie H. Norins
 Program Director..... Mary Ann Casey
 Promotion Manager..... Carol Davis
 Traffic Manager..... Cherie Kaplun
 Senior Engineer..... Ted Froming

KOVR-TV—Stockton—1954

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By... Metropolitan Bcstg.
 Address..... 1216 Arden Way
 Tel.: WA 7-1313..... ABC
 Representative..... Blair
 President..... John W. Kluge
 General Sta. Manager..... Glover DeLaney
 Program Director..... Bel Lange
 Promotion, Publicity Director..... Bud Miller
 Film Manager..... Bob Bolen
 Chief Engineer..... Richard J. Anderson
 Owners of: WNEW, AM-TV, New York; WHK,
 Cleveland; WIP, Philadelphia; WRUL, New
 York; WTTG-TV, Washington, D. C.; WTUH-
 TV, Peoria; KMBC-AM-TV, Kansas City; KOVR-
 TV, Sacramento; WTUP-TV, Decatur, Ill.

KICU-TV—Visalia—1961

Channel: 43 UHF... AP: 147 Kw... VP: 280 Kw.
 Owned By..... Sierra Bcstg., Inc.
 Address..... 2803 Divisadero St., Fresno, Calif.
 Tel.: AM 8-9784..... Independent
 Station Representative..... Weed Television
 President..... Norwood J. Patterson
 General Manager..... W. O. Edholm
 Local Sales Manager..... Tracy Thrumston
 Director of Operations..... Don Webster
 Chief Engineer..... Jim Ayers
 Owners of: KSAN, San Francisco.

Pop.: 1,850,000
 Families: 515,500

COLORADO

TV Homes: 421,000
 TV Stas. in State: 9

KKTV—Colorado Springs—1952

Channel: 11 VHF... AP: 117 Kw... VP: 234 Kw.
 Owned-Operated By... TV Colorado, Inc.
 Address..... 512 S. Tejon St.
 Tel.: ME 4-2844..... CBS
 Representative..... Bolling
 President, Gen. Mgr..... James D. Russell
 V.P. Commercial Manager..... Robert D. Ellis
 Prom., Pub. Director..... Hal Kennedy
 Chief Engineer..... Chet Wallack

KRDO-TV—Colorado Spgs.—1953

Channel: 13 VHF... AP: 112.5 Kw... VP: 225 Kw.
 Owned-Oper. By... Pikes Peak Bcstg. Co.
 Business Address..... 399 South Eighth St.
 Tel.: ME 2-1515..... ABC
 Station Reps... Adv. Time Sales; J. L. McGuire
 President, Gen. Mgr..... Harry W. Hoth, Jr.
 Station Manager..... Jay E. Gardner
 Business Mgr..... Darold A. Wilkinson
 Chief Engineer..... Charles H. Upton
 Owners of: KRDO.

KBTV—Denver—1952

Channel: 9 VHF... AP: 141 Kw... VP: 282 Kw.
 Owned By..... Mullins Bcstg. Co.
 Address..... 1089 Bannock St.
 Tel.: AM 6-3601..... ABC
 Representative. Peters, Griffin, Woodward, Inc.
 President..... John C. Mullins
 General Manager..... Joseph Herold
 Nat'l Sales Mgr..... Robert L. Brown
 Local Sales Mgr..... James D. Ferris
 Prog. Mgr..... Mann Reed
 Promotion Director..... Walt Kowalski
 Film Mgr..... Don Mumford
 Chief Engineer..... Jim Butts
 Owners of: KBTR, Denver.

KLZ-TV—Denver—1953

Channel: 7 VHF... AP: 135 Kw... VP: 269 Kw.
 Owned By..... Time-Life Bcstg., Inc.
 Business Address..... 131 Speer Blvd.
 Tel.: MA 3-4271..... CBS
 Representative..... Katz
 Pres., Gen. Mgr..... Hugh B. Terry
 Station Manager..... Jack Tipton

Commercial Manager..... Bob Hart
 Program Director..... Stan Brown
 Prom., Publicity Dir..... Jimm Seaney
 Film Manager..... William Witt
 Chief Engineer..... Eugene Jenkins
 Owners of: KLZ-AM, Denver.

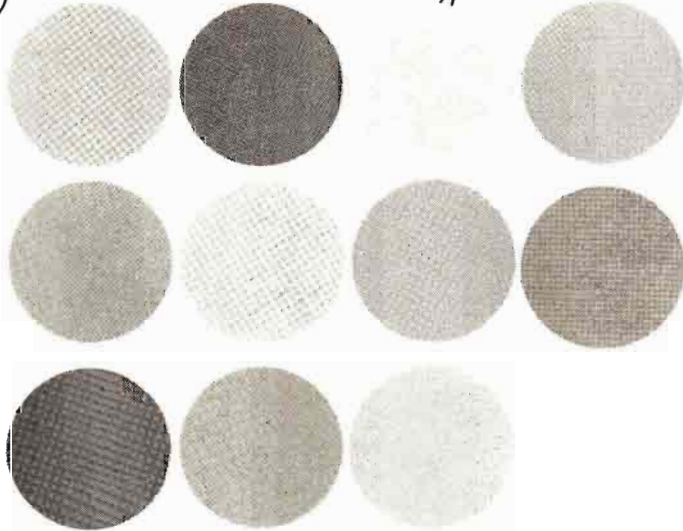
KOA-TV—Denver—1953

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Operated By..... Metropolitan TV Co.
 Address..... Box 5012, Terminal Annex
 Tel.: Cherry 4-4141..... NBC
 Station Representative..... Blair-TV
 President..... William Grant
 Exec. V.P., General Mgr..... Ralph Radetsky
 Commercial Manager..... Dick Harris
 Program Director..... Si Palmer
 Promotion, Publicity Director... Mick Schaibuch
 Film Manager..... Sam Houston
 Chief Engineer..... Sid Davidson
 Owners of: KOA-AM-FM, Denver.

KTVR-TV—Denver—1952

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By..... Gotham Bcstg. Corp.

in every market there is always one radio & one tv station that stands out!



*IN DENVER IT'S...
AND*



Solely owned and operated by the Mullins Broadcasting Company... These abc affiliates bring to over 1 million people in the Denver area the PROGRAMING... the SERVICE... the NEWS... and the ENTERTAINMENT, that has won them the title...

DENVER'S FAMILY STATIONS

John C. Mullins
President and Owner
Joe Herold
Vice President and General Manager
 Represented by:
Peters, Griffin & Woodward—TV
H-R Representatives Inc.—Radio

COLORADO-CONNECTICUT

Business Address 550 Lincoln St.
Tel.: KE 4-8281.....Independent
Sta. Representative.....Adam Young
President.....J. Elroy McCaw
General Manager.....James T. Brennan
Commercial Mgr......Al Kincade
Program Dir......Warren Huskie
Publicity Dir......Len Bermon
Film Manager.....Thomas J. Donnegan
Chief Engineer.....Lester J. Dunn
Owners of: WINS, New York; KTVW, Tacoma.

KREX-TV—Grand Junction 1954

Channel 5 VHF...AP: 6.46 Kw...VP: 12.9 Kw.
Owned By.....Western Slope Bcstg Co., Inc.
Address.....Box 270
Tel.: CH 2-5000.....CBS-NBC-ABC
Station Representative.....Holman
President, General Mgr......Rex Howell
Station Comm. Mgr......Bob McMahan
Production Dir......Frank Graham
Film Manager.....Mike Swan
Chief Engineer.....James Meyer

Owners of: KREX-AM-FM, Grand Junction;
 KGLN, Glenwood Springs, Colo.; KREY-TV,
 Montrose, Colo.

KREY-TV—Montrose—1956

Channel: 10 VHF...AP: 1.54 Kk...VP: 3.09 Kw.
Owned-Oper. By.....Black Canon Bcstg Co.
Address.....P. O. Box 120
Tel.: 249-3011.....ABC-NBC-CBS
Station Representative.....Hal Holman
President, Gen., Mgr......Rex Howell
Station Manager.....Carl Q. Anderson
Promotion Director.....Frank Bell

KOAA-TV—Pueblo—1952

Channel: 5 VHF...AP: 150 Kw...VP: 100 Kw.
Owned By.....Metropolitan TV of Denver
Business Address.....2226 Television Lane
Tel.: LI 4-5782.....Independent
Station Representative.....Meeker Co.
Station Manager.....J. G. Croll
Film Manager.....Jackson Cravens
Commercial Mgr......Ken King
Advertising Mgr......Al Griffith
Chief Engineer.....Ken Renfrow

Pop.: 2,670,000

Families: 788,500

CONNECTICUT

TV Homes: 748,000

TV Stas. in State: 6

WICC-TV—Bridgeport—1953

Channel: 43 UHF...AP: 9.12 Kw...V.P: 18.2 Kw.
Owned By.....Conn.-N. Y. Bcstrs., Inc.
Address.....2190 Post Road, Fairfield, Conn.
Tel.: Clearwater 6-0461.....ABC
Station Representative.....Young TV
President, Gen. Mgr......K. M. Cooper
Vice President.....John E. Metts
Station, Sales Manager.....Ray Colonari
Program Director.....Frank Delfino
Promotion, Publicity Director.....Tony Brunton
Film Manager.....Bob Pieger
Pgm. Dir......Harry Downie
Chief Engineer.....Pat Uliano
Owners of: WICC-AM, WJZZ-FM, Bridgeport.

WHCT—Hartford—1959

Channel: 18 UHF...AP: 100 Kw...VP: 186 Kw.
Owned By.....RKO General
Business Address.....555 Asylum St.
Tel.: Jackson 5-2611.....Independent
Station Rep......Nat'l Sales Div., RKO General
General Manager.....Paul B. Evans

WTIC-TV—Hartford—1957

Channel: 3 VHF...AP: 60.3 Kw...VP: 100 Kw.
Owned.....Travelers Broadcasting Service Corp.
Address.....Bcst. House, 3 Constitution Plaza
Tel.: Jackson 5-0801.....CBS
Representative.....Harrington, Righter & Parsons
President.....Paul W. Morency
VP & Gen. Mgr......Walter C. Johnson
V.P., Sales.....Irwin C. Cowper

VP, Prog......Leonard J. Patricelli
Prom. Dir......Eugene J. Muriaty
Publicity Director.....Paul E. Lucas
Dir. of Engineering.....Harold Dorschug
Film Editor.....Ernest Olivieri
Chief Engineer.....Herman D. Taylor
Owners of: WTIC, AM-FM.

(See Pages 322 & 323 for Ad)

WHNB-TV—New Britain— 1953

Channel: 30 UHF...AP: 113.5 Kw...VP: 210.4 Kw.
Owned By.....Connecticut TV, Inc.
Address.....1422 New Britain Ave.
Tel.: ADams 3-8551.....NBC
Station Reps......Hollingbery; Kettell-Carter
President.....Herbert Scheffel
General, Sta. Mgr......Robert W. Bray
Commercial Mgr......Jack Fox
Program Dir......Philip Corvo
Prom., Publicity Dir......Howard Wry
Film Manager.....Phillip B. Hale
Chief Engineer.....Thomas Doody
Owners of: WICS-TV, Springfield; WCGU, Cham-
 paign.

WNHC-TV—New Haven—1948

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Triangle Publications, Inc.
Business Address.....135 College St.
Tel.: SPruce 7-3611.....ABC
News, Afil......Phila. Inquirer & Daily News
Station Representative.....Blair TV
President.....Walter H. Annenberg

CONNECTICUT-D. C.-FLORIDA

General Manager.....Roger W. Clipp
 Station Manager.....Howard W. Maschmeier
 Commercial Manager.....John F. Cundiff
 Prom., Adv., Publicity.....Peter F. Gallagher
 Film Mgr.....Leonard S. Sanna
 Program Dir.....James E. Kovach
 Chief Engineer.....Carmine Iannucci
 Owners of: WFIL, AM-TV-FM, Philadelphia;
 WNBF, AM-TV-FM, Binghamton; WFBG, AM-
 TV-FM, Altoona; KFRE, AM-TV; KRFM,
 Fresno; WLYH, Lebanon; WNHC, AM-FM.

WATR-TV—Waterbury—1953

Channel: 53 UHF..AP: 125 Kw..VP: 245 Kw.
 Owned-Operated By.....WATR, Inc.
 Business Address.....440 Meadow St.
 Tel.: PL 5-1121.....ABC
 Stations Reps.....Masla, New Eng. Spot Sales
 President.....Harold Thomas
 Gen., Sta., Commercial Mgr.....Samuel Elman
 Prog. Dir., Film Manager.....Astrid Curtis
 Chief Engineer.....Robert Corbett

Pop.: 770,000

Families: 224,500

DISTRICT OF COLUMBIA

TV Homes: 211,500

Television Stations: 4

WMAL-TV—Washington—1947

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By The Evening Star Bcstg. Co.
 Address.....4461 Connecticut Ave., N.W.
 Tel.: KE 7-1100.....ABC
 Newspaper Affiliation.....The Evening Star
 Representative.....H-R Television
 President.....John W. Thompson, Jr.
 General Manager.....F. S. Houwink
 Commercial Manager.....Neal J. Edwards
 Program Director.....Theodore N. McDowell
 Prom. & Pub. Director.....E. Haywood Meeks
 Film Manager.....Richard Stratton
 Chief Engineer.....Allan Rowley
 Owners of: WMAL, AM-FM; WWSA, AM-TV-FM,
 Harrisonburg.

WRC-TV—Washington—1947

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Bus. Address.....4001 Nebraska Avenue, N.W.
 Tel.: EM 2-4000.....NBC
 Representative.....NBC Television Spot Sales
 President (NBC).....Robert E. Kintner
 V.P., General Mgr.....Joseph Goodfellow
 Business Manager.....William Callaway
 Prog. Dir., Film Buyer.....Wes Harris
 Adv. Prom. Mgr.....Ned Ryan
 Co-ordinator, Press.....Robert C. Diefenbach
 Dir. of Oper.....Sherman Hildreth
 Owners of: WNBC, AM-TV-FM, New York; WRC,
 AM-TV-FM, Washington; WMAQ, Chicago;
 WNBQ, Chicago; WRCV, AM-TV, Philadelphia;
 KNBC, AM-FM, San Francisco; WAMP, Pitts-

burgh;KRCA, Los Angeles; WFMP, FM, Pitts-
 burgh.

WTOP-TV—Washington—1949

Channel: 9 VHF..AP: 174 Kw..VP: 316 Kw.
 Owned By.....Washington Post Co.
 Business Address.....40th & Brandywine Sts.
 Tel.: EM 2-9300.....CBS
 Newspaper Affiliation.....Wash. Post
 Station Representative.....TvAR
 President.....John S. Hayes
 Vice-Pres., Gen. Mgr.....George F. Hartford
 Comm. Mgr.....Robert A. J. Bordley
 Pub. & Prom. Director.....Robert M. Adams
 Program Director.....Jim Silman
 Film Manager.....William Hedgpeth
 Vice President for Engineering.....Clyde Hunt
 Chief Engineer.....Donald Cooper
 Owners of: WTOP-AM-FM; WJXT-TV, Jackson-
 ville, Fla.

WTTG—Washington—1947

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Metropolitan Bcstg.
 Business-Studio Address.....Hotel Raleigh
 Tel.: Sterling 3-5300.....Independent
 Station Representative.....Blair TV
 President.....John W. Kluge
 V.P., Gen. Mgr.....Donn Colee
 General Sales Mgr.....Lee Colee
 Business Manager.....Harold Christiansen
 Owners of: WNEW AM-FM-TV, New York; WHK,
 AM-FM, Cleveland, O.; WIP AM-FM, Philadel-
 phia, Pa.; WEUL AM, New York; WTVH TV,
 Peoria, Ill.; KOVR TV, Stockton, Calif.; WTVF
 TV, Decatur, Ill.

Pop.: 5,115,000

Families: 1,564,500

FLORIDA

TV Homes: 1,270,000

TV Stas. in State: 18

WESH-TV—Daytona Beach 1956

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Oper. By.....Telrad, Inc.
 Address.....Box 1551
 Tel.: CL 3-6591.....NBC
 Newspaper Affil.....John H. Perry Newspapers

Rep.....Avery Knodel
 President.....John H. Perry, Jr.
 VP., Gen. Mgr.....Thomas S. Gilchrist, Jr.
 Station Mgr.....Walter Strouse
 Program Dir.....Dan Joiner
 Comm. Mgr.....Thomas B. Newsom
 Promotion Director.....Betty Gilchrist
 Film Mgr.....Hank Johnson
 Chief Engineer.....B. Hayford

FLORIDA

WTVI—Fort Pierce—1960

Channel 19 UHF.. AP: 237 Kw... VP: 474 Kw.
 Owned By..... Atlantic Bcstg. Co.
 Address..... Signal Hill
 Tel.: HO 4-1500..... CBS
 Station Rep..... Bolling
 President..... Isadore J. Fine
 General Manager..... Theodore M. Nelson

WINK-TV—Fort Myers—1954

Channel: 11 VHF.. AP: 35 Kw.... VP: 65 Kw.
 Owned By..... Ft. Myers Bcstg Co.
 Business Address..... Palm Beach Blvd.
 Tel.: ED 4-1131..... ABC-CBS
 Station Rep..... Forjoe
 Gen., Sales Mgr..... A. J. Bauer
 Program Dir..... Frank Nodine
 Chief Engineer..... Bob Caughey

WFGA-TV—Jacksonville—1957

Channel: 12 VHF.. AP: 158 Kw... VP: 316 Kw.
 Owned..... Florida-Georgia TV Co., Inc.
 Address..... 1070 E. Adams St.
 Tel.: EL 6-3381..... ABC-NBC
 Representative..... Peters, Griffin, Woodward
 President..... Alexander Brest
 Gen. Sta. Film Mgr..... Jesse H. Cripe
 Commercial Mgr..... Ralph W. Himmons
 Program Dir..... Rusty Bruton

Publicity Promo. Dir..... Andy Amyx
 Chief Engineer..... Harry Wingfield

WJXT—Jacksonville—1949

Channel: 4 VHF.. AP: 69.2 Kw... VP: 100 Kw.
 Owned-Oper. By..... Washington Post
 Business Address..... 1851 Southampton Road
 Tel.: EX 8-0501..... ABC-CBS
 Newspaper Affil... Wash. Post & Times Herald
 Station Representative..... TvAR
 President..... Glenn Marshall, Jr.
 Commercial Manager..... David Booher
 Prog. Dir., Film Mgr... Leonard L. Mosby, Jr.
 Prom., Pub. Dir..... Tom Mahaffey
 Chief Engineer..... Ernest Vordermark

WCKT—Miami—1956

Channel: 7 VHF.. AP: 158 Kw... VP: 316 Kw.
 Owned By..... Biscayne Television Corp.
 Address..... Box 1177
 Tel.: PL 1-6692..... NBC
 Station Reps..... Harrington, Righter, Parsons
 President, Gen. Mgr..... Niles Trammell
 Station Manager..... Charles Kelly
 Commercial Manager..... Robert L. Fidler
 Program Director..... Gene Walz
 Publicity, Promotion Mgr..... Donald Fischer
 Film Manager..... Frank Struzzieri
 Chief Engineer..... Robert H. Paasch
 Owners of: WCKR, AM-FM, Miami.



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WCKT - Channel 7 • Miami • WCKR - Radio 610

WLBW-TV—Miami—1961

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned By..... L. B. Wilson, Inc.
 Address..... 2133 Northwest 11th Ave.
 Tel.: FR 3-4723..... ABC
 Station Representative..... H-R TV, Inc.
 President, Gen. Mgr..... C. H. Topmiller
 Vice President, Sales..... Thomas A. Welstead
 Program Director..... Lin Mason
 Adv., Promotion Director..... Mike Schaeffer
 Publicity Director..... Patricia Alter
 Film Manager..... John Murphy
 Chief Engineer..... William L. Latham
 Owners of: WCKY, Cincinnati.

WTVJ—Miami—1949

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.
 Owned-Oper. By... Wometco Enterprises, Inc.
 Address..... 306 N. Miami Ave.
 Tel.: FR 4-6262..... CBS
 Representative, Peters, Griffin, Woodward, Inc.
 President..... Mitchell Wolfson
 General, Sta. Manager..... Lee Ruwitch
 Vice-Pres., Operations Mgr..... John A. Shay
 V.P., Commercial Manager..... William Brazzil
 Program Director..... Lee Waller
 Promotion Director..... Burt Toppan
 Merchandising Dir..... Harry Handley
 Film Manager..... Robert J. Ross

Chief Engineer..... Earl W. Lewis
 Owners of: WLOS, AM-TV-FM, Asheville; KVOS-TV, Bellingham, Wash.

WDBO-TV—Orlando—1954

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper. By..... Cherry Bcstg.
 Business Address..... 30 S. Ivanhoe Blvd.
 Tel.: CH 1-1491..... CBS
 Representative..... Blair-TV
 Exec. V.P. Gen. Mgr..... Arnold F. Schoen, Jr.
 Sales Director..... Leonard S. Davey, Jr.
 Sales Co-ordinator..... A. V. Carlson
 Prog. Dir., Film Buyer..... Walter E. Sickles
 Chief Engineer..... J. E. Yarbrough
 Owners of: WDBO, AM-FM.

WLOF-TV—Orlando—1958

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned..... Mid Florida TV Corp.
 Address..... 639 W. Central Ave.
 Tel.: CHerry 1-6543..... ABC
 Station Representative..... Young TV Corp.
 President, Gen. Mgr..... Joseph L. Brechner
 Nat. Sales Mgr..... William T. Latham
 Commercial Manager..... William V. Miller
 Program Director..... Harry Richard
 Promotion Dir..... Paul Knepper
 Film Mgr..... Dennis Gregory
 Chief Engineer..... Dodd Daniel

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WPTV—Palm Beach—1954

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper.....John H. Phipps Bcstg.
 Business Address.....5 Coconut Row
 Tel.: TE 3-2471.....NBC
 Representative.....Blair TV Assoc.
 Owner.....John H. Phipps
 Managing Dir.....L. Herschel Graves
 General Mgr.....Chester E. Pike, Jr.
 Sales Mgrs.....R. L. Ray; Ken Kampion
 Operations Manager.....Tony Glenn
 Film Mgr.....George P. Romilly
 Chief Engineer.....Lewis Evenden
 Owners of: WCTV, Tallahassee.

**WJHG-TV—Panama City
 1954**

Channel: 7 VHF...AP: 80 Kw...VP: 170 Kw.
 Owned By.....Herald Pub. Co., Albany, Ga.
 Address.....107 Harrison Ave., Panama City
 Tel.: PO 3-7651.....NBC-ABC
 Newspaper Affil.....Albany Herald
 Station Reps.....Ayers; Venard, R. & Mc.
 President.....James H. Gray
 General, Comm. Mgr.....Raymond E. Carow
 Station Mgr.....Jack Sholar
 Program Director.....James Tighe
 Promotion, Publicity Director.....Jim Prater
 Film Manager.....Donnell Brookins
 Chief Engineer.....Perley Eppley

WEAR-TV—Pensacola—1954

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By.....Rollins Telecasting Inc.
 Business Address.....P.O. Box 431
 Tel.: GL 5-7311.....ABC
 Station Rep.....Blair TV
 President.....O. Wayne Rollins
 General Manager.....George B. Bregge
 Station Manager.....Milt De Reyna
 Commercial Manager.....Paul von Hagle
 Program Director.....Jack Kenny
 Chief Engineer.....H. Babb
 Owners of: WNJR, New York; WMAS, Wilmington;
 WRAP, Norfolk; WGEE, Indianapolis;
 WBEE, Chicago; WCHS-TV, Charleston; WPTZ-
 TV, Plattsburgh, N. Y.

**WSUN-TV—St. Petersburg
 1953**

Channel: 38 UHF...AP: 107 Kw...VP: 200 Kw.
 Owned-Operated By...City of St. Petersburg
 Business Address.....Municipal Pier
 Tel.: 5-4121.....ABC
 Representative...Venard, Rintoul & McConnell
 Station Mgr.....Fred P. Shawn
 Commercial Manager.....Earl W. Welde
 Program, Film Mgr.....Harry Wagner
 Promotion Director.....Carl Fuchs
 Chief Engineer.....William J. Coddling
 Owners of: WSUN, AM.

WCTV—Tallahassee—1955

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper.....John H. Phipps Bcstg. Stations
 Address.....P. O. Box 3547
 Tel.: 385-2121.....CBS
 Sta. Representative.....Blair; Cummings
 Owner.....John H. Phipps
 Managing Director.....L. Herschel Graves
 Program, Film Mgr.....Jerry L. Williams
 Dir. of Engineering.....William A. Snowden
 Owners of: WPTV, W. Palm Beach.

WFLA-TV—Tampa—1955

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Tribune Company
 Address.....Box 1410
 Tel.: 229-0131.....NBC
 Newspaper Affiliation.....Tribune-Times
 Representative.....Blair-TV
 President.....J. C. Council
 V.P., General Manager...George W. Harvey
 Sales Mgr.....William B. Faber
 Prog. Dir., Film Mgr.....J. E. Faraghan
 Promotion Director.....Doug Duperrault
 Prog. Oper. Mgr.....Carl Bergquist
 Production Manager.....L. George Gelger
 Chief Engineer.....J. H. Mitchell
 Owners of: WFLA-AM-FM.

WTVT—Tampa—1955

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By.....WKY Television System, Inc.
 Business Address...3213 Grand Central Ave.
 Tel.: RE 6-1313.....CBS
 Newspaper Affil.....Oklahoma Pub. Co.
 Station Representative.....Katz
 President.....E. K. Gaylord
 Station Manager.....Eugene B. Dodson
 Admin. Asst.....Robert M. Olson
 Comm. Asst. Mgr.....John M. Haberlan
 Program Dir.....Crawford P. Rice
 Promotion Dir.....Walter K. Rhoads
 Film Mgr.....Jayne Boyd
 Production Mgr.....Ken Smith
 Local Sales Mgr.....Robert F. Doty
 Chief Engineer.....William Witt
 Owners of: WKY, AM-TV, Oklahoma City.

**WEAT-TV—West Palm Beach
 1955**

Channel: 12 VHF...AP: 125 Kw...VP: 250 Kw.
 Owned-Oper. By.....Rand Bcstg. Co.
 Business Address.....Palm Beach Towers
 Tel.: TE 3-9668.....ABC
 Sta. Representative.....Weed
 President.....Rex Rand
 Gen. Mgr.....Bertram Lebhear, Jr.
 Station Mgr.....Jack Poole
 Chief Engineer.....J. Ross McPherson



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Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Pop.: 4,070,000
Families: 1,064,000

GEORGIA

TV Homes: 839,000
TV Stas. in State: 11

WALB-TV—Albany—1954

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Herald Publishing Co.
Business Address.....Stuart Ave.
Tel.: HE 5-8386.....ABC-NBC
Newspaper Affiliation.....Albany Herald
Representative...Venard, Rintoul & McConnell
President.....James H. Gray
Sta., Gen., Comm. Mgr....Raymond E. Carow
Program Director.....Reba Hill
Promotion, Publicity Dir.....James A. Prater
Film Mgr.....Olin Pollock
Chief Engineer.....Bruce Singleton
Owners of: WJHG-TV, Panama City, Florida.

WSB-TV—Atlanta—1948

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...The Atlanta Newspapers
Business Address...1601 W. Peachtree St., N.E.
Tel.: TR 5-7221.....NBC
Newspaper Affiliations...Journal-Constitution
Representative.....Petry
Exec. Dir.....J. Leonard Reinsch
General Manager.....Marcus Bartlett
Comm. Mgr.....Don E. Heald
Promotion Dir.....Holt Gewinner, Jr.
Film Director.....Jean Hendrix
Chief Engineer.....R. A. Holbrook
Owners of: WSOB AM-TV, Charlotte; WHIO AM-TV, Dayton; WSB AM.

WAGA-TV—Atlanta—1949

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Storer Bcstg. Co., Inc.
Business Address.....1018 W. Peachtree St.
Tel.: TRinity 5-5551.....CBS
Station Rep.....Storer Television Sales, Inc.
President.....George B. Storer
Managing Director.....Ken Bagwell
Commercial Manager.....Emmett A. Hassett
Program Dir., Opera. Dir.....Horace W. Ray
Promotion Director.....Ned Jay
Chief Engineer.....Hugo Bondv
Owners of: WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WJW-AM-FM-TV, Cleveland; WHN, New York, N. Y.; WGBS-AM-FM, Miami, FL, Miami, Fla.; WIGB-AM-FM, Philadelphia, Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

WLW-A—Atlanta—1951

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Bus. Address...1611 W. Peachtree St. N.E.
Tel.: TR 3-1141.....ABC
Representative.....Bomar-Lowrance; Moore
President.....R. E. Dunville
V.P., General Manager.....James H. Burgess
V.P., Comptroller.....J. P. Dwyer
Sales Manager.....Peter S. Crawford
Program Director.....Neal Van Ells
Prom. Dir.....Howard Rowe

Production Manager.....Hal Lemmond
Film Manager.....Jacqueline Smith
Chief Engineer.....Harvey Aderhold
Owners of: WLW-T, Cincinnati; WLW-C, Columbus; WLW-D, Dayton; WLW-I, Indianapolis.

WJBF-TV—Augusta—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Georgia-Carolina Bcstg. Co.
Business Address.....Television Park
Tel.: PA 2-6666.....ABC-NBC
Representative.....Hollingbery
President, Gen. Mgr.....J. B. Fuqua
Station Manager.....Thomas J. Hennessy
Program Dir.....Carroll Word
Promotion, Publicity Director...George Vickery
Nat. Adv. Mgr.....Asa Stallworth
Film Manager.....Gray Mayson
Chief Engineer.....John Jopling

WRDW-TV—Augusta—1954

Channel: 12 VHF...AP: 51.3 Kw...VP: 316 Kw.
Owned-Oper. By.....WPIT, Inc.
Business Address.....Ga. & Observatory Ave.
Tel.: TA 4-5432.....CBS
Station Rep.....Avery-Knodel
President.....John J. Laux
General Manager.....Virgil Wolff
Managing Dir.....Robert E. Metcalfe
Commercial Mgr.....Lou Stratton
Operations Mgr.....Richard A. Fennel
Production, Promotion Mgr.....Jeff Evans
Film Editor.....Frank Allen
Merchandising Dir.....Wylene Freeman
Chief Engineer.....Joseph P. Gill, Jr.
Owners of: WPIT, Pittsburgh; WSOL, Tampa.

WRBL-TV—Columbus—1953

Channel: 3 VHF...AP: 70 Kw...VP: 100 Kw.
Owned-Oper. By.....Columbus Bcstg. Co.
Business Address.....1350 13th Ave.
Tel.: FA 2-0602.....CBS
Newspaper Affil.....Ledger and Enquirer
Representative.....Hollingbery
President, Gen. Mgr.....J. W. Woodruff, Jr.
Station Mgr., Film Buyer.....Ridley Bell
Commercial Manager...George "Red" Jenkins
Operations Dir.....John Gibney
Promotion Dir.....Carrie Brooks
Production Dir.....Charles Autry
Local Sales Mgr.....Robert Walton
Director, Public Affairs.....George A. Gingell
Film Mgr.....Carl Long
Chief Engineer.....Joe A. Gamble
Owners of: WRBL-AM-FM.

WTVM—Columbus—1953

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
Owned.....Martin Thea. of Georgia, Inc.
Business Address.....1307 1st Ave.
Tel.: FA 2-8828.....NBC-ABC

GEORGIA-HAWAII

Station Representative Young
 President E. D. Martin
 V.P., General Manager Frank Ragsdale
 Managing Dir., Prog. Dir. Ted C. Short
 Nat'l Sales Mgr. Ben Purvis
 Operations, Production Mgr. Jack Poole
 Chief Engineer Charley Parrott
 Owners of: WTVC, Chattanooga.

WMAZ-TV—Macon—1953

Channel: 13 VHF...AP: 125 Kw...VP: 250 Kw.
 Owned-Oper. By Southeastern Bcstg. Co.
 Business Address Bankers Insurance Bldg.
 Tel.: SHerwood 6-7311 ABC-CBS
 Representative Avery-Knodel
 President, Ch. Eng. George Rankin, Jr.
 General Manager Wilton E. Cobb
 Comm. Manager Frank Crowther

WSAV-TV—Savannah—1956

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By WSAV, Inc.
 Address 1430 East Victory Drive
 Tel.: AD 6-0303 ABC-NBC

Representative Blair TV
 President, Gen. Mgr. Harben Daniel
 Operations Manager M. E. Thompson
 Comm. Adv. Mgr. Mack Humpidge
 Program Director William E. Lucas
 Production Dir. Steve Thomas
 Prom., Publicity Dir. Mrs. Barbara Hofer
 Film Manager Mrs. Alyce Strong
 Chief Engineer Byron Strong
 Owners of: WSAV, AM.

WTOC-TV—Savannah—1954

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By Savannah Bcstg. Co.
 Business Address 516 Abercorn St.
 Tel.: AD 2-0127 CBS-ABC
 Station Representative Avery-Knodel
 President & Gen. Mgr. William T. Knight, Jr.
 Comm., Sta., Adv. Mgr. Ben B. Williams
 Program Dir. Dwight J. Bruce
 Prom., Publicity Dir. Frank S. Bryson, Jr.
 Film Mgr. Thomas Wells
 Chief Engineer Kyle Goodman
 Owners of: WTOC AM-FM.

Pop.: 670,000	HAWAII	TV Homes: 140,000
Families: 206,000		TV Stas. in State: 4

KGMB-TV—Honolulu—1952

Channel: 9 VHF...AP: 79 Kw...VP: 132 Kw.
 Owned-Oper. Hawaiian Broadcasting Sys. Ltd.
 Business Address 1534 Kapiolani Boulevard
 Tel.: 9-2011 CBS
 Newspaper Affil. Star Bulletin
 Representative Peters, Griffin, Woodward
 President Elizabeth P. Farrington
 Program Director Dar Reid
 Publicity Director Ron Hoss
 Film Manager Bette Warner
 Chief Engineer Ronald Miyahira
 Owners of: KGMB AM, Honolulu; KHBC AM-TV,
 Hilo; KMAU-TV, Wailuku.

KHVV-TV—Honolulu—1954

Channel: 4 VHF...AP: 25 Kw...VP: 12.5 Kw.
 Owned-Oper. By Kaiser Hawaiian TV, Inc.
 Address 1290 Ala Moana Blvd.
 Tel.: 5-3991 ABC
 Representative Young-TV
 V.P., Gen. Mgr. Richard Block
 Station Mgr. J. A. Serrao
 Publicity Dir. Robert Kendall
 Program Director Dan Kawakami
 Production Mgr. George Hooper
 Chief Engineer Dan O. Hunter
 Owners of: KHJK-TV, Hilo; K7ABC-TV, Lihue;
 K7GBB-TV, Honolua.

KONA-TV—Honolulu—1952

Channel: 2 VHF...AP: 30.2 Kw...VP: 60.3 Kw.
 Owned-Oper. By Radio Honolulu, Ltd.
 Business Address 1170 Auahi St.
 Tel.: 6-2366 NBC
 Newspaper Affil. Honolulu Advertiser
 Station Representative Hollingbery
 Pres., Gen. Mgr. John D. Keating
 Sta., Gen. Sales Mgr. Art Sprinkle
 Nat'l Sales Mgr. Jim Spencer
 Program Director Cecil Seavey
 Film Mgr., Prod. Dir. Dick Holmes
 Chief Engineer Alvin Chang
 Owners of: KALA, Wailuku, Maui; KALU, Hilo,
 Hawaii.

KMVI—Wailuku—1955

Channel: 12 VHF...AP: 15 Kw...VP: 30 Kw.
 Owned-Oper. Maui Publishing Co., Ltd.
 Business Address Box 374
 Tel.: 33-981 ABC
 Newspaper Affiliation Maui News
 Sta. Reps. Clark; Oakes, Dickens
 President J. Walter Cameron
 General Manager Ezra J. Crane
 Station Manager Richard E. Mawson
 Chief Engineer Spencer Shiraichi

Pop.: 685,000
Families: 203,500

IDAHO

TV Homes: 157,000
TV Stas. in State: 5

KBOI-TV—Boise—1953

Channel: 2 VHF... AP: 33 Kw... VP: 65 Kw.
Owned-Oper. By... Boise Valley Bcstrs. Inc.
Business Address... 1007 Jefferson St.
Tel.: 342-9331... CBS
Reps.... Peters, Griffin, Woodward; Moore
Pres., Gen. Mgr.... Westerman Whillock
Station. Comm. Mgr.... Earl Glade, Jr.
Film Manager... Robert Howell
Production Svprs.... Dena Howell
Promotion Director... Louise Davis
Local Sales Mgr.... Floyd Bain
Chief Eng.... J. A. Johntz, Jr.
Owners of: KBOI AM-FM.

KTVB—Boise—1953

Channel: 7 VHF... AP: 100 Kw... VP: 200 Kw.
Owned-Oper. By... KTVB, Inc.
Address... 709 Idaho St.
Tel.: 2-4611... ABC-NBC
Station Rep.... Bolling
Pres. and Gen. Mgr.... Georgia M. Davidson
Prog. Director... Del Lundbom
Prom. Mgr.... Evelyn Winters
Film Manager... William Harvey
Chief Engineer... Harold Toedtemeler

KID-TV—Idaho Falls—1953

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.
Owned-Oper. By... Idaho Radio Corp.
Address... 1275 E. 17th St.
Tel.: 522-5100... ABC-CBS

Sta. Reps.... Hollingbery; Art Moore
Exec. V.P., General Mgr.... J. Allen Jensen
Commercial Manager... Claude Cain
Program Director... Roy Southwick
Promotion Director... Barry ZeVan
Chief Engineer... Carroll Secrist
Owners of: KID-AM.

KIFI-TV—Idaho Falls—1961

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.
Owned By... E. Idaho Bcstg. & TV Co.
Address... P. O. Box 2148
Tel.: JA 3-1171... NBC
Newspaper Afil.... Post Register
Sta. Reps.... Meeker; Wellington, Jacobson
President, Gen. Mgr.... J. Brady
Program Dir., Oper. Mgr.... Norm Holve
Promotion Publicity Dir.... Bobbye Barker
Film Mgr.... L. Paoli
Local Sales Mgr.... Dale Dunn
Regional Sales Mgr.... Dewain Silvester
Chief Eng.... B. Nelson
Owners of: KIFI-AM.

KLIX-TV—Twin Falls—1955

Channel: 11 VHF... AP: 14.5 Kw... VP: 29.5 Kw.
Owned-Oper. By... Klix Corp.
Address... Eastland Dr. & Elizabeth St.
Tel.: RE 3-5840... ABC-CBS-NBC
Sta. Representative... Hollingbery
President... G. Hatch
General Mgr.... Gordon Glasmann
Chief Engineer... Don Cederstrom

Pop.: 10,275,000
Families: 3,161,000

ILLINOIS

TV Homes: 2,980,000
TV Stas. in State: 16

WCIA—Champaign—1953

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Midwest Television, Inc.
Business Address... 509 S. Neil St.
Tel.: FL 6-8333... CBS
Station Rep.... Peters, Griffin, Woodward
President... August C. Meyer
V.P., Sales Manager... Guy Main
National Sales Dir.... Leonard Davis
Film Mgr.... John Ketterer
Production Manager... B. Helms
Chief Engineer... Bob Myers

WBBM-TV—Chicago—1953

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... CBS, Inc.
Bus. Studio Address... 630 N. McClurg Ct.
Tel.: WH 4-6000... CBS
Station Rep.... CBS TV Stations Nat'l Sales
V.P., General Mgr.... Clark B. George

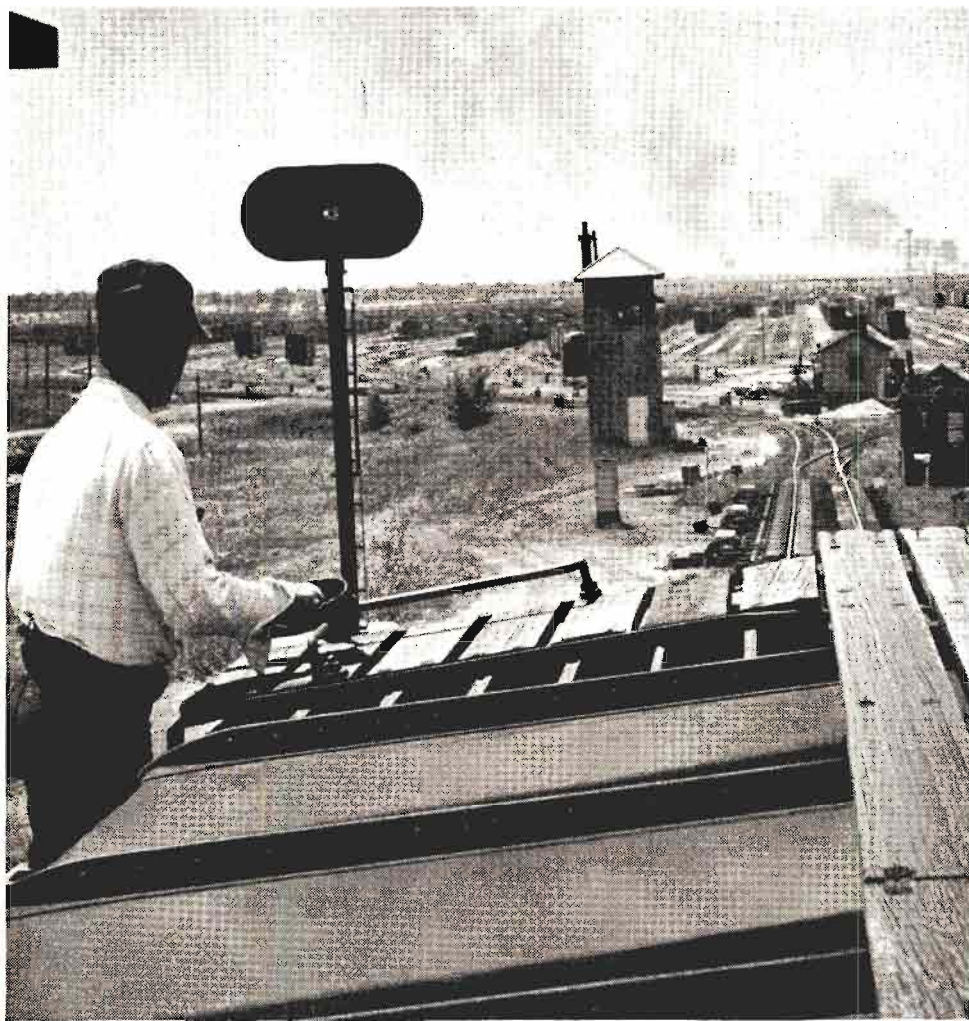
General Sls. Mgr.... Edward Kenefick
Program Dir.... Charles Hinds
Promotion Director... Virgil Mitchell
Sales Manager... James O'Rourke
Film Manager... Alice Neeker
Chief Engineer... L. A. Pierce
Owners of: WCBS-TV, New York; KNNT, Los Angeles; WCAU-TV, Philadelphia; KMOX-TV, St. Louis.

WBKB—Chicago—1948

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
Owned By... American Bcstg.-Paramount Thtrs.
Business Address... 190 N. State St.
Tel.: AN 3-0800... ABC
Station Rep.... ABC-TV Nat'l Station Sales
Vice President... Sterling C. Quinlan
General Manager... Mathew Vieracker
Director of Sales... Robert F. Adams
Nat'l Spot Sales Mgr.... Clarence Heider
Film Dir.... Ralph Andrews
Prog. Dir.... Dan Schuffman
Prom. Adv. Public Dir.... Donald H. Peterson

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through dedicated
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Chief Engineer.....William P. Kusack
 Owners of WABC-AM-FM-TV, New York; WXYZ-AM-FM-TV, Detroit; KQV, Pittsburgh; WLS, Chicago; KABC-AM-FM-TV, Los Angeles; KGO-AM-FM-TV, San Francisco; WBKB-TV, Chicago.

WGN-TV—Chicago—1924

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WGN, Inc.
 Business Address.....2501 Bradley Place
 Tel.: LAkeview 8-2311.....Independent
 Newspaper Affiliation.....Chicago Tribune
 Representative.....Petry
 President.....J. Howard Wood
 Exec. V.P., Gen. Mgr.....Ward L. Quaal
 Station Manager.....Ben Berenston
 Program Mgr.....Edward Warren
 Sales Prom., Research Mgr.....James Hanlon
 Public Relations Mgr.....Dan Calibraro
 Film Director.....Patty Nealin
 Chief Engineer.....Carl J. Meyers
 Owners of: KDAL-AM-TV, Duluth-Superior.

WNBQ—Chicago—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....National Bcstg. Co.
 Business-Studio Address....Merchandise Mart
 Tel.: SU 7-8300.....NBC
 Representative.....NBC Spot Sales
 President.....Robert E. Kintner
 V.P., General Manager.....Lloyd E. Yoder
 General Sales Mgr.....Norman Cissna
 Local Sales Mgr.....Jack Hauser
 Station Mgr.....Robert Lemon
 Program Dir.....Harry D. Trigg
 Advertising Manager.....Chet Campbell
 Film Manager.....Stanley Brightwell
 Publicity Director.....Dan Anderson
 Chief Engineer.....W. C. Prather

WICD—Danville—1953

Channel: 24 UHF..AP: 7.08 Kw..VP: 13.2 Kw.
 Owned By.....Plains Television Corp.
 Business Address...1500 N. Washington Ave.
 Tel.: 446-200.....NBC
 Station Representative.....Young TV
 President.....Elmer Balaban
 General Manager.....Milton Friedland
 Station Manager.....J. Begue
 Program Director.....R. O'Neill
 Promotion Director.....James M. Henneberry
 Chief Engineer.....H. Eskew
 Owners of: WICS, Springfield, Ill.; WCHU, Champaign, Ill.; WHNB, Hartford, Conn.

WTVP—Decatur—1953

Channel: 17 UHF..AP: 93.3 Kw..VP: 174 Kw.
 Owned By.....WTVP-Metropolitan Bcstg.
 Business Address.....Southside Dr.
 Tel.: 428-4304.....ABC
 Station Rep.....Blair TV
 President.....John Kluge
 General Manager.....John Bone

Commercial Mgr.....Donald Lindsey
 Program, Prom. Dir.....Jack Kussart
 Chief Engineer.....Hubert F. Abfalter
 Owners of: WNEW-FM-AM-TV, New York; WHK-AM-FM, Cleveland; WIP, Philadelphia; WTTG-TV, Washington, D. C.; KOVR-TV, Stockton, Calif.; WTVH, Peoria; KMBC-AM-FM-TV, Kansas City; WTVP-TV, Decatur, Ill.; WRUL-FM, New York.

WSIL-TV—Harrisburg—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Turner-Farrar Assn.
 Address.....21½ W. Poplar St.
 Tel.: CLearbrook 3-7922.....ABC
 Representative.....Meeker
 President, Gen. Mgr.....O. L. Turner
 Comm., Program Mgr.....Fred Cline
 Prom., Publicity Dir.....Bill Platter
 Chief Engineer.....Charles Gilliam

WEEK-TV—Peoria—1953

Channel: 43 UHF..AP: 186 Kw..VP: 371 Kw.
 Owned-Operated By...West Central Bcstg. Co.
 Address.....2907 Springfield Rd., E. Peoria
 Tel.: 699-3961.....NBC
 Station Rep.....Katz
 V.P., Gen. Mgr.....Fred C. Mueller
 Comm. Manager.....John Leslie
 Promotion Dir.....Richard Evans
 Chief Engineer.....Wayne Lovely

WMBD-TV—Peoria—1958

Channel: 31 UHF..AP: 500 Kw..VP: 1000 Kw.
 Owned By.....Midwest Television Inc.
 Business Address...212 SW Jefferson Ave.
 Tel.: 676-0711.....CBS
 Representative.Peters, Griffin, Woodward, Inc.
 President.....August C. Meyer
 Exec. Vice President.....Guy F. Main
 General Mgr.....Harold C. Sundberg
 Local Sales Mgr.....George Mathews
 Operations Manager.....Gene C. Robinson
 Prom., Client Service Dir.....David L. Phillips
 Film Dir., Prog. Coord.....John I. Mason
 Chief Engineer.....George Pyle
 Owners of: WMBD AM-FM, Peoria; WCIA, Champaign, Ill.

WTVH—Peoria—1953

Channel: 19 UHF..AP: 186 Kw..VP: 479 Kw.
 Owned By.....Metropolitan Bcstg.
 Business Address.....621 Main St.
 Tel.: 676-8911.....ABC
 Sta. Representative.....Blair TV
 President.....John W. Kluge
 General Manager.....George Finnegan
 Commercial Manager.....Clyde Dutton
 Program Dir., Film Mgr.....Walter Baker
 Prom., Publicity Dir.....Gary Gresham
 Chief Engineer.....Wallace Wurz
 Owners of: WNEW-AM-TV, New York; WHK, Cleveland; WIP, Philadelphia; WTTG-TV, Washington, D. C.; KOVR-TV, Stockton, Calif.; KMBC-TV, Kansas City; WTVP-TV, Decatur, Ill.



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* U. S. Census, 1960

America's 16th Television Market

lies. Call for the facts. Let us show you how to test regional marketing ideas in Mid-Indiana with amazing results!

Represented Nationally by The KATZ Agency



TIME-LIFE
STATION

WGEM-TV—Quincy—1953

Channel: 10 VHF.. AP 158 Kw.. VP: 316 Kw.
 Owned-Oper. By..... Quincy Bcstg. Co.
 Business Address..... Hotel Quincy
 Tel.: BA 2-6840..... ABC-NBC
 Newspaper Affiliation... Quincy Herald Whig
 Representative..... Young TV Corp.
 President..... T. C. Oakley
 General Manager..... J. S. Bonansinga
 Commercial Mgr..... J. Ben Stewart
 Program Director..... Fred Colgan
 Publicity Director..... Hal Heidbreder
 Chief Engineer..... Frank E. Laughlin
 Owners of: WGEM AM.

WREX-TV—Rockford—1953

Channel: 13 VHF.. AP: 115 Kw.. VP: 229 Kw.
 Owned-Oper. By... Greater Rockford TV, Inc.
 Business Address... Auburn & Winnebago Rds.
 Tel.: Woodland 8-1813..... ABC-CBS
 News. Affil..... Winnebago Newspapers, Inc.
 Station Representative..... H-R TV, Inc.
 President..... Swan Hillman
 V.P., General Mgr..... Joe M. Baisch
 Commercial Mgr..... Rod MacDonald
 Program Director..... John Mazzie
 Promotion, Publicity Dir..... Jack Lightner
 Film Mgr..... Gene Hines
 Chief Engineer..... Dick Peck

WTVO—Rockford—1953

Channel: 39 UHF.. AP: 98 Kw.. VP: 195 Kw.
 Owned-Oper. By.. Winnebago Television Corp.
 Business Address..... Meridian Rd.
 Tel.: Woodland 3-5413..... NBC
 Station Representative..... Bolling
 President..... Harry Balaban

Manager..... Harold Froelich
 Chief Engineer..... H. H. Eckstein
 Owners of: WIL, St. Louis, Mo.; WRIT, Milwau-
 kee; KBON, Dallas, Tex.; WICS-TV, Springfield,
 Ill.

WHBF-TV—Rock Island—1950

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.
 Owned-Oper. By..... Rock Island Bcstg. Co.
 Business Address... Telco Bldg., 231 18th St.
 Tel.: 786-5441..... ABC-CBS
 Newspaper Affil..... Rock Island Argus
 Station Rep..... Avery-Knodel
 President..... Ben. H. Potter
 V.P., General Mgr..... Leslie C. Johnson
 Director of Sales..... Maurice Corken
 Program Director..... Forest W. Cooke
 Prom., Adv. Mgr..... Heber E. Darton
 Publicity Dir..... Fern Hawks
 Film Manager..... Joseph Grear
 Chief Engineer..... Robert J. Sিনnett
 Owners of: WHBF AM-FM.

WICS—Springfield—1953

Channel: 20 UHF.. AP: 155 Kw.. VP: 309 Kw.
 Owned-Oper. By..... Plains Television Corp.
 Address..... 523 E. Capitol Ave.
 Tel.: 528-0465..... NBC
 Representative..... Adam Young
 President..... Elmer Balaban
 V.P., General Mgr..... Milton D. Friedland
 Nat. Sales Co-ord..... Gene F. Meyers
 Program, Film Mgr..... H. J. Hoskins
 Prom., Publicity Mgr..... James Henneberry
 Dir. of Engineering..... Jerrold Merritt
 Owners of: WIL, St. Louis, Mo.; WRIT, Milwau-
 kee; KBON, Dallas, Tex.; WTVO-TV, Rockford,
 Ill.; WICD, Danville; WCHU, Champaign,
 WIUN, Hartford-New Britain.

Pop.: 4,798,000

Families: 1,479,500

INDIANA

TV Homes: 1,385,000

TV Stas. in State: 16

WTTV—Bloomington—1949

Channel: 4 VHF.. AP: 26.7 Kw.. VP: 47.9 Kw.
 Owned-Oper. By..... Sarkes Tarzian, Inc.
 Business Address..... 3490 Bluff Rd.
 Tel.: ST 7-2211..... Independent
 Sta. Representative..... Young TV
 President..... Sarkes Tarzian
 General. Comm. Mgr..... Robert G. Holben
 Program, Prom., Adv. Mgr..... Arthur R. Hook
 Chief Engineer..... Fred J. Molchin

WEHT—Evansville—1953

Channel: 50 UHF AP: 108 Kw. VP: 200 Kw.
 Owned-Oper. By..... WEHT, Inc.
 Business Address..... Box 395
 Tel.: HA 4-9215..... CBS
 Representative..... Young
 President..... Edwin G. Richter, Jr.
 General Manager..... William R. Hight

Promotion Director..... Jane Ann Koch
 Program Dir..... Roger Forster
 Chief Engineer..... Elmer Chancellor
 Owners of: WEOA, Evansville; KGUN-TV, Tucson.

WFIE-TV—Evansville—1953

Channel: 14 UHF AP: 104.8 Kw.. VP: 200 Kw.
 Owned-Oper. By..... WFIE, Inc.
 Business Address..... 1115 Mount Auburn Rd.
 Tel.: HA 5-1432..... NBC
 Station Representative..... Katz
 President..... Nathan Lord
 General Manager..... Lee Browning
 Commercial Manager..... Jack Berning
 Program, Film Mgr..... Chester T. Behrman
 Chief Engineer..... Paul Kelley

WTVW—Evansville—1956

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By..... Evansville TV, Inc.

INDIANA

Business Address 405 Carpenter St.
 Tel.: HA 2-1121 ABC
 Representative Hollingbery
 President Ferris E. Traylor
 Gen. Sta. Mgr. Dick Shively
 Commercial Mgr. James L. Ritter
 Nat. Sales Mgr. Bob Ossenberg
 Program Dir. Ulysses Carlini
 Prom., Publicity Dir. John A. MacGregor
 Chief Engineer John Schuta

Sales Manager Hugh L. Kibbey
 Prog. Dir. Warren Wright
 Promotion Manager K. C. Strange
 Film Mgr. William E. Fagan
 Chief Engineer Robert Flanders
 Owners of: WOOD AM-TV, Grand Rapids; WTCN
 AM-TV, Minneapolis; KJZ AM-TV, Denver;
 WFBI AM-FM.
 (See Page 776 for Ad)

WANE-TV—Fort Wayne—1954

Channel: 15 UHF.. AP: 222 Kw.. VP: 445 Kw.
 Owned-Oper. By ..Indiana Broadcasting Corp.
 Business Address 2915 W. State Blvd.
 Tel.: AN 9411 CBS
 Sta. Representative H-R
 President C. Wrede Petersmeyer
 General Manager Reid G. Chapman
 Sales Dir. John Keenan
 Program Director J. Larry Beauchamp
 Film Manager Allen Govin
 Chief Engineer Walt Jones

WISH-TV—Indianapolis—1954

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned Indiana Bcstg. Corp.
 Business Address 1440 North Meridian
 Tel.: MEloose 4-6411 CBS
 Sta. Representative H-R
 President C. Wrede Petersmeyer
 Gen., Sta. Manager Robert B. McConnell
 Commercial Manager Joseph E. Lake
 Program Dir. Dave Smith
 Prom., Pub. Director Ray Reisinger
 Chief Engineer C. E. Wallace
 Owners of: WISH-AM-FM; WANE-AM-FM, Fort
 Wayne, Ind.

WKJG-TV—Fort Wayne—1953

Channel: 33 UHF.. AP: 144 Kw.. VP: 263 Kw.
 Owned WKJG, Inc.
 Address 2633 W. State Blvd.
 Tel.: AN 2295 NBC
 Newspaper Affiliation Elkhart Truth
 Station Rep. Advertising Time Sales
 President John F. Dille, Jr.
 Gen., Sta. Mgr. Edward G. Thoms
 Commercial Mgr. Carleton B. Evans
 Program Director Calo Mahlock
 Chief Engineer Eugene A. Chase

WLW-I—Indianapolis—1957

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned Crosley Bcstg. Corp.
 Business Address 1401 N. Meridian St.
 Tel.: MEloose 9-2311 ABC
 Station Rep. Crosley; Lowrance; Moore
 Chairman of Board James D. Shouse
 President Robert E. Dunville
 V.P., General Manager John B. Babcock
 Spec. Bcst. Serv. Dir. Bruce B. Cox
 V.P., Sales (N. Y.) Peter Lasker
 Sales Manager Bob Lamb
 Program Mgr. Chuck Brodhead
 Promotion, Publicity Dir. Charles Rogers
 Film Director Bob Reynolds
 Chief Engineer Norman Nixon
 Owners of: WLW, Cincinnati; WLW-T, Cincinnati;
 WLW-D, Dayton; WLW-C, Columbus; WLW-A,
 Atlanta.

WPTA—Fort Wayne—1957

Channel: 21 UHF.. AP: 55 Kw.. VP: 110 Kw.
 Owned Sarkes Tarzian, Inc.
 Address 3333 Butler Road
 Tel.: Anthony 7125 ABC
 Station Representative Young
 President Sarkes Tarzian
 General Manager Richard Morgan
 Local Sales Mgr. Ralph Latham
 Program Manager Olin F. Morris
 Promotion, Publicity Dir. Bill Holmes
 Film Manager Charles Smith
 Chief Engineer Jerry Bower
 Owners of: WTTS, Bloomington; WTTV TV-FM,
 Indianapolis; WFAM, Lafayette; WPTH-FM,
 Ft. Wayne; WPTA-TV, Roanoke, Ind.

WFAM-TV—Lafayette—1953

Channel: 18 UHF.. AP: 107 Kw.. VP: 218 Kw.
 Owned Sarkes Tarzian, Inc.
 Business Address McCarty Lane
 Tel.: Gbsson 7-2113 ABC-CBS
 Station Rep. Young TV
 President Sarkes Tarzian
 General Mgr. Robert G. Holben
 Operations Mgr. Richard W. Stewart
 Eng. Supervisor Fred Molchin
 Chief Engineer Charles Anderson
 Owners of: WTTS, Bloomington; WTTV, Indian-
 apolis; WPTA, Ft. Wayne; WPTH FM, Ft.
 Wayne.

WFBI-TV—Indianapolis—1949

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned By Time-Life Broadcast, Inc.
 Bus.-Studio Address 1330 N. Meridian St.
 Tel.: MEloose 4-8521 NBC
 Representative Kats
 President W. C. Pullen, Jr.
 V.P., Gen. Mgr. Eldon Campbell
 Station Manager Don Menke

WLBC-TV—Muncie—1953

Channel: 49 UHF.. AP: 8.5 Kw.. VP: 17 Kw.
 Owned-Oper. By Tri-City Radio Corp.
 Address U.S. Highway #35
 Tel.: Atlas 8-4403 ABC-CBS-NBC
 Representative Holman

Pres., Gen., Sta. Mgr. Don Burton
 Comm., Film Mgr. Bill Craig
 Chief Engineer Pat Finnegan
 Owners of: WLBC; WMUN-FM, Muncie.

WNDU-TV—South Bend—1955

Channel: 16 UHF. AP: 141 Kw. VP: 282 Kw.
 Owned-Oper. By. Michiana Telecasting
 Address Box 989
 Tel.: CE 3-7111 NBC
 Station Rep. Venard, Rintoul & McConnell
 President Rev. Theodore M. Hesburgh
 General Manager. Wm. Thomas Hamilton
 Program Director E. L. Doyle
 Promotion Director. David Williams
 Operations Mgr. P. E. Walton
 Asst. Gen. Mgr., Ch. Eng. Basil O'Hagen
 Owners of: WNDU-AM.

WSBT-TV—South Bend—1952

Channel: 22 UHF. AP: 137 Kw. VP: 265 Kw.
 Owned-Operated By. South Bend Tribune
 Address 300 W. Jefferson St.
 Tel.: CE 3-3141 CBS
 Newspaper Affil. Tribune
 Representative Raymer
 President Franklin D. Schurz
 General Station Mgr. Arthur R. O'Neil
 Comm., Adv. Mgr. Wilbur R. Darch
 Promotion, Publicity Dir. N. J. Gassensmith
 Program Dir., Film Mgr. Walter A. Sweitzer
 Chief Engineer. Scott N. Hagenau
 Owners of: WSBT AM.

**WSJV—South Bend-Elkhart
 1954**

Channel: 28 UHF. AP: 116 Kw. VP: 231 Kw.
 Owned-Oper. By. Truth Publishing Co.
 Business Address. Box 28, South Bend
 Tel.: C Central 2-2828 ABC
 Newspaper Affiliation. Elkhart Truth
 Station Representative. Adv. Time Sales
 President. John F. Dille Jr.
 V.P., Gen. Mgr. Paul C. Brines
 Assistant Mgr. Edwin J. Lasko
 Nat. Sales Mgr. Vince Doyle
 Prom. Dir. Marilyn Lee
 Program, Production Mgr. W. Forest Morrow
 Merchandising Dir. Ken Owens
 Film Director. Arthur Whitaker, Jr.
 Local Sales Manager. Don E. Fuller
 Chief Engineer. Woodrow Hawkins
 Owners of: WJOG AM-TV, Fort Wayne; WTRC-
 AM-FM, Elkhart, Ind.

WTHI-TV—Terre Haute—1954

Channel: 10 VHF. AP: 158 Kw. VP: 316 Kw.
 Owned-Oper. By. Wabash Valley Bcstg. Corp.
 Business Address. 918 Ohio Street
 Tel.: CRawford 9481 CBS-ABC
 Representative Bolling
 President Anton Hulman, Jr.
 V.P., Gen. Mgr. J. M. Higgins
 Dir., Radio-TV Operations. Ben Falber, Jr.
 Chief Engineer. Russ Arnold
 Owners of: WTHI AM-TV.

Pop.: 2,790,000
 Families: 860,000

IOWA

TV Homes: 797,000
 TV Stas. in State: 12

WOI-TV—Ames—1950

Channel: 5 VHF. AP: 50.1 Kw. VP: 100 Kw.
 Owned-Oper. By. Iowa State Univ.
 Address Service Bldg.
 Tel.: 231-2631 ABC
 Representative H.R.
 President Dr. James Hilton
 Gen. Manager. Robert C. Mulhall
 Program Director. James H. Davis
 Publicity Director. Ron Scott
 Commercial Mgr. Ted Tostlebe
 Chief Engineer. Keith Ketchum

KCRG-TV—Cedar Rapids—1953

Channel: 9 VHF. AP: 156 Kw. VP: 316 Kw.
 Owned-Oper. By. Cedar Rapids TV Co.
 Business Address. 104½ First St., S.W.
 Tel.: EM 4-4194 ABC
 Newspaper Affiliation Cedar Rapids Gazette
 Station Representative. Adv. Time Sales
 President Joseph F. Hladky, Jr.
 General Manager. Redd Gardner
 Commercial Manager. Geo. C. Carpenter, III
 Prom., Pub. Dir. Edna A. Herbst
 Operation Mgr. Ralph D. Willey
 Film Director. David Kralik
 Owners of: KCRG AM.

WMT-TV—Cedar Rapids—1953

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By. WMT-TV, Inc.
 Bus. Address. Paramount Theatre Bldg.
 Tel.: EM 4-0171 CBS
 Representative Katz
 President William B. Quarton
 V.P. Opera., Film Mgr. Douglas B. Grant
 V.P., Sales Lew Van Nostrand
 Promotion Director. Richard Pinney
 Chief Engineer. George Hixenbaugh
 Owners of: WEBC, Duluth, Minn.

WOC-TV—Davenport—1949

Channel: 6 VHF. AP: 60 Kw. VP: 100 Kw.
 Owned-Oper. By. Tri-City Broadcasting Co.
 Business Address. 805 Brady St.
 Tel.: 323-3661 NBC
 Representative. Peters, Griffin, Woodward, Inc.
 President. David D. Palmer
 General Manager. Raymond E. Guth
 Comm. Mgr. F. Paxton Shaffer
 Film Director. Russel Wingo
 Program Director. Robert W. Gifford
 Promotion Director. Richard W. Upp
 Chief Engineer. Paul Arvidson
 Owners of: WOC-AM-FM.

IOWA-KANSAS

KRNT-TV—Des Moines—1955

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By...Cowles Mag. & Bcstg.
 Address...Ninth & Pleasant St.
 Tel.: CH 3-4141...CBS
 Representative...Katz
 General Manager...Robert W. Dillon
 Commercial Manager...Paul M. Elliott
 Program Dir...Joe G. Hudgens
 Chief Engineer...Charles F. Quentin

WHO-TV—Des Moines—1954

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Central Broadcasting Co.
 Business Address...1100 Walnut St.
 Tel.: AT 8-6511...NBC
 Representative...Peters, Griffin, Woodward, Inc.
 President...D. D. Palmer
 V.P., General Manager...Paul A. Loyet
 Asst. Manager...Harold R. Heath
 Sales Manager...Robert H. Harter
 Program Director...Jack Kerrigan
 Prom. Manager...Donald Pearson
 Chief Engineer...Roy W. Pratt
 Owners of: WHO AM-FM; WOC FM-AM-TV, Dav-
 enport; KMA, Shenandoah.

KQTV—Fort Dodge—1953

Channel: 21 UHF...AP: 160 Kw...VP: 330 Kw.
 Owned-Oper. By...Northwest Television Co.
 Business Address...Television Square
 Tel.: 40351...NBC-ABC-CBS
 Sta. Representative...Pearson
 Pres., Gen. Mgr...Edward Breen
 Exec. Vice Pres...William Brown
 Reg. Sales Mgr...Rollie Camp
 Program Director...Richard Johnson
 Chief Engineer...David Sinclair

KGLO-TV—Mason City—1954

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Lee Radio, Inc.
 Business Address...Second & Pennsylvania
 Tel.: GArden 3-2540...CBS
 Station Representative...Adv. Time Sales
 President...Lee P. Loomis
 Exec. V.P., Gen. Manager...Herbert R. Ohrt
 Nat'l Sales Mgr...Walter Rothschild
 Commercial Mgr...Lloyd Loers
 Program Dir., Film Buyer...Douglas Sherwin

Production Mgr...Bart Curran
 Chief Engineer...Roger Sawyer

KTVO—Ottumwa—1955

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By...KTVO Television, Inc.
 Address...211 East 2nd St.
 Tel.: MURray 2-4535...ABC-CBS-NBC
 Representative...Hollingbery
 Pres., Gen. Mgr...James J. Conroy
 Commercial Mgr...L. William King
 Promotion Director...O. Bill Schelen
 Program Dir., Film Mgr...Glen Proeschold
 Chief Engineer...L. A. Wallace

KTIV—Sioux City—1954

Channel: 4 VHF...AP: 100 Kw...VP: 50 Kw.
 Owned-Oper. By...KTIV Television Corp.
 Address...Tenth & Grandview
 Tel.: 8-0545...NBC-ABC
 Newspaper Affil...Journal-Tribune
 Representative...Hollingbery
 Pres., Gen. Mgr...Dietrich Dirks
 V.P. Comm. Mgr...Eugene T. Flaherty
 Program, Film Mgr...Don Stone
 Prom., Pub. Dir...Bill Mote
 Chief Engineer...Alvin Smlth

KVTV—Sioux City—1953

Channel: 9 VHF...AP: 144 Kw...VP: 288 Kw.
 Owned-Oper. By...Peoples Bcstg. Corp.
 Business Address...7th & Douglas
 Tel.: 2-2711...CBS-ABC
 Representative...Katz
 V.P., General Mgr...Donald D. Sullivan
 Comm. Manager...Robert B. Donovan
 Prog. Director...Clark Pollock
 Film Manager...Carl Morris
 Chief Eng...Robert G. Engelhardt
 Owners of: WRFD, Worthington; WMMN, Fair-
 mont; WGAR, Cleveland; WNAX, Yankton;
 WTTM FM, Trenton.

KWWL-TV—Waterloo—1953

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Black Hawk Bcstg. Co.
 Business Address...Insurance Bldg.
 Tel.: AD 4-4404...NBC
 Representative...Avery-Knodel
 President...Ralph J. McElroy
 General Manager...L. C. Rau, Jr.
 Chief Engineer...Edward M. Tink

Pop.: 2,205,000
 Families: 699,000

KANSAS

TV Homes: 586,000
 TV Stas. in State: 9

KTVC-TV—Ensign—1957

Channel: 6 VHF...AP: 14.1 Kw...VP: 28.2 Kw.
 Owned...S.W. Kansas TV Co., Inc.
 Bus. Address...705½ Second St., Dodge City
 Tel., HU 3-6666, Dodge City...CBS
 Station Representative...John E. Pearson
 President...Leigh Warner

Gen., Sta. Mgr...Wendell Elliott
 Chief Engineer...Kenneth Karr

KWHT-TV—Goodland—1958

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By...Standard Electronics Corp.
 Business Address...17th St. & B'way Ave.

Tel.: TW 9-2321.....CBS, ABC
Sta. Representative.....John E. Pearson
General Manager.....Jack Walkmeyer

KCKT-TV—Great Bend—1954

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By..Central Kansas TV Co., Inc.
Business Address.....Box 182
Tel.: GL 3-7868.....NBC
Representative.....Bolling
President.....Chet Roberts
Gen., Sta. Mgr.....E. L. Kuhlman
Program Director.....Bonnie Perry
Prom., Pub. Dir.....Sid Hutchins
Film Manager.....Wayne Davis
Chief Engineer.....H. G. Haeefele

KAYS-TV—Hays—1958

Channel: 7 VHF..AP: 60.3 Kw..VP: 112.6 Kw.
Owned By.....KAYS, Inc.
Business Address.....2300 Hall St.
Tel.: Market 4-2578.....ABC
Station Representative.....Hal Holman
President.....Ross Beach, Jr.
General Mgr.....Robert E. Schmidt
Commercial Manager.....Jack McEvoy
Program Director.....Harvey Zimmerman
Promotion Director.....Bernie Brown
Chief Engineer.....L. Legleiter
Owners of: KAYS; KLOE, Goodland, Kan.

KTVH—Hutchinson—1953

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By..Wichita-Hutchinson Co., Inc.
Business Address.....1800 North Plum
Tel.: MO 5-5503.....CBS
News. Affil.....Minneapolis Star & Tribune
Station Representative.....Blair
President.....Joyce A. Swan
General, Sta. Mgr.....M. Dale Larsen
Commercial Mgr.....William S. Ritchie
Promotion, Pub. Dir.....John S. Mileham
Prog. Dir., Film Mgr.....Robert D. Snyder
Chief Engineer.....Ken H. Cook

KOAM-TV—Pittsburg—1953

Channel: 7 VHF..AP: 138 Kw..VP: 245 Kw.
Owned-Oper..Mid-Continent Telecasting, Inc.
Business Address.....Box 659
Tel.: MA 1-0400.....NBC-ABC
Representative.....Katz
General Manager.....R. E. Wade
Program Director.....Louis R. Martin

WIBW-TV—Topeka—1953

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned.....Stauffer Publications, Inc.
Business Address.....Box 119
Tel.: CR 2-3456.....ABC-CBS-NBC
Newspaper Affiliation..D. Capital; State Journal
Representative.....Avery-Knodel
President.....O. S. Stauffer
Gen. Mgr.....Thad M. Sandstrom
Commercial Manager.....Bob Kearns
Promotion Director.....Jerry Helley
Film Manager.....Gene McKenney
Program Director.....Rush Evans
Chief Engineer.....Paul Winders
Owners of: WIBW-AM-FM, Topeka, Kan.; KSEK,
Pittsburgh, Kan.; KSOK, Arkansas City, Kan.;
KGFJ, Shawnee, Okla.

KAKE-TV—Wichita—1954

Channel: 10 VHF..AP: 219 Kw..VP: 316 Kw.
Owned-Oper. By.....KAKE-TV, Inc.
Business Address.....1500 N. West St.
Tel.: WH 3-4221.....ABC
Representative.....Katz
President.....Mark Adams
Gen. Sta. Mgr.....Martin Umansky
Chief Engineer.....Harold Newby

KARD-TV—Wichita—1955

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....Wichita TV Corp.
Address.....833 N. Main St.
Tel.: AM 5-5633.....Independent
President.....G. M. Brown
V.P., Gen., Sta. Mgr.....W. Moyer
Chief Engineer.....Russell V. Goyette

Pop.: 3,055,000
Families: 841,000

KENTUCKY

TV Homes: 626,000
TV Stas. in State: 6

WLTV—Bowling Green—1961

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Argus Bcstg. Co.
Address.....Box 15
Tel.: 842-0338.....Independent
Sta. Reps....Venard, Rintoul & McConnell, Inc.
President.....George A. Brown, Jr.
General Manager.....J. M. Walters
Chief Engineer.....Ira McDaniel

WKYT—Lexington—1957

Channel: 27 UHF..AP: 97.7 Kw..VP: 195 Kw.
Owned.....Taft Bcstg. Co.

Business Address.....1087 New Circle Road
Tel.: 2-2533.....CBS-ABC
Representative.....Young
President.....Hulbert Taft, Jr.
General Manager.....Fred von Stade
Prom. Dir., Adv. Mgr.....Emajo Cocanougher
Film Director.....Dave Fleischer
Chief Engineer.....Bernard F. Gurewicz
Owners of: WTVN-AM-FM-TV, Columbus, O.;
WKRC-AM-FM-TV, Cincinnati, O.; WBRB-AM-
FM-TV, Birmingham, Ala.

WLEX-TV—Lexington—1955

Channel: 18 UHF..AP: 160 Kw..VP: 300 Kw.
Owned-Oper. By.....WLEX-TV, Inc.

KENTUCKY-LOUISIANA

Business Address.....P.O. Box 1457
Tel.: 4-8747.....CBS-NBC
Station Rep......Raymer
Exec. V.P., Gen. Mgr......Earl Boyles
Station Manager.....Harry C. Barfield
Program Mgr......Alex B. Macaulay
Chief Engineer.....Jim Robertson

WAVE-TV—Louisville—1948

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....725 S. Floyd
Tel.: JU 5-2201.....NBC
Station Representative.....Katz
President.....George W. Norton, Jr.
General Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson
Prog., Film Dir......George Patterson
Promotion Director.....W. Rudd
Chief Engineer.....Wilbur Hudson
Owners of: WAVE-AM.

WHAS-TV—Louisville—1950

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway

Tel.: 585-2211.....CBS
Newspaper Affiliation.....Courier-Times
Representative.....Harrington, Righter, Parsons
President.....Barry Bingham
V.P. & Director.....Victor A. Sholls
Sales Director.....George Johnson
Program Director.....Sam Gifford
Prom., Publicity Dir......William Loader
Film Manager.....Charles McDaniel
Dir. Engineering.....O. W. Towner
Owners of WHAS-AM.

WPSD-TV—Paducah—1957

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned.....Paducah Newspapers, Inc.
Address.....Box 1037
Tel.: 442-8214.....NBC
Newspaper Affil......Paducah Newspapers, Inc.
Station Representative.....Adv. Time Sales
President.....Frank Paxton
Managing Director.....Fred Paxton
General Mgr......Sam Livingston
Sales Mgr., Prom. Dir......Charles M. Neel
Prog. Dir......J. E. English III
Film Mgr......Bill Watson
Technical Dir......Ernest J. Pell
Chief Engineer.....John Adams

Pop: 3,375,000
 Families: 959,000

LOUISIANA

TV Homes: 754,500
 TV Stas. in State: 12

KALB-TV—Alexandria—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned.....Lanford Telecast. Co., Inc.
Business Address.....605-11 Washington
Tel.: HI 5-2456.....ABC-CBS-NBC
Representative.....Weed
President.....T. B. Lanford
General Manager.....Willard L. Cobb
Local Sales Mgr......Jesse R. Sexton
Nat'l Sales Mgr......Art Reuben
Oper., Prog. Mgr......Larry McHale
Sales Serv. Mgr......Franklin Whitehead
Merchandising Mgr......Jim Nutter
Chief Engineer.....Robert E. Miller

WAFB-TV—Baton Rouge—1953

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
Owned.....Modern Bcstg. Co., Inc.
Business Address.....P.O. Box 2671
Tel.: DI 4-8571.....CBS-ABC
Station Representative.....Blair
Board Chairman.....Dwight W. Martin
Pres., Gen. Mgr......Tom E. Gibbens
Comm. Mgr......Mervyn E. Rhys
Prog. Dir., Film Mgr......Don G. Hallmann
Prom., Pub. Dir......Grace McElveen
Chief Engineer.....Donald K. Allan

WBRZ—Baton Rouge—1955

Channel: 2 VHF...AP: 56.2 Kw...VP: 100 Kw.

Owned-Operated By.....La. TV Bcstg. Co.
Bus. Address.....1650 Highland Rd.
Tel.: DI 8-1491.....ABC-NBC
News. Affil......State-Times Morning Advocate
Representative.....Hollingbery
Pres., Gen. Mgr......Douglas L. Manship
Station Manager.....Aubrey L. Moore
Production Manager.....John T. Crowe
Sales Manager.....Jules L. Mayeux
Program, Film Mgr......John Ferguson
Promotion Dir......Wesley C. Brummett
Chief Engineer.....Pat Weathersby

KLFY-TV—Lafayette—1955

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
Owned.....Camellia Bcstg. Co. Inc.
Address.....P. O. Box 3687
Tel.: CE 5-9494.....CBS-ABC
Station Rep......Bolling
President.....Paul H. DeClouet
General Manager.....Guy Corley
Asst. General Mgr......Jim Allen
Commercial Manager.....Thomas G. Pears
Production Director.....Mike Hudgens
Film Manager.....Beverly Masich
Program Director.....Toni Coons
Chief Engineer.....J. P. Robillard
Owners of: KEUN, Eunice, La.; KUPI, Ville Platte, La.; KPRA, Franklin, La.

KPLC-TV—Lake Charles—1954

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw

Owned-Oper. By..... Calcasieu Bcstg. Co.
Address..... Box 1521
Tel.: HE 6-3631..... ABC-NBC
Representative..... Weed
President..... T. B. Lanford
General Manager..... P. E. Mills, Jr.
Comm. Manager..... Art Reuben
Promotion Director..... Jeb Swanson
Film Manager..... Donald Johnson
Program Director..... A. B. Craft
Chief Engineer..... Ed Barton
Owners of: KPIC-AM; KALB-AM-FM-TV, Alexandria, La.; KRMD-AM-FM, Shreveport, La.; WSLI-AM, Jackson, Miss.; WJTV-TV, Jackson, Miss.

KTAG-TV—Lake Charles—1953

Channel: 25 UHF..AP: 11 Kw..VP: 21 Kw.
Owned-Oper. By..... KTAG-TV Associates
Business Address..... 645 15th St.
Tel.: HE 9-9413..... CBS
Representative..... Pearson
President..... Warren Berwick
Vice Pres...... Kevin Reilly
Station Mgr...... Harper Clark
Chief Engineer..... Lawrence Vicknair

KNOE-TV—Monroe—1953

Channel: 8 VHF..AP: 115 Kw..VP: 230 Kw.
Owned-Oper. By..... Noe Enterprises, Inc.
Business Address..... KNOE Road
Tel.: FA 2-8155..... ABC-CBS
Station Representative..... H-R Representatives
Board Chair. & Owner..... James A. Noe, Sr.
President..... James A. Noe, Jr.
Exec. Vice-Pres., Gen. Mgr...... Paul H. Goldman
V.P. Sales Mgr...... Bob Powell
V.P., Sales Serv...... Allen Jones
V.P. Operations Mgr...... Ansel Smith
V.P. Program Dir...... Harry Arthur
Publicity Director..... Guy Popham
V.P., Dir. of Public Affairs..... Jack Hill
Film Manager..... Buford Craft
V.P. Dir. Engineering..... Ray Boyd

WDSU-TV—New Orleans—1948

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By..... WDSU Bcstg. Corp.
Business-Studio Address..... 520 Royal St.
Tel.: 524-4371..... NBC
Representative..... Blatz
President..... Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr...... A. Louis Read
Sales Manager..... Robert S. Schultis
Program, Promotion Director..... Stan Cohen
Chief Engineer..... Lindsey Riddle
Owners of: WDSU AM-FM; WAFB-TV, Baton Rouge.

WVUE-TV—New Orleans—1959

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By..... New Orleans TV Corp.
Business Address..... 1418 Cleveland Ave.
Tel.: Jackson 5-9011..... ABC-NBC
Pres., Gen. Mgr...... Joseph A. Paretti
Comm. Mgr...... B. B. Baylor

Program Dir...... De Alton G. Neher
Chief Engineer..... George A. Mayoral

WWL-TV—New Orleans—1957

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned..... Loyola University
Address..... 1024 N. Rampart St.
Tel.: 529-4444..... CBS
Representative..... Katz
President..... Very Rev. W. Patrick Donnelly
Acting General Mgr...... J. Michael Early
Sales Manager..... Maurice A. Guilleman
Promotion Mgr...... Phil Johnson
Chief Engineer..... J. D. Bloom
Owners of: WWL AM.

KSLA-TV—Shreveport—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By..... KSLA-TV, Inc.
Business Address..... Box 92
Tel.: 424-8101..... CBS
Newspaper Affil...... Journal
Representative..... Harrington, Righter, Parsons
President..... Douglas F. Attaway
General Mgr...... Winston B. Linam
Comm. Mgr...... Deane R. Flett
Program Dir...... John Renshaw
Promotion Dir...... Bob Weimar
Chief Engineer..... Morris C. Barton

KTBS-TV—Shreveport—1955

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By..... KTBS, Inc.
Address..... 312 E. Kings Hwy.
Tel.: 868-3644..... ABC
Station Rep...... Katz
Pres., Gen. Mgr...... E. Newton Wray
Station Manager..... Patrick J. White
Commercial Manager..... Joe B. Foster
Promotion Director..... Wayne Guynes
Film Manager..... Marvin Perry
Production Manager..... Don Moore
Chief Engineer..... Claude R. Scott

**TELEVISION
 STATION INDEX
 ON PAGE 751**

Pop.: 980,000
Families: 283,000

MAINE

TV Homes: 260,000
TV Stas. in State: 6

WABI-TV—Bangor—1953

Channel: 5 VHF..AP: 17.9 Kw..VP: 30 Kw.
Owned-Oper. Community Telecasting Serv.
Business Address..... 55-57 State St.
Tel.: 8321 ABC-CBS
Reps..... Hollingbery, Kettell-Carter
President..... Horace Hildreth
Exec. V.P., Gen. Mgr..... Walter L. Dickson
Commercial Mgr..... Paul Quigg
Station Manager..... Richard B. Bronson
Program. Prom. Dir..... George Gonyar
Studio Director..... Michael Hurley
Film Manager..... Ralph Libby
Chief Engineer..... Edward Winchester
Owners of: WABI AM; WAGM AM-TV, Presque
Isle; WPOR, Portland.

WLBZ-TV—Bangor—1954

Channel: 2 VHF...AP: 25.7...VP: 51.3 Kw.
Owned-Operated By.... WLBZ Television Inc.
Business Address..... 7 Main St.
Tel.: 2-4822 NBC
Sta. Rep. Katz
President..... William H. Rines
General Mgr..... Jack Atwood
Station. Comm. Mgr..... Rudolph O. Marcoux
Film Mgr..... James Irvine
Chief Engineer..... John Wibby
Owners of: WCSH AM-TV, Portland; WLBZ-AM;
WRDO, Augusta.

WCSH-TV—Portland—1953

Channel: 6 VHF..AP: 70 Kw..VP: 100 Kw.
Owned-Oper. By..... Maine Radio & TV Co.
Address..... 579 Congress St.
Tel.: SP 2-0181..... NBC
Station Representative Katz
President..... William H. Rines
General Mgr..... Jack S. Atwood
Station Manager..... Donald R. Powers
Sales Manager..... Bruce C. McGorrill
Promotion Director..... Linwood T. Pitman
Nat'l Sales Mgr..... C. C. Bowlin
Film Manager..... George Bowler
Chief Engineer..... Chas. Brown
Owners of: WCSH, Portland, Me.

WGAN-TV—Portland—1954

Channel: 13 VHF..AP: 50 Kw..VP: 316 Kw.
Owned-Oper. By... Guy Gannett Bcstg. Services
Business Address..... 390 Congress St.
Tel.: SP 2-4661..... CBS
Newspaper Affil..... Gannett Publ. Co.
Representative..... Blair TV Assocs.
President..... Jean Gannett Williams
General Manager..... Eugene W. Wilkin
Asst. General Mgr..... Donald S. Moeller
Commercial Manager..... John M. Havey
Program Director..... William G. Wadman
Promotion Director..... Manny Leitao
Film Manager..... Earle Fenderson
Chief Engineer..... Roger W. Hodgkins
Owners of: WGAN AM.

WMTW-TV—Portland 1954

Channel: 8 VHF..AP: 52.5 Kw..VP: 105 Kw.
Owned-Oper. By.... Mt. Washington TV Inc.
Address..... Congress Bldg.
Tel., SP 3-5664..... ABC
Rep..... Harrington, Righter & Parsons
Pres. & Gen. Mgr..... John W. Guider
Station Mgr..... Robert M. Joyce
Asst. Gen. Mgr., Comm. Mgr. Robert L. Maynard
Program Dir..... Lee Nelson
Promotion Director..... Grayce Papps
Film Dir..... Brian Higgins
Chief Engineer..... Parker H. Vincent

WAGM-TV—Presque Isle—1956

Channel: 8 VHF...AP: 30 Kw...VP: 60 Kw.
Owned-Oper. By..... Aroostook Bcstg. Corp.
Address..... Box 729
Tel.: PO 9-2461..... ABC-CBS-NBC
Station Rep..... Hollingbery; Kettell-Carter
President..... Horace A. Hildreth
Exec. V.P..... Walter Dickson
Station Manager..... Stanley A. Lyons
Commercial Manager..... Robert Gold
Program Director..... Keith Fowles
Promotion. Pub. Dir..... William B. Stephenson
Film Manager..... Albert Chasse
Advertising Manager..... Alfred Knight
Chief Engineer..... J. Richards
Owners of: WAGM.

Pop.: 3,275,000
Families: 945,000

MARYLAND

TV Homes: 857,000
TV Stas. in State: 4

WBAL-TV—Baltimore—1948

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By.... Hearst Corporation
Business-Studio Address..... 2610 N. Charles
Tel.: HO 7-3000..... NBC

Representative Edward Petry
President Richard Berlin
Station Mgr. Brent O. Gunts
Commercial Mgr..... Eugene McCurdy
Program Dir..... John Frankensfield
Chief Engineer John Wilner

WJZ-TV—Baltimore—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By....Westinghouse Bcstg. Co.
 Address.....Television Hill
 Tel.: 664-7600.....ABC
 Sta. Representative.....TvAR
 President.....Donald H. McGannon
 General Manager.....Herbert B. Cahan
 Sales Manager.....Robert B. Bryan
 Prom. Mgr.....H. Taylor Vaden
 Program Manager.....Winthrop P. Baker
 Pub. Dir.....Tommy Dukehart
 Acting Program Dir.....Richard Lusher
 Film Manager.....James Miller
 Chief Engineer.....Glen H. Lahman
 Owners of: KPIX, San Francisco, Calif.; WOWO,
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,
 Cleveland, O.; KYW-TV, Cleveland, O.; KYW-FM,
 Cleveland, O.; KEX, Portland, Ore.; KDKA, Pitts-
 burgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND,
 Chicago, Ill.; WBZ-FM, Boston, Mass.; KDKA-
 FM, Pittsburgh, Pa.

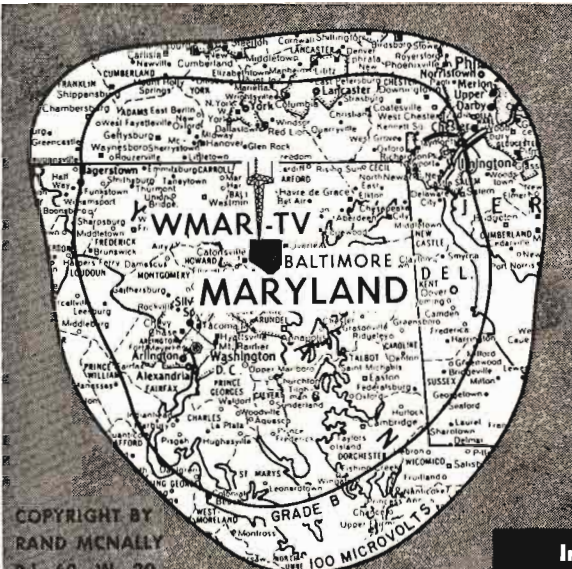
Address.....Charles & Redwood Sts.
 Tel.: MU 5-5670.....CBS
 Newspaper Affiliation...Baltimore Sunpapers
 Representative.....Katz
 President.....William F. Schmick, Jr.
 General, Station Mgr.....E. K. Jett
 Commercial, Adv. Mgr.....E. A. Lang
 Program Director.....Robert Cochrane
 Film Mgr.....David Stickle
 Prom., Publicity Dir.....Anthony Picha
 Chief Engineer.....Carlton G. Nopper
 Owners of: WBOC-AM-TV, Salisbury, Md.

WBOC-TV—Salisbury—1954

Channel: 16 UHF..AP: 8.4 Kw..VP: 15.9 Kw.
 Owned By.....WBOC, Inc.
 Address.....Radio-Tv, Park
 Tel.: PI 9-6131.....ABC-CBS-NBC
 Newspaper Affil.....The Sunpapers
 Station Representative.....Bolling
 President.....William F. Schmick, Jr.
 V.P., General Manager.....Charles J. Truitt
 Commercial Manager.....Roy Maines
 Program Director.....John W. Downing, Jr.
 Chief Engineer.....Jack Ward

WMAR-TV—Baltimore—1947

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....The A. S. Abell Co.



WMAR-TV

CHANNEL 2

**Blankets the
 Nation's
 12th Market!**

**MEASURED
 COVERAGE**

100 KW—1049 FT.*

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WMAR-TV • CHANNEL 2

BALTIMORE, MARYLAND

*HEIGHT ABOVE MEAN SEA LEVEL

In Maryland Most People Watch

WMAR-TV

SUNPAPERS TELEVISION
 BALTIMORE 3, MD.

Represented Nationally by
 THE KATZ AGENCY, INC.



Pop.: 5,235,000
Families: 1,517,000

MASSACHUSETTS

TV Homes: 1,447,000
TV Stas. in State: 7

WBZ-TV—Boston—1948

Channel: 4 VHF. AP: 28.12 Kw. VP: 56.24 Kw.
Owned-Oper. By... Westinghouse Broadcasting Co.
Address... 122 East 42nd St., New York, N. Y.
Tel.: MU 7-0808..... NBC
Sta. Representative..... TVAR
President..... Donald H. McGannon
Station V.P..... W. C. Swartley
General Mgr..... J. E. Allen
Sales Manager..... K. T. MacDonald
Program Director..... George Moynihan
Prom. Adv. Mgr..... D. E. Winther
Publicity Director..... Joe Ryan
Film Manager..... R. Jenkins
Chief Engineer..... W. H. Hauser
Owners of: WBZ-WBZA-FM; KDKA AM-TV, Pitts-
burgh; WJZ-TV, Baltimore, Md.; KYW AM-FM-
TV, Cleveland, O.; KEX AM-FM, Portland, Ore.;
WOWO, Fort Wayne, Ind.; WIND, Chicago;
KPIX-TV, San Francisco, Calif.

WHDH-TV—Boston—1957

Channel: 5 VHF. AP: 32.4 Kw. VP: 64.6 Kw.
Owned By..... Herald Traveler Corp.
Address..... 50 Morrissey Blvd.
Tel.: AV 8-5000..... CBS
Newspaper Affil..... Herald, Traveler
Representative..... Blair-TV
President..... Robert B. Choate
V.P., Man. Dir..... William B. McGrath
V.P., Sales Dir..... Alexander M. Tanger
Dir. of TV..... Leslie G. Arries, Jr.
Dir. Sales Prom..... Robert B. Cheyne
Nat'l Sales Mgr..... William H. Fallon
Film Manager..... Joseph Levine
Chief Engineer..... Philip K. Baldwin
Owners of: WHDH AM-FM.

WNAC-TV—Boston—1948

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.
Owned-Oper. By..... RKO General
Business-Studio Address... 21 Brookline Ave.
Tel.: CO 6-0800..... ABC
Station Representative... RKO Nat'l Sales Div.
President..... William M. McCormick
Vice Pres..... Thomas Bateson
Program Dir..... John D. Maloy
Adv. Publicity Dir..... Phyllis Doherty
Chief Engineer..... Irving Robinson
Owners of: WNAC-AM-FM; KHJ-AM-FM-TV, Los
Angeles; KERC, San Francisco; WOR-AM-FM-
TV, New York; WHBQ-AM-TV, Memphis;
CKLW-AM-TV, Detroit; WGNS, Washington,
D. C.; WHCT, Hartford.

WRLP—Greenfield—1957

Channel: 32 UHF. AP: 100 Kw. VP: 200 Kw.
Owned By..... Springfield TV Bcstg. Corp.
Address..... P. O. Box 32
Tel.: Northfield 336..... Independent
Station Rep..... Hollingbery
President, Gen. Mgr..... William L. Putnam
V.P., Program Dir..... Jerry Barnes
V.P., Station Mgr..... John Fergie
Chief Engineer..... Ralph Jay

*America's
Great Advertisers
depend upon*

WHDH Television Market Facts

POPULATION
6,421,600

FAMILIES
1,875,600

RETAIL SALES
\$8,435,197,000

EBI
\$13,435,571,000

WHDH-TV CHANNEL 5 BOSTON

WWLP—Springfield—1953

Channel: 22 UHF..AP: 107 Kw..VP: 219 Kw.
 Owned By.....Springfield TV Bcstg. Corp.
 Business Address.....P.O. Box 2210
 Tel.: State 5-1201.....NBC
 Sta. Rep.....Hollingbery; Kettell-Carter
 Pres., Gen. Mgr.....William L. Putnam
 V.P., Commercial Mgr.....James Ferguson
 V.P., Program Dir.....Jerry Barnes
 Promotion Mgr.....Frank J. Doherty, Jr.
 Film Mgr.....Wallace Sawyer
 Advertising Manager.....Paul Brissette
 V.P., Chief Engineer.....George Townsend
 Owners of: WRLP-TV, Greenfield, Mass.; WWOR-TV, Worcester, Mass.

WHYN—Springfield—1953

Channel: 40 UHF..AP: 125 Kw..VP: 250 Kw.
 Owned-Oper. By..Hampden-Hampshire Corp.

Business Address.....1300 Liberty St.
 Tel.: RE 4-1126.....ABC-CBS
 Station Rep.....Advertising Time Sales
 President.....William Dwight
 Gen., Sta. Manager.....Charles N. DeRose
 Commercial, Adv. Mgr.....Zack Land
 Asst. to Mgr., Program Mgr.....Murray Tesser
 Film Manager.....Gerald Loughman
 Chief Engineer.....Harold Schumacker

WWOR—Worcester—1953

Channel: 14 UHF..AP: 9.5 Kw..VP: 18.5 Kw.
 Owned By.....Springfield TV Bcstg Co.
 Business Address..P. O. Box 2210, Springfield
 Tel.: Swift 9-4800.....NBC
 Representative ..Hollingbery, Kettell-Carter
 Pres. & Gen. Mgr.....William L. Putnam
 Station Mgr.....Francis J. Doherty, Jr.
 Program Dir.....Jerry Barnes

Pop.: 8,000,000
 Families: 2,333,000

MICHIGAN

TV Homes: 2,199,000
 TV Stas. in State: 15

WNEM-TV—Bay City-Saginaw—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By.....Gerity Bcstg. Co.
 Business Address.....5700 Becker Rd., Saginaw
 Tel.: PL 5-8191; Saginaw.....NBC
 Newspaper Affiliation..Bay City Valley Farmer
 Representative ..Petry
 President, Gen. Mgr.....James Gerity, Jr.
 Station Manager.....D. Scott Hager
 Commercial Mgr.....Jack Berry
 Program, Film Mgr.....Vince Collins
 Promotion, Publicity Dir.....Virginia Hagerman
 Chief Engineer.....Leo Heisel
 Owners of: WABJ, Adrian.

WWTW—Cadillac—1953

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Fetzer TV, Inc.
 Business Address.....417 N. Mitchell St.
 Tel.: PR 5-3478.....ABC-CBS
 Sta. Representative.....Avery-Knodel
 President.....John E. Fetzer
 Gen. Mgr.....Gene Ellerman
 Asst. Gen. Mgr.....Daryl Sebastian
 Program Dir.....John Wheat
 Commercial Mgr.....L. A. Swanson
 Chief Engineer.....Ronald Baker

WTOM-TV—Cheboygan—1959

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....Midwestern Bcstg. Co.
 Address.....P. O. Box 366
 Tel.: MA 7-5683.....ABC-NBC
 Station Rep.....Venard, Rintoul & McConnell
 President, Gen. Mgr.....Les Biederman
 Station Mgr.....Jerry Ferris
 Commercial Manager.....Robert E. Detwiler

Film Manager.....Ed Coddington
 Chief Engineer.....William Kiker
 Owners of: WTCM, Traverse City; WATT, Cadillac;
 WATZ, Alpena; WMBN, Petoskey; WATC, Gay-
 lord; WPBN-TV, Traverse City.

CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF..AP: 180 Kw..VP: 325 Kw.
 Owned By.....Western Ontario Bcstg. Co.
 Business Address.....3300 Guardian Bldg.
 Tel.: WO 1-7200.....CBC
 Station Rep.....Nat'l. Sales Div. RKO General
 General Manager.....Cam Ritchie
 General Sales Mgr.....Norman Hawkins
 National Sales Mgr.....Sidney Allen
 Operations Mgr.....S. C. Ritchie
 Dir. of Engineering.....Stewart Clark
 Owners of: CKLW-AM-FM; WNAC-AM-FM-TV,
 Boston; KHJ-AM-FM-TV, Los Angeles; KFRC,
 San Francisco; WOR-AM-FM-TV, New York;
 WHBQ-AM-TV, Memphis; WEMS, Washington,
 D. C.; WNCT, Hartford.

WJBK-TV—Detroit—1948

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Storer Bcstg Co.
 Business Address.....7441 Second Blvd.
 Tel.: TR 3-7400.....CBS
 Station Rep.....Storer Television Sales
 President.....George B. Storer, Jr.
 Station Manager.....Lawrence Carino
 Program Director.....Robert J. McBride
 Promotion Mgr.....Bill Smith
 Local Sales Mgr.....Charles W. Bergeson
 Regional TV Engineer.....Joe Haig
 Owners of: WJBK-FM-TV, Detroit; WSPD-AM-FM-TV,
 Toledo; WAGA-TV, Atlanta; WJW-AM-FM-TV,
 Cleveland; WIN, New York, N. Y.; WGBS-AM-FM,
 Miami, Fla.; WIBG-AM-FM, Philadelphia, Pa.; KGBS,
 Los Angeles; WITI-TV, Milwaukee.

MICHIGAN

WWJ-TV—Detroit—1947

Channel: 4 VHF..AP: 50.1 Kw..VP: 97.7 Kw.
Owned-Operated By...Evening News Assoc.
Business Address.....622 W. Lafayette
Tel.: WO 2-2000.....NBC
Newspaper Affiliation.....Detroit News
Representative. Peters, Griffin, Woodward, Inc.
President.....Warren S. Booth
General Manager.....James Schiavone
Asst. General Manager.....Don DeGroot
Station Manager.....Franklin G. Sisson
Business Manager.....Henry C. Rogers
Sales Manager.....Ray W. Colle
National Sales Mgr.....Peter S. Good
Prog. & Prod. Manager.....Ian Harrower
Promotion Manager.....Glenn Kyker
Sls. Development Mgr....Frank Stellenkamp
Engineering Manager.....E. J. Love
Owners of: WWJ-AM-FM-TV, Detroit.

WXYZ-TV—Detroit—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....ABC-PT
Business Address.....20777 W. Ten Mile Rd.
Tel.: KEnwood 4-7000.....ABC
Station Rep.....ABC-TV Nat'l Station Sales
President, Sta. Mgr.....John F. Pival
Promoion, Pub. Dir.....John Fisher
Nation Sales Mgr.....Kent Fredericks
Program Director.....Peter Strand
Research Director.....Jim Malla
Local Sales Service Mgr.....Jan Coil
Film Mgr.....Ken Sims
Chief Engineer.....Charles Kocher
Owners of: WABC AM-TV-FM, New York; KGO
AM-TV-FM, San Francisco; WXYZ AM-FM;
KABC AM-TV-FM, Los Angeles; WLS, Chicago;
KQV, Pittsburgh; WBKB-TV, Chicago.

WJRT—Flint—1958

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Goodwill Station, Inc.
Business Address.....2302 Lapeer Road
Tel.: CE 9-6611.....ABC
Station Rep.....Harrington, Righter & Parsons
President.....Worth Kramer
V.P., General Mgr.....A. Donovan Faust
Sales Mgr.....Robert I. Mart
Program Director.....Franklin C. Mitchell
Promotion, Publicity Mgr.....Devere E. Logan
Film Mgr.....Francis Edwards
Chief Engineer.....C. Jones
Owners of: WJR AM-FM, Detroit; WSAZ-AM-TV,
Huntington, W. Va.

WOOD-TV—Grand Rapids—1949

Channel: 8 VHF.. AP: 158 Kw.. AP: 316 Kw.
Owned By.....Time-Life Bcstg., Inc.
Address.....120 College S E
Tel.: Glendale 9-4125.....ABC-NBC
Representative.....Katz
Pres., Gen. Mgr.....Willard Schroeder
Prom., Publicity Dir.....Clark Grant
Program Dir.....Peter Kizer
Film Mgr.....Bob Smith
Chief Engineer.....Charles Robison

WKZO-TV—Kalamazoo—1950

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....590 West Maple
Tel.: FI 5-2101.....ABC-CBS
Representative.....Avery Knodel, Inc.
President.....John E. Fetzer
Exec. V. P., General Mgr.....Carl E. Lee
Sales Manager.....Donald DeSmit, Jr.
Program Director.....Charles Lynch
Promotion Director.....W. J. Hunt
Film Manager.....Mel Haavind
Chief Engineer.....Arthur Covell
Owners of: WKZO, Kalamazoo; WJEF-AM-FM,
Grand Rapids; KOLN, Lincoln, Neb.; WWTV-
FM-TV, Cadillac, Mich.; KGIN, Grand Island,
Neb.

WJIM-TV—Lansing—1950

Channel: 6 VHF..AP: 100 Kw..VP: 50 Kw.
Owned-Oper. By.....Gross Telecasting, Inc.
Address.....2820 E. Saginaw
Tel.: IV 2-1333.....CBS
Station Rep.....Blair TV
President, Gen. Mgr.....Harold F. Gross
Commercial Mgr.....Keith R. Oliver
Program Dir.....Jack Klein
Film, Traffic Mgr.....Phillip E. Sherck
Chief Engineer.....Carl Onken
Owners of: WJIM AM-FM.

WILX-TV—Lansing-Jackson 1959

Channel: 10 VHF..AP: 174 Kw..VP: 316 Kw.
Owned-Oper. By.....TV Corp. of Mich.
Business Address.....Hotel Hayes, Jackson
Tel.: STATE 3-2621.....NBC
Sta. Rep.....Venard, Rintoul, McConnell
President.....Edward E. Wilson
General Mgr.....William J. Hart
Advertising Manager.....Roy Brown
Program Dir.....Stuart Hazard
Chief Engineer.....Donald Wright

WLUC-TV—Marquette—1956

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....North Central Bcstg. Co.
Address.....P.O. Box 479
Tel.: GRanite 5-4161.....ABC-CBS-NBC
Station Representative.....Adam Young
President.....Morgan Murphy
General Mgr.....John H. Borgen
Program Director.....Bruce Turner
Promotion Dir.....Gloria Smith
Film Dir.....Barbara Lahde
Chief Engineer.....John Truitt
Owners of: WLUC, Green Bay; WEAU, Eau Claire;
WLUC, Marquette; WISC, Madison.

WKNX-TV—Saginaw—1953

Channel: 57 UHF..AP: 103 Kw..VP: 207 Kw.
Owned-Operated By...Lake Huron Bcstg. Co.
Address.....221 S. Wash. Ave.
Tel.: PL 3-4471.....CBS
Representative.....Gill-Perna, Inc.
President, Gen. Mgr.....William J. Edwards
Vice Pres.....Alvin M. Bentley
Station Manager.....Howard H. Wolfe

MICHIGAN-MINNESOTA

Commercial Manager.....Robert M. Chandler
 Program Director.....Frank Coopersmith
 Production Director.....Jack Newman
 Chief Engineer.....Max W. Thomas
 Owners of: WKXN AM.

WPBN-TV—Traverse City 1954

Channel: 7 VHF..AP: 67.5 Kw..VP: 135 Kw.
 Owned-Oper. By.....Midwestern Bcstg. Co.

Business Address.....Paul Bunyan Bldg.
 Tel.: WI 7-7675.....ABC-NBC
 Station Rep.....Venard, Rintoul & McConnell
 President, Gen. Mgr.....Les Biederman
 Station Manager.....Soren Munkhof
 Film Mgr.....Robert Modjeska
 Commercial Mgr.....R. E. Detwiler
 Chief Engineer.....William H. Kiker
 Owners of: WTCM, Traverse City; WATT, Cadillac;
 WATZ, Alpena; WMBN, Petoskey; WATC, Gay-
 lord; WTOM-TV, Cheboygan.

Pop.: 3,500,000

Families: 1,032,000

MINNESOTA

TV Homes: 907,000

TV Stas. in State: 10

KCMT—Alexandria—1958

Channel: 7 VHF..AP: 13.2 Kw..VP: 26.6 Kw.
 Owned By.....Central Minn. TV Co.
 Business Address.....7th & Fillmore
 Tel.: RO 3-5166.....ABC-NBC
 Sta. Rep.....Avery-Knodel, Inc.
 President.....Joseph O. Perino
 General Manager.....Glenn W. Flint
 Commercial Mgr.....Kenneth Schneider
 Prog. Dir.....Ken Bechtel
 Promotion, Publicity Dir.....Russell Cox
 Film Manager.....Douglas Froemming
 Chief Engineer.....Nile Hunt

Tel.: RA 7-8484.....ABC-NBC
 News. Affil.....Duluth Herald & News-Tribune
 Station Rep.....Peters, Griffin, Woodward
 President.....Robert B. Ridder
 General Manager.....Robert J. Rich
 Station Manager.....Tom Gavin
 Commercial Manager.....R. W. Pearson
 Program Dir.....Ed Conrad
 Promotion Director.....Martin Olson
 Chief Engineer.....George Carlson
 Owners of: WDSM-AM.

KMMT—Austin—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....Minn.-Ia. TV Co.
 Business Address.....Hiway No. 105 S.
 Tel.: HE 7-2965.....ABC
 Representative.....Avery-Knodel, Inc.
 President.....R. J. McElroy
 General Manager.....Ed Starr
 Station Manager.....Ross Miller
 Commercial Manager.....Don Jones
 Program Dir.....Stan Stydnicki
 Chief Engineer.....Tony Mulder

KEYC-TV—Mankato—1960

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....KEYC-Lee TV, Inc.
 Address.....Box XII
 Tel.: 7905.....CBS
 Station Representative.....Adv. Time Sales
 President.....Robtrt R. Ohrt
 Station Manager.....Bob Gardner
 Commercial Manager.....Hap Halligan
 Program Director.....Bob Cavanaugh
 Promotion Director.....Chuck Pasek
 Film Manager.....Eldon Redman
 Chief Engineer.....Donald Borchert
 Owners of: KGLO-AM-TV, Mason City, Iowa;
 WTAD, Quincy, Ill.; KHQA-TV, Quincy, Ill.;
 WMTV, Madison, Wisc.

KDAL-TV—Duluth-Superior 1954

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....KDAL, Inc.
 Business Address.....Bradley Building
 Tel.: RA 2-4466.....ABC-CBS
 Representative.....Avery-Knodel
 General Manager.....Odin S. Ramsland
 Sales Manager.....John Grandy
 Chief Engineer.....Robert Dettman

WCCO-TV—Minneapolis—1949

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.
 Tel.: FE 8-0552.....CBS
 Newspaper Affiliation.....Star & Tribune Co.
 Sta. Rep.....Peters, Griffin & Woodward
 President.....Robert B. Ridder
 Exec. V.P.....F. Van Konynenburg
 Chief Engineer.....John M. Sherman

WDSM-TV—Duluth-Superior 1954

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Northwest Publications, Inc.
 Bus. Address.....230 E. Superior St., Duluth

KMSP-TV—Minneapolis—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....United Television, Inc.

MINNESOTA-MISSISSIPPI

Address.....120 80 9th St.
 Tel.: FE 9-8811.....ABC
 Sta. Rep.....Young TV
 Pres., Gen. Mgr.....Donald Swartz
 Commercial Manager.....Richard Butterfield
 Program Dir.....Joseph Carney
 Prom., Publicity Dir.....Robert Favaro
 Film Manager.....Jack Garrick
 Chief Engineer.....Chalmers Stromberg

WTCN-TV—Minneapolis—1953

Channel: 11 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Operated By...Twin State Bcstg., Inc.
 Business Address.....2925 Dean Blvd.
 Tel.: Walnut 7-8881.....Independent
 Representative.....Katz
 President.....Weston C. Pullen, Jr.
 V.P., General Mgr.....Theodore C. Streiber
 Station Mgr.....Arthur M. Swift
 Sales Mgr.....Robert Fransen
 Regional Sales Mgr.....Richard Jaliiffe
 Prom., Adv. Dir.....Howard W. Coleman
 Program Dir., Film Mgr.....S. M. Rosenman
 Chief Engineer.....W. Fritze
 Owners of: WFBM-AM-TV-FM, Indianapolis;
 WOOD AM-TV, Grand Rapids; KJZ AM-TV,
 Denver.

KROC-TV—Rochester—1953

Channel: 10 VHF..AP: 150 Kw..VP: 316 Kw.
 Owned-Oper. By.....So. Minn. Bcstg. Co.
 Business Address.....100 - 1st Ave. Bldg.
 Tel.: AT 9-3924.....NBC
 Reprs..Venard, Rintoul, McConnell; Beckjorden
 President.....Mrs. Gregory P. Gentling
 General Manager.....G. David Gentling
 Station, Comm. Mgr.....Willard Lampman
 Prom., Pub. Director.....Carol Geerdes
 Program Dir., Film Mgr.....Paul Wizkro
 Chief Engineer.....Robert W. Cross
 Owners of: KROC-AM.

KSTP-TV—St. Paul— Minneapolis—1948

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.
 Owned-Operated By.....KSTP, Inc.
 Bus., Trans. Lo...3415 University Ave., St. Paul
 Tel.: Ml 5-2724.....NBC
 Representative.....Edward Petry
 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
 Prom., Pub. Director.....William Davey

Pop.: 2,180,000
 Families: 576,000

MISSISSIPPI

TV Homes: 397,500
 TV Stas. in State: 7

WCBI-TV—Columbus—1956

Channel: 4 VHF..AP: 18 Kw..VP: 20 Kw.
 Owned-Oper. By.....Birney Imes, Jr.
 Business Address.....Highway 12 North
 Tel.: FAirtax 8-5631.....ABC-CBS-NBC
 Newspaper Affiliation...Commercial Dispatch
 President.....Birney Imes, Jr.
 Gen., Prom. Mgr.....P. B. Hinman
 Commercial Mgr.....Bill Whitfield
 Operations, Film Mgr.....Edward Prescott
 Chief Engineer.....Tom McFerrin

WABG-TV—Greenwood—1959

Channel: 6 VHF..AP: 14.8 Kw..VP: 29.5 Kw.
 Owned By.....Miss. Telecasting Co. Inc.
 Address.....P. O. Box 414
 Tel.: 453-4001.....CBS
 Representative.....James S. Ayers
 President, Gen. Mgr.....Cy N. Bahakel
 Comm., Sta. Manager.....Don Neil
 Program Dir.....Mrs. Erlene Leach
 Promotion Director.....Calton Crowell
 Film Manager.....Kenneth Woodard
 Chief Engineer.....Floyd Coulter

WDAM-TV—Hattiesburg 1956

Channel: 7 VHF..AP: 25.7 Kw..VP: 51.3 Kw.
 Owned-Oper. By.....So. Miss. TV Co.
 Business Address.....Box 1649
 Tel.: JU 4-8441.....ABC-NBC
 Sta. Representative.....Weed
 President.....William S. Smylie
 General Mgr.....Marvin Reuben
 Comm. Mgr.....Jerry P. Keith
 Operations Mgr.....David L. Waite
 Promotion Mgr.....Terry Emmons
 Film Manager.....Wayne Milling
 Chief Engineer.....Clarence Vogel

WJTV—Jackson—1953

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By...Capitol Broadcasting Co.
 Business Address.....P. O. Box 8187
 Tel.: 372-6311.....ABC-CBS-NBC
 Newspaper Afilf.....Miss. Publishers Co.
 Station Representative.....Katz
 Exec. V.P., Gen. Mgr.....L. M. Sepaugh, Sr.
 Station, Nat'l Sales Mgr...Owens F. Alexander

Production Director.....Ken Parks
 Prom., Adv. Dir.....Sandy McMillan
 Film Manager.....L. M. Sepaugh, Jr.
 Chief Engineer.....C. A. Perkins
 Owners of: WSLI, Jackson.

WLBT—Jackson—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Lamar Life Bcstg. Co.
 Business Address.....715 S. Jefferson
 Tel.: FL 2-2691.....ABC-NBC
 Representative.....Hollingbery
 President.....P. K. Lutken
 Gen., Station Mgr.....Fred L. Beard
 Comm., Adv. Mgr.....Frank Gentry
 Program Director.....Maurice Thompson
 Promotion, Publicity Dir.....Michael Kelly
 Film Manager.....Bruce Nicholson
 Chief Engineer.....Floyd Kinard
 Owners of: WJDX AM-FM, Jackson.

WTOK-TV—Meridian—1953

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.

Owned-Oper. By...Southern Television Corp.
 Business Address.....Southern Bldg.
 Tel.: 3-1441.....ABC-CBS-NBC
 Station Representative.....Bolling
 President, Gen. Mgr.....Robert F. Wright
 Sales Manager.....W. B. Crooks
 Prog., Prom. Dir.....Cecil Germany
 Film, Prod. Dir.....George Shannon
 Operations Dir.....Bob Holland
 Chief Engineer.....Joe Saxton

WTWV—Tupelo—1957

Channel: 9 VHF..AP: 14 Kw..VP: 27.2 Kw.
 Owned-Oper. By.....WTWV, Inc.
 Bus. Address.....Beech Springs Rd.; Box 163
 Tel.: VI 2-7620.....NBC
 Representative.....Jack Masla
 President.....Frank K. Spain
 General, Comm. Mgr.....Charles H. Hicks, Jr.
 Program Director.....William B. Landers
 Prom., Pub. Dir.....Perrin Purvis
 Opera. Superv.....J. A. Stenbridge
 Chief Engineer.....J. D. Green

Pop.: 4,500,000
 Families: 1,409,500

MISSOURI

TV Homes: 1,247,000
 TV Stas. in State: 16

**KFVS-TV—Cape Girardeau
 1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Hirsch Broadcasting Co.
 Business Address.....324 Broadway
 Tel.: ED 5-5511.....CBS
 Station Representative.....Bolling
 President.....Oscar C. Hirsch
 Station Mgr.....Robert O. Hirsch
 Program Dir.....Donald T. McNeely
 Owners of KFVS-AM.

KOMU-TV—Columbia—1953

Channel: 8 VHF..AP: 126 Kw..VP: 251 Kw.
 Owned-Oper. By.....Curators of Univ. of Mo.
 Address.....Columbia, Mo.
 Tel.: Gibson 2-1122.....ABC-NBC
 Station Rep.....Avery-Knodel
 Director of TV.....Edward C. Lambert
 Station, Film Manager.....Glenn G. Griswold
 Commercial Manager.....John O. Conwell
 Program Director.....Monte Gurwit
 Promotion Director.....Lois Todd
 Chief Engineer.....William J. Reagan

KHQA-TV—Hannibal—1953

Channel: 7 VHF..AP: 158..Kw..VP: 316 Kw.
 Owned-Oper. By.....Lee Broadcasting, Inc.
 Business Address.....WCU Bldg., Quincy, Ill.
 Tel.: BA 2-6200.....ABC-CBS
 Newspaper Affiliate.....Courier-Post
 Station Rep.....Advertising Time Sales
 President.....Lee P. Loomis
 General, Nat'l Sales Mgr.....Walter J. Rothschild

Local Sales Mgr.....Ralph Drescher
 Program Dir.....Tom Robey
 Prom. Publicity Dir.....Robert Eickmeyer
 Film Manager.....Jean Eager
 Chief Engineer.....J. E. Gray
 Owners of: KGLO AM-TV, Mason City; WTAD
 AM-FM, Quincy; WMTV, Madison; KEYC-TV,
 Mankato.

KRCG-TV—Jefferson City—1955

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Jefferson TV Co.
 Business Address.....Hills Farm
 Tel.: 6-6188.....ABC-CBS
 Newspaper Affiliation.....News Tribune
 President.....William H. Weldon
 Gen., Film Mgr.....Robert Blosser
 Chief Engineer.....Edward Schuelein

KODE-TV—Joplin—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WSTV, Inc.
 Business Address.....1928 W 13th St.
 Tel.: MA 3-7260.....ABC-CBS
 Station Representative.....Avery-Knodel
 President.....Jack N. Berkman
 V.P., General Manager.....D. T. Knight
 Commercial Mgr.....Bill Hirshey
 Program Dir.....Ron Robson
 Promotion Director.....William Harned
 Film Manager.....Douglas Carter
 Chief Engineer.....Jack Langford
 Owners of: WSTV AM-TV, Steubenville; KODE
 AM: WBOY, Clarksburg; WPIT, Pittsburgh;
 WSOJ, Tampa; WRDW-TV, Augusta; WRGP-
 TV, Chattanooga; WBOY-TV, Clarksburg.



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Buy
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TV

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KCMO
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KCMO-TV—Channel 5 • **KCMO-RADIO**—810 on the dial • **KCMO-FM**—94.9 megs.
From America's tallest self-supported tower. K. C.'s first fine music station.

KCMO-TV—Kansas City—1953

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.
Owned By.....Meredith Bcstg. Co.
Business Address.....125 East 31st St.
Tel.: JE 1-6789.....CBS
Representative.....Katz
V.P., General Mgr.....E. K. Hartenbower
Station, Comm. Mgr.....S. B. Tremble
Program Dir.....Kenneth W. Heady
Prom., Pub. Director.....F. C. Strawn
Chief Engineer.....Karl Troeglen
Owners of: KRMG, Tulsa; WOW AM-TV-FM,
Omaha; WHEN AM-TV, Syracuse; KCMO AM-
FM; KPNO AM-TV, Phoenix.

KMBC-TV—Kansas City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Metropolitan Bcstg.
Business Address.....11th & Central Streets
Tel.: HA 1-2650.....ABC
Representative.Peters, Griffin, Woodward, Inc.
President.....John Kluge
V.P., General Manager.....Albert P. Krivin
Commercial Manager.....Ed Dennis
Program Director.....Mori Greiner
Film Manager.....Mildred Harris
Prom., Adv. Director.....Kent Stuart
Chief Engineer.....Henry Goldenberg
Owners of: KMBC-TV; WNEW-AM-FM-TV, New
York City; WHK-AM-FM, Cleveland; WIP-AM-
FM, Philadelphia; WPTG-TV, Washington, D. C.;
KOUR-TV, Sacramento, Calif.; WTVH-TV,
Peoria, Ill.; WTVP-TV, Decatur, Ill.

WDAF-TV—Kansas City—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Transcontinent TV Corp.
Business Address.....Signal Hill
Tel.: PL 3-4567.....NBC
Station Rep.....Petry
President.....David C. Moore
General Mgr.....William A. Bates
Comm. Manager.....E. Manne Russo
Asst. to Mgr.....Bob Worthington
Promotion Director.....Jud Woods
Chief Engineer.....James Schmidt
Owners of: WGR, AM-TV-FM, Buffalo; KFMB,
AM-TV-FM, San Diego; WDAF AM; WNER-TV,
Scranton; KERO-TV, Bakersfield.

KMOS-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.2 Kw..VP: 16.4 Kw.
Owned By.....Jefferson TV Co.
Business Address.....2100 W. Broadway
Tel.: TAYlor 6-1651.....ABC-CBS
President.....William H. Weldon
Gen., Sta. Mgr.....John Garner
Chief Engineer.....Ed Schvelein
Owners of: KRCC-TV, Jefferson City, Mo.

KTTS-TV—Springfield—1953

Channel: 10 VHF..AP: 190.55 Kw..VP: 316 Kw.
Owned-Oper. By.....Independent Bcstg. Co.
Business Address.....P.O. Box 1716 SSS
Tel.: UNiversity 2-7474.....CBS
Representative.....Wood
President.....J. H. G. Cooper

General Mgr.....G. Pearson Ward
Sales Manager.....Jack Lloyd
Program Director.....Kevin McAndrews
Promotion Dir.....E. P. Thomas
Film Manager.....Ted Tucker
Chief Engineer.....William F. Curry
Owners of: KTTS AM-FM.

KYTV—Springfield—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....Springfield Television Inc.
Business Address.....999 W. Sunshine
Tel.: University 6-2766.....NBC-ABC
Representative.....Hollingbery
Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam
Co-Mgr., Prog. Dir.....Carl Fox

KFEQ-TV—St. Joseph—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....KFEQ Bcstg. Co.
Business Address.....40th & Farson
Tel.: ADams 3-2528.....ABC-CBS
Station Rep.....Bolling
President.....Jesse D. Fine
V.P., Gen. Mgr.....Ted Nelson
Sales Manager.....Carlton Schirmer
Program Director.....Dick McDaniel
Chief Engineer.....Kenneth Lux
Owners of: KFEQ AM; KLIK, Jefferson City;
WTVI, Fort Pierce, Fla.

KMOX-TV—St. Louis—1958

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....CBS, Inc.
Business Address.....12th & Cole Sts.
Tel.: MAIn 1-9100.....CBS
Station Rep.....CBS TV Stations Nat'l Sales
President.....Merle S. Jones
V.P., Gen. Mgr.....Gene Wilkey
Administrative Asst.....Norman Bacon
General Sales Mgr.....Charles McAbee
Program Dir.....Don Markley
Sales Prom. Mgr.....Judd Choler
Dir. Info. Services.....Fred S. Heywood
Film Mgr.....G. West
Dir., Public Affairs.....Parker Wheatley
Chief Engineer.....Harry Harvey
Owners of: WBBM AM-TV, Chicago; KNX AM-TV,
Los Angeles; KMOX AM-TV, St. Louis; WCAU
AM-TV, Philadelphia; KCBS AM, San Francisco;
WEEI AM, Boston.

KPLR-TV—St. Louis—1959

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....220 TV, Inc.
Address.....4935 Lindell Blvd.
Tel.: Forest 7-7211.....Independent
Representative.....Peters, Griffin, Woodward
President.....Harold Koplal
General Manager.....Saul Rosenzweig
Station Manager.....Bob Davis
Commercial Mgr.....Arthur Prell
Program Director.....Eleanor Werner
Promotion, Pub. Dir.....Thomas Chapman
Film Manager.....Jim Anians
Chief Engineer.....Kenneth Hildenbrand

MISSOURI-MONTANA

KSD-TV—St. Louis—1947

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By...The Pulitzer Publishing Co.
Address...1111 Olive St.
Tel.: MAin 1-1111...NBC
Newspaper Affiliation...St. Louis Post-Dispatch
Station Representative...Katz
President...Joseph Pulitzer, Jr.
General Manager...Harold Grams
Station Manager...Guy E. Yeldell
Sales Manager...Ray Karpowicz
Program, Film Mgr...Keith Gunther
Promotion Director...Fred J. Mueller
Publicity Dir...Robert Hannon
Chief Engineer...J. E. Risk
Owners of: KSD-AM.

KTVI—St. Louis—1957

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
Owned...Signal Hill Telecasting Corp.
Business Address...5915 Berthold Ave.
Tel.: MI 7-3600...ABC
Station Representative...Blair TV
President...Harry Tenenbaum
V.P., Acting Gen. Mgr...Paul E. Peltason
V.P., Nat Sales Mgr...Shaun Murphy
Production Dir...Bill Leonard
Program Dir...Larry Cooper
Promotion Director...Charlie Cash
Operations Manager...Francis W. Hunt
Chief Engineer...Richard Trompeter

Pop.: 685,000

Families: 210,000

MONTANA

TV Homes: 142,000

TV Stas. in State: 8

KGHL-TV—Billings—1958

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
Owned...Midland Empire Bcstg. Co.
Address...214 N. 30th St.
Tel.: 252-4676...ABC-NBC
Station Representative...Devney Organization
President...P. N. Fortin
General Manager...J. L. Robinson
Commercial Mgr...Robert McCann
Chief Engineer...D. Jansma

KXGN-TV—Glendive—1957

Channel: 5 VHF...AP: 2.5 Kw...VP: 5 Kw.
Owned by...Glendive Bcstg. Corp.
Address...122 S. Merrill Ave.
Tel.: 365-3377...CBS
President...Lewis W. Moore
General Mgr., Adv. Mgr...Jerry Robbins
Film Manager...Peter Seilor
Program Engineer...Jane Robbins
Chief Engineer...Donald J. Powers
Owners of: KXGN-AM.

KOOK-TV—Billings—1953

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Montana Network
Business Address...P. O. Box 2557
Tel.: 252-5611...ABC, CBS
Station Representative...Hollingbery; Moore
President...Joseph S. Sample
General, Station Mgr...Cliff Ewing
Comm. Manager...John Conner
Program Director...Victor Miller
Promotion, Pub. Dir...Betty Kelly
Film Manager...James Thorpe
Chief Engineer...Grant French
Owners of: KOOK-AM; KNLF-AM-TV, Butte,
Mont.

KFBB-TV—Great Falls—1954

Channel: 5 VHF...AP: 12.7 Kw...VP: 25.4 Kw.
Owned-Oper. By...KFBB Bcstg.
Business Address...Box 1139
Tel.: GL 3-4377...ABC-CBS
Station Representative...Hollingbery; Moore
Pres., Gen. Mgr...J. P. Wilkins
Comm. Sta. Manager...W. C. Blanchette
Chief Engineer...Anthony Lopuch
Owners of: KFBB-AM.

KRTV—Great Falls—1958

Channel: 3 VHF...AP: 0.3 Kw...VP: 0.6 Kw.
Owned By...Snyder & Assoc.
Business Address...Box 1453
Tel.: 453-2433...NBC
Station Reps...Avery-Knodel; Day-Wellington
President...Dan Snyder
General, Comm. Mgr...Paul Crain
Program, Prom. Dir...Don Bradley
Chief Engineer...Jesse Waymire

KXLF-TV—Butte—1953

Channel: 4 VHF...AP: 30 Kw...VP: 60 Kw.
Owned By...Garryowen Butte TV
Business Address...Box 1956
Tel.: 792-9111...ABC, CBS, NBC
Station Reps...Hollingbery; Moore
President...Joseph S. Sample
General, Station Mgr...Edmund L. Peiss
Program Director...Paul Simitzes
Film Manager...Don Manwiller
Commercial Manager...Jim Manning
Chief Engineer...Vern Totten

KBLH—Helena—1959

Channel: 12 VHF...AP: 486 Kw...VP: 973 Kw.
Owned By...Helena TV Inc.
Address...Box 797
Tel.: 442-6790...ABC-CBS-NBC
General Manager...Bruce Hamilton
Sales Manager...Joe Spaja
Operation Director...Dug Sutherland

KMSO-TV—Missoula—1954

Channel: 13 VHF..AP: 95.5 Kw...VP: 191 Kw.
 Owned-Oper. By.....Mosby's Inc.
 Address.....340 W. Main St.
 Tel.: 549-4169.....ABC-CBS-NBC
 Station Rep.....Bolling

Pres., Sta. Mgr.....A. J. Mosby
 Program Director.....Hugh E. Bader
 Promotion Director.....Fritzie Yonce
 Publicity Director.....S. John Schile
 Film Manager.....Raleigh McNeal
 Chief Engineer.....Charles E. Meyer

Pop.: 1,430,000
 Families: 442,000

NEBRASKA

TV Homes: 371,500
 TV Stas. in State: 8

KHAS-TV—Hastings—1956

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Nebraska TV Corp.
 Business Address.....Box 476
 Tel.: 3-1321.....NBC
 Newspaper Affil.....Hastings Tribune
 Representative.....Weed
 President.....Fred A. Seaton
 General Manager.....Duane L. Watts
 Production Manager.....Robert C. Buckley
 Program Director.....Mrs. Ardis Bequette
 Promotion Manager.....Nikki Wright
 Film Manager.....Paul R. Loebig
 Chief Engineer.....Duane Allison

President.....John E. Fetzer
 V.P., General Mgr.....A. James Ebel
 Comm., Adv. Mgr.....Duane Holman
 Program Dir.....Paul Jensen
 Promotion, Pub. Dir.....Pro Sherman
 Film Manager.....Eli Modenstein
 Chief Engineer.....D. R. Taylor

**KDUH-TV—Hay Springs
 1958**

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned By.....Black Hills Bcstg. Co.
 Address.....Highway 86 South
 Tel.: ME 8-2741.....ABC-CBS
 President.....Helen Duhamel
 General Sta. Mgr.....John Ludwig
 Program. Prom. Mgr.....Owen Lyon
 Film Mgr.....Tom Bauman
 Publicity Dir.....Art Christ
 Chief Engineer.....Ed Davenport

KNOP-TV—North Platte—1958

Channel: 2 VHF..AP: 15 Kw...VP: 25.9 Kw.
 Owned By.....North Platte TV Inc.
 Business Address.....Box 756
 Tel.: LEnnox 2-2222.....NBC
 Sta. Representative.....Gill-Perna
 President.....York Hinman
 General, Sta. Mgr.....Bill Wood
 Commercial Mgr.....Wally Gunderson
 Program Dir.....Bob Van Neste
 Publicity Dir.....Diane Manley
 Advertising Mgr.....Bill Young
 Chief Engineer.....John Seide

KHOL-TV—Kearney—1953

Channel: 13 VHF..AP: 102 Kw...VP: 204 Kw.
 Owned-Oper. By.....Bi-States Co.
 Bus. Address.....414 East Ave., Holdrege, Nebr.
 Tel.: WY 5-5952.....ABC
 Representative.....Meeker
 President.....Wayne Brewster
 Station Manager.....Jack Gilbert
 General Sales Mgr.....Jack Yeager
 Program Director.....Marlon Milliken
 Pub. Director.....Tom Nuss
 Dir. of Eng.....D. Greely
 Owners of: KRNY, Kearney, Neb.; KHPL-TV,
 Hayes Center, Neb.; KHOL-FM.

KETV—Omaha—1957

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned.....Herald Corp.
 Address.....27th & Douglas Sts.
 Tel.: HARney 7777.....ABC
 Newspaper Affil.....World-Herald
 Station Reps.....Harrington, Righter & Parsons
 President.....Ben H. Cowdery
 V.P., Gen. Mgr.....Eugene S. Thomas
 Program Director.....Ken James
 Prom., Pub. Dir.....Robert F. Coats
 Chief Engineer.....J. S. Petrik

KMTV—Omaha—1949

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....May Bcstg. Co.
 Bus. Trans. Address.....2615 Farnam St.
 Tel.: 345-3333.....NBC
 Station Rep.....Petry
 President.....Edward W. May
 V.P., Gen. Sta. Mgr.....Owen Saddler
 Commercial Manager.....Leon Benschoter
 Program Director.....Lew Jeffrey
 Promotion Director.....Galen Lillethorup
 Film Manager.....Ken Michelsen
 V.P., Engineering.....R. J. Schroeder
 Owners of: KMA, Shenandoah.

KOLN-TV—Lincoln—1953

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
 Owned By.....Cornhusker TV Corp.
 Address.....40th and W Sts.
 Tel.: INGersoll 6-2367.....CBS
 Representative.....Avery-Knodel

NEBRASKA-NEVADA-NEW HAMPSHIRE

WOW-TV—Omaha—1949

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....Meredith Bcstg Co.
 Address.....3501 Farnam St.
 Tel.: 346-3400.....CBS
 Representative.....Blair TV
 V.P., Gen. Manager.....Frank P. Fogarty

Station Mgr.....C. Alfred Larson
 Sales Mgr.....Fred Ebener
 Prog. Dir., Film Mgr.....Bill McBride
 Prom., Pub. Dir.....Robert Seitzer
 Chief Engineer.....Glenn Flynn

Owners of: KCMO AM-TV-FM, Kansas City; KPHO
 AM-TV, Phoenix; KRMG, Tulsa; WHEN AM-TV,
 Syracuse; WOW-AM-FM, Omaha.

Pop.: 305,000
 Families: 99,500

NEVADA

TV Homes: 79,000
 TV Stas. in State: 8

KLAS-TV—Las Vegas—1953

Channel: 8 VHF..AP: 27 Kw..VP: 55 Kw.
 Owned-Oper. By...Las Vegas Television Inc.
 Address.....250 Desert Inn Road
 Tel.: DU 2-6138.....CBS
 Newspaper Affiliation.....Sun
 President.....Herman M. Greenspun
 General Manager.....Howard A. Kalmenson
 Program Director.....Andre Beggerly
 Film Director.....Eric A. Bock
 Chief Engineer.....Hurschel C. McKenzie

Owners of: KFSA-AM-TV, Fort Smith, Ark.;
 KBRB, Springdale, Ark.; KOKL, Okmulgee,
 Okla.; KORK-AM-FM, Las Vegas; KOLO-AM-
 TV, Reno; KGNB-TV, Laredo, Tex.; KFOY-TV,
 Hot Springs, Ark.

KSHO-TV—Las Vegas—1956

Channel: 13 VHF..AP: 5.5 Kw..VP: 11.5 Kw.
 Owned-Oper.....TV Co. of Amer., Inc.
 Business Address.....El Rancho Vegas Hotel
 Tel.: RE 5-4266.....ABC
 Representative.....Forjoe
 President, Gen. Mgr.....Alex Gold
 Commercial, Adv. Mgr.....Walter Shull
 Program, Publicity Dir.....Ted McKinstry
 Chief Engineer.....Jim Leach

KLRJ-TV—Las Vegas—1955

Channel: 2 VHF..AP: 6.3 Kw..VP: 12.2 Kw.
 Owned-Oper. By...So. Nevada Radio-TV Co.
 Address.....Box 550
 Tel.: DU 2-1760.....NBC
 Newspaper Affil.....Donrey Media Group
 Sta. Reps...Torbet, A. & C.; Venard, R. & Mc.C.
 President.....Donald W. Reynolds
 General, Program Mgr.....Edward R. Tabor
 Operations Manager.....Dick Koch
 Commercial Manager.....Donald G. Brown
 Program, Publicity Dir.....Dee Hansen
 Film Manager.....Bob Groya
 Chief Engineer.....H. Alex Magee

KOLO-TV—Reno—1953

Channel: 8 VHF..AP: 83 Kw..VP: 166 Kw.
 Owned-Oper...Nevada Radio-Television Inc.
 Business Address.....770 East 5th St.
 Tel.: FA 3-0721.....ABC-CBS-NBC
 President.....Donald W. Reynolds
 General, Sta. Mgr.....Lee D. Hirshland
 Commercial, Adv. Mgr.....Phillip G. Rose, II
 Operations Manager.....Jack Angel
 Prom. Mgr.....Helen Busscher
 Film Manager.....Chick Warren
 Chief Engineer.....James Bull, Sr.

Pop.: 615,000
 Families: 186,000

NEW HAMPSHIRE

TV Homes: 173,000
 TV Stas. in State: 1

WMUR-TV—Manchester—1954

Channel: 9 VHF..AP: 155 Kw..VP: 282 Kw.
 Owned-Oper. By.....United TV Co. of N. H.
 Business Address.....1819 Elm St.
 Tel.: NAtional 3-8061.....ABC
 Station Representative.....Young TV Corp.

President.....Richard Eaton
 Vice President.....S. E. Phillips
 Program Director.....Ray Ruben
 Chief Engineer.....C. Harold Brewer
 Owners of: WINX, Rockville; WOOK, Washington,
 D. C.; WSID, Baltimore; WBNN, New York;
 WFAB, Miami; WJMO, Cleveland, O.; WFAN-
 FM, Washington, D. C.; WYOU-FM, Baltimore;
 WCUY-FM, Cleveland, O.; WANT, Richmond.

Pop.: 1,025,000
Families: 282,000

NEW MEXICO

TV Homes: 209,000
TV Stas. in State: 6

KGGM-TV—Albuquerque—1953

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.
Tel.: 243-2285.....CBS
Station Representative.....Adv. Time Sales
Pres., Gen., Sta. Mgr.....A. R. Hebenstreit
Comm., Film Mgr.....Ralph C. Rhoads
Prom., Publicity Dir.....James Laramore
Program Director.....Robert Van Driel
Chief Engineer.....Leonard F. Dodds
Owners of: KGGM AM; KVSF, Santa Fe.

KOAT-TV—Albuquerque—1953

Channel: 7 VHF..AP: 43.5 Kw..VP: 87.1 Kw.
Owned-Oper. By.....Alvarado TV Co.
Business Address.....122 S.E. Tulane Dr.
Tel.: ALPINE 5-8716.....ABC
Station Rep.....Avery-Knodel, Inc.
President, Gen. Mgr.....Clinton D. McKinnon
Adv., Comm., Sta. Mgr.....Max A. Sklower
Prog., Prom., Publicity Dir.....Frank C. Idaspe
Chief Engineer.....James Sharman

KOB-TV—Albuquerque—1948

Channel: 4 VHF..AP: 13.5 Kw..VP: 27 Kw.
Owned-Oper. By.....KSTP, Inc.
Bus.-Studio Address.....1430 Coal Ave., S. W.
Tel.: CH 3-4411.....NBC
Representative.....Petry
Pres.....Stanley Hubbard
General Manager.....George S. Johnson
Commercial Manager.....Robert D. Williams
Program Dir.....Jerry Danziger
Prom., Publicity Dir.....Paul Bain
Film Mgr.....Bill Williams
Chief Engineer.....Fern Bibeau
Owners of: KSTP, AM-TV, St. Paul; WGTO, Cypress Gardens.

KAVE-TV—Carlsbad—1956

Channel: 6 VHF..AP: 5.8 Kw..VP: 11.7 Kw.
Owned-Oper. By...Voice of the Caverns, Inc.
Address.....Box 631
Tel.: 5-4101.....CBS
President.....Edward Talbott
Gen., Comm. Mgr.....Tom Wiseheart
Program Director.....Don Husted
Film Manager.....Calvin Waters
Pub. Prom. Dir.....Marjorie Winfield
Chief Engineer.....Sanford Brown
Owners of: KAVE-AM.

KVER-TV—Clovis—1956

Channel: 12 VHF..AP: 16.2 Kw..VP: 30.2 Kw.
Owned By.....Marshall Enterprises, Inc.
Business Address.....1000 Sycamore St.
Tel.: 763-5511.....CBS-ABC
Station Representative.....Adv. Time Sales
President.....John H. Marshall, Sr.
Gen., Station Mgr.....John H. Marshall, Jr.
Commercial Manager.....Jim Self
Program Director.....Bud LeRoy
Promotion Director.....John Urban
Publicity Director.....Frank Childs
Film Manager.....Duffy Sasser
Chief Engineer.....M. S. O'Dell

KSWS-TV—Roswell—1953

Channel: 8 VHF..AP: 160 Kw..VP: 316 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1717 W. Second St.
Tel.: MA 2-6450.....ABC-CBS-NBC
Representative.....Meeker, Melville
Owner & Gen. Mgr.....John A. Barnett
Asst. Gen. Manager.....W. L. Shackelford
Director of Sales.....Paul B. McEvoy
Chief Engineer.....William E. Kolb

Pop.: 17,225,000
Families: 5,225,000

NEW YORK

TV Homes: 4,836,000
TV Stas. in State: 21

WAST—Albany—1956

Channel: 13 VHF..AP: 76.5 Kw..VP: 152 Kw.
Owned-Operated By..Van Curler Bcstg. Corp.
Address.....Box 4035
Tel.: HO 5-5291.....ABC
Station Reps.....Peters, Griffin, Woodward, Inc.
President.....S. H. Fabian
General Mgr.....William A. Ripley
Asst. to Gen. Mgr.....E. David Rosen
Commercial Mgr.....Dom Tovino
Program Dir.....Fred Shavor
Promotion, Publicity Dir.....Michael S. Artist

Film Mgr.....Joel Levy
Chief Engineer.....Elmer C. Snow
Owners of: WAST-AM.

WTEN—Albany—1953

Channel: 10 VHF..AP: 72.5 Kw..VP: 145 Kw.
Owned-Oper. By...Capital Cities Bcstg. Corp.
Business Address.....Box 10
Tel.: 3-2225.....CBS
Station Representative.....Blair
President.....Frank M. Smith

NEW YORK

General Station Mgr. Daniel B. Burke
Sales Manager William J. Lewis
Program Dir. Charles Pogan
Local Sales Manager Phil Beuth
Promotion Manager Marc Edwards
Chief Engineer Len Lavendol
Owners of: WROW, Albany, N. Y.; WPRO-TV,
AM-FM, Providence, R. I.; WTVB, Raleigh-Dur-
ham, N. C.; WKBW-AM-TV, Buffalo, N. Y.;
WPAT-AM-FM, Paterson, N. J.

WINR-TV—Binghamton—1957

Channel: 40 UHF... AP: 535 Kw... VP: 1070 Kw.
Owned Binghamton Press Co.
Business Address 70 Henry St.
Tel.: RAYmond 3-8251 ABC-NBC
Station Representative H-R Reprs.
General Manager Edward M. Scala
Program Director Donald Snyder
Chief Engineer G. Ricciardelli

WNBF-TV—Binghamton—1949

Channel: 12 VHF... AP: 83 Kw... VP: 166 Kw.
Owned Oper. By... Triangle Publications, Inc.
Business Address 50 Front St.
Tel.: RAYmond 3-7311 ABC-CBS
Representative Blair TV, Inc.
Sales Manager George R. Dunham
Commercial Mgr. Keith Dare
Program Director Edward Giller
Promotion Director Ruth Hider
Chief Engineer Lamar Cox
Owners of: WFIL AM-TV-FM, Philadelphia;
WNHC AM-TV-FM, New Haven; WFBG AM-TV-
FM, Altoona; KFRE AM-TV, Fresno; KRFM,
Fresno; WLYH-TV, Lebanon.

WBEN-TV—Buffalo—1948

Channel: 4 VHF... AP: 54 Kw... VP: 100 Kw.
Owned-Oper. By WBEN, Inc.
Address 2077 Elmwood Ave.
Tel.: TR 6-0930 CBS
Newspaper Affiliation Evening News
Sta. Rep. Harrington, Righter, Parsons
President Alfred H. Kirchhofer
General Manager C. Robert Thompson
Sales Manager Nicholas J. Malter
Asst General Mgr. George R. Torge
Prom., Pub. Dir. Joseph A. Haeflner
Film Buyer, Prog. Dir. Frederick A. Keller
Program Director Frederick W. Keller
Technical Director R. Glenn Beerbower
Owners of: WBEN AM-FM.

WGR-TV—Buffalo—1954

Channel: 2 VHF... AP: 60.4 Kw... VP: 100 Kw.
Owned Transcontinent TV Corp.
Business Address 184 Barton St.
Tel.: TT 6-7115 NBC
Representative Edward Petry
President David C. Moore
General Manager... Van Beuren W. De Vries
Program Dir. Paul Sciandra
Promotion, Publicity Dir. George Sperry
Owners of: WGR-AM; KFMB-AM-TV, San Diego,
Calif.; WDAF-AM-TV-FM, Kansas City, Mo.;
WNEP-TV, Scranton, Pa.; KERO-TV, Bakers-
field, Calif.; WROC-FM-TV, Rochester.

WKBW-TV—Buffalo—1958

Channel: 7 VHF... AP: 53.7 Kw... VP: 178 Kw.
Owned By Capital Cities Bcstg. Corp.
Business Address 1420 Main St.
Tel.: TT 3-0770 ABC
Sta. Rep. Blair TV
President Frank M. Smith
General Manager Robert K. King
Chief Engineer Floyd A. Timberlake
Owners of: WPAT-AM-FM, Paterson, N. J.; WPRO-
AM-FM-TV, Providence, R. I.; WROW, WTE-
TV, Albany, N. Y.; WKBW-AM-TV, Buffalo,
N. Y.; WTVB-TV, Durham, N. C.

WCNY-TV—Carthage—1954

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.
Tel.: SU 2-2670 ABC-CBS
Newspaper Affil. Watertown Daily Times
Station Rep. Bolling
President John B. Johnson
General Manager James W. Higgins
Commercial Manager... Alfred M. Tauroney
Director of Operations Glenn H. Hall
Prog., Director David M. Graves
Film Mgr. David N. Cummings
Prom., Pub. Dir. Earl R. Kelly
Dir. of Eng. Michael Yonkovig
Chief Engineer Donald Morehouse
Owners of: WWSY, Watertown; WWSA, Massena;
WWSA FM, Massena.

WABC-TV—New York—1948

Channel: 7 VHF... AP: 55 Kw... VP: 110 Kw.
Owned By... American Bcstg.-Para. Theas Inc.
Business Address 7 W. 66th St.
Tel.: SU 7-5000 ABC
Station Rep. ABC-TV Nat'l Station Sales
V.P., General Mgr. Joseph Stamler
General Sales Mgr. James E. Szabo
Adv. Prom. Dir. Murry Salberg
Program Director Arthur E. Gross
Dir., Res. & Sls. Dev. Lawrence Pollock
Publicity Director Lester Dinoff
Film Dir. T. Kako
Chief Engineer H. H. Mellion
Owners of: WABC; KABC-AM-TV, Los Angeles;
KQV, Pittsburgh; KGO-AM-TV, San Francisco;
WLS, Chicago; WXYZ-AM-TV, Detroit; WBKB,
Chicago.

WCBS-TV—New York—1941

Channel: 2 VHF... AP: 21 Kw... VP: 42 Kw.
Owned-Oper. Columbia Bcstg. System Inc.
Business Address 485 Madison Ave.
Tel.: PL 1-2345 CBS
Station Rep. CBS TV Stations Nat'l Sales
President (CBS Inc.) Frank Stanton
Pres. (CBS TV Stations Div.)... Merle S. Jones
V.P., Asst. to Pres. of CBS-TV
F. J. Shakespeare, Jr.
V. P. Station Div. Craig Lawrence
V.P., Gen. Mgr. Norman Walt, Jr.
General Sales Mgr. G. Gerald Danford

Program Director.....Dan Gallagher
 Adv. & Publicity Dir.....Leonard Traube
 Film Dept. Manager.....William C. Lacey
 Operations Mgr.....Marion Lonsberry
 Chief Engineer.....Philip Goetz

WNBC-TV—New York—1941

Channel: 4 VHF...AP: 15 Kw...VP: 30 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....30 Rockefeller Plaza
 Tel.: CI 7-8300.....NBC
 Representative.....NBC Spot Sales Dept.
 President.....Robert Kintner
 V.P., General Mgr.. Theodore H. Walworth, Jr.
 Station Manager.....Peter Affie
 Commercial Manager.....Jay Heitlin
 Program Mgr.....Alvin H. Perlmutter
 Promotion Director.....Robert G. Patt
 Publicity Dir.....Al Slep
 Chief Engineer.....Thomas J. Buzalski
 Owners of: WNBC-AM-FM; WMAQ-AM-FM, Chi-
 cago; WNBQ, Chicago; WRC-AM-FM-TV, Wash-
 ington, D. C.; WRCV-AM-FM-TV, Philadelphia;
 KNBC-AM-FM, San Francisco; WJAS-AM-FM,
 Pittsburgh; KRCA-TV, Los Angeles.

WNEW-TV—New York—1944

Channel: 5 VHF...AP: 18.6 Kw...VP: 37.1 Kw.
 Owned By.....Metropolitan Bcstg.
 Business Address.....205 E. 67th St.
 Tel.: LE 5-1000.....Independent
 Representative.....Petry
 President.....John W. Kluge
 Exec. V.P., Television.....Bennet H. Korn
 V.P., General Mgr.....John E. McArdle
 Commercial Manager.....Bernard Zeidman
 Publicity Director.....Phil Cowan
 Program Dir.....Jack Lynn
 Promotion Director.....Symon B. Cowles
 Chief Engineer.....William Kelly
 Owners of: WNEW AM-TV; WTTG-TV, Wash-
 ington, D. C.; WHK AM-FM, Cleveland; WIP
 AM-FM, Philadelphia; WTVH-TV, Peoria;
 WTVP-TV, Decatur; KOVE-TV, Stockton;
 WTK-AM-FM, Cleveland, O.; KMBC-AM-TV,
 Kansas City, Mo.

WOR-TV—New York—1949

Channel: 9 VHF...AP: 65 Kw...VP: 130 Kw.
 Owned-Oper. By.....RKO General
 Business Address.....1440 Broadway
 Tel.: LO 4-8000.....Independent
 Station Rep.....Nat'l Sales Div., RKO General
 V.P., General Manager.....Robert J. Leder
 V.P., Comm. Mgr.....Burt Lambert
 V.P., Prom. & Research.....Martin Fliessler
 Promotion Director.....Robert Beusse
 Publicity Director.....Sid Bakal
 Film Manager.....Ivan Reiner
 VP., Program Dir.....Robert Smith
 Chief Engineer.....Orville Sather
 Owners of: WNAC AM-TV-FM, Boston; WGMS
 AM-FM, Washington, D. C.; WHBQ AM-TV-FM,
 Memphis; CKLW AM-TV-FM, Detroit; KFRC
 AM-FM, San Francisco; WOR AM-FM; KHJ AM-
 FM-TV, Los Angeles; WHCT, Hartford.

WPIX—New York—1948

Channel: 11 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Operated By.....WPIX, Inc.
 Address.....220 E. 42nd St.
 Tel.: MU 2-6500.....Independent
 News. Affil.. N. Y. Dly. News; Chicago Trib.
 Representative. Peters, Griffin, Woodward, Inc.
 Exec. V.P., General Mgr.....Fred M. Thrower
 V.P. in Chg. Operations.....L. J. Pope
 V.P., Sales Mgr.....J. A. Patterson
 V.P. & Ch. Engineer.....Otis Freeman
 V.P. & Controller.....T. E. Mitchell
 Promotion Manager.....F. X. Tuoti
 Live Program Manager.....W. D. Engels
 Film Manager.....W. Cooper
 Sales, Business Mgr.....Jack F. A. Flynn
 Public Relations Director.....A. J. McCaffrey

WPTZ-TV—Plattsburgh—1954

Channel: 5 VHF...AP: 12 Kw...VP: 20 Kw.
 Owned-Oper. By.....Rollins Telecasting Inc.
 Business Address.....357 Cornelia St.
 Tel.: JO. 1-5555.....ABC-NBC
 Station Representative.....Blair TV
 President.....O. Wayne Rollins
 V.P., Gen. Mgr.....David F. Milligan
 Prog. Dir.....Al Cahill
 Chief Engineer.....Henry Cronin

WHEC-TV—Rochester—1953

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....WHEC, Inc.
 Business Address.....191 East Ave.
 Tel.: BA 5-3050.....ABC-CBS
 Newspaper Affili.....Gannett Co.
 Station Representative.....H-R Repp
 President.....Paul Miller
 General Station Mgr.....Lowell MacMillan
 Comm. Manager.....John Cody
 Program. Film Mgr.....William J. Adams
 Publicity Dir.....Dorothy Cotton
 Chief Engineer.....Howard B. Mouatt

WROC-TV—Rochester—1953

Channel: 5 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Veterans Bcstg. Co., Inc.
 Address.....17 Clinton Ave. S.
 Tel.: HAmilton 6-4820.....ABC-NBC
 Representative.....Bohling
 Pres., Gen. Mgr.....Ervin F. Lyke
 Comm. Manager.....Arthur Murrellwright
 Program Director.....F. Chase Taylor
 Publicity Director.....Bill Schubert
 Chief Engineer.....Raymond Jobs

WRGB—Schenectady—1939

Channel: 6 VHF...AP: 47 Kw...VP: 93 Kw.
 Owned-Oper. By.....General Electric Co.
 Business-Studio Address...1400 Balltown Rd.
 Tel.: FR 7-2261.....NBC
 Station Representative.....Katz
 Gen. Mgr.....J. Milton Lang

NEW YORK-NORTH CAROLINA

Operations Mgr. Merl L. Galusha
 Marketing Mgr. Robert F. Reid
 Sales Manager. George F. Spring
 Program Dir. A. G. Zink
 Promotion Mgr. Arthur R. Garland

WHEN-TV—Syracuse—1954

Channel: 8 VHF...AP: 190 Kw...VP: 316 Kw.
 Owned-Oper. By...Meredith Syracuse TV Corp.
 Address101 Court St.
 Tel.: GR 4-8511ABC-CBS
 Station RepresentativeKatz
 President.....E. T. Meredith, Jr.
 V.P., General Mgr.....Paul Adanti
 Comm. Manager.....Frederick R. Menzies
 Prog. Dir., Film Mgr.....Gordon Alderman
 Chief Engineer.....Albert Chismark
 Owners of: WOW, AM-TV, Omaha; KCMO, AM
 TV, Kansas City; KPHO, AM-TV, Phoenix
 KRMG, Tulsa.

WSYR-TV—Syracuse—1950

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Newhouse Bcstg. Co.

Business Address.....1030 James St.
 Tel.: GRanite 4-3911.....NBC-ABC
 News, Affil., Post & Standard, Herald-Journal
 RepresentativeHarrington-Righter-Parsons
 Pres., Gen. Mgr.....E. R. Vadeboncoeur
 Comm. Manager.....William R. Alford, Jr.
 Chief Engineer.....Albert Etcholzer

WKTV—Utica—1949

Channel: 2 VHF...AP: 17.35 Kw...VP: 34.7 Kw.
 Owned-Oper. By.....Mid-N.Y. Bcstg. Corp.
 Business Address.....P.O. Box 386
 Tel.: RE 3-0404.....ABC-NBC
 Sta. Representative.....H.R.
 President, Gen. Mgr.....Gordon Gray
 Program Dir.....Daniel German
 Comm. Mgrs.....R. Gessner, S. Storrier
 Promotion, Publicity Dir.....Dick Gessner
 Merchandising Dir.....Stephen Purcell
 Film Manager.....Frank Guzzetti
 Chief Engineer.....De Forest T. Layton, Jr.

Pop.: 4,660,000

Families: 1,188,500

NORTH CAROLINA

TV Homes: 426,000

TV Stas. in State: 11

WISE-TV—Asheville—1953

Channel: 62 UHF...AP: 12 Kw...VP: 24 Kw.
 Owned By.....WCOG, Inc.
 Address.....75 Scenic Highway
 Tel.: 254-4663NBC
 Station Representative...Broadcast Time Sales
 President, Gen. Mgr.....Harold H. Thoms
 Program Dir.....Hugh McMillan
 Chief Engineer.....John Randolph

WLOS-TV—Asheville—1954

Channel: 13 VHF...AP: 85 Kw...VP: 170 Kw.
 Owned-Oper. By...Skyway Broadcasting Co.
 Business Address.....288 Macon Avenue
 Tel.: AL 4-4321.....ABC
 Station Representative.....PGW; Ayers
 President.....Col. Mitchell Wolfson
 V. P. Gen., Sta. Mgr.....Theodore A. Eiland
 General Sales Mgr.....Fred Bernstein
 Regional Sales Mgr.....Ross M. Holmes
 Program, Film Mgr.....Mort Cohn
 Prom., Publicity Dir.....Don Shepherd
 Chief Engineer.....George Sprague
 Owners of: WLOS, AM-FM; WTVJ-TV, Miami;
 WFGA-TV, Jacksonville, Fla.; KVOS-TV, Bel-
 lingham, Wash.

WBTV—Charlotte—1949

Channel: 3 VHF...AP: 60 Kw...VP: 100 Kw.
 Owned-Oper. By...Jefferson Standard Bcstg. Co.
 Business Address.....1 Julian Price Place
 Tel.: ED 3-8833.....CBS-ABC
 Station RepresentativeTvAR
 President.....Joseph M. Bryan
 V.P., Gen. Mgr.....Charles H. Crutchfield

V.P., Managing Dir.....Wallace J. Jorgenson
 V.P.; Prom. Research...J. Robert Covington
 V.P., Engineering.....Thomas E. Howard
 General Sales Manager.....Thomas Cookerly
 Promotion Mgr.....John Dillon
 Program Operations Mgr...Robert L. Rierson
 Asst. Program, Film Mgr...J. Nathan Tucker
 Publicity Director.....Howard Wheeler
 Owners of: WBT; WBTW, Florence.
 (See Page 750 for Ad)

WSOC-TV—Charlotte—1957

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned.....Carolina Bcstg. Co.
 Business Address.....Box 2536
 Tel.: FR 6-8401.....ABC-NBC
 Newspaper Affiliation.....Cox Newspapers
 Station Representative.....H-R Reps.
 President.....J. Leonard Reinsch
 General, Sta. Mgr.....Larry Walker
 General Sales Mgr.....C. George Henderson
 Nat'l Sales Mgr.....W. M. Seruggs
 Program Dir.....Sterling W. Wright
 Prom., Adv., Publicity Dir.....Jon T. Caudle
 Film Manager.....Hall Houpe
 Chief Engineer.....L. L. Caudle, Jr.
 Owners of: WSOC-AM-FM; WSB-AM-TV, Atlanta,
 Ga.; WHIO-AM-FM-TV, Dayton, O.

WTVD—Durham—1954

Channel: 11 VHF...AP: 170 Kw...VP: 316 Kw.
 Owned-Oper.....Capital Cities Bcstg. Corp.
 Address.....1750 Newton Rd.
 Tel.: 682-2111ABC-CBS
 RepresentativePetry