Alabama

Birmingham—

WAFM-TV

LICENSEE: Voice of Alabama Inc.

ADDRESS: 701 Protective Life Bldg. ZONE: 3 PHONE: 3-8116

AM AFFILIATE: WAPI FM AFFILIATE: WAFM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ed Norton and Thad Holt are principal stockholders. Mr. Norton also is one of the principal stockholders of WMBR-TV Jacksonville, Fla.

BEGAN OPERATION: May 29, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Radio Park, Atop Red Mountain

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13.6 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 875 ft. Above Ground, 531 ft.

STUDIO ADDRESS: Radio Park, Atop Red Mountain. HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont.


FILM LIBRARY: Snader Telescriptions. NEWS SERVICE: INS Telenews, UP


EXECUTIVES:

Ed Norton, Chairman of Board
Thad Holt, President & Treasurer
C. P. Pearsons Jr., Manager of Television Operations, General Manager, Commercial Manager, Program Director & Film Buyer
James L. Evans, Chief Engineer
James Hall, Assistant Chief Engineer
E. H. Mitchell Jr., Business Manager

RATE INFORMATION: Class A hour rate—$300 (film only). Minute spot—$50. Participation—$30 per spot. Frequency discounts—Begin with 13 times at 21% up to 260 times at 15%. (From Rate Card No. 3, Jan. 15, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson.

CONSULTING ENGINEER: A. D. Ring & Co.

Broadcasting • Telecasting
Arizona

Phoenix—

KPHO-TV

LICENSEE: Phoenix Television Inc.
ADDRESS: 631 North First Ave. PHONE: 4-7367
AM AFFILIATE: KPHO
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John C. Mullins is principal owner.
BEGAN OPERATION: December 4, 1949
NATIONAL REPRESENTATIVE: Edward Petry & Co., Inc.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: Westward Ho Hotel
MAKE OF TRANSMITTER: DuMont MODEL NO: Series 1000
EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 8.75 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above Average Terrain, 400 ft. Above Ground, 497 ft.
STUDIO ADDRESS: 631 North First Avenue
HOURS OF OPERATION: 2:30 p.m.-11:30 p.m.
MAKE OF CAMERA CHAINS: DuMont
TYPE OF OPERATION: Uses local live, local film, network film, kinescopes
FILM LIBRARY: Snader NEWS SERVICE: AP
STUDIO FACILITIES: Studio "A" is 50x40 ft. Kitchen Studio is 20x20 ft. Three DuMont cameras. Two 16mm film projectors. One slide projector (2x2 in.).
EXECUTIVES:
  John C. Mullins, President & General Manager
  Julian Kaufman, Sales Manager
  William Burton, Program Director
  George L. McClanathan, Chief Engineer
  Ann Bush, Traffic Manager
RATE INFORMATION: Class A hour rate—$400. Minute spot—$80. Rehearsal—$15 per quarter-hour. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25% (From Rate Card No. 5, Feb. 1, 1952.)
WASHINGTON ATTORNEY: Barnes & Nielson

California

Los Angeles—

KECA-TV

LICENSEE: American Broadcasting Co., Inc.
ADDRESS: ABC Television Center ZONE: 27 PHONE: Normandy 3-3311
AM AFFILIATE: KECA FM AFFILIATE: KECA-FM
TV NETWORK AFFILIATION: ABC (Interconnected)
BEGAN OPERATION: September 16, 1949
NATIONAL REPRESENTATIVE: ABC-TV Spot Sales
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: Mount Wilson
MAKE OF TRANSMITTER: GE MODEL NO: TT-68
EFFECTIVE RADIATED POWERS: Visual, 29.4 kw Aural, 14.7 kw
MAKE OF ANTENNA: RCA TYPE: TF68, Six-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 3,040 ft. Above Ground, 303 ft.
STUDIO ADDRESS: ABC Television Center HOURS OF OPERATION: 11 a.m.-1 a.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Both field and studio type
TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes
NEWS SERVICE: UP, Movietone
STUDIO FACILITIES: Five studios (150x105, 105x90, 95x95, 95x85, 50x25). Seven studio cameras. Six field cameras. Four film cameras. Two 35mm film projectors. Four 16mm film projectors. Six slide projectors. One Bell Opticon.
EXECUTIVES:
  Edward J. Noble, Chairman of the Board (ABC)
  Robert E. Kintner, President (ABC)
  William Phillipson, Director of ABC Western Division
  Cecil Barker, Program & Production Director of ABC Western Division
  Philip G. Caldwell, Technical Operations Manager, ABC Western Division
  Donn B. Tatum, Director of Television, ABC Western Division
  Robert F. Laws, TV Sales Manager, ABC Western Division
  Philip Hoffman, Station Manager
  Alvin G. Flanagan, Program Director
  Eloise Reeves, Film Director
  Cameron G. Pierce, Manager of Station Television Engineering
  Darrell E. Ross, Station Production Manager
RATE INFORMATION: Class A hour rate—$1,200. Minute spot—$220. Participations—$220 per spot. Rehearsals—Minimum charge for studio rehearsal is at the rate of one hour. For additional rehearsal periods in excess of one hour, charges will be made at 50% of the hourly rate for each additional 30 minutes or less. For Stages 1 & 2, one hour charges are $150 for camera, $75 for audio only, $50 for dry runs. For Studio D, one hour charges are: $100 for camera, $50 for audio only, $35 for dry runs. Frequency discounts—Begin with 13 times at 25% up to 260 times at 20%. (From Rate Card No. 4, May 15, 1951.)
WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson.
CONSULTING ENGINEER: Kear & Kennedy
IN LOS ANGELES...

Here's your best buy in daytime television

AL JARVIS, 3:00 P.M., Mon.-Sat.

In L.A., you couldn’t be in a better spot! The Al Jarvis Show has the largest afternoon television audience in Los Angeles... draws 4,000 to 6,000 letters a week! Al’s an advertiser's dream come true: the most famous, most popular, most persuasive disc-jockey of 'em all! So when you look at L.A., look first at Al Jarvis and the other great attractions on Channel 7:

Grace Lawson’s Kitchen 1:00 p.m.
Mon., Tues., Thurs., Fri.
Korla Pandit .... 2:00 p.m.
Mon. thru Fri.
Candy & Nancy .... 5:00 p.m.
Mon., Tues., Wed., Fri.
Roscoe Ates Show ... 5:30 p.m.
Mon., Tues., Wed., Fri.
KECA-TV NEWS ... 6:00 p.m.
Mon. thru Fri.

KECA-TV
LOS ANGELES

American Broadcasting Company

TV Stations in the U. S.

Los Angeles—(Continued)

**KHJ-TV**

LICENSEE: Thos. S. Lee Enterprises Inc. (Don Lee Network Division)

ADDRESS: 1313 N. Vine St. 
ZONE: 28 
PHONE: Hudson 2-2133

AM AFFILIATE: KHJ 
FM AFFILIATE: KHJ-FM


BEGAN OPERATION: August 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co., Inc.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.2 kw Aural, 15.7 kw

MAKE OF ANTENNA: RCA TYPE: TF6A

ANTENNA HEIGHT: Above Average Terrain, 3,100 ft. Above Ground, 199 ft.

STUDIO ADDRESS: 1313 N. Vine St. 
HOURS OF OPERATION: 1:30 p.m.–Midnight

MAKE OF CAMERA CHAINS: RCA & GE

TYPE OF OPERATION: Uses local live, local film

FILM LIBRARY: Snader NEWS SERVICE: AP, INS

STUDIO FACILITIES: Two auditoriums, seating 350, 60x150 ft. Two studios (40x60 and 30x50 ft.). Four RCA TK30A and two RCA TK10A cameras. One RCA film camera. One GE film camera. Four RCA 16mm film projectors. Four slide projectors. One GE Balopticon.

EXECUTIVES:

Tom O’Neil, President (Thomas S. Lee Enterprises)
Willet H. Brown, President (Don Lee Division)
Ward D. Isum, Executive Vice President
George A. Whitney, Vice President in Charge of Sales
John Bradley, National Advertising Manager
John Reynolds, Sales Manager
Anthony J. LaFrano, Operations Director
Kenneth Higgins, Program Director
Elbert Walker, Program Manager
Robert Livingston, Operations Manager
Robert E. Arne, Chief Engineer
James Love, Film Buyer
James Parsons, Public Relations Director
Les Mawhinney, News & Special Events Director

RATE INFORMATION: Class A hour rate—$1,000. Minute spot—$180. Participations—$180 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 2, March 1, 1952.)

WASHINGTON ATTORNEY: Pierson & Ball

1952 TELECASTING Yearbook • Page 53
Los Angeles—(Continued)

KLAC-TV

LICENSEE: KMTR Radio Corp.
ADDRESS: 1000 Cahuenga ZONE: 38 PHONE: Hudson 2-7311
AM AFFILIATE: KLAC
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Dorothy Schiff owns licensee.
Mrs. Schiff is also publisher of New York Post.
BEGIN OPERATION: September 1948
NATIONAL REPRESENTATIVE: Katz Agency Inc.
CHANNEL: 13 (210-216 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 31.4 kw Aural, 15.75 kw
MAKE OF ANTENNA: RCA TYPE: TF6A, 6-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 2,955 ft. Above Ground, 237 ft.
STUDIO ADDRESS: 1000 Cahuenga HOURS OF OPERATION: 9 am.-Midnight
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon
TYPE OF OPERATION: Uses local live, local film, kinescopes
NEWS SERVICE: INS, UP
EXECUTIVES:
(Mrs.) Dorothy Schiff, President
Don Fedderson, Executive Vice President & General Manager
Dave Lundy, General Sales Manager
Fred Henry, Program Director & Film Buyer
R. W. Conner, Director of Engineering
RATE INFORMATION: Class A hour rate—$1,000. Minute spot—$200. Participations—$100-$300 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour for programs 5-30 minutes, are as follows: Live studio, $200 (31-60 minute program), $100 (5-30 minute program). Film studio, $125 (31-60 minute program), $62.50 (5-30 minute program). Additional charge for each 15 minutes over hour minimum is as follows: Live studio, $50. Film studio, $31.25. Frequency discounts—Begin with 13% up to 260 times at 20%.
ATTORNEY: John P. Hearne (Los Angeles).
CONSULTING ENGINEER: Creveaux, Lehnos & Culver

Los Angeles—(Continued)

KNBH

LICENSEE: National Broadcasting Co.
TV NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp.
BEGIN OPERATION: January 16, 1949
NATIONAL REPRESENTATIVE: NBC Spot Sales
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual 25.25 kw Aural, 13.26 kw
MAKE OF ANTENNA: RCA TYPE: TF5A (5 section)
ANTENNA HEIGHT: Above Average Terrain, 3,013 ft. Above Ground, 70 ft.
STUDIO ADDRESS: Sunset & Vine Sts.
TYPE OF OPERATION: Uses local live, network live, local film, kinescopes.
FILM LIBRARY: Snader NEWS SERVICE: AP, UP
STUDIO FACILITIES: Following equipment and personnel supplied as standard—for live studio programs, two RCA image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, 33 1/3 or 78rpm lateral or vertical double turntables, maximum crew of one production man, one program assistant and nine operating personnel. For film studio programs, studio fully equipped for continuous shewing of 16 and 35mm films, 35mm slide projectors, 33 1/3 or 78rpm lateral or vertical double turntables, announcer studio, maximum crew of one production man and four operating personnel.
EXECUTIVES:
Joseph H. McConnell, President (NBC)
Thomas B. McFadden, General Manager
Donald A. Norman, Commercial Manager
Albert V. Cole, Program Director
Robert W. Clark, Chief Engineer
Richard Eisiminger, Promotion Manager
RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—$100-$300 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $200 (31-60 minute program), $100 (5-30 minute program). Film studio, $125 (31-60 minute program), $62.50 (5-30 minute program). Additional charge for each 15 minutes over hour minimum is as follows: Live studio, $50. Film studio, $31.25. Frequency discounts—Begin with 13% up to 260 times at 20%.
WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel
ENGINEER: Raymond Guy

Page 54 • 1952 TELECASTING Yearbook
**ANOTHER LOS ANGELES TV HEADLINER!**

Want a sure-fire women's participation show on TV to sell your food product in the great Los Angeles market? Take a look at Monty Margetts! And buy time on this friendly, intimate show — if there's any left!

We say this advisedly, because Monty's time is just about sold out as we write this. Here's a gal who doesn't pretend to be an expert cook. But her warm, appealing manner has won her thousands upon thousands of friends. They send in recipes by the dozen... letters often running into the thousands a week.

Yes, Monty may not be an expert cook... but how she sells! Food products presented on her TV show get the support of dealers... and the patronage of customers in the booming Los Angeles market.

Spots are available at the moment on the Monty Margetts program... they won't be for long! Time is 2:30 to 3:00, Monday thru Friday.

For complete details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

**HER INFORMAL COOKING PROGRAM SELLS SO HARD... IT'S NEARLY SOLD OUT!**

**NBC HOLLYWOOD KNBH channel 4 TO SELL THE BUYING MILLIONS IN AMERICA'S 2ND LARGEST TV MARKET**
WHAT'S UP IN L.A.

It's the top news in town... on the town's highest-flying TV station.

KNXT Ten O'clock News reaches more homes than any other TV news program in Los Angeles, with a soaring Telepulse of 9.9 at the low, low cost of $1.76 per thousand viewers.

With Lee Wood, Tom Harmon, Dan Lundberg, Ruth Ashton and Bob Hudson covering their special fields in five-minute segments, Sunday through Friday 10:00 to 10:30 pm, it's up for sponsorship on...

KNXT

Los Angeles

CBS Owned

Represented by CBS Television Spot Sales

TV Stations in the U.S.

Los Angeles—(Continued)

KNXT

(FORMERLY KTSL)

LICENSEE: Columbia Broadcasting System Inc.

ADDRESS: 1313 N. Vine St. ZONE: 28 PHONE: Hollywood 9-1212

AM AFFILIATE: KNX FM AFFILIATE: KNX-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBKB-AM-FM Chicago, WCCO Minneapolis, WEEI-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post). If pending merger of ABC with United Paramount Theatres Inc. is approved by FCC, CBS will buy facilities of WBKB (TV) from UPT.

BEGAN OPERATION: May 1948

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 2,840 ft. Above Ground, 345 ft.

STUDIO ADDRESS: 1313 N. Vine St. HOURS OF OPERATION: 11:15 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA


EXECUTIVES:

Frank Stanton, President (CBS)

J. L. Van Volkenburg, President, CBS Television Division

Harry S. Ackerman, Vice President, Network Programs

Charles Glet, Vice President, Network Services

Wilbur S. Edwards, General Manager

James T. Aubrey Jr., Sales Manager

Tony Moe, Director of Sales Promotion

Bill Brennan, Program Director

Lester H. Bowman, Chief Engineer

Don Hina, Production Administrator & Film Buyer

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Rehearsals—$225 per hour on camera, $150 per hour audio only, $100 per hour dry run, live studio; $150 per hour, film studio. Frequency discounts—Begin with 3-5 days per week, 5%, up to 6-7 days per week, 10%. Also 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 1, Dec. 1, 1951.)

ATTORNEY: Rosenman, Goldmark, Colin & Kaye
Could You Survive and cut Your Volume 80%?

If you did not feature known brands in your establishment—your volume could actually go down that much!

For nation-wide surveys show that your customers prefer manufacturers' brands by eight to one!
But that's not all!...Branded names cut your selling costs in three ways:

1. Self-service and self-selection are possible with brands—very difficult without them!
2. It is easier to sell branded products, as advertising has already pre-sold them to the consumer.
3. It is easier to promote—and tie in your own advertising with known brands, and this also gives your establishment prestige as a place to shop!

The shortest cut you can make to increase your already closer profit margins is to feature and promote the names you can recommend with confidence!

Brand Names
Foundation
INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 37 WEST 57 STREET, NEW YORK 19, N.Y.
Los Angeles—(Continued)

KTLA
LICENSEE: Paramount Television Productions Inc.
LICENSEE: Paramount Television Productions Inc.
ADDRESS: 5451 Marathon Street ZONE: 38 PHONE: Hollywood 9-3181
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a wholly-owned subsidiary of Paramount Pictures Corp. In addition to motion picture production, Paramount Pictures has a half interest in Chromatic Television Laboratories Inc. (developers of the Lawrence color TV kinescope), International Telemeter Corp. (developers of a subscription system for TV). Licensee also operates Paramount Television Network, a film syndication network for TV stations.
BEGAN OPERATION: January 22, 1947
NATIONAL REPRESENTATIVE: Paul H. Raym•r Co., Inc.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: Composite
EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural: 15 kw
MAKE OF ANTENNA: RCA TYPE: 3 Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 2921 ft. Above Ground, 250 ft.
STUDIO ADDRESS: 721 N. Bronson HOURS OF OPERATION: 3:30 p.m.-11:30 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicons
TYPE OF OPERATION: Uses local live, local film, kinescopes.
NEWS SERVICE: Acme, Telenews & UP
LIBRARY SERVICE: World
STUDIO FACILITIES: Seventeen cameras. Two 16mm projectors. Two 35mm projectors. Two studios. Two slide projectors. One multiscope.
EXECUTIVES:
Barney Balaban, President (Paramount Pictures Corp.)
Paul Raibourn, President (Paramount Television Productions Inc.)
Klaus Landsberg, Vice President & General Manager
J. Gordon Wright, Production Coordinator
Charles Theodore, Supervisor of Studio Operations
John Silva, Supervisor of Remote Operations
Leland G. Muller, Film Director
Raymond M. Moore, Senior Engineer
Harry Y. Maynard, Sales Manager

RATE INFORMATION: Class A hour rate—$1,350 (live), $1,100 (film). Minute spot—$250 (live), $225 (film). Rehearsals—$25 per half-hour for live studio. Frequency discounts—Begin with 13 times at 5% up to 208 times at 20%. (From Rate Card No. 6, Aug. 1, 1951.)
WASHINGTON ATTORNEY: Hanson, Lovett & Dale.

Los Angeles—(Continued)

KTTV
LICENSEE: KTTV Inc.
LICENSEE: KTTV Inc.
ADDRESS: 5746 Sunset Blvd. ZONE: 28 PHONE: Hudson 2-7111
TV NETWORK AFFILIATION: DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Times-Mirror Co., publisher of Los Angeles Times and Mirror.
BEGAN OPERATION: January 1, 1949
NATIONAL REPRESENTATIVE: Blair TV Inc.
CHANNEL: 11 (198-204 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 30.9 kw Aural, 16.6 kw
MAKE OF ANTENNA: RCA TYPE: T686, Six-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 2,345 ft. Above Ground, 142 ft.
STUDIO ADDRESS: 5746 Sunset Blvd. HOURS OF OPERATION: 2:30 p.m.-1 a.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon
TYPE OF OPERATION: Uses local live, network live, local film, kinescopes.
NEWS SERVICE: AP
STUDIO FACILITIES: Two motion picture sound stages (93x80x30 and 108x71x30 ft.). Sixteen RCA image orthicon cameras. Two 16mm film projectors. One 35mm film projector. One Balopticon. One automatic slide projector (2x2 in.). Two RCA three-camera mobile units. One International two-camera mobile unit and two auxiliary units.
EXECUTIVES:
Norman Chandler, President
Richard A. Moore, Vice President & General Manager
Frank King, Commercial Manager
Val Cente, Sales Service Manager
Robert Purcell, Director of Operations
John S. Martin, Executive Producer
Robert W. Brechner, Director of Production
Alberta Hackett, Manager of Program Operations
Richard Gray, Production Operations Manager
Joseph Caan, Chief Engineer
Tom Corradine, Film Buyer
John R. Vrba, Promotion Manager

RATE INFORMATION: Class A hour rate—$1,000. Minute spot—$120. Participations —$80-$200 per spot. Rehearsals—Charge for use of studio facilities and crew for on-camera rehearsals is $100 per hour, pro-rated to nearest quarter hour used. Frequency discounts—Begin after 26 times with 5%, up to 208 times at 15%. (From Rate Card No. 4, Oct. 15, 1951.)
WASHINGTON ATTORNEY: Hanson, Lovett & Dale.
CONSULTING ENGINEER: Craven, Lohnes & Culver.
Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p.m., Sunday through Saturday, November 1951.

KTLA leadership is built on community service.

KTLA has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!
San Diego—

**KFMB-TV**

**LICENSEE:** Kennedy Broadcasting Co.

**ADDRESS:** 1405 Fifth Ave.  ZONE: 12  PHONE: Main 2114

**AM AFFILIATE:** KFMB

**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Principal owner is John A. Kennedy.

**BEGAN OPERATION:** May 16, 1949

**NATIONAL REPRESENTATIVE:** The Branham Co.

**CHANNEL:** 8 (180-186 mc)

**TRANSMITTER ADDRESS:** Mt. Soledad

**MAKE OF TRANSMITTER:** GE  MODEL NO: TT-6D

**EFFECTIVE RADIATED POWERS:** Visual, 27 kw  Aural, 13.7 kw

**MAKE OF ANTENNA:** GE  TYPE: TY-14F Six Bay

**ANTENNA HEIGHT:** Above Average Terrain, 710 ft. Above Ground, 1,017 ft.

**STUDIO ADDRESS:** 1405 Fifth Ave.  HOURS OF OPERATION: 10:30 a.m.-12:30 a.m.

**MAKE OF CAMERA CHAINS:** DuMont and GE

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**NEWS SERVICE:** AP

**LIBRARY SERVICE:** Capitol & Sesac.

**STUDIO FACILITIES:** Two studios (37x66 and 30x42 ft.), three DuMont image orthicon cameras. Revolving Rush-in-Door turntable, 20-ft. diameter. Two GE 16mm film projectors. Two Bell & Howell and one Victor film projectors. Houston Film Developer. Two Auricon and one Bell & Howell sound motion picture cameras. Completely equipped model kitchen.

**EXECUTIVES:**

- John A. Kennedy, Chairman of the Board
- Howard L. Chernoff, Vice President & General Manager
- W. O. Edholm, Vice President & Commercial Manager
- William Fox, Vice President & Program Director & Film Buyer
- Thornton Chew, Chief Engineer
- Lisle F. Shoemaker, Promotion Manager
- Hal Coddon, Production Manager

**RATE INFORMATION:** Class A hour rate—$400 film. Minute spot—$80. Participations—$80 per spot. Frequency discounts—Begin with 26 times at 5%, up to 260 times at 25%. (From Rate Card No. 4, June 1, 1951).

**WASHINGTON ATTORNEY:** Cohn & Marks

**CONSULTING ENGINEER:** William L. Foss Inc.

**124,500 TV Sets**

(January 1, 1952)

**SERVING A BILLION DOLLAR RETAIL SALES MARKET**

**Wise Buyers BUY**

**More Business!**

KFMB TV Channel 8  KFMB AM 550 - K.C.

John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

Page 60 • 1952 TELECASTING Yearbook
TV Stations in the U. S.

San Francisco—

**KGO-TV**

**LICENSEE:** American Broadcasting Co.

**ADDRESS:** 155 Montgomery St.  **ZONE:** 4  **PHONE:** Exbrook 2-6544

**AM AFFILIATE:** KGO  **FM AFFILIATE:** KGO-FM

**TV NETWORK AFFILIATION:** ABC (Interconnected)


**BEGAN OPERATION:** May 5, 1949

**NATIONAL REPRESENTATIVE:** ABC-TV Spot Sales

**CHANNEL:** 7 (174-180 mc)

**TRANSMITTER ADDRESS:** Mt. Sutro

**MAKE OF TRANSMITTER:** GE  **MODEL NO:** 4TT-6B

**EFFECTIVE RADIATED POWERS:** Visual, 27 kw  Aural, 13 kw

**MAKE OF ANTENNA:** RCA  **TYPE:** Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 1,100 ft. Above Ground, 531 ft.

**STUDIO ADDRESS:** ABC Television Center  **HOURS OF OPERATION:** Noon-Midnight

**MAKE OF CAMERA CHAINS:** RCA

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**STUDIO FACILITIES:** Main studio is 36x24 ft. Auxiliary studio is 40x24 ft. Nine orthicon cameras. Two film camera chains. Two 35mm film projectors. Two 16mm film projectors. Two slide projectors (2x2 in.). One GE Balopticon.

**EXECUTIVES:**

- **Edward J. Noble,** Chairman of the Board (ABC)
- **Robert E. Kintner,** President (ABC)
- **Gayle Grubb,** Vice President & General Manager
- **Vince Francis,** Commercial Manager
- **Roland D. Irving,** Promotion Manager
- **Bloyce Wright,** Program Director
- **A. E. Evans,** Chief Engineer
- **Phyliss Towner,** Film Buyer

**RATE INFORMATION:** Class A hour rate—$600. Minute Spot—$120. Participations—$60-$120 per spot. Rehearsals—$35 per half-hour in excess of 1x1 ratio for live studio. Rates on request for rehearsal charges for film studio in excess of 1x1 ratio. Frequency discounts—Begin with 13 times at 20°, up to 260 times at 2°. (From Rate Card No. 4, Aug. 15, 1951.)

**WASHINGTON ATTORNEY:** Haley, McKenna & Wilkinson

**CONSULTING ENGINEER:** Kear & Kennedy

**BROADCASTING • Telecasting**

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**IN SAN FRANCISCO...**

**Here's your best buy in daytime television**

**CHEF CARDINI, 1:00-2:00 P. M., Mon.-Fri.**

Recipe for more sales in San Francisco: KGO-TV's own Chef Cardini. He's new, exciting, effective ... a favorite with fans, columnists and sponsors. Free recipes, up-to-the-minute market news, step-by-step preparation of complete meals—how housewives eat it up! Let the Chef stir up interest in your food product—he's a "natural"! Here are some others on Channel 7:

- **Les Malloy Show 4:30 p.m. Tues.-Fri.**
- **Your Afternoon Hostess** 2:00 p.m. Mon.-Fri.
- **Malloy & Company** 1:30 & 3:30 p.m. Sun.
- **Jolly Bill & His Tugboat** 4:00 p.m. Mon.-Fri.
- **By Request** (Jay Grill) 12:00 p.m. Sun.
- **Royal Playhouse** 5:30 p.m. Sun.

American Broadcasting Company
Here is the finest building of its kind in America.

It is the new home of one of Northern California's oldest radio stations... and the area's leading independent... KSFO, and of San Francisco's pioneer television station... KPIX.

But more than that, to those whose thoughts look to the years to come, the building itself is the cornerstone of a structure of faith in the future... faith in radio, faith in television, in the great markets these stations serve, but most of all of faith in that inspiring way of life to which all Americans are dedicated.
San Francisco—(Continued)

**KPIX**

**LICENSEE:** KPIX Inc.

**ADDRESS:** Van Ness Ave. & Greenwich St. **ZONE:** 23 **PHONE:** Prospect 6-6200

**AM AFFILIATE:** KSFO

**TV NETWORK AFFILIATION:** CBS, DuMont (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Principal stockholder is Wesley I. Dumm.

**BEGAN OPERATION:** December 22, 1948

**NATIONAL REPRESENTATIVE:** Katz Agency Inc.

**CHANNEL:** 5 (76-82 mc)

**TRANSMITTER ADDRESS:** Mark Hopkins Hotel

**MAKE OF TRANSMITTER:** RCA **MODEL NO:** TTSA

**EFFECTIVE RADIATED POWERS:** Visual, 30.5 kw Aural, 16.2 kw

**MAKE OF ANTENNA:** RCA **TYPE:** 5-Bay Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 540 ft. Above Ground, 630 ft.

**STUDIO ADDRESS:** Van Ness Ave. & Greenwich St. **HOURS OF OPERATION:** 10 a.m.-Midnight

**MAKE OF CAMERA CHAINS:** RCA **DESCRIPTION:** Studio & Field types

**TYPE OF OPERATION:** Uses local live, network live, local film, kinescopes.

**NEWS SERVICE:** INS, UP

**STUDIO FACILITIES:** Three studios (40x68 ft., 29x48 ft. and 14x25 ft.). Fully equipped and operating kitchen studio. Six RCA cameras. Two RCA 16mm film projection chains. Two 35mm slide projectors. One baleopticon (3½ x 4½ in.). Rear screen projection for studios. Mobile unit. Silent and sound 16mm film cameras. Art department.

**EXECUTIVES:**

- Wesley I. Dumm, President
- Richard C. D. Bell, Assistant to President
- Franklin M. Dumm, Secretary-Treasurer
- Philip G. Laskey, General Manager
- Lou Simon, Commercial Manager
- Sanford Spillman, Program Director & Film Buyer
- A. E. Towne, Director of Engineering

**RATE INFORMATION:** Class A hour rate—$600. Minute spot—$120. Participations—$65-$95 per spot. Rehearsals—$50 per half-hour minimum, $35 per half-hour thereafter. Frequency discounts—Begin with 13 times at 5% up to 260 times at 20%. (From Rate Card No. 4, Sept. 1, 1951.)

**WASHINGTON ATTORNEY:** Fly, Shuebruk & Blume.

**CONSULTING ENGINEER:** Universal Research Labs., San Francisco

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San Francisco—(Continued)

**KRON-TV**

**LICENSEE:** The Chronicle Publishing Co.

**ADDRESS:** 901 Mission **PHONE:** Garfield 1-1100

**FM AFFILIATE:** KRON

**TV NETWORK AFFILIATION:** NBC (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is publisher of San Francisco Chronicle.

**BEGAN OPERATION:** November 15, 1949

**NATIONAL REPRESENTATIVE:** Free & Peters Inc.

**CHANNEL:** 4 (66-72 mc)

**TRANSMITTER ADDRESS:** San Bruno Mt.

**MAKE OF TRANSMITTER:** RCA **MODEL NO:** TTSA

**EFFECTIVE RADIATED POWERS:** Visual, 14.5 kw Aural, 7.7 kw

**MAKE OF ANTENNA:** RCA **TYPE:** 12 Dipole

**ANTENNA HEIGHT:** Above Average Terrain, 1,325 ft. Above Ground, 200 ft.

**STUDIO ADDRESS:** 901 Mission **HOURS OF OPERATION:** 10 a.m.—12:30 a.m.

**MAKE OF CAMERA CHAINS RCA **DESCRIPTION:** Image Orthicon and Iconoscope

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**FILM LIBRARY:** Snuder **NEWS SERVICE:** AP, INC Telenews

**LIBRARY SERVICE:** Associated

**STUDIO FACILITIES:** Three Studios (60x40, 20x12, 20x80 ft.). Five image orthicons, two Iconoscope film chains. Two RCA 16mm film projectors. Four slide projectors (two automatic, two fixed), using 2x2-in. glass.

**EXECUTIVES:**

- Charles Thieriot, General Manager
- Harold See, Director of Television
- Norman Louvau, Commercial Manager & Film Buyer
- A. H. Constant, Program Director
- R. A. Isberg, Chief Engineer

**RATE INFORMATION:** Class A hour rate—$600. Minute spot—$120. Participations—$120 per spot. Rehearsals—$50 per half hour. Frequency discounts—Begin with 13 times at 5% up to 260 times at 20%. (From Rate Card No. 4, Aug. 15, 1951.)

**ATTORNEY:** John P. Hearne (San Francisco).

---

**BROADCASTING • Telecasting**
All you need to know to buy top TV coverage in the San Francisco Bay Area market... in Northern and Central California...

Do Not Disturb
WE'RE ALL WATCHING
KRON-TV

MICRO-WAVE has zoomed TV-looking interest in this market.
And KRON-TV's "Clear Sweep" coverage (highest antenna in Central California) builds this interest daily. Among the 3 San Francisco TV stations, KRON-TV carries consistently the largest number of top-rated, audience-building shows (more than the other two San Francisco TV Stations COMBINED)... and serves the largest number of advertisers. Represented nationally by FREE & PETERS, INC.,... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood.
KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco.

KRON-TV San Francisco Chronicle • NBC Affiliate
SELL MORE ON CHANNEL 4

World Radio History
"GREAT MEN"
Daniel Webster . . . Andrew Carnegie . . . Susan B. Anthony . . . Washington, Lincoln and Jefferson . . . these are a few of the twenty-six great names in American History dramatically portrayed in this superb series of biographical films. Produced in Hollywood by Emerson Films for Encyclopedia Britannica Films, Inc., in collaboration with leading historians, the "Great Men" series is one you will be proud to announce. It has unusual local tie-in features. Details on request.

APS
Maurice B. Mitchell, General Manager,
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N.Y.
APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television. Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

TV Stations in the U. S.

Connecticut

New Haven—

WNHC-TV

LICENSEE: The Elm City Broadcasting Corp.
ADDRESS: 1110 Chapel St. ZONE: 10 PHONE: 6-9826
AM AFFILIATE: WNHC FM AFFILIATE: WNHC-FM
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Patrick J. Goode and Aldo DeDominicis are the principal stockholders.
BEGAN OPERATION: June 18, 1948
NATIONAL REPRESENTATIVE: The Katz Agency Inc.
CHANNEL: 6 (82-88 mc)
TRANSMITTER ADDRESS: Gaylord Mt., Hamden, Conn.
MAKE OF TRANSMITTER: DuMont MODEL NO: TA-146A
EFFECTIVE RADIATED POWERS: Visual, 15.1 kw Aural, 7.55 kw
MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Section Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 510 ft. Above Ground, 190 ft.
STUDIO ADDRESS: 1110 Chapel St. HOURS OF OPERATION: 6:45 a.m.-12:15 a.m.
MAKE OF CAMERA CHAINS: DuMont
DESCRIPTION: Remote cameras converted to studio operation
TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescope
FILM LIBRARY: Snader NEWS SERVICE: AP, INS Telenews
LIBRARY SERVICE: World
STUDIO FACILITIES: One large studio, 40x32 ft. One small studio, 18x12 ft. Three DuMont cameras. Two Holmes 16mm projectors. One GE type PF-28 16mm film projector. LaBelle slide projector (2x2 in.). Super projectall 3x4 in. cards. Dunning Animatic Model A 16mm strip.
EXECUTIVES:
Patrick J. Goode, President
Aldo DeDominicis, Secretary-Treasurer
Vincent DeLaurentis, Vice President & Chief Engineer
J. Vincent Callanan, Commercial Manager & Commercial Film Buyer
Walter A. Nelson, Program Director
Sam P. Mastro, Office Manager
David K. Harris, Production Manager
Michael J. Goode, Public Relations
Joseph Robinson, Promotion Director
W. Rockwell Clark, News Director
RATE INFORMATION: Class A hour rate—$660. Minute spot $132. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 6, Oct. 1, 1951.)
CONSULTING ENGINEER: Garo W. Ray (Stratford, Conn.)
In the Wilmington, Delaware market

WDEL-TV reaches more people who buy more*

WDEL-TV is the only television station in this area. With NBC and DuMont network shows, many popular local night and daytime programs—it's the favorite with viewers throughout the area.

*IMPORTANT Wilmington is FIRST in per family buying income among all U.S. Metropolitan cities 100,000 to 250,000. (Sales Management—1951 Survey of Buying Power)

Delaware is FIRST in per capita buying income of any State. (U.S. 1948 Census of Business)
TV Stations in the U. S.

District of Columbia

Washington—

WMAL-TV

LICENSEE: Evening Star Broadcasting Co., Inc.

ADDRESS: 724 14th St., N. W. ZONE: 5 PHONE: National 5400

AM AFFILIATE: WMAL FM AFFILIATE: WMAL-FM

TV NETWORK AFFILIATION: ABC (Interconnected)


BEGAN OPERATION: October 3, 1947

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: American U. Campus

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 12 kw

MAKE OF ANTENNA: RCA TYPE 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 515 ft. Above Ground, 400 ft.

STUDIO ADDRESS: 4461 Connecticut Ave., N. W. HOURS OF OPERATION: 11:30 a.m.—11:15 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon


NEWS SERVICE: INS, Acme News Service

STUDIO FACILITIES: Studio "A" (40x70x19 ft.). Studio "B" (30x50x19 ft.). Studio "C" (Auditorium, 40x70 ft. Elevated stage 30x24 ft.). Four RCA studio cameras. Motion picture slide, strip film and clock balopticon originations multiplexed into three iconoscope cameras. Projection equipment includes two RCA 16mm projectors, two Kodaslide 2x2 in. projectors, 2 SVE AAA 35mm pull down strip film projectors and a custom balopticon for clocks.

EXECUTIVES:

S. H. Kauffmann, President
K. H. Berkeley, Vice President & General Manager
Ben B. Boyler Jr., Commercial Manager
S. Tebbs Chichester Jr., Promotion Manager
Charles L. Kelly, Director of Programs
Frank Harvey, Chief Engineer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$120. Participation—$80 per spot. Rehearsals—$50 per hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Sept. 15, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson.

Call or Wire the KATZ AGENCY, Inc.

WMAL WMAL-TV WMAL-FM
The Evening Star Stations, Washington, D. C.
Washington—(Continued)

WNBW

LICENSEE: National Broadcasting Co. Inc.
ADDRESS: 724 14th St., N. W. ZONE: 5 PHONE: Republic 4000
AM AFFILIATE: WRC FM AFFILIATE: WRC-FM
TV NETWORK AFFILIATION: NBC (Interconnected)
BEGAN OPERATION: June 27, 1947.
NATIONAL REPRESENTATIVE: NBC Spot Sales
CHANNEL: 4 (66-72mc)
TRANSMITTER ADDRESS: Wardman Park Hotel
MAKE OF TRANSMITTER: RCA MODEL NO: TT-3A
EFFECTIVE RADIATED POWERS: Visual, 20.5 kw. Aural, 10 kw.
MAKE OF ANTENNA: RCA TYPE: Mi-19012-O TF-4A, 4-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 330 ft. Above Ground, 353 ft.
STUDIO ADDRESS: Wardman Park Hotel
HOURS OF OPERATION: 6:45 a.m.-12:45 a.m.
MAKE OF CAMERA CHAINS: RCA. DESCRIPTION: Field.
NEWS SERVICE: AP, INS, UP
LIBRARY SERVICE: Thesaurus and NBC libraries.
STUDIO FACILITIES: Following equipment and personnel supplied as standard—For live studio programs, two RCA image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78rpm lateral or vertical double turntables, maximum crew of one production man, one program assistant and six operating personnel. For film studio programs, studio fully equipped for continuous showing of 16 and 35mm films, 35mm slide projectors, 33 1/3 and 78rpm lateral or vertical double turntables, announcer studio, maximum crew of one production man and four operating personnel.
EXECUTIVES:
Joseph H. McConnell, President (NBC)
Frank M. Russell, Vice President in charge of Washington office
Eugene Juster, General Manager
Charles deLazier, Commercial Manager
Ralph Burgin, Program Director
Charles Colledge, Chief Engineer
George Dorsey, Film Buyer
John E. Ghilain, Press & Promotion Manager
Cash Keller, Director of News
RATE INFORMATION: Class A hour rate—$650. Minute spot—$125. Participations—$30-$75 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 30 minutes, as are as follows: Live studio, $80 (31-60 minute program), $40 (5-30 minute program). Film studio, $50 (31-60 minute program), $25 (5-30 minute program). Additional charge for each 15 minutes over hour minimum is as follows: Live studio $20, Film Studio, $12.50. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 30%.
WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel
ENGINEER: Raymond Guy

WNBW — FIRST IN FILM SHOWS, CHILDREN’S PROGRAMS, SPORTS AND SPECIAL EVENTS!
(Ratings—American Research Bureau, Nov. 1-8, 1951)
(Market data—Sales Management Survey of Buying Power, 1951)

The WNBW coverage area includes the District of Columbia, nine Virginia counties, six in Maryland and one in West Virginia—an area with a population of 1,717,200 and an effective buying income of $2,588,621,000.

WNBW IS IN ITS FIFTH YEAR OF OPERATION IN THE NATION’S CAPITAL.

WNBW has such outstanding news commentators as Morgan Beatty and Leif Eid, such unique women’s shows as “Inga’s Angle”—and originates such distinguished network programs as “Battle Report,” “American Forum,” “Meet the Press,” and “Richard Harkness and the News.”

WNBW IS FIRST IN 178 OUT OF 363 QUARTER-HOUR PERIODS ON THE AIR, WITH THE REMAINING 185 DIVIDED AMONG THREE OTHER LOCAL TV STATIONS.

Out of 70 quarter-hour segments between 3:30 and 7 p.m., Monday through Friday, WNBW is first in 57.

WNBW — FIRST IN FILM SHOWS, CHILDREN’S PROGRAMS, SPORTS AND SPECIAL EVENTS!

(From Rate Card No. 7, Jan. 1, 1952.)

WNBW... your best TV buy
IN WASHINGTON

The WNBW coverage area includes the District of Columbia, nine Virginia counties, six in Maryland and one in West Virginia—an area with a population of 1,717,200 and an effective buying income of $2,588,621,000.

WNBW IS IN ITS FIFTH YEAR OF OPERATION IN THE NATION’S CAPITAL.

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WNBW — FIRST IN FILM SHOWS, CHILDREN’S PROGRAMS, SPORTS AND SPECIAL EVENTS!

(From Rate Card No. 7, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel
ENGINEER: Raymond Guy

1952 TELECASTING Yearbook • Page 69
WTOP-TV

LICENSEE: WTOP Inc.

ADDRESS: Warner Bldg. ZONE: 4 PHONE: Metropolitan 3200

AM AFFILIATE: WTOP FM AFFILIATE: WTOP-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is 55% owned by Washington Post Co., publisher of Washington Post, and 45% by Columbia Broadcasting System Inc.

BEGAN OPERATION: January 16, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 40th & Brandywine Sts. N.W.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw Aural, 14.2 kw

MAKE OF ANTENNA: RCA TYPE: TF6A—Six-bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 460 ft. Above Ground, 300 ft.

STUDIO ADDRESS: 40th & Brandywine Sts., N.W.

HOURS OF OPERATION: 10 a.m.-2 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field Type


NEWS SERVICE: UP, Telenews


EXECUTIVES:
Philip L. Graham, Chairman of the Board
John S. Hayes, President & General Manager
George F. Hartford, Vice President in charge of Sales
Clyde M. Hunt, Vice President in charge of Engineering & Operations
Lloyd Dennis, Director of Program Service
Tom Taussig, Director of TV Program Operations
Bill Wood, News Director
Derek Dyatt, Film Director
Cody Pfannstiel, Director of Audience Promotion
Gloria Markoff, Director of Sales Promotion
Granville Klink Jr., Chief Engineer
Larry A. Wilkinson, Engineer-in-charge, TV Facilities
Donald Saunders, Engineer-in-charge, Technical Operations

RATE INFORMATION: Class A hour rate—$550. Minute spot—$120. Rehearsals—$80 per hour for live studio (minimum half-hour), $50 per hour for film studio. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. Also weekly discounts of 3-5 days at 5%, 6-7 days at 10%. (From Rate Card No. 2, May 15, 1951.)

WASHINGTON ATTORNEY: Covington & Burling

Page 70 • 1952 Telecasting Yearbook
...to an audience with the highest family and per capita incomes in the United States

Median family income (34.8% above national average)

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<th>D.C.</th>
<th>U.S.</th>
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<td>Median</td>
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<td>$3068</td>
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Average per capita income (38.3% above national average)

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<td>Average</td>
<td>$1986</td>
<td>$1436</td>
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WTOP-TV
THE WASHINGTON POST-CBS TELEVISION STATION
REPRESENTED BY CBS TELEVISION SPOT SALES
of the people
by the people
for the people

WE’VE borrowed a few phrases from Old Abe
to illustrate what Washingtonians already
know . . . that WTTG is a station dedicated to
the service of our community.

For six years, Washington’s first television station
has carried more locally-produced programs than
any other station in this area.

Six years of outstanding local programs, outstanding
local personalities, creative program ability
and production know-how.

If you’ve an eye for Washington business—place
your sales message on WTTG, Washington’s
first and most locally-minded television station.

WTTG
CHANNEL 5 IN WASHINGTON
Owned and Operated by Allen B. DuMont Laboratories, Inc.
Represented by Harrington, Righter & Parsons, Inc.
New York • Chicago
Richard Railton Company
San Francisco
NOW IN OUR 6TH YEAR

WASHINGTON—(Continued)

WTTG
LICENSEE: Allen B. DuMont Laboratories Inc.
ADDRESS: Hotel Raleigh ZONE: 4 PHONE: Sterling 8300
TV NETWORK AFFILIATION: DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee operates DuMont Tele-
vision Network. Owned and operated stations are WABD (TV) New York, WTTG
(TV) Washington and WDTV (TV) Pittsburgh. Licensee is also TV receiver and
electronics manufacturer.
BEGAN OPERATION: January 1, 1947
NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons (Richard Railton Co., San
Francisco)
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: 5217 19th Road, N. Arlington, Va.
MAKE OF TRANSMITTER: DuMont MODEL NO: Master Series 1000 & 2000
EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 10.5 kw
MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Bay Superturnstile
STUDIO ADDRESS: Hotel Raleigh HOURS OF OPERATION: 10:15 a.m.-12:30 a.m.
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Iconoscope film cameras &
image orthicon studio & field pick-up cameras
NEWS SERVICE: UP Movietone
TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes
LIBRARY SERVICE: Associated
STUDIO FACILITIES: Two studios (40x60 and 40x40 ft.). Five DuMont image orthicon
cameras. Two 16mm film projectors. Two 35mm slide projectors.
EXECUTIVES:
Dr. Allen B. DuMont, President
Chris J. Witting, Director, DuMont Television Network
Walter Compton, General Manager
Perry Walders, Commercial Manager
Roger M. Cooles, Program Operations Manager
M. M. Burleson, Chief Engineer
Jules Huber, Film Buyer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$100. Participation—
$100 per spot. Rehearsals—$50 per hour in excess of 1½x1 ratio. Frequency dis-
counts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 7,
Sept. 10, 1951.)
WASHINGTON ATTORNEY: Roberts & McInnis.
1949 4 stations
1950 6 stations
1951 7 stations
1952 8 stations

8 important television stations in 8 key markets of America. These successful stations know the full meaning and benefits derived from the separate and undivided representation provided by Harrington, Righter & Parsons, Inc. The principle preached in 1949—that television was different and important enough to deserve the attention in the national field of a company uncompromisingly devoted to the television medium—has become the positive fact of 1952.

At Harrington, Righter & Parsons you find a solid, experienced and well-rounded organization whose only interest is television. There is no compromise. That's why these 8 important television stations in 8 key markets have appointed us their exclusive national representative.

Harrington, Righter & Parsons, Inc.
the only exclusive television station representative

WLTV .......... ATLANTA
owned by Broadcasting, Inc.
WAAM .......... BALTIMORE
owned by WAAM, Inc.
WBEN-TV .... BUFFALO
owned by Buffalo Evening News
WFMY-TV .......... GREENSBORO
owned by Greensboro News and Record
WDAF-TV .......... KANSAS CITY
owned by The Kansas City Star
WHAS-TV .......... LOUISVILLE*
owned by the Courier-Journal &
the Louisville Times  *effective March 22, 1952
WTMJ-TV .......... MILWAUKEE
owned by the Milwaukee Journal
WTTG .......... WASHINGTON
owned by Allen B. DuMont Labs., Inc.
one can’t get along
without the other

Three’s not a crowd as far as we’re concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country’s top stations, aware of the value and importance of proper national representation, are choosing America’s most alert reps ...

AVERY-KNODEL INCORPORATED

NEW YORK • CHICAGO • ATLANTA
SAN FRANCISCO • LOS ANGELES • DALLAS

TV Stations in the U. S.

Florida

Jacksonville—

WMBR-TV

LICENSEE: Florida Broadcasting Co.
ADDRESS: 702 Flagler St. ZONE: 7 PHONE: 9-4479
AM AFFILIATE: WMBR FM AFFILIATE: WMBR-FM
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS Ed Norton, Frank King and Glenn Marshall Jr. are principal stockholders. Mr. Norton is also a principal stockholder of WAFM-TV Birmingham, Ala.
BEGAN OPERATION: October 14, 1949
NATIONAL REPRESENTATIVE: Avery-Knodel Inc.
CHANNEL: 4 (66-72mc)
TRANSMITTER ADDRESS: Mass. & Vine St.
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 14.8 kw Aural, 7.4 kw.
MAKE OF ANTENNA: Stainless
ANTENNA HEIGHT: Above Average Terrain, 477 ft. Above Ground, 477 ft.
STUDIO ADDRESS: 702 Flagler St. HOURS OF OPERATION: 6:45 a.m.-Midnight.
NEWS SERVICE: INS
STUDIO FACILITIES One studio (4300 sq. ft.). Two DuMont cameras. Two GE 16mm projectors. One Projectall (2½x2 in. card size). One Eastman slide projector.
EXECUTIVES:
Ed Norton, Chairman of Board
Frank King, President
Glenn Marshall Jr., General Manager
Charles Stone, National Commercial Manager
Bernie Adams, Program Director
E. B. Vordermark, Chief Engineer
Lewis Evenden, Assistant Chief Engineer
William Terry, Film Buyer & Operational Director
RATE INFORMATION: Class A hour rate—$520 (live) $400 (film). Minute spot—$78 (live), $60 (film). Participation—$30 per spot. (From Rate Card No. 3, Jan. 1, 1952.)
WASHINGTON ATTORNEY: Hogan & Hartson
CONSULTING ENGINEER: A. D. Ring & Co.

Page 74 • 1952 TELECASTING Yearbook
THE FACTS ABOUT JACKSONVILLE

- It's a One-Station-Market
- It has 52,000 TV families
- This means 43.3% penetration
- WMBR-TV has 100% share of audience

You can reach this audience for only 72¢ per thousand
WMBR-TV is Florida's only interconnected station
The station beams 162 live network shows and 32 live local shows each week.

WMBR-TV CIRCULATION
JANUARY 1, 1952

- 62,900 TV Sets In Total Coverage Area
- 52,000 TV Sets In 0.1 MV/m (60 mi. Radius)
- 43.3% TV Penetration
- 43,472 TV Sets In Duval County
- 50.6% TV Penetration

COUNTIES | FAMILIES | TV SETS
--- | --- | ---
FLORIDA  | Baker 1,600, Bradford 3,000, Clay 4,800, Duval 85,900, Nassau 3,700, Putnam 7,900, St. Johns 7,900, Union 2,200
GEORGIA  | Camden 1,900, Charlton 1,200, TOTALS 120,100

**Sales Management—1951**  **RTMA and Dealers Estimates

CURRENT AVAILABILITIES

"Come Into the Kitchen" Monday thru Friday
Conducted by Nell Smith who has 20 years experience lecturing on and demonstrating foods and appliances. She speaks with authority to the women of Jacksonville as an expert on food and food products.

"Jacksonville Matinees" Monday thru Friday
Audience participation, conducted before a live audience, makes this half-hour program easy viewing and puts the audience in a receptive mind for your clients.

Live, Film or Slide copy accepted

WMBR TV
JACKSONVILLE, FLORIDA  CHANNEL 4
represented nationally by: AVERY-KNODEL, INC.

NEW YORK  •  CHICAGO  •  SAN FRANCISCO
LOS ANGELES  •  ATLANTA

BROADCASTING • Telecasting

1952 TELECASTING Yearbook  •  Page 75
Miami—

**WTVJ**

**LICENSEE:** Southern Radio & Television Equipment Co.

**ADDRESS:** 17 Northwest 3rd St.  ZONE: 31  PHONE: 82-6671

**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Non-interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is owned by Wometco Theatres Corp., theatre chain in southeast. Principal stockholders of Wometco are Mitchell Wolfson and Sidney Meyer.

**BEGAN OPERATION:** March 21, 1949

**NATIONAL REPRESENTATIVE:** Free & Peters

**CHANNEL:** 4 (66-72 mc)

**TRANSMITTER ADDRESS:** Hotel Everglades

**MAKE OF TRANSMITTER:** GE  **MODEL NO:** TT-6C

**EFFECTIVE RADIATED POWERS:** Visual, 16.5 kw.  Aural, 8.25 kw

**MAKE OF ANTENNA:** GE  **TYPE:** 3-Bay

**ANTENNA HEIGHT:** Above Average Terrain, 306 ft.  Above Ground, 312 ft.

**STUDIO ADDRESS:** 17 N. W. 3rd St.  **HOURS OF OPERATION:** 9:30 a.m.—1 a.m.

**MAKE OF CAMERA CHAINS:** DuMont and GE  **DESCRIPTION:** Studio and field

**TYPE OF OPERATION:** Uses local live, local film, network film, kinescopes.

**FILM LIBRARY:** Snader  **NEWS SERVICE:** UP

**LIBRARY SERVICE:** Thesaurus, World

**STUDIO FACILITIES:** One studio (40x22 ft.).  One rehearsal studio (60x22 ft.).  Theatre Studio seating 1,000.  Seven image orthicon cameras (four studio, three remote).  Four 16mm film projectors.  One duplex slide projector (3½x4 in.).  One iconoscope film camera.

**EXECUTIVES:**
- Mitchell Wolfson, President
- Lee Ruwitch, Vice President & General Manager
- John S. Allen, Business & Sales Manager
- John Shay, Program & Technical Coordinator
- Lee Phillips, Program Director
- Lee Waller, Assistant Program Director
- Dick Traxel, Production Manager
- Earl W. Lewis, Chief Engineer
- Labe Meß, Film Director
- Arthur L. Gray, National Sales Manager
- Lynn Morrow, Public Relations & Administrative Assistant to General Manager
- Burt Topp, Publicity Director & Promotion Manager
- Hal Kepplin, Art Director
- Ralph Renick, News Director
- Jack Cummins, Sports Director

**RATE INFORMATION:** Class A hour rate—$600 (film only).  Minute spot—$110.  Participation—$40-$50 per spot.  Rehearsals—$50 per half-hour in excess of 1½ hour rate.  Frequency discounts—Begin with 13 times at 5° up to 260 times at 25°. (From Rate Card No. 7, Jan. 1, 1952.)

**WASHINGTON ATTORNEY:** Segal, Smith & Hennessey.

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**Current Realities**

Number of sets as of Feb. 1st . . . . . . 102,000

PLUS - high spending market (per capita income) $1,800

PLUS - One station market

PLUS - 10% increase in year-round population every year including 1951.

**EQUAL A "MUST" BUY**

**Channel 4 WTVJ**

**MIAMI, FLORIDA**

**NATIONAL REPRESENTATIVE**

FREE and PETERS, Inc.
WTVJ brought this boom to South Florida in March of 1949 and it has continued to grow and grow and grow.

Rorabaugh figures show that this phenomenal increase is built on a solid foundation of consistent year-round local advertisers. An average of 185 local advertisers invest in WTVJ television every month in the year. For eight consecutive months WTVJ televised for more local advertisers than any other television station in the nation.

These advertisers have found that WTVJ has developed a progressive, show-wise operation which attracts more and more viewers daily. Better yet, these advertisers have discovered that the WTVJ viewers buy and buy and buy in South Florida's great year-round market.

See and hear our story from your nearest Free and Peters' Colonel.

Florida's First TV Station

IN THE SOUTH'S RICHEST MARKET
MIA MI, FL OR IDA
For Meritorious Public Service to Your Community!

CHILDREN AROUND THE WORLD

How children live and play . . . in Greece, in Africa, Italy, Greenland, Mexico, China, and Japan . . . how they grow up in Navajo-land, in Ireland and Norway, Spain and Holland . . . this is the subject of these delightful, authentic films, made on-the-spot by EBF cameramen. There are nineteen films (one reel) in this series—and they'll delight your entire audience . . . win praise for your good taste, too! Easily sponsored. Details on request.

Arlen
Maurice B. Mitchell, General Manager,
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

TV Stations in the U. S.

Georgia

Atlanta—

WAGA-TV

LICENSEE: The Fort Industry Co.
ADDRESS: 1018 W. Peachtree PHONE: Emerson 2541
AM AFFILIATE: WAGA FM AFFILIATE: WAGA-FM
TV NETWORK AFFILIATION: CBS, DuMont (Interconnected)


BEGAN OPERATION: March 8, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1018 W. Peachtree

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 26.5 kw Aural, 13.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 531 ft. Above Ground, 500 ft.

STUDIO ADDRESS: 1018 W. Peachtree HOURS OF OPERATION: 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: AP

STUDIO FACILITIES: Two RCA image orthicon cameras. Two RCA iconoscope film camera chains. One slide projector (2x2 in.). One Balopticon. Two RCA 16mm motion picture projectors. Two RCA image orthicon field cameras.

EXECUTIVES:
Geo. B. Storer, President
Lee B. Wailes, Executive Vice President
Stanton P. Kettler, Vice President (Southern District)
J. W. Collins, Local Advertising Manager
Claude H. Frazier, National Advertising Manager
Dan Naylor, Program Director & Film Buyer
Geo. B. Smith, Chief Engineer
Dale Clark, News Editor & Special Events
Jim Woods, Sports Editor
Norman Grey, Production Director

RATE INFORMATION: Class A hour rate—$650. Minute Spot—$104. Frequency Discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 6, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)
waga says...

"if you want to move goods in the Atlanta market, use . . .

waga-tv

all the way."

NEW STUDIOS
waga-tv studios are the newest and finest in Atlanta.
Your programs carry prestige and are assured top production when they originate in the new studios of waga-tv.
SNADER PRODUCTIONS
Proudly presents
WASHINGTON SPOTLIGHT
featuring the internationally famous
news-analyst and columnist,
MARQUIS CHILDS
and a weekly guest panel
made up of America's history-making
personalities.

* Senator Capehart
* Senator Kefauver
* Senator Wiley
* Senator Dirkson
* Congressman Scott
* Congressman Joe McCarthy
* Michael DiSalle
* plus dozens of others

TIMELY...
The topics of discussion on WASHINGTON SPOTLIGHT are geared to the headlines. The program features thought-provoking, controversial issues currently in the news.

UP TO THE MINUTE...
Each week's show is flown to you direct from the processing laboratories... immediately after it has been filmed!

HISTORY-MAKING...
The nation's most important public figures make history-making disclosures on every program. WASHINGTON SPOTLIGHT constantly finds itself quoted from by the wire services and news magazines... because WASHINGTON SPOTLIGHT scores one news-beat after another!

Write, wire or phone:
SNADER TELESCRIPTIOnS SALES, Inc.
Reub Kaufman, President
328 South Beverly Drive
Beverly Hills, California
735 Spring St. N. W.
Atlanta, Georgia
1900 Euclid
Cleveland, Ohio
59 E. Van Buren
Chicago, Illinois
229 West 42nd Street
New York, New York

TV Stations in the U. S.

Atlanta—(Continued)

WLTV
LICENSEE: Broadcasting Inc.
ADDRESS: 15 Forsyth St., S.W. ZONE: 2 PHONE: Cypress 6676
TV NETWORK AFFILIATION: ABC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by a group of Atlanta businessmen, of whom the following own 5,000 or more shares each: Walter Sturdivant, Clement A. Evans, Alfred D. Kennedy Jr., Harris Robertson, Arthur Montgomery.
BEGAN OPERATION: Sept. 30, 1951
NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.
CHANNEL: 8 (180-186 mc)
TRANSMITTER ADDRESS: 1601 W. Peachtree St.
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 23.8 kw Aural, 12.5 kw
MAKE OF ANTENNA: RCA TYPE: TF-68
ANTENNA HEIGHT: Above Average Terrain, 546 ft. Above Ground, 600 ft.
STUDIO ADDRESS: 15 Forsyth St., S.W.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and film cameras
TYPE OF OPERATION: Uses local live, network live, local film, kinescopes
NEWS SERVICES: AP, Acme
EXECUTIVES:
Walter C. Sturdivant, President
William T. Lome, Vice President & General Manager
George P. Moore Jr., Commercial Manager
Roger O. Van Duzer, Program Director
Harvey J. Aderhold, Technical Director
Ann Hutcherson, Traffic Manager
John Barry, Film Buyer
RATI INFORMATION: Class A hour rate—$500. Minute spot—$75. Frequency discounts—Begin with 13 times at 5% up to 156 times at 30%. (From Rate Card No. 1, Oct. 1, 1951.)
WASHINGTON ATTORNEY: Speerman & Roberson
CONSULTING ENGINEER: A. Earl Cullum Jr.
Local TV Shows That Sparkle - - and SELL

Atlanta's WLTV is building an increasing schedule of local programs . . . shows that are sales-minded; shows that are aimed straight at the local tastes and interests of the Atlanta community; shows that are skillfully produced to win loyal and responsive audiences.

All day, every day, Shirley Krayble and her aides shop Atlanta's stores for the best bargain buys in all lines from lipsticks to pots and pans. And every Monday thru Friday, from 3:30 to 4:00 P.M., Shirley displays and demonstrates her "best buys of the day" to a loyal audience of women who know they can rely on her judgment. She personally handles an average of 150 phone calls and dozens of letters daily from homemakers who consult her for shopping advice. A top-grade sales vehicle, this "Shopping Atlanta" . . . because women believe in the program.

Roger Van is a handy man . . . whether he's making a piano and organ talk simultaneously, playing telephone quiz games with his loyal afternoon viewers, or lending his unaffected neighborly personality to a commercial, on his daily feature called "Anything Goes."

WLTV's weather forecasts are authoritative, complete and down-to-earth . . . done by meteorologist Al Stakely, who is a familiar, trusted and popular visitor to Atlanta-area homes whenever it's "time to talk about the weather." The WLTV weather reporter is as Southern as fried chicken . . . and just as good!

WLTV's Ray McCoy and his SWINGBILLIES serve up a half hour of gay music and good humor nightly to that immense North Georgia audience that loves the folk music and songs of the South and West. Plus which, they do such amazing things as pulling 2,000 persons in one week into a sponsor's stores with a single little offer used exclusively on their show!

News is something that WLTV delivers skillfully and frequently, daytime and nighttime . . . crisp, easy-to-watch summaries of world and regional events, amply illustrated with up-to-the-minute telephotos. Here, news-telecaster Bob Martin checks his news before air-time.
TV Stations in the U. S.

Atlanta—(Continued)

WSB-TV

LICENSEE: Atlanta Newspapers Inc.

ADDRESS: Biltmore Hotel PHONE: Elgin 6711

AM AFFILIATE: WSB FM AFFILIATE: WSB—FM

TV NETWORK AFFILIATION: NBC (Interconnected)


BEGAN OPERATION: September 29, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 780 Willoughby Way.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: RCA TYPE: TFS-14-A

ANTENNA HEIGHT: Above Average Terrain, 932 ft. Above Ground, 1,062 ft.

STUDIO ADDRESS: 1601 W. Peachtree

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field


FILM LIBRARY: Snader NEWS SERVICE: AP

LIBRARY SERVICE: Standard, World

STUDIO FACILITIES: Four orthicon cameras for studio shows. Two image orthicon field cameras. One iconoscope camera. Two 16mm film projectors.

EXECUTIVES:

J. M. Cox Jr., President
J. Leonard Reinsch, Managing Director
John M. Outler Jr., General Manager
Marcus Bartlett, Station Manager
C. F. Daugherty, Chief Engineer
Jean Hendrix, Film Buyer

RATE INFORMATION: Class A hour rate—$650 (film only). Minute spot—$104. Participation—$39-$78 per spot. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card, Jan. 10, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

50,000 watts of radiated power on channel 2 from a tower 1,062 ft. high

WSB-TV

World's tallest TV tower
Atlanta, Georgia

Affiliated with The Atlanta Journal and Constitution
Represented by Edw. Petry & Co., Inc.
TV Stations in the U. S.

Illinois

Chicago—

WBKB

LICENSEE: Balaban & Katz Corp.

ADDRESS: 190 North State St. ZONE: 1 PHONE: Randolph 6-8210

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by United Paramount Theatres Inc., owner of national chain of movie theatres. If FCC approves merger of ABC and UPT, Columbia Broadcasting System will buy facilities of WBKB.

BEGAN OPERATION: September 6, 1946

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 4 (66-72 mc)


MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 25.2 kw Aural, 12.6 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 390 ft. Above Ground, 700 ft.

STUDIO ADDRESS: 190 N. State St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Orthicon


NEWS SERVICE: UP

STUDIO FACILITIES: Studio A (24x26 ft.) includes two image orthicon studio cameras. Studio G (35x35 ft.) includes two image orthicon studio cameras. Studio C (8x10 ft.) designed for news broadcasts and similar type programs. Film studio includes two iconoscope and one image orthicon cameras, 16mm and 35mm film projectors, slide projector for 35 mm film or 2x2-in. slides, Multiscope projector for 4x3-in. cards.

EXECUTIVES:

Leonard Goldenson, President (UPT)
Robert H. O'Brien, Secretary-Treasurer (UPT)
John H. Mitchell, General Manager
Milton D. Friedland, Traffic Manager
S. C. Quinlan, Program Director
William P. Kusack, Chief Engineer
Carl Russell, Film Buyer
Matt Vieracker, Controller
George Rice, Office Manager
Lee Solberg, Publicity & Promotion Director
William Ryan, Production Manager

RATE INFORMATION: Class A hour rate—$1,300 (live), $1,500 (film). Minute spot—$225. Participation per spot—$65-$250. Rehearsals—$50 per half hour for live studio; $60 per hour in excess of pre-broadcast run thru for film studio (minimum—$30). Frequency discounts—Begin with 13 times at 5% up to 208 times at 20%. (From Rate Card No. 8, Oct. 15, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson.

CONSULTING ENGINEER: Andrew Corp. (Chicago)

He wants to know if I'm an expert on kids' television shows. Shall I tell him he has the wrong number?

No, dear boy. Simply tell him he should buy Consolidated's 15-minute, five-a-week film "Jump Jump of Holiday House." When you've said that... you are an expert!

Consolidated Television Sales
a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, NO. 9-8389
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
612 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

CONSULTING ENGINEER: Andrew Corp. (Chicago)
IN CHICAGO...

Here's your best buy in daytime television

If you want more pull in Chicago, pull up a chair and get the facts on the Bob and Kay Show. You just can't beat 'em in Chicago for entertainment...and for results. One day, by accident, Kay mentioned where she had bought the $89.95 blouse she was wearing. The store wasn't even a sponsor, but Kay's plug sold 75 of the blouses! She and Bob can do the same for you...and so can these other great shows on Channel 7:

Beulah Karney . . . . 2:00 p.m. Mon., Wed., Fri.
Housewives' Holiday . . 2:00 p.m. Tues. & Thurs.
Barbara Moro . . . . 2:30 p.m. Mon. thru Fri.
Sagebrush Theatre . . 4:30 p.m. Mon. thru Fri.
King Calico . . . . 5:45 p.m. Mon., Wed., Fri.
Sports Highlights . . 6:20 p.m. Mon. thru Fri.

American Broadcasting Company

TV Stations in the U. S.

Chicago——(Continued)

WENR-TV

LICENSEE: American Broadcasting Co. Inc.
ADDRESS: 20 N. Wacker Drive ZONE: 6 PHONE: Andover 3-0800
AM AFFILIATE: WENR FM AFFILIATE: WENR-FM
TV NETWORK AFFILIATION: ABC (Interconnected)
BEGAN OPERATION: September 17, 1948
NATIONAL REPRESENTATIVE: ABC-TV Spot Sales
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: 20 N. Wacker Drive
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 28.3 kw Aural, 14 kw
MAKE OF ANTENNA: RCA TYPE: TF-6A, Six-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 667 ft. Above Ground, 660 ft.
STUDIO ADDRESS: 20 N. Wacker Drive
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A, TK-20A, TK-30A
TYPE OF OPERATION: Uses local live, network live, local film, kinescopes.
NEWS SERVICE: AP, INS
STUDIO FACILITIES: Studio "A" is 28x52x18 ft. Studio "B" is 15x20x9 ft. Studio "N" is 36x44x22 ft. Studio "G" is 34x47x11 ft. Penthouse studio is 25x20x14 ft. Civic Theatre is 32x70x60 ft. For stage, seats 800. Sixteen studio cameras. Two RCA iconoscope film cameras. Two RCA 16mm film projectors. Two RCA 16mm film projectors. One mobile unit with three RCA field cameras. One GPL 16mm film projector. Due April 1, two RCA image orthicon cameras, two RCA 16mm film projectors, one Gray Teleopticon, two automatic slide projectors, four Eastman slide projectors.
EXECUTIVES:
Edward J. Noble, Chairman of Board (ABC)
Robert E. Kintner, President (ABC)
John H. Norton Jr., Vice President, Central Division (ABC)
Roy McLoughlin, Commercial Manager
Jack Brand, Executive Producer
James Pollak, Program Director
John Fitzpatrick, Production Manager
E. C. Horstman, Chief Engineer
Polly Thompson, Film Buyer
Jack McCord, Business Manager of Television Dept.
Clara Heider, Operational Supervisor
RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—$167.50-$300 per spot. Rehearsals—Minimum charge for studio rehearsal is at the rate of one hour. For additional rehearsal periods in excess of one hour, charges will be made at 50% of the hourly rate for each additional 30 minutes or less. For Civic Theatre, one hour charges are $200 for camera, $100 for audio only, $75 dry run. For Studios A, N and Penthouse, one hour charges are $100 for camera, $75 for audio only, $40 dry run. Frequency discounts—Begin with 13 times at 2 1/2° up to 260 times at 20°. (From Rate Card No. 4, Sept. 1, 1951.)
WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson
CONSULTING ENGINEER: Kear & Kennedy

Page 84 • 1952 Telecasting Yearbook
### 12:00 to 4:00 P.M.*
(Monday through Friday)

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<th>Station</th>
<th>Ratings</th>
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<td>WNBQ</td>
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<td>Station C</td>
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<tr>
<td>Station D</td>
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*American Research Bureau (Jan.-Dec. 1951)

### 4:00 to 6:00 P.M.*
(Sunday through Saturday)

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<td>Station D</td>
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*American Research Bureau (Jan.-Dec. 1951)

### 6:00 to 11:00 P.M.*
(Sunday through Saturday)

<table>
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*American Research Bureau (Jan.-Dec. 1951)

### ALL QUARTER HOURS*

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<td>Station D</td>
<td>5.6</td>
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</tbody>
</table>

*American Research Bureau (Jan.-Dec. 1951)

Again proving the
NO. 1 TV Station
in Chicago is . . .
TELEVISION STATIONS IN THE UNITED STATES

Chicago—(Continued)

WGN-TV

LICENSEE: WGN Inc.
ADDRESS: 441 N. Michigan Ave. ZONE: 11 PHONE Superior 7-0100
AM AFFILIATE: WGN FM AFFILIATE: WGNB
TV NETWORK AFFILIATION: DuMont (Interconnected)
BEGAN OPERATION: April 15, 1948
NATIONAL REPRESENTATIVE: George P. Hollingbery Co.
CHANNEL: 9 (186-192 mc)
TRANSMITTER ADDRESS: 435 N. Michigan Ave.
MAKE OF TRANSMITTER: GE MODEL NO: TT-711 & TT-8B
EFFECTIVE RADIATED POWERS: Visual, 29 kw Aural, 14.5 kw
MAKE OF ANTENNA: RCA TYPE: T68 Six-Element
ANTENNA HEIGHT: Above Average Terrain, 585 ft. Above Ground, 609 ft, 6 in.
STUDIO ADDRESS: 441 N. Michigan Ave. HOURS OF OPERATION: 10 a.m.-1 a.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A
TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes
NEWS SERVICE: AP, UP, INS, Tribune Press
LIBRARY SERVICE: Associated, Standard
STUDIO FACILITIES: Studio 1A (seating 400), four cameras. Studio 5A (43x68 ft.), seats 150, two cameras. Studio 5B (31x25 ft.), two cameras. Studio 6A (34x31 ft.), two cameras. Studio 6B (34x35 ft.), two cameras. Studio 7A (32x60 ft.), three cameras. Studio 7B (12x16 ft.), one camera. Two mobile units include three field cameras each. Two 35mm Simplex projectors. Two 16mm projectors. Two slide projectors (3x4 in.).
EXECUTIVES:
Colonel Robert R. McCormick, President
Frank P. Schreiber, General Manager
William A. McGuiness, Commercial Manager
Ted Weber, Western Sales Manager
Jay Faraghan, Program Director
Carl J. Meyers, Chief Engineer
Elizabeth Bain, Film Buyer
Spencer Allen, Director of News
George Patterson, Director of Operations
RATE INFORMATION: Class A hour rate—$1,000 (live), $850 (film). Minute spot—$25. Participations—$110-$120 per spot. Rehearsals—$25 per half hour in excess of 1x1 ratio for live studio. Frequency discounts—Begin with 13 weeks at 5% up to 52 weeks at 10%. Also weekly discounts beginning with 2 days at 21/2% up to 7 days at 15%. (From Rate Card No. 8, March 1, 1951.)
WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis.

Chicago—(Continued)

WNBQ

LICENSEE: National Broadcasting Co.
ADDRESS: Merchandise Mart ZONE: 54 PHONE: Superior 7-8300
AM AFFILIATE: WMAQ FM AFFILIATE: WMAQ-FM
TV NETWORK AFFILIATION: NBC (Interconnected)
BEGAN OPERATION: January 9, 1949
NATIONAL REPRESENTATIVE: NBC Spot Sales
TRANSMITTER ADDRESS: Civic Opera Bldg.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: Civic Opera Bldg.
MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA
EFFECTIVE RADIATED POWERS: Visual, 23.25 kw Aural, 12.29 kw
MAKE OF ANTENNA: RCA TYPE: B Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 627 ft. Above Ground, 627 ft.
STUDIO ADDRESS: Merchandise Mart HOURS OF OPERATION: 6:45 a.m.-1:15 a.m.
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes
NEWS SERVICE: AP, UP, INS
LIBRARY SERVICE: Associated, Standard
STUDIO FACILITIES: One studio (43x68 ft.), four cameras. One studio (17x39 ft.), two cameras. One studio (40x54 ft.), three cameras. One studio theatre, three cameras. One film studio, two cameras. Two 16mm film projectors. Two 35mm film projectors. Two slide projectors. One mobile unit.
EXECUTIVES:
Joseph McConnell, President (NBC)
Harry C. Kopf, Vice President & General Manager
Jules Herbuveaux, Program Manager
Howard Luttgens, Chief Engineer
Isabelle Cooney, Film Procurement
John F. Whalley, Controller
William Ray, News & Special Events Manager
Jack Ryan, Press Manager
John Keys, Promotion Manager
RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—$300 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $500 (31-60 minute program), $100 (5-30 minute program). Additon studio, $125 (31-60 minute program), $42.50 (5-30 minute program). Live studio $50. Film studio, $31.25. Frequency discounts—Begin with 13 times at 21/2% up to 260 times at 20%. (From Rate Card No. 5, Aug. 15, 1951.)
WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel.
ENGINEER: Raymond Guy.
... Here's TV Coverage

A WGN-TV advertiser made an introductory offer on his first program... a one minute announcement at 11:45 p.m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

Early or late... if you want results...

call your WGN-TV representative for availabilities

WGN-TV
CHANNEL 9 - CHICAGO
The Chicago Tribune Television Station
You’ll Buy the WHBF-TV MARKET EASIER if you know these facts:

**FACT 1** — THE QUAD-CITIES ARE TIED TOGETHER BY PHYSICAL PROXIMITY, BY BUSINESS ACTIVITY, AND BY SOCIAL BONDS INTO ONE LARGE METROPOLITAN UNIT.

**FACT 2** — THE 234,256 PEOPLE IN THIS METROPOLITAN AREA RESIDE IN THE 4 CITIES SIMILARLY TO RESIDENTS IN THE BOROUGHS OF NEW YORK.

**FACT 3** — THE QUAD-CITIES IS 82ND IN POPULATION—AND 14TH IN EFFECTIVE BUYING INCOME PER CAPITA, AMONG SALES MANAGEMENT’S 162 METROPOLITAN COUNTY AREAS.

**FACT 4** — THE QUAD-CITIES IS 69TH IN BUYING POWER AND 76TH IN RETAIL SALES, AMONG SALES MANAGEMENT’S 162 METROPOLITAN COUNTY AREAS.

**FACT 5** — WHBF IS THE ONLY TV STATION IN ILLINOIS OUTSIDE OF CHICAGO (180 MILES AWAY). AFFILIATED WITH ABC, DUMONT AND COLUMBIA TV NETWORKS.

**FACT 6** — YOU COVER THE ENTIRE QUAD-CITY METROPOLITAN AREA WHEN YOU USE WHBF-TV—85,134 FAMILIES NOW HAVE TV. (AS OF JANUARY 1, 1952).

**FACT 7** — ON CHANNEL 4—WHBF-TV HAS RECENTLY DOUBLED ITS POWER.

WHBF-TV SELLS TO QUAD-CITIANS

WHBF-TV MARKET EASIER

Rock Island—

WHBF-TV

LICENSEE: Rock Island Broadcasting Co.
ADDRESS: Telco Bldg. PHONE: 6-5441
AM AFFILIATE: WHBF FM AFFILIATE: WHBF-FM
TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is J. W. Potter Co., publisher of Rock Island Argus.
BEGAN OPERATION: July 1, 1950
NATIONAL REPRESENTATIVE: Avery-Knodel Inc.
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: Telco Bldg.
MAKE OF TRANSMITTER: DuMont MODEL: 2000
EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 11.7 kw
MAKE OF ANTENNA: RCA TYPE: TFS
ANTENNA HEIGHT: Above Average Terrain, 370 ft. Above Ground, 485 ft.
STUDIO ADDRESS: Telco Bldg. HOURS OF OPERATION: 10 a.m.-11 p.m.
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon
NEWS SERVICE: INS
LIBRARY SERVICE: Langworth, Standard
STUDIO FACILITIES: Main studio (30x20 ft.), two image orthicon cameras. Two 16mm film projectors. One Monochrome scanner. Two image orthicon field cameras.

EXECUTIVES:
Ben H. Potter, President
Leslie C. Johnson, Vice President & General Manager
Maurice Corken, Commercial Manager
Fred K. Leo, Public Relations Director
Forest W. Cooke, Program Director & Film Buyer
Robert J. Sinnett, Chief Engineer

RATE INFORMATION: Class A hour rate—$360 (live), $300 (film). Minute spot—$80 (live), $60 (film). Participation per spot—$45. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: E. C. Page
Three's not a crowd as far as we're concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country's top stations, aware of the value and importance of proper national representation, are choosing America's most alert reps...

Bloomington—

WTTV

LICENSEE: Sarkes Tarzian Inc.
ADDRESS: East Hillsdale Drive
PHONE: 2-1407
AM AFFILIATE: WTTS
TV NETWORK AFFILIATION: ABC, CBS, NBC, Dumont (Interconnected with privately-owned microwave relay)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a radio-TV and electronics components and parts manufacturer.
BEGAN OPERATION: November 11, 1949
NATIONAL REPRESENTATIVE: Robert Meeker Assoc. Inc.
CHANNEL: 10 (192-198 mc)
TRANSMITTER ADDRESS: East Hillsdale Drive
MAKE OF TRANSMITTER: RCA
MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 27.2 kw, Aural, 13.6 kw
MAKE OF ANTENNA: RCA
TYPE: 6-Boy Superturnstile
ANTENNA HEIGHT: Above average terrain, 707 ft. Above ground, 650 ft.
STUDIO ADDRESS: East Hillsdale Drive
HOURS OF OPERATING: 11 a.m. to 11 p.m.
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes
NEWS SERVICES: AP, Acme
LIBRARY SERVICES: Snader
STUDIO FACILITIES: One studio (25x50 ft.). Two RCA cameras. One RCA projector, Super Projectall.
EXECUTIVES:
Sarkes Tarzian, President
Glenn Von Horn, General Manager
Robert Lemon, Station Manager & Commercial Manager
Norman Cissna, Assistant Sales Manager
Robert Petronoff, Program Director & Film Buyer
Norton Weigel, Chief Engineer
James Ratcliffe, Traffic Director
Susan Bartlett, Continuity Director
Steve Briggs, Production Manager
Albert Fiscus, Film Director
RATE INFORMATION: Class A hour rate—$500. Minute spot—$90. Frequency discount—Begin with 13 times at 5% up to 156 times at 30%. (From Rate Card No. 4, March 1, 1952.)
WASHINGTON ATTORNEY: A. L. Stein
CONSULTING ENGINEER: Kear & Kennedy
Indianapolis—

WFBM-TV

LICENSEE: WFBM-TV

ADDRESS: 1330 N. Meridian St. ZONE: 2 PHONE: Lincoln 8506

AM AFFILIATE: WFBM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Harry M. Bitner and family. Some interests own WFBM-AM-TV Indianapolis, WEOA Evansville, Ind. WOOD-AM-TV Grand Rapids, WFDF Flint, Mich.

BEGAN OPERATION: May 30, 1949

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Merchants Bank Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 28.2 Aural, 18 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 428 ft. Above Ground, 428 ft.

STUDIO ADDRESS: 1330 N. Meridian St. HOURS OF OPERATION: 9 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA


FILM LIBRARY: Snader, Screen Gems NEWS SERVICE: AP, INS, NBC, Telenews

STUDIO FACILITIES: Two studios (40x60 and 40x40 ft.). Six RCA cameras. Two RCA 16mm film projectors. One Balopticon (6x8 in.). One Projectall (3x4 in.)

EXECUTIVES:
Harry M. Bitner, President
Harry M. Bitner Jr., General Manager
William F. Kiley, Commercial Manager
Hugh Kibbey, Program Director & Film Buyer
Harold Holland, Chief Engineer
Melvin C. Green, Secretary-Treasurer

RATE INFORMATION: Class A hour rate—$580 (live), $480 (film). Minute spot—$100. Participations—$100 per spot. Rehearsals—$100 per hour in excess of 1x1 ratio for live studio, $75 per hour in excess of normal run-through (pro-rated to nearest quarter hour). (From Rate Card No. 4, Feb. 1, 1951.)

WASHINGTON ATTORNEY: Dempsey & Kopolovitz

CONSULTING ENGINEER: Gillett & Bergquist

Page 90 • 1952 TELECASTING Yearbook
The television set dealers pictured at the left, located in communities far beyond the theoretical WFBM-TV coverage area, verify the Big Bonus audience of Indiana's FIRST Station. Evansville, Indiana, for instance (located 164 miles from Indianapolis) is just one of the "bonus communities" where viewers watch WFBM-TV. Thousands of television families in hundreds of cities and towns and on farms in areas far from the station make up this "big bonus group," by watching WFBM-TV regularly.

And that's just the "bonus" market WFBM-TV offers you!

On February 1, 1952, approximately 210,000 TV sets were installed within the station's regular coverage area. Add the Bonus Thousands of sets to that figure and you'll agree WFBM-TV is one of the best buys in the country for your advertisers.

Indiana ranks among the first ten states, both agriculturally and industrially. That means high employment and high incomes. Check this money-loaded Hoosier market—then—let WFBM-TV cover it for you.
SNADER PRODUCTIONS
presents

DICK TRACY

★ 39 half-hour episodes now available
★ Filmed in Hollywood expressly for TV
★ Complete publicity and promotion campaign available

FEATURING:
RALPH BYRD.............as DICK TRACY
LYLE TALBOT.............as THE BRAIN
ANGELA GREENE...........as TESS TRUEHEART
JOE DEVLIN.............as SAM CATCHEM

SURE-FIRE entertainment for youngsters from 6 to 96, featuring America's crime-busting hero, DICK TRACY, and his behind-the-scenes police adventures in the war against crime. Here's a show that just can't miss building a big mass audience in every TV market. It's thrilling, dramatic, educational . . . teaches clean living and respect for the law.

Write, wire or phone:
SNADER TELESCRIPTIONS SALES, Inc.
Reub Kaufman, President
328 South Beverly Drive
Beverly Hills, California
735 Spring St., N. W.
Atlanta, Georgia
1900 Euclid Street
Cleveland, Ohio

59 E. Van Buren
Chicago, Illinois
229 West 42nd Street
New York, New York

TV Stations in the U. S.

Iowa

Ames—

WOI-TV
LICENSEE: Iowa State College of Agriculture & Mechanic Arts
ADDRESS: Ames, Iowa PHONE: 2500 Ext. 281
AM AFFILIATE: WOI FM AFFILIATE: WOI-FM
TV NETWORK AFFILIATION ABC, CBS, NBC, DuMont (Interconnected)
BEGAN OPERATION: February 21, 1950
NATIONAL REPRESENTATIVE: Weed & Co.
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: 3 miles S. W. of Ames
MAKE OF TRANSMITTER: GE MODEL NO: 4TT-6C
EFFECTIVE RADIATED POWERS: Visual, 15.6 kw Aural, 8 kw
MAKE OF ANTENNA: RCA TYPE: 3-Element
ANTENNA HEIGHT: Above Average Terrain, 560 ft. Above Ground, 580 ft.
STUDIO ADDRESS: Exhibit Hall, ISC HOURS OF OPERATION: 1 p.m.-11:30 p.m.
MAKE OF CAMERA CHAINS: DuMont
NEWS SERVICE: INP
LIBRARY SERVICE: SESAC
STUDIO FACILITIES: Two 16mm projectors, one 35mm slide projector, one 2x2 in. slide and film projector. One bolopticon, card size 3x4 in.
EXECUTIVES:
Charles E. Friley, President
Richard B. Hull, General Manager
Robert C. Mulhall, Operations Manager
Edward P. Wegener, Program Director
Louie L. Lewis, Chief Engineer
John Dunlop, Film Buyer
RATE INFORMATION: Class A hour rate—$400 (film only). Minute spot—$80. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. Accepts no local advertising. (From Rate Card No. 3, Oct. 1, 1951.)
WASHINGTON ATTORNEY: Cohn & Marks.
CONSULTING ENGINEER: Jansky & Bailey

Page 92 • 1952 TELECASTING Yearbook
Telecasting...

Bringing to Central Iowa's quarter-million television viewers the vast resources of the Iowa State College in homemaking, agricultural and cultural information, plus selected programming from all four television networks.

Teaching...

The nation's only fully-licensed television station to be owned and operated by an educational institution offers specialized professional training for selected students in TV engineering, program and production. Facilities include related college departments together with the Television Theatre and workshop.

Program Development...

Research and experimental work in cooperation with the United States Department of Agriculture, the Fund for Adult Education, an Independent organization established by the Ford Foundation, and the Commission on Christian Education and Iowa Interchurch Council.

WOI - TV
IOWA STATE COLLEGE
AMES, IOWA

NBC-TV   CBS-TV   ABC-TV   DuMont-TV
Get this...he wants a “reasonably priced show with real big-time Hollywood production values.” What shall I say?

Say yes...then call Consolidated and ask them to airmail us a print of “The Best Things in Life.”

Consolidated Television Sales
A division of Consolidated Television Productions, Inc.
Sunset & Van Ness, Hollywood 28, H09-6369
25 Vanderbilt Ave., New York 17, MU 6-7543
612 Michigan Ave., Chicago 11, MI 2-5231

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### TV Stations in the U. S.

#### Davenport—

WOC-TV

**LICENSEE:** Central Broadcasting Co.

**ADDRESS:** 805 Brody St. **PHONE:** 3-3661

**AM AFFILIATE:** WOC **FM AFFILIATE:** WOC-FM

**TV NETWORK AFFILIATION:** NBC (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Col. B. J. Palmer and Mr. D. D. Palmer are the principal stockholders. They also own WHO-AM-FM Des Moines and 25% of KMA Shenandoah, Ia., and KMTV (TV) Omaha, Neb.

**BEGAN OPERATION:** October 31, 1949

**NATIONAL REPRESENTATIVE:** Free & Peters Inc.

**CHANNEL:** 5 (76-82 mc)

**TRANSMITTER ADDRESS:** RR #1, Bettendorf, Iowa

**MAKE OF TRANSMITTER:** RCA **MODEL NO:** TT-5A

**EFFECTIVE RADIATED POWERS:** Visual, 22.9 kw Aural, 12.5 kw

**MAKE OF ANTENNA:** RCA **TYPE:** 5 Bay Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 342 ft. Above Ground, 358 ft.

**STUDIO ADDRESS:** 805 Brody St. **HOURS OF OPERATION:** 6:45 a.m.-11 p.m.

**MAKE OF CAMERA CHAINS:** RCA **DESCRIPTION:** TK10A

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**FILM LIBRARY:** Snader **NEWS SERVICE:** UP

**LIBRARY SERVICE:** Thesaurus

**STUDIO FACILITIES:** One Studio (15x30 ft.), two cameras. One studio (24x40 ft.), two cameras. Three studio cameras. Two remote field cameras. Two film cameras. One Multiscope.

**EXECUTIVES:**
- Col. B. J. Palmer, President
- D. D. Palmer, Vice President & Treasurer
- Ralph Evans, Executive Vice President
- William D. Wagner, Secretary
- Ernest Sanders, Resident Manager
- Mark Wedlenger, Sales Manager
- Chas. Frewurg, Program Director
- Fred A. Reed, Sales Promotion Manager
- Paul Arvidson, Chief Engineer

**RATE INFORMATION:** Class A hour rate—$300. Minute spot—$60 ($10 extra for live). Participation—$62.50 flat, or $70 per spot. Rehearsal—$60 per hour program, permitting 2 x 1 ratio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

**WASHINGTON ATTORNEY:** Dow, Lohnes & Alberson

**CONSULTING ENGINEER:** A. D. Ring & Co.
WOC-TV Sells!

In fact, WOC-TV's reputation as a Selling Medium is growing so rapidly that this station is approaching the SOLD OUT stage. There are a few good program and announcement availabilities left, so you'd BETTER ACT NOW.

Better act now . . . if you want to reach WOC-TV's 23 county good viewing area. Better act now . . . and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power 30.2% above the national per capita average (Sales Management 1951 "Survey of Buying Power").

Let us or your nearest F & P office hear from you . . . and shortly you'll hear from a vast TV audience that responds to sales messages carried by WOC-TV . . . the station that SELLS!

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives

The
QUINT CITIES

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
TRIP AROUND THE WORLD... with the crack cameramen of Encyclopedia Britannica Films is yours for the asking with the EBF series of World Films. Alaska... Africa... West Indies... South Pacific Isles... countries of Europe and South America... they're all delightfully documented on film... 39 different quarter-hour units for you to schedule now. You'll find sponsors, viewers... plus lots of praise for your service to all... in this round-the-world trip. Details on request.

Maurice B. Mitchell, General Manager,
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.
APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.
Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

TV Stations in the U. S.

Kentucky

Louisville—

WAVE-TV

LICENSEE: WAVE Inc.
ADDRESS: 334 E. Broadway ZONE: 2 PHONE: Wabash 2201
AM AFFILIATE: WAVE FM AFFILIATE: WRXW
TV NETWORK AFFILIATION: ABC, NBC, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George Norton Jr. is principal stockholder.
BEGAN OPERATION: November 4, 1948
NATIONAL REPRESENTATIVE: Free & Peters Inc.
CHANNEL: 5 (76.82 mc)
TRANSMITTER ADDRESS: 334 E. Broadway
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 24.1 kw Aural, 12.1 kw
MAKE OF ANTENNA: RCA TYPE: TFS5A, 5-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 510 ft. Above Ground, 570 ft.
STUDIO ADDRESS: 334 E. Broadway HOURS OF OPERATION: 6:45 a.m.-Midnight.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30A
NEWS SERVICE: AP
STUDIO FACILITIES: Main studio, 36x55 ft. Studio N II, 22x33 ft. Four image orthicon cameras. Two 16mm film projectors. One 35mm slide projector. Two Balopticons (3½x4 in.) Remote equipment consists of two or more field cameras.
EXECUTIVES:
George Norton Jr., President
Nathan Lord, General Manager
Ralph Jackson, Commercial Manager
George Patterson, Program Director
Wilbur Hudson, Chief Engineer
Jack Boyle, Director of TV Operation
Cyrus D. Crites, Director of Publicity and Promotion
RATE INFORMATION: Class A hour rate—$450. Minute spot—$97 (live), $90 (film). Participation—$97 per spot (live), $90 (film). Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 6, Sept. 1, 1951.)
WASHINGTON ATTORNEY: Segal, Smith & Hennessy.
CONSULTING ENGINEER: A. D. Ring & Co.
63.1% of fringe-area receivers obtain a clearer picture from WAVE-TV than from Louisville's 2nd station!
(Based on scientific, authoritative survey made by Dr. Raymond A. Kemper, Head of the Psychological Services Center, University of Louisville, in 44 towns and cities in WAVE-TV fringe area, November, 1951)

WAVE-TV

First in coverage!
First in audience preference!
First in Kentucky!

WAVE-TV

Channel 5 • NBC, ABC, Dumont

Louisville, KY.
How did I become a vice president? Used my head. While others were sinking money in live TV, I got in touch with Consolidated and bought a bang-up show on film. Then I bought spot market. No wasted circulation... costs less, too. And I don't mind adding that it pleased the client no end.

Consolidated Television Sales
a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, NO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
612 N. MICHIGAN AVE., CHICAGO 11, IL. 2-5221

NATIONAL REPRESENTATIVE: Edward Petry & Co.
CHANNEL: 9 (186-192 mc)
TV NETWORK AFFILIATION: CBS (Interconnected)
BEGAN OPERATION: March 27, 1950
NATIONAL REPRESENTATIVE: Edward Petry & Co.
CHANNEL: 9 (186-192 mc)
TRANSMITTER ADDRESS: Sixth & Broadway
MAKE OF TRANSMITTER: GE MODEL NO: TT-60
EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw
MAKE OF ANTENNA: GE TYPE: Special built 12 Bay—Super Gained
ANTENNA HEIGHT: Above Average Terrain, 529 ft. Above Ground, 600 ft.
STUDIO ADDRESS: Sixth & Broadway HOURS OF OPERATION: 10 a.m.-10:30 p.m.
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Portable
NEWS SERVICE: AP
LIBRARY SERVICE: Lang-Worth
STUDIO FACILITIES: Two studios, 42x60 ft. and 30x50 ft., four cameras. One mobile unit, two cameras. One film camera chain. Two 16mm film projectors. One slide projector (3½x4 in.). One opaque projector. Bell & Howell Model 70H 16mm silent movie camera. Complete 16mm equipment for cutting and editing.
EXECUTIVES:
Barry Bingham, President
Victor A. Sholis, Vice President & Director
Neil Cline, Sales Director
William F. Loader, Promotion Manager
Ralph Hansen, Program Director & Film Buyer
Orrin W. Towner, Technical Director
RATE INFORMATION: Class A hour rate—$500 (film only). Minute spot—$100. Participation—$100 per spot. Frequency discounts—Begin with 13 times at 5% up to 104 times at 30%. (From Rate Card No. 4, Sept. 15, 1951.)
WASHINGTON ATTORNEY: Miller & Schroeder.
IN THE WHAS TRADITION...

The only radio station serving and selling all of the rich Kentuckiana Market

WHAS Louisville, Kentucky

The Nation's First and Kentuckiana's Only 50,000 watt television station

WHAS-TV Louisville, Kentucky
Television Stations in the United States

**Louisiana**

**New Orleans—**

**WDSU-TV**

Licensee: WDSU Broadcasting Corp.

Address: 520 Royal St. Zone: 16 Phone: Tulane 4371

AM Affiliate: WDSU FM Affiliate: WDSU-FM

TV Network Affiliation: ABC, CBS, NBC, DuMont (Non-Interconnected)

Principal Stockholders and Other Interests: Edgar B. Stern Jr. is principal stockholder.

Began Operation: December 1948

National Representative: Blair-TV Inc.

Channel: 6 (82-88 mc)

Transmitter Address: Hibernia Bank Bldg.

Make of Transmitter: RCA Model NO: TT-5A

Effective Radiated Powers: Visual, 31 kw Aural, 15.5 kw

Make of Antenna: RCA Type: TS-5A, 5 section Superturnstile

Antenna Height: Above Average Terrain, 395 ft. Above Ground, 425 ft.

Studio Address: 520 Royal St. Hours of Operation: 9 a.m.-Midnight

Make of Camera Chains: RCA Description: Field camera chains

Type of Operation: Uses local live, local film, network film, kinescopes.

News Service: AP, UP, NBC Newsreel, Acme Photo

Library Service: Capital, World

Studio Facilities: One studio (100x55 ft.), two RCA studio image orthicon cameras. Two RCA film cameras. Two 16mm film projectors. One slide projector (2x2 in.). One combination slide and Boleopticon projector (3½x4 in.). One automatic slide projector (2x2 in.).

Executives:

Edgar B. Stern Jr., President
Robert D. Swezey, General Manager
Lester E. Kabacoff, Secretary-Treasurer
Louis Read, Commercial Manager
Lindsey Riddle, Chief Engineer
Rose Wetzel, Film Buyer

Rate Information: Class A hour rate—$500 (live), $400 (film). Minute spot—$95 (live), $80 (film). Participations—$75 per spot. Rehearsals—$75 per hour for first hour, $60 per hour thereafter for rehearsals in excess of 2x1 ratio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Oct. 1, 1951.)

Washington Attorney: Pierson & Bell.

Consulting Engineer: E. C. Page Consulting Engineers

"For the FIRST Televising of the Kefauver Hearings..."

**WDSU-TV** Receives the 1951 Sylvania Award

WDSU-TV is deeply grateful for the honor of receiving the 1951 Sylvania Award and the Citation of the Award Committee:

"This station's enterprise and imagination in first seeing the public service implications of bringing the Kefauver Committee's sessions to television, set a precedent of far reaching importance."

Call Blair-TV!
TV Stations in the U. S.

Maryland

Baltimore—

WAAM

LICENSEE: WAAM Inc.

ADDRESS: 3725 Malden Ave. ZONE: 11 PHONE: Mohawk 7600

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ben and Herman Cohen and families are principal stockholders.

BEGAN OPERATION: November 1, 1948

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 13 (210-216 inc.)

TRANSMITTER ADDRESS: 3725 Malden Ave.

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Batwing

EFFECTIVE RADIATED POWERS: Visual, 26.1 kw Aural, 13.8 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Batwing

ANTENNA HEIGHT: Above Average Terrain, 530 ft. Above Ground, 495 ft.

STUDIO ADDRESS: 3725 Malden Ave. HOURS OF OPERATION: 10:20 am.-Midnight

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: AP, Acme

LIBRARY SERVICE: World

STUDIO FACILITIES: Main studio is 65x65x25 ft. Second studio is 20x30x10 ft. Announcer studio is 14x12x10 ft. Two 16mm film projectors. Two 35mm slide projectors. Gray Telopticon. Four camera chains. Two mobile field camera chains.

EXECUTIVES:

Ben Cohen, President
Norman C. Kal, Executive Vice President
Ken Carter, General Manager
Armand Grant, Assistant General Manager & Director of Sales
Herbert B. Cohen, Program Manager & Film Buyer
Ben Wolfe, Director of Engineering
Glenn Lohman, Chief Engineer
Pel Schmidt, Local Sales Manager
Joel Chaseman, Director of Public Service & Publicity
Paul Kane, Studio Production Supervisor

RATE INFORMATION: Class A hour rate—$650. Minute spot—$113.75. Participations—$85-$110 per spot. Rehearsals—$50 per hour live studio, $25 per hour film studio in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 2 1/2% up to 312 times at 25%. (From Rate Card No. 6, May 1, 1951.)

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Kear & Kennedy

OUR TV FILMS CAN SELL FOR YOU TOO!

ANTHER NEW
HALF-HOUR SERIES!

13 New Action Packed TV Films

"THE THRILL OF YOUR LIFE"

For Immediate Delivery

Top entertainment for the entire family. Real-life comedy and drama, as lived by real people. A lion tamer, judo teacher, swordsman, ski-jumper, parachute fire fighter, tillerman on a hook and ladder, water ballet queen, pistol marksman, horse trainer . . . all vividly filmed . . . available now to sell any sponsor's products.

WHY NOT LET OUR FILMS SELL FOR YOU TOO?

13 Craig Kennedy Criminologist Series (13 more in production)
13 "The Thrill of Your Life"
52 Full Length Westerns
3 15-episode Serials
13 Cartoons
100's of Silent Slapstick Comedies and Other Subjects

LOUIS WEISS & COMPANY
655 N. FAIRFAX AVE.
Los Angeles 36, Calif. * 9-6287
Phone, Write or Wire for Available Open Markets—

1952 TELECASTING Yearbook • Page 101
SNADER PRODUCTIONS
present
TELEVISION'S FINEST SELECTION OF
FEATURE FILMS

BONNIE PRINCE CHARLIE
THE COURTNEY AFFAIR
THE WOODEN HORSE
HOUR OF GLORY
FLESH AND BLOOD
ANGEL WITH A TRUMPET
WONDER BOY
MAN IN THE DINGHY
THE HIDEOUT
SAINTS AND SINNERS
WOMAN OF DOLWYN
INTERRUPTED JOURNEY
SEVEN DAYS TO NOON
FOREVER AND A DAY

THE AMAZING ADVENTURE
ADVENTURE IN BLACKMAIL
STORM IN A TEACUP
BUT NOT IN VAIN
THE GREEN COCKATOO
UNDER THE RED ROBE
DARK JOURNEY
TEN DAYS IN PARIS
FAREWELL AGAIN
SOUTH RIDING
A WOMAN ALONE
WINGS OF THE MORNING
DINNER AT THE RITZ

FEATURING THESE BIG-NAME STARS:
HOWARD KEEL  RAY MILLAND  REX HARRISON
RICHARD TODD  IDA LUPINO  ANN TODD
ANNA NEAGLE  CHARLES LAUGHTON
DAVID NIVEN  CARY GRANT
MICHAEL WILDING  VIVIAN LEIGH

PLUS

MANY NEW FEATURES SOON TO BE RELEASED!

Write, wire or phone:

SNADER TELESCRIPTiONs SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive  59 E. Van Buren
Beverly Hills, California  Chicago, Illinois
735 Spring St., N. W.  229 West 42nd Street
Atlanta, Georgia  New York, New York
1900 Euclid Street
Cleveland, Ohio

Baltimore—(Continued)

WBAL-TV

LICENSEE: Hearst Corp. (Radio & Television Division)
ADDRESS: 2610 N. Charles St.  ZONE: 18  PHONE: Hopkins 3000
AM AFFILIATE: WBAL
TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Hearst owns and operates
WBAL-AM-FM-TV Baltimore, WISN-AM-FM Milwaukee and through affiliation WCAS-
AM-FM Pittsburgh. It also owns 25% of KING-AM-FM-TV Seattle. Hearst newspapers
are: New York Journal-American and Mirror, Albany (N. Y.) Times-Union, Boston
Record and American, Baltimore News-Post, Pittsburgh Sun-Telegraph, Chicago
Herald-American, Milwaukee Sentinel, Detroit Times, San Francisco Examiner and
Call-Bulletin, Los Angeles Examiner and Herald-Express, San Antonio Light, Seattle
Post-Intelligence.

BEGAN OPERATION: March 11, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 11 (198-204 inc.)

TRANSMITTER ADDRESS: 2401 Violet Ave.

MAKE OF TRANSMITTER: RCA  MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27 kw  Aural, 13 kw

MAKE OF ANTENNA: RCA  TYPE: TF-6B Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 540.4 ft. Above Ground, 447 ft.

STUDIO ADDRESS: 2610 N. Charles St.  HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: Film-Iconoscope, live-image orthicon


FILM LIBRARY: NBC NEWS SERVICE: Telenews

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Studio "H" (30x50 ft.), three image orthicon cameras. Studio
"E" (40x100 ft.), four image orthicon cameras, seats 300. Small studio (25x35 ft.).
Two kinescope film chains. Three 16mm film projectors. Four 35mm slide pro-
jectors. One Teleopticon (4x5 in.). Rear screen projector for studios. Mobile unit
with three image orthicon cameras.

EXECUTIVES:
Charles B. McCabe, Vice President & Executive Director
D. L. Provost, Vice President & General Manager
John T. Wilner, Vice President (Engineering)
Arnold Wilkes, Director of Public Affairs & Education
Victor F. Campbell, Program Director
Leslie H. Peard Jr., Station Manager
Jerre Wyatt, Program Manager
Thomas J. White Jr., News & Publicity Manager
John Frankenfeld, Film Buyer
Mollie Martin, Director of Women's Programs
William C. Boreham, Chief Engineer

RATE INFORMATION: Class A hour rate—$700. Minute spot—$125. Participations—
$80-$100 per spot. Frequency discounts—Begin with 26 times at 5% up to 312
times at 25%. (From Rate Card No. 7, April 1, 1951.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz.

CONSULTING ENGINEER: A. Earl Carll Jr. (Dallas)
Month after month more advertisers spend more dollars on WBAL-TV... than any other Baltimore station.

Nationally Represented by Edward Petry and Co., Inc.
Oh, it was just one of those things. This client calls up and says he's got to reach kids, lots of kids... and fast! So I say... buy Consolidated's "Adventures of Cyclone Malone." He does. Well, you know what happened! Ten thousand kids rushed into his stores and in less than 24 hours he'd sold them 10,000 quarts of ice cream. And that's not all. Before the campaign was over 106,400 kids had made purchases tied in with Cyclone Malone badges. Was I ever a hero! Still am, in fact, because when anyone wants a good show on film, I say, call Consolidated Television Sales a division of Consolidated Television Productions, Inc.

WMAR-TV

LICENSEE: The A. S. Abell Co.
ADDRESS: Baltimore & Charles Sts. ZONE: 3 PHONE: Mulberry 5670

TV NETWORK AFFILIATION: CBS (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Baltimore Sunpapers.

BEGAN OPERATION: October 27, 1947

NATIONAL REPRESENTATIVE: The Katz Agency Inc.
CHANNEL: 2 (54-60 mc)
TRANSMITTER ADDRESS: Mathieson Bldg.
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw
MAKE OF ANTENNA: RCA TYPE: 3 Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 405 ft. Above Ground, 624 ft.
STUDIO ADDRESS: Baltimore & Charles Sts. HOURS OF OPERATION: 9 a.m.—Midnight
MAKE OF CAMERA CHAINS: RCA

NEWS SERVICE: AP
LIBRARY SERVICE: World
STUDIO FACILITIES: Two studios (32x48 and 21x25 ft.). Three RCA orthicon cameras. Two 16mm film projectors. Two camera chains. One Balopticon projector. Two Kodak slide projectors. One 35mm strip film projector. Projectall. One Houston processor. One film printer. Seven type 7-DE cameras. One Auricon 16mm sound camera. Two 16mm Zoomar lenses. One mobile unit equipped with three camera chains; another unit with two chains.

EXECUTIVES:
William F. Schmick Sr., President
E. K. Jett, Vice President & Director of Television
Earnest A. Lang, Commercial Manager
Ralph T. Braun, Promotion Manager
Robert B. Cochran, Program Director
Carlton G. Napper, Chief Engineer
David V. R. Stickle, Film Buyer

RATE INFORMATION: Class A Hour rate—$800. Minute spot—$150. Participation—$60 per spot. Frequency discounts—Begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 8, Dec. 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson
OF FILM

have recorded the Maryland Scene for Television's Pioneer Newsreel

Translated into feet, this is staggering newsreel film footage of 1,980,000 on The Sunpapers Television News since its inception. But even this does not tell the complete story. It's a story of the recording of some 7000 separate news events; the story of a newsreel, appearing twice daily, which has never missed an edition; the story of Marylanders sitting in front of more than 350,000 television sets in the Baltimore community watching local news events almost as soon as they happen.

And still the story is not all told. The full sense of it cannot be appreciated without some knowledge of the importance of the community service rendered. For longer than four years, the Sunpapers Television News has done a job dedicated to public service, accuracy and integrity.

Spot availabilities
7 days a week

WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2
BALTIMORE 3 MARYLAND

Represented by THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO • CHICAGO • ATLANTA • DALLAS • LOS ANGELES • TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Television Affiliate of the Columbia Broadcasting System
**Massachusetts**

**WBZ-TV**

**LICENSEE:** Westinghouse Radio Stations Inc.

**ADDRESS:** 1170 Soldiers Field Rd. **ZONE:** 34 **PHONE:** Algonquin 4-5670

**AM AFFILIATE:** WBZ **FM AFFILIATE:** WBZ-FM

**TV NETWORK AFFILIATION:** NBC (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee owns and operates WBZ-AM-FM-TV Boston; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh; KTVW-AM-FM Philadelphia; WOWO-AM-FM Fort Wayne; KEX-AM-FM Portland, Ore. WRS is a subsidiary of Westinghouse Electric Corp., radio-TV receiver and electronics manufacturer.

**BEGAN OPERATION:** June 9, 1948

**NATIONAL REPRESENTATIVE:** NBC Spot Sales

**CHANNEL:** 4 (66.72 mc)

**TRANSMITTER ADDRESS:** 1170 Soldiers Field Rd.

**MAKE OF TRANSMITTER:** RCA **MODEL NO:** TT-5A

**EFFECTIVE RADIATED POWERS:** Visual, 15.61 kw  Aural, 7.70 kw

**MAKE OF ANTENNA:** RCA **TYPE:** TF 3A 3-Bay Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 547 ft. Above Ground, 649 ft.

**STUDIO ADDRESS:** 1170 Soldiers Field Rd.

**MAKE OF CAMERA CHAINS:** RCA **DESCRIPTION:** Studio and Field Cameras

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**NEWS SERVICE:** INS

**LIBRARY SERVICE:** Snader, NBC Film.

**STUDIO FACILITIES:** Three image orthicon camera chains. Mobile unit, three image orthicon camera chains. Two Simplex 35mm film projectors. Two Bell & Howell 16mm film projectors. One slide projector (3½x4 in.). One 35mm slide projector (2x2 in.). Two film camera chains.

**EXECUTIVES:**
- Walter Evans, President
- W. C. Swartley, Station Manager
- John G. Stilli Jr., Advertising & Sales Promotion Manager

**RATE INFORMATION:** Class A hour rate—$1,250. Minute spot—$250. Rehearsals—Live studio: $100 per hour (for programs 31-60 minutes), $50 per hour (for programs 5-30 minutes). Additional live studio rehearsals, $50 per half-hour; film studio, $25 per half-hour in excess of 1 hour normal run-through. Frequency discounts—Begin with 26 times or 70% of normal run-through. (From Rate Card No. 6-T, Aug. 1, 1951.)

**WASHINGTON ATTORNEY:** Pierson & Ball

**BROADCASTING • Telecasting**

**Boston—(Continued)**

**WNAC-TV**

**LICENSEE:** Thomas S. Lee Enterprises Inc. (Yankee Division)

**ADDRESS:** 21 Brookline Ave. **ZONE:** 15 **PHONE:** Commonwealth 6-0800

**AM AFFILIATE:** WNAC **FM AFFILIATE:** WNAC-FM

**TV NETWORK AFFILIATION:** ABC, CBS, DumONT (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Owned by General Tire & Rubber Co., Akron, O. Thomas S. Lee Enterprises Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network Division owns and operates KJL-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego, Yankee Network Division owns and operates WNAC-AM-FM-TV Boston, WGR (FM) Worcester, WEAN Providence, WONS Hartford, WOR Division owns and operates WOR-AM-FM-TV New York.

**BEGAN OPERATION:** June 21, 1948

**NATIONAL REPRESENTATIVE:** H-R Representatives Inc.

**CHANNEL:** 7 (174-180 mc)

**TRANSMITTER ADDRESS:** Medford, Mass.

**MAKE OF TRANSMITTER:** GE **MODEL NO:** TT-6B

**EFFECTIVE RADIATED POWERS:** Visual, 26.6 kw  Aural, 13.3 kw

**MAKE OF ANTENNA:** GE **TYPE:** TY14F (6-bay)

**ANTENNA HEIGHT:** Above average terrain, 501 ft. Above ground, 437 ft.

**STUDIO ADDRESS:** 21 Brookline Ave. **HOURS OF OPERATION:** 10 a.m. to 1 a.m.

**MAKE OF CAMERA CHAINS:** GE

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**NEWS SERVICES:** UP Movietone

**STUDIO FACILITIES:** Three image orthicon camera chains. Mobile unit, three image orthicon camera chains. Two Simplex 35mm film projectors. Two Bell & Howell 16mm film projectors. One slide projector (3½x4 in.). One 35mm slide projector (2x2 in.). Two film camera chains.

**EXECUTIVES:**
- Tom O'Neil, President (Thomas S. Lee Enterprises)
- William O'Neil, President (Yankee Network Division)
- Linus Trover, Executive Vice President, General Manager & Commercial Manager
- George Steffy, Vice President in charge of TV Operations
- Harry Whittemore, Technical Director
- James Pike, Film Buyer
- Paul Keyes, Publicity

**WASHINGTON ATTORNEY:** Pearson & Ball

**RATE INFORMATION:** Class A hour rate—$1,250. Minute spot—$250. Rehearsals—$50 per half hour. (From Rate Card No. 6, Aug. 1, 1951.)
NO OTHER CITY MATCHES BOSTON in TV penetration! In the Boston metropolitan area reached by WBZ-TV, there are more than 847,000 sets... more sets per thousand families than in any other U.S. city.

NO OTHER STATION MATCHES WBZ-TV in television activity, throughout all New England! 43 live shows a week now originate in the WBZ-TV studios... shows that join with NBC network programs to keep Boston audiences eagerly tuned to Channel 4.


WBZ-TV CHANNEL 4 BOSTON

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WOWO • KEX • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
**WJBK-TV HAS THE TELEVISION AUDIENCE IN DETROIT!!**

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<tr>
<th>WJBK-TV Home Hooperatings Sun. thru Sat. 6-11 P.M.</th>
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<td>Nov.-Dec.'50</td>
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Just think! WJBK-TV's average TV-Home Hooperating, for the 12 months ending October 1951, is 37.7! The Sunday evening average alone, from April to October 1951, is 45.0!

**LOOK at these other Whopping Hooper averages WJBK-TV earned during 1951:**
- Mon. thru Fri. 8-12 AM (Apr.-Oct.) ...49.9!
- Saturday 7-2 PM (Apr.-Oct.) 41.3!

WJBK-TV's consistently high Hoopers in the major time segments during 1951 make WJBK-Television the wise time-buyer's choice for top sales results in the Motor City. To be certain your television dollar pays you the highest dividends in the 5-billion dollar Detroit market, check with your KATZ man today.

**WJBK-DETROIT**

The Station With A Million Friends

**FORT INDUSTRY STATION**

**TELECASTING Yearbook**

**TV Stations in the U. S.**

**Michigan**

**WJBK-TV**

**LICENSEE:** Fort Industry Co.

**ADDRESS:** 500 Temple ZONE: 1 PHONE: Temple 3-7900

**AM AFFILIATE:** WJBK  **FM AFFILIATE:** WJBK-FM

**TV NETWORK AFFILIATION:** CBS, DuMont (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** George B. Storer is principal stockholder. Fort Industry Co. owns and operates WSPD-AM-FM-TV Toledo; WWVA-AM-FM Wheeling, W. Va.; WMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati; WAGA-AM-FM-TV Atlanta WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit. Mr. Storer is publisher of Miami Beach Florida Sun.

**BEGAN OPERATION:** October 24, 1948

**NATIONAL REPRESENTATIVE:** The Katz Agency Inc.

**CHANNEL:** 2 (54-60 mc)

**TRANSMITTER ADDRESS:** Lyndon & Cloverdale

**MAKE OF TRANSMITTER:** GE  **MODEL NO.:** TT-6A

**EFFECTIVE RADIATED POWERS:** Visual, 16.5 kw  Aural, 8.3 kw

**MAKE OF ANTENNA:** GE  **TYPE:** TY-12 C

**ANTENNA HEIGHT:** Above Average Terrain, 500 ft. Above Ground, 488 ft.

**STUDIO ADDRESS:** 500 Temple  **HOURS OF OPERATION:** 8 a.m.-12:45 a.m.

**MAKE OF CAMERA CHAINS:** GE

**TYPE OF OPERATION** Uses local live, network live, local film, network film, kinescopes.

**NEWS SERVICE:** INS Telenews

**STUDIO FACILITIES:** Two studios (32x45 and 15x11 ft.). Two GE studio cameras. Two slide projectors. Two movie projectors. Balopticon.

**EXECUTIVES:**
- George B. Storer, President
- Lee B. Wailes, Executive Vice President
- E. Hal Hough, Program Director
- Paul O. Frincke, Chief Engineer
- Robert Stricker, Film Buyer

**RATE INFORMATION:** Class A hour rate—$1,000. Minute spot—$200. Participations—$60-$500 per spot. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 7, March 1, 1951.)

**WASHINGTON ATTORNEY:** Dow, Lohnes & Albertson.

**CONSULTING ENGINEER:** A. Earl Cullum Jr. (Dallas)
The Eyes of Detroit are upon you when you’re on WWJ-TV, Detroit’s NBC affiliate... from 7 A.M. Dave Garroway time to sign-off at midnight.

Seven of Detroit’s ten top-rated multi-weekly shows are on WWJ-TV. So is Red Wing hockey, and Friday night boxing.

In 1952, join the multitude of current WWJ-TV advertisers who are profiting from this large, responsive audience on a station that commands the greatest community respect, and assures reliability of production... in one of the greatest marketplaces in the world today.
Detroit—(Continued)

**WWJ-TV**

**LICENSEE:** The Evening News Association  
**ADDRESS:** 615 W. Lafayette  
**ZONE:** 31  
**PHONE:** Woodward 2-2000  
**AM AFFILIATE:** WWJ  
**FM AFFILIATE:** WWJ-FM  
**TV NETWORK AFFILIATION:** NBC (Interconnected)  
**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is publisher of Detroit News.  
**BEGAN OPERATION:** June 1947  
**NATIONAL REPRESENTATIVE:** George P. Hollingbery Co.  
**CHANNEL:** 4 (66-72 mc)  
**TRANSMITTER ADDRESS:** Penobscot Bldg.  
**MAKE OF TRANSMITTER:** DuMont  
**MODEL NO:** TA-118A  
**EFFECTIVE RADIATED POWERS:** Visual, 20.5 kw  
**MAKE OF ANTENNA:** RCA  
**TYPE:** 4-Bay Bat Wing  
**ANTENNA HEIGHT:** Above Average Terrain, 658 ft.  
**STUDIO ADDRESS:** 615 W. Lafayette  
**HOURS OF OPERATION:** 6:45 a.m.-Midnight  
**MAKE OF CAMERA CHAINS:** RCA-DuMont  
**DESCRIPTION:** RCA, TK-10A, DuMont, Field  
**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.  
**NEWS SERVICE:** AP, UP  
**LIBRARY SERVICE:** Longworth, Thesaurus  
**STUDIO FACILITIES:** Two studios (30x40 and 27x42 ft.). Additional studies planned for April. Six image orthicon cameras. Three iconoscope film cameras. Three image orthicon field cameras. Two RCA 16mm film cameras. Opticon-Multiscope slide projectors.  
**EXECUTIVES:**  
William J. Scripps, Director of Radio  
Harry Bonnister, General Manager  
Willard E. Wallbridge, Station Manager  
Melvin C. Wissman, General Program Manager  
Edgar J. Love, General Engineering Manager  
Gabriel P. Dye, Sales Manager  
Frans Harris, Publicity & Promotion Manager  
Douglas Wright, Film Editor  
John E. Hill, Program Production Manager  
E. L. Tyson, Personnel Manager  
Tom Sutton, News Producer  
Walter Koste, Production Director  
**RATE INFORMATION:** Class A Hour rate—$1,400. Minute spot—$252. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 10, Feb. 1, 1952.)  
**WASHINGTON ATTORNEY:** Barnes & Nielson.  
**CONSULTING ENGINEER:** William L. Foss Inc.

Detroit—(Continued)

**WXYZ-TV**

**LICENSEE:**WXYZ Inc.  
**ADDRESS:** 1700 Mutual Bldg.  
**ZONE:** 26  
**PHONE:** Woodward 3-8321  
**AM AFFILIATE:** WXYZ  
**FM AFFILIATE:** WXYZ-FM  
**TV NETWORK AFFILIATION:** ABC (Interconnected)  
**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee owned by American Broadcasting Co. of which Edward J. Noble is principal stockholder. ABC owns and operates WJZ-AM-FM-TV New York; WENR-AM-FM-TV Chicago; WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. Note: Merger of ABC with United Paramount Theatres Inc. pending FCC approval.  
**BEGAN OPERATION:** October 8, 1948  
**NATIONAL REPRESENTATIVE:** ABC Spot Sales  
**CHANNEL:** 7 (174-180 mc)  
**TRANSMITTER ADDRESS:** Maccabees Bldg.  
**MAKE OF TRANSMITTER:** RCA  
**MODEL NO:** TT5A  
**EFFECTIVE RADIATED POWERS:** Visual, 27.9 kw  
**MAKE OF ANTENNA:** RCA  
**TYPE:** 6-Bay Superturnstile  
**ANTENNA HEIGHT:** Above Average Terrain, 500 ft.  
**STUDIO ADDRESS:** Maccabees Bldg.  
**HOURS OF OPERATION:** 7 a.m.-1 a.m.  
**MAKE OF CAMERA CHAINS:** RCA  
**DESCRIPTION:** TK10  
**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.  
**NEWS SERVICE:** AP, INS  
**LIBRARY SERVICE:** STANDARD  
**STUDIO FACILITIES:** Studio "A" (20x38). Studio "B" (42x64). Studio "C" (28x28). Studio "E" (15x16). Eleven TK10 cameras. Two TK30 film cameras. Two RCA 16mm and two RCA 35mm film projectors.  
**EXECUTIVES:**  
Edward J. Noble, Chairman of the Board (ABC)  
Robert E. Kimmer, President (ABC)  
James G. Riddell, President  
Harold Christian, Commercial Manager  
John Pival, Manager & Sales Manager  
Harold L. Neal Jr., Assistant Sales Manager  
J. E. McCarthy, Studio Supervisor  
Peter Strand, Program Manager  
William Morgan, Advertising & Sales Promotion Director  
Charles Katcher, Chief Engineer  
Dick Femmel, News Editor  
Thomas Ahbaume, News Director  
Don Wattrick, Sports Director  
**RATE INFORMATION:** Class A hour rate—$1,100. Minute spot—$200. Participation—$75-$200 per spot. Rehearsals—Live, $100; Film, $50. (Minimum, one hour). For each additional 15 minutes, 25% of hourly rate. Frequency discounts—Begin at 13 times with 5% up to 400 times with 30%. (From Rate Card No. 7, Jan. 1, 1951.)  
**WASHINGTON ATTORNEY:** Haley, McKenna & Wilkinson.  
**CONSULTING ENGINEER:** Kear & Kennedy.
IN DETROIT...

Here's your best buy in daytime television

EDYTHE FERN MELROSE, 11:00 A.M., Mon.-Fri.

How to charm your audience in Detroit? Look to the Lady of Charm, Edythe Fern Melrose! Her Charm Time and Charm Kitchen are the top fashion and cooking shows in Detroit television. Specialty of the house: the integrated commercial...expertly, convincingly delivered by a "saleslady" with more than 20 years broadcasting experience. (P.S. In news, in variety, in music, we've got a lot of other charmers, too!)

American Broadcasting Company

TV Stations in the U. S.

Grand Rapids—

WOOD-TV
( FORMERLY WLAV-TV)

LICENSEE: Grandwood Broadcasting Co. Inc.

ADDRESS: National Bank Bldg. ZONE: 2 PHONE: 9-4211

AM AFFILIATE: WOOD

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected with privately owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Harry Bitner and family. Same interests own WFBM-AM-TV Indianapolis, WEOA Evansville, Ind., WOOD-AM-TV Grand Rapids, WFDF Flint, Mich.

BEGIN OPERATION: August 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: E. 92nd St.

MAKE OF TRANSMITTER: RCA MODEL NO. TT-5A

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average terrain, 501 ft. Above Ground, 265 ft.

STUDIO ADDRESS: National Bank Bldg.


EXECUTIVES:
Harry Bitner Sr., President
Willard Schroeder, General Manager
Robert Wilson, Chief Engineer
Franklin Sisson, Program Director
Hal Kaufman, Film Buyer
David Hoyle, Promotion Director
Howard Silbar, Sales Service Manager

RATE INFORMATION: Class A hour rates—$600 (live), $500 (film). Minute spot—$100. Rehearsals—$100 per hour in excess of 1x1 ratio, live studio; $75 per hour, film studio. Frequency discounts—Begin with 13 times at 5°o up to 156 times at 25°. (From Rate Card No. 1-A, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Dempsey & Koplovits

CONSULTING ENGINEER: George C. Davis

1952 TELECASTING Yearbook • Page 111
Three’s not a crowd as far as we’re concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country’s top stations, aware of the value and importance of proper national representation, are choosing America’s most alert reps...

Kalamazoo—

WKZO-TV

LICENSEE: Fetzer Broadcasting Co.

ADDRESS: 124 W. Michigan Ave. PHONE: 3-1223

AM AFFILIATE: WKZO

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected with privately-owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John E. Fetzer is principal stockholder. Licensee also owns WJEF-AM-FM Grand Rapids, Mich.

BEGAN OPERATION: June 1, 1950

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 3 (60-66 inc.)

TRANSMITTER ADDRESS: Plainwell, Mich.

MAKE OF TRANSMITTER: Federal MODEL NO: FTL-17A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3FTA

ANTENNA HEIGHT: Above Average Terrain, 525 ft. Above Ground, 352 ft.


MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Film

TYPE OF OPERATION: Uses network live, local film, network film, kinescopes.

STUDIO FACILITIES: Two 16mm RCA film projectors. One 2x2 in. transparency slide projector. One Telopticon (4x5 opaques).

EXECUTIVES:
John E. Fetzer, President & General Manager
Carl E. Lee, Administrative Assistant & Chief Engineer
Donald W. DeSmit Jr., Commercial Manager
Harry E. Travis, Program Director & Film Buyer
Willis F. Dunbar, Public Affairs Adviser

RATE INFORMATION: Class A hour rate—$500 (film only). Minute spot—$90. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 3, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Paul F. Godley Co.
DO YOU WANT 103,583
(or 63,009) TV HOMES
IN WESTERN MICHIGAN
AND NORTHERN INDIANA?

There are two television stations serving the 24-county area of Western Michigan and Northern Indiana; WKZO-TV, Channel 3 and Station “B”. The respective transmitters are located 25 miles apart. There is an approximate coverage duplication of 40% in the high intensity area.

When two stations serve substantially the same area, it becomes important to determine who covers what, and how much. Under these circumstances, the .1 MV contour method is an outmoded device. Most people in the business agree that BMB developed the only satisfactory yardstick to determine circulation in radio. That method, we believe, is the only solution to audience measurement in TV.

In January, 1952, Jay & Graham Research, Inc. conducted a Videodex diary study using the BMB method covering television homes in 18 Western Michigan and 6 Northern Indiana counties. Fifty or more diaries were tabulated in every county except one; one hundred and twenty-five were distributed in Kent County (Grand Rapids). The result was smashing proof of the WKZO-TV audience area showing all counties wherein 15% or more television families view WKZO-TV at least 6 nighttime hours a week!

The chart at the right shows the results: 103,583 TV families in the 24-county area view WKZO-TV; 63,009 families view Station “B”. Thus WKZO-TV delivers 40,574, or 64.4%, more Western Michigan and Northern Indiana television homes than Station “B”!

This Videodex Survey, using the time-tested BMB technique, is a must for anyone interested in television. Write direct or ask Avery-Knodel for your free copy, today!

**Measures less than 5%. In three counties, Michigan television Station “C” showed viewing greater than 5%; however, since its degree of penetration was of little value to the pertinence of this study, detailed figures were not included.

---

**TV set figures supplied by dealers and distributors as compiled by Fetzer Broadcasting Company and confirmed by Jay & Graham Research, Inc., who maintains access to the warranty cards showing delivery of television sets by major manufacturers.

---

**VIDEODEX REPORT**

Percent of Viewing in TV Homes
Western Michigan and Northern Indiana
JANUARY, 1952

<table>
<thead>
<tr>
<th>County</th>
<th>TV Families*</th>
<th>WKZO-TV Nighttime Audience</th>
<th>Station “B” Nighttime Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Families</td>
<td>%</td>
<td>Families</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allegan</td>
<td>7,351</td>
<td>5,652</td>
<td>76.9</td>
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<tr>
<td>Barry</td>
<td>3,988</td>
<td>2,911</td>
<td>73.0</td>
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<td>Berrien</td>
<td>10,551</td>
<td>4,832</td>
<td>45.5</td>
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<td>Branch</td>
<td>2,655</td>
<td>1,740</td>
<td>68.1</td>
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<tr>
<td>Calhoun</td>
<td>18,104</td>
<td>14,918</td>
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<td>Cass</td>
<td>3,816</td>
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<td>Eaton</td>
<td>6,360</td>
<td>4,007</td>
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<td>Hillsdale</td>
<td>2,405</td>
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<td>Ionia</td>
<td>6,355</td>
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<td>Jackson</td>
<td>10,453</td>
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<td>18,964</td>
<td>14,659</td>
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<td>Kent</td>
<td>38,049</td>
<td>14,192</td>
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<td>Montcalm</td>
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<td>6,364</td>
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<td>8,764</td>
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<td>62.5</td>
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<td>St. Joseph</td>
<td>4,187</td>
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<tr>
<td>Van Buren</td>
<td>5,782</td>
<td>3,261</td>
<td>56.4</td>
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<tr>
<td>INDIANA</td>
<td></td>
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<tr>
<td>DeKalb</td>
<td>2,439</td>
<td>1,568</td>
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<td>Elkhart</td>
<td>10,653</td>
<td>3,462</td>
<td>32.5</td>
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<td>Kosciusko</td>
<td>2,543</td>
<td>1,322</td>
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<td>1,196</td>
<td>68.4</td>
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<td>Noble</td>
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<td>1,796</td>
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<tr>
<td>Steuben</td>
<td>2,314</td>
<td>1,696</td>
<td>73.3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>190,177</td>
<td>103,583</td>
<td></td>
</tr>
</tbody>
</table>

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WJEF
Top in Grand Rapids and Kent County (CBS Radio)

WKZO-TV
Top in Western Michigan and Northern Indiana (CBS Radio)

WKZO
Top in Kalamazoo and Greater Western Michigan (CBS Radio)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
TV Stations in the U. S.

Lansing—

**WJIM-TV**

**LICENSEE:** WJIM Inc.

**ADDRESS:** Bank of Lansing Bldg.  **ZONE:** 16  **PHONE:** 2-1333

**AM AFFILIATE:** WJIM

**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Interconnected with privately-owned microwave relay).

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Harold F. Gross is principal stockholder.

**BEGAN OPERATION:** May 1, 1950

**NATIONAL REPRESENTATIVE:** H-R Representatives Inc.

**CHANNEL:** 6 (82-88 inc.)

**TRANSMITTER ADDRESS:** Howard & Saginaw

**MAKE OF TRANSMITTER:** RCA   **MODEL NO:** TT-5A

**EFFECTIVE RADIATED POWERS:** Visual, 19 kw  Aural, 9 kw

**MAKE OF ANTENNA:** RCA   **TYPE:** 3-Bay

**ANTENNA HEIGHT:** Above Average Terrain, 350 ft. Above Ground, 300 ft.

**STUDIO ADDRESS:** Bank of Lansing Bldg.  **HOURS OF OPERATION:** Noon—Midnight

**MAKE OF CAMERA CHAINS:** RCA   **DESCRIPTION:** TX 20-A film chain

**TYPE OF OPERATION:** Uses network live, local film, network film, kinescopes.

**EXECUTIVES:**

Harold F. Gross, President
Howard K. Finch, General Manager & Program Director
R. S. Underhill, Commercial Manager
Emil Popke, Film Director
Donald Silbert, Chief Engineer

**RATE INFORMATION:** Class A hour rate—$475 (film only). Minute spot—$75. Frequency discounts—Begin with 13 times at about 6% up to 104 times at about 22%. (From Rate Cord No. 4, Jan. 1, 1952.)

**WASHINGTON ATTORNEY:** Fly, Shuebruk & Blume

**CONSULTING ENGINEER:** Kear & Kennedy

---

**5 major markets in Michigan**

Yes, five of the richest markets in the great middle Michigan area receive primary television service from WJIM-TV . . . Lansing, Flint, Saginaw and Jackson are exclusive markets, with Battle Creek receiving primary service. It's a market of one million people with retail sales of one billion dollars. Only WJIM-TV, Channel 6, serves this vast audience as the primary outlet for four major television networks.

**WJIM-TV**  Lansing, Mich.
for accurate facts
fast service
and excellent results

on

WNAC-TV  Boston
WJIM-TV  Lansing—Flint—Saginaw
WOR-TV  Jackson—Battle Creek
(Pacific Coast)

New York

call, wire or write

H-R REPRESENTATIVES, Inc.

Attention, Station Owners:

If you want better national representation for your television station, you are invited to communicate with the nearest H-R office for full information.
"HOW TO PLAY"
How to catch a baseball . . . blocking in football . . . ball-handling in basketball . . . these are a few of the subjects covered in this authoritative 13-film series covering several major sports. Top coaches and athletes demonstrate form and performance, using stop-action and slow-motion to make every lesson stick. Perfect tie-in with local coaches, schools, sports editors, etc. For ½ hour programming. Details on request.

Maurice B. Mitchell, General Manager,
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television. Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.
The biggest shows, the greatest names in television are on KSTP-TV, the Northwest's FIRST television station.

Thirteen years of experience. Television experimenting at KSTP-TV began in 1939.

Superior Programming. 37 of the top 50 shows. 9 of the top 10 once-a-week, 8 of the top 10 multi-weekly shows. NBC Basic.

Superior Promotion. Number 1 in audience and Sales Promotion in the Billboard 1950-51 promotion competition.

Greatest Facilities. The only building in the Northwest designed exclusively for radio and television production.

Highest Antenna and Strongest Signal. 25% greater output from a 571 foot tower at the highest point in the Twin Cities.

The Basic Buy in Northwest Television.

Point by point from management through program ratings, KSTP-TV is Number One.

Your nearest Edward Petry man will give you the whole terrific story. Call him today!

CHANNEL FIVE: 76 TO 82 MEGACYCLES

AFFILIATE: THE NATIONAL BROADCASTING CO.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
Minneapolis—(Continued)

**WTCN-TV**

LICENSEE: Mid Continent Radio-Television Inc.

ADDRESS: 50 South Ninth St. PHONE: Lincoln 0552

AM AFFILIATE: WTCN  FM AFFILIATE: WTCN-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)


BEGAN OPERATION: July 1, 1949

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Foshay Tower Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 17.9 kw Aural, 9.2 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground 533 ft.

STUDIO ADDRESS: 50 S. Ninth St. HOURS OF OPERATION: 9 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio chains; Field remotes


LIBRARY SERVICES: Associated, RCA 45 NEWS SERVICE: AP, UP, INS, Acme

STUDIO FACILITIES: Set studio (30x80 ft.). Stage studio (30x60 ft.). Four RCA image orthicon cameras. Two complete kitchens. One iconoscope film camera. Two 16mm RCA film projectors. Two Eastman slide projectors (2x3 in.). One GE Balopticon (8x6 in. glossies or 3x4 in. transparencies). RCA mobile unit, with four RCA image orthicon cameras, Zoomar lens, etc.

EXECUTIVES:

Robert B. Ridder, Chairman of Board

Wm. J. McNally, President

F. Van Kowenbarg, General Manager

Robert N. Ekstrom, Sales Manager

Sherman R. Headley, Director of Television

John M. Sherman, Director of Engineering

Harry C. Jones, Film Director

Robert N. Weld, Promotion Manager

RATE INFORMATION: Class A hour rate—$850. Minute spot—$160. Frequency discounts—Begin with 26 times at about 5% up to 260 times at about 15%. (From Rate Card No. 5, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume.

Page 118 • 1952 TELECASTING Yearbook

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**Kansas City—**

**WDAF-TV**

LICENSEE: Kansas City Star Co.

ADDRESS: 3030 Summit ZONE: B PHONE: Jefferson 3966

AM AFFILIATE: WDAF

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Kansas City Star.


NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 31st & Summit

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A


MAKE ON ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 495 ft. Above Ground, 724 ft.

STUDIO ADDRESS: 3030 Summit HOURS OF OPERATION: 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon & Iconoscope


LIBRARY SERVICES: Associated, RCA 45 NEWS SERVICE: AP

STUDIO FACILITIES: Studio is 20x20 ft. Four image orthicon cameras (two studio, two remote). One film camera. Gray Teleopticon. Two RCA 16mm film projectors. Due to be added in spring of 1952 is another studio (40x60 ft.), with two additional studio cameras, crane dolly, rear-screen projection.

EXECUTIVES:

Roy A. Roberts, President

H. Dean Fitzer, Managing Director

William A. Bates, Station Manager

Victor P. Peck, Assistant Station Manager

E. Mann Russo, Commercial Manager

Randall S. Jessee, Program Director & Film Buyer

Joseph A. Flaherty, Chief Engineer

Martha Jenkins, Film Supervisor

RATE INFORMATION: Class A hour rate—$550. Minute spot—$110. Participations—$110. (From Rate Card No. 5, Aug. 15, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis.

CONSULTING ENGINEER: Gautney & Ray.
IN YOUR TOWN YOU KNOW WHERE TO BUY!

Minneapolis-St. Paul offers proof that the local advertisers know their way around their own yard. WTCN-TV is one of the ten top stations in the country for number of local accounts.* One reason is the standing it has in the community thru service to the community.

Space alone limits us to three instances:

**Video School**—directed by the Board of Education: Now over two years old. During a wintertime janitors' strike which closed the schools WTCN-TV, as Variety put it in their award, “brought the little red school house to Television”. This was the way child education progressed!

**School Patrol**: Their mass induction into the local School Patrol Service put the importance and dignity of their job in the minds of 20,000 school boys and girls over the state: A public service feature originated by WTCN-TV.

**Greetings**: From 80,000 Twin City school children to Japanese school age youngsters. At Christmas time these huge rolls of greetings were gathered by WTCN-TV and flown to Tokyo where General Ridgway supervised their distribution thru Japanese schools. For 80,000 boys and girls—this world's longest greeting card was a never-to-be-forgotten lesson in International Amity.

This is part of the reason why the Town Crier of the Northwest has an unusually strong hold upon the folks who live here and raise families:—Why WTCN-TV is a potent friend to introduce your products to our fellow citizens!

**W T C N** of the Northwest

MINNEAPOLIS—ST. PAUL

RADIO ABC—1280 TELEVISION ABC—CBS—DUMONT—CHANNEL 4

Free and Peters, National Representatives
TV Stations in the U. S.

St. Louis—

KSD-TV

LICENSEE: Pulitzer Publishing Co.

ADDRESS: 1111 Olive St.  ZONE: 1  PHONE: Main 1111

AM AFFILIATE: KSD

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of St. Louis Post-Dispatch.

BEGAN OPERATION: February 8, 1947

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1111 Olive St.

MAKE OF TRANSMITTER: RCA  MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw.  Aural, 8 kw.

MAKE OF ANTENNA: RCA  TYPE: 3-Element Superturnstile.

ANTENNA HEIGHT: Above Average Terrain, 530 ft.  Above Ground, 544 ft.

STUDIO ADDRESS: 1111 Olive St.  HOURS OF OPERATION: 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: TK-30


NEWS SERVICE: INS

EXECUTIVES:

Joseph Pulitzer, President
George M. Burbach, General Manager
Edward W. Hamlin, Commercial Manager
Harold Grams, Program Director
J. E. Risk, Chief Engineer
David Pasternak, Promotion Manager

RATE INFORMATION: Class A hour rate—$950.  Minute spot—$175.  Participations—$80-$300 per spot. Frequency discounts—Begin with 13 times at 5% up to 200 times at 25%. (From Rate Card No. 8, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

CONSULTING ENGINEER: A. D. Ring & Co.

Established February 8, 1947
For more than 5 years KSD-TV has been delivering to "spot" advertisers ... and for more than 3 years to the clients of all four television networks ... the ENTIRE* television audience in the nation's 8th largest market!

KSD-TV

THE ST. LOUIS POST-DISPATCH TELEVISION STATION
NBC • CBS • ABC • DUMONT TELEVISION NETWORKS

National Advertising Representative: FREE & PETERS, INC.

RADIO AFFILIATE: KSD—5000 WATTS ON 550 KC DAY AND NIGHT

*350,000 TELEVISION HOMES WITHIN A 40-MILE RADIUS OF ST. LOUIS AS OF JANUARY 1, 1952
TV Stations in the U. S.

Nebraska

Omaha—

KMTV

LICENSEE: May Broadcasting Co.

ADDRESS: 2615 Farnam St. ZONE: 2 PHONE: Webster 9800

AM AFFILIATE: KMA

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)


BEGAN OPERATION: September 1, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 2615 Farnam St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.7 kw. Aural, 8.4 kw.

MAKE OF ANTENNA: RCA TYPE: Model 3C

ANTENNA HEIGHT: Above Average Terrain, 591.5 ft. Above Ground, 524 ft.

STUDIO ADDRESS: 2615 Farnam St. HOURS OF OPERATION: 9 am.-Midnight.

MAKE OF CAMERA CHAINS: RCA.


LIBRARY SERVICE: Capitol NEWS SERVICE: UP

STUDIO FACILITIES: Two studio (25x35 and 40x50 ft., latter seating 100). Two RCA image orthicon cameras. Two RCA 16mm film projectors. Two film cameras. Three Eastman slide projectors (2x2 in.). One Multiscope. Mobile unit has two RCA camera chains.

EXECUTIVES:

Edward W. May, President
Owen Saddler, Executive Vice President & General Manager
Howard C. Peterson, Vice President in Charge of Sales
Glenn Harris, Program Director & Film Buyer
Ray Schreeder, Chief Engineer
Law Jeffrey, Production Manager
Wally Schwantes, Engineering Supervisor
Floyd Kellner, Director of News & Sports

RATE INFORMATION: Class A hour rate—$400. Minute spot—$80. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Sept. 1, 1951.)

CONSULTING ENGINEER: William L. Foss Inc.
Omaha—(Continued)

**WOW-TV**

**LICENSEE:** Radio Station WOW Inc.

**ADDRESS:** 3509 Farnam St. **PHONE:** Webster 3400

**AM AFFILIATE:** WOW

**TV NETWORK AFFILIATION:** NBC (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, Iowa, publisher, Better Homes & Gardens and Successful Farmer. Meredith Engineering Co. owns and operates WHEN (TV) Syracuse and WOW-AM-TV Omaha.

**BEGAN OPERATION:** August 29, 1949

**NATIONAL REPRESENTATIVE:** Blair-TV Inc.

**CHANNEL:** 6 (82-88 mc)

**TRANSMITTER ADDRESS:** 3509 Farnam St.

**MAKE OF TRANSMITTER:** RCA **MODEL NO:** TT-5A

**EFFECTIVE RADIATED POWERS:** Visual, 17.2 kw Aural, 9 kw

**MAKE OF ANTENNA:** RCA **TYPE:** TF3A

**ANTENNA HEIGHT:** Above Average Terrain, 590 ft. Above Ground, 500 ft.

**STUDIO ADDRESS:** 3509 Farnam St. **HOURS OF OPERATION:** 6:45 a.m.-12:30 a.m.

**MAKE OF CAMERA CHAINS:** RCA

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**FILM LIBRARY:** Snader, NBC Newsreel. **NEWS SERVICE:** AP, UP.

**LIBRARY SERVICE:** SESAC, Standard, World.

**STUDIO FACILITIES:** Two studios (75x45x25 and 30x28x18 ft.). Two studio cameras. Two RCA field cameras. Two 16 GE film projectors. Two 35mm Eastman slide projectors. One GE slide projector (2x2 or 3½x4 in.). Houston processor.

**EXECUTIVES:**

- Fred O. Bohan, Chairman of Board
- E. T. Meredith Jr., President
- Payson Hall, Secretary
- Frank P. Fogarty, General Manager
- Lyle DeMoss, Assistant General Manager, Program & Production Director
- Fred Ebener, Sales Manager
- Wm. J. Kotera, Chief Engineer
- Soren Munkhof, Production Manager
- Ray Clark, Director of News & Special Events
- Jack Payne, Director of Sports
- Glenn Flynn, Assistant Chief Engineer
- Mol Hansen, Farm Service Director

**RATE INFORMATION:** Class A hour rate—$400. Minute spot—$85 (live), $80 (film). Participations—$75.50-$87.50 per spot. Frequency discounts—Begin with 13 times at 2¼% up to 312 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

**WASHINGTON ATTORNEY:** Haley, McKenna & Wilkinson.

**CONSULTING ENGINEER:** A. D. Ring & Co.

**BROADCASTING • Telecasting**
New Jersey

Newark—

WATV

LICENSEE: Bremer Broadcasting Co.

ADDRESS: 1020 Broad St. Zone: 1 PHONE: Mitchell 2-6400

AM AFFILIATE: WAAT FM AFFILIATE: WAAT-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Irving R. Rosenhaus and family are principal stockholders.

BEGAN OPERATION: April 1948.

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: West Orange, N. J.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.5 kw. Aural, 15.3 kw.

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay-Batwing.

ANTENNA HEIGHT: Above Average Terrain, 595 ft. Above Ground, 182 ft.

STUDIO ADDRESS: 1020 Broad St. HOURS OF OPERATION: 11:30 a.m.-12:05 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK30A

TYPE OF OPERATION: Uses local live, local film.

EXECUTIVES:
Irving R. Rosenhaus, President & General Manager
Edward S. Lennon, Vice President of Sales
Frank V. Bremer, Vice President
George H. Green, Program Director
Robert P. Paskow, Film Buyer
Henry L. Dobrowski, Engineer in Charge of Operations
Thomas T. Magee, Engineer in Charge of Studio Operations
John Williams, Assistant Director of Studio Operations

RATE INFORMATION: Class A hour rate—$800. Minute spot—$165. Rehearsals—$100 first hour, $50 each additional hour, live studio; $50 per hour, film studio. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card, Oct. 1, 1950.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

New Mexico

Albuquerque—

KOB-TV

LICENSEE: Albuquerque Broadcasting Co.

ADDRESS: 234 S. Fifth St. PHONE: 3-4411

AM AFFILIATE: KOB

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: T. M. Pepperday is principal stockholder. Mr. Pepperday is publisher of Albuquerque Journal.

BEGAN OPERATION: November 29, 1948

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 905 S. Buena Vista

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 6.28 kw. Aural, 2.5 kw.

MAKE OF ANTENNA: RCA TYPE: Single Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain, 69.6 ft. Above Ground, 138 ft.

STUDIO ADDRESS: 3020 Broad St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio or Field

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Main studio is 20x30 ft. Two studio cameras. One film camera. Two 16mm film projectors. One slide projector.

EXECUTIVES:
T. M. Pepperday, President & General Manager
George S. Johnson, Commercial Manager, Chief Engineer & Film Buyer
Dorothy B. Smith, Program Director & Assistant Manager
Kay Blossom, Traffic Manager
Lawrence Billmaier, Transmitter Operations

RATE INFORMATION: Class A hour rate—$195 (film only). Minute spot—$20. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 2, Dec. 1, 1950.)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: George C. Davis.
TV Stations in the U. S.

New York

Binghamton—

WNBF-TV

LICENSEE: Clerk Associates Inc.

ADDRESS: P. O. Box 48 PHONE: 2-3461

AM AFFILIATE: WNBF FM AFFILIATE: WNBF-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John C. Clark is principal stockholder.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: The Bolling Co.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: Ingraham Hill Rd.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 11.5 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 850 ft. Above Ground, 385 ft.

STUDIO ADDRESS: Arlington Hotel HOURS OF OPERATION: 11 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Orthicons and iconoscope


LIBRARY SERVICE: Thesaurus NEWS SERVICE: UP

STUDIO FACILITIES: Two studios (20x13 and 18x35 ft.). Two 16mm projectors. One slide projector. Two RCA field image orthicon cameras. One RCA iconoscope camera.

EXECUTIVES:

John C. Clark, President
Cecil D. Mastin, General Manager
S. N. Heslop, Commercial Manager
L. L. Rogers, Assistant General Manager & Treasurer
E. M. Scare, Program Director
L. H. Stantz, Chief Engineer

RATE INFORMATION: Class A hour rate-$400. Minute spot—$60. Rehearsals—$15 per quarter hour. (From Rate Card No. 4, Jan. 15, 1952.)

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Jansky & Bailey

BROADCASTING • Telecasting

*Tabulated as of February 1, 1952

80,000* SETS

AND ONLY WNBF-TV DELIVERS 'EM!

52,000 SETS EXCLUSIVELY COVERED BY WNBF-TV IN THE TRADING AREA (1) OF BINGHAMTON-JOHNSON CITY-ENDICOTT

PLUS

A BIG, HEALTHY BONUS OF 28,000 SETS IN IMPORTANT ADJOINING MARKETS WITH:

(2) 16,000 exclusive sets in the Scranton-Wilkes-Barre area
(3) 6,000 exclusive sets in the Elmira area
(4) 6,000 shared sets in the Syracuse-Utica area

23.5 KILOWATTS WNBF-TV CHANNEL 12

BINGHAMTON, NEW YORK

National Representative: The Bolling Company

1952 TELECASTING Yearbook • Page 125
### Buffalo—

**WBEN-TV**

<table>
<thead>
<tr>
<th>LICENSEE:</th>
<th>WBEN Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADDRESS:</td>
<td>Hotel Statler</td>
</tr>
<tr>
<td>ZONE:</td>
<td>2</td>
</tr>
<tr>
<td>PHONE:</td>
<td>Mohawk 0930</td>
</tr>
<tr>
<td>AM AFFILIATE:</td>
<td>WBEN</td>
</tr>
<tr>
<td>FM AFFILIATE:</td>
<td>WBEN-FM</td>
</tr>
<tr>
<td>TV NETWORK AFFILIATION:</td>
<td>ABC, CBS, NBC, DuMont (Interconnected)</td>
</tr>
<tr>
<td>PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:</td>
<td>Licensee is owned by Buffalo Evening News Inc., publisher of Buffalo Evening News.</td>
</tr>
<tr>
<td>BEGAN OPERATION:</td>
<td>May 14, 1948</td>
</tr>
<tr>
<td>NATIONAL REPRESENTATIVE:</td>
<td>Harrington, Righter &amp; Parsons Inc.</td>
</tr>
<tr>
<td>CHANNEL:</td>
<td>4 (66-72 mc)</td>
</tr>
<tr>
<td>TRANSMITTER ADDRESS:</td>
<td>Hotel Statler</td>
</tr>
<tr>
<td>MAKE OF TRANSMITTER:</td>
<td>RCA</td>
</tr>
<tr>
<td>MODEL NO:</td>
<td>TT-5A</td>
</tr>
<tr>
<td>EFFECTIVE RADIATED POWERS:</td>
<td>Visual, 16.2 kw, Aural, 10.2 kw</td>
</tr>
<tr>
<td>MAKE OF ANTENNA:</td>
<td>RCA</td>
</tr>
<tr>
<td>TYPE:</td>
<td>3-Ray Superturnstile</td>
</tr>
<tr>
<td>ANTENNA HEIGHT:</td>
<td>Above Average Terrain, 335 ft. Above Ground, 360 ft.</td>
</tr>
<tr>
<td>STUDIO ADDRESS:</td>
<td>Hotel Statler</td>
</tr>
<tr>
<td>HOURS OF OPERATION:</td>
<td>Noon-Midnight</td>
</tr>
<tr>
<td>MAKE OF CAMERA CHAINS:</td>
<td>RCA</td>
</tr>
<tr>
<td>FILM LIBRARY:</td>
<td>Snader</td>
</tr>
<tr>
<td>NEWS SERVICE:</td>
<td>AP, UP, INS</td>
</tr>
<tr>
<td>STUDIO FACILITIES:</td>
<td>Two studios (22x36 and 22x48 ft.). Four studio RCA orthicon cameras. Two remote RCA cameras. Two RCA 16mm film projectors. Two slide projectors. One Balopticon.</td>
</tr>
<tr>
<td>EXECUTIVES:</td>
<td>Edward H. Butler, President; Alfred H. Kirchofer, Vice President; C. Robert Thompson, General Manager; George R. Torge, Station Manager &amp; Program Director; Nicholas J. Malter, Sales Manager; Ralph J. Kingsley, Technical Director; R. Glenn Beerbower, Assistant Technical Director in charge of Television. Frederick A. Keller, Executive Producer.</td>
</tr>
<tr>
<td>RATE INFORMATION:</td>
<td>Class A hour rate—$700. Minute spot—$125 (live), $115.50 (film). Participation $40—$70 per spot. Rehearsals—$35 (live), $20 (film) per half-hour. (From Rate Card No. 6, Sept. 1, 1951.)</td>
</tr>
<tr>
<td>WASHINGTON ATTORNEY:</td>
<td>Spearman &amp; Roberson</td>
</tr>
</tbody>
</table>

### New York—

**WABD**

<table>
<thead>
<tr>
<th>LICENSEE:</th>
<th>Allen B. DuMont Laboratories Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADDRESS:</td>
<td>515 Madison Ave.</td>
</tr>
<tr>
<td>ZONE:</td>
<td>22</td>
</tr>
<tr>
<td>PHONE:</td>
<td>Murray Hill 8-2600</td>
</tr>
<tr>
<td>TV NETWORK AFFILIATION:</td>
<td>DuMont (Interconnected)</td>
</tr>
<tr>
<td>PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:</td>
<td>Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington and WDVT (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.</td>
</tr>
<tr>
<td>BEGAN OPERATION:</td>
<td>May 1944</td>
</tr>
<tr>
<td>NATIONAL REPRESENTATIVE:</td>
<td>DuMont Spot Sales (Richard Railton Co., San Francisco)</td>
</tr>
<tr>
<td>CHANNEL:</td>
<td>5 (76-82 mc)</td>
</tr>
<tr>
<td>TRANSMITTER ADDRESS:</td>
<td>Empire State Bldg.</td>
</tr>
<tr>
<td>MAKE OF TRANSMITTER:</td>
<td>DuMont</td>
</tr>
<tr>
<td>MODEL NO:</td>
<td>7000</td>
</tr>
<tr>
<td>EFFECTIVE RADIATED POWERS:</td>
<td>Visual, 16.7 kw, Aural, 8.4 kw</td>
</tr>
<tr>
<td>MAKE OF ANTENNA:</td>
<td>RCA</td>
</tr>
<tr>
<td>TYPE:</td>
<td>Supergain</td>
</tr>
<tr>
<td>ANTENNA HEIGHT:</td>
<td>Above Average Terrain, 1,338 ft. Above Ground, 1,436 ft.</td>
</tr>
<tr>
<td>STUDIO ADDRESS:</td>
<td>515 Madison Ave.</td>
</tr>
<tr>
<td>HOURS OF OPERATION:</td>
<td>10:15 a.m.-11:30 p.m.</td>
</tr>
<tr>
<td>MAKE OF CAMERA CHAINS:</td>
<td>DuMont</td>
</tr>
<tr>
<td>DESCRIPTION:</td>
<td>Image Orthicon</td>
</tr>
<tr>
<td>FILM LIBRARY:</td>
<td>Snader</td>
</tr>
<tr>
<td>NEWS SERVICE:</td>
<td>INS</td>
</tr>
<tr>
<td>STUDIO FACILITIES:</td>
<td>Studio D (35x40 ft.), three DuMont image orthicon cameras, one 16mm DuMont film projector, two DuMont slide projectors. Adelphi Theatre (45x60 ft. stage), three DuMont image orthicon cameras. Ambassador Theatre (45x60 ft. stage), three DuMont image orthicon cameras. Wanamaker Studio (55x70 ft.), three DuMont image orthicon cameras. Master control contains two 35mm DuMont film projectors, two 16mm DuMont film projectors and two DuMont slide projectors (2x2 in.). Remote unit contains three DuMont image orthicon cameras. Due for completion in the spring of 1952 at the DuMont TV center on E. 67th St. are five studios (128x80, 85x72 and three, 50x60 ft. each).</td>
</tr>
<tr>
<td>EXECUTIVES:</td>
<td>Dr. Allen B. DuMont, President; Chris J. Witting, Director; Robert L. Coe, Manager; Ted Bergmann, Director of Sales; James L. Caddigan, Director of Programming &amp; Production; Rodney D. Chipp, Director of Engineering; Donald A. Stewart, Manager; Tom S. Gallery, Director of Sports; Clarence G. Alexander, Director of Operations.</td>
</tr>
<tr>
<td>RATE INFORMATION:</td>
<td>Class A hour rate—$2,200. Minute spot—$500. Rehearsals—Live studio: $200 per hour (30-60 minute program), $100 per half-hour (5-29 minute program), $200 per hour for additional rehearsal time. Film studio: $125 per hour ($50 minimum). Extra charge for theatre studios, $250 per telecast. (From Rate Card No. 9, Nov. 1, 1951.)</td>
</tr>
<tr>
<td>WASHINGTON ATTORNEY:</td>
<td>Roberts &amp; McInnis</td>
</tr>
</tbody>
</table>

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World Radio History

**1952 Telecasting Yearbook**

Page 126
PRIME MOVER* in New York

THE MOST EFFECTIVE FORCE

WABD

Channel 5

© THE MOST EFFECTIVE FORCE

and economical

in any undertaking

WEBSTER

DUMONT

TELEVISION NETWORK

515 Madison Avenue, N. Y. 22, N. Y. MU 8-2600

1952 TELECASTING Yearbook • Page 127
More than meets the eye

You need more than a bright clear picture in New York television today. Five major stations beam their pictures from the world's tallest building... blanket the same metropolitan area with virtually the same signal strength.

Now as never before, the show's the thing to catch—and keep—your customers' eyes. With the most quarter-hour wins, day and night (Telepulse, Jan. 1952), WCBS-TV reaches the most of your customers most of the time. For availabilities, just ask CBS Television Spot Sales, or...

WCBS-TV
New York - CBS Owned
New York—(Continued)

**WJZ-TV**

**LICENSEE:** American Broadcasting Co. Inc.

**ADDRESS:** 7 West 66th St. ZONE: 23 PHONE: Susquehanna 7-5000

**AM AFFILIATE:** WJZ **FM AFFILIATE:** WJZ-FM

**TV NETWORK AFFILIATION:** ABC (Interconnected)


**BEGAN OPERATION:** August 10, 1948

**NATIONAL REPRESENTATIVE:** ABC-TV Spot Sales

**CHANNEL:** 7 (174-180 inc.)

**TRANSMITTER ADDRESS:** Empire State Bldg.

**MAKE OF TRANSMITTER:** RCA **MODEL NO:** TT-5A

**EFFECTIVE RADIATED POWERS:** Visual, 16.3 kw Aural, 8.15 kw

**MAKE OF ANTENNA:** RCA **TYPE:** Special

**ANTENNA HEIGHT:** Above Average Terrain, 1,378 ft. Above Ground, 1,373 ft.

**STUDIO ADDRESS:** 7 West 66th St. **HOURS OF OPERATION:** 9 a.m.-1 a.m.

**MAKE OF CAMERA CHAINS:** RCA, GPL, GE **DESCRIPTION:** Image Orthicons

**TYPE OF OPERATIONS:** Uses local live, network live, local film, network film, kinescopes

**NEWS SERVICES:** AP, UP, INS, UP Movietone

**STUDIO FACILITIES:** Studio TV-1 (73x90 ft.), four cameras. Studio TV-2 (32x63 ft.), three cameras. Studio TV-3, 4, 5, 6, 7, 8 (42x41 ft. combined), three cameras, combined. Studio TV-8 (34x36 ft.), three cameras. Studio TV-11 (48x67 ft.), four cameras. Studio TV-12 (48x57 ft.), four cameras. Ritz Theatre (46x52 stage), four cameras. Fifty-Eighth St. Theatre (20x72 ft. stage), four cameras. School of Radio Technique Studio (34x88 ft.), three cameras. Three 35mm film projectors. Eight 16mm film projectors. Ten slide projectors. Two Boleoptics. Three Vitapix. Four field cameras associated with two microwave units.

**EXECUTIVES:**
- Edward J. Noble, Chairman of the Board (ABC)
- Robert E. Kintner, President (ABC)
- Slocum Chapin, Vice President in Charge of O&O Stations (ABC)
- Trevor Adams, General Manager
- Don L. Kearney, Manager of Spot Sales
- Harold Hough, Program Director
- Bernard I. Paulson, Operations Manager
- William Trevathan, Director of Technical Operations
- Nat Fowler, Film Director
- Mitchell DeGroot, Director of Advertising & Promotion
- John Madigan, Director of News & Special Events

**RATE INFORMATION:** Class A hour rate—$3,100. Minute spot—$650. Participations—$170 per spot. Rehearsals—Studio TV-1, $250. Studio TV-2, $250. Studio TV-3, 4, 5, 6, 7, $225. Studio TV-8, $225. Studio TV-11, $275. Studio TV-12, $275. Ritz Theatre, $325. Fifty-Eighth St. Theatre, $300. School of Radio Technique Studio, $275. Audio only rehearsals are $100 less than on camera rates. Dry runs are $125 less than on camera rates. All rates are for one hour of rehearsal. Rehearsal costs are at the rate of $150 per hour (minimum half-hour). Frequency discounts—Begin with 13 times at 25%, up to 260 times at 20%. (From Rate Card No. 7, Aug. 1, 1951.)

**WASHINGTON ATTORNEY:** Haley, McKenna & Wilkinson

**CONSULTING ENGINEER:** Kear & Kennedy

**BROADCASTING • Telecasting**

**IN NEW YORK...**

**Here's your best buy in daytime television**

**NANCY CRAIG. 3:30 P.M., Mon.-Fri.**

NUMBER ONE in the nation's Number One market ...Nancy Craig Time is the top-rated woman's show in New York television! Charming, vivacious Nancy and her fascinating guests are a must with women in the New York area—and with advertisers, too. Participating costs are reasonable; response is phenomenal (24,351 mailed-in votes in a recent contest!). So take a good look at Nancy Craig Time and these other best buys on Channel 7:

- Kitchen Kapers . . . . 11:00 a.m.
- Dione Lucas . . . . 1:30 p.m.
- Domestically Yours . . . 1:30 p.m.
- Club Matinee . . . . 2:30 p.m.
- Movie Time . . . . 4:00 p.m.
- The Fitzgeralds . . . . 5:09 p.m.
- Saddle Pal Club . . . . 5:30 p.m.

**WJZ-TV NEW YORK**

American Broadcasting Company

1952 TELECASTING Yearbook • Page 129
TELEVISION STATIONS IN THE UNITED STATES

New York—(Continued)

**WNBT**

**LICENSEE:** National Broadcasting Co., Inc.

**ADDRESS:** 30 Rockefeller Plaza ZONE: 20 PHONE Circle 7-8300

**AM AFFILIATE:** WNBC **FM AFFILIATE:** WNBC-FM

**TV NETWORK AFFILIATION:** NBC (Interconnected)


**BEGAN OPERATION:** July 1, 1941

**NATIONAL REPRESENTATIVE:** NBC Spot Sales

**CHANNEL:** 4 (66-72 mc)

**TRANSMITTER ADDRESS:** Empire State Bldg.

**MAKE OF TRANSMITTER:** RCA **MODEL NO:** T1

**EFFECTIVE RADIATED POWERS:** Visual, 5.2 kw Aural, 4.27 kw

**MAKE OF ANTENNA:** RCA **TYPE:** TF-4B Modified

**ANTENNA HEIGHT:** Above Average Terrain, 1,445 ft. Above Ground, 1,465 ft.

**STUDIO ADDRESS:** 30 Rockefeller Plaza **HOURS OF OPERATION:** 7 am.-Midnight

**EXECUTIVES:**
- Joseph H. McConnell, President (NBC)
- Ted Cott, General Manager
- Charles H. Philips, Assistant General Manager
- John H. Reber, Commercial Manager
- Dick Pack, Program Director
- Ivan Reiner, Supervisor of TV Production
- F. A. Wankel, Chief Engineer
- Beulah Jarvis, Film Buyer
- Jackie Robinson, Director of Community Activities

**RATE INFORMATION:** Class A hour rate—$5,750. Minute spot—$775. Participations—$775 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $200 (31-60 minute programs), $100 (5-30 minute programs). Film studio, $125 (31-60 minute programs), $62.50 (5-30 minute programs). Additional charge for each 15 minutes over hour minimum is as follows: Live studio, $50. Film studio, $21.25. Frequency discounts—Begins with 13 times at 21% up to 260 times at 20% (From Rate Card No. 10, Aug. 15, 1951).

**WASHINGTON ATTORNEY:** Cahill, Gordon, Zachry & Reindel.

**ENGINEER:** Raymond Guy.

Page 130 • 1952 TELECASTING Yearbook

New York—(Continued)

**WOR-TV**

**LICENSEE:** Thomas S. Lee Enterprises Inc. (WOR Division)

**ADDRESS:** 1440 Broadway ZONE: 18 PHONE: Longacre 4-8000

**AM AFFILIATE:** WOR **FM AFFILIATE:** WOR-FM


**BEGAN OPERATION:** October 1949

**NATIONAL REPRESENTATIVE:** WOR Sales (H-R Representatives, West Coast)

**CHANNEL:** 9 (186-192 mc.)

**TRANSMITTER ADDRESS:** North Bergen, N.J.

**MAKE OF TRANSMITTER:** GE **MODEL NO:** TT-6B

**EFFECTIVE RADIATED POWERS:** Visual, 22 kw Aural, 11 kw

**MAKE OF CAMERA CHAINS:** RCA

**MAKE OF ANTENNA:** GE **TYPE:** TY-14F

**ANTENNA HEIGHT:** Above Average Terrain, 975 ft. Above Ground, 810 ft.

**STUDIO ADDRESS:** Broadway & 67th St. **HOURS OF OPERATION:** 10 a.m.-11:30 p.m.

**EXECUTIVES:**
- Tom O’Neill, President (Thomas S. Lee Enterprises)
- Theodore C. Streibert, President (WOR Division)
- R. C. Maddux, Vice President in Charge of Sales
- Julius F. Seebach Jr., Vice President in Charge of Programs
- J. R. Poppele, Vice President & Chief Engineer
- Milford Fenster, Film Buyer

**RATE INFORMATION:** Class A hour rate—$1,700 (live), $1,575 (film). Minute spot—$200. Participations—$300 per spot. Rehearsals—$200 per hour, live studio. Use of theatre, $250 charge. Frequency discounts—Begin with 13 weeks at 21½% up to 52 weeks at 10%. Also if gross weekly purchases are between $600 and $1,050, 5%; $1,050 and $1,500, 10%; above $1,500, 15%. (From Rate Card No. 6, Oct. 1, 1951.)

**WASHINGTON ATTORNEY:** Pierson & Ball
New York—(Continued)

WPIX

LICENSEE: WPIX Inc.

ADDRESS: 220 East 42nd St. ZONE: 17 PHONE: Murray Hill 2-1234


BEGAN OPERATION: June 15, 1948

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 11 (198-204 mc)

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5

EFFECTIVE RADIATED POWERS: Visual, 21.7 kw Aural, 10.4 kw

MAKE OF ANTENNA: RCA TYPE: TFS-11-651, 6-Bay Super Gain

ANTENNA HEIGHT: Above Average Terrain, 1,407 ft. Above Ground, 1,464 ft.

STUDIO ADDRESS: 220 East 42nd St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10 & TK-30

TYPE OF OPERATION: Uses local live, local film, kinescopes


STUDIO FACILITIES: Following equipment and personnel supplied as standard: For live studio programs, two image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78 rpm, lateral and/or vertical turntables and a maximum crew consisting of one director and assistant and ten other operating personnel. For film studio programs, three iconoscope film cameras, two 35mm and two 16mm film projectors, three 2x2 in. slide projectors, one 35mm strip film projector, one opaque and moving tape projectors, an Animatic strip film projector, and a normal operating personnel of four. Four studios (43x50, 27x45, 32x43 and 14x20 ft.). Two mobile units. Film processing and production equipment.

EXECUTIVES:

F. M. Flynn, President
G. Bennett Larson, Vice President and General Manager
John F. Noon, Commercial Manager
Louis E. Ames, Program Director
Jack F. A. Flynn, Administrative Assistant to Program Director
Anthony Azzato, Film Buyer
L. A. Hollingsworth, Public Relations Director
T. E. Howard, Chief Engineer

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Rehearsals—$75 per quarter hour, live studio; $20 per quarter hour, film studio—both in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 21/2% up to 1,040 times a 30%. (From Rate Card No. 4, Sept. 15, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: A. D. Ring & Co.

Rochester—

WHAM-TV

LICENSEE: Stromberg-Carlson Co.

ADDRESS: 201 Humboldt St. ZONE: 3 PHONE: Culver 7240

AM AFFILIATE: WHAM FM AFFILIATE: WHFM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is radio-TV receiver and electronics equipment manufacturer.

BEGAN OPERATION: June 11, 1949

NATIONAL REPRESENTATIVES: George P. Hollingbery Co.

CHANNEL: 6 (82-88 mc)

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 23.4 kw Aural, 11.7 kw

MAKE OF ANTENNA: RCA TYPE: TF-4A, 4-Bay

ANTENNA HEIGHT: Above Average Terrain, 497 ft. Above Ground, 325 ft.

STUDIO ADDRESS: 201 Humboldt St. HOURS OF OPERATION: 10:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field cameras

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICES: World

STUDIO FACILITIES: Auditorium studio is 46x42 ft. Studio C is 30x24 ft. Four field cameras. Two 16mm RCA film projectors. One GE dual slide projector (3½x4 in.).

EXECUTIVES:

Robert C. Tait, President
William Foy, Vice President & General Manager, Broadcast Division
John W. Kennedy Jr., Commercial Manager
Charles W. Siverson, Program Director
Eugene Zacher, Assistant Program Director for Television
Kenneth J. Gardner, Chief Engineer
John Crosby, Film Buyer
Truman Brizee, Assistant Sales Manager
George Driscoll, Director TV Studio Engineering
Dave Manning, Film Librarian

RATE INFORMATION: Class A hour rate—$700 (live), $600 (film). Minute spot—$150 (live), $120 (film). Rehearsals—$45 per half hour, live studio. Frequency discounts—Begin with 26 times at 5% up to 90 times at 20%. (From Rate Card No. 7, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

CONSULTING ENGINEER: A. D. Ring & Co.
Schenectady—

WRGB

LICENSEE: General Electric Co.
ADDRESS: 1 River Road   ZONE: 5   PHONE: 7-2061
AM AFFILIATE: WGY   FM AFFILIATE: WGFM
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTEREST: Licensee is radio-TV receiver and electronics equipment manufacturer.
BEGAN OPERATION: February 26, 1942
NATIONAL REPRESENTATIVE: NBC Spot Sales
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: New Scotland, N. Y.
MAKE OF TRANSMITTER: GE   MODEL NO: TT-7A
EFFECTIVE RADIATED POWERS: Visual, 16.32 kw Aural, 8.16 kw
MAKE OF ANTENNA: GE   TYPE: TY-13-C
ANTENNA HEIGHT: Above Average Terrain, 832 ft. Above Ground, 83 ft.
STUDIO ADDRESS: 60 Washington Ave.   HOURS OF OPERATION: 6 a.m.-12:30 a.m.
MAKE OF CAMERA CHAINS: GE   DESCRIPTION: Orthicon
FILM LIBRARY: Snader   NEWS SERVICE: AP, UP, INS Newsreel, Telenews
STUDIO FACILITIES: Studio is 42x27 ft. Three GE 4PC3A2 studio cameras. Two GE PC3A film cameras. Two GE P2A Synchronous 16mm film projectors. One GE slide projector (2x4 in.). One opaque projector (8x10 in.).
EXECUTIVES:
Chester H. Lang, Vice President, Public Relations
Bartlett J. Rawson, Assistant Manager, Broadcasting Division
Robert B. Hanna Jr., Manager, Broadcasting Stations Department
Raymond W. Walpott, Station Manager
H. M. Solomon, Administrative Assistant to Station Manager
Robert F. Reid, Supervisor, Sales
Albert G. Zink, Supervisor, Programs & Films
William J. Purcell, Engineer, Broadcasting
C. B. King, Supervisor, Studio Operations
A. O. Cegghashall, Supervisor, Music
J. P. Connally, Supervisor, Traffic
M. L. Galusha, Supervisor, Farm Programs
W. T. Meenam, Supervisor, News
B. S. Krause, Supervisor, Science Programs
T. B. Beebe, Supervisor, Scripts & Films
A. Garland, Supervisor Office Procedures
RATE INFORMATION: Class A hour rate—$500. Minute spot—$100. Rehearsals $25 per hour, live studio. Frequency discounts—Begin with 13 times at 25% up to 260 times at 25%. (From Rate Card No. 5, Jan. 1, 1951)

Syracuse—

WHEN

LICENSEE: Meredith Syracuse Television Corp.
ADDRESS: 101 Court St.   ZONE: 8   PHONE: 3-1126
TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTEREST: Licensee is owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, publisher of Better Homes & Gardens and Successful Farming. Meredith Engineering Co. owns and operates WHEN (TV) Syracuse and WOW-AM-TV Omaha.
BEGAN OPERATION: December 1, 1948
NATIONAL REPRESENTATIVE: The Katz Agency Inc.
CHANNEL: 8 (180-186 mc)
TRANSMITTER ADDRESS: 101 Court St.
MAKE OF TRANSMITTER: GE   MODEL NO: TT6A
EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw
MAKE OF ANTENNA: GE   TYPE: 6-Bay
ANTENNA HEIGHT: Above Average Terrain, 385 ft. Above Ground, 537 ft.
STUDIO ADDRESS: 101 Court St.   HOURS OF OPERATION: 9:15 a.m.-12:30 a.m.
MAKE OF CAMERA CHAINS: RCA   DESCRIPTION: Field
NEWS SERVICE: UP
STUDIO FACILITIES: Two studios (20x30 and 35x50 ft.). Four RCA image orthicon cameras. Two RCA 16mm film projectors. Two slide projectors (2x2 in.). Mobile unit with two RCA image orthicon cameras.
EXECUTIVES:
E. T. Meredith Jr., President
Fred O. Behen, Vice President
Paysen Hall, Treasurer
Paul Adami, Vice President & General Manager
William H. Bell, Commercial Manager
Gordon J. Alderman, Program Director & Film Buyer
H. Eugene Crow, Chief Engineer
John G. Yost, Chief Accountant
Edward F. Ryan, Promotion Manager
RATE INFORMATION: Class A hour rate—$590 (live), $550 (film). Minute spot—$120 (live), $110 (film). Participations—$40 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Jan. 1, 1952.)
WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson
CONSULTING ENGINEER: William L. Foss Inc.
THE GREAT SYRACUSE MARKET CONTINUES TO GROW MORE AND MORE DESIRABLE WITH AREA INDUSTRY AND BUYING POWER AT NEW HIGHS!

WHEN TELEVISION CONTINUES TO RANK FIRST IN THE SYRACUSE MARKET

- Central New York's only TV station with complete studio and remote facilities.
- The Empire State's only BASIC CBS-TV Network Station.*
  * N.Y.C. excluded
- Tops in local programs.
- Now in its Fourth year of continuous service.
- Also airing top TV programs from ABC and DUMONT.
- First in Public Service.

Represented by
THE KATZ AGENCY

Say WHEN
SYRACUSE

A MEREDITH TV STATION

Say WHEN
SYRACUSE
WSYR-TV

LICENSEE: Central New York Broadcasting Corp.

ADDRESS: Syracuse Kemper Bldg. ZONE: 2 PHONE: 3-7111

AM AFFILIATE: WSYR FM AFFILIATE: WSYR-FM

TV NETWORK AFFILIATION: NBC (Interconnected)


BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Sentinel Hts.

MAKE OF TRANSMITTER: GE MODEL NO: TT-6C

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 12.5 kw

MAKE OF ANTENNA: GE TYPE: GE PY-4A 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 640 ft. Above Ground, 200 ft.

STUDIO ADDRESS: 224 Harrison St.

MAKE OF CAMERA CHAINS: DuMont, RCA


LIBRARY SERVICES: Lang-Worth

STUDIO FACILITIES: One studio (20x17 ft.), with three camera chains and one film chain. Two GE Balopticons (3½x4 in.). Two 16mm GE film projectors. Two slide projectors (2x2 in.).

EXECUTIVES:
H. C. Wilder, President
E. R. Vadeboncoeur, Vice President & General Manager
A. G. Belle Isle, Vice President & Chief Engineer
W. R. Alford Jr., Commercial Manager
Bill Rothrum, Program Director & Film Buyer

RATE INFORMATION: Class A hour rate—$550 (film only). Minute spot—$110. Participations—$5.50 per spot. Rehearsals—$20 per half hour for live studio. Frequency discounts—Begin with 26 weeks at 5% up to 260 times at 25%. (From Rate Card No. 1, Nov. 6, 1950.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: Croven, Lohnes & Culver

The counties shown above are those from which a steady flow of mail is received by WSYR-TV. The area is considerably larger than might be expected.

But WSYR-TV’s antenna atop Sentinel Heights is 1,636 feet above sea level—704 feet higher than any other station in our area. It can “see” great distances, and ample video and aural power assures a strong, steady signal. In fact, set owners 150 miles away have reported good reception.

If you want the 160,000 TV set owners in Central New York, and those in surrounding territories, to see and hear your sales story—be sure to put it on WSYR-TV.

NBC Affiliate, WSYR-AM-FM-TV. The ONLY Complete Broadcast Institution in Central New York

WSYR-TV

Headley-Reed, National Representatives

Page 134 • 1952 Telecasting Yearbook
Utica—

WKTV

LICENSEE: Copper City Broadcasting Corp.

ADDRESS: Smith Hill Road PHONE: 3-0404

AM AFFILIATE: WKA1 Rome, N. Y.

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Myron J. Kallet is principal stockholder. Mr. Kallet is also the principal owner of Kallet Theatres Inc., which owns and operates a chain of movie theatres.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: Donald Cooke Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Smith Hill Road, Deerfield, N. Y.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

ANTENNA HEIGHT: Above Average Terrain, 830 ft. Above Ground, 472 ft.

STUDIO ADDRESS: Smith Hill Road HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA


FILM LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: One studio (45x30 ft.). Two RCA image orthicon cameras. Two GE slide projectors (3¼x4 or 2½x2 in.).

EXECUTIVES:
Myron J. Kallet, President
W. T. MacNeilly, Executive Vice President
Michael C. Fusco, General Manager
J. J. McDevitt, Commercial Manager
J. Fredericks, Program Director
DeForest T. Layton Jr., Chief Engineer
Joseph Casalatta, Film Buyer

RATE INFORMATION: Class A hour rate—$375. Minute spot—$55. Participations—$40-50. Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 3, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George P. Adair

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Let's not kid ourselves. No advertiser, no account executive, no agency time buyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

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Yearbook issues $5.00 each.

BROADCASTING • TELECASTING
The Newsweekly of Radio and Television
NATIONAL PRESS BLDG. • WASHINGTON
**North Carolina**

**Greensboro—**

**WFMY-TV**

**LICENSEE:** Greensboro News Co.

**ADDRESS:** 212 N. Davie St. **PHONE:** 3-8611

**FM AFFILIATE:** WFMY

**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is publisher of Greensboro News and Record. Owned 16.5% by Jefferson Standard Life Insurance Co., which owns 66 2/3% of WBIG Greensboro and 100% of WBT-AM-FM-TV Charlotte, N. C.

**BEGAN OPERATION:** September 22, 1949

**NATIONAL REPRESENTATIVE:** Harrington, Righter & Parsons

**CHANNEL:** 2 (54-60 mc)

**TRANSMITTER ADDRESS:** 212 N. Davie St.

**MAKE OF TRANSMITTER:** DuMont **MODEL NO.:** 7000

**EFFECTIVE RADIATED POWERS:** Visual, 16.7 kw Aural, 8.4 kw

**MAKE OF ANTENNA:** RCA **TYPE:** TF3B

**ANTENNA HEIGHT:** Above Average Terrain, 470 ft. Above Ground, 481 ft.

**STUDIO ADDRESS:** 212 N. Davie St. **HOURS OF OPERATION:** 11:30 a.m.-Midnight

**MAKE OF CAMERA CHAINS:** DuMont **DESCRIPTION:** TA124A

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**LIBRARY SERVICES:** UP

**STUDIO FACILITIES:** Studio (26x16). 35mm and 16mm film projectors. One slide projector (2x2 in.). One studio camera. One Boleopticon.

**EXECUTIVES:**

- E. B. Jeffress, President
- Gaines Kelley, General Manager
- Virgil V. Evans, Commercial Manager
- Gomer Lesch, Program Director
- Arthur C. Stringer, Jr., Publicity & Promotion Director
- William E. Neill, Chief Engineer
- Daniel W. Shields, Film Director

**RATE INFORMATION:**
Class A hour rate—$500. Minute spot, $110. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. Also, 3-5 days weekly, 5%; 6-7 days weekly, 10%. (From Rate Card No. 5, Feb. 1, 1952.)

**WASHINGTON ATTORNEY:** Dow, Lohnes & Albertson

**CONSULTING ENGINEER:** Craven, Lohnes & Culver

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**Charlotte—**

**WBTV**

**LICENSEE:** Jefferson Standard Broadcasting Co.

**ADDRESS:** Wilder Bldg. **PHONE:** 3-8833

**AM AFFILIATE:** WBT **FM AFFILIATE:** WBT-FM

**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is owned by Jefferson Standard Life Insurance Co. Same interests own 66 2/3% of WBIG Greensboro, N. C., and 16.5% of Greensboro News Co., publisher of Greensboro News and licensee of WFMY (FM) and WFMY-TV Greensboro, N. C.

**BEGAN OPERATION:** July 15, 1949

**NATIONAL REPRESENTATIVE:** CBS Television Spot Sales

**CHANNEL:** 3 (60-66 mc)

**TRANSMITTER ADDRESS:** Spencer Mountain

**MAKE OF TRANSMITTER:** RCA **MODEL NO.:** TT-5A

**EFFECTIVE RADIATED POWERS:** Visual, 16.3 kw Aural, 8.2 kw

**MAKE OF ANTENNA:** RCA **TYPE:** TF-3B, Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 1,111 ft. Above Ground, 562 ft.

**STUDIO ADDRESS:** Wilder Bldg. **HOURS OF OPERATION:** 10:30 a.m.-Midnight

**MAKE OF CAMERA CHAINS:** RCA **DESCRIPTION:** TK 30 field, TK 20A film

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**FILM LIBRARY:** Snader **NEWS SERVICE:** NBC News Reel, UP, INS News Pictures

**STUDIO FACILITIES:** One studio (40x27x20 ft.). Three RCA image orthicon cameras. Two RCA 16mm film projectors. One Projectall (4x5 in.). One Radascope slide projector (2x2 in.). Mobile unit includes two RCA image orthicon cameras. One Eastman 16mm camera.

**EXECUTIVES:**

- Joseph M. Bryan, President
- Charles H. Crutchfield, Executive Vice President & General Manager
- Larry Walker, Vice President & Assistant General Manager
- J. R. Covington, Assistant Vice President for Sales
- Kenneth I. Tredwell Jr., Assistant Vice President for Programs and Public Relations
- Charles Bell, Director of Television
- Keith S. Byerly, General Sales Manager
- Wallace J. Jorgenson, Sales Manager for Television
- Bill Quinn, Television Program Director
- M. J. Minor, Chief Engineer
- C. K. Spicer, Business Manager
- Austin Green, Television Production Manager

**RATE INFORMATION:**
Class A hour rate—$500. Minute spot, $110. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. Also, 3-5 days weekly, 5%; 6-7 days weekly, 10%. (From Rate Card No. 6, Jan. 1, 1952.)

**WASHINGTON ATTORNEY:** Kirkland, Fleming, Green, Martin & Ellis

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**CONSULTING ENGINEER:** A. D. Ring & Co.

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**Page 136 • 1952 TELECASTING Yearbook**
1951-52 MARKET DATA

WHITE AREA

0.1 mv/m CONTOUR AREA

POPULATION 1,758,400
FAMILIES 438,900
Total Retail Sales $1,156,568,000
Food Sales $258,771,000
Gen. Mide. Sales $145,601,000
Drug Sales $28,188,000
Ens. Buying Income $1,569,804,000
Gross Farm Income $148,645,000

LIGHT GRAY AREA

BONUS COVERAGE AREA

TOTAL AREA

POPULATION 3,845,700
FAMILIES 969,000
Total Retail Sales $2,538,438,000
Food Sales $351,352,000
Gen. Mide. Sales $357,989,000
Drug Sales $63,027,000
Ens. Buying Income $3,348,451,000
Gross Farm Income $414,268,000

**Cincinnati—**

**WCPO-TV**

LICENSEE: Scripps-Howard Radio Inc.

ADDRESS: 2345 Symmes St.  ZONE: 6  PHONE: Capitol 0777

AM AFFILIATE: WCPO  FM AFFILIATE: WCPO-FM

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)


BEGAN OPERATION: July 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: 2345 Symmes St.

MAKE OF TRANSMITTER: GE  MODEL NO: 411-6D2

EFFECTIVE RADIATED POWERS: Visual, 24 kw  Aural, 12 kw

MAKE OF ANTENNA: GE  TYPE: TY-18-A 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 695 ft.  Above Ground, 560 ft.

STUDIO ADDRESS: 2345 Symmes St.  HOURS OF OPERATION: 7 a.m.-2 a.m.

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICES: AP

EXECUTIVES: 

- Jack R. Howard, President
- M. C. Watters, Vice President & General Manager
- Harry LeBrun, Television Station Director
- Ed Weston, Program Director & Film Buyer
- Paul Adams, Chief Engineer

RATE INFORMATION: Class A hour rate—$850. Minute spot—$150. Participation per spot—$50. Rehearsals—$100 per hour in excess of 2x1 ratio, live studio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 4, July 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

**Cincinnati—(Continued)**

**WKRC-TV**

LICENSEE: Radio Cincinnati Inc.

ADDRESS: Times-Star Bldg.  ZONE: 2  PHONE: Garfield 1311

AM AFFILIATE: WKRC  FM AFFILIATE: WKRC-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Cincinnati Times-Star Publishing Co., publisher of Cincinnati Times-Star. Licensee owns 20% of WBIR-AM-FM Knoxville, Tenn.

BEGAN OPERATION: April 4, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 11 (204-210 mc)

TRANSMITTER ADDRESS: Highland & Dorchester

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 24.5 kw  Aural, 12.3 kw

MAKE OF ANTENNA: RCA  TYPE: TF6-B, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 650 ft.  Above Ground, 550 ft.

STUDIO ADDRESS: Times-Star Bldg.  HOURS OF OPERATION: 9:10 a.m.-2:15 a.m.

MAKE OF CAMERA CHAINS: DuMont  DESCRIPTION: TA-124-B


NEWS SERVICES: AP

EXECUTIVES:

- Don L. Chapin, Commercial Manager
- Jack R. Howard, President
- Kenneth W. Church, National Sales Manager
- M. C. Watters, Vice President & General Manager
- Rod Mitchell, Program Director
- Warren F. Warner, Film Buyer
- Harry LeBrun, Television Station Director
- George Wilson, Chief Engineer
- Paul Adams, Chief Engineer
- Warren F. Warner, Film Buyer

RATE INFORMATION: Class A hour rate—$700. Minute spot—$130. Participation $130 per spot. Frequency discounts—Begin with 13 times at 5% up to 26 times at 30%. (From Rate Card No. 5, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Bernard Koteen

CONSULTING ENGINEER: George C. Davis
Cincinnati—(Continued)

WLWT

LICENSEE: Crosley Broadcasting Corp.
ADDRESS: 140 West Ninth St. ZONE: 2 PHONE: Cherry 1822
AM AFFILIATE: WLW FM AFFILIATE: WLWA
TV NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Avco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.

BEGAN OPERATION: February 1948
NATIONAL REPRESENTATIVE: WLW Sales
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: 2222 Chickashaw St.
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 19.5 kw
MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 670 ft. Above Ground, 570 ft.
STUDIO ADDRESS: 140 W. Ninth St. HOURS OF OPERATION: 6:45 a.m.-1 a.m.

EXECUTIVES:
- James D. Shouse, Chairman of Board
- R. E. Dunville, President
- Dwight Martin, Vice President
- Harry Mason Smith, Vice President for Sales
- John T. Murphy, Vice President, Television Operations
- Bernard C. Barth, Assistant to Vice President
- William McCluskey, Administrative Assistant to the Vice President
- David E. Patridge, General Sales Manager
- George Moore, Sales Manager
- Lin Mason, Program Director
- Howard Lepple, Chief Engineer

RATE INFORMATION: Class A hour rate—$850. Minute spot—$125. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10%. Also begin with 30 minutes weekly 5% up to 3 hours weekly 12%. (From Rate Card July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson
CONSULTING ENGINEER: Weldon & Carr

WLWT

TELEVISION STATIONS IN THE UNITED STATES

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK20
FILM LIBRARY: NBC NEWS SERVICE: UP
LIBRARY SERVICE: Thesaurus
STUDIO FACILITIES: Studio "A" is 55x38 ft., seats 200. Studio "B" is 53x81 ft., seats 250. Penny's Pantry Studio is 48x58 ft., seats 125. Mt. Olympus studio is 50x70 ft., seats 300. Seven image orthicon cameras. Two 16mm projectors. Two iconoscope camera chains. One Balopticon. Two mobile units.

EXECUTIVES:
- James D. Shouse, Chairman of Board
- R. E. Dunville, President
- Dwight Martin, Vice President
- Harry Mason Smith, Vice President for Sales
- John T. Murphy, Vice President, Television Operations
- Bernard C. Barth, Assistant to Vice President
- William McCluskey, Administrative Assistant to the Vice President
- David E. Patridge, General Sales Manager
- George Moore, Sales Manager
- Lin Mason, Program Director
- Howard Lepple, Chief Engineer

RATE INFORMATION: Class A hour rate—$850. Minute spot—$125. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10%. Also begin with 30 minutes weekly 5% up to 3 hours weekly 12%. (From Rate Card July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson
CONSULTING ENGINEER: Weldon & Carr

Cincinnatians Depend on WKRC-TV!

THEIR BEST TV ENTERTAINMENT!
- Top CBS Programs
- Top-rated (PULSE) feature film shows
- News and Special Events
- Up-to-the-minute weather, temperature, and time reports
- Award-winning dramatic and local participating programs
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| The Harmonicats | Tex Ritter | Cab Calloway |
| Patricia Morison | King Sisters | Les Brown Orch. |

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.
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328 South Beverly Drive
Beverly Hills, California
735 Spring St. N. W.
Atlanta, Georgia
1900 Euclid
Cleveland, Ohio

TV Stations in the U. S.

Cleveland—

WEWS

LICENSEE: Scripps-Howard Radio Inc.
ADDRESS: 1816 East 13th St. ZONE: 14 PHONE: Tower 1-5454

TV NETWORK AFFILIATION: ABC, CBS (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Scripps-
Howard Newspapers. Scripps-Howard Radio Inc. owns WCPO-FM-TV Cincinnati,
WEWS (TV) Cleveland and WNOX Knoxville. Memphis Publishing Co., Scripps-
Howard Newspapers subsidiary, owns WMC, WMCF (FM) and WMCT (TV) Memphis.
Scripps-Howard Newspapers are Cincinnati Post, New York World-Telegram & Sun,
Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washing-
ton News, Indianapolis Times, Knoxville News-Sentinal, Memphis Commercial Ap-
peal and Press Scimitar, Birmingham Post-Herald, Houston Press, Fort Worth Press,
El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky
Mountain News, Evansville Press.

BEGAN OPERATION: December 17, 1947

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Parma, Ohio

MAKE OF TRANSMITTER: DuMont MODEL NO.: TA-117A (modified)

EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.15 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Section Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 640 ft. Above Ground, 437 ft.

STUDIO ADDRESS: 1816 East 13th St. HOURS OF OPERATION: 8 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA


FILM LIBRARY: Snader NEWS SERVICE: UP, INS Telenews

STUDIO FACILITIES: Three studios (55x75x20, 20x40 and 20x25 ft.). Six image orthicon
DuMont studio cameras. Two RCA film camera chains. Two GE 16mm film pro-
jectors. One 35mm film strip projector. One 35mm slide projector (2x2 in.). One
Sbolepticon (5x7 in.).

EXECUTIVES:
Jack R. Howard, President
James C. Hanrahan, General Manager
J. Harrison Hartley, Station Director
J. B. Epperson, Chief Engineer
Floyd E. Weidman, Advertising Manager

Participations—$40-$90 per spot. Rehearsals—$15 per hour in excess of 2x1 ratio.
Frequency discounts—Begin with 13 times at 2% up to 104 times at 15% and
discounts for number of times per week. (From Rate Card No. 7, Sept. 16, 1951.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz.

1952 TELECASTING Yearbook
Cleveland—(Continued)

WNBK

LICENSEE: National Broadcasting Co.
ADDRESS: 815 Superior Ave. ZONE: 14 PHONE: Cherry 1-0942
AM AFFILIATE: WTAM FM AFFILIATE: WTAM-FM
TV NETWORK AFFILIATION: NBC (Interconnected)


BEGAN OPERATION: October 31, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Brecksville, Ohio
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 39.22 kw Aural, 20.26 kw

MAKE OF ANTENNA: RCA TYPE: 4-Bay Batwing

STUDIO ADDRESS: 815 Superior Ave. HOURS OF OPERATION: 6:45 a.m.-Midnight
MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: AP, UP

LIBRARY SERVICE: APS, Thesaurus

STUDIO FACILITIES: One studio (35x50 ft.), with two RCA orthicon cameras. One commentator's booth, with one RCA orthicon camera. Two film chains with two RCA 16mm and two RCA 35mm film projectors. Two SVE slide and strip film projectors and one rotoslide projector.

EXECUTIVES:
Joseph H. McConnell, President (NBC)
John McCormick, General Manager
Harold L. Gallagher, Commercial Manager
Philip L. Worcester, Program Director
S. E. Leonard, Chief Engineer
Andrew L. Hammerschmidt, Operations Supervisor
Albert L. Odeol, Film Buyer
Albert M. Henderson, Publicity & Promotion Manager

RATE INFORMATION: Class A hour—$900. Minute spot—$175. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $150 per hour (31-60 minute program), $75 per hour (5-30 minute program), $37.50 per quarter hour extra. Film studio, $90 per hour (31-60 minute program), $45 per hour (5-30 minute program), $22.50 per quarter hour extra. Frequency discounts—Begin with 13 times at 21½%, up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond Guy

BROADCASTING • Telecasting
Cleveland—(Continued)

WXEL

LICENSEE: Empire Coil Co.

ADDRESS: Pleasant Valley & State Rds. ZONE: 9 PHONE: Victory 3-8400

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is electronics components and parts manufacturer in New Rochelle, N. Y. Herbert Mayer is principal stockholder.

BEGAN OPERATION: December 17, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 4501 Pleasant Valley

MAKE OF TRANSMITTER: GE MODEL NO: TT6D

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: GE TYPE: TY14F, 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 725 ft. Above Ground, 437 ft.

STUDIO ADDRESS: 3165 Olentangy River Rd. HOURS OF OPERATION: 11 a.m.-12:30 a.m.

EXECUTIVES:

Herbert Mayer, President
Franklin Snyder, Vice President & General Manager
R. C. Wright, Assistant Commercial Manager
Harry Black, Program Director
Thomas Friedman, Chief Engineer
Nicholas Boris, Film Buyer
Barbara Snyder, Publicity Director

RATE INFORMATION: Class A hour rate—$925 (live), $800 (film). Minute spot—$193.50 (live), $160 (film). Participations—$60 to $160 per spot. Rehearsals—No extra charge for normal rehearsal time. Frequency discounts—Begin with 13 times at 5%, up to 104 times at 20%. (From Rate Card No. 5, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Lyon, Wilner & Bergson

CONSULTING ENGINEER: Ben Adler (New Rochelle, N. Y.)

MAKE OF CAMERA CHAINS: GE, RCA, GPL

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: AP, UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Studio "D," three image orthicon chains, RCA flying spot scanner (2x2 in.), GPL film projector, 1,200 sq. ft. staging area, 365 theatre seats, RCA type PT-100 theatre projector. Main studio (50x48 ft.) with two camera chains. Kitchen studio (30x25 ft.) with two camera chains. Studio (16x27 ft.) with two camera chains. Two 16mm film projectors. Two iconoscope film chains. Two slide projectors (2x2 in.). One GE Balopticon.

Represented Nationally by THE KATZ AGENCY, INC.

ABC, CBS, AND DUMONT TELEVISION NETWORKS

Sell via WXEL in the Best Location in the Nation!
Columbus—

WBNS-TV

LICENSEE: Dispatch Printing Co.
ADDRESS: 33 N. High St. ZONE: 15 PHONE: Adams 9265
AM AFFILIATE: WBNS FM AFFILIATE: WELD
TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Columbus Dispatch.

BEGAN OPERATION: September 1949
NATIONAL REPRESENTATIVE: Blair-TV Inc.
CHANNEL: 10 (192-198 mc)
TRANSMITTER ADDRESS: 495 Olentangy Blvd.
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 24.3 kw Aural, 12.15 kw
MAKE OF ANTENNA: RCA TYPE: 6-Bay Turnstile
ANTENNA HEIGHT: Above Average Terrain, 485 ft. Above Ground, 595 ft.
STUDIO ADDRESS: 495 Olentangy Blvd.

EXECUTIVES:
Preston Wolfe, President
R. A. Borel, Director of Television
E. H. Bronson, Station Director & Film Buyer
R. D. Thomas, Sales Director
Janet Benoy, Merchandise Director
J. R. Reeves, Program Director & Film Buyer
L. H. Nafzger, Chief Engineer

RATE INFORMATION: Class A hour rate—$700 (film only). Minute spot—$125. Frequency discounts—Begin with 13 times at 12%, up to 260 times at 35%. (From Rate Card No. 4, Sept. 1, 1951.)
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Jansky & Bailey.

reach all of this profitable TV market on WBNS-TV!

Your sales message on Channel 10 will have a full impact on this rich and responsive market. WBNS-TV reception is good in every one of these 24 central Ohio counties — as shown by mail counts and verified in "The WBNS-TV Coverage Story."

But that's only half the story. Pulse ratings show you the popularity of WBNS-TV programs and stars — daytime and evening — local and CBS. Top production achievements and excellent film facilities guarantee the best all-around programming results. You are sure of a ready-made, enthusiastic audience in a profitable TV market area covering 24 counties when you schedule WBNS-TV.

Phone Blair TV or write direct for your copy of "The WBNS-TV Coverage Story"
Columbus—(Continued)

WLWC

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 3165 Olentangy River Rd. ZONE: 2 PHONE: Jefferson 5441

FM AFFILIATE: WLWF

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Avco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.

BEGAN OPERATION: April 3, 1949

NATIONAL REPRESENTATIVE: WLW Soles

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 3165 Olentangy River Rd.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 15.2 kw Aural, 8.1 kw

MAKE OF ANTENNA; RCA TYPE: TF3B, 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 455 ft. Above Ground, 578 ft.

STUDIO ADDRESS: 3165 Olentangy River Rd. HOURS OF OPERATION: 6:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: UP, INS

STUDIO FACILITIES: Three studios (40x60; 33x24 and 29x18 ft.). Two studio cameras. Two remote cameras. Two 16mm film projectors. One automatic slide projector. One film camera. One film strip projector. One slide projector (2x2 in.).

EXECUTIVES:

James D. Shouse, Chairman of Board
R. E. Dunville, President
Dwight Martin, Vice President
Harry Mason Smith, Vice President for Sales
John T. Murphy, Vice President, Television Operations
James Leonard, General Manager
George Henderson, Sales Manager
Roy Wilson, Program Director
Charles Sloan, Chief Engineer
Juanita Wilcox, Promotion Director

RATE INFORMATION: Class A hour rate—$625. Minute spot—$100. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10% also begin with 30 minutes weekly up to three hours weekly at 12 1/2%. (From Rate Card, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

Page 144 • 1952 Telecasting Yearbook

Columbus—(Continued)

WTVN

LICENSEE: Picture Waves Inc.

ADDRESS: 3710 LeVeque Lincoln Tower ZONE: 15 PHONE: Fletcher 1529

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Edward Lamb. Mr. Lamb owns WICU (TV) Erie, Pa.; WTVN (TV) Columbus, Ohio; WOD and WTHT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. Mr. Lamb also is publisher of Erie Dispatch.

BEGAN OPERATION: September 30, 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 3700 LeVeque-Lincoln Tower

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19.7 kw Aural, 10 kw

MAKE OF ANTENNA; RCA TYPE: Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 545 ft. Above Ground, 627 ft.

STUDIO ADDRESS: 50 W. Broad St. HOURS OF OPERATION: 10 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios (26x30 and 28x24 ft.). One RCA camera. One DuMont camera. Two slide projectors. One strip projector. Two RCA film projectors. One Balopticon.

EXECUTIVES:

Edward Lamb, President
Frank C. Oswald, Administrative Assistant to the President
John Rossiter, General Manager
Roger LaReau, Commercial Manager
William Wagner, Production Manager
Joe Gill, Chief Engineer
Russell Dickendasher, Film Buyer
Ruth Russell, Promotion Director
Bill Brown, Sports Director
Jack Dale, Merchandising Director

RATE INFORMATION: Class A hour rate—$675. Minute spot—$110. Rehearsal time—$100 per hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 5A, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Sheubruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis.

Broadcasting • Telecasting
Drumming up sales
for WTVN advertisers
in Central Ohio

5 Reasons
WHY WISE BUYERS CHOOSE WTVN

1. Because of programming the desires of the audience:
   - WTVN SELLS!

2. Because of unique and clever promotion:
   - WTVN SELLS!

3. Because of superior merchandising:
   - WTVN SELLS!

4. Because of technically perfect production:
   - WTVN SELLS!

5. Because it has the newest, most modern TELEVISION CENTER in the country:
   - WTVN SELLS!

Affiliated with ABC and DuMont

WTVN
Channel 6 . . . COLUMBUS, OHIO

Closely associated with Television Station WICU, Erie, Pa.; Radio Stations WTOD, Toledo, Ohio, and WHOO, Orlando, Fla.; and The Erie Dispatch, Erie, Pa.

Represented by Headley-Reed Company

1952 TELECASTING Yearbook • Page 145
Dayton—(Continued)

WLWD

LICENSEE: Crosley Broadcasting Corp.
ADDRESS: 4595 S. Dixie Highway
ZONE: 9
PHONE: Walnut 2101
FM AFFILIATE: WLWB
TV NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Avco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.
BEGAN OPERATION: March 1949
NATIONAL REPRESENTATIVE: WLW Sales
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: Frytown & W. Carrollton Roads
MAKE OF TRANSMITTER: Crosley
MODEL NO: EDS-52A
EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw
MAKE OF ANTENNA: RCA
TYPE: TF-5A, Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground, 359 ft.

STUDIO ADDRESS: 4595 S. Dixie Hwy.
HOURS OF OPERATION: 6:45 a.m.-1:30 a.m.
MAKE OF CAMERA CHAINS: RCA
DESCRIPTION: TK-10A
NEWS SERVICES UP STUDIO FACILITIES:
One studio (55x80 ft.). Two RCA cameras. Two movie projectors and two slide projectors multiplexed into one RCA iconoscope. One Baloptican.

EXECUTIVES:
James D. Shouse, Chairman of Board
R. E. Dunville, President
Dwight Martin, Vice President
Harry Mason Smith, Vice President for Sales
John T. Murphy, Vice President, Television Operations
H. P. Lasker, General Manager
W. J. Williamson, Commercial Manager
Dorothy A. Sanders, Promotion Manager
Neal Van Ells, Program Director
Ray E. Brosseau, Programming Sales Coordinator
L. G. Sturgill, Chief Engineer

RATE INFORMATION: Class A hour rate—$625. Minute spot—$100. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10%; also begin at 30 minutes with 5% up to 24 hours weekly at 12 1/2%. (From Rate Card, July 1, 1951.)
WASHINGTON ATTORNEY: Hogan & Hartson
CONSULTING ENGINEER: Weldon & Carr

Eyes and Ears of a GOOD CITIZEN

Ask National Representative George P. Hollingbery Co. for Data, Details and Availabilities
TV Stations in the U. S.

Toledo—

WSPD-TV

LICENSEE: Fort Industry Co.
ADDRESS: 136 Huron St. PHONE: Adams 3175
AM AFFILIATE: WSPD FM AFFILIATE: WSPD-FM
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)


BEGAN OPERATION: August 1948
NATIONAL REPRESENTATIVE: The Katz agency Inc.
CHANNEL: 13 (210-216 mc)
TRANSMITTER ADDRESS: 125 S. Superior St.
EFFECTIVE RADIATED POWERS: Visual, 27.4 kw Aural, 13.7 kw
ANTENNA HEIGHT: Above Average Terrain, 524 ft. Above Ground, 555 ft.
STUDIO ADDRESS: 136 Huron St. HOURS OF OPERATION: 11 a. m.-Midnight
NEWS SERVICES: UP, INS
STUDIO FACILITIES: One studio. Two cameras. Two slide and two film projectors.

EXECUTIVES
George B. Storer, President
Lee B. Wolfe, Executive Vice President
Allen L. Haid, Vice President, General Manager & Commercial Manager
Wes. F. Shannon, Sales Manager
Robert Evans, Program Director & Sports Director
Richard H. Gourley, Promotion Manager
Laura Jeffries, Traffic Manager
Elaine Phillips, Film Buyer
James Uebelhart, News Director
Lee Knight, Women's Director
William Stringfellow, Chief Engineer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$120. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No 7, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

1952 TELECASTING Yearbook • Page 147
TELEVISION STATIONS IN THE UNITED STATES

Oklahoma City—

WKY-TV

LICENSEE: WKY Radiophone Co.

ADDRESS: 1300 E. Britton Rd. PHONE: Britton 2161

AM AFFILIATE: WKY

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)


BEGAN OPERATION: June 6, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1300 E. Britton Rd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 17 kw Aural, 8.5 kw

MAKE OF ANTENNA: RCA TYPE: 1F-5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 935 ft. Above Ground, 968 ft.

STUDIO ADDRESS: 1300 E. Britton Rd. HOURS OF OPERATION: 9:30 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: RCA

NEWS SERVICE: UP

LIBRARY SERVICE: Associated, Standard

STUDIO FACILITIES: Two studios (35x57 ft.). Six RCA cameras. Four RCA 16mm film projectors. Two film cameras. Four slide projectors (2x2 in). Mobile unit with three field cameras.

EXECUTIVES:

E. K. Gaylord, President and General Manager
P. A. Sugg, Vice President and Station Manager
Robert Olson, Program Director
Robert Swyggoed, Assistant Program Manager
Robert Doty, Program Supervisor
Keith Mothers, Film Buyer
H. J. Lovell, Chief Engineer
Robert Hayward, Assistant Chief Engineer

RATE INFORMATION: Class A hour rate—$650 (live), $500 (film). Minute spot—$150 (live), $100 (film). Frequency discounts—Begins with 26 times at 5% up to 260 times at 25% (From Rate Card No. 4, July 1, 1951).

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: A. D. Ring & Co.

Page 148 • 1952 TELECASTING Yearbook

Tulsa—

KOTV

LICENSEE: Cameron Television Inc.

ADDRESS: 302 S. Frankfort PHONE: 2-9233

TV NETWORK AFFILIATION: ABC, CBS, NBC (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George Cameron is principal stockholder.

BEGAN OPERATION: November 30, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: National Bank of Tulsa Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.6 kw Aural, 8.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-5A, 5-section turnstile

ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground, 452 ft.

STUDIO ADDRESS: 302 S. Frankfort HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30-A

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP, Acme

LIBRARY SERVICE: World


EXECUTIVES:

George Cameron, President
Helen Alvarez, General Manager
John Hill, Commercial Manager
G. Don Thompson, Program Director
George Jacobs, Chief Engineer
Bill Dicks, Film Buyer
Robert Freeland, Publicity Director

RATE INFORMATION: Class A hour rate—$500. Minute spot—$100. Frequency discount—Begins with 52 times at 5% up to 312 times at 15%. (From Rate Card No. 5, Dec. 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting
More listeners day and night than any other Oklahoma City radio station:

- 336,280* daytime families
- 142,190* more families than the next closest station
- 292,120* nighttime families
- 113,940* more families than the next closest station

*Figures from latest BMB Audience Report

PROVED REGULAR VIEWING RESPONSE FROM OVER HALF OF OKLAHOMA

Program schedules published by newspapers as far distant as Wichita, Kansas, 165 airline miles from Oklahoma City.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

Represented by
THE KATZ AGENCY, INC.
TV Stations in the U. S.

Pennsylvania

Erie—

WICU

LICENSEE: Dispatch Inc.

ADDRESS: 3515 State St. PHONE: 4-6371

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Erie Dispatch, owned by Edward Lamb. Mr. Lamb owns WTVN (TV) Columbus, Ohio; WTOD and WTRT (FM) Toledo, Ohio, WICU (TV) Erie, Pa., and WHOO-AM-FM Orlando, Fla.

BEGAN OPERATION: March 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: 35th & State St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 3.4 kw Aural, 1.75 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 115 ft. Above Ground, 309 ft.

STUDIO ADDRESS: 3515 State St. HOURS OF OPERATION: 6:45 a.m.-12:15 a.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

FILM LIBRARY: Snader NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Three studios (30x40x19½, 15x16x16 and 31x36x19½ ft.). Two DuMont studio cameras. Two 16mm film projectors. Two 35mm slide projectors. One Balopticon.

EXECUTIVES:

Edward Lamb, President
Frank C. Oswald, Administrative Assistant to the President
Herbert S. Stewart, General Manager
Charles Stone, Assistant Commercial Manager
Don Leik, Program Director
Michael Csap, Chief Engineer
John Cook, Film Editor
Kenneth Weiderholt, Merchandise Manager

RATE INFORMATION: Class A hour rate—$500. Minute spot—$90. Participations—$55 per spot. Frequency discounts—Begin with 13 times 2½% up to 104 times at 25%. (From Rate Card No. 7, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

Page 150 • 1952 TELECASTING Yearbook

Did you realize—

SHE BUYS MORE GROCERIES
than any other gal in Pennsylvania?

In Erie, Pennsylvania’s 3rd largest city, housewives spend more money in food stores than do the women in any other city in the state!

Retail food sales per family amounting to $1,121 are 54% above the national average... 35% above the state average... 18% above the other 6 largest cities in Pennsylvania.

Food sales: City of Erie—$42,261,000; Erie Metropolitan County—$56,744,000. (Source: Sales Management Survey of Buying Power, 1951.)

W I C U covers an outstandingly great and responsive market for food products.

TOPS IN PUBLIC SERVICE AND LOCAL PROGRAMMING, ERIE HAS THE HIGHEST TV SET CIRCULATION PER CAPITA OF ANY CITY IN THE U. S. A.

THE ERIE DISPATCH—W I C U TELEVISION STATION COMBINATION PRODUCES REAL SALES RESULTS FOR ADVERTISERS!

The W I C U Market: W I C U's primary coverage area of 55 miles includes 9 counties Pennsylvania, New York and Ohio. Television sets within the area—in excess of 80,000. W I C U area sales data:

Population ......... 706,400 Gen. Mfse Sales... $76,522,000 Effective Buying Pmn-HH-Radio ...

Income ......... $920,280,000 Automotive ....... $152,818,000

Total Retail Sales... $99,628,000 Drug Store Sales... $13,030,000 Food Store Sales... $164,969,000

Closely associated with The Erie Dispatch, Erie, Pa.; Television Station WTVN, Columbus, Ohio; Radio Stations WTOD, Toledo, Ohio and WHOO, Orlando, Fla.
TV Stations in the U.S.

Johnstown—

WJAC-TV

LICENSEE: WJAC Inc.

ADDRESS: 329 Main St. PHONE: 91-965

AM AFFILIATE: WJAC FM AFFILIATE: WJAC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Johnstown Tribune Publishing Co. publisher of Johnstown Tribune.

BEGAN OPERATION: September 15, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 13 (4210-216 mc)

TRANSMITTER ADDRESS: Laurel Hill Mt.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 9.3 kw Aural, 4.7 kw

MAKE OF ANTENNA: RCA TYPE: 2-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 1,120 ft. Above Ground, 162 ft.

HOURS OF OPERATION: 11:30 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two 16mm film projectors. One slide projector (2x2 in.).

EXECUTIVES:
Walter W. Krebs, President
Alvin D. Schrott, General Manager
J. W. McGough, Commercial Manager
Frank P. Cummins, Program Director
Nevin L. Straub, Director of Technical Operations
Theodore Campbell, Chief Engineer

RATE INFORMATION: Class A hour rate—$450 (film only). Minute spot—$80. Frequency discount—Begins with 13 times at 5% up to 156 times at 25%. (From Rate Card No. 5, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohman & Albertson

CONSULTING ENGINEER: James C. McNary

BROADCASTING • Telecasting

JOHNSTOWN

A Key Market
In Western and Central Pennsylvania

PRIMARY RECEPTION
In Over 132,000 HOMES*

And A Secondary Station In Many Thousands More!

Yes, We’re In Pittsburgh, Too!

Johnstown is one of the fastest growing markets in the United States. You’ll never get finer TV coverage at such a low cost. Write for information or talk to your Katz man today.

*Figures as of Jan. 1, 1952

WJAC-TV

Western Pennsylvania’s Only Basic NBC Station

The Johnstown Tribune Television Station

1952 Te lecasting Yearbook • Page 151
products sponsored on

WGAL-TV LANCASTER, PENNA.*

Advertisers, both local and national, find their products moving—rapidly, profitably—when WGAL-TV does the selling. It's the overwhelming station favorite in the large, prosperous mid-Pennsylvania area it covers. This popularity is readily understandable because WGAL-TV is the only television station located in this buying market which includes Lancaster, York, Harrisburg, Lebanon and Reading.* It carries top shows from four networks. And, its many local telecasts are carefully planned to meet the needs and interests of the communities it serves. Let WGAL-TV move your product in its wide, prosperous market area.

*Rating of these 5 Pennsylvania Markets—1951 Sales Management Survey of Buying Power. Harrisburg rates SUPERIOR in 7—and, Lancaster, York, Lebanon and Reading all rate SUPERIOR in 6 out of the 9 possible sales and income categories.

Represented by

Clair R. McCollough, President

ROBERT MEEKER ASSOCIATES

CHICAGO • SAN FRANCISCO • NEW YORK • LOS ANGELES

Page 152 • 1952 TELECASTING Yearbook

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**TV Stations in the U. S.**

**Lancaster—**

WGAL-TV

**LICENSEE:** WGAL Inc.

**ADDRESS:** 24 Queen St. **PHONE:** 5246

**AM AFFILIATE:** WGAL **FM AFFILIATE:** WGAL-FM

**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster Intelligencer Journal and New Era. Steinman stations are WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, WORK York, WRAW Reading, WEST Easton, and WGAL-AM-FM-TV Lancaster, all Pa.

**BEGAN OPERATION:** June 1, 1949

**NATIONAL REPRESENTATIVE:** Robert Meeker Assoc. Inc.

**CHANNEL:** 4 (66-72 mc)

**TRANSMITTER ADDRESS:** 8 W. King St.

**MAKE OF TRANSMITTER:** RCA

**EFFECTIVE RADIATED POWERS:** Visual, 1 kw Aural, 1 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above Average Terrain, 260 ft. Above Ground, 682 ft.

**STUDIO ADDRESS:** 24 S. Queen St. **HOURS OF OPERATION:** 6:45 a.m. to 1 a.m.

**MAKE OF CAMERA CHAINS:** RCA

**TYPE OF OPERATION:** Uses local live, network live, local film,* network film, kinescopes.

**FILM LIBRARY:** Snader **NEWS SERVICE:** UP

**EXECUTIVES:**

Clair R. McCollough, President
Harold E. Miller, Station Manager & Film Buyer
J. Robert Kulick, National Sales Manager
J. E. Mathiot, Chief Engineer

**RATE INFORMATION:** Class A hour rate—$650 (film only). Minute spot—$135 (live), $125 (film). Rehearsals—$25 per half-hour. Frequency discounts—Begin with 26 times at 5% up to 312 times at 22 1/2%. (From Rate Card No. 6, March 1, 1952.)

**WASHINGTON ATTORNEY:** George O. Sutton

**CONSULTING ENGINEER:** James C. McNary
Today radio and television, together with the press, maintain a
deep-grained awareness that they are America's larger citizens
with louder voices and greater reaches. Theirs is the greater
responsibility to keep America truthfully and fully informed.

Back in 1931 BROADCASTING's first editorial concluded:
"To the American system of free, competitive and self-sustaining
radio enterprise, this publication is dedicated."

Through twenty years as town crier, BROADCASTING-TELECASTING
has challenged every inroad into radio's free charter on the premise
that without free radio there could be no truly free America. The story of
American radio is the story of democracy in action. The story of
BROADCASTING parallels that of radio.

Today, we need not look for any better words to serve as a
statement of principles or an affirmation of purpose for the years ahead.
Simply, we will steadfastly espouse radio and television by the American
Plan. In essence, freedom . . . wired for sight and sound.

BROADCASTING
TELECASTING

National Press Building
Washington 4, D.C.
Sol Taishoff, editor and publisher
Philadelphia—

**WCAU-TV**

**LICENSEE:** WCAU Inc.

**ADDRESS:** 1622 Chestnut St.  ZONE: 3  PHONE: Locust 7-7700

**AM AFFILIATE:** WCAU  **FM AFFILIATE:** WCAU-FM

**TV NETWORK AFFILIATION:** CBS (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee owned by the Bulletin Co., publisher of Philadelphia Bulletin.

**BEGAN OPERATION:** March 10, 1948

**NATIONAL REPRESENTATIVE:** CBS Television Spot Sales

**CHANNEL:** 10 (192-198 mc)

**TRANSMITTER ADDRESS:** 12 South 12th St.

**MAKE OF TRANSMITTER:** RCA  **MODEL NO.:** TT-5A

**EFFECTIVE RADIATED POWERS:** Visual, 27.3 kw.  Aural, 14 kw.

**MAKE OF ANTENNA:** RCA  **TYPE:** TF-4B, 6-Bay Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 660 ft.  Above Ground, 737 ft.

**STUDIO ADDRESS:** 1622 Chestnut St.  **HOURS OF OPERATION:** 8 a.m.-1:30 a.m.

**MAKE OF CAMERA CHAINS:** RCA  **DESCRIPTION:** TK-30-A

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**NEWS SERVICE:** AP, UP

**LIBRARY SERVICE:** Lang-Worth

**STUDIO FACILITIES:** Four studios. Auditorium (67x49 ft.). Studio “A” (55x34 ft.). Studio “B” (39x34 ft.). Studio “D” (35x20 ft.). Thirteen RCA field cameras. Two 16mm film projectors. Two slide projectors (2x2 in.). Balopticon. Mobile units.

**EXECUTIVES:**

- Donald W. Thornburgh, President & General Manager
- Joseph L. Tinney, Assistant General Manager
- Charles Vanda, Vice President in Charge of Television
- Robert McGredy, Commercial Manager
- John G. Leitch, Vice President and Director of Engineering
- Thomas Freebairn-Smith, Executive Producer and Film Buyer
- John L. McClay, Assistant Director of Television
- Richard A. Schlegel, Assistant Operations Manager-Television

**RATE INFORMATION:** Class A hour rate—$1,500. Minute spot—$300. Participations—$135-$225 per spot. Rehearsals—$25 per half-hour. Frequency discounts—Begin with 26 times at 5% up to 52 times at 10% (From Rate Card No. 7, Sept. 16, 1951).

**WASHINGTON ATTORNEY:** Pierson & Bell

Philadelphia—(Continued)

**WFIL-TV**

**LICENSEE:** Philadelphia Inquirer Div. of Triangle Publications Inc.

**ADDRESS:** 46th & Market Sts.  ZONE: 39  PHONE: Evergreen 2-4700

**AM AFFILIATE:** WFIL  **FM AFFILIATE:** WFIL-FM

**TV NETWORK AFFILIATION:** ABC, DuMont (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is publisher of Philadelphia Inquirer. Walter H. Annenberg and family principal stockholders. Mr. Annenberg is also the publisher of magazine Seventeen and other publications.

**BEGAN OPERATION:** September 13, 1947

**NATIONAL REPRESENTATIVE:** The Katz Agency Inc.

**CHANNEL:** 6 (82-88 mc)

**TRANSMITTER ADDRESS:** Roxborough, Pa.

**MAKE OF TRANSMITTER:** RCA  **MODEL NO.:** TT-5A

**EFFECTIVE RADIATED POWERS:** Visual, 27 kw.  Aural, 13.5 kw.

**MAKE OF ANTENNA:** RCA  **TYPE:** 5-Bay Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 650 ft.  Above Ground, 611 ft.

**STUDIO ADDRESS:** 46th & Market Sts.

**MAKE OF CAMERA CHAINS:** RCA  **DESCRIPTION:** Studio and mobile

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**FILM LIBRARY:** Snader and Official Films  **NEWS SERVICE:** AP, Telenews

**STUDIO FACILITIES:** Two studios (28x65 and 22x30 ft.). Ten RCA cameras. Two 16mm film chains. One Houston film processor. One Projectall. One GE Balopticon. One Animatic.

**EXECUTIVES:**

- Roger W. Clipp, General Manager
- Donald S. Kellett, Administrative Asst. to General Mgr. in charge of TV
- Kenneth W. Stowman, Sales Manager
- Jack Steck, Manager of Programs & Production
- Roddy Rogers, Executive Producer
- Dr. Joe Zimmermann, Production Supervisor
- Dr. Roy K. Marshall, Educational Director
- Walter Tillman, Film Director
- Louis E. Littlejohn, Chief Engineer
- Henry Sheu, Asst. Chief Engineer for TV

**RATE INFORMATION:** Class A hour rate—$1,500. Minute Spot—$300. Rehearsals—$25 per half-hour in excess of 2x1 ratio. Frequency discounts—Begin with 26 times at 5% up to 52 times at 10%. (From Rate Card No. 10, Feb. 15, 1952.)

**WASHINGTON ATTORNEY:** Lyon, Wilner & Bergson

**CONSULTING ENGINEER:** Millard Garrison
mark of a leader

To the people of Philadelphia, this WCAU-TV seal means the best in television entertainment, news and educational programs. To the advertiser, the WCAU-TV seal means prestige, good will and wide circulation for his product's name in the rich Philadelphia market.

The people behind this seal of showmanship and salesmanship are the same expert craftsmen who originate and produce regular programs for the CBS television network.

This same creative skill is available to you—to all WCAU-TV advertisers. For network quality service at no extra cost, follow the mark of the leader to WCAU-TV.
Brace yourself...this guy wants television rights to next season's biggest collegiate football games! What do I do now?

Relax. Impossible as it seems, the man is making sense. He can sponsor the very biggest football games of 1952. Sportsvision will film them all... so call Consolidated and ask them for information on the "All American Game of the Week."

Consolidated Television Sales
a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, NO. 9-8369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
612 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

TV Stations in the U. S.

Philadelphia—(Continued)

WPTZ

LICENSEE: Philco Television Broadcasting Corp.

ADDRESS: 1600 Architects Bldg. ZONE: 3 PHONE: Locust 4-2244

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Philco Corp., radio-TV receiver and electronics equipment manufacturer.

BEGAN OPERATION: September 16, 1941

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Wyndmoor, Pa.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 16.2 kw Aural, 8.1 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain, 719 ft. Above Ground, 552 ft.

STUDIO ADDRESS: 1619 Walnut St. HOURS OF OPERATION: 7 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon


NEWS SERVICE: UP


EXECUTIVES:

Ernest B. Lavern, Vice President & General Manager
Rolland V. Tooke, Assistant General Manager
Alexander W. Dannenbaum Jr., Commercial Manager
Preston Stover, Program Operation Manager
Raymond J. Bowley, Chief Engineer
Edward Murray, Film Buyer
John J. Kelly, Promotion & Publicity Manager

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—$90-$235 per spot. Rehearsals—$25 per half-hour. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 8, Oct. 1, 1951).

WASHINGTON ATTORNEY: Weaver & Glassie

CONSULTING ENGINEER: George C. Davis
WPTZ

First in Television
in Philadelphia

NBC SPOT SALES
NATIONAL REPRESENTATIVES

1800 ARCHITECTS BUILDING • PHILADELPHIA 3, PENNSYLVANIA
We're Proud of Our Success Stories

Clients' results from advertising over WDTV have been really sensational during the past year. One manufacturer (Spoonie Hair Curlers) was forced to withdraw a test offer after only 11 shows to enable the factory to catch up with the orders for this $1.50 item. Such reports are the rule rather than the exception.

On WDTV

We're proud, too, that we have been able to bring Pittsburgh District viewers all 15 top television network shows.

We realize our responsibility in this single channel market, one of the nation's outstanding marketing areas, and strive constantly to provide the best in TV entertainment.

There's Lots to See on Channel 3

WDTV DUMONT TELEVISION STATION

PITTSBURGH'S PIONEER TV STATION

Chamber of Commerce Bldg., Pittsburgh 19, Pa.

BROADCASTING • Telecasting
**TV Stations in the U. S.**

**Rhode Island**

**Providence—**

**WJAR-TV**

**LICENSEE:** The Outlet Co.

**ADDRESS:** 176 Weybosset St. **PHONE:** Gaspee 1-7000

**AM AFFILIATE:** WJAR **FM AFFILIATE:** WJAR-FM

**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is a department store.

**BEGAN OPERATION:** July 10, 1949

**NATIONAL REPRESENTATIVE:** Weed & Co. (Bertha Bannan, New England)

**CHANNEL:** 11 (198-204 mc)

**TRANSMITTER ADDRESS:** Rehoboth, Mass.

**MAKE OF TRANSMITTER:** RCA **MODEL NO.:** TT-SA

**EFFECTIVE RADIATED POWERS:** Visual, 30 kw. Aural, 15 kw.

**MAKE OF ANTENNA:** RCA **TYPE:** 6-Element Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 615 ft. Above Ground, 720 ft.

**STUDIO ADDRESS:** 716 Weybosset St. **HOURS OF OPERATION:** 6:45 a.m.-12:30 a.m.

**MAKE OF CAMERA CHAINS:** RCA

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**NEWS SERVICE:** UP, INS, Telenews

**LIBRARY SERVICE:** SESAC

**STUDIO FACILITIES:** One studio (30x40 ft.). Two RCA studio cameras. 16mm film projectors. One 35mm slide projector. One Multiscope. One mobile unit with two cameras.

**EXECUTIVES:**

George O. Griffith, Vice President & Treasurer

John J. Bayle, General Manager

Norman Gittleson, Commercial Manager, Program Director & Film Buyer

Thomas C. J. Prior, Chief Engineer

**RATE INFORMATION:** Class A hour rate—$750. Minute spot—$115. Rehearsals—$50 per hour, live studio; $25 per half-hour in excess of first hour, film studio. Frequency discounts—Begin with 36 times at 5% up to 208 times at 20%. (From Rate Card No. 4, Sept. 1, 1951.)

**WASHINGTON ATTORNEY:** Dow, Lohnes & Albertson

**CONSULTING ENGINEER:** Craven, Lohnes & Culver

**CHILDREN’S PROGRAMS**

You’ll delight youngsters . . . get lots of delighted letters from their parents . . . sell goods for local retailers . . . with Encyclopedia Britannica Films for children.

Subjects like: Visit with Cowboys . . . Shep—The Farm Dog . . . Pride—The Saddle Horse . . . Visit to the Zoo . . . Day at the Fair . . . Circus Day in Our Town . . . and many more. They are inexpensive . . . pretested . . . effective. Details on request.

Maurice B. Mitchell, General Manager,

ASSOCIATED PROGRAM SERVICE

151 West 46th Street,

New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.
"Amazing, but true—120,000 divided by one is still 120,000"*

Says J. Walter Microdope
EMINENT LABORATORY SCIENTIST

We need no scientist to tell us that the 120,000 television homes in the Memphis area represents an **undivided** audience of television viewers and listeners.

For WMCT is the first and only station in this great 2 billion dollar market. When 120,000 homes look and listen to television in this area, you can be **sure** they are looking and listening to WMCT only.

- According to latest Memphis television distributors' figures, this is the number of television homes in the Memphis and Mid-South area.

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**WMCT**

**MEMPHIS—**

**LICENSEE:** Memphis Publishing Company

**ADDRESS:** Goodwyn Inst. Bldg.  ZONE: 1  PHONE: 8-7464

**AM AFFILIATE:** WMCF  **FM AFFILIATE:** WMCF

**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Interconnected)


**BEGAN OPERATION:** December 11, 1948

**NATIONAL REPRESENTATIVE:** The Branham Co.

**CHANNEL:** 4 (66-72 mc)

**TRANSmitter ADDRESS:** U.S. Highway 70 & Macon Rd.

**MAKE OF TRANSMITTER:** RCA  **MODEL NO.:** TT-SA

**EFFECTIVE RADIATED POWERS:** Visual, 13 kw  **Aural, 7.12 kw**

**MAKE OF ANTENNA:** RCA  **TYPE:** TF-3D

**ANTENNA HEIGHT:** Above Average Terrain, 640 ft.  **Above Ground, 750 ft.**

**STUDIO ADDRESS:** Goodwyn Inst. Bldg.  **HOURS OF OPERATION:** 9 a.m.-12:30 a.m.

**MAKE OF CAMERA CHAINS:** RCA  **DESCRIPTION:** 4TK30A

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes

**NEWS SERVICE:** UP, NBC Newsreel, Acme Telephoto

**LIBRARY SERVICE:** Lang-Worth, Thesaurus

**STUDIO FACILITIES:** One studio (27x32 ft.). One auditorium (30x35 ft. stage), seating 1,050. Four RCA TK30A cameras. RCA film projectors. Houston processor. Three Bell & Howell 16mm film cameras. One Auricon 16mm camera. One Leica 35mm camera.

**EXECUTIVES:**

- Enoch Brown, President
- H. W. Slavick, General Manager
- Earl Marland, Commercial Manager
- Wilson Maunt, Program Director & Film Buyer
- E. C. Frase Jr., Chief Engineer
- Walter E. Frase, Publicity & Promotion
- Jay Scott, Production Manager

**RATE INFORMATION:** Class A hour rate—$625. Minute spot—$125. Frequency discounts—Begins with 26 times at 5°o up to 260 times at 25°. (From Rate Card No. 8, Jan. 1, 1952.)

**WASHINGTON ATTORNEY:** Segal Smith & Hennessey

**CONSULTING ENGINEER:** George C. Davis
The Branham Network

SAN FRANCISCO

LOS ANGELES

CHICAGO

DEtroIT

NEW YORK

ST. LOUIS

CHARLOTTE

MEMPHIS

ATLANTA

DALLAS

Branham offices representing Radio and Television Stations

THE BRANHAM COMPANY
SNADER PRODUCTIONS
Proudly presents
WASHINGTON SPOTLIGHT
featuring the internationally famous news-analyst and columnist,
MARQUIS CHILDS
and a weekly guest panel made up of America's history-making personalities...

* Senator Capehart
* Senator Kefauver
* Senator Wiley
* Senator Dirkson

* Congressman Scott
* Congressman Joe McCarthy
* Michael DiSalle
* plus dozens of others

TIMELY
The topics of discussion on WASHINGTON SPOTLIGHT are geared to the headlines. The program features thought-provoking, controversial issues currently in the news.

UP TO THE MINUTE
Each week's show is flown to you direct from the processing laboratories... immediately after it has been filmed!

HISTORY-MAKING
The nation's most important public figures make history-making disclosures on every program. WASHINGTON SPOTLIGHT constantly finds itself quoted from by the wire services and news magazines... because WASHINGTON SPOTLIGHT scores one news-beat after another!

Write, wire or phone:
SNADER TELESCRIPTIONS SALES, Inc.
Reub Kaufman, President
328 South Beverly Drive 59 E. Van Buren
Beverly Hills, California Chicago, Illinois
735 Spring St., N. W. 229 West 42nd Street
Atlanta, Georgia New York, New York
1900 Euclid Street
Cleveland, Ohio

TV Stations in the U. S.

Nashville—WSM-TV

LICENSEE: WSM Inc.
ADDRESS: 301 Seventh Avenue, N. ZONE: 3 PHONE: 6-7181
AM AFFILIATE: WSM
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected by privately-owned microwave relay)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by National Life & Accident Insurance Co.
BEGINN OPERATION: September 30, 1950
NATIONAL REPRESENTATIVES: Edward Petry & Co.
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: 14th & Compton Ave.
MAKE OF TRANSMITTER: Federal MODEL NO: 17-A
EFFECTIVE RADIATED POWERS: Visual, 23.8 kw. Aural, 11.9 kw
MAKE OF ANTENNA: GE TYPE: 5-Ray Turnstile
ANTENNA HEIGHT: Above Average Terrain 680 ft. Above Ground 575 ft.
STUDIO ADDRESS: 14th & Compton Ave. HOURS OF OPERATION: 1:40 p.m.-Midnight
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image orthicon
NEWS SERVICE: UP, INS, AP
LIBRARY SERVICE: Thesaurus
STUDIO FACILITIES: One studio (40x50 ft). One announce studio. Five image orthicon cameras. One film camera chain. One Projectall.
EXECUTIVES:
John H. DeWitt Jr., President
Irving Waugh, Executive Assistant to President & Commercial Manager
Jack Stepp, Program Director
Aaron Shelton, Chief Engineer
Elmer Cartwright, Film Buyer
Shelton Weaver, Operation Manager
RATE INFORMATION: Class A hour rate—$300 (film only). Minute spot—$50 (film only). Frequency discounts—Begin with 26 times at 5% up to 260 times at 20%.
(Win from Rate Card No. 2, April 1, 1951.)
WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis
In the chips—
WSM-TV increases sales 30% in one season

In less than six months, with only one program a week on WSM-TV, Lay's Potato Chips showed a 30% sales increase in the Nashville area.

If your sales curve is a bit stubborn about growing in the right direction, maybe what you need is some spade work WSM-TV style.

Irving Waugh or any Petry Man will welcome a chance to show you what a little intensive WSM-TV cultivation has done not only for Lay's but an impressive list of local, regional and national advertisers.

How about reaching for your phone now?

Nashville
WSM-TV
Channel 4
I still don't know what hit me. This client comes in and says he wants the works—live television, a couple of Big Names, a ballet troupe, a band, trained seals, jugglers...everything BIG. So I get it for him. What happens? The client gets a look at the costs. The roof caves in!

From now on I'm strictly for film. Why? No headaches. I get shows with top-grade Hollywood production...smart direction, good stories, the best actors. Then I buy spot...just the markets the client wants. I save, he saves. The public eats it up. Everybody's happy. Can you do it? Sure, just call Consolidated Television Sales

a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
812 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

TV Stations in the U. S.

Texas

Brownsville—(Matamoros, Mex.)

XELD-TV

LICENSEE: Romulo O'Farril Sr.

ADDRESS: Matamoros and 1111 S. E. Levee St., Brownsville, Texas

PHONE: Brownsville 2-6953

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Romulo O'Farril Sr. is principal stockholder. Mr. O'Farril owns XEX and XHTV (TV) Mexico City, is also publisher of Mexico City Novedades.

BEGAN OPERATION: September 1951

NATIONAL REPRESENTATIVE: Blair TV Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Matamoros, Tams.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 2.8 kw Aural, 1.4 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 700 ft.

STUDIO ADDRESS: Matamoros, Tams. HOURS OF OPERATION: 2 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICES: INS Telenews

EXECUTIVES:
Romulo O'Farril Sr., President
Monte Kleban, Executive Director
Bert Harris, General Manager
Bert Metcalf, Program Manager
Jack Rathbun, Commercial Manager
Bill Sloat, Chief Engineer
Betty Pitt, Traffic Manager

RATE INFORMATION: Class A hour rate—$250. Minute spot—$35. (From Rate Card No. 1, Sept. 1, 1951.)

Page 164 • 1952 Telecasting Yearbook
America's newest television station . . . XELD-TV, Brownsville, Texas, and Matamoras, Mexico, has created a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 310,400 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than $217,707,000 in retail sales during 1950.

XELD-TV is managed and staffed by veterans in Southwest advertising. Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 11,100 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!
KRLD-TV

CHANNEL 4 DALLAS

TEXAS' MOST POWERFUL TELEVISION STATION

VIDEO 27,300 watts — AUDIO 13,600 watts

Exclusive DALLAS - FT. WORTH outlet for CBS TELEVISION PROGRAMS!

Serving the Southwest's largest metropolitan market...

More than a Million Urban Dwellers within the 50 mile radius. More than TWO million population within the 100-mile area.

This is why KRLD-TV is your best buy

John W. Runyon, President
Clyde W. Rembert, General Manager

The Branham Company
Exclusive Representative

TV Stations in the U. S.

Dallas —

KRLD-TV

LICENSEE: KRLD Radio Corp.

ADDRESS: Herald Square ZONE: 1 PHONE: Randolph 6811

AM AFFILIATE: KRLD FM AFFILIATE: KRLD-FM

TV NETWORK AFFILIATION: CBS (Non-Interconnected)


BEGAN OPERATION: December 3, 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Herald Square

MAKE OF TRANSMITTER: GE MODEL NO: TT-6-C

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw. Aural, 13.6 kw.

MAKE OF ANTENNA: GE TYPE: 6-Ray

ANTENNA HEIGHT: Above Average Terrain, 463 ft. Above ground, 568 ft.

STUDIO ADDRESS: Herald Square HOURS OF OPERATION: 10 a.m.-11:30 p.m.

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Official NEWS SERVICE: AP, UP, INS

STUDIO FACILITIES: Two studios (22x45 ft. each), with two cameras per studio. Two 16mm film projectors. One Balopticon. One Multiscope.

EXECUTIVES:
John W. Runyon, President
Clyde W. Rembert, General Manager
J. W. Crocker, Assistant Manager
W. A. Roberts, Commercial Manager
Roy George, Program Director & Film Buyer
Roy Flynn, Chief Engineer

RATE INFORMATION: Class A hour rate—$400. Minute spot—$80. Participations—$80 per spot. Rehearsals—$15 per quarter hour in excess of 2x1 ratio for live studio. Frequency discounts—Begin with 13 times at 2½° up to 260 times at 25°. (From Rate Card No. 4, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Hanson, Lovett & Dale

CONSULTING ENGINEER: Craven, Lohnes & Culver

Page 166 • 1952 TELECASTING Yearbook
Mr. Maury Long
Broadcasting-Telecasting Magazine
National Press Building
Washington 4, D. C.

Dear Mr. Long:

From time to time we have taken space in the
Telecasting Section of your publication, to promote
our packaged sports films for television use. I guess
our package of sports films is not really news because
we are now in our 22nd week of producing TELSPORTS
DIGEST, which is currently being sponsored in 38 cities.

We are also in our 4th year of producing
TOUCHDOWN, and we have a really good cover picture
that is being released within this month. We are also beginning to promote NATIONAL
PRO HIGHLIGHTS, which is now being released within
30 days. I thought you might be interested in the
stations and cities scheduled to carry our program
this fall and a good deal of this credit can be based
on exclusive advertising in BROADCASTING.

Cordially,

Wallace Orr
Tel Ra Productions
SNADER PRODUCTIONS

presents

DICK TRACY

★ 39 half-hour episodes now available
★ Filmed in Hollywood expressly for TV
★ Complete publicity and promotion campaign available

FEATURING:

RALPH BYRD .................. as DICK TRACY
LYLE TALBOT .................. as THE BRAIN
ANGELA GREENE .......... as TESS TRUEHEART
JOE DEVLIN ............ as SAM CATCHEM

SURE-FIRE entertainment for youngsters from 6 to 96, featuring America's crime-busting hero, DICK TRACY, and his behind-the-scenes police adventures in the war against crime. Here's a show that just can't miss building a big mass audience in every TV market. It's thrilling, dramatic, educational . . . teaches clean living and respect for the law.

Write, wire or phone:

SNADER TELESCRIPTOINS SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California
735 Spring St., N. W.
Atlanta, Georgia
1900 Euclid Street
Cleveland, Ohio

382 E. Van Buren
Chicago, Illinois
229 West 42nd Street
New York, New York

TV Stations in the U. S.

Dallas—(Continued)

WFAA-TV

LICENSEE: A. H. Belo Corp.
ADDRESS: 1122 Jackson St. ZONE: 2 PHONE: Riverside 3316
AM AFFILIATE: WFAA
TV NETWORK AFFILIATION: ABC, NBC, DuMont (Non-Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Dallas News.
BEGAN OPERATION: September 17, 1949
NATIONAL REPRESENTATIVE: Edward Petry & Co. Inc.
CHANNEL: 8 (180-186 mc)
TRANSMITTER ADDRESS: 3000 Hines Blvd.
MAKE OF TRANSMITTER: DuMont MODEL NO: 8000
EFFECTIVE RADIATED POWERS: Visual, 27.1 kw Aural, 13 kw
MAKE OF ANTENNA: RCA TYPE: 6-Bay Superturnstile
STUDIO ADDRESS: 3000 Hines Blvd. HOURS OF OPERATION: 10:30 am.-Midnight
MAKE OF CAMERA CHAINS: DuMont
TYPE OF OPERATION: Uses local live, network film, kinescopes.
NEWS SERVICE: AP, UP
LIBRARY SERVICE: World
STUDIO FACILITIES: Two studios (35x25 ft. and 35x21 ft.). Five DuMont studio cameras. Two DuMont film cameras. One Gray Telopticon (4x5 in.). Two Holmes 16mm film projectors.
EXECUTIVES:
E. M. (Ted) Dooley, President
Martin B. Campbell, Supervisor of Radio and TV
Ralph W. Nimmons, Manager
Lawrence E. DuPont, Program Director
Wm. C. Ellis, Chief Engineer
Carlos Dodd, Television Technical Supervisor
Howard Anderson, Film Buyer
Mrs. Wyona Portwood, Sales Promotion Director
RATE INFORMATION: Class A hour rate—$.400. Minute spot—$.80. Participations—$80 per spot. Rehearsal—$15 per quarter-hour. Frequency discount—Begins with 13 times at 5% up to 260 times at 25% (From Rate Card No. 8, Oct. 15, 1951).
WASHINGTON ATTORNEY: Loucks, Zies, Young & Jansky
CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)
family portrait...

...of the 379,800 families in the big WFAA-TV market area. They're folks you ought to know—and here's why... effective buying income: $5,020—better than the national figure by 11%

...average expenditures: 19% more on retail goods than the national average... 103% more on general merchandise... 25% more on automotive goods... 28% more on drug items. This is the nine county North Texas market of WFAA-TV—an area which includes TWO big metropolitan centers, Dallas and Ft. Worth!

It's the biggest market in the biggest state!
Advertisers ... agencies ... will want to know all about Encyclopedia Britannica Films for television. These distinguished films have tremendous audience appeal, and they offer opportunities for institutional promotion at the community level that are not available under other circumstances. A great range of subjects is covered. Invite us to tell you the full story.

Maurice B. Mitchell, General Manager, ASSOCIATED PROGRAM SERVICE
151 West 46th Street, New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television. Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

For Meritorious Public Service to Your Community!

NATIONAL SPOT

TV Stations in the U. S.

Fort Worth—

WBAP-TV

LICENSEE: Carter Publications Inc.
ADDRESS: 3900 Barnett St. PHONE: Lockwood 1981
AM AFFILIATE: WBAP FM AFFILIATE: WBAP-FM
TV NETWORK AFFILIATION: ABC, NBC (Non-Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Fort Worth Star-Telegram.
BEGAN OPERATION: September 29, 1948
NATIONAL REPRESENTATIVE: Free & Peters Inc.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: 3900 Barnett St.
MAKE OF TRANSMITTER: RCA MODEL NO: TI-SA
EFFECTIVE RADIATED POWERS: Visual, 16.4 kw Aural, 8.2 kw
MAKE OF ANTENNA: RCA TYPE: TF3B, 3-Section Superturnstile
STUDIO ADDRESS: 3900 Barnett St. HOURS OF OPERATION: 10:25 a.m.-11:30 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image orthicons and iconoscopes
TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.
FILM LIBRARY: Snader NEWS SERVICE: AP, N. Y. Times, Chicago Tribune
LIBRARY SERVICE: Associated, Boosey & Hawkes, Bosworth
STUDIO FACILITIES: Three studios (45x82x28, 20x33x20 and 15x15x10 ft.). Three RCA studio cameras. Two RCA film cameras. Two RCA 16mm film projectors. One Gray Teleoptic. One Gray multiplier. One Selectaslide projector (2x2 in.). Houston film processor. Bell & Howell printer. One Bell & Howell Films 16mm camera. Mobile unit, with three RCA image orthicon cameras.
EXECUTIVES:
Amon G. Carter, Chairman of the Board
Amon G. Carter Jr., President
Harold V. Hough, Director
George Cranston, General Manager
Roy Bacus, Commercial Manager
Robert J. Gould, Program Director
R. C. Stinson, Chief Engineer
Lynn Trammel, Film Buyer
Thaine Engle, Director Publicity-Promotion
Tommy Thompson, Production Chief
RATE INFORMATION: Class A hour rate—$500 (film only). Minute spot—$80. Participation—$140 per spot. Rehearsals—$12.50 per quarter-hour ($25 minimum), live studio; $10 per quarter-hour ($20 minimum), film studio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 6, Oct. 1, 1951).
WASHINGTON ATTORNEY: Segal, Smith & Hennessy
CONSULTING ENGINEER: A. D. Ring & Co.
There's a **BIG BONUS** in store for you in the Southwest!

The South's Number One Market—the fabulous sixteen-county area surrounding Fort Worth and Dallas—the WBAP-TV market!

500,000 viewers in this wealthy, buy-minded region. One look at Mr. Hooper's* 1951 October analysis of the Fort Worth-Dallas TV audience index shows why WBAP-TV, Channel 5, is first choice with local and national television advertisers:

**SHARE OF TELEVISION AUDIENCE**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12:00 noon-6:00 p.m.</td>
<td>6:00 p.m-11:00 p.m.</td>
</tr>
<tr>
<td>WBAP-TV</td>
<td>50.3</td>
<td>44.3</td>
</tr>
<tr>
<td>Sta. B</td>
<td>22.3</td>
<td>36.6</td>
</tr>
<tr>
<td>Sta. C</td>
<td>27.4</td>
<td>19.0</td>
</tr>
</tbody>
</table>

*Fort Worth-Dallas, Texas, October 1951 Hooper Television Audience Index

And here's your **BONUS story**--

That gives you a **BONUS BUY** in this fabulous market!

In addition to the huge Fort Worth-Dallas metropolitan area, WBAP-TV offers the advertiser a **BONUS VALUE** in the extensive non-metropolitan audience, as revealed in the *1951 Belden survey:

**SHARE OF AUDIENCE AVERAGE, DAYTIME AND NIGHTTIME:**

<table>
<thead>
<tr>
<th></th>
<th>Daytime</th>
<th>Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBAP-TV</td>
<td>60%</td>
<td>54%</td>
</tr>
<tr>
<td>Sta. B</td>
<td>29</td>
<td>33</td>
</tr>
<tr>
<td>Sta. C</td>
<td>11</td>
<td>13</td>
</tr>
</tbody>
</table>

**HOW TELEVIEWERS RATE STATIONS ON CLEAREST PICTURE:**

<table>
<thead>
<tr>
<th></th>
<th>WBAP-TV</th>
<th>Sta. B</th>
<th>Sta. C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>51%</td>
<td>26</td>
<td>10</td>
</tr>
</tbody>
</table>

**HOW TELEVIEWERS RATE STATIONS ON BEST PROGRAMMING:**

<table>
<thead>
<tr>
<th></th>
<th>WBAP-TV</th>
<th>Sta. B</th>
<th>Sta. C</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>38%</td>
<td>26</td>
<td>12</td>
</tr>
</tbody>
</table>

*1951 Joe Belden & Associates Television Audience Survey of the Fort Worth-Dallas Non-metropolitan Area.

There is the **BIG story** of WBAP-TV! Dominance of audience in both the Fort Worth-Dallas city areas AND the out-lying non-metropolitan areas. Clearer pictures, better programming in the FIRST MARKET of the South. For additional details on the **BIG story** of WBAP-TV, write us direct or see your Free & Peters man.

**WBAP**

**AM - FM - TV**

570 - 820

Channel 5

**STAR-TELEGRAM STATION**

FORT WORTH, TEXAS

**FREE & PETERS INC.**

Exclusive National Representatives

*AMON CARTER, President*  *GEORGE CRANSTON, Manager*

*HAROLD HOUGH, Director*  *ROY BACUS, Commercial Mgr.*

1952 TELECASTING Yearbook - Page 171
SNADER PRODUCTIONS
presents
THIS IS THE STORY

★ 78—brand-new television episodes
★ With an all-age...all-family...all product appeal
★ Each quarter-hour program has two complete stories
★ For morning, afternoon or night
★ FEATURING ED PRENTISS,
radio and TV's greatest story-teller.

Everyone loves a good story told by a good story-teller. THIS IS THE STORY brings you the greatest of stories told in the masterful Ed Prentiss manner!

Dramatic tales of history, science, art, stage, screen, sports and business—all subjects highlighting the true and unusual facts that have changed the course of history and the fate of mankind.

Each of these stories is new, refreshing, and always timely...told in the dynamic Prentiss style and skillfully illustrated by an ever-changing stream of sketches that literally seem to come to life!

Write, wire or phone:

SNADER TELESCRIPIONS SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California
735 Spring St., N. W.
Atlanta, Georgia
1900 Euclid Street
Cleveland, Ohio
59 E. Van Buren
Chicago, Illinois
229 West 42nd Street
New York, New York

TV Stations in the U. S.

Houston—

KPRC-TV

LICENSEE: Houston Post Co.
ADDRESS: Lamar Hotel ZONE: 2 PHONE: Fairfax 7101
AM AFFILIATE: KPRC FM AFFILIATE: KPRC-FM
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Houston Post.
BEGAN OPERATION: January 1, 1949
NATIONAL REPRESENTATIVE: Edward Petry & Co.
CHANNEL: 2 (54-60 mc)
TRANSMITTER ADDRESS: Post Oak Road
MAKE OF TRANSMITTER: GE MODEL NO: TT-7A
EFFECTIVE RADIATED POWERS: Visual, 15 kw Aural, 7.5 kw
MAKE OF ANTENNA: GE TYPE: TY 16A
ANTENNA HEIGHT: Above Average Terrain, 500 ft. Above Ground, 537 ft.
STUDIO ADDRESS: Post Oak Road HOURS OF OPERATION: 10 a.m.-Midnight
MAKE OF CAMERA CHAINS: GE
TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.
FILM LIBRARY: Snader NEWS SERVICE: AP, UP
LIBRARY SERVICE: Thesaurus
STUDIO FACILITIES: Studio "A," (40x60 ft.), Studio "B," (30x50 ft.). Four GE cameras.
Two GE film projectors. One Balopticon. One slide projector.
EXECUTIVES:
W. P. Hobby, President
Jack Harris, Vice President & General Manager
Jack McGrew, Commercial Manager
Bert Mitchell, Program Director
Paul Huhndorff, Chief Engineer
Marsh Callaway, Promotion Director
Pat Flaherty, News Director
RATe INFORMATION: Class A hour rate—$500 (film only). Minute spot—$100 (film only). Rehearsals—$50 per half-hour. Frequency discounts—Begin with 26 times at 25% up to 260 times at 15%. (From Rate Card No. 4, July 1, 1951.)
WASHINGTON ATTORNEY: Frank W. Wozencraft
CONSULTING ENGINEER: McIntosh & Inglis
HOUSTON —
the fastest growing market
in the Great Southwest

INCREASED ITS POPULATION 8.3%

IN A SINGLE YEAR . . .

The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston's population to an estimated total of 640,000 living within the city's incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

KPRC-TV —
the fastest growing television station
in the Great Southwest

INCREASED TV SET OWNERS 96.6%

IN A SINGLE YEAR . . .

KPRC-TV has NEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities — NO STATION offers greater factual percentages to prove it's FIRST in the SOUTH'S FIRST MARKET!

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.

KPRC-TV
FIRST in Radio and Television
CHANNEL 2 • HOUSTON
POPULATION
SET OWNERS

1952 TELECASTING Yearbook • Page 173
San Antonio—

KEYL

LICENSEE: San Antonio Television Co.

ADDRESS: Transit Tower Bldg.  PHONE: Garfield 8151

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Non-Interconnected)


BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Transit Tower

MAKE OF TRANSMITTER: DuMont  MODEL NO: 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 17.9 kw  Aural, 9 kw

MAKE OF ANTENNA: RCA  TYPE: TF 3C

ANTENNA HEIGHT: Above Average Terrain, 440 ft.  Above Ground, 497 ft.

STUDIO ADDRESS: Transit Tower Bldg.  HOURS OF OPERATION: 3 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader  NEWS SERVICE: UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios (35x40 ft. and 15x35 ft.). Three image orthicon chains. Two iconoscope chains. Two Holmes 16mm film projectors. Two slide projectors (2x2 in.). Mobile unit. Film processing facilities.

EXECUTIVES:
George B. Storer, President
Lee B. Walles, Executive Vice President
George B. Storer Jr., Managing Director
W. E. Kelley, Commercial Manager
Harriette C. Robb, Director of Women’s Programs

RATE INFORMATION: Class A hour rate—$400 (film only). Minute spot—$60 (film only). Rehearsals—$150 per hour in excess of 2x1 ratio. Frequency discount—Begins with 13 times at 2 1/2° up to 260 times at 20%. (From Rate Card No. 4A, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

Page 174 • 1952 TELECASTING Yearbook
San Antonio—(Continued)

WOAI-TV

LICENSEE: Southland Industries Inc.

ADDRESS: P. O. Box 2641 ZONE: 6 PHONE: Garfield 4-221

AM AFFILIATE: WOAI

TV NETWORK AFFILIATION: NBC (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Hugh A. L. Hulff, as executor of the estate of the late G. A. O. Hulff, is principal stockholder.

BEGAN OPERATION: December 11, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1031 Navarro St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 21.6 kw Aural, 10.8 kw

MAKE OF ANTENNA: RCA TYPE: TF5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 480 ft. Above Ground, 572 ft.

STUDIO ADDRESS: 1031 Navarro St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICE: AP, INS

LIBRARY SERVICE: Capitol, Standard

STUDIO FACILITIES: Two studios (48x47 ft. and 22x24 ft.). Five RCA TK30 cameras. Two iconoscope cameras. Two Holmes 16mm film projectors. One Projectall (3x4). One slide projector (2x2 in.).

EXECUTIVES:
Hugh A. L. Hulff, President
Arden X. Pangborn, General Manager
Jerry Lee, Commercial Manager
Perry Dickey, Program Manager
Charles L. Jeffers, Director of Engineering
Ed Hyman, Film Buyer
Dallas Wiant, Sales Promotion Manager
Justin R. Duncan, Director of Public Relations

RATE INFORMATION: Class A hour rate—$400 (film only). Minute spot—$70 (film only). Frequency discounts—Begin with 52 times at 10°o up to 312 times at 20°. (From Rate Card No. 6, Feb. 1, 1952).

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: A. D. Ring & Co.

For nearly 30 years, San Antonians and Southwesterners have listened to WOAI as a habit! They've depended on WOAI for concise, accurate news reporting, for pleasant year-round entertainment. Every day more people acquire the WOAI habit. WOAI-TV is more than two years old and like WOAI is the leader in its field. Superior equipment, superior personnel, superior programming, and its heritage of giving San Antonians what they want, means most people look to WOAI-TV for the best. They buy what they see on WOAI-TV.

THE SOUTHWEST'S BRIGHTEST PICTURE

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit
TV Stations in the U. S.

Utah

Salt Lake City—

KDYL-TV

LICENSEE: Intermountain Broadcasting & Television Corp.

ADDRESS: 143 South Main St. ZONE: 1 PHONE: 5-2991

AM AFFILIATE: KDYL FM AFFILIATE: KDYL-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: S. S. Fox is principal stockholder.

BEGAN OPERATION: July 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 4 (64-72 mc)

TRANSMITTER ADDRESS: Walker Bank Bldg.

MAKE OF TRANSMITTER: Composite

EFFECTIVE RADIATED POWERS: Visual, 4 kw Aural, 2 kw

MAKE OF ANTENNA: Composite TYPE: 3-Bay Superturnstile


STUDIO ADDRESS: 68 Regent St. HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-20A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: UP

STUDIO FACILITIES: Studio "A" is 625 sq. ft. Studio "B" is 2100 sq. ft. Four camera chains. Two 16mm film projectors. One 35mm slide projector. Mobile unit.

EXECUTIVES:

S. S. Fox, President & General Manager
Easton C. Wooley, Executive Vice President
George Provo', Commercial Manager
Dan Rainger, Program Director
John M. Baldwin, Chief Engineer
Connie Eckhardt, Film Buyer

RATE INFORMATION: Class A hour rate—$390 (live), $300 (film). Minute spot—$45 (live), $30 (film). Participations—$45 per spot. Rehearsals—$35 per half-hour, live studio. Frequency discounts—Begin with 13 times at 5% up to 312 times at 25%.

(Rate Card No. 6, July 1, 1951)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: George C. Davis

Page 176 • 1952 TELECASTING Yearbook
KSL-TV has a penetration percentage of 59.2... one of the nation's largest! Over 200% more sets than last year.

KSL-TV offers more buyers with more money. Over $200,000,000 in new manufacturing industry has moved into Utah the past three years.

KSL-TV delivers YOUR advertising message to 53% of Utah's total population which is up 40% in the past decade as compared with the national average of only 14.5%.

KSL-TV gives that important extra punch — MERCHANDISING... promotion where it counts... at point of sale.

KSL-TV has the facilities to put on any show from a cozy corner spot to a circus. The latest in equipment and know-how is at your service.

KSL-TV gives you coverage of 56% of all Utah retail sales potential as Salt Lake City is truly the pocketbook of the booming Utah market.

KSL-TV really has connections. CBS, ABC and DUMONT... the three important networks — "the cream of the TV crop," with direct telescape from coast to coast.

KSL-TV SALT LAKE CITY Represented by CBS Television Spot Sales
**America's Miracle Market**

is the place to strike it rich!

How'd you like to discover a gold mine? We already have—a gold mine of sales opportunities better than any other in these United States! It's located in the Norfolk-Portsmouth-Newport News metropolitan market area, and is as rich a lode as the wildest Forty-Niner could have dreamed of. Here's how the assayers report stacks up:

Bureau of Census, Dept. of Commerce, Comparative Retail Sales Nov. 1951 over Nov. 1950—

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sales</td>
<td>20%</td>
</tr>
<tr>
<td>Food sales</td>
<td>13%</td>
</tr>
<tr>
<td>Eating, drinking places</td>
<td>32%</td>
</tr>
<tr>
<td>Department stores</td>
<td>21%</td>
</tr>
<tr>
<td>Apparel</td>
<td>22%</td>
</tr>
<tr>
<td>Furniture</td>
<td>36%</td>
</tr>
<tr>
<td>Appliance and radio</td>
<td>66%</td>
</tr>
<tr>
<td>Drugs</td>
<td>26%</td>
</tr>
<tr>
<td>Automotive</td>
<td>22%</td>
</tr>
</tbody>
</table>

and the banks broke all previous records during 1951—

Clearings in Norfolk alone were $812,805,000 compared with $675,939,000 the year before. Deposits totaled over $300,000,000.

What's more population increased 63.3% between the 1940 and 1950 census—and an estimated 12% more during 1951!

**Plus** this big **BONANZA**—The U. S. Naval payroll in the Norfolk-Portsmouth area is $300 million yearly!

We've got a real boom on our hands—and WTAR-TV is the medium to sift some of this gold from America's Miracle Market your way. Using the facilities of WTAR-TV, with its more than 100,000 set circulation, you can effectively blanket this spectacular market with your sales message. For more information or help in staking out your claim, call or write the nearest Petry office.

---

**WTAR-TV**

Channel 4—Serving Norfolk, Portsmouth, Newport News and the Tidewater Area of Virginia and North Carolina. Offices and studios at 720 Boush Street, Norfolk 10, Virginia.

---

**TV Stations in the U. S.**

**Virginia**

**Norfolk**

**WTAR-TV**

LICENSEE: WTAR Radio Corp.

ADDRESS: 720 Boush Street ZONE: 10 PHONE: 5-6711

AM AFFILIATE: WTAR FM AFFILIATE: WTAR-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Norfolk Newspapers Inc., publisher of Norfolk Virginian-Pilot and Ledger-Dispatch.

BEGAN OPERATION: April 1, 1950

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 720 Boush St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 24.24 kw Aural, 12.12 kw

MAKE OF ANTENNA: RCA TYPE: 5-Element Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 367 ft. Above Ground, 400 ft.

STUDIO ADDRESS: 720 Boush Street

MAKE OF CAMERA CHAINS: RCA


FILM LIBRARY: Snader NEWS SERVICE: AP

LIBRARY SERVICE: Standard

STUDIO FACILITIES: Two studios (32x45 and auditorium with 25x40 ft. stage, seating 120). Two image orthicon cameras in each studio. Two RCA 16mm film projectors. Two iconoscope camera chains. Three Eastman 35mm slide projectors. One Super-Projectall. Mobile unit with two RCA image orthicon cameras. One Bell & Howell film camera.

EXECUTIVES:

Campbell Arnoux, President & Manager

John C. Peffer, Operations Manager

Winston Hope, Administrative Assistant for TV

Robert M. Lambe, Commercial Manager

Joel Carlson, Program & Public Relations Director

Harold Soldinger, Production Manager

Fred N. Lowe, Promotion Manager

RATE INFORMATION: Class A hour rate—$535 (live), $475 (film). Minute spot—$105 (live), $90 (film). Rehearsals—$15 per quarter-hour in excess of 1x1 ratio. Frequency discounts—Begin with 26 times at 5°. up to 312 times at 25%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hanson, Lovett & Dale

CONSULTING ENGINEER: Jansky & Bailey
Audience Research has changed TOO!

Broadcast audience research never stands still. And television, with its high costs and new selling technique, speeded the next logical step . . . a measurement of who is doing the viewing within a home.

Alert advertisers were quick to recognize that changes in audience composition and viewers per set might easily mean differences of millions of viewers between identically rated programs. Today, ARB reports give ample proof that this is true. Quite often they show a lower rated program actually reaching many more of the family members desired by the advertiser.

ARB TV-Nationals and ARB City Reports now supply this information to broadcasters and advertisers as part of an accurate, complete and well-balanced service covering both network and local programs. With the ARB interviewing technique assuring valid diary records in thousands of U.S. television homes each month, many of the following features are available from no other sources.

1. Two national network reports each month from a large probability sample, covering every county within 150 miles of any TV signal. Sample size permits detailed breakdowns.

2. Ratings, homes reached, and audience composition on all network programs . . . commercial and sustaining . . . delivered within two weeks.

3. Comparable city data on the same base and covering the same period in up to 15 individual markets. Complete reports available in 10 cities.

Why take less than the whole story . . . accurately told? If you're not already using ARB reports, let us tell you more about them. Whether your problem is network or local, ARB can help you save money and sell more. Ask any television research director, then write or telephone us,

AMERICAN RESEARCH BUREAU, INC.
NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.
REpublic 6002—7838—6193
James W. Seiler, Director

To the station, these current, on-the-spot diary reports furnish an accurate, honest appraisal of audience levels throughout the week . . . a valuable aid in both selling and programming for the future.

To the timebuyer, ARB reports bring factual information on how to reach the right TV audiences at the lowest cost per thousand. Based on competent research, they point out favorable factors and guard against "blue sky" ratings and claims. In addition to numerous agency and advertiser subscribers, twenty-three television stations are now using ARB reports as of February, 1952.
Richmond—

**WTVR**

**LICENSEE:** Havens & Martin Inc.

**ADDRESS:** 3301 W. Broad St.  **PHONE:** 5-8611

**AM AFFILIATE:** WMBG  **FM AFFILIATE:** WCOD

**TV NETWORK AFFILIATION:** NBC (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Wilbur M. Havens is principal stockholder.

**BEGAN OPERATION:** April 22, 1948

**NATIONAL REPRESENTATIVE:** Blair-TV Inc.

**CHANNEL:** 6 (82-88 mc)

**TRANSMITTER ADDRESS:** Staples Mill Road

**MAKE OF TRANSMITTER:** DuMont

**EFFECTIVE RADIATED POWERS:** Visual, 20 kw  Aural, 10.2 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above Average Terrain, 417 ft.  Above Ground, 642 ft.

**STUDIO ADDRESS:** 3301 W. Broad St.  **HOURS OF OPERATION:** 6:45 a.m.-11:30 p.m.

**MAKE OF CAMERA CHAINS:** DuMont

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**NEWS SERVICE:** Acme

**STUDIO FACILITIES:** Two studios (29x17 1/2 x12 and 25x52x22 ft.). Three DuMont cameras. Four 16mm film projectors. Four slide projectors (2x2 in.). One 35mm strip film projector. One Belogropic. Two 16mm motion picture cameras. Two 35mm motion picture cameras. Facilities for processing 16 and 35mm film.

**EXECUTIVES:**

Wilbur M. Havens, President, General Manager & Commercial Manager

Walter A. Bowry Jr., Assistant Manager

G. Conrad Rianhard, Program Director & Film Buyer

James Kyle, Chief Engineer

**RATE INFORMATION:** Class A hour rate—$600. Minute spot—$100. Rehearsals—$120 per hour, live studio. (From Rate Card No. 1, Jan. 1, 1952.)

**WASHINGTON ATTORNEY:** John H. Midlen

**CONSULTING ENGINEER:** James C. McNary

---

**IN FACT**

Here is the Picture...

108,878 sets (2/1/52)

34 county coverage

15½ hr. average operation daily

781,000 population

197,700 families

$580,000,000 retail sales
of Greatness

In the halls of history are many of Virginia's sons—those pioneers who set our way of life, who lengthened and broadened this country by their vision.

America's coastal frontiers are now the pioneer is, largely, industrial. From Virginia, the state of pioneers, Havens and Martin Inc. established the South's first television station—WTVR.

To WTVR there is always a new frontier... beyond the next hill always a bigger hill... be it programming excellence, public service or mass marketing of merchandise at lowest cost.

WTVR talks business with 781,000 people—your business—if you call Blair-TV or Havens and Martin, Inc., creators of the First Stations of Virginia.

WMBG AM  WCOD FM  WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA
IN
SEATTLE-TACOMA
AND THE GREAT
PACIFIC NORTHWEST
Television
IS
KING-TV

NOW MORE THAN 500,000* TELEVIEWERS BETWEEN PORTLAND, OREGON, AND VANCOUVER, BRITISH COLUMBIA DEPEND EXCLUSIVELY ON KING-TV FOR THE FINEST IN TELEVISION.

*January 1, 1952

SEATTLE, WASHINGTON
Affiliated With
RADIO KING, the PACIFIC NORTHWEST'S MOST POWERFUL INDEPENDENT—50,000 Watts
and the
SEATTLE POST-INTELLIGENCER

OTTO BRANDT
Vice Pres. & Gen. Mgr.

JOHN BLAIR CO.
National Rep.

TV Stations in the U. S.

Washington

Seattle—

KING-TV

LICENSEE: KING Broadcasting Co.

ADDRESS: Smith Tower ZONE: 4 PHONE: Mutual 1090

AM AFFILIATE: KING FM AFFILIATE: KING-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. A. Scott Bullitt is principal stockholder. Licensee is 25% owned by Hearst Corp., which owns WBAL-AM-FM-TV Baltimore, WISN-AM-FM Milwaukee and through affiliation WCAE-AM-FM Pittsburgh. Hearst Newspapers include Seattle Post-Intelligencer. (For other Hearst newspapers, see WBAL-TV Baltimore).

BEGAN OPERATION: November 25, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 301 Galer St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 10 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 408 ft. Above Ground, 170 ft.

STUDIO ADDRESS: 302 2nd Ave., West HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-28

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP Telenews, Acme News Photos

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios (60x100 ft. each). Four field cameras. Two RCA TP-168 16mm film projectors. Two Eastman Model 250 16mm film projectors. Two 35mm Selectroslide projectors. Two RCA TK20A film cameras. One GE Balopticon.

EXECUTIVES:

Mrs. A. Scott Bullitt, President
Otto P. Brandt, Vice President & General Manager
Al Hunter, Commercial Manager
Lee Schuorman, Program Director
George Freeman, Chief Engineer
Robert Friese, Operations Manager

RATE INFORMATION: Class A hour rate—$550 (film only). Minute spot—$110 (film). Participations—$65-125 per spot. Rehearsals—$75 per hour, live studio. Frequency discounts—Begin with 13 times at 2 1/2% up to 260 times at 13%. (From Rate Card No. 9, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: Wm. L. Foss Inc.
Broadcasting-Telecasting
870 National Press Building
Washington 4, D. C.

Attention: Editor

Dear Sir:

When it first became apparent that we were headed for sponsorship of a network television show I believed it expedient to subscribe to all the publications in the television field.

You will be interested to know that I have now narrowed my reading to your publication alone. It is my belief that Broadcasting-Telecasting gives me the information I need. Your editorial excellence is unmatched in the field of magazines devoted to this great business of television and radio.

Sincerely yours,

Dick Sierk
Advertising and Sales Promotion Manager
WSAZ-TV

LICENSEEE: WSAZ Inc.
ADDRESS: West Virginia Bldg. ZONE: 18 PHONE: 3-9441
AM AFFILIATE: WSAZ

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected through privately-owned microwave relay)


BEGAN OPERATION: October 24, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 8th Street Hill

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.8 kw Aural, 8.4 kw

MAKE OF ANTENNA: RCA TYPE: TF3A, 3-Bay

ANTENNA HEIGHT: Above Average Terrain, 590 ft. Above Ground, 339 ft.

STUDIO ADDRESS: West Virginia Bldg. HOURS OF OPERATION: 11 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA


FILM LIBRARY: Snader NEWS SERVICE: AP

STUDIO FACILITIES: Two studios (18x37 and 18x34 ft.)—to be expanded to some number of studios, one 40x60 ft., other 30x40 ft. Two image orthicon cameras. One film camera. One RCA 16mm film projector. Two 35mm slide projectors. One Balopticon.

EXECUTIVES:
Col. J. H. Long, President
Lawrence H. Rogers, General Manager & Commercial Manager
James H. Ferguson, Director of Sales
Ted Eiland, Program Director
Elizabeth Canady, Supervisor of National Sales
Harold W. Shriver, Promotion Manager
T. I. Bordenkircher, Production Manager
Ned R. Brooke, Film Director
Eileen Beecher, Traffic Manager
Leroy E. Kilpatrick, Chief Engineer

RATE INFORMATION: Class A hour rate—$540 (live), $360 (film). Minute spot—$72 Participations—$36 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: William L. Foss Inc.

For more information
AN AREA OF 2,000,000 PERSONS

SET CIRCULATION—76,000 (estimated to March 1, 1952)

call... THE KATZ AGENCY today!
TV Stations in the U. S.

Wisconsin

Milwaukee—

WTMJ-TV

LICENSEE: The Journal Co.

ADDRESS: 720 E. Capitol Drive  ZONE: 12  PHONE: Marquette 8-6000

AM AFFILIATE: WTMJ

AM AFFILIATE: WTMJ

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Milwaukee Journal.

BEGIN operation: December 3, 1947

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 3 (60-66 mc)

MAKE OF TRANSMITTER: RCA  MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 16 kw  Aural, 10.2 kw

MAKE OF ANTENNA: RCA  TYPE: TF3C, 3-Element Batwing

ANTENNA HEIGHT: Above Average Terrain, 340 ft.  Above Ground, 325 ft.

STUDIO ADDRESS: 720 E. Capitol Drive  HOURS OF OPERATION: 9 a.m.–Midnight

MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: Studio and field image orthicons


FILM LIBRARY: Snader  NEWS SERVICES: NBC Weekly, AP, Telenews

STUDIO FACILITIES: Four studios (30x54, 26x43 ft., kitchen 18x26 ft. and auditorium 36x32 ft. stage, seating 340.) Four RCA studio image orthicon cameras. Four RCA field image orthicons. Two RCA Iconoscope camera chains. Two RCA 16mm film projectors. One LoBelle 35mm slide projector. One slide projector (3x4 in.). One 35mm strip film projector. One Balopticon. One mobile unit.

EXECUTIVES:

Walter J. Damm, Vice President & General Manager
L. W. Harzog, Assistant General Manager
R. G. Winnie, Station Manager

Neale V. Bokke, Sales Manager

George Comte, Assistant to the Manager

George Nicoud, Assistant to the Manager

James Robertson, Program Manager & Film Buyer

Colby Lewis, Assistant Program Manager

Frank Bignell, Traffic Manager

Philip B. Laesser, Manager, Radio & TV Engineering

Bruce Wallace, Manager, Public Service Broadcasts & Promotion

Jack Krueger, News Editor

Edwin L. Cordes, Chief Engineer

Maurice Kipen, Music Director

Wendell Palmer, Continuity Chief

RATE INFORMATION: Class A hour rate—$800. Minute Spot—$150. Participations—$100 per spot. Rehearsals—$50 per half-hour. Use of auditorium, $50. (From Rate Card No. 11, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

Page 186 • 1952 TELECASTING Yearbook

Foreign Television Stations

Including Cuba, Mexico and Canada

(Listing includes those stations actually on the air, under construction or officially proposed. Compiled from all available sources, including station licensees, U.S. government reports, RCA Frequency Bureau and news reports.)

Power: Transmitter power output; ERP: Effective radiated power. Estimated receivers are those in use. * * *

Note: U.S. State Dept. International Division estimates that in 1950 there were less than 500,000 TV sets in use outside this country and 1,680,000 in October 1951. By October 1952, 2.5 million sets are estimated to be in use. Regular TV viewing audience abroad is estimated at two million for December 1950, 12 million in October 1951 and will reach 24 million in October 1952.

CUBA

(Estimated receivers: 40,000)

CMQ-TV Network—First South American television network, owned by Circuito CMQ S.A., of which Goar Mestre is director general. Network's key station is CMQ-TV Havana. It includes five CMQ-TV Network stations. Two additional outlets are planned for Holguin and Pinar del Rio (see below for further details).

Camaguey—CMQ-TV Network (Began test operation Dec. 6, 1951). Circuito CMQ S.A. Ch. 6, 82-88 mc. Power: 500 w visual, 250 w aural. ERP: 1.8 kw visual, 0.9 kw aural. 525 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: RCA 3-Section Superturnstile, 650 ft. above sea level. Station is equipped with one DuMont film camera chain and corresponding 16mm projector. Operation confined to rebroadcasting kinescopes of CMQ-TV Havana.

Havana—CMQ-TV Network (Began test operation Dec. 14, 1950; inaugurated March 12, 1951.) Circuito CMQ S.A., Radiocentro. Telephone: F-9911. Director General: Goar Mestre. Ch. 6, 92-98 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.8 kw visual, 9.4 kw aural. 555 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: RCA 3-Section Superturnstile, 386 ft. above sea level. Studio equipment: RCA. CMQ-TV has six studios and 13 studio cameras, plus RCA mobile unit with three cameras. Second mobile unit is under construction. Station is equipped with kinescopes of CMQ-TV Havana.

TV is $2,000,000 and eventually will exceed $3,000,000 after completion of microwave relay between Havana and Santiago and proposed two additional CMQ-TV Network outlets. Circuito CMQ S.A. also operates radio stations and radio network.

Havana—CMUR-TV (Began operation Oct. 24, 1950). Union Radio Television S.A., Mazon 82. Telephone: U-6056. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. ERP: Unknown. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 250 ft. above ground. Station is equipped with three RCA mobile units for off-air pickup. CMQ-TV Network plans additional outlets at Holguin and Pinar del Rio. Circuito CMQ S.A.'s current investment in TV is $2,000,000 and eventually will exceed $3,000,000 after completion of microwave relay between Havana and Santiago and proposed two additional CMQ-TV Network outlets. Circuito CMQ S.A. also operates radio stations and radio network.

Havana—CMA-TV (Under construction). Radiotelevision El Mundo S.A., Motor Center Blvd., 23d & P Sts., Vedado. Ch. 2, 64-66 mc. Power: 5 kw visual, 2.5 kw aural. ERP: Unknown. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 250 ft. above ground. Station is equipped with two RCA mobile units for off-air pickup. Radiotelevision El Mundo, also radio station and radio network operator, was purchased in August 1951 by Manuel Alonso and Jose Pellely for $500,000 from Gaspar Pumarejo & Assoc. Mr. Alonso, owner of motion picture interests, has majority interest. Mr. Pellely is an attorney. Additional TV outlet is contemplated for Santa Clara.


(Continued on page 188)