

## Music

Samuel Chotzinoff.....Gen. Music Director

## TELEVISION NETWORK SALES

Walter D. Scott.....V.P., TV Network Sales

Don Durgin.....V.P., TV Network Sales

Edward R. Hitz.....V.P., TV Sales, Central Div.

Thomas B. McFadden.....V.P., Gen. Sales Exec.

Charles R. Abry.....Gen. Sales Exec.

Raymond F. Eichman.....Dir. Sales Presentations  
& Promotion

Harry T. Floyd.....Mgr., TV Sales, Western Div.

Stephen Flynn.....Dir., TV Sales Services

Walter W. Gross.....Mgr., TV Sales, Detroit

David Hedley.....Mgr., TV Sales Presentations

James Hergen.....Director, Partic. Program Sales

Arthur Johnson.....Mgr., Station Sales

Richard L. Linkroum.....Dir., Spec. Pgm. Sales

Robert McFadyen.....Dir., TV Sales Development

Hamilton Robinson.....Mgr., Office Services

Andrew Ross.....Art Dir., Sales Plann.

Dean Shaffner.....Dir., Sales Planning

Ira Wolff.....Mgr., Sales Prom.

## FACILITIES OPERATIONS

Robert L. Stone.....V.P., Facilities Operation

Nicholas Gilles.....Director, Business Affairs

Sherman Hildreth.....Dir., Station Fac. Ops.

## Radio Network Facilities Operations

Gerald M. Seller.....Dir., Radio Net. Fac. Ops.

Paul Gallant.....Mgr., Radio Technical Ops.

Henry P. Hayes.....Mgr., Radio Recording Sales

James Chenard.....Business Mgr.

Charles Bennis.....Mgr., Radio Recording

## Design, Art & Scenic Production

Walter E. Giebelhaus.....Dir., TV Net. Design,  
Art & Scenic Prod.

Edward J. Bennett.....Mgr., Design & Art

Curtis Blank.....Mgr., Prodn. Services

Peter Bonardi.....Mgr., Scenic Const. & Painting

John P. Seibert.....Business Mgr.

## General Services

William S. Hedges.....V.P., General Services

Michael Clancy.....Supervisor, Protection

Edwin L. Dunham.....Mgr., Music Library & Svcs.

Mildred Joy.....Chief Librarian

## Film Operations

James A. Glenn.....Dir., TV Net. Film Ops.

Henry Moss.....Mgr., Film Services

Stanley Parlan.....Mgr., Film Coordination  
& Preparations

Chas. L. Townsend.....Mgr., Film & Kine Oper.

Edward A. Whitney.....Mgr., Bcst. Routine

Charles Corcoran.....Mgr., Video Tape, Film, &  
Kine Operations

## TV Network Live Operations

Anthony Hennig.....Dir., TV Net. Live Ops.

Richard Aimone.....Mgr., Effects

Thomas H. Phelan.....Mgr., Maint. & Plant Fac.

Humbert Rodomsta.....Mgr., Scheduling & Adm.

John B. Rogers.....Mgr., Studio & Theatre Ops.

Courtney A. Snell.....Mgr., N. Y. Field Ops.

Thomas G. Tart.....Business Mgr.

## Operations Control & Planning

Norman H. Grant.....Dir., Ops. Control & Planning

Richard H. Edmondson.....Mgr., Tech. &  
Ops. Planning

Robert MacKichan.....Mgr., Show Requirements  
& Estimating

George McElrath.....Mgr., Broadcast Central

Peter Affe.....Mgr., Facilities  
Planning & Utilization

John J. Weir.....Mgr., Broadcast & Operations

# NBC TELEVIS





# THE EARLY YEARS OF A FILM NETWORK

## ... Another National Program Service?

By CHARLES (Bud) BARRY  
President, NTA Film Network



**T**HERE'S said to be a shining new Cadillac cruising Madison Avenue bearing a sign that reads "Made in Las Vegas . . . the hard way." Somehow that strikes me as a particularly fitting mode of transportation for a network executive in the television market today.

With Ely Landau, chairman of the parent company, wearing his white coat and rubber gloves, the NTA Network was born just about three years ago. Since then the network has accomplished some rather amazing things. I'm not trying to sound like a cigarette commercial, but because it is a pretty accurate way of putting it, I say we have accomplished some things that couldn't be done.

We have organized a group of stations into a cohesive whole . . . we have persuaded a group of major advertisers to accept the film network concept . . . we have persuaded, on many a Sunday afternoon and occasionally during the evening hours, a group of "right minded" citizens to turn their dials to our program while happily ignoring our not always friendly competitors.

We have done this without that greatest of aids to a network—the very heart of network broadcasting—the coaxial cable hooking all of the components together for a national simultaneous broadcast. We have done it the hard way, via film on a bicycle. And what's more, without that second essential in network broadcasting—prime time on prime stations.

Nevertheless, we are genuinely

grateful to the far-seeing clients who did put their faith and their dollars behind the NTA Film Network.

But in the 1959-60 market place one cannot afford much time to look back, for if there is one essential fact in this business it is . . . the future lies to him who plans for it.

The challenges of my career always seem to have been based upon dreams of tomorrow. But of all the tests of this kind I have ever faced, none has intrigued me more than the challenge of planning the necessary "Where Do We Go From Here" with the NTA Film Network.

This one is classic in its demands, because the following fundamental problems must be solved:

- a. Not enough independent stations in many markets.
- b. Not enough prime time available on stations already affiliated with our major competitors.
- c. Not enough programs.
- d. Too many agencies and advertisers reluctant to back us during our growth period.

We are convinced that the American advertising industry and the American public can support another national program service. If we can make that program service imaginative, fresh and untrammelled, we believe that we can continue to build our own effective network. We further believe that the key of our network future lies foursquare on our program future.

# NTA TELEVISION NETWORK, INC.

*10 Columbus Circle, New York 19, N. Y.*

*Telephone: JUdson 2-7300*

Chairman of the Board..... Ely A. Landau  
President..... Charles C. Barry  
Exec. Vice President..... Oliver A. Unger  
Vice President..... Harold Goldman  
Vice President..... Edythe Rein  
Vice President..... David Melamed  
Treasurer..... Eric Haight  
Secretary..... H. I. Bucher  
Controller..... Burton Lippman  
Board of Directors..... Ely A. Landau,  
Oliver A. Unger, Harold Goldman, Edythe Rein,  
Harold Kovner, Charles C. Barry.  
Director of Station Relations.... Anthony Azzato  
Exec. Dir. Advertising, Promotion, Merchandising  
Lester Krugman  
Dir. of Network Operations.... Lynn Christenson  
Director of Press..... Harry Albus  
Dir. of Promotion, Sales Service.. Martin Roberts  
Dir. of Merchandising..... Irving Lichtenstein  
Creative Director, Advertising.... Ernest Fladell

## BRANCH OFFICES

### Chicago

612 N. Michigan Ave.  
Chicago, Ill.  
MI 2-5561

### Hollywood

8721 Sunset Blvd.  
Hollywood, Calif.  
OL 2-7222

# SWEETEST THING IN SIGHT

It all started in 1957 among 30,000,000 Americans. Suddenly NTA television was responsible for the biggest mass "crush," since Shirley Temple first showed her adorable face, some 20 years ago. In 1958, NTA's Shirley Temple programs once again worked their wonderful kind of weekend magic, from coast to coast. Weekend magic for advertisers, too, as Vick Chemical, Ideal Toys, Westinghouse, Phillips-Van Heusen, Congoleum-Nairn, Necchi-Elna, Shwayder Bros., all tuned in to this unique television bonanza. Unique because the values expand every time NTA expands on its schedule of new Temple feature films. 1959 is no exception! Here's why:

In 1959 you get 87.5% coverage of U.S. television homes with a lineup of 63 key stations. You get the security of a 2-year track record which shows you the big, all-family audience, the low cost-per-M you want. You buy participations—as few or as many as you need. You combine products. You divide regions. You do it all because little Shirley as a child star has it all on the NTA Television Network. What's more, your buy into the Shirley Temple Spring Specials earns you an opportunity to protect for next Fall and Winter, too. Give it all a good close look, and then meet the sweetest thing in sight on the NTA TELEVISION NETWORK.

## SHIRLEY TEMPLE SPRING SPECIALS / SHIRLEY TEMPLE FALL FESTIVAL '59

(8 weekends: April 5 through May 24, 1959)

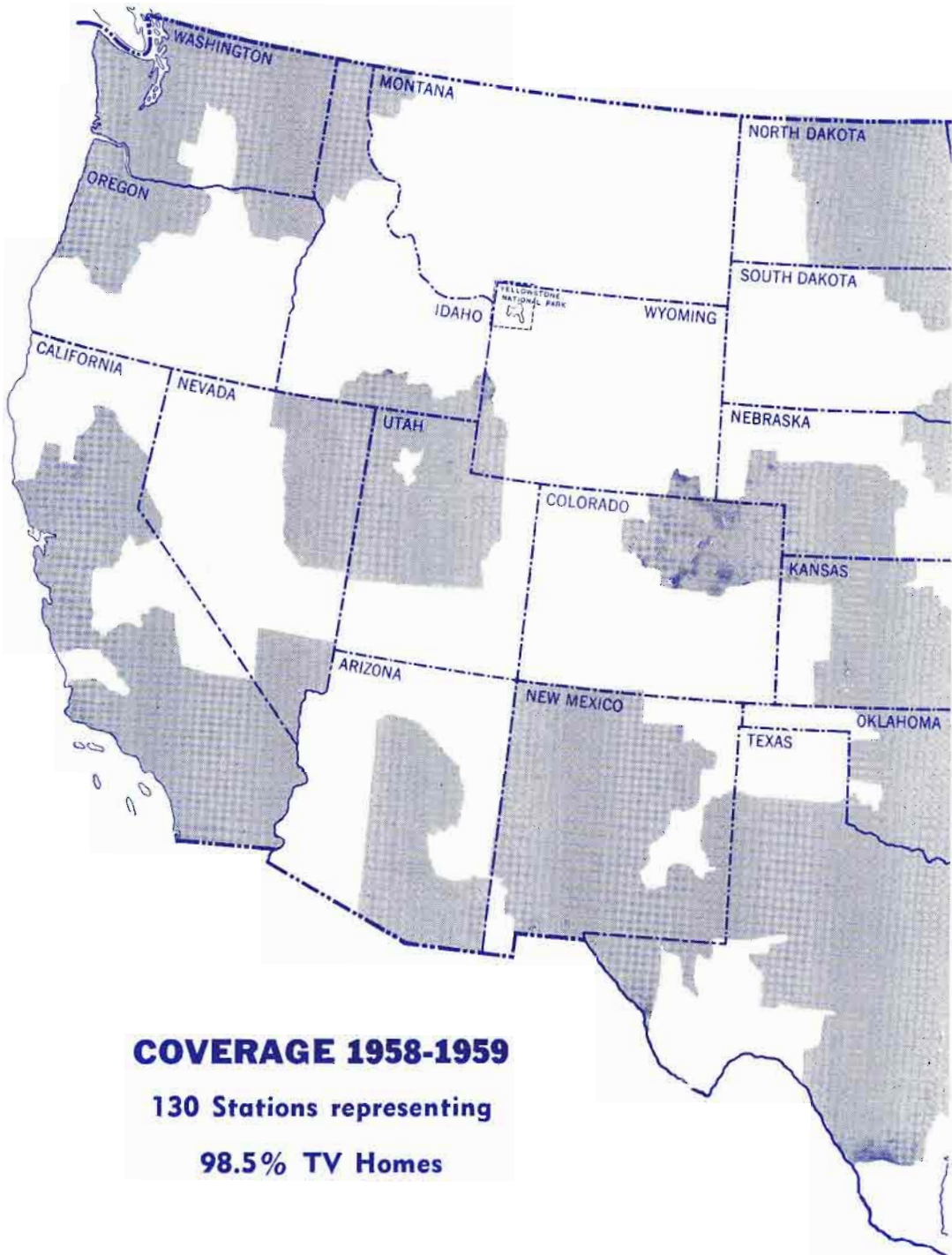
(12 weekends: Oct. 4 through Dec. 20, 1959)





Phone, wire, write, Charles (Bud) Barry, President, NTA Television Network, 10 Columbus Circle, New York 19, N.Y. JU 2-7300 **NTA TELEVISION NETWORK**

# NTA TELEVISION



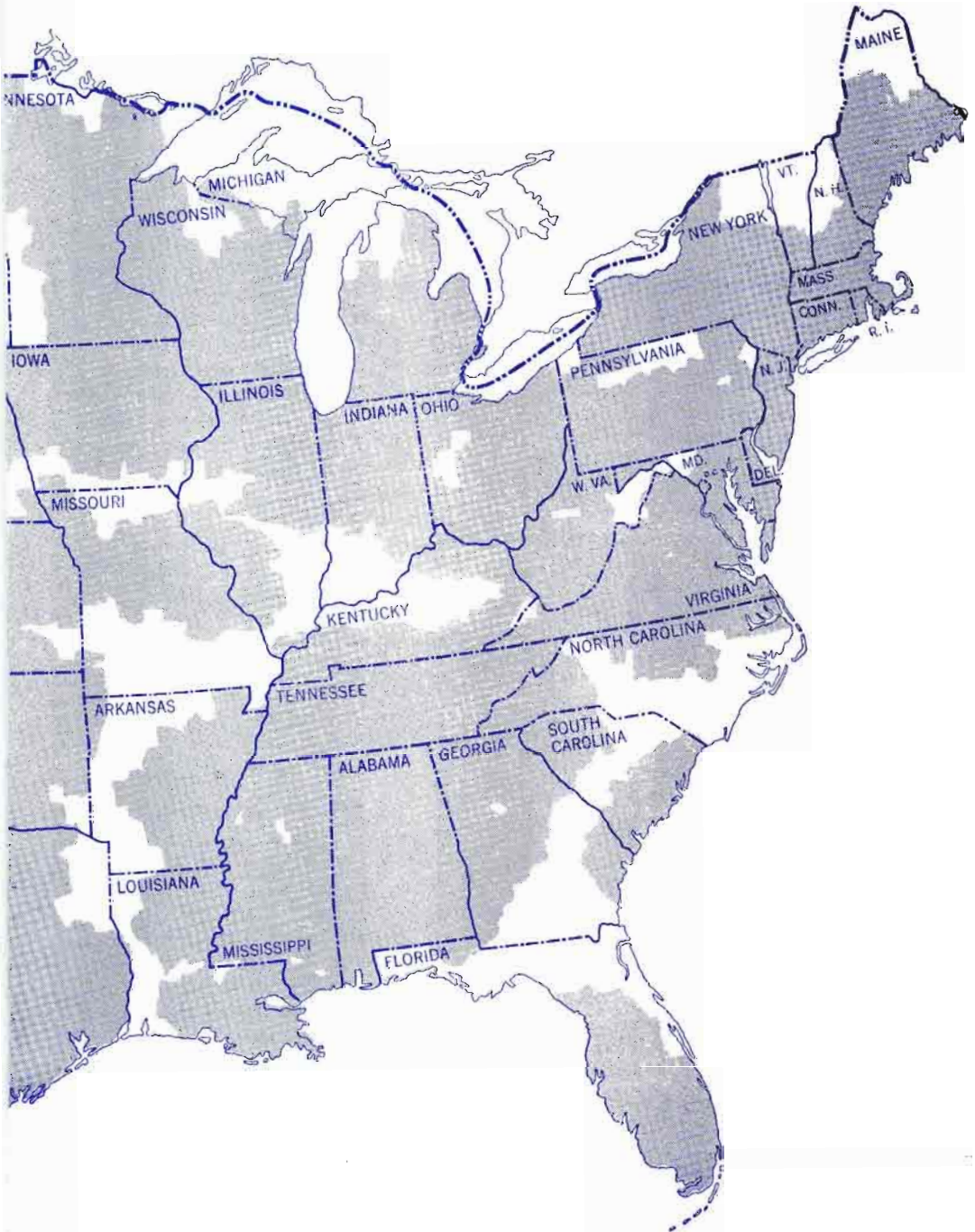
## COVERAGE 1958-1959

130 Stations representing

98.5% TV Homes



# NETWORK



# TELEVISION FILM'S FOREIGN MARKET— ... A New Horizon For The Industry

By HAROLD GOLDMAN

President, NTA International, Inc.



**T**HE burgeoning television industry outside of the United States is rapidly assuming an important role in the overall planning of TV production and distribution companies.

The foreign market today offers one of the greatest areas of expansion in our industry. Results accomplished during the past year have served to strengthen that conviction in no uncertain terms. As a consequence, increased efforts are being expended in that area. At NTA, we have organized, not too long ago, NTA International, Inc., which is to supervise our television and theatrical activities throughout the world.

\* \* \*

There are approximately 25-million television sets in operation today in more than 50 countries outside of the United States. Sales opportunities abound in the United Kingdom where more than 9-million TV sets are in operation.

A study of the foreign markets reveals that Great Britain is the most important market today for the sale of television properties. Second place honors must go to Canada with a set count in excess of 3-million. Australia ranks third in importance serving more than a half-million receivers.

Japan, with more than a million-and-a-half sets, is enjoying a television boom and is rapidly taking its place among the leaders in searching the market for suitable product.

\* \* \*

To take care of the needs of this increasing world-wide activity, the production and distribution com-

panies are keeping close touch with developments and adding to their staffs. As President of NTA International, I will be making constant trips to our international offices to keep abreast of events and gear our operations to meet prevailing conditions.

Foreign stations are constantly on the alert for good product. Features and half-hour series are enjoying wide popularity in all areas. While there is an over-abundance of product at the moment, the demand will be increasing as more and more stations begin operations and additional sets make their appearance in homes.

In line with the expanding television picture overseas, income from that source is constantly on the upswing. In the not too distant future, receipts from foreign distribution should equal at least one-third of the total gross billing of companies engaged in international operations.

\* \* \*

As the foreign picture becomes brighter, co-production endeavors with producers in other countries will increase. We, at NTA, have recently entered into an association with the British Broadcasting Corporation for the production of "The Third Man," a 39-week series starring Michael Rennie. We plan to undertake similar co-production deals in other countries. Current plans call for such arrangements to be made with governmental and independent agencies in France, Italy, Japan, Canada and Australia.

NTA's activities in the international field have now expanded into ten countries.

**TELEVISION DAILY**

presents

***TV STATIONS***

**KEY PERSONNEL  
ADDRESSES & PHONE  
ALPHABETICALLY LISTED  
BY STATES AND CITIES  
STATISTICAL COVERAGE**

**1959**

# TELEVISION STATIONS

## Commercial Stations of U. S., Territories and Possessions

Station	City—State	Page	Station	City—State	Page
CKLW-TV	Detroit-Windsor, Mich./Ont.	852	KFDA-TV	Amarillo, Tex.	885
KABC-TV	Los Angeles, Calif.	823	KFDM-TV	Beaumont, Tex.	886
KAKE-TV	Wichita, Kan.	846	KFDX-TV	Wichita Falls, Tex.	894
KALB-TV	Alexandria, La.	847	KFEQ-TV	St. Joseph, Mo.	858
KARD-TV	Wichita, Kan.	846	KFJZ-TV	Fort Worth, Tex.	889
KARK-TV	Little Rock, Ark.	819	KFMB-TV	San Diego, Calif.	824
KATV	Little Rock, Ark.	821	KFRE-TV	Fresno, Calif.	821
KAVE-TV	Carlsbad, N. M.	863	KFSD-TV	San Diego, Calif.	824
KAYS-TV	Hays, Kan.	845	KFVS-TV	Cape Girardeau, Mo.	857
KBAK-TV	Bakersfield, Calif.	821	KFYR-TV	Bismarck, N. D.	868
KBES-TV	Medford, Ore.	875	KGBT-TV	Harlingen, Tex.	889
KBET-TV	Sacramento, Calif.	823	KGGM-TV	Albuquerque, N. M.	863
KBLR-TV	Goodland, Kan.	845	KGHL-TV	Billings, Mont.	858
KBMB-TV	Bismarck, N. D.	868	KGLD	Garden City, Kan.	845
KBOI-TV	Boise, Ida.	839	KGLO-TV	Mason City, Iowa	844
KBTV	Denver, Colo.	827	KGMB-TV	Honolulu, Hawaii	837
KBTX-TV	Bryan, Tex.	886	KGNC-TV	Amarillo, Tex.	885
KCBD-TV	Lubbock, Tex.	891	KGNS-TV	Laredo, Tex.	891
KCEN-TV	Temple, Tex.	894	KGO-TV	San Francisco, Calif.	824
KCIX-TV	Nampa, Ida.	839	KGUL-TV	Galveston-Houston, Tex.	889
KCKT	Great Bend, Kans.	845	KGUN	Tucson, Ariz.	819
KCMC-TV	Texarkana, Tex.	894	KGW-TV	Portland, Ore.	875
KCMO-TV	Kansas City, Mo.	857	KHAS-TV	Hastings, Neb.	859
KCMT	Alexandria, Minn.	853	KHJ-TV	Los Angeles, Calif.	823
KCOP-TV	Los Angeles, Calif.	823	KHOL-TV	Kearney, Neb.	859
KCOR-TV	San Antonio, Tex.	893	KHQ-TV	Spokane, Wash.	898
KCRA-TV	Sacramento, Calif.	824	KHQA-TV	Hannibal, Mo.	857
KCRG-TV	Cedar Rapids, Iowa	844	KHSL-TV	Chico, Calif.	821
KCSJ-TV	Pueblo, Colo.	827	KHVH-TV	Honolulu, Hawaii	837
KCTV	San Angelo, Tex.	893	KICA-TV	Clovis, N. M.	863
KDAL-TV	Duluth-Superior, Minn.	853	KID-TV	Idaho Falls, Ida.	839
KDIX-TV	Dickinson, N. D.	868	KIEM-TV	Eureka, Calif.	821
KDKA-TV	Pittsburgh, Pa.	879	KIMA-TV	Yakima, Wash.	899
KDUB-TV	Lubbock, Tex.	891	KING-TV	Seattle, Wash.	898
KEDY-TV	Big Spring, Tex.	886	KINY-TV	Juneau, Alaska	818
KELO-TV	Sioux Falls, S. D.	882	KIRO-TV	Seattle, Wash.	898
KELP-TV	El Paso, Tex.	887	KIVA	Yuma, Ariz.	819
KENI-TV	Anchorage, Alaska	818	KJEO	Fresno, Calif.	821
KENS-TV	San Antonio, Tex.	893	KKTV	Colorado Springs, Colo.	825
KERO-TV	Bakersfield, Calif.	821	KLAS-TV	Las Vegas, Nev.	861
KETV	Omaha, Neb.	860	KLFY-TV	Lafayette, La.	847
KEY-I	Santa Barbara, Calif.	825	KLIX-TV	Twin Falls, Ida.	839
KFAR-TV	Fairbanks, Alaska	818	KLOR-TV	Provo, Utah	894
KFBB-TV	Great Falls, Mont.	859	KLBJ-TV	Las Vegas, Nev.	861
KFBC-TV	Cheyenne, Wyo.	901			

Station	City—State	Page	Station	City—State	Page
KLTV	— Tyler, Tex.	894	KREY-TV	— Montrose, Colo.	827
KLZ-TV	— Denver, Colo.	825	KRGV-TV	— Wesslaco, Tex.	894
KMBC-TV	— Kansas City, Mo.	857	KRIS-TV	— Corpus Christi, Tex.	886
KMID-TV	— Midland, Tex.	892	KRLD-TV	— Dallas, Tex.	887
KMJ-TV	— Fresno, Calif.	821	KRNT-TV	— Des Moines, Iowa	844
KMMT	— Austin, Minn.	853	KROC-TV	— Rochester, Minn.	855
KMOS-TV	— Sedalia, Mo.	858	KROD-TV	— El Paso, Tex.	889
KMOX-TV	— St. Louis, Mo.	858	KRON-TV	— San Francisco, Calif.	824
KMSO-TV	— Missoula, Mont.	859	KRSD-TV	— Rapid City, S. D.	882
KMSP-TV	— Minneapolis-St. Paul, Minn.	855	KRTV	— Great Falls, Mont.	859
KMTV	— Omaha, Neb.	860	KSBW-TV	— Salinas, Calif.	824
KMVI	— Wailuku, Hawaii	837	KSBY-TV	— San Luis Obispo, Calif.	825
KNAC-TV	— Fort Smith, Ark.	819	KSD-TV	— St. Louis, Mo.	858
KNOE-TV	— Monroe, La.	847	KSHO-TV	— Las Vegas, Nev.	861
KNOP-TV	— North Platte, Neb.	860	KSL-TV	— Salt Lake City, Utah	894
KNOX-TV	— Grand Forks, N. D.	869	KSLA-TV	— Shreveport, La.	848
KNTV	— San Jose, Calif.	825	KSPR	— Casper, Wyo.	901
KNXT	— Los Angeles, Calif.	823	KSTP-TV	— St. Paul-Minneapolis, Minn.	855
KOA-TV	— Denver, Colo.	827	KSWO-TV	— Lawton, Okla.	874
KOAM-TV	— Pittsburg, Kan.	846	KSWB-TV	— Roswell, N. M.	863
KOAT-TV	— Albuquerque, N. M.	863	KSVD-TV	— Wichita Falls, Tex.	894
KOB-TV	— Albuquerque, N. M.	863	KTAG-TV	— Lake Charles, La.	847
KOCO-TV	— Enid, Okla.	874	KTBC-TV	— Austin, Tex.	886
KODE-TV	— Joplin, Mo.	857	KTBS-TV	— Shreveport, La.	848
KOIN-TV	— Portland, Ore.	875	KTEN	— Ada, Okla.	874
KOLD-TV	— Tucson, Ariz.	819	KTES	— Nacogdoches, Tex.	892
KOLN-TV	— Lincoln, Neb.	859	KTHV	— Little Rock, Ark.	819
KOLO-TV	— Reno, Nev.	861	KTIV	— Sioux City, Iowa	845
KOMO-TV	— Seattle, Wash.	898	KTLA	— Los Angeles, Calif.	823
KOMU-TV	— Columbia, Mo.	857	KTNT-TV	— Tacoma-Seattle, Wash.	899
KONA-TV	— Honolulu, Hawaii	837	KTRE-TV	— Lufkin, Tex.	892
KONO-TV	— San Antonio, Tex.	893	KTRK-TV	— Houston, Tex.	891
KOOK-TV	— Billings, Mont.	859	KTRX	— Kennewick-Pasco, Wash.	898
KOOL-TV	— Phoenix, Ariz.	818	KTSM-TV	— El Paso, Tex.	889
KOSA-TV	— Odessa, Tex.	892	KTTS-TV	— Springfield, Mo.	858
KOTA-TV	— Rapid City, S. D.	882	KTTV	— Los Angeles, Calif.	823
KOTI-TV	— Klamath Falls, Ore.	875	KTUL-TV	— Tulsa, Okla.	874
KOTV	— Tulsa, Okla.	874	KTVA	— Anchorage, Alaska	818
KOVR-TV	— Stockton, Calif.	825	KTVB	— Boise, Ida.	839
KPAC-TV	— Port Arthur, Tex.	892	KTVK-TV	— Ensign, Kan.	845
KPAR-TV	— Abilene, Tex.	885	KTVE	— El Dorado, Ark.	819
KPHO-TV	— Phoenix, Ariz.	818	KTVF	— Fairbanks, Alaska	818
KPIX	— San Francisco, Calif.	824	KTVH	— Hutchinson, Kan.	845
KPLC-TV	— Lake Charles, La.	847	KTVI	— St. Louis, Mo.	858
KPLR-TV	— St. Louis, Mo.	858	KTVK	— Phoenix, Ariz.	819
KPRC-TV	— Houston, Tex.	889	KTVO	— Ottumwa, Iowa	845
KPTV	— Portland, Ore.	875	KTVR	— Denver, Colo.	827
KQTV	— Fort Dodge, Iowa	844	KTVT	— Salt Lake City, Utah	895
KRBC-TV	— Abilene, Tex.	885	KTVU	— San Francisco-Oakland, Calif.	824
KRCA	— Los Angeles, Calif.	823	KTVW	— Seattle, Wash.	898
KRCG-TV	— Jefferson City, Mo.	857	KTWO-TV	— Casper, Wyo.	901
KRDO-TV	— Colorado Springs, Colo.	825	KUAM-TV	— Agana, Guam	902
KREM-TV	— Spokane, Wash.	898	KULR	— Kalispell, Mont.	859
KREX-TV	— Grand Junction, Colo.	827	KUTV	— Salt Lake City, Utah	895
			KVAL-TV	— Eugene, Ore.	875
			KVAR	— Mesa, Ariz.	818
			KVII-TV	— Amarillo, Tex.	885

Station	City—State	Page	Station	City—State	Page
KVIP	— Redding, Calif.	823	WBTW	— Florence, S. C.	882
KVIQ-TV	— Eureka, Calif.	821	WBZ-TV	— Boston, Mass.	851
KVKM-TV	— Monahans, Tex.	892	WCAU-TV	— Philadelphia, Pa.	879
KVOA-TV	— Tucson, Ariz.	819	WCAX-TV	— Burlington, Vt.	895
KVOO-TV	— Tulsa, Okla.	874	WCBI-TV	— Columbus, Miss.	855
KVOS-TV	— Bellingham, Wash.	898	WCBS-TV	— New York, N. Y.	865
KVTV	— Sioux City, Iowa	845	WCCO-TV	— Minneapolis, Minn.	853
KWRB-TV	— Riverton, Wyo.	901	WCHS-TV	— Charleston, W. Va.	899
KWTV	— Oklahoma City, Okla.	874	WCIA	— Champaign, Ill.	839
KWTV-TV	— Waco, Tex.	894	WCKT	— Miami, Fla.	832
KWWL-TV	— Waterloo, Iowa	845	WCNY-TV	— Carthage, N. Y.	864
KXAB-TV	— Aberdeen, S. D.	882	WCOV-TV	— Montgomery, Ala.	817
KXGN-TV	— Glendive, Mont.	859	WCPO-TV	— Cincinnati, Ohio	871
KXII	— Ardmore, Okla.	874	WCSC-TV	— Charleston, S. C.	881
KXJB-TV	— Valley City, N. D.	869	WCSH-TV	— Portland, Me.	849
KXLF-TV	— Butte, Mont.	859	WCTV	— Thomasville, Ga.	837
KXLY-TV	— Spokane, Wash.	898	WCYB-TV	— Bristol, Va.	895
KXMC-TV	— Minot, N. D.	869	WDAF-TV	— Kansas City, Mo.	857
KYTV	— Springfield, Mo.	858	WDAM-TV	— Hattiesburg, Miss.	855
KYW-TV	— Cleveland, Ohio	871	WDAN-TV	— Danville, Ill.	840
KZTV	— Corpus Christi, Tex.	887	WDAU-TV	— Scranton, Pa.	880
WABC-TV	— New York, N. Y.	864	WDAY-TV	— Fargo, N. D.	869
WABI-TV	— Bangor, Me.	849	WDBJ-TV	— Roanoke, Va.	897
WAFB-TV	— Baton Rouge, La.	847	WDBO-TV	— Orlando, Fla.	833
WAGA-TV	— Atlanta, Ga.	835	WDEF-TV	— Chattanooga, Tenn.	883
WAGM-TV	— Presque Isle, Me.	849	WDMJ-TV	— Marquette, Mich.	852
WAIM-TV	— Anderson, S. C.	881	WDSM-TV	— Duluth-Superior, Minn.	853
WAKR-TV	— Akron, Ohio	871	WDSU-TV	— New Orleans, La.	847
WALA-TV	— Mobile, Ala.	817	WDXI-TV	— Jackson, Tenn.	883
WALB-TV	— Albany, Ga.	835	WEAR-TV	— Pensacola, Fla.	833
WANE-TV	— Fort Wayne, Ind.	841	WEAT-TV	— West Palm Beach, Fla.	835
WAPA-TV	— San Juan, P. R.	902	WEAU-TV	— Eau Claire, Wis.	900
WAPI-TV	— Birmingham, Ala.	817	WECT	— Wilmington, N. C.	868
WARD-TV	— Johnstown, Pa.	877	WEEK-TV	— Peoria, Ill.	840
WAST	— Albany, N. Y.	864	WEHT	— Evansville, Ind.	841
WATE-TV	— Knoxville, Tenn.	883	WESH-TV	— Daytona Beach, Fla.	831
WATR-TV	— New Haven, Conn.	831	WEWS	— Cleveland, Ohio	871
WAVE-TV	— Louisville, Ky.	846	WFAA-TV	— Dallas, Tex.	887
WAVY-TV	— Norfolk, Va.	897	WFAM-TV	— Lafayette, Ind.	843
WBAL-TV	— Baltimore, Md.	850	WFBC-TV	— Greenville, S. C.	882
WBAP-TV	— Fort Worth, Tex.	889	WFBG-TV	— Altoona, Pa.	875
WBAY-TV	— Green Bay, Wis.	900	WFBM-TV	— Indianapolis, Ind.	843
WBBM-TV	— Chicago, Ill.	839	WFGA-TV	— Jacksonville, Fla.	832
WBEN-TV	— Buffalo, N. Y.	864	WFIE-TV	— Evansville, Ind.	841
WBIR-TV	— Knoxville, Tenn.	883	WFIL-TV	— Philadelphia, Pa.	877
WBKB	— Chicago, Ill.	840	WFLA-TV	— Tampa, Fla.	833
WBNS-TV	— Columbus, Ohio	872	WFMJ-TV	— Youngstown, Ohio	873
WBOC-TV	— Salisbury, Md.	850	WFMY-TV	— Greensboro, N. C.	868
WBOY-TV	— Clarksburg, W. Va.	899	WFRV-TV	— Green Bay, Wis.	900
WBZ-TV	— Lock Haven, Pa.	877	WGAL-TV	— Lancaster, Pa.	877
WBRC-TV	— Birmingham, Ala.	817	WGAN-TV	— Portland, Me.	849
WBRE-TV	— Wilkes-Barre, Pa.	880	WGEM-TV	— Quincy, Ill.	840
WBRZ	— Baton Rouge, La.	847	WGN-TV	— Chicago, Ill.	839
WBTW	— Charlotte, N. C.	867	WGR-TV	— Buffalo, N. Y.	864

Station	City—State	Page	Station	City—State	Page
WHAS-TV	— Louisville, Ky.	846	WITI-TV	— Milwaukee, Wis.	901
WHBF-TV	— Rock Island, Ill.	841	WITN	— Washington, N. C.	868
WHBQ-TV	— Memphis, Tenn.	883	WJAC-TV	— Johnstown, Pa.	877
WHCT	— Hartford, Conn.	829	WJAR-TV	— Providence, R. I.	881
WHDH-TV	— Boston, Mass.	851	WJBF-TV	— Augusta, Ga.	835
WHEC-TV	— Rochester, N. Y.	865	WJBK-TV	— Detroit, Mich.	852
WHEN-TV	— Syracuse, N. Y.	867	WJDM	— Panama City, Fla.	833
WHIO-TV	— Dayton, Ohio	872	WJHL-TV	— Johnson City, Tenn.	883
WHIS-TV	— Bluefield, W. Va.	899	WJIM-TV	— Lansing, Mich.	852
WHIZ-TV	— Zanesville, Ohio	873	WJMR-TV	— New Orleans, La.	847
WHO-TV	— Des Moines, Iowa	844	WJPB-TV	— Fairmont, W. Va.	899
WHP-TV	— Harrisburg, Pa.	877	WJRT	— Flint, Mich.	852
WHTN-TV	— Huntington, W. Va.	899	WJTV	— Jackson, Miss.	855
WHYN	— Springfield, Mass.	851	WJW-TV	— Cleveland, Ohio	872
WIBW-TV	— Topeka, Kan.	846	WJXT	— Jacksonville, Fla.	832
WICC-TV	— Bridgeport, Conn.	829	WJZ-TV	— Baltimore, Md.	850
WICS	— Springfield, Ill.	841	WKAQ-TV	— San Juan, P. R.	902
WICU-TV	— Erie, Pa.	877	WKBN-TV	— Youngstown, Ohio	873
WIIC	— Pittsburgh, Pa.	880	WKBT	— La Crosse, Wis.	900
WILX-TV	— Onondaga-Lansing, Mich.	853	WKBW-TV	— Buffalo, N. Y.	864
WIMA-TV	— Lima, Ohio	873	WKJG-TV	— Fort Wayne, Ind.	841
WINK-TV	— Fort Myers, Fla.	831	WKNX-TV	— Saginaw, Mich.	853
WINR-TV	— Binghamton, N. Y.	864	WKOW-TV	— Madison, Wis.	900
WIS-TV	— Columbia, S. C.	881	WKRC-TV	— Cincinnati, Ohio	871
WISC-TV	— Madison, Wis.	900	WKRG-TV	— Mobile, Ala.	817
WISE-TV	— Asheville, N. C.	867	WKST-TV	— New Castle, Pa.	877
WISH-TV	— Indianapolis, Ind.	843	WKTU	— Utica, N. Y.	867
WISN-TV	— Milwaukee, Wis.	901	WKY-TV	— Oklahoma City, Okla.	874

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Station	City—State	Page	Station	City—State	Page
WKYT	— Lexington, Ky.	846	WROC-TV	— Rochester, N. Y.	865
WKZO-TV	— Kalamazoo, Mich.	852	WRVA-TV	— Richmond, Va.	897
WLAC-TV	— Nashville, Tenn.	885	WSAU-TV	— Wausau, Wis.	901
WLBC-TV	— Muncie, Ind.	843	WSAV-TV	— Savannah, Ga.	837
WLBT	— Jackson, Miss.	855	WSAZ-TV	— Huntington, W. Va.	899
WLBS-TV	— Bangor, Me.	849	WSB-TV	— Atlanta, Ga.	835
WLEX-TV	— Lexington, Ky.	846	WSBA-TV	— York, Pa.	881
WLOF-TV	— Orlando, Fla.	833	WSBT-TV	— South Bend, Ind.	843
WLOS-TV	— Asheville, N. C.	867	WSEE	— Erie, Pa.	875
WLVA-TV	— Lynchburg, Va.	897	WSFA-TV	— Montgomery, Ala.	817
WLW-A	— Atlanta, Ga.	835	WSIL-TV	— Harrisburg, Ill.	840
WLW-C	— Columbus, Ohio	872	WSIX-TV	— Nashville, Tenn.	885
WLW-D	— Dayton, Ohio	873	WSJS-TV	— Winston-Salem, N. C.	868
WLW-I	— Indianapolis, Ind.	843	WSJV	— South Bend-Elkhart, Ind.	843
WLW-T	— Cincinnati, Ohio	871	WSLS-TV	— Roanoke, Va.	897
WLYH-TV	— Lebanon, Pa.	877	WSM-TV	— Nashville, Tenn.	885
WMAL-TV	— Washington, D. C.	831	WSOC-TV	— Charlotte, N. C.	867
WMAR-TV	— Baltimore, Md.	850	WSPA-TV	— Spartanburg, S. C.	882
WMAZ-TV	— Macon, Ga.	837	WSPD-TV	— Toledo, Ohio	873
WMBD-TV	— Peoria, Ill.	840	WSTV-TV	— Steubenville, Ohio	873
WMBV-TV	— Marinette, Wis.	901	WSUN-TV	— St. Petersburg, Fla.	833
WMCT	— Memphis, Tenn.	883	WSUR-TV	— Ponce, P. R.	902
WMSL-TV	— Decatur, Ala.	817	WSVA-TV	— Harrisburg, Va.	897
WMT-TV	— Cedar Rapids, Iowa	844	WSYR-TV	— Syracuse, N. Y.	867
WMTV	— Madison, Wis.	900	WTAE	— Pittsburgh, Pa.	880
WMTW-TV	— Poland Spring, Me.	849	WTAP-TV	— Parkersburg, W. Va.	900
WMUR-TV	— Manchester, N. H.	861	WTAR-TV	— Norfolk, Va.	897
WNAC-TV	— Boston, Mass.	851	WTCN-TV	— Minneapolis, Minn.	855
WNBC	— New Britain, Conn.	829	WTEN	— Albany, N. Y.	864
WNBFTV	— Binghamton, N. Y.	864	WTHI-TV	— Terre Haute, Ind.	844
WNBQ	— Chicago, Ill.	839	WTIC-TV	— Hartford, Conn.	829
WNCT	— Greenville, N. C.	868	WTMJ-TV	— Milwaukee, Wis.	901
WNDU-TV	— South Bend, Ind.	843	WTOC-TV	— Savannah, Ga.	837
WNEM-TV	— Bay City, Mich.	851	WTOK-TV	— Meridian, Miss.	857
WNEP-TV	— Scranton, Pa.	880	WTOL-TV	— Toledo, Ohio	873
WNEW-TV	— New York, N. Y.	865	WTOPTV	— Washington, D. C.	831
WNHC-TV	— New Haven, Conn.	831	WTOV-TV	— Norfolk, Va.	897
WNOK-TV	— Columbia, S. C.	881	WTPA	— Harrisburg, Pa.	877
WNTA-TV	— Newark, N. J.	863	WTRF-TV	— Wheeling, W. Va.	900
WOAI-TV	— San Antonio, Tex.	893	WTTG	— Washington, D. C.	831
WOAY-TV	— Oak Hill, W. Va.	899	WTTV	— Bloomington, Ind.	841
WOC-TV	— Davenport, Iowa	844	WTVC	— Chattanooga, Tenn.	883
WOI-TV	— Ames, Iowa	844	WTVB	— Durham, N. C.	867
WOOD-TV	— Grand Rapids, Mich.	852	WTVH	— Peoria, Ill.	840
WOR-TV	— New York, N. Y.	865	WTVJ	— Miami, Fla.	832
WORA-TV	— Mayaguez, P. R.	902	WTVK	— Knoxville, Tenn.	883
WOW-TV	— Omaha, Neb.	860	WTVM	— Columbus, Ga.	837
WOWL-TV	— Florence, Ala.	817	WTVN-TV	— Columbus, Ohio	872
WPBN-TV	— Traverse City, Mich.	853	WTVB	— Rockford, Ill.	840
WPIX	— New York, N. Y.	865	WTVR	— Decatur, Ill.	840
WPRO-TV	— Providence, R. I.	881	WTVR	— Richmond, Va.	897
WPSD-TV	— Paducah, Ky.	846	WTVT	— Tampa, Fla.	833
WPST-TV	— Miami, Fla.	833	WTVW	— Evansville, Ind.	841
WPTA	— Fort Wayne, Ind.	843	WTVY	— Dothan, Ala.	817
WPTV	— Palm Beach, Fla.	833	WTVV	— Tupelo, Miss.	857
WPTZ	— Plattsburgh, N. Y.	865	WUSN-TV	— Charleston, S. C.	881
WRAL-TV	— Raleigh, N. C.	868	WVEC-TV	— Hampton-Norfolk, Va.	895
WRBL-TV	— Columbus, Ga.	835	WVET-TV	— Rochester, N. Y.	865
WRC-TV	— Washington, D. C.	831	WVUE-TV	— New Orleans, La.	848
WRCATV	— New York, N. Y.	865	WWJ-TV	— Detroit, Mich.	852
WRCV-TV	— Philadelphia, Pa.	879	WWL-TV	— New Orleans, La.	848
WRDW-TV	— Augusta, Ga.	835	WWLP	— Springfield, Mass.	851
WREC-TV	— Memphis, Tenn.	885	WWOR	— Worcester, Mass.	851
WREX-TV	— Rockford, Ill.	840	WWTW	— Cadillac, Mich.	852
WRGB	— Schenectady, N. Y.	867	WXEX-TV	— Petersburg, Va.	897
WRGP-TV	— Chattanooga, Tenn.	883	WXIX	— Milwaukee, Wis.	901
WRIK-TV	— Ponce, P. R.	902	WXYZ-TV	— Detroit, Mich.	852
WRLP	— Greenfield, Mass.	851	XETV	— San Diego-Tijuana, Calif./Mex.	824



Pop.: 3,345,000  
Families: 864,000  
Radio Homes: 819,000

# Alabama

Stations in State: 106  
TV Homes: 614,000  
TV Stations: 11

## WAPI-TV—Birmingham—1949

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Oper. By.....Alabama Bcstg. System  
Business Address.....P. O. Box 2553  
Tel.: FA 3-6141.....ABC-NBC  
Newspaper Affiliation.....Birmingham News  
Representative..Harrington, Righter & Parsons  
V.P., Gen. Mgr.....Charles F. Grisham  
Sales Dir.....Albert J. Gillen  
Program Director.....Ray A. Forr  
Pub., Prom. Dir.....James Chenoweth  
Production.....Johnny Johnson  
Chief Engineer.....J. V. Sanderson

## WBRC-TV—Birmingham—1949

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....WBRC, Inc.  
Bus. Studio Address....Atop Red Mountain  
Tel.: FA 2-4701.....CBS  
Representative.....Katz  
President.....Hulbert Taft, Jr.  
Gen. Sta. Mgr.....B. T. Schlinkert  
Commercial Manager.....Oliver V. Naylor  
Film, Prog., Ch. Eng.....Keith E. Barze  
Public., Prom. Dir.....Jim Creamer  
Chief Engineer.....R. L. DuPriest

## WMSL-TV—Decatur—1954

Channel: 23 UHF..AP: 102 Kw..VP: 189 W.  
Owned-Oper. By.Tenn. Valley Radio & TV Co.  
Address.....701 Banks St.  
Tel.: EL 3-0361.....ABC-CBS-NBC  
Rep.....Masla  
President.....Frank Whisenant  
Commercial Manager.....Gene Harwell  
Program, Prom. Mgr.....Alice A. Whisenant  
Film Manager.....Mort Hargrove  
Chief Engineer.....Alvin B. Millwood

## WTVY—Dothan—1955

Channel: 9 VHF..A.P.: 14.1 Kw..VP: 28.2 Kw.  
Owned-Operated By.....WTVY, Inc.  
Address.....Cottonwood Rd.  
Tel.: 5-2810.....CBS  
Representative.....O'Connell  
President.....Charles Woods  
VP., Gen., Sta. Mgr.....F. E. Busby  
Commercial Manager.....Arthur Creamer  
Program Director.....Daryl D. Griffin  
Prom., Pub. Dir.....Warren L. Jones, Jr.  
Film Manager.....Jerry Davis  
Chief Engineer.....Ellis N. Anderson

## WOWL-TV—Florence—1957

Channel: 15 UHF..AP: 600 Kw..VP: 20.9 Kw.  
Owned.....TV Muscle Shoals, Inc.  
Business Address.....840 Cypress Mill Rd.  
Tel.: AT 2-7711.....CBS-NBC  
Representative.....Forjoe-TV  
Pres., Gen. Mgr.....Richard B. Biddle  
Nat. Sales Mgr.....Bill Marpes

Comm. Mgr.....Jack Worley  
Prog. Dir.....John Utley  
Prom. Dir.....Bill Wynne  
Pub. Dir.....Mrs. Pat Bradley  
Film Mgr.....John Abbott  
Chief Engineer.....Larry Rohling

## WALA-TV—Mobile—1953

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.  
Owned-Oper. By.....Pape TV Co., Inc.  
Address.....210 Government St.  
Tel.: HE 3-3754.....NBC  
Representative.....H-R  
Pres., Gen. Sta. Mgr.....W. O. Pape  
Nat'l Sales Mgr.....Jim McNamara  
Program Director.....Dick McMullen  
Publicity Dir.....Chuck Thompson  
Film Manager.....Joe Daniels  
Chief Engineer.....Raymond Hurley

## WKRQ-TV—Mobile—1955

Channel: 5 VHF...AP: 50 Kw....VP: 100  
Owned-Operated By.....WKRQ-TV Inc.  
Address.....162 St. Louis St.  
Tel.: HE 2-5505.....ABC-CBS-NTA  
Newspaper Affiliation.....Press-Register  
Representative.....Avery Knodel  
President.....Kenneth R. Giddens  
General Manager.....C. P. Persons, Jr.  
Program Dir.....George Layne  
Publicity Dir.....Sara Spottswood  
Film Manager.....Bob Grimes  
Chief Engineer.....J. L. Evans

## WCOV-TV—Montgomery—1953

Channel: 20...AP: 117 Kw....VP: 200 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....P. O. Box 2505  
Tel.: AM 5-3561.....ABC-CBS  
Representative.....Adam Young; Ayers  
President.....O. P. Covington  
Gen., Sta. Manager.....Hugh Smith  
Commercial Manager.....Morris South  
Prod., Prog. Dir.....Caldwell Stewart  
Prom., Publicity Director.....Martha Hall  
Film Manager.....Bob House  
Chief Engineer.....W. D. Weatherly

## WSFA-TV—Montgomery—1954

Channel: 12 VHF..AP: 158 Kw..Vp: 316 Kw.  
Owned and Operated By..WKY TV Sys. Inc.  
Business Address.....10 East Delamo  
Tel.: AM 5-1251.....NBC-ABC  
Newspaper Affil.....Okla. Publishing Co.  
Representative.....Katz  
President.....E. K. Gaylord  
General Manager.....Carter Hardwick  
Nat. Sales Mgr.....W. H. Yeoman  
Program Director.....Gene Jacobsen  
Prom. Manager.....Burt Lydic  
Film Manager.....Alice Mayfield  
Chief Engineer.....Robert M. Hayward

Pop.: 221,000  
Families: 64,000  
Radio Homes: 63,000

# Alaska

Stations in State: 13  
TV Homes: 42,000  
TV Stations: 5

## KENI-TV—Anchorage—1953

Channel: 2 VHF..AP: 55 Kw..VP: 59 Kw.  
Owned-Oper. By...Midnight Sun Bcstg. Co.  
Business Address.....Box 1160  
Tel.: 5-2201.....NBC-ABC-CBS  
Reps.....Fletcher; Day  
President.....Harry J. Hill  
Sta., Gen. Mgr.....Alvin O. Bramstedt  
Comm. Mgr.....William Stewart  
Program Director.....Gerry Hinchee  
Prom., Pub. Director.....Mrs. Marcia Hiber  
Film Manager.....Mrs. Laura Hendricks  
Chief Engineer.....Charles Gray

## KTVA—Anchorage—1953

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.  
Owned-Oper. By...Northern Television, Inc.  
Business Address.....4th & Denali Sts.  
Representative.....Weed; Alaska Radio-TV  
Pres., Gen. Sta. Mgr.....A. G. Hiebert  
Prog. Dir.....Paul West  
Prom., Pub. Dir.....Dorothy Rydall  
Film Manager.....Sarah Van Housen  
V.P., Tech. Dir.....Jack Walden

## KFAR-TV—Fairbanks—1955

Channel: 2 VHF...AP: 2 Kw...VP: 5.4 Kw.  
Owned-Oper. By...Midnight Sun Bcstg. Co.  
Business Address.....516 Second Ave.  
Tel.: 2125.....CBS  
Reps.....Fletcher; Day

President.....Harry C. Hill  
General Manager.....Alvin C. Bramstedt  
Station Manager.....Don Andon  
Commercial Mgr.....Jack Barnhart  
Prog. Dir.....Donna Modrow  
Chief Engineer.....Charles Gray

## KTVF—Fairbanks—1955

Channel: 11 VHF..AP: 5.5 Kw..VP: 11 Kw.  
Owned-Oper. By...Northern TV, Inc.  
Business Address.....Box 590  
Tel.: 3636.....CBS  
Representative.....Alaska Radio-TV Sales  
Pres., Gen. Mgr.....A. G. Hiebert  
Station Manager.....Walt Welch  
Commercial Mgr.....John Griffin  
Program Director.....Vern Francis  
Prom., Pub. Dir.....Joan Bovee  
Film Manager.....Lawrence Roberts  
Chief Engineer.....Garth Anderson

## KINY-TV—Juneau—1956

Channel: 8 VHF..AP: 131 Kw..VP: 261 Kw.  
Owned-Oper. By...Alaska Bcstg. System, Inc.  
Bus. Add.. 831 Securities Bldg., Seattle, Wash.  
Tel.: SE 6333.....CBS  
Representative.....Alaska Radio-TV  
Pres., Gen. Mgr.....William J. Wagner  
Station Manager.....J. W. McKinley  
Sales Mgr.....Warren Price  
Production Manager.....Richard Peter  
Chief Engineer.....Gordon Burnett

Pop.: 1,215,000  
Families: 339,000  
Radio Homes: 330,000

# Arizona

Stations in State: 47  
TV Homes: 267,000  
TV Stations: 9

## KVAR—Mesa—1953

Channel: 12 VHF..AP: 15.8 Kw..VP: 31.6 Kw.  
Owned-Oper. By...KTAR Broadcasting Co.  
Address.....1101 No. Central Ave., Phoenix  
Tel.: AL 4-4161.....NBC  
Representative.....Avery-Knodel  
Pres., Gen. Mgr.....Richard O. Lewis  
Commercial Mgr.....Ray Smucker  
Program Director.....Robert Vache  
Publicity Dir.....Paul Hughes  
Promotion Director.....Carol Ackerman  
Film Director.....Betty Campbell  
Chief Engineer.....John Beck

V.P., Sta. Mgr.....Kenneth Morton  
V.P., Sta. Prog. Dir.....Jack Murphy  
Sales Mgr.....Kenneth Morton  
Film Manager.....Helen Lane  
Publicity Dir.....Homer Lane  
Chief Engineer.....Nelson Nichols

## KPHO-TV—Phoenix—1949

Channel: 5 VHF..AP: 100 Kw..VP: 17.5 Kw.  
Owned-Oper. By...Meredith Publishing Co.  
Business Address.....17th & Locust St.  
Tel.: AT 8-8511.....Independent  
Representative.....Katz  
General Manager.....Richard B. Rawls  
Sta., Comm. Mgr.....Howard Stalnaker  
Program Director.....Robert Martin  
Prom., Pub. Dir.....Stephen Q. Shannon  
Film Manager.....Thomas Sherlock  
Chief Engineer.....George McClanathan  
Owners of KCMO-TV, Kansas City, Mo.;  
WOW-TV, Omaha, Neb.; WHEN-TV, Syracuse,  
N. Y.

## 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.: ALpine 3-3121.....CBS  
Representative.....Hollingbery  
Ch. of Bd.....Gene Autry  
Pres., Gen. Mgr.....Tom Chauncey

(See Page 498)

**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.....Weed TV  
 General Manager.....Leon Nowell  
 Sta., Comm. Manager.....Burton B. LaDow  
 Program Director.....Don Tuckwood  
 Prod. Mgr.....Lloyd Steinkamp  
 Chief Engineer.....George McLouth

**KGUN—Tucson—1956**

Channel: 9 VHF...AP: 31.6 Kw...VP: 63.1 Kw.  
 Owned-Oper. By.....Tucson Television Co.  
 Business Address.....2175 North 6th Ave.  
 Tel.: MA 3-3633.....ABC  
 Rep.....Headley-Reed; Clark Brown  
 President.....Tom E. Foster  
 General Manager.....Tolbert Foster  
 Sta. Mgr., Prog. Mgr.....James Hays  
 Comm. Mgr.....Ben L. Slack  
 Prom. Public. Dir.....Charlotte Hutchinson  
 Film Mgr.....Dan Dellinger  
 Chief Engineer.....Jack Tudor

**KOLD-TV—Tucson—1953**

Channel: 13 VHF...AP: 16.5 Kw...VP: 33 Kw.  
 Owned-Oper. By.....Old Pueblo Bcstg. Co.  
 Business Address.....115 W. Drachman St.  
 Tel.: MA 4-2511.....CBS  
 Representative.....Hollingbery

Managing Dir.....Tom Chauncey  
 General Manager.....E. S. Mittendorf  
 Commercial Manager.....Bernie Perlin  
 Program Director.....Budd Wiener  
 Chief Eng.....Bob Shriner

**KVOA-TV—Tucson—1953**

Channel: 4 VHF...AP: 2.69...VP: 5.37 Kw  
 Owned-Oper. By.....Arizona Bcstg. Co.  
 Business Address.....209 West Elm St.  
 Tel.: MAIn 3-2555.....NBC-NTA  
 Representative.....The Branham Co.  
 President.....Clinton D. McKinnon  
 Station Manager.....Fred L'Vance  
 Operations Manager.....Gordon E. Hamilton  
 Program Director.....Henry Hubbard  
 Prom., Public. Dir.....Jim Owen  
 Film Manager.....E. D. Wood  
 Chief Engineer.....Raymond H. Holsclaw

**KIVA—Yuma—1953**

Channel: 11 VHF...AP: 16 Kw...VP: 29 Kw.  
 Owned-Oper. By.....Valley Telecasting Co.  
 Business Address.....P. O. Bin 1671  
 Tel.: ST 6-8311.....NBC-CBS-ABC  
 President.....Harry C. Butcher  
 General Manager.....Ray C. Smucker  
 Sta., Prom. Mgr.....Leavenworth Wheeler  
 Publicity Director.....Jean Van Cleaf  
 Program Director.....Russ Siner  
 Commercial Manager.....Patrick Carrick  
 Film Director.....Aretta Crowell  
 Chief Engineer.....Blake Ramsey

Pop.: 1,929,000  
 Families: 548,000  
 Radio Homes: 541,000

**Arkansas**

Stations in State: 81  
 TV Homes: 362,000  
 TV Stations: 6

**KTVE—El Dorado—1955**

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned By.....Donald W. Reynolds  
 Address.....Box 791  
 Tel.: UN 2-3488.....ABC-NBC  
 Station Representative.....O'Connell  
 President.....Joe F. Rushton  
 General Manager.....Bill Bigley  
 Comm. Mgr.....W. C. Womack  
 Prog.....John Turner  
 Prom., Pub. Dir.....Fred Landry  
 Film Manager.....John Turner  
 Chief Engineer.....John Long

**KNAC-TV—Fort Smith—1956**

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.  
 Owned By.....Donald W. Reynolds  
 Business Address.....101 N. 4th St.  
 Tel.: SU 3-3131.....ABC-CBS-CBC  
 Newspaper Affil.....American-Times Record  
 Representative.....Venard, Rintoul & McConnell  
 President.....Jack Sobol  
 V.P., Gen. Mgr.....Walter M. Windsor  
 Sales Manager.....Rex Hayes  
 Program Director.....Pat Porta

Prom. Director.....Charles Putnam  
 Production Mgr.....Robert L. McCoy  
 Chief Engineer.....Rubin L. Masters

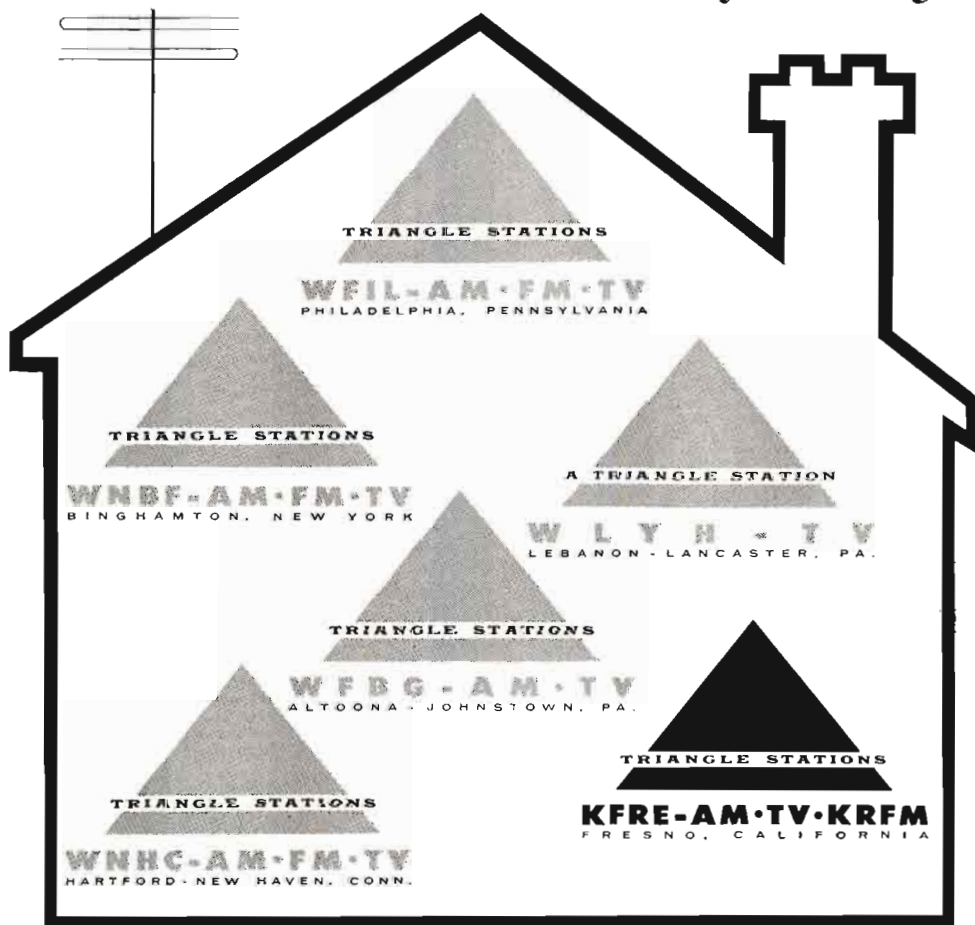
**KARK-TV—Little Rock—1954**

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. H. Barton  
 Commercial Mgr.....H. Lee Bryant  
 Sta. Film Mgr.....Douglas Romine  
 Program Dir.....Fred Schmutz  
 Prom. Public Dir.....Shirley R. Kennedy  
 Chief Engineer.....Champ Smith

**KTHV—Little Rock—1955**

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Operated By.....Arkansas TV Co.  
 Address.....8th & Izard Sts.  
 Tel.: FR 4-3764.....CBS  
 Newspaper Affil.....Arkansas Democrat  
 Station Representative.....Branham  
 President.....K. A. Engel

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Source: Sales Management, 1958

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
WFIL-AM • FM • TV, Philadelphia, Pa. / WBNF-AM • FM • TV, Binghamton, N. Y. / WLYH-TV, Lebanon-Lancaster, Pa.  
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / KFRE-AM • TV • KRFM, Fresno, Cal.  
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

## ARKANSAS-CALIFORNIA

Gen., Sta. Manager.....B. G. Robertson  
Comm. Manager.....W. V. Hutt  
Prom. Dir.....John Ponders  
Prog. Dir., Film Manager.....Jack Bomar  
Chief Engineer.....Cecil Suitt

### KATV—Little Rock—1953

Channel: 7 VHF..AP: 91.2 Kw..VP: 170 Kw.

Owned-Oper. By.....Central South Sales Co.  
Address.....310½ W. 3rd St.  
Tel.: FR 4-1691.....ABC  
Representative.....Avery-Knodel, Inc.  
President.....James C. Leake  
General Manager.....John H. Fugate  
Prom., Pub. Director.....Joe Myers  
Chief Engineer.....A. R. Garrett

Pop.: 14,899,000  
Families: 4,799,000  
Radio Homes: 4,761,000

## California

Stations in State: 183  
TV Homes: 4,169,000  
TV Stations: 36

### KBAK-TV—Bakersfield—1953

Channel: 29 UHF..AP: 10.5 Kw..VP: 19 Kw.  
Owned-Oper. By.....Bakersfield Bcstg. Co.  
Business Address.....29 Woody Road  
Tel.: EX 9-1761.....CBS-ABC  
Newspaper Affil.....San Francisco Chronicle  
Representative.....Weed  
President.....Harold P. See  
General Manager.....Edward R. Tabor  
Program Dir.....Matt Burak

Publicity Dir.....Fred Zehnder  
Film Manager.....Jerry Youker  
Chief Engineer.....Hurschell McKenzie

### KIEM-TV—Eureka—1953

Channel: 3 VHF..AP: 100 Kw..VP: 50 Kw.  
Owned-Oper. By...California-Oregon TV, Inc.  
Business Address.....P. O. Box 1021  
Tel.: HI 3-3123.....ABC-CBS  
Rep.....Blair Television Associates, Inc.  
President.....William B. Smullin  
VP-Manager.....Donald H. Telford  
Comm. Mgr.....Robert Miller  
Station Manager.....W. Edwin Smith  
Pub. Dir.....Jack Mortimer  
Prom. Dir.....Ben Randall  
Chief Engineer.....Donald King

### KERO-TV—Bakersfield—1953

Channel: 10 VHF..AP: 55 Kw..VP: 110 Kw.  
Owned-Oper. By...Marietta Broadcasting Co.  
Business Address.....1420 Truxtun Ave.  
Tel.: FA 7-1441.....NBC-ABC  
Representative.....Petry  
President.....J. D. Wrather  
Vice Pres.....George Whitney  
General Manager.....A. M. Mortensen  
Sales Mgr.....Roland T. Kay  
Program Manager.....Kenneth R. Croes  
Prom. Public Dir.....Margaret Ireton  
Production Manager.....Bruce Fleming  
Film Manager.....K. R. Croes  
Chief Engineer.....Edwin Andress

### KFRE-TV—Fresno—1956

Channel: 12 VHF...AP: 158...VP: 316 Kw.  
Owned By.....Triangle Publications  
Business Address.....733 L St.  
Tel.: AM 8-6444.....CBS  
Representative.....Blair-TV  
Station Manager.....Ed J. Frech  
Sales Manager.....John Barrett  
Program Director.....Hal O'Donnell  
Film Manager.....Fred Carbine  
Chief Engineer.....Keith L. Mealey

### KHSL-TV—Chico—1953

Channel: 12 VHF..AP: 156 Kw..VP: 312 Kw.  
Owned-Oper. By...Golden Empire Bcstg. Co.  
Address.....180 E. 4th St.  
Tel.: FI 2-0141.....ABC-CBS  
Representative.....Avery-Knodel  
Pres., Gen. Mgr.....Mrs. Hugh McClung  
Station Manager.....M. F. Woodling  
Nat'l Sales Mgr.....George Ross  
Program Dir.....Martin Jacobson  
Prom. Public. Dir.....Don Miller  
Film Manager.....Earl Ling  
Chief Engineer.....R. B. Pope

### KJEO—Fresno—1953

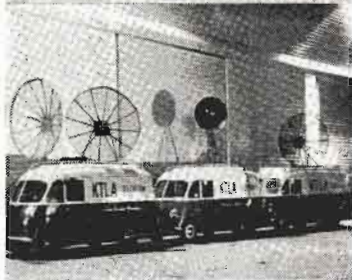
Channel 47 UHF..AP: 222 Kw..VP: 444 Kw.  
Owned:.....O'Neill Broadcasting Co.  
Business Address.....P. O. Box 1708  
Tel.: BA 2-2411.....ABC  
Representative.....H-R TV  
President.....J. E. O'Neill  
V.P., General Manager.....Joseph C. Drilling  
Comm. Manager.....W. O. Edholm  
Production Manager.....Don Webster  
Prom., Public. Dir.....Phil McPherson  
Film Manager.....John Parkhurst  
Chief Engineer.....Jack McElwain

### KVIQ-TV—Eureka—1958

Channel: 6 VHF..AP: 7.4 Kw..VP: 14.8 Kw.  
Owned.....Calif. Northwest Bcstg. Co.  
Address.....Box 84  
Tel.: HI 3-3061.....ABC-NBC  
Representative.....Hollingbery  
Pres., Gen. Mgr.....Carroll R. Hauser  
Comm. Prom. Dir.....Ralph Sacks

### KMJ-TV—Fresno—1953

Channel: 24 UHF..AP: 240 Kw..VP: 447 Kw.  
Owned-Oper. By.....McClatchy Newspapers  
Address.....1117 "N" St.  
Tel.: AM 8-6666.....NBC  
Representative.....Katz



# Declaration of an Independent

**KTLA CHANNEL 5**... in order to form the **STRONGEST NEWS OPERATION IN SOUTHERN CALIFORNIA**, presents this powerful combination of personality and equipment...

**CLETE ROBERTS**—the globe-trotting reporter, winner of 3 Emmies and 6 Gold Mikes, with an international reputation for sharp and authoritative commentary.

**BILL KENNEALLY**—the former foreign correspondent and network newscaster, now turning his incisive reporting eye on the local news scene.

**TELECOPTER**—the amazing airborne TV Station, bringing millions of viewers the sight and sound of the news while it happens.

A mobile ground fleet spear-headed by the "PROWL CAR"—covering news everywhere in the Southland.

**JOIN THE INDEPENDENT STATION WHERE THE RIGHT COMBINATION GUARANTEES THE BEST NEWS AND THE BIGGEST SALES**

*Represented Nationally by  
PETERS, GRIFFIN, WOODWARD, Inc.*

**KTLA**

**CHANNEL**



President ..... Eleanor McClatchy  
 Station Mgr. .... John Edwards  
 Nat'l Sls. & Ser. Mgr. .... W. Lefler  
 Program Director. .... Joseph Tomes  
 Comm. Manager. .... Orbie Sullivan  
 Chief Engineer. .... J. B. Hancock

**KCOP-TV—Los Angeles—1953**

Channel: 13 VHF..AP: 83.2 Kw..VP: 170 Kw.  
 Owned-Oper. By ..... KCOP-TV, Inc.  
 Bus.-Studio Address. .... 1000 Cahuenga Blvd.  
 Tel.: HO 2-7311.....Independent  
 Representative ..... Pety  
 V.P. & Gen. Mgr. .... Alvin G. Flanagan  
 Commercial Manager. .... Amos T. Baron  
 Sales Prom Dir. .... Hal Biard  
 Program Dir. .... Mary Warren  
 Publicity Dir. .... Jerry Ross  
 Chief Engineer ..... Al Browdy

**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  
 Commercial Manager. .... James Parks  
 Promotion Dir. .... Frank Hovore  
 Prog. Dir. .... Jack Kenaston  
 Operations Manager. .... Robert Henry  
 Film Manager. .... George Burke  
 Chief Engineer ..... John Knight

**KABC-TV—Los Angeles—1949**

Channel: 7 VHF..AP: 82 Kw..VP: 165 kw.  
 Owned-Oper. By ..... ABC  
 Business Address Prospect & Talmadge Streets  
 Tel.: NO 3-3311.....ABC  
 Representative ..... Katz  
 V.P., Gen. Mgr. .... Selig J. Seligman  
 Gen. Sales Mgr. .... Elton Rule  
 Program Director ..... Peter Robinson  
 Prom., Pub. Dir. .... Jack Brembeck  
 Prod. Mgr. .... Louis Sanman  
 Film Manager. .... Howard Lipstone  
 Chief Engineer ..... Theodore Grenier

**KHJ-TV—Los Angeles—1948**

Channel: 9 VHF..AP: 81 Kw..VP: 162 Kw.  
 Owned-Oper. By ..... RKO Teleradio, Inc.  
 Business-Studio Address. .... 1313 N. Vine St.  
 Tel.: HO 2-2133.....Independent  
 Representative ..... H-R  
 President ..... Thomas F. O'Neil  
 Vice Pres., Gen. Mgr. .... J. T. Reynolds  
 Commercial Manager. .... Howard Wheeler  
 Promotion Director. .... Bob Nelson  
 Program Director. .... James D. Higson  
 Film Manager. .... Bill White  
 Publicity Director. .... Tony Arnone  
 Chief Engineer ..... Bob Bullock

**KNXT—Los Angeles—1948**

Channel: 2 VHF..AP: 23.4 Kw..VP: 46.8 Kw.  
 Owned-Oper. By ..... CBS Inc.

Business-Studio Address. .... 1313 N. Vine St.  
 Tel.: OLive 1-2345.....CBS  
 Representative ..... CBS TV Spot Sales  
 President ..... Merle S. Jones  
 General Manager ..... Clark B. George  
 Gen. Sales Mgr. .... R. D. Wood  
 Program Director. .... Donald M. Hine  
 Prom., Publicity Director. .... Austin Heywood  
 Film Manager. .... Bill Alcine  
 Tech. Oper. Mgr. .... H. W. Pangborn

**KTLA—Los Angeles—1947**

Channel: 5 VHF..AP: 15 Kw..VP: 30 Kw.  
 Owned-Oper. ..Paramount TV Production, Inc.  
 Studio Address. .... 5800 Sunset Blvd., H'wywood  
 Tel.: HO 9-3181.....Independent  
 Representative ..... PGW  
 V.P. in Charge. .... James A. Schulke  
 Commercial Mgr. .... Richard Jolliffe  
 Program Dir. .... Lee Cooley  
 Promotion Dir. .... James J. Rue  
 Publicity Dir. .... Dick Robbins  
 Chief Engineer ..... John Silva

**KTTV—Los Angeles—1949**

Channel: 11 VHF..AP: 83 Kw..VP: 165 Kw.  
 Owned-Oper. By ..... Times-Mirror Co.  
 Business Address ..... 5746 Sunset Blvd.  
 Tel.: HO 2-7111.....Independent  
 Newspaper Affil. .... L.A. Times, Mirror  
 Representative ..... Blair TV  
 Pres., Gen. Mgr. .... Richard A. Moore  
 V.P.-Sales ..... John R. Vrba  
 V.P.-Programming ..... Robert Breckner  
 Dir. & Merch. & Prom. .... Jack O'Mara  
 Film Manager ..... Richard Woollen

**XEM-TV—Mexicali-El Centro  
1957**

(See Mexico Stations)

**KVIP—Redding—1956**

Channel: 7 VHF..AP: 158.5 Kw..VP: 316 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. .... Ray Grant  
 Program Director. .... Lee Arnold  
 Chief Eng., Ass't Mgr. .... Russell K. Olsen

**KBET-TV—Sacramento—1955**

Channel: 10....AP: 158 Kw....VP: 316 Kw.  
 Owned By ..... Great Western Bcstg Corp.  
 Address. .... 601 7th Ave.  
 Tel.: GI 1-4041.....CBS  
 Rep. .... H-R  
 President ..... J. H. Whitney  
 Vice-Pres., Gen. Mgr. .... John H. Schacht  
 Station Mgr. .... George Greaves  
 Commercial Mgr. .... George J. Kapel  
 Film Mgr. .... Nick Luppino  
 Promotion Dir. .... Harvey Tepfer  
 Chief Eng. .... Pete Onniaian

## CALIFORNIA

### 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  
Pres., Gen. Mgr.....Ewins C. Kelly  
Sta. Mgr.....Robert E. Kelly  
Film Mgr., Prog. Dir.....Tom Breen  
Prom. Dir.....Ted F. Hardy  
Chief Engineer.....W. Herbert Hartman

### KSBW-TV—Salinas—1953

Channel: 8 VHF..AP: 120 Kw..VP: 240 Kw.  
Owned-Oper. By.....Salinas Bcstg. Corp.  
Address.....238 John St.  
Tel.: HA 2-6422.....ABC-CBS-NBC  
Representative.....H-R Television  
Pres., Gen. Mgr.....John C. Cohan  
Asst. Gen. Mgr.....W. M. Oates  
Comm. Mgr.....Graham H. Moore  
Prog. Dir.....Gary Ferlisi  
Prom. Dir.....Clark Bradley  
Dir. of Tech. Oper.....Bill Hargan  
Chief Engineer.....Wes Chaney

### KFSD-TV—San Diego—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....KFSD, Inc.  
Business Address.....P.O. Box 628  
Tel.: CO 2-2421.....NBC  
Representative.....Katz  
President.....James G. Rogers  
V.P., General Manager.....William E. Goetze  
V.P., Dir. Sales.....Jay Grill  
Merchandising Mgr.....John Abernathy  
Prom., Public. Dir.....Frank Reynolds  
Program Director.....Burke Ormsby  
Chief Engineer.....LeRoy A. Bellwood

### KFMB-TV—San Diego—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned.....Marietta Bcstg. Inc.  
Business Address.....1405 Fifth Ave.  
Tel.: BE 2-2114.....CBS  
Representative.....Petry  
President.....Jack D. Wrather  
V.P., Gen. Mgr.....George Whitney  
Station Mgr.....Bill Fox  
Prog. Mgr.....George Stantis  
Prom., Pub. Rel.....Dan Bellus  
Film Manager.....Del Gay  
Chief Engineer.....Charles Abel

### XETV—San Diego—Tia Juana 1953

Channel: 6 VHF..AP: 117 Kw..VP: 318 Kw.  
Owned By.....Radio Television S.A.  
Business Address.....4229 Park Blvd.  
Tel.: CY 8-7191.....ABC  
Station Representative.....Blair  
President.....Frank Fouce  
V.P., Gen. Mgr.....Julian M. Kaufman

Business Mgr.....Lou Meiers  
Sales Mgr.....Hank Guzik  
Prog., Prom. Dir.....Harrison W. H. Eagles  
Merch. Dir.....Bill Story  
Film Manager.....Wayne Feree

### 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 Thieriot  
Gen. Manager.....Harold P. See  
Station Manager.....A. H. Constant  
Sales Mgr.....Norman Louvau  
Program Dir.....Douglas Ellison  
Promotion Dir.....Roland Irving  
Sls. Prom., Mdsq. Dir.....Cecil Webb  
Film Buyer.....Jim Bentley  
Publicity Dir.....Thomas Mullahey  
Chief Engineer.....J. L. Berryhill

### KGO-TV—San Francisco—1949

Channel: 7 VHF..AP: 168 Kw..VP: 316 Kw.  
Owned-Oper.....Amer. Bcstg. Paramount Thtrs.  
Address.....277 Golden Gate Ave.  
Tel.: UN 3-0077.....ABC  
Representative.....Blair  
V.P., Gen., Sta. Mgr.....John H. Mitchell  
Sales Mgr.....David Sacks  
Pub., Promotion Director.....George T. Rodman  
Program Director.....George Rice  
Film Manager.....Robert Mitchell  
Chief Engineer.....Harry Jacobs

### KPIX—San Francisco—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Westinghouse Bcstg., Inc.  
Address.....2655 Van Ness Ave.  
Tel.: PR 6-5100.....CBS  
Sta. Representative.....Katz  
After July 1.....TVAR  
Pres.....Donald H. McGannon  
Exec. Director.....Philip G. Lasky  
General Manager.....Louis S. Simon  
Asst. Gen. Manager.....George Mathiesen  
Commercial Manager.....L. P. Fraiberg  
Pro. Dir., Film Mgr.....Ray A. Hubbard  
Promotion Dir.....George Goldman  
Publicity Dir.....Al Baccari  
Chief Engineer.....Thomas T. Ely  
Owners of: WBZ-TV, Boston; KYW-TV, Cleve-  
land; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore,  
Md.

### 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  
Gen. Mgr.....William D. Pabst



## CALIFORNIA-COLORADO

Gen. Sales Mgr. . . . . Ward D. Ingram  
 Prog. Dir. . . . . Kenneth B. Craig  
 Prom. Director . . . . . A. Richard Robertson  
 Publicity Director . . . . . Don Arlett  
 Film Manager . . . . . Stan Lichenstein  
 Chief Engineer . . . . . Robert Arne

### KNTV—San Jose—1955

Channel: 11VHF . . . AP: 123 Kw. . . VP: 60 Kw.  
 Owned-Oper. By . . . Standard Radio & TV Co.  
 Address . . . . . 645 Park Avenue  
 Tel.: CY 7-5577 . . . . . Independent  
 Representative . . . . . Weed  
 President . . . . . A. T. Gilliland  
 Gen. Mgr. . . . . Roger Van Duzer  
 Comm. Mgr., Prom. Dir. . . . . Fran Conrad  
 Chief Engineer . . . . . Bruce Joyner

### KSBY-TV—San Luis Obispo 1953

Channel: 6 VHF . . . AP: 8.9 Kw. . . VP: 16 Kw.  
 Owned-Oper. By . . . Salinas Valley Bcstg.  
 Business Address . . . . . Box 286  
 Tel.: LI 3-0920 . . . . . ABC-CBS-NBC  
 Representative . . . . . H.R.  
 Pres., Gen. Mgr. . . . . John C. Cohan  
 Commercial Manager . . . . . Graham Moore  
 Program Director . . . . . Gaby Ferlisi  
 Prom. Dir. . . . . Clarke Bradley

Station Manager . . . . . Arthur V. Hapgood  
 Film Manager . . . . . Dick Williams  
 Publicity Director . . . . . Orval Brown  
 Chief Engineer . . . . . Charles Mitchell

### KEY-T—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  
 Representative . . . . . Headley-Reed  
 Pres., Gen. Mgr. . . . . Richard C. Bell  
 Comm. Mgr. . . . . Bob Burris  
 Prom. Dir. . . . . Joe Constantino  
 Prog. Dir. . . . . Mary Ann Casey  
 Chief Engineer . . . . . Paul Williams

### KOVR-TV—Stockton—1954

Channel: 13 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . Television Diablo, Inc.  
 Address . . . . . 225 E. Miner Ave.  
 Tel.: HO 6-6981 . . . . . ABC  
 Representative . . . . . Blair  
 President . . . . . Paul Miller  
 Gen. Mgr. . . . . Glover DeLaney  
 Program Film Mgr. . . . . Bel Lange  
 Prom. Dir. . . . . Frank Wright  
 Chief Engineer . . . . . Richard J. Anderson

Pop.: 1,729,000  
 Families: 523,000  
 Radio Homes: 484,000

## Colorado

Stations in State: 56  
 TV Homes: 408,000  
 TV Stations: 9

### KKTV—Colorado Springs—1952

Channel: 11 VHF . . . AP: 54 Kw. . . VP: 107½ Kw.  
 Owned-Operated By . . . . . TV Colorado, Inc.  
 Address . . . . . P. O. Box 1078  
 Tel.: ME 4-2844 . . . . . ABC-CBS  
 Representative . . . . . Bolling  
 President, Gen., Station Mgr. . . . . James D. Russell  
 Commercial Manager . . . . . Robert D. Ellis  
 Program Dir. . . . . Carl Pehlman  
 Prom., Pub. Director . . . . . Jack East  
 Film Mgr. . . . . Jerry Mahanke  
 Chief Engineer . . . . . H. Strang

### KRDO-TV—Colorado Springs 1953

Channel: 13 VHF . . . AP: 5.65 Kw. . . VP: 11.31 Kw.  
 Owned-Oper. By . . . . . Pikes Peak Bcstg. Co.  
 Business Address . . . . . 399 South Eighth St.  
 Tel.: ME 2-1515 . . . . . NBC  
 Representative . . . . . Pearson  
 President . . . . . Harry W. Hoth  
 Station Manager . . . . . Jay E. Gardner  
 Film Manager . . . . . Hugh Sweeney  
 Chief Engineer . . . . . Herb Schubarth

### KLZ-TV—Denver—1953

Channel: 7 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned By . . . . . Time, Inc.  
 Business Address . . . . . 131 Speer Blvd.

Tel.: MA 3-4271 . . . . . CBS  
 Representative . . . . . Katz  
 Pres., Gen. Mgr. . . . . Hugh B. Terry  
 Sta. Mgr., Sales Dir. . . . . Jack Tipton  
 Program Director . . . . . Paul Blue  
 Promotion Director . . . . . Jimm Seamey  
 Publicity Director . . . . . Ed McLaughlin  
 Film Manager . . . . . William Witt  
 Chief Engineer . . . . . Eugene Jenkins

**Ap** News  
 Is Preferred

. . . by Stations — because it  
 adds both profits and prestige.

**Ap**

Preferred

50 Rockefeller Plaza · New York 20, N. Y.

# KTVR

## Channel 2 DENVER, COLORADO



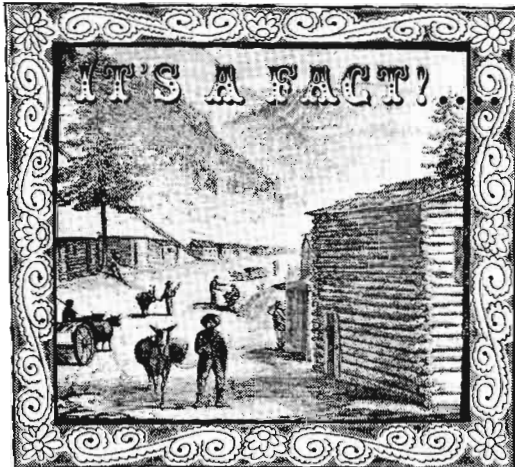
Station Representative  
**BLAIR TELEVISION ASSOCIATES**

DAVID MENDELSON  
General Manager  
550 Lincoln Street

Denver, Colo.      Keystone 4-8281

### FOUNDERS CORP.

One of the Founders' group of stations, including KPOA, Honolulu, and the Inter-Island Network; WTAC, Flint, Michigan; and KTVR, Channel 2, Denver, Colorado



That when John H. Gregory discovered the first gold lode in Gilpin County, Colorado in 1859 . . . the population of Denver was 4,726.

That in 1959 the population of the Denver TV coverage area served by Channel 9 is 1,479,500 people who have a spendable income of \$2,803,077,000

#### MORE FACTS

**FACT:** One day spot saturation on Channel 9 for Denver Car Dealer results in 42 new car sales in one day . . . a new record!

**FACT:** When Channel 9 TV personalities promoted kids theatre party . . . Downtown Theatre jammed! Thousands turned away! Out-pulled competition's identical promotion . . . same day and same time . . . Two to one!

THE FACT IS...

The best buy in Denver is...

**KBT** Channel **9**  
THE FAMILY STATION

Why don't you join "The Rush To The Rockies" and come to Colorado in '59?



**KBTV—Denver—1952**

Channel: 9 VHF...AP: 141 Kw...VP: 282Kw.  
 Owned-Operated By.....TV Denver, Inc.  
 Address.....1089 Bannock St.  
 Tel.: AM 6-3601.....ABC  
 Representative. Peters, Griffin, Woodward, Inc.  
 President.....John C. Mullins  
 Station Manager.....Joseph Herold  
 Nat. Sls. Mgr.....Robert L. Brown  
 Prog. Mgr.....Mann Reed  
 Promotion Director.....Barry Lorie  
 Film Mgr.....Don Mumford  
 Chief Engineer.....Jim Butts

**KOA-TV—Denver—1953**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....Metropolitan TV Co.  
 Business Address.....1625 California  
 Tel.: MA 3-6211.....NFC  
 Representative.....NBC Spot Sales  
 Pres., Gen. Manager.....William Grant  
 Station Mgr.....Ralph Radetsky  
 Commercial Manager.....Dick Harris  
 Program Director.....Heyward Siddons  
 Prom., Pub. Dir.....Dean Faulkner  
 Film Manager.....Sam Houston, Jr.  
 Chief Engineer.....S. Davidson

**KTVR—Denver—1951**

Channel: 2 VHF...AP: 100 Kw...VP: 50. Kw.  
 Owned-Oper. By.....KTVR, Inc.  
 Business Address.....550 Lincoln St.  
 Tel.: KE 4-8281.....Independent

Representative ..... Blair  
 Exec. V.P., Gen. Mgr.....Hugh B. La Rue  
 Gen. Mgr.....Dave Mendelsohn  
 Commercial Manager.....Jim Brennan  
 Program Director.....Doug Taylor  
 Chief Engineer.....Robert C. Artman

**KREX-TV—Grand Junction  
1954**

Channel 5 VHF...AP: 6.46 Kw...VP: 12.9 Kw.  
 Owned By.....Western Slope Bcstg Co., Inc.  
 Business Address .....Box 30  
 Tel.: CH 2-5000.....ABC-CBS-NBC  
 Station Representative.....Holman; McGuire  
 President, General Mgr. ....Rex Howell  
 Sta., Comm. Mgr.....Robbie Robinson  
 Chief Engineer.....James Meyer

**KREY-TV—Montrose—1956**

Channel: 10 VHF...AP: 308 Kw...VP: 616 Kw.  
 (Satellite of KREX-TV)

**KCSJ-TV—Pueblo—1953**

Channel: 5 VHF...AP: 6.8 Kw...VP: 13.6 Kw.  
 Owned-Oper. By.....Star Broadcasting Co.  
 Business Address .....2226 Television Lane  
 Tel.: LI 4-5782.....NBC  
 Station Representative.....Pearson; McGuire  
 Executive Director.....Cliff Hendrix  
 Station Manager.....J. G. Croll  
 Film Manager.....Jackson Cravens  
 Chief Engineer.....Marion C. Cunningham



**News Is Preferred ...**

**... by Stations . . because it adds  
both profits and prestige.**

**Ap  
Preferred**

50 Rockefeller Plaza



New York 20, N. Y.

# NOW

# WTIC-TV CHANNEL 3

# MEANS CBS TELEVISION IN RICH, RICH SOUTHERN NEW ENGLAND

**WTIC-TV HARTFORD** 15, CONNECTICUT TEL. JACKSON 5-0801

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.



Pop.: 2,425,000  
Families: 724,000  
Radio Homes: 706,000

# Connecticut

Stations in State: 30  
TV Homes: 658,000  
TV Stations: 9

## WICC-TV—Bridgeport—1952

Channel: 43 UHF..AP: 91 Kw..VP: 180 Kw.  
Owned By.....Conn.-N. Y. Bcsters.  
Business Address.....Box 9140  
Tel.: AM 8-1601.....ABC  
Representative .....Adam Young  
Comm. Mgr.....Manning Slater  
Pgm. Dir.....Harry Downie  
Film Ed.....Irving Magilnick  
Chief Engineer.....Russell Adams

## WHCT—Hartford—1959

Channel: 18 UHF..AP: 100 Kw..VP: 186 Kw.  
Owned-Oper. By.....Capitol Bcstg. Inc.  
Business Address.....555 Asylum St.  
Tel.: JAcKson 5-2611.....Independent  
Station Representatives...Young; Nona Kirby  
Pres., Gen. Mgr.....Edward D. Taddei  
V.P., Prog. Dir.....David K Harris  
Gen Sales Mgr.....Bruce Compton  
Chief Engineer.....Anthony Guarino, Jr.

## WTIC-TV—Hartford—1957

Channel: 3 VHF..AP: 60.3 Kw..VP: 100 Kw.

Owned..Travelers Broadcasting Service Corp.  
Business Address.....26 Grove Street  
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  
VP, Pub. Rel.....Berard L. Mullins  
Film Editor.....Ernest Olivieri  
Chief Engineer.....Herman D. Taylor

## WNBC—New Britain—1952

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.  
Owned..New Britain Bcstg. Co. (Subs. of NBC)  
Address.....1422 New Britain Ave.  
Tel.: ADams 3-8551.....NBC  
Representative.....NBC Spot Sales  
President.....P. A. Sugg  
Ex. V.P. & Gen. Mgr.....Peter B. Kenney  
Sales Dir.....Robert J. Reardon  
Film Manager.....Phillip B. Hale  
Program Manager .....Robert W. Bray

SEE PAGE 41

FOR RADIO

MARKETS RANKED

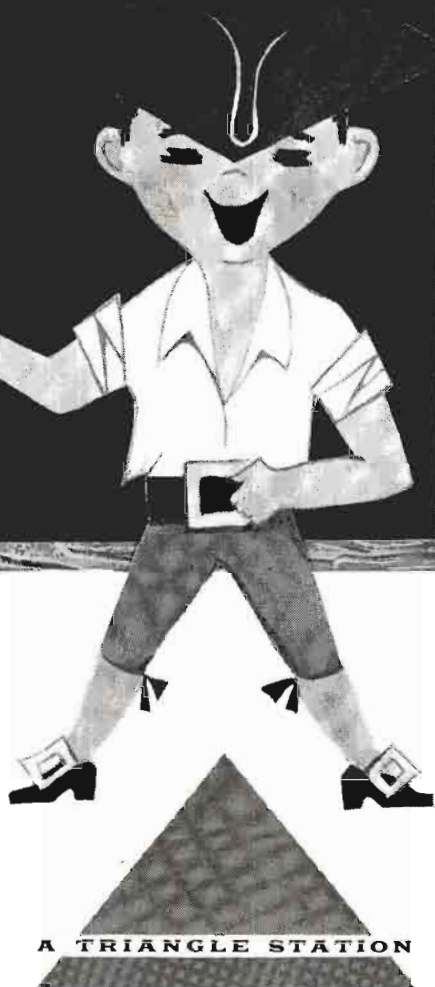
BY SPOT VOLUME



Nielsen and ARB agree WNHC-TV, Hartford-New Haven, is FIRST!\* WNHC-TV, the only station covering a vast area of 831,000 TV homes... the entire state of Connecticut plus portions of Massachusetts and Long Island. WNHC-TV... your best buy.

\*Average total audience, sign on to sign off

Sources: Nielsen, Hartford Area, December 1958  
 ARB, Hartford-New Haven, Dec. 1-7, 1958  
 Television Magazine, January 1959



**WNHC-TV**  
 HARTFORD-NEW HAVEN, CONN.

**Channel 8**

**ABC-TV • BLAIR-TV**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNEF-AM • FM • TV**, Binghamton, N. Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.  
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.  
 Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

**WNHC-TV—New Haven—1948**

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By .Triangle Publications, Inc.  
 Business Address .....1110 Chapel St.  
 Tel.: SPruce 7-3611.....ABC  
 News. Affil.....Phila. Inquirer & Daily News  
 Station Representative .....Blair  
 General Manager.....Howard W. Mashmeier  
 Sales Mgr.....John F. Cundiff  
 Prog. Mgr.....Chester R. Cooper  
 Chief Engineer.....Howard W. Wessenberg  
 Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.

**WATR-TV—New Haven—1953**

Channel: 53 UHF..AP: 125 Kw..VP: 345 Kw.  
 Owned-Operated By.....WATR, Inc.  
 Business Address.....440 Meadow St.  
 Tel.: PL 5-1121.....ABC  
 Station Rep.....McGavren-Quinn; Kirby  
 President .....Harold Thomas  
 Gen., Sta., Commercial Mgr...Samuel Elman  
 Prog. Dir., Film Manager.....Astrid Curtis  
 Chief Engineer.....Andrew Torres

Pop.: 921,000  
 Families: 274,000  
 Radio Homes: 270,000

**Dist. of Columbia**

Stations in State: 6  
 TV Homes: 247,000  
 TV Stations: 5

**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.....Robert Morgan  
 Chief Engineer.....Allan Powley

**WTOP-TV—Washington—1949**

Channel: 9 VHF..AP: 174 Kw..VP: 316 Kw.  
 Owned By.....Wash. Post Bcstg Div.  
 Business Address.....40th & Brandywine Sts.  
 Tel.: EM 2-9300.....CBS  
 Newspaper Affiliation.....Wash. Post, Br. Div.  
 Representative.....CBS TV Spot Sales  
 President, Br. Div.....John S. Hayes  
 Vice-Pres., TV.....George F. Hartford  
 Comm. Mgr.....Robert A. J. Bordley  
 Pub. & Prom. Director.....Robert M. Adams  
 Program Director.....Thomas B. Jones  
 Film Manager.....William Hedgpeth  
 Vice President for Engineering...Clyde Hunt

**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.....Robert E. Kintner  
 VP, Gen. Mgr.....Carleton D. Smith  
 Dir. TV Sales, Adv., Prom. & P.R...Wm Coyle  
 Comm. Mgr.....Peter B. James  
 Program Dir.....Wes Harris  
 Adv. Prom. Mgr.....Ralph R. McCawley  
 Pub. Mgr.....Edwin H. Peterson  
 Dir. of Oper.....Lefferts A. McClelland

**WTTG—Washington—1947**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Metropolitan Bcstg. Corp.  
 Business-Studio Address.....Hotel Raleigh  
 Tel.: STerling 3-5300.....NTA  
 Representative.....Weed and Co.  
 President .....Bernard Goodwin  
 Station Manager.....John E. McArdle  
 Production Manager.....Edward Scherer  
 Publicity Director.....Charles Heaton  
 Chief Engineer.....Malcolm M. Burleson

Pop.: 4,241,000  
 Families: 1,238,000  
 Radio Homes: 1,208,000

**Florida**

Stations in State: 148  
 TV Homes: 954,000  
 TV Stations: 23

**WESH-TV—Daytona Beach  
 1956**

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Telrad, Inc.  
 Business Address .....P.O. Box 1712  
 Tel.: CL 3-6591.....Independent  
 Rep.....Avery Knodel  
 President .....John H. Perry, Jr.  
 General Manager .....Thomas S. Gilchrist, Jr.

Station Mgr.....Walter Strouse  
 Program Dir.....John Whitmore  
 Gen. Sls. Mgr.....Thomas B. Newsom  
 Chief Engineer .....A. O. Peck

**WINK-TV—Fort Myers—1954**

Channel: 11 VHF..AP: 6 Kw..VP: 12 Kw.  
 Owned By.....Ft. Myers Bcstg Co.  
 Business Address.....Palm Beach Blvd.  
 Tel.: ED 4-1131.....ABC-CBS

## FLORIDA

Representative ..... Walker-Rawalt  
 President ..... Edward McBride  
 Gen., Sales Mgr. .... A. J. Bauer  
 Technical Dir. .... Bob Bachman  
 Program Dir. .... Frank Nodine  
 Publicity Dir. .... Dixie Howell

### WFGA-TV—Jacksonville—1957

Channel: 12 VHF.. AP: 200 Kw.. VP: 316 Kw.  
 Owned-Oper. .... Florida-Georgia TV Co., Inc.  
 Address ..... 1070 E. Adams St.  
 Tel.: EL 6-3381 ..... ABC-NBC  
 Representative .... Peters, Griffin, Woodward  
 President ..... George H. Hodges  
 Gen., Sta. Mgr. .... Jesse H. Cripe  
 Comm. Mgr. .... Ralph Nimmons  
 Program Dir. .... Rusty Bruton  
 Prom., Pub. Dir. .... William G. Walker  
 Film Manager ..... Herb Gold  
 Chief Engineer ..... Harry Wingfield

### WJXT—Jacksonville—1949

Channel: 4 VHF.. AP: 69.2 Kw.. VP: 100 Kw.  
 Owned-Oper. By ..... Washington Post  
 Business Address ..... 605 S. Main  
 Tel.: EX 8-0501 ..... ABC-CBS  
 Newspaper Affil. Wash. Post & Times Herald  
 Representative ..... CBS TV Spot Sales  
 President ..... Glenn Marshall, Jr.  
 Vice President ..... Charles M. Stone  
 Commercial Manager ..... David Booher  
 Prog. Dir., Film Mgr. .... Leonard L. Mosby, Jr.  
 Prom., Pub. Dir. .... Philip J. McMahon  
 Chief Engineer ..... Ernest Vordermark

### WTVJ—Miami—1949

Channel: 4 VHF.. AP: 70 Kw.. VP: 100 Kw.  
 Owned-Oper. By ..... WTVJ, Inc.  
 Address ..... 316 N. Miami Ave.  
 Tel.: FR 4-6262 ..... CBS  
 Representative. Peters, Griffin, Woodward, Inc.  
 President ..... Mitchell Wolfson  
 General Manager ..... Lee Ruwitch  
 Vice-Pres., Operations Mgr. .... John A. Shay  
 Sales Manager. .... Ken Bagwell  
 Commercial Manager ..... William Brazzil  
 Program Director ..... Lee Waller  
 Promotion Director ..... Burt Toppan  
 Pub. Dir. .... George Vickery  
 Film Manager ..... Robert J. Ross  
 Chief Engineer ..... Earl W. Lewis

### WCKT—Miami—1956

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By .. Biscayne Television Corp.  
 Business Address ..... P.O. Box 38 M  
 Tel.: PL 1-6692 ..... NBC  
 Newspaper Affiliation ..... Herald; News  
 Representative ..... NBC Spot Sales  
 President Gen. Mgr. .... Niles Trammell  
 Station Manager ..... Charles Kelly  
 Commercial Manager ..... Robert L. Fidler  
 Production Manager ..... Gene Walz  
 Promotion Director ..... Jon Arden  
 Adv., Pub. Dir. .... Symon Cowles  
 Film Manager ..... Frank Struzziari  
 Chief Engineer ..... M. C. Scott, Jr.

In South Florida  
**WTVJ**  
 beats every  
 other station  
 by a  
 wide  
 margin ←

**WTVJ** SOUTH FLORIDA  
 **CHANNEL 4**

Represented by: Peters, Griffin, Woodward, Inc.





**WPST-TV—Miami—1957**

Channel: 10 VHF.. AP: 195 Kw.. VP: 316 Kw.  
 Owned..... Public Service TV, Inc.  
 Business Address..... 21st & Biscayne Blvd.  
 Tel.: FR 1-6501..... ABC  
 Representative..... Petry  
 Gen. Mgr..... Walter Koessler  
 Nat. Sales Mgr..... Bob Hanna  
 Operations Mgr..... Jack Barry  
 Prom., Pub. Dir..... Nat Tashman  
 Film Mgr..... John Murphy  
 Chief Engineer..... William R. Needs

**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  
 President..... William S. Cherry, Jr.  
 General Manager..... Harold P. Danforth  
 Sales Co-ordinator..... A. V. Carlson  
 Prod. Dir..... Mark V. Barker, Jr.  
 Prog. Dir., Film Buyer..... Walter E. Sickles  
 Promotion Director..... Margaret Davis  
 Publicity Director..... Kay Gabrielson  
 Film Manager..... Harold P. Danforth, Jr.  
 Chief Engineer..... J. E. Yarbrough

**WLOF-TV—Orlando—1958**

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned..... Mid Florida TV Corp.  
 Address..... 639 W. Central Ave.  
 Tel.: GArden 4-8537..... ABC  
 Representative..... Young TV, Inc.  
 President..... Joseph L. Brechner  
 V.P., Gen. Mgr..... Donn Colee  
 Commercial Mgr..... Lee Hall  
 Prog., Prom. Dir..... Walter Baker  
 Publicity Director..... Lucy Conroy  
 Film Manager..... Hank Johnson  
 Chief Engineer..... Dodd Daniels

**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.  
 President..... John H. Phipps  
 General Manager..... Herschel Graves  
 Comm. Mgrs..... K. Kampion, R. L. Ray  
 Station Mgr..... Chester E. Pike, Jr.  
 Dir. of Oper..... Robert D. Murphy  
 Film Mgr..... Robert E. Abel  
 Chief Engineer..... Lewis Evenden

**WJDM—Panama City—1953**

Channel: 7 VHF.. AP: 5.36 Kw.. VP: 10.7 Kw.  
 Owned-Operated By..... WJDM-TV  
 Business Address..... Box 428  
 Tel.: AD 4-2251..... NBC-ABC-CBS  
 Representative..... Hollingsbery  
 President..... Mel Wheeler

V.P., Natl. Sales Mgr..... Milt de Reyna  
 General Manager..... Hugh Barclay  
 Commercial Manager..... Byron Hayford  
 Program Director..... William Becker  
 Chief Engineer..... Claude Maenza

**WEAR-TV—Pensacola—1953**

Channel: 3 VHF... AP: 33 Kw... VP: 55 Kw.  
 Owned-Oper. By..... Gulfport Bcstg. Corp.  
 Business Address..... Highway 90  
 Tel.: GL 5-7311..... ABC-CBS  
 Representative..... Hollingsbery  
 President, Gen. Mgr..... Mel Wheeler  
 Asst. Gen. Sales Mgr..... Milt de Reyna, Jr.  
 Comm. Mgr..... Irv Welch  
 Chief Engineer..... Gene Sudduth

**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  
 General Manager..... Fred P. Shawn  
 Commercial Manager..... Earl W. Welde  
 Program Director..... Leo Ribitzki  
 Promotion Director..... Jerome Baker  
 Pub. Director..... Jean Miller  
 Film Managers..... Ribitzki, Shawn  
 Chief Engineer..... William J. Coddling

**WCTV—Tallahassee—1955**

(See Thomasville, Ga.)

**WFLA-TV—Tampa—1955**

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By..... Tribune Company  
 Address..... Box 1410  
 Tel.: 2-0131..... NBC  
 Newspaper Affiliation..... Tampa Tribune  
 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..... Byron Taggart  
 Prog. Oper. Mgr..... Carl Bergquist  
 Production Manager..... L. George Gelger  
 Chief Engineer..... J. H. Mitchell

**WTVT—Tampa—1955**

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By..... WKY Television  
 Bus. Ad... 3213 Grand Central Ave., Box 1198  
 Tel.: RE 6-1313..... CBS  
 Representative..... Katz  
 President..... E. K. Gaylord  
 Manager..... Eugene B. Dodson  
 Commercial Mgr..... John Haberlan  
 Promotion Director..... Robert Edrington  
 Film Mgr..... Jayne Boyd

*White Columns* The home of WSB Radio and WSB-TV



## Your advertising in Atlanta belongs on the WSB stations

In few major markets of America do you find so high a degree of media dominance. In Georgia WSB Radio and WSB-TV are overwhelming firsts in audience, in coverage, in facilities.

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

**wsb radio / wsb-tv**

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

## FLORIDA-GEORGIA

Program Dir. . . . . Robert Doty  
 Chief Engineer . . . . . William Witt

### WEAT-TV—West Palm Beach 1955

Channel: 12 VHF . AP: 83 Kw . VP: 250 Kw.  
 Owned-Oper. By . . . . . WEAT TV, Inc.

Business Address . . . . . P.O. Box 70  
 Tel.: TE 3-9668 . . . . . ABC  
 Representative . . . . . Venard Rintoul McConnell  
 President . . . . . Rex Rand  
 Gen. Mgr. . . . . Bertram Lebhear, Jr.  
 Gen. Sales Mgr. . . . . E. J. Hennessy  
 Production Director . . . . . Jack Poole  
 Chief Engineer . . . . . J. Ross McPherson

Pop.: 3,809,000  
 Families: 1,003,000  
 Radio Homes: 999,000

## Georgia

Stations in State: 124  
 TV Homes: 744,000  
 TV Stations: 13

### WAGA-TV—Atlanta—1949

Channel: 5 . . . . AP: 50 Kw . . . . VP: 100 Kw.  
 Owned-Operated By . . . . Storer Bcstg. Co., Inc.  
 Business Address . . . . 1018 W. Peachtree St.  
 Tel.: TR 2-3553 . . . . . CBS  
 Representative . . . . . **Katz**  
 President . . . . . George B. Storer  
 General Manager . . . . . J. Robert Kerns  
 Commercial Manager . . . . . William Flynn  
 Program Director . . . . . Henry Davis  
 Promotion Director . . . . . Louis O. Hertz, Jr.  
 Film Manager . . . . . Douglas Johnson  
 Chief Engineer . . . . . Hugo Bondv  
 Owners of: WJBK-TV, Detroit; WSPD-TV,  
 Toledo; WJW-TV, Cleveland.  
 (See Page 836)

### 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**  
 Board Chairman . . . . . James M. Cox, Jr.  
 Exec. Dir. . . . . J. Leonard Reinsch  
 General Manager . . . . . Marcus Bartlett  
 Comm. Mgr. . . . . Don E. Heald  
 Prom., Pub. Dir. . . . . Walter Paschall  
 Film Director . . . . . **Jean Hendrix**  
 Chief Engineer . . . . . R. A. Holbrook

### WALB-TV—Albany—1954

Channel: 10 VHF . AP: 56 Kw . . . . VP: 112 Kw.  
 Owned-Oper. By . . . . Herald Publishing Co.  
 Business Address . . . . . Stuart Ave.  
 Tel.: HE 5-8388 . . . . . ABC-CBS-NBC  
 Newspaper Affiliation . . . . . Herald  
 Representative . . . . . Venard, Rintoul & McConnell  
 President . . . . . James H. Gray  
 Gen., Comm. Manager . . . . Raymond E. Carow  
 Program Director . . . . . Harold Suit  
 Prom., Dir., Film Mgr. . . . . Reba Hill  
 Chief Engineer . . . . . Bruce Singleton

### WLW-A—Atlanta—1951

Channel: 11 VHF . AP: 160 Kw . . . . VP: 316 Kw.  
 Owned-Oper. By . . . . Crosley Bcstg. Corp.  
 Bus. Address . . . . 1611 W. Peachtree St. N.E.  
 Tel.: TR 2-1141 . . . . . ABC

Representative . . . . Bomar-Lowrance; Moore  
 President . . . . . R. E. Dunville  
 V.P.-General Manager . . . . H. A. LeBrun  
 V.P.-Business Manager . . . . J. P. Dwyer  
 Comm. Sales Manager . . . . James H. Burgess  
 Program Dir. . . . . Bob Hendrickson  
 Prom. Dir. . . . . Howard Rowe  
 Production Manager . . . . . Jim Sharp  
 Chief Engineer . . . . . Harvey Aderhold

### WJBF-TV—Augusta—1953

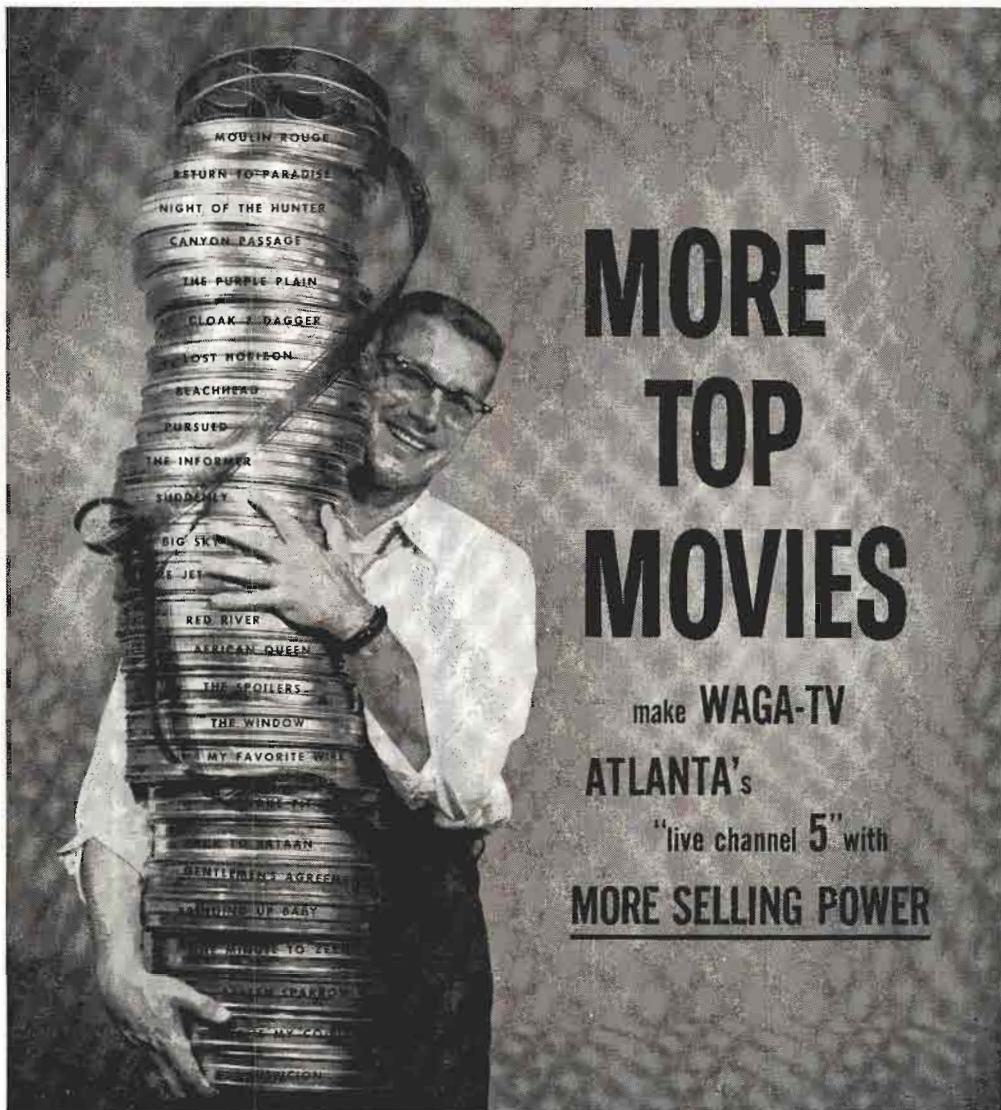
Channel 6: VHF . . AP: 50 Kw . . . . VP 100 Kw.  
 Owned-Oper. By . . Georgia-Carolina Bcstg. Co.  
 Business Address . . . . . Television Park  
 Tel.: PA 2-6666 . . . . . ABC-NBC  
 Representative . . . . . Hollingbery  
 President Gen. Mgr. . . . . J. B. Fuqua  
 Commercial Mgr. . . . . George Oliviere  
 Program, Prom. Dir. . . . . John Radeck  
 Chief Engineer . . . . . John Jopling

### WRDW-TV—Augusta—1954

Channel: 12 VHF . AP: 60 Kw . . . . VP: 102 Kw.  
 Owned-Oper. By . . Southeastern Newspapers  
 Business Address . . . . P.O. Box F, N. Augusta  
 Tel.: TA 4-5432 . . . . . ABC-CBS-NTA  
 Newspaper Affiliation . . . . Chronicle, Herald  
 Representative . . . . . Branham Company  
 President . . . . . Pat H. Rice, Jr.  
 General Manager . . . . . J. W. Hicks  
 Sta., Comm. Mgr. . . . . Lou Stratton  
 Program Dir. . . . . Richard A. Fennel  
 Prom., Pub. Dir. . . . . Don Shepherd  
 Film Manager . . . . . Frank Allen  
 Chief Engineer . . . . . Joseph P. Gill, Jr.

### WRBL-TV—Columbus—1953

Channel: 4 VHF . . AP: 70 Kw . . . . VP: 100 Kw.  
 Owned-Oper. By . . . . Columbus Bcstg. Co.  
 Business Address . . . . . 1350 13th Ave.  
 Tel.: FA 2-0602 . . . . . CBS-ABC  
 Newspaper Affil. . . . . Ledger Enquirer  
 Representative . . . . . Hollingbery  
 Gen. Manager . . . . . J. W. Woodruff, Jr.  
 Sta. Mgr., Film Buyer . . . . . Ridley Bell  
 Commercial Manager . . . . George "Red" Jenkins  
 Program Director . . . . . Robert H. Walton  
 Promotion Director . . . . . Carrie Barry  
 Pub. Dir. . . . . Doug Wallace  
 Film Manager . . . . . Fred Tomlin  
 Chief Engineer . . . . . Joe A. Gamble



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make **WAGA-TV**

**ATLANTA'S**

"live channel 5" with

**MORE SELLING POWER**

In Greater Atlanta and 58 surrounding counties WAGA-TV is boosting sales and ratings with powerful new programming that includes 732 Warner Brothers first-run films, plus hundreds of Screen Gems, RKO, and 20th Century films for the EARLY SHOW at 5:30 P.M. Mondays thru Fridays, and the late evening Starlight Movies.

There's a new success story almost every day on WAGA-TV. It'll pay you to get up-to-date on Atlanta TV by seeing your KATZ man *today*.

## Storer Television

**WAGA-TV**  
Atlanta

**WJBK-TV**  
Detroit

**WJW-TV**  
Cleveland

**WSPD-TV**  
Toledo

**WITI-TV**  
Milwaukee



**WTVM—Columbus—1953**

Channel: 28 UHF..AP: 121 Kw..VP: 234 Kw.  
 Owned.....Martin Thea. of Georgia, Inc.  
 Business Address.....1307 1st Ave.  
 Tel.: FA 2-8828.....NBC-ABC  
 Station Representative .....Young  
 President.....E. D. Martin  
 Gen. Mgr.....Guy Tiller  
 Station Manager.....Frank Ragsdale  
 Commercial Manager.....Ben Purvis  
 Program Director.....Tom Hipps  
 Promotion Director.....Jack Rathbun  
 Film Manager.....Herman Ragland  
 Chief Engineer.....Charles Parrott

**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.: 2-7373.....CBS-ABC-NBC  
 Representative .....Avery-Knodel  
 President, Ch. Eng.....George Rankin, Jr.  
 General Manager.....Wilton E. Cobb  
 Comm. Manager.....Frank Crowther  
 Promotion Director.....Joe Andrews  
 Publicity Director.....Sara Lawson McGinty  
 Film Manager.....Jim Arnold  
 Chief Engineer.....J. D. Lawhon

**WSAV-TV—Savannah—1956**

Channel: 3 VHF..AP: 16.2 Kw..VP: 32.4 Kw.  
 Owned-Oper. By.....WSAV, Inc.

Business Address....Liberty Nat'l Bank Bldg.  
 Tel.: AD 6-0303.....ABC-NBC  
 Representative .....Blair  
 Pres., Gen. Mgr., Sta. Mgr.....Harben Daniel  
 Ex. V.P.....Charles Bell  
 Operations Manager .....M. E. Thompson  
 Commercial Manager .....H. M. Humpidge  
 Program Director .....William E. Lucas  
 Prom., Pub. Dir.....Mrs. Shirley Slater  
 Film Manager.....Alyce Miller  
 Chief Engineer .....Byron Strong

**WTOC-TV—Savannah—1954**

Channel: 11 VHF..AP: 104 Kw..VP: 207.5 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.  
 Commercial Mgr.....Ben B. Williams  
 Film Mgr., Program Director ..Dwight J. Bruce  
 Promotion Director.....Frank S. Bryson, Jr.  
 Chief Engineer.....Kyle Goodman

**WCTV—Thomasville—1955**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By ..John H. Phipps Bcstg Co.  
 Business Address ..Box 3166, MSS, Tallahassee  
 Tel.: 3-3666.....ABC-CBS-NBC  
 Station Representative.....Blair; Cummings  
 Owner .....John H. Phipps  
 Mng. Dir.....L. Herschel Graves  
 Station Manager.....Joseph E. Hosford  
 Dir. Engineering .....Wm. A. Snowden

Pop.: 569,500  
 Families: 143,300  
 Radio Homes: 128,800

**Hawaii**

Stations in State: 15  
 TV Homes: 104,700  
 TV Stations: 7

**KGMB-TV—Honolulu—1952**

Channel: 9 VHF..AP: 79 Kw..VP: 132 Kw.  
 Owned-Oper.....Hialand Deve. Corp.  
 Business Address.....1534 Kapiolani Boulevard  
 Tel.: 9-2011.....CBS  
 Newspaper Affil.....Star Bulletin  
 Representative.....Peters, Griffin, Woodward  
 President, Gen. Mgr.....J. Howard Worrall  
 Gen. Sls. Mgr.....Charles Crockett  
 Sta., Comm. Mgr.....Melvin B. Wright  
 Program Director.....Dar Ried  
 Prom., Pub. Dir.....Colleen Ng  
 Chief Engineer.....Daniel O. Hunter

Pres., Gen. Mgr.....John D. Keating  
 Sta., Gen. Sales Mgr.....Art Sprinkle  
 Nat'l Sales Mgr.....Jim Spencer  
 Film Manager.....Mary Stasack  
 Chief Engineer.....Alvin Chang

**KHVV-TV—Honolulu—1954**

Channel: 4 VHF..AP: 13.1 Kw..VP: 26.3 Kw.  
 Owned-Oper. By.....Kaiser Hawaiian TV, Inc.  
 Address.....1290 Ala Moana Blvd.  
 Tel.: 5-3991.....ABC  
 Representative .....Young-TV  
 Gen. Mgr.....Richard C. Block  
 Business Mgr.....Jay S. Clark  
 Prom. Dir.....Paul Yamamoto  
 Chief Engineer.....R. T. Miyahlra

**KONA-TV—Honolulu—1952**

Channel: 2 VHF..AP: 30 Kw..VP: 60 Kw.  
 Owned-Oper. By.....Radio Honolulu, Ltd.  
 Business Address.....1170 Auahi St.  
 Tel.: 6-2366.....NBC  
 Newspaper Affil.....Honolulu Advertiser  
 Representative .....NBC Spot Sales

**KMVI—Wailuku—1955**

Channel: 12 VHF..AP: 15 W..VP: 30 Ww.  
 Owned-Oper.....Maui Publishing Co., Ltd.  
 Business Address.....Box 374  
 Tel.: 33-981.....CBS  
 General Manager.....Ezra J. Crane  
 Station Manager.....Richard E. Mawson  
 Commercial Mgr.....Frank R. Kovacic

# GEE!

## THIS BEER REALLY TASTES LIKE BEER



He was watching WGN-TV and he's SOLD! Your commercials get results on WGN-TV because WGN-TV programming keeps folks watching.

Keep your eyes on WGN-TV during 1959. New and better programs are already being scheduled which will mean even larger audiences than before.

Put **GEE!** In Your Chicago Sales

**WGN-TV**

**CHANNEL 9  
CHICAGO**



**441 N. MICHIGAN AVE.  
CHICAGO 11, ILLINOIS**

838

Pop.: 666,090  
Families: 201,000  
TV Stations: 7

## Idaho

Stations in State: 33  
TV Homes: 145,000  
Radio Homes: 194,000

### 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.: 3-2511... CBS  
Representative... Peters, Griffin, Woodward, Inc.  
Pres., Gen. Mgr.... Westerman Whillock  
Sta., Comm. Mgr., Prog. Dir.... Earl Glade, Jr.  
Publicity Director... Sheila Wagner  
Production Director... Vestal Baker  
Film Manager... Robert Howell  
Chief Eng. ... J. A. Johnitz, Jr.

### KTVB—Boise—1953

Channel: 7 VHF... AP: 87.1 Kw... VP: 166 Kw.  
Owned-Oper. By... KTVB, Inc.  
Address... 709 Idaho St.  
Tel.: 2-4611... ABC-NBC  
Representative... Blair  
Pres. and Gen. Mgr.... Georgia M. Davidson  
Commercial Mgr.... George Ganz, Jr.  
Prog. Director... Del Lundbom  
Prom. Mgr.... Evelyn Winters  
Film Manager... William Harvey  
Chief Engineer... Harold Toedtemeler

### KID-TV—Idaho Falls—1952

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.  
Owned-Oper. By... Idaho Radio Corp.  
Business Address... Box 701

Tel.: JA 2-5100... CBS-NBC-ABC  
Representative... Gill-Perna; Moore  
President... A. W. Schwieder  
Gen. Mgr.... C. N. Layne  
Sta., Comm. Mgr.... Claude Cain  
Program Dir.... Roy Southwick  
Prom. Mgr.... Mel Richardson  
Chief Engineer... Carroll Secrist

### KCIX-TV—Nampa—1958

Channel: 6 VHF... AP: 41.7 Kw... VP: 83.2 Kw.  
Owned-Oper. By... Hagadone Bcstg Co.  
Address... 208 - 12th Ave., S.  
Tel.: 6-6616... ABC-CBS-NBC  
Representative... McGavren-Quinn  
President... Roger L. Hagadone  
Sales Manager... David F. Jolly  
Program Dir.... Jesse B. Godfrey

### KLIX-TV—Twin Falls—1955

Channel: 11 VHF... AP: 14.5 Kw... VP: 29.5 Kw.  
Owned-Oper. By... So. Idaho Bcstg. & TV Co.  
Address... Eastland Dr. & Elizabeth St.  
Tel.: RE 3-5840... ABC-CBS-NBC  
Representative... Gill-Perna; Moore  
Vice President... Cecil L. Heffel  
General Mgr.... Gordon Glasmann  
Station Mgr.... Joe Gibney  
Program Director... Dave Fox  
Chief Engineer... C. W. Evans

Pop.: 10,175,000  
Families: 3,095,000  
Radio Homes: 3,035,000

## Illinois

Stations in State: 94  
TV Homes: 2,799,000  
TV Stations: 25

### 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-NBC  
Representative... Hollingbery  
President... August C. Meyer  
V.P., Sales Manager... Guy Main  
National Sales Dir.... Leonard Davis  
Film Mgr.... John Ketterer  
Production Manager... James Fielding  
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  
Representative... CBS TV Spot Sales  
Vice-Pres., Gen. Mgr.... H. Leslie Atlas  
Sales Manager... George Arkedis  
Promotion Director... William Hohmann  
Production Manager... Jack Wartlieb

Publicity Dir.... George Condon  
Program Director... Frank Atlas  
Film Manager... Patricia Danneman  
Chief Engineer... J. I. Beloungy

### WGN-TV—Chicago—1948

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... WGN, Inc.  
Business Address... 441 N. Michigan Ave  
Tel.: MI 2-7600... NTA  
Newspaper Affiliation... Chicago Tribune  
Representative... Petry  
President... J. Howard Wood  
V.P., Gen. Mgr.... Ward L. Quaal  
Program Director... Alexander C. Field  
Sales Mgr.... Bradley R. Eidmann  
Promotion Director... Charles A. Wilson  
Publicity Director... James Hanlon  
Film Director... Edward Warren  
Chief Engineer... Carl J. Meyers

### WNBQ—Chicago—1948

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By... National Bcstg. Co.

# ILLINOIS

**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  
Gen. Exec.....Robert W. Lemon  
Dir. of Sales.....William B. Decker  
Prom. Director.....John Keys  
Program Dir.....Harry D. Triage  
Publicity Director.....Chet Campbell  
Chief Engineer.....Howard C. Luttgens

## WBKB—Chicago—1948

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By.....American Bcstg. Co.  
Business Address.....190 N. State St.  
Tel.: AN 3-0800.....ABC  
Representative.....Blair-TV  
General Manager.....Mathew Vieracker  
Station Manager.....Sterling C. Quinlan  
Commercial Manager.....Clarence Hieder  
Film Dir.....Ralph Andrews  
Prog. Dir.....Dan Schuffman  
Prom., Pub. Dir.....Elliott Henry  
Chief Engineer.....William P. Kusack

## WDAN-TV—Danville—1953

Channel: 24 UHF..AP: 7.08 Kw..VP: 13.2 Kw.  
Owned-Oper. By..Northwestern Publishing Co.  
Business Address...1500 N. Washington Ave.  
Tel.: 1700.....ABC  
Representative.....Everett-McKinney, Inc.  
General Manager.....Robert J. Burow  
Station Manager.....Max Shaffer  
Commercial Manager.....John Eckert  
Program Director.....Honore Ronan  
Chief Engineer.....Norlyn Dossey

## WTVP—Decatur—1953

Channel: 17 UHF..AP: 93.3 Kw..VP: 174 Kw.  
Owned-Oper. By.....Prairie Television Co.  
Business Address.....Box 631-Southside Dr.  
Tel.: 8-4304.....ABC  
Representative.....Gill-Perna  
President.....Geo. A. Bolas  
Sta. Mgr.....B. K. West  
Program Mgr.....Jack Kussart  
Chief Engineer.....Hubert F. Abfalter

## WSIL-TV—Harrisburg—1953

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Turner-Farrar Assn.  
Business Address.....Television Bldg.  
Tel.: Clearbrook 3-7922.....ABC  
Representative.....Walker  
Pres., Gen. Mgr.....Oscar L. Turner  
Chief Engineer.....Charles Gilliam

## WEEK-TV—Peoria—1953

Channel: 43 UHF..AP: 250 Kw..VP: 500 Kw.  
Owned-Operated By..West Central Bcstg. Co.  
Address.....2907 Springfield Rd., E. Peoria  
Tel.: 9-3961.....NBC  
Representative.....Headley-Reed  
President.....Robert S. Kerr

V.P., Gen. Mgr.....Fred C. Mueller  
Comm. Manager.....John Leslie  
Program Director.....Victor Fletcher  
Promotion Director.....Al Knapp  
Film Manager.....Robert Kroepel  
Chief Engineer.....Wayne Lovely

## WMBD-TV—Peoria—1957

Channel: 31 UHF..AP: 581 Kw..VP: 1000 Kw.  
Owned.....WMBD, Inc.  
Business Address.....212 SW Jefferson Ave.  
Tel.: 6-0711.....CBS  
Representative..Peters, Griffin, Woodward, Inc.  
President.....Charles C. Caley  
V.P. & Mgr.....Robert O. Runnerstrom  
Dir. of Sales.....Samuel F. Jackson  
Reg. Sales Mgr.....Robert M. Riley, Jr.  
Prom. Dir.....James J. Johnston  
Prog. Dir.....Winthrop P. Baker  
Chief Engineer.....George Pyle

## WTVH—Peoria—1953

Channel: 19 UHF..AP: 280 Kw..VP: 500 Kw.  
Owned.....Hilltop Bcstg. Co.  
Business Address.....621 Main St.  
Tel.: 9-7211.....ABC  
President.....Henry P. Slane  
Gen. Mgr.....Harold V. Phillips  
Controller.....Gerald W. Swank  
Sales Manager.....David J. Schlink  
Program, Film Mgr.....Robert Holben  
Prom., Pub. Dir.....Andy Amyx  
Chief Engineer.....Wallace Wurz

## 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

## 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.: Rockford 8-1813.....ABC-CBS-NTA  
Newspaper Affil.....Star & Republic  
Representative.....H-R Representatives  
President.....L. E. Caster  
General Manager.....Joe M. Baisch  
Comm. Manager.....Rod MacDonald  
Program Director.....John Mazzie  
Prom., Pub. Dir.....Charles Olson  
Film Manager.....Gene Hines  
Chief Engineer.....Dick Peck

## WTVO—Rockford—1953

Channel: 39 UHF..AP: 98 Kw..VP: 195 Kw.



## ILLINOIS-INDIANA

Owned-Oper. By...Winnebago Television Corp.  
 Business Address.....Meridian Rd.  
 Tel.: 3-5413.....NBC  
 Representative.....Headley-Reed  
 President.....Harry Balaban  
 Manager.....Harold Froelich  
 Sales Manager.....Gene Denari  
 Program Dir.....John W. Kelin  
 Film Director.....Carl P. Siemler  
 Owners of: WIC-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.: R.I. 6-5441.....ABC-CBS  
 Newspaper Affil....."The Argus"  
 Representative.....Avery-Knodel, Hyett  
 President.....Ben. H. Potter  
 V.P., Sta., Gen. Manager...Leslie C. Johnson

Director of Sales.....Maurice Corken  
 Program Director.....Forest W. Cooke  
 Prom., Pub. Dir.....Fern Hawks  
 Merchandising Mgr.....H. E. Darton  
 Film Manager.....Joseph Grear  
 Chief Engineer.....Robert J. Sinnett

### WICS—Springfield—1953

Channel: 20 UHF..AP: 182.5 Kw..VP: 406 Kw.  
 Owned-Oper. By.....Plains Television Corp.  
 Business Address.....Leland Office Bldg.  
 Tel.: 8-0465.....NBC  
 Representative.....Adam Young  
 President.....Elmer Balaban  
 General Manager.....Milton D. Friedland  
 Comm. Manager.....Warren King  
 Program Director.....H. J. Hoskins  
 Promotion Dir.....William Means  
 Film Manager.....William Shaw  
 Chief Engineer.....Jerrold Merritt  
 Owners of: WTOV-TV, Rockford, Ill.

Pop.: 4,639,000  
 Families: 1,475,000  
 Radio Homes: 1,421,000

## Indiana

Stations in State: 61  
 TV Homes: 1,315,000  
 TV Stations: 18

### WTTV—Bloomington—1949

Channel: 4 VHF...AP: 28.8 Kw...VP: 44.6  
 Owned-Oper. By.....Sarkes Tarzian, Inc.  
 Business Address.....340 Bluff Rd.  
 Tel.: ST 7-2211.....Independent  
 Representative.....Meeker  
 President.....Sarkes Tarzian  
 Gen., Sta. Mgr.....Herb Nelson  
 Commercial Manager.....Frank Willis  
 Program Director.....Susan Sherman  
 Prom., Pub. Dir.....Keith Wilson  
 Film Manager.....Ed Justice  
 Chief Engineer.....Carl Onken

### WTVW—Evansville—1956

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Evansville TV, Inc.  
 Business Address.....405 Carpenter St.  
 Tel.: H. 2-1121.....ABC  
 Representative.....Hollingbery  
 President.....Ferris E. Traylor  
 Gen. Sta. Mgr.....Dick Shively  
 Comm. Mgr.....Al McKelfresh  
 Program Dir.....William Hill  
 Prom. Dir.....Jack MacGregor  
 Film Manager.....S. J. Rusche  
 Chief Engineer.....John Schutta

### WEHT—Evansville—1953

Channel: 50 UHF..AP: 83.2 Kw..VP: 155 Kw.  
 Owned-Oper. By.....WEHT, Inc.  
 Business Address.....Box 395  
 Tel.: HA 4-9215.....CBS  
 Representative.....Young  
 Pres., Gen. Mgr.....Edwin G. Richter, Jr.  
 Sales Mgr.....Howard D. Duncan  
 Program Dir.....Ulysses A. Carlini  
 Promotion Dir.....Mrs. Priscilla Finberg  
 Chief Engineer.....Robert M. Cleveland

### WANE-TV—Fort Wayne—1954

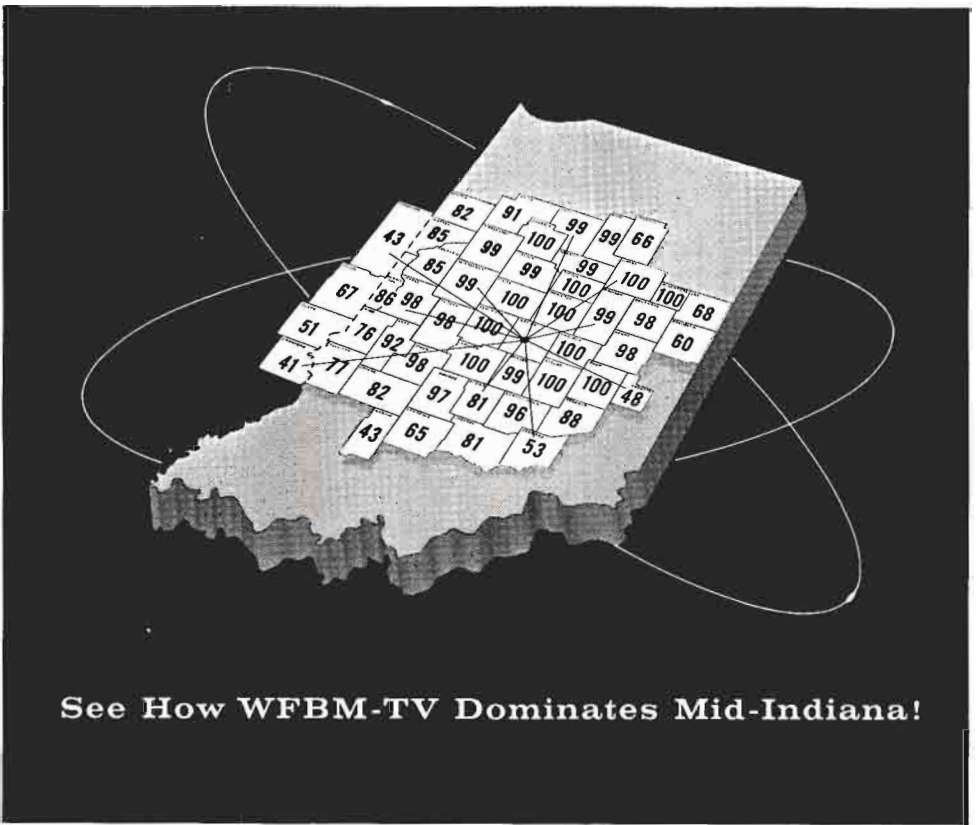
Channel: 15 UHF..AP: 222 Kw..VP: 445 Kw.  
 Owned-Oper. By...Indiana Broadcasting Corp.  
 Business Address.....2915 W. State Blvd.  
 Tel.: A-9411.....CBS  
 Representative.....Petty  
 President.....C. Wrede Petersmeyer  
 Station Manager.....Reid G. Chapman  
 Sales Dir.....John Keenan  
 Program Director.....J. Larry Beauchamp  
 Promotion Director.....Douglas Shull  
 Film Manager.....James Goheen  
 Chief Engineer.....Charles E. Wallace  
 Owners of: KOTV, Tulsa, Okla.; WISH-TV,  
 Indianapolis; KGUL-TV, Houston, Tex.

### 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 5-6201.....NBC  
 Representative.....Raymer  
 President.....Nathan Lord  
 V.P., Gen. Mgr.....Berry Smith  
 Comm. Manager.....Lee Browning  
 Prog. Dir.....Chester T. Behrman  
 Prom., Pub Director.....Ed Yalowitz  
 Chief Engineer.....Paul Kelley

### WKJG-TV—Fort Wayne—1953

Channel: 33 UHF..AP: 144 Kw..VP: 263 Kw.  
 Owned.....WKJG, Inc.  
 Business Address.....220 E. Jefferson St.  
 Tel.: AN 2295.....NBC  
 Station Rep.....H R Television Inc.  
 President.....John F. Dille, Jr.  
 Gen., Sta. Mgr.....Edward G. Thoms



**First by a good margin,** WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration. *Map shows county percentages measured by Nielsen Coverage Study No. 3, 1958.*

*where else . . .*


—will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?


—can so many satellite markets that are recognized retail trading centers in their own right be covered from *one central point . . .* and *only one* principal station with no overlapping network affiliates to do the complete advertising job?

*only here*—where WFBM-TV is *first* in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Of course, we have 100% in Marion county, too . . . and are proud of our current ARB. Better take another look!

**The Nation's 13th Television Market**

... with the only basic NBC coverage of 760,000 TV set-owning families

 **Indianapolis itself**—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!

 **11 Satellites**—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. *An audited audience of 412,800 more television homes.*

Represented Nationally by the KATZ Agency



Commercial Mgr. . . . . Carleton B. Evans  
 Program Director . . . . . Calo Mahlock  
 Promotion Director . . . . . Wilson Schroeder  
 Chief Engineer . . . . . Eugene A. Chase

**WPTA—Fort Wayne—1957**

Channel: 21 UHF.. AP: 98 Kw.. VP: 178 Kw.  
 Owned. . . . . Sarkes Tarzian, Inc.  
 Business Address . . . . . Butler Road  
 Tel.: AN-7125 . . . . . ABC  
 Station Representative . . . . . Young  
 President . . . . . Sarkes Tarzian  
 Gen., Sta. Mgr. . . . . Ronald R. Ross  
 Comm., Prom. Mgr. . . . . Richard D. Morgan  
 Program Dir. . . . . Arthur Hook  
 Publicity Director. . . . . Barbara Railsback  
 Film Manager. . . . . Grant Hoatson  
 Chief Engineer . . . . . Fred Molchin

**WFBM-TV—Indianapolis—1949**

Channel: 6 . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned By . . . . . Time, Inc.  
 Bus. Studio Address . . . . . 1330 N. Meridian St.  
 Tel.: MEIrose 4-8521 . . . . . NBC  
 Representative . . . . . Katz  
 President . . . . . W. C. Pullen, Jr.  
 V.P., Gen. Mgr. . . . . Eldon Campbell  
 Commercial Manager. . . . . Don Menke  
 Nat. Sales Mgr. . . . . Hugh L. Kibbey  
 Prog. Dir. . . . . William Fall  
 Promotion Director . . . . . John F. Hurlbut  
 Film Mgr. . . . . William E. Fagan  
 Chief Engineer . . . . . Robert Flanders

**WISH-TV—Indianapolis—1954**

Channel: 8 VHF . . . . . AP: 158 Kw. . . . . VP: 316 Kw.  
 Owned . . . . . Indiana Bcstg. Corp.  
 Business Address . . . . . 1440 North Meridian  
 Tel.: MEIrose 4-6411 . . . . . CBS-NTA  
 Representative . . . . . Bolling  
 President . . . . . C. Wrede Petersmeyer  
 Gen., Sta. Manager. . . . . Robert B. McConnell  
 Commercial Manager. . . . . Joseph E. Lake  
 Program Director . . . . . Steve Briggs  
 Prom., Pub. Director . . . . . Ray Reisinger  
 Chief Engineer . . . . . Stokes Gresham, Jr.  
 Owners of: KOTV, Tulsa, Okla.; WANE-TV,  
 Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

**WLW-I—Indianapolis—1957**

Channel: 13 VHF . . . . . AP: 158 Kw. . . . . VP: 316 Kw.  
 Owned . . . . . Crosley Bcstg. Corp.  
 Business Address . . . . . 1401 N. Meridian St.  
 Tel.: MEIrose 9-2311 . . . . . ABC  
 Station Rep. . . . . Crosley; Lowrance; Moore  
 President . . . . . Robert E. Dunville  
 General Manager. . . . . John B. Babcock  
 Spec. Bcst. Serv. Dir. . . . . Bruce B. Cox  
 Sales Manager . . . . . Bob Lamb  
 Program Mgr. . . . . Chuck Brodhead  
 Promotion Director . . . . . Lyle Allen  
 Film Manager. . . . . Ken Read  
 Chief Engineer . . . . . Norman Nixon

**WFAM-TV—Lafayette—1953**

Channel: 59 UHF . . . . . AP: 51 Kw. . . . . VP: 102 Kw.

Owned . . . . . Lafayette Bcstg., Inc.  
 Business Address . . . . . McCarty Lane  
 Tel.: 2-7306 . . . . . CBS-NBC  
 Representative . . . . . Rambeau  
 President . . . . . E. J. Bannon  
 Gen., Sta. Mgr. . . . . Henry Rosenthal  
 Comm. Mgr. . . . . Dick Pittenger  
 Program Director . . . . . Harry Bradley  
 Film Manager . . . . . Al Spafford  
 Chief Engineer . . . . . Richard Cochran

**WLBC-TV—Muncie—1953**

Channel: 49 UHF . . . . . AP: 8.5 Kw. . . . . VP: 17 Kw.  
 Owned-Oper. By . . . . . Tri-City Radio Corp.  
 Business Address . . . . . Box 271  
 Tel.: ATlas 8-4403 . . . . . ABC-CBS-NBC  
 Representative . . . . . Holman  
 Pres., Gen., Sta. Mgr. . . . . Don Burton  
 Comm., Film Mgr. . . . . Bill Craig  
 Program Director . . . . . Lee Allerton  
 Chief Engineer . . . . . Pat Finnegan

**WNDU-TV—South Bend—1955**

Channel: 16 UHF . . . . . AP: 153.4 Kw. . . . . VP: 282 Kw.  
 Owned-Oper. By . . . . . Michiana Telecasting  
 Address . . . . . Box 989  
 Tel.: CE 3-7111 . . . . . NBC  
 Station Representative . . . . . Petry  
 President . . . . . Rev. Theodore M. Hesburgh, C.S.C.  
 Gen., Sta. Mgr. . . . . Bernard C. Barth  
 Comm. Manager . . . . . Wm. Thomas Hamilton  
 Prom., Pub. Dir. . . . . June Borkowski  
 Film Manager . . . . . H. Allen Hervey  
 Chief Engineer . . . . . Basil O'Hagan

**WSBT-TV—South Bend—1952**

Channel: 22 UHF . . . . . AP: 122 Kw. . . . . VP: 204 Kw.  
 Owned-Operated By . . . . . South Bend Tribune  
 Address . . . . . 300 W. Jefferson Blvd.  
 Tel.: CE 3-3141 . . . . . CBS  
 Newspaper Affil. . . . . Tribune  
 Representative . . . . . Raymer  
 President . . . . . Franklin D. Schurz  
 Sta. Gen. Mgr. . . . . Neal B. Welch  
 National Sales Mgr. . . . . Wilbur R. Darch  
 Program Director . . . . . Robert Drain  
 Prom., Pub. Dir. . . . . James Halpin  
 Film Manager . . . . . Walter A. Sweltzer, Jr.  
 Chief Engineer . . . . . Arthur R. O'Neil

**WSJV—South Bend-Elkhart  
 1954**

Channel: 28 UHF . . . . . AP: 148 Kw. . . . . VP: 268 Kw.  
 Owned-Oper. By . . . . . Truth Publishing Co.  
 Business Address . . . . . Box 28, South Bend  
 Tel.: Central 2-2828 . . . . . ABC  
 Newspaper Affiliation . . . . . Elkhart Truth  
 Representatives . . . . . H-R  
 President . . . . . John F. Dille Jr.  
 V.P., Gen. Mgr. . . . . Paul C. Brines  
 Program Director . . . . . Edwin J. Lasko  
 Nat. Sales Mgr. . . . . Vince Doyle  
 Production Mgr. . . . . W. Forest Morrow  
 Chief Engineer . . . . . Lester E. Zellner

**WTHI-TV—Terre Haute—1954**

Channel: 10 VHF..AP: 191 Kw...VP: 316 Kw.  
 Owned-Oper. By...Wabash Valley Bcstg. Co.  
 Business Address...918 Ohio Street  
 Tel.: CRawford 9481.....ABC-CBS-NBC-NTA

Representative ..... Bolling  
 President..... Anton Hulman, Jr.  
 General Manager..... J. M. Higgins  
 Program Director..... Ben Falber, Jr.  
 Prom. Dir..... Charles Cogan  
 Chief Engineer..... Don Pettit

Pop.: 2,875,000	<b>Iowa</b>	Stations in State: 65
Families: 884,000		TV Homes: 776,000
Radio Homes: 876,000		TV Stations: 12

**WOI-TV—Ames—1950**

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Iowa State College  
 Address.....Service Bldg.  
 Tel.: CE 2-3400.....A3C  
 Representative.....H-R  
 President.....Dr. James Hilton  
 Gen. Manger.....Robert C. Mulhall  
 Assoc. Gen. Manager.....James H. Davis  
 Commercial Mgr.....Ted Toslebe  
 Chief Engineer.....Keith Ketcham

**WHO-TV—Des Moines—1954**

Channel: 13 VHF..AP: 191 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.....Col. B. J. Palmer  
 Exec. V.P.....Ralph Evans  
 V.P., Resident Manager.....Paul A. Loye  
 Sales Manager.....Robert H. Harter  
 Film Buyer, Prog. Director.....Jack Kerrigan  
 Film Editor.....Robert P. Kress  
 Chief Engineer.....Roy W. Pratt

**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 4-4149.....ABC  
 Representative.....Weed TV Corp.  
 Newspaper Affiliation..Cedar Rapids Gazette  
 President.....Joseph F. Hladky, Jr.  
 General Manager.....Redd Gardner  
 Commercial Manager.....Gene McClure  
 Prog. Dir., Film Mgr.....Ralph D. Willey  
 Prom., Pub. Dir.....Edna A. Herbst  
 Chief Engineer.....Ira V. McDaniel

**KRNT-TV—Des Moines—1955**

Channel: 8 VHF..AP: 199.5 Kw...VP: 316 Kw.  
 Owned-Operated By.....KRNT-TV Co.  
 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  
 Sls. Mgr.....Bill Hippee  
 Chief Engineer.....Charles F. Quentin

**WMT-TV—Cedar Rapids—1953**

Channel: 2 VHF..AP: 70 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. Dolph  
 Exec. V.P., Gen. Mgr.....William B. Quarton  
 V.P., Sales.....Lew Van Nostrand  
 V.P., Operations.....Douglas B. Grant  
 Promotion Director.....Richard Pinney  
 Film Mgr.....Belle Warren  
 Chief Engineer.....George Hixenbaugh

**KQTV—Fort Dodge—1953**

Channel: 21 UHF..AP: 160 Kw...VP: 330 Kw.  
 Owned-Oper. By...Northwest Television Co.  
 Business Address...Warden Bldg.  
 Tel.: 4-0351.....ABC-CBS-NBC  
 Representative.....Pearson  
 Pres., Gen. Mgr.....Edward Breen  
 Exec. Vice Pres.....Gene P. Loffler  
 Comm. Manager.....Rollie Camp  
 Program Director.....Richard Johnson  
 Film Manager.....Stanley McCurdy  
 Chief Engineer.....David Sinclair

**WOC-TV—Davenport—1949**

Channel: 6 VHF..AP: 60.3 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Central Bcstg. Co.  
 Business Address...805 Brady St.  
 Tel.: 3-3661.....NBC  
 Representative.Peters, Griffin, Woodward, Inc.  
 President.....Col. B. J. Palmer  
 Resident Manager.....Ernest Sanders  
 Sales Manager.....F. Pax Shaffer  
 Film Editor.....Ken Wagner  
 Program Director.....Raymond Guth  
 Promotion Director.....Richard W. Upp  
 Chief Engineer.....Paul Arvidson

**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.: 2800.....CBS  
 Representative.....Weed  
 President.....Lee P. Loomis  
 Exec. V.P., Gen. Manager.....Herbert R. Ohrt  
 Nat'l Sales Mgr.....Walther Rothschild  
 Film, Comm. Manager.....Lloyd Loers  
 Prod. Mgr., Prog. Director.....Douglas Sherwin  
 Chief Engineer.....Roger Sawyer

**IOWA-KANSAS****KTVO—Ottumwa—1955**

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By...KTVO Television, Inc.  
 Business Address .....209 East 2nd St.  
 Tel.: MUrray 2-4535.....ABC-CBS-NBC-NTA  
 Representative .....Hollingbery  
 Pres., Gen. Mgr.....James J. Conroy  
 Sta., Comm. Mgr.....Berg Allison  
 Program Director.....James Frost  
 Film Manager.....Glen Proeschold  
 Chief Engineer.....Lloyd Hansen

**KTIV—Sioux City—1954**

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

**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., Corp. Mgr.....Herbert E. Evans  
 General Manager .....Donald D. Sullivan  
 Comm. Manager .....Robert B. Donovan  
 Prog. Director.....Clark Pollock  
 Promotion Director.....John Schambow  
 Film Manager .....Carl Morris  
 Chief Eng.....Robert G. Engelhardt

**KWWL-TV—Waterloo—1953**

Channel: 7 VHF..AP: 214 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Black Hawk Bcstg. Co.  
 Business Address.....Insurance Bldg.  
 Tel.: AD 4-4404.....NBC  
 Representative .....Avery-Knodel  
 Pres., Gen., Sta. Mgr.....Ralph J. McElroy  
 Commercial Mgr.....Don E. Inman  
 Chief Engineer.....T. W. Kirksey

Pop.: 2,275,000  
 Families: 724,000  
 Radio Homes: 672,000

**Kansas**

Stations in State: 47  
 TV Homes: 571,000  
 TV Stations: 10

**KTVC-TV—Ensign—1957**

(Satellite of KAKE-TV, Wichita)

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.....ABC  
 Representative .....Katz  
 President .....Leigh Warner  
 Gen., Sta. Mgr.....Wendell Elliott  
 Prog. Dir., Film Mgr.....Herschel Holland  
 Chief Engineer.....Kenneth Karr

**KGLD—Garden City—1958**

Channel: 11 VHF..AP: 24.7 Kw...VP: 49.3 Kw.  
 (Satellite of KCKT, Great Bend)

Owned-Oper. By.....Central Kans. TV Co.  
 Business Address.....Box 182, Great Bend  
 Tel.: BRidge 6-4311.....NBC  
 Station Representative .....Bolling  
 Resident Manager.....O. Carmichael  
 Chief Engineer.....H. Haeefe

**KBLR-TV—Goodland—1959**

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Tri-State TV, Inc.  
 Business Address.....17th St. & B'way Ave.  
 Tel.: TW 9-2331.....CBS  
 Pres., Gen. Mgr.....Leslie Whittemore  
 Station Manager.....E. R. Jones  
 Sales Manager.....Jack Walkmeyer  
 Program Director.....B. McEvoy  
 Chief Engineer.....Paul Bateman

**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.....E. C. Wedell  
 Gen., Sta. Mgr.....E. L. Kuhlman  
 Program Director.....Bonnie Perry  
 Prom., Pub. Dir.....Lelia Henkle  
 Film Manager.....Wayne Davis  
 Chief Eng.....H. G. Haeefe

**KAYS-TV—Hays—1958**

Channel: 7 VHF..AP: 63.2 Kw...VP: 116.5 Kw.  
 Owned-Oper. By.....Kays, Inc.  
 Business Address.....2300 Hall St.  
 Representative .....Holman, Katz  
 President.....Ross Beach, Sr.  
 General Mgr.....Robert E. Schmidt  
 Station Mgr.....Gene Canfield  
 Production Dir.....Richard A. McDaniel  
 Chief Engineer.....Jame E. Kane

**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 Mgr.....Howard O. Peterson

# KANSAS-KENTUCKY

Commercial Manager.....Eugene F. Gray  
 Prog. Dir., Film Mgr.....Robert D. Snyder  
 Promotion Director.....Mrs. Dean Howing  
 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.: 2508.....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.: CE 3-2377.....ABC-CBS-NBC  
 Representative.....Avery-Knodel  
 President.....O. S. Stauffer  
 Gen. Mgr.....Thad M. Sandstrom  
 Sales Coordinator.....Ray C. Senate  
 Prog. Dir., Film Mgr.....Rush Evans  
 Chief Engineer.....G. E. Voiles

## 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  
 Commercial Mgr.....Donivan D. Waldron  
 Program Dir.....John Froome  
 Film Mgr.....Bary Hultgren  
 Prom., Pub. Dir.....Robert C. Payne  
 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.....NBC  
 Representative.....Petry  
 President.....G. M. Brown  
 V.P., Gen., Sta. Mgr.....W. Moyer  
 Comm. Manager.....Donald Sbarra  
 Program Director.....Sam Worsham  
 Chief Engineer.....Russell V. Goyette

Pop.: 3,209,000  
 Families: 883,000  
 Radio Homes: 865,000

# Kentucky

Stations in State: 78  
 TV Homes: 617,000  
 TV Stations: 9

## WKYT—Lexington—1957

Channel: 27 UHF..AP: 8.7 KW...VP: 17.3 Kw.  
 Owned.....WKYT, Inc.  
 Business Address.....177 N. Upper St.  
 Tel.: 2-2533.....CBS  
 Representative.....Young  
 President.....Hulbert Taft, Jr.  
 Gen. Mgr., Film Buyer.....R. C. Wiegand  
 Program Director.....Garry Brown  
 Film Director.....Dave Fleischer  
 Chief Engineer.....Robert Austin

## WLEX-TV—Lexington—1955

Channel: 18 UHF..AP: 9.2 Kw...VP: 17.0 Kw.  
 Owned-Oper. By.....WLEX-TV, Inc.  
 Business Address.....P.O. Box 1457  
 Tel.: 4-8747.....ABC-NBC  
 Representatives.....Bolling; Dora-Clayton  
 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.....334 East Broadway  
 Tel.: JU 5-2201.....NBC-ABC  
 Representative.....NBC Spot Sales  
 President.....George W. Norton, Jr.

General Manager.....Nathan Lord  
 Commercial Manager.....Ralph Jackson  
 Prog., Film Dir.....George Patterson  
 Prom., Pub. Dir.....Jas. Caldwell  
 Chief Engineer.....Wilbur Hudson

## WHAS-TV—Louisville—1950

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WHAS, Inc.  
 Address.....525 W. Broadway  
 Tel.: JU 5-2211.....CBS  
 Representative.....Harrington, Righter, Parsons  
 Director.....Victor A. Sholis  
 Program Director.....Sam Gifford  
 Prom. Dir.....William Loader  
 Film Manager.....Charles McDaniel  
 Dir. Engineering.....O. W. Towner

## WPSD-TV—Paducah—1957

Channel: 6 UHF..AP: 50 Kw...VP: 100 Kw.  
 Owned.....Paducah Newspapers, Inc.  
 Business Address.....100 Television Lane  
 Tel.: 2-8214.....NBC-NTA  
 Representative.....Pearson  
 President.....Edwin J. Paxton, Sr.  
 V.P., Mgr., Dir.....E. J. Paxton, Jr.  
 General Mgr.....Sam Livingston  
 Sales Mgr.....Charles M. Neel  
 Prog. Dir.....Fitz Hooton  
 Film Mgr.....Bill Watson  
 Chief Engineer.....William Mobley

Pop.: 3,221,000  
Families: 889,000  
Radio Homes: 843,000

# Louisiana

Stations in State: 79  
TV Homes: 666,000  
TV Stations: 14

## KALB-TV—Alexandria—1954

Channel: 5 VHF..AP: 15.2 Kw..VP: 28.4 Kw.  
Owned.....Lanford Telecast. Co., Inc.  
Business Address.....605-11 Washington  
Tel.: 52456.....ABC-CBS-NBC  
Representative.....Weed  
Pres., Film Buyer.....T. B. Lanford  
General Manager.....Willard L. Cobb  
Oper., Prog. Mgr.....Larry McHale  
Chief Engineer.....Robert E. Miller

## WAFB-TV—Baton Rouge—1953

Channel: 28 UHF..AP: 100 Kw..VP: 200 Kw.  
Owned.....Modern Bcstg. Co., Inc.  
Business Address.....P.O. Box 2671  
Tel.: DI 4-8571.....CBS  
Station Representative.....Blair  
Board Chairman.....Dwight W. Martin  
Pres., Gen. Mgr.....Tom E. Gibbens  
Comm. Mgr.....Mervyn E. Rhys  
Program Director.....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: 97.7 Kw.  
Owned-Operated By.....La. TV Bcstg. Co.  
Bus. Address.....1650 Highland Rd.; Box 2906  
Tel.: DI 8-1491.....ABC-NBC-NTA  
News. Affil.....State-Times Morning Advocate  
Representative.....Hollingbery  
Pres., Gen. Mgr.....Douglas L. Manship  
Sales Manager.....Jules L. Mayeux  
Program, Film Mgr.....John Ferguson  
Promotion Director.....Edward F. Hessel, Jr.  
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 398  
Tel.: CE 5-9494.....CBS  
Representative.....O'Connell; Clarke Brown  
President.....Paul H. DeClouet  
Gen. Mgr.....Dierrell Hamm  
Comm. Mgr.....Guy Corley  
Prog. Dir.....David Manning  
Prom. Dir.....Toni Coons  
Film Mgr.....LeRoy Guidry  
Chief Engineer.....Maurice Wynn

## KPLC-TV—Lake Charles—1954

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw  
Owned-Oper. By.....Calcasieu Bcstg. Co.

Business Address.....320 Division St.  
Tel.: HE 6-3631.....ABC-NBC  
Representative.....Weed  
President.....T. B. Lanford  
Gen., Sta. Manager.....P. E. Mills, Jr.  
Comm. Manager.....Art Reuben  
Prom. Dir.....Adele Barnette  
Prog. Director.....A. B. Craft, Jr.  
Chief Engineer.....Ed Barton

## KTAG-TV—Lake Charles—1953

Channel: 25 UHF..AP: 11 Kw..VP: 20.4 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.....Box 1472  
Tel.: FA 2-8155.....ABC-CBS-NTA  
Station Representative.....H-R Representatives  
Board Chairman.....James A. Noe  
President.....James A. Noe, Jr.  
Vice-Pres., Gen. Mgr.....Paul H. Goldman  
Sales & Prom. Mgr.....Jack Ansell, Jr.  
Program Director.....Harry Arthur  
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.: TU 4371.....NBC  
Representative.....Blair  
President.....Edgar B. Stern, Jr.  
Exec. V.P., Gen. Mgr.....Robert D. Swezey  
V.P., Comm. Mgr.....A. Louis Read  
Program Director.....Jerry Romig  
Film Dir.....Elaine Phillips  
Prom., Pub. Dir.....Marion Annenberg  
Operations Mgr.....Stanley Holiday  
Chief Engineer.....Lindsey Riddle

## WJMR-TV—New Orleans—1953

Channel: 20 UHF..AP: 108 Kw..VP: 216 Kw.  
Owned-Oper. By.....Supreme Bcstg. Co. Inc.  
Business Address.....Jung Hotel  
Tel.: EX 3131.....ABC

**LOUISIANA** .....

Representative ..... Weed  
Pres. .... Chester F. Owens  
V.P., Mgr., Dir. .... Geo. A. Mayoral  
V.P., Secy.-Treas. .... Robert E. Jeffers  
General Mgr. .... Mort Silverman  
Station Mgr. .... Dick Kepler

Program Director ..... Tom Abbott  
Dir. Engineering ..... George Mayoral

**WWL-TV—New Orleans—1957**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned ..... Loyola University  
Address ..... 1024 N. Rampart St.  
Tel.: EX 4444 ..... CBS  
Representative ..... Katz  
General Manager ..... W. H. Summerville  
Sales Manager ..... Lawrence M. Carino  
Program Director ..... E. M. Hoerner  
Promotion Mgr. .... Hughes D. Drumm  
Chief Engineer ..... J. D. Bloom, Jr.

**KSLA-TV—Shreveport—1954**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By ..... Shreveport TV Corp.  
Business Address ..... Box 92  
Tel.: 3-6151 ..... CBS  
Representative ..... Paul H. Raymer  
Gen. Mgr. .... Ben Beckham, Jr.  
Station Mgr. .... Winston B. Linam  
Comm. Mgr. .... Deane R. Flett  
Prom., Pub. Dir. .... Carol Vinson  
Chief Engineer ..... Morris C. Barten

**WVUE-TV—New Orleans—1959**

Channel: 13 VHF..AP: 55 Kw..VP: 95 Kw.  
Owned-Oper. By .... New Orleans TV Corp.  
Business Address ..... 1422 Cleveland Ave.  
Tel.: JAcKson 2-2481 ..... ABC  
Representative ..... Weed  
Pres., Gen. Mgr. .... Joseph A. Paretti  
Vice President ..... Chester F. Owens  
Secy. Treas. .... Chalin O. Perez

**KTBS-TV—Shreveport—1955**

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By ..... KTBS, Inc.  
Address ..... 312 E. Kings Hwy.  
Tel.: 7-3644 ..... NBC-ABC  
Representative ..... Edward Petry  
Pres., Gen. Mgr. .... E. Newton Wray  
Station Manager ..... Patrick J. White  
Commercial Manager ..... Joe B. Foster  
Program Director ..... Don Moore  
Promotion Director ..... Doug Duperrault  
Film Manager ..... Marvin Perry  
Chief Engineer ..... Claude R. Scott



**CHANNEL 13**

**AMERICA'S NEWEST  
MAJOR MARKET STATION**  
Represented Nationally by  
**WEED TELEVISION CORP.**



Pop.: 959,000  
Families: 279,000  
Radio Homes: 270,000

# Maine

Stations in State: 23  
TV Homes: 242,000  
TV Stations: 7

## 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.: 6446 ..... ABC-CBS  
Reps. .... Hollingbery, Kettel-Carter  
President ..... Horace Hildreth  
Exec. V.P. .... Leon P. Gorman, Jr.  
V.P.-Operations ..... Walter L. Dickson  
Station Manager ..... Richard B. Bronson  
Comm. Mgr. .... Robert C. McCausland  
Program Director ..... Leon H. Nelson  
Promotion Director ..... Jeanice Bryant  
Film Manager ..... Ralph Libby

## WLBZ-TV—Bangor—1954

Channel: 2 VHF..AP: 18:6 Kw...VP: 36.35 Kw.  
Owned-Operated By .... WLBZ Television Inc.  
Business Address ..... 7 Main St.  
Tel.: 2-4822 ..... ABC  
Sta. Rep. .... Weed  
President ..... William H. Rines  
Station Manager ..... Rudolph O. Marcoux  
Program, Prod. Mgr. .... James Robinson  
Film Manager ..... Don Deakin  
Chief Engineer ..... John Wibby  
(See Page 462)

## WMTW-TV—Poland Spring 1954

Channel: 8 VHF..AP: 52.5 Kw...VP: 105 Kw.  
Owned-Oper. By .... Mt. Washington TV Inc.  
Business Address ..... 477 Congress St., Portland  
Tel.: POrtland Sp. 3-5665 ..... ABC  
Rep. .... Harrington, Righter & Parsons  
Pres. & Gen. Mgr. .... John W. Guider  
Sta., Comm. Mgr. .... Robert L. Maynard  
Prog., Prom. Dir. .... Robert M. Joyce  
Publicity Director ..... Richard Gove  
Film Dir. .... Brian Higgins  
Chief Engineer ..... Parker H. Vincent

## WCSH-TV—Portland—1953

Channel: 6 VHF..AP: 70 Kw...VP: 100 Kw.  
Owned-Oper. By .... Maine Radio & TV Co.

Business Office ..... 157 High Street  
Tel.: SP 2-0181 ..... ABC-NBC  
Representative ..... Weed  
President ..... William H. Rines  
Asst. to Pres. .... Elmore B. Lyford  
Station Manager ..... Jack S. Atwood  
Comm. Manager ..... Bruce McGorrell  
Program Director ..... Burnell Poole, Jr.  
Promotion Director ..... Linwood T. Pitman  
Film Manager ..... George Bowler  
Chief Engineer ..... Chas. Brown  
(See Page 462)

## WGAN-TV—Portland—1954

Channel: 13 VHF..AP: 158 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.  
Station Rep. .... Avery-Knodel; Foster & Creed  
President ..... Jean Gannett Williams  
General Manager ..... Creighton E. Gatchell  
Prog. Dir. .... William G. Wadman  
Comm. Manager ..... Richard E. Bates  
Sta. Manager ..... Samuel G. Henderson  
Prom., Pub. Dir. .... John M. Havey  
Film Manager ..... Earl Fenderson  
Chief Engineer ..... Roger W. Hodgkins

## WAGM-TV—Presque Isle—1956

Channel: 8 VHF..AP: 30 Kw...VP: 60 Kw.  
Owned-Oper. By .... Aroostook Bcstg. Corp.  
Business Address ..... 489 Main St.  
Tel.: 8-2461 ..... ABC-NBC  
Station Rep. .... Hollingbery; Kettel-Carten  
President ..... Horace A. Hildreth  
Exec. V.P. .... Leon P. Gorman, Jr.  
Station Manager ..... Stanley A. Lyons  
Commercial Manager ..... Forrest J. Craig  
Program Director ..... Keith Fowles  
Film Manager ..... Mrs. L. Joyce Gilbert  
Chief Engineer ..... J. Richards

### NATIONAL - REGIONAL SPOT TV ADVERTISERS

See Page 77  
FOR TOP 100

Pop.: 3,030,000  
 Families: 842,000  
 Radio Homes: 795,000

# Maryland

Stations in State: 35  
 TV Homes: 731,000  
 TV Stations: 6

## WJZ-TV—Baltimore—1957

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By...Westinghouse Bcastg. Co.  
 Business Address...Television Hill  
 Tel.: MO 4-7600.....ABC  
 Sta. Representative.....Blair TV  
 After July 1.....TvAR  
 President.....Donald H. McGannon  
 Gen., Sta. Mgr.....Larry H. Israel  
 Sales Mgr.....Joseph P. Dougherty  
 Pub. Dir.....Tommy Dukehart  
 Ops. Mgr.....Jim Kilian  
 Prog. Mgr.....Joel Chaseman  
 Promotion Director..A. H. "Chris" Christensen  
 Chief Engineer.....B. Wolfe  
 Owners of: WBZ-TV, Boston; KYW-TV, Cleveland; KPIX, San Francisco; KDKA-TV, Pittsburgh.

Station Manager.....Brent O. Guntz  
 Asst. Sta. & Sales Mgr.....Willis K. Freiert  
 Program Director.....James E. Kovach  
 Promotion Mgr.....Kent Redgrave

## WMAR-TV—Baltimore—1947

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Operated By.....The A. S. Abell Co.  
 Business Address.....2 W. Redwood St.  
 Tel.: MU 5-5670.....CBS  
 Newspaper Affiliation..Baltimore Sunpapers  
 Representative.....Katz  
 President.....William F. Schmick, Sr.  
 Exec. V.P.....William F. Schmick, Jr.  
 General Manager.....E. K. Jett  
 Commercial Manager.....E. A. Lang  
 Promotion Director.....Anthony Picha  
 Chief Engineer.....Carlton G. Nopper

## 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  
 Newspaper Affil.....Baltimore News. Post  
 Representative.....Edward Peiry  
 Vice-Pres. & Gen. Mgr.....D. L. Provost  
 Vice-Pres. (Engineering).....John T. Wilner

## WBOC-TV—Salisbury—1954

Channel: 16 UHF..AP: 8.4 Kw...VP: 15.8 Kw.  
 Owned & Oper.....Peninsula Broadcasting Co.  
 Address.....Radio-Tv, Park  
 Tel.: PI 9-6131.....ABC-CBS  
 Sta. Rep.....Headley-Reed  
 President.....John W. Downing  
 Gen., Prom. Mgr.....Charles J. Truitt  
 Commercial Manager.....H. Wendell Henry

### WMAR-TV

SUNPAPERS  
 TELEVISION  
 Baltimore 3, Md.

IN MARYLAND  
 MOST  
 PEOPLE WATCH  
 WMAR TV  
 CHANNEL  
 2

"MARYLAND'S  
 PIONEER TELEVISION  
 STATION"

Pop.: 5,125,000  
Families: 1,559,000  
Radio Homes: 1,529,000

# Massachusetts

Stations in State: 58  
TV Homes: 1,418,000  
TV Stations: 12

## WBZ-TV—Boston—1948

Channel: 4 VHF. AP: 28.12 Kw.. VP: 56.24 Kw.  
Owned-Oper By... Westinghouse B'casting Co.  
Address.....1170 Soldiers Field Rd.  
Tel.: AL 4-5670.....NBC  
Sta. Representative. Peters, Griffin, Woodward  
After July 1.....TVAR  
President..... Donald H. McGannon  
General Mgr. .... F. A. Tooke  
Program Director..... H. B. Cahon  
Promotion Director..... W. B. Colvin  
Publicity Director..... Frances M. Corcoran  
Film Manager..... R. Jenkins  
Chief Engineer..... W. H. Hauser  
Owners of: KYW-TV, Cleveland; KPIX, San Francisco; KDKA-TV, Pittsburgh, Pa.; WJZ-TV, Baltimore.

## WHDH-TV—Boston—1957

Channel: 5 VHF. AP: 32.4 Kw.. VP: 64.8 Kw.  
Owned..... WHDH, Inc.  
Address..... 6 St. James Ave.  
Tel.: HANcock 6-5500.....ABC-CBS-NBC-NTA  
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  
Publicity Dir..... Joseph Costanza  
Film Manager..... Joseph Levine  
Chief Engineer..... Philip K. Baldwin

## WNAC-TV—Boston—1948

Channel: 7 VHF. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By.....RKO Teleradio Pictures  
Business-Studio Address.....21 Brookline Ave.  
Tel.: CO 8-0800.....CBS  
Representative..... H-R  
President..... Norman Knight  
Exec. V.P..... George Steffy  
V.P., Sales..... Tom Bateson  
Nat. Sales Mgr..... Proctor Jones  
Promotion Dir..... George Hallberg  
Program Dir..... John D. Maloy  
Publicity Dir..... Phyllis Doherty  
Film Manager..... Guy Giampapa  
Technical Director..... Harry Whittemore

Pop.: 8,099,000  
Families: 2,329,000  
Radio Homes: 2,289,000

# Michigan

Stations in State: 95  
TV Homes: 2,095,003  
TV Stations: 19

## WNEM-TV—Bay City—Saginaw—1954

Channel: 5 VHF. AP: 50 Kw.. VP: 100 Kw.  
Owned-Operated By.....Gerity Bcstg. Co.  
Business Address.....Wenonah Hotel

## WRLP—Greenfield—1957

(Affiliated with WWLP, Springfield)  
Channel: 32 UHF. AP: 100 Kw.. VP: 200 Kw.  
Owned By.....Springfield TV Bcstg. Corp.  
Business Address.....P.O. Box 32, Northfield  
Tel.: NOrthfield 336.....ABC-NBC  
Sta. Rep..... Hollingbery; Kettell-Carter  
Pres., Gen. Mgr..... William L. Putnam  
Commercial Manager..... Horace Nichols

## WWLP—Springfield—1952

Channel: 22 VHF. AP: 107 Kw.. VP: 219 Kw.  
Owned By.....Springfield TV Bcstg. Corp.  
Business Address.....P.O. Box 2210  
Tel.: State 5-5311.....ABC-NBC  
Sta. Rep..... Hollingbery; Kettell-Carter  
Chairman..... Roger L. Putnam  
Pres., Gen. Mgr..... William L. Putnam  
Gen. Sales Mgr..... J. H. Ferguson, Jr.  
Station Mgr..... John Fergie  
Program Director..... Jerry Barnes  
Promotion Mgr..... Frank Dougherty, Jr.  
Film Buyer..... Wallace Sawyer  
Chief Engineer..... Ralph Jay

## 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-NTA  
Representative..... Branham, Wheeler  
President..... William Dwight  
Gen., Sta. Manager..... Charles N. DeRose  
Comm. Manager..... Patrick J. Montague  
Program, Film Mgr..... Murray Tesser  
Chief Engineer..... Harold Schumacker

## WWOR—Worcester—1952

Channel: 14 UHF. AP: 18.2 Kw.. VP: 9.6 Kw.  
Owned By.....Springfield TV Bcstg Co.  
Business Address. P. O. Box 2210, Springfield  
Tel.: State 5-5311.....ABC-NBC  
Representative..... Hollingbery, Kettell-Carter  
Pres. & Gen. Mgr..... William L. Putnam  
Vice President..... George R. Townsend  
Program Dir..... Jerry Barnes  
Chief Engineer..... James MacMahon

Tel.: TW 3-4504.....NBC-NTA  
Representative..... Petry  
President..... James Gerity, Jr.  
V.P., Gen. Mgr..... Russell A. Gohring  
Dir. Operations..... Tom Matthews  
Production Director..... Hal Stone  
Promotion Director..... Thomas Sumner

# MICHIGAN

Film Manager.....Vince Collins  
Chief Engineer.....Leo Heisel

## WWTW—Cadillac—1954

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  
Representative.....Hollingbery  
President.....John E. Fetzer  
Gen. Mgr.....Gene Ellerman  
Prog. Dir.....Paul Hill  
Prom., Mdsq. Mgr.....John Wheat  
Chief Engineer.....George A. Wilson

## CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF..AP: 180 Kw..VP: 325 Kw.  
Owned-Oper..Western Ontario Brdcstng. Co.  
Business Address.....3300 Guardian Bldg.  
Tel.: WO 1-7200.....CBC  
Rep.....All-Canada TV Ltd., Adam Young  
Pres., Gen. Manager.....J. E. Campeau  
Oper. Mgr., Prog. Dir.....S. C. Ritchie  
Comm. Mgr.....Norman Hawkins  
Prom., Pub. Dir.....Arthur Gloster  
Film Manager.....Arthur MacColl  
Dir. of Engineering.....Stuart Clark

## 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  
Newspaper Affiliation.....Miami Beach Sun  
Representative.....Katz  
President.....George B. Storer  
V.P., Managing Dir.....Bill Michaels  
Program Mgr.....Ralph R. Rust  
Comm. Mgrs...K. T. McKenney, B. S. Buchanan  
Prom., Merch. Mgr.....Bob Edell  
Publicity Dir.....Betty Anderson  
Chief Engineer.....Joseph B. Haigh  
Owners of: WSPD-TV, Toledo; WAGA-TV,  
Atlanta; WJW-TV, Cleveland.

## 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.....Edwin K. Wheeler  
Asst. General Manager.....Don DeGroot  
Sta. Mgr.....James Schiavone  
Business Manager.....Henry C. Rogers  
Prog. & Prod. Manager.....Ian Harrower  
Sales Prom. Manager.....Glenn Kyker  
Sls. Development Mgr.....Frank Steltenkamp  
Natl. Sls. Mgr.....Ray W. Colie  
Local Sls. Mgr.....John A. Wales  
Gen. Eng. Manager.....E. J. Love

## WXYZ-TV—Detroit—1948

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

Owned-Oper. By...American Broadcasting Co.  
Business Address.....1700 Mutual Bldg.  
Tel.: WO 3-8321.....ABC  
Representative.....Blair-TV  
V.P.....John F. Pival  
Sales Manager.....Ralph Dawson  
Merchandising Manager.....Harold Christian  
Film Mgr.....Ken Sims  
Prom., Publicity Director.....Bud Kirvan  
Chief Engineer.....Charles Kocher

## WJRT—Flint—1958

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....WJR, Goodwin Station, Inc.  
Business Address.....2302 Lapeer Road  
Tel.: CE 9-6611.....ABC  
Station Rep.....Harrington, Righter & Parsons  
President.....John F. Patt  
Gen. Mgr.....Worth Kramer  
Sta. Mgr.....A. Donovan Faust  
Program Director.....Franklin C. Mitchell  
Prom., Public. Dir.....Donn Shelton  
Film Mgr.....Francis Edwards  
Chief Engineer.....C. Jones

## WOOD-TV—Grand Rapids—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....Wood Bcstg., Inc.  
Address.....120 College S E  
Tel.: GLEndale 9-4125.....ABC-NBC-NTA  
Representative.....Katz  
Pres., Gen. Mgr.....Willard Schroeder  
Gen. Sales Manager.....Arthur M. Swift  
Program Director.....John Shaw  
Promotion Director.....Clark Grant  
Publicity Director.....John Burpee  
Film Manager.....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  
V.P., Managing Director.....Carl E. Lee  
Sales Manager.....Donald DeSmit  
Program Director.....Charles Lynch  
Promotion Director.....William Hunt  
Film Mgr.....Mel Haavind  
Chief Engineer.....Arthur Covell

## WJIM-TV—Lansing—1950

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Gross Telecasting, Inc.  
Address.....2820 E. Saginaw  
Tel.: IV 2-1333.....ABC-CBS-NBC  
Representative.....Peters, Griffin, Woodward  
President.....Harold Gross  
Commercial Mgr.....Keith R. Oliver  
Film Manager.....Phil Sherck  
Prom., Pub.....Ned Ryan  
Chief Engineer.....Carleton Musson

## WDMJ-TV—Marquette—1956

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.

**MICHIGAN-MINNESOTA**

Owned-Oper. By . . . . . Lake Superior Bcstg Co.  
 Business Address . . . . . 249 W. Washington St.  
 Newspaper Affiliation . . . . . Mining Journal  
 Tel.: CA 6-3524 . . . . . CBS  
 Representative . . . . . Weed  
 President . . . . . Frank J. Russell, Jr.  
 General Mgr. . . . . W. H. Treloar  
 Sta., Comm. Mgr. . . . . Robert J. Luke  
 Program Dir. . . . . Ted Hansen  
 Promotion Dir. . . . . Ruby Apostle  
 Film Mgr. . . . . Kenneth Borst  
 Chief Engineer . . . . . Paul Anick

### WILX-TV—Onondaga-Lansing 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  
 Pres., Gen. Mgr. . . . . J. C. Pomeroy  
 Gen. Sales Mgr. . . . . Martin Giaino  
 Promotion Manager . . . . . L. B. Fishout  
 Program Director . . . . . David Froh  
 Chief Engineer . . . . . Donald Wright

### WKNX-TV—Saginaw—1953

Channel: 57 UHF . . . . . AP: 207 Kw. . . . . VP: 103 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  
 V.P. . . . . Hon. Alvin M. Bentley  
 Station Manager . . . . . Howard H. Wolfe  
 Commercial Manager . . . . . Robert M. Chandler  
 Program Director . . . . . Robert A. Oliver  
 Business Mgr. . . . . L. Lee Purvis  
 Prom. Dir. . . . . Vincent Picard  
 Film Manager . . . . . A. J. Schweitzer  
 Chief Engineer . . . . . Max W. Thomas

### WPBN-TV—Traverse City 1954

Channel: 7 VHF . . . . . AP: 32.4 Kw. . . . . VP: 53.7 Kw.  
 Owned-Oper. By . . . . . Midwestern Bcstg. Co.  
 Business Address . . . . . Paul Bunyan Bldg.  
 Tel.: WI 7-7675 . . . . . NBC  
 Representative . . . . . Beckjorden  
 President, Gen. Mgr. . . . . Les Biederman  
 Station Mgr., Prog. Dir. . . . . John Anderson  
 Commercial Mgr. . . . . R. E. Detwiler  
 V.P.—Chief Engineer . . . . . William H. Kiker

Pop.: 3,325,000  
 Families: 969,000  
 Radio Homes: 946,000

## Minnesota

Stations in State: 63  
 TV Homes: 814,000  
 TV Stations: 11

### 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  
 Gen., Sta. Mgr. . . . . Glenn W. Flint  
 Comm. Mgr. . . . . Gideon Klein  
 Prog. Dir. . . . . Ken Bechtel  
 Prom. Dir. . . . . Russell Cox  
 Film Mgr. . . . . Douglas Froemming  
 Chief Engineer . . . . . K. Olson

### KMMT—Austin—1953

Channel 6 VHF . . . . . AP: 6.17 Kw. . . . . VP: 12.3 Kw.  
 Owned By . . . . . Blackhawk Bcstg. Co.  
 Business Address . . . . . Hiway No. 105 S.  
 Tel.: HE 3-8836 . . . . . ABC-NTA  
 Representative . . . . . Avery-Knodel, Inc.  
 General Manager . . . . . Thomas L. Young  
 Commercial Manager . . . . . Don Jones  
 Promotion Director . . . . . Marge Nelson  
 Film Manager . . . . . Dick Lane  
 Chief Engineer . . . . . Leo Chenier

### KDAL-TV—Duluth-Superior 1954

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

Owned-Oper. By . . . . . Red River Bcstg. Co., Inc.  
 Business Address . . . . . Bradley Building  
 Tel.: RA 2-2628 . . . . . ABC-CBS  
 Representative . . . . . Avery-Knodel  
 General Manager . . . . . Odin S. Ramsland  
 Sales Manager . . . . . John Grandy  
 Chief Engineer . . . . . Robert Dettman

### 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  
 Tel.: RA 7-8484 . . . . . ABC-NBC  
 News. Affil. . . . . Duluth Herald & News-Tribune  
 Sta. Rep. . . . . Peters, Griffin, Woodward; Evans  
 President . . . . . Bernard H. Ridder  
 General Mgr. . . . . Clarence D. Tully  
 Commercial Manager . . . . . Carlo Anneke  
 Program Dir. . . . . Ed Conrad  
 Promotion Director . . . . . Martin Olson  
 Film Manager . . . . . Bill Ashton  
 Chief Engineer . . . . . George Carlson

### 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.

There's always  
something  
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**Channel 9**

MINNEAPOLIS-ST. PAUL

AN NTA OWNED AND OPERATED STATION

## MINNESOTA-MISSISSIPPI

Chr. of Bd. . . . . Wm. J. McNally  
 President . . . . . Robert B. Ridder  
 Exec. V.P. . . . . F. Van Konynenburg  
 Asst. Mgr. for TV . . . . . Sherman Headley  
 Comm. Mgr. . . . . Robert N. Ekstrum  
 Film Manager . . . . . Harry C. Jones  
 Prom., Pub. Director . . . . . Gene Godt  
 Program Dir. . . . . Gwen Harvey  
 Chief Engineer . . . . . John M. Sherman

### KMSP-TV—Minneapolis-St. Paul 1955

Channel: 9 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . United Television, Inc.  
 Business Address . . . . . 180 Foshay Tower  
 Tel.: FE 9-8811 . . . . . NTA  
 Station Rep. . . . . NTA Spot Sales; H & R West  
 Pres., Gen. Mgr. . . . . Donald Swartz  
 Commercial Manager . . . . . Richard Butterfield  
 Nat. Sales Mgr. . . . . James W. Anderson  
 Program Dir. . . . . Joseph Carney  
 Publicity Director . . . . . David Lee  
 Chief Engineer . . . . . Gordon Benson

### WTCN-TV—Minneapolis—1953

Channel: 11 VHF . . . AP: 150 Kw. . . VP: 316 Kw.  
 Owned-Operated By . . . Twin State Bcstg. Inc.  
 Business Address . . . . . 2925 Dean Blvd.  
 Tel.: Walnut 7-8881 . . . . . ABC  
 Representative . . . . . Katz  
 President . . . . . Weston C. Pullen, Jr.  
 Gen., Sta. Mgr. . . . . Phil Hoffman  
 Commercial Manager . . . . . James R. Hoel

Prog. Dir., Film Mgr. . . . . Ted Snider  
 Asst. Mgr. . . . . John M. Baldwin  
 Chief Engineer . . . . . W. Fritze

### KROC-TV—Rochester—1953

Channel: 10 VHF . . . AP: 120 Kw. . . VP: 240 Kw.  
 Owned-Oper. By . . . . . So. Minn. Bcstg. Co.  
 Business Address . . . . . 100 - 1st Ave. Bldg.  
 Tel.: AT 2-8665 . . . . . NBC  
 Station Representative . . . . . Meeker; Hyett  
 President . . . . . Mrs. Gregory P. Gentling  
 General Manager . . . . . G. David Gentling  
 Station Manager . . . . . Willard Lampman  
 Comm. Mgr. . . . . Will Jackson  
 Prom., Pub. Director . . . . . Mrs. Gen Holmes  
 Prog. Dir., Film Manager . . . . . Don Perry  
 Chief Engineer . . . . . Robert W. Cross

### 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.: MI 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  
 V.P. Research, Dev. . . . . Stanley S. Hubbard  
 Prog. Dir., Film Mgr. . . . . Del Franklin  
 Prom., Pub. Director . . . . . William Davey  
 Chief Engineer . . . . . Wm. S. Sadler

Pop.: 2,259,000  
 Families: 585,000  
 Radio Homes: 569,000

## Mississippi

Stations in State: 72  
 TV Stations: 11  
 TV Homes: 334,000

### WCBI-TV—Columbus—1956

Channel: 4 VHF . . . AP: 18 Kw. . . VP: 20 Kw.  
 Owned-Oper. By . . . . . Bernie Imes, Jr.  
 Business Address . . . . . Highway 12 North  
 Tel.: FAirfax 8-5631 . . . . . ABC-CBS-NBC-NTA  
 Newspaper Affiliation . . . Commercial Dispatch  
 Representative . . . . . Everett McKinney  
 President . . . . . Birney Imes, Jr.  
 Gen., Prom. Mgr. . . . . P. B. Hinman  
 Commercial Mgr. . . . . Bill Whitfield  
 Program Director . . . . . Jack Huffman  
 Film Manager . . . . . Edward Prescott  
 Chief Engineer . . . . . Tom McFerrin

### WDAM-TV—Hattiesburg

Channel: 9 VHF . . . AP: 33.1 Kw. . . VP: 55 Kw.  
 Owned-Oper. By . . . . . Lion Television Corp.  
 Business Address . . . . . Box 1649  
 Tel.: JU 4-8441 . . . . . ABC-NBC  
 Representative . . . . . Pearson  
 President . . . . . David A. Matison  
 General Mgr. . . . . Marvin Louis Reuben  
 Comm. Mgr. . . . . Jerry P. Keith  
 Program Director . . . . . Dave L. Waite  
 Promotion Director . . . . . Max Goodman  
 Film Manager . . . . . Charles Shade  
 Chief Engineer . . . . . Clarence Vogel

### WJTV—Jackson—1954

Channel: 12 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . Capitol Broadcasting Co.  
 Business Address . . . . . Box 8187  
 Tel.: FI 4-2512 . . . . . ABC-CBS-NTA  
 Newspaper Affil. . . . . Clarion Ledger; Daily News  
 Station Representative . . . . . Katz  
 President . . . . . T. M. Heder, Jr.  
 General Manager . . . . . L. M. Sepaugh  
 Station Manager . . . . . Owens F. Alexander  
 Comm. Manager . . . . . Bill Carlier  
 Program Director . . . . . Ken Parks  
 Prom., Pub. Dir. . . . . Sandy McMillan  
 Film Manager . . . . . L. M. Sepaugh, Jr.  
 Chief Engineer . . . . . C. A. Perkins

### WLBT—Jackson—1953

Channel: 3 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Lamar Life Bcstg. Co.  
 Business Address . . . . . 715 S. Jefferson  
 Tel.: FI 2-2691 . . . . . ABC-NBC  
 Representative . . . . . Hollingbery  
 President . . . . . P. K. Lutken  
 Gen., Station Mgr. . . . . Fred L. Beard  
 Comm. Manager . . . . . Frank Gentry  
 Program Director . . . . . Maurice Thompson  
 Prom., Pub. Director . . . . . Charles H. Allen

KPLR<sup>T</sup>

channel **11** st. louis, mo.

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PROGRAMMED**

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# IMAGINATION

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**VIDEO CITY STUDIOS** ✱

Chase/Park Plaza Hotels

St. Louis 8, Missouri



**16** *new concept on location studios*

**2** *video tape units*

*swimming pool*

*ice rink*

**75'** by **65'** *main production stage*

For The Full  
Channel 11 Story  
See the Colonel  
at P.G.W.

MR. HAROLD KOPLAR *President*

MR. JAMES L. CADDIGAN *Executive Vice-President*

MR. JAMES GOLDSMITH *Director of Sales*



## MISSISSIPPI-MISSOURI

Film Manager.....Bruce Nicholson  
Chief Engineer.....Bob Smathers

### WTOK-TV—Meridian—1953

Channel: 11 VHF..AP: 156 Kw..VP: 316 Kw.  
Owned-Oper. By.....Southern Television Corp.  
Business Address.....Southern Bldg.  
Tel.: 3-1441.....ABC-CBS-NBC  
Representative.....Headly-Reed  
President.....Robert F. Wright  
Sales Manager.....W. B. Crooks  
Prog., Prom. Dir.....Cecil Germany  
Chief Engineer.....Joe Saxon

### WTWV—Tupelo—1957

Channel: 9 VHF..AP: 13.6 Kw..VP: 27.2 Kw.  
Owned-Oper. By.....Tupelo Citiz. TV Co.  
Bus. Address.....Beech Springs Rd.; Box 163  
Tel.: VI 2-7620.....NBC  
Representative.....Jack Masla  
Pres., Gen. Mgr.....Frank K. Spain  
Commercial Manager...Charles H. Hicks, Jr.  
Program Director.....William B. Landers  
Prom., Pub. Dir.....Perrin Purvis  
Film Manager.....Gerald D. Stanford

Pop.: 4,531,070  
Families: 1,359,000  
Radio Homes: 1,321,000

## Missouri

Stations in State: 77  
TV Homes: 1,169,000  
TV Stations: 17

### 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.....Headly-Reed Co.  
President.....Oscar C. Hirsch

### KOMU-TV—Columbia—1953

Channel: 8 VHF..AP: 126 Kw..VP: 251 Kw.  
Owned-Oper. By.....Curators of Univ. of Mo.  
Business Address.....Highway 63, South  
Tel.: Gibson 2-1122.....ABC-NBC-NTA  
Representative.....H.R.  
Director of TV.....Edward G. Lambert  
Station Manager.....Glenn C. Griswold  
Commercial Manager.....John O. Conwell  
Program Director.....Monte Gurwit  
Promotion Director.....Jean Meredith  
Film Manager.....Ron C. Hunt  
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.....510 Main St., Quincy, Ill.  
Tel.: BA 2-6200.....CBS  
Representative.....Weed  
Gen., Nat'l. Sls. Mgr.....Walter Rothschild  
Program Dir.....Bob Eickmeyer  
Promotion Director.....Dick Moore  
Film Manager.....Jean Eager  
Chief Engineer.....J. E. Gray

### KRCG-TV—Jefferson City—1955

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Jefferson TV Co.  
Business Address.....Jefferson City  
Tel.: 6-6188.....ABC-CBS  
Newspaper Affiliation.....News Tribune  
Representative.....Blair TV Assoc.  
President.....William H. Weldon  
Gen., Film Mgr.....Robert Blosser  
Sales Mgr.....R. E. Maxwell  
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-NTA  
Representative.....Avery-Knodel  
President.....Jack N. Berkman  
General Manager.....Harry Burke  
Commercial Mgr.....D. T. Knight  
Program Director.....Ronald Robson  
Prom., Pub. Dir.....William Harned  
Chief Engineer.....Jack Langford

### KCMO-TV—Kansas City—1953

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. By.....Meredith Publishing Co.  
Business Address.....125 East 31st St.  
Tel.: JE 1-6789.....CBS  
Representative.....Katz  
General Manager.....E. K. Hartenbower  
Comm. Manager.....S. B. Tremble  
Program Dir.....Kenneth W. Heady  
Prom., Pub. Director.....F. C. Strawn  
Film Manager.....T. R. Thompson  
Chief Engineer.....Carl Troeglen  
Owners of: KPHO, Phoenix, Ariz.; WOW-TV,  
Omaha, Neb.; WHEN-TV, Syracuse, N. Y.  
(See Page 498)

### WDAF-TV—Kansas City—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By...Natl. Missouri TV Inc.  
Business Address.....Signal Hill  
Tel.: PL 3-4567.....NBC  
Representative...Harrington, Righter, & Parsons  
President.....Charles L. Glett  
General Manager.....William A. Bates  
Station Manager.....Jay Barrington  
Comm. Manager.....E. Manne Russo  
Program Director.....Bob Wormington  
Promotion Director.....Jud Woods  
Chief Engineer.....James Schmidt

### KMBC-TV—Kansas City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....KMBC Bcstg. Co.  
Business Address.....11th & Central Streets

## MISSOURI-MONTANA

Tel.: HA 1-2650.....ABC  
Representative. Peters, Griffin, Woodward, Inc.  
President ..... Donald Dwight Davis  
Exec. V.P. .... John T. Schilling  
V.P. & Sales Man..... George J. Higgins  
Station Mgr. .... Mori Greiner  
Production Manager..... Lou Kemper  
Promotion Director..... Joe Redmond  
Chief Engineer..... Henry Goldenberg

### KMOS-TV—Sedalia—1954

Channel: 6 VHF..AP: 8.7 Kw..VP: 16.4 Kw.  
Owned-Oper. By....Cook Paint & Varnish Co.  
Business Address.....2100 W. Broadway  
Tel.: TAYlor 6-1651.....ABC  
Representative ..... Pearson  
Gen., Sta. Mgr..... John Garner  
Commercial Manager..... Virgil L. Cobia  
Prog., Prom. Dir..... Miss Le Chapman  
Chief Engineer..... Bob Klein

### 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-N7A  
Representative ..... Weed  
President ..... J. H. G. Cooper  
Gen., Sta. Mgr..... G. Pearson Ward  
Sales Manager..... Jack Lloyd  
Program Director..... Kevin McAndrews  
Film Manager..... Ted Tucker  
Chief Engineer..... William F. Curry

### KYTV—Springfield—1953

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

### KFEQ-TV—St. Joseph—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....KFEQ Bcstg. Co.  
Business Address.....40th & Faxon  
Tel.: ADams 3-2528.....ABC-CBS  
Representative ..... Blair Assoc.  
President ..... Jesse D. Fine  
Gen., Sta. Mgr..... Ted Nelson  
Sales Manager..... Carlton Schirmer  
Prog. Dir., Film Mgr..... Gene Milsteyn  
Promotion Director..... Franklin Kay  
Chief Engineer..... John Carroll

### KPLR-TV—St. Louis—1959

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By....North Kingshighway, Inc.  
Address.....4935 Lindell Blvd.  
Tel.: FOrest 7-3300.....Independent  
Representative.....Peters, Griffin, Woodward  
President ..... Harold Koplak  
Exec. Vice President..... James L. Caddigan  
Dir. of Sales..... James Goldsmith  
Publicity-Promo..... M. E. Furey  
Dir. of Engineering..... K. E. Hildebrand  
(See Page 856)

### 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 1-111.....NBC  
Newspaper Affiliation..St. Louis Post-Dispatch  
Representative.....NBC Spot Sales  
President ..... Joseph Pulitzer, Jr.  
Gen., Sta. Mgr..... Harold Grains  
Commercial Mgr..... Guy E. Yedell  
Pub. Dir. .... Robert Hannon  
Film Mgr. .... Keith Gunther  
Promotion Director..... Fred J. Mueller  
Chief Engineer..... J. E. Risk

### 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  
Representative.....CBS-TV Spot Sales  
Gen. Mgr..... Gene Wilkey  
Sales Manager..... Charles McAbee  
Prog. Dir., Film Mgr..... Leon Drew  
Dir. of Tech. Oper..... Harry Harvey  
Dir., Pub., Prom..... Tom Stanton

### KTVI—St. Louis—1955

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned.....Signal Hill Telecasting Corp.  
Business Address.....5915 Berthold  
Tel.: MI 7-3600.....ABC  
Newspaper Affiliation.....Globe Democrat  
Representative ..... Blair-TV  
President ..... Harry Tenenbaum  
V.P., Gen. Mgr..... Joseph Bernard  
V.P., Sta. Mgr..... Paul E. Peltason  
Commercial Manager..... Paul Litt  
Prog. Dir..... Frederick S. Buschmeyer  
Promotion Director..... Don B. Curran  
Film Manager..... John Link  
Chief Engineer..... Richard Trompeter

Pop.: 674,000  
Families: 211,000  
Radio Homes: 197,000

## Montana

Stations in State: 32  
TV Homes: 122,000  
TV Stations: 10

### KGHL-TV—Billings—1958

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Address.....214 N. 30th St.  
Owned.....Midland Empire Bcstg. Co.

Tel.: 2-4676.....NBC  
Station Representative.....Young  
President.....P. N. Fortin  
General Manager..... Jeff Klichli  
Commercial Mgr..... Warren Marshall

## MONTANA-NEBRASKA

Prog., Prom. Dir. . . . . Gertrude Nyberg  
 Chief Engineer . . . . . D. Jansma

### KOOK-TV—Billings—1953

Channel: 2VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By . . . . . Montana Network  
 Business Address . . . . . P. O. Box 2557  
 Tel.: 2-5611 . . . . . ABC-CBS  
 Station Representative . . . Gill:Perna; Moore  
 Pres., Gen. Mgr. . . . . Joseph S. Sample  
 Station Manager . . . . . Ed Peiss  
 Comm. Manager . . . . . John Conner  
 Program Director . . . . . George Green  
 Promotion Director . . . . . Conna G. May  
 Publicity Director . . . . . C. Randall Philmp  
 Film Manager . . . . . Duane McCoy  
 Chief Engineer . . . . . Grant French

### KXLF-TV—Butte—1953

Channel: 4 VHF..AP: 29.5 Kw..VP: 56.2 Kw.  
 Owned-Oper. By . . . . . Television Montana  
 Business Address . . . . . Box 1956  
 Tel.: 2-9111 . . . . . ABC-NBC-CBS  
 Representative . . . . . Gill Perna, Moore  
 Pres., Gen. Mgr. . . . . E. B. Craney  
 Station Manager . . . . . Jim Manning  
 Chief Engineer . . . . . Lloyd Scott

### 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.: Empire 5-3377 . . . . . ABC-CBS  
 Representative . . . . . Grant Webb  
 Pres., Film Mgr. . . . . Lewis W. Moore  
 Pres., Gen. Mgr. . . . . E. B. Craney  
 General Manager . . . . . Daniel C. Palen  
 Program Director . . . . . Shirley Henriksen

### KFBB-TV—Great Falls—1953

Channel: 5 VHF..AP: 12.7 Kw..VP: 25.4 Kw.  
 Owned-Oper. By . . . . . Wilkins Broadcast Inc.

Business Address . . . . . Box 1139  
 Tel.: GL 3-4377 . . . . . ABC-CBS-NBC  
 Station Representative . . . . . Gill-Perna  
 Pres., Gen. Mgr. . . . . J. P. Wilkins  
 Comm., Sta. Manager . . . . . W. C. Blanchette  
 Program Director . . . . . Pen Brown  
 Chief Engineer . . . . . Anthony Lopuch

### KRTV—Great Falls—1958

Channel: 3 VHF..AP: 0.25 Kw..VP: 0.5 Kw.  
 Owned By . . . . . Snyder & Assoc.  
 Business Address . . . . . Box 818  
 Tel.: GL 2-2433 . . . . . Independent  
 Sta. Rep. . . . . Forjoe  
 Pres., Gen., Sta. Mgr. . . . . Dan Snyder  
 Program, Prom. Dir. . . . . Don Bradley

### KULR—Kalispell—1957

Channel: 9 . . . . . AP: 8.9 Kw. . . . . VP: 15.1 Kw.  
 Owned By . . . . . KGEZ-TV, Inc.  
 Business Address . . . . . Buffalo Hill  
 Tel.: SK 6-5056 . . . . . CBS-NBC  
 Representative . . . . . Donald Cooke  
 President . . . . . Frank Reardon  
 Station Manager . . . . . G. Norman Penwell  
 Ch. Eng. . . . . Jess Waymire

### KMSO-TV—Missoula—1954

Channel: 13 VHF..AP: 95 Kw..VP: 191 Kw.  
 Owned-Oper. By . . . . . Mosby's Inc.  
 Business Address . . . . . 127 East Main St.  
 Tel.: 9-4169 . . . . . ABC-CBS-NBC  
 Pres., Sta. Mgr. . . . . A. J. Mosby  
 Comm. Mgr., Prog. Dir. . . . . Stanley Deck  
 Prom., Pub. Dir. . . . . Laurel Eicholz  
 Film Manager . . . . . Linda Paoli  
 Chief Engineer . . . . . Amos Hargrave

Pop.: 1,519,000  
 Families: 461,000  
 Radio Homes: 450,000

## Nebraska

Stations in State: 33  
 TV Homes: 373,000  
 TV Stations: 11

### 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 Affiliation Hastings Daily Tribune  
 Representative . . . . . Weed  
 President . . . . . Fred A. Seaton  
 General Mgr. . . . . Duane L. Watts  
 Operations Mgr. . . . . Bob Schnuelle  
 Chief Engineer . . . . . Duane Allison

Tel.: WY 5-5952 . . . . . ABC-CBS  
 Representative . . . . . Meeker  
 President . . . . . Wayne Brewster  
 Gen. Mgr. . . . . Harold Hamilton  
 Station Manager . . . . . Jack Gilbert  
 Film Mgr. . . . . Bob Brooke  
 Production Manager . . . . . Moe Milliken  
 Pub. Director . . . . . Tom Nuss  
 Dir. of Eng. . . . . Dixie Greely

### KOLN-TV—Lincoln—1953

Channel: 10 VHF..AP: 153 Kw..VP: 316 Kw.  
 Owned By . . . . . Cornhusker Radio & TV Corp.  
 Address . . . . . 40th and W Sts.  
 Tel.: 6-2387 . . . . . ABC-CBS-NTA  
 Representative . . . . . Avery-Knodel  
 President . . . . . John E. Fetzer  
 Gen., Sta. Mgr. . . . . A. James Ebel

### KHOL-TV—Kearney—1953

Channel: 13 VHF..AP: 102 Kw..VP: 204 Kw.  
 Owned-Oper. By . . . . . Bi-States Co.  
 Business Address . . . . . Holdrege, Nebr.

In the  
rich  
**OMAHA**  
market—  
*it's*

**WOW-TV**  
*Channel 6*



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

**Frank P. Fogarty**  
Vice President & General Manager

**Fred Ebener**  
Sales Manager

Represented by **BLAIR-TV, Inc.**

Comm. Manager ..... Lester C. Rau  
Program Director ..... Robert L. Johnson  
Prom. Pub. Dir. .... Charles Wallick  
Film Manager ..... Eli Modenstein  
Chief Engineer ..... D. R. Taylor

**KNOP-TV—North Platte—1958**

Channel: 2 VHF..AP. 13 Kw..VP: 25.9 Kw.  
Owned By ..... North Platte TV Inc.  
Business Address ..... Box 756  
Tel.: 5474 ..... NBC  
President ..... Russ Clarke  
Gen. Sta. Mgr. .... Bob Riedy  
Comm. Mgr. .... Howard Morgan, Jr.  
Program. Prom. Dir. .... Bill Wood

**KETV—Omaha—1957**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned ..... Herald Corp.  
Address ..... 27th & Douglas Sts.  
Tel.: HARney 7777 ..... ABC-NTA  
Newspaper Affil. .... World-Herald  
Station Representative ..... H-R Representatives  
President ..... Ben H. Cowdery  
V.P., Gen. Mgr. .... Eugene S. Thomas  
Commercial Manager ..... Robert O. Parson  
Program Director ..... W. D. Donaldson  
Prom., Pub. Dir. .... Robert F. Coats  
Film Manager ..... Dewey Nelsen  
Chief Engineer ..... J. S. Petrik

**KMTV—Omaha—1949**

Channel: 3... AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By ..... May Bcstg. Co.  
Bus. Trans. Address ..... 2615 Farnam St.  
Tel.: HA 3333 ..... NBC  
Representative ..... PeTRY  
President ..... Edward W. May  
Gen. Sta. Mgr. .... Owen Saddler  
Commercial Mgr. .... Arden E. Swisher  
Program Director ..... Lew Jeffrey  
Promotion Director ..... Amos Eastridge  
Film Manager ..... Ken Michaelsen  
Pub. Dir. .... Burt Mann  
Chief Engineer ..... R. J. Schroeder

**WOW-TV—Omaha—1949**

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By ..... Meredith WOW, Inc.  
Business Address ..... Insurance Bldg.  
Tel.: WE 3400 ..... CBS  
Representative ..... Blair TV  
V.P., Gen. Manager ..... Frank P. Fogarty  
Asst. Gen. Manager ..... Lyle DeMoss  
Sales Mgr. .... Fred Ebener  
Prog. Dir., Film Mgr. .... Bill McBride  
Prom., Pub. Dir. .... Robert Seitzer  
Dir. of Engineering ..... Wm. J. Kotera  
Chief Engineer ..... Glenn Flynn  
Owners of: KCMO-TV, Kansas City, Mo.;  
KPHO, Phoenix, Ariz; WHEN-TV, Syracuse,  
N. Y.

(See Page 498)

Pop.: 286,000  
Families: 96,700  
Radio Homes: 87,000

# Nevada

Stations in State: 17  
TV Homes: 88,000  
TV Stations: 6

## KLRJ-TV—Las Vegas—1955

Channel: 2 VHF...AP: 6.3 Kw...VP: 12.2 Kw.  
Owned-Oper. By...Southwestern Publishing  
Bus. Address...4850 Henderson Hwy.; Box 550  
Tel.: DU 2-1760.....NBC-NTA  
Newspaper Affiliation.....Review-Journal  
Representative.....Avery-Knodel  
President.....Donald W. Reynolds  
General Mgr.....William D. Stiles  
Station Manager.....Mark Smith  
Nat'l Sls. Mgr.....Allen W. Dunn  
Managing Director.....A. E. Cahlan  
Prog. Dir., Film Mgr.....Robert Shehtanian  
Chief Engineer.....David Rogers

## KLAS-TV—Las Vegas—1953

Channel: 8 VHF...AP: 27 Kw...VP: 55 Kw.  
Owned-Oper. By...Las Vegas Television Inc.  
Address.....250 E. Desert Inn Rd.  
Tel.: DU 2-6138.....CBS  
Newspaper Affiliation.....Sun  
Representative.....Weed  
President.....Herman M. Greenspun  
General Manager.....Marian Y. Komar  
Sales Mgr.....Alex Gold

Program Director.....Don Holladay  
Chief Engineer.....Herschel C. McKenzie

## KSHO-TV—Las Vegas—1956

Channel: 13VHF...AP: 5.5 Kw...VP: 11 Kw.  
Owned-Oper.....TV Co. of Amer., Inc.  
Business Address.....El Rancho Hotel  
Tel.: DU 2-8010.....ABC  
Representative.....Forjoe  
V.P., Gen. Mgr.....George Glavin  
Commercial Mgr.....Hal Wilkerson  
Oper. Mgr.....Lee Peer  
Chief Engineer.....Al Mehner

## KOLO-TV—Reno—1953

Channel: 8 VHF...AP: 6 Kw...VP: 12 Kw.  
Owned-Oper...Nevada Radio-Television Inc.  
Business Address.....770 East 5th St.  
Tel.: FA 3-0721.....ABC-CBS-NBC  
Representative.....Pearson  
President.....Donald W. Reynolds  
General Manager.....Harry Huey  
Sta. Mgr.....Lee Hirschland  
Prod. Dir.....Durward Yasmer  
Pub. Dir.....Helen Busscher  
Chief Engineer.....Tom Hughes

Pop.: 584,000  
Families: 174,000  
Radio Homes: 170,000

# New Hampshire

Stations in State: 16  
TV Homes: 155,000  
TV Stations: 2

## WMUR-TV—Manchester—1953

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

Representative.....Forjoe  
President.....Francis P. Murphy  
Comm. Manager.....Gordon Moore  
Prog. Dir.....Warren S. Park  
Chief Engineer.....Ralph U. Nadeau

**FOR RADIO STATION  
PERSONNEL  
SEE PAGE 516**

There's always  
something  
interesting and  
exciting on  
**WNTA-TV**  
**Channel 13**

METROPOLITAN N.Y.

AN NTA OWNED AND OPERATED STATION

Pop.: 5,865,000  
Families: 1,745,000  
Radio Homes: 1,731,000

## New Jersey

Stations in State: 26  
TV Homes: 1,539,000  
TV Stations: 5

### WNTA-TV—Newark—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....National Telefilm Assoc.  
Business Address.....1020 Broad Street  
Tel.: MI 2-6400.....NTA

V.P. Gen. Mgr.....Malcolm C. Klein  
Sales Mgr.....Paul O'Brien  
Business Mgr.....Joe Morris  
Program Director.....Jack Lynn  
Sales Prom. Dir.....Barbara Wilkens  
Chief Engineer.....Henry L. Dabrowski

Pop.: 904,000  
Families: 249,000  
Radio Homes: 240,000

## New Mexico

Stations in State: 49  
TV Homes: 172,000  
TV Stations: 7

### 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.: CH 3-2285.....CBS  
Representative.....Branham  
Pres., Gen., Sta. Mgr.....A. R. Hebenstreit  
Comm. Manager.....Ralph C. Rhoads  
Prom. Dir.....Jim Laramore  
Traff. Dir.....Vergie Abeyta  
Film Manager.....Stretch Scherer  
Chief Engineer.....Leonard F. Dodds

### KAVE-TV—Carlsbad—1956

Channel: 6 VHF..AP: 5 Kw..VP: 10.7 Kw.  
Owned-Oper. By...Voice of the Caverns, Inc.  
Business Address.....P.O. Box 631  
Tel.: TUXedo 5-4101.....CBS  
Representative.....Branham  
President.....Edward Talbot  
Gen., Comm. Mgr.....Tom Wiseheart  
Program Director.....Neal Jones  
Promotion Director.....Marjorie Winfield  
Publicity Director.....Jerri Wright  
Film Manager.....Harvey Kagen  
Chief Engineer.....W. C. Carnahan

### KOAT-TV—Albuquerque—1953

Channel: 7 VHF..AP: 44.7 Kw..VP: 87.1 Kw.  
Owned-Oper. By.....Alvarado TV Co.  
Business Address.....122 S.E. Tulane Dr.  
Tel.: ALpine 5-8716.....ABC-NTA  
Station Representative.....Bolling; Brown  
President.....Clinton D. McKinnon  
Gen., Sta. Mgr.....Max A. Sklower  
Program Director.....Phil Eakins  
Chief Engineer.....James Sharmon

### KICA-TV—Clovis—1956

Channel: 12 VHF..AP: 16.2 Kw..VP: 30.2 Kw.  
Owned-Oper. By.....KICA, Inc.  
Business Address.....1000 Sycamore St.  
Tel.: PO 3-5511.....CBS  
Station Representative.....Branham  
President.....Frank Lesley  
Gen., Sta. Mgr.....J. H. Morris  
Commercial Manager.....Jim Wilkes  
Program Director.....James Moreland  
Film Manager.....Jim Martin  
Chief Engineer.....M. S. O'Dell

### KOB-TV—Albuquerque—1948

Channel: 4 VHF..AP: 5.3 Kw..VP: 10.2 Kw.  
Owned-Oper. By.....KSTP, Inc.  
Bus.-Studio Address...1430 Coal Ave., S. W.  
Tel.: CH 3-4411.....NBC  
Representative.....Petry  
Pres.....Stanley Hubbard  
Gen., Sta. Mgr.....George S. Johnson  
Commercial Manager...Robert D. Williams  
Prog. Dir., Film Mgr.....Jerry Danziger  
Prom., Pub. Dir.....Lowell Christison  
Chief Engineer.....Jerry Danziger

### KSWs-TV—Roswell—1953

Channel: 8 VHF..AP: 158 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  
Prod. Director.....Owen Moore  
Act. Ch. Eng.....Edward R. Ridlon

Pop.: 17,125,000  
Families: 5,359,000  
Radio Homes: 5,285,000

# New York

Stations in State: 125  
TV Homes 4,829,000  
TV Stations: 32

## WTEN—Albany—1953

Channel: 10 UHF..AP: 72.5 Kw..VP: 145 Kw.  
Owned-Oper. By.....Capital Cities TV Corp.  
Business Address.....Box 10  
Tel.: 3-2225.....CBS  
Station Representative.....Blair  
President, Managing Dir.....Frank M. Smith  
General Manager.....Thomas S. Murphy  
Sales Manager.....William J. Lewis  
Program Dir.....Charles Pogan  
Promotion Dir.....Harry L. Goldman  
Chief Engineer.....Charles Heisler

## WAST—Albany—1953

Channel: 35 UHF..AP: 380 Kw..VP: 85.2 Kw.  
Owned-Operated By.....Van Curler Bcstg. Corp.  
Business Address.....15 N. Pearl St.  
Tel.: ALBany 5-5291.....ABC-NTA  
Representatives Venard, Rintoul & McConnell  
President.....S. H. Fabian  
General Mgr.....William A. Riple  
Commercial Mgr.....Dom Tovino  
Prog. Dir., Film Mgr.....Fred D. Shavor  
Chief Engineer.....Elmer C. Snow

## WINR-TV—Binghamton—1957

Channel: 40 UHF..AP: 535 Kw..VP: 1070 Kw.  
Owned.....Binghamton Press Co.  
Business Address.....70 Henry St.  
Tel.: 4-4318.....ABC-CBS-NBC  
Station Representative.....Everett-McKinney  
General Manager.....David F. Milligan  
Commercial Manager.....Bob Treuitt  
Program Director.....Shirley Ricciardelli  
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.....One Henry St.  
Tel.: 3-7311.....ABC-CBS  
Newspaper Affiliation.....Phila. Inquirer  
Representative.....Blair TV, Inc.  
Vice President.....Roger W. Clipp  
General Manager.....George R. Durham  
Commercial Manager.....Edward M. Scala  
Oper. Mgr.....Russ Baker  
Merchandise Mgr.....Ruth Hider  
Film Manager.....Betty Edwards  
Chief Engineer.....Lamar Cox

## WBEN-TV—Buffalo—1948

Channel: 4 VHF..AP: 54 Kw..VP: 100 Kw.  
Owned-Oper. By.....WBEN, Inc.  
Business Address.....Statler-Hilton Hotel  
Tel.: MO 0930.....CBS  
Newspaper Affiliation.....Evening News  
Sta. Rep.....Harrington, Righter, Parsons  
President.....Alfred H. Kirchofer  
General Manager.....C. Robert Thompson  
Comm. Manager.....Nicholas J. Malter

Station Mgr.....George R. Torge  
Prom. Director.....Joseph A. Hoeffner  
Film Director.....Quintin P. Renner  
Program Director.....Frederick W. Keller  
Chief Engineer.....Ralph J. Kingsley

## WKBW-TV—Buffalo—1958

Channel: 7 VHF..AP: 42.7 Kw..VP: 70.8 Kw.  
Owned-Operated By.....WKBW, Inc.  
Business Address.....1420 Main St.  
Tel.: GARfield 0770.....ABC  
Sta. Rep.....Avery-Knodel  
Pres., Gen. Mgr.....Dr. Clinton H. Churchill  
Commercial Mgr.....Thomas E. Martin  
Program Dir.....Labe B. Mell  
Chief Engineer.....Floyd A. Timberlake

## WGR-TV—Buffalo—1954

Channel: 2VHF..AP: 66 Kw..VP: 100 Kw.  
Owned.....Transcontinent TV Corp.  
Business Address.....184 Barton St.  
Tel.: Su 7115.....NBC  
Representative.....Peters, Griffin, Woodward  
President.....David C. Moore  
Asst. Gen. Mgr.....William P. Dix, Jr.  
Sta. Mgr.....Van Beuren W. DeVries  
Comm. Mgr.....G. Paschall Swift  
Program Dir.....Paul Sciandra  
Owners of: WROC-TV, Rochester, N. Y.;  
WNEP-TV, Scranton, Pa.; WSWA-TV, Harrison-  
burg, Va.

## 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 2-1800.....ABC-CBS  
Newspaper Affil.....Watertown Daily Times  
Representative.....Weed  
President.....John B. Johnson  
General Manager.....Louis Saiff, Jr.  
Station Manager.....James W. Higgins  
Commercial Manager.....Alfred M. Tauroney  
Prog., Director.....David M. Graves  
Film Manager.....John A. LaLiberte  
Chief Engineer.....Michael R. Yonkovig

## WNTA-TV—Newark, N. J.

(See New Jersey listing)

## 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. 68th St.  
Tel.: SU 7-5000.....ABC  
Representative.....Blair TV  
President.....Leonard Goldenson  
Vice President.....Robert L. Stone  
Sales Manager.....J. Stamler  
Program Director.....A. L. Hollander, Jr.



Vir. Res. & Sls. Dev. . . . . Lawrence Pollock  
 Publicity Director . . . . . Lawrence Eisenberg  
 Film Dir. . . . . T. Kako  
 Chief Engineer . . . . . G. Edward Hamilton

**WNEW-TV—New York—1944**

Channel: 5 VHF . . . . . AP: 18.6 Kw. . . . . VP: 37.1 Kw.  
 Owned-Oper. By . . . . . Metropolitan Bcstg. Corp.  
 Business Address . . . . . 205 E. 67th St.  
 Tel.: LE 5-1000 . . . . . Independent  
 Representative . . . . . Weed  
 President . . . . . Bernard Goodwin  
 V.P. . . . . Richard D. Buckley  
 V.P., Sta. Mgr. . . . . Bennett H. Korn  
 Prog., Pub. Dir. . . . . David Yarnell  
 Adv., Prom. Dir. . . . . Kenneth Klein  
 Film Manager . . . . . Elizabeth Bain  
 Chief Engineer . . . . . William Kelly

**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  
 Representative . . . . . CBS TV Spot Sales  
 President (CBS Inc.) . . . . . Frank Stanton  
 Pres. (CBS TV Stations Div.) . . . . . Merle S. Jones  
 General Manager . . . . . Frank Shakespeare  
 Asst. General Mgr. . . . . Clarence Worden  
 General Sales Mgr. . . . . Norman Walt  
 Program Director . . . . . Dan Gallagher  
 Promotion Director . . . . . Robert G. Patt  
 Publicity Director . . . . . Robert Fuller  
 Film Dept. Manager . . . . . William C. Lacey  
 Dir. Tech. Operations . . . . . Robert G. Thompson

**WOR-TV—New York—1949**

Channel: 9 VHF . . . . . AP: 65 Kw. . . . . VP: 130 Kw.  
 Owned-Oper. By . . . . . RKO Teleradio Pictures  
 Business Address . . . . . 1440 Broadway  
 Tel.: LO 4-8000 . . . . . Independent  
 Station Representative . . . . . H.R.  
 President . . . . . Thomas F. O'Neil  
 V.P., Gen. Mgr. . . . . Robert J. Leder  
 Dir. of Program . . . . . Robert S. Smith  
 Commercial Mgr. . . . . Bert Lambert  
 Dir. Sls. Dev. . . . . Robert Hoffman  
 Program Dir. . . . . Ivan Reiner  
 Opera. Superv. . . . . Barney Boyle  
 Public Rel. . . . . Marvin Camp  
 Chief Engineer . . . . . Harry Tilley

**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 . . . . . NTA  
 News. Affil. . . . . N. Y. Dly. News; Chicago Trib.  
 Representative. Peters, Griffin, Woodward, Inc.  
 V.P., Gen. Mgr. . . . . Fred M. Thrower  
 V.P. in Chg. Sales . . . . . J. A. Patterson  
 V.P. Operations . . . . . L. J. Pope  
 Manager of Opra . . . . . Alice E. Cook  
 Promotion Manager . . . . . F. X. Tuoti  
 Live Program Manager . . . . . W. D. Engels  
 Film Manager . . . . . W. Cooper  
 Chief Engineer . . . . . O. S. Freeman

**WRCA-TV—New York—1941**

Channel: 4 VHF . . . . . AP: 12.9 Kw. . . . . VP: 30.2 Kw.  
 Owned-Oper. By . . . . . National Bcstg. Co.  
 Business Address . . . . . 30 Rockefeller Plaza  
 Tel.: CI 7-8300 . . . . . NBC  
 Representative . . . . . NBC Spot Sales Dept.  
 General Manager . . . . . William Davidson  
 Marketing Dir. . . . . Max Buck  
 Commercial Manager . . . . . Jay Heitin  
 Program Director . . . . . George Heineman  
 Sales Prom. Mgr. . . . . Michael Lannon  
 Film Manager . . . . . Al Odeal  
 Chief Engineer . . . . . John H. Riedel

**WPTZ—Plattsburgh—1954**

Channel: 5 VHF . . . . . AP: 12 Kw. . . . . VP: 20 Kw.  
 Owned-Oper. By . . . . . Rollins Bcstg.-Tcstg. of N.Y.  
 Business Address . . . . . 357 Cornelia St.  
 Tel.: 3070 . . . . . ABC-NBC-NTA  
 Station Representative . . . . . Blair; McDermott  
 President . . . . . O. Wayne Rollins  
 V.P., Gen. Mgr. . . . . George BarenBregge  
 Commercial Manager . . . . . Lincoln A. Mayo  
 Prog. Dir. . . . . Al Cahill  
 Publicity Director . . . . . Dick Ford  
 Chief Engineer . . . . . Joseph Missick

**WHEC-TV—Rochester—1953**

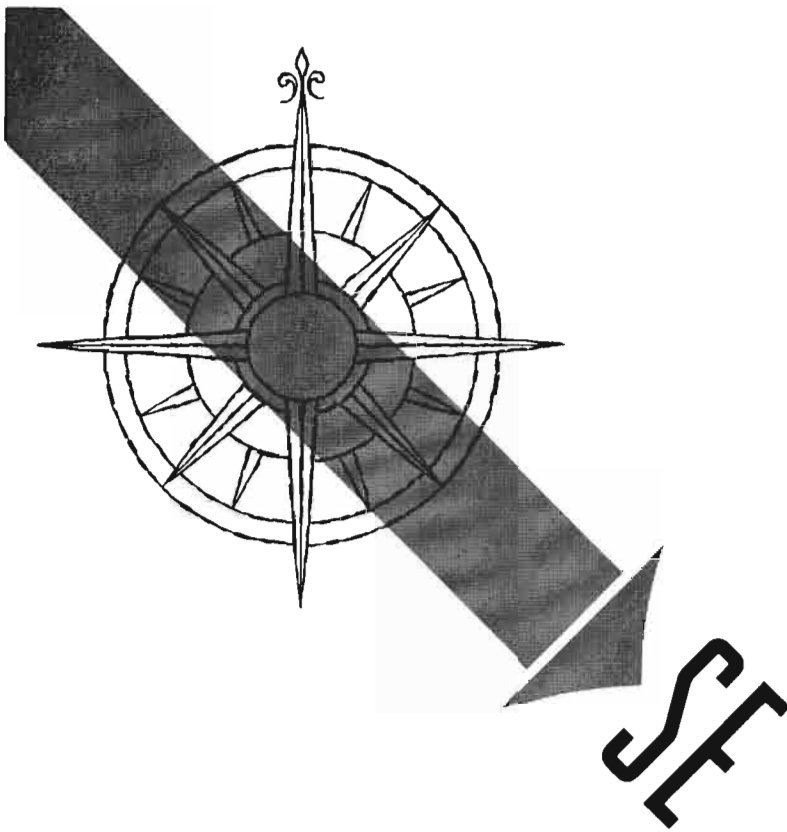
Channel: 10 VHF . . . . . AP: 66 Kw. . . . . VP: 124 Kw.  
 Owned-Oper. By . . . . . WHEC, Inc.  
 Business Address . . . . . 191 East Ave.  
 Tel.: BA 5-3050 . . . . . ABC-CBS  
 Newspaper Affili. . . . . Gannett Co.  
 Representative . . . . . Everett-McKinney  
 President . . . . . Paul Miller  
 General Mgr. . . . . Lowell Mac Millan  
 Comm. Manager . . . . . LeMoine C. Wheeler  
 Program. Film Mgr. . . . . William J. Adams  
 Production Dir. . . . . Dorothy Cotton  
 Technical Director . . . . . Richard K. Blackburn

**WROC-TV—Rochester—1949**

Channel: 5 VHF . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Transcontinental TV Corp.  
 Business Address . . . . . 201 Humboldt St.  
 Tel.: BU 8-8400 . . . . . ABC-NBC  
 Station Rep. . . . . PGW; McDermott  
 President . . . . . David C. Moore  
 Gen. Mgr. . . . . Gunnar O. Wiig  
 Ass't. Gen. Mgr. . . . . John W. Kennedy, Jr.  
 Commercial Mgr. . . . . Armin N. Bender  
 Program Director . . . . . Charles Siverson  
 Promotion Director . . . . . L. Walton Smith  
 Film Manager . . . . . Eugene Zacher  
 Chief Engineer . . . . . Kenneth Gardner  
 Owners of: WGR-TV, Buffalo, N. Y.; WNEP-TV, Scranton, Pa.; WSWA-TV, Harrisonburg, Va.

**WVET-TV—Rochester—1953**

Channel: 10 VHF . . . . . AP: 62.5 Kw. . . . . VP: 123 Kw.  
 Owned-Oper. By . . . . . Veterans Bcstg. Co., Inc.  
 Business Office . . . . . 17 Clinton Ave. S.  
 Tel.: HAmilton 6-4820 . . . . . ABC-CBS-NTA  
 Representative . . . . . Bolling  
 Pres., Gen. Mgr. . . . . Ervin F. Lyke  
 Comm. Manager . . . . . Arthur Murrellwright  
 Program Director . . . . . F. Chase Taylor  
 Publicity Director . . . . . Bill Schubert



**CHARLOTTE-WBTV RULES ABSOLUTE  
AS FIRST TELEVISION MARKET  
IN ENTIRE SOUTHEAST  
AS MEASURED BY N.C.S. # 3**

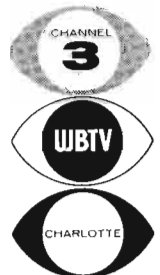
The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

WBTV's set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.

**COMPARE THESE SOUTHEAST MARKETS!**

WBTV-Charlotte	632,070
Atlanta	579,090
Louisville	509,480
Birmingham	587,800
Memphis	453,240
Charlotte Station "B"	442,690
Miami	434,800
New Orleans	380,020
Nashville	366,560
Norfolk-Portsmouth	337,580
Richmond	311,680



JEFFERSON STANDARD  
BROADCASTING COMPANY

## NEW YORK-NORTH CAROLINA

Film Manager.....Arthur V. Cook  
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 7-2281.....NBC  
Representative.....NBC Spot Sales  
President.....Robert Paxton  
Gen. Mgr.....J. Milton Lang  
Operations Mgr.....Merl L. Galusha  
Marketing Mgr.....Robert F. Reid  
Sales Manager.....George F. Spring  
Program Dir.....Donn Chown  
Promotion Mgr.....Arthur R. Garland  
Film Mgr.....William Monroe  
Chief Engineer.....Willard J. Purcell

### WHEN-TV—Syracuse—1948

Channel: 8 VHF..AP: 190 Kw..VP: 316 Kw.  
Owned-Oper. By..Meredith Syracuse TV Corp.  
Address.....101 Court St.  
Tel.: GR 4-8511.....ABC-CBS-NTA  
Representative.....Katz  
President.....E. T. Meredith, Jr.  
Vice-Pres. & Gen. Mgr.....Paul Adanti  
Comm. Manager.....Frederick R. Menzies  
Prog. Dir., Film Mgr.....Gordon Alderman  
Promotion Director.....Robert Peel  
Chief Engineer.....Albert Chismark

Owners of: KCMO-TV, Kansas City, Mo.;  
KPHO, Phoenix, Ariz.; WOW-TV, Omaha, Neb.  
(See Page 498)

### WSYR-TV—Syracuse—1950

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By....Central N. Y. Bcstg. Corp.  
Business Address.....1030 James St.  
Tel.: GRanite 4-3911.....NBC  
News. Affil..Post & Standard, Herald-Journal  
Representative....Harrington-Righter-Parsons  
Pres., Gen., Sta. Mgr.....E. R. Vadeboncoeur  
Comm. Manager.....William R. Alford, Jr.  
V.P. in Charge of Prog....William V. Rothrum  
Prom., Pub. Director.....Louis Switzer  
Film Manager.....Les Martin  
Chief Engineer.....Albert Eicholzer

### WKTV—Utica—1949

Channel: 13 VHF..AP: 159 Kw..VP: 316 Kw.  
Owned-Oper. By.....Mid-N.Y. Bcstg. Corp.  
Business Address.....P.O. Box 386  
Tel.: RE 3-0404.....ABC-CBS-NBC  
Representative.....Donald Cooke, Inc.  
President.....Gordon Gray  
Exec. Vice Pres.....William T. MacNeilly  
Gen., Comm. Mgr.....Michael C. Fusco  
Program Director.....Jack Fredericks  
Publicity Director.....Frank Grenewald  
Promotion Director.....Steve Purcell  
Film Manager.....Joseph Casaletta  
Chief Engineer.....De Forest T. Layton, Jr.

Pop.: 4,740,000  
Families: 1,224,000  
Radio Homes: 1,198,000

## North Carolina

Stations in State: 135  
TV Homes: 905,000  
TV Stations: 17

### WISE-TV—Asheville—1953

Channel: 62.....AP: 12 Kw.....VP: 24 Kw.  
Owned-Operated By.....WISE-TV, Inc.  
Address.....92 Haywood St.  
Tel.: AL 3-5381.....NBC  
Station Representative..Broadcast Time Sales  
President.....Harold H. Thoms

### 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-NTA  
Station Representative.....PGW; Ayers  
Pres., Gen. Mgr.....T. A. Eiland  
Commercial Manager.....Saul Rosenzweig  
Program Director.....Ashe Dawes  
Prom., Pub. Dir.....Jack Winters  
Film Mgr.....Bob Hensley  
Chief Engineer.....George Sprague

### WBTV—Charlotte—1949

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. By..Jefferson Standard Bcstg. Co.  
Business Address.....1 Jefferson Pl.  
Tel.: ED 3-8833.....CBS-NBC  
Representative.....CBS TV Spot Sales  
President.....Joseph M. Bryan

Exec. V.P., Gen. Mgr.... Charles H. Crutchfield  
V.P., Managing Dir..... Kenneth J. Treadwell  
V.P. Dir. of Engineering.... Thomas Howard  
Gen. Sales Mgr..... Wallace J. Jorgenson  
Promotion Mgr..... John Dillon  
Prod. Mgr..... Robert L. Rierson  
Prog. Mgr..... Lucy Sellars  
Publicity Director..... James Babb  
Film Supervisor..... J. Nathan Tucker

### WSOC-TV—Charlotte—1957

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned.....WSOC Bcstg. Co.  
Business Address.....Box 2536  
Tel.: FR 6-8401.....ABC-NBC  
Station Representative.....H.R. Reys.; F.J.  
Pres., Gen. Mgr..... Larry Walker  
V.P., Gen. Sales Mgr.... C. George Henderson  
Prog. Dir..... Robert Provence  
Prom., Pub. Dir..... James W. Evans  
Film Manager..... Hall Houpe  
Chief Engineer..... L. L. Caudle, Jr.

### WTVD—Durham—1954

Channel: 11 VHF..AP: 170 Kw..VP: 316 Kw.  
Owned-Oper....Durham Bcstg. Enterprises, Inc.  
Business Address.....1750 Newton Rd.  
Tel.: 2-2111.....ABC-CBS  
Representative.....Petry

# NORTH CAROLINA-NORTH DAKOTA

General Mgr. .... Harmon L. Duncan  
 Comm. Manager ..... Mike Thompson  
 Program Director ..... Ernie Greup  
 Prom., Pub. Dir. .... Ken Corbitt  
 Film Mgr. .... Jack Preddy  
 Chief Engineer ..... Henry Cronin

## WFMY-TV—Greensboro—1949

Channel: 2 VHF.. AP: 100 Kw.. VP: 100 Kw.  
 Owned-Operated By... Greensboro News Co.  
 Business Address... Phillips Ave. at White St.  
 Tel.: BR 4-0114..... ABC-CBS  
 News. Affil. .... News, Record  
 Representative... Harrington, Righter & Parsons  
 President..... E. B. Jeffress  
 General Manager ..... C. O. Jeffress  
 Station Manager ..... Gaines Kelley  
 Commercial Manager ..... E. A. Hassett  
 Prog., Pub. Dir. .... Gomer R. Lesch  
 Promotion Director..... Judd A. Choler  
 Film Manager ..... Don Causey  
 Chief Engineer ..... Doyle D. Thompson

## WNCT—Greenville—1953

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By... Carolina Bcstg. System Inc.  
 Business Address... S. Evans St. Ext.; Box 898  
 Tel.: 6181 ..... ABC-CBS-NTA  
 Representative ..... Hollingbery  
 President..... Earl Westbrook  
 General Manager ..... A. Hartwell Campbell  
 Oper. Mgr. .... Marion B. Tribley  
 Comm. Manager ..... John G. Clark, Jr.  
 Program Director ..... Bill Norwood  
 Prom., Pub. Manager ..... Dave Mosier  
 Production Manager ..... Mac Nicholson  
 Film Mgr. .... Bill Carroll  
 Chief Engineer ..... Heber Adams

## WRAL-TV—Raleigh—1956

Channel: 5 VHF... AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By... Capitol Bcstg. Co., Inc.  
 Business Address... 2619 Western Blvd.  
 Tel.: VANCE 8-2511..... ABC-NBC  
 Representative ..... H-R  
 President..... A. J. Fletcher  
 V.P., Gen. Mgr. .... Fred Fletcher  
 Commercial Manager ..... Fletcher Turner

Prog. Dir. .... George Hall  
 Film Mgr. .... James Riddle  
 Prom., Pub. Dir. .... David Witherspoon  
 Chief Engineer ..... Virgil Duncan

## WITN—Washington—1955

Channel: 7 VHF.. AP: 160 Kw.. VP: 316 Kw.  
 Owned-Oper. By... North Carolina TV, Inc.  
 Business Address... P.O. Box 468  
 Tel.: WH 6-3131..... NBC  
 Station Representative... Headley-Reed; Ayers  
 Pres., Gen., Sta. Mgr. .... W. R. Roberson, Jr.  
 V.P., Sls. Manager ..... T. H. Patterson  
 Program, Film Mgr. .... Hal Wilson  
 Promotion Director..... Peggy J. Cooper  
 Chief Engineer ..... Harvey Mason

## WECT—Wilmington—1954

Channel: 6 VHF.. AP: 62 Kw.. VP: 100 Kw.  
 Owned-Oper. By... Atlantic Telecasting Corp.  
 Business Address... P.O. Box 1769  
 Tel.: RO 3-4666..... ABC-CBS-NBC  
 Station Representative ..... Weed; Ayers  
 President..... Dan. D. Cameron  
 General Mgr. .... Claud O'Shields  
 Program Dir. .... Wayne Jackson  
 Prom., Pub. Dir. .... Faith Buchanan  
 Film Manager ..... Roland Register  
 Production Manager ..... Jack Forehand  
 Chief Engineer ..... E. I. Herring, Jr.

## WSJS-TV—Winston-Salem 1953

Channel: 12 VHF.. AP: 195 Kw.. VP: 316 Kw.  
 Owned-Oper. By... Triangle Bcstg. Corp.  
 Business Address... 419-21 N. Spruce St.  
 Tel.: PA 5-2311..... NBC  
 Newspaper Aff. Journal & Twin City Sentinel  
 Representative ..... Headley-Reed  
 President..... W. K. Hoyt  
 Exec. V.P. & Gen. Mgr. .... Harold Essex  
 Sales Manager ..... Harry B. Shaw  
 Program Manager ..... John A. Comas  
 Promotion Dir. .... Richard Berron  
 Publicity Dir. .... Harold Carter  
 Film Manager ..... Carl Wiegold  
 Operations Manager ..... Phil Hedrick

Pop.: 696,000  
 Families: 189,000  
 Radio Homes: 183,000

# North Dakota

Stations in State: 19  
 TV Homes: 128,000  
 TV Stations: 9

## KBMB-TV—Bismarck—1955

Channel: 12 VHF... AP: 45 Kw.. VP: 90 Kw.  
 Owned-Oper. By... North Dakota Bcstg. Co.  
 Business Address... 1811 - 15th St.  
 Tel.: CA 3-9197..... CBS  
 Representative ..... Weed  
 Pres. .... John W. Boler  
 Manager ..... Howard Morris  
 Commercial Mgr. .... F. E. Fitzsimmonds  
 Chief Engineer ..... Thomas Ahner

## KFYR-TV—Bismarck—1953

Channel: 5 VHF.. VP: 50 Kw.. VP: 100 Kw.

Owned-Oper. By... Meyer Bcstg. Co.  
 Business Address... 202½ Fourth St.  
 Tel.: CA 3-0900..... ABC-NBC  
 Representative ..... Blair-TV Assoc.  
 President, Gen. Mgr. .... William Ekberg  
 Station Manager ..... Cal Culver  
 Comm. Manager ..... A. L. Anderson  
 Chief Engineer ..... Ivar Nelson

## KDIX-TV—Dickinson—1956

Channel: 2 VHF... AP: 13 Kw.. VP: 26 Kw.  
 Owned-Oper. By... Dickinson Radio Ass'n  
 Business Address... 119 2nd Ave. West

## NORTH DAKOTA

Tel.: 5133 ..... ABC-CBS  
 Station Representative..... Holman: Hurley  
 President..... Dr. P. J. Weir  
 General Manager..... Orville F. Burda  
 Commercial Manager..... Mal Hallock  
 Program Director..... Lauren Haacke  
 Promotion Director..... Ruth Adams  
 Film Manager..... Carol Wanner  
 Chief Engineer..... Benjamin Lockerd

General Mgr..... R. C. Lukkason  
 Chief Engineer..... David L. Chumley

### WDAY-TV—Fargo—1953

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... WDAY, Inc.  
 Business Address..... 207 N. 5th St.  
 Tel.: AD 2-3371..... ABC-NBC  
 Newspaper Affiliation..... Forum  
 Representative..... Peters, Griffin, Woodward, Inc.  
 President..... E. C. Reineke  
 Gen., Sales Mgr..... Tom Barnes  
 Station Manager..... Jack Dunn  
 Program Manager..... Ken Kennedy  
 Promotion Mgr..... Roy Pedersen  
 Film Manager..... Buddy Nulph

### KXMC-TV—Minot—1953

Channel: 13 VHF.. AP: 120 Kw.. VP: 245 Kw.  
 Owned-Oper. By..... North Dakota Bcstg. Co.  
 Address..... Highway 83, S.  
 Tel.: 51-161..... ABC-CBS  
 Representative..... Weed  
 President..... John W. Boler  
 V.P., Sta. Mgr..... Chester Rieten  
 Program Dir..... Rod Romine  
 Chief Engineer..... Henry Haeusler

### KNOX-TV—Grand Forks 1955

Channel: 10 VHF.. AP: 14.1 Kw.. VP: 28.2 Kw.  
 Owned-Oper. By..... Community Radio Corp.  
 Business Address..... Box 1110  
 Tel.: 4-4611..... NBC  
 Rep..... Rambeau, Vance, Hoppie  
 President..... Arthur Tweet

### KXJB-TV—Valley City—1954

Channel: 4 VHF.. AP: 57 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... North Dakota Bcstg. Co.  
 Bus. Ad..... 4000 W. Main, Fargo, N. D.  
 Tel.: ADams 5-4461..... ABC-CBS  
 Representative..... Weed  
 Pres., Gen. Mgr..... John W. Boler  
 Commercial Manager..... W. L. Hurley  
 Program Director..... Constance Blackstead  
 Prom., Pub. Dir..... Lois Bonk  
 Film Manager..... Steve Winter  
 Chief Engineer..... Robert Ridgeway

**LOOKING  
FOR  
TOP MARKETS...?**

**TAKE A LOOK AT KXJB-TV,  
Valley City — Fargo — Grand Forks**



KXJB-TV, Valley City-Fargo-Grand Forks, is one of the top 100 television markets in the United States, according to the May 19th issue of Television Age. What's more, KXJB-TV covers one of the richest markets... North Dakota and Minnesota's rich Red River Valley, plus the southeastern third of North Dakota.

But that's not all—buy KXJB-TV and add the other Market Maker Stations of the North Dakota Broadcasting Company, KCJB-TV in Minot, KBMB-TV in Bismarck and KDIX-TV in Dickinson, and you get coverage of over 90% of the North Dakota market with one buy, one order, one contact!

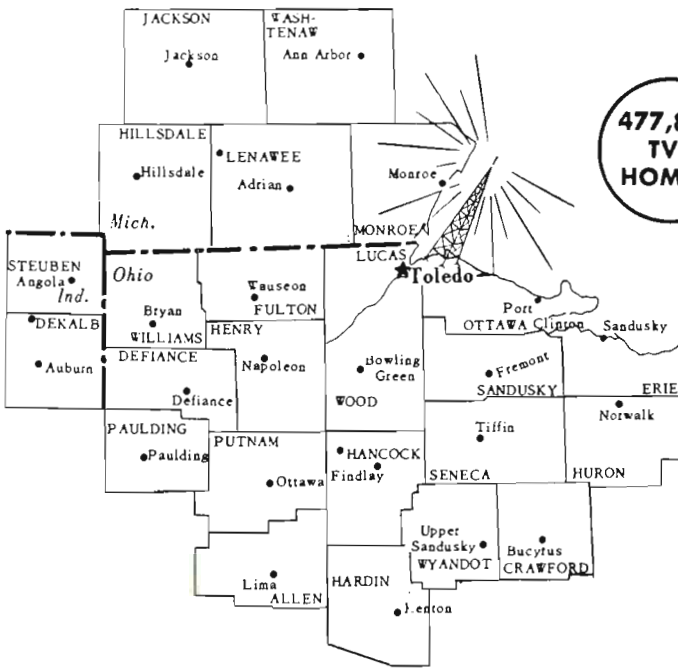
Buy KXJB-TV, one of the Top 100, add KCJB-TV, KBMB-TV and KDIX-TV, and you have the triple-terrific Market Maker Stations of the NDBC Television Network reaching the greatest percentage of all of the television homes in North Dakota—plus parts of Minnesota and South Dakota. In the Upper Midwest, you can't buy better!

**KXJB-TV, Valley City-Fargo-Grand Forks; KBMB-TV, Bismarck-Mandan; KCJB-TV, Minot, KDIX-TV, Dickinson, KXAB-TV, Aberdeen\* (\*on the air October, 1958).**

Station Representative:  
Weed Television Co.

Minneapolis Representative:  
Bill Hurley, 300 Roanoke Bldg.

# "Billion Dollar Pocketbook"



TOLEDO RANKS HIGH IN THE NATION'S LEADING MARKETS

14th in Buying Power per Family

39th in Total Effective Buying Power

50th in Population

THIS IS JUST PART OF THE STORY . . . GET THE COMPLETE PICTURE OF THE TOLEDO "BILLION DOLLAR POCKETBOOK"

CHANNEL

# 13

# WSPD-TV



Represented Nationally by KATZ

TOLEDO, OHIO

Pop.: 9,749,000  
Families: 2,925,000  
Radio Homes: 2,845,000

# Ohio

Stations in State: 88  
TV Homes: 2,661,000  
TV Stations: 28

## WAKR-TV—Akron—1953

Channel: 49 UHF.. AP: 107 Kw.. VP: 213 Kw.  
Owned-Oper. By.....Summit Radio Corp.  
Business Address.....853 Copley Road  
Tel.: PO 2-8811.....ABC  
Newspaper Affiliation.....Beacon Journal  
Station Representative.....McGavren-Quinn  
President.....S. Bernard Berk  
Gen., Sta. Mgr.....Roger G. Berk  
Commercial Manager.....Kenneth M. Keegan  
Prog., Prom. Dir.....Robert I. Bostian  
Film Manager.....Jack F. Lotz  
Chief Engineer.....Irwin L. Knopp

## WCPO-TV—Cincinnati—1949

Channel: 9 VHF.. AP: 158 Kw.. VP: 309 Kw.  
Owned-Oper. By.....Scripps-Howard Radio, Inc.  
Business Address.....2345 Symmes St.  
Tel.: CA 1-0777.....ABC  
Newspaper Affiliation.....Cincinnati Post  
Representative.....Blair  
V.P., General Mgr.....M. C. Watters  
Asst. Gen. Mgr.....Glenn C. Miller  
Prog. Director.....Colin G. Male  
Pub. Director.....Vera Schulte  
Film Manager.....Bernie Borden  
Chief Engineer.....Paul Adams

## WKRC-TV—Cincinnati—1949

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By.....Radio Cincinnati, Inc.  
Business Address.....Times-Star Bldg.  
Tel.: GA 1-1331.....CBS  
Newspaper Affil.....Times-Star  
Representative.....Katz  
Exec. V.P.....David G. Taft  
Gen. Sales Mgr.....Roger B. Read  
Program Director.....Paul E. Shumate  
Dir. of Marketing.....John J. Walsh  
Prod. Manager.....William Horstman  
Publicity Director.....Gregory Olberding  
Promotion Director.....Lila Lambert  
Film Manager.....John Hill  
Chief Engineer.....Hugh D. LaCrosse

## WLW-TV—Cincinnati—1948

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Operated By.....Crosley Bcstg. Corp.  
Address.....140 W. Ninth St.  
Tel.: CH 1-1822.....NBC

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

## WEWS—Cleveland—1947

Channel: 5 VHF.. AP: 60.3 Kw.. VP: 93.3 Kw.  
Owned-Oper. By.....Scripps-Howard Radio, Inc.  
Bus. Address.....Euclid at E. 30th St.  
Tel.: HE 2-1500.....ABC  
Newspaper Affiliation.....E. W. Scripps Co.  
Representative.....Blair TV  
President.....Jack R. Howard  
General Manager.....James C. Hanrahan  
Pub. Dir.....Robert K. Doerr  
Pub. Service Dir.....John J. Moffitt  
Nat'l Adv. Mgr.....Jay S. Kerkes  
Film Director.....John J. Richards  
Ohio Sales Mgr.....Peter Hlinka  
Ass't Gen. Mgr.....Donald L. Perris  
Operations Dir.....Ernest E. Sindelar  
Prod. Supervisor.....James E. Kirkey  
Prog. Supervisor.....Earl W. Keyes  
Chief Engineer.....Joseph B. Epperson

## KYW-TV—Cleveland—1948

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By.....Westinghouse Bcstg. Co.  
Business-Studio Address.....815 Superior St., N.E.  
Tel.: CH 1-0942.....NBC  
Sta. Representative.....Peters, Griffin, Woodward  
After July 1.....TvAR  
President.....D. McGannon  
General Mgr.....George H. Mathiesen  
Sales Manager.....Albert Krivin  
Program Manager.....Ralph Hanson  
Adv't. Prom.....Robert Nashick  
Chief Engineer.....Sidney V. Stadig  
Owners of: WBZ-TV, Boston; KPIX, San Francisco; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore, Md.

**OHIO**

**WJW-TV—Cleveland—1954**

Channel: 8 VHF..AP: 182 Kw..VP: 302 Kw.  
 Owned-Oper. By.....Storer Bcstg. Co.  
 Address.....1830 Euclid Ave.  
 Tel.: TO 1-6080.....CBS  
 Representative.....Katz  
 President.....George B. Storer  
 Managing Director.....Ben Wickham  
 Local Sales Mgr.....John B. Garfield  
 Publicity Director.....Ted Anthony  
 Prom. Dir.....Joseph Mertens  
 Prog. Dir., Film Mgr.....Edward L. Herp  
 Chief Engineer.....H. A. Brinkman  
 Owners of: WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta.

**WBNS-TV—Columbus—1949**

Channel: 10 VHF..AP: 123 Kw..VP: 219 Kw.  
 Owned By.....Dispatch Printing Co.  
 Business Address.....33 N. High St.  
 Tel.: CA 8-3538.....CBS  
 Station Representative.....Blair TV  
 Dir. of Television.....Richard A. Borel  
 Program Director.....John A. Haldi  
 Sales Director.....Robert D. Thomas  
 Promotion Director.....Jack Dorr  
 Sales Serv Mgr.....Robert M. Sprouse  
 Merchandising Dir.....Mel Grossman  
 Film Buyer.....Betty Dixon  
 Chief Engineer.....Lester H. Nafzger

**WLW-C—Columbus—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....Crosley Bcstg. Corp.  
 Business Address...3165 Olentangy River Rd.  
 Tel.: AM 3-5441.....NBC  
 Station Rep.....Crosley; NBC Spot Sls.  
 President.....Robert E. Dunville  
 Gen., Sta. Mgr.....James Leonard  
 Sales Manager.....Walter E. Bartlett  
 Program Director.....Bud Gillis  
 Prom., Pub. Dir.....Jack Kavanagh  
 Film Dir.....Juanita W. Mitchell  
 Chief Engineer.....Charles Sloan

**WTVN-TV—Columbus—1949**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Radio Cincinnati  
 Business Address...753 Harman Ave.; Box 718  
 Tel.: CA 8-5801.....ABC-NTA  
 Representative.....Katz  
 President.....Hulbert Taft, Jr.  
 General Manager.....J. W. McGough  
 Asst. Gen., Sales Mgr.....Chuck Dwyer  
 Prog. Dir.....Joseph A. Jenkins  
 Prom., Pub. Dir.....Harry Mohr  
 Film Manager.....Paul Lloyd  
 Chief Engineer.....Ray Owens

**WHIO-TV—Dayton—1949**

Channel 7 VHF...AP: 100 Kw...VP: 200 Kw.  
 Owned-Oper. By...Miami Valley Bcstg. Corp.

**buyers buy**  
 PRODUCTS ADVERTISED ON  
 CHANNEL 8 • CBS  
**WJW-TV**  
 CLEVELAND, OHIO  
 Represented nationally by The Katz Agency, Inc.

Yes, over 4 million buyers are influenced by JW's dynamic local and network lineup. Add to this the biggest and most exciting film library in Cleveland (almost 2,000 big titles from Warner Bros., Paramount, 20th Century, United Artists, and others) and you have good reasons why buyers are sold on **WJW-TV**.



**Storer Television**

**WJW-TV** **WSPD-TV** **WAGA-TV** **WITI-TV** **WJBK-TV**  
 Cleveland Toledo Atlanta Milwaukee Detroit



**Business Address**.....1414 Wilmington Ave.  
**Tel.:** CL 4-5311.....CBS-NTA  
**News. Affili.**.....News, Journal Herald  
**Representative**.....Hollingbery  
**President**.....James M. Cox Jr.  
**General Manager**.....Robert H. Moody  
**Commercial Manager**.....Stanley G. Mouse  
**Prog., Prom. Director**.....Charles Gay  
**Film Mgr.**.....Bill Campbell  
**Publicity Dir.**.....Naomi Montgomery  
**Chief Engineer**.....Ernest L. Adams

**WLW-D—Dayton—1949**

**Channel:** 2 VHF..AP: 50 Kw..VP: 100 Kw.  
**Owned-Oper. By**.....Crosley Bcstg. Corp.  
**Business-Studio Address**...4595 S. Dixie Hwy.  
**Tel.:** AX 3-2101.....ABC-NBC  
**General Mgr.**.....George Gray  
**Comm. Manager**.....Dale A. Smith  
**Program Dir.**.....Paul Law  
**Prom., Pub. Director**.....Dorothy A. Sanders  
**Chief Engineer**.....Robert Wehrmann

**WIMA-TV—Lima—1953**

**Channel:** 35 UHF..AP: 97.7 Kw..VP: 195 Kw.  
**Owned-Operated By**.....WLOK, Inc.  
**Business Address**.....1424 Rice Ave.  
**Tel.:** CA 5-3010.....ABC-CBS-NBC  
**Representative**.....H-R  
**President**.....G. E. Hamilton  
**General Manager**.....Robert W. Mack  
**Sta., Comm. Mgr.**.....J. L. Spring  
**Program Director**.....Sam Fitzsimmons  
**Chief Engineer**.....M. L. Lamb

**WSTV-TV—Steubenville—1953**

**Channel:** 9 VHF..AP: 117 Kw..VP: 234 Kw.  
**Owned-Oper. By**.....WSTV, Inc.  
**Business Address**.....Exchange Realty Bldg.  
**Tel.:** Atlantic 2-6265.....ABC-CBS-NTA  
**Representative**.....Avery-Knodel  
**President**.....Jack N. Berkman  
**Gen., Sta. Manager**.....John J. Laux  
**Comm., Film Mgr.**.....Joseph M. Troesch  
**Production Supvrs.**.....Higgins, Arim  
**Prom., Pub. Dir.**.....Robert Harris  
**Chief Engineer**.....Charles S. Shepherd

**WSPD-TV—Toledo—1948**

**Channel:** 13 VHF..AP: 160 Kw..VP: 316 Kw.  
**Owned-Oper. By**.....Storer Bdcstg. Co.  
**Business-Studio Address**.....136 Huron St.  
**Tel.:** CH 8-6201.....ABC-NBC  
**Representative**.....Katz  
**President**.....George B. Storer  
**Vice President**.....Allen L. Haid  
**Managing Dir.**.....Peter Storer  
**Commercial Manager**.....Bill Ashworth  
**Chief Engineer**.....Bill Stringfellow  
**Owners of WJBK-TV, Detroit; WAGA-TV,**  
**Atlanta; WJW-TV, Cleveland.**

(See Page 870)

**WTOL-TV—Toledo—1958**

**Channel:** 11 VHF..AP: 191 Kw..VP: 316 Kw.  
**Owned By**.....Community Bcstg. Co.  
**Business Address**.....604 Jackson St.  
**Tel.:** CH 3-3291.....CBS-NBC  
**Station Representative**.....H-R  
**President**.....Frazier Reams  
**Gen. Sta. Mgr.**.....Thomas S. Bretherton  
**Comm. Mgr.**.....R. B. Stone  
**Program, Film Mgr.**.....Robert H. Kriehoff  
**Prom., Public. Dir.**.....Steve Fayer

**WFMJ-TV—Youngstown  
1953**

**Channel:** 21 UHF..AP: 87.5 Kw..VP: 175 Kw.  
**Owned-Operated By**...Vindicator Printing Co.  
**Address**.....101 W. Boardman Street  
**Tel.:** RI 4-8611.....NBC  
**Newspaper Affil.**...The Youngstown Vindicator  
**Representative**.....Headley-Reed  
**President**.....William F. Maag Jr.  
**Gen., Sta., Comm.**.....Mitchell F. Stanley  
**Program Director**.....Jay A. Grier  
**Film Manager**.....Eugene L. Donahay  
**Chief Engineer**.....Frank A. Dieringer

**WKBN-TV—Youngstown—1953**

**Channel:** 27 UHF..AP: 215 Kw..VP: 430 Kw.  
**Owned-Operated By**.....WKBN Bcstg. Co.  
**Address**.....3930 Sunset Blvd.  
**Tel.:** ST 2-1145.....CBS  
**Representative**.....Raymer  
**President, Gen. Mgr.**...W. P. Williamson, Jr.  
**Sta., Comm. Mgr.**.....J. L. Bowden  
**Program Director**.....Paul Turner  
**Prom., Pub. Dir.**.....W. P. Williamson, III  
**Film Manager**.....Jack Beatty  
**Chief Engineer**.....B. T. Wilkens

**WKST-TV—Youngstown—1957**

(See New Castle, Pa.)

**WHIZ-TV—Zanesville—1953**

**Channel:** 18 UHF..AP: 8.13 Kw..VP: 14.8 Kw.  
**Owned-Oper. By**...Southeastern Ohio TV Sys.  
**Bus. Address**...Lind Arcade Bldg., N. 5th St.  
**Tel.:** GL 2-5431.....NBC  
**Representative**.....Pearson  
**President**.....Clay Littick  
**Gen., Station Mgr.**.....Allan Land  
**Comm. Manager**.....Nate Milder  
**Program Director**.....Reed Mellon  
**Prom., Pub. Director**.....Naomi Lorton  
**Film Manager**.....Rolph Young  
**Chief Engineer**.....William A. Hunt, Sr.

Pop.: 2,378,000  
Families: 739,000  
Radio Homes: 718,000

# Oklahoma

Stations in State: 55  
TV Homes: 676,000  
TV Stations: 14

## **KTEN—Ada—1954**

Channel: 10 VHF..AP: 141 Kw..VP: 252 Kw.  
Owned-Oper. By...Eastern Okla. TV Co., Inc.  
Business Address.....P. O. Box 10  
Tel.: Federal 2-2211.....ABC-CBS-NBC-NTA  
Rep...Venard, Rintoul & McConnell; Browne  
Pres., Gen. Mgr.....Bill Hoover  
V.P. & Station Mgr.....Brown Morris  
Program Director.....Doc Bowen  
Promotion Director.....Earl Miller  
Film Manager.....Doyle Page  
Chief Engineer.....Fred Smith

## **KXII—Ardmore—1956**

Channel 12 VHF..AP: 13.7 Kw..VP: 27.3 Kw.  
Owned-Oper. By.....John F. Easley Estate  
Business Address.....114 N. Washington  
Tel.: 946.....NBC  
Newspaper Affil.....Daily Ardmoreite  
Representative.....Pearson  
General Mgr.....John Easley Riesen  
Commercial Mgr.....Gordon E. Lack  
Promotion Dir.....Barbara Winkler  
Chief Engineer.....Bill Kolb

## **KOCO-TV—Enid—1954**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned By.....Cimarron TV Corp.  
Address.....63rd & Portland  
Tel.: VI 2-6633.....ABC  
Representative.....Blair TV Assoc.  
President.....L. E. Caster  
General Mgr.....Charlie Keys  
Program Dir.....N. B. Chase  
Operation Dir.....Bill Bailey  
Chief Engineer.....Eugene Clark

## **KSWO-TV—Lawton—1953**

Channel: 7 VHF...AP: 5 Kw...VP: 10 Kw.  
Owned By.....Oklahoma Quality Bcstg. Co.  
Address.....Box 699  
Tel.: EL 5-1380.....ABC  
Representative.....Pearson  
President.....R. H. Drewry  
General Manager.....Emmett Keough  
Commercial Mgr.....R. H. Scott  
Prog. Dir.....Tom Reddell  
Film Mgr.....Paul N. Goode  
Chief Engineer.....Jim Lockerd

## **KWTV—Oklahoma City—1953**

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By...Oklahoma Television Corp.  
Business Address...Box 8788  
Tel.: VI 3-6641.....CBS  
Representative.....Petry  
President.....Roy J. Turner  
Ex. V.P., General Manager.....Edgar T. Bell  
Commercial Mgr.....Jack De Lier  
Promotion, Pub. Dir.....Montez Tjaden

Prog. Dir.....Carl Gadd  
Chief Engineer.....Morris W. Thomas

## **WKY-TV—Oklahoma City—1949**

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. By.....WKY TV System, Inc.  
Studio Address.....500 E. Britton Rd.  
Tel.: TR 8-2161.....NBC  
Newspaper Affiliation.....Daily Oklahoman  
Representative.....Katz  
President.....E. K. Gaylord  
Station Manager.....Norman P. Bagwell  
Commercial Manager.....James R. Terrell  
Program Director.....Joe Jerkins  
Promotion Director.....Jack Sherry  
Publicity Director.....Gene Allen  
Oper. Mgr.....Kieth Mathers  
Chief Engineer.....G. Lyons

## **KOTV—Tulsa—1949**

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. By.....KOTV, Inc.  
Business Address.....302 S. Frankfort St.  
Tel.: CH 2-9233.....CBS  
Representative.....Petry  
President.....C. Wrede Petersmeyer  
Gen., Sta. Mgr.....George Stevens  
Commercial Manager.....Edward Pfeiffer  
Prog., Film Mgr.....Dale E. Hart  
Prom., Pub. Dir.....Robert Freeland  
Chief Engineer.....LaVoy Hooker  
Owners of: WISH-TV, Indianapolis, WANE-TV, Fort Wayne, Ind.; KGUL-TV, Houston, Tex.

## **KTUL-TV—Tulsa—1954**

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Tulsa Broadcasting Co.  
Business Address.....Box 9697  
Tel.: HI 6-6184.....ABC-NTA  
Representative.....Avery-Knodel  
President.....James C. Leake  
General Manager.....Bill Swanson  
Commercial Manager.....Jim Black  
Program Director.....Bob Gordon  
Prom., Pub. Director.....Chas. E. Larkins  
Film Mgr.....John Rauser  
Chief Engineer.....R. Snider

## **KVOO-TV—Tulsa—1954**

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper...Central Plains Enterprises, Inc.  
Business Address...3701 S. Peoria; Box 1349  
Tel.: RI 2-5561.....NBC  
Representative.....Blair TV  
President.....Harold C. Stuart  
Gen., Sta. Mgr.....C. B. Akers  
Comm. Manager.....John Devine  
Program Director.....Bill Sadler  
Promotion Director.....Gordon Gerhardt  
Publicity Director.....Ann Fellows  
Film Manager.....Allen Cox  
Chief Engineer.....J. M. Bushnell

Pop.: 1,879,000  
Families: 596,000  
Radio Homes: 587,000

# Oregon

Stations in State: 71  
TV Homes: 447,000  
TV Stations: 9

## KVAL-TV—Eugene—1954

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.  
Owned-Oper. By.....Eugene Television, Inc.  
Business Address.....P. O. Box 548  
Tel.: DI 3-2551.....NBC  
Rep.....Hollingbery, Art Moore  
President.....Bob Booth  
Gen., Sta. Manager.....S. W. McCreedy  
Commercial Manager.....Glenn Nickell  
Prog. Dir.....R. E. Anderson  
Prom., Pub. Director.....Arlene J. Richardson  
Film Manager.....Walt Young  
Chief Engineer.....William R. Riley

## KOTI-TV—Klamath Falls—1956

Channel: 2 VHF..AP: 6.76 Kw..VP: 13.5 Kw.  
Owned-Oper. By.....Calif.-Oreg. TV, Inc.  
Business Address.....Box 732  
Tel.: TU 4-8131.....ABC-CBS-NBC  
Representative.....Blair TV  
General Mgr.....William B. Smullin  
Station Mgr.....Walter R. Rihartz  
Program Director.....R. W. Green  
Chief Engineer.....B. L. Smith

## KBES-TV—Medford—1953

Channel: 5 VHF..AP: 15.8 Kw..VP: 28.8 Kw.  
Owned-Oper. By.....Calif.-Ore. TV Inc.  
Business Address.....Box 1189  
Tel.: SP 3-4581.....ABC-CBS-NBC  
Newspaper Affil.....Grants Pass Courier  
Representative.....Blair TV  
Sta. Manager.....Jerold R. Poulos

## KGW-TV—Portland—1956

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.  
Owned-Oper. By.....King Bcstg. Co.

Business Address.....1139 S. W. 13th Ave.  
Tel.: CA 3-6364.....ABC  
Representative.....Blair TV  
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt  
V.P. Broadcast Div.....Otto P. Brandt  
V.P. Business Div.....Henry B. Owen  
Station Manager.....Walter E. Wagstaff  
Comm. Manager.....John Pindell  
Program Director.....Tom Dargan  
Prom., Pub. Dir.....Wm. R. Nutt  
Chief Engineer.....Clare Hanawalt

## KOIN-TV—Portland—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned By...Mt. Hood Radio & TV Bcstg. Corp.  
Business Address.....140 S.W. Columbia St.  
Tel.: CA 8-3333.....CBS  
Newspaper Affil.....Oregonian  
Rep.....CBS Spot Sales  
President.....Theodore R. Gamble  
V.P., Managing Dir.....C. Howard Lane  
National Sales Mgr.....John L. Palmer  
Program Director.....Ted W. Cooke  
Promotion Director.....Robert McGill  
Film Manager.....Ted W. Cooke  
Chief Engineer.....Louis S. Bookwalter

## KPTV—Portland—1952

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Oregon TV, Inc.  
Address.....735 S.W. 20th Pl.  
Tel.: CA 2-9921.....NBC  
Representative.....Katz  
President.....George Haggarty  
Sta. Manager.....Francis Riordan  
Oper. Mgr.....Terry Mason  
Program Director.....Gordon White  
Pub., Prom. Dir.....A. R. McLaughlin  
Chief Engineer.....Eugene Phelps

Pop.: 11,788,000  
Families: 3,829,000  
Radio Homes: 3,746,000

# Pennsylvania

Stations in State: 147  
TV Homes: 3,409,000  
TV Stations: 39

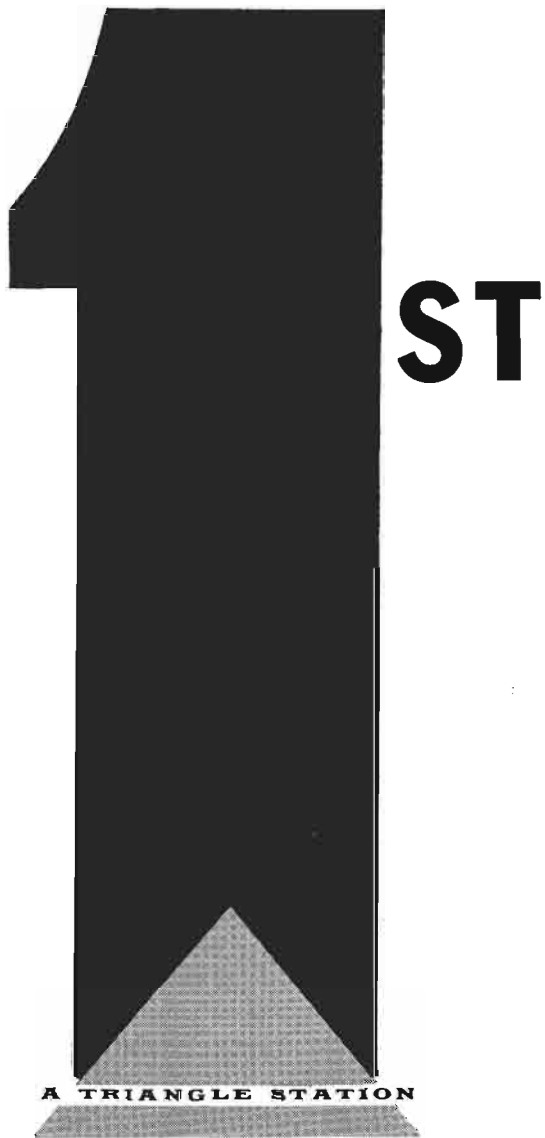
## WFBG-TV—Altoona—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By...Triangle Publications, Inc.  
Address.....1320 11th Ave  
Tel.: Windsor 4-2031.....ABC-CBS-NTA  
Newspaper Affiliation.....Phila. Inquirer  
Representative.....Blair TV  
General Mgr.....Frank Palmer  
Station Manager.....Jack Snyder  
Commercial Manager.....Robert E. Miller  
Program Director.....William G. Mulvey  
Promotion Director.....Ed Shea  
Film Dir.....Betty Adams  
Chief Engineer.....K. R. Brubaker

Owners of: WFIL-TV, Philadelphia; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.

## WSEE—Erie—1954

Channel: 35 UHF..AP: 85.2 Kw..VP: 170 Kw.  
Owned-Oper. By...Great Lakes Television Co.  
Address.....1220 Peach Street  
Tel.: 5-7575.....CBS  
Newspaper Affiliation.....Times; News  
Representative.....Young TV Corp.  
President.....George J. Mead  
Gen. Manager.....Cecil M. Sansbury  
Promotion Director.....Liz Gorton



WFIL-TV . . . Delaware Valley's  
FIRST station, month after month  
after month. Before you buy, check  
all Philadelphia ARB's for 1957,  
1958 and 1959.

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**WFIL-TV**

PHILADELPHIA, PENNSYLVANIA

**CHANNEL 6**

**ABC-TV • BLAIR-TV**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNEF-AM • FM • TV**, Binghamton, N. Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.  
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.  
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

## PENNSYLVANIA

Film Manager.....Frank Herrick  
Chief Engineer.....Edward Zellefrow

### WICU-TV—Erie—1949

Channel: 12 VHF..AP: 185 Kw..VP: 316 Kw.  
Owned-Oper.....Dispatch, Inc.  
Bus.-Trans. Address.....3514 State St.  
Tel: Erie 4-5201.....NBC  
Newspaper Affil.....Dispatch  
Representative.....Petry  
President.....Edward Lamb  
General Manager.....Ben McLaughlin  
Comm. Manager.....Bob Lundquist  
Program, Film Mgr.....Bruce Flaherty  
Prom., Public. Dir.....William Babcock  
Chief Engineer.....Mike Csop

### WHP-TV—Harrisburg—1953

Channel: 55 UHF..AP: 502 Kw..VP: 1,000 Kw.  
Owned-Oper. By.....WHP, Inc.  
Business Address.....216 Locust St.  
Tel: CE 4-3211.....CBS  
Representative.....Bolling  
President.....E. J. Stackpole  
General Mgr.....Mrs. A. K. Redmond  
Comm. Prom. Dir.....Geo. Gottschalk, Jr.  
Program Dir.....Joseph S. Harper  
Film Manager.....Charles Baddorf  
Chief Engineer.....E. Daniel Leibensperger

### WTPA—Harrisburg—1953

Channel: 27 UHF..AP: 648 Kw..VP: 1030 Kw.  
Owned-Oper. By.....Patriot-News Co.  
Business Address.....3235 Hoffman St.  
Tel: CE 8-7171.....ABC  
Newspaper Affiliation.....Patriot-News  
Representative.....Harrington, Righter, Parsons  
General Manager.....Donald D. Wear  
Sales Mgr.....Allen Solada  
Prom., Prog. Dir.....Mac McCauley  
Film Mgr.....Glenn Hoerner  
Chief Engineer.....Paul Gross

### WARD-TV—Johnstown—1953

Channel: 56 UHF..AP: 114 Kw..VP: 217 Kw.  
Owned-Oper. By.....Rivoli Realty Co.  
Business Address.....235 Franklin St.  
Tel: 7-0761.....CBS  
Representative.....Weed  
President.....W. M. Thomas  
General Manager.....George G. Gartland  
Station Manager.....Howard Morris  
Commercial Manager.....Joseph Cavanaugh  
Program Director.....William Santoro  
Film Manager.....John Kabo  
Chief Engineer.....D. Kline

### WJAC-TV—Johnstown—1949

Channel: 6 VHF..AP: 35.4 Kw..VP: 70.8 Kw.  
Owned-Operated By.....WJAC, Inc.  
Business Address.....329 Main St.  
Tel: 7-8711.....ABC-NBC  
Newspaper Affil.....The Tribune-Democrat  
Representative.....Katz  
President.....Walter W. Krebs  
Gen., Sta. Mgr.....Alvin D. Schrott  
Comm. Manager.....John H. Hepburn  
Prog., Film Director.....Frank P. Cummins

V.P.-Technical Oper.....Nevin L. Straub  
Chief Engineer.....Theodore Campbell

### WGAL-TV—Lancaster—1949

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By.....WGAL, Inc.  
Address.....Lincoln Highway W.  
Tel: EX 3-5851.....CBS-NBC  
Representative.....Meeker  
President, Gen. Mgr.....Clair R. McCollough  
Ass't Gen. Mgr.....J. Robert Gulick  
Station Manager.....Harold E. Miller  
Business Manager.....Harry J. Schaub, Jr.  
Program Director.....Paul Rodenhauer  
Promotion Director.....Paul I. Woodland  
Technical Director.....J. E. Mathiot

### WLYH-TV—Lebanon—1957

Channel: 15 UHF..AP: 69.2 Kw..VP: 129 Kw.  
Owned.....Triangle Publications, Inc.  
Bus. Address.....R. D. #5, Television Hill  
Tel: CRestview 3-4551.....Independent  
Representative.....Blair  
Gen. Mgr.....Joe Zimmermann  
Dir. Nat. Sales.....Edward H. Benedict  
Owners of: WFIL-TV, Philadelphia; WFBG-TV, Altoona, Pa.; WNHC-TV, New Haven, Conn.

### WBPZ-TV—Lock Haven—1958

Channel: 32 UHF..AP: 11.9 Kw..VP: 21.9 Kw.  
Owned.....Lock Haven Bcstg. Corp.  
Business Address.....132½ E. Main St.  
Tel: 4038.....ABC  
Station Rep.....Devney  
President.....Donald C. Welch  
Gen., Sta. Mgr.....Harris Lipex  
Prom. Dir., Film Mgr.....Lee Vernon  
Program, Public. Dir.....Geo. Sperry, Jr.  
Chief Engineer.....Albert Stratmoen

### WKST-TV—New Castle—1953

Channel: 45 UHF..AP: 118 Kw..VP: 200 Kw.  
Owned.....WKST, Inc.  
Address.....First Federal Plaza  
Tel: OL 4-5501.....ABC-NTA  
Representative.....Everett-McKinney  
Pres., Gen. Mgr.....S. W. Townsend  
Commercial Mgr.....Robert C. Harnack  
Program, Prom. Dir.....Fred Nebat

### WFIL-TV—Philadelphia—1947

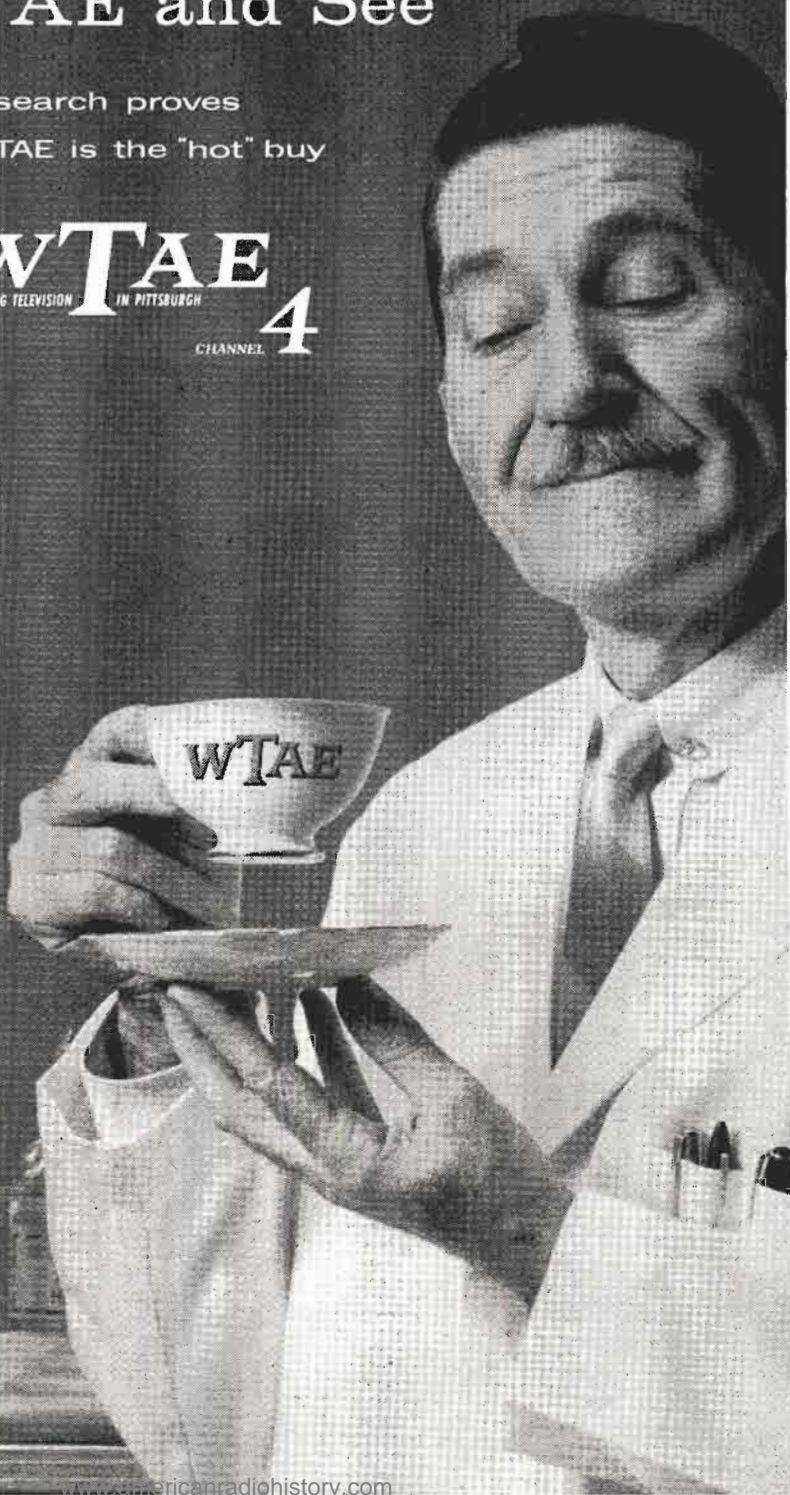
Channel: 6 VHF..AP: 37 Kw..VP: 74 Kw.  
Owned-Oper. By.....Triangle Publications Inc.  
Business Address.....48th & Market Sts.  
Tel: EV 2-4700.....ABC  
Newspaper Affiliation.....Philadelphia Inquirer  
Representative.....Blair TV  
General Manager.....Roger W. Clipp  
Station Mgr.....George A. Koehler  
Gen. Sales Manager.....Kenneth W. Stowman  
T.V. Sales Mgr.....Kenneth Curto  
Program Director.....Lew Klein  
Business Mgr.....John C. Harlan  
Dir. Natl. Sales.....Edward H. Benedict  
Chief Engineer.....Henry Rhea  
Owners of: WFBG-TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.; WNHC-TV, New Haven, Conn.

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BIG TELEVISION IN PITTSBURGH  
CHANNEL 4



**WRCV-TV—Philadelphia—1941**

Channel: 3 VHF..AP: 50.1 Kw...VP: 100 Kw.  
 Owned-Oper. By.....National Bcstg. Co.  
 Business Address.....1619 Walnut St.  
 Tel.: LO 4-3700.....NBC  
 Representative.....NBC Spot Sales  
 V.P., Gen. Mgr.....Raymond Welpott  
 Comm. Manager...Theodore H. Walworth, Jr.  
 Program Director.....George Cyr  
 Prom., Pub. Dir.....John P. Wiley  
 Film Manager.....Frank Hall  
 Mgr. Tech. Oper.....William A. Howard

**WCAU-TV—Philadelphia—1948**

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....CBS, Inc.  
 Address.....City Line & Monument Aves.  
 Tel.: GR 7-8300.....CBS  
 Representative.....CBS TV Spot Sales  
 Manag. Dir.....Donald W. Thornburgh  
 General Mgr.....John A. Schneider  
 Gen. Scles Mgr.....James Conley

Reg. Sales Mgr.....E. Gordon Walls  
 Program Dir.....John Dolph, Jr.  
 Dir. Prom. & Info.....Robert N. Pryor  
 Film Mgr.....Allan Ludlum  
 V.P. in chg. Engineering.....John G. Leitch

**KDKA-TV—Pittsburgh—1949**

Channel: 2....AP: 50 Kw....VP: 100 Kw.  
 Owned-Oper. By..Westinghouse Brcdctng. Co.  
 Business Address.....1 Gateway Center  
 Tel.: EX 1-3000.....CBS  
 Sta. Representative..Peters, Griffin, Woodward  
 After July 1.....TvAR  
 President.....Donald H. McGannon  
 Vice President.....Harold C. Lund  
 General Manager.....Jerome R. Reeves  
 Comm. Manager.....John Stilli  
 Program Director.....Cal Jones  
 Promotion Director.....David N. Lewis  
 Film Manager.....Richard Dreyfuss  
 Publicity Director.....Peter Thornton  
 Chief Engineer.....Raymond Rodgers  
 Owners of: WBZ-TV, Boston; KYW-TV, Cleve-  
 land; KPIX, San Francisco; WJZ-TV, Baltimore,  
 Md.

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 ADVERTISERS  
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 THAN ANY  
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First in ratings, talent, programming for 38 counties in Penn-  
 sylvania, Ohio, West Virginia and Maryland. Gives you more  
 audience, month after month, than any other TV station in the  
 \$4.7 billion Pittsburgh market area.

**ACID PROOF:** ARB share-of-audience figures, from sign-  
 on to sign-off, consistently give KDKA-TV an average of almost  
twice that of the 2nd Pittsburgh station. For all the facts call  
 John Stilli, KDKA-TV Sales Manager, at EXpress 1-3000.

Remember . . . no selling campaign is complete without the  
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 WESTINGHOUSE BROADCASTING COMPANY, INC.

**PENNSYLVANIA**

**WIIC—Pittsburgh—1957**

Channel: 11 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned ..... WIIC, Inc.  
 Address ..... 341 Rising Main St.  
 Tel.: WE 1-6900..... NBC  
 Newspaper Affil..... Post Gazette  
 Representative ..... Blair TV  
 President ..... H. K. Brennen  
 Gen. Mgr..... Robert A. Mortensen  
 Commercial Mgr..... Roger D. Rice  
 Operations, Prod..... Shelton Weaver  
 Prom., Pub. Dir..... Caley E. Augustine  
 Chief Engineer..... Henry Kaiser

**WTAE—Pittsburgh—1958**

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned By..... Television City, Inc.  
 Business Address..... 400 Ardmore Blvd.  
 Tel.: CHurchill 2-4300..... ABC-NTA  
 Newspaper Affil..... Sun-Telegraph  
 Station Representative ..... Katz  
 President..... Earl F. Reed  
 General Manager..... Franklin G. Snyder  
 Sales Mgr..... Alan Trench  
 Program Director..... Dave Murray  
 Prom. Dir..... Gregory Van Camp  
 Film Mgr..... Howard Reser

**WNEP-TV—Scranton—1954**

Channel: 16 UHF.. AP: 102 Kw.. VP: 191 Kw.  
 Owned-Oper. By.. Northeastern Pa. Bcstg. Inc.  
 Business Address..... 333 Madison Ave.  
 Tel.: DI 3-1245..... ABC

Representative ..... Avery-Knodel  
 President ..... Mitchell Jenkins  
 Gen., Sta. Mgr..... Thomas P. Shelburne  
 Commercial Manager..... Malcolm W. Dale  
 Prom., Pub. Dir..... Louise Tillie  
 Film Manager..... Donald Shook  
 Prog. Dir..... Hal Berg  
 Ch. Eng..... Roswell J. Parker  
 Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WSWA-TV, Harrisonburg, Va.

**WDAU-TV—Scranton—1953**

Channel: 22 UHF.. AP: 544 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Scranton Bcstrs., Inc.  
 Business Address..... 1000 Wyoming Ave.  
 Tel.: DI 2-7834..... CBS  
 Representative ..... H-R  
 President..... Donald W. Thornburgh  
 Vice-Pres., Gen. Mgr..... Vance L. Eckersley  
 General Sales Mgr..... Francis H. Conway  
 Station Manager..... Robert E. McDowell  
 Prog. Dir., Film Mgr..... Mort Rosenthal  
 Prom., Pub. Dir..... Doug Holcomb  
 Chief Engineer..... K. R. Cooke

**WBRE-TV—Wilkes-Barre—1953**

Channel: 28 UHF.. AP: 500 Kw.. VP: 1000 Kw.  
 Owned-Oper. By..... WBRE TV Inc.  
 Address..... 62 S. Franklin St.  
 Tel.: VA 3-3101..... NBC  
 Representative ..... Headley Reed  
 President..... Louis G. Baltimore  
 V.P., General Manager... David M. Baltimore

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 OF PITTSBURGH  
 TO THE ENTIRE  
 TRI-STATE AREA!

**WIIC**

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BASIC NBC AFFILIATE

CHANNEL

**11**

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FAirfax 1-8700 TWX: PG 16





## PA.-RHODE ISL.-SO. CAR.

Operations Manager.....F. D. Coslett  
 Comm. Manager.....Ernest Lewis  
 Promotion Dir.....Richard Paul  
 Production Manager.....Fred Foerster  
 Film Manager.....Robert Gibson  
 Chief Engineer.....Charles Sakoski, Sr.

### WSBA-TV—York—1952

Channel: 43 UHF..AP: 66 Kw..VP: 132 Kw.

Owned-Operated By..Susquehanna Bcstg. Co.  
 Business Address.....S. Queen St. Extended  
 Tel.: 2-5531.....ABC  
 Representative.....Jack Masla  
 President.....Louis J. Appell, Jr.  
 Comm. Mgr.....Robert M. Stough  
 Prog. Dir., Film Mgr.....Jim Curtis  
 Publicity Director.....Sonia L. Strohman  
 Chief Engineer.....Arthur C. Hafer

Pop.: 881,000  
 Families: 267,000  
 Radio Homes: 249,000

## Rhode Island

Stations in State: 13  
 TV Homes: 243,000  
 TV Stations: 3

### WJAR-TV—Providence—1949

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Operated By.....The Outlet Co.  
 Business-Studio Address.....176 Weybosset St.  
 Tel.: GA 1-8255.....ABC-NBC  
 Representative.....Petry  
 Vice President.....George O. Griffith  
 Sta. Mgr.....J. S. Sinclair  
 Oper. Manager.....Frederick R. Griffiths  
 Dir. TV Sales.....David J. Shurtleff  
 Sales Manager.....Edward Boghosian  
 Program Director.....Seymour Horowitz  
 Film Mgr.....Chester Dowling

Chief Engineer.....Thomas Prior

### WPRO-TV—Providence—1955

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By..Cherry & Webb Bcstg. Co.  
 Address.....24 Mason St.  
 Tel.: PL 1-9776.....CBS  
 Representative.....Blair-TV  
 President.....William S. Cherry, Jr.  
 General Manager.....Arnold F. Schoen, Jr.  
 Comm. Mgr.....Eugene W. Wilkin  
 Prog. Dir.....Raymond A. Gilvard  
 Prod. Mgr.....Donald S. Moeller  
 Chief Engineer.....John V. Ferri

Pop.: 2,510,000  
 Families: 623,000  
 Radio Homes: 605,000

## South Carolina

Stations in State: 70  
 TV Homes: 454,000  
 TV Stations: 11

### WAIM-TV—Anderson—1953

Channel: 40 UHF..AP: 207 Kw..VP: 103.5 Kw.  
 Owned-Oper. By.....Wilton E. Hall  
 Business Address.....321 Kingsley Rd.  
 Tel.: CA 6-1511.....ABC-CBS  
 Newspaper Afilil..Independent & Daily Mail  
 Representative.....Headley-Reed  
 Owner.....Wilton E. Hall  
 General Mgr.....Glenn P. Warnock  
 Sales Mgr.....John McCallum  
 Program Director.....Ray Barath  
 Chief Engineer.....Earl Cosend

### WUSN-TV—Charleston—1954

Channel: 2 VHF...AP: 53 Kw...VP: 100 Kw.  
 Owned-Oper. By...Southern Broadcasting Co.  
 Address.....P. O. Box 879  
 Tel.: TU 4-4141.....ABC-NBC  
 Representative.....Bolling  
 Pres., Gen. Mgr.....J. Drayton Hastie  
 Sec'y, Ass't Gen. Mgr.....Doug M. Bradham  
 Commercial Mgr.....Grange S. Cuthbert, Jr.  
 Prod. Director.....Bob Edwards  
 Chief Engineer.....Walter M. Nelson

### WCSC-TV—Charleston—1953

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WCSC, Inc.  
 Business Address.....485 East Bay St.  
 Tel.: RAYmond 3-8371.....CBS  
 Representative.....Peters, Griffin, Woodward  
 President, Gen. Mgr.....John M. Rivers  
 Station Manager.....Roland Weeks  
 Commercial Manager.....Ralph Thornley  
 National Sales Mgr.....Charles S. Cady  
 Program Director.....Charles Hall  
 Prom., Pub. Director...Mrs. Annie Lee Small  
 Film Manager.....Annie Laurie Quarterman  
 Chief Engineer.....Rudy Hughes

### WIS-TV—Columbia—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Bcstg. Co. of the South  
 Business Address.....1111 Bull St.  
 Tel.: ALpine 3-8356.....ABC-NBC  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....G. Richard Shafto  
 Station Manager.....Charles A. Batson  
 Comm. Manager.....Law Epps  
 Program Director.....Dixon Lovvorn  
 Prom., Pub. Dir.....Tom Cureton  
 Film Manager.....Bob Humphries  
 Chief Engineer.....Barnett Goldberg

### WNOK-TV—Columbia—1953

Channel: 67 NHF..AP: 47 Kw..VP: 93.5 Kw.

## SOUTH CAROLINA-SOUTH DAKOTA

Owned-Oper. By.....Palmetto Radio Corp.  
 Business Address.....1811 Main St.; Box 5307  
 Tel.: AL 2-7737.....CBS  
 Representative.....Raymer  
 V.P., Gen. Mgr.....H. Moody McElveen, Jr.  
 Comm. Mgr.....David C. Phillips  
 Prog. Dir., Film Mgr.....Graham M. Thomas  
 Promotion Director.....Pat Conder  
 Chief Engineer.....Charlton W. Bowers

### WBTW—Florence—1954

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned-Oper. By..Jefferson Standard Bcstg. Co.  
 Address.....Box 630  
 Tel.: MO 2-1566.....ABC-CBS-NBC  
 Representative....CBS Television Spot Sales  
 President.....Joseph M. Bryan  
 General Manager.....Charles H. Crutchfield  
 Managing Director.....J. William Quinn  
 Nat'l Sales Mgr.....John H. Brock  
 Program Director.....George B. Burnette  
 Prom., Pub. Director.....Whitefoord Smith  
 Film Manager.....Harry Hughes  
 Chief Engineer.....E. A. Sellars

### WFBC-TV—Greenville—1953

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

Owned-Oper. By.....WMRC, Inc.  
 Business Address.....505 Rutherford St.  
 Tel.: CE 9-1321.....NBC  
 Newspaper Affiliation.....News-Piedmont  
 Representative.....Weed  
 President.....R. A. Jolley  
 General Manager.....Kenneth Beachboard  
 Commercial Manager.....Bob Glass  
 Program Director.....Norvin C. Duncan  
 Prom., Pub. Dir.....Edna Seaman  
 Film Director.....Charles Howard  
 Chief Engineer.....W. E. Garrison

### WSPA-TV—Spartanburg—1956

Channel: 7 VHF..AP: 144 Kw...VP: 257 Kw.  
 Owned-Oper. By...Spartan Radiocasting Co.  
 Business Address.....224 E. Main St.  
 Tel.: 3-3621.....CBS  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Walter J. Brown  
 Nat. Sales Mgr.....Roger Shaifer  
 Commercial Manager.....Jack Sholar  
 Prog. Dir., Film Mgr.....James B. Hobbs, Jr.  
 Promotion Mgr.....William A. Adams  
 Engineering Dir.....Harold Beckholt

Pop.: 732,000 Families: 205,000 Radio Homes: 198,000	<h2 style="margin: 0;">South Dakota</h2>	Stations in State: 20 TV Homes: 129,000 TV Stations: 9
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### KXAB-TV—Aberdeen—1958

Channel: 9 VHF...AP: 15 Kw...VP: 30 Kw.  
 Owned-Operated By..N. Dak. Bcstg. Co. Inc.  
 Bus. Address...4000 W. Main St., Fargo, N.D.  
 Tel.: AD 5-4461.....ABC-NBC  
 Representative.....Weed  
 President.....John W. Boler  
 Station Mgr.....Neal Edwards  
 Commercial Manager.....M. J. O'Leary  
 Prog., Prom. Dir.....Connie Blackstead  
 Chief Engineer.....Henry Hausler

### KOTA-TV—Rapid City—1955

Channel: 3 VHF..AP: 37.5 Kw..VP: 72.4 Kw.  
 Owned-Oper. By....Duhamel Enterprises, Inc.  
 Business Address.....524½ 6th St.; Box 1752  
 Tel.: Fillmore 2-2000.....ABC-CBS  
 Representative.....Headley-Reed  
 Pres., Gen. Mgr.....Helen S. Duhamel  
 Commercial Mgr.....William F. Turner

Prog. Dir., Film Mgr.....J. Norman Heffron  
 Chief Engineer.....Robert Musfeldt

### KRSD-TV—Rapid City—1958

Channel: 7...AP: 12.9 Kw...VP: 25.7 Kw.  
 Owned.....Heart of Black Hills Stations  
 Address.....1438 Mt. View Drive  
 Representative.....Meeker  
 General Mgr.....Eli Daniels

### KELO-TV—Sioux Falls—1953

Channel: 11 VHF..AP: 123 Kw..VP: 220 Kw.  
 Owned-Oper. By.....Midcontinent Bcstg. Co.  
 Business Address.....8th St. & Phillips Ave.  
 Tel.: 4-5841.....ABC-CBS-NBC  
 Station Representative.....H-R; Evans  
 President.....Joseph L. Floyd  
 Gen., Comm. Mgr.....Evans A. Nord  
 Sta. Mgr., Prog. Dir.....Tom Sheeley  
 Prom., Pub. Director.....Jack Townsend  
 Chief Engineer.....Les Froke

Pop.: 3,695,000  
Families: 1,009,000  
Radio Homes: 976,000

# Tennessee

Stations in State: 105  
TV Homes: 738,000  
TV Stations: 15

## WCYB-TV—Bristol—1956

(See Listing Under Bristol, Va.)

## WDEF-TV—Chattanooga—1954

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WDEF Broadcasting Co.  
Address.....3300 Broad St.  
Tel.: AM 7-3393.....CBS  
Representative.....Branham  
President.....Carter M. Parham  
Gen. Sta. Mgr.....Otis H. Segler  
Nat. Sales Mgr.....Richard W. Holloway  
Prog., Pub. Dir.....Morris Quave  
Promotion Dir.....Mrs. Nancy Cook  
Film Manager.....John Bonney  
Chief Engineer.....B. C. Baker

## WRGP-TV—Chattanooga—1956

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Mountain City TV, Inc.  
Business Address.....1214 McCallie Ave.  
Tel.: OX 8-1505.....NBC  
Representative.....H-R  
Pres., Gen. Mgr.....R. G. Patterson  
Sta. Mgr., Prog. Dir.....Helen Patterson  
Commercial Mgr.....George P. Moore  
Film Mgr.....Jim Nabors  
Chief Engineer.....B. B. Barne

## WTVC—Chattanooga—1958

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned.....Martin Theatres of Georgia, Inc.  
Business Address.....Hotel Patten; Box 1026  
Tel.: AM 6-4151.....ABC  
Representative.....Meeker, Ayres  
Gen. Mgr., Film Buyer.....Reeve Owen  
Commercial Manager.....Joe Windsor  
Prog. Dir.....Jack Sausman  
Promotion Director.....Conrad Alexander  
Publicity Director.....Earl Winger  
Ch. Eng.....Leon Webb

## WDXI-TV—Jackson—1955

Channel: 7 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Dixie Bcstg. Co.  
Business Address.....Williams Bldg.  
Tel.: 7-9611.....ABC-CBS  
Representative.....Venard, Rintoul, McConnell  
President.....Aaron B. Robinson  
General Manager.....John E. North  
Commercial Mgr.....Jack Mayer  
Prog. Dir., Film Mgr.....James W. Hoppers  
Publicity Dir.....Marge Borg  
Chief Engineer.....James Thomas

## WJHL-TV—Johnson City 1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WJHL, Inc.

Business Address.....145 W. Main St.  
Tel.: 6200.....ABC-CBS  
Representative.....Pearson  
Pres., Gen. Mgr.....W. Hanes Lancaster, Jr.  
Sales Mgr.....J. Will Hall  
Program Director.....Alfred Gregory  
Prom., Pub. Director.....W. A. McDonald  
Film Manager.....Vernita Wright  
Chief Engineer.....Rowland Medler

## WATE-TV—Knoxville—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. ....WATE, Inc.  
Business Address.....612 S. Gay St.  
Tel.: 2-7111.....NBC  
Representative.....Avery-Knodel  
V.P., Gen. Mgr.....W. Henry Linebrough  
Comm. Manager.....J. T. McCloud  
Program Director.....Jack Weiderman  
Prom. Publicity Director.....Carl Huster  
Film Buyer.....J. H. Reese  
Chief Engineer.....Fred M. Andrews

## WBIR-TV—Knoxville—1955

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WBIR, Inc.  
Business Address.....1513 Hutchison Ave.  
Tel.: 5-8101.....CBS  
Representative.....Katz  
Pres., Gen. Mgr.....John P. Hart  
Local Sales Mgr.....R. S. Quinn  
Prom., Pub. Dir.....Robert Wilson  
Prog. Dir., Film Mgr.....Neal Branch  
Chief Engineer.....J. Rex Horton

## WTVK—Knoxville—1953

Channel: 26 UHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....So. Central Bcstg. Co.  
Business Address.....P. O. Box 1388  
Tel.: 5-2113.....ABC  
Representative.....Pearson  
Pres., Gen., Sta., Comm. Mgr.....J. Engelbrecht  
Commercial Mgr.....Guy L. Smith, III  
Prog. Dir., Film Mgr.....Bill Eckstein  
Sales Promotion.....Florence Woodford  
Chief Engineer.....Carl Lawson

## WHBQ-TV—Memphis—1953

Channel: 13 VHF...AP: 160 Kw...VP: 316 Kw.  
Owned-Oper. By.....RKO Teleradio Pictures  
Business Address.....1381 Madison Ave.  
Tel.: BR 2-3441.....ABC  
Representative.....H-R  
President.....Thomas F. O'Neil  
Gen. Mgr.....D. A. Noel  
Prog., Pub. Dir.....Gene Roper  
Promotion Director.....Anne Berkeley  
Film Mgr.....Freddie Burns  
Chief Engineer.....Welton Roy

## WMCT—Memphis—1948

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



\$7,700,000 Southwestern Bell Telephone Company building—Fort Worth



Exchange Park, 120 Acre Business center—Dallas



Multi million dollar Sears Shopping Center, largest in area—Fort Worth



Connecting Turnpike, only 25 minutes from Fort Worth to Dallas

# GROWING GREAT!

The Fort Worth-Dallas metropolitan area, 12th largest market in the United States . . . where more than \$1 billion\* in commercial, industrial and residential building has been undertaken recently . . . where population increased 500,000\*\* and retail sales have climbed from a little over \$1 billion\*\* to almost \$2 bil-

lion\*\* since 1950 . . . and where the first and consistently high rated television station from sign-on to sign off is—WBAP-TV.

\*Source: Printers Ink  
Guide to marketing October 31, 1958

\*\*Source: Sales Management



# WBAP-TV CHANNEL 5

**BASIC NBC FOR NORTH TEXAS**

FORT WORTH • 3900 BARNETT

DALLAS • 1900 NORTH AKARD

AMON CARTER  
Founder

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

ROY BACUS  
Manager

JACK ROGERS  
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc. — National Representatives

Owned-Operated.....Memphis Publish Co.  
 Address.....P.O. Box 8325  
 Tel.: BRoadway 2-0552.....NBC  
 Newspaper Affil.....Commercial Appeal  
 Representative.....Blair TV  
 General Manager.....H. W. Slavick  
 Station, Comm. Mgr.....Earl Moreland  
 Chief Engineer.....E. C. Frase, Jr.

**WREC-TV—Memphis—1956**

Channel: 3 VHF...AP: 60.3 Kw...VP: 100 Kw.  
 Owned-Oper. By.....WREC Bcstg. Service  
 Business Address.....Hotel Peabody Bldg.  
 Tel.: JA 5-1313.....CBS  
 Representative.....Katz  
 Owner, Gen. Mgr.....Hoyt B. Wooten  
 Commercial Mgr.....Charles B. Brakefield  
 Prog. Dir.....Jack Michael  
 Chief Engineer.....Wilson Raney

**WLAC-TV—Nashville—1954**

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. ....WLAC-TV Inc.  
 Address.....159 Fourth Avenue North  
 Tel.: CH 2-4331.....CBS  
 Representative.....Katz  
 Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.  
 Ass't to Mgr.....Ruth C. Talley  
 Gen. Sls. Manager.....R. M. Reuschle  
 Operations Mgr.....Roy A. Smith

Film Editor.....Donnie Gross  
 Chief Engineer.....Ralph L. Hucaby

**WSIX-TV—Nashville—1953**

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WSIX Inc.  
 Business Address.....Nashville Trust Bldg.  
 Tel.: AL 5-5431.....ABC  
 Station Representative.....H.R. Brown  
 President.....Louis R. Draughon  
 Sta., Gen. Mgr.....E. S. Tanner  
 Commercial Manager.....George Morris  
 Operations Director.....Robert L. Chaudoin  
 Prom., Pub. Dir.....W. A. Jones

**WSM-TV—Nashville—1950**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned...Nat'l Life & Accident Insurance Co.  
 Address.....7th & Union  
 Tel.: AL 4-5656.....NBC  
 Representative.....Petry  
 President.....John H. DeWitt, Jr.  
 Gen. Manager.....Irving Waugh  
 Comm. Manager.....Hi Bramham  
 Sales Dir.....Tom Griscom  
 Operations Mgr.....Brad Crandall  
 Production Mgr.....Elmer Alley  
 Prom. Dir.....Charlie Cash  
 Film Manager.....Brad Crandall  
 Chief Engineer.....Aaron Shelton

Pap.: 9,695,000  
 Families: 2,789,000  
 Radio Homes: 2,727,000

**Texas**

Stations in State: 238  
 TV Homes: 2,149,000  
 TV Stations: 49

**KPAR-TV—Abilene—  
 Sweetwater—1956**

Channel: 12 VHF...AP: 72.5 Kw...VP: 145 Kw.  
 Owned-Oper. By.....Texas Telecasting, Inc.  
 Bus. Address. 7400 College Ave., Lubbock, Tex.  
 Tel.: SH 4-2345.....CBS-NTA  
 Representative.....Branham  
 Pres., Gen. Mgr.....W. D. "Dub" Rogers  
 Vice President.....W. H. Shipley  
 V.P., Sta. Mgr.....Jimmie Isaacs  
 General Sales Manager. R. S. "Bud" Nielsen  
 Prog. Dir., Film Mgr.....Ray Trent  
 National Sales Manager.....John Henry  
 Promotion Manager.....Ray Huffer  
 Chief Engineer.....Rudy Starnes

**KRBC-TV—Abilene—1953**

Channel: 9 VHF...AP: 13.8 Kw...VP: 27.5 Kw.  
 Owned-Oper. By.....Abilene Radio & TV Co.  
 Business Address.....4510 So. 14th St.  
 Tel.: OW 2-4242.....NBC  
 Representative.....Raymer  
 President.....Dale Ackers  
 Sta. Mgr.....George C. Breeding, Jr.  
 Commercial Manager.....Dan C. Guthrie  
 Program Director.....Normand Mann  
 Chief Engineer.....Troy Mallon

**KFDA-TV—Amarillo—1953**

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned & Oper. By.....Amarillo Bcstg. Co., Inc.  
 Address.....P. O. Box 1440  
 Tel.: EV 3-2226.....CBS-NTA  
 Representative.....Blair  
 President.....Gene L. Cagle  
 Gen., Sta., Film Mgr.....Ed Moore  
 Operations Director.....Bill Spiller  
 Promotion Director.....Claudette Leachman  
 Merch. Dir.....Howard Roberson

**KGNC-TV—Amarillo—1953**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Globe News Publishing Co.  
 Business Address.....2000 N. Polk St.  
 Tel.: EVERgreen 3-3321.....NBC  
 Newspaper Affiliation...News, Times, Globe  
 Representative.....Katz  
 President.....Parker Prouty  
 General Manager.....Jack Liston  
 Sta. Mgr.....Bob Watson  
 Commercial Manager.....Bill Clarke  
 Adv. Prom. Mgr.....Roberta Kelley  
 Prod. Mgr.....Bud Purgley  
 Chief Engineer.....W. H. Torrey

**KVII-TV—Amarillo—1957**

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

**TEXAS**

Owned.....Southwest States, Inc.  
 Business Address.....P.O. Box 925  
 Tel.: FL 6-5241.....ABC  
 Station Representative.....Bolling  
 President.....Jack C. Vaughn  
 V.P., Gen. Mgr.....Dick Watts  
 Asst. Gen. Mgr.....Gordon R. Phillips  
 Regional Sales Manager.....John Conboye  
 Operations Manager.....Jerry Gardner

**KTBC-TV—Austin—1952**

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....The L-B-J Co.  
 Address.....Box 1155  
 Tel.: GR 2-2424.....ABC-CBS-NBC  
 Representative.....Raymer  
 Chairman of Bd.....Claudia T. Johnson  
 Pres., Gen. Mgr.....J. C. Kellam  
 Gen. Sales Manager.....O. P. (Bob) Bobbitt  
 Program Director.....Richard "Cactus" Pryor  
 Publicity Dir.....Elmo Brown  
 Chief Engineer.....Ben Hearn

**KFDM-TV—Beaumont—1955**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Beaumont Bcstg. Corp.  
 Business Address.....1420 Calder Ave.  
 Tel.: TE 8-4731.....ABC-CBS  
 Representative.....Peters, Griffin, Woodward  
 President.....D. A. Cannan  
 General Manager.....C. B. Locke  
 Commercial Mgr.....Mott M. Johnson  
 Program Dir.....Bob McManus  
 Program. Film Mgr.....Jack Dahmer  
 Chief Engineer.....Harold W. Bartlett

**KEDY-TV—Big Spring—1956**

Channel: 4 VHF...AP: 6.3 Kw...VP: 12.9 Kw.  
 Owned-Oper. By.....Texas Telecasting  
 Address.....7400 College Ave., Lubbock, Tex.  
 Tel.: SH 4-2345 (Lubbock).....CBS  
 Representative.....Branham  
 President.....W. D. Rogers  
 Vice President.....W. H. Shipley  
 Natl. Sales Mgr.....John Henry  
 Program Mgr.....Ray Trent  
 Chief Engineer.....Rudy Starnes

**KBTX-TV—Bryan—1957**

Channel: 3 VHF...AP: 30.2 Kw...VP: 60.3 Kw.  
 Owned.....Brazos Bcstg. Co.  
 Business Address.....Box 3237  
 Tel.: VI 6-777.....ABC-CBS  
 Representative.....Raymer  
 President.....W. C. Mitchell  
 Gen. Mgr.....M. N. Bostick  
 Sta. Mgr.....Harry Lee Gillam  
 Comm. Mgr.....David G. Haines  
 Prog. Dir.....Rod Whisenant  
 Pub. Dir.....Barbara Keller  
 Film Mgr.....Charles Henderson  
 Chief Engineer.....W. B. Cox

**KRIS-TV—Corpus Christi—1956**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Gulf Coast Bcstg. Co.  
 Business Address.....Box 840  
 Tel.: TU 3-6511.....ABC-NBC  
 Representative.....Peters, Griffin, Woodward

**KRLD-TV channel**



**the number 1 station**

**in the number 1 market!**

N. C. S. #3 and  
 Television Magazine "Tap 100" Survey

Low-band channel, with maximum power, telecasting from its  
 tremendous tower (1,685 feet above average terrain)... reaches  
 more than 650,000 TV Homes!

John W. Runyon, Chairman of the Board      Clyde W. Rembert, President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Pres., Gen. Mgr. . . . . T. Frank Smith  
 V.P.-Sales . . . . . W. M. Eikner  
 V.P.-Programs . . . . . Charles Nethery  
 Promotion Dir. . . . . Harry Abbott  
 Chief Engineer . . . . . Joseph W. Collier

**KZTV—Corpus Christi—1956**

Channel: 10 VHF..AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By . . . . . KSIX-Television, Inc.  
 Business Address . . . . . Show Room Bldg.  
 Tel.: TULip 4-1616 . . . . . ABC-CBS  
 Station Representative . . . . . Branham  
 Pres., Gen. Mgr. . . . . Vann M. Kennedy  
 Commercial Manager . . . . . William Lydle  
 Prom., Pub. Dir. . . . . M. L. Kennedy  
 Program Dir. . . . . Gene Looper

**WBAP-TV—Dallas—1948**

(See Ft. Worth Listing)

**WFAA-TV—Dallas—1949**

Channel: 8 VHF..AP: 158 Kw.. VP: 316 Kw.  
 Owned-Operated By . . . . . A. H. Belo Corp.  
 Business Address . . . . . 3000 Harry Hines Blvd.  
 Tel.: RI 1-3315 . . . . . ABC  
 Newspaper Affiliation . . . . . Morning News  
 Representative . . . . . Petry  
 Managing Dir. . . . . Alex Keese  
 Station Manager . . . . . Mike Shapiro  
 General Sales Manager . . . . . Dick Drummy  
 Program Director . . . . . Bob King  
 Prom., Pub. Dir. . . . . Rikki Boltz  
 Film Manager . . . . . Dunlap Clark  
 Chief Engineer . . . . . Jim W. Cooper

**KFJZ-TV—Dallas—1955**

(See Ft. Worth Listing)

**KRLD-TV—Dallas—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned . . . . . Times Herald Printing Co.  
 Business Address . . . . . Herald Square  
 Tel.: RI 2-6811 . . . . . CBS  
 Newspaper Affiliation . . . . . Dallas Times Herald  
 Representative . . . . . Branham  
 President . . . . . Clyde Rembert  
 V.P., Gen. Mgr. . . . . Roy M. Flynn  
 Comm. Manager . . . . . Gene Cuny  
 Program Director . . . . . Ves Box  
 Prom., Pub. Director . . . . . Jack Saunders  
 Film Manager . . . . . Nick Mueller  
 Chief Engineer . . . . . B. B. Honeycutt

**KELP-TV—El Paso—1956**

Channel: 13 VHF..AP: 15.8 Kw.. VP: 26.6 Kw.  
 Owned-Oper. By . . . . . KELP TV Corp.  
 Business Address . . . . . 4530 Delta St.; Box 105  
 Tel.: KE 3-5911 . . . . . ABC  
 Representative . . . . . Young TV  
 President . . . . . Norman Alexander  
 General Manager . . . . . Harry Edelman  
 Sta. Prog. Dir. . . . . Jerry Baker  
 Promotion Director . . . . . George Harkins  
 Film Manager . . . . . Harold Wooley  
 Ch. Eng. . . . . Michael Gaglio



**IMPACT!**  
**56.1%**

**BIGGEST SHARE OF AUDIENCE IN AMERICA  
 IN MARKETS OF 3 OR MORE STATIONS\***

Once again, KROD-TV proves that it is America's best TV buy with an overwhelming share of audience in a competitive, 3-station, 3-network, all-VHF market. (\*ARB, November 1958)

**EL PASO POPULATION NOW 5th IN TEXAS**

A scientifically calculated estimate of populations as of January 1, 1959, made by the Abilene Reporter News, places El Paso in fifth place following Houston, Dallas, San Antonio and Fort Worth:

5th	El Paso	283,000
6th	Austin	197,000
7th	Corpus Christi	175,000
8th	Lubbock	148,000
9th	Amarillo	145,000
10th	Waco	125,000

See your Branham man  
 for full details.



CBS Television Network • Channel 4 • El Paso, Texas

Dorrance D. Roderick, Pres.; Val Lawrence, V-Pres. and Gen. Mgr.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

# First in Houston

## radio and television

### KPRC and KPRC-TV Dominate the Houston Market

KPRC RADIO has been the first choice of Houston Gulf Coast listeners for more than 35 years. KPRC-TV, now over ten years old, is also first choice with these same people. More than a time-honored habit, this loyalty is indisputable proof of KPRC's experienced leadership and consistent fine quality.

FIRST IN EXPERIENCE

FIRST IN PUBLIC SERVICE

FIRST IN NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN RATINGS

FIRST IN FACILITIES



### FIRST IN THE SOUTH'S FIRST MARKET



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



**KROD-TV—El Paso—1952**

Channel: 4 VHF... AP: 31 Kw... VP: 62 Kw.  
 Owned-Oper. By..... Roderick Bcstg. Co.  
 Address..... 2201 Wyoming St.  
 Tel.: KE 2-6551..... CBS-NTA  
 Newspaper Affiliation ..... Times  
 Representative ..... Branham  
 President ..... D. D. Roderick  
 Gen., Sta. Mgr..... Val Lawrence  
 Prog., Prom. Dir..... Bernie Bracher  
 Film Manager..... Frank Jordan  
 Chief Engineer..... Edward P. Talbott

**KTSM-TV—El Paso—1953**

Channel: 9 VHF... AP: 28 Kw... VP: 58 Kw  
 Owned-Operated By..... Tri-State Bcstg. Co.  
 Address..... 801 N. Oregon St.  
 Tel.: KE 2-5423..... NBC  
 Representative ..... Hollingbery  
 Pres., Gen. Mgr..... Karl O. Wyler, Sr.  
 Exec. Ass't..... Karl O. Wyler, Jr.  
 Commercial Manager..... Roy T. Chapman  
 Prog. Dir., Film Mgr..... Jack R. Rye  
 Promotion Director..... Mary Davis  
 Publicity Director..... Conrey Bryson  
 Chief Engineer..... Kenneth J. Walton

**WBAP-TV—Fort Worth—1948**

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Carter Publications, Inc.  
 Business Address..... 3900 Barnett St.  
 Tel.: JE 6-1981..... NBC  
 Newspaper Affiliation ..... Star-Telegram  
 Representative ..... Peters, Griffin, Woodward  
 President..... Amon Carter, Jr.  
 Gen., Sta. Mgr..... Roy Bacus  
 Commercial Manager..... Jack Rogers  
 Program Director..... Robert Gould  
 Prom., Pub. Dir..... Margret McDonald  
 Film Manager..... Lynn Trammell  
 Chief Engineer..... Rupert Bogan

**KFJZ-TV—Fort Worth—1955**

Channel: 11 VHF... AP: 105 Kw... VP: 210 Kw  
 Owned-Oper. By... Texas State Network, Inc.  
 Address ..... 4801 W. Freeway  
 Tel.: PE 7-6631..... NTA  
 Representative ..... Blair TV  
 President..... Gene L. Cagle

Gen., Sta. Mgr..... Stan Wilson  
 Comm. Mgr..... John Hopkins  
 Prog. Dir..... Olin Terry  
 Promotion Director..... Bill Camfield  
 Publicity Director..... Janis Wisocki  
 Film Mgr..... Arno W. Mueller, Jr.  
 Chief Engineer..... Bill Kessell

**KGUL-TV—Galveston-Houston  
1952**

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
 Owned-Oper. By..... Gulf Television Corp.  
 Business Address..... Prudential Bldg.  
 Tel.: JA 9-4811..... CBS  
 Representative..... CBS Television Spot Sales  
 President..... C. Wrede Petersmeyer  
 V.P., Gen. Mgr..... James C. Richdale, Jr.  
 Comm. Manager..... Robert S. Wilson  
 Program Director..... Thomas L. Thompson  
 Prom., Pub. Dir..... Roland Brazier  
 Film Manager..... Bud Johnson  
 Owners of: KOTV, Tulsa, Okla.; WISH-TV,  
 Indianapolis; WANE-TV, Fort Wayne, Ind.

**KGBT-TV—Harlingen—1953**

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Harbenot Bcstg. Co.  
 Business Address..... 1521 W. Harrison St.  
 Tel.: GA 3-4880..... ABC-CBS  
 Representative ..... H-R Reps.  
 President ..... McHenry Tichenor  
 General Manager..... Troy McDaniel  
 Comm. Manager..... Harry Moradian  
 Promotion Dir..... Mal Kasanoff  
 Chief Engineer..... Al Beck

**KPRC-TV—Houston—1950**

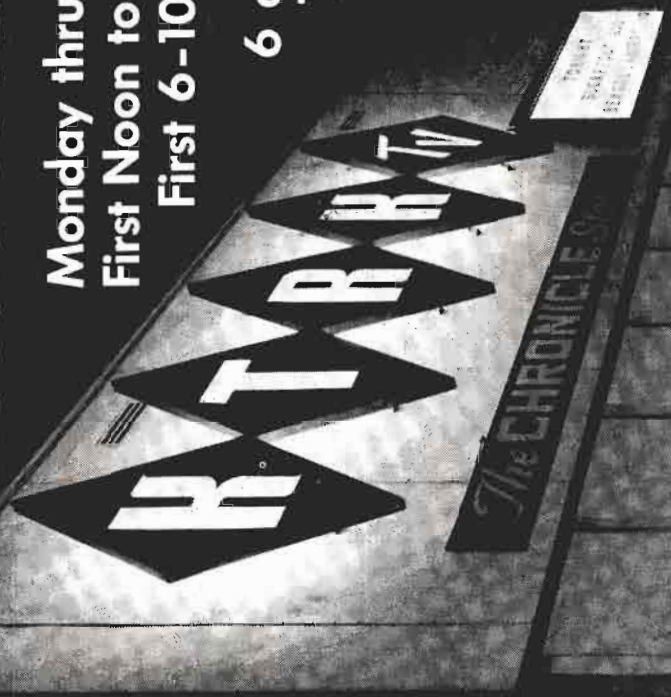
Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By..... Houston Post Co.  
 Bus. Address... 3014 Post Oak. Rd.; Box 1234  
 Tel.: MA 3-9271..... NBC  
 Newspaper Affiliation ..... Post  
 Representative ..... Petry  
 V.P., Gen. Mgr..... Jack Harris  
 Commercial Manager..... Jack Healy  
 Sta. Manager..... Jack McGrew  
 Operations Director..... Paul Huhndorff  
 Program Director..... Ridge Radney  
 Publicity Dir..... Edna Forester  
 Film Manager..... Earl Corridon  
 Chief Engineer..... Paul Huhndorff

# HOUSTON'S FAMILY STATION HOUSTON'S FIRST STATION

Monday thru Friday\*  
First Noon to 6 p. m.  
First 6-10 p. m.

6 of Top 10  
12 of Top 20  
Shows in Town.

(\*ARB November 1958)



**KTRK-TV—Houston—1954**

Channel: 13 VHF..AP: 170 Kw..VP: 316 Kw.  
 Owned-Oper...Houston Consolidated TV Co.  
 Address.....P. O. Box 12  
 Tel.: JA 6-1313.....ABC  
 Newspaper Affiliation.....Chronicle  
 Representative.....Hollingbery  
 President.....John T. Jones, Jr.  
 Exec. V.P., Gen. Mgr.....W. E. Walbridge  
 Program Director.....John E. Hill  
 Comm. Manager.....William F. Bennett  
 Prom., Pub. Director.....John Chapman  
 Chief Engineer.....Tom Hiner

**KGNS-TV—Laredo—1956**

Channel: 8 VHF..AP: 1.15 Kw..VP: 2.27 Kw.  
 Owned-Oper. By...International Broadcasters  
 Business Address.....820 Convent St.  
 Tel.: RAndolph 3-3674.....ABC-CBS-NBC-NTA  
 Station Rep.....Venard, Rintoul, McConnell  
 President.....Donald W. Reynolds  
 General Manager.....Roy J. Bowman  
 Commercial Manager.....Jim Shelton  
 Program Director.....Dave Leyendecker  
 Prom., Pub. Dir.....Mrs. Amalia Samuels  
 Film Manager.....Ernie Ramirez  
 Chief Engineer.....W. Irven Simpson

**KCBD-TV—Lubbock—1952**

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Bryant Radio & TV Inc.  
 Business Address.....5600 Ave. A; Box 1507  
 Tel.: SH 4-1414.....ABC-NBC  
 Representative.....Raymer  
 Pres., Gen. Manager.....Joe H. Bryant  
 Asst. Gen. Manager.....Robert L. Snyder  
 National Sales Mgr.....Ray Poindexter  
 Comm. Manager.....George L. Tarter  
 Program Director.....Bill Taylor  
 Promotion Director.....Joan Prigmore  
 Film Manager.....J. M. Hollers  
 Chief Engineer.....Frank Lee

**KDUB-TV—Lubbock—1952**

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Texas Telecasting, Inc.  
 Bus. Address...7400 College Ave.; Box 1475  
 Tel.: SH 4-2345.....CBS-NTA  
 Representative.....Branham  
 Pres., Gen. Mgr.....W. D. (Dub) Rogers  
 Vice President.....W. H. Shipley  
 Gen. Sales Mgr.....R. S. "Bud" Nielsen  
 National Sales Manager.....John Henry  
 Prog. Dir., Film Mgr.....Ray Trent  
 Prom. Mgr.....Ray Huffer  
 Chief Engineer.....Rudy Starnes

**Texas best major-market buy..** West Texas Television Network

**K/DUB stations**

**KDUB-TV**  
LUBBOCK, TEXAS

**KPAR-TV**  
ABILENE - SWEETWATER

**KEDY-TV**  
BIG SPRING, TEXAS

- Ranks as one of Texas' four top TV markets!
- Micro-wave system combines the rich oil, cattle and cotton area of West Texas into one vast market!
- Delivers greater % of audience in all time segments than any other BIG Texas market!
- Larger in area (51,000 sq. mi.) than the state of New York!

REPRESENTED BY THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.  
 R. S. "Bud" Nielsen, General Sales Manager  
 John Henry, National Sales Manager

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

BETTER  
GET  
WITH  
IT NOW!  
**300,000**  
PROSPEROUS  
FAST BUYING  
PEOPLE SERVED  
ONLY BY  
THEIR  
POPULAR

# KTRE-TV

LUFKIN, TEXAS  
CHANNEL **9**

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

80,000  
TELEVISION  
SETS IN THE  
BOOMING  
LUMBER RICH  
LUFKIN-NACOGDOCHES  
EAST TEXAS AREA  
SERVED BY KTRE-TV

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

SOUTHWEST  
REPRESENTATIVE  
Clyde Melville  
Company of  
Dallas

## KTRE-TV—Lufkin—1955

Channel: 9 VHF..AP: 12.5 Kw..VP: 26 Kw.  
Owned-Oper. By...Forest Capital Bcstg. Co.  
Business Address.....P. O. Box 701  
Tel.: NE 4-7771.....NBC-CBS-ABC  
Sta. Rep..Venard, Rintoul, McConnell; Melville  
President.....R. W. Wortham, Jr.  
Gen. Sta. Mgr.....Richman Lewin  
Commercial Manager.....Murphy Martin  
Prog., Prom. Dir.....Mark Kennedy  
Publicity Director.....Veta Rowin  
Film Manager.....Glenn Marmstrong  
Chief Engineer.....Fred Clinton Hill

## KMID-TV—Midland—1953

Channel. 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By..Midessa Television Co., Inc.  
Business Address.....Midland, Tex.  
Tel.: MU 2-7321.....ABC-NBC  
Rep.....Venard, Rintoul & McConnell, Brown  
General Manager.....Roy Herndon  
Chief Engineer.....Bill Buford

## KVKM-TV—Monahans—1958

Channel: 9 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned By.....Tri-Cities Bcstg. Co.  
Business Address.....Box 1118  
Tel.: WI 3-3231.....ABC  
Sta. Rep.....Melville; Everett-McKinney  
Pres., Gen. Mgr.....J. Ross Rucker  
Station Mgr.....Hillman Taylor  
Chief Engineer.....Rubin L. Masters

## KTES—Nacogdoches—1958

Channel: 19 UHF..AP: 9.12 Kw..VP: 16.6 Kw.  
Owned-Oper. By.....East Texas Bcstg. Co.  
Business Address.....Box 248  
Tel.: LOgan 4-4181.....ABC  
Pres., Gen. Mgr.....Lee Scarborough  
Chief Engineer.....Frank Murry

## KOSA-TV—Odessa—1956

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By...Odessa Television Co.  
Bus. Address...1211 N. Whitaker; Box 4186  
Tel.: FE 7-8301.....CBS  
Representative.....Bolling  
Pres., Gen. Mgr.....Cecil L. Trigg  
Station Manager.....John Vacca  
Sales Manager.....Ed Costello  
National Sales Manager.....George Collie  
Film Director.....George Duesler  
Chief Engineer.....Bill Schock

## KPAC-TV—Port Arthur—1957

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.  
Owned.....Texas Goldcoast TV Inc.  
Address.....Box 1059  
Tel.: YUkon 5-5557.....NBC  
Representative.....Raymer  
Pres., Gen. Mgr.....Julius Gordon  
Sls. Mgr.....Mack Newberry  
Program, Film Mgr.....Doug Thompson  
Ch. Eng.....Glenn Boatright

**KCTV—San Angelo—1953**

Channel: 8 VHF..AP: 15.5 Kw..VP: 27.5 Kw.  
 Owned-Oper. By..Westex Television Co., Inc.  
 Business Address.....Box 1941  
 Tel.: 7183 .....CBS  
 Rep....Melville, Venard, Rintoul & McConnell  
 President.....B. P. Bludworth  
 V.P., Gen., Sta. Mgr.....J. Harley Hubbard  
 Prog. Dir.....A. Cobb  
 Film Manager.....Charles Cathey  
 Chief Engineer.....Robert Benson

**KCOR-TV—San Antonio—1955**

Channel: 41 UHF...AP: 6 Kw...VP: 11 Kc.  
 Owned-Oper. By.....KCOR, Inc.  
 Business Address.....111 Martinez St.  
 Representative.....Richard O'Connell, Inc.  
 President.....Raoul A. Cortez, Sr.  
 General Mgr.....Nathan Safir  
 Commercial Mgr.....Ben Tamborello  
 Station Mgr.....Emilio Nicolas  
 Program Dir.....Sam Murray, Jr.  
 Promotion Dir.....Raoul A. Cortez, Jr.  
 Publicity Dir.....William Lamar  
 Film Mgr.....Robert Carns  
 Dir. Engineering.....Marvin Fiedler

**KENS-TV—San Antonio—1950**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Express Publ. Co.  
 Business Address.....Ave. E & 4th St.  
 Tel.: CA 5-7411.....CBS-NTA  
 Representative.....Peters, Griffin, Woodward  
 Newspaper Affil.....Express & News  
 President.....Frank G. Huntress, Jr.  
 General Manager.....Albert D. Johnson  
 Station Mgr.....Wayne Kearl  
 Prog. Dir., Film Mgr.....Ken James  
 Prom., Pub. Dir.....Kenneth McClure  
 Chief Engineer.....William J. Jackson

**KONO-TV—San Antonio—1957**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Mission Tcstg. Corp.  
 Business Address.....1408 N. St. Mary's St.  
 Tel.: CA 6-7611.....ABC-NTA  
 Station Representative.....H-R; Brown  
 President.....Eugene J. Roth  
 Gen., Sta. Mgr.....James M. Brown  
 Commercial Mgr.....Bob A. Roth  
 Program Director.....Perry Dickey  
 Prom., Pub. Dir.....Katie Ferguson  
 Film Manager.....Sam Rocco  
 Engineering Dir.....George W. Ing

**WOAI-TV—San Antonio—1949**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By....Southland Industries, Inc.  
 Address.....1031 Navarro St.  
 Tel.: CA 7-4221.....NBC  
 Representative.....Petry  
 Board Chairman.....Hugh Half, Jr.  
 Pres., Gen. Mgr.....James M. Gaines  
 Manager.....Edward V. Cheviot

America's  
 Newest  
 TV

Market

Nearly 1/5  
 of all Texans

now in

Texas Tall

\*  
 Tower Empire

\*this 1,531 foot Tall Tower  
 extends coverage to  
 1,700,000 — including  
 thousands of new families  
 in the rich South Texas  
 area you can reach at  
 no increase in cost.

Contact  
 Peters, Griffin,  
 Woodward,  
 Inc.  
 For Details



SAN ANTONIO, TEXAS

## TEXAS-UTAH

Prog. Director.....Robert Reed  
 Promotion Dir.....Bill N. Yancy  
 Publicity Dir.....Imogene Stanley  
 Film Manager.....Faye Leavitt  
 Chief Engineer.....Charles Jeffers

### KCEN-TV—Temple—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....The Bell Publishing Co.  
 Business Address.....17 S. 3rd St.  
 Tel.: PR 3-6868.....NBC  
 Newspaper Affiliation.....Telegram  
 Representative.....Blair TV Assoc.  
 President.....Frank W. Mayborn  
 General Manager.....Burton Bishop  
 Commercial Manager.....James E. Gordon  
 Film Manager.....Bell Nelson  
 Chief Engineer.....Curtis M. Casey

### KCMC-TV—Texarkana—1953

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KCMC, Inc.  
 Business Address.....Box 1290  
 Tel.: 33-1133.....ABC-CBS  
 Newspaper Affil.....Gazette & Daily News  
 Rep.....V. R. McC; Ayers, Melville  
 President.....Walter E. Hussman  
 General Manager.....Richard M. Peters  
 Sales Manager.....Jack Rollings  
 Program Dir.....Les Eugene  
 Promotion Director.....Cynthia LaFan  
 Film Manager.....Lorretta Stroup

### KLTV—Tyler—1954

Channel: 7 VHF..AP: 217 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Buford, Pengra  
 Business Address.....Box 957  
 Tel.: TY 2-3873.....NBC-ABC-CBS  
 Representative.....H-R  
 General Manager.....Marshall H. Pengra  
 Sales Mgr.....John Lenox  
 Program Director.....Bonnie Lenox  
 Chief Engineer.....Hudson Collins

### KWTX-TV—Waco—1955

Channel 10 VHF..AP: 53.6 Kw..VP: 107.2 Kw.  
 Owned-Operated By..KWTX Broadcasting Co.  
 Address.....P.O. Box 7128 Triangle Station

Tel.: PL 6-4451.....ABC-CBS  
 Representative.....Raymer  
 President.....W. W. Naman  
 Gen., Sta. Mgr.....M. N. Bostlick  
 Commercial Manager.....Pete McNea  
 Program Director.....Curtis Matties  
 Promotion Dir.....Oma Owens  
 Film Mgr.....George Wallace  
 Chief Engineer.....Jesse H. Dove

### KRGV-TV—Weslaco—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....The LBJ Co.  
 Business Address.....309 S. Missouri Ave.  
 Tel.: WO 8-3131.....ABC-NBC  
 Representative.....Paul H. Raymer  
 Board Chairman.....Claudia T. Johnson  
 Pres., Gen. Mgr.....J. C. Kellam  
 Station Manager.....Charles L. Brooks  
 Sales Manager.....Bill Rucker  
 Program Director.....Dallas Wales  
 Prom., Pub. Dir.....Hank Page  
 Operations Director.....Fred Noble  
 Chief Engineer.....Lewis Hartwig

### KFDX-TV—Wichita Falls—1953

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned.....Wichtex Radio & TV Corp.  
 Address.....Box 2040  
 Tel.: 692-4530.....ABC-NBC  
 Representative.....Raymer  
 President.....Darrold A. Cannon  
 Vice President.....Howard H. Fry  
 Commercial Mgr.....Bob H. Walker  
 Chief Engineer.....John Adams

### KSYD-TV—Wichita Falls—1953

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KSYD-TV Co., Inc.  
 Bus. Address..Seymour Hwy. & 9th; Box 2130  
 Tel.: 322-6957.....CBS  
 Representative.....Blair TV  
 Pres., Gen. Mgr.....Syd Grayson  
 Commercial Mgr.....Lambert Cain  
 Program Director.....Thomas R. Sugars  
 Prom., Pub. Dir.....Mrs. Mary K. Norwood  
 Film Manager.....Mrs. Ruth York  
 Chief Engineer.....Herb Wiley

Pop.: 861,000  
 Families: 239,000  
 Radio Homes: 232,000

## Utah

Stations in State: 26  
 TV Homes: 206,000  
 TV Stations: 5

### KLOR-TV—Provo—1958

Channel: 11 VHF...AP: 3 Kw....VP: 6 Kw.  
 Owned By.....Beehive Telecasting Corp.  
 Business Address.....1980 Columbia Lane  
 Tel.: FRanklin 3-2951.....Independent  
 Sta. Rep.....Raymer Co.  
 Pres., Gen. Mgr.....S. B. Nissley  
 Program Director.....G. B. Rowan  
 Prom. Mgr.....Vern Brimley, Jr.  
 Film Mgr.....Gordon Forsyth

### KSL-TV—Salt Lake City—1949

Channel: 5 VHF...17.8 Kw....VP: 29.5 Kw.  
 Owned-Oper. By..Radio Service Corp. of Utah  
 Business Address.....145 Social Hall Ave.  
 Tel.: EL 5-4641.....CBS  
 Representative.....CBS TV Spot Sales  
 Exec. Vice President.....J. W. Wright  
 Gen., Sta. Mgr.....D. Lennox Murdoch  
 Gen. Sales Mgr.....Lloyd E. Cooney  
 Program Director.....Wayne Richards  
 Prom. & Pub. Dir.....Robert G. Murdock

## UTAH-VERMONT-VIRGINIA

Film Editor.....Richard V. Thriot  
Chief Engineer.....Vincent E. Clayton

### **KTVT—Salt Lake City—1948**

Channel: 4 VHF..AP: 14.5 Kw..VP: 27.1 Kw.  
Owned By.....Intermountain Bcstg. TV Corp.  
Business Address.....130 Social Hall Ave.  
Tel.: DA 2-5681.....NBC  
Representative.....Katz  
Newspaper Affiliation.....Time, Inc.  
Pres. & Gen. Mgr.....G. Bennett Larson  
Commercial Mgr.....Harold Woolley  
Prom. & Pub. Director.....Edward T. Himstreet  
Film. Program Dir.....Dan Raininger  
Technical Director.....Allan Gunderson

### **KUTV—Salt Lake City—1954**

Channel: 2 VHF..AP: 25.1 Kw..VP: 45.7 Kw.

Owned-Operated By.....KUTV, Inc.  
Business Address.....179 Social Hall Ave.  
Tel.: DA 2-2550.....ABC  
Newspaper Affiliation.....Tribune; Ogden  
Standard Examiner  
Representative.....Avery-Knodel  
President.....A. L. Glassman  
Vice President.....George C. Hatch  
Gen., Sta., Comm. Mgr.....Brent H. Kirk  
Program Dir.....Duane C. Hill  
Prom., Pub. Dir.....Keith Nicholson  
Production Manager.....LaMar Smith  
Film Buyer.....Sid Cohen  
Film Manager.....Jack Ivers  
Chief Engineer.....B. R. Carpenter

Pop.: 390,000  
Families: 113,000  
Radio Homes: 109,000

## Vermont

Stations in State: 14  
TV Homes: 96,000  
TV Stations: 1

### **WCAX-TV—Burlington—1954**

Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.  
Owned-Oper. By.....Mt. Mansfield TV, Inc.  
Address.....100 Market Sq. S.  
Tel.: UN 2-5671.....CBS

Representative.....Weed  
Pres., Gen. Mgr.....S. T. Martin  
Comm. Manager.....J. A. Dobson  
Production Dir.....Stuart T. Hall  
Publicity Dir.....Charles S. Lewis  
Film Manager.....A. Sherman Rutter  
Chief Engineer.....J. W. Tierney

Pop.: 3,897,000  
Families: 1,009,000  
Radio Homes: 959,000

## Virginia

Stations in State: 93  
TV Homes: 787,000  
TV Stations: 15

### **WCYB-TV—Bristol—1956**

Channel: 5 VHF..AP: 42.7 Kw..VP: 85.4 Kw.  
Owned-Oper. By.....Appalachian Bcstg. Corp.  
Business Address.....P.O. Box No. 1009  
Tel.: North 9-4161.....ABC-NBC  
Representative.....Weed  
Pres., Gen. Mgr.....Robert H. Smith  
V.P., Sales Mgr.....Fey Rogers  
Program, Prom. Dir.....Art Countiss  
Production Mgr.....James G. Evans  
Chief Engineer.....Russell V. Robinson

### **WVEC-TV—Hampton-Norfolk 1953**

Channel: 15 UHF..AP: 110 Kw..VP: 220 Kw.  
Owned-Oper. By.....Peninsula Bcstg. Corp.  
Bus. Address..1930 Pembroke Ave., Hampton  
Tel.: 6332.....NBC  
Representative.....Avery-Knodel  
Pres., Gen. Manager.....Thomas P. Chisman  
V.P., Sales Director.....Harrol A. Brauer, Jr.  
Program Director.....Harold Harry Doggette  
Prom. Dir.....Beverly W. Avery  
Operations Mgr.....L. W. Kiewer  
Film Manager.....Jerry Sandford  
Chief Engineer.....William C. King, Jr.



**News  
Is Preferred**

... by Listeners — because it is  
dependable as well as interesting.

**Ap**

**Preferred**

50 Rockefeller Plaza · New York 20, N. Y.

# WSVA-TV-AM

*Selling the  
rich  
SHENANDOAH  
VALLEY...*

WSVA-TV is the *only* station that reaches - and sells the *entire* Shenandoah Valley.

TOTAL AREA:

24 counties—75,180 TV Homes

PLUS: Cumberland, Maryland—10,600 TV Homes (CAS\*) • Luke, Maryland; Piedmont, Berkeley Springs and Romney, West Va.—7,500 TV Homes (CAS\*\*)

\*Community Antenna System \*\*Added late Fall, 1958

WSVA-TV'S reach and selling power is recognized and used by many of the nation's leading national advertisers including:

- American Chicle
- American Sugar
- Warner Lambert
- Esso Standard Oil Co.
- Gulf Oil Co.
- Kellogg Co.
- M & M Candy
- Maxwell House Coffee
- Merck & Company
- Royal Crown Cola
- Camel Cigarettes
- Dr. Pepper Bottling Co.

WSVA-TV brings RESULTS for its advertisers.

Typical Case History: One-week mail pull for Dr. Pepper, ending December 10, 1958... 14,567 cards! (Every card was secured through the purchase of a carton of Dr. Pepper.)

## WSVA-RADIO

A partial list of  
National Advertisers

• Abbott Laboratories • American Cyanamid • Atlantic Refining Co. • Ford Motor Company • Gold Medal Flour • International Harvester • Merck & Company • Sinclair Refining Company • Stanback Company, Ltd. • Sterling Drug Company

# WSVA-TV

CHANNEL 3

RADIO 550 kc 5000 Watts NBC  
FM...100.7 mc

**A TRANSCONTINENT STATION**

Telephone: 4-4431 • Harrisonburg, Va.



**WSVA-TV—Harrisonburg—1953**

Channel: 3 VHF.. AP: 4.17 Kw.. VP: 8.32 Kw.  
 Owned-Oper. By... Shenandoah Valley Bcstg.  
 Tel.: 4-4431 ..... ABC-CBS-NBC  
 Representative..... Peters, Griffin, Woodward  
 Pres., Gen. Mgr..... Hamilton Shea  
 Commercial Mgr..... Richard H. Johnson  
 Prog. Director..... Robert E. Lee  
 Promotion Director..... Andy McCaskey  
 Pub., Merch. Mgr..... H. L. Royster  
 Film Manager..... Pat Aldhizer  
 Chief Engineer..... Tom Jones  
 Owners of: WGR-TV, Buffalo, N. Y.; WROC-TV, Rochester, N. Y.; WNEP-TV, Scranton, Pa.

**WLVA-TV—Lynchburg—1953**

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Operated By... Lynchburg Bcstg. Corp.  
 Address..... 2320 Langhorne Rd.  
 Tel.: Victor 5-1242..... ABC  
 Representative ..... Hollingbery  
 Pres., Gen. Mgr..... Philip P. Allen  
 Comm. Mgr..... Thomas L. Turner  
 Prog., Film Mgr..... Warren Uttal  
 Chief Engineer..... John T. Orth

**WTAR-TV—Norfolk—1950**

Channel: 3 VHF.. AP: 50 Kw.. AP: 100 Kw.  
 Owned-Operated By..... WTAR Radio Corp.  
 Business Address..... 720 Boush St.  
 Tel.: MA 5-6711..... CBS  
 Newspaper Affil..... Norfolk Newspapers, Inc.  
 Representative ..... Petry  
 President, Gen. Mgr..... Campbell Arnoux  
 V.P., Operations..... John C. Peffer  
 V.P., Sales..... Robert M. Lambe  
 Program Director..... Harold Soldingier  
 Prom., Pub. Dir..... Hal Powell  
 Film Manager..... Harry Nicholas  
 Chief Engineer..... Richard Lindell

**WAVY-TV—Norfolk—1957**

Channel: 10 VHF.. AP: 192 Kw.. VP: 316 Kw.  
 Owned..... Tidewater Teleradio, Inc.  
 Address..... 709 Boush St.  
 Tel.: MA 7-2345..... ABC-NBC-NTA  
 Representative ..... H-R  
 Pres., Sta. Mgr..... J. Glen Taylor  
 Exec. Vice President..... Carl J. Burkland  
 Commercial Mgr..... Eugene Gaudette  
 Prom., Pub. Dir..... Macey Schaffer  
 Prog. Film Mgr..... Richard Fraser  
 Chief Engineer..... William Manrov

**WTOV-TV—Norfolk—1953**

Channel: 27 UHF.. AP: 11.7 Kw.. VP: 19.6 Kw.  
 Owned-Operated By..... Tim Britte, Inc.  
 Address..... 1318 Spratley (Portsmouth, Va.)  
 Representative ..... McGillvra  
 President..... Temus R. Bright  
 General Manager..... Louis H. Peterson  
 Sec'y-Treas..... Anna C. Bright  
 Program Director..... Miss Tovey Lee  
 Commercial Mgr..... Charles Adams  
 Chief Engineer..... James Richardson

**WXEX-TV—Petersburg—1955**

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.

Owned-Oper. By... Petersburg Television Corp.  
 Address ..... 124 W. Tabb Street  
 Tel.: RE 3-7876..... NBC  
 Rep..... Select; McGavren-Quinn; Brown  
 President..... Thomas G. Tinsley, Jr.  
 Gen., Sta. Mgr..... Irvin G. Abeloff  
 Oper. Mgr..... Robert C. Currie, Jr.  
 Comm. Mgr..... Lawrence Slon  
 Program Director..... Robert Grossman  
 Prom., Pub. Dir..... Thos. F. McCollum, Jr.  
 Film Manager..... Vernon Winn  
 Chief Engineer..... George W. McGuigan

**WRVA-TV—Richmond—1956**

Channel: 12 VHF.. AP: 156 Kw.. VP: 316 Kw.  
 Owned-Oper. By..... Richmond TV Corp.  
 Business Address..... 5221 Midlothian Pike  
 Tel.: BE 3-5461..... CBS  
 Reps..... Harrington, Righter, Parsons  
 President..... C. T. Lucy  
 General Manager..... Barron Howard  
 Commercial Mgr..... James D. Clark, Jr.  
 Program Director..... Samuel S. Carey  
 Prom., Pub. Dir..... John L. Stone, Jr.  
 Film Manager..... Robert Pie  
 Chief Engineer..... S. T. Terry, Jr.

**WTVR—Richmond—1947**

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Havens & Martin, Inc.  
 Address..... 3301 W. Broad St.  
 Tel.: 5-8611..... ABC  
 Representative ..... Blair TV  
 Pres., Gen. Mgr..... Wilbur M. Havens  
 Sales Co-ordinator..... Bill Kemple  
 Prog. Director..... John Shand  
 Prom., Pub. Dir..... W. J. Filer  
 Film Manager..... Conrad G. Rianhard  
 Chief Engineer..... James Kyle

**WDBJ-TV—Roanoke—1955**

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Operated By..... Times-World Corp.  
 Address ..... 201 Campbell Ave.  
 Tel.: DI 3-8031..... CBS-NTA  
 Newspaper Affiliation..... Times; World-News  
 Representative..... Peters, Griffin, Woodward, Inc.  
 President..... M. W. Armistead, III  
 V.P., Managing Director..... Ray P. Jordan  
 Station Manager..... John Harkrader  
 TV Sales Manager..... Blake Brown  
 Program Director..... Paul E. Reynolds  
 Prom., Pub. Dir..... Boone Boggs  
 Film Manager..... Charles Ballou  
 Technical Director..... J. Edward Newman

**WSLS-TV—Roanoke—1952**

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By... Shenandoah Life Stations  
 Address ..... Radio-TV Center  
 Tel.: DI 4-9226..... ABC-NBC  
 Station Representative ..... Blair  
 President..... Blake T. Newton, Jr.  
 Exec. Vice Pres..... James H. Moore  
 Sta., Film Mgr..... Horace Fitzpatrick  
 Commercial Manager..... A. S. Trevilian, Jr.  
 Promotion Director..... C. R. Garrison  
 Program Manager..... George W. Chermault Jr.  
 Chief Engineer..... J. P. Briggs

Pop.: 2,872,000  
Families: 886,000  
Radio Homes: 866,000

# Washington

Stations in State: 80  
TV Homes: 716,000  
TV Stations: 14

## KVOS-TV—Bellingham—1953

Channel: 12 VHF...AP: 112 Kw...VP: 224 Kw.  
Owned-Oper. By.....KVOS, Inc.  
Business Address.....1151 Ellis St.  
Tel.: RE 3-4567.....CBS  
Station Rep.....Forjoe; Stovin-Byles; Moore  
President.....Rogan Jones  
Executive Vice President.....David Mintz  
Commercial Manager.....Fred Elsehegan  
Program Director.....Andy Anderson  
Promotion Director.....Marion Boylan  
Chief Engineer.....Ernest Harper

## KTRX—Kennewick-Pasco 1958

Channel: 31.....AP: 4.9 Kw.....VP: 8.2 Kw.  
Owned.....Columbia River TV Co.  
Tel.: JU 2-3101.....Independent  
Representative.....Forjoe-TV  
Pres., Gen. Mgr.....Stuart Nathanson  
Sls. Mgr.....Clyde Olsen  
Prod. Mgr.....Eugene Normoyle  
Ch. Eng.....Bernard Bailie

## KING-TV—Seattle—1948

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By.....King Bcstg. Co.  
Business Address.....320 Aurora  
Tel.: MUtual 2-3555.....ABC-NBC  
Representative.....Blair-TV  
Pres., Gen. Mgr.....Mrs. A. Scott Bullitt  
V.P., Business Div.....Henry B. Owen  
V.P., Station Mgr.....Otto P. Brandt  
Commercial Manager.....Al Hunter  
Program Director.....Lee Schulman  
Prom., Pub. Director.....Mel Anderson  
Dir. of Engineering.....James L. Middlebrooks  
Chief Engineer.....Robert A. Ferguson

## KIRO-TV—Seattle—1958

Channel: 7.....AP: 158 Kw.....VP: 316 Kw.  
Owned.....Queen City Bcstg. Co.  
Address.....1530 Queen Anne Ave.  
Tel.: AT 3-9800.....CBS  
Representative.....Peters, Griffin, Woodward  
Pres., Gen. Mgr.....Saul Haas  
Sta. Mgr.....Miller C. Robertson  
Commercial Manager.....William A. Exline  
Prom., Pub. Dir.....Paul H. Smith  
Film Manager.....Eugene Wecker

## KOMO-TV—Seattle—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Fisher's Television Co.  
Business Address.....100 4th Ave. N.  
Tel.: MA 4-6000.....NBC  
Representative.....NBC Spot Sales  
President.....O. D. Fisher  
Exec. V.P. & Gen. Mgr.....W. W. Warren

Mgr. Programming.....Dave Crockett  
Program Manager.....Tom Rogstad  
Film Editor.....Arden Skoog  
Sales Promotion Manager.....Bob Ryan  
Nat. Sls. Mgr.....Reg Miller  
Aud. Prom. Mgr.....Margaret Frey  
Sales Manager.....Bill Hubbach  
Pub. Rel. Mgr.....Arthur Gerbel  
Merchandising Manager.....F. W. Hagerty  
Chief Engineer.....C. E. Miller

## KTVW—Seattle—1953

Channel: 13 VHF...AP: 57 Kw...VP: 98.5 Kw.  
Owned.....KTVW, Inc.  
Business Address.....230 8th Ave. N.  
Tel.: MA 4-3113.....Independent  
Representative.....Hollingbery  
President.....J. Elroy McCaw  
General Manager.....James Hawkins  
Program Director.....John Jarstad  
Promotion Dir.....Boyd Curtis  
Film Manager.....Howard Perkin  
Chief Engineer.....Virgil Manning

## KHQ-TV—Spokane—1952

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By.....KHQ, Inc.  
Address.....700 Radio Central Bldg.  
Tel.: MA 4-5131.....NBC  
Representative.....Katz  
Pres., Gen. Mgr.....R. O. Dunning  
Commercial Mgr.....J. Birney Blair  
Promotion Manager.....Rex Gerlach  
Program Director.....John R. Fahey  
Chief Engineer.....Dee Waymire

## KREM-TV—Spokane—1954

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned.....KREM Bcstg. Co.  
Address.....4103 S. Regal  
Tel.: KE 4-0466.....ABC  
Representative.....Petry  
Pres., Gen. Mgr.....Louis Wasmer  
Sta. Comm. Mgr.....Robert Temple  
Program, Film Mgr.....Walter Schaar  
Prom. Public. Dir.....Petery Lyman  
Chief Engineer.....Homer Mead

## KXLY-TV—Spokane—1953

Channel: 4 VHF...AP: 27 Kw...VP: 48 Kw.  
Owned-Oper. By.....Northern Pacific TV Corp.  
Address.....315 W. Sprague Ave.  
Tel.: MAdison 4-4291.....CBS  
Representative.....Avery-Knodel  
President.....Norman Alexander  
General Manager.....James Agostino  
Station Manager.....Gene Roth  
Promotion Director.....Al Stenholm  
Publicity Director.....Bob Weitz  
Film Manager.....Clarence Koenig  
Chief Engineer.....Dave Green

## WASHINGTON-WEST VIRGINIA

### KTNT-TV—Tacoma-Seattle 1953

Channel: 11 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Operated By...Tribune Publishing Co.  
Business Address.....S. 11th & Grant Sts.  
Tel.: FU 3-2561.....NTA  
Newspaper Affil.....Tacoma News Tribune  
Representative.....Weed  
Sta. Mgr., Prog. Dir.....Robert I. Guy  
Commercial Manager....Edward Podolinsky  
Pub. Dir.....Doris Curda  
Chief Engineer.....Max Bice

### KIMA-TV—Yakima—1953

Channel: 29 UHF.. AP: 115 Kw.. VP: 191 Kw.  
Owned-Oper. By.....Cascade Bcstg. Co., Inc.  
Business Address.....Box 702  
Tel.: GL 2-9111.....ABC-CBS-NBC  
Station Representative.....Weed; Moore  
President.....A. W. Talbot  
General Manager.....Thomas C. Bostic  
Asst. General Mgr.....Jack Reber  
Commercial Mgr.....H. R. Cary  
Program Director.....James W. Nolan, Jr.  
Promotion Director.....Ed Morrissey  
Film Manager.....June Maginn  
Chief Engineer.....M. E. Burrill

Pop.: 2,095,000  
Families: 563,000  
Radio Homes: 537,000

## West Virginia

Stations in State: 48  
TV Homes: 416,000  
TV Stations: 11

### WHIS-TV—Bluefield—1955

Channel: 6 VHF.. AP: 28.8 Kw.. VP: 50 Kw.  
Owned-Oper. By...Daily Telegraph Ptg. Co.  
Business Address.....Municipal Bldg.  
Tel.: DA 7-7115.....ABC-NBC  
News. Affil...Daily Telegraph, Sunset News  
Representative.....Katz  
President.....H. I. Shott  
Admin. Dir.....P. T. Flanagan  
Station Manager.....John C. Shott  
Prog. Dir.....Orland C. Young  
Prom., Pub. Dir.....Janie M. Lambert  
Film Manager.....Cecil Surratt  
Act. Chief Engineer.....Paul Osburn

Tel.: Fairmont 8000.....NBC  
Station Rep.....Gill Perna  
President.....J. Patrick Beacom  
General Mgr.....Noma Fabre, Jr.  
Commercial Mgr.....George Fowler  
Sta. Program Dir.....Robert Frazier  
Prom., Public. Dir.....Arthur Pearce  
Film Mgr.....Robert Mitchell

### WHTN-TV—Huntington—1955

Channel: 13 VHF.. AP: 200 Kw.. VP: 316 Kw.  
Owned-Oper. By.....Cowles Bcstg. Co.  
Address.....625 Fourth Avenue  
Tel.: JA 5-7661.....ABC-CBS  
Representative.....Petry  
President.....Luther L. Hill  
V.P., Gen. Mgr.....Robert R. Tincher  
Comm. Manager.....George Miller  
Program Director.....Norman L. Bacon  
Prom., Pub. Dir.....Robert Willis  
Film Director.....Richard H. Hite  
Chief Engineer.....Chas. Prohaska

### WCHS-TV—Charleston—1954

Channel: 8 VHF.. AP: 94 Kw.. VP: 158 Kw.  
Owned & Oper. By.....WCHS-TV Inc.  
Address.....1111 Virginia Street East  
Tel.: DI 2-8131.....ABC-NTA  
Representative.....Branham  
President.....Hawthorne D. Battle  
V.P., Gen. Mgr.....John T. Gelder, Jr.  
Commercial Manager....Claude E. Wheeler  
Program Director.....Morton S. Cohn  
Promotion Director....William L. Cooke, Jr.  
Chief Engineer.....William E. Dixon

### WSAZ-TV—Huntington—1949

Channel: 3 VHF.. AP: 60 Kw.. VP: 100 Kw.  
Owned-Operated By...WSAZ, Incorporated  
Address.....201 Ninth St.  
Newspaper Affil...Huntington Publishing Co.  
Tel.: JA 9-4127.....NBC  
Station Representative.....Katz  
Pres., Gen. Mgr.....L. H. Rogers II  
Comm. Mgr.....C. Tom Garten  
Operations Mgr.....L. E. Kilpatrick  
Program Director.....Avery Chenoweth  
Promotion Director....George A. Greenwood  
Publicity Director.....William F. Kelley  
Film Manager.....David S. Bond  
Chief Engineer.....John P. Clay

### WBOY-TV—Clarksburg—1957

Channel: 12 VHF.. AP: 66.1 Kw.. VP: 275 Kw.  
Owned.....WSTV, Inc.  
Business Address.....912 W. Pike St.  
Tel.: MA 4-7571.....ABC-CBS-NBC  
Representative.....Avery-Knodel  
President.....Jack N. Berkman  
Gen., Sta. Mgr.....George H. Clinton  
Commercial Manager....Russ Howard  
Program Director.....Pete Lyman  
Prom., Pub. Dir.....Carl Loose  
Film Manager.....Larry Frye  
Chief Engineer.....V. G. Brooks

### WOAY-TV—Oak Hill—1954

Channel: 4 VHF.. AP: 68 Kw.. VP: 100 Kw.  
Owned-Oper. By.....Robert R. Thomas, Jr.  
Business Address.....Box 251  
Tel.: HO 9-3361.....ABC  
Representative.....Pearson  
Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
Sta. Mgr., Pub. Dir.....Robert Brown

### WJPB-TV—Fairmont—1954

Channel: 35 UHF.. AP: 10 Kw.. VP: 19 Kw.  
Owned By...WJPB-TV, Inc. (Beacom Bcstg. Ent.)  
Address.....400 Quincy St.

## WEST VIRGINIA-WISCONSIN

Comm. Mgr., Prom. Dir.....George Yazell  
 Program Director.....Doug Wilson  
 Film Manager.....Frank Harcher  
 Chief Engineer.....Curtis Horton

### WTAP-TV—Parkersburg—1953

Channel: 15 UHF..AP: 10.5 Kw..VP: 19.5 Kw.  
 Owned-Oper. By...Zanesville Publishing Co.  
 Business Address.....121 W. Seventh St.  
 Tel.: HU 5-4589.....ABC-CBS-NBC  
 Representative .....Pearson  
 President .....Clay Littick  
 General Manager.....Allan Land  
 Sta., Comm. Mgr.....Milton Komito  
 Prog. Dir., Film Mgr.....Ronald W. Maines  
 Chief Engineer.....William A. Hunt, Sr.

Pop.: 4,015,000  
 Families: 1,156,000  
 Radio Homes: 1,147,000

## Wisconsin

Stations in State: 75  
 TV Homes: 1,004,000  
 TV Stations: 16

### WEAU-TV—Eau Claire—1953

Channel: 13 VHF..AP: 155 Kw..VP: 310 Kw.  
 Owned-Oper. By.....Central Bcstg. Co.  
 Business Address.....2415 So. Hastings Way  
 Tel.: TE 2-3474.....ABC-CBS-NBC  
 Representative .....Hollingbery  
 President.....W. C. Bridges  
 Gen. Sta. Manager.....Leo Howard  
 Comm. Program Mgr.....Wayne McNulty  
 Chief Engineer.....T. O. Jorgenson

### WBAY-TV—Green Bay—1953

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Norbertine Fathers  
 Business Address.....115 South Jefferson St.  
 Tel.: HE 2-3331.....CBS  
 Representative .....Weed  
 General Manager.....Haydn R. Evans  
 Prog. Dir.....Greg McElrone  
 Promotion Dir.....Robert Meister  
 Film Manager.....Don Bergner  
 Chief Engineer.....Wallace E. Stangel

### WFRV-TV—Green Bay—1955

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Valley Telecasting Co.  
 Bus. Address.....Mason & Roosevelt Streets  
 Tel.: HE 7-5411.....NBC  
 Representative .....Headley-Reed  
 President .....Clayton Ewing  
 General Manager.....Soren H. Munkhof  
 Commercial Manager.....Jack Gennaro  
 Program Director.....Eldon Anspach  
 Promotion Director.....W. C. Porsow  
 Publicity Director.....Joella Cohen  
 Film Manager.....Bill Campbell  
 Chief Engineer.....Harry Hill

### WKBT—La Crosse—1954

Channel: 8 VHF..AP: 125 Kw..VP: 250 Kw.  
 Owned & Oper. By...WKBH Television Inc.  
 Address.....141 South 6th St.  
 Tel.: 2-4678.....ABC-CBS-NBC  
 Newspaper Affiliation.....Tribune

### WTRF-TV—Wheeling—1953

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....WTRF-TV, Inc.  
 Business Address.....Ogden Bldg.  
 Tel.: CE 2-7777.....NBC  
 Newspaper Affil.....News Register  
 Representative .....Hollingbery  
 President.....Albert Dix  
 Comm. Mgr.....H. Needham Smith  
 Prog. Director.....Garry Vorhees  
 Promotion Director.....Kirk Jackson  
 Publicity Director.....Naomi Lyons  
 Production Manager.....James Knight  
 Film Manager.....William Ney  
 Continuity Dir.....Donald Murdock  
 Chief Engineer.....Howard Daubenmeyer

Representative .....H-R  
 Pres., Gen. Mgr.....Howard Dahl  
 Comm. Mgr.....Robert Z. Morrison, Jr.  
 Program Director.....Ray Scaron  
 Promotional Director.....Leonard Anderson  
 Chief Engineer.....Al Leeman

### WISC-TV—Madison—1956

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Radio Wisconsin, Inc.  
 Bus. Address.....4801 W. Beltline Hwy.  
 Tel.: CE 3-9791.....CBS  
 News. Affiliation..Superior Evening Telegram  
 Representative ...Peters, Griffin, Woodward  
 President .....Ralph M. Immell  
 General Manager.....Ralph O'Connor  
 Commercial Manager.....Richard Nickeson  
 Program Director.....Daniel Imhoff  
 Chief Engineer.....Walter Hariu

### WKOW-TV—Madison—1953

Channel: 27 UHF..AP: 87 Kw..VP: 200 Kw.  
 Owned-Oper. By.....Monona Bcstg. Co.  
 Business Address..215 West Washington Ave.  
 Tel.: AL 7-2261.....ABC  
 Representative .....Headley-Reed  
 President .....Stewart Watson  
 General Manager.....Ben F. Hovel  
 Station Manager.....Frank Bignell  
 Program Director.....Clark Hogam  
 Prom., Pub. Dir.....James Roy Miller  
 Film Manager.....William Harmon  
 Tech. Supervisor.....Cloven Smith

### WMTV—Madison—1953

Channel: 33 UHF..AP: 112 Kw..VP: 209 Kw.  
 Owned-Oper. By.....Forward TV, Inc.  
 Business Address.....West Beltline  
 Tel.: CE 3-5381.....NBC  
 Representative .....Weed  
 President.....Herbert R. Ohrt  
 General Mgr.....Merritt Mulligan  
 Film Mgr., Asst. Mgr.....Donald Harrer  
 Nat. Sales Mgr.....Walter Rothschild  
 Promotion Dir.....Wanda Monty