ALABAMA

irmingham—

WAFM-TV

| **CENSEE:** | The Television Corp. |
| **ADDRESS:** | 701 Protective Life Bldg. |
| **ZONE:** | 3 |
| **PHONE:** | 4-0501 |
| **AFFILIATE:** | WAPI (FM AFFIL: WAFM) |
| **NETWORK AFFILIATION:** | CBS, ABC, DuMont (interconnected) |
| **INCIPAL STOCKHOLDERS AND OTHER INTERESTS:** | Ed Norton and Thad Holt are principal stockholders. |
| **SAN OPERATION:** | May 29, 1949 |
| **TNSIONAL REPRESENTATIVE:** | CBS Television Spot Sales |
| **CHANNEL:** | 13 (210-216mc) |
| **TRANSMITTER ADDRESS:** | Radio Park, Atop Red Mountain |
| **AKE OF TRANSCEIVER:** | RCA MODEL NO.: TT-5A |
| **FECTIVE RADIATED POWER:** | Visual, 26 kw Aural, 13 kw |
| **KE OF ANTENNA:** | RCA TYPE: 6-Ray Superturnstile TF-6B |
| **NIA HEIGHT:** | Above average terrain, 875 ft. Above ground, 531 ft. |
| **OURS OF OPERATION:** | 8 a.m.-Midnight |
| **J Dio ADDRESS:** | Radio Park, Atop Red Mountain, Birmingham |
| **KE OF CAMERA CHAINS:** | DuMont DESCRIPTION: 3 field cameras |
| **E OF OPERATION:** | Local Live, Network Live, Local Film, Network Film, Kinescopes. |
| **M LIBRARY:** | Snader Telecasts |
| **NEWS SERVICE:** | UP |
| **FACILITIES:** | Two studios, 20x25-ft., 50x50-ft. (Tutwiler Hotel). Three DuMont studio cameras (TA-124-B), interchangeable for studio and field use. One Bodde, 4x5-in. rear screen projector. One RCA 16mm film camera. Two RCA 16mm mm film projectors, two Eastman 16mm film projectors. Two Telecide slide projectors (12x2-in. slides, 10x14-in. flip cards). One RCA 16mm motion picture camera, one 30ex 16mm motion picture camera, one Auricon 16mm motion picture camera. One mobile unit with three field cameras, nine lenses, RCA microwave relay equipment. |
| **EUTIVES:** | Ed Norton, Chairman of Board Thad Holt, President & Treasurer C. P. Persons Jr., Operations Manager, Commercial Manager, Program Director & Film Buyer Owens F. Alexander, Program Operations Manager Ernest H. Mitchell Jr., Business Manager James L. Evans, Chief Engineer Wildred Siddle, Ass't Chief Engineer |
| **E IFICATION:** | Class A hour rate—$520 (live), $400 (film). Minute spot—$104 (live), $80 (film). Participation—$104 per spot (live), $80 per spot (film). Frequency discounts—Begin with 23 times at 15% up to 260 times at 15%. (From Rate Card No. 4, April 1, 1952.) |
| **WASHINGTON ATTORNEY:** | Hogan & Hartson |
| **CONSULTING ENGINEER:** | A. D. Ring & Assoc. |

WBRC-TV

| **CENSEE:** | Birmingham Broadcasting Co. Inc. |
| **ADDRESS:** | 1727 Second Avenue N. |
| **PHONE:** | 4-7741 |
| **AAFFILIATE:** | WBRC |
| **NETWORK AFFILIATION:** | NBC (interconnected) |
| **ENCIAL STOCKHOLDERS AND OTHER INTERESTS:** | Mrs. Eloise S. Hanna is the principal stockholder. |
| **SAN OPERATION:** | July 1949 |

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.
CHANNEL: 4 (66-72mc) (Must move to Ch. 6)
TRANSMITTER ADDRESS: Red Mt.
MAKE OF TRANSMITTER: DuMont MODEL NO.: Series 1000 & 2000
EFFECTIVE RADIATED POWER: Visual, 14.25 kw Aural, 7.25 kw
MAKE OF ANTENNA: RCA TYPE: TF-3A
ANTENNA HEIGHT: Above average terrain, 750 ft. Above ground, 190 ft.
HOURS OF OPERATION: 6:45 a.m.-11 p.m.
STUDIO ADDRESS: 1727 Second Ave., N.
NEWS SERVICE: AP, INS, Telenews
STUDIO FACILITIES: Studio C, 22x50-ft., equipped with Auricon studio camera. Three RCA camera chains. Slide projector (2x2-in. slides or 3x4-in. opaqués). Two Holmes 16mm film projectors. One Eastman Specialist, one Auricon 1,200-ft. capacity.
EXECUTIVES:
Mrs. Eloise Smith Hanna, President
G. P. Hamann, General Sales Manager
Leroy Reaves, Commercial Manager

RATE INFORMATION: Class A hour rate—$400 (film). Minute spot—$80 (film). Participation—$68 per spot (Class B). Rehearsals—Charge made for time above 2:1 ratio. Frequency discounts—Begin with 13 times at 21% up to 260 times at 15%. (From Rate Card No. 4, Aug. 1, 1952.)
WASHINGTON ATTORNEY: George O. Sutton
CONSULTING ENGINEER: George C. Davis

WJLN-TV*

| **CENSEE:** | Johnston Broadcasting Co. |
| **ADDRESS:** | P. O. Box 5767 |
| **PHONE:** | 54-3466 |
| **AAFFILIATE:** | WJLD |
| **NETWORK AFFILIATION:** | WJLN |
| **PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** | George Johnston (40%) and George Johnston Jr. (60%). |
| **BEGIN OPERATION:** | Unknown (CP granted Dec. 10, 1952) |
| **TRANSCEIVER ADDRESS:** | 1817 11th Place, S.w., Birmingham |
| **CHANNEL:** | 48 (674-680mc) |
| **MAKE OF TRANSMITTER:** | GE |
| **EFFECTIVE RADIATED POWER:** | Visual, 230 kw Aural, 120 kw |
| **MAKE OF ANTENNA:** | GE |
| **ANTENNA HEIGHT:** | Above average terrain, 650 ft. Above ground, 331 ft. |
| **STUDIO ADDRESS:** | P. O. Box 5767 |
| **MAKE OF CAMERA CHAINS:** | GE |
| **TYPE OF OPERATION:** | Local live and film |
| **STUDIO FACILITIES:** | Two studios—50x36 ft., 20 ft. high; 15x28 ft., 12 ft high. GE camera |
| **EXECUTIVES:** | George Johnston Jr., President
James E. Connolly, General Manager
Jane Martindale, Program Director
Maurice McKinney, Chief Engineer |
WASHINGTON ATTORNEY: Pohl, Laster, Mann, Remer & Luxford
CONSULTING ENGINEER: Craven, Lohses & Culver

1953 TELECASTING Yearbook * Page 49
Birmingham—(Continued)

**WSGN-TV**

**LICENSEE:** Birmingham News Company

**ADDRESS:** 2200 1st Avenue, N.  **ZONE:**  **PHONE:**

**AM AFFILIATE:** WSGN  **FM AFFILIATE:** WSGN-FM

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee publishes Birmingham News and Huntsville Times (WHBS).

*BEGINS OPERATION:* Unknown (CP granted Dec. 18, 1952)

**CHANNEL:** 42 (638-644mc)

**TRANSMITTER ADDRESS:** Red Mt.

**MAKE OF TRANSMITTER:** RCA

**EFFECTIVE RADIATED POWERS:** Visual, 1,000 kw  **Aural, 500 kw**

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above average terrain, 930 ft.  Above ground, 560 ft.

**EXECUTIVES:**
- Henry P. Johnston, Managing Director

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

**CONSULTING ENGINEER:** George E. Gautney

Gadsden—

**WTVS (TV)**

**LICENSEE:** Jacob A. Newborn Jr.

**ADDRESS:** P. O. Box 1592, Beaumont, Tex.

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Jacob A. Newborn Jr. sole owner.  Mr. Newborn is President and 25% stockholder of Television Bstrs. Inc.; TV applicant for Beaumont, Tex.; President and 20% stockholder of Beaumont Savings & Loan Assn.; sole owner of San Marcos Laundry, San Marcos, Tex.; and Board Chairman of Industrial Research Foundation.

*BEGINS OPERATION:* April 1953. (CP granted Nov. 6, 1952)

**CHANNEL:** 21 (512-518mc)

**TRANSMITTER ADDRESS:** 1200 Bellevue Drive

**MAKE OF TRANSMITTER:** RCA

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

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above average terrain, 460 ft.  Above ground, 500 ft.

Mobile—

**WALA-TV**

**LICENSEE:** Pope Broadcasting Company

**ADDRESS:** 210 Government Street  **PHONE:** 3-3756

**AM AFFILIATE:** WALA

**TV NETWORK AFFILIATION:** ABC, NBC (Non-Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** W. O. Pope is 99.5% owner.

**BEGAN OPERATION:** January 4, 1953.

**NATIONAL REPRESENTATIVE:** Headley-Red Co.

**CHANNEL:** 10 (192-198mc)

**TRANSMITTER ADDRESS:** 210 Government Street

**MAKE OF TRANSMITTER:** RCA

**EFFECTIVE RADIATED POWERS:** Visual, 316 kw  **Aural, 235 kw**  (Operating with STA; 1.65 kw visual and 0.82 kw aural.)

**MAKE OF ANTENNA:** GE

**ANTENNA HEIGHT:** Above average terrain, 460 ft.  Above ground, 500 ft.

**STUDIO ADDRESS:** 210 Government Street

**EXECUTIVES:**
- W. O. Pope, President
- H. K. Martin, Vice President and General Manager

**RATE INFORMATION:** Class A hour rate—$250.  Minute spot—$50.  Frequency d. c. counts. (From Rate Card No. 1, Jan. 1, 1953.)

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

**CONSULTING ENGINEER:** L. J. N. duTrell & Assoc. (New Orleans)
ALABAMA TV STATIONS

Mobile—(Continued)

WKAB-TV

- LICENSE: Pursley Broadcasting Service
- ADDRESS: 525 Donald St. ZONE: 7 PHONE: 7-6345
- NETWORK AFFILIATION: CBS, DuMont (Non-Interconnected)
- PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Louise P. Pursley and Claude L. Pursley own 50% each.
- ORGANIZATION: December 30, 1952
- NATIONAL REPRESENTATIVE: Forjoe & Co.
- CHANNEL: 48 (674-680mc)
- TRANSMITTER ADDRESS: 525 Donald St.
- MAKE OF TRANSMITTER: GE
- EFFECTIVE RADIATED POWERS: Visual, 22.6 kw Aural, 12.08 kw
- MAKE OF ANTENNA: GE
- TENNA HEIGHT: Above average terrain, 255 ft. Above ground, 304 ft.
- AUDIO ADDRESS: 525 Donald St. HOURS OF OPERATION: 5-11 p.m.

EXECUTIVES:
- Louise P. Pursley, President
- J. H. Johnson, Commercial Manager
- R. E. Miller, Chief Engineer

PUBLIC INFORMATION: Class A hour rate—$200 (film). Minute spot—$30 (film). Frequency discount—begins with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Nov. 1, 1952.)

SHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: George P. Adair

RODCASTING • Telecasting

Now! Good TV in Mobile, ALA.!

WKAB-TV
CHANNEL 48
CBS - DUMONT NETWORKS

captivatin' Kabby says:

"20,000 television sets already in Mobile—and they're still coming fast!"

Also, remember

WKAB - A.M. 840 K.C.
CLEAR CHANNEL

the High-Daytime Hooper bargain!

Call

Forjoe AND COMPANY

Offices in: New York, Chicago, Atlanta, Los Angeles, San Francisco

Southern Reps.: Dora-Clayton Agency, Atlanta

1953 TELECASTING Yearbook • Page 51
ALABAMA TV STATIONS

Montgomery—

WCOV-TV*

LICENSEE: Capitol Broadcasting Co.

ADDRESS: P. O. Box 1029 PHONE: 2-5781

AM AFFILIATE: WCOV FM AFFILIATE: WCOV-FM

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

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Oscar P. Covington and family are principal owners. Mr. Covington and family also have controlling interests in WGWC Selma and WGWD Gadsden, both Alabama.

*BEGINS OPERATION: March 1953 (CP granted Sept. 18, 1952)

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

CHANNEL: 20 (506-512 mc)

TRANSMITTER ADDRESS: Adrian Lane

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 88 kw Aural, 44 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 520 ft. Above ground, 550 ft.

STUDIO ADDRESS: Adrian Lane

MAKE OF CAMERA CHAINS: RCA

EXECUTIVES:

Oscar P. Covington, President
Hugh M. Smith, General Manager
Morril South, Sales Manager
W. D. Weatherly, Chief Engineer

RATE INFORMATION: Class A hour rate—$200. Minute Rate—$30. Frequency discounts—Begin at 5% for 26 times up to 20% for 260 times. (From Rate Card No. 1, March 1, 1953)

WASHINGTON ATTORNEY: Welch, Matt & Morgan

CONSULTING ENGINEER: W. J. Hale (Atlanta)

Page 52 • 1953 TELECASTING Yearbook

Take a Look at

WCOV-TV

in

Montgomery, Alabama

MARKET DATA

Counties in “A” and “B” Contours

<table>
<thead>
<tr>
<th>COUNTIES</th>
<th>POPULATION</th>
<th>HOUSEHOLDS</th>
<th>RETAIL SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montgomery</td>
<td>141,900</td>
<td>38,380</td>
<td>$124,864,000</td>
</tr>
<tr>
<td>Autauga</td>
<td>18,300</td>
<td>4,490</td>
<td>5,860,000</td>
</tr>
<tr>
<td>Elmore</td>
<td>32,000</td>
<td>7,920</td>
<td>13,525,000</td>
</tr>
<tr>
<td>Limestone</td>
<td>18,100</td>
<td>4,170</td>
<td>5,041,000</td>
</tr>
<tr>
<td>Macon</td>
<td>31,400</td>
<td>6,520</td>
<td>10,323,000</td>
</tr>
<tr>
<td>Bullock</td>
<td>16,100</td>
<td>3,920</td>
<td>5,142,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>257,800</td>
<td>55,400</td>
<td>$164,753,000</td>
</tr>
</tbody>
</table>

Plus Values in the Montgomery Market

MAXWELL AIR FORCE BASE AND GUNTER FIELD
1952 PAYROLLS

Approximately 6,400 permanent military personnel with annual payroll ............ $19,000,000
12,000 Students, yearly payroll ........................ 13,000,000
1,800 Civilian Employee annual payroll .......................... 6,225,000

In addition to the above, a national guard jet aircraft base is under construction and will be in operation with a large annual payroll by mid '53.

Largest livestock market in the Southeast

During 1952 total cash sales of livestock in Montgomery totaled $24,380,165.

CHANNEL 20

WCOV-TV

Montgomery, Alabama

Nationally Represented by O. L. Taylor Co.

NEW YORK • CHICAGO • LOS ANGELES • ATLANTA • DALLAS

ABC • CBS • DuMONT
ARIZONA TELEVISION STATIONS

Phoenix—

KPHO-TV

LICENSEE: Meredith Engineering Co.

ADDRESS: 631 N. First Avenue    PHONE: Alpine 4-7367

ASSOCIATE: KPHO

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

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee is subsidiary of Meredith Publishing Co. (Better Homes & Gardens and Successful Farming), also owns WHEN (TV) Syracuse, N. Y., and WOW-AM-TV Omaha, Neb.

EGAN OPERATION: December 4, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82mc)

TRANSMITTER ADDRESS: Westward Ho Hotel

STATION: DuMont    MODEL NO.: Series 1000

EFFEKTIVE RADIATED POWERS: Visual, 17.5 kw  Audiol, 8.75 kw

STATION: RCA    TYPE: TF-3A

STATION: Above average terrain, 400 ft. Above ground, 479 ft.

HOURS OF OPERATION: 11 a.m.-1 a.m.

STUDIO ADDRESS: 631 N. First Avenue

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

FILM LIBRARY: Snader

STUDIO FACILITIES: Three studios, 150x39-ft., seating 100 persons; 20x20-ft., and 18x20-ft.; Three studio cameras. Three field cameras. One iconoscope. Two DuMont film projectors. Two Selensxide projectors (2x2 in. slides). One mobile unit with two cameras and microwave equipment.

EXECUTIVES:

E. T. Meredith, President

Payton Hall, Radio-TV Director

Howard Stalnaker, Assistant Radio-TV Director

Richard B. Rawls, General Manager

Julian Kaufman, Commercial Manager

Arthur Sprinkle, Program Director

George L. McClanathan, Chief Engineer

Roy Ogle, Film Buyer

RATE INFORMATION: Class A hour rate—$500. Minute spot—$100. Frequency discounts—Begin at 26 times at 5% up to 260 times at 25% (From Rate Card No. 6, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Halsey & Dett

ARIZONA has the FIGURES and the FACTS!

ARIZONA LEADS THE NATION

☆ First In State Growth
☆ First In Rate Of Income Growth
☆ First In Farm Income Growth
☆ First In Retail Sales Growth
☆ First In Bank Capital Growth
☆ First In Rate Of Employment Increase

First in Phoenix

National Representative
THE KATZ AGENCY

BROADCASTING • Televcasting

1953 TELECASTING Yearbook • Page 53
ARIZONA TELEVISION STATIONS

Tucson—

**KCNA-TV**

LICENSEE: Catalina Broadcasting Co.
ADDRESS: P. O. Box 2348 PHONE: 2-4664
AM AFFILIATE: KCNA
TV NETWORK AFFILIATION: CBS, DuMont (Non-Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Erskine Caldwell, writer; John B. Mills, allman; and J. N. Harber, allman. Messrs. Caldwell, Mills and Harber at one time were principal owners of KPHO-AM-TV Phoenix, but sold their interests to Meredith Engineering Co. last year.
* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)
CHANNEL: 9 (186-192 mc)
TRANSMITTER ADDRESS: Swan Road
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 60 ft. Above ground, 344 ft.
STUDIO ADDRESS: Swan Road
EXECUTIVES:
Wayne Sanders, General Manager
WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd
CONSULTING ENGINEER: Millard M. Garrison

**KVOA-TV**

LICENSEE: Arizona Broadcasting Co.
ADDRESS: P. O. Box 2911 PHONE: 3-2555
AM AFFILIATE: KVOA
TV NETWORK AFFILIATION: NBC (non-interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by John J. Lo and family, who also own KTAR Phoenix, KTUM Yuma and KYCA Prescott, Ar.
Arizona.
* BEGINS OPERATION: March 1953 (CP granted Nov. 13, 1952)
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: N. Tenth Ave. & Lee St.
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-2AL
EFFECTIVE RADIATED POWERS: Visual, 11 kw Aural, 5.5 kw
MAKE OF ANTENNA: RCA TYPE: TF-6AM 6-section
ANTENNA HEIGHT: Above average terrain, 220 ft. Above ground, 500 ft.
STUDIO ADDRESS: N. Tenth Ave. & Lee St.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A and TK 31-A
TYPE OF OPERATION: Local live, Local & Network film, Kinescopes.
FILM LIBRARY: Snader
EXECUTIVES:
R. B. Williams, President & General Manager
Harpur M. Phillips, Business Manager
John C. Underwood Jr., Sales Manager
Ben L. Slack Jr., Program Director
Raymond H. Helschaw, Chief Engineer.
RATE INFORMATION: Class A hour rate—$200 (film). Minute spot—$40 (film). R
hearsal time in ratio of two to one to air time included in rates. Excess $15 a
quarter hour or less. Frequency discounts—13 times 21%, 26 times 5%, 5
times 71%, 104 times 12%, 156 times 19%, 260 times 20%. Class B time 75% of
WASHINGTON ATTORNEY: Segel, Smith & Hennessey
CONSULTING ENGINEER: George C. Davis

KOPO-TV

LICENSEE: Old Pueblo Broadcasting Co.
ADDRESS: 115 W. Drachman Street PHONE: 4-0431
AM AFFILIATE: KOPO
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee also owns KNOG Nogales. Principal stockholder is Gene Autry with 48½%. Mr. Autry also controls KOOL Phoenix and KMPC Los Angeles.
BEGAN OPERATION: February 1, 1953 (CP granted Nov. 13, 1952)
CHANNEL: 13 (210-216 mc)
TRANSMITTER ADDRESS: 115 W. Drachman Street
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 160 kw
(Operating with STA, 35 kw visual and 16.5 kw aural)
MAKE OF ANTENNA: GE
Page 54 * 1953 TELECASTING Yearbook
ARKANSAS TV STATIONS

Little Rock—

KETV (TV)

LICENSEE: Great Plains Television Properties Inc.

ADDRESS: c/o U.S. Corp. of Illinois, 33 N. LaSalle St., Chicago ZONE: 2

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock in licensee is owned by Transcontinental Properties Inc. (Herbert Schefelt, president and Alfred G. Burger, executive vice president.) Mr. Schefelt and Mr. Burger both own stock in Telenews Productions Inc., and various newsreel theatres. Licensee also holds TV grants for Sioux City, Ia., and Duluth, Minn.

BEGIN: OPERATION: Unknown (CP granted Oct. 30, 1952)

TRANSMITTER ADDRESS: Cedar Hill Rd. & Oak Street Extended

CHANNEL: 23 (524-530 mcl)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERs: Visual, 17.5 kw Aural, 9.9 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 454 ft.

EXECUTIVES:
Herbert Schefelt, President
Albert G. Burger, Treasurer
WASHINGTON ATTORNEY: McKenna & Wilkinson
CONSULTING ENGINEER: Jansky & Bailey
ROADCASTING: Telecasting

HOLLYWOOD OFFBEAT

13 new super-sleuth films . . . featuring Melvyn Douglas as a suave sophisticated Private Investigator matching wits with shysters and racketeers, as well as the alluring and dangerous women who seek him out.

OLD AMERICAN BARN DANCE

26 terrific hillybilly musicals starring Bill Bailey and featuring well-known recording stars like Tennessee Ernie, Pee Wee King and Tex Williams. BILLBOARD says: "... all the ingredients necessary to capture big city audiences as well as those in rural areas."

Two More Great UTP shows that combine SALESMANSHIP with SHOWMANSHIP!

NEW YORK
444 Madison Avenue

CHICAGO
360 North Michigan

HOLLYWOOD
140 North Larr Brea

1953 TELECASTING Yearbook • Page 55
ARKANSAS TV STATIONS

Little Rock——

KRTV (TV)*

LICENSEE: Little Rock Telecasters
ADDRESS: P. O. Box 420, Wichita Falls, Tex.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Donald V' Reynolds (50%), E. H. Rowley (45%) and Kenyon Brown (5%). Mr. Reynolds owns KFSA-AM-FM-TV Fort Smith and K88S Springdale, Ark., and KHBG Oklahoma. He also publishes Fort Smith (Ark.) Times Record and Southwest America. Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Time* Democrat, Las Vegas (Nev.) Review Journal and Boulder City (Nev.) Journal Messrs. Rowley and Brown own KWFT Wichita Falls, Tex.
* BEGINS OPERATION: April 15, 1953 (CP granted Sept. 18, 1952)
NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.
CHANNEL: 17 (488-494 mc)
TRANSMITTER ADDRESS: Lee & McKinley Sts.
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 12.5 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 353 ft.
STUDIO ADDRESS: Lee & McKinley Sts.
EXECUTIVES:
Kenyon Brown, President & General Manager (c/o KWFT Wichita Falls, Tex.)
WASHINGTON ATTORNEY: Haley & Doty
CONSULTING ENGINEER: William L. Buss Inc.

CALIFORNIA TV STATIONS

Bakersfield——

KAFY-TV*

LICENSEE: Bakersfield Broadcasting Co.
ADDRESS: 2013 Chester Ave.
PHONE: 4-6421
AM AFFILIATE: KAFY
TV NETWORK AFFILIATION: ABC, CBS, DuMont, NBC
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President George Crome (33 1/3%)
Vice Presidents, Geneva Anderson and Roselle C. Anderson, vice presidents as.
executives of the estate of Herman Anderson, deceased (16 2/3%); Secretary
Treasurer R. E. Hurlow (33 1/3%); General Manager, Sheldon Anderson (16 2/3%)
* BEGINS OPERATION: April-May, 1953 (CP granted Dec. 23, 1952)
NATIONAL REPRESENTATIVE: Forsee & Co.
CHANNEL: 29 (960-966 mc)
TRANSMITTER ADDRESS: North end of Sterling Rd.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 11 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 460 ft. Above ground, 297.5 ft.
STUDIO ADDRESS: 2013 Chester Ave.
HOURS OF OPERATION: 2 P. M.-midnight
TYPE OF OPERATION: Local and network live, local and network film, kinescope
EXECUTIVES:
George B. Crome, President
Sheldon Anderson, General Manager
Naum Healy, Station and Commercial Manager
Jim McBride, Program Director
Ted Framing, Chief Engineer
Fred Pierce, News Editor
Bea Weldon, Traffic Manager
Merrill Parker, Sales Manager
WASHINGTON ATTORNEY: John P. Hearne
CONSULTING ENGINEER: Ron Oakley

Page 56 • 1953 TELECASTING Yearbook
CALIFORNIA TELEVISION STATIONS

resno—

**KMJ-TV**

CENSEE: McClatchy Broadcasting Co.

**ADDRESS: 21st & Q Sts.**

**M AFFILIATE: KMJ**

INCIPITAL STOCKHOLDERS & OTHER INTERESTS: McClatchy Newspapers own 100% of licensees. Principals of McClatchy Newspapers include President Eleaner McClatchy (33 1/3%), Vice President & Secretary-Treasurer Charlotte Maloney (33 1/3%), and James B. McClatchy (11.11%). Applicant is licensee of KKG Stockton, KBKR Sacramento, KERN Bakersfield, all Calif., and KOM Reno.

BEGIN OPERATION: May 1, 1953 (CP granted Sept. 18, 1952)

NATIONAL REPRESENTATIVE: Raymer

**CHANNEL: 24 (530-536 mc)**

**TRANSmitter ADDRESS: Meadow Lake Junction**

**AKE OF TRANSMITTER: RCA**

**EFFECTIVE RADIATED POWER: Visual, 105 kw Aural, 33 kw**

**MAKE OF ANTENNA: RCA**

**ANTENNA HEIGHT: Above average terrain, 1,980 ft. Above ground, 248 ft.**

**STUDIO ADDRESS: Stanislaus & Van Ness**

**ASHINGTON ATTORNEY: Dow, Lohme & Alberton**

**INSULATING ENGINEER: George C. Davis**

Los Angeles—

**KECA-TV**

CENSEE: American Broadcasting-Paramount Theatres Inc.

**ADDRESS: 4151 Prospect St. ZONE: 27 PHONE: Normandy 3-3111**

**M AFFILIATE: KECA FM AFFILIATE: KECA-FM**

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

**RINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owns and operates WABC-AM-FM-TV New York; WENR-AM-FM and WBKB TV, Chicago; WXYZ-AM-FM TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco. Licensee also owns theatre chain of 650 theatres.**

**GAN OPERATION: Sept. 16, 1949**

**ATIONAL REPRESENTATIVE: Edward Petry & Co.**

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

**RANSmitter ADDRESS: Mt. Wilson**

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

**EFFECTIVE RADIATED POWER: Visual, 29.5 kw Aural, 14.9 kw**

**AKE OF ANTENNA: RCA TYPE: Six-Bay Superturnstile**

**TENNA HEIGHT: Above average terrain, 2,950 ft. Above ground, 303 ft.**

**OURS OF OPERATION: 11 a.m.-Midnight**

**UDIO ADDRESS: 4151 Prospect Ave.**

**AKE OF CAMERA CHAINS: RCA**

**E OF OPERATION: Local live, network live, local film, network film, kinescopes.**

**USIC LIBRARY SERVICE: Lang-Worth, SESAC**

**UDIO FACILITIES: Five studios approximately 70x100 ft. Audito studio seats 250. Ten studio cameras and three field cameras. One Teleflex rear screen projector. Three film cameras, two Eastman 16mm and two RCA 16mm film projectors and two RCA 35mm projectors. Four slide projectors, one GE Balip opaque projector. RCA mobile unit, three cameras, lenses to 25" and Zoomar 16k mobile power unit; microwave equipment.**

BOARDCASTING • Telecasting

EXECUTIVES:

Leonard H. Goldenson, President (AB-P) Robert E. Kistner, President (ABC Div.) Robert H. O'Brien, Executive Vice President (ABC Div.) E. J. Hudson, Vice President, West Coast Div. (ABC Div.) Phil Hoffman, Manager James Pollock, Program Director C. G. Pierce, Chief Engineer Elise Beavers, Film Buyer Darrell Ross, Production Manager

RATE INFORMATION: Class A hour rate—$1,200. Minute spot—$220. Participation per spot—$100 (day). Rehearsals—$50 per hour. (Rate Card No. 4, May 15, 1951.)

WASHINGTON ATTORNEY: McKenno & Kennedy

CONSULTING ENGINEER: Kear & Kennedy

**KJH-TV**

LICENSEE: General Teleradio Inc.

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

**M AFFILIATE: KJH FM AFFILIATE: KJH-FM**

**RINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Tire & Rubber Co., Akron, O; General Teleradio Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network owns and operates KJH-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego. Yankee Network Division owns and operates WNAC-AM-TV Boston, WQTR FM Worcester, WEAN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.**

**BEGIN OPERATION: Aug., 1948**

**ATIONAL REPRESENTATIVES: WOR-TV Sales**

**CHANNEl: 9 (186-192 mc)**

**RANSmitter ADDRESS: Mt. Wilson**

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

**EFFECTIVE RADIATED POWER: Visual, 30.4 kw Aural, 15.7 kw**

**AKE OF ANTENNA: RCA TYPE: TF-6A, Six-Bay**

**TENNA HEIGHT: Above average terrain, 3,100 ft. Above ground, 199 ft.**

**UDIO ADDRESS: 1313 N. Vine St., Hollywood**

**OURS OF OPERATION: 12:30 p.m.-11:15 p.m.**

**AKE OF CAMERA CHAINS: RCA**

**E OF OPERATION: Local live, local film.**

**ILM LIBRARY: Snader Telecisions NEWS SERVICE: UP**

**UDIO FACILITIES: Five studios, 60x40 ft, 50x30 ft, 18x32 ft and two auditoriums each with seating capacity for 300. Two RCA studio cameras (TK10A), five interchangeable field cameras (TK20A) and one RCA field camera (TK31A). Two RCA rear screen projectors and two Eastman rear screen projectors. Two film cameras, RCA and GE; four 16mm film projectors. Four slide projectors for 2x2-in. slides; one opaque projector for 3½" and one opaque projector for 6x8-in. slides. Mobile unit with four cameras, all lenses up to 25" and Zoomar; two microwave relay units.**

**EXECUTIVES: Thomas F. O'Neil, President (General Teleradio Inc.) Williace H. Brown, President (Don Lee Network Div.) Yord D. Ingrum, Executive Vice President George Whitney, Vice President in Charge of Sales Elbert Walker, Program Director Dabert Arne, Chief Engineer Jim Lovi, Film Buyer John Reynold, Sales Manager Jim Higan, Director of Operations Jim Persons, Public Relations Director**

**RATE INFORMATION: Class A hour rate—$1,000. Minute spot—$180. Participation per spot—$100. (Rate Card No. 2, Mar. 1, 1952)**

**WASHINGTON ATTORNEY: Pierson & Ball**

1953 TELECasting Yearbook • Page 57
CALIFORNIA TELEVISION STATIONS

Los Angeles—(Continued)

KLAC-TV

LICENSEE: KMR Radio Corporation
ADDRESS: 1000 Cahuenga ZONE: 38 PHONE: Hudson 2-7311
AM AFFILIATE: KLAC
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Dorothy Schiff, sole owner. Mrs. Schiff is also publisher of New York Post.
BEGAN OPERATION: September, 1948
NATIONAL REPRESENTATIVE: The Katz Agency
CHANNEL: 13 (210-216 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: RCA MODEL NO.: TTS5
EFFECTIVE RADIATED POWERS: Visual, 31.4 kw Aural, 15.75 kw
MAKE OF ANTENNA: RCA TYPE: TF-6A
ANTENNA HEIGHT: Above average terrain, 2,955 ft. Above ground, 237 ft.
STUDIO ADDRESS: 1000 Cahuenga HOURS OF OPERATION: 10:30 a.m.-12 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon
TYPE OF OPERATION: Local live, local film, kinescopes.
NEWS SERVICE: UP
STUDIO FACILITIES: Three studios, 30x40 ft, 33x63 ft (no seating) and music hall 55x70 ft, seating 412. Three RCA studio cameras (TK10A); seven RCA (TK30A) field cameras, all interchangeable. One rear screen projector. Two RCA (TK20A) film cameras. Two Selectroslide projectors for 2x2-in. slides, one Gold projector for 3x4-in. slides. One mobile unit with three cameras and microwave equipment, one mobile unit with two cameras and microwave equipment.
EXECUTIVES:
Mrs. Dorothy Schiff, Owner
M. W. Hall, President
D. F. Fothergill, Exec. Vice President & General Manager
Dane Lundy, General Sales Manager
Bob Klein, Commercial Manager
Fred Henry, Program Director & Film Buyer
R. W. Conner, Director of Engineering
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 for programs 5-30 minutes, are as follows: Live studio $200 (31-60 minutes 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 times at 2.5% up to 260 times at 20% (from Rate Card No. 5, Jan. 1, 1952)
CONSULTING ENGINEER: Craven, Lohnes & Culver.

KNBH (TV)

LICENSEE: National Broadcasting Co.
TV NETWORK AFFILIATION: NBC (Interconnected)
BEGAN OPERATION: Jan. 16, 1949
NATIONAL REPRESENTATIVE: NBC
CHANNEL: 4 (64-67 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: RCA MODEL NO.: TTS5
EFFECTIVE RADIATED POWERS: Visual, 25.25 kw Aural, 13.26 kw
MAKE OF ANTENNA: RCA TYPE: Superantistyle
ANTENNA HEIGHT: Above average terrain, 3,013 ft. Above ground, 119 ft.
STUDIO ADDRESS: Sunset & Vine, Hollywood
HOURS OF OPERATION: 9:30 a.m.-12:30 a.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30A
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
FILM LIBRARY: Snader NEWS SERVICE: AP, UP, INS
MUSIC LIBRARY SERVICES: Theasaurus, and Chappell

KNX TV

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, Columbia Television Pacific Network
BEGAN OPERATION: Oct. 9, 1950
NATIONAL REPRESENTATIVE: CBS Spot Sales
CHANNEL: 2 (54-60 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-SA
EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw
MAKE OF ANTENNA: RCA TYPE: TT-SA
ANTENNA HEIGHT: Above average terrain, 2,840 ft. Above ground, 245 ft.
STUDIO ADDRESS: 1313 N. Vine St. HOURS OF OPERATION: 8:55 a.m.-12:05 a.m.
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local and Network Live, Local and Network Film, Kinescope
NEWS SERVICE: AP and UP
STUDIO FACILITIES: Eight studios, four live seating capacity of approximately 30 per studio. Other studios, 100x110 ft, 30x60 ft, 100x120 ft, and 30x40 ft. Seventeen studio cameras and 19 field cameras. Twelve film cameras, six 16mm film projectors and six 35mm film projectors. Two slide projectors for 2x2-in. slides and three slide projectors for 4x5-in. slides. Mobile unit with three cameras and microwave relay equipment.
EXECUTIVES:
Frank Stanton, President (CBS)
J. L. Van Volkenburg, President (CBS-TV)
Harry S. Ackerman, Vice President (CBS-TV, Hollywood)
James T. Aubrey Jr., Station Manager
Edmund C. Burk, Sales Manager
Les Bowman, Director of Hollywood Technical Operations
Don Hine, Production Administrator & Film Buyer
RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Frequency discounts on request. (Rate Card No. 1A, May 26, 1952).
KNBH ENTERS THE HOMES OF THE MOST BUYING-MINDED AUDIENCE IN THE U.S.

Los Angeles County is now second-largest in retail sales in the country! It's bustling with young progressive families... the kind that are the best customers for your product or service.

*And KNBH has the widest TV coverage of any station in the West!*

Get the insurance of an already established audience for your sales message. Watching ten of the first fifteen top-rated shows in the area on Channel 4 has given Southern California the KNBH habit... a profitable habit for KNBH advertisers. For details contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

**NBC HOLLYWOOD**

**KNBH Channel 4**
Yes, I dabble in oil a bit, but my real money comes from my new TV station. You see, I bought Consolidated's STATION-STARTER PLAN and made money on programming right from the start. Actually, it was just a case of taking the little old ball and running with it. Money came pouring in. Have a cigar. Have two.

Consolidated Television Sales

distributors of film for Television

SUNSET AT VAN NESS, HOLLYWOOD 28, HQ. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

CALIFORNIA TV STATIONS

Los Angeles—(Continued)

KPIK (TV)*

LICENSEE: John Poole Broadcasting Co.

ADDRESS: 6540 Sunset Blvd. ZONE: 28 PHONE: Hempstead 3205

AM AFFILIATE: KBIG Avalon

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is John H. Pool who also has investments, oil and mining interests, owns KBIG Avalon and KE Songer, and applicant for new TV stations in Sacramento and Fresno, Calif.

* BEGINS OPERATION: Sept. 1, 1953 (CP granted Dec. 10, 1952)

CHANNEL: 22 (518-524 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 540 kw Aural, 334.5 kw

MAKE OF ANTENNA: Composite

ANTENNA HEIGHT: Above average terrain, 2,930 ft. Above ground 150 ft.

STUDIO ADDRESS: 6540 Sunset Blvd.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local live and film

EXECUTIVES: John Poole, President & General Manager

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: George P. Adair
Announcing

KPIK

TV CHANNEL 22 LOS ANGELES

scheduled to be operating September 1, 1953

ULTRA-

In Effective Power
540,000 Watts Authorized

HIGH-

Transmitter on Mount Wilson is a Mile Above Metropolitan Los Angeles

FREQUENCY-

UHF channel 22 transmits interference-free picture to the Nation's Third Market

KPIK - John Poole Broadcasting Company

KBIG • KSJV • KPIK

6540 Sunset Boulevard, Hollywood 28, California • HEmstead 3205
CALIFORNIA TELEVISION STATIONS

Los Angeles—(Continued)

KTLA (TV)

LICENSEE: Paramount Television Productions Inc.
ADDRESS: 5451 Marathon St. ZONE: 38 PHONE: Hollywood 9-3181
TV NETWORK AFFILIATION: Paramount Television Network (Non-interconnected)
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 Telefactor Corp. (developers of a subscription system for TV). Licensee also operates Paramount Television Network, a film syndication network for TV stations.
BEGAN OPERATION: Jan. 22, 1947
NATIONAL REPRESENTATIVE: Paul H. Raymer Co.
CHANNEL: S (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: Three Bay Superturnstile
ANTENNA HEIGHT: Above average terrain, 2,921 ft. Above ground, 250 ft.
STUDIO ADDRESS: 721 N. Brand, Hollywood
HOURS OF OPERATION: 10:30 a.m.-12 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon
TYPE OF OPERATION: Local and network live, local film, kinescopes.
NEWS SERVICE: UP
MUSIC LIBRARY SERVICES: Paramount and World
STUDIO FACILITIES: Theatre, seating capacity of 550; two studios with seating capacity of 40 (22x36 ft. and 36x66 ft). Four image orthicon studio cameras and seven field cameras. Four kinescope film cameras; two 16mm and two 35mm film projectors; two 35mm slide projectors and one opaque projector for 3x4-in. cards. Four mobile units.

EXECUTIVES:
Paul Raibourn, President
Klaus Landsberg, Vice President & General Manager
J. Gordon Wright, Production Coordinator
Harry Y. Maynard, Sales Manager
Raymond M. Moore, Senior Engineer
Leland G. Muller, Film Director
John Silva, Supervisor, Remote Operations

RATES INFORMATION: Class A hour rate—$1,250. Minute spot—$250. Frequency discounts start with 13 times at 5% up to over 208 times at 20%. Rehearsals—minimum charge $25 per hour. From Rate Card No. 6, July 1, 1951.

WASHINGTON ATTORNEY: Arnold, Fortas & Porter

KTTV (TV)

LICENSEE: KTTV Inc.
ADDRESS: 5746 Sunset Blvd. ZONE: 28 PHONE: Hudson 2-7111
TV NETWORK AFFILIATION: DuMont (Non-interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Times-Mirror Co., which also publishes Los Angeles Times and Mirror.
BEGAN OPERATION: Jan. 1, 1949
NATIONAL REPRESENTATIVE: Blair TV
CHANNEL: 11 (198-204 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: RCA MODEL NO.: TSTA
EFFECTIVE RADIATED POWERS: Visual, 30.9 kw Aural, 16.6 kw
MAKE OF ANTENNA: RCA TYPE: Six-Ray Superturnstile
ANTENNA HEIGHT: Above average terrain, 2,345 ft. Above ground, 142 ft.
STUDIO ADDRESS: 5746 Sunset Blvd. HOURS OF OPERATION: 1:15 p.m.-2:30 a.m.
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.
FILM LIBRARY: Sterling NEWS SERVICE: AP

EXECUTIVES:
William H. Sener, General Manager
Ivan Campbell, Program Director
John Newton, Chief Engineer

RATES INFORMATION: Non-commercial.

WASHINGTON ATTORNEY: Haley & Dofy
CONSULTING ENGINEER: George P. Adair

KUSC-TV*

(Educational-Noncommercial)

LICENSEE: Allen Hancock Foundation
ADDRESS: 3551 University Ave. ZONE: 7 PHONE: Richmond 6362
TV NETWORK AFFILIATION: NAEB (Non-interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Operated by a cooperating group of educational and civic organizations.
BEGINS OPERATION: Early March, 1953 (CP granted Aug. 28, 1952)
CHANNEL: 28 (554-660 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: DuMont MODEL NO.: 15000
EFFECTIVE RADIATED POWERS: Visual, 46 kw Aural, 26 kw
MAKE OF ANTENNA: RCA TYPE: TUF22BL
ANTENNA HEIGHT: Above average terrain, 2,910 ft. Above ground, 127 ft.
STUDIO ADDRESS: 3551 University Ave.
MAKE OF CAMERA CHAINS: DuMont, RCA
TYPE OF OPERATION: Local live, local and network film, kinescopes.
NEWS SERVICE: UP
STUDIO FACILITIES: Four studios, one with seating capacity of 450. Four studio cameras, interchangeable. One Teleflex rear screen projector. One 16mm film camera and five 16mm film projectors. Two slide projectors and four opaque projectors. One Auricon motion picture camera and film processing unit. Mabix unit, two cameras, relay equipment.

EXECUTIVES:
William H. Sener, General Manager
Ivan Campbell, Program Director
John Newton, Chief Engineer

RATES INFORMATION: Non-commercial.

WASHINGTON ATTORNEY: Haley & Dofy
CONSULTING ENGINEER: George P. Adair

Page 62 • 1953 TELECASTING Yearbook

* BROADCASTING • Telecasting
KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**

**Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday, Sunday thru Saturday 6 p.m.-12 midnight.

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.
CALIFORNIA TELEVISION STATIONS

Salinas—

KICU (TV)*

LICENSEE: Salinas-Monterey Television Co.

ADDRESS: P. O. Box 1070, Monterey

AM AFFILIATE: KXYL

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Partners S. A. Cisler Jr. (50%) partner in permittee of new AM station in Bishop, Calif., 55% owner of KEAM San Mateo, Calif., 50% owner of KXXX (FM) San Francisco, sole owner of KXXX Monterey, Calif., 25% owner of Broadcast Equipment Corp., Lincoln, Neb., and Grant R. Wraithall (50%), 25% owner of KUTA Salt Lake and KGEM-AM-TV Boise, Ida., 12½% owner of KLIX Twin Falls, Ida., 12½% owner of KWIK Pocatello, Ida., 16.7% owner of KOPR-AM-TV Butte, Mont., sole owner of KPOO San Francisco, and consulting engineer.

* BEGINS OPERATION: September, 1953 (CP granted Jan. 15, 1953)

NATIONAL REPRESENTATIVE: Proctor

CHANNEL: 28 (554-560 mc)

TRANSMITTER ADDRESS: Fremont Peak

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual 105 kw, Aural, 60 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay

ANTENNA HEIGHT: Above average terrain, 2,340 ft. Above ground, 146 ft.

HOURS OF OPERATION: 5 p.m.-11 p.m. 12 noon-12 midnight Sat. & Sun.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Network live, local and network film, kinescopes.

RATE INFORMATION: Class A Hour rate—$150. Minute spot—$25. (Rate card not completed)

WASHINGTON ATTORNEY: Stephen Tuby Jr.

CONSULTING ENGINEER: Grant R. Wraithall

San Bernardino—

KITO-TV*

LICENSEE: KITO Inc.

ADDRESS: 569 Fourth St. PHONE: 7807

AM AFFILIATE: KITO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President J. J. Flanigan 49%, general manager of KITO; Vice President & Treasurer H. G. Wall 23%; Secreta: Margaret B. Wall 28%.

* BEGINS OPERATION: Oct. 1, 1953 (CP granted Nov. 6, 1953)

NATIONAL REPRESENTATIVE: George P. Hollingsbery Co.

CHANNEL: 18 (494-500 mc)

TRANSMITTER ADDRESS: San Bernardino Mountains

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 86 kw, Aural, 46 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 3,688 ft. Above ground, 110 ft.

STUDIO ADDRESS: 569 Fourth St.

EXECUTIVES:

J. J. Flanigan, President & General Manager

CONSULTING ENGINEER: Owen J. Ford

San Diego—

KFMB-TV

LICENSEE: Kennedy Broadcasting Co.

ADDRESS: 1405 Fifth Ave. ZONE: 1 PHONE: Main 2114

AM AFFILIATE: KFMB

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

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John A. Kennedy, Bruce L. Kennedy. (Application pending for approval of transfer to J. D. Wrother Jr. on Helen M. Alvarez, owners of KOTV (TV) Tulsa.)

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.: TY-6-D

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

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

Page 64 * 1953 TELECasting Yearbook

BROADCASTING • Telecastin
KFMB-TV (Continued)

ANTENNA HEIGHT: Above average terrain, 730 ft. Above ground, 247 ft.

UDIO ADDRESS: 1405 Fifth Ave. HOURS OF OPERATION: 10 a.m.-Midnight

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

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

M LIBRARY: Snoder NEWS SERVICE: UP

UDIO FACILITIES: Two studios, 37x66 ft. and 30x45 ft. Two DuMont studio cameras (TA-124B) and two DuMont (TA-124E) interchangeable field cameras. Two GE 16mm film cameras; two Eastman (#250) film projectors. Two slide projectors for 2x2-in. slides; one GE Balopticon opaque projector. Two Auricon "Cine-Voice" motion picture cameras and one Bell & Howell (#70D) motion picture camera; two Houston K-1A film processing units. Mobile unit with two cameras, eight lenses and microwave equipment.

EXECUTIVES:
John A. Kennedy, Chairman of the Board
Howard L. Chernoff, General Manager
William O. Etholm, Commercial Manager
Bill Fox, Program Director & Film Buyer
Thornton W. Chew, Chief Engineer
Lisle Shoemaker, Public Relations Director

TE INFORMATION: Class A one-time rate—$500. Minute spot—$100. (Rates for film only.) Frequency discounts start with 26 times. (Rate Card No. 5 effective April 1, 1952.)

ASHINGTON ATTORNEY: Cohn & Marks

San Francisco—

KGO-TV

CENSEE: American Broadcasting-Paramount Theatres Inc.

ADDRESS: 420 Taylor St. ZONE: 2 PHONE: Graystone 4-6565

FM AFFILIATE: KGO FM AFFILIATE: KGO-FM

NETWORK AFFILIATION: ABC (Interconnected)

INCIPAL STOCKHOLDERS AND OTHER INTERESTS: ABC owns and operates WJZ-AM-FM-TV (New York); WENR-AM-FM and WBKB (TV) (Chicago); WXYZ-AM-FM-TV (Detroit); KECA-AM-FM-TV (Los Angeles); KGO-AM-FM-TV (San Francisco). Also owns chain of 650 motion picture theatres.

BEGAN OPERATION: May 5, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Mount Sutro

MAKE OF TRANSMITTER: GE MODEL NO.: 4TI-68

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: Local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS and AP

STUDIO FACILITIES: Two studios, 24x40 ft. and 24x44 ft. and one complete kitchen studio. Six RCA interchangeable studio cameras and three RCA field cameras. Two RCA 16mm film cameras and two RCA 35mm film projectors. Two Selectroslide projectors; two GE Balopt opaque projectors. One RCA mobile unit with three cameras; lenses: Zoomar, Electrozoom, 13½", 15", 17½" and 25½". Microwave relay equipment.

EXECUTIVES:
Leonard H. Goldenson, President (AB-PT)
Robert E. Kimmer, President (ABC Div.)
Robert H. O'Brien, Executive Vice President (ABC Div.)
E. C. Hudson, Vice President (ABC Div., West Coast)
James H. Connolly, Vice President (San Francisco)
Vincent Francis, General Manager
David M. Sacks, Commercial Manager
Bloyce Wright, Program Director
A. E. Evans, Chief Engineer
Helen Bradley, Film Buyer
Gordon Granis, Promotion Manager

RATE INFORMATION: Class A hour rate—$750. Minute Spot—$150. Participation per spot—$50 to $150. Rehearsals—$50 first half-hour; $35 each additional half-hour. Frequency discounts start at 13 times at 2½% up to 260 times at 20%. (Rate Card No. 5, March 1, 1952.)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

1953 TELECASTING * Technology
CALIFORNIA TELEVISION STATIONS

San Francisco—(Continued)

KPIX (TV)

LICENSEE: KPIX Inc.
ADDRESS: 2655 Van Ness Ave.  ZONE: 9  PHONE: Prospect 6-5100
AM AFFILIATE: KSFQ
TV NETWORK AFFILIATION: CBS (interconnected); DuMont (non-interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Westley I. Dummi.
BEGAN OPERATION: Dec. 22, 1948
NATIONAL REPRESENTATIVE: The Katz Agency
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: Mt. Sutro
MAKE OF TRANSMITTER: GE  MODEL NO.: 2400-B
EFFECTIVE RADIATED POWERS: Visual, 17 kw Aural, 8.5 kw (Has CP for 100 kw vis., 50 kw aural)
MAKE OF ANTENNA: GE TYPE: Three-Day Superturnstile
ANTENNA HEIGHT: Above average terrain, 1,139 ft. Above ground, 400 ft.
STUDIO ADDRESS: 2655 Van Ness Ave.  HOURS OF OPERATION: 10 a.m.-12 p.m.
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.
FILM LIBRARY: United NEWS SERVICE: INS, UP
MUSIC LIBRARY SERVICE: Standard and World
STUDIO FACILITIES: Three studios—50x69 ft. (seats 75), 29x42 ft. (seats 50), 14x24 ft. (seats 50). Six RCA studio cameras interchangeable for field use. One rear screen projector; two RCA film cameras and two RCA 16mm film projectors. Two Selectroslide, and two RCA slide projectors; one Telep and four stage opaque projectors. Three Bolex 16mm motion picture cameras. Mobile unit with complete lenses, Zeumar and microwave equipment.
EXECUTIVES: Westley I. Dummi, President Philip G. Losky, Executive Vice President & General Manager Lou Simon, Commercial Manager Sanford Spillman, Program Director R. C. D. Bell, Asst. to President Franklin Dunn, Secretary-Treasurer
RATE INFORMATION: Class A hour rate—$1,000. One minute or less—$200. Participation per spot—$95 (daily). Rehearsals—$50 per half-hour. Frequency discount—start at 13 times at 5% up to 260 times at 20%. (From Rate Card No. 6, Oct. 15, 1961.)
WASHINGTON ATTORNEY: Fly, Shubeck & Blume
CONSULTING ENGINEER: Universal Research Labs.

KRON-TV

LICENSEE: Chronicle Publishing Co.
ADDRESS: 901 Mission St.  ZONE: 19  PHONE: Garfield 1-1100
FM AFFILIATE: KRON-FM
TV NETWORK AFFILIATION: NBC (interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes San Francisco Chronicle.
BEGAN OPERATION: Nov. 15, 1949
NATIONAL REPRESENTATIVE: Free & Peters
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: San Bruno Mt.
MAKE OF TRANSMITTER: RCA  MODEL NO.: TT 5A
EFFECTIVE RADIATED POWERS: Visual, 14.5 kw Aural, 7.7 kw
MAKE OF ANTENNA: RCA TYPE: TT-DA Three-Bay Special
ANTENNA HEIGHT: Above average terrain, 1,325 ft. Above ground, 200 ft.
STUDIO ADDRESS: 901 Mission St.  HOURS OF OPERATION: 9 a.m.-1 a.m.

Santa Barbara—

KEYT-TV*

LICENSEE: Santa Barbara Broadcasting & Television Corp.
ADDRESS: P. O. Box 157  PHONE: 3981
TV NETWORK AFFILIATION: NBC, CBS, ABC, DuMont
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Chairman of Board, Harry Butcher (14%), owner of KIST Santa Barbara; President, Calvin M. Selph (22%); Vice President & Treasurer, Cecil J. Smith (12%) resident-manager of Schwabach & Co., investment bankers; Secretary, Alvin C. Wengand (4%); president, manager and 51% owner of San Ysidro Ranch Corp. (resort); Ronald Calman (10% vice president and 49% owner of San Ysidro Ranch Corp., owner and feature-photographer of Halis of Ivy (NBC radio program) and independent motion picture producer; C. H. Jackson Jr. (28%), manager and 25% owner of Peten Co. (framing, real estate and dairy) and 50% owner of Teluride Mines Inc., Nevada; Arthur F. Marquette (10%), 50% owner of Sherman & Marquette (advertising agency) Chicago-New York.
* BEGINS OPERATION: May 31, 1953 (CP granted Nov. 13, 1952)
NATIONAL REPRESENTATIVE: Hollingsby
CHANNEL: 3 (60-66 mc)
TRANSMITTER ADDRESS: San Ynez Peak
MAKE OF TRANSMITTER: RCA  MODEL NO.: TT 5A
EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw
MAKE OF ANTENNA: RCA TYPE: 6-Bay
ANTENNA HEIGHT: Above average terrain, 3,011 ft. Above ground, 183 ft.
STUDIO ADDRESS: 730 Miramonte Drive
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local and Network live; Local and Network film; Kinescopes
EXECUTIVES: Harry C. Butcher, Chairman of Board Calvin M. Selph, President and General Manager M. A. Casey, Program Supervisor Lloyd M. Jones, Chief Engineer
RATE INFORMATION: Class A hour rate—$300. Minute spot—$60. Frequency discount—(Rate Card No. 1, Feb. 15, 1953)
WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis
CONSULTING ENGINEER: Seymour F. Johnson
CALIFORNIA TV STATIONS

Stockton——

KTVU (TV)

LICENSEE: San Joaquin Telecasters
ADDRESS: KSTN, Clark Hotel
AM AFFILIATE: KSTN
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: General partners Knox LauRae (50%), 49% owner of KSTN, 22% owner of KONG Visalia and 37% owner KMOB Orville, Calif., and Lester Eugene Chanault (50%), general manager and 15% owner of KYNO Fresno and 12% owner of KSTN.
BEGINS OPERATION: September 1953 (CP granted Jan. 8, 1953)
NATIONAL REPRESENTATIVE: Hollingsbery
CHANNEL: 36 (602-608 mc)
TRANSITER ADDRESS: Sutter & Market Streets
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 145 kw Aural, 78 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain 310 ft. Above ground 326 ft.
STUDIO ADDRESS: Sutter & Market Sts.
LEGAL COUNSEL: St. Clair, Connolly & Cerini, San Francisco
CONSULTING ENGINEER: Ebert L. Hammett

COLORADO TV STATIONS

Colorado Springs——

KKTV (TV)

LICENSEE: TV Colorado Inc.
ADDRESS: Exchange National Bank Bldg. PHOE: Main 278
AM AFFILIATE: KGHF Pueblo and KVOR Colorado Springs (co-owners)
TV NETWORK AFFILIATION: CBS, ABC, DuMont (Non-Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: 50% of stock owned each by Voice of the Rockies (KVOR Colorado Springs) and Colorado Broadcasting Co. (KGHF Pueblo).
BEGINs OPERATION: Dec. 8, 1952
NATIONAL REPRESENTATIVE: George P. Hollingsbery Co.
CHANNEL: 11 (198-204 mc)
TRANSITER ADDRESS: Cheyenne Mountain
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 250 kw Aural, 125 kw
MAKE OF ANTENNA: Composite
ANTENNA HEIGHT: Above average terrain, 1,850 ft. Above ground, 190 ft.
HOURS OF OPERATION: 3 p.m.-10:30 p.m.
STUDIO ADDRESS: 115 E. Mill St.
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Field
TYPE OF OPERATION: Local Live, Network Film, Local Film, Kinescopes.
FILM LIBRARY: MPTV NEWS SERVICE: UP
MUSIC LIBRARY: Associated
STUDIO FACILITIES: One studio (40x20 ft.). Two DuMont interchangeable field cameras. RCA film cameras and RCA 16mm film projectors. Projectoll 35mm slide projector and Projectoll opaque projector.
EXECUTIVES: James D. Russell, President & General Manager Robert D. Ellis, National Sales Manager Gale S. Powers, Local Sales Manager Cecil Seavey, Program Director & Film Buyer Cozie Strang, Maintenance Supervisor Willis Shanks, Equipment Development Supervisor Milton Norton, Technical Operations Supervisor

COLORADO TV STATIONS

Denver——

KBTV (TV)

LICENSEE: Colorado Television Corp.
ADDRESS: 1100 California St.
AM AFFILIATE: KVOD (part owner)
TV NETWORK AFFILIATION: CBS, ABC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: KVOD Inc., licensee of KV Denver, owns 14%. Remainder owned by 14 local businessmen.
BEGINs OPERATION: Oct. 12, 1952
NATIONAL REPRESENTATIVE: Free & Peters
CHANNEL: 9 (186-192 mc)
TRANSITER ADDRESS: Lookout Mountain
MAKE OF TRANSMITTER: RCA MODEL NO.: TT208H
EFFECTIVE RADIATED POWERS: Visual, 240 kw Aural, 120 kw (STA for 24 kw visual and 12 kw aural.)
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 954 ft.
HOURS OF OPERATION: Noon-11 p.m.
STUDIO ADDRESS: 1100 California St.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK—11A
TYPE OF OPERATION: Local Live, Network Live, Local Film, Network Film Kinescop.
NEWS SERVICE: UP and INS
STUDIO FACILITIES: Studio 25x50 ft. Two studio cameras and two field camera—RCA film cameras and RCA 16mm film projectors. Two slide projectors. O Gray opaque projector for 3x4-in. cards. Eastman motion picture camera.
EXECUTIVES:
D. C. Pyle, President
Joseph Heerd, General Manager
Jerry Lee, Commercial Manager
W. L. Murray, Film Manager
Sam Worsham, Program & Production Director
RATE INFORMATION: Class A hour rate $350; minute spot $70, plus talent and production cost if live. (Rate Card No. 2, Jan. 15, 1953)
CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)
COLORADO TELEVISION STATIONS

enver—(Continued)

KDEN (TV)*

*LICENSEE: Empire Coil Co.
ADDRESS: 85 Beechwood Ave., New Rochelle, N. Y.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Herbert Mayer (45.2%); and Treasurer Frances Mayer (45.2%), also owns WXEL(TV) Cleveland, KPTV(TV) Portland, Ore., and KCTY(TV) Kansas City, Mo. Empire Coil Co. is electronics manufacturer.
BEGINNING OPERATION: Spring, 1953 (CP granted July 11, 1952)
CHANNEL: 26 (542-548 mc)
TRANSMITTER ADDRESS: Denver
MAKE OF TRANSMITTER: RCA
REACTIVE RADIATED POWERS: Visual, 110 kw; Audial, 55 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 951 ft. Above ground, 153 ft.
EXECUTIVES:
Herbert Mayer, President
ASHINGTEN ATTORNEY: Lyon, Wilner & Bergson
INSULTING ENGINEER: Benjamin Adler (New Rochelle)

KFEL-TV

LICENSEE: Eugene P. O'Fallon Inc.
ADDRESS: Albany Hotel, JULNE: 9 PHONE: Alpine 4681
AFFILIATE: KFEL FM AFFILIATE: KFEL-FM
NETWORK AFFILIATION: NBC and DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Eugene P. O'Fallon is 98% owner.
GAN OPERATION: July 18, 1952
NATIONAL REPRESENTATIVE: Blair TV Inc.
CHANNEL: 2 (54-60 mc)
TRANSMITTER ADDRESS: Buffalo Bill Highway, Lookout Mt.
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10A1
REACTIVE RADIATED POWERS: Visual, 56.5 kw; Audial, 28.3 kw (STA for 24 kw visual and 12 kw audial)
MAKE OF ANTENNA: RCA TYPE: Six-Bay
ANTENNA HEIGHT: Above average terrain, 778 ft. Above ground, 200 ft.
OURS OF OPERATION: 12 noon-11 p.m.
STUDIO ADDRESS: 546 Lincoln St.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Four Field, Two Film
PE OF OPERATION: Local Live and Film, Network Live and Film, Kinescopes.
UM LIBRARY: Snader
STUDIO FACILITIES: One studio 30x50 ft. Four RCA field cameras. Two RCA film cameras and two RCA 16mm film projectors. One slide projector. Auricon 16mm motion picture camera.
EXECUTIVES:
Eugene P. O'Fallon, President, Chief Owner & Manager
Frank Bishop, Managing Director
Bill Conklin, National Sales Manager
Duncan Ross, Traffic Director
Rhona D. Cunningham, Acting Chief Engineer
Brad Robinson, Operations Manager
John Culley, TV Supervisor
ATE INFORMATION: Class A live hour rate $300, Film $250. Minute spot, Live $76, Film $60.
ASHINGTEN ATTORNEY: Locust, Zias, Young & Jansky
INSULTING ENGINEER: Commercial Radio Equipment Co.
ROADCASTING • Telecasting

KIRV (TV)*

LICENSEE: Mountain States Television Co.
ADDRESS: 1520 Clarkson St.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-owners: President Irving L. Jacobson, 10% owner Mammoth Sports Garden Co.; Vice President Sam S. Sigman, 50% K&B Packing Co., and Secretary-Treasurer Morris Sigman, 50% K&B Packing Co.
BEGINNING OPERATION: Unknown (CP granted Sept. 18, 1952)
CHANNEL: 20 (506-512 mc)
TRANSMITTER ADDRESS: 1520 Clarkson St.
MAKE OF TRANSMITTER: RCA
REACTIVE RADIATED POWERS: Visual, 89 kw; Audial, 53 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 440 ft. Above ground, 550 ft.
STUDIO ADDRESS: 1520 Clarkson St.
ASHINGTEN ATTORNEY: Sher, Oppenheim & Harris
INSULTING ENGINEER: Robert M. Stittman

NOW! PERKINS ON TV
"THE RAY PERKINS VIDEO SHOW"

Every Wednesday Night
6 to 6:30 p.m.
Ray Perkins radio shows are still tops with KFEL listeners.
11 to 12 noon and 2:30 to 4:30 p.m. daily.

Managed by GENE O'FALLON
Represented by BLAIR-TV

1953 TELECASTING Yearbook • Page 60
COLORADO TV STATIONS

Pueblo—

KCSJ-TV*

LICENSEE: Star Broadcasting Co.
ADDRESS: 211 W. 5th St. PHONE: 8522
AM AFFILIATE: KCSJ

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Douglas D. Kohlo, president and 67%; Robert L. Clinton Jr., secretary-treasurer and 33%; and Larry Garo, vice president.

* BEGINS OPERATION: April 1, 1953 (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: Avery-Knoedel Inc.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: Television Center
MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A
EFFECTIVE RADIATED POWERS: Visual, 12 kw Aural 6 kw
MAKE OF ANTENNA: RCA TYPE: Three-Ray
ANTENNA HEIGHT: Above average terrain, 260 ft. Above ground, 355 ft.
HOURS OF OPERATION: 3 p.m.-11 p.m.
STUDIO ADDRESS: Television Center
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field
TYPE OF OPERATION: Local Live, Local Film, Network Film and Kinescopes.
FILM LIBRARY: United and Snader NEWS SERVICE: UP and Telephoto
STUDIO FACILITIES: Studio (40x50 ft.) and announcer's studio. Two RCA interchangeable field cameras. One GE film camera. RCA 16mm film projectors; RCA slide projector. Projector opaque projector. Composite film processing unit. White mobile unit for AM and TV.

EXECUTIVES:
Douglas D. Kohlo, President; General Manager & Film Buyer
Bob Clinton, Commercial Manager
Norton Bloom, Program Director
Robert J. Tryon, Chief Engineer

RATE INFORMATION: Class A hour rate—Film $160 (Add 30% for live hour rate) Minute spot—Live $41.60, Film $32. Frequency discount 25% for 260 times.

WASHINGTON ATTORNEY: Bernard Koteen
CONSULTING ENGINEER: Commercial Radio Equipment Co.

KDZA-TV*

LICENSEE: Pueblo Radio Co. Inc.
ADDRESS: 3011 Elizabeth PHONE: 1255
AM AFFILIATE: KDZA

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Zula Seaton, 52%; Nina Ullrich 20%. Dee B. Crouch, 20%.

* BEGINS OPERATION: Unknown (CP granted Nov. 18, 1952)

NATIONAL REPRESENTATIVE: McGilloway
CHANNEL: 3 (66-72 mc)
TRANSMITTER ADDRESS: 3011 Elizabeth
MAKE OF TRANSMITTER: DuMont MODEL NO.: 7000
EFFECTIVE RADIATED POWERS: Visual, 10.5 kw Aural, 5.3 kw

YES, FROM THIS ULTRA MODERN BUILDING DESIGNED SOLELY FOR TELEVISION, CHANNEL 5 IN PUEBLO, COLORADO, ONE OF THE WEST'S FASTEST GROWING INDUSTRIAL MARKETS, WILL BE ALIVE WITH THE SAME ALERT AND AGGRESSIVE PROGRAM AND MERCHANDISING POLICIES THAT HAVE MADE KCSJ THE DOMINANT SOUTHERN COLORADO RADIO STATION.

BUY THE BEST — BUY FIVE

KCSJ TV

CHANNEL 5 — PUEBLO, COLORADO
(*On the air on or before April 1, 1953)
COLORADO TV STATIONS

KDZA-TV—(Continued)

KE OF ANTENNA: RCA

TENNA HEIGHT: Above average terrain, 300 ft. Above ground, 500 ft.

HOURS OF OPERATION: 5 p.m.-11 p.m.

DIO ADDRESS: 3011 Elizabeth

KE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local Live, Local & Network Film, Kinescopes.

A LIBRARY: Ziv

NEWS SERVICE: INS

DIO FACILITIES: Studio 130x70 ft. Two studio cameras. Two 16mm film cameras. Two 35mm film projectors. DuMont scanner.

EXECUTIVE PERSONNEL:

Lee B. Couch, President, General Manager & Film Buyer

Jack Wood, Commercial Manager

Jack Lundqvist, Chief Engineer

Mary Smith, Women's Director

E INFORMATION: Class A hour rate—Live $125, Film $150. Minute spot—Live $35, Film $30. Participation per spot $15. Frequency discounts. (Rate Card 11, 11, 1953.)

CONSULTING ENGINEER: Jack Heffelfinger

CONNECTICUT TV STATIONS

Bridgeport—

WICC-TV*

ENSEE: Southern Connecticut and Long Island TV Co. Inc.

RESS: 114 State St. ZONE: 3 PHONE: 5-4144

AFFILIATE: WICC

NETWORK AFFILIATION: ABC (Interconnected)

CIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned 69% by Bridgeport Broadcasting Co. (WICC).

GINS OPERATION: Feb. 28, 1953 (CP granted July 11, 1953)

TIONAL REPRESENTATIVE: Adam J. Young Jr. Inc.

ANNEL: 43 (644-650 mcl)

ANTENNA ADDRESS: Booth Hill, Trumbull

KE OF TRANSMITTER: Federal

CTIVE RADIATED POWERS: Visual, 182 kw

 Aural, 91.1 kw

KE OF ANTENNA: Workshop Assoc.

IENNA HEIGHT: Above average terrain, 700 ft. Above ground, 470 ft.

UDIO ADDRESS: Booth Hill Rd. HOURS OF OPERATION: 4 p.m.-12 Midnight

KE OF CAMERA CHAINS: DuMont

OF OPERATION: Network Live & Film, Local Live & Film, Kinescopes, Contract Film.

S SERVICE: AP

ARY SERVICE: Thesaurus, Associated, Ullman.

DIO FACILITIES: Two studios with two studio cameras. Two 16mm film projectors. One Federal flying spot scanner. Two 16mm Kodak motion picture cameras.

YVES:

Philip Mortman, President & General Manager

Anning Slater, Commercial Manager

Wallace Dunlap, Program Director

alph Winquist, Chief Engineer

Jim Elliott, News Director

Eott Wiseman, Film Editor


NING ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Millard M. Garrison

RODCASTING * Telecasting

THE STATION

THAT BLANKETS

THE RICHEST BUYING

AREA IN THE UNITED STATES!

If you want coverage, full coverage of the richest buying area in the United States — Stamford, Norwalk, New Haven, Bridgeport area — plus neighboring Long Island, WICC-TV is definitely the station to use.

Check WICC-TV's Coverage Map shown here.

See the rich cities, towns and counties WICC-TV covers. Call your nearest Adam J. Young, Jr. representative, consult your Standard Rate & Data or contact WICC-TV direct.

*Based on a study by Sales Management Magazine

1953 TELECASTING Yearbook • Page 71
CONNECTICUT TELEVISION STATIONS

Bridgeport—(Continued)

WSJL (TV)

LICENSEE: Harry L. Liffig

ADDRESS: 40 Platt St., Ansonia, Conn.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mr. Liffig is treasurer of Samuel J. Liffig Inc. (metal and industrial supplies).

BEGINS OPERATION: Unknown (CP granted Aug. 14, 1952)

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS: Booth Hill, Trumbull

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 99 kw Aural, 60 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 480 ft.

WASHINGTON ATTORNEY: McAuliffe & Wilkinson

CONSULTING ENGINEER: Millard M. Garrison

Hartford—

* (Educational-Noncommercial)

LICENSEE: State of Connecticut, Board of Education

ADDRESS: C/o Comr. of Public Works, State Office Bldg., Hartford 15, Conn.

* BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)

TRANSMITTER ADDRESS: 2.7 m. NW of Meriden in West Peak State Park

CHANNEL: 24 (530-536 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 235 kw Aural: 120 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 780 ft. Above ground 99 ft.

STUDIO ADDRESS: State Office Bldg., 165 Capitol Ave., Hartford

ATTORNEY: Attorney General, State of Connecticut, Hartford

CONSULTING ENGINEER: Craven, Lohnes & Culver

Page 72 • 1953 TELECASTING Yearbook
CONNECTICUT TV STATIONS

New Britain—

WKNB-TV

ENSEE: New Britain Broadcasting Co.

ADDRESS: 213 Main St. PHONE: Baidwin 3-3603

AFFILIATE: WKNB

NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Julian Gross, owner of Julian Gross Advertising Agency, Hartford, Conn.

JAN OPERATION: Feb. 15, 1953

TIONAL REPRESENTATIVE: Bolling Co.

\NSMITTER ADDRESS: U.S. Route 6, Farmington, Conn.

\NCHannel: 30 (566-572 mcl)

\KE OF TRANSMITTER: RCA

EXTIVE RADIATED POWERS: Visual, 206 kw Aural, 103 kw

KE OF ANTENNA: RCA

ENNA HEIGHT: Above average terrain, 970 ft. Above ground, 545 ft.

UDIO ADDRESS: 213 Main St.

EXECUTIVES:

Julian Gross, President
Peter B. Kenney, Station Manager
William H. Ray, Secretary
David Scott, Commercial Manager
John Shipley, Chief Engineer
Jack Fox, Film Director

FE INFORMATION: Class A hour rate—$250 (film). Minute spot—$50. Frequency discounts—Begins with 26 times at 5% up to 52 times at 20%. (Fromate Card No. 1, Nov. 1, 1952.)

SHINGTON ATTORNEY: Hogan & Hartson

ULTING ENGINEER: George C. Davis

ROADCASTING • Telecasting
CONNECTICUT TELEVISION STATIONS

New Haven—

WNHC-TV

LICENSEE: Elm City Broadcasting Corp.
ADDRESS: 1110 Chapel St. ZONE: 10 PHONE: Spruce 7-3611
AM AFFILIATE: WNHC FM AFFILIATE: WNHC-FM
TV NETWORK AFFILIATION: ABC, CBS, DuMont, NBC (interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Patrick J. Goode and Aldo DeDominickis are the principal stockholders.
BEGAN OPERATION: June, 1948
NATIONAL REPRESENTATIVE: Katz Agency
CHANNEL 6 (82.68 mc) (Must move to Ch. 8)
TRANSMITTER ADDRESS: Gaylord Mt., Hamden, Conn.
MAKE OF TRANSMITTER: DuMont MODEL NO.: 6TA-118A
EFFECTIVE RADIATED POWERS: Visual, 15.1 kw Aural, 7.5 kw
MAKE OF ANTENNA: RCA TYPE: TF-3A
ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 190 ft.
STUDIO ADDRESS: 1110 Chapel St. HOURS OF OPERATION: 7 a.m.-Midnight
MAKE OF CAMERA CHAINS: DuMont
TYPE OF OPERATION: Local Live, Network Live, Local Film, Network Film, Kinescopes.
FILM LIBRARY: Snader NEWS SERVICE: AP and INS
LIBRARY SERVICE: World
STUDIO FACILITIES: One large studio (32x40-ft.) and one small studio (12x18-ft.). Three studio/fiel'd DuMont cameras. Two DuMont film cameras. Two Holmes 16mm, one GE Type 88-28 16mm, one General Precision Lab. 16mm film projectors. One LeBelle slide projector. One Super Projectball opaque projector (3x4-in. cards). One Auricon 100 sound motion picture camera.
EXECUTIVES:
Patrick J. Goode, President
Aldo DeDominickis, General Manager & Secretary-Treasurer
Edward D. Taddel, Executive Vice President
J. Vincent Collenon, Commercial Manager & Film Buyer
Edward Obrait, Station Manager & Program Director
Sam P. Mastro, Office Manager
Vincent DeLaurentis, Chief Engineer
David K. Harris, Production Manager
Michael J. Goode, Public Relations Director
James Evans, Promotion Director
W. Rockwell Clark, News Director
RATE INFORMATION: Class A hour rate—$60. Minuto spot—$132. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 6, revised Feb. 7, 1952.)
WASHINGTON ATTORNEY: Fisher, Wayland, Duval & Southmayd
CONSULTING ENGINEER: Gero W. Ray, Stratford, Conn.

Norwich—

WATR-TV*

LICENSEE: State of Connecticut, Board of Education
ADDRESS: c/o Comr. of Public Works, State Office Bldg., Hartford 15
* BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)
TRANSMITTER ADDRESS: 1.3 m. WSW of Baltic
CHANNEL: 63 (764-770 mc)
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual 215 kw Aural 110 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain 590 ft. Above ground 520 ft.
STUDIO ADDRESS: Norwich Regional Technical School
ATTORNEY: Attorney General, State of Connecticut, Hartford
CONSULTING ENGINEER: Craven, Lohnes & Culver

Waterbury—

WATR-TV*

LICENSEE: WATR Inc.
ADDRESS: 440 Meadow St. ZONE: 10 PHONE: 4-5875
AM AFFILIATE: WATR PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Harold Thomas.
* BEGINS OPERATION: May 1, 1953 (CP granted Oct. 30, 1952)
NATIONAL REPRESENTATIVE: William G. Rambeau Co.
CHANNEL: 53 (704-710 mc)
TRANSMITTER ADDRESS: Meriden Mt., Conn.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 245 kw Aural, 125 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 800 ft. Above ground, 120 ft.
STUDIO ADDRESS: 440 Meadow St.
EXECUTIVES:
Harold Thomas, President & General Manager
S. R. Elman, Manager
Ed Waller, Program Director
CONSULTING ENGINEER: Gero W. Ray (Stratford, Conn.)

New London—

WNLC-TV*

LICENSEE: The Thames Broadcasting Corp.
ADDRESS: 281 State St. PHONE: 2-4365
AM AFFILIATE: WNLC
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee owned by Gerald J. Morey and wife and father.
* BEGINS OPERATION: August 1953 (CP granted Jan. 5, 1953)
CHANNEL: 26 (542-548 mc)
TRANSMITTER ADDRESS: Montville, Conn.
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual 106 kw Aural: 53 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 500 ft. Above ground 810 ft.
STUDIO ADDRESS: 281 State St.
EXECUTIVES:
Gerald J. Morey, President, General Manager & Chief Engineer
Leo Keegan, Commercial Manager
WASHINGTON ATTORNEY: Dow, Lohnes and Albertson
CONSULTING ENGINEER: Craven, Lohnes and Culver

Page 74 • 1953 TELECASTING Yearbook
IN CONNECTICUT

it's
WNHC TV

We believe old friends are the best friends and WNHC-TV has been the friendly guest in the homes of millions of people in New England. That’s why television viewers prefer WNHC-TV for information, for news, for public service — for great shows — all the stars of all the networks.

WNHC-TV is 4th in the single station market in the entire United States in number of sets and viewers.

- Effective buying power over four and one-half billion dollars annually
- 345,000 television sets (as of Dec., 1952)
- Per family income almost $7,000

AM-FM-TV

Represented Nationally By The Katz Agency, Inc.

ROADCASTING • Telecasting

New England's first complete broadcasting service.

1953 TELECASTING Yearbook • Page 75
DELAWARE TV STATIONS

Wilmington—

WDEL-TV

LICENSEE: WDEL Inc.

ADDRESS: 10th & King Sts. PHONE: 7268

AM AFFILIATE: WDEL FM AFFILIATE: WDEL-FM

TV NETWORK AFFILIATION: NBC, DuMont (Interconnected)


BEGAN OPERATION: June 30, 1949

NATIONAL REPRESENTATIVE: Robert Meeker Associates.

CHANNEL: 12 (204-210 mc) (Was on Ch. 7)

TRANSMITTER ADDRESS: New Castle County.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 2.5 kw Aural, 1.25 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 333 ft.

HOURS OF OPERATION: 7:00 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

NEWS SERVICE: UP and INS

EXECUTIVES:

Clair R. McCollough, Station Executive
J. Gorman Walsh, Station Manager
J. Robert Gulick, National Sales Manager
James Adshead, Program Director
J. E. Mathiat, Technical Director.

RATE INFORMATION: Class A hour rate—$575 (film). Minute spot—$100 (film). Rehearsals—$25 per half hour. Frequency discounts—Begin with 26 times at 3% up to 312 times at 22 ½%. (From Rate Card No. 6, Feb. 1, 1953.)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

Page 76 • 1953 TELECASTING Yearbook

*Figures released August 1952 by U.S. Dept. of Commerce
In the Country's Richest Income Market

Delaware tops all 48 states in 1951 average income.* That means WDEL-TV's market has more money per capita to spend than any other market in the United States.

WDEL-TV is a vital, motivating influence in this richest of markets. Its viewers offer a tremendous advertising profit potential. They are a constant, loyal audience. They have unlimited faith in WDEL-TV because of its active part in the life of the communities it serves. Backing this skillful local programming, WDEL-TV presents all top NBC shows. Buy WDEL-TV, your key to the country's highest average income market.

WDEL-TV
WILMINGTON, DELAWARE
A Steinman Station

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago Los Angeles San Francisco
More and more advertisers are finding WMAL-TV a good buy in the wealthy Washington, D.C. market.

In the nation's 10th largest market, more and more alert advertisers are fast discovering the showmanship and salesmanship of WMAL-TV. A low cost-per-thousand delivery charge attracts them—actual sales hold them.

More and more advertisers are seeing how WMAL-TV backs up their spot schedules with effective point-of-sale in-store merchandising with "Customer Contact".

More and more advertisers are discovering the fact that WMAL-TV has the best production facilities in the area and knows how to use them to give advertisers better programs at lower production costs.

More and more advertisers are learning what it means in sales when one of WMAL-TV's great local personalities tells their loyal audience to buy a sponsor's product.

For a good buy in Washington, pack Katz or...

DISTRICT OF COLUMBIA TV STATIONS

Washington—

WMAL-TV

LICENSEE: Evening Star Broadcasting Co.

ADDRESS: 4461 Connecticut Avenue N. W.  ZONE: 8  PHONE: Kellogg 7-11

AM AFFILIATE: WMAL  FM AFFILIATE: WMAL-FM

TV NETWORK AFFILIATION: American Broadcasting Co. (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Evening Star Newspaper Co.

BEGAN OPERATION: October 3, 1947

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: American University Campus

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

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

MAKE OF ANTENNA: RCA  TYPE: Six-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 515 ft. Above ground, 400 ft.

HOURS OF OPERATION: 1:30 p.m.-11:30 p.m.

STUDIO ADDRESS: 4461 Connecticut Avenue

MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: Field

TYPE OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

NEWS SERVICE: INS

STUDIO FACILITIES: Studio A (40 x 70 x 19-ft). Studio B (30 x 50 x 19-ft). Auditorium Studio C (40 x 70), with elevated stage 30 x 24. Field cameras used in studio. Two RCA TK11A and four TK30A field cameras. Trans-Lux rear screen projector. Three RCA TK20A film cameras and two RCA TP16A film projectors. Telekodac slide 35mm projectors. Mobile unit is custom built with power supply, trailer and with RCA 7000 microwave relay.

EXECUTIVES:

S. H. Kaufman, President
K. H. Burkeley, Vice President & General Manager
Charles L. Kelly, Asst. General Manager
Mahlon A. Glasscock, Director of Sales
Harvey Glasscock, TV Sales Manager
George L. Griesbauer, Sales Service Manager
E. H. Meeks, Director of Promotion and Publicity
Frank Harvey, Chief Engineer

RATE INFORMATION: Class A hour rate—$600. Minute or 20 seconds—$120. Eight seconds—$50. (Rate Card No. 6, June 1, 1952)

WASHINGTON ATTORNEY: Hogan & Hartson

Page 78 • 1953 TELECASTING Yearbook
WASHINGTON—(Continued)

WNBW (TV)

LICENSEE: National Broadcasting Co.

ADDRESS: Wardman Park Hotel ZONE: 8 PHONE: Adams 4-5400

AFFILIATE: WRC FM AFFILIATE: WRC-FM

NETWORK AFFILIATION: NBC (Interconnected)


AN OPERATION: May 27, 1947

NATIONAL REPRESENTATIVE: NBC Spot Sales.

CHANNEL: 4 (66-72 mc)

NSMITTER ADDRESS: Wardman Park Hotel

DEPARTMENT NO.: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 10 kw

KE OF ANTENNA: RCA TYPE: TF-4A, Superturnstile

ENNA HEIGHT: Above average terrain, 330 ft. Above ground, 353 ft.

JS OF OPERATION: 6:45 a.m.-4:15 a.m.

STUDIO ADDRESS: Wardman Park Hotel

KE OF CAMERA CHAINS: RCA DESCRIPTION: Field 1 OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

LIBRARY: Snader NEWS SERVICE: AP, UP and INS

GENERAL SERVICE: Theasaurus and NBC

STUDIO FACILITIES: Studio A (50x75-ft.). Studio B (9x20-ft.). Studio C (6x10-ft.). 20 RCA TK-20 cameras. Bedee rear screen projector. Two film cameras, two 16mm film projectors and one 35mm projector. Two Eastman 2x2-in. slide projectors. One 5x7-in. opaque projector.

STUDENTS:

Vank White, President (NBC)
William H. Fineshriber Jr., Vice President and General Manager
Mark M. Russell, Vice President in Charge of Washington Office
C. Elston D. Smith, Vice President & General Manager
Seth Goodfellow, Director of Sales
Charles delRosier, TV Commercial Manager
Alph Burgin, Program Director
John Rogers, Chief Engineer
George Dorsey, Film Buyer
Robert Adams, Press & Promotion Manager
Cash Keller, Director of News

FREQUENCY INFORMATION: Class A hour rate—$650. Minute spot or 20 second station break—$125. 10 second station break—$67.50. Frequency discounts. (From Rate Card No. 7, Jan. 1, 1952).

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reinthal
SUITING ENGINEER: Raymond F. Guy (NBC)

BROADCASTING • Telecasting

WTOP-TV

LICENSEE: WTOP Inc.

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

AM AFFILIATE: WTOP FM AFFILIATE: WTOP-FM

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Washington Post owns 55% and CBS owns 45% of licensee. Washington Post also owns WMBR-AM-FM-TV Jacksonville, Fla. CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNX(TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEI-LX rear screen projector. CBS also owns 47% of WCCO-AM-TV Minneapolis (53% owned by Mid Continent Radio-Television Inc.)

BEGIN OPERATION: Started as WOIC January, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 9 (186-192 mc)

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

MAKE OF TRANSMITTER: RCA MODEL: 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, 700 ft. Above ground, 300 ft.

HOURS OF OPERATION: 9 a.m.-2 a.m.

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

MAKE OF CAMERA CHAIN: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

FILM LIBRARY: Official Films NEWS SERVICE: AP, UP and INS

STUDIO FACILITIES: Two studios (one 30x45-ft., other 18x25-ft.) Eight interchangeable field cameras, Trae-Lux rear screen projector. Three 16mm film cameras and two projectors. Four LaBelle slide projectors (2x2 in.) and one opaque projector 3/4 x 4 in. One mobile unit with three cameras, power supply and microwave relay.

EXECUTIVES:

John S. Hayes, President
Lloyd W. Dennis, Vice President (Programs)
H. Thomas Taustig, Program Director (TV)
George Hartford, Vice President (Sales)
Clyde Hunt, Vice President (Engineering)
Granville Klink, Chief Engineer
Derrick Dyatt, Film Buyer
Larry Richardson, Assistant to President
Cody Pfanstiel, Director of Press Information
Warren Boorem, Director of Sales Promotion

RATE INFORMATION: Class A hour rate—$700. 20-second station break or one minute spot—$140. 10 second spot $65. Discounts 26 weeks 5%, 52 weeks 10%. Studio live rehearsal $80 per hour. (Rate Card No. 3, June 15, 1952)

WASHINGTON ATTORNEY: Covington & Burling

1953 TELECASTING Yearbook • Page 79
FORGING AHEAD...

To SALES Supremacy on the LOCAL TV Scene...

Offering Washington Advertisers

— New ENLARGED DOWNTOWN Studios—
Only Center-Of-Town TV Location in the Capital

— Most EXPERIENCED Production Staff—
Long-time Employees Of Washington’s 1st Station

— Strong PROMOTION to Assist Clients—
On the Air and Otherwise...
Spelling Success Stories Plus!

— The BEST in Local PROGRAMMING—
Shows...Talent...that Build, Hold, AND SELL Audiences

YES, WTTG’s “Plus-Offerings” Are Making It The “HOMETOWN HERO” Among Washington Advertisers!

CHANNEL 5
WTTG Washington D.C.

Newly Represented Nationally By BLAIR TV, Inc.

DISTRICT OF COLUMBIA TV STATIONS

Washington—(Continued)

WTTG (TV)

LICENSEE: Allen B. DuMont Labs, Inc.

ADDRESS: Hotel Raleigh ZONE: 4 PHONE: Sterling 3-5300

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is TV and electron manufacturer and also owns WDTV(TV) Pittsburgh and WABD(TV) New York.

BEGAN OPERATION: January 1, 1947

NATIONAL REPRESENTATIVE: Blair-TV Inc.

TRANSMITTER ADDRESS: 5217 19th Road North, Arlington, Va.

CHANNEL: 5 (768-82 mc)

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

ANTENNA HEIGHT: Above average terrain, 587 ft. Above ground, 465 ft.

HOURS OF OPERATION: 10:15 a.m.-12:30 a.m.

STUDIO ADDRESS: Hotel Raleigh

MAKE OF CAMERA CHAINS: DuMont

DESCRIPTION: Iconoscope film cameras, image orthicon studio & field pick-up camera...

TYPE OF OPERATION: Local & Network Live, Local & Network Film.

NEWS SERVICE: UP and Movietone

LIBRARY SERVICE: Capitol

STUDIO FACILITIES: Two studios (one 40x40 ft., other 40x60 ft.). Five studio and three field cameras. One Bedee rear screen projector. Two 16mm film projectors.
Two LeBelle slide projectors (2x2 in., bound slides). One mobile unit with 16 cameras and microwave relay.

EXECUTIVES:
Dr. Allen B. DuMont, President,
C. J. Witling, Director, DuMont Television Network
Walter Compton, General Manager
Neal J. Edwards, Commercial Manager
Roger M. Caelos, Program Operations Manager
M. M. Burleson, Chief Engineer
Jules Haver, Film Buyer

RATE INFORMATION: Class A one hour live or film $600; minute spot live or $100. Rehearsals $50 per hour in excess of 1.5x1 radio. Frequency disc 5% 13 times up to 25% 260 times. (Rate Card No. 8, Sept. 29, 1952)

WASHINGTON ATTORNEY: Roberts & Melinnis

Page 80 • 1953 TELECASTING Yearbook

www.americanradiohistory.com
FLORIDA TELEVISION STATIONS

** Lauderdale— WFTL-TV**

**ENSEE:** Gore Publishing Co.

**ADDRESS:** P. O. Box 131  PHONE: 3-2511

**AFFILIATE:** WFTL

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee publishes Ft. Lauderdale News.

**BEGINS OPERATION:** April 1, 1953. (CP granted July 31, 1952)

**TIONAL REPRESENTATIVE:** Weed

**ANNEL:** 23 (524-530 mc)

**NSMITTER ADDRESS:** 1785 S.E. 15th St.

**KE OF TRANSMITTER:** RCA

**ECTIVE RADIATED POWERS:** Visual, 100 kw  Aural, 56 kw

**ENNA HEIGHT:** Above average terrain, 270 ft. Above ground, 293 ft.

**UDIO ADDRESS:** 1785 S.E. 15th St.

**PE OF OPERATION:** Local live, network live, local film, network film, kinescopes.

**WS SERVICE:** AP

**IO FACILITIES:** Studio is 40x50-ft., seats 100 persons. Two studio cameras. Two film cameras.

**XECUTIVES:**

- **W. Dickey, President**
- **L. Bowles, General Manager & Commercial Manager**
- **W. Swatt, Program Director**
- **T. Northey, Chief Engineer**

**HINGTON ATTORNEY:** McKenna & Wilkinson

**ULSULTING ENGINEER:** Weiden & Carr

**WITV (TV)**

**ENSEE:** Gerico Investment Co.

**ADDRESS:** P. O. Box 78  PHONE: 2-2563

**AFFILIATE:** WBRD

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Owner equally by Coleman Judd, realtor; E. J. Richardson, construction; and George W. English Jr., attorney. Application pending before FCC to change ownership to 25% each; th Martin Louvi, DuMont executive, as the fourth partner. Materials: Judd, Richardson and English together own 40% of WBRD.

** BEGINNS OPERATION:** Unknown (CP granted July 31, 1952)

**ANNEL:** 17 (488-494 mc)

**NSMITTER ADDRESS:** Peters Branch Rd.

**KE OF TRANSMITTER:** RCA

**ECTIVE RADIATED POWERS:** Visual, 18.8 kw  Aural, 11 kw

**KE OF ANTENNA:** RCA

**ENNA HEIGHT:** Above average terrain, 420 ft. Above ground, 439 ft.

**UDIO ADDRESS:** Peters Rd.

**XECUTIVES:**

- **B. Graham, President**
- **J. Hynes, Vice President (Radio-TV)**
- **Charles Stone, Commercial Manager**
- **B. Aylen, Program Director**
- **S. Vordermark, Chief Engineer**
- **B. Adams, Film Buyer**
- **B. Terry, Operations Manager**
- **B. Johns, Production Manager**

**RATE INFORMATION:** Class A hour rate—$520 (live), $400 (film). Minute spot—$78 (live), $60 (film). Frequency discounts—Begins with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 3, Jan. 1, 1952.)

**WASHINGTON ATTORNEY:** Hogan and Hartson

**CONSULTING ENGINEER:** A. D. Rigen & Assoc.

1953 TELECASTING Yearbook  Page 81
Lakeland—

**WONN-TV**

**LICENSEE:** WONN-TV Inc.

**ADDRESS:** P. O. Box 2038

**AM AFFILIATE:** WONN

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Principal owners (each of which owns $33\frac{1}{3}$% of WONN) are Robert S. Taylor, E. D. Covington Jr. and Duane F. McConnell, each with 5.8% of licensee. Other stockholders are local physicians and dentists.

*BEGINS OPERATION:* Unknown (CP granted Dec. 31, 1952)

**CHANNEL:** 16 (482-488 mc)

**TRANSMITTER ADDRESS:** Lakeland Highlands Rd. at Seward Lake Dr.

**MAKE OF TRANSMITTER:** DuMont

**EFFECTIVE RADIATED POWERS:** Visual, 85 kwh Aural, 43 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above average terrain, 730 ft. Above ground, 653 ft.

**STUDIO ADDRESS:** Lakeland Highlands Rd. at Seward Lake Dr.

**EXECUTIVES:**

Robert S. Taylor, President
E. D. Covington Jr., Vice President
Duane F. McConnell, Secretary
Dr. Winburn A. Shearouse, Treasurer

**WASHINGTON ATTORNEY:** Fisher, Wayland, Duvall & Southmayd

**CONSULTING ENGINEER:** George E. Grafton

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Miami—

**WTVJ (TV)**

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

**ADDRESS:** 316 N. Miami Ave. **PHONE:** 82-6671

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Owned 98% by Wolfson-M. Theatre Enterprises Inc. (Wometco). Principal owners of Wometco are Mitchell Wolfson and Sidney Meyer. Wometco has a 10% interest in Piedmont Electro. & Fixture Corp., TV applicant for Charlotte, N. C. Messrs. Wolfson and Meyer own 2½% each of Orange Television Broadcasting Co., TV applicant for Tampa, Fla.

*BEGAN OPERATION:* March 21, 1949

**NATIONAL REPRESENTATIVE:** Free and Peters

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

**TRANSMITTER ADDRESS:** Everglades Hotel

**MAKE OF TRANSMITTER:** GE **MODEL NO.:** Visual: GET-7A-8A

**EFFECTIVE RADIATED POWERS:** Visual, 17 kw Aural, 8.5 kw

**MAKE OF ANTENNA:** GE **TYPE:** GETY-13C, Three-Bay turnstile

**ANTENNA HEIGHT:** Above average terrain, 286 ft. Above ground, 306 ft.

**HOURS OF OPERATION:** 7 a.m.-12:30 p.m.

**STUDIO ADDRESS:** 316 N. Miami Ave.

**MAKE OF CAMERA CHAINS:** GE, RCA, DuMont **DESCRIPTION:** Studio and 8-14

**TYPE OF OPERATION:** Local & Network Live, Local & Network Film, Kinescopes.

**FILM LIBRARY:** Snader **NEWS SERVICE:** INS

**LIBRARY SERVICE:** World

**STUDIO FACILITIES:** Studio A (68x100-ft.). Studio B (120x40-ft., seating 150 persons). Two GE and two RCA studio cameras. Three DuMont field cameras. One Trans-Lux 12x16-ft. rear screen projector. One GE, three composite film camcorders. Two GE and two Eastman 16mm film projectors. Two GE, Bell & Howell silent projectors (35x4-in. cards). One Pathé, one Eastman Cine-Special, two Avesta three Bell & Howell motion picture cameras. One GE mobile unit with three cameras. RCA microwave equipment and complete line of lenses ranging from 50 to 20-in.

**EXECUTIVES:**

Mitchell Wolfson, President
Lee Rowitch, General Manager
John S. Allen, Commercial Manager
Arthur L. Gray, Natl. Sales Manager
Lee Phillips, Program Director
Earl Lewis, Chief Engineer
John A. Shay, Operations Chief
Burt Teppan, Promotion Manager

**RATE INFORMATION:** Class A hour rate—$700 (film). Minute spot—$85 (Class A C time only). Participations—$50-$85 per spot. Rehearsals—$50 per hour over 1:1 ratio. Frequency discounts—Begin with 13 times at 5% up to 16 times at 25%. (From Rate Card No. 8, Jan. 1, 1953.)

**WASHINGTON ATTORNEY:** Segal, Smith and Hennessey

**CONSULTING ENGINEER:** Jansky & Bailey

Page 82 • 1953 TELECASTING Yearbook
WTJV
YOUR BLUEPRINT FOR FUTURE SALES

NEW PLANT COMPLETED NOVEMBER 1952

SPECIFICATIONS
- Largest Television plant in Southeastern United States
- "A" Studio area to 10,000 sq. ft.
- "B" Studio area to 800 sq. ft.
- Theatre seating capacity of 250 for audience participation
- All NEW studio and technical equipment
- Engineering research department
- Complete motion picture, laboratory and newsreel plant
- Four years 'on-the-air' experience

REQUIREMENTS
TO SERVICE: 825,000 year-round buying population with a
51.0% Television set penetration as of Sept. 1952

LEARN MORE ABOUT THE AMAZING SOUTH FLORIDA TV SALES STORY
CALL YOUR FREE & PETERS' COLONEL, TODAY

CHANNEL 4 WTVJ
Florida's First TV Station • MIAMI
FLORIDA TELEVISION STATIONS

Pensacola—

WPFA (TV)*

LICENSEE: Southland Television Inc.

ADDRESS: P. O. Box 30, Baton Rouge, La.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Charles W. Lamar is sole owner, but T. E. Gibbens will receive 25% of profits. Mr. Lamar is partner in Lamar Adv. Co., Baton Rouge, La., owns KCUL Houma, La., and is minority stockholder in WAFB Baton Rouge. Mr. Gibbens is vice president, manager and minority stockholder in WAFB.

* BEGINS OPERATION: June 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: Adam J. Young Jr. Inc.

CHANNEL: 15 (476-482 mc)

TRANSMITTER ADDRESS: Government & Tarragona Sts.

MAKE OF TRANSMITTER: RCA

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

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 280 ft. Above ground 350 ft.

STUDIO ADDRESS: Government & Tarragona Sts.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: George A. Gautney

St. Petersburg—

WSUN-TV*

LICENSEE: City of St. Petersburg

ADDRESS: P. O. Box 240 PHONE: 7-4747

AM AFFILIATE: WSUN

NATIONAL REPRESENTATIVE: Weed & Co.

* BEGINS OPERATION: May 1, 1953 (CP granted Oct. 9, 1952)

CHANNEL: 38 (614-620 mc)

TRANSMITTER ADDRESS: Near west end of Gandy Bridge.

MAKE OF TRANSMITTER: RCA MODEL NO.: T1U-10A

EFFECTIVE RADIATED POWERS: Visual, 205 kw, Aural, 110 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 460 ft. Above ground, 492 ft.

HOURS OF OPERATION: 7 a.m.-11 p.m.

STUDIO ADDRESS: Municipal Pier

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

STUDIO FACILITIES: Two studios: 35x45 ft. and 20x30 ft. Two RCA (TK-11A) studio cameras. Two RCA TK-20C film cameras. Two RCA 16mm (TP-6A) film projectors. Two RCA (TP-2A) automatic slide projectors; one Telep II opaque projector. One RCA flying spot scanner (TK-3A).

EXECUTIVES:

George D. Robinson, General Manager & Film Buyer
Charles Vaughn, Program Director
Louis J. Link, Chief Engineer

WASHINGTON ATTORNEY: Laucks, Zia, Young & Jansky

CONSULTING ENGINEER: James C. McNary

West Palm Beach—

WIRK-TV*

LICENSEE: WIRK-TV Inc.

ADDRESS: 715 S. Flagler Dr.

AM AFFILIATE: WIRK


* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

CHANNEL 21 (512-518 mc)

TRANSMITTER ADDRESS: Flagler Dr., N. of Lakeview Dr.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 22 kw, Aural, 11.5 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 220 ft. Above ground, 255 ft.

STUDIO ADDRESS: Flagler Dr., N. of Lakeview Dr.

EXECUTIVES:

Joseph S. Field Jr., President and General Manager

WASHINGTON ATTORNEY: Frank U. Fletcher

CONSULTING ENGINEER: Vandezivera, Cohen & Wein.
Atlanta—

WAGA-TV

CENSEE: Storer Broadcasting Co.

ADDRESS: 1018 Peachtree St., N. W. PHONE: Vernon 3553

FM AFFILIATE: WAGA FM AFFILIATE: WAGA-FM

NETWORK AFFILIATION: CBS and DuMont (Interconnected)


EGAN OPERATION: March 8, 1949

ATLANTIC REPRESENTATIVE: The Katz Agency inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1018 Peachtree St. N. W.

AKE OF TRANSMITTER: RCA MODEL NO.: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 26 kw; Aural, 13 kw

AKE OF ANTENNA: RCA TYPE: TT-5-Supertwistile

AMAHEIGHT: Above average terrain, 530 ft. Above ground, 484 ft.

OURS OF OPERATION: 9 a.m.-11 p.m.

STUDIO ADDRESS: 1018 Peachtree St. N.W.

MAKE OF CAMERA CHAINS: RCA

DESCRIPTION: Two TK-10A, two TK-30A.

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

NEWS SERVICE: AP and UP

LIBRARY SERVICE: Thesaurus


EXECUTIVES:

George B. Storer, President
Glenn C. Jackson, Managing Director
J. W. Collins Jr., Commercial Manager
Tom Harker, National Sales Manager (New York)
Don Naylor, Program Director
Hugo Bondy, Chief Engineer
Pera Lee Brock, Promotion Manager
David Mayo, Merchandising Manager
Dale Clark, News Editor
Jim Woods, Sports Director
Helen Parries, Woman's 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% plus. (From Rate Card No. 6, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lehnnes & Alberson

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

SHAKESPEARE SAID:

"The Play's The Thing..."

...and the old Bard certainly knew what he was talking about. TV ratings place dramatic shows in first place with tele-viewers... and UTP has TV's two top dramatic programs.

Both were originally produced by Bing Crosby Enterprises for two of America's largest national advertisers... now available to leading local and regional sponsors at a fraction of their original cost.

NEW YORK
444 Madison Avenue

CHICAGO
360 North Michigan

HOLLYWOOD
140 North La Brea

ROYAL PLAYHOUSE
(Fireside Theatre)

26 hard-hitting, audience-building half-hours... carefully selected dramas that all the family will enjoy and remember. This is the same series that rated #1 when it ran over NBC under the title of "Fireside Theatre."

COUNTERPOINT
(Rebound)

26 unusual half-hour dramas. Each surprise-ending story is designed to accent the unusual. A National Award Winner with terrific adult appeal... destined to set new records and ratings now that it's available on a local level.

SOME FIRST-RUN MARKETS STILL AVAILABLE...

WIRE OR PHONE FOR DETAILS.

1953 TELECasting Yearbook  Page 85
The minute I hit the couch I said, “Look, Dr. Zeismutt, let’s forget my libido. What I want to know is... how do I make a fast profit from my new TV station?”

He was stumped, of course... didn’t know about Consolidated’s STATION-STARTER PLAN... how you buy nine TV series for one low price. And when I say “low” I mean you start making money on them right off the bat.

Consolidated Television Sales

distributors of film for Television

SUNSET AT VAN NESS, HOLLYWOOD 28, NO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, N.Y. 6-7543
520 N. MICHIGAN AVE., CHICAGO 11, HI. 2-5231

GEORGIA TV STATIONS

Atlanta—(Continued)

WLTV (TV)

LICENSEE: Broadcasting Inc. (Crosley Broadcasting Corp.)

ADDRESS: 15 Forsyth St., S. W. PHONE: Cypress 6676

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Ave-Mfg. Co., owns WLW, WLWA(FM) and WLWT(TV) Cincinnati, WLWR(FM) a WLWD(TV) Dayton, WLWF(FM) and WLWC(TV) Columbus, all Ohio, WINN New York, and WLTV(TV) Atlanta.

BEGAN OPERATIONS: Sept. 30, 1951

NATIONAL REPRESENTATIVES: Harrington, Righter & Parsons Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: W. Peachtree St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-SA

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, 598 ft.

HOURS OF OPERATION: 2 p.m.-11:30 p.m. 1:30 p.m.-11:30 p.m. Sunday

STUDIO ADDRESS: 15 Forsyth St., S. W.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

NEWS SERVICE: AP


EXECUTIVES:

James D. Shouse, Chairman of Board
Robert Donville, Chairman, Executive Board
William T. Lane, President and General Manager
Charles Grisham, Commercial Manager
Roger Van Duzer, Program Director & Film Buyer
Harvey J. Aderhold, Chief Engineer
Ann Hutcheson, Traffic Manager
Myrtle Thompson, Office Manager

RATe INFORMATION: Class A hour rate—$500. Minute spot—$75. Frequency of counts—Begin with 13 times at 5% up to 156 times at 30%. (From Rate Card, No. 1, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

Page 86 • 1953 Telecasting Yearbook

Broadcasting • Telecasting

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is more than an advertising medium...it's a selling medium!

is geared to do one job best...that is to SELL YOUR PRODUCT!

offers a "result-conscious" staff, from the sales office to the production men, to the highly trained, personable announcers and performers...

all adds up to Better Selling - Better Demonstrations Positive Sales Results

PROVEN by the swift growth of WLTV in a big, highly competitive market...at the most economical TV rates in the market!

General Manager WILLIAM T. LANE
Sales Manager CHARLES F. GRISHAM
Telephone CYpress 6676
Atlanta, Georgia

Represented nationally by HARRINGTON, RIGHTER & PARSONS

1953 TELECASTING Yearbook • Page 87
### GEORGIA TV STATIONS

**Atlanta—(Continued) WSB-TV**

**LICENSEE:** Atlanta Newspapers Inc.

**ADDRESS:** 10 Forsyth St., N. W. **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. Inc.

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

**TRANSMITTER ADDRESS:** 780 Willaughby Way, N. E.

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

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

**MAKE OF ANTENNA:** RCA  **TYPE:** 14-Bay

**ANTENNA HEIGHT:** Above average terrain, 932 ft. Above ground, 1062 ft.

**STUDIO ADDRESS:** 1601 W. Peachtree St.

**HOURS OF OPERATION:** 8 a.m.-Midnight

**MAKE OF CAMERA CHAINS:** RCA  **DESCRIPTION:** TK-30A

**TYPE OF OPERATION:** Local & Network Live, Local & Network Film, Kinescopes

**STUDIO FACILITIES:** Studio 30x50 ft. Two RCA TK-30A studio cameras. Two RCA TK-30A field cameras. Two RCA TK-20A film cameras. Two RCA TP-16C 16mm film projectors. Two Selectro-Slide slide projectors (2x2-in. slides). One Composite Balopticon (4x5-in. cards). One Eastman motion picture camera. One mobile unit with two RCA TK-30A field cameras, RCA relay equipment.

**EXECUTIVES:**

- **J. Leonard Reinsch,** Managing Director
- **John M. Outler Jr.,** General Manager
- **Marcus Bartlett,** Station & Commercial Manager
- **Robert Holbrook,** Chief Engineer
- **Jean Hendrix,** Film Buyer

**RATE INFORMATION:** Class A hour rate—$650 (film). Minute spot—$104 (film). Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card April 15, 1952.)

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

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

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### IDAHO TV STATIONS

**Boise— KGEM-TV**

**LICENSEE:** Idaho Broadcasting & Television Co.

**ADDRESS:** 5601 Cassia St. **PHONE:** 4-3511

**AM AFFILIATE:** KGEM

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Frank C. Carman (25%), Ger W. Wrathall (25%), David Smith (25%), Mrs. Edna McCrea (12.5%), Sharon Powers (12.5%). All have interests in KWKI Pocatello, Ida., KIFI Idaho Falls, Id-KOBR Butte, Mont.

* BEGINS OPERATION: Fall, 1953 (CP granted Jan. 15, 1952)

**NATIONAL REPRESENTATIVE:** Hollingsby

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

**TRANSMITTER ADDRESS:** Deer Point Peak

**MAKE OF TRANSMITTER:** Composite

**EFFECTIVE RADIATED POWERS:** Visual, 32 kw  **Aural,** 16 kw

**MAKE OF ANTENNA:** Undetermined

**ANTENNA HEIGHT:** Above average terrain, 2,050 ft. Above ground, 107 ft.

**STUDIO ADDRESS:** 5601 Cassia St.

**TYPE OF OPERATION:** Local live and film, network film and kinescopes.

**EXECUTIVES:**

- **Frank C. Carman,** President
- **Milo J. Peterson,** General Manager

**WASHINGTON ATTORNEY:** John H. Midlen

**CONSULTING ENGINEER:** Grant W. Wrathall (Aptos, Cal.)

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**KIDO-TV**

**LICENSEE:** KIDO Inc.

**ADDRESS:** Chamber of Commerce Bldg. **PHONE:** 2-4611

**AM AFFILIATE:** KIDO

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Georgia M. Davidson is controlling stockholder.

* BEGINS OPERATION: July 1, 1953 (CP granted Dec. 23, 1952)

**NATIONAL REPRESENTATIVE:** Blair TV Inc.

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

**TRANSMITTER ADDRESS:** NW of Crestline Dr.

**MAKE OF TRANSMITTER:** RCA

**EFFECTIVE RADIATED POWERS:** Visual, 51 kw  **Aural** 26 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above average terrain, 80 ft. Above ground, 385 ft.

**STUDIO ADDRESS:** Undetermined

**MAKE OF CAMERA CHAINS:** RCA

**TYPE OF OPERATION:** Local live and film, network film and kinescopes.

**STUDIO FACILITIES:** One studio, 55x35 ft. One RCA studio camera. Two 16mm RCA film projectors. One Spindler-Saupe slide projector. One Bell & Howell camera.

**EXECUTIVES:**

- **Georgia M. Davidson,** President
- **Walter E. Wegstuff,** Vice President and General Manager
- **Hugh Shelley,** Commercial Manager
- **Jack Link,** Program Director, Film Buyer
- **Harold Taedemeier,** Chief Engineer
- **Bill Harvey,** Film Editor

**WASHINGTON ATTORNEY:** Fisher, Wayland, Duvall & Southmayd

**CONSULTING ENGINEER:** Commercial Radio Equipment Co.

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Don't send a boy to do a MAN'S work

There is tremendous opportunity in the booming Southland. If you are interested it warrants the strongest advertising support you can obtain. WSB and WSB-TV are the most powerful media serving this region. In every survey ever made in Atlanta by any recognized authority these stations have been dominant FIRSTS.

**wsb-tv**  
ATLANTA, GEORGIA

World's tallest TV tower  
50,000 watts, channel 2  
Represented by Petry

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION
ILLINOIS TELEVISION STATIONS

Belleville—

**WTVI (TV)**

LICENSEE: Signal Hill Telecasting Corp.
ADDRESS: 10,200 W. Main St. PHONE: Express 0054
(Pearl St. office, see Missouri Listing)
TV NETWORK AFFILIATION: DuMont
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Major stockholders are Paul F. Pelias and Harry Tennenbaum, investment bankers.
* BEGINS OPERATION: May 1, 1953 (CP granted Nov. 20, 1952)
NATIONAL REPRESENTATIVE: Weed Television
CHANNEL: 54 (710-716 mc)
TRANSMITTER ADDRESS: 10,200 W. Main St.
MAKE OF TRANSMITTER: Federal
EFFECTIVE RADIATED POWERS: Visual, 220 kw Aural, 120 kw
MAKE OF ANTENNA: Federal TYPE: WA-25
ANTENNA HEIGHT: Above average terrain, 630 ft. Above ground, 590 ft.
STUDIO ADDRESS: 10,200 W. Main St. HOURS OF OPERATION: Noon-Midnight
MAKE OF CAMERA CHAINS: Federal DESCRIPTION: Image Orthicon
TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes
EXECUTIVES:
Bernard T. Wilson, President and General Manager
John H. Hyatt, Vice President in Charge of Sales
Ted Westcott, Vice President in Charge of Programming
WASHINGTON ATTORNEY: Sher, Oppenheimer & Harris
CONSULTING ENGINEER: John B. Heffelfinger (Kansas City)

Chicago—

**WBBM-TV**

LICENSEE: Columbia Broadcasting System
ADDRESS: 190 N. State St. ZONE: 1 PHONE: Randolph 6-8210
AM AFFILIATE: WBBM FM AFFILIATE: WBBM-FM
TV NETWORK AFFILIATION: CBS (Interconnected)
BEGIN OPERATION: Sept. 6, 1946
NATIONAL REPRESENTATIVE: CBS Television Spot Sales
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: 32 N. LaSalle St.
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, 686 ft.
STUDIO ADDRESS: 190 N. State Street HOURS OF OPERATION: 9 am-1:30 a.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 16 Image Orthicon cameras
TYPE OF OPERATION: Local and network live, local and network film, kinescope
LIBRARY SERVICE: Associated, SESAC, World
STUDIO FACILITIES: Five studios—(28x32x18-ft., 36x44x22-ft., 34x47x11-ft., 30x14-ft., and Civic Theatre with stage 33x20x60-ft, and seating capacity 4,800). Sixteen studio cameras (seven interchangeable), three interchangeable field cameras. Two RCA 16mm and one RCA 35mm film cameras. Two RCA 16mm, two RCA 35mm and two GIF 16mm film projectors. Two Spinfler & Sauq and four Kodak slide projectors (2x2-in. slides). Grey Telephone aperture projector (4x5-in. cards). Mobile unit with three cameras, normal lens complements plus 13-in., 15-in., 17-in, and 25-in lenses, equipped with microwave equipment, power supply, generator, etc.
EXECUTIVIES:
Leonard H. Goldenson, President (AB-PT)
Robert E. Kintner, President (ABC Div.)
Robert H. O'Brien, Executive Vice President (ABC Div.)
John H. Norton Jr., Vice President, Central Div. (ABC Div.)
John H. Mitchell, Vice President and General Manager, WBBB
Joseph Fisher, Commercial Manager
Fred Killian, Creative Program Director
Monte Fongchon, Program Manager
E. H. Hurstman, Engineer Manager
Donald Krantz, Executive Producer
Jack McCord, Business Manager of TV Dept.
Clark Milder, Organizational Supervisor
WASHINGTON ATTORNEY: McKenna & Williamson
CONSULTING ENGINEER: Kear & Kennedy

**WBKB (TV)**

LICENSEE: American Broadcasting-Paramount Theatres Inc.
ADDRESS: 20 N. Wacker Drive ZONE: 6 PHONE: Andover 3-0800
AM AFFILIATE: WENR FM AFFILIATE: WENR-FM
TV NETWORK AFFILIATION: ABC (Interconnected)
BEGIN OPERATION: Sept. 17, 1948
NATIONAL REPRESENTATIVE: Blair-IV Inc.
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: 20 N. Wacker Drive
MAKE OF TRANSMITTER: RCA MODEL NO.: TTC-A
EFFECTIVE RADIATED POWERS: Visual, 28.3 kw Aural, 14 kw
MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-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-30
TYPE OF OPERATION: Local and network live, local and network film, kinescope
NEWS SERVICE: AP, INS
STUDIO FACILITIES: Five studios—(28x32x18-ft., 36x44x22-ft., 34x47x11-ft., 30x14-ft., and Civic Theatre with stage 32x20x60-ft, and seating capacity 4,800). Sixteen studio cameras (seven interchangeable), three interchangeable field cameras. Two RCA 16mm and one RCA 35mm film cameras. Two RCA 16mm, two RCA 35mm and two GIF 16mm film projectors. Two Spinfler & Sauq and four Kodak slide projectors (2x2-in. slides). Grey Telephone aperture projector (4x5-in. cards). Mobile unit with three cameras, normal lens complements plus 13-in., 15-in., 17-in, and 25-in lenses, equipped with microwave equipment, power supply, generator, etc.
EXECUTIVIES:
Leonard H. Goldenson, President (AB-PT)
Robert E. Kintner, President (ABC Div.)
Robert H. O'Brien, Executive Vice President (ABC Div.)
John H. Norton Jr., Vice President, Central Div. (ABC Div.)
John H. Mitchell, Vice President and General Manager, WBKB
Joseph Fisher, Commercial Manager
Fred Killian, Creative Program Director
Monte Fongchon, Program Manager
E. H. Hurstman, Engineer Manager
Donald Krantz, Executive Producer
Jack McCord, Business Manager of TV Dept.
Clark Milder, Organizational Supervisor
WASHINGTON ATTORNEY: McKenna & Williamson
CONSULTING ENGINEER: Kear & Kennedy

Page 90 * 1953 TELECASTING Yearbook

BROADCASTING • Telecasting

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ILLINOIS TV STATIONS

Chicago—(Continued)

WGN-TV

LICENSEE: WGN Inc.

ADDRESS: 441 N. Michigan Ave.  ZONE: 11  PHONE: Superior 7-0100

FM AFFILIATE: WGN  FM AFFILIATE: WGNB

NETWORK AFFILIATION: DuMont (interconnected)


BEGAN OPERATION: April 5, 1948

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 9 (186-192 mc)

TRANSmitter ADDRESS: Atop Tribune Tower

MAKE OF TRANSMITTER: GE  MODEL NO.: TT-7B & TT-8B

EFFECTIVE RADIATED POWER: Visual, 29 kw  Aural, 14.5 kw

MAKE OF ANTENNA: RCA  TYPE: TF-6B

ANTENNA HEIGHT: Above average terrain, 586 ft. Above ground, 610 ft.

STUDIO ADDRESS: 441 N. Michigan Ave.

MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: Studio and field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes, remote.

NEWS SERVICE: UP

LIBRARY SERVICE: Standard & Associated

STUDIO FACILITIES: Six studios ranging from 15x18 ft. to audience studio with 65 ft. stage. Two audience studios, one with seating capacity of 250, one with seating capacity of 400. Thirteen studio cameras. Ten field cameras. One Trans-Lux rear screen projector. Two GE and two RCA film cameras. Two 35mm and two 16mm film projectors. Two B&H slide projectors (3½x4-in.). Nine 16mm motion picture cameras. Houston film processing unit. Three mobile units, all equipped with microwave relay, one with four cameras, two with three cameras; standard complement of lenses in each truck, plus limited selection of Telefotos, and one Zeenar. One auxiliary power unit available.

EXECUTIVES:

Col. Robert R. McCormick, President
Frank P. Schreiber, General Manager
William A. McGuineas, Commercial Manager
Ted Weber, Sales Manager
J. E. Farahghan, Program Director
James Hanlon, Public Relations Director
Carl J. Meyers, Chief Engineer
Spencer Allen, Newsroom Director
Elizabeth Bain, Film Director
George Patterson, Facilities Director
Don Cook, Director of Remotes
Jack Brickhouse, Sports Service Director
Paul Fogary, Sports Producer
Geraldine Gardiner, Traffic Manager

RATE INFORMATION: Class A hour rate—$1,200 (live), $1,020 (film). Minute spot—$250. Participations—$140-$150 per spot. Rehearsals—$50 per half-hour over 1/2 ratio. Frequency discounts—begin with 13 weeks at 5% up to 52 weeks at 10% plus twice per week at 2½% up to seven times per week at 15%. (From Rate Card No. 11, Oct. 1, 1952.)

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

BROADCASTING • Telecasting

A SOLUTION TO YOUR CHICAGO SALES PROBLEMS

During 1952, more local retail and national spot advertisers sponsored programs on WGN-TV than on any other TV station in Chicago.

These advertisers are selling a great, receptive and active buying audience.

If you are seeking sales in the Chicago Market (and who isn't) WGN-TV is your Best Buy.

1953 TELECASTING Yearbook • Page 91
ILLINOIS TV STATIONS

Chicago—(Continued)

WHFC-TV*

LICENSEE: WHFC Inc.
ADDRESS: 3350 S. Kedzie Ave. PHONE: Townhall 3-6305
AM AFFILIATE: WHFC FM AFFILIATE: WEHS
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Rep. Richard W. Hoffman (R-III.)
*BEGINS OPERATION: Unknown (CP granted Jan. 7, 1953)
CHANNEL: 26 (542-548 mc)
TRANSMITTER ADDRESS: 105 W. Adams St.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 220 kw Aural, 110 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 600 ft. Above ground, 589 ft.
EXECUTIVES:
Richard W. Hoffman, President
WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis
CONSULTING ENGINEER: Gillet & Assoc.

WNBQ (TV)

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 Oct. 8, 1948
NATIONAL REPRESENTATIVE: NBC Spot Sales
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: Civic Opera Building
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 23.25 kw Aural, 12.29 kw
MAKE OF ANTENNA: RCA TYPE: 4-Bay Supertwistee
ANTENNA HEIGHT: Above average terrain, 595 ft. Above ground, 627 ft.
STUDIO ADDRESS: Merchandise Mart HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Film and Image Orthicon
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
FILM LIBRARY: Snader NEWS SERVICE: UP, INS and AP
LIBRARY SERVICE: Thesaurus
STUDIO FACILITIES: Four studios—(10x13 ft., 43x60 ft., 30x45 ft., 40x53 ft., and Studebaker Theatre with stage 40x60 ft.). Thirteen studio and two field cameras. Three film cameras (16mm and 35mm). Three 35mm and three 16mm film projectors. Three slide projectors (2x2-in. slides). One Tele projector (4x5-in. slides). One opaque projector (3x4-in. cards). One motion picture camera. One mobile unit with three cameras, equipped with microwave relay and power supply.
EXECUTIVES:
Frank White, President (NBC)
William H. Finsherber Jr., Vice President and General Manager (NBC)
Harry C. Kapf, Vice President, Central Div. and General Manager
Julio Herbobreau, Manager TV Operations
John J. McPartlin, Commercial Manager
George Heinemann, Program Director
Howard C. Lutgents, Chief Engineer
Isabelle Cooney, Film Buyer
RATE INFORMATION: Class A hour rate—$1800. Announcements—$350 per spot. Frequency discounts—begin with 26 weeks, 1-14 minutes at 2% up to 52 weeks, 45 minutes and over, 11%. (From Rate Card No. 6, Jan. 1, 1953.)
WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel
CONSULTING ENGINEER: Raymond F. Guy (NBC)
By Any Measurement...

...the FIRST Station in Chicago Television

**FIRST in Programming**
More than 25 hours per week of NON-FILM local programs prove a constant and successful effort to provide the best in TV for viewer and advertiser.

**FIRST in Audience**
The average WNBQ rating for all quarter-hours is 17 PER CENT greater than the second station.

(American Research Bureau, November 1952)

**FIRST in Sales Power**
Ask any of the many WNBQ clients.

YES, SOME SPOTS ARE BETTER THAN OTHERS...

...and in Chicago television these spots are on

**Represented by**
**NBC SPOT SALES**

WNBQ
CHANNEL 5

1953 TELECASTING Yearbook • Page 93
ILLINOIS TELEVISION STATIONS

Danville—

**WDAN-TV**

**LICENSEE:** Northwestern Publishing Co.
**ADDRESS:** 17-19 W. North St. **PHONE:** 1700
**AM AFFILIATE:** WDAN


**BEGINs OPERATION:** Unknown (CP granted Dec. 10, 1952)

**CHANNEL:** 24 (530-536 mc)
**TRANSMITTER ADDRESS:** 1500 Washington St.
**MAKE OF TRANSMITTER:** RCA
**EFFECTIVE RADIATED POWERS:** Visual, 19 kw Aural, 9.5 kw
**MAKE OF ANTENNA:** RCA
**ANTENNA HEIGHT:** Above average terrain, 420 ft. Above ground, 445 ft.
**STUDIO ADDRESS:** 1500 Washington St.

**EXECUTIVES:**
- Frank E. Gannett, President
- Robert J. Burow, General Manager

**WASHINGTON ATTORNEY:** Dow, Lohnes & Albertson
**CONSULTING ENGINEER:** Bernard C. O'Brien (Rochester, N. Y.)

Decatur—

**WTVP (TV)**

**LICENSEE:** Prairie Television Co.
**ADDRESS:** 250 N. Water St.
**TV NETWORK AFFILIATION:** CBS

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Principal stockholder is W. L. Shallabarger, supervisor of personally owned investments.

**BEGINs OPERATION:** July 1, 1953 (CP granted Nov. 20, 1952)

**CHANNEL:** 17 (488-494 mc)
**TRANSMITTER ADDRESS:** S.W. of Lake Decatur Dam
**MAKE OF TRANSMITTER:** RCA
**EFFECTIVE RADIATED POWERS:** Visual, 18 kw Aural, 9.8 kw
**MAKE OF ANTENNA:** RCA
**ANTENNA HEIGHT:** Above average terrain, 310 ft. Above ground, 352 ft.
**STUDIO ADDRESS:** S.W. of Lake Decatur Dam

**EXECUTIVES:**
- W. L. Shallabarger, President
- Harold G. Cowgill, Vice President
- David S. Shallabarger, Secretary

**CONSULTING ENGINEER:** George C. Davis

Peoria—

**WEEK-TV**

**LICENSEE:** West Central Broadcasting Co.
**ADDRESS:** 100 Commercial Nat'l. Bank Building **PHONE:** 3-3688

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Sen. Robert S. Kerr (D-Okla.) and family are principal owners. They also own KRMG Tulsa, Okla. Among other stockholders is C. B. Aker who has minor interest in KGKC Miami, Okla., and is theatre operator.

**AM AFFILIATE:** WEEK
**BEGAN OPERATION:** Feb. 1, 1953 (CP granted Aug. 28, 1952)

**NATIONAL REPRESENTATIVE:** Headley-Reed

**CHANNEL:** 43 (1664-650 mc)
**TRANSMITTER ADDRESS:** Springfield Hill Road
**MAKE OF TRANSMITTER:** GE
**EFFECTIVE RADIATED POWERS:** Visual, 175 kw Aural, 88 kw
**MAKE OF ANTENNA:** GE
**ANTENNA HEIGHT:** Above average terrain, 550 ft. Above ground, 432 ft.

**STUDIO ADDRESS:** Springfield Hill Road
**EXECUTIVES:**
- Sen. Robert S. Kerr, President
- Fred C. Mueller, General Manager

**RATE INFORMATION:** Class A Hour rate—$300. Minute rate—$60. Frequency Discount—Begin at 26 times at 5% up to 260 times at 25%. (From Rate No. 1, Jan. 1 1953)

**WASHINGTON ATTORNEY:** McTash & Ingils

Rockford—

**WTVO (TV)**

**LICENSEE:** Winnebago Television Corp.
**ADDRESS:** North Meridian Road. **PHONE:** 3-5413
**TV NETWORK AFFILIATION:** NBC (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Half-owned by H & E Balaban Corp. (Harry and Elmer Balaban), owner of motion picture theatre chain in Illinois and Michigan; and Irwin Dubinsky and family, owners of River Lane Drive-In Theatre, Rockford, Ill.

**BEGINs OPERATION:** April, 1953 (CP granted Sept. 11, 1952)

**NATIONAL REPRESENTATIVE:** Weed & Co.
**CHANNEL:** 39 (620-626 mc)
**TRANSMITTER ADDRESS:** North Meridian Road
**MAKE OF TRANSMITTER:** RCA
**EFFECTIVE RADIATED POWERS:** Visual, 19.6 kw Aural, 9.8 kw
**MAKE OF ANTENNA:** RCA
**ANTENNA HEIGHT:** Above average terrain, 650 ft. Above ground, 691 ft.
**MAKE OF CAMERA CHAINS:** RCA

**TYPE OF OPERATION:** Local and Network live. Local and Network film. Kinescopes

**STUDIO FACILITIES:** Studio 17x20 ft. One studio camera. Two 16mm film projectors. One 8mm slide projector.

**EXECUTIVES:**
- Harry Balaban, President
- Willima Dubinsky, Treasurer & General Manager
- Harold Freedlich, Station Manager

**WASHINGTON ATTORNEY:** Kooth & Altman
**CONSULTING ENGINEER:** Walter F. Kearn (Riverside, Ill.)

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**Page 94 • 1953 TELECASTING Yearbook**

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**STUDIO ADDRESS:** Springfield Hill Road
**EXECUTIVES:**
- Sen. Robert S. Kerr, President
- Fred C. Mueller, General Manager

**RATE INFORMATION:** Class A Hour rate—$300. Minute rate—$60. Frequency Discount—Begin at 26 times at 5% up to 260 times at 25%. (From Rate No. 1, Jan. 1 1953)

**WASHINGTON ATTORNEY:** McTash & Ingils

**WTVH-TV**

**LICENSEE:** Hilltop Broadcasting Co.
**ADDRESS:** 406 Fayette Building **ZONE:** 3 **PHONE:** 6-8771
**AM AFFILIATE:** WTVH

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Owned by Hugh R. Norman; Mr. Norman also is controlling stockholder of KSTT Davenport, Iowa.

**BEGINs OPERATION:** June 1, 1953 (CP granted Dec. 18, 1952)

**NATIONAL REPRESENTATIVE:** Pety
**CHANNEL:** 19 (500-506 mc)
**TRANSMITTER ADDRESS:** Jefferson Hotel
**MAKE OF TRANSMITTER:** DuMont
**EFFECTIVE RADIATED POWERS:** Visual, 95 kw Aural, 54 kw
**MAKE OF ANTENNA:** RCA
**ANTENNA HEIGHT:** Above average terrain, 280 ft. Above ground, 415 ft.
**STUDIO ADDRESS:** Jefferson Hotel

**EXECUTIVES:**
- Hugh R. Norman, President
- O. H. Duzewall, Commercial Manager
- George S. Norman, Program Director

**WASHINGTON ATTORNEY:** Eugene L. Burke
**CONSULTING ENGINEER:** Walter F. Kearn (Riverside, Ill.)
ILLINOIS TELEVISION STATIONS

Rock Island—WHBF-TV

ENSEE: Rock Island Broadcasting Co.

ADDRESS: Telco Building PHONE: 6-5441

FM AFFILIATE: WHBF FM AFFILIATE: WHBF-FM

NETWORK AFFILIATION: ABC, CBS and DuMont (interconnected)

NCIPAL STOCKHOLDERS AND OTHER INTERESTS: J. W. Potter Co. is principal stockholder, publisher of Rock Island Argus.

GAN OPERATION: July 1, 1950

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

ANNEL: 4 (66-72 mc)

SSTRAmitter ADDRESS: Telco Building

KE OF TRANSMITTER: DuMont MODEL NO.: 2000

ECTIVE RADIATED POWERS: Visual, 23.4 kw Audial, 11.7 kw

KE OF ANTENNA: RCA TYPE: TF-5A

NTERNA HEIGHT: Above average terrain, 370 ft. Above ground, 485 ft.

UDIO ADDRESS: Telco Building HOURS OF OPERATION: 8 a.m.—midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

ILM LIBRARY: Official NEWS SERVICE: Telenews

RARY SERVICE: World, Standard, Long-Worth

UDIO FACILITIES: Two studios—(30x7x5-ft., seating 125, and 18x26-ft.). Three Image Orthicon studio cameras interchangeable for field use. One Trans-Lux rear screen projector. One film camera. Two 16mm film projectors. One Eastman slide projector (2x2-in.). One DuMont monochrome scanner (2x2-in.). One Victor 16mm motion picture camera. Mobile unit with three cameras, 2-in. to 20-in lenses, microwave relay equipment.

EXECUTIVES:

Ben H. Potter, President 
Leslie C. Johnson, Vice President & General Manager 
Maurice Corkan, Commercial Manager 
Forest W. Cooke, Program Director & Film Buyer 
Robert J. Sinnott, Chief Engineer 
Fern Hawkins, Publicity & Promotion 
Ted Arnold, Local Sales Manager

RATE INFORMATION: Class A hour rate—$400 (live), $400 (film). Minute spot—$150 (live), $90 (film). Frequency discounts—begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 2, June 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes and Albertson

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

THESE FACTUAL DATA* WILL HELP YOU BUY THE QUAD-CITY MARKET

82ND IN POPULATION

74TH IN RETAIL SALES

67TH IN BUYING POWER

11TH IN EFFECTIVE BUYING INCOME per CAPITA

A PREFERRED MARKET AMONG THE 162 STANDARD METROPOLITAN AREAS

The information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas—on a recognized reliable basis—Sales Management’s Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)

To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities’ nearly one quarter million people. This you can achieve with time on WHBF-TV.

Copyright 1952. Sales Management Survey of Buying Power.

Enter Quad-Citian homes through the Front Door with

Broadcasting * Telecasting

1953 Telecasting Yearbook * Page 95
PROGRAMS or FEATURES?...

NOW ON TV!

ACTION... THRILLS... SENSUE...

DICK TRACY
America’s Greatest Crime-Buster!

39 thrilling half-hour episodes... featuring the world's most famous detective! Behind-the-scenes adventures in the relentless war against crime. Every minute packed with suspense... action... excitement! PRICED SO LOW... YOU'LL BE AMAZED!

14 NEW 1951-52 ALEXANDER KORDA FEATURE FILMS

These aren't the ancient vintage English pictures that TV has been forced to accept in the past. They're new... and they have big stars like:

* DAVID NIVEN  * TREVOR HOWARD
* HOWARD KEEL  * MICHAEL WILDING
* ANNA NEAGLE  * VALERIE HOBSON
* RICHARD TODD  * LEO GENN

This is the package that includes 1951 Academy Award Winner, SEVEN DAYS TO NOON, THE WOODEN HORSE, INTERRUPTED JOURNEY, and BONNIE PRINCE CHARLIE.

WIRE OR PHONE UTP NOW FOR FULL DETAILS

NEW YORK
444 Madison Avenue

CHICAGO
360 North Michigan

HOLLYWOOD
140 North Los Reos

INDIANA TV STATIONS

Bloomington—

WTTV (TV)

LICENSEE: Sarkes Tarzian Inc.
ADDRESS: E. Hillside Drive  PHONE: 2-1407
AM AFFILIATE: WTTW
TV NETWORK AFFILIATION: NBC, ABC, CBS and DuMont (interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sarkes Tarzian and Mary Tarz are principal stockholders. Licensee is an electronics parts manufacturer.
BEGIN OPERATION: Nov. 11, 1949
NATIONAL REPRESENTATIVE: Robert Meeker Assoc.
CHANNEL: 10 (192-198 mc) (must move to Ch. 4)
TRANSMITTER ADDRESS: E. Hillside Drive
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 26.9 kw  Aural, 13.45 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 650 ft.
HOURS OF OPERATION: 11 a.m.-12 p.m.
STUDIO ADDRESS: E. Hillside Drive
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
FILM LIBRARY: Snader  NEWS SERVICE: UP
STUDIO FACILITIES: One studio 25x40 ft. Two studio cameras interchangeable... field use. One RCA film camera and two RCA film projectors. Two slide projectors for 2x2-in. slides; two opaque projectors for 3x4-in. cards. Mobile unit with two cameras and lenses; microwave equipment.
EXECUTIVES:
Sarkes Tarzian, President
Robert Lemon, General Manager
Norman Cismato, Commercial Manager & Film Buyer
Robert Petranoff, Program Manager
Morton Weigel, Chief Engineer
Jerry Danziger, Film Director
Edward M. Keeth, News and Special Events Director
Paul Lannon, Sports Director
Suzan Bartlett, Traffic Director
Steve Briggs, Production Manager

RATE INFORMATION: Class A hour rate—$500. Minute spot—$.90. Frequency discounts—Begin at 13 times at 215% up to 312 times at 25%. (From Rate Card No. 1, M, 1, 1952)

WASHINGTON ATTORNEY: A. L. Stein
CONSULTING ENGINEER: Kear & Kennedy

Page 96 • 1953 TELECASTING Yearbook
ASCAP MUSIC IS GOOD FOR BUSINESS

in 1953, music will entertain more people, personalize more sales messages, put more customers in a buying mood.

The use of music by enterprises of all kinds is increasing rapidly. This year like last, more radio and TV stations will discover more ways in which ASCAP music can help them make greater profits for themselves and their advertisers.

ASCAP's simple licensing system puts the country's 2,500 songwriters and composers to work for business—inexpensively, promptly, efficiently. ASCAP's local offices are on the job to serve users of music—new clients as well as old customers—from Maine to California.

An ASCAP license is the most direct avenue to greater profits.

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE • NEW YORK 22, N. Y.
INDIANA TV STATIONS

Indianapolis—

WFBM-TV

LICENSEE: WFBM Inc.

ADDRESS: 1300 N. Meridian St. PHONE: Lincoln 8506

AM AFFILIATE: WFBM

TV NETWORK AFFILIATION: CBS, NBC, ABC and DuMont (all interconnected)

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

BEGAN OPERATION: May 30, 1949

NATIONAL REPRESENTATIVE: The Katz Agency, Inc.

CHANNEL: 6 (62-88 mc)

TRANSMITTER ADDRESS: Merchants Bank Bldg.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 30.8 kw Aural, 18.1 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 400 ft. Above ground, 464 ft.

HOURS OF OPERATION: 8:30 a.m.-1 a.m.

STUDIO ADDRESS: 1300 N. Meridian St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: Telemets, NBC News Film

STUDIO FACILITIES: Two studios—40x60 ft. (seats 50) and 30x40 ft. Four studio cameras interchangeable for field use. One Iconoscope film camera and two RCA 16mm film projectors. Projector opaque projector for 3x4-in. cards. Mobile units, cameras, regular lenses plus 13" and 17" telephoto; Zoomar, reflector; power supply.

EXECUTIVES:
Harry M. Bitner Jr., President & General Manager
William Kiley, Commercial Manager
William Fall, Program Manager
Harold Holland, Chief Engineer
David F. Milligan, Sales Promotion Manager

RATE INFORMATION: Class A hour rate—$600. Minute Spot $120. Frequency discounts start at 5% for 15 times to 25% for 260 times. (From Rate Card No. 5, March 7, 1952)

WASHINGTON ATTORNEY: Dempsey & Koplovitz

Page 98 • 1953 Telecasting Yearbook
Home in Indiana -
* 300,000 TV Set Owners...

Day and night you'll find Mr. and Mrs. John Q. Public "at home in Indiana" to WFBM-TV and its sponsors. This public acceptance of Indiana's PIONEER Station means that you have a friendly, receptive . . . and BIG . . . audience ready to listen to your sales story.

Your first choice for ADVERTISING IMPACT should be WFBM-TV, Indianapolis, first in Indiana.

*February 1953

WFBM-TV

1333 North Meridian Street * Indianapolis 2, Indiana
Represented Nationally by The Katz Agency
Affiliated with WICO, Evansville; WFBM, Indianapolis; WFBF, Flint; WOBI and WOOD-TV, Grand Rapids

ROADCASTING • Telecasting

1953 TELECASTING Yearbook • Page 99
INDIANA TELEVISION STATIONS

Lafayette—

WFAM-TV *

LICENSEE: WFAM Inc.

ADDRESS: McCarty Lane PHONE: 2-4300

AM AFFILIATE: WASK FM AFFILIATE: WFAM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by O. E. Richardson.

*BEGINS OPERATION: May 1, 1953. (CP granted Dec. 23, 1952)

NATIONAL REPRESENTATIVE: Wm. G. Rambeau Co.

CHANNEL: 59 (740-746 mc)

TRANSMITTER ADDRESS: McCarty Lane

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU18

EFFECTIVE RADIATED POWERS: Visual, 20.54 kw Aural, 10.27 kw

MAKE OF ANTENNA: RCA TYPE: TFU27BH

ANTENNA HEIGHT: Above average terrain, 360 ft. Above ground, 370 ft.

STUDIO ADDRESS: McCarty Lane

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK11A

TYPE OF OPERATION: Local live and local film.

STUDIO FACILITIES: One studio 38x58x18 ft. Studio camera—RCA TK11A. RCA film camera TK20C and 16mm RCA film projector TP16D. RCA drum type slide projector for 2x2-in. slides; Grey telep II opaque projector.

EXECUTIVES:
O. E. Richardson, President

WASHINGTON ATTORNEY: Guilford Jameson

Muncie—

WLBC-TV *

LICENSEE: Tri-City Radio Corp.

ADDRESS: P.O. Box 271 PHONE: 4403

AM AFFILIATE: WLBC FM AFFILIATE: WMUN

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: D. A. Burton (51%); W. F. Craig (46.5%); Garnet Burton (1.5%); M. M. Crain (0.5%); F. M. Hinshaw (0.2%); J. M. Craig (0.3%).

*BEGINS OPERATION: March 8, 1953. (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: Walker Co.

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS: Radio Center Muncie

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-18

EFFECTIVE RADIATED POWERS: Visual, 17.4 kw Aural, 8.7 kw

MAKE OF ANTENNA: RCA TYPE: TFU-24BM, Slot Antenna

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 545 ft.

STUDIO ADDRESS: Radio Center

MAKE OF CAMERA CHAINS: RCA

STUDIO FACILITIES: One studio 51x23 ft. One RCA field camera. One RCA film camera and projector. Super-Projector slide projector and opaque projector 35mm and 2¼x2½ cards. Eastman motion picture camera.

EXECUTIVES:
D. A. Burton, President & General Manager
W. F. Craig, Commercial Manager
Lee Allerton, Program Director
M. M. Crain, Chief Engineer

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: George C. Davis

Page 100 • 1953 TELECASTING Yearbook
INDIANA TV STATIONS

South Bend—

WSBT-TV

LICENSEE: South Bend Tribune
DRESS: 223 W. Calfax Ave. ZONE: 26 PHONE: 3-6161

AFFILIATE: WSB
NETWORK AFFILIATION: CBS and NBC (Interconnected)
PRINCIPAL STOCKHOLERS AND OTHER INTERESTS: Licensee publishes South Bend Tribune.

OPEN: Dec. 22, 1952
NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

TRANSMITTER ADDRESS: Ironwood Road
KE OF TRANSMITTER: RCA MODEL NO.: TTU-1B
EFFECTIVE RADIATED POWERS: Visual, 22.1 kw ( interim) Aural, 11.05 kw ( interim)
MAKE OF ANTENNA: RCA TYPE: TFU-24BM-UHF Slotted
ENNA HEIGHT: Above average terrain, 536 ft. Above ground, 479 ft.

STUDIO ADDRESS: 223 W. Calfax Ave.
KE OF CAMERA CHAINS: RCA DESCRIPTION: TK-31A

E OF OPERATION: Local and network live, local and network film.

O FACILITIES: One studio 30x40 ft. Two studio cameras interchangeable for "erule" use; one 16mm film camera and two 16mm film projectors. One slide projector for 2x2-in. slides and one for 3x4-in. slides and 11x14-in. cards. One opaque projector (3x4-in.). Two Auricon motion picture cameras and GPL 16mm film processing unit. Mobile unit with relay equipment, two cameras, eight lenses.

CUTIVES:
- A. Miller, President
- Robert H. Swintz, Business Manager
- Earl B. Welch, General Manager
- Robert J. Drain, Program Director
- Walter Switzer, Promotion Manager
- Arthur R. O'Neil, Chief Engineer

E INFORMATION: Class A, $200 per hour. One minute, $40. (From Rate Card No. 1, Dec. 22, 1952)

WISHING ATTORNEY: Hogan & Hartson
ULTERING ENGINEER: Millard M. Garrison
RADING • Telecasting

IOWA TV STATIONS

Ames—

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechanic Arts
ADDRESS: Ames PHONE: 2500, ext. 281
AM AFFILIATE: WOI FM AFFILIATE: WOI-FM
TV NETWORK AFFILIATION: ABC, NBC, CBS and DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Station owned and operated by Iowa State College of Agriculture & Mechanic Arts.

BEgan Operation: Feb. 21, 1950
NATIONAL REPRESENTATIVE: Weed Television

ANEL: 2 (66-72mc)
TRANSMITTER ADDRESS: 3 miles SW of Ames
MAKE OF TRANSMITTER: GE MODEL NO.: TT-6C
EFFECTIVE RADIATED POWERS: Visual, 15.7 kw Aural, 7 kw
MAKE OF ANTENNA: RCA TYPE: TF-3A
NTELLA HEIGHT: Above average terrain, 560 ft. Above ground, 580 ft.
OURS OF OPERATION: 10 a.m.-12 p.m.

STUDIO ADDRESS: Ames
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA-124B
YPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: INS, Telenews
USIC LIBRARY SERVICE: SESAC

STUDIO FACILITIES: One studio 46x80 ft. Four interchangeable DuMont (TA124B) cameras. One film camera and two GE (PF28) film projectors. One slide projector for 2x2-in. slides and one for 3x4-in. slides and 11x14-in. cards. One opaque projector (3x4-in.). Two Auricon motion picture cameras and GPL 16mm film processing unit. Mobile unit with relay equipment, two cameras, eight lenses.

EXECUTIVES:
Charles E. Friley, Iowa State College President
Richard B. Hull, Director & General Manager
Robert C. Mulhall, Operations Manager
Burke Farquhar, Program Director (network)
Ed Wegener, Program Director (locall
Louise L. Lewis, Chief Engineer
Tas Williams, Film Director
Merrill C. Ludwig, Asst. to the Director
George Halsey, Acting News Director
Ray Stewart, Executive Producer

RATE INFORMATION: Class A hour rate—$500. Minute rate—$100. Frequency discounts—Begin at 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Jan. 1, 1953)

WASHINGTON ATTORNEY: Cohn & Marks
ULTERING ENGINEER: Jansky & Bailey
53 TELECASTING Yearbook • Page 101
IOWA TELEVISION STATIONS

Davenport—

WOC-TV

LICENSEE: Central Broadcasting Co.

ADDRESS: 805 Brady 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 D. D. Palmer are principal stockholders. They also own WHO-AM-FM Des Moines and 25% of KMA Shenandoah, ia., and KMIV TV Omaha, Neb.

BEGAN OPERATION: Oct. 31, 1949

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 5 (76-82 mc) (Must move to Ch. 6)

TRANSMITTER ADDRESS: R. R. No. 1, Bettendorf, ia.

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.

HOURS OF OPERATION: 6:45 a.m.-11 p.m.

STUDIO ADDRESS: 805 Brady St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A


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 Multiscopco.

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 Wadlinger, Sales Manager
Chas. Fruehburg, Program Director
Fred A. Reed, Assistant Resident Manager and Sales Promotion
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 hr. program, permitting 2 x 1 ratio. Frequency discounts—begin with 26 times 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohmes & Albertson

CONSULTING ENGINEER: A. D. Ring & Assoc.

Fort Dodge—

KVFD-TV*

LICENSEE: Northwest Television Co.

ADDRESS: 912 First Ave. South PHONE: Walnut 3761

AM AFFILIATE: KVFD FM AFFILIATE: KEMY

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Edward Breen 9% (20% with Elizabeth B.)

*BEGINS OPERATION: Oct. 1, 1953 (CP granted Jan. 29, 1953)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: Near U. S. Highways 169 & 20

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 22.475 Aural: 12.15 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 510 ft. Above ground 531 ft.

TYPE OF OPERATION: Live, local film, kinescopes.

EXECUTIVES:
Edward Breen, President and General Manager
Dave Sinclair, Chief Engineer

WASHINGTON ATTORNEY: Fisher, Duval, Wayland & Southmayd

CONSULTING ENGINEER: Everett L. Dillard

Page 102 • 1953 TELECASTING Yearbook
At start of 1952, Bill Piggott, head of Rock Island Nash agency that bears his name, got Nash automobile dealers in area to sponsor late Saturday night film series on WOC-TV. Program, titled “Airflyte Theater,” debuted January 19. By end of January, Piggott agency had sold 15 new cars. By February 17, this agency, alone, had sold 31 new Nashes; 3 demonstrators... all within month of 1st WOC-TV program. “Airflyte Theater” is now in its fifth 13-week cycle and is a most successful sales vehicle not only for Piggott’s, but for its 2 other sponsors, Davenport Nash Sales, Inc., and Blazer Auto Sales, Inc., of Moline.

Later in the year, Own-A-Home Trailer Co., began schedule of announcements in a WOC-TV afternoon participation program. 1st announcement sold the $5,500 trailer demonstrated on the program. After third announcement, 2 trailers sold. After 8th announcement, 4 trailers sold. Actually, $22,000 in sales from a $400 advertising investment.

Kaukauna Dairy Company, using three participations weekly on WOC-TV’s “Today’s Cooking,” 1:30-2 p.m. each weekday, ran 8-week test. For $1.00 offered link of cheese, grater, simple recipe folder. Cost of 8-week telecasting $1,500—for which Kaukauna received in excess of $2,100 in direct sales... plus directing of 1000s of people to grocers for Kaukauna Klub products.

Get the facts about this television station that sells. Get them from your nearest F & P office... or from us direct.

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

BROADCASTING • Telecasting
1953 TELECASTING Yearbook • Page 103
Sioux City—

KVTV (TV)*

LICENSEE: Cowles Broadcasting Co.
ADDRESS: Frances Bldg. PHONE: 8-0569
AM AFFILIATE: WNAX

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is also licensee for KRR-AM-FM Des Moines and WNAX Yankton, S. D. Register & Tribune Co., owns all stock in licensee. Cowles publishes Des Moines Register and Tribune, Minneapolis Tribune and Star, and LOOK Magazine.

TV NETWORK AFFILIATION: CBS and DuMont (Interconnected)

*BEGINS OPERATION: March 29, 1953 (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: Katz

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 41st & Howard Sts.

MAKE OF TRANSMITTER: GE MODEL: TR-6E

EFFECTIVE RADIATED POWER: Visual, 29 kw Aural, 15.5 kw

MAKE OF ANTENNA: GE TYPE: 4TY15F1 6-Bay

ANTENNA HEIGHT: Above average terrain, 700 ft. Above ground, 500 ft.

STUDIO ADDRESS: 5th & Pierce Sts.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICES: AP, UP

LIBRARY SERVICE: Tempo


EXECUTIVES:
Gardner Cowles, President
Robert Tincher, General Manager & Film Buyer
Donald D. Sullivan, Commercial Manager
Nerman Bacon, Program Director
Cliff Todd, Chief Engineer
Arthur J. Smith, Director of Operations
Dick Harris, Promotion Director

RATE SUMMARY: Class A Hour rate—$200. Minute spot $40. Frequency discounts—Begin at 26 times at 5% up to 260 times at 25%.

WASHINGTON ATTORNEY: Segel, Smith & Hennessy

CONSULTING ENGINEER: Craven, Lohnes & Culver.

KVTV (TV)*

LICENSEE: Great Plains Television Properties Inc.
ADDRESS: c/o U. S. Corp. of Ili, 33 N. LaSalle St., Chicago

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock is owned by Transcontinental Properties Inc., also permittee of new TV stations in Little Rock, Ark. and Duluth, Minn.

* BEGINS OPERATION: Unknown. (Granted CP Oct. 30, 1952)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Three miles NNE of Center of Sioux City.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWER: Visual, 18.5 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 345 ft.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Jansky & Bailey

For “delivery” March 29:

KVTV-Sioux City, Iowa (Iowa’s largest TV City)

Serving 31 prosperous counties in Iowa, South Dakota, and Nebraska

FACTS ABOUT THE MARKET: Retail sales, $607 million; population, 555,000; families, 164,000; buying income, $770,000,000. A $2 million monthly government payroll for the expanding Air Force Base will swell Sioux City’s already lush and varied industrial and agricultural income. TV sets in coverage area (as of Nov. 1952): 32,455.


OWNED AND OPERATED BY COWLES, leaders in mass communication.

Represented by the Katz Agency

KVTV Channel 9 SIOUX CITY, IOWA
KANSAS TV STATIONS

Lutchinson—

KTVH (TV)*

* LICENSEE: Hutchinson TV Inc.
ADDRESS: 601 Westcott Bldg.

INCIPIC STOCHHOLDS & OTHER INTERESTS: President W. D. P. Corey (10%) holds offices and owns stock in six automobile dealer firms; Secretary R. E. Dillon (10%) holds offices and owns stock in variety of financing interests; Treasurer John P. Harris (13%) and Sidney F. Harris (10%) hold offices and own stock in several newspapers in Kansas and Iowa; K. T. Anderson (23%) engaged in the cattle business.

* BEGINS OPERATION: Midsummer. (CP granted Jan. 8, 1953)
CHANNEL: 12 (204-210 mc)
MAKE OF TRANSMITTER: RCA

* EFFECTIVE RADIATED POWERS: Visual 151 kw Aural: 38 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 620 ft. Above ground 574 ft.

EXECUTIVES:
W. D. F. Corey, President
Howard O. Peterson, General Manager

ASHINGTON ATTORNEY: I. E. Lambert (Wichita, Kan.)

CONSULTING ENGINEER: A. D. Ring & Assoc.

Manhattan—

KSAC-TV*

(Educational Noncommercial)

LICENSEE: Kansas State College of Agriculture & Applied Science
ADDRESS: Manhattan, Kan.

AFFILIATE: KSAC

INCIPIC STOCHHOLDS AND OTHER INTERESTS: Kansas State College operates KAZB&D experimental TV broadcast station. College president is James A. McCain.

BEGINS OPERATION: Unknown. (CP granted July 24, 1952)

CHANNEL: B (180-186 mc)

MAKE OF TRANSMITTER: GE

* EFFECTIVE RADIATED POWERS: Visual, 52 kw Aural, 26 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 452 ft. Above ground, 273 ft.

STUDIO ADDRESS: Kansas State College Campus

CONSULTING ENGINEER: R. G. Kloeffler

ROADCASTING: * Telecasing

KENTUCKY TV STATIONS

Ashland—

WPTV (TV)*

* LICENSEE: Polan Industries
ADDRESS: 321 8th St., Huntington, W. Va. PHONE: 2-6001


* BEGINS OPERATION: May, 1953. (Granted Aug. 8, 1952)
CHANNEL: 59 (740-746 mc)
TRANSMITTER ADDRESS: North Kenova, Ky.
MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 96 kw Aural, 48 kw MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 224 ft.

MAKE OF CAMERA CHAINS: DuMont


STUDIO FACILITIES: Studio 20x32 ft. Two studio cameras. Two DuMont 16mm film projectors. One slide projector. One opaque projector.

EXECUTIVES:
Theodore M. (Ted) Nelson, General Manager, Polan Industries TV Division
WASHINGTON ATTORNEY: McKenno & Wilkinson

CONSULTING ENGINEER: A. D. Ring & Assoc.

Henderson—

WEHT (TV)*

* LICENSEE: Ohio Valley Television Co. Inc.
ADDRESS: Zion Road PHONE: 3923

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Citizens Theatre Co. of Henderson (60%); Malco Theatres of Memphis, Tenn. (21%); Hecht S. Lackey (10%); Leo A. King (2%); W. E. McClure, Leon Pickle, Louise N. Pickle, E. C. Farmer, Joe A. Ballard, Claude Brown, J. B. Rostler, each 1%.

* BEGINS OPERATION: May 1, 1953. (CP granted Nov. 20, 1952)
CHANNEL: 50 (686-692 mc)
TRANSMITTER ADDRESS: Zion Road
MAKE OF TRANSMITTER: RCA MODEL NO.: TTU18

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: TRF248-L MH

ANTENNA HEIGHT: Above average terrain, 330 ft. Above ground, 342 ft.

HOURS OF OPERATION: 5 p.m.-10 p.m.

STUDIO ADDRESS: Zion Road

TYPE OF OPERATION: Local live, local and network film, kinescopes.

STUDIO FACILITIES: One studio 30x30 ft. One RCA (TK11A) studio camera; one RCA (TR2DC) film camera and two Type TP160 16mm film projectors. RCA slide projector and Telep opaque projector.

EXECUTIVES:
Hecht S. Lackey, President
E. P. Sapinsley, Vice President
Herbert Levy, Secretary
Lee King, Treasurer
R. M. Cleveland, Chief Engineer
WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: George C. Davis

1953 TELECASTING Yearbook • Page 105
TIME BUYER OR ACCOUNT EXEC.

ADV. MGR. OR VEEP ... 

Whatever title they go by, if they’ve a finger in buying radio and television, then they’ve one thing in common... the Monday morning BROADCASTING • TELECASTING habit.

That means 5600 copies opened for business every Monday morning. This includes some 600 very select population which has paid subscriptions at home, too, in addition to office copies. This unhurried, easychair readership means a thorough-going concentration on both editorial and advertising.

Our 5600 buyers are a pretty powerful chunk of people. They control the network and national spot dollar—both radio and television. Your representative sees them often; you visit them occasionally.

But BROADCASTING • TELECASTING sees them every Monday. The book’s there because it’s invited. It stays for longer than a casual call.

Nine out of 10 buyers read BROADCASTING • TELECASTING for their news and information. It earns their first vote for dependability, for usefulness and, as “the most effective journal for station advertising.”

And, sir, that means your advertising.

KENTUCKY TV STATIONS

Louisville—

WAVE-TV

LICENSEE: WAVE Inc.

ADDRESS: 334 E. Broadway ZONE: 2 PHONE: Wabash 2201

AM AFFILIATE: WAVE

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

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George Norton Jr. is principal stockholder.

BEGAN OPERATION: Nov. 24, 1948

NATIONAL REPRESENTATIVE: Free & Peters

TRANSMITTER ADDRESS: Bald Knob, 5 miles north of New Albany, Ind.

CHANNEL: 5 (76-82 mc)

MAKE OF TRANSMITTER: RCA MODEL NO.: TT 208L

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA TYPE: TR-6AL Superturnstile

ANTENNA HEIGHT: Above average terrain, 914 ft. Above ground, 600 ft.

STUDIO ADDRESS: 334 E. Broadway

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 4 Field

TYPE OF OPERATION: Local and network live, local and network film, kinescope.

FILM LIBRARY: Snader NEWS SERVICE: AP

STUDIO FACILITIES: Two studios—20x27 ft. and 37x48x20 ft. (seating 150). For interchangeable cameras. Two RCA (TRX20) film cameras and two RCA 16mm film projectors. One 35mm Selectroslide Jr. projector; two opaque projectors for 3x4-in. and two for 8x10-in. Mobile unit with two cameras and microwave equipment.

EXECUTIVES:

George W. Norton Jr., President
Nathan Lord, General Manager
Ralph Jackson, Commercial Manager
George Patterson, Program and Production Manager
Willbur Hudson, Chief Engineer
Charles Hill, Promotion Manager

RATE INFORMATION: Class A hour rate—$600. Minute spot $120. Frequency dis counts start with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 8, Sept. 15, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: A. D. Ring & Assoc.
WAVE TV

FIRST in KENTUCKY!

FIRST in AUDIENCE!

FIRST with LOCAL ADVERTISERS!
(28.5% more!)

FIRST with NATIONAL ADVERTISERS!
(13.0% more!)

FIRST in COVERAGE!

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV'S PLUS is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

WAVE-TV
Channel 5

NBC • ABC • DUMONT

Louisville, Kentucky

Free & Peters, Inc., Exclusive National Representatives
LOUISVILLE—(Continued)

**WHAS-TV**

**LICENSEE:** WHAS Inc.

**ADDRESS:** 525 W. Broadway  
**ZONE:** 2  
**PHONE:** Wabash 2211

**AM AFFILIATE:** WHAS

**TV NETWORK AFFILIATION:** CBS (interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Owned by Courier-Journal and Louisville Times Co.

**BEGAN OPERATION:** March 27, 1950

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

**CHANNEL:** 11 (198-204 mc)

**TRANSMITTER ADDRESS:** 6th & Broadway

**MAKE OF TRANSMITTER:** GE  
**MODEL NO.:** 4T6D2

**EFFECTIVE RADIATED POWERS:** Visual, 316 kw  
Aural, 158 kw

**MAKE OF ANTENNA:** GE  
**TYPE:** 12-Bay

**ANTENNA HEIGHT:** Above average terrain, 531 ft.  
Aboveground, 600 ft.

**HOURS OF OPERATION:** 8:30 a.m.-11 p.m.

**STUDIO ADDRESS:** 6th & Broadway

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

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

**NEWS SERVICE:** AP

**STUDIO FACILITIES:** Three studios—40x63 ft. (seats 200), 27-30x51 ft. (seats 170) and 23x38 ft. (seats 100). Four interchangeable studio cameras and two interchangeable field cameras. Two GE film cameras and two GE 16mm film projectors. One GE slide/opaque projector; one opaque projector (5x6½-in.). One complete mobile unit with two cameras, and microwave equipment.

**EXECUTIVES:**

- Barry Bingham, President
- Victor A. Shalits, General Manager
- Neil Cline, Commercial Manager
- Ralph Hansen, Program Director
- Orin Towner, Chief Engineer
- Ed Driscoll, Film Buyer
- William Loader, Promotion Manager

**RATE INFORMATION:** Class A hour rate—$600.  
Minute spot—$120.  
Participation per spot—$70.  
Frequency discounts start with 13 times at 5% up to 104 times at 20%.  
(From Rate Card No. 5, Oct. 1, 1952.)

**WASHINGTON ATTORNEY:** Miller & Schroeder

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LOUISVILLE—(Continued)

**WKLO-TV**

**LICENSEE:** Mid-America Broadcasting Corp.

**ADDRESS:** Henry Clay Hotel  
**PHONE:** Clay 4441

**AM AFFILIATE:** WKLO

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** James F. Brownlee (6.9%)  
Emanuel Levi (10.5%)  
Milton S. Trust (10.2%)  
William H. Veenneman (3%)  
E. L. Altshulter (5%)  
E. B. Plunkett (15%)  
Harold J. Plunkett (15%)  
Howard Fitzhugh Jr. (5%)  
Mary Peabody Fitzhugh (5%)  
John Kandel (5%)  
Allan E. Emil (5%).

**BEGINS OPERATION:** Spring 1953 (CP granted Nov. 26, 1952)

**CHANNEL:** 21 (512-518 mc)

**TRANSMITTER ADDRESS:** 507 S. 3d Street

**MAKE OF TRANSMITTER:** GE

**EFFECTIVE RADIATED POWERS:** Visual, 200 kw  
Aural, 100 kw

**MAKE OF ANTENNA:** GE

**ANTENNA HEIGHT:** Above average terrain, 500 ft.  
Above ground, 564 ft.

**STUDIO ADDRESS:** 604 S. 3d Street

**EXECUTIVES:**

- James F. Brownlee, Chairman of the Board
- Emanuel Levi, President

**WASHINGTON ATTORNEY:** Halay & Detty

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**WLOU-TV**

**LICENSEE:** Robert W. Rounsaville

**ADDRESS:** 2549 S. Third Street  
**PHONE:** Calhoun 3680

**AM AFFILIATE:** WLOU

**PRINCIPAL STOCKHOLDERS & OTHER INTERESTS:** Sole owner is Robert W. Rounsaville—owner of WOII Atlanta and WBAC Cleveland, Tenn., 51% owner of WBJE Elizabethton, Tenn.; applicant for uhf Ch. 36 in Atlanta; applicant to buy WMAB Miami Beach and president and 75% owner of Southern Premium Stamp Co. (trad' stamps), Atlanta.

**BEGINS OPERATION:** Unknown (CP granted Nov. 26, 1952)

**CHANNEL:** 41 (632-638 mc)

**TRANSMITTER ADDRESS:** 2549 S. Third St.

**MAKE OF TRANSMITTER:** GE

**EFFECTIVE RADIATED POWERS:** Visual 242 kw  
Aural: 125 kw

**MAKE OF ANTENNA:** GE

**ANTENNA HEIGHT:** Above average terrain 260 ft.  
Above ground 335 ft.

**STUDIO ADDRESS:** 2549 S. Third St.

**WASHINGTON ATTORNEY:** Welch, Matt & Morgan

**CONSULTING ENGINEER:** John H. Mullaney

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Page 108 * 1953 **TELECASTING** Yearbook
WHAS-TELEVISION . . .
AMERICA'S
MOST POWERFUL
TV STATION OPENS A
RICH NEW MARKET . . .

A major part of Kentuckiana's fantastically fast-growing market* now is within the coverage of WHAS-TV's 316,000 watts! The same tradition of thorough planning and foresight which made WHAS-TV America's first 316,000 watt TV station is reflected in the quality programming on Louisville's bright new channel 11! WHAS-Television, operating in the BEST tradition, is represented nationally by Harrington, Righter and Parsons . . . exclusive television representatives.

*Any recent market study of Kentucky and Southern Indiana.

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco
Yes...the dam is broken, and you can now tap, via WAFB-TV, a $289-million buying power flood in Baton Rouge. WAFB-TV, the city's first TV station, offers your first opportunity, via TV, to get your feet wet in this terrific market.

Baton Rouge is literally flooded with dollars looking for a place to be spent! Annual industrial wages $68-million plus. Bank deposits $147-million plus. Bank resources over $153-million.

No driftwood floating around in this market either! Fifty-three percent home ownership. Total dollar retail sales in 1951 rated 112th in the nation.... the city was 42nd in family income. The tide of industrial employment has been rising steadily and is providing new money daily for the Baton Rouge market... YOUR market via the city's only TV station... WAFB-TV.

Dive into this market with us... the water's green with dollars, and it's mighty fine. Get a TV siphon into this flood of buying power by specifying the city's only TV station... WAFB-TV... and watch your profit level rise. Write us or our representative today for availabilities.

Affiliated with WAFB-AM, WAFB-FM
Represented by: Adam J. Young, Jr., Inc.

LOUISANA TV STATIONS

Baton Rouge—
KHTV (TV)*

LICENSEE: Capital Television & Broadcasting Co.
ADDRESS: 204 W. 6th Street, Erle, Pa.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John W. English, James B. Do-van and James R. McBrat, equal partners.
* BEGINS OPERATION: Unknown (CP granted Dec. 1952)
CHANNEL: 40 (626-632 mc)
TRANSMITTER ADDRESS: 1625 Scenic Highway
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 290 kw Aurol, 150 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 340 ft. Above ground, 341 ft.
STUDIO ADDRESS: 1625 Scenic Highway
WASHINGTON ATTORNEY: Heley & Dut
CONSULTING ENGINEER: William L. Foss Inc.

WAFB-TV

LICENSEE: Modern Broadcasting Co. of Baton Rouge Inc.
ADDRESS 929 Government St. PHONE: 4-8571
AM AFFILIATE: WAFB FM AFFILIATE: WAFB-FM
TV NETWORK AFFILIATION: CBS (interconnected), NBC, ABC and DuMont
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Modern Broadcasting Co. Baton Rouge Inc. Charles W. Lumar and T. E. Gibbons, minority stockholders, are owners of KTAK (TV) Lake Charles and WPFA Pensacola, Fla. WDSU Broadcasting Corp (WDSU-AM-FM-TV New Orleans) has 10% interest in licensee.
BEGAN OPERATION: Feb. 15, 1953 (CP granted Aug. 8, 1952)
NATIONAL REPRESENTATIVE: Adam Young
CHANNEL: 28 (554-560 mc)
TRANSMITTER ADDRESS: 844 Government St.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 22.5 kw Aurol 11.5 kw
MAKE OF ANTENNA: RCA TYPE: 218L
ANTENNA HEIGHT: Above average terrain, 546 ft. Above ground, 500 ft.
STUDIO ADDRESS: 844 Government Street
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local and network live, local and network film, kinescopes
STUDIO FACILITIES: Studio 49x60 ft. Small studio 7x12 ft. Two interchangeable cameras. One film camera and two 16mm film projectors. One slide and opaque projector. One 16mm motion picture camera. Film processing unit.
EXECUTIVES:
Tom E. Gibbons, Vice President & General Manager
Ron C. Litteral, Commercial Manager
John Ferguson, Program Director & Film Buyer
Donald K. Alton, Chief Engineer
RATE INFORMATION: Class A hour rate—$200. Minute spot—$30. (From Rate Corp. No. 1, Nov. 21, 1952)
WASHINGTON ATTORNEY: McKenna & Wilkinson
CONSULTING ENGINEER: George Goutney

WAFB-TV Channel 28
Baton Rouge, Louisiana
LOUISIANA TELEVISION STATIONS

**NOVA (TV)**

**MAKE:** Charles

**LICENSE:** Southland Telecasters

**ADDRESS:** P. O. Box 30, Baton Rouge

**INCIDENT STOCKHOLDERS AND OTHER INTERESTS:** Charles W. Lamar (100%)

and T. E. Gibbens, vice president, manager, minority stockholder in WAFB-AM-TV

Baton Rouge.

**BEGINNS OPERATION:** May-June, 1953. (CP granted Dec. 18, 1952)

**NATIONAL REPRESENTATIVE:** Adam Young

**CHANNEL:** 25 (536-542 mc)

**TRANSMITTER ADDRESS:** Ryan & Jackson Sts.

**MAKE OF TRANSMITTER:** RCA

**EFFECTIVE RADIATED POWERS:** Visual, 20 kw Aural, 10.5 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above average terrain, 319 ft. Above ground, 332 ft.

**STUDIO ADDRESS:** Forsythe Avenue

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

**CONSULTING ENGINEER:** Commercial Radio Equipment Co.

**KNOE (TV)**

**MAKE:** James A. Nee

**ADDRESS:** Bernhardt Bldg.

**AM AFFILIATE:** KNOE

**INCIDENT STOCKHOLDERS AND OTHER INTERESTS:** Sole owner is James A. Nee

(also owner of WNBO New Orleans).

**BEGINNS OPERATION:** April 1, 1953. (CP granted Dec. 4, 1952)

**NATIONAL REPRESENTATIVE:** H-R Reps.

**CHANNEL:** 6 (180-186 mc)

**TRANSMITTER ADDRESS:** 22d St.

**MAKE OF TRANSMITTER:** RCA

**EFFECTIVE RADIATED POWERS:** Visual, 175 kw Aural, 88 kw

**MAKE OF TRANSMITTER:** RCA

**ANTENNA HEIGHT:** Above average terrain, 740 ft. Above ground, 774 ft.

**STUDIO ADDRESS:** Bernhardt Bldg.

**WASHINGTON ATTORNEY:** Roberts & McIvor

**CONSULTING ENGINEER:** McIntosh & Inglis

1953 TELECASTING Yearbook * Page 111
LOUISIANA TV STATIONS

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 and DuMont (all interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edgar B. Stern Jr., is principal stockholder. Licensee also owns 10% of WAFB-AM-FM-TV Baton Rouge, La.
BEGAN OPERATION: Dec. 18, 1948
NATIONAL REPRESENTATIVE: Blair-TV Inc.
CHANNEL: 6 (82-88 mc)
TRANSMITTER ADDRESS: Hibernia Bank Bldg.
MAKE OF TRANSMITTER: RCA MODEL NO.: T75A
EFFECTIVE RADIATED POWERS: Visual, 31 kw Aural, 15.5 kw
MAKE OF ANTENNA: RCA TYPE: T75A

ANTENNA HEIGHT: Above average terrain, 395 ft. Above ground, 395 ft.
HOURS OF OPERATION: 7 a.m.-12 m.
STUDIO ADDRESS: 520 Royal St.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK30A
TYPE OF OPERATION: Local and network live, local and network film, kinescope
FILM LIBRARY: Snader NEWS SERVICE: AP and UP
LIBRARY SERVICE: World, Capital and Associated
STUDIO FACILITIES: Two studios 50x55 ft., can be thrown into one studio 100x55 ft.
Five RCA (TK30A) field cameras. One Bodee rear screen projector, 9x12 ft. TV film cameras (TK20A) and two 16mm RCA film projectors. Two slide projectors for 2x2-in. slides and one OE opaque projector for 3½x4-in. slides. One mob unit with three cameras, complete set of lenses and microwave relay equipment

EXECUTIVES:
Edgar B. Stern Jr., President
Robert D. Swesey, Executive Vice President & General Manager
A. Louis Read, Vice President & Commercial Manager
Stanley Holiday, Program Operations Manager
Lindsey Biddle, Chief Engineer

RATE INFORMATION: Class A hour rate—Live $600, Film $500. Minute spot—Live $125, Film $110. Participation per spot $75. Frequency discounts start 5% for 26 times to 25% for 260 times. (From Rate Card No. 6, Sept. 1, 1952)

WASHINGTON ATTORNEY: Pierson & Ball
CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

IT Happened ONE NIGHTS

There’s an old saying that everything happens at night . . . especially in New Orleans! Well qualify that somewhat, and say that anything can happen at night . . . especially on WDSU-TV.

Take, for instance, the Sunday night that a local department store featured $1.29 children’s pajamas in a one minute commercial. Nothing unusual, you say? Well, we beg to differ—because something certainly did happen that night!

Next morning, the store was flooded with calls . . . and by evening the pajamas were completely sold out. Within three days—1200 of these pajamas had been purchased by economy-wise TV viewers.

Remember . . . lots does happen at night (and in the daytime, too) on WDSU-TV. So don’t lose sleep—we can solve your sales problem anytime in the “Billion Dollar New Orleans Market”!

Write, Wire or Phone BLAIR-TV!
MAINE TV STATIONS

WABI-TV

ENSEE: Community Telecasting Service

DRESS: 57 State St.    PHONE: Bangor 8255

AFFILIATE: WABI

NETWORK AFFILIATION: CBS and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Horace Hildreth and Murray Carpenter, 50% each.

SAN OPERATION: Jan. 31, 1953

ATIONAL REPRESENTATIVE: George P. Hollingbery Co.

AVERSAL: 3 (76-82 mc)

Xmitter Address: Holden, Me.

KE OF TRANSMITTER: RCA

ECTIVE RADIATED POWERS: Visual, 1.9 kw    Aural, 0.95 kw

KE OF ANTENNA: RCA    TYPE: 3-Bay superturnstile

ENNA HEIGHT: Above average terrain, 673 ft.    Above ground, 120 ft.

SSIDIO ADDRESS: 57 State St.

KE OF CAMERA CHAINS: RCA

YPE OF OPERATION: Local live, local film, network film and kinescopes.

NS SERVICE: AP

ISTRY SERVICE: World

SSIDIO FACILITIES: One studio 18x25 ft. One RCA 16mm film camera and two RCA 16mm film projectors. Two slide projectors and one opaque projector.

ECUTIVES:

Horace Hildreth, President and Co-owner
Murray Carpenter, General Manager and Co-owner
Lee German Jr., Commercial Manager
Walter Dickson, Chief Engineer

TE INFORMATION: Class A hour rate $200. Minute spot $40. Participation per spot $40. Frequency discounts up to 312 times at 25%. (From Rate Card No. 1, Jan. 1, 1953).

ASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

ULTING ENGINEER: George C. Davis

ROADCASTING • Telecasting

Well, I knew that J. B. was looking for a good thing, so I tipped him to this Consolidated STATION-STARTER PLAN. Told him about the nine TV film series... all made for television. Then I mentioned how they were playing on stations all over the country. Stressed the solid-buy angle, you see. Then I let him have the real meat...the part about the one low price with no escalators no matter how high our rates go. Well, it was the first time he'd heard of a way for a new TV station to make money on programming right at the start. My raise is retroactive.

Consolidated

Television Sales

istributors of film

for Television

HOLLYWOOD, CA. 9-6369
NEW YORK, N.Y. 6-7543
CHICAGO, IL. 2-5231

1953 TELECASTING Yearbook • Page 113
MARYLAND TV STATIONS

Baltimore—

WAAM (TV)

LICENSEE: WAAM Inc.

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

TV NETWORK AFFILIATION: ABC and DuMont (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ben Cohen and Herman Cohn

BEGAN OPERATION: Nov. 1, 1948

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 3725 Maiden Ave.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 26.1 kw Aural, 14 kw

MAKE OF ANTENNA: RCA TYPE: TT-6A Supernailble

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 495 ft.

HOURS OF OPERATION: 10 a.m.-12 p.m.

STUDIO ADDRESS: 3725 Maiden Ave.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK 30A

TYPE OF OPERATION: Local and network live, local and network film, kinescope

NEWS SERVICE: AP, UP and Acme News Pictures

MUSIC LIBRARY SERVICE: World.

STUDIO FACILITIES: Two studios—60x60 ft. (seating 250) and 20x20 ft. Five film cameras (TK30A). Two RCA TK20A film cameras and two RCA TP16B f projectors. Two Argus slide projectors; one Gray Teleop opaque projector. Mabin unit with two RCA field camera chains; lenses: 2", 6", 10", 15", 25"; Rayth microwave relay equipment.

EXECUTIVES:

Ben Cohen, President
Herman Cohen, Secretary-Treasurer
Norman C. Kali, Exec. Vice President
Kenneth Carter, General Manager
Armand Grant, Asst. General Manager & Director of Sales
Herbert B. Cahan, Program Manager & Film Buyer
Ben Wolfe, Director of Engineering
Glenn Lehman, Chief Engineer
Paul Schmidt, Local Sales Manager
Joel Chaseman, Director of Public Service & Publicity
Paul Kane, Studio Production Supervisor


Participation announcements: $43-$110. Frequency discounts begin with 13 times at 2½% up to 312 times at 25%. (From Rate Card No. 7, effective April 1, 195

WASHINGTON ATTORNEY: Fisher, Willie & Panzer

CONSULTING ENGINEER: Kear & Kennedy
VHF
TV Transmission Line

UHF
TV Transmission Line
Waveguide

The oldest in the field—still a pioneer—designing, engineering and producing transmission lines for the ever advancing needs of the industry. Aided by the industry's finest research, Andrew's vast experience in solving transmission problems has produced the most advanced TV transmission line and waveguide available today.

For complete electrical and mechanical specifications, request Bulletin 81. The special Andrew Nomographs in this Bulletin permit direct graphical computation of efficiency of 10 to 2000 foot runs of line.

ANDREW CORPORATION
363 EAST 75TH STREET, CHICAGO 19
ANTENNA SPECIALISTS

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL
ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

1953 TELECASTING Yearbook • Page 115
MARYLAND TELEVISION STATIONS

Baltimore—  WBAL-TV
LICENSEE: The Hearst Corp.
ADDRESS: 2610 N. Charles St.  ZONE: 18  PHONE: Hopkins 3000
AM AFFILIATE: WBAL
TV NETWORK AFFILIATION: NBC (Interconnected)
BEGAN OPERATION: March 11, 1948

EDITORIAL

.... EDITORIAL of which BROADCASTING • TELECASTING's 75,000 words weekly (all of them well chosen) represent the biggest news budget in almost anybody's business. Readers believe in the book. Every year, agencies and advertisers vote it most read, most dependable and most useful. The magazine which gives its readers the most ... also gives its advertisers the best advertising value.

ADV

.... ADVERTISING of which BROADCASTING • TELECASTING has more than any radio-television book in the business. Important? Only as evidence that BROADCASTING • TELECASTING advertising is the most rewarding—that in BROADCASTING • TELECASTING your advertising takes on added sinew and muscle.

the newsweekly of radio and television BROADCASTING TELECASTING

NATIONAL REPRESENTATIVE: Edward Petry & Co.
CHANNEL: 11 (198-204 mc)
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-68 Superturnstile
ANTENNA HEIGHT: Above average terrain, 540 ft. Above ground, 447 ft.
HOURS OF OPERATION: 6:45 a.m.-12:45 a.m.
STUDIO ADDRESS: 2610 N. Charles St.
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local and network live, local and network film, kinescope
NEWS SERVICE: INS and Telenews
STUDIO FACILITIES: Two studios—40x80 ft. (seats 200) and 30x40 ft. Three studio cameras and four interchangeable field cameras. One Trans-Lux rear screen projector (2x4-in. transparencies); three RCA film cameras; two Eastman 16m and one RCA 16mm film projectors. Four slide projectors for 2x2-in. slides; one opaque projector for 4x5-in. cards. One Kodak 16mm motion picture camera as one Auricon 16mm sound motion picture camera. One mobile unit with three cameras, complete lens complement including Electro-Zoom lens and two microphones relay units.
EXECUTIVES:
Charles B. McCabe, Vice President & Executive Director
D. L. Provost, Vice President & General Manager
John T. Wilner, Vice President—Engineering
Leslie H. Peard Jr., Station Manager
Freeman W. Cordall, Business Manager
Arnold Wilkes, Director of Public Affairs & Education
Victor F. Campbell, Program Director
Willis K. Freiert, Sales Manager
Thomas J. White Jr., News & Publicity Manager
John Frankenfield, Film Buyer
William C. Boardman, Chief Engineer
Mollie Martin, Women's Director
Conway Robinson, Farm Program Director
RANGE INFORMATION: Class A hour rate—$800. One minute spot—$150. Frequency discounts start with 21% for 26 times to 12% for 312 times. (From Rate Cord No. 2, March 1, 1952)
WASHINGTON ATTORNEY: Dempsey & Koplovitz
CONSULTING ENGINEER: A. Earl Collum Jr. (Dallas).

WITH-TV

LICENSEE: Maryland Broadcasting Co.
ADDRESS: 7 E. Lexington St.  ZONE: 3  PHONE: Lexington 7808
AM AFFILIATE: WITH FM: WITH-FM
BEGINNING OPERATION: Unknown (CP granted Dec. 18, 1952)
CHANNEL: 60 (746-752 mc)
EFFECTIVE RADIATED POWERS: Visual, 105 kw  Aural, 59 kw
WASHINGTON ATTORNEY: Arnold, Fortas & Porter
CONSULTING ENGINEERS: Jansky & Bailey

Page 116 • 1953 TELECASTING Yearbook

www.americanradiohistory.com
The Television Picture is Clear in Baltimore

"More advertisers spend more dollars on WBAL-TV... than any other Baltimore station."
You ought to find out why!

TELEVISION BALTIMORE
WBAL-TV
NBC IN MARYLAND

Nationally Represented by Edward Petry & Co.
MARYLAND TELEVISION STATIONS

Baltimore—

WMAR-TV

LICENSEE: The A. S. Abell Co.
ADDRESS: Charles & Redwood Sts. ZONE: 3 PHONE: Mulberry 5670
TV NETWORK AFFILIATION: CBS (Interconnected)


BEGAN OPERATION: Oct. 27, 1947
NATIONAL REPRESENTATIVE: The Katz Agency
TRANSMITTER ADDRESS: Mathieson Bldg., Baltimore & Light Sts.
CHANNEL: 2 (54-60 mc)
MAKE OF TRANSMITTER: RCA MODEL NO.: TF—5A
EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw
MAKE OF ANTENNA: RCA TYPE: 3-Bay Superturnstile
ANTENNA HEIGHT: Above average terrain, 380 ft. Above ground, 591 ft.
STUDIO ADDRESS: Charles & Redwood Sts. HOURS OF OPERATION: 9:30 a.m.—Midnight
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 2 studio cameras and 5 field cameras.
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
FILM LIBRARY: Snader NEWS SERVICE: AP
MUSIC LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios—32×50 ft. seating 50; 20×30 ft. Two RCA studio cameras; two interchangeable RCA field cameras. Three RCA film cameras and three RCA 16mm film projectors. Two semi-automatic slide projectors; two slide projectors for 2x2-in. slides and 35mm film; one Boleopticon opaque projector Seven Type 70-DE 16mm motion picture cameras and one Auricon 16mm motion picture camera. Two Houston film processing units. Two mobile units, one with two cameras, one with three cameras; Zoomar and 40” reflector.

EXECUTIVES:
William F. Schmick Sr., President
Ewell K. Jett, Vice President & Director of Television
Earnest A. Long, Commercial Manager
Robert B. Cochrane, Program Director
Charles G. Hopper, Chief Engineer
David V. Stickle, Film Buyer
Edwin B. Mick, Production Manager
Thomas J. Severin, Program Manager

RATE INFORMATION: Class A: hour rate: $800. Minute spot $150. Rehearsals—$8 per hour for rehearsals over given time. Frequency discounts begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 8, Dec. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

Frederick—

WFMD-TV*

LICENSEE: Monocacy Broadcasting Co.
ADDRESS: Church St. PHONE: 1676
AM AFFILIATE: WFMD FM AFFILIATE: WFMD-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Laurence Leonard, 100%.

* BEGINS OPERATION: Unknown. (CP granted Dec. 24, 1952)

CHANNEL: 62 (758-764 mc)
EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 54 kw

ANTENNA HEIGHT: Above average terrain, 1,150 ft. Above ground, 240 ft.

EXECUTIVES:
Laurence Leonard, President

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George C. Davis

Page 118 • 1955 TELECASTING Yearbook
This is LEADERSHIP THAT GIVES YOU MORE

IN ONE WEEK
WMAR-TV SCORED 61 MORE QUARTER-HOUR FIRSTS THAN BALTIMORE'S TWO OTHER TV STATIONS COMBINED

*From Hooperatings, October 1952

<table>
<thead>
<tr>
<th>Time</th>
<th>Station A</th>
<th>Station B</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 A.M.-6 P.M.</td>
<td>112</td>
<td>63</td>
</tr>
<tr>
<td>6 P.M.-11 P.M.</td>
<td>85</td>
<td>38</td>
</tr>
<tr>
<td>TOTAL</td>
<td>197</td>
<td>101</td>
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</tbody>
</table>

Here are the facts

In Maryland, most people watch WMAR-TV SUNPAPERS TELEVISION
CHANNEL 2 • BALTIMORE, MD.

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
Now in the Boston TV area... more than 1,000,000 sets!

MONTHLY SET COUNT

January 1953

Reserved for Current Month
(grows bigger by the month!)

and most of these sets are tuned most often to WBZ-TV channel 4

Comparison of TV Share of Audience in Boston Area (nighttime)

Station "Listened to Most" "Hear Regularly"
WBZ-TV 52.4% 93.9%
Station B 37.3% 89.3%
Station C 7.1% 18.9%

Source: Dr. Forest L. Whan, "The Boston Trade and Distribution Area; Radio and TV Audience."

WESTINGHOUSE RADIO STATIONS INC
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

MASSACHUSETTS TV STATIONS

Boston—

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)
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-SA
EFFECTIVE RADIATED POWERS: Visual, 26.5 kw Aural, 12.9 kw
MAKE OF ANTENNA: GE TYPE: 6-Bay
ANTENNA HEIGHT: Above average terrain, 547 ft. Above ground, 658 ft.
HOURS OF OPERATION: 7:00 a.m.-12:30 a.m.
STUDIO ADDRESS: 1170 Soldiers-Field Rd.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and field cameras
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
FILM LIBRARY: Screen Gems NEWS SERVICE: AP, UP, INS, Movietone
STUDIO FACILITIES: Studios—one 40x45x23 ft. peripheral catwalk for set light and scenery; one studio 30x45x19 ft., and auditorium studio seating 150 with stage 35x20 ft. Two RCA 16mm and two 35mm projectors. One Ballopter; 1 strip film projectors and two slide projectors. Two Muiltector units with all cameras. RCA mobile unit capable of handling three field camera chains; complete microwave units.
EXECUTIVES:
E. V. Huggins, President
J. E. Baudino, Executive Vice President
W. C. Swartley, Station Manager
C. H. Masse, Sales Manager
W. Gordon Swan, Program Manager
W. H. Hauser, Chief Engineer
Carl Lowton, Film
Ivan Barlow, Program Supervisor
John G. Stilli Jr., Adv. & Sales Promotion Manager

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Rehearsals 550 half-hour. Frequency discounts start with 26 times at 7 ½% up to 260 times at 20%. (From rate card No. 7-T, April 1, 1952).
WASHINGTON ATTORNEY: John Steen (WRS)
CONSULTING ENGINEER: Ralph Harmon (WRS)

WNAC-TV

LICENSEE: Yankee Network Division of General Teleradio Inc.
ADDRESS: 21 Brookline Ave. ZONE: 15 PHONE: Commonwealth 6-0800
AM AFFILIATE: WNAC FM AFFILIATE: WNAC-FM
TV NETWORK AFFILIATION: ABC, CBS and DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Teler. (190% owned by General Tire & Rubber Co.). General Teleradio comprises Don 1 Network Division, Yankee Network Division and WOR Division. Don Lee Network Division owns and operates KNJ-AM-FM-TV Los Angeles, KFRC San Francisco, KTVK, SD, Yankee Network Division owns and operates WNBC-AM-FM-TV Boston, WGRG (FM) Worcester, WENN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.
BEGAN OPERATION: June 21, 1948
NATIONAL REPRESENTATIVE: H-F Representatives Inc.
WNAC—(Continued)

CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: Medford, Mass.
AKE OF TRANSMITTER: GE MODEL NO.: T76B
ECTIVE RADIATED POWERS: Visual, 26.6 kw Aural, 13.3 kw
AKE OF ANTENNA: GE TYPE: TY14F, 6-Bay
NTENNA HEIGHT: Above average terrain, 501 ft. Above ground, 437 ft.
OURS OF OPERATION: 9:30 a.m.-1 a.m.
UDIO ADDRESS: 21 Brookline Ave.
AKE OF CAMERA CHAINS: GE
E OF OPERATION: Local, live, local and network film, kinescapes.
WS SERVICE: UP, Movietone News.
UDIO FACILITIES: One studio 25x35 ft. Three image orthicon studio cameras; three field cameras. Two Simplex 35mm and two Bell & Howell 16mm film projectors. One slide projector for 3¼x4-in. glass or opaque slides; one projector for 2x2-in. slides. One mobile unit, three cameras.
ECUTIVES:
Tom O’Neil, President
Linus Travers, Exec. Vice President, General Manager & Commercial Manager
George Steffy, Vice President in Charge of TV Operations
Harry Whittemore, Technical Director
James Pike, Film Buyer
TE INFORMATION: Class A hour rate—$1,250. Minute spot—$250. Rehearsals—$50 each half-hour. (From Rate Card No. 6, Aug. 1, 1951)
ASHINGTON ATTORNEY: Pierson & Ball

all River—

WSEE-TV*

ADDRESS: 514 Industrial Trust Bldg., Providence, R. I. PHONE: Gaspee 1-1858
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Alfred DeMaris, (4/9); Harold C. Arcaro, (1/3); Lewis Taunier, (1/9); Abraham Bellelove, (1/9).
BEGINs OPERATION: May, 1953. (CP granted Sept. 14, 1952.)
CHANNEL: 46 (662-668 mc)
TRANSMITTER ADDRESS: Tiverton, R. I.
NTENNA HEIGHT: Above average terrain, 398 ft. Above ground 191 ft.
TYPE OF OPERATION: Network and local live, network and local film, kinescapes.
EXECUTIVES:
Alfred DeMaris, President
ASHINGTON ATTORNEY: Abraham Bellelove
NSULTING ENGINEER: J. Gordon Keyworth

olyoke—

WHYN-TV*

CENSEE: Hampden-Hampshire Corp.
ADDRESS: 180 High St. PHONE: 8238
M AFFILIATE: WHYN FM AFFILIATE: WHYN-FM
BEGINs OPERATION: Early 1953 (CP granted July 11, 1952)
ATIONAL REPRESENTATIVE: Bronh Co. and Bertha Bannan
CHANNEL: 55 (716-722 mc)
TRANSMITTER ADDRESS: Mt. Tom
MAKE OF TRANSMITTER: GE MODEL NO.: T125A
ECTIVE RADIATED POWERS: Visual, 156 kw Aural, 91 kw
MAKE OF ANTENNA: GE TYPE: TY-23-E, 4-Bay
NTENNA HEIGHT: Above average terrain, 989 ft. Above ground, 110 ft.
OURS OF OPERATION: 5 p.m.-11 p.m.
UDIO ADDRESS: 180 High St.
AKE OF CAMERA CHAINS: GE DESCRIPTION: Film Camera
YPE OF OPERATION: Network live, local and network film, kinescapes.
NEWS SERVICE: UP
LIBRARY SERVICE: Lang-Worth
UDIO FACILITIES: Two GE 16mm film projectors; one Kodak projector for 2x2-in. slides; one GE opaque projector for 4x5-in. cards.
EXECUTIVES:
William Dwight, President
Charles N. DeRose, General Manager
Patrick J. Montague, Commercial Manager
Harel Schumacher, Chief Engineer
ASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler
NSULTING ENGINEER: Kear & Kennedy

New Bedford—

WNBH-TV*

LICENSEE: E. Anthony & Sons Inc.
ADDRESS: 432 County St. PHONE: 8-5228
AM AFFILIATE: WNBH FM AFFILIATE: WFMR
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Also owns WOGB-AM-FM West Yarmouth, Mass.
BEGINs OPERATION: Unknown (CP granted July 11, 1952)
ATIONAL REPRESENTATIVE: Walker
ECTIVE RADIATED POWERS: Visual, 200 kw Aural, 100 kw
NTENNA HEIGHT: Above average terrain, 448 ft. Above ground, 552 ft.
ASHINGTON ATTORNEY: Hogan & Hartson
NSULTING ENGINEER: Jansky & Bailey
Northampton (Springfield)—

WACE-TV*

LICENSEE: Regional TV Corp.

ADDRESS: Hotel Bridgeway, Springfield, Mass. PHONE: 6-1323


PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President and Treasurer John S. Begley (99% of voting stock, subscribed to 1,900 shares out of 2,900 shares of stock) also treasurer and 66 2/3% owner of WACE Springfield, Mass.

* BEGINS OPERATION: Autumn 1953 (CP granted Feb. 2, 1953)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Mt. Tom

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual 21.4 Aural: 12.8 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 950 ft. Above ground 194 ft.

STUDIO ADDRESS: Main & Center Sts. HOURS OF OPERATION: 5 p.m.-midnight

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

EXECUTIVES: John S. Begley, President and Treasurer Ralph J. Robinson, Vice President and General Manager

WASHINGTON ATTORNEY: Loucks, Zies, Young & Jansky

CONSULTING ENGINEER: Jansky & Bailey

Page 122 • 1953 TELECASTING Yearbook

Springfield—

WWLP (TV)*

LICENSEE: Springfield Television Broadcasting Corp.

ADDRESS: 63 Chestnut St. ZONE: 5 PHONE: 6-2757

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: WSPI Springfield owns 19.2% of licensee.

* BEGINS OPERATION: March (CP granted July 11, 1952)

NATIONAL REPRESENTATIVE: Hollingbery

CHANNEL: 61 (752-758 mc)

TRANSMITTER ADDRESS: N. West St., Provin Mt., Agawam, Mass.

MAKE OF TRANSMITTER: GE MODEL: 12 kw

EFFECTIVE RADIATED POWERS: Visual, 150 kw Aural, 75 kw

MAKE OF ANTENNA: RCA TYPE: 4-bay Helical

ANTENNA HEIGHT: Above average terrain, 704 ft. Above ground, 341 ft.

STUDIO ADDRESS: 63 Chestnut St.

HOURS OF OPERATION: 5 p.m.-Midnight

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATIONS: Local and network live, local and network film, kinescopes

NEWS SERVICE: INS

STUDIO FACILITIES: Studio 36x38 ft. Two GE studio cameras. Two GE film cameras. GE opaque projector.

EXECUTIVES: Roger L. Putnam, President Alan C. Tindal, Vice President William L. Putnam, Treasurer Lewis I. Shwartz, Program Director George Townsend, Chief Engineer Kristian Selberg, Ass. Treasurer Wayne Henry Latham, Ass. Program Director

RATE SUMMARY: Class A Hour Rate—$250. Minute spot—$50. (From Rate Ca No. 1)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: McIntosh & Inglis
Ann Arbor—

WPAG-TV*

LICENSING: Washtenaw Broadcasting Co.

ADDRESS: Hutzel Bldg.  PHONE: 2-5517

AM AFFILIATE: WPAG

TV NETWORK AFFILIATION: DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Arthur E. Greene (50%) president and secretary; Edward F. Baughn (50%) vice president and treasurer.

* BEGINS OPERATION: March 15, 1953 (CP granted Sept. 29, 1952)

ATONAL REPRESENTATIVE: McGillvra

CHANNEL: 20 (506-512 mc)

TRANSMITTER ADDRESS: 1795 S. Maple Rd.

TAE OF TRANSMITTER: GE  MODEL NO.: TT-24A

EFFECTIVE RADIATED POWERS: Visual, 1.75 kw  Aural, 0.93 kw

TAE OF ANTENNA: GE  TYPE: 4-Bay

ANTENNA HEIGHT: Above average terrain, 346 ft. Above ground, 270 ft.

STUDIO ADDRESS: 1795 S. Maple Rd.

TYPE OF OPERATION: Local live and Network live; Local film and Network film.

NEWS SERVICE: AP

STUDIO FACILITIES: GE film camera; GPL film projector; Selectra slide projector, Opaque projector.

EXECUTIVES:
Arthur E. Greene, president
Edward F. Baughn, Vice President & Film Buyer
Kenneth MacDonald, Commercial Manager
Roger A. Shupard, Program Director
Donal N. Bowdish, Chief Engineer

*ATM INFORMATION: Class A hour rate—$150. One minute—$30. Frequency discounts from 26 to 260 times. (From Rate Card No. 1.)

WASHINGTON ATTORNEY: Prince, Taylor & Crampton

CONSULTING ENGINEER: Commercial Radio Equipment Co.

BROADCASTING * Telecasting

Battle Creek—

WBCK-TV*


AM AFFILIATE: WBCK

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Robert H. Holmes (50%) and David N. Holmes (50%).

* BEGINS OPERATION: August (CP granted Nov. 20, 1952)

CHANNEL: 58 (724-740 mc)

TRANSMITTER ADDRESS: East of Riverside Drive

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 18.5 kw  Aural, 9.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 580 ft. Above ground, 455 ft.

STUDIO ADDRESS: 402 Security Nat'l. Bank Building

WASHINGTON ATTORNEY: Guilford Jameson.

CONSULTING ENGINEER: Keen & Kennedy

WBKZ-TV*

LICENSING: Booth Radio & Television Stations Inc.

ADDRESS: 700 Buhl Bldg., Detroit

TV NETWORK AFFILIATION: ABC, DuMont (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President and treasurer John L. Booth (84.3%). Permittee is licensee of WJLB Detroit, WBBC Flint and WSGW Saginaw.

* BEGINS OPERATION: May 15 (CP granted Oct. 30, 1952)

CHANNEL: 64 (770-776 mc)

TRANSMITTER ADDRESS: Wolverine Tower

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 24.5 kw  Aural, 14 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 230 ft. Above ground, 317 ft.

WASHINGTON ATTORNEY: W. T. Pierson

1953 TELECASTING Yearbook  •  Page 123
MICHIGAN TELEVISION STATIONS

Detroit—

WJBK-TV

LICENSEE: Storer Broadcasting Co.

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

AM AFFILIATE: WJBK FM AFFILIATE: WJBK-FM

TV NETWORK AFFILIATION: CBS and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Storer Bott, Co., owns and operates WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WWVA-AM-FM Wheeling; WMNN Fairmont, W. Va.; WAGA-AM-FM-TV Atlanta; WGBS-AM-FM Miami; WSAI-AM-FM Cincinnati; KEYL (TV) San Antonio; Mr. Storer is publisher of the Miami, Florida Sun.

BEGAN OPERATION: October 24, 1948

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 8009 Lyndon St.

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-12C

ANTENNA HEIGHT: Above average terrain, 485 ft. Above ground, 488 ft.

HOURS OF OPERATION: 9:45 a.m.-1 a.m.

STUDIO ADDRESS: 500 Temple St.

MAKE OF CAMERA CHAINS: GE DESCRIPTION: Two film and two studio cameras.

TYPE OF OPERATION: Local & network live, local & network film, kinescopes.

NEWS SERVICE: UP and INS

STUDIO FACILITIES: One studio—32x45 ft. Two GE studio cameras and two RCA field cameras. Two GE film cameras and two GE 16mm film projectors. Four projectors for 2x2-in. slides; one GE opaque projector for 3x4-in. cards. One 16mm Auricon motion picture camera. Mobile unit with RCA field camera chain and RCA microwave relay equipment.

EXECUTIVES:
George B. Storer, President
Gayle V. Grubb, General Manager
Harry R. Lipton, Commercial Manager
Richard E. Fischer, Program Director
Paul O. Finke, Chief Engineer
Arthur MacCall, Film Buyer
Peter Storer, Sales Promotion Manager
Lonny Pike, Production Manager

RATE INFORMATION: Class A hour rate—$1,400. Minute spot—$225. Frequency discounts start with 13-times at 5% up to 260-times at 25%. (From Rate Card No. 8, Apr. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

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

WWJ-TV

LICENSEE: The Evening News Association


AM AFFILIATE: WWJ FM AFFILIATE: WWJ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)


BEGAN OPERATION: June 3, 1947

NATIONAL REPRESENTATIVE: George P. Hollingbery

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Penobscot Building

MAKE OF TRANSMITTER: DuMont MODEL NO.: TA-118-A, TA-117-A

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 10.25 kw

MAKE OF ANTENNA: RCA TYPE: TR-1A

ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 695 ft.

HOURS OF OPERATION: 6:58 a.m.-12:12 a.m.

STUDIO ADDRESS: 622 W. Lafayette

MAKE OF CAMERA CHAINS: DuMont & RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Sterling NEWS SERVICE: AP and UP

LIBRARY SERVICE: Thesaurus and Lang-Worth

STUDIO FACILITIES: Studio with 4,640 sq. ft.; studio with 1,900 sq. ft.; studio with 2,288 sq. ft.; auditorium 43x64 ft., seats 350 persons. Seven RCA studio cameras; two DuMont field cameras; few cameras interchangeable for field use; two 16mm screen projectors. Two RCA film cameras; two RCA film projectors. Two small projectors. One opaque projector. One mobile unit.

EXECUTIVES:
William J. Scripps, Director of Radio & TV
Edwin K. Wheeler, General Manager
Dan DeGroat, Assistant General Manager
Melvin C. Wissman, General Program Manager
Ralph B. Hunter, Program and Production Manager
Edgar J. Love, General Engineering Manager
Frank Picard, Film Editor
Wendall Parmelea, National Sales Manager
James Eberle, Public Affairs Manager
Kirk Knight, Operations Manager

RATE INFORMATION: Class A hour rate—$1,400. Minute rate—$252. Frequency discounts—Begin with 13-times at 5% up to 260-times at 25%. (From Ra Card No. 11, May 1, 1952.)

WASHINGTON ATTORNEY: Barnes & Neilson

CONSULTING ENGINEER: William L. Foss Inc.
MORE TOWER
and
MORE POWER

The NEW
WJBK-TV

is on its way!

It won't be long now! Soon . . . just as soon as tower construction can be rushed to completion, the station that's tops with metropolitan Detroit listeners offers even greater coverage . . . vastly better coverage. New effective radiated power of 100,000 watts and a new 1,057 foot tower will blanket every TV home within 100 miles of Detroit.

Coverage not only in Detroit, but in Flint, Bay City, Port Huron and Jackson! A better-than-ever reason why your best TV buy is the new WJBK-TV.

The NEW
WJBK-TV

Detroit
A STORER STATION

TOP CBS and DUMONT TELEVISION PROGRAMS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690
Represented Nationally by THE KATZ AGENCY
MICHIGAN TELEVISION STATIONS

Detroit—(Continued)

WXYZ-TV

LICENSEE: WXYZ Inc.
ADDRESS: 1700 Mutual Building  ZONE: 26  PHONE: Woodward 3-8321
AM AFFILIATE: WXYZ  FM AFFILIATE: WXYZ-FM
TV NETWORK AFFILIATION: ABC (Interconnected)


BEGAN OPERATION: October 9, 1948
NATIONAL REPRESENTATIVE: John Blair Inc.

CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: MacCabees Bldg., 5057 Woodward Ave.
MAKE OF TRANSMITTER: RCA  MODEL NO.: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 27.9 kw  Aural, 13.9 kw
MAKE OF ANTENNA: RCA  TYPE: TF-68, 6 Bay Superturnstile
ANTENNA HEIGHT: Above average terrain, 485 ft. Above ground, 480 ft.
HOURS OF OPERATION: 7 a.m.-1 a.m.
STUDIO ADDRESS: MacCabees Bldg.
MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: TK-10
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: AP and UP
LIBRARY SERVICE: Standard

STUDIO FACILITIES: Three studios—34x40 ft., 44x66 ft., 26x31 ft. Eight studio cameras, three interchangeable field cameras. One Ellie rear screen projector. Two RCA film cameras; two RCA 15mm and two RCA 35mm film projectors. Two projectors for 2x2-in. slides. Three 16mm motion picture cameras; 700 Bell & Howell, Bolex, Auricon). Mobile unit—three cameras, lenses: 81/2", 17" and 25" Zoomax; microwave equipment and power supply.

EXECUTIVES:
Leonard H. Goldenson, President (AB-PT)
Robert E. Kintner, President (ABC Div.)
Robert H. O'Brien, Executive Vice President (ABC Div.)
James G. Riddell, President & General Manager
John Pivit, Sales Manager & Film Buyer
John Lee, Program Director
Charles Kocher, Chief Engineer
Ken Simms, Film Director
Peter Stand, Executive Producer
Edward Sanchez, Production Manager
Ralph Dawson, Asst. Sales Manager

RATE INFORMATION: Class A hour rate—$1,250. Minute spot—$225. Participation—$75-$200 per spot. Rehearsals—Live, $100; Film, $50. (Minimum, one hour). For each additional 15 minutes, 25% of hourly rate. Frequency discount—Begin at 12 times with 5% up to 40 times with 30%. (From Rate Card No. 8, Mar. 1, 1952.)

WASHINGTON ATTORNEY: McKenney & Wilkinson
CONSULTING ENGINEER: Kears & Kennedy

East Lansing—

WKAR-TV*

LICENSEE: Michigan State Board of Agriculture
AM AFFILIATE: WKAR  FM AFFILIATE: WKAR-FM
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Grantee is Michigan State College, of which John A. Hanna is president.

* BEGINS OPERATION: September (CP granted Oct. 16, 1952)
CHANNEL: 60 (746-752 mc)
TRANSMITTER ADDRESS: Dobie Rd.
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 245 kw  Aural, 125 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 980 ft. Above ground, 1,034 ft.
STUDIO ADDRESS: Electrical Engineering Building
EXECUTIVES: Armand L. Hunter, Director
WASHINGTON ATTORNEY: Barnes & Nielson
CONSULTING ENGINEER: William L. Foss Inc.

Flint—

WCTV (TV)*

LICENSEE: Trans-American TV Corp.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Grantee is also applicant Evansville, Ind. and Peoria, Ill. James L. Rubenstein, 100% owner, is associated with WFIL Philadelphia.

* BEGINS OPERATION: Sept. 1953 (CP granted July 11, 1952)
CHANNEL: 28 (554-560 mc)
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 17.4 kw  Aural, 8.7 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 491 ft. Above ground, 546 ft.
EXECUTIVES:
James L. Rubenstein, President and General Manager
WASHINGTON ATTORNEY: McKenney & Wilkinson
CONSULTING ENGINEER: A. D. Ring & Assoc.

Page 126 • 1953 Telecasting Yearbook

Broadcasting • Telecasting

www.americanradiohistory.com
**WOOD-TV**

**LICENSEE:** Grandwood Broadcasting Co.

**ADDRESS:** 1408 Grand Rapids Natl. Bank Bldg.

**ZONE:** 2  **PHONE:** 9-4125

**AFFILIATE:** WOOD

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** WIBM Inc. (WFM-AM-TV Indianapolis; WDFD-AM Flint; WEOA-AM Evansville) 95%.

**SAN OPERATION:** October 19, 1951

**TIONAL REPRESENTATIVE:** The Katz Agency

**CHANNEL:** 7 (174-180 mc) (Must move to Ch. 8.)

**TRANSMITTER ADDRESS:** 92d St., 13 mi. S. of Grand Rapids

**MAKE OF TRANSMITTER:** RCA  **MODEL NO.:** T5A

**EFFECTIVE RADIATED POWERS:** Visual, 28.2 kw  **Aural, 14.2 kw**

**MAKE OF ANTENNA:** RCA  **TYPE:** 6-Bay Superturnstile.

**ENNA HEIGHT:** Above average terrain, 490 ft. Above ground, 264 ft.

**JURS OF OPERATION:** 10:15 a.m.-12:00 p.m.

**J Dio ADDRESS:** 1408 Grand Rapids Natl. Bank Bldg.

**KE OF CAMERA CHAINS:** Composite

**E OF OPERATION:** Local and network live, local and network film, kinescopes.

**WS SERVICE:** AP

**RADIOCASTING * Telecasting**

**WIBM-TV**

**LICENSEE:** WIBM Inc.

**ADDRESS:** 2511 Kibby Rd.

**AM AFFILIATE:** WIBM

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** President and Treasurer Ray Rad-ner (40%), and Vice President Herman Roeder (60%).

**BEGINs OPERATION:** Unknown (CP granted Nov. 20, 1952)

**CHANNEL:** 48 (674-680 mc)

**TRANSMITTER ADDRESS:** Browns Lake Rd.

**MAKE OF TRANSMITTER:** GE

**EFFECTIVE RADIATED POWERS:** Visual, 225 kw  **Aural, 115 kw**

**MAKE OF ANTENNA:** GE

**ANNA HEIGHT:** Above average terrain, 1,030 ft. Above ground, 950 ft.

**UDIO ADDRESS:** 2511 Kibby Rd.

**WASHINGtoN ATTORNEY:** Arnold, Fortas & Porter

**CONSULTING ENGINEER:** George C. Davis

**WKMI-TV**

**LICENSEE:** Howard D. Steere

**ADDRESS:** State Theatre Bldg.

**AM AFFILIATE:** WFGG

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Sole owner is Howard D. Steere, licensee and general manager of WFGG.

**BEGINs OPERATION:** Unknown (CP granted Nov. 26, 1952)

**CHANNEL:** 36 (602-608 mc)

**TRANSMITTER ADDRESS:** Gull Rd.

**MAKE OF TRANSMITTER:** DuMont

**EFFECTIVE RADIATED POWERS:** Visual, 83 kw  **Aural, 47 kw**

**MAKE OF ANTENNA:** RCA

**ANNA HEIGHT:** Above average terrain, 270 ft. Above ground, 305 ft.

**UDIO ADDRESS:** Gull Rd.

**WASHINGtoN ATTORNEY:** Fisher, Wayland, Duvall & Southmayd

**CONSULTING ENGINEER:** Vandiver, Cohen & Wein

**WOOD-TV**

**LICENSEE:** Grandwood Broadcasting Co.

**ADDRESS:** 1408 Grand Rapids Natl. Bank Bldg.

**ZONE:** 2  **PHONE:** 9-4125

**AFFILIATE:** WOOD

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** WIBM Inc. (WFM-AM-TV Indianapolis; WDFD-AM Flint; WEOA-AM Evansville) 95%.

**SAN OPERATION:** October 19, 1951

**TIONAL REPRESENTATIVE:** The Katz Agency

**CHANNEL:** 7 (174-180 mc) (Must move to Ch. 8.)

**TRANSMITTER ADDRESS:** 92d St., 13 mi. S. of Grand Rapids

**MAKE OF TRANSMITTER:** RCA  **MODEL NO.:** T5A

**EFFECTIVE RADIATED POWERS:** Visual, 28.2 kw  **Aural, 14.2 kw**

**MAKE OF ANTENNA:** RCA  **TYPE:** 6-Bay Superturnstile.

**ENNA HEIGHT:** Above average terrain, 490 ft. Above ground, 264 ft.

**JURS OF OPERATION:** 10:15 a.m.-12:00 p.m.

**J Dio ADDRESS:** 1408 Grand Rapids Natl. Bank Bldg.

**KE OF CAMERA CHAINS:** Composite

**E OF OPERATION:** Local and network live, local and network film, kinescopes.

**WS SERVICE:** AP

**RADIOCASTING * Telecasting**

**WIBM-TV**

**LICENSEE:** WIBM Inc.

**ADDRESS:** 2511 Kibby Rd.

**AM AFFILIATE:** WIBM

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** President and Treasurer Ray Rad-ner (40%), and Vice President Herman Roeder (60%).

**BEGINs OPERATION:** Unknown (CP granted Nov. 20, 1952)

**CHANNEL:** 48 (674-680 mc)

**TRANSMITTER ADDRESS:** Browns Lake Rd.

**MAKE OF TRANSMITTER:** GE

**EFFECTIVE RADIATED POWERS:** Visual, 225 kw  **Aural, 115 kw**

**MAKE OF ANTENNA:** GE

**ANNA HEIGHT:** Above average terrain, 1,030 ft. Above ground, 950 ft.

**UDIO ADDRESS:** 2511 Kibby Rd.

**WASHINGtoN ATTORNEY:** Arnold, Fortas & Porter

**CONSULTING ENGINEER:** George C. Davis

**WKMI-TV**

**LICENSEE:** Howard D. Steere

**ADDRESS:** State Theatre Bldg.

**AM AFFILIATE:** WFGG

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Sole owner is Howard D. Steere, licensee and general manager of WFGG.

**BEGINs OPERATION:** Unknown (CP granted Nov. 26, 1952)

**CHANNEL:** 36 (602-608 mc)

**TRANSMITTER ADDRESS:** Gull Rd.

**MAKE OF TRANSMITTER:** DuMont

**EFFECTIVE RADIATED POWERS:** Visual, 83 kw  **Aural, 47 kw**

**MAKE OF ANTENNA:** RCA

**ANNA HEIGHT:** Above average terrain, 270 ft. Above ground, 305 ft.

**UDIO ADDRESS:** Gull Rd.

**WASHINGtoN ATTORNEY:** Fisher, Wayland, Duvall & Southmayd

**CONSULTING ENGINEER:** Vandiver, Cohen & Wein
Kalamazoo—(Continued)

**WKZO-TV**

**LICENSEE:** Fetzer Broadcasting Co.

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

**AM AFFILIATE:** WKZO

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

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

**BEGAN OPERATION:** June 1, 1950

**NATIONAL REPRESENTATIVE:** Avery-Knodel & Co.

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

**TRANSMITTER ADDRESS:** Near Plainwell, Mich.

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

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

**MAKE OF ANTENNA:** RCA  TYPE: 3FTA

**ANTENNA HEIGHT:** Above average terrain, 525 ft. Above ground, 353 ft.

**HOURS OF OPERATION:** 9:30 a.m.-12:00 p.m.

**STUDIO ADDRESS:** 124 W. Michigan Ave.

**MAKE OF CAMERA CHAINS:** RCA

**TYPE OF OPERATION:** Local and network live, local and network film, kinoscopes.

**STUDIO FACILITIES:** Two studios, two studio cameras, two RCA 16mm film cameras; two RCA 16mm projectors. Eastman projector for 2x2-in. slides. Poly-E-Fex (FTL93A) scanner.

**EXECUTIVES:**

John E. Fetzer, President & General Manager
Carl E. Lee, Administrative Assistant
Donald W. DeSmit Jr., Sales Director
John Speer, Program Director
Harry E. Travis, Film Buyer
Arthur E. Coffell, Transmitter Technical Supervisor
Francis L. Morse, Studio Technical Supervisor

**RATE INFORMATION:** Class A hour rate—$600. Minute spot—$100. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Nov. 1, 1952.)

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

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Lansing—

**WJIM-TV**

**LICENSEE:** WJIM Inc.

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

**AM AFFILIATE:** WJIM

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Harold F. Gross.

**BEGAN OPERATION:** May 1950

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

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

**TRANSMITTER ADDRESS:** Saginaw at Howard Sts.

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

**EFFECTIVE RADIATED POWERS:** Visual, 20.6 kw  Aural, 10.3 kw

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

**ANTENNA HEIGHT:** Above average terrain, 420 ft. Above ground, 500 ft.

**HOURS OF OPERATION:** Noon-Midnight

**STUDIO ADDRESS:** Bank of Lansing Bldg.

**MAKE OF CAMERA CHAINS:** RCA  DESCRIPTION: TK-20-A

**TYPE OF OPERATION:** Network live, local and network film, kinoscopes

**FILM LIBRARY:** Sterling  NEWS SERVICE: UP

**EXECUTIVES:**

Harold F. Gross, President
Willard E. Wallbridge, Executive Vice President and General Manager
Howard K. Finch, Vice President (Program and Production)
R. S. Underhill, Commercial Manager
Charles Wallace, Chief Engineer
Philip E. Sherick, Film Director

**RATE INFORMATION:** Class A hour rate—$525. Minute spot—$100. (Rates for 8 only). (From Rate Card No. 5, Nov. 1, 1952.)

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

**CONSULTING ENGINEER:** Kear & Kennedy
MICHIGAN TV STATIONS

Lansing—

WLS (TV)*

ICENCEE: Lansing Broadcasting Co.

ADDRESS: 407-11 N. Washington St. ZONE: 30

M AFFILIATE: WLS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President W. A. Pomeroy (26.92%); Vice President O. D. Campbell (4.25%); Vice President Edwin L. Byrd (17.1%); Secretary-Treasurer John C. Pomeroy (26.92%); Miriam Byrd (17.1%); Laura E. Campbell (4.25%); Bessie M. Pomeroy (18.8%), and six other minority stockholders.

BEGINS OPERATION: September, 1953 (CP granted Jan. 5, 1953)

TRANSMITTER ADDRESS: Olds Tower Bldg., Capitol Ave. and Allegan St.

CHANNEL: 54 (710-716 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 25.5 kw Aural, 13 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 375 ft Above ground, 390 ft.

STUDIO ADDRESS: Olds Tower Bldg., Capitol Ave. and Allegan St.

ASHINGTON ATTORNEY: Welch, Mott & Morgan

ONSULTING ENGINEER: McIntosh & Inglis

Muskegon—

WTVM (TV)*

CENCE: Versluis Radio and Television Inc.

ADDRESS: 6 Fountain St. N.E., Grand Rapids, Mich.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner Leonard A. Versluis, president of Versluis Radio & Television Inc. (WLAV Grand Rapids), Owner of Special Services Co. and 50% owner of Versluis Studios.

BEGINS OPERATION: Unknown (CP granted Dec. 33, 1952)

CHANNEL: 35 (596-602 mc)

TRANSMITTER ADDRESS: Canklin, Mich.

EFFECTIVE RADIATED POWERS: Visual, 269 kw Aural, 135 kw

NTENNA HEIGHT: Above average terrain, 972 ft. Above ground, 800 ft.

CUTIVES:

Leonard A. Versluis, President
Hy M. Steed, Vice President
C. L. Mullen, Secretary
Lee G. Stevens, Chief Engineer

ASHINGTON ATTORNEY: Pierson & Ball

ROADCASTING • Telecasting

WJIM-TV
CHANNEL 6 • LANSING

covers
5 major
Michigan markets...

JACKSON
FLINT
BATTLE CREEK
SAGINAW
LANSING

COMING SOON • 1000 ft. Tower • 100,000 Watts Power

1953 TELECASTING Yearbook • Page 129
MICHIGAN TV STATIONS

Saginaw—

WKNX-TV*

LICENSEE: Lake Huron Broadcasting Corp.

ADDRESS: 221 S. Washington Ave. PHONE: 3-4471

AM AFFILIATE: WKNX

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President William J. Edwards, Vice President Alvin H. Bentley (M.I.C.) and Secretary-Treasurer Howard H. Wolfe, each 33 1/3%.

* BEGINS OPERATION: March (CP granted Oct. 2, 1952)

NATIONAL REPRESENTATIVE: Gill, Keefe & Perna

CHANNEL: 57 (728-734 mc)

TRANSMITTER ADDRESS: Bridgeport Twp.

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU 1-B

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aurorl, 12.6 kw

MAKE OF ANTENNA: RCA TYPE: TTU-278H

ANTENNA HEIGHT: Above average terrain, 482 ft. Above ground, 500 ft.

HOURS OF OPERATION: 5 p.m. to midnight (to start)

STUDIO ADDRESS: 221 S. Washington

MAKE OF CAMERA CHAIN: RCA DESCRIPTION: TK-11 and TK-20-D

TYPE OF OPERATION: Local and network line, local and network film and kinescopes.

NEWS SERVICE: UP


EXECUTIVES:
William J. Edwards, President and General Manager
Howard M. Wolfe, Secretary-Treasurer and Station Manager
Robert Dyer, Program Director
Max W. Thomas, Chief Engineer
Henry Scott, Film Buyer
Robert M. Chandler, Commercial Manager
Robert E. Douglas, Sales Promotion Manager
David Kunz, Business Manager

RATE INFORMATION: Class A hour rate—$25.0. Minute spot—$50. Frequency discounts. (From Rate Card No. 1, March 1, 1953)

WASHINGTON ATTORNEY: Frank U. Fletcher

CONSULTING ENGINEER: John Creutz

APPAREL STORE SALES *
$20,344,000.00
ahead of such cities as:
Akron, Ohio
Fresno, Calif.
Reading, Pa.
Gary, Indiana
and
Charleston, W. Va.

SOMETHING

TOTAL RETAIL SALES *
$196,099,000.00
topping such cities as:
Charlotte, N. C.
South Bend, Ind.
El Paso, Texas
Tampa, Florida
and
Peoria, Illinois

FOOD STORE SALES *
$48,964,000.00
in front of such cities as:
Salt Lake City, Utah
Trenton, New Jersey
Erie, Pennsylvania
Fort Wayne, Ind.
and
Wilmington, Del.

GENERAL MERCHANDISE
SALES *
$27,607,000.00
out-ranking such cities as:
Harrisburg, Pa.
Flint, Michigan
Norfolk, Virginia
Tacoma, Wash.
and
Lansing, Michigan

WILLIAM J. EDWARDS
President and General Manager
NEW HAS BEEN ADDED!!

HOME FURNISHING SALES *
$11,291,000.00
above such cities as:
Baton Rouge, La.
Spokane, Wash.
Austin, Texas
Elizabeth, N. J.
and
San Jose, Calif.

AUTOMOTIVE STORE SALES *
$28,142,000.00
rating ahead of such cities as:
Evansville, Ind.
Allentown, Pa.
Jersey City, N. J.
Cambridge, Mass.
and
Mobile, Alabama

FILLING STATION SALES *
$10,385,000.00
outstripping such cities as:
Providence, R. I.
Syracuse, New York
Little Rock, Ark.
Phoenix, Arizona
and
Chattanooga, Tenn.

BUILDING MATERIALS-
HARDWARE SALES *
$12,777,000.00
more than such cities as:
Birmingham, Ala.
Kansas City, Kan.
Richmond, Virginia
and
New Haven, Conn.

EATING-DRINKING PLACE SALES *
$12,000,000.00
out-rating such cities as:
Yonkers, New York
Scranton, Pa.
Alexandria-
Arlington, Va.
Corpus Christi, Texas
and
Savannah, Ga.

SAGINAW-BAY CITY (Cities Proper) *
1951-52 SRDS Consumer Markets for
year 1950

KNX-TV
SAGINAW, MICHIGAN
CHANNEL 57

GILL-PERNA, Inc.

NEW YORK - SAN FRANCISCO
LOS ANGELES - CHICAGO

DRUG STORE SALES *
$7,608,000.00
leading such cities as:
Springfield, Mass.
Paterson, N. J.
Knoxville, Tenn.
Shreveport, La.
and
Youngstown, Ohio

Howard H. Wolfe
Sec.-Treas. & Station Mgr.

1953 TELECASTING Yearbook • Page 131
MINNESOTA TELEVISION STATIONS

Duluth—

WFTV (TV)*

LICENSEE: Great Plains Television Properties Inc.
ADDRESS: 4 W. 58th St., New York
TV NETWORK AFFILIATION: CBS, NBC, ABC and DuMont
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Herbert Scheffel, president—25% owner Transcontinental Properties Inc., president—19% owner Telanews Productions; Alfred G. Burger, executive vice president-secretary and 25% owner Transcontinental Properties and executive vice president and 16% stockholder Telanews Productions. All stock in licensee is owned by Transcontinental Properties. Licensee also holds TV grants for Sioux City, Iowa, and Little Rock, Ark.

* BEGINS OPERATION: May 1 (CP granted Oct. 24, 1952)

NATIONAL REPRESENTATIVE: Adam J. Young Television Inc.
CHANNEL: 38 (614-620 mc)
TRANSMITTER ADDRESS: 9th St. and 6th Ave., W.
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 17 kw Aural, 9.6 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 620 ft. Above ground, 447 ft.
EXECUTIVES:
Herbert Scheffel, President
Alfred G. Burger, Secretary
James C. Cole, Station Manager and Sales Manager
Robert W. Potter, Program Director
WASHINGTON ATTORNEY: McKenna & Wilkinson
CONSULTING ENGINEER: Jansky & Bailey

Minneapolis-St. Paul—

WCCO-TV

LICENSEE: Midwest Radio-Television Inc.
ADDRESS: Radio City, Minneapolis; Dispatch Bldg., St. Paul
PHONE: Lincoln 0552 and Nestor 8661
AM AFFILIATE: WCCO
TV NETWORK AFFILIATION: ABC, CBS, DuMont

BEGIN BEGINS OPERATION: July 1, 1949 (formerly WTCN-TV)
NATIONAL REPRESENTATIVE: Free & Peters
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: Foshay Tower
MAKE OF TRANSMITTER: RCA MODEL NO.: T5A
EFFECTIVE RADIATED POWERS: Visual, 28.4 kw Aural, 14.2 kw
MAKE OF ANTENNA: RCA TYPE: T3A
ANTENNA HEIGHT: Above average terrain, 565 ft. Above ground, 602 ft.
HOURS OF OPERATION: 9 a.m.-1 a.m.
STUDIO ADDRESS: Radio City, Minneapolis

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field
TYPE OF OPERATION: Local and network live, network local and live.
NEWS SERVICE: AP, UP, INS, Acme
LIBRARY SERVICE: Associated
STUDIO FACILITIES: Two studios—30x80 ft. and 30x60 ft. Six RCA studio camera and projectors for 16mm, including rear projectors. Eastman 2x2 slide projectors and 45 large size opaque and glass transparency projector. Motion picture use Galaclipic. 16mm sound-on-film movie cameras and Houston processor with complex editing equipment.

EXECUTIVES:
William J. McNally, Chairman of the Board
Robert B. Ridder, President
F. Van Kenyenessen, Executive Vice President and General Manager
Sherman Headley, Assistant Manager for TV
R. H. Ekstrom, Sales Manager
Richard Jensen, National Sales
Charles D. Miller, Production Manager
John M. Sherman, Technical Director
Gwen Harvey, Program Director
Harry Jonas, Film Director
Florence Z. Cook, Publicity and Promotion Director
RATES:
Class A one hour—$900. One minute spot—$180. 10-Second spot—$90. Frequency discounts. (From Rate Card No. 6, Sept. 1, 1952)
WASHINGTON ATTORNEY: Fly, Shuebrik & Blume

Rochester—

KROC-TV*

LICENSEE: Southern Minnesota Broadcasting Co.
ADDRESS: 100 First Ave. Bldg. PHONE: 3924
AM AFFILIATE: KROC
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Agnes P. Gentling .. 12.25% owner and Vice President G. David Gentling is 8.31% owner.

* BEGINS OPERATION: May, 1953 (CP granted Jan. 15, 1953)
CHANNEL: 10 (192-198 mc)
STUDIO AND TRANSMITTER ADDRESS: 2.8 miles W. on U. S. 14
MAKE OF TRANSMITTER: RCA TYPE: 12-Bay Superturstitle
EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 54 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 630 ft. Above ground, 575.5 ft.
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local live, local network film, kinescopes.
STUDIO FACILITIES: One RCA camera. One RCA film camera. Two RCA 16mm film projectors. One RCA 2x2 slide projector. One film processing unit.
EXECUTIVES:
Mrs. A. P. Gentling, President
G. David Gentling, General and Commercial Manager
Mary Miller, Program Director
Robert Cross, Chief Engineer
Don Egerstrom, Film Buyer
WASHINGTON ATTORNEY: Loucks, Zies, Young & Jansky
CONSULTING ENGINEER: Jansky & Bailey

Page 132 • 1953 TELECASTING Yearbook

BROADCASTING • Telecastir
TV POWER

IN THE MINNEAPOLIS-ST. PAUL, MARKET

Here are the factors which combine to produce effective TV Power:

Facilities...
Maximum power of 100,000 watts...highest antenna in the area...studios with camera, audio, film, and remote facilities usually found only in major TV centers.

Personalities...
Best known, more experienced, most traveled performers in the northwest...top radio favorites for two decades. It's the station with "names"—Cedric Adams, Rollie Johnson, Bob DeHaven, Arle Haebler—still better known today on TV.

Personnel...
An imaginative staff with "know how" in sales showmanship—made possible by years of experience in radio and TV SALES.

THIS COMBINATION HAS ALREADY PROVED ITS EFFECTIVE SELLING POWER IN THE MINNEAPOLIS-ST. PAUL MARKET
—CBS—

Nationally represented by
FREE & PETERS
MINNESOTA TV STATIONS

St Paul-Minneapolis—

KSTP-TV

LICENSEE: KSTP Inc.
ADDRESS: 3415 University Ave. ZONE: 14 PHONE: Prior 2717
AM AFFILIATE: KSTP FM AFFILIATE: KSTP-FM
TV NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Stanley E. Hubbard is principal stockholder.
BEGIN operation: April 23, 1948
NATIONAL REPRESENTATIVE: Edward Petry & Co.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: 3415 University Ave.
MAKE OF TRANSMITTER: Composite
EFFECTIVE RADIATED POWERS: Visual, 24.7 kw Aural, 17.3 kw
MAKE OF ANTENNA: RCA TYPE: TPSA, 5-Bay Superturnstile
ANTENNA HEIGHT: Above average terrain, 563 ft. Above ground, 568 ft. 9 in.
HOURS OF OPERATION: 7 a.m.-1 a.m.
STUDIO ADDRESS: 3415 University Ave.
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: AP, UP
LIBRARY SERVICE: World and Thesaurus
EXECUTIVES:
Stanley E. Hubbard, President & General Manager
K. M. Hance, Executive Vice President-Treasurer
Karl A. Plain, National Sales Manager
W. R. Braswell, Local Sales Manager
Del Franklin, Program Director & Film Buyer
Joseph Kohnke, Chief Engineer
Joseph Cook, Promotion-Publicity Director
RATE INFORMATION: Class A hour rate—$900. Minute spot—$180. Frequency discounts—start with 52-times at 5% up to 260-times at 15%. (From Rate Card No. 10, Nov. 1, 1952.)
WASHINGTON ATTORNEY: Spearman & Reberson
CONSULTING ENGINEER: A. D. Ring & Assoc.

St. Cloud—

WJON-TV*

LICENSEE: Granite City Broadcasting Co.
ADDRESS: 522 Lincoln Ave. S.E.
AM AFFILIATE: WJON
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Max H. Lavine is principal owner.
* BEGINS OPERATION: May-June (CP granted Jan. 23, 1953)
NATIONAL REPRESENTATIVE: Rombeau
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: 522 Lincoln Ave. S.E.
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 12 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 466 ft. Above ground, 420 ft.
STUDIO ADDRESS: 522 Lincoln Ave. S.E.
WASHINGTON ATTORNEY: Scharfeld, Jones & Baron
Page 134 • 1953 TELECASTING Yearbook

MISSISSIPPI TV STATIONS

Jackson—

WJTV (TV)

LICENSEE: Mississippi Publishers Corp.
ADDRESS: P.O. Box 40 PHONE: 4-4514
TV NETWORK AFFILIATION: CBS, ABC, DuMont, NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Jackson Clarion Ledger and News.
BEGIN operation: Jan. 15, 1953
NATIONAL REPRESENTATIVE: The Katz Agency Inc.
CHANNEL: 25 (536-542 mc)
TRANSMITTER ADDRESS: Robinson Rd.
MAKE OF TRANSMITTER: RCA MODEL NO.: TU-1B
EFFECTIVE RADIATED POWERS: Visual, 180 kw Aural, 98 kw
MAKE OF ANTENNA: RCA TYPE: TFU-218L
ANTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 671 ft.
HOURS OF OPERATION: 10 a.m.-11 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A
TYPE OF OPERATION: Local & network live, local & network film, kinescopes.
NEWS SERVICE: AP
EXECUTIVES:
John Rossiter, General Manager
Bruce B. Compton, Commercial Manager
J. R. Whitworth, Chief Engineer
(Miss) Dale Baum, Film Buyer
RATE INFORMATION: Class A hour rate—$200 (600). Minute spot—$40 (600). Frequency discounts—Start with 13 times at 5% up to 156 times at 25%. (F Rate Card No. 1, Dec. 20, 1952.)
WASHINGTON ATTORNEY: Wheeler & Wheeler
CONSULTING ENGINEER: Raymond M. Wilmette

Meridian—

WCOC-TV*

LICENSEE: Mississippi Broadcasting Co.
ADDRESS: Box 591 PHONE: 7714
AM AFFILIATE: WCOC
TV NETWORK AFFILIATION: CBS
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: D. W. Gavin and family own license, which also is licensee of WJQJ Jackson, WMBC Meridian and WJ Columbus, all in Miss. Mr. Gavin also publishes the Weekly Clark County (Miss.) and Meridian (Miss.) Record.
* BEGINS OPERATION: Unknown (CP granted Dec. 23, 1952)
CHANNEL: 30 (566-572 mc)
TRANSMITTER ADDRESS: U. S. 45
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 210 kw Aural, 110 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 251 ft.
STUDIO ADDRESS: Threefoot Building
WASHINGTON ATTORNEY: Harry J. Dally
CONSULTING ENGINEER: F. O. Grimwood & Co. (St. Louis)

BROADCASTING • TeleCasting
**Missouri Television Stations**

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**Clyton—**

**KFUO-TV**

**LICENSEE:** Lutheran Church-Missouri Synod  
**ADDRESS:** 210 N. Broadway, St. Louis, and 801 DeMun Ave., Clyton  
**AFFILIATE:** KFUO  
**BEGINS OPERATION:** Unknown (CP granted Feb. 5, 1953)  
**CHANNEL:** 30 (506-572 mc)  
**TRANSMITTER ADDRESS:** 801 DeMun Ave.  
**EFFECTIVE RADIATED POWERS:** Visual 175 kw Aural: 91 kw  
**MAKE OF TRANSMITTER:** GE  
**ANTENNA HEIGHT:** Above average terrain 576 ft. Above ground 536 ft.  
**STUDIO ADDRESS:** 801 DeMun Ave.  
**ASHINGTON ATTORNEY:** Cummings, Stanley, Truitt & Cross  
**CONSULTING ENGINEER:** George E. Gaunay

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**Columbia—**

**KOMU-TV**

**LICENSEE:** U. of Missouri  
**ADDRESS:** Columbia, Mo.  
**PRINCIPAL STOCKHOLDERS & OTHER INTERESTS:** Board of Curators of U. of Missouri includes Lester E. Cox, 49% owner KWTO Springfield, Mo., 12.5% owner KOAM Pittsburgh, Kan., and 49.5% owner KCMO Kansas City.  
**BEGINs OPERATION:** July, 1952 (CP granted Jan. 15, 1953)  
**CHANNEL:** 8 (180-186 mc)  
**TRANSMITTER ADDRESS:** South Farm  
**EFFECTIVE RADIATED POWERS:** Visual 204.2 kw Aural: 102.3 kw  
**MAKE OF TRANSMITTER:** GE  
**ANTENNA HEIGHT:** Above average terrain 796 ft. Above ground 774 ft.  
**STUDIO ADDRESS:** University campus  
**ASHINGTON ATTORNEY:** Fisher, Wayland, Duvall & Southmayd  
**CONSULTING ENGINEER:** Craven, Lohnes & Culver

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**Crestus—**

**KACY (TV)**

**LICENSEE:** Ozark Television Corp.  
**ADDRESS:** 702 Louderman Bldg., 317 N. Eleventh St., St. Louis  
**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** John T. McKeown, accountant, and Carl G. McIntire, television film producer, are the major stockholders.  
**BEGINs OPERATION:** July, 1952 (CP granted Dec. 31, 1952)  
**CHANNEL:** 14 (470-476 mc)  
**TRANSMITTER ADDRESS:** W. of Kimmswick, Mo.  
**EFFECTIVE RADIATED POWERS:** Visual 170 kw Aural: 89 kw  
**MAKE OF TRANSMITTER:** GE  
**ANTENNA HEIGHT:** Above average terrain 870 ft. Above ground 644 ft.  
**LOCATIONS:**  
- John T. McKeown, President  
- Carl G. McIntire, Vice President and Secretary  
- George Menos, Treasurer  
**ASHINGTON ATTORNEY:** George M. Moore  
**CONSULTING ENGINEER:** Commercial Radio Equipment Co.

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**Kansas City—**

**KCTV (TV)**

**LICENSEE:** Empire Coil Co.  
**ADDRESS:** 85 Beechwood Ave., New Rochelle, N. Y.  
**PRINCIPAL STOCKHOLDERS & OTHER INTERESTS:** Herbert Mayer (45.2%), Franklin Snyder, Frances Mayer (wife of Herbert Mayer), and Herbert Mayer and Frances Mayer in trust for Herbert Mayer Jr. (9.6%) (minor son of Mr. and Mrs. Mayer). Permittee in license of WXEL (TV) Cleveland, also permittee of KPTV (TV) Portland, Ore., KDEN (TV) Denver.  
**BEGINs OPERATION:** Unknown (CP granted Jan. 23, 1953)  
**CHANNEL:** 25 (536-542 mc)  
**TRANSMITTER ADDRESS:** Broadway & 26th St.  
**MAKE OF TRANSMITTER:** RCA  
**EFFECTIVE RADIATED POWERS:** Visual, 93 kw Aural, 51 kw  
**ANTENNA HEIGHT:** Above average terrain 390 ft. Above ground 410 ft.  
**EXECUTIVES:**  
- Herbert Mayer, President  
- Franklin Snyder, Vice President  
- Frances Mayer, Treasurer  
**ASHINGTON ATTORNEY:** Lyon, Wilmer & Bergson  
**CONSULTING ENGINEER:** Adler Communication Labs. (New Rochelle, N. Y.)

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**WDAF-TV**

**LICENSEE:** Kansas City Star Co.  
**ADDRESS:** 3030 Summit  
**PHONE:** Harrison 1200  
**AM AFFILIATE:** WDAF  
**TV NETWORK AFFILIATION:** NBC, ABC, CBS and DuMont (interconnected)  
**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is publisher of Kansas City Star.  
**BEGINs OPERATION:** Oct. 16, 1949  
**NATIONAL REPRESENTATIVE:** Harrington, Righter & Parsons  
**CHANNEL:** 4 (66-72 mc)  
**TRANSMITTER ADDRESS:** 3030 Summit  
**MAKE OF TRANSMITTER:** RCA  
**EFFECTIVE RADIATED POWERS:** Visual, 22 kw Aural, 11 kw  
**MAKE OF ANTENNA:** RCA  
**ANTENNA HEIGHT:** Above average terrain, 755 ft. Above ground, 724 ft.  
**STUDIO ADDRESS:** 3030 Summit  
**HOURS OF OPERATION:** 7 a.m.-12 p.m  
**MAKE OF CAMERA CHAINS:** RCA  
**DESCRIPTION:** Image Orthicon and Iconoscope  
**TYPE OF OPERATION:** Local and network live, local and network film, kinescopes, remotes.  
**FILM LIBRARY:** Snider  
**NEWS SERVICE:** AP, Telenews  
**MUSIC LIBRARY SERVICE:** Theatrus  
**STUDIO FACILITIES:** Two studios—20 x 20 ft. and 60 x 40 ft. (with observation room seating 70). Five RCA studio cameras and two RCA interchangeable field cameras. Trans-lux rear screen projector. Two RCA 11Y20A} film cameras; two RCA and two Eastman 10mm film projectors. One Selectaslide projector for 2 x 2-in. slides. Gray Telop opaque projector for 4 x 4-in. cards. One mobile unit with two cameras, 10 lens (90mm, 50mm, 135mm, 17", 13", 8", Zoomar). Microwave relay equipment.  
**EXECUTIVES:**  
- M. Dean Fitch, Managing Director  
- William A. Bates, Station Manager  
- E. Manna Russo, Sales Manager  
- Albert Christy Ladesich, Program Director  
- Joseph A. Fleharty, Chief Engineer  
- Vic Peck, Asst. Station Manager  
- B. A. Carlisle, Asst. Chief Engineer  
**RATE INFORMATION:** Class A hour rate—$575. One minute—$157. (From Rate Card No. 7, Jan. 1, 1953)  
**ASHINGTON ATTORNEY:** Kirkland, Fleming, Green, Martin & Ellis  
**CONSULTING ENGINEER:** George E. Gaunay

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1953 Telecasting Yearbook * Page 135

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[www.americanradiohistory.com](http://www.americanradiohistory.com)
MISSOURI TV STATIONS

St. Joseph—

KFEQ-TV*

LICENSEE: KFEQ Inc.

ADDRESS: KFEQ Bldg. Phone: 3-2528

AM AFFILIATE: KFEQ

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: 43% owned by News Corp. Publisher of St. Joseph News-Press and Gazette.

* BEGINS OPERATION: May 1953. (CP granted Oct. 16, 1952)

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 41st & Farson St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TF-10AL

EFFECTIVE RADIATED POWERS: Visual, 52 kw Aural, 26 kw

MAKE OF ANTENNA: RCA TYPE TF-4AL, 6-Bay superbuntstubble

ANTENNA HEIGHT: Above average terrain, 810 ft. Above ground, 750 ft.

STUDIO ADDRESS: 41st & Farson St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: two field camera chains

TYPE OF OPERATION: Local & network live, local film.

STUDIO FACILITIES: One studio—23 x 24 ft. Two RCA interchangeable field/studio cameras. One RCA film camera; two 16mm RCA film projectors. One automatic RCA projector for 2 x 2-in. slides. One motion picture camera.

EXECUTIVES:

Barton Pitts, President & General Manager
Glenn G. Griswold, Commercial Manager
E. Carleton Schirmer, Program Director
J. Wesley Koch, Chief Engineer
J. Ted Branson, Sales Promotion Manager

RATE INFORMATION: Class A hour rate—$300. Minute rate—$1.25. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Nov. 1952)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: George C. Davis

KFEQ-TV

ST. JOSEPH
Third Largest Market in MISSOURI

52,000 Watts of Radiated Power on Channel 2

Tower—Effective Height 810 Feet

Affiliate of CBS-TV

National Representatives

Headley-Reed Co.

MARKET DATA

Coverage ........................................... 18 counties
Population .......................................... 1,024,753
Homes .................................................. 331,319
Number of farms ...................................... 38,739
Farm Income ......................................... $253,506,553
Total Retail Sales .................................... $1,272,993,000

FOR MUSIC IN
Television
NOW AND IN
THE FUTURE,
IT'S BMI

Music is heard and not seen. This simple point of view is the reason BMI makes no distinction between the use of its music by an audio station or a television station.

BMI has been television-minded since 1940. It grants to television the unrestricted right to perform its catalog of music from any source—live, filmed or recorded—with assurance that BMI-licensed music, recorded or filmed now, may be used in the future.

From BMI you receive long term performing rights to a vast catalog of music of every type—television music ranging from folk music and pop hits to concert music.

BMI cordially invites inquiries on the subject of Music in Television, in its broadest or most specific applications, at any time.

Broadcast Music, Inc.
580 Fifth Avenue, New York 36, N. Y.
New York • Chicago • Hollywood • Toronto • Montreal
Get this... I just told him
I'm planning to start a new TV Station
and he said "Plan to lose a few
hundred thousand the first year."
What do I say now?

Simply say you're planning to buy
Consolidated's STATION-STARTER PLAN
...nine top TV films in one low-priced
package. Low enough, in fact, for you to
make a profit on them from the
moment you go on the air.

Consolidated Television Sales
Distributors of film for Television
SUNSET AT VAN NESS, HOLLYWOOD 28, NO, 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, NU, 6-7343
520 N. MICHIGAN AVE., CHICAGO 11, MI, 2-5231

MISSOURI TV STATIONS

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 and DuMont (Interconnected)

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

BEGAN OPERATION: Feb. 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

TYPE OF OPERATION: Local and network live, local and network film and kinescop

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. Participati-
$80-$300 per spot. Frequency discounts—begin with 13 times at 5% up
200 times at 25%. (From Rate Card No. 8, Jan. 1, 1952).

WASHINGTON ATTORNEY: Segal, Smith & Hennessy

CONSULTING ENGINEER: A. D. King & Assoc.
Premier, Preeminent, Predominant, Prescribed...

Since February 8, 1947, when KSD-TV began operations as America's FIRST completely postwar equipped television station, "KSD-TV" and "television" have been synonymous to the 596,000 families in the Greater St. Louis Market.

Long before KSD-TV had completed its sixth year on the air, more than 75% of the homes in its area had become TELEVISION homes... a 150-million-dollar acknowledgment of the excellence of KSD-TV's programming and public service... a tribute to KSD-TV's foresight which enabled the two million persons in its coverage area to enjoy the thrills and advantages of television throughout the "freeze."

Not only has the Greater St. Louis Market been among the nation's leaders in degree of television "penetration" throughout the frozen years, the KSD-TV area consistently has been at or near the top of the "sets-in-use" column among the nation's top ten markets. Not only is KSD-TV premier, preeminent and predominant in its area, KSD-TV most certainly is prescribed for advertisers with products and services to sell to the prosperous St. Louis Market.

KSD-TV
THE ST. LOUIS POST-DISPATCH TELEVISION STATION
NATIONAL ADVERTISING REPRESENTATIVE: FREE & PETERS, Inc.
NBC TELEVISION NETWORK • CHANNEL 5

www.americanradiohistory.com
MISSOURI TV STATIONS

St. Louis—(Continued)

KSTM-TV*

LICENSEE: Broadcast House Inc.

ADDRESS: 319 No. Fourth St.

AM AFFILIATE: KSTL

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: William E. Ware (10%), president and 24.9% owner of KSTL St. Louis, 28% owner of Television & Radio Pearia Inc., applicant for TV station in Pearia, and sole owner of WPEO Pearia; Oscar D. Guth (10%), treasurer and 16% owner of Edwin F. Guth Co. (lighting fixture mfrs.), vice president and 16% owner of St. Louis Brass Mfg. Co.; William H. Biggs (16%), 1/3 partner in Biggs, Curtis, Biggs and Crossen (law firm); Edward E. Haverstick Jr., treasurer and 17.7% owner of KSTL, 14% owner of WPEO and 1/4 partner in Smith, Moore & Co. (investment brokers); Albert G. Blanke Jr. (15%), private investor in securities and oil properties; Ray Roberts Inc. (10%), gas appliance jobbers.

* BEGINS OPERATION: April 15, 1953 (CP granted Jan. 15, 1953)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Northrup Ave. near Kingshighway

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 275 kw Aural: 145 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 580 ft. Above ground 592 ft.

EXECUTIVES:

William E. Ware, President
Oscar D. Guth, Vice President
William H. Biggs, Secretary
Edward E. Haverstick Jr., Treasurer

WASHINGTON ATTORNEY: Lucien Hilmer

CONSULTING ENGINEER: George P. Adair

WTVI (TV)*

LICENSEE: Signal Hill Telecasting Corp.

ST. LOUIS ADDRESS: Room 1939, Boedman’s Bank Bldg. Bernard T. Wilson, President and General Manager. (For full listing, see Belleville, Ill.)

Page 140 * 1953 TELECASTING Yearbook

At Last!
HAS A SECOND

In operation early in May serving 2 1/2 million people in the greater St. Louis area with top Network Sports Film Live Shows one of the nation’s most powerful TV station (220,000 watts E.R.P.)

Studio and Transmitter
10,200 W. Main St., Belleville, Illinois
High on the Illinois Bluffs overlooking St. Louis—just 6 1/2 miles from downtown St. Louis

For Choice Availabilities

www.americanradiohistory.com
ST. LOUIS
TV STATION WTVP
CHANNEL 54
AND THE GREATER ST. LOUIS AREA
Nation's 8th Largest Marketing Area
2,500,000 People
$3,000,000,000 Retail Sales
Over 468,000 TV sets in use in Primary Coverage Area

SIGNAL HILL TELECASTING CORP.
SALES OFFICES: 1939 BOATMEN'S BANK BLDG., ST. LOUIS 2, MO.
Call WEED TELEVISION
NATIONAL SALES REPRESENTATIVES:
NEW YORK  •  CHICAGO  •  BOSTON  •  DETROIT
HOLLYWOOD  •  SAN FRANCISCO  •  ATLANTA

EXHIBIT C
SERVICE CONTOURS
SIGNAL HILL TELECASTING CORP.
BELLEVILLE, ILLINOIS
CHANNEL 54
ERP: 1,000 W, AUR 119 KW

ACTUAL REPRODUCTION
OF ENGINEERING COVERAGE
MAP AS FILED WITH F.C.C.
MISSOURI TV STATIONS

Springfield—(Continued)

**KTTS-TV**

LICENSEE: Independent Broadcasting Co.
ADDRESS: P.O. Box 1716 ZONE: 4 PHONE: 2-7474
AM AFFILIATE: KTTS FM AFFILIATE: KTTS-FM
TV NETWORK AFFILIATION: CBS, DuMont
BEGIN'S OPERATION: April, 1953 (CP granted Oct. 9, 1952)
NATIONAL REPRESENTATIVE: Weeds TV
CHANNEL: 10 (192-198 mc)
TRANSMITTER ADDRESS: Walnut at Jefferson St.
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5AH
EFFECTIVE RADIATED POWERS: Visual, 12.76 kw Aural, 6.38 kw
MAKE OF ANTENNA: RCA TYPE: TF6AH
ANTENNA HEIGHT: Above average terrain, 262½ ft. Above ground, 242 ft.
STUDIO ADDRESS: Chamber of Commerce Bldg.
HOURS OF OPERATION: 3:00 p.m.-10:15 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A
TYPE OF OPERATION: Local live and local film, kinescopes.
NEWS SERVICE: AP
STUDIO FACILITIES: One studio 36x36 ft. One studio camera (TK-11A). One RCA film camera and two RCA 16mm film projectors. One RCA automatic slide projector (35mm).
EXECUTIVES:
J. H. G. Cooper, President
G. Pearson Ward, General Manager
William F. Curry, Chief Engineer
WASHINGTON ATTORNEY: Dempsey & Kaplovitz
CONSULTING ENGINEER: James C. McNary

KYTV (TV*)

LICENSEE: Springfield Television Inc.
ADDRESS: 999 W. Sunshine St.
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Lester L. Cox (49 out of 250 shares), 50% owner of PioneerAdvt., Springfield, 12% owner of KOMA Pittsburg, Ken. (Mr. Cox must divest himself of 49% of ownership of KWTO Springfield as condition to grant); T. W. Duvall (1 out of 250 shares) president of Springfield Newspapers (Springfield News and Leader Press) and of KGIX Springfield; J. Gordon Wardell (37½% out of 250 shares), general manager of WDBX; Tom Duxby Jr. (1 out of 250 shares), vice president of Springfield Newspapers and KGIX, and president and 40% owner of Muskegee, Okla., Phoenix and Times-Democrat and KBIX Muskegee. Springfield Newspapers Inc. owns 121 out of 250 shares.
* BEGINS OPERATION: July, 1953 (CP granted Jan. 8, 1953)
CHANNEL: 3 (60-66 mc)
TRANSMITTER ADDRESS: 999 W. Sunshine St.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 61 kw Aural, 31 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 520 ft. Above ground 550 ft.
STUDIO ADDRESS: 999 W. Sunshine St.
EXECUTIVES:
Lester L. Cox, President
T. W. Duvall, Vice President
J. Gordon Wardell, Treasurer
WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd
CONSULTING ENGINEER: Craven, Lohines & Culver

MONTANA TV STATIONS

Billings—

**KOOK-TV**

LICENSEE: The Montana Network
ADDRESS: 7002 S. Billings Blvd.
AM AFFILIATE: KOOK
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President C. L. Crist (46%), Vice President J. Carter Johnston (42.9%), Consulting Engineer and Secretary-Treasurer Melvin N. Holness (2.5%).
* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)
TRANSMITTER ADDRESS: 2 m. ESE of downtown Billings on Cabourn Hill Rd.
CHANNEL: 2 (54-60 mc)
MAKE OF TRANSMITTER: Composite
EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 8.8 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 471 ft. Above ground 124 ft.
STUDIO ADDRESS: 2 m. ESE of downtown Billings on Cabourn Hill Rd.
WASHINGTON ATTORNEY: John H. Midland
CONSULTING ENGINEER: Grant R. Wraith (Aptos, Calif.)

**KYTV (TV**

LICENSEE: Rudman-Mayutin Television Co.
ADDRESS: c/o Ross K. Prescott, 1450 Life of America Bldg., Dallas
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: General Partners are M. B. Rudman (50%), independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, N Dakota, Illinois, Georgia, Florida, Alabama and South Dakota, 50% owner of Worts Bldg., Denver, permitee of new uhf station in Galveston, and applicants in new tv stations in Minot, N. D.; and Albert Maysutin (50%, independent oil prods 50% owner of Pennant Drilling Co., Denver, and Globe Furniture Co., Denver.)
* BEGINS OPERATION: Unknown (CP granted Jan. 15, 1953)
CHANNEL: 8 (180-186 mc)
TRANSMITTER ADDRESS: Cabourn Hill Rd.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 12 kw Aural, 6.2 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 390 ft. Above ground 199 ft.
STUDIO ADDRESS: Cabourn Hill Rd.
LEGAL COUNSEL: Ross K. Prescott (Dallas)
CONSULTING ENGINEER: Guy C. Hutchieson (Arlington, Tex.)
MONTANA TELEVISION STATIONS

KOPR-TV*

ENSEE: Copper Broadcasting Co.
DRESS: Finlen Hotel. PHONE: 6546
AFFILIATE: KOPR
NETWORK AFFILIATION: ABC

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Frank C. Carmack, 16.75% (also 5% KUTA Salt Lake City, 25% of KGEM-AM-TV Boise, Ida.; less than 25% of KLFX Twin Falls, Ida.; less than 25% of KIFI Idaho Falls and of KWKX Pocatello, etc.). David G. Smith has the same interests in the same stations, as does Grant T. Wrathall, Robert D. Coretta, 10.5%; Ed Cooney, 10%.

EGINS OPERATION: September 1953. (CP granted Jan. 15, 1953)
TIONAL REPRESENTATIVE: George P. Hollingsbery Co.
ANELL: 4 (66-72 mc)
TRANSMITTER ADDRESS: Little Basin Creek
EFFECTIVE RADIATED POWERS: Visual 14.1 kw Aural: 7.05 kw
MAKE OF ANTENNA: RCA TYPE: TF-3A
ANTENNA HEIGHT: Above average terrain 347 ft. Above ground 300 ft.
DIO ADDRESS: Little Basin Creek
E OF OPERATION: Local and network live, local and network film, kinescopes.
NS SERVICE: UP
DIO FACILITIES: One studio (30x40 ft.). One RCA studio camera, TK-10A; one RCA film camera, TK-10A; two RCA 16mm film projectors, TK-20A; one 35mm slide projector and one RCA 35mm slide scanner, TK-3A.
CUTIVES:
Frank C. Carmack, President
Ed Cooney, Vice President and General Manager
George Chance, Commercial Manager
James Harrold, Program Director
John Gott, Chief Engineer

SHINGTON ATTORNEY: John H. Midlen
CONULTING ENGINEER: Grant T. Wrathall (Aptos, Calif.)

KFBB-TV*

ENSEE: Buttey Broadcasting Inc.
DRESS: First National Bank Bldg. PHONE: 4377
AFFILIATE: KFBB
NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: J. P. Wilkins, president and general manager of the station.
EGINS OPERATION: Unknown (CP granted Jan. 15, 1953)
TIONAL REPRESENTATIVE: Weed Television
ANELL: 5 (76-82 mc)

NEBRASKA TV STATIONS

Lincoln—

KOLN-TV

LICENSEE: Cornhusker Radio & Television Corp.
ADDRESS: 40 and W Sts. PHONE: 2-7218
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward O'Shea, real estate and auto dealer, majority stockholder.
BEGIN OPERATION: Feb. 8, 1953
ATIONAL REPRESENTATIVE: Weed Television
CHANNEL: 12 (204-210 mc)
TRANSMITTER ADDRESS: 40th & W St.
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 30.3 kw Aural, 15 kw
ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 377 ft.
STUDIO ADDRESS: 940 N. 40th St. HOURS OF OPERATION: Noon-Midnight
STUDIO FACILITIES: Two studios—30x42 ft. and 10x10 ft. DuMont studio camera; two 16mm film cameras.
EXECUTIVES:
Edward O'Shea, President
Harold E. Anderson, Vice President, General Manager
Otis H. Segler, Sales Manager
William Lucas, Program Director
Marvin Konrath, Chief Engineer
Paul Jensen, Film Buyer
Twila F. Walker, Promotion Manager
Byron Krause, News Editor

RATE INFORMATION: Class A Hour rate—$200. Minute rate—$34. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Feb. 1, 1953)
ASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd
CONULTING ENGINEER: Commercial Radio Equipment Co.

1953 TELECASTING Yearbook • Page 143
KFOR-TV
WHERE THE RICH FARM AND URBAN POPULATION OF SOUTHEASTERN NEBRASKA LOOKS AGAIN AND AGAIN ON CHANNEL 10

The name KFOR has been synonymous with service and sales in Nebraska for 29 years.

KFOR-TV BASIC ABC IN LINCOLN

JAMES STUART, President GEO. X. SMITH, V.P. & Gen. Mgr.

Represented Nationally By THE PAUL H. RAYMER COMPANY, INC.
NEBRASKA TV STATIONS

Omaha—

KMTV (TV)

**LICENSEE:** May Broadcasting Co.

**ADDRESS:** 2615 Farnam St.  **ZONE:** 2  **PHONE:** WEst 9800

**AFFILIATe:** KMA, Shenandoah, Iowa

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


**IN OPERATION:** Sept. 1, 1949.

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

**NATIONAL REPRESENTATIVE:** Edward Petry & Co.

**NSMITTER ADDRESS:** 2615 Farnam St.

**KE OF TRANSMITTER:** RCA  **MODEL NO.:** TT-25AL

**EXTIVE RADIATED POWERS:** Visual, 100 kw  Aural, 50 kw

**KE OF ANTENNA:** RCA  **TYPE:** MODEL TF-6AL

**FENNA HEIGHT:** Above average terrain, 591.5 ft. Above ground, 550 ft.

**UDIO ADDRESS:** 2615 Farnam St.  **UNES OF OPERATION:** 9:00 a.m. to Midnight

**KE OF CAMERA CHAINS:** RCA

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

**JIC LIBRARY SERVICE:** Capitol  **NEWS SERVICE:** United Press

**UDIO FACILITIES:** Two studios (50 x 70, seating 200 people, and 40 x 50, seating 100). Live RCA image orthicon cameras. One Houston Fearless television crane, model TC-1. One Electrozoom lens. Two RCA 16mm film projectors. Two film cameras, three Eastman slide projectors (2 x 2 in.). Two Selecto-slide projectors (2 x 2 in.). One Multiscope. Mobile unit has two RCA camera chains.

**UTIVES:**

Edward W. May, President
Jwen Saddler, Executive Vice President and General Manager
award O. Peterson, Vice President in Charge of Sales
arden E. Swisher, General Sales Manager
ay Schroeder, Chief Engineer
Glenn E. Harris, Program Director and Film Buyer
ae H. Baker, Promotion Manager
ow Jeffrey, Production Manager
ally Schwentter, Asst. Chief Eng.
ay Kolbar, News Director

**NFORMATION:** Class A hour rate—$5.00. Minute spot—$1.00. Participations

$30.00 to $110. Frequency discounts—begin with 13 times at 2½% up to 312
mes at 25%. (From Rate Card No. 7, Feb. 1, 1953.)

**AWASHINGTON ATTORNEY:** McKenna & Wilkinson

**SULTING ENGINEER:** Robert M. Silliman

**RODCASTING • Telecasing**

AGAIN—AGAIN—AGAIN—
AGAIN — AGAIN!

KMTV IS OMAHA’S MOST LOOKED-AT
MOST LISTENED-TO STATION

100,000 WATT

The five Pulse Surveys conducted in Omaha-KMTV AREA during 1952 showed why KMTV is Omaha’s No. 1 Station. KMTV carried most of the top 10 shows during 1952 and consistently led in share of weeknight audience.

Here are results of the five Pulse Surveys for 1952:

1ST  KMTV  5 of  TOP 10

FEBR. 1-7  With 5 of the Top 10 Shows—KMTV Had 55% of the Share of Weeknight Audience

2ND  KMTV  5 of  TOP 10

APRIL 13-19  With 5 of the Top 10 Shows—KMTV Had 55% of the Share of Weeknight Audience

3RD  KMTV  9 of  TOP 10

JULY 29-AUG. 4  With 9 of the Top 10 Shows—KMTV Had 59% of the Share of Weeknight Audience

4TH  KMTV  9 of  TOP 10

OCT. 8-14  With 9 of the Top 10 Shows—KMTV Had 61% of the Share of Weeknight Audience

5TH  KMTV  8 of  TOP 10

DEC. 7-13  With 8 of the Top 10 Shows—KMTV Had 60% of the Share of Weeknight Audience

USE KMTV, with MAXIMUM POWER, for Maximum Results in the Big Prosperous OMAHA MARKET. KMTV with 100,000 watts will be serving over 200,000 TV sets by year-end, 1953. CASH IN NOW ON THIS GROWING PROSPEROUS MARKET.

CBS  ABC  DuMont

TELEVISION CENTER
MAY BROADCASTING CO., OMAHA, NEBR.
Now Represented Nationally By EDWARD PETRY & CO., INC.

1953 TELECASTING Yearbook  •  Page 145
NEBRASKA TV STATIONS

Omaha—(Continued)

WOW-TV

LICENSEE: Meredith WOW Inc.
ADDRESS: 3509 Farnam St.
PHONE: Webster 3400

AM AFFILIATE: WOW

TV NETWORK AFFILIATION: NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, Iowa, publisher, radio, TV, and newspaper. Meredith Engineering Co. has three stations operating simultaneously: NOW-AM-TV Omaha; KPHO-AM-TV Phoenix, Ariz.

BEGAN OPERATION: Aug. 29, 1949

NATIONAL REPRESENTATIVE: Blois-TV Inc.

CHANNEL: 6 (82.88 mc)

TRANSMITTER ADDRESS: 3509 Farnam Street

MAKE OF TRANSMITTER: RCA MODEL NO.: TF-25AL

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aurol, 50 kw

MAKE OF ANTENNA: RCA TYPE: FT-5A, S-Band Superturnstile

ANTENNA HEIGHT: Above average terrain, 580 ft. Above ground, 498 ft.

STUDIO ADDRESS: 3509 Farnam St.
HOURS OF OPERATION: 7 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 2 studio and 2 field

TYPE OF OPERATION: Local and network live, local and network film, kinescope remote

FILM LIBRARY: Official Films
NEWS SERVICE: UP, Telenews

MUSIC LIBRARY SERVICES: World, SESAC, Standard

STUDIO FACILITIES: Two studios—75×45×25 ft. and 30×28×18 ft. Two (TK-10A) studio cameras; two RCA (TK-30A) field cameras. Two RCA (TK-20A) cameras and two GE (4P-28) film projectors. Slide projectors: two Eastman 35-mm one GE Model FF-2C, two 35mm motion picture camera pictures. Houston film processing unit. Mobile unit equipped with two RCA field cameras, standard lenses; two RCA microwave units.

EXECUTIVES:
E. T. Meredith Jr., President
Payson Hall, Vice President, Director, Radio-TV Meredith Publishing Co.
Howard Stalnaker, Assistant Director, Radio-TV (Meredith Publishing Co.)
Frank P. Fogarty, General Manager
Lyle DeMass, Asst. General Manager and Film Buyer
Fred Ebener, Sales Manager
C. Alfred Larson, Regional Sales Manager
Soren Munchak, Program Director
William J. Kates, Chief Engineer
Robert Sauter, Production Manager
Jack Mazie, Production Manager
Martha Bohlsen, Home Service Director
Glenn Flynn, Asst. Chief Engineer
Ray Clark, Director of News & Special Events
Jack Payne, Director of Sports
Mel Hansen, Farm Service Director
Arnold Peterson, Asst. Farm Service Director

RATE INFORMATION: Class A hour rate—$450. Minute spot rate: $90. Frequency discounts start with 13 times at 2% up to 12 times at 25%. (From Rate No. 5, April 1, 1952.)

WASHINGTON ATTORNEY: Haley & Day

CONSULTING ENGINEER: A. D. Ring & Assoc.
NEVADA TV STATION

reno—

KZTV (TV)*

LICENSEE: Nevada Radio-Television Inc.
ADDRESS: Riverside Hotel PHONE: 3-6156
AM AFFILIATE: KWKN

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Kenyon Brown (50%), 20% owner of KEFO-AM-TV El Paso, Tex., and KWFT-AM-FM Wichita Falls, Tex., Secretary-Treasurer Donald W. Reynolds (50%), president and 66 2/3% owner of KSAA-AM-FM-TV Fort Smith, Ark.

BEGINs OPERATION: March 1953 (CP granted Dec. 23, 1952)
ANSmitTER ADDRess: E. 2d St., ½ mi. E. of Kistoke Lake
CHANNEL: 8 (180-186 mc)
AKE OF TRANSMITTER: DuMont
ECTIVE RADIATED POWERS: Visual, 3 kw Aural, 1 ½ kw
AKE OF ANTENNA: RCA
ETENNA HEIGHT: Above average terrain, minus 440 ft. Above ground, 217 ft.
UDIO ADDRess: 19 S. Virginia St.
ASHINGTON ATTORNEY: Haley & Doty
ISULTING ENGINEER: Craven, Lohes & Culver

NEW JERSEY TV STATIONS

Newbury Park—

WRTV (TV)*

LICENSEE: Atlantic Video Corp.
DRESS: c/o Walter Reade Jr., 710 Mathison Ave.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Walter Reade Jr. (49.7%) New York and New Jersey theatre operator, and Vice President and Secretary Edwin Gage (49.2%), New York and New Jersey theatre operator with Mr. Reade.

BEGINs OPERATION: Late 1953. (Cp granted Oct. 2, 1952)
ANSmitTER ADDRess: Intersection State Routes 35 and 4N
CHANNEL: 58 (734-740 mc)
AKE OF TRANSMITTER: RCA
ECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw
AKE OF ANTENNA: RCA
ETENNA HEIGHT: Above average terrain, 470 ft. Above ground, 490 ft.
UDIO ADDRess: 710 Mathison Ave.

EXECUTIVES:
- Walter Reade Jr., President
- Harold C. Burke, Coordinating Director
ASHINGTON ATTORNEY: Cohn & Marks
ISULTING ENGINEER: Weldon & Carr

NEW JERSEY TV STATIONS

Atlantic City—

WFPG-TV

LICENSEE: Neptune Broadcasting Corp.
ADDRESS: Steel Pier PHONE: 5-2188
AM AFFILIATE: WFPG FM AFFILIATE: WFPG-FM
TV NETWORK AFFILIATION: NBC, CBS, ABC and DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Chairman of the Board Jack N. Berkman (10%), attorney of Steubenville, Ohio, and part owner of WSTV Steubenville, WPIT Pittsburgh and WBMS Boston; President Fred Weber (30%), executive vice president of WBMS; Executive Vice President John J. Laux (10%), owner WJLI Niagara Falls, N. Y.; and executive vice president of WSTV, WPIT and WBMS; Vice President Louis Berkman (10%), president of Louis Berkman Co. (steel broker and fabricator), and part owner WSTV, WPIT and WBMS; Treasurer Richard Tellflebaum (10%), part owner WSTV and WPIT, part owner WSTV, WPIT and WBMS; Helen Tellflebaum (10%), part owner of WPIT and WBMS; Allen H. Berkman (10%), Pittsburgh attorney and part owner WPIT, WSTV, WBMS and WJPA Washington, Pa.

BEGINs OPERATION: Dec. 21, 1952
ATIONAL REPRESENTATIVE: John E. Pearson Television Inc.
CHANNEL: 46 (662-668 mc)
ANSmitTER ADDRess: Murray Ave. and Ohio Ave.
MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-1B
ECTIVE RADIATED POWERS: Visual, 19.5 kw Aural, 9.75 kw
AKE OF ANTENNA: RCA TYPE: TFU-24B
ETENNA HEIGHT: Above average terrain, 426 ft. Above ground, 448 ft.
UDIO ADDRess: Murray Ave and Ohio Ave.
OURS OF OPERATION: 5 p.m.-11:15 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field
YPE OF OPERATION: Network live and film, local film, slides.
UDIO FACILITIES: Studio 40x60 ft. plus announcer’s booth. Two RCA field cameras. Two RCA (TK-30C) film cameras and two RCA (TP-16D) 16mm film projectors. One RCA slide projector (MI-261311), one Grey Telep II opaque projector, monoscope test pattern scanner. One mobile unit (on order).
EXECUTIVES:
- Fred Weber, President
- Blair K. Thron, Director of Operations
- Russell E. Trues, Commercial Manager
- Ed Davis, Program Director
- Earl Godfrey, Chief Engineer
- Edna Latimer, Film Buyer
- Pearl Keegan, Office Manager
- Susan Hanna, Traffic Manager

RATE INFORMATION: Class A hour rate $150 (live and film). Minute spot $20. Frequency discounts start with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 1, Nov. 1, 1952)
ASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis
ISULTING ENGINEER: Craven, Lohes & Culver

1953 TELECASTING Yearbook • Page 147
NEW JERSEY TELEVISION STATIONS

Atlantic City—(Continued)

LICENSEE: Matto Enterprises
ADDRESS: 1223 Bradock Ave., Bradock, Pa.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners William G. Matto and G. C. Matto, each one-third owner of WLWA Bradock, Pa., and TV applicant at Akron, Ohio. They are in coal estate and coal stripping business.

* BEGINS OPERATION: Unknown. (CP granted Jan. 8, 1953)

CHANNEL: 52 (698-704 mc)
TRANSMITTER ADDRESS: 208 N. Maine Ave.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 11 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 370 ft. Above ground, 391 ft.
WASHINGTON ATTORNEY: Scharfold, Jones & Baron
CONSULTING ENGINEER: A. D. Ring & Assoc.

New Brunswick—

WTLV (TV)*
(Edwardian-Noncommercial)

LICENSEE: State of New Jersey
ADDRESS: State House, Trenton
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Station will be under supervision of Chester Robbins, Acting Commissioner of Education for State of New Jer

* BEGINS OPERATION: Unknown (CP granted Dec. 4, 1952)

CHANNEL: 19 (500-506 mc)
TRANSMITTER ADDRESS: Washington Rock
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 53 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 780 ft. Above ground, 461 ft.
STUDIO ADDRESS: College Hights, Rutgers U.
LEGAL COUNSEL: Attorney General of N. J.
CONSULTING ENGINEER: Paul Godfrey Co.

Newark—

WATV (TV)

LICENSEE: Bremer Broadcasting Corp.
ADDRESS: 1020 Broad St. ZONE: 1
NEW YORK PHONE: Barclay 7-3260 NEWARK PHONE: Mitchell 2-6400
AM AFFILIATE: WAAT FM AFFILIATE: WAAT-FM
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Irving R. Rosenhaus and family are principal stockholders.

BEGIN OPERATION: May 1949
NATIONAL REPRESENTATIVE: Weed & Co.
CHANNEL: 13 (210-216 mc)
TRANSMITTER ADDRESS: First Mt., West Orange, N. J. (Holds mod. CP to move to Empire State Blvd., N. Y.)
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-SA
EFFECTIVE RADIATED POWERS: Visual, 30.5 kw Aural, 15.3 kw
MAKE OF ANTENNA: RCA TYPE: TF-68, Six-Bay Supertentstille
ANTENNA HEIGHT: Above average terrain, 595 ft. Above ground, 203.5 ft. (Holds mod. CP for 1,190 ft. above average terrain, 1,200 ft. above ground.)
STUDIO ADDRESS: 1020 Broad St. HOURS OF OPERATION: Noon-Midnight
Page 148 * 1953 TELECASTING Yearbook

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field
TYPE OF OPERATION: Local live and film.
MUSIC LIBRARY: Associated, World.
STUDIO FACILITIES: Three studios: studio A, 8x48 ft.; b, 31x13 ft.; c, 72x45 Six studio cameras and two field cameras. Two film cameras (TK-20A). Four RC* 16mm film projectors. Four slide projectors and one opaque projector (Projects Super, for 4x5-inch cards). One DuMont scanner. One RCA mobile unit with cameras, twelve lenses (from 35mm to 24-inch) and microwave relay equipment.

EXECUTIVES:
Irving Robert Rosenhaus, President and General Manager
Edmund S. Lennon, Vice President-Sales
George Green, Program Director
Frank V. Bremer, Vice President-Engineering
Robert Poskow, Film Buyer
RARE INFORMATION: Class A one hour, $1,000; one minute spot, $200; 20 sec... spot, $150; 10 second spot, $100. Frequency discounts: Programs, 26 weeks, 5.
52 weeks, 10%. Announcements: 52 times, 5%; 500 times, 15%. Rehearsals:
Live studio first hour, $125; additional hours, $75. Film studio per hour, $ From Rate Card No. 4, May 1, 1952.
WASHINGTON ATTORNEY: Segal, Smith & Hennessey

www.americanradiohistory.com
NEW MEXICO TELEVISION STATIONS

Albuquerque—

**KOBT-TV**

**LICENSEE:** Albuquerque Broadcasting Co.

**ADDRESS:** 234 Fifth Street SW  PHONE: 3-4411

**AFFILIATE:** KOB

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

**INCIPIAL STOCKHOLDERS AND OTHER INTERESTS:** Time Inc., 50%; Wayne Coy, ex-FCC chairman, 50%.

**GAIN OPERATION:** November 1948

**TIONAL REPRESENTATIVE:** The Bronson Co.

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

**STNSMTER ADDRESS:** 905 Buena Vista SE

**MAKE OF TRANSMITTER:** RCA  **MODEL NO.:** TT-SA

**EFFECTIVE RADIATED POWER:** Visual, 5 kw  Aural, 2.5 kw

**MAKE OF ANTENNA:** RCA  **TYPE:** Single Bay Turnstile

**ANTENNA HEIGHT:** Above average terrain, 67 ft. Above ground, 133 ft.

**STIO ADDRESS:** 234 Fifth St., SW  **HOURS OF OPERATION:** 3 p.m.-11 p.m.

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

**T OF OPERATION:** Local live and film, network film and kinescopes.

**LIBRARY:** Snader  **NEWS SERVICE:** AP

**IC LIBRARY SERVICE:** Standard

**STIO FACILITIES:** One studio 30 x 20 ft. Two RCA field cameras. Two RCA film cameras and two RCA 16mm film projectors. Two slide projectors—one Selec-toscope and one Bell & Howell for 2 x 2-in. slides. One complete mobile unit.

**UTIVES:**

Wayne Coy, President
George S. Johnson, Station Manager, Commercial Manager, Chief Engineer and Film Buyer
Horace Smith, Program Director

**E INFORMATION:** Class A hour rate—$195. Minute spot—$20. Standard frequency discounts. (From Rate Card No. 2, Dec. 1, 1950)

**WASHINGTON ATTORNEY:** Pierson & Baill

**CONSULTING ENGINEER:** Jansky & Bailey

**Swell—**

**KSWS-TV**

**LICENSEE:** John A. Barnett

**ADDRESS:** P. O. Box 670

**INCIPIAL STOCKHOLDERS & OTHER INTERESTS:** John A. Barnett, sole owner, oil producer in Midland and Upton Counties, Tex., and consulting geologist.

**GINS OPERATION:** Unknown (CP granted Jan. 29, 1953)

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

**TNSMTER ADDRESS:** Comanche Hill

**ODCASTING:** Telecasting

**MAKE OF TRANSMITTER:** RCA

**EFFECTIVE RADIATED POWER:** Visual, 110 kw  Aural, 55 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above average terrain, 903 ft. Above ground, 783 ft.

**WASHINGTON ATTORNEY:** A. L. Stern

**CONSULTING ENGINEER:** George E. Guenther

Sante Fe—

**LICENSEE:** Greer & Greer

**ADDRESS:** Lenox Bldg.

**INCIPIAL STOCKHOLDERS & OTHER INTERESTS:** E. John Greer (50%) and Saloma S. Greer (50%), New Mexico and Colorado theatre and realty operators.

**G BEGIN OPERATION:** Unknown (CP granted Jan. 23, 1953)

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

**TRANSER ADDRESS:** 2 ml. N of Santa Fe

**MAKE OF TRANSER:** RCA

**EFFECTIVE RADIATED POWER:** Visual, 54 kw  Aural, 27 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above average terrain, 420 ft. Above ground, 600 ft.

**WASHINGTON ATTORNEY:** L. E. Lambert

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

NEW YORK TV STATIONS

Albany—

**WTVZ (TV)*

(Educational-Noncommercial)

**LICENSEE:** U. of State of New York, State Education Dept.

**ADDRESS:** Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany, N. Y.

**INCIPIAL STOCKHOLDERS AND OTHER INTERESTS:** U. of State of New York also holds permits for noncommercial educational TV stations at Binghamton, Buffalo, Ithaca, New York City, Rochester and Syracuse. Application is pending for Utica.

**G BEGIN OPERATION:** Unknown (CP granted July 24, 1952)

**CHANNEL:** 17 (488-494 mc)

**MAKE QF TRANSER:** GE

**EFFECTIVE RADIATED POWER:** Visual, 202.5 kw  Aural, 105.3 kw

**MAKE OF ANTENNA:** GE

**ANTENNA HEIGHT:** Above average terrain, 1,432 ft. Above ground, 541.8 ft.

**TYPE OF OPERATION:** Noncommercial educational

**WASHINGTON ATTORNEY:** Fischer, Willis & Ponzer

**CONSULTING ENGINEER:** Francis E. Almstead, (Albany)

1953 TELECASTING Yearbook * Page 149
the only vhf station serving Southern New York and Northern Pennsylvania

... nuff said?

50 KILOWATTS WNBF-TV CHANNEL 12
BINGHAMTON, NEW YORK

National Representative: The Balling Company

NEW YORK TV STATIONS

Binghamton—

WNBF-TV

LICENSEE: Clark Associates Inc.

ADDRESS: P. O. Box 48  PHONE: 3-7311

AM AFFILIATE: WNBF
TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John C. Clark is principal stockholder.

BEGAN OPERATION: December 1, 1949
NATIONAL REPRESENTATIVE: The Balling Co.
CHANNEL: 12 (204-210 mc)
TRANSMITTER ADDRESS: Ingraham Hill Rd.
MAKE OF TRANSMITTER: RCA  MODEL NO.: TT-SA
EFFECTIVE RADIATED POWERS: Visual, 52.5 kw  Aural, 26.25 kw
MAKE OF ANTENNA: GE  TYPE: TY-28H, 12-Bay Supertumstile
ANTENNA HEIGHT: Above average terrain, 820 ft. Above ground, 376 ft.
HOURS OF OPERATION: 11 a.m.-Midnight
STUDIO ADDRESS: Arlington Hotel
MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: Field
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: UP
MUSIC LIBRARY: Thesaurus

STUDIO FACILITIES: Two studios—20x13 ft. and 18x35 ft. Two RCA field jumbo orthicon cameras. Holmes rear screen projector. One RCA Iconoscope film camera. Two 16mm film projectors. One slide projector. One Kodak motion picture camera

EXECUTIVES:
John C. Clark Sr., President
Cecil D. Martin, General Manager
Stanley N. Haslop, Commercial Manager
Edward M. Scala, Program Director and Film Buyer
Louverie H. Sartins, Chief Engineer
L. L. Rogers, Treasurer

RATE INFORMATION: Class A hour rate—$50 film only. Minute spot—film $1
Rehearsals—$15 per quarter-hour in excess of 2-1 ratio which is included in studio rate which is $148 per hour additional for class A. Frequency disc starting with 13-times up to 260-times. (From Rate Card No. 5, Feb. 1, 1953)

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Jansky & Bailey
NEW YORK TELEVISION STATIONS

inghamton—(Continued)

WQTV (TV)*

(Educational-Noncommercial)

ENSEE: U. of State of New York, State Education Dept.

ADDRESS: State Education Dept., Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV) Albany.

BEGINS OPERATION: Unknown (CP granted Aug. 14, 1952)

CHANNEL: 46 (662-668 mc)

TRANSMITTER ADDRESS: State Veterans Hospital

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 105 kw

E OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 531 ft.

STUDIO ADDRESS: 31 Main St.

TYPE OF OPERATION: Noncommercial educational

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Francis E. Almstead (Albany)

buffalo—

WBEN-TV

ENSEE: WBEN Inc.

ADDRESS: Hotel Statler

AFFILIATE: WBEN

FM AFFILIATE: WBEN-FM

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

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Buffalo Evening News Inc., publisher of Buffalo Evening News.

BEGINS OPERATION: May 14, 1948

TIONAL REPRESENTATIVE: Harrington, Righter & Parsons

ANNUAL: 4 (66-72 mc)

TRANSmitter ADDRESS: Colden, N. Y.

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

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


TENNA HEIGHT: Above average terrain, 1,206 ft. Above ground, 1,057 ft.

URS OF OPERATION: 7 a.m.-12:30 a.m.

DIO ADDRESS: Hotel Statler

KE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A

E OF OPERATION: Local and network live, local and network film, kinescopes.

WS SERVICE: AP, UP and INS

DIO FACILITIES: Two studios—22x36 ft. and 22x44 ft. Four RCA studio cameras and two RCA interchangeable field cameras. Two RCA (TK-20A) film cameras and two Eastman 16mm film projectors. Two Selectraslide projectors for 2x2-in. slides. Assemble unit with two cameras, lens: 50mm, 90mm, 135mm, 8½-in. and Zoomar; microwave relay equipment (RCAI).

EXECUTIVES:

Edward H. Butler, President
Alfred H. Kirchhofer, Vice President
C. Robert Thompson, General Manager
George R. Torge, Station Manager
Nicholas J. Mailer, Sales Manager
Frederick A. Keller, Program Director
Ralph J. Kingsley, Technical Director
Glenn Beenebarger, Asst. Tech. Di. in Chg. Television
Quentin Renshaw Sr., Film Editor
Joseph A. Hoeffner, Promotion Manager

RACE INFORMATION: Class A hour rate—$700. Minute spot (live)—$125; film—$115.50. Participation per spot, $70. Rehearsals—studio $35 per half hour; film—$20 per half-hour. (From Rate Card No. 6, Sept. 1, 1951)

WASHINGTON ATTORNEY: Spearman & Roberson

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

WBES-TV *

LICENSEE: Buffalo-Niagara Television Corp.

ADDRESS: Ellicott Square Bldg.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-owners: Charles R. Diebold, president of Western Savings Bank; Joseph Davis, heating contractor, and Vincent M. Gaughan, attorney.

BEGINS OPERATION: Unknown (CP granted Dec. 23, 1952)

CHANNEL: 59 (740-746 mc)

TRANSMITTER ADDRESS: 391 Washington St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 91 kw Aural, 51 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 410 ft. Above ground, 430 ft.

STUDIO ADDRESS: 391 Washington St.

WASHINGTON ATTORNEY: Frank J. Delaney

CONSULTING ENGINEER: John H. Mullaney

WBUF (TV)*

LICENSEE: Chautauqua Broadcasting Corp.

ADDRESS: 797 Seneca St. PHONE: Madison 5104


BEGINS OPERATION: April 1, 1953 (CP granted Dec. 18, 1952)

TIONAL REPRESENTATIVE: H-R Reps.

CHANNEL: 17 (484-494 mc)

TRANSMITTER ADDRESS: 525 Main St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 95 kw Aural, 48 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 532 ft.

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: Kear & Kennedy

1953 TELECASTING Yearbook * Page 151
BUFFALO—(Continued)

WTVF (TV)*

(Commercial-Noncommercial)

LICENSEE: U. of State of New York, State Education Dept.
ADDRESS: State Education Dept., Albany
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV) Albany
* BEGINS OPERATION: Unknown (CP granted July 25, 1952)
CHANNEL: 23 (524-530 mc)
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 100 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 647.8 ft. Above ground, 539 ft.
TYPE OF OPERATION: Noncommercial educational
WASHINGTON ATTORNEY: Fischer, Willis & Panzer
CONSULTING ENGINEER: Francis E. Almstead (Albany)

ITHACA—

WHCU-TV *

LICENSEE: Cornell University
ADDRESS: Savings Bank Bldg. PHONE: 4-6301
AM AFFILIATE FM AFFILIATE: WHCU-FM
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Cornell University
* BEGINS OPERATION: November 15, 1953 (CP granted Jan. 8, 1953)
CHANNEL: 20 (506-512 mc)
TRANSIMITTER ADDRESS: Connecticut Hill
EFFECTIVE RADIATED POWERS: Visual 215 kw Aural: 110 kw
ANTENNA HEIGHT: Above average terrain, 1,220 ft. Above ground, 440 ft.
STUDIO ADDRESS: Savings Bank Bldg.
EXECUTIVES:
Michael R. Hanna, General Manager.
WASHINGTON ATTORNEY: Cohn & Marks.

ELMIRA—

WTHE (TV)*

LICENSEE: Elmira Television
ADDRESS: c/o Sayles & Evans, 415 E. Water St.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners: T. K. Cassel, president and 99% owner of WQAD Illinois, Pp.; sole owner of WAYS Sayre, Pa., and 25.8% owner of WCBA Chambersburg, Pp.; and John S. Beath, vice president-general manager and 23% owner of WCBA.
* BEGINS OPERATION: March, 1953 (CP granted Nov. 6, 1952)
NATIONAL REPRESENTATIVE: Forge & Co.
CHANNEL: 24 (530-536 mc)
TRANSIMITTER ADDRESS: R. F. D. #1, Wellsburg, N. Y.
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 58 kw Aural, 29 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 850 ft. Above ground, 431 ft.
STUDIO ADDRESS: Mark Twain Hotel
WASHINGTON ATTORNEY: Loucks, Zios, Young & Jansky
CONSULTING ENGINEER: Kear & Kennedy

Page 152 • 1953 TELECASTING Yearbook
NEW YORK TELEVISION STATIONS

Amestown—

WJTN-TV *

LICENSEE: James Broadcasting Co.

ADDRESS: 110 West Third St.

AM AFFILIATE: WJTN FM AFFILIATE: WJTN-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Principal stockholder is Jay E. Meisen.

BEGINs OPERATION: Unknown (CP granted Jan. 23, 1953)

CHANNEL: 56 (734-740 mc)

TRANSMITTER ADDRESS: Frewsburg, N.Y.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 100 kW Aural 56 kW

AKE OF ANTENNA: GE

NTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 250 ft.

UDIO ADDRESS: 110 W. Third St.

EXECUTIVE: Simon Goldman, Vice President and General Manager

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

ONSULTING ENGINEER: Jansky & Bailey

Kingston—

WKNY-TV *

LICENSEE: Kingston Broadcasting Corp.

ADDRESS: 17 Dunbar St., Keene, N. H.

AM AFFILIATE: WKNY

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: WQNE Corp. 50.01%

BEGINs OPERATION: Unknown (CP granted Jan. 23, 1953)

ATIONAL REPRESENTATIVE: Meeker TV Inc.

CHANNEL: 66 (782-788 mc)

TRANSMITTER ADDRESS: Plainfield St., Kingston, N.Y.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 25 kW Aural, 13.5 kW

AKE OF ANTENNA: RCA

NTENNA HEIGHT: Above average terrain, 250 ft. Above ground, 436 ft.

UDIO ADDRESS: Plainfield St.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

ONSULTING ENGINEER: Croven, Lohnes & Culver

New York—

WABC-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc.

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

AM AFFILIATE: WABC FM AFFILIATE: WABC-FM

TV NETWORK AFFILIATION: Key station for ABC


BEGINs OPERATION: August 10, 1948

ATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

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

EFFECTIVE RADIATED POWERS: Visual, 16.3 kW Aural, 8.15 kW

AKE OF ANTENNA: RCA TYPE: Special

NTENNA HEIGHT: Above average terrain, 1,378 ft. Above ground, 1,465 ft.

OURS OF OPERATION: 9 a.m.-1 a.m.

UDIO ADDRESS: 7 W. 66th St.

MAKE OF CAMERA CHAINS: RCA, GE, GPL DESCRIPTION: Studio and field

YE SERVICE: AP, UP, INS, Movietone

UDIO FACILITIES: Studio TV-1 (73x90 ft.), four cameras. Studio TV-3 (32x32 ft.), three cameras. Studios TV-5, 6 and 7 (42x41 ft. combined), three cameras combined. Studio TV-8 (34x36 ft.), three cameras. Studio TV-11 (48x68 ft.), four cameras. Studio TV-12 (48x57 ft.), four cameras. Ritz Theatre (46x52 ft. stage), four cameras. Fifty-Eighth St. Theatre (30x72 ft. stage), four cameras. Times Hall (30x72 ft. stage), four cameras. School of Radio Technique studio (34x88 ft.), three cameras. Two mobile units with microwave relays.

EXECUTIVES:

Leonard H. Goldenson, President
Robert E. Kinney, President (ABC Div.)
Robert H. O'Brien, Executive Vice President (ABC Div.)
Sloan Chapin, Vice President in Charge of Owned and Operated Stations and General Manager, WABC-TV
Paul Hawrey, Station Manager
Traver Adams, Sales Manager
Ross Worthington, Cooperative Program Sales
Freelon Fowler, Film Director
Mary H. Dahn, Business Manager
Mary Alice Connell, Sales Service Manager
Marie Woznsky, Manager TV Operations, Engineering Dept.
W. P. Odawrick, Sales Promotion Manager

RATE INFORMATION: Class A one hour—$3,100. One minute spot—$650. 20 Second spot—$550. 10-Second spot—$350. Frequency discounts. Studio rehearsal rates: Studio TV-1, $250. Studio TV-4, $250. Studios TV-5, 6, 7 and 8, $255. Studio TV-11 and 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. (From Rate Card No. 7, Aug. 1, 1951)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

1953 TELECASTING Yearbook • Page 153
NEW YORK TELEVISION STATIONS

New York—(Continued)

WABD (TV)

LICENSEE: Allen B. DuMont Labs Inc.
ADDRESS: 515 Madison Ave. ZONE: 22 PHONE: Murray Hill 8-2600
TV NETWORK AFFILIATION: DuMont key station
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is TV and electronics manufacturer and operates DuMont Television Network. Other owned and operated stations are WTTG (TV) Washington and WDIV (TV) Pittsburgh.
BEGIN OPERATION: May 1944
NATIONAL REPRESENTATIVE: DuMont Spot Sales (Richard Raitlon Co., San Francisco)
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: Empire State Bldg.
MAKE OF TRANSMITTER: DuMont MODEL NO.: 7000
EFFECTIVE RADIATED POWERS: Visual, 16.7 kw Aural, 8.4 kw
MAKE OF ANTENNA: RCA TYPE: Super Gain
ANTENNA HEIGHT: Above average terrain, 1,338 ft. Above ground, 1,436 ft.
STUDIO ADDRESS: 515 Madison Ave. HOURS OF OPERATION: 10:15 a.m.-11:30 p.m.
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon
TYPE OF OPERATION: Local live and film, network live and film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: INS

EXECUTIVES:
Dr. Allen B. DuMont, President
Chris J. Witting, Director, DuMont TV Network
Richard E. Jones, Manager, Owned & Operated Stations and General Manager, WABD.
Lawrence L. Wynn, Sales Manager
James L. Caggilane, Program Director
 Milton Moore, Manager, New York Operations
Rudolph D. Chipp, Director of Engineering
William Slocy, Film Buyer

RATE INFORMATION: Class A one hour—$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 additional time. Film studio: $125 per hour ($55 minimum). Extra charge for theater studios, $250 per telecast. (From Rate Card No. 9, Nov. 1, 1951)

WASHINGTON ATTORNEY: Roberts & Mcniss

WCBS-TV

LICENSEE: Columbia Broadcasting System Inc.
ADDRESS: 485 Madison Ave. ZONE: 22 PHONE: Plaza 1-2345
AM AFFILIATE: WCBS FM AFFILIATE: WCBS-FM
TV NETWORK AFFILIATION: CBS network key station
Page 154 • 1953 TELECASTING Yearbook

BEGIN OPERATION: July 1, 1949
NATIONAL REPRESENTATIVE: CBS TV Spot Sales
CHANNEL: 2 (64-60 mc)
TRANSMITTER ADDRESS: Empire State Bldg.
MAKE OF TRANSMITTER: GE MODEL NO.: TT-10A
EFFECTIVE RADIATED POWERS: Visual, 43 kw Aural, 21.5 kw
MAKE OF ANTENNA: RCA TYPE: TFS-2551-S Super Gain
ANTENNA HEIGHT: Above average terrain, 1,282 ft. Above ground, 1,332 ft.
HOURS OF OPERATION: 4:45 a.m.-11 p.m.
MAKE OF CAMERA CHAINS: RCA, GE, DuMont and GPL
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: AP, UP, INS and Textelex
STUDIO FACILITIES: Eighteen studios with seating capacity ranging from 250 to 1,083 (eight studios with audience accommodations, two for film). Sixty-eight studio cameras of various makes. Nine interchangeable RCA field cameras. Three rear screen projectors. Eleven film cameras. Fourteen 35mm and 16mm film projectors. Five Gray opaque projectors for 4x5-in. cards. Seven motion picture cameras (three sound), various makes. Two mobile units, each with three camera three microwave relay units.

EXECUTIVES:
J. L. Van Volkenburg (CBS), President (Television)
Merle S. Jones (CBS), Vice President TV Stations & General Services
Craig Lawerence, General Manager
George R. Donahum, General Sales Manager
Hal Haugh, Program Director
Robert G. Thompson, Chief Engineer
David Savage, Manager of Film Department
Clarence Warden, Asst. to General Manager
Robert G. Patt, Advertising & Sales Promotion Manager
Morton A. Barrett, Operations & Service Manager
Don Gallagher, Associate Program Director
Robert Fuller, Publicity Director

RATE INFORMATION: Class A hour rate—$4,000. Minute rate—$800 (From Rate Card No. 11, June 1, 1952)
WASHINGTON ATTORNEY: Rosenman, Goldmark, Colin & Kaye

WGTW (TV)*

(Edutational-Noncommercial)

LICENSEE: U. of State of New York, State Department of Education
ADDRESS: State Dept. of Education, Albany
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV) Albany.
* BEGINS OPERATION: Unknown (CP granted Aug. 14, 1952)
CHANNEL: 25 (536-542 mc)
TRANSMITTER ADDRESS: New York City
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 204 kw Aural, 110 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 680 ft. Above ground, 710 ft.
STUDIO ADDRESS: New York City
TYPE OF OPERATION: Noncommercial educational

BROADCASTING • Telecastinw
A series of three EIMAC KLYSTRONS for all UHF-TV!

UHF television is now practical, dependable and economical through the development of the Eimac type 3K20,000L five kilowatt klystrons. It takes only three of these high-power klystrons to span the entire UHF-TV spectrum (470-890 mc). Through the size, only 45 pounds each, and versatility of the type 3K20,000L klystrons, problems of manufacture, supply, and equipment design are minimized. Rated at a collector dissipation of 20 kw., these pace-setters in UHF-TV have a power gain of 20 db., and a peak sync output of five to six kilowatts in broad-band TV operation when driven by an Eimac 4X150G. Constructed to give long, efficient life, the 3K20,000L klystrons contain exclusive Eimac features of external tuning and ceramic cavities.

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Write for complete data about this and other Eimac Power Tubes covering all UHF and VHF channels.

The Five Kilowatt Klystrons are another Eimac contribution to electronic progress.
NEW YORK TELEVISION STATIONS

New York—(Continued)

WNBT (TV)

LICENSEE: National Broadcasting Co.

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.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 14.5 kw  Aural, 7.25 kw

MAKE OF ANTENNA: RCA  TYPE: TF-48 Modified

ANTENNA HEIGHT: Above average terrain, 1,445 ft. Above ground, 1,465 ft.

HOURS OF OPERATION: 7 a.m.-1 a.m.

STUDIO ADDRESS: 30 Rockefeller Plaza

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local film and live, network film and live, and kinescopes.

NEWS SERVICE: AP, UP and INS

MUSIC LIBRARY SERVICE: Thesaurus and Associated

STUDIO FACILITIES: Following equipment and personnel supplied as standard: For live programs—two RCA image orthicon cameras, one microphone beam, fixed microphones as required, lighting equipment, maximum crew of one production, one program assistant and ten other operating personnel. For film programs—studio fully equipped for showing of 35mm and 16mm silent and sound films, 35mm slide projector and balloonopticon, announcer studio, maximum crew of one production man and four other operating personnel.

EXECUTIVES:

Frank White, President (NBC)
William H. Finshlhuber Jr., Vice President and General Manager (NBC)
Ted Cord, Vice President and General Manager
Jay Hohn, Commercial Manager
Pete Aple, Program Manager and Film Buyer
Thomas Phelan, Chief Engineer
Richard Park, Director of Programs and Operations
Jackie Robinson, Director of Community Activities

RATE INFORMATION: Class A hour rate—$4,250. Minute rate—$87.5. Participations—$230 per spot. Rehearsals—minimum charge $150 per half-hour, live studio; 75 per half-hour, film studio. Frequency discounts. (From Rate Card No. 11, Nov. 15, 1952)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

WOR-TV

LICENSEE: General Teleradia Inc.

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

AM AFFILIATE: WOR  FM AFFILIATE: WOR-FM


BEGAN OPERATION: October 1949

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: North Bergen, N. J. (Planning move to Empire State Bldg.)

MAKE OF TRANSMITTER: GE  MODEL NO.: TT6D

EFFECTIVE RADIATED POWERS: Visual, 22.5 kw  Aural, 11 kw

MAKE OF ANTENNA: GE  TYPE: TX14F

ANTENNA HEIGHT: Above average terrain, 975 ft. Above ground, 807 ft.

HOURS OF OPERATION: 11 a.m.-12:30 a.m.

STUDIO ADDRESS: 101 W. 67th St.

MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: Studio and Field

TYPE OF OPERATION: Local live and film.

NEWS SERVICE: INS

STUDIO FACILITIES: Six studios, one seating 238. Eleven RCA studio cameras, etc. RCA field cameras and three DuMont field cameras. Five RCA film cameras, th 35mm film projectors and three 16mm film projectors. Three projectors for 2x2.... slides and two Gray Telop opaque projectors for 4x5-in. cards. Mobile unit w three DuMont cameras and RCA microwave relay equipment.

EXECUTIVES:

Thomas F. O'Neil, President
Warren Wade, General Manager
Robert C. Mayo, Commercial Manager
Ivan Reiner, Production Director, Vice President, Engineering
Charles Singer, Chief Engineer
Milford Fenster, Film Buyer


WASHINGTON ATTORNEY: Pierson & Bell

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NEW YORK TELEVISION STATIONS

New York—(Continued)

WPIX (TV)

*LICENSEE: WPIX Inc.
ADDRESS: 220 E. 42d St. ZONE: 17 PHONE: Murray Hill 2-6500

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by News Syndicate Co., publisher of New York Daily News and in turn owned by Tribune Co., publisher of Chicago Tribune. Other interests of McCormick-Patterson families include Washington Times-Herald and WGN, WGNB (FM) and WGN-TV Chicago.

*EGAN OPERATION: June 15, 1948

*NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 11 (198-204 mc)

ANSMITTER ADDRESS: Empire State Bldg.

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

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

MAKE OF ANTENNA: RCA TYPE: 6-Day

ANTENNA HEIGHT: Above average terrain, 1,408 ft. Above ground, 1,464 ft.

DURS OF OPERATION: 11 a.m.-12:30 a.m.

AUDIO ADDRESS: 220 E. 42d St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and field

PE OF OPERATION: Local live and film; kinescopes.

WS SERVICE: AP and UP

AUDIO FACILITIES: Four studios: 45x27 ft., 34x32 ft., 20x14 ft. and 43x50 ft. Seven studio cameras, eight field cameras. Translux rear screen projector. Three RCA film cameras and four RCA 16mm and two Simplex 35mm film projectors. Six slide projectors and opaque projector. Three mobile units, three microwave relay units.

EXECUTIVES:
F. M. Flynn, President
G. Bennett Larson, General Manager & Vice President
John Patterson, Sales Director
Louis B. Ames, Program Director
T. E. Howard, Chief Engineer
Anthony Azzato, Director of Film Programs
Leslie A. Hollingsworth, Director of Public Relations
Walter Engels, News Director
William L. Clark, Eastern Sales Manager
Leonard T. Pope, Asst. General Manager

RATE INFORMATION: Class A one hour—$1,500. One minute spot—$300. Rehearsals—$75 per quarter hour live studio and $20 per quarter hour film studio, both in excess of 2x1 ratio. Frequency discounts. (From Rate Card No. 4, Sept. 15, 1951)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis
CONSULTING ENGINEER: A. D. Ring & Assoc.

Poughkeepsie—

WEOK-TV *

LICENSEE: Mid-Hudson Broadcasters Inc.
ADDRESS: 385 Main St.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President-Treasurer Arthur J. Barry Jr., 50.25%; Vice President Alice Ryan Barry, 25.25%, and Secretary Paul S. Samuels, 24.5%.

* BEGINS OPERATION: December, 1953. (CP granted Nov. 26, 1952)

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: Pendall Rd.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 60 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 230 ft. Above ground, 397 ft.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
CONSULTING ENGINEER: Commercial Radio Equipment Co.

N.Y. Giants and N.Y. Yankees
For the 1953 Season

220 East 42nd St.,
N.Y.C. 17
MU 2-6500

National
Representatives:
Free & Peters, Inc.
NEW YORK TELEVISION STATIONS

Rochester—

WHAM-TV

LICENSEE: Stromberg-Carlson Co.

ADDRESS: 201 Humboldt St. ZONE: 3 PHONE: Culfiver 72-40

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

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

BEGAN OPERATION: June 1949

NATIONAL REPRESENTATIVE: George P. Hollingsby Co.

CHANNEL: 6 (83-88 mc) (Must move to vhf Ch. 5.)

TRANSMITTER ADDRESS: Pinnacle Hill

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

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

MAKE OF ANTENNA: RCA TYPE: TT-4A, 4-Bay Batwing.

ANTENNA HEIGHT: Above average terrain, 497 ft. Above ground, 325 ft.

HOURS OF OPERATION: 9 a.m.-12:30 a.m.

STUDIO ADDRESS: 201 Humboldt St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local film and live, network film and live, kineoscopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios—25x30 ft. and 16x16 ft., and one auditorium with stage 45x45 ft. and seating 385. Six interchangeable studio/field cameras. Two RCA (MK20A) film cameras. Four 16mm film projectors (Kodak & RCA). One GE slide projector and GE opaque projector. Mobile unit with three cameras and two microwave relay units. Zeissom lens, 8" and 17" lenses.

EXECUTIVES:

William Fay, Vice President and General Manager
J. W. Kennedy Jr., Commercial Manager
C. W. Siversen, Program Director
John Crosby, Executive Producer
J. G. Gardner, Chief Engineer
David Manning, Film Director

RATE INFORMATION: Class A hour rate: Live—$700, Film—$600. Minute spot—Live $150, Film—$120. Participation per spot—$60 (daily). Rehearsals—$45 per half-hour. Frequency discounts begin with 26-times at 5% up to 260-times at 20%.

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

WROR (TV)*

(Stational-Noncommercial)

LICENSEE: U. of State of New York, State Dept. of Education

ADDRESS: State Dept. of Education, Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV)

* BEGINS OPERATION: Unknown (CP granted July 24, 1952)

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: Rochester

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 105.1 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 721 ft. Above ground, 540 ft.

TYPE OF OPERATION: Noncommercial educational

Schenectady—

WRBG (TV)

LICENSEE: General Electric Co.

ADDRESS: 7 River Rd. ZONE: 5 PHONE: 7-2261

AM AFFILIATE: WGY FM AFFILIATE: WGFM

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

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

BEGAN OPERATION: February 26, 1942

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 6 (66-72 mc) (Must move to vhf Ch. 6.)

TRANSMITTER ADDRESS: New Scotland, N. Y.

MAKE OF TRANSMITTER: GE MODEL No.: TT-7A

EFFECTIVE RADIATED POWERS: Visible, 16.3 kw Aural, 8.16 kw

MAKE OF ANTENNA: GE TYPE: TT-7A

ANTENNA HEIGHT: Above average terrain, 832 ft. Above ground, 88 ft.

HOURS OF OPERATION: 7 a.m.-12:30 a.m.

STUDIO ADDRESS: 60 Washington Ave.

MAKE OF CAMERA CHAINS: GE DESCRIPTION: Studio and field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP, UP, INS Newsreel and Telenews

LIBRARY SERVICE: World and Thesaurus

STUDIO FACILITIES: Two studios—42x27 ft. and 16x24 ft. Three GE studio cameras, two GE interchangeable field cameras. Two GE film cameras and two GE 16mm film projectors. One GE projector for 3x4-in. slides. One Eastman motion picture camera. Mobile unit with two GE cameras, lenses 50mm, 90mm, 135mm, 8½", 10" and 20". Microwave relay.

EXECUTIVES:

Chester H. Long, GE Vice President
Robert B. Hanna Jr., Manager Broadcasting Stations Dept.
Raymond W. Welpott, Manager Stations Operations
H. M. Solomon, Manager Finance
Robert F. Reid, Manager Sales
George L. Peck, Manager Promotion and Publicity
Albert G. Zink, Manager Programs
Willard J. Purcell, Manager Engineering
A. O. Coggeshall, Music Librarian
J. P. Connolly, Traffic Supervisor
M. L. Galusha, Production Supervisor
L. J. Christman, News Editor
T. B. Beebe, Script Editor
T. Boughn, Senior Director

RATE INFORMATION: Class A hour rate—$625. Minute spot—$125. Rehearsals $25 per half-hour. Frequency discounts begin with 17-times at 2½% up to 260-times at 20% (From Rate Card No. 6, Apr. 1, 1952).
Short-Short Story

WHAM-TV . . . Rochester, New York's only television station . . . currently enjoys 80% saturation in this Number One Test City of the Middle Atlantic states and its prosperous rural environs. Call the Hollingbery man or write direct for availabilities.
NEW YORK TELEVISION STATIONS

Syracuse—

WHEN (TV)

LICENSEE: Meredith Syracuse Television Corp.
ADDRESS: 101 Court St. ZONE: 8 PHONE: 3-1126
TV NETWORK AFFILIATION: ABC, CBS and Dumont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Meredith Engineering Co., subsidiary of Meredith Pub. Co., Des Moines, publisher of Better Homes & Gardens and Successful Farming and also owner of WOW-AM-TV Omaha and KPHO-AM-TV Phoenix, Ariz.
BEGIN OPERATION: December 1, 1948
NATIONAL REPRESENTATIVE: The Katz Agency Inc.
CHANNEL: 8 (180-186 mc)
TRANSMITTER ADDRESS: Sentinel Hgts., Onondaga, N. Y.
MAKE OF TRANSMITTER: GE MODEL NO.: TT-6B
EFFECTIVE RADIATED POWERS: Visual, 48 kw Aural, 24 kw
MAKE OF ANTENNA: GE TYPE: 12-Bay Super Turnstile
ANTENNA HEIGHT: Above average terrain, 960 ft. Above ground, 517 ft.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK30A Field
TYPE OF OPERATION: Local and network live, local and network film.
STUDIO FACILITIES: Two studios—35x20 ft. and 20x20 ft. Four RCA interchangeable field/studio cameras. One RCA TK10A film camera, two RCA TP16B 16mm film projectors. Two Spindler & Soupe projectors for 2x2-in. slides; one Eastman Cine special 16mm sound projector. Bell & Howell motion picture camera. Waterson film processing unit. Mobile unit with up to three cameras, 15" lens; microwave relay equipment.
EXECUTIVES:
E. T. Meredith Jr., President
Payson Hall, Director, Radio-TV (Meredith Publishing Co.)
Howard Stallnaker, Assistant Director, Radio-TV (Meredith Publishing Co.)
Paul Adenti, Vice President and General Manager
W. H. Bell, Commercial Manager
Gordon Alderman, Program Director and Film Buyer
H. Eugene Grow, Chief Engineer
Robert G. Peel, Promotion Manager
RATE INFORMATION: Class A hour rate—$550. Minute spot—$110. Frequency discounts start with 26-times at 5% up to 260-times at 25%. (From Rate Card No. 5, Jan. 1, 1952.)
WASHINGTON ATTORNEY: Haley & Dutty

WSYR-TV

LICENSEE: Central New York Broadcasting Corp.
ADDRESS: Kemper-Syracuse Bldg. ZONE: 2 PHONE: 72-6146
AM AFFILIATE: WSYR FM AFFILIATE: WSYR-FM
TV NETWORK AFFILIATION: NBC (Interconnected)
BEGIN OPERATION: February 15, 1950
NATIONAL REPRESENTATIVE: Headley-Reed
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: Sentinel Hgts.
MAKE OF TRANSMITTER: GE MODEL NO.: TT6C
EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 12.8 kw
MAKE OF ANTENNA: GE TYPE: TY13E
ANTENNA HEIGHT: Above average terrain, 1,000 ft. Above ground, 556 ft.
STUDIO ADDRESS: 224 Harrison St.
MAKE OF CAMERA CHAINS: RCA and Dumont DESCRIPTION: Field
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: INS and Telenews
LIBRARY SERVICE: Lang-Worth
STUDIO FACILITIES: Two studios—22x22 ft. and 40x40 ft., each seating 22. Three Dumont and two RCA TK30A field cameras, all interchangeable for film studio use. One GE film camera, three film projectors, 16mm. One GE projector for 3½x4½-in. slides; two Goldie projectors for 2x2-in. slides. GE projector for opaque or transparent slides. One Ourson sound, motion picture camera, one Kodak 16mm Cine Special. Two film processing units.
EXECUTIVES:
E. R. Vadeboncoeur, President and General Manager
W. R. Alford Jr., Director of Sales
W. V. Rothram, Vice President and Program Director
Armond G. Belle Isle, Vice President, Chief Engineer
Coley Augusta, Promotion Manager
RATE INFORMATION: Class A hour rate—$550. Minute spot—$110. Frequency discounts start with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 1, 1952.)
WASHINGTON ATTORNEY: Dow, Lehnes & Alberson
CONSULTING ENGINEER: Craven, Lehnes & Culver

WHY TV (TV)*

(Edwarducation-Noncommercial)

LICENSEE: U. of State of New York, State Dept. of Education
ADDRESS: State Dept. of Education, Albany
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTIZ (TV) Albany.
BEGIN OPERATION: Unknown. (CP granted Sept. 18, 1952)
CHANNEL: 43 (644-650 mc)
TRANSMITTER ADDRESS: Syracuse
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 198 kw Aural, 105 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 560 ft. Above ground, 531 ft.
STUDIO ADDRESS: Syracuse
TYPE OF OPERATION: Noncommercial educational

Page 160 • 1953 TELECASTING Yearbook

BROADCASTING • Telecasting

www.americanradiohistory.com
TWO BILLION DOLLARS of consumer spendable income—73% TV-receiver ownership. This is Central New York. This is the rich market which WSYR-TV reaches consistently with clear, steady pictures and sound.

Onondaga County is a stable market—all 20 of the industrial classifications are strongly represented. It is the distribution center of New York State. It is the center of a productive agricultural area. And it has an average spendable income of $6,474 per household.

To sell this market—put your sales story on WSYR-TV.

* SRDS Consumer Income Supplement, Jan. 1953
** Niagara-Mohawk Power Corp. study, Dec. 1952

CHANNEL 5. NBC Affiliate
WSYR-AM-FM-TV

NEW YORK TV STATIONS

Utica—

WKTV (TV)

LICENSEE: Copper City Broadcasting Corp.
ADDRESS: P.O. Box 386 PHONE: 3-0404

A.A.A. AFFILIATE: WKAL (Rome)

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

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owner is Myron J. Kallet, who also operates Kallet Theatres Inc., movie theatre chain.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: Donald Cooke Inc.

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

CHANNEL: 13 (210-216 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RAIPOWERED: Visual, 50 kw Audio, 25 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 830 ft. Above ground, 472 ft.

HOURS OF OPERATION: 7 a.m.—12 midnight

STUDIO ADDRESS: Smith Hill Road

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: Two studios—45x45 (seating 60) and 35x25 (seating 20). Two studio cameras (EBCA). Two Sellex 16mm film cameras; one Ocuriken sound camera, 16mm. GE and RCA film projectors. Spindler & Sauer projector for 2x2-in. slides. GE Balop opaque projector for 3½x4-in. cards.

EXECUTIVES:
Myron J. Kallet, President
William T. MacNeil, Executive Vice President
Michael C. Fusco, General Manager and Film Buyer
J. J. McDavitt, Commercial Manager
Jack Frederick, Program Director
DuForest T. Layton Jr., Chief Engineer

RATE INFORMATION—Class A hour rate—$400. Minute spot—$75. Frequency discounts begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 4, Jan. 1, 1952)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George P. Adair.

Watertown—

WWNY-TV *

LICENSEE: The Brockway Co.
ADDRESS: 120-132 Arcade St. PHONE: 4120

AM AFFILIATE: WWNY FM AFFILIATE: WWNY-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is also licensee of WHSA-AM-FM Massena, N. Y., and publishes Watertown Daily Times.

* BEGINS OPERATION: Unknown (CP granted Dec. 23, 1952)

CHANNEL: 48 (674-680 mc)

TRANSMITTER ADDRESS: Rutland Center Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWER: Visual, 185 kw Audio, 100 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 570 ft. Above ground, 362 ft.

STUDIO ADDRESS: Rutland Center Road

EXECUTIVES:
John P. Johnson, President
Louis Saff Jr., General Manager.

WASHINGTON ATTORNEY: Fisher, Wayland, Duval & Southmayd

CONSULTING ENGINEER: George C. Davis

1953 TELECASTING Yearbook * Page 161
NORTH CAROLINA TELEVISION STATIONS

Asheville—

WISE-TV *

LICENSEE: Station WISE-TV Inc.
ADDRESS: 100 College St. PHONE: 3-5381
AM AFFILIATE: WISE


* BEGINS OPERATION: May 30, 1953 (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: The Rolling Co.

CHANNEL: 62 (750-764 mc)
TRANSMITTER ADDRESS: Sunset Mt.

MAKE OF TRANSMITTER: RCA MODEL NUMBER: TTU-18

EFFECTIVE RADIATED POWERS: Visual, 26.2 Aural, 14.2

MAKE OF ANTENNA: GE TYPE: TGU-278H

ANTENNA HEIGHT: Above average terrain, 657 ft. Above ground, 100 ft.

STUDIO ADDRESS: 100 College St. HOURS OF OPERATION: 2 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: One studio 20x30; one DuMont studio camera, two 16mm DuMont film projectors and one DuMont slide projector.

EXECUTIVES:
Harold H. Thoms, President and General Manager
Lloyd B. Leonard, Commercial Manager
Art Borgesen, Program Director
John Randolph, Chief Engineer
Floyd Bowers, Traffic Manager

WASHINGTON ATTORNEY: Krieger & Jorgensen

CONSULTING ENGINEER: George C. Davis

Greensboro—

WCOG-TV *

LICENSEE: Inter-City Advertising Co. of Greensboro, N. C. Inc.
ADDRESS: 316 S. Greene St. PHONE: 3-6925
AM AFFILIATE: WCOG


* BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

CHANNEL: 57 (728-734 mc)
TRANSMITTER ADDRESS: West of Hamilton Lakes

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 115 kw Aural, 59 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 240 ft. Above ground, 205 ft.

STUDIO ADDRESS: 316 S. Greene St.

EXECUTIVES:
George W. Dowdy, President
B. George Barber Jr., General Manager

CONSULTING ENGINEER: George C. Davis

Charlotte—

WBTV (TV)

LICENSEE: Jefferson Standard Broadcasting Co.
ADDRESS: Wilder Building ZONE: 2 PHONE: 3-8833
AM AFFILIATE: WBT FM AFFILIATE: WBT-FM
TV NETWORK AFFILIATION: ABC, CBS, DuMont and NBC (Interconnected)

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

BEGIN OPERATION: July 15, 1949

NATIONAL REPRESENTATIVE: CBS TV 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 Building HOURS OF OPERATION: 9:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-20A Film, TK30 Field

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP and Fox Movietone

LIBRARY SERVICE: Associated & World

STUDIO FACILITIES: Studio (40x27x20 ft.). Three RCA image orthicon studio cameras. Three RCA field cameras. Two RCA film cameras. Two RCA 16mm B. & W projectors. One Eastman slide projector (2x2-in.). One Projector (3x4-in. card). One 16mm motion picture camera. One mobile unit equipped with three cameras Zoomar lens, and 50mm, 90mm, 135mm lenses; microwave relay unit.

EXECUTIVES:
Joseph M. Bryan, President
Charles H. Crutchfield, Executive Vice President and General Manager
Larry Walker, Vice President & Assistant General Manager
J. R. Cawston, Assistant Vice President, Sales & Promotion
Kenneth I. Tredwell, Jr., Assistant Vice President for Programs and Public Relations
Wallace J. Jorgenson, National Sales Manager
M. J. Minor, Chief Engineer
Bill Quinn, Program Supervisor
Sam Zurch, Production Manager

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

CONSULTING ENGINEER: A. D. Ring & Assoc.
multiply by nine . . . .

The city of Charlotte is only 1/9th of the Charlotte Market . . . . Close-ringed by nine satellite cities, Charlotte is the hub of an integrated industrial area . . . . Over 1,000,000 people live within a 60-mile radius of the "Capitol of the Carolinas." That's why — for example — Charlotte, 71st in the nation in city population, is 38th in wholesale sales . . . . For coverage to match the market, you must buy the Jefferson Standard stations, WBT and WBTV.

The CHARLOTTE Market

unified by WBT and WBTV

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Spot Sales
Greensboro—(Continued)

**WFMY-TV**

**LICENSEE:** Greensboro News Co.

**ADDRESS:** 212 N. Davie St. **PHONE:** 4-0114

**FM AFFILIATE:** WFMX

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is publisher of Greensboro News and Record. It is 16.5% owned by Jefferson Standard Life Insurance Co., 66.5% owner of WBTB Greensboro and 100% owner of WBT-AM-FM and WBTB (TV) Charlotte.

**BEGAN OPERATION:** September 22, 1949

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

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

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

**MAKE OF TRANSMITTER:** DuMont **MODEL NO.:** 11,000

**EFFECTIVE RADIATED POWERS:** Visual, 16.72 kw Aural, 8.36 kw

**MAKE OF ANTENNA:** RCA **TYPE:** TF-3A, 3-bay pylon

**ANTENNA HEIGHT:** Above average terrain, 470 ft. Above ground, 481 ft.

**HOURS OF OPERATION:** 8:45 a.m.-Midnight

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

**MAKE OF CAMERA CHAINS:** DuMont **DESCRIPTION:** Image Orthicon

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

**FILM LIBRARY:** Sneders **NEWS SERVICE:** UP

**LIBRARY SERVICE:** Associated

**STUDIO FACILITIES:** One studio. Two DuMont studio cameras. One 16mm film projector. One slide projector (2x2-in. slides and 35mm film). One opaque projector (6x8-in. or 3x4-in. cards). One film strip projector (15mm).

**EXECUTIVES:**
- **E. B. Jeffers**, President
- **Gaines Kelley**, General Manager
- **Virgil V. Evans**, Commercial Manager
- **Gomer R. Lease**, Program Director and Film Buyer
- **William L. Neill**, Chief Engineer
- **Arthur C. Stringer**, Promotion Manager
- **Charles B. Seward**, Film Director

**RATE INFORMATION:** Class A hour rate—$550 (live), $500 (film). Minute spot—$150 (live), $200 (film). Frequency discounts—Begin with 36 times at 5% up to 156 times at 15%. (From Rate Book No. 6, Nov. 1, 1952.)

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

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

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**Winston-Salem—**

**WTOB (TV)**

**LICENSEE:** Winston-Salem Broadcasting Co.

**ADDRESS:** 826 W. Fourth St.

**AM AFFILIATE:** WTOB

**PRINCIPAL STOCKHOLDERS & OTHER INTERESTS:** President Charles C. Brown (75%), president and 20% stockholder of WTOB; vice president Robert W. Brawley (5%), attorney and 20% stockholder of WTOB; secretary-treasurer G. Johnson (7.5%), general manager and 20% stockholder of WTOB; assistant secretary Archibald Crafoord (11.25%), attorney and 20% stockholder of WTOB; Earl F. Slick (25%), owner of Albert Butler (18.75%), president and 25% owner of Arista Mills (textiles); James S. Rice (12.5%), president and 50% owner, Dr. Pepper Bottling Co., and Thomas P. Rice (12.5%), vice president and 50% owner, Dr. Pepper Bottling Co. Applicant seeks new TV stations in Durham (N.C.) and Richmond, Va.

**BEGIN OPERATION:** Unknown (CP granted Feb. 5, 1953)

**CHANNEL:** 26 (549-548 mc)

**TRANSMITTER ADDRESS:** No. Carolina Rte. 150, 6.5 m. E. of Winston-Salem

**EFFECTIVE RADIATED POWERS:** Visual, 198.2 kw Aural, 99.1 kw

**ANTENNA HEIGHT:** Above average terrain, 365 ft. Above ground, 344 ft.

**STUDIO ADDRESS:** No. Carolina Rte. 150, 6.5 m. E. of Winston-Salem

**WASHINGTON ATTORNEY:** Krieger & Jorgensen

**CONSULTING ENGINEER:** E. C. Page, Consulting Radio Engineers

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**Raleigh—**

**WNAO-TV**

**LICENSEE:** Sir Walter Television

**ADDRESS:** 204 W. 6th St.

**AM AFFILIATE:** WNAO **FM AFFILIATE:** WNAO-FM

**TV NETWORK AFFILIATION:** CBS


**BEGIN OPERATION:** April 15, 1953 (CP granted Oct. 16, 1952)

**NATIONAL REPRESENTATIVE:** Avery-Knodell Inc.

**CHANNEL:** 28 (544-546 mc)

**TRANSMITTER ADDRESS:** 2414-2416 Hillsboro St.

**MAKE OF TRANSMITTER:** Federal

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**Fargo—**

**WDAY (TV)**

**LICENSEE:** WDAY Inc.

**ADDRESS:** 118 Broadway **PHONE:** 5357

**AM AFFILIATE:** WDAY

**PRINCIPAL STOCKHOLDERS & OTHER INTERESTS:** President, E. C. Reineke (54.5%); Vice President H. D. Paulson (18.9%); Secretary-Treasurer D. N. Black Jr. (1%), and Charlotte Lents (21.1%). These same stockholders own control of Fargo Forum and Dakota Photo Engraving Co.

**BEGIN OPERATION:** May, (CP granted Jan. 15, 1953)

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

**TRANSMITTER ADDRESS:** 4 mi. South of Fargo

**MAKE OF TRANSMITTER:** RCA **MODEL NO.:** TT-10AL

**EFFECTIVE RADIATED POWERS:** Visual, 70.55 kw Aural, 35.275 kw

**MAKE OF ANTENNA:** RCA **TYPE:** TF-6AM

**ANTENNA HEIGHT:** Above average terrain, 432 ft. Above ground, 432 ft.

**STUDIO ADDRESS:** 118 Broadway

**MAKE OF CAMERA CHAINS:** RCA **TYPE:** TK-11A

**TYPE OF OPERATION:** Local live, local film, kinescopes.

**STUDIO FACILITIES:** One studio 36x27 ft.; one 12x18 ft. Two RCA TK-11A studio cameras. One RCA TK-20-D field camera. Two Eastman 16mm film projectors. Two turret type slide projectors. Two motion picture cameras. One Houston 11-8 film processing unit.

**EXECUTIVES:**
- **E. C. Reineke**, President
- **Tom Barnes**, General Manager
- **Julius Hildebrand**, Chief Engineer.

**WASHINGTON ATTORNEY:** Segal, Smith & Hennestad

**CONSULTING ENGINEER:** Gillett & Bergquist

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NORTH DAKOTA TV STATION

**Fargo—**

**WDAY (TV)**

**LICENSEE:** WDAY Inc.

**ADDRESS:** 118 Broadway **PHONE:** 5357

**AM AFFILIATE:** WDAY

**PRINCIPAL STOCKHOLDERS & OTHER INTERESTS:** President, E. C. Reineke (54.5%); Vice President H. D. Paulson (18.9%); Secretary-Treasurer D. N. Black Jr. (1%), and Charlotte Lents (21.1%). These same stockholders own control of Fargo Forum and Dakota Photo Engraving Co.

**BEGIN OPERATION:** May, (CP granted Jan. 15, 1953)

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

**TRANSMITTER ADDRESS:** 4 mi. South of Fargo

**MAKE OF TRANSMITTER:** RCA **MODEL NO.:** TT-10AL

**EFFECTIVE RADIATED POWERS:** Visual, 70.55 kw Aural, 35.275 kw

**MAKE OF ANTENNA:** RCA **TYPE:** TF-6AM

**ANTENNA HEIGHT:** Above average terrain, 432 ft. Above ground, 432 ft.

**STUDIO ADDRESS:** 118 Broadway

**MAKE OF CAMERA CHAINS:** RCA **TYPE:** TK-11A

**TYPE OF OPERATION:** Local live, local film, kinescopes.

**STUDIO FACILITIES:** One studio 36x27 ft.; one 12x18 ft. Two RCA TK-11A studio cameras. One RCA TK-20-D field camera. Two Eastman 16mm film projectors. Two turret type slide projectors. Two motion picture cameras. One Houston 11-8 film processing unit.

**EXECUTIVES:**
- **E. C. Reineke**, President
- **Tom Barnes**, General Manager
- **Julius Hildebrand**, Chief Engineer.

**WASHINGTON ATTORNEY:** Segal, Smith & Hennestad

**CONSULTING ENGINEER:** Gillett & Bergquist
Ohio TV Stations

Akron—

WAKR-TV *

Licensee: Summit Radio Corp.
Address: 106 S. Main St. Phone: Hemlock 6151
FM Affiliate: WAKR FM Affiliate: WAKR-FM
Principal stockholders and other interests: Owned 55% by S. Bernard Berk and family, 45% by Beacon Journal Publishing Co., publisher of Akron Beacon-Journal (Knight newspaper). Knight newspapers include also Chicago Daily News, Detroit Free Press, Miami Herald, also own WQAM Miami, and 42% of WIND Chicago.

Begins Operation: Spring 1953 (CP granted Sept. 4, 1952)

National Representative: Weed & Co.

Channel: 49 (680-686 mc)
Transmitter Address: 106 S. Main St.
Make of Transmitter: RCA
Effective Radiated Powers: Visual, 145 kw Aural, 72.5 kw

Take of Antenna: GE

Antenna Height: Above average terrain, 319 ft. Above ground, 434 ft.

Audio Address: 106 S. Main St.

Executives:
S. Bernard Berk, President
Roger C. Berk, General Manager

Washington Attorney: Kirkland, Fleming, Green, Martin & Ellis

Consulting Engineer: Kear & Kennedy

Ashtabula—

WICA-TV *

Licensee: WICA Inc.
Address: 221 Center St.
FM Affiliate: WICA
Principal stockholders and other interests: President-Treasurer D. C. Rowley (50%). Oliva D. Rowley is trustee for 50% of the stock.

Begins Operation: Unknown (CP granted Feb. 5, 1953)

Transmitter Address: South of Ashtabula

Channel: 15 (476-482 mc)

Take of Transmitter: RCA


Make of Antenna: RCA

Antenna Height: Above average terrain, 334 ft. Above ground, 354 ft.

Consulting Engineer: George F. Goutney

Broadcasting * Telecasting

5000 Watts
ABC
Represented by Weed & Co.

1953 Telecasting Yearbook * Page 165
OHIO TELEVISION STATIONS

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 and DuMont (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Majority of stock of licensee is owned by The E. W. Scripps Co.  

**BEGAN OPERATION:** July 1949

**NATIONAL REPRESENTATIVE:** The Branham Co.

**CHANNEL:** 7 (174-180 mc)  
(Must move to uhf Ch. 9.)

**TRANSMITTER ADDRESS:** 2345 Symmes St.

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

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

**MAKE OF ANTENNA:** GE  
**TYPE:** 6-Bay

**ANTENNA HEIGHT:** Above average terrain, 695 ft.  
Above ground, 560 ft.

**STUDIO ADDRESS:** 2345 Symmes St.

**HOURS OF OPERATION:** 7:00 a.m.-12:25 a.m.  
7:00 a.m.-12:45 a.m. (Sat.)  
7:30 a.m.-12:25 a.m. (Sun.)

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

**NEWS SERVICE:** UP Movietone, Acme

**STUDIO FACILITIES:** Two studios (32x19 ft. and 55x25 ft.).  
Two RCA studio cameras.  
Two RCA TK-30A field cameras.  
One RCA TK-20A film camera.  
Two GE 16mm film projectors.  
One 35mm strip projector, and two Goide slide projectors (2x2-in.).  
One GE Babylonian (3x-in.).  
One Kodak Cine Special motion picture camera.  
One mobile unit, with RCA camera, Zoomar lens and microwave relay equipment.

**EXECUTIVES:**

Jack R. Howard, President  
M. C. Watters, Vice President & General Manager  
Harry Lebrun, TV Station Director  
Glenn Clark Miller, National Sales Manager  
John Patrick Smith, Asst. General Manager  
Ed Weston, Program Director & Film Buyer  
Paul Adams, Chief Engineer

**RATe INFORMATION:** Class A hour rate—$850. Minute spot—$150. Participations—$55-$65. Rehearsals—$100 per hour over 2:1 ratio. Frequency discounts—Start with 13 times at 3% up to 260 times at 30%. (From Rate Card No. 5, Oct. 1, 1952.)

**WASHINGToN ATTORNEY:** Segel, Smith & Hennessy

**CONSULTING ENGINEER:** E. C. Page, Consulting Radio Engineers

**Page 166 • 1953 TELECASTING Yearbook**

**WKRC-TV**

**LICENSEE:** Radio Cincinnati Inc.

**ADDRESS:** Times Star Bldg.  
**ZONE:** 2  
**PHONE:** Garfield 1331

**AM AFFILIATE:** WKRC  
**FM AFFILIATE:** WKRC-FM

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Principal owner is Cincinnati Times Star Co., publisher of Cincinnati Times-Star.  
Publishing company is primarily owned by Taft family (Gen. Robert A. Taft).  
Licensee owns 20% of WBIW-AM-FM Knoxville, Tenn., has also bought WTVN TV Columbus, Ohio, which pending FCC approval.

**BEGAN OPERATION:** April 4, 1949

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

**CHANNEL:** 12 (204-210 mc)

**TRANSMITTER ADDRESS:** Highland & Dorchester Aves.

**MAKE OF TRANSMITTER:** GE  
**MODEL NO.:** TT-68

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

**MAKE OF ANTENNA:** GE  
**TYPE:** 12-Bay, Turnstile

**ANTENNA HEIGHT:** Above average terrain, 612 ft.  
Above ground, 540 ft.

**HOURS OF OPERATION:** 7:30 a.m.-1:00 a.m.; 9:15 a.m.-1:00 a.m. (Sat. & Sun.)

**STUDIO ADDRESS:** Times-Star Bldg.

**MAKE OF CAMERA CHAINS:** GE & DuMont  
**DESCRIPTION:** Studio & Field

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

**NEWS SERVICE:** AP

**LIBRARY SERVICE:** Lang-Worth

**STUDIO FACILITIES:** Two studios (30x40 ft. and 30x56 ft.).  
Two interchangeable studio cameras.  
Two interchangeable field cameras.  
Two GE PC-2B film camera.  
Two GE PF-2B 16mm film projectors.  
One slide projector (2x2-in.).  
One GE PF opaque projector (3½x4½ cards).  
One GE mobile unit with microwave equipment.

**EXECUTIVES:**

Hulbert Taft Jr., Executive Vice President  
David G. Taft, Vice President  
U. A. Latham, General Manager  
Donald L. Chaplin, Assistant Manager  
Kenneth W. Church, National Sales Manager  
Robert Schlinkert, Local Sales Manager  
Paul Shumate, Program Director  
Robert Huber, Production Manager  
Paul Wagner, Commercial Production Manager  
George A. Wilson, Chief Engineer  
Barry Hersch, Film Buyer

**RATe INFORMATION:** Class A hour rate—$850. Minute spot—$140. Participations—$95 per spot. Frequency discounts—Start with 13 weeks at 5% up to 20% of weeks at 20%, also twice a week at 5% up to 10 or more a week at 20%.  
(From Rate Card No. 5, Oct. 1, 1952.)

**WASHINGToN ATTORNEY:** Bernard Koteen

**CONSULTING ENGINEER:** George C. Davis

**BROADCASTING • Telecastir**

www.americanradiohistory.com
WDAF-TV
one of the nation's
great television stations
SELECTS A
LEHIGH TOWER

WDAF-TV, the Kansas City Star station, chooses the Lehigh pictured here. This 650 foot galvanized guyed tower uses an RCA TF 5A antenna mounted atop.

If you are planning a new facility or changing power in your present station, look to Lehigh for the best in tower construction.

LEHIGH's leadership in the tower business is known nationwide. For dependable, durable towers, consult LEHIGH.

Joseph A. Flaherty, Chief Engineer for both radio and television WDAF, Kansas City Star Station. His is the continuing responsibility for the WDAF-TV bright, clear picture.


LEHIGH STRUCTURAL STEEL COMPANY

17 Battery Place • New York 4, N.Y.

Plant at Allentown, Pennsylvania • Offices in principal cities
OHIO TV STATIONS

Cincinnati—(Continued)

WLWT (TV)*

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 140 W. 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 owned by Avco Mfg. Co., owns WLW, WLWA (FM) and WLWT (TV). Cincinnati: WLW8 (FM) and WLWD (TV) Dayton, and WLWF (FM) and WLWC (TV) Columbus, Ohio, and WINS New York and WLTV (TV) Atlanta, Ga.

BEGAN OPERATION: February 9, 1948

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 4 (66-72 mc) (Must move to Ch. 5)

TRANSMITTER ADDRESS: 2222 Chicasaw St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 13.9 kw

MAKE OF ANTENNA: RCA TYPE: TF-SA Superturnstile

ANTENNA HEIGHT: Above average terrain, 670 ft. Above ground, 571 ft.

STUDIO ADDRESS: 140 W. Ninth St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

STUDIO FACILITIES: Three studios (55x58 ft., 53x85 ft. and 50x70 ft.). Two RCA studio cameras. Seven RCA field cameras. One rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. Two Eastman and one LeBelle automatic slide projector (2x2-in.). One Crosby opaque projector (7/12x10-in. cards). Two mobile units fully equipped including microwave relay equipment.

EXECUTIVES:

J. D. Shause, Chairman of the Board
R. E. Dunville, President
John T. Murphy, Vice President in Charge of TV Operations
B. C. Barh, Asst. Director of TV Operations
D. E. Partridge, General Sales Manager
Frederic Gregg, Director of Promotion Activities
Lin Mason, Program Director
R. A. Rockwell, Vice President in Charge of Engineering
Howard Lepple, Engineer in Charge, WLWT
Art Nevlins, Director Film Procurement

RATE INFORMATION: Class A hour rate—$350. Minute spot—$125. Frequency discount—start with 12 weeks at 5% up to 26 weeks or more 10%, also starts with 20 minutes per week at 5% up to 180 minutes per week at 12½%. (From Rate Card No. 8, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr
We do more!

We make a lasting **impression**!

Yes, WLW Television has pulling power *plus*!
Top ratings are reinforced to give you greater *sales impact*. Viewers become customers. And here's how:

Here's the pulling power. Interconnected stations in Cincinnati, Dayton, Columbus—with sound programing and top talent—wraps up one of the nation's largest and richest markets.

**TV's only client service department**

Here's the *plus*. 20 distinct services work behind the scenes to help every WLW Television advertiser with special merchandising problems. This exclusive Client Service Department provides the added impact you need to make a lasting impression!

*That's right!*

*WLW Television makes money for you!*

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**WLW TELEVISION**

**WLW-T**
Cincinnati

**WLW-D**
Dayton

**WLW-C**
Columbus

*Exclusive Sales Offices: Cincinnati, Dayton, Columbus, New York, Chicago, Hollywood.*
OHIO TELEVISION STATIONS

Cleveland—

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc.

ADDRESS: 1816 E. 13th St.  ZONE: 14  PHONE: Tower 1-5454

TV NETWORK AFFILIATION: CBS (Interconnected)


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 kw  Aural, 8.15 kw

MAKE OF ANTENNA: RCA  TYPE: TT-3A, 3-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 640 ft. Above ground, 437 ft.

STUDIO ADDRESS: 1816 E. 13th St.  HOURS OF OPERATION: 8:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Three studios: (55x75-ft., 20x25-ft., 20x40-ft.). Three fixed studio cameras. Six interchangeable studio-field cameras. One Trans-Lux rear screen projector. Two RCA film cameras. Two GE 16mm film projectors. Two Eastman Kodak slide projectors (2x2-in.). One Telopican opaque projector (4x5-in.). One Sparta trailer equipped with microwave relay equipment and power supply, lenses ranging from 2 to 25 inches.

EXECUTIVES:
Jack R. Howard, President
James C. Hanrahan, General Manager
J. Harrison Hartley, Station Director
David M. Bayer, General Executive
Floyd E. Weidman, Advertising Manager
J. B. Epperson, Chief Engineer

RATE INFORMATION: Class A hour rate—$950 live; $800 film. Minute spot—$200 (film). Participation per spot $60 to $90. Rehearsals—$150 per hour in excess of 5:1 ratio. Frequency discounts begin with 13 times at 2½% up to 104 times of 15%; plus three times a week at 10% up to five times a week at 20%. (From Rate Card No. 8, Oct. 1, 1952).

WASHINGTON ATTORNEY: Dempsey & Koplevitz

Page 170  •  1953 TELECASTING Yearbook

WNBK (TV)

LICENSEE: National Broadcasting Co. Inc.

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)  (Must move to vhf Ch. 3)

TRANSMITTER ADDRESS: Brecksville

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

EFFECTIVE RADIATED POWERS: Visual, 39.22 Aural, 20.26 (Directional Pattern)

MAKE OF ANTENNA: RCA  TYPE: TT-4NA

ANTENNA HEIGHT: Above average terrain, 620 ft. Above ground, 465 ft.

HOURS OF OPERATION: 7 a.m.-1 a.m.

STUDIO ADDRESS: 815 Superior Ave.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader  NEWS SERVICE: AP and UP

LIBRARY SERVICE: Theasaurus

STUDIO FACILITIES: Two studios, each 35x50 ft. Four RCA studio cameras. Four RCA field cameras (all cameras interchangeable). One Trans-Lux rear screen projector. Three RCA film cameras. Two RCA 16mm film projectors. Two Selectroslide slide projectors. Two opaque projectors (2x2-in.). One RCA TK3A scanner. Mobile unit equipped with three cameras, microwave units and lenses: 50mm, 90mm, 135mm, 15", 25", 8", 20", and 8½".

EXECUTIVES:
Frank White, President (NBC)
William H. Fineshriber Jr., Vice President and General Manager (NBC)
Hamilton Shea, General Manager
Charles H. Phillips, Director of Sales
Norman L. Cloutier, Program Director
S. E. Leonard, Engineer in Charge
Albert L. Odel, Film Director
Charles F. Hutsall, Director of Adv. Promotion & Merchandising
Edward R. Wallace, News & Special Events Director
J. E. Hines, Public Affairs Director
Tom Manning, Sports Director
John L. McHale, Controller

RATE INFORMATION: Class A hour rate—$900 (plus $150 studio charge for li programs, $90 studio charge for film programs). Minute spot—$175. Participation—$70 per spot. Frequency discounts—begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

BROADCASTING • Telecasting

www.americanradiohistory.com
"Whatever America hopes to bring to pass in the world must first come to pass in the heart of America"

President Dwight D. Eisenhower
Inaugural Address

When it comes to top-rated quarter hours, Top Ten shows, prize-winning local programs, WEWS has more than any other station in Cleveland... and has had for five years. But let's forget that for a minute. Let's think about the words at the top of the page. The President is talking to all of us. But especially to us in the television industry—the most effective means of communication with the real heart of America, the American home.

This is our great opportunity. At WEWS we are taking advantage of it. Day in and day out, we try to help every group in our northeastern Ohio community to "get to know" other groups. We program the issues and interests of all races and creeds, ages and social levels.

We try to make President Eisenhower's words a daily reality. If we don't, all the ratings in the world won't mean a thing.

WEWS
FIRST IN CLEVELAND

SCRIPPS-HOWARD RADIO • CBS TV NETWORK

ROADCASTING • Telecasting

1953 TELECASTING Yearbook • Page 171
Cleveland—(Continued)

WXEL (TV)

LICENSEE: Empire Coil Co., Inc.

ADDRESS: 1630 Euclid Ave. ZONE: 15 PHONE: Tower 1-8989

TV NETWORK AFFILIATION: ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is electronics parts manufacturer in New Rochelle, N. Y., which owns and operates KPTV (TV) Portland, Ore., holds grant for KDEN (TV) Denver and KCTV (TV) Kansas City. Herbert Mayer is principal stockholder.

BEGAN OPERATION: December 17, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 9 (186-192 mc) (Must move to vhf Ch. 8.)

TRANSMITTER ADDRESS: 4501 Pleasant Valley Rd.

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

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: GE TYPE: TY-14F, 6-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 725 ft. Above ground, 437 ft.

HOURS OF OPERATION: 11 a.m.-12:30 a.m.

STUDIO ADDRESS: 1630 Euclid Ave. and 4501 Pleasant Valley Rd.

MAKE OF CAMERA CHAINS: GE, RCA, GPL DESCRIPTION: Iconoscope and Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Four studios (15x30 ft., 30x20 ft. kitchen, 50x55 ft. and 46x58 ft. with seating capacity of 300). Three GPL studio cameras. Eleven RCA field cameras. Trans-Lux rear screen projector. One GPL image orthicon and two GE iconoscope film cameras. One portable GPL and two GE 16mm film projectors. Three slide projectors (2x2-in.). One GE Balop opaque projector (13½x4-in.). RCA flying spot scanner. Two 16mm motion picture cameras, one with sound. Mobile unit with up to three cameras; standard lenses plus Zoomear; microwave relay equipment and power supply.

EXECUTIVES:
Herbert Mayer, President
Franklin Snyder, General Manager
R. C. Wright, Commercial Manager
Harry Block, Program Director
Thomas Friedman, Chief Engineer
Sidney Nadler, Film Buyer
Barbara Snyder, Publicity Director
Ben Wizkham, General Executive

RATE INFORMATION: Class A hour rate—$925 (live), $800 (film). Minute spot—$192.50 (live), $160 (film). Participation per spot—$60 to $160. Frequency discounts start with 13% of 5% up to 104 times at 20%. (From Rate Card No. 5, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Lyon, Wilmar & Bergson

CONSULTING ENGINEER: Ben Adler (New Rochelle, N. Y.)

Page 172 • 1953 TELECASTING Yearbook

Columbus—

WBNS-TV

LICENSEE: Dispatch Printing Co.

ADDRESS: 495 Olentangy Blvd. ZONE: 8 PHONE: Fletcher 2611

AM AFFILIATE: WBNS FM AFFILIATE: WELD

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Columbus Dispatch.

BEGAN OPERATION: October 1949

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: 495 Olentangy River Rd.

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

EFFECTIVE RADIATED POWERS: Visual, 24.3 kw Aural, 12.5 kw

MAKE OF ANTENNA: Ideco

ANTENNA HEIGHT: Above average terrain, 485 ft. Above ground, 595 ft.

HOURS OF OPERATION: 9 a.m.-1 a.m.

STUDIO ADDRESS: 495 Olentangy River Rd.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: One studio (25x55 ft.). Two RCA studio cameras. Two RC film cameras. Two RCA and two Eastman film projectors. Two Electroslide slide projectors. One Eastman motion picture camera. One Houston film processing uni

EXECUTIVES:
Prinston Wolfe, President
R. A. Borel, General Manager
R. D. Thomas, Commercial Manager
Jerome Reeves, Program Director
Lester Nofzger, Chief Engineer
Elizabeth Dixon, Film Buyer

RATE INFORMATION: Class A hour rate—$700 (film). Minute spot—$125. Participation—$40-$90 per spot. Frequency discounts—Start with 26 times at 12½% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Jansky & Bailey
Busiest Beaver in Cleveland Television... Three years old and Building Every Minute

For three years, WXEL has been growing and building—growing in audience and influence, and building facilities to keep pace with that growth!

Today, those facilities are unmatched in this part of the country, and the audience, sparked by telecasts of the Cleveland Indians and Cleveland Browns, has the channel 9 habit.

What more could any advertiser ask?

Represented by The Katz Agency
Owned and Operated by The Empire Coil Company

WXEL
CLEVELAND
channel 9

KCTY... another Empire Coil television station—channel 25—Kansas City, Missouri
—on the air July or sooner—
Columbus—(Continued)

WLWC (TV)

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 owned by Avco Manufacturing Co., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, and WLWF (FM) and WLWC (TV) Columbus, WINS New York and WLTV (TV) Atlanta, Ga.

BEGAN OPERATION: April 3, 1949

NATIONAL REPRESENTATIVE: WLW Sales

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, 7.6 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay, Supertwisting

ANTENNA HEIGHT: Above average terrain, 455 ft. Above ground, 578 ft.

HOURS OF OPERATION: 7 a.m.-1:20 a.m.

STUDIO ADDRESS: 3165 Olentangy River Rd.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Two studios (24x33-ft. and 40x60-ft.). Two RCA TK-10A studio cameras. Two field cameras. One RCA TK-20A film camera. Two RCA 16mm TP-16A film projectors. One LaBelle slide projector (2x2-in.). One opaque projector (4x5-in.). Mobile unit with two cameras, microwave relay equipment and Zoomar lens.

EXECUTIVES:

J. D. Shouse, Chairman of Board
Robert E. Dunville, President
James Leonard, General Manager
C. George Hendusson, Sales Manager
Warren F. Warner, Program Director
Charles Sloan, Chief Engineer
Walter S. Jacobs, Production Manager

RATE INFORMATION: Class A hour rate—$625. Minute spot—$125. Frequency discounts—Start with 13 weeks at 5% up to 26 or more weeks at 10%; also start with 30 minutes per week at 5% up to 180 minutes or over per week at 12 1/2%. (From Rate Card No. 6, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

Page 174 • 1953 TELECASTING Yearbook
Dialing **WLW-C** in Columbus!

That's just another way of saying you're on the threshold to greater sales with WLW-C—a viewing tradition with the good people who live in Columbus and Central Ohio. That's because WLW-C has real pulling power—tops in talent, tops in shows, day in day out.

That's why WLW-C, in the heart of Ohio, has won the hearts of Central Ohioans. And along with interconnected stations in Cincinnati and Dayton, WLW-C plays a major role in wrapping up one of the nation's largest and richest television markets. WLW-C also provides an exclusive Client Service Department with 20 distinct services.

*That's right! In Columbus, place your television advertising through WLW-C. It's the natural thing to do!*

**WLW-C**
COLUMBUS

**WLW** Television


www.americanradiohistory.com
Columbus—(Continued)

WTVN (TV)

LICENSEE: Picture Waves Inc.

ADDRESS: 735 Harmon Ave.  PHONE: Fletcher 4361

TV NETWORK AFFILIATION: ABC and DuMont (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Edward Lamb Enterprises. Mr. Lamb owns WKIL and WICU (TV) Erie, Pa.; WTVN (TV) Columbus, Ohio; WYOT and WVRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla., and grantee of WMAC (TV) Massillon, Ohio. Mr. Lamb is also publisher of Erie Dispatch. Sale of WTVN to Radio Cincinnati Inc. (WKRC-AM-FM-TV Cincinnati) pending FCC approval.

BEGAN OPERATION: September 30, 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 6 (82-88 mb)

TRANSMITTER ADDRESS: 50 W. Broad 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

ANTENNA HEIGHT: Above average terrain, 545 ft. Above ground, 628 ft.

HOURS OF OPERATION: 11 a.m.-12:30 a.m.

STUDIO ADDRESS: 753 Harmon Ave.

MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Long-Worth

STUDIO FACILITIES: Two studios (50x50 and 35x25 ft) Three interchangeable studio/field cameras. One film camera. Two 16mm film projectors. Two 35mm slide projectors (2x2-in.). One Bolex motion picture camera.

EXECUTIVES:
Edward Lamb, President
J. W. McGough, General Manager
Joseph P. Gill, Chief Engineer
Marvin Ingerson, Asst. Chief Engineer

RATE INFORMATION: Class A hour rate—$675. Minute spot—$80. Frequency discounts—Begin with 13 times at 5% up to 156 times at 25%. (From Rate Card No. 58, June 16, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebrook & Blume

CONSULTING ENGINEER: McIntosh & Inglis

Page 176 • 1953 TELECASTING Yearbook

Dayton—

WHIO-TV

LICENSEE: Miami Valley Broadcasting Corp.

ADDRESS: 1414 Wilmington Ave.  ZONE: 9  PHONE: Kenmore 4143

AM AFFILIATE: WHIO  FM AFFILIATE: WHIO-FM

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


BEGAN OPERATION: February 1949

NATIONAL REPRESENTATIVE: George P. Holllingbery Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 1414 Wilmington Ave.

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

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

MAKE OF ANTENNA: RCA  TYPE: TF-6A

ANTENNA HEIGHT: Above average terrain, 570 ft. Above ground, 517 ft.

HOURS OF OPERATION: 8:30 a.m.-12:30 a.m.

STUDIO ADDRESS: 1414 Wilmington Ave.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local film, kinescopes, remotes.

FILM LIBRARY: Screen Gems and Sterling  NEWS SERVICE: UP

LIBRARY SERVICE: Standard

STUDIO FACILITIES: Studio 30x30 ft. Two RCA studio cameras. Two RCA field cameras. Two RCA film cameras. Two RCA 16mm film projectors. Two RCA slide projectors (2x2-in.). Mobile unit with two cameras, microwave equipment and power supply.

EXECUTIVES:
James M. Cox Jr., President
J. Leonard Reichsch, Managing Director
Robert M. Moody, General Manager
Harvey R. Young, Commercial Manager
Don R. Lyons, Program Director & Film Buyer
Ernest L. Adams, Chief Engineer
Jack L. Hodkinson, Director TV Operations
Marion Gange, Production Manager
Don Wayne, News Director

RATE INFORMATION: Class A hour rate—$750 (film). Minute spot—$125 (film). Participation per spot—$35 to $70. Frequency discounts—Start 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: McIntosh & Inglis
eyes and ears
of
A GOOD CITIZEN

eyes and ears
of
A LIVE SALESMAN

ASK NATIONAL REPRESENTATIVE
GEO. P. HOLLINGBERY CO.
FOR DATA, DETAILS AND AVAILABILITIES
OHIO TV STATIONS

Dayton—(Continued)

WIFE (TV)*

LICENSEE: Skyland Broadcasting Co.
ADDRESS: 5 S. Jefferson St.  ZONE: 2 PHONE: Michigan 6501
AM AFFILIATE: WONE FM AFFILIATE: WTVW
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ronald B. Woodyard, 18%; Loren Berry, 12.3%; Cal. Gustav Hirsch, 12.3%; James F. Galloher, 8%. Messrs. Woodyard and Berry also have stock interest in WTVQ (TV) Pittsburgh.
* BEGINS OPERATION: July 1953 (CP granted Nov. 26, 1952)
NATIONAL REPRESENTATIVE: Headley-Reed Co.
CHANNEL: 22 (318-524 mc)
TRANSMITTER ADDRESS: Near Lebanon Pike
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 210 kw Aural, 105 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 449 ft.
STUDIO ADDRESS: Near Lebanon Pike
EXECUTIVES:
Ronald B. Woodyard, President and General Manager
WASHINGTON ATTORNEY: Fly, Shuebruk & Blume
CONSULTING ENGINEER: George P. Adair

WLWD (TV)

LICENSEE: Crosley Broadcasting Corp.
ADDRESS: 4595 S. Dixie Hwy.  ZONE: 9 PHONE: Walnut 2101
FM AFFILIATE: WLWB
TV NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Avco Mfg.
Co., which owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and
WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, Ohio, WINS New York
and WLTV (TV) Atlanta, Ga.
BEGAN OPERATION: March 15, 1949
NATIONAL REPRESENTATIVE: WLW Sales
CHANNEL: 9 (76-82 mc)
TRANSMITTER ADDRESS: Frytown and W. Carrollton Rds.
MAKE OF TRANSMITTER: Crosley MODEL NO.: ED5-525
EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 390 ft.
HOURS OF OPERATION: 6:30 a.m.-1:30 a.m.
STUDIO ADDRESS: 4595 S. Dixie Hwy.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: UP
STUDIO FACILITIES: Studio 80x55 ft. with seating for 400. Two studio cameras.
Three fold cameras. One rear screen projector. Two film cameras. Two 16mm film
projectors. Two slide projectors. Mobile unit with two cameras, microwave equip-
ment and power supply.
EXECUTIVES:
J. D. Shous, Chairman of Board
Robert E. Dunville, President
H. Peter Hosler, General Manager
W. J. Williamson, Commercial Manager
Neal Van Ellis, Program Director
Lester Sturigill, Chief Engineer
Dorothy A. Sanders, Promotion Manager
RATE INFORMATION: Class A hour rate—$625. Minute spot—$100. Frequency
discounts—Start with 13 weeks at 5% up to 26 weeks at 10%; also start with
30 minutes per week at 5% up to 180 minutes per week at 12¼%. (From Rate
Card No. 6, July 1, 1951.)
WASHINGTON ATTORNEY: Hogan & Hartson
CONSULTING ENGINEER: Weldon & Carr

Page 178, * 1953 TELECASTING Yearbook
Top ratings in Dayton for 3 straight years... and still going UP!

Something to shout about!
For the past 3 years, WLW-D has consistently dominated the great television audience in Dayton!
For the past 3 years, WLW-D has delivered more sales impressions per dollar per week than any other station in Dayton!

Top talent and top programing continue to pull in most of the viewers most of the time!
This is backed up by WLW Television’s exclusive Client Service Department with 20 distinct services.

One of the richest, industrial markets of the Midwest... Dayton retail sales up 8% to $1,211,735,000.00 over 1950!

That's right! WLW-D makes money for you!

WLW-D
DAYTON

WLW Television

Ohio's First Trading Area
WLOK-TV, LIMA

WLOK-TV serves a trading area which ranks FIRST in Ohio in per capita retail sales. Following is the detailed market value (30 mile radius) as reported by the Lima Association of Commerce, based on the U. S. Census of Population, 1950. "Ohio Number of Inhabitants", Population Census Report P.A. 35, Volume 1, Chapter 35:

<table>
<thead>
<tr>
<th>Market Sales</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Stores</td>
<td>$3,255,000</td>
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<tr>
<td>Restaurants, Drinks, Places</td>
<td>$2,712,000</td>
</tr>
<tr>
<td>Hotels, Tourist Camps</td>
<td>$1,660,000</td>
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<tr>
<td>General Merchandise Stores</td>
<td>$26,968,000</td>
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<td>Apparel Stores</td>
<td>$10,164,000</td>
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<td>Grocery Stores</td>
<td>$7,720,000</td>
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<td>Hardware &amp; Building Supply</td>
<td>$50,198,000</td>
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<td>Home Furnishings Stores</td>
<td>$1,109,000</td>
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<td>Service Stations</td>
<td>$1,466,000</td>
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<td>Gas Service Stations</td>
<td>$16,422,000</td>
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<td>Drug Stores</td>
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<td>Printers' Materials &amp; Forms</td>
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<td>Restaurants, Places</td>
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<td>TOTAL RETAIL SALES</td>
<td>$70,018,000</td>
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<tr>
<td>TOTAL SERVICE RECEIPTS</td>
<td>$13,150,000</td>
</tr>
</tbody>
</table>

WLOK-TV, operating 20,000 watts ERP on Channel 75, is a high of 380 feet above average terrain, absolutely covers the area of business influence.

AN NBC TELEVISION AFFILIATE

LIMA, OHIO

OHIO TV STATIONS

Lima—
WLOK-TV *

LICENSEE: WLOK Inc.
ADDRESS: 1101 National Bank Bldg. PHONE: 6-3411
AM AFFILIATE: WLOK
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Controlled by Lloyd A. Pixl
* BEGINS OPERATION: March 15, 1953 (CP granted Nov. 20, 1952)
NATIONAL REPRESENTATIVE: H-R Reps Inc.
CHANNEL: 75 (824-830 mc)
TRANSMITTER ADDRESS: 1424 Rice Ave.
MAKE OF TRANSMITTER: GE MODEL NO.: TT-20A
EFFECTIVE RADIATED POWERS: Visual, 21 kw Audible, 10 kw
MAKE OF ANTENNA: GE TYPE: TY-25H 5-Bay
ANTENNA HEIGHT: Above average terrain, 360 ft. Above ground, 340 ft.
STUDIO ADDRESS: 1424 Rice Ave.
MAKE OF CAMERA CHAINS: GE
TYPE OF OPERATION: Local and network live, local and network film and kinescope.
STUDIO FACILITIES: Two studios (20x35 ft.) One GE studio camera C GE film camera. Two 16mm film projectors. Two slide projectors (2x2-in.)
EXECUTIVES:
Lloyd A. Pixl, President
Robert O. Runnstrom, General Manager
William Huffman, Program Director & Film Buyer
Darrel Hunter, Chief Engineer
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
CONSULTING ENGINEER: Craven, Lohnes & Culver

WIMA-TV *

LICENSEE: Northwestern Ohio Broadcasting Corp.
ADDRESS: 223 N. Main St. PHONE: 3-2660
AM AFFILIATE: WIMA FM AFFILIATE: WIMA-FM
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George E. Hamilton, 50%: Rob W. Mack, 42.7%: F. E. Mack, 7.3% stockholders.
* BEGINS OPERATION: Summer 1953 (CP granted Dec. 4, 1952)
NATIONAL REPRESENTATIVE: Wodi Television
CHANNEL: 35 (596-602 mc)
TRANSMITTER ADDRESS: Cook Tower
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 91 kw Audible, 50 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 330 ft. Above ground, 344 ft.
STUDIO ADDRESS: Cook Tower
MAKE OF CAMERA CHAINS: DuMont
TYPE OF OPERATION: Local and network live, local film.
STUDIO FACILITIES: Two studios (20x35 ft.) Two DuMont studio cameras.
EXECUTIVES:
G. E. Hamilton, President
R. W. Mack, General Manager
WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler
CONSULTING ENGINEER: George C. Davis

Page 180 • 1953 TELECASTING Yearbook
Ohio Television Stations

Assillon—

WMAC-TV *

LICENSEE: Midwest TV Company
DRESS: 500 Security Bldg., Toledo, Ohio  PHONE: Main 1255
NCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Edward Lamb Enterprises, which owns and operates WIKK and WICU (TV) Erie, Pa.; WTVN (TV) Columbus, Ohio; WOOD and WERT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla., and WMAC-TV Massillon, Ohio. Mr. Lamb is also publisher of Erie Dispatch. Sale of WTVN to Radio Cincinnati Inc. (WKRC-AM-FM-TV Cincinnati) pending FCC approval.
EGINS OPERATION: April 1952 (CP granted Sept. 4, 1952)
ANNEL: 23 (524-530 mc)
TRANSMITTER ADDRESS: Butler Bridge
MAKE OF TRANSMITTER: DuMont
ACTIVE RADIATED POWERS: Visual, 99 kw  Aural, 50 kw
KE OF ANTENNA: GE
TEANO HEIGHT: Above average terrain, 430 ft. Above ground, 524 ft.
STUDIO ADDRESS: Butler Bridge
PE OF OPERATION: Local and network live, local and network film, kinescopes.
EXECUTIVES: Edward Lamb, President
James Bushman, General Manager
SHINGTON ATTORNEY: Fly, Shoebruk & Blume
SULTING ENGINEER: McIntosh & Inglis

Sandusky—

WLEC-TV *

LICENSEE: Lake Erie Broadcasting Co.
DRESS: Cleveland Rd. at Huntington Ave.
AM AFFILIATE: WLEC
NCIPAL STOCKHOLDERS AND OTHER INTERESTS: President and General Manager E. Heiser (22.8%); Vice President and Assistant Manager Jay E. Wagner Jr. (4%).
EGINS OPERATION: Dec. 1 (CP granted Jan. 23, 1953)
ANNEL: 42 (638-644 mc)
TRANSMITTER ADDRESS: Cleveland Highway and Huntington Ave.
KE OF TRANSMITTER: GE
ACTIVE RADIATED POWERS: Visual, 18.2 kw  Aural, 9.1 kw
TE OF ANTENNA: GE
TEANO HEIGHT: Above average terrain, 265 ft. Above ground, 340 ft.
STUDIO ADDRESS: Cleveland Highway and Huntington Ave.
SHINGTON ATTORNEY: Dow, Lohnes & Albertson
SULTING ENGINEER: George C. Davis

Toledo—

WSPD-TV

LICENSEE: Storer Broadcasting Co.
DRESS: 136 Huron St.  ZONE: 4  PHONE: Adams 3175
AM AFFILIATE: WSPD  FM AFFILIATE: WSPD-FM
NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

BEGAN OPERATION: July 1948
NATIONAL REPRESENTATIVE: The Katz Agency Inc.
CHANNEL: 13 (210-216 mc)
TRANSMITTER ADDRESS: 1178 Superior St.
MAKE OF TRANSMITTER: RCA  MODEL NO.: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 24.5 kw  Aural, 12.3 kw
MAKE OF ANTENNA: RCA  TYPE: TF-6A, 6-Bay Supertwistile
ANTEANO HEIGHT: Above average terrain, 524 ft. Above ground, 555 ft.
OURS OF OPERATION: 8:45 a.m.-midnight
STUDIO ADDRESS: 136 Huron St.
MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: TK-20A
PE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: UP and INS
STUDIO FACILITIES: One studio (46x43.5x17.5 ft.). Two studio cameras. Two field cameras interchangeable. One Trans-Lux rear screen projector. One RCA TK-20A film camera. One RCA TP-16C 16mm film projector. Two Gaede slide projectors (2x2-in.). Mobile unit with two cameras; lenses (90mm, 50mm, 135mm, 200mm, 15", 25"); microwave relay equipment and power supply.
EXECUTIVES: George B. Storer, President
Allen L. Haid, Vice President & Managing Director
Westford F. Shannon, Commercial Manager
Lester A. Done, Program Director
William Stringfellow, Chief Engineer
Elaine Phillips, Film Buyer
William Ashworth, Merchandise Director
RATE INFORMATION: Class A hour rate—$700. Minute spot—$140. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 8, Sept. 1, 1952.)
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

Warren—

WHHH-TV *

LICENSEE: Warren Tribune Radio Station Inc.
ADDRESS: 108 Main St.  PHONE: 2212-9
AM AFFILIATE: WHHH
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock in licensee is owned by The Tribune Co., publisher of Warren Tribune-Chronicle.
BEGINS OPERATION: Unknown (CP granted Nov. 6, 1952).
CHANNEL: 67 (788-794 mc)
TRANSMITTER ADDRESS: Youngstown & Ridge Rds.
MAKE OF TRANSMITTER: GE  MODEL NO.: TT-25A
EFFECTIVE RADIATED POWERS: Visual, 80 kw  Aural, 43 kw
MAKE OF ANTENNA: GE  TYPE: TY-22B
ANTEANO HEIGHT: Above average terrain, 510 ft. Above ground, 514 ft.
STUDIO ADDRESS: Youngstown & Ridge Rds.
EXECUTIVES: Helen Hart Hurlibert, President
Carl J. Raymond, General Manager
WASHINGTON ATTORNEY: Miller & Schroeder
SULTING ENGINEER: John Creutz

1953 Telecasting Yearbook  Page 181

www.americanradiohistory.com
OHIO TV STATIONS

Youngstown—

WFMJ-TV

LICENSEE: Vindicator Publishing Co.

ADDRESS: Vindicator Square PHONE: 3-4121

AM AFFILIATE: WFMJ FM: WFMJ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Youngstown Vindicator.

BEGAN OPERATION: Feb. 18, 1953

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 73 (824-830 mc)

TRANSMITTER ADDRESS: Mabel Ave.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 175 kw Aural, 89 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 960 ft. Above ground, 1,000 ft.

STUDIO ADDRESS: 101 W. Boardman St.

MAKE OF CAMERA CHAINS: RCA

EXECUTIVES:

William F. Maag Jr., President and General Manager
Len C. Niesman, Sales Manager

RATE INFORMATION: Class A hour rate—$300. Minute spot—$40. Frequency counts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Jan. 1, 1953.)

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: James C. McNary
OHIO TV STATIONS

Youngstown—(Continued)

WKBN-TV

TIME: WKBN Broadcasting Corp.

ADDRESS: 3930 Sunset Blvd. PHONE: 2-1145

AFFILIATE: WKBN FM AFFILIATE: WKBN-FM

NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Warren P. Williamson Jr., 60% owner; Forest City Publishing Co. (Cleveland Plain Dealer and News), 40%. Forest City Publishing Co. also owns WHK-AM-FM Cleveland and WHRC-AM-FM Columbus, Ohio.

PIONEER OPERATION: Jan. 11, 1953

TIONAL REPRESENTATIVE: Paul H. Raymer Co.

JNE: 27 (548-554 mc)

E OF TRANSMITTER: RCA MODEL NO.: TTU-10A

FECTIVE RADIATED POWERS: Visual, 15.8 kw Audial, 9.5 kw

HUE OF ANTENNA: RCA TYPE: TFU-24-8L

ENNA HEIGHT: Above average terrain, 550 ft. Above ground, 534 ft.

S OF OPERATION: 11:15 a.m.—11:15 p.m.

E OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A

YPE OF OPERATION: Local and network live, local film and kinescopes.

S SERVICE: AP and UP

JO FACILITIES: One studio 30x50 ft. and two studios 16x25 ft. Two RCA TK-11A studio cameras. One RCA TK-20B film camera. Two RCA TP-16D 16mm in projectors. One Eastman slide projector.

UTIVES:

. P. Williamson Jr., President
. L. Bowden, Station Director
. N. Brico, Production-Program Director
. N. Wilkens, Chief Engineer

CUTTING ATTORNEY: Loucks, Zias, Young & Jansky

ULTING ENGINEER: Millard M. Garrison

OADCASTING • Telecasting

First TV station
in the
30th MARKET

On Jan. 6, WKBN-TV went on the air with a test pattern to become the first television station in Youngstown, the first UHF television station in Ohio, and the sixth in the United States.

WKBN-TV began televising regular studio programs on Jan. 11, and will carry the network programs of CBS, DuMont, and ABC.

YOUNGSTOWN, OHIO

is the 30th Metropolitan Area in size in the entire United States, with a population of over one-half million.

Population: 528,498
Estimated TV sets converted to UHF: 10,000
Retail Sales: $33,904,000
Effective Buying Income: $893,055,000
E.B.I. per Capita: $1,649
E.B.I. per Family: $5,903

SOURCE: Sales Management Survey of Buying Power (Copyright 1953, further reproduction not licensed), 1950 Census of Population

WKBN-TV

CHANNEL 27

Represented by RAYMER

1953 TELECASTING Yearbook  Page 183
NOW - - -
Ohio’s NINTH largest trading area has television

CHECK (✓) The Zanesville Market
(✓) The only TV station in Southeastern Ohio
(✓) Isolated from all other major markets
(✓) City zone population of 50,000
(✓) 166,000 families in WHIZ-TV area
(✓) 550,000 population in WHIZ-TV area
(✓) 1952 retail sales of $479,000,000

(32 mile radius April 1, 1953—20 kw power)
(47 mile radius September 1, 1953—92 kw power)
National Representative—John E. Pearson TV Inc.

OHIO TV STATIONS

Youngstown—(Continued)

WUTV (TV) *

LICENSEE: Polan Industries
ADDRESS: 321 8th St., Huntington, W. Va. PHONE: 2-0301
* BEGINS OPERATION: July, 1953 (CP granted Sept. 25, 1952)
CHANNEL: 21 (512-518 mc)
TRANSMITTER ADDRESS: Gibson St.
MAKE OF TRANSMITTER: RCA MODEL: 12 kw
EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 100 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 550 ft.
MAKE OF CAMERA CHAINS: GE
TYPE OF OPERATION: Local and network live, local and network film, kinesc
STUDIO FACILITIES: One studio 26-x-44 ft.; one small studio. Two studio cam. Two G.E. synchrolite 16mm film projectors. One slide projector. One open projector.
EXECUTIVES:
Theodore M. Nelson, General Manager Polan Industries TV Division
WASHINGTON ATTORNEY: McKenney & Wilkinson
CONSULTING ENGINEER: A. D. Ring & Assoc.

Zanesville—

WHIZ-TV *

LICENSEE: Southeastern Ohio Television System
ADDRESS: Lind Arcade Bldg. PHONE: 2-5431
AM AFFILIATE: WHIZ
* BEGINS OPERATION: April 1953 (CP granted Dec. 10, 1952)
NATIONAL REPRESENTATIVE: Pearson Television Inc.
CHANNEL: 50 (686-692 mc)
TRANSMITTER ADDRESS: Downard Rd.
MAKE OF TRANSMITTER: DuMont MODEL NO.: 15000
EFFECTIVE RADIATED POWERS: Visual, 92.1 kw Aural, 52.1 kw
MAKE OF ANTENNA: RCA TYPE: TFU-24BH

Page 184 • 1953 TELECASTING Yearbook

Broadcasting • Telecast
OHIO TV STATIONS

WHIZ-TV (Continued)

TENNA HEIGHT: Above average terrain, 535 ft. Above ground, 497 ft.

STUDIO ADDRESS: Downward Rd. HOURS OF OPERATION: 3 p.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film and kinescopes.

WS SERVICE: UP

TURNTABLE SERVICE: Standard


EXECUTIVES:
Clay Littick, President
Vernon A. Nolte, General Manager
Nahe Miller, Commercial Manager
Robert D. Moline, Program Director
William A. Hunt, Chief Engineer
Milan A. Mooney, Film Buyer (815 Film Bldg., Cleveland, Ohio)

UTE INFORMATION: Class A hour rate—$150 (film). Minute spot—$30 (film).

Frequency discounts start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1.)

ASHINGTON ATTORNEY: Dow, Lohnes & Albertson

INSULTING ENGINEER: Craven, Lohnes & Culver

OKLAHOMA TV STATIONS

awton—

KSWO-TV *

STATION: Oklahoma Quality Broadcasting Co.

ADDRESS: P. O. Box 699 PHONE: 1380

A AFFILIATE: KSWO

IN aL STOCKHOLDERS AND OTHER INTERESTS: Partners: R. H. Drewry (50%), 45% owner of KRHD Duncan, Okla.; T. R. Workentin (16%), 14% owner of KRHD; R. P. Scott (16%), 14% owner of KRHD; and Dr. G. G. Dawning, M.D. (4%), 3% owner of KRHD.

BEGINs OPERATION: March 1953. (CP granted Dec. 4, 1952.)

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

CHANNEL: 7 (714-1800 mc)

ANSWITTER ADDRESS: East of Lawton

MAKE OF TRANSMITTER: RCA MODEL: TT-2AH

NCTIVE RADIATED POWERS: Visual, 10 kw Aural, 5 kw

KE OF ANTENNA: RCA TYPE: 6-BAY

TENNA HEIGHT: Above average terrain, 540 ft. Above ground, 525 ft.

STUDIO ADDRESS: East of Lawton HOURS OF OPERATION: 6 a.m. to 11:30 p.m.

KE OF CAMERA CHAINS: RCA


UM LIBRARY: United TV Programs NEWS SERVICES: UP

RARY SERVICE: Standard

STUDIO FACILITIES: Studio 20x40 ft. RCA camera. Two RCA 16mm film projectors. One automatic slide projector. One Gray Telep Jr. opaque projector. Two motion picture cameras.

EXECUTIVES:
R. H. Drewry, Principal Partner
Paul N. Goddard, General Manager & Film Buyer
L. W. Ozier, Commercial Manager
Henry Mathias, Program Director
William Buford, Chief Engineer
William Evans, Film Director
William McDermid, News Director

ETE SUMMARY: Class A hour rate—$150. Minute rate—$20. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 1, Feb. 1, 1953.)

ASHINGTON ATTORNEY: Lyon, Wilner & Bergson

R DCASTING • Telecasting

B GGER

ratings on its second-run than in its original first run!

. . . when man bites dog, that's news. And it's even bigger news when a TV film series scores a bigger rating in its second run than it did in its original network playing.

That's the sensational BIG TOWN story. Running on CBS, it's almost constantly in the "top ten." But in Los Angeles, second-run ratings have actually run as much as 10 points ahead of the network rating!

NO WONDER EVERYONE'S BUYING

HEART OF THE CITY

It's BIG TOWN all dressed up with a new title! 78 brilliant half-hour adventure dramas available . . . featuring Crime-busting reporter, Steve Wilson, aided by his Girl Friday, Lorelei, on a personal crusade against the evils of "Big Town." A thrill-a-minute! Contact UTP now for full details!

Another Great UTP Show that Combines SHOWMANSHIP with SALESMAKNISHIP!

NEW YORK
444 Madison Avenue

CHICAGO
350 North Michigan

HOLLYWOOD
140 North La Brea

1953 TELECASTING Yearbook • Page 185
Oklahoma City—

**WKY-TV**

**LICENSEE:** WKY Radiophone Co.

**ADDRESS:** P.O. Box 8668, Britton Station  ZONE: 14  PHONE: 88-2161

**AM AFFILIATE:** WKY

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee owned by Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman and Times and former Stockman. E. K. Gaylord is president of Oklahoma Publishing Co.

**BEGAN OPERATION:** June 6, 1949

**NATIONAL REPRESENTATIVE:** The Katz Agency

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

**TRANSMITTER ADDRESS:** 500 E. Britton Road

**MAKE OF TRANSMITTER:** RCA  MODEL NO.: TT-SA

**EFFECTIVE RADIATED POWERS:** Visual, 16.9 kw  Aural, 8.5 kw

**MAKE OF ANTENNA:** RCA  TYPE: TF-SA, S-Bay Superturnstile.

**ANTENNA HEIGHT:** Above average terrain, 935 ft. Above ground, 968 ft.

**STUDIO ADDRESS:** 500 E. Britton Road.

**HOURS OF OPERATION:** 7 a.m.-midnight; noon-12:30 a.m. (Sat.)

10 a.m.-12:30 a.m. (Sun.)

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

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

**NEWS SERVICE:** UP, and Fox Movietone

**STUDIO FACILITIES:** Two studios 38x58 ft. seating 200. Seven interchangeable field studio cameras. Rear screen projector. Two RCA 16mm film cameras; four RCA 16mm film projectors; four slide projectors. One Aequion, one Bolax and one Cine Special motion picture camera. Film processing unit. Mobile unit with three cameras, microwave relay equipment.

**EXECUTIVES:**

E. K. Gaylord, President

P. A. Sugg, Manager

Hoyt Andrews, Asst. Station Manager

Eugene B. Dodson, Adm. Asst.

Robert Olson, Program Director

H. J. Lovell, Chief Engineer

Keith Mathers, Asst. Program Manager

Roy Scales, Public Relations Manager

Robert Doty, Production Supervisor

Billy Nicks, Stage Manager

Robert Hayward, Asst. Chief Engineer—TV

**RADIO INFORMATION:** Class A hour rate—$550. Minute spot—$110. Frequency discounts start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, May 1, 1952.)

**WASHINGTON ATTORNEY:** Pierson & Ball

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

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Tulsa—

**KOTV (TV)**

**LICENSEE:** Weather-Alvarez Inc.

**ADDRESS:** 302 S. Frankfort  PHONE: 2-9233

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** J. D. Weather Jr. (25%); Mast Weather (25%); and Helen Alvarez (50%). Purchase of KFMB-AM-FM-TV San Die by Mr. Weather and Mrs. Alvarez awaits FCC approval.

**BEGAN OPERATION:** Nov. 30, 1949

**NATIONAL REPRESENTATIVE:** Edward Petry & Co.

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

**TRANSMITTER ADDRESS:** Nat'l. Bank of Tulsa Bldg.

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

**EFFECTIVE RADIATED POWERS:** Visual, 16.6 kw  Aural, 8.3 kw

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

**ANTENNA HEIGHT:** Above average terrain, 490 ft. Above ground, 440 ft.

**STUDIO ADDRESS:** 302 S. Frankfort  HOURS OF OPERATION: 7 a.m.-midnight

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

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

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

**MUSIC LIBRARY SERVICE:** World

**STUDIO FACILITIES:** Studio—110x50 ft. and two kitchens. Two RCA (TK-30) studio cameras; two interchangeable field cameras. Booth rear screen projector. Two RCA (TK-20) film cameras; two film projectors. Two Sabretreadle Jr. projectors & 2x2-in. slides. One opaque projector for 3x4-in. cards. Aequion motion picture camera. Mobile unit with two cameras; lens: 20° and 14°; microwave relay equipment.

**EXECUTIVES:**

J. D. Weather Jr., Co-Owner & President

Helen Alvarez, Co-Owner & General Manager

John B. Hill, Commercial Manager

Don Thompson, Program Director & Film Buyer

George G. Jacobs, Chief Engineer

Robert Freedland, Asst. to General Manager

Leo Howard, Sales Manager

**RADIO INFORMATION:** Class A hour rate—$500. Minute spot—$100. Participatorio per spot—$100. Frequency discounts 5% to 15%. (From Rate Card No. 5, Dec. 1, 1951)

**WASHINGTON ATTORNEY:** Welch, Mott & Morgan

**CONSULTING ENGINEER:** George C. Davis

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Page 186 • 1953 Telecasting Yearbook
WKY
OKLAHOMA’S
1ST
RADIO STATION
SERVING OKLAHOMA FOR 31 YEARS

MORE LISTENERS DAY AND NIGHT THAN ANY OTHER OKLAHOMA CITY RADIO STATION

336,280*
* Figures from latest BIA Audience Report

daytime families

142,190*
more families than the next closest station

292,120*
nighttime families

113,940*
more families than the next closest station

WKY-TV
OKLAHOMA’S
1ST TELEVISION STATION

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.

WKY AM 930 KC — NBC
TV CHANNEL 4
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.

1953 TELECASTING Yearbook • Page 187

www.americanradiohistory.com
When I started to tell him about the STATION-STARTER PLAN he said "You're kidding. Who ever heard of a new TV station making money on programming?"

So I laid the details out cold. How you get nine TV film series at one rock-bottom price. How you can sell them over and over. How there are no restrictions on their use. Naturally he was interested. So I let him have the clincher...how the price stays the same no matter how high his rates go. No escalator clauses, no extras. Sure he bought it. Jumped at it, in fact!

Consolidated Television Sales
distributors of film for Television

HOLLYWOOD, NO. 9-6369
NEW YORK, N.Y. 6-7543
CHICAGO, I1. 2-5231

<table>
<thead>
<tr>
<th>OREGON TV STATIONS</th>
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<tbody>
<tr>
<td><strong>Portland</strong></td>
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<tr>
<td>KPTV (TV)</td>
</tr>
<tr>
<td>LICENSEE: Empire Call Co.</td>
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<tr>
<td>ADDRESS: 735 S.W. 20th Place  ZONE: 5  PHONE: Capitol 9921</td>
</tr>
<tr>
<td>TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)</td>
</tr>
<tr>
<td>PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is electronics company and parts manufacturer in New Rochelle, N. Y., owns WXEL (TV) Cleveland; KPTV (TV) Portland, Ore.; KDEN (TV) Denver and KCTV (TV) Kansas City. Herbert May is principal stockholder.</td>
</tr>
<tr>
<td>BEGAN OPERATION: Sept. 19, 1952</td>
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<tr>
<td>NATIONAL REPRESENTATIVE: NBC Spot Sales</td>
</tr>
<tr>
<td>CHANNEL: 27 (548-554 mc)</td>
</tr>
<tr>
<td>TRANSmitter ADDRESS: Council Crest Park</td>
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<tr>
<td>MAKE OF TRANSMITTER: RCA  MODEL: TFU-218L</td>
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<tr>
<td>EFFECTIVE RADIATED POWERS: Visual, 18 kw  Auroral, 9 kw</td>
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<tr>
<td>MAKE OF ANTENNA: RCA</td>
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<tr>
<td>ANTENNA HEIGHT: Above average terrain, 1,023 ft.  Above ground, 251 ft.</td>
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<tr>
<td>HOURS OF OPERATION: 10 a.m.-Midnight</td>
</tr>
<tr>
<td>STUDIO ADDRESS: 735 S.W. 20th Place</td>
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<tr>
<td>MAKE OF CAMERA CHAINS: RCA</td>
</tr>
<tr>
<td>TYPE OF OPERATION: Local and network live, local and network film, kinescopes.</td>
</tr>
<tr>
<td>EXECUTIVES: Herbert Mayer, President &amp; General Manager  Charles White, Assistant Commercial Manager  Eugene S. Regle, Program Director  Russell Olsen, Chief Engineer &amp; Acting Manager  Frank Opara, Production Co-ordinator &amp; Film Director</td>
</tr>
<tr>
<td>RATE INFORMATION: Class A hour rate—$350. Minute spot—$75. Frequency discounts up to 20%. (From Rate Card No. 2, Feb. 1, 1953.)</td>
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<tr>
<td>WASHINGTON ATTORNEY: Lyon, Wilner &amp; Bergson</td>
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<tr>
<td>CONSULTING ENGINEER: Benjamin Adler</td>
</tr>
</tbody>
</table>

| Salem— |

KPTV (TV)

| LICENSEE: Lawrence A. Harvey |
| ADDRESS: 19,200 South Western Ave., Los Angeles, Calif. |
| PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Lawrence A. Harvey, sole owner; executive vice president and 33 1/3% owner of Harvey Machine Co. (mfrs. of aluminum extrusions); Los Angeles, owner of various real estate and applicant for new TV station in Los Angeles. |
| * BEGINS OPERATION: July, 1953 (CP granted Jan. 29, 1953) |
| CHANNEL: 24 (530-536 mc) |
| TRANSmitter ADDRESS: Atona Eola Hills |
| MAKE OF TRANSMITTER: RCA |
| EFFECTIVE RADIATED POWERS: Visual, 104.7 kw  Auroral, 56.53 kw |
| MAKE OF ANTENNA: RCA |
| ANTENNA HEIGHT: Above average terrain, 995 ft.  Above ground, 223 ft. |
| ATTORNEY: Prichard & Brenner (Beverly Hills, Calif.) |
| CONSULTING ENGINEER: Harry R. Lubcke (Hollywood, Calif.) |

Page 188 • 1953 TELECASTING Yearbook
KPTV
PORTLAND, OREGON

The nation's FIRST UHF station!

The great Northwest hails a new pioneer... KPTV at Portland, Oregon, America's first commercial television operation on Ultra High Frequency. Set ownership figures are soaring in the one-station Portland area, the country's newest and fastest growing TV market. Cash in on the high public interest in television's latest successful venture—one the whole nation's watching. Let KPTV's busy beaver build new sales for you in the Portland market.

KPTV
PORTLAND, OREGON
Channel 27

KCTY... another Empire Coil television station—channel 25—Kansas City, Missouri—on the air July or sooner—

Represented by NBC Spot Sales

Owned and operated by the Empire Coil Company
WE FOCUS ON
CENTRAL PENNSYLVANIA
NOT A CITY...BUT AN AREA

WE FOCUS ON
CENTRAL PENNSYLVANIA
NOT A CITY...BUT AN AREA

reaches over a million people—300,000 families. Coverage includes such cities as Altoona, Johnstown, Punxsutawney, Williamsport, Lewistown, Lock Haven, Cumberland, Maryland. And, as a bonus, Harrisburg and Pittsburgh.

sells an area—not a city. You sell all central Pennsylvania. Match your sales messages to your distribution pattern. You get results.

pours on more power than any other VHF channel in Pennsylvania—more than any station in eastern U. S. with 316,000 watts (in May).

really has connections—NBC primary interconnected. Top network entertainment from America's No. 1 television network in programs, audiences, stations and advertisers.

For more sales, best coverage, and low rate advertising, adjust your sales picture to...

VHF Channel 10 WFBG-TV

ALTOONA, PENNSYLVANIA

An NBC primary interconnected station • ABC and DuMont

Jack Snyder, Managing Director—316,000 watts—in May

National Representatives H-R Television, Incorporated

PENNSYLVANIA TELEVISION STATIONS

Altoona—

WFBG-TV*

LICENSEE: The Gable Broadcasting Co.

ADDRESS: 1320 11th Ave. PHONE: 6467

AM AFFILIATE: WFBG

TV NETWORK AFFILIATION: NBC and DuMont (Interconnected)

* BEGINS OPERATION: Early 1953

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: Wopasonock Mountain

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6EE

EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 158 kw

MAKE OF ANTENNA: GE TYPE 12-Ray superturnstile

ANTENNA HEIGHT: Above average terrain, 990 ft. Above ground, 174 ft.

STUDIO ADDRESS: Wopasonock Mountain HOURS OF OPERATION: 2 p.m.–12 p.m.

MAKE OF CAMERA CHAINS: GPL DESCRIPTION: Remote pan & tilt

TYPE OF OPERATION: Local and network live, local and network film and kinescope

FILM LIBRARY: United NEWS SERVICE: AP

LIBRARY SERVICE: World

STUDIO FACILITIES: One studio 20x30 ft. Two GPL field cameras. Bodde 1-screen projector. GE film camera; three film projectors. Two projectors for 2x2'-slides; one opaque projector for 3x4-in. cards. Three motion picture camera. Houston film processing unit.

EXECUTIVES:

George P. Gable, President
J. M. Snyder, General Manager
George R. Burgoon, Chief Engineer

RATE INFORMATION: Class A hour rate—$225. Minute spot—$40. Frequency counts start with 12 times at 5% up to 156 times at 25%. (From Rate Card No. 1, Feb. 1, 1953.)
Columnist John Crosby, discussing not electronics but end results on the screen, calls the Waring show on CBS Television "pure television." Such results come from three things: Waring imagination, CBS Television techniques, and GPL camera chains.

"The pictures move ... are a combination of light and shadow, of form and substance that catch and hold the eye."

A GPL extra in engineering accounts for much of this. Camera and operator may be moving on a boom in a 3-dimensional pattern. Yet the operator has only to concentrate on aim, while the director at the Camera Control Unit adjusts the iris for light and shadow.

"The cameras seem to roam at will on that show with a fluidity and grace almost never found in the movies."

That fluidity is engineered into GPL cameras. Dual focus knobs, push-button lens change with automatic focus adjustment, precision pan and tilt motions—all these enable camera men and directors to capture the full scope of a show. Fantasy or stark realism, sports in sunlight or drama in stage shadows ... GPL cameras put top quality pictures into the line.

Whatever your type of operation, whether you need one chain or six, investigate these cameras designed for modern television. Rugged but lightweight, they are easily interchangeable between studio and field. Circuit design guarantees consistent high quality.

Station owners like their economy; camera crews like their velvet smoothness and operating ease; maintenance men like their long service life.

For full details, write, wire or phone

General Precision Laboratory
INCORPORATED

Pleasantville  New York
Cable address: Procab

TV Camera Chains  TV Film Chains  TV Field and Studio Equipment  Theatre TV Equipment

NEW STATION OPERATORS:
Without obligation, GPL engineers will be glad to study your entire studio needs for cameras, projectors, film chains and video recorders.

"ROADCASTING" Telecasting

1953 TELECASTING Yearbook  Page 191
Pennsylvania TV Stations

Bethlehem—

WLEV-TV *

LICENSEE: Associated Broadcasters Inc.
PHONE: 5-5311
AM AFFILIATE: WEST (Easton)  FM AFFILIATE: WEST-FM (Easton)
TV NETWORK AFFILIATION: NBC (Interconnected)
* BEGINS OPERATION: Winter 1953 (CP granted Oct. 30, 1953)
NATIONAL REPRESENTATIVE: Robert Meeker Associates
CHANNEL: 51 (692-698 mc)
TRANSMITTER ADDRESS: Savercool Ave., Fountain Hill
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 2.24 kw Aural, 2.24 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 235 ft.
STUDIO ADDRESS: Savercool Ave., Fountain Hill
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
EXECUTIVES:
Clair R. McCollough, Station Executive
Thomas R. Munan, Station Manager & Film Buyer
J. Robert Culick, General Sales Manager
J. E. Mathiot, Technical Director
WASHINGTON ATTORNEY: George O. Sutton
CONSULTING ENGINEER: James C. McNary

Easton—

WGLV (TV)*

LICENSEE: Easton Publishing Co.
ADDRESS: 30 N. Fourth Street
FM AFFILIATE: WEEX
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President-Treasurer J. L. Stockhouse, Vice President-Secretary Adele S. Fretz, Vice President Anna M. Snyder. Licensee publishes Easton Express.
* BEGINS OPERATION: Spring 1953 (CP granted Dec. 18, 1952)
NATIONAL REPRESENTATIVE: Headley-Reed Co.
CHANNEL: 57 (728-734 mc)
TRANSMITTER ADDRESS: Goffney Hill
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 125 kw Aural, 63 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 760 ft. Above ground, 167 ft.
STUDIO ADDRESS: State Hwy. 115, Easton
WASHINGTON ATTORNEY: Eliot C. Lovett
CONSULTING ENGINEER: Paul Godley Co.
Page 192 • 1953 Telecasting Yearbook
Valley (and family)

Advertisers on...

WLEV-TV
Bethlehem, Pa.
Allentown
Easton

in television

Represented by

ROBERT MEEKER ASSOCIATES
New York Chicago Los Angeles San Francisco
Erie—

WICU (TV)

LICENSEE: Dispatch Inc.

ADDRESS: 3515 State Street  PHONE: 46-371

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

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Erie Dispatch which is owned by Edward Lamb. Mr. Lamb owns WTVN (TV) Columbus, Ohio (sale to Radio Cincinnati Inc. (WRIC-TV), pending FCC approval); WYIO-AM & WRTF (FM) Toledo; WIKK and WICU (TV) Erie; WHOO-AM-FM Orlando, and WMAC-TV Massillon, Ohio.

BEGAN OPERATION: March 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: 35th & State

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 30 kw  Aural, 15 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 115 ft. Above ground, 309 ft.

STUDIO ADDRESS: 3515 State Street  HOURS OF OPERATION: 6:45 a.m.-12:15 a.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Three studios—20x40x19½ ft., 15x16x16 ft. and 31x36x19½ ft. Two DuMont studio cameras, interchangeable for field use. Three 16mm film projectors (RCA, ORP, Holmeis). Two 35mm slide projectors; one opaque projector for 11x14-in. cards.

EXECUTIVES:
Edward Lamb, President
Ben McLaughlin, General Manager
Don Boyce, Commercial Manager
Don Lick, Program Director
Mike Coop, Chief Engineer
Roger Lapase, Regional Sales Manager

RATE INFORMATION: Class A hour rate—$500. Minute spot—$90. Participation per spot—$55. (From Rate Card No. 7A, Feb. 1, 1952)

WASHINGTON ATTORNEY: Fly, Schuebuerk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

Page 194 • 1953 TELECASTING Yearbook

Harrisburg—

WHP-TV *

LICENSEE: WHP Inc.

ADDRESS: 216 Locust Street  Phone: 43211

AM AFFILIATE: WHP  FM AFFILIATE: WHP-FM

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Telegraph Press.

* BEGINS OPERATION: May (CP granted Sept. 25, 1952)

NATIONAL REPRESENTATIVE: The Bolling Co.

CHANNEL: 55 (716-722 mc)

TRANSMITTER ADDRESS: Blue Mountain

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 240 kw  Aural, 120 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 920 ft. Above ground, 160 ft.

STUDIO ADDRESS: 216 Locust Street

HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local film.

LIBRARY SERVICES: Standard

STUDIO FACILITIES: One studio 43x54 ft., one studio 15x19 ft. Four studio camera* (interchangeable); Translux rear screen projector. One film camera; two film projectors; one slide projector. Mobile unit planned.

EXECUTIVES:
A. K. Redmond, General Manager & Commercial Manager
Dick Redmond, Program Director & Film Buyer
Beatrice Potthiger, Sales Service Director
E. Dan Leibensperger, Chief Engineer
John Price and Russ Brinkley, News Editors

RATE INFORMATION: Class A hour rate—$250. Minute spot—$50.

WASHINGTON ATTORNEY: Dow, Lehnes & Albertson

CONSULTING ENGINEER: George C. Davis

WTPA (TV) *

LICENSEE: Harrisburg Broadcasters Inc.

ADDRESS: 516 Northampton St., Easton


* BEGINS OPERATION: Unknown (CP granted Dec. 31, 1952)

CHANNEL: 71 (812-818 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 220 kw  Aural, 110 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 990 ft. Above ground, 439 ft.

STUDIO ADDRESS: 911 Market Street

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Craven, Lohnes & Culver

Page 195 • 1953 TELECASTING Yearbook

BROADCASTING • Telecasting
HARRISBURG, PENNSYLVANIA | CBS Television Affiliate
Represented by the Balling Co.

1953 Telecating Yearbook • Page 195

PHILADELPHIA TV STATIONS

*LICENSEE: Rivall Realty Co.

ADDRESS: 502 1st Nat'l. Bank Bldg.

AM AFFILIATE: WARD

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principals include: President-Treasurer Walter M. Thomas (12.5%), owner of 50% of Laurel Theatre and 33% of Roxy Theatre, both in Johnstown, and Secretary Margaret E. Gurtland (57.5%) owner of 50% Laurel Theatre, and 33% of Roxy Theatre and 50% of First National Bank Bldg., Johnstown.

* BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 56 (172-178 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 91 kw Aural, 46 kw

BROADCASTING • Telecasting

Want to be a successful TV advertiser? Well, make a note of this. You've got to be seen in the right company to be tops in television today. Get the insurance of an already established audience for your sales message on WHP-TV.

Your sales story needs the most effective programming you can find. WHP-TV has the showmanship and the experience. You'll profit with CBS's best, supplemented with leading local personalities. The stability gained through the 29 years service to Harrisburg clinches WHP-TV as the best buy in town and in South Central Pennsylvania. The same audience loyalty and management enthusiasm prevails in television. Results are inevitable.

And what power! WHP-TV starts in April with 253,000 watts. It serves Harrisburg and South Central Pennsylvania... top quality market in the state... highest per capita income... with retail sales 192% of average. Remember, Harrisburg can't be covered or sold successfully from the outside.

So if you're interested in growing good will and sales, the long experience of WHP management assures both for you. It's the most promotionally-minded, community-conscious station in Harrisburg. It's your best buy.

WHP-TV

Channel 55

253,000 Watts

HARRISBURG, PENNSYLVANIA | CBS Television Affiliate

Represented by the Balling Co.

1953 Telecating Yearbook • Page 195

PENNSYLVANIA TV STATIONS

*LICENSEE: Hazleton Television Corp.

ADDRESS: 708 Hazleton Nat'l. Bank Bldg. PHONE: 5400

AM AFFILIATE: WAZL FM AFFILIATE: WAZL-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principals include President Victor C. Diehm (25%) general manager WAZL Hazleton, Vice President Hilda M. Deisroth (25%), Vice President E. H. Whitney (25%) and George M. Chismell.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: Meeker TV Inc.

CHANNEL 63: (764-770 mc)

TRANSMITTER ADDRESS: 615 E. Berner Avenue

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 98 kw. Aural 52 kw.

ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 410 ft.

ADDRESS: 708 Hazleton Nat'l. Bank Bldg.

EXECUTIVES:
Victor C. Diehm, President, General Manager & Commercial Manager
Bill Graham, Program Director
Elwood Tito, Chief Engineer

Johnstown—

WARD-TV *

*BROADCASTING • Telecating

*LICENSEE: Hazleton Television Corp.

ADDRESS: 708 Hazleton Nat'l. Bank Bldg. PHONE: 5400

AM AFFILIATE: WAZL FM AFFILIATE: WAZL-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principals include: President-Treasurer Victor C. Diehm (25%) general manager WAZL Hazleton, Vice President Hilda M. Deisroth (25%), Vice President E. H. Whitney (25%) and George M. Chismell.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: Meeker TV Inc.

CHANNEL 63: (764-770 mc)

TRANSMITTER ADDRESS: 615 E. Berner Avenue

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 98 kw. Aural 52 kw.

ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 410 ft.

ADDRESS: 708 Hazleton Nat'l. Bank Bldg.

EXECUTIVES:
Victor C. Diehm, President, General Manager & Commercial Manager
Bill Graham, Program Director
Elwood Tito, Chief Engineer

Johnstown—

WARD-TV *

*LICENSEE: Hazleton Television Corp.

ADDRESS: 708 Hazleton Nat'l. Bank Bldg. PHONE: 5400

AM AFFILIATE: WAZL FM AFFILIATE: WAZL-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principals include: President-Treasurer Victor C. Diehm (25%) general manager WAZL Hazleton, Vice President Hilda M. Deisroth (25%), Vice President E. H. Whitney (25%) and George M. Chismell.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: Meeker TV Inc.

CHANNEL 63: (764-770 mc)

TRANSMITTER ADDRESS: 615 E. Berner Avenue

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 98 kw. Aural 52 kw.

ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 410 ft.


**PENNSYLVANIA TV STATIONS**

**Johnstown**—(Continued)

**WJAC-TV**

LICENSEE: WJAC Inc.

ADDRESS: 329 Main Street  PHONE: 5-8251

AM AFFILIATE: WJAC  FM AFFILIATE: WJAC-FM

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

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Johnstown Tribune-Publishing Co.

BEGIN OPERATION: September 15, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Laurelheight Mt.

MAKE OF TRANSMITTER: RCA  MODEL NO.: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 70 kw  Aural, 35 kw

MAKE OF ANTENNA: RCA  TYPE: 4-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 1,120 ft. Above ground, 170 ft.

HOURS OF OPERATION 9:45 a.m. - 1:00 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Network live, local film, network film, kinescapes.

FILM LIBRARY: Snader  NEWS SERVICE: UP and Movietone

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two RCA film cameras; two RCA 16mm film projectors; two 16mm Silecostudios.

EXECUTIVES:

Walter W. Krebs, President
Alvin D. Schrott, General Manager
John H. Hopburn, Commercial Manager
Frank P. Cummins, Program Director
Neblin L. Straub, Director of Technical Operation
Theodore E. Campbell, Chief Engineer

RATE INFORMATION: Class A hour rate—$550 film. Minute spot—$90 film. (From Rate Card No. 6, May 1, 1952)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: James C. McNary

**WJAC-TV**

**CHANNEL 6**

70 KW VISUAL  35 KW AURAL

Represented by THE KATZ AGENCY, Inc.

Serving Millions From Atop the Alleghenies

Page 196 • 1953 TELECASTING Yearbook

**POPULATION**  • 3,503,200

**1951 RETAIL SALES**  • $3,377,035,000

Metropolitan coverage ... but not metropolitan rates. Here's a big chance for covering all of Southwestern Pennsylvania with one television station. Study this map ... make inquiries in the market ... in the end you'll turn for best coverage to—

*Taken from set count figures in Broadcasting Sept. 29, 1952.*
WORKSHOP is proud to announce its new UHF antenna

the ultimate in—

SIMPLICITY
RUGGEDNESS
RELIABILITY

Simplicity—because the radiating and structural portions are coincidental. Cross sectional view at lower left clearly illustrates its clean cut revolutionary design.

Ruggedness & Reliability—come from complete elimination of small, delicate connectors and breakable insulators. Antenna breakdowns are virtually impossible.

High Gain of 11 db over a tuned dipole for the 12 wavelength model. Power gain of 14.

Perfect Circularity—maximum variations of less than 0.5 db from mean value in horizontal pattern.

Vertical Pattern . . . 4.2° . . . VSWR less than 1.1 to 1 with best match at video carrier frequency . . . will handle 50 KW power . . . and a host of other features.

This is only part of the story on this new development. Specifications indicate its unusually high performance and operating dependability. Write or call for complete information.

Cross-sectional view showing the four vertical tubes that form the radiating system. These tubes are actually slats and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.

WORKSHOP ASSOCIATES DIVISION
THE GABRIEL COMPANY
Endicott Street • Norwood, Mass.

DESIGNERS AND MANUFACTURERS OF A COMPLETE LINE OF MICROWAVE ANTENNAS

1953 TELECASTING Yearbook • Page 197
PENNSYLVANIA TV STATIONS

Lancaster—

WGAL-TV

LICENSEE: WGAL Inc.

ADDRESS: 24 S. Queen Street PHONE: 5246

AM AFFILIATE: WGAL FM AFFILIATE: WGAL-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (all interconnected)


BEGAN OPERATION: June 1, 1949

NATIONAL REPRESENTATIVE: Moeker TV Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 8 W. King Street

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 7.2 kw Aural, 3.6 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 270 ft. Above ground, 321 ft.

STUDIO ADDRESS: 24 S. Queen St. HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP and INS Telenews

EXECUTIVES:
Clair R. McCollough, President
Harold E. Miller, Station Manager
J. Robert Galich, General Sales Manager
Paul Rodinhauser, Program Director
J. E. Mathiot, Technical Director
Harold E. Miller, Film Buyer

RATE INFORMATION: Class A Hour rate—$550. Minute rate—$90. (From Rate Card No. 6, March 1, 1952)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

Page 198 • 1953 TELECASTING Yearbook
BIGGER AND BETTER BUSINESS AT THE SAME OLD STAND

WGAL-TV
Lancaster, Pa.

NOW ON
CHANNEL 8

WGAL-TV's rich Pennsylvania Market includes these important metropolitan areas:

Harrisburg  Reading
Lancaster    York
Lebanon

Represented by

ROBERT MEEKER ASSOCIATES
New York  Chicago  Los Angeles  San Francisco

A Steinman Station
Jair R. McCollough, Pres.
New Castle—

**WKST-TV**

**LICENSEE:** WKST Inc.

**ADDRESS:** Cathedral Bldg., E. Lincoln Avenue

**AM AFFILIATE:** WKST

**PRINCIPAL STOCKHOLDERS & OTHER INTERESTS:** President and Treasurer S. W. Townsend (41%), Vice President Wanda E. Townsend (27%) are principals.

* BEGINS OPERATION: Unknown (CP granted Sept. 4, 1952)

**TRANSMITTER ADDRESS:** Savannah Center Church & Old Pittsburgh Roads

**NATIONAL REPRESENTATIVE:** Meeker TV Inc.

**CHANNEL:** 45 (656-662 mc)

**MAKE OF TRANSMITTER:** RCA

**EFFECTIVE RADIATED POWERS:** Visual, 20.5 kw Aural, 10.5 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above average terrain, 365 ft. Above ground 218 ft.

**EXECUTIVES:**

S. W. Townsend, President
A. W. Graham, Manager

**RATE INFORMATION:** Class A Hour rate—$200. Minute rate—$30. Frequency discounts—Begin with 26 times at 5% up to 312 times at 30%. (From Rate Card No. 1, Nov. 1, 1952)

**WASHINGTON ATTORNEY:** Pierson & Ball

**CONSULTING ENGINEER:** Millard M. Garrison

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Philadelphia—

**WCAU-TV**

**LICENSEE:** WCAU Inc.

**ADDRESS:** City Line & Monument Aves. ZONE: 31 PHONE: Greenwood 7-8308

**AM AFFILIATE:** WCAU FM AFFILIATE: WCAU-FM

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

**PRINCIPAL STOCKHOLDERS & OTHER INTERESTS:** Licensee owned by the Bulletin Co., publisher of the Philadelphia Bulletin.

**BEGAN OPERATION:** May 1948

**NATIONAL REPRESENTATIVE:** CBS Television Spot Sales

**CHANNEL:** 10 (192-198 mc)

**TRANSMITTER ADDRESS:** 12 South 12th St.

**MAKE OF TRANSMITTER:** RCA MODEL NO.: TF-68, 6-Bay Superturnstile

**EFFECTIVE RADIATED POWERS:** Visual, 25 kw Aural, 14 kw

**MAKE OF ANTENNA:** RCA TYPE: TK-30A

**ANTENNA HEIGHT:** Above average terrain, 670 ft. Above ground 737 ft.

**MAKE OF CAMERA CHAINS:** RCA

**TYPE OF OPERATION:** Local and network live, local and network film, kinescope

**NEWS SERVICE:** AP, UP and INS

**STUDIO FACILITIES:** Three studios 60x80 ft., one with seating capacity of 250; or studio 30x32 ft. Fourteen interchangeable RCA cameras for studio/field use. Four RCA 16mm film projectors. Four 35mm slide projectors; one opaque project for 4x5-in. cards. One Trans-Lux rear screen projector; one custom-built scanner. One Kodak and three B&H motion picture cameras. Houston film processing unit RCA mobile unit with three cameras, complete lens complement, Zoomar; the microwave relay units and power supply.

**EXECUTIVES:**

Donald W. Tharnburgh, President & General Manager
Charles Vanda, Vice President in Charge of TV
John L. McClay, Asst. General Manager of TV
Robert McGreedy, Commercial Manager
J. G. Litch, Chief Engineer
Richard A. Schlegel, Operations Manager

**RATE INFORMATION:** Class A Hour rate—$1500. Minute spot—$300. Participation spot—$135. Rehearsals—$25 net per half-hour. Frequency discounts start with 26-times at 5% up to 32-times at 10%. (From Rate Card No. 7, Sept. 15, 1951)

**WASHINGTON ATTORNEY:** Pierson & Ball

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**WFIL-TV**

**LICENSEE:** Triangle Publications Inc.

**ADDRESS:** 46th & Market Streets ZONE: 39 PHONE: Evergreen 2-4700

**AM AFFILIATE:** WFIL FM AFFILIATE: WFIL-FM

**TV NETWORK AFFILIATION:** ABC and DuMont

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is publisher of Philadelphia Inquirer, Walter H. Annenberg and family principal stockholders. Walter H. Annenberg is also the publisher of magazine Seventeen and other publications.

**BEGAN OPERATION:** Sept. 13 1947

**NATIONAL REPRESENTATIVE:** The Kate Agency

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**BROADCASTING • TELECASTING**

RUNS MORE

TELEVISION STATION ADVERTISING THAN ANY JOURNAL SERVING THE FIELD

* more Pennsylvania stations advertise with BROADCASTING • TELECASTING THAN ANY OTHER PUBLICATION

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Page 200 • 1953 TELECASTING Yearbook
WPTZ (TV)

LICENSEE: Television Broadcasting Div. of Philco Corp.

ADDRESS: 1600 Architects Building ZONE: 3 PHONE: Locust 4-5500

TV NETWORK AFFILIATION: NBC (Interconnected)


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 Street HOURS OF OPERATION: 7 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: NBC Theoreus

STUDIO FACILITIES: Four studios; one auditorium with seating for 200; two studios 30x50 ft. and one studio 22x28 ft. Two RCA studio cameras; ten RCA field cameras. Trans-Lux rear screen projector. Two RCA film cameras; two Philco 35mm and three RCA 16mm film projectors. One Philco Balopticam. Philco flying spot scanner. Mobile unit with ten image orthicon cameras; full complement of lenses, Zoomar, two microwave relay units.

EXECUTIVES:
Ernest B. Loveman, Vice President & General Manager
Rolland V. Tooke, Asst. General Manager
A. W. Dannenbaum Jr., Commercial Manager
Ernest Walling, Program Director
Raymond J. Bowley, Chief Engineer
Edward G. Murray, Film Buyer
E. Preston Stover, Operations Manager
John J. Kelly, Promotion & Publicity Manager

RATE INFORMATION: Class A hour rate—$1500. Minute spot—$300. Participation per spot—$300. Rehearsals—$25 per hour. Frequency discount—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

1953 TELECASTING Yearbook • Page 201
PENNSYLVANIA TV STATIONS

Pittsburgh—

WDTV (TV)

LICENSEE: Allen B. DuMont Labs. Inc.

ADDRESS: Chamber of Commerce Building ZONE: 19

PHONE: Express 1-1071

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

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington, D. C., and WDTV (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.

BEGAN OPERATION: January 11, 1949

NATIONAL REPRESENTATIVE: DuMont TV Network

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 4101 Griswold Street

MAKE OF TRANSMITTER: DuMont MODEL NO: Master Series

EFFECTIVE RADIATED POWERS: Visual, 16.6 kw (CP: 100 kw) Aural, 8.3 kw (CP: 50 kw)

MAKE OF ANTENNA: RCA TYPE: TP-3A

ANTENNA HEIGHT: Above average terrain, 816 ft. Above ground, 559.5 ft.

STUDIO ADDRESS: Chamber of Commerce Bldg.

HOURS OF OPERATION: Unlimited—Full time.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

LIBRARY SERVICE: Associated

STUDIO FACILITIES: One studio 48x56 ft. seating 35. Three studio cameras; three
field cameras. Two film cameras; two 16mm film projectors. One projector for
2x2-in. slides; one opaque projector for 3x4-in. cards. One DuMont scanner.
Two 16mm motion picture cameras. Mobile unit with two cameras; all lenses
up to 20" and microwave relay equipment.

EXECUTIVES:
Dr. Allan B. DuMont, President
Harold C. Lund, General Manager
George B. Bregge, Sales Director
Byron Dowty, Program Director
Raymond Rodgers, Chief Engineer
Richard Dreyfuss, Film Buyer
Paul P. Palangi, Personnel Director
Dick Fortune, Publicity Manager

RATE INFORMATION: Class A hour rate—$1200. Minute spot—$150. Frequency
discounts up to 20%. (From Rate Card No. 7, April 1, 1952)

WASHINGTON ATTORNEY: Roberts & McAnis

Page 202 • BROADCASTING • Telecasting

1953 TELECASTING Yearbook
THIS is Pittsburgh . . . Historic Gateway to the West . . . city of Industrial Miracles . . . whose value of manufactured products exceeds that of each of 37 of these United States!

If you got your A's in statistics, you already know that Pittsburgh is the nation's sixth metropolitan market. It's the buying mecca for some 6½ million people. (That's the secret behind Pittsburgh's stratospheric retail sales).

The buyway to retail sales for you is the eyeway to Pittsburgh—DuMont's WDTV—Pittsburgh's first television station.

We're distinctively aware of the exclusive franchise we have with more than a half million TV sets. It isn't easy to give our programming a local touch. But we do. And it's mighty hard to share our time fairly. But we do. WDTV pioneered around-the-clock viewing to serve and sell some 200,000 defense workers off at midnight.

In short, and in fact, WDTV is solidly welded into the social and selling structure of Pittsburgh. Tuning to Channel 2 is a pattern of our people.

We hope to keep it that way.

Chamber of Commerce Bldg. • Pittsburgh
Harold C. Lund, General Manager
PENNSYLVANIA TELEVISION STATIONS

Pittsburgh—(Continued)

WENS (TV)*

LICENSEE: Telecasting Co. of Pittsburgh

ADDRESS: 2237 Henry W. Oliver Bldg., 535 Smithfield St. ZONE: 22


* BEGINS OPERATION: July-August (CP granted Dec. 23, 1952)

CHANNEL: 16 (482-488 mc)

TRANSMITTER ADDRESS: Rue Grand Vue & Attica St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 89 kw Aural, 50 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 520 ft. Above ground, 480 ft.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Commercial Radio Equipment Co.

WKJF-TV *

LICENSEE: Agnes J. Reeves Greer, d/b Radio Station WKJF

ADDRESS: 1715 Grandview Ave. PHONE: Hubbard 1-2626

FM AFFILIATE: WKJF-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Sole owner is Agnes J. Reeves Greer, also chief owner of WAPS-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va., and WJER Dover, Ohio; president and holder of controlling interest in Greer Steel Co., Morgantown, Preston City, Coal & Coke Co., Cascade, W. Va., and West Virginia Newspaper Publishing Co. which publishes Dominion News and Post.

WTVO (TV)*

LICENSEE: Gallagher, Berry & Woodyard

ADDRESS: 5 S. Jefferson St., Dayton, O.

* BEGINS OPERATION: Unknown (CP Granted Dec. 23, 1952)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Equal partners J. Frank Gallagher treasurer and 8.1% owner of WONE Dayton (permittee of WIFE (TV) there); ST, owner of The Gallagher Drug Co., and vice president and 50% owner of Stos Gallagher Co. (Building); Loren M. Berry, vice president and 12.33% owner of WON owner of L. M. Berry & Co. Ltd., Winnipeg, Canada, president of Buckey Liquidation Co., Dayton and officer or director in various telephone companies; an Ronald B. Woodyard president and 17.87% owner of WONE.

CHANNEL: 47 (668-674 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 230 kw Aural, 120 kw

ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 390 ft.

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: John H. Mullane

Page 204 • 1953 TELECASTING Yearbook
Pennsylvania TV Stations

Reading —

WEEU-TV *

LICENSOR: Hawley Broadcasting Co.
ADDRESS: 433 Penn Street Phone: Reading 6-7335
AFFILIATE: WEEU
V NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Reading Eagle Co. owns 99% of stock (which is voted by Hawley Quier, President of licensee)
BEGIN NATION: March 1, 1953
ATIONAL REPRESENTATIVE: Headley-Reed Co.
CHANNEL: 33 (584-590 mc)
TRANSMITTER SITE: Skyline Boulevard
AKE OF TRANSMITTER: GE MODEL: TT-25A 12 kw
PECTIVE RADIA TED POWERS: Visual 277.7 kw Aural: 118.8
AKE OF ANTENNA: GE TYPE: S-8
NTENNA HEIGHT: Above average terrain 1,030 ft. Above ground 400 ft.
UDIO ADDRESS: 433 Penn Street HOURS OF OPERATION: 2 p.m.-12:30 a.m.
AKE OF CAMERA CHAINS: GE TYPE: Studio
PE OF OPERATION: Local and network live, local and network film. Kinescapes.
WS SERVICE: UP
UDIO FACILITIES: Two studios one with seating for 50 persons. Two GE cameras. Two GE film cameras. Two GE slide projectors. One GE opaque projector.
EXECUTIVES:
Hawley Quier, President
James E. Kellar, Executive Vice President
Harrison F. Flippin, Vice President
William J. Rohn, Secretary
Thomas E. Martin, General Manager
Ewart M. Binck, Director of Sales
H. George Carroll, Program Director
TE SUMMARY: Class A hour rate—$250. Minute rate—$40. Frequency discounts beginning at 13 times up to 260 times. (From Rate Card No. 1, March 1, 1953)
ASHINGTON ATTORNEY: Cohn & Marks
CONSULTING ENGINEER: Commercial Radio Equipment Co.

WHUM-TV

ENSEE: Eastern Radio Corp.
ADDRESS: Berkshire Hotel
AFFILIATE: WHUM
NETWORK AFFILIATION: CBC (Interconnected)
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President Humboldt J. Greig (32%), Jessie P. Greig (24%).
GAN OPERATION: February 17, 1953
ATIONAL REPRESENTATIVE: H-R Rebs.
CHANNEL: 16 (752-758 mc)
PECTIVE RADIA TED POWERS: Visual 261 kw Aural: 136 kw
NTENNA HEIGHT: Above average terrain 1,766 ft. Above ground 1,036 ft.
UDIO ADDRESS: Berkshire Hotel
UDIO FACILITIES: Three studio cameras. Two film cameras. Two Eastman Sincro-lite film projectors. One slide projector (3½x4-in.). One slide projector (2x2-in.). One mobile unit with two cameras.
EXECUTIVES:
Humboldt Greig, President and General Manager
Richard G. Fichthorn, Vice President
Jack Schuler, Operations Manager
Blayne Butcher, General Executive
Robert M. Reuschle, National Sales Manager
Arthur Helm, Promotion Director.
ATE INFORMATION: Class A hour rate—$300 (film). Minute spot—$60 (film). Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Oct. 1, 1952.)
ASHINGTON ATTORNEY: Arnold, Fortas & Porter
CONSULTING ENGINEER: A. Earl Cullum, Jr. (Dallas)

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1953 TELECASTING Yearbook • Page 205
PENNSYLVANIA TV STATIONS

Scranton—

WGBI-TV *

LICENSEE: Scranton Broadcasters Inc.
ADDRESS: 1000 Wyoming Avenue ZONE: 9 Phone: 2-0296
AM AFFILIATE: WGBI FM AFFILIATE: WGBI-FM
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President-Treasurer M. E. Megargee Vice President Marcella Megargee Holcomb and Secretary K. A. Megargee.
* BEGINS OPERATION: April 1953 (CP Granted Aug. 14, 1952)
NATIONAL REPRESENTATIVE: Blair TV
CHANNEL: 22 (518–554 mc)
TRANSMITTER ADDRESS: Bald Mountain
MAKE OF TRANSMITTER: GE MODEL NO: TT-25-A
EFFECTIVE RADIATED POWERS: Visual 290 kw Aural 150 kw
MAKE OF ANTENNA: GE TYPE: 25–A, 5–Boy
ANTENNA HEIGHT: Above average terrain 1,170 ft. Above ground 150 ft.
STUDIO ADDRESS: 1000 Wyoming Avenue
MAKE OF CAMERA CHAINS: GE
TYPE OF OPERATION: Local and network live, local and network film, kinescope.
STUDIO FACILITIES: Two studios. GE studio camera; film camera; two 16mm film projectors. Two slide projectors. Two motion picture cameras.
EXECUTIVES:
Mrs. M. E. Megargee, President
George D. Coleman, General Manager
R. E. McDowell, Station Manager
Frank Managhan, Program Director
K. R. Cooke, Chief Engineer
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
CONSULTING ENGINEER: George C. Davis

WTVU (TV) *

LICENSEE: Appalachian Co.
ADDRESS: 519 Mulberry St. Phone: 7-3334
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: General Partners Frank J. Collin, president, general manager and 30% owner of Wyoming Co., Scranton (coal); De' W. Mack, owner of Scranton Radio & Television Co. (radio & electronics wholesaler and Henry J. Geist, owner of Henry J. Geist & Assoc. (communications engineers consultants, New York).
* BEGINS OPERATION: April 15, 1953 (CP granted Aug. 14, 1952)
NATIONAL REPRESENTATIVE: The Bolling Co.
TRANSMITTER SITE: Television Hill
CHANNEL: 73 (624–830 mc)
MAKE OF TRANSMITTER: Federal
EFFECTIVE RADIATED POWERS: Visual, 11 kw Aural, 5.9 kw
MAKE OF ANTENNA: Workshop Assoc. TYPE: TU 73
ANTENNA HEIGHT: Above average terrain 760 ft. Above ground 160 ft.
MAKE OF CAMERA CHAINS: Federal
TYPE OF OPERATION: Local and network live, local and network film. Kinescopes.
NEWS SERVICE: INS
EXECUTIVES:
Frank J. Collin, President
Jan King, General Manager
Malcolm J. Wilson, Program Director
Charles Halle, Chief Engineer
RATE SUMMARY: Class A hour rate—$200. Minute rate—$40. (From Rate Card 1' 1, Jan. 1, 1953)
WASHINGTON ATTORNEY: Krieger & Jorgensen
CONSULTING ENGINEER: George P. Adair

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Chicago ..................... 360 N. Michigan Ave., Dearborn 2-5277
Los Angeles .................. 2978 Wilshire Blvd., Dunkirk 8-8158
San Francisco ............... 5 Third St., Garfield 1-6740
Boston ..................... 80 Boylston St., Hubbard 2-0346

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PENNSYLVANIA TELEVISION STATIONS

Wilkes-Barre— WBRE-TV

LICENSEE: Louis G. Baltimore

ADDRESS: 62 S. Franklin PHONE: 3-3101

FM AFFILIATE: WBRE FM AFFILIATE: WBRE-FM

V NETWORK AFFILIATION: CBS and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Louis G. Baltimore, sole owner.

EGAN OPERATION: January 1, 1953.

NATIONAL REPRESENTATIVE: Headley-Reed.

ANEL: 28 (554-560 mc)

TRANSMITTER ADDRESS: Wyoming Mountain

EAK OF TRANSMITTER: RCA MODEL NO: TTV-10B

EFFECIVE RADIATED POWERS: Visual, 16.5 kw Aural, 11.1 kw

EAK OF ANTEENNA: RCA TYPE: TTV-21B

NTENNIA HEIGHT: Above average terrain 1,223 ft. Above ground 420 ft.

DSIO ADDRESS: 62 S. Franklin HOURS OF OPERATION: 2:30 p.m.—11:15 p.m.

EAK OF Camera CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local and network film, kinescapes.

DSIO FACILITIES: Studios: 16x31 ft. and 14x14 ft. Two field cameras; RCA film camera; two RCA film projectors, 16mm. Slide projector for 2x2-in. slides.

EXECUTIVES:
Louis G. Baltimore, Owner-General Manager
David M. Baltimore, Station Manager
A. C. Baltimore, Commercial Manager
Franklin D. Coslett, Program Director & Film Buyer
Charles Sokoski Sr., Chief Engineer

ATE INFORMATION: Class A hour rate—$375. Minute spot—$4. Rehearsals—$25 per hour. (From Rate Card No. 1, Jan. 1, 1953)

ASHINGTON ATTORNEY: Hogan & Hartford

ULTING ENGINEER: Millard Garrison

WILK-TV *

ICENSEE: Wyoming Valley Broadcasting Co.

ADDRESS: 88 N. Franklin Street PHONE: 4-4666

FM AFFILIATE: WILK

NETWORK AFFILIATION: ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Dr. I. C. Morgan, Mitchell Jenkins, Leon Schwartz, Roy E. Morgan, Thomas P. Shelburne, Vernon Wise, Gerald Wise, Harold Gray, each 12 1/2%. Vernon and Gerald Wise have interest in WBUT Butler, Pa. & Butler Eagle. Harold Gray also has interest in WCED and Courier-Express, DuBois, Pa.

BEGINN OPERATION: March 1953 (CP granted Oct. 2, 1952)

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 34 (590-596 mc)

TRANSMITTER ADDRESS: Mountaintop, Pa.

MAKE OF TRANSMITTER: GE TYPE: 5-Bay Helical

EFFECIVE RADIATED POWERS: Visual, 250 kw Aural, 130 kw

MAKE OF ANTEENNA: GE TYPE: 5-Bay, Helical

NTENNIA HEIGHT: Above average terrain, 1,010 ft. Above ground, 250 ft.

HOURS OF OPERATION: Noon-11 p.m.

STUDIO ADDRESS: 88 N. Franklin St.

MAKE OF CAMERA CHAINS: GE DESCRIPTION: 2 Studio Cameras

TYPE OF OPERATION: Local and network live, local and network film, kinescapes.

STUDIO FACILITIES: Two studio cameras; Bell & Howell rear screen projector. Two GE film cameras; two Eastman 16mm film projectors. Two slide projectors (2x2-in. and 3½x4-in.); one opaque projector using 3½x4-in., 4x12-in stripes, 2½x3½-in. slides. One Bell & Howell motion picture camera.

EXECUTIVES:
Roy E. Morgan, Executive Vice President
Thomas P. Shelburne, Managing Director
Malcolm Dale, Commercial Manager
Hal Berg, Program Director
Theodore French, Chief Engineer

RATE INFORMATION: Class A hour rate—$375 live, $250 film. Minute spot—$50 live, $40 film. Rehearsals—$25 each half-hour over 21/2 ratio air time. (From Rate Card No. 1, Feb. 1, 1953)

ASHINGTON ATTORNEY: Miller & Schroeder

ULTING ENGINEER: John Creutz

Williamsport— WRAK-TV *

LICENSEE: WRAK Inc.

ADDRESS: 244 W. Fourth Street

FM AFFILIATE: WRAK

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sun Gazette Co. (Williamsport Gazette & Bulletin and Sun) owns 66.6% of stock and West Branch Bank & Trust Co. owns 27%.

BEGINN OPERATION: Unknown. (CP granted Nov. 13, 1952)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: N. White Deer Ridge Rd.

MAKE OF TRANSMITTER: RCA

EFFECIVE RADIATED POWERS: Visual, 21 kw Aural, 10.5 kw

MAKE OF ANTEENNA: RCA

NTENNIA HEIGHT: Above average terrain, 1,280 ft. Above ground, 242 ft.

STUDIO ADDRESS: 244 W. Fourth St.

EXECUTIVES:
E. N. Case, President
Margarette T. Steele, Vice President
John E. Perrier, Vice President
W. Von Parson, Treasurer
George E. Joy, Asst. Treas. & Secretary

ASHINGTON ATTORNEY: Spearman & Roberson

ULTLING ENGINEER: George C. Davis

1953 TELECASTING Yearbook • Page 207
PENNSYLVANIA TELEVISION STATIONS

York—

WNOW-TV *

LICENSEE: Helm Coal Co. (Broadcast Div.)
ADDRESS: 25 S. Duke Street PHONE: 8-2911 & 8-2952
AM AFFILIATE: WNOW FM AFFILIATE: WNOW-FM
TV NETWORK AFFILIATION: DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Partners Howard J. Williams (30.4%), Morgan E. Caudle (43.5%) and Lowell W. Williams (26.1%).
* BEGINS OPERATION: April 1953 (CP granted Aug. 11, 1952)
NATIONAL REPRESENTATIVE: George P. Hollingbery Co.
CHANNEL: 49 (680-686 mc)
TRANSMITTER ADDRESS: R.D. 5
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 200 ft.
STUDIO ADDRESS: R.D. 5 HOURS OF OPERATION: Noon-Midnight
MAKE OF CAMERA CHAINS: DuMont
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: AP and NBC Newsreel

STUDIO FACILITIES: One 40x40 studio with kitchen, news and living-room sets.
EXECUTIVES:
Lowell W. Williams, General Manager
John O. Border, Sales Manager
Edwin L. Jay, Sales Promotion Manager
Willis Weaver, Chief Engineer
J. Edward Schwalm, Continuity Director
RANGE INFORMATION: Class A hour rate $200; Minute Spot $37.50; (Rate Card Number 1, February 1953).
WASHINGTON ATTORNEY: McKenna & Wilkinson
CONSULTING ENGINEER: John H. Mullany

WSBA-TV

LICENSEE: Susquehanna Broadcasting Co.
ADDRESS: 53 N. Duke Street
AM AFFILIATE: WSBA
TV NETWORK AFFILIATION: ABC
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock is owned by estate of Louis J. Appell, deceased, and is voted by (Mrs.) Helen P. Appell, Louis J. Appell Jr., George N. Appell and York Natl. Bank & Trust Co., trustees.
BEGAN OPERATION: December 22, 1953 (1 kw vs., 0.55 kw out.)
NATIONAL REPRESENTATIVE: Radio-TV Reps.
CHANNEL: 43 (644-650 mc)
TRANSMITTER ADDRESS: State Hwy. 24, S. of York
MAKE OF TRANSMITTER: RCA

WNOW TV
CHANNEL 49
YORK, PENNSYLVANIA

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GRADE "A" COVERAGE IN THREE MAJOR MARKETS

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- DuMont Affiliate for the Tri-City Market
- ZIV Feature Films
- Kitchen Programs
- NBC News
- Complete Facilities

represented by George P. Hollingbery Co.
**PENNSYLVANIA TV STATIONS**

**WSBA-TV (Continued)**

ACTIVE RADIATED POWERS: Visual, 170 kw  Aural, 86 kw

KE OF ANTENNA: RCA

TENNA HEIGHT: Above average terrain, 527 ft. Above ground, 417 ft.

STUDIO ADDRESS: 53 N. Duke Street

EXECUTIVES:

• William J. Appell Jr., President
• Walter J. Rohr, Executive Vice President
• Mrs. Helen P. Appell, Vice President
• Philip H. Kibler, Secretary
• George N. Appell, Treasurer

RATE SUMMARY: Class A hour rate—$200. Minute rate—$37.50. Frequency discounts—
going at 12.5% for 12 times to 30% for 312 times. (From Rate Card No. 1, Nov. 1, 1952)

HINGTON ATTORNEY: Loomis, Zies, Young & Jansky

SULTING ENGINEER: George C. Davis

**RHODE ISLAND TV STATIONS**

RVIDENCE—

**WJAR-TV**

**MSEE:** The Outlet Co.

**ADDRESS:** 176 Weybosset Street

**PHONE:** Gaspere 1-8255

**AFFILIATES:** WJAR

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

**AN OPERATION:** July 10, 1949

**CAPITAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is sole owner (a department store).

**ONAL REPRESENTATIVE:** Weed TV; Bertha Bannan

**NREL:** 10 (192-198 mc)

**TSERmitter ADDRESS:** Rehoboth, Mass.

**E OF TRANSMITTER:** RCA

**MDELL NO.:** TT-5A

**ACTIVE RADIATED POWERS:** Visual, 316 kw  Aural, 160 kw

**KE OF ANTENNA:** RCA

**YPE:** 12-Bay Superturststile

**TENNA HEIGHT:** Above average terrain, 601 ft. Above ground, 733 ft.

**HOURS OF OPERATION:** 7:00 a.m.-12:45 a.m.

**OIO ADDRESS:** 176 Weybottet-St.

**E OF CAMERA CHAINS:** RCA

**ECRIPTION:** TK-10A (Studio)

**E OF OPERATION:** Local and network live, local film and kinescopes.

**LIBRARY:** Snader, Sterling, MPTV

**EWS SERVICE:** AP, INS, INP and Telenews

**ENCY SERVICE:** World, SESAC

**多EIL ScILITIES:** One studio 37x50 ft. Studio and field cameras—RCA. RCA film camera (TK-20A); two RCA 16mm film projectors. Spindler & Sauppe projector 2x2-in. slides; Gray Telnop opaque projector for 4x5-in. cards. Mobile unit with two cameras; 35mm, 50mm, 90mm, 135mm, 8½", 13" and 18" lenses. Three relay equipment.

**EXECUTIVES:**

• George O. Griffith, Vice President & Treasurer
• Norman Gittelson, Manager of TV Operations & Commercial Manager
• Michael Horowitz, Program Director
• Thomas J. Prior, Chief Engineer
• Ilam Cooper, Film Buyer
• Manning Tesser, Production Coordinator
• Mark Howard, Promotion Manager

**INFORMATION:** Class A hour rate $850. Minute spot $135. Rehearsals—$50 per hour. Frequency discounts—start with 24-times at 5% up to 208-times at 5%. (From Rate Card No. 5, Oct. 1, 1952)

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

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

**ADCASTING • Telecasting**

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The Television Advertiser
Can Now Cover This
850 Million Dollar Market with One Station

...the first and only Television Station in the market.

22 Counties * 1,000,000 Population
Effective Buying Income ............. $851,979,000*
Retail Sales ....................... 557,222,000
Surplus E.B.I. ....................... 294,757,000

Fringe market extends into Billion Dollar Hydrogen Bomb Plant area. Includes two major Southeastern Port Cities (Charleston and Savannah). Only TV Station In This Market For Some Time To Come (No other grant as of now). 30,000 Watts** on Channel 5.

** Licensed for 100,000 Watts as soon as equipment is available.

Call Free & Peters For the Complete Story

John M. Rivers, Pres. Charleston, S. C.
WCSC—5,000 Watts, WCSC-FM—36,000 Watts, WCSC-TV—30,000 Watts

SOUTH CAROLINA TV STATIONS

Charleston—

WCSC-TV*

LICENSEE: WCSC Inc.
ADDRESS: 475 E. Bay Street PHONE: 7611
AM AFFILIATE: WCSC FM AFFILIATE: WCSC
TV NETWORK AFFILIATION: ABC, NBC, CBS and DuMont
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John M. Rivers owns 100% stock.
* BEGINS OPERATION: April 1953. (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: Free & Peters Inc.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: 1 mi. east of Ashley Hall Plantation
MAKE OF TRANSMITTER: DuMont MODEL NO.: 9000
EFFECTIVE RADIATED POWERS: Visual, 30 kw Aurel, 15 kw
MAKE OF ANTENNA: RCA TYPE: TF6AM
ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 360 ft.
HOURS OF OPERATION 2 p.m.—10:30 p.m.
STUDIO ADDRESS: 475 E. Bay Street
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA124E
TYPE OF OPERATION: Local and network live, local and network film and kinescopes.
NEWS SERVICE: UP

STUDIO FACILITIES: Two studios, 30x31 and 15x28; two studio cameras and field camera; one rear screen projector, DuMont film camera and 16mm Du Holmes film projector, DuMont scanner No. 1-TA-153-5, Bell and Howell motion picture camera and a film processing unit.

EXECUTIVES:
John M. Rivers, President & General Manager
Roland Weeks, Commercial Manager
Russell D. Long, Program Director
Wilbur Albee, Chief Engineer
Charles E. Hall, Film Buyer & Production Director


WASHINGTON ATTORNEY: Dow, Lohmus & Albertson

CONSULTING ENGINEER: Craven, Lohmus & Culver

Page 210 • 1953 TELECASTING Yearbook
SOUTH CAROLINA TELEVISION STATIONS

Columbia—

WCOS-TV*

- **LICENSEE:** Radio Columbia
- **RESS:** Carrol Arms Apartment Bldg. PHONE: 2-2177
- **FFILIATE:** WCOS FM AFFILIATE: WCOS-FM
- **EWORK AFFILIATION:** ABC and NBC (Interconnected)
- **RINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Charles W. Pittman (72%) and W. W. Pittman (28%).
- **BEGINS OPERATION:** April 1953 (CP granted Sept. 18, 1952)
- **ONAL REPRESENTATIVE:** Headley Reed TV.
- **EEL:** 25 (536-542 mc)
- **MMITTER ADDRESS:** Two North Road
- **E OF TRANSMITTER:** RCA
- **GITIVE RADIATED POWERS:** Visual, 89 kw Aural, 45 kw
- **E OF ANTEENNA:** RCA
- **TENNA HEIGHT:** Above average terrain, 650 ft. Above ground, 548 ft.
- **UDIO ADDRESS:** Two North Road
- **E OF CAMERA CHAINS:** RCA
- **E OF OPERATION:** Local and network live, local and network film, kinescopes.
- **O FACILITIES:** Studio—24x30 ft. One RCA studio camera (TK-11A); one RCA zoom camera (TK-20C). Two RCA film projectors (TP-16D); RCA projector for 2x2-in. des.
- **TIVES:**
  - Charles W. Pittman, President
  - Stewart Spencer, Director of TV & Film Buyer
  - Gaye Poucher, Commercial Manager
  - T. Haynes, Program Director
  - Robert Lambert, Chief Engineer
- **T INFORMATION:** Class A hour rate—$200. Minute spot—$40. Frequency discounts start with 13 times at 21% up to 260-times at 30%. (From Rate Card No. 1, Jan. 1, 1953)
- **HINGTON ATTORNEY:** Pierson & Bell
- **ULTING ENGINEER:** George C. Davis

WNOK-TV*

- **ICENSEE:** Palmetto Radio Corporation
- **RESS:** 1811 Main Street PHONE: 3-9401
- **FFILIATE:** WNOK
- **EWORK AFFILIATION:** CBS and DuMont (Interconnected)
- **RINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** President Samuel Litman, Vice President J. W. Lindau III, Treasurer W. Croft Jennings, and Secretary Carlisle Roberts, each hold 25% of stock.
- **BEGINS OPERATION:** April, 1953 (CP granted Sept. 18, 1952)
- **ONAL REPRESENTATIVE:** Paul H. Raymer Co.
- **EEL:** 67 (788-794 mc)

- **MAKE OF TRANSMITTER:** DuMont
- **EFFECTIVE RADIATED POWERS:** Visual, 780 kw Aural, 390 kw
- **HOURS OF OPERATION:** Noon-11 p.m.
- **TENNA HEIGHT:** Above average terrain, 620 ft. Above ground, 525 ft.
- **UDIO ADDRESS:** 1811 Main Street
- **E OF CAMERA CHAINS:** DuMont DESCRIPTION: Image Orthicon
- **E OF OPERATION:** Local and network live, local and network film, kinescopes.
- **LUTIVE:**
  - H. Moody McElvain Jr., General Manager
  - W. C. Bothman, Commercial Manager
  - David M. Campbell, Program Director
  - Donald E. Willoughby, Chief Engineer
  - Roy O. Darby Jr., Production Manager
- **HINGTON ATTORNEY:** Covington & Burling
- **ULTING ENGINEER:** Kear & Kennedy

Greenville—

WGVL (TV)*

- **ICENSEE:** Greenville Television Co.
- **RESS:** Colhoun Towers
- **RINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Robert M. Caine (15%), real estate, mortgage loan and general insurance; Edgar M. Norris, (10%) investment firm owner; Calvin F. Teague (10%), real estate and apartment operations; Vivian M. Manning (10%), stocks and bonds broker-dealer; Hugh Kerr Aiken (10%), paint manufacturer; and Keith Hane Smith, Joseph I. Converse, Camille M. Manning, W. W. Pate, M. B. Crigger, E. E. Scott, R. Boykin Curry Jr., Burnett R. Maybank Jr. and Wesley M. Walker, each 5%. (All are Greenville residents except Mr. Curry, who is Greenwood, S. C. resident.)
- **BEGINS OPERATION:** Unknown. (CP granted Jan. 23, 1953)
- **EEL:** 23 (524-530 mc)
- **MMITTER ADDRESS:** Peak of Paris Mt., 4 m. N. of Greenville
- **MAKE OF TRANSMITTER:** RCA
- **EFFECTIVE RADIATED POWERS:** Visual, 22.1 kw Aural, 11.1 kw
- **E OF ANTEENNA:** RCA
- **TENNA HEIGHT:** Above average terrain, 1,142 ft. Above ground, 149 ft.
- **UDIO ADDRESS:** Colhoun Towers
- **HINGTON ATTORNEY:** Fisher, Wayland, Duvall & Southmayd
- **ULTING ENGINEER:** McIntosh & Inglis

1953 TELECASTING Yearbook • Page 211
SOUTH DAKOTA TV STATIONS

Sioux Falls—

KELO (TV)*

LICENSEE: Midcontinent Broadcasting Co.
ADDRESS: 8th St. & Phillips Ave. ZONE: 1 PHONE: 4-5841
AM AFFILIATE: KELO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Joseph L. Floyd (33 1/3%), Vice President N. L. Bantman (33 1/3%) and Secretary-Treasurer Edmond R. Rubin (33 1/3%).

* BEGINS OPERATION: April 1, 1953 (CP granted Nov. 20, 1952)
CHANNEL: 11 (198-204 mc)
TRANSMITTER ADDRESS: S. E. of Sioux Falls
MAKE OF TRANSMITTER: RCA TYPE: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 57.7 kw Aural, 28.5
MAKE OF ANTENNA: RCA TYPE: TF-12AH, 12-Bay Superturnstile
ANTENNA HEIGHT: Above average terrain, 578 ft. Above ground, 578 ft.
STUDIO ADDRESS: 8th St. & Phillips Ave.

TYPE OF OPERATION: Local and network live, local and network film kinescopes
STUDIO FACILITIES: No. 1 studio, 35x48; No. 2, 19x26; one studio camera, one field camera, film camera (TK-20B) and three 16mm film projectors (TP16D), RCA automatic slide projector, one opaque projector, one scanner, 2 RCA No. 400 motion picture cameras, film processing unit.

EXECUTIVES:
Joe Floyd, President, Film Buyer
Evon A. Nod, General Manager
Jim Burt, Program Director
Les Froko, Chief Engineer

WASHINGTON ATTORNEY: Dow, Lahnus & Aliburton
CONSULTING ENGINEER: A. D. Ring & Assoc.

TENNESSEE TV STATIONS

WOUC (TV)*

LICENSEE: Chattanooga TV Inc.
ADDRESS: 1024 James Building
AM AFFILIATE: WMFS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: WMFS Inc. (WMFS Chattanooga owns 50% of licensee. Remaining 50% owned by resident J. Glen Stone, Vice President J. E. Summers, Secretary C. W. Hoffman.

* BEGINS OPERATION: Unknown. (CP granted Aug. 21, 1953)
CHANNEL: 49 (680-686 mc)
TRANSMITTER ADDRESS: White Oak Road
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 466 ft. Above ground, 442 ft.
STUDIO ADDRESS: White Oak Road
WASHINGTON ATTORNEY: McKenna & Wilkinson
CONSULTING ENGINEER: W. J. Holey (Atlanta)

Johnson City—

WJHL-TV*

LICENSEE: WJHL Inc.
ADDRESS: 143 W. Main St. PHONE: 2780
AM AFFILIATE: WJHL FM AFFILIATE: WJHL-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: W. H. Lancaster Sr. (19.2 general manager of WJHL), W. H. Lancaster Jr. (4%), commercial manager A WJHL; Harriett B. Campbell, T. F. Dooley (0.4%); Mrs. Evelyn Lancaster (22.2%); Edna Dooley (8.53%); Estate of S. H. Campbell Sr. (31.44%).

* BEGINS OPERATION: Sept. 1, 1953. (CP granted Jan. 29, 1953)
CHANNEL: 11 (198-204 mc)
TRANSMITTER ADDRESS: 143 W. Main St.
EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 54 kw
ANTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 630 ft.
STUDIO ADDRESS: 143 W. Main St.

EXECUTIVES:
W. H. Lancaster Sr., President
W. H. Lancaster Jr., 1st Vice President
Mrs. Harriett B. Campbell, 2d Vice President
T. F. Dooley, Secretary-Treasurer

WASHINGTON ATTORNEY: McKenna & Wilkinson
CONSULTING ENGINEER: O. K. Garland (Johnson City, Tenn.)
TENNESSEE TV STATIONS

Memphis—

WHBQ-TV*
(Educational-Noncommercial)

**CENSEE: Harding College (WHBQ)
**AFFILIATE: WHBQ
**NCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee is non-profit educational institution; no stock authorized or issued.
**INS OPERATION: Aug. 1, 1953 (CP granted Jan. 29, 1953)
**ANNEL: 13 (210-216 mc).
**ANSMITTER ADDRESS: 2641 Summer Ave.
**ECTIVE RADIATED POWERS: Visual, 240 kw Aural, 120 kw
**TENNA HEIGHT: Above average terrain 500 ft. Above ground 533 ft.
**UDIO ADDRESS: Hotel Chisco
**CUTIVES:
  S. L. Gano, President of Board and Trustee
  Dr. L. M. Graves, Vice President of Board and Trustee
  W. O. Beeman, Secretary-Treasurer and Trustee
  John Cleghorn, General Manager
**HINGTON ATTORNEY: Krieger & Jorgensen
**NSLING ENGINEER: McIntosh & Inglis

WMCT (TV)

**CENSEE: Memphis Publishing Co.
**RESS: Goodwyn Institute Bldg. ZONE: 1 PHONE: 8-7664
**AFFILIATE: WMC FM AFFILIATE: WMCF
**ETWORK AFFILIATION: ABC, CBS and DuMont (Interconnected) NBC (Basic)
**EANAL OPERATION: December 11, 1948
**TIONAL REPRESENTATIVE: The Bronham Co.
**ANNEL: 5 (76-82 mc)
**ANSMITTER ADDRESS: Thomas Road
**E OF TRANSmitter: RCA MODEL NO.: TT-25AL
**ECTIVE RADIATED POWERS: Visual, 60 kw Aural, 30 kw
**AKE OF ANTENNA: RCA TYPE: TF-6AM
**TENNA HEIGHT: Above average terrain 950 ft. Above ground 1,050 ft.
**DIO ADDRESS: Goodwyn Institute HOURS OF OPERATION: 7 a.m.-Midnight
**AKE OF CAMERA CHAINS: RCA
**E OF OPERATION: Local and network live, local and network film, kinescopes.
**RARY SERVICE: Snider NEWS SERVICE: UP
**RARY SERVICE: Thesaurus and Long-Worth
**DIO FACILITIES: Three studios: auditorium seating 1,000 (stage 30x40 ft.), one kitchen, and one studio 25x35 ft. Four studio cameras and two field cameras. One 16mm projector, one opaque projector. Motion picture camera: two Bell & Howell, two Kodak, two SOF Auricon, all 16mm. Houston film processing unit. One RCA mobile unit with microwave relay equipment.
**CUTIVES:
  Enoch Brown, President
  H. W. Slavick, General Manager
  Earl Moreland, Commercial Manager
  Wilson Mount, Program Director & Film Buyer
  E. C. Fraser, Jr., Chief Engineer, Publicity & Promotion
  J. D White, News Editor
**E INFORMATION: Class A hour rate—$625. Minute spot—$125. Frequency discounts start with 24 times at 3% up to 260 times at 25% (from Rate Card No. 8, Jan. 1, 1952.)
**HINGTON ATTORNEY: Segal, Smith & Hennessey
**NSLING ENGINEER: George C. Davis

as of Nov. 23, 1952

Now

formerly 15,000 watts

Now on

60,000 watts

Channel 4

which means

bigger audience

... a wider coverage area which naturally embraces a wider listening audience (now estimated at more than 185,000 TV homes).

better reception

... as actually attested by signed letters from listeners in the fringe area of WMCT's coverage.

to sell Memphis, you need

National Representatives: The Bronham Co.

Channel 5 - Memphis
Affiliated with NBC
Owned and operated by
The Commercial Appeal
Also affiliated with CBS, ABC and DuMont

Memphis Only
TV Station

1953 Telecasting Yearbook • Page 213
**KFDA-TV**

**AMARILLO, TEXAS**

- CBS-TV
- ABC-TV

**TWO TOP TV NETWORK PROGRAM FACILITIES**

SERVING THE GREAT TEXAS PANHANDLE

... A rich area for SMART TV Buyers.

This is a trade territory of some 50,000 square miles where retail sales in 1951 were more than $615,000,000 and the average buying power per family was $4,257.

During 1951 Amarillo led the nation with the highest retail sales per family—$5,490!

DON'T PASS UP THIS VITAL MARKET!

Call any Branham Company office.

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**TC\N"**

**TENNESSEE TV STATIONS**

**Nashville—**

**WSM-TV**

**LICENSEE:** WSM Inc.

**ADDRESS:** 301 Seventh Avenue North  
ZONE: 3  
PHONE: 6-7181

**AM AFFILIATE:** WSM

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is owned by Nati. Life & Accident Insurance Co.

**BEGAN OPERATION:** September 30, 1950

**NATIONAL REPRESENTATIVE:** Edward Petry & Co.

**CHANNEL:** 4 (64-72 me)

**TRANSMITTER ADDRESS:** 14th & Compton Avenue

**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-Bay Turnstile

**ANTENNA HEIGHT:** Above average terrain, 680 ft. Above ground, 575 ft.

**STUDIO ADDRESS:** 14th & Compton Avenue

**HOURS OF OPERATION:** 11:00 a.m.-12:00 p.m.

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

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

**NEWS SERVICE:** UP, INS and AP

**LIBRARY SERVICE:** Thesaurus

**STUDIO FACILITIES:** Studio 40x50 ft. Two studio and two field cameras. Boller screen projector. One film camera; two 16mm film projectors. One slide projector for 2x2-in. slides; one opaque projector for 3x4-in. cards. Bell & Howell motion picture camera. Completely equipped mobile unit.

**EXECUTIVES:**

- John H. DeWitt Jr., President
- Irving Waugh, Exec. Asst. to President & Commercial Manager
- Shellen Weaver, Operation Manager & Film Buyer
- Aaron Shellen, Chief Engineer

**RATE INFORMATION:** Class A hour rate—$350. Minute spot—$70 live, $60 per hour. Participation per spot—$72.50. Frequency discounts start with 25-times at up to 260-times at 10%.

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

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**TEXAS TV STATIONS**

**Amarillo—**

**KFDA-TV**

**LICENSEE:** Amarillo Broadcasting Corp.

**ADDRESS:** 109 E. 5th St.  
PHONE: 6-5343

**AM AFFILIATE:** KFDA  
**FM AFFILIATE:** KFDA-FM

**TV NETWORK AFFILIATION:** ABC

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Co-owners are President W. W. Mayes, chief owner of KBWD Brownwood and KNOW Austin, Tex.; Vice Pres. C. C. Woodson, oil, gas and publishing interests; Secretary-Treasurer Charles....
TEXAS TV STATIONS

marillo—(Continued)

Vordon, vice president-assistant general manager of Texas State Network and vice president of KABC San Antonio, WACO Waco, KFJZ Ft. Worth; Director Gene L. Cagle, president-general manager and 34% owner Texas State Network, president-general manager of KFJZ, KABC, WACO and KRG, 25% owner of KSTB Big Spring and director of KFMA and Waco TV Corp. Mr. Woodson is owner of Brownwood Bulletin, Lamesa Reporter, Del Rio News-Telegram, Waco Shebecue Light, all Texas, and Miami (Okla.) News-Record.

GINS OPERATION: March 1953 (CP granted Oct. 16, 1952)

TIONAL REPRESENTATIVE: Branhom Co.
TRANSMITTER ADDRESS: N. 1st St. and W. Cherry Ave.
CHANNEL: 10 (192-198 mcl)
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual 56.5 kw Aural, 30.4 kw
KE OF ANTENNA: GE
IDIO ADDRESS: N. 1st St. and W. Cherry Ave.
ASHINGTON ATTORNEY: Eugene L. Burke
ULTING ENGINEER: Commercial Radio Equipment Co.

KGNC-TV

CENTERS: Plains Radio Broadcasting Co.
ADDRESS: P.O. Box 751 PHONE: 3-4242
A. AFFILIATE: KGNC
EWORK AFFILIATION: NBC, DuMont
GINS OPERATION: March 15 (CP granted Oct. 9, 1952)
TIONAL REPRESENTATIVE: O. L. Taylor Co.
NSMITTER ADDRESS: 5 miles N. on U. 5. Highway 287
CHANNEL: 4 (66-72 mcl)
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AL
EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw
AKE OF ANTENNA: RCA TYPE: TF-12AM, 12-Bay
NA: Above average terrain, 767 ft. Above ground, 870 ft.
RS OF OPERATION: 5 p.m.-11 p.m.
IDIO ADDRESS: P.O. Box 751
AKE OF CAMERA CHAINS: RCA
E OF OPERATION: Local Live, Local and Network Film, Kinescopes.
IDIO FACILITIES: Two studios—36 x 55 ft. Isolating 100 and 12 x 17 ft. Two RCA studio cameras. Two RCA film cameras, two RCA 16mm film projectors. Two RCA projectors for 2 x 2-in. slides, one Gray Telep opaque projector. Bell & Howell 16mm motion picture camera.
UTIVES:
E. W. Wyatt, President
am Kirschen, General Manager
ab Watson, Commercial Manager
elly Maddox, Program Director and Film Buyer
. H. Torrey, Chief Engineer
william A. Clarke, Local Sales Manager
E INFORMATION: Not determined.
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
ULTING ENGINEER: A. Earl Callum Jr.
TEXAS TELEVISION STATIONS

Austin—

KCTV (TV)*

LICENSEE: Capital City Television Co.
ADDRESS: Enfidal Apts., Enfield Rd.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Charles Henry Coffield, independent oil producer and son of H. H. Coffield, who holds one-third interest in UHF Television Co., Ch. 23 grantee at Houston, and in applicants at New Orleans, Corpus Christi and Dallas.
*BEGINS OPERATION: Unknown (CP granted July 11, 1952)
TRANSMITTER ADDRESS: Capital Nat'l Bank Bldg., 120 W. 7th St.
CHANNEL: 18 (494-500 mc)
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 216.5 kw Aural, 108.5 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 320 ft. Above ground, 472 ft.
STUDIO ADDRESS: 120 W. 7th St.
ATTORNEY: Ross K. Prescott (Dallas)
CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

KTBC-TV

LICENSEE: Texas Broadcasting Corp.
ADDRESS: P.O. Box 717 PHONE: 2-2424
AM AFFILIATE: KTBC
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Claudia T. Johnson is 99.5% owner.
BEGIN OPERATION: November 27, 1952
NATIONAL REPRESENTATIVE: O. L. Taylor Co.
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: Mt. Larson
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AH (interim operation)
EFFECTIVE RADIATED POWERS: Visual, 102.9 kw Aural, 51.45 kw
MAKE OF ANTENNA: RCA TYPE: TF-12AH
ANTENNA HEIGHT: Above average terrain, 737 ft. Above ground, 576 ft.
STUDIO ADDRESS: Driskill Hotel
HOURS OF OPERATION: 12 noon-11 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field
TYPE OF OPERATION: Local and Network Live, Local and Network Film, Kinescopes.
STUDIO FACILITIES: Two RCA interchangeable field/studio cameras. One RCA TK20C film camera; two RCA TP16D 16mm film projectors. One RCA automatic slide projector.
EXECUTIVES: Claudia T. Johnson, President J. C. Keltam, General Manager, Commercial Manager and Film Buyer Richard Pryor, Program Director Ben Hearn, Chief Engineer Paul Bolton, News Editor
RATE INFORMATION: Class A one hour—$250. One minute spot—$50. Frequency discounts. (From Rate Card No. 1, Dec. 1, 1952.)
WASHINGTON ATTORNEY: Cohn & Marks
CONSULTING ENGINEER: A. Enfil Cullum Jr (Dallas)

KTVA (TV)*

LICENSEE: Tom Potter
ADDRESS: 1032 Life of America Bldg., Dallas, Tex.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Tom Potter, grantee of WITV (TV) Chattanooga, Tenn., and applicant for uhf TV station in Baton Rouge, La. and Beaumont, Tex.
*BEGINS OPERATION: Unknown (CP granted Aug. 21, 1952)
TRANSMITTER ADDRESS: 4.8 miles NW of State Capitol Bldg.
CHANNEL: 24 (530-536 mc)
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 280 kw Aural, 145 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 640 ft. Above ground, 500 ft.
WASHINGTON ATTORNEY: Welch, Matt & Morgan
CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

Beaumont—

KBMT (TV)*

LICENSEE: Television Broadcasters
ADDRESS: P.O. Box 1592
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: J. A. Newborn Jr. (10%), president of Beaumont Savings and Loan Assn. and tv grantee at Gadsden, Ala., and Tyler, Tex.; N. D. Williams (30%), president Beech Creek Lumber Co., Warren, Tex.; Randolph C. Reed (30%), president Reed Co. and Gulf-York Inc., wholesale appliance... Jack S. Josey (30%), independent oil producer.
*BEGINS OPERATION: April, 1953 (CP granted Dec. 4, 1952)
TRANSMITTER ADDRESS: 2 miles W. on Washington Blvd.
CHANNEL: 31 (572-578 mc)
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 31 kw Aural, 14 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 820 ft. Above ground, 844 ft.
WASHINGTON ATTORNEY: Fly, Shuebruk & Blume
CONSULTING ENGINEER: McIntosh & Ingles

Brownsville (Matamoros)—

XELD-TV

LICENSEE: Television de Matamoros, S. A.
ADDRESS: 1014 E. Washington St. PHONE: Brownsville 2-6953
TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Non-interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ramulo O'Farrill, publisher of Mexico City Novedades and owner XEX and XHTV (TV) Mexico City. Emilio Azcarr reg owns Radio Programas de Mexico, S. A., XEW-TV and XEQ-TV Mexico City.
BEGIN OPERATION: September 1951.
NATIONAL REPRESENTATIVE: Adam Yeung Jr. Inc.
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: Matamoros, Mexico
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. Above ground, 650 ft.
STUDIO ADDRESS: Matamoros, Mexico HOURS OF OPERATION: 3 p.m.-10:30 p.m.
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local film, network film and kinescopes.
EXECUTIVES: Ramulo O'Farrill Jr., President Bert Metcalf, Program Director George B. Smith, Chief Engineer
RATE INFORMATION: Class A hour rate—$250. Minute spot—$35. Freque discounts start with 26 times at 5% up to 260 times at 25%. (From Rate C. No. 1, Sept. 1, 1951.)
TEXAS TV STATIONS

*License: UHF Television Co.
*Address: 14th Floor, Magnolia Bldg.
*NCIAPL Stockholders and Other Interests: Co-partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, Independent all operators. They also are permittee at Houston and applicant at New Orleans and Corpus Christi.
*Engineer: Unknown (CP granted Jan. 15, 1953)
*Annex: 23 (524-530 mc)
*Transmitter Address: Cliff Towers Hotel
*Type of Transmitter: GE
*Effective Radiated Powers: Visual, 220 kw; Aural, 115 kw
*Make of Antenna: GE
*Antenna Height: Above average terrain, 510 ft. Above ground, 577 ft.
*Studio Address: Cliff Towers Hotel
*Field Representative: Ross K. Prescott (Dallas)
*Consulting Engineer: Guy C. Hutchinson (Arlington, Tex.)

KRLD-TV

*License: KRLD Radio Corp.
*Address: Herald Square ZONE: 1 PHONE: Randolph 6811
*Affiliate: KRLD FM Affiliate: KRLD-FM
*Network Affiliation: CBS (Interconnected)
*Gan Operation: December 3, 1949.
*National Representative: Branham Co.
*Channel: 4 (66-72 mc)
*Transmitter Address: Herald Square
*Type of Transmitter: GE
*Model No.: TT-6C
*Effective Radiated Powers: Visual, 27.3 kw; Aural, 13.6 kw
*Make of Antenna: GE
*Type: 6-Bay
*Antenna Height: Above average terrain, 463 ft. Above ground, 568 ft.
*Studio Address: Herald Square
*Hours of Operation: 8:34 a.m.-Midnight
*Te of Operation: Local and network live, local and network film, kinescopes.
*Library: Official News Service: UP Movieta and Acme Wire Photo
*Studio Facilities: Two studios, each 22x45 ft. Two Dumont interchangeable field cameras. Two GE film cameras. Two GE film projectors. One GE slide projector. Gray Telec opaque projector. GE mobile unit with two Dupont cameras, full complement of lenses (50mm to 508mm) and GE microwave relay equipment.
*Cuts: John W. Runyon, Chairman of Board Clyde W. Rembert, President Ray M. Flynn, Station Manager William A. Roberts, Aust. Manager in Charge of Sales Wes Box, Program Director V. B. Honeycutt, Chief Engineer Dick Mueller, Film Buyer
*Information: Class A one hour—$600. 20-second spot—$125. Frequency discounts. Rehearsal charge $15 per quarter hour in excess of program length.
*Shouting Attorney: Eliot C. Lovett
*Consulting Engineer: Craven, Lohnes & Culver

1953 Telecasting Yearbook * Page 217
On the air—August 15th

**TOP TRANSMITTER LOCATION**
High above the city, atop Mt. Franklin at 5,300 feet.

**TOP POWER**
120,000 Watts—TWICE the power of any other TV station in this area.

**TOP COVERAGE**
KEPO-TV will put a strong, clear picture into ALL the El Paso market.

**TOP RESULTS**
can be depended on, since KEPO-TV will deliver the audience for your message by superior programming.

**TOP MARKET**
El Paso is the southwest's soundest market...a logical place to telecast your sales story.

El Paso is the southwest's distribution and trading center, serving an 85,000 sq. mile area and over 450,000 people in three states: West Texas, Southern New Mexico and Southeastern Arizona. And Northern Mexico is a bonus.

El Paso's market is not only BIG, but it is vitally important and mighty fast growing.

El Paso's urban population (City Limits only), for example, has grown from 92,610 in 1940 to 142,665 in 1952. And the whole vast, busy El Paso area to be served by KEPO-TV has grown in proportion.

El Paso is an ISOLATED market, with NO coverage from any other city. The nearest city of comparable size is 600 miles away.

Power takes on new and greater importance in this region of big distances and scattered communities. That's why KEPO-TV will telecast with 120,000 watts, twice the power of any other station, in order to serve this whole dynamic market for YOU.

**KEPO, INC.**
Miller C. Robertson, Pres. & Gen. Mgr.
Willard L. Kline, Station & Sales Mgr.

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**TEXAS TV STATIONS**

Dallas—(Continued)

**WFAA-TV**

LICENSEE: A. H. Bele Corp.
ADDRESS: 3000 Harry Hines Blvd.
PHONE: Riverside 3315
AM AFFILIATE: WFAA
TV NETWORK AFFILIATION: ABC, NBC and DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of the Dallas Morning News.
BEGAN OPERATION: September 17, 1949
NATIONAL REPRESENTATIVE: Edward Petry Co.
CHANNEL: 8 (180-186 mc)
TRANSMITTER ADDRESS: 3000 Harry Hines Blvd.
MAKE OF TRANSMITTER: DuMont MODEL NO.: TF-6A, 4-Aray Superumbrella
EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13.5 kw
MAKE OF ANTENNA: RCA TYPE: 6000
ANTENNA HEIGHT: Above average terrain, 350 ft. Above ground, 375 ft.
STUDIO ADDRESS: 3000 Harry Hines Blvd.
HOURS OF OPERATION: 7:00 a.m.-12 midnight
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Two 'iconoscope, five ortho-
cons.
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: UP
LIBRARY SERVICE: Lang-Worth
STUDIO FACILITIES: Two studios, each 25x35 ft. (seating 75). Five interchangeable
field cameras. Two DuMont film cameras. Two Holmes 16mm film projectors. C
Grey Tele projector for opaqued or transparencies. Kodak 16mm motion picture
camera. Mobile unit: DuMont telecruiser with facilities for four cameras compa-
lens range from 50mm to 25-in. telephoto lens. Microwave relay equipment.
EXECUTIVES:
E. M. Dealey, President
Martin B. Campbell, Supervisor Radio-TV
Ralph W. Nimmons, Station Manager
Terry H. Lee, Asst. Station Manager in Charge of Sales
Jay Watson, Program Director
W. C. Ellis, Chief Engineer
George Krutiel, Technical Supervisor
Howard Anderson, Film Buyer
Jack Saunders, Manager of Sales Promotion
RATES INFORMATION: Class A hour rates—$500. Minute spot—$100. Participat-
per spot—$125. Frequency discounts begin with 26-times at 5% up to 1
times at 25%. (From Rate Card No. 6, July 1, 1952.)
WASHINGTON ATTORNEY: Loucks, Zins, Young & Jansky
CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

El Paso—

**KEPO-TV**

LICENSEE: KEPO Inc.
ADDRESS: 706 Capital National Bank Bldg., Austin, Tex.
AM AFFILIATE: KEPO
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Miller C. Roberts—
Vice President W. A. Porter Jr., Vice President Ralph L. Richardson and Secretary
Treasurer W. B. Pratt. Each is 25.8% owner. Latter three have coal mining and
construction interests.
*BEGINS OPERATION: August 1953 (CP granted Oct. 24, 1952)
NATIONAL REPRESENTATIVE: Avery-KnodeI
CHANNEL: 13 (210-216 mc)
TRANSMITTER ADDRESS: Mount Franklin
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 120 kw Aural, 60 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 1,000 ft. Above ground, 494 ft.
STUDIO ADDRESS: 2419 N. Piedras St.
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local live, local and network film, kinescopes.
NEWS SERVICES: Fox Movietone, UP
LIBRARY SERVICES: Langworth, Standard
EXECUTIVES:
Miller C. Robertson, President & General Manager
Willard L. Kline, Station and Sales Manager
Cecil M. Sandsbury, Program Director & Film Buyer
E. L. Gemoets, Chief Engineer
WASHINGTON ATTORNEY: Dow, Lohnes & Alberson
CONSULTING ENGINEER: A. L. Earl Cullum Jr. (Dallas)
THE SUIT
WITH
THE EXTRA
PANTS

...a fitting analogy

Buy the Dallas suit... get the extra Fort Worth pants in the bargain! That's the way WFAA-TV sells the Dallas-plus-Fort Worth market, the biggest market in the biggest state. The fabric is woven of 1,270,700 Texans, the pockets lined with two billion dollars. It's worn in the homes of 389,600 families that average 31% more than the national average on purchases of retail, automotive, general merchandise, food, furniture-household-radio, and drug items. It's hand-tailored to fit your budget and cover your needs. We suggest that you buy the Dallas suit with the Fort Worth pants — our Mr. Petry (& Company) will be most willing to help you. Just ask for this distinguished label:

... displayed on 225,000 TV screens

channel 8
WFAA-TV
NBC • ABC • DUMONT

RALPH NIMMONS, STATION MANAGER
TELEVISION SERVICE OF THE DALLAS MORNING NEWS
TEXAS TV STATIONS

El Paso—(Continued)

KROD-TV

LICENSEE: Roderick Broadcasting Corp.

ADDRESS: 2201 Wyoming St. PHONE: 2-6551

AM AFFILIATE: KROD

TV NETWORK AFFILIATIONS: CBS, DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Dorrance D. Roderick (78.7%), majority stockholder and president of El Paso Times Inc. (El Paso Times), Val Lawrence (10%), is vice president of El Paso Times Inc. and majority stockholder of KJ Carlsbad, N. Mex.

BEGAN OPERATION: December 14, 1952

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Mt. Franklin

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AL

EFFECTIVE RADIATED POWERS: Visual, 56.3 kw Aural, 28.2 kw

MAKE OF ANTENNA: RCA TYPE: TF6AM, 6-Bay Supernumeral

ANTENNA HEIGHT: Above average terrain, 1,052 ft. Above ground, 285 ft.

HOURS OF OPERATION: 11 p.m.-10 p.m.

STUDIO ADDRESS: 2201 Wyoming St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio

TYPE OF OPERATION: Local and network live, local and network film, kinescop.

NEWS SERVICE: AP

STUDIO FACILITIES: Two studios, 48×55 ft. (Seats 100) and 24×36 ft. Two 4 interchangeable field cameras. Rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. One Spindler & Spappe projector for 2×2-in. slides. Gray Telep opaque projector for 3×4-in. cards.

EXECUTIVES:
Dorrance D. Roderick, Chairman of the Board
Val Lawrence, President & General Manager
C. R. Watts, Commercial Manager
Bernie Brasher, Program Director
Edward P. Talbott, Chief Engineer
Tom Wiseheart, Promotion Manager

RATE INFORMATION: Class A one hour—$250. One minute spot—$50

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

Page 220 • 1953 TELECASTING Yearbook

IN EL PASO'S

Fabulous Southwest

YOU'LL

SELL

MORE

ON

CHANNEL

4

Because

MORE PEOPLE WILL SEE CHANNEL 4

WHY?

1. Most area coverage
2. Tower (transmitter) 1,585 feet above city and area
3. 56,300 Watts on Channel 4
4. Better picture in more homes
5. Unrivaled studio facilities
6. Maximum investment in finest equipment
7. Unequaled local programming
8. CBS and Dumont TV Networks
9. Thoroughly experienced TV staff
10. Program, Sales, and Promotion-minded staff
11. Newspaper affiliation

In El Paso, Texas it's . . .

KROD-TV

RODERICK BROADCASTING CORP.
Dorrance D. Roderick, Chairman
Val Lawrence, President
Dick Watts, Sales Manager

NATIONALLY REPRESENTED BY THE O. L. TAYLOR COMPANY
TExAS TV STATIONS

1 Paso—(Continued)

KTSM-TV

LICENSEE: Tri-State Broadcasting Co.

ADDRESS: 801 N. Oregon St. PHONE: 2-5423

AFFILIATE: KTSM

NETWORK AFFILIATION: NBC (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS. President Karl O. Wyler (85 %), F. L. Keens (10 %) and W. C. Bailey (5 %).

GAN OPERATION: January 4, 1953

TIONAL REPRESENTATIVE: George P. Hollingsbery Co.

ANNEL: 9 (186-192 mc)

NSMITTER ADDRESS: Third & Santa Fe Sts.

KE OF TRANSMITTER: RCA

FFECTIVE RADIATED POWERS: Visual, 58.7 kw Aural, 29.35 kw

TENA HEIGHT: Above average terrain, 110 ft. Above ground, 470 ft.

AKE OF ANTENNA: RCA

ADIO ADDRESS: 801 N. Oregon St.

AKE OF CAMERA CHAINS: RCA

E OF OPERATION: Network and local film, local live and kinescopes.

WS SERVICE: UP

ADIO FACILITIES: One studio 24x40 ft. Two RCA studio cameras. Two RCA film cameras; two RCA film projectors. One RCA slide projector. Gray Tele opaque projector and Bolex motion picture camera.

EUTIVES:

Karl O. Wyler, President and General Manager
ley T. Chapman, Commercial Manager
ack Chapman, Program Director
enneth V. Walton, Chief Engineer
arl O. Wyler Jr., Merchandising & Promotion Director
ack Rye, TV Production Supervisor

E INFORMATION: Class A hour rate—$200. Minute spot—$40. Frequency discounts start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Dec. 1, 1952.)

ASHINGTON ATTORNEY: Luncke, Zian, Young & Jansky

NSULTING ENGINEERING: George P. Adair

ROADCASTING • Telecasting

Let me wrap it up this way.

Our new TV station needed
to make money from the very start.

Obviously the answer was

Consolidated's STATION-STARTER

PLAN...the plan that
gives you nine complete TV
film series at one realistic
price. It was the right
hunch, of course. Just
a case of meeting the problem
with the old know-how.

Consolidated Television Sales

distributors of film for Television

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6349
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5233
TEXAS TELEVISION STATIONS

Fort Worth—

WBAP-TV

LICENSEE: Carter Publications Inc.
ADDRESS: 3900 Barnett St.
ZONE: 3
PHONE: Lackwood 1981
AM AFFILIATE: WBT
FM AFFILIATE: WBAP-FM
TV NETWORK AFFILIATION: ABC and NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Fort Worth Star-Telegram.
BEGIN 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.: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 17.6 kw
Aural, 8.2 kw
MAKE OF ANTENNA: RCA
TYPE: TF3B
ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 502 ft.
HOURS OF OPERATION: 7 a.m.-Midnight
STUDIO ADDRESS: 3900 Barnett St.
MAKE OF CAMERA CHAINS: RCA
DESCRIPTION: Image Orthicon andiconoscopes.
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
FILM LIBRARY: Snader
NEWS SERVICE: AP
LIBRARY SERVICE: Boosey & Hawkes, Bosworth, Harmonics, Associated and World
STUDIO FACILITIES: Three studios: 45x82x28 (seats 250), 20x33x20 ft., and 15x15x10 ft. Four RCA studio cameras; two RCA field cameras. Bodie rear screen projector. Two RCA film cameras; two RCA 16mm film projectors. One Selectrolite projector for 2x2-in. slides. One Gray Teleprompt opaque projector for 4x5-in. cards. Four Aurean and twelve Bell & Howell motion picture cameras. Two Houston film processing units and Bell & Howell printer. Mobile unit with two cameras, RCA microwave relay equipment and power supply.

EXECUTIVES:
Aman Carter Sr., Chairman of the Board
Aman Carter Jr., President
Harold V. Hough, Director
George Cranston, General Manager
Roy Baca, Commercial Manager
Robert J. Gould, Program Director
R. C. Stinson, Chief Engineer
Lynn Trammell, Film Bureur
Thaine Engle, Director of Publicity, Promotion and Merchandising
Tammy Thompson, Production Director
RATE INFORMATION: Class A hour rate—$500. Minute spot—$110.
WASHINGTON ATTORNEY: Segal, Smith & Hennessy
CONSULTING ENGINEER: A. D. Ring & Assoc.

Galveston—

KGUL-TV

LICENSEE: Gulf Television Co.
ADDRESS: 801 Union Station Bldg.
TV NETWORK AFFILIATION: CBS, ABC, DUMONT
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: James M. Stewart, actor, 9%
James Ward Bradner, owner KGBC Galveston, 2%; Ballinger Mills, lawyer, 1.6%
V. W. McLeod, lawyer, 1.6%; R. Lee Kempner, banker, 20%; F. Kisk Kohs
oil operator, 9%; McLeod, Mills & Shirley, law firm, 4%.
BEGIN OPERATION: March, 1953 (CP granted Nov. 20, 1952)
NATIONAL REPRESENTATIVE: CBS TV Spot Sales
CHANNEL: 11 (198-204 mc)
TRANSMITTER ADDRESS: 2 miles W. of Lamarque and 2 miles NE. of Hitchcock
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 59 kw
Aural, 30 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 580 ft.
WASHINGTON ATTORNEY: Scharfeld, Jones & Baron
CONSULTING ENGINEER: Vandivere, Cohen & Wearn

KGUL-TV

GALVESTON, TEXAS

THE AREA STATION SERVING
THE TEXAS GULF COAST BILLION
DOLLAR MARKET AND 1,000,875 TEXANS

Covering more than a city, more than a single market, more than a billion dollars a year in buying power

KGUL-TV serves a vast area of six cities and over six dozen smaller communities.
IT ISN'T NECESSARY

WBAP Offers the BEST in Coverage, Market, Facilities, Programming!

FACILITIES—finest in the Southwest: 78,000 square feet of floor space nestled in an 87 acre area ... three TV studios plus radio facilities ... storage, maintenance and repair facilities ... a 502 foot tower 1138 feet above sea level! A mobile unit, a TV station on wheels, to handle remote telectas ... an award-winning news service staff of 20 ... a complete film laboratory and full facilities for making commercial films! These are just a few of the top-ranking facilities that make WBAP-TV best in the field!

COVERAGE—Sixteen fabulous counties surrounding Fort Worth and Dallas—the WBAP-TV market—foremost in the South, ahead of Houston and Miami! In addition to the huge metropolitan area, WBAP-TV offers the advertiser a BONUS VALUE—dominance of the extensive non-metropolitan audience, as well! Top Hooper ratings prove: It's WBAP-TV for quick, certain sales results, in local and national television advertising.

MARKET—WBAP-TV delivers a $1 1/2 billion Market ... it's No. 1 in the South! In the WBAP-TV primary area of 16 counties, livestock, aircraft, grain, oil and other important industries boosted total buying income to $1,950,527,870 during 1951. Over 500,000 viewers in this wealthy region have money to spend for merchandise of every kind. And note this—WBAP-TV's proven response area includes 30 wealthy Texas counties with a total population of 1,797,000 and total retail sales of $2,059,150,000. No doubt about it—You'll find TOP facilities, TOP coverage, and the South's No. 1 Market ... delivered by WBAP-TV!

Remember— for coverage that counts, in a prosperous 16-county primary area PLUS outlying non-metropolitan areas, too ... it's WBAP-TV. Write WBAP-TV, 3000 Barnett, Fort Worth, Texas, for additional details, or see your Free & Peters man.

WBAP-TV
Channel 5

STAR-TELEGRAM STATION
FORT WORTH, TEXAS
FREE & PETERS INC. Exclusive National Representatives

1953 TELECASTING Yearbook * Page 223
TEXAS TELEVISION STATIONS

Galveston—(Continued)

KTVR (TV)*

LICENSEE: Rudman Television Co.
ADDRESS: Mercantile Bank Bldg., Dallas, Tex.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: M. B. Rudman, oil operator, is sole owner.
* BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)
TRANSMITTER ADDRESS: State Hwy. 6 at Hitchcock, Tex.
CHANNEL: .41 (622-638 mc)
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 230 kw  Aural, 120 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 480 ft.
STUDIO ADDRESS: State Hwy. 6, Hitchcock
CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

Houston—

LICENSEE: UHF Television Co.
ADDRESS: 14th Floor, Magnolia Bldg., Dallas, Tex.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil operators, grantee at Dallas and applicant in New Orleans and Corpus Christi.
* BEGINS OPERATION: Unknown (CP granted Jan. 8, 1953)
CHANNEL: 3 (524-530 mc)
TRANSMITTER ADDRESS: 4600 Callhoun Rd.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 175 kw  Aural, 88 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 540 ft.
STUDIO ADDRESS: 4600 Callhoun Rd.
LEGAL COUNSEL: Ross K. Prescott (Dallas)
CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

KNUZ-TV*

LICENSEE: KNUZ Television Co.
ADDRESS: P.O. Box 2135
AM AFFILIATE: KNUZ
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Max H. Jacobs (40%) 26% owner KNUZ; Vice President-Treasurer Irvin M. Shlenker (40%), chairman of board Houston National Bank; Vice President-General Manager David C. Morris (5%), KNUZ general manager; Assistant Treasurer Douglas B. Hicks (5%) 26% owner KNUZ; Secretary Bailey A. Swenson (5%), 24% owner KNUZ; Assistant Secretary Leon Green (5%), 24% owner KNUZ.
* BEGINS OPERATION: July, 1953 (CP granted Nov. 8, 1952)
NATIONAL REPRESENTATIVE: Forjoe & Co.
CHANNEL: 39 (620-626 mc)
TRANSMITTER ADDRESS: 4702 Austin St.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 100 kw  Aural, 60 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 520 ft. Above ground, 540 ft.
STUDIO ADDRESS: 4702 Austin St.
WASHINGTON ATTORNEY: Cohn & Marks
CONSULTING ENGINEER: Weldon & Carr

Page 224 ✯ 1953 TELECASTING Yearbook
"Bird imitations... that's all you can do?"

Oddly enough, some people take extraordinary things for granted.

Like radio, for instance.

Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.

Today there are 105,300,000 radio sets in the U. S. A. Virtually every home is a radio home—and over half of them have two or more sets.
The average American now spends more time with radio than with magazines, TV and newspapers combined.
No wonder advertisers invested more money in radio last year than ever before!
KPRC-TV

LICENSEE: The Houston Post Co.

ADDRESS: Lamar Hotel   ZONE: 2   PHONE: Fairfax 7101

AM AFFILIATE: KPRC   FM AFFILIATE: KPRC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of the Houston Post.

BEGAN OPERATION: January 1, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Post Oak Rd.

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 Rd   HOURS OF OPERATION: 7 a.m.-Midnight

MAKE OF CAMERA CHAINS: GE   DESCRIPTION: Studio and field

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

FILM LIBRARY: Snader   NEWS SERVICE: AP and UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Two studios; 40x60 ft. and 30x50 ft. Two GE studio cameras and two GE field cameras. Rear screen projector. Two GE 16mm film cameras; two 16mm film projectors. Selectroslide projector for 2x2-in. slides.

EXECUTIVES:

William P. Hobby, President
Jack Harris, Vice President and General Manager
Jack McGrew, Commercial Manager
Bert Mitchell, Program Director
Paul Huhndorff, Chief Engineer
Martheau Brooks, Film Buyer
Marsh Callaway, Promotion Manager
Ednah Forrester, Publicity Director

RATE INFORMATION: Class A hour rate—$800. Minute spot—$120. Rehearsals—$50 per half-hour. Rates are for film only. Frequency discounts start with 26 times at 25% up to 260 times at 15%. (From Rate Card No. 5, Apr. 1, 1952.)

WASHINGTON ATTORNEY: Frank W. Wexenorth

CONSULTING ENGINEER: McIntosh & Inglis

Page 226 • 1953 Telecasting Yearbook

In two years the number of families owning TV sets in the fabulously rich Houston market has QUADRUPLED! With 225,000 sets at the beginning of 1953, KPRC-TV reaches a larger . . . CONSTANTLY GROWING audience that will BUY what YOU have to sell!!
SET OWNERSHIP
UPLES!

January 1, 1953
225,000

CHANNEL 2
HOUSTON

FIRST in the South's First Market!

NBC • CBS • ABC • DU MONT

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.
TEXAS TELEVISION STATIONS

Houston—(Continued)

KUHT (TV)*
(Educational-Noncommercial)
LICENSEE: U. of Houston and Houston Independent School District (Jointly)
ADDRESS: 3801 Cullen Road ZONE: 4
FM AFFILIATE: KUHF (FM)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by U. of Houston and public schools.
* BEGINS OPERATION: Unknown (CP granted Aug. 21, 1952)
CHANNEL: 8 (180-186 mc)
TRANSMITTER ADDRESS: 3801 Cullen Rd.
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 30.2 kw Aural, 15.4 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 304 ft.
STUDIO ADDRESS: 3801 Cullen Road
TYPE OF OPERATION: Noncommercial Educational
CONSULTING ENGINEER: George P. Adair

Longview—

KTVE (TV)*
LICENSEE: East Texas Television Co.
ADDRESS: Route 3
* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)
CHANNEL: 32 (578-584 mc)
TRANSMITTER ADDRESS: State Highway 26
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 12 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 287 ft. Above ground, 340 ft.
STUDIO ADDRESS: State Highway 26
ATTORNEY: Ross K. Prescott (Dallas)
CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

Lubbock—

KCBD-TV*
LICENSEE: Bryant Radio & Television Inc.
ADDRESS: P.O. Box 1507 PHONE: 5-6248
AM AFFILIATE: KCBD
TV NETWORK AFFILIATION: ABC, NBC
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Caprock Broadcasting Co. licensee of KCBD, is controlling stockholder.
* BEGINS OPERATION: March-April, 1953 (CP granted Oct. 9, 1952)
NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.
CHANNEL: 11 (198-204 mc)
TRANSMITTER ADDRESS: 60th and Avenue A
MAKE OF TRANSMITTER: RCA MODEL NO.: TF-10AH
EFFECTIVE RADIATED POWERS: Visual, 104 kw Aural, 52 kw
MAKE OF ANTENNA: RCA TYPE: TF-12AH
ANTENNA HEIGHT: Above average terrain, 751 ft. Above ground, 786 ft.
STUDIO ADDRESS: 60th & Avenue A
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A
EXECUTIVES:
 Joe H. Bryant, President and General Manager
 George Tarver, Commercial Manager
 Robert Snyder, Assistant Manager
 Frank Lee, Chief Engineer
 WASHINGTON ATTORNEY: Welch, Matt & Morgan
 CONSULTING ENGINEER: Weldon & Carr

KCBD-TV
THE STATION OF THE STARS
will bring top NBC and ABC shows
to the LARGEST MARKET in WEST TEXAS*
One-third million viewers in 23 counties who
spent $402,493,000 in '51-52

*Lubbock is 323 miles from Dallas, 390 from
San Antonio, 349 from El Paso, 121 from Amarillo

KCBS-TV channel
LUBBOCK, TEXAS
NBC • ABC
represented by John E. Pearson Television, Inc.
TEXAS TV STATIONS

Lubbock—(Continued)

KDUB-TV

LICENSEE: Texas Telecasting Inc.

ADDRESS: 620 Lubbock National Bank Bldg. PHONE: 5-9368

TV NETWORK AFFILIATION: CBS and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: W. D. Rogers Jr., President (23%); Vernice Ford (23%); R. L. Keykendall (23%); A. L. Lott (11%); W. W. Conley (11%); Flora Cameron Kampmann (5%) and Charles Balthrop (4%).

EGAN OPERATION: November 13, 1952

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 74th and College Ave.

MAKE OF TRANSMITTER: DuMont MODEL NO.: 8000

EFFECTIVE RADIATED POWERS: Visual, 35 kW Aural, 17.5 kW

MAKE OF ANTENNA: RCA TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 820 ft. Above ground, 840 ft.

STUDIO ADDRESS: Lubbock National Bank Bldg.

OURS OF OPERATION: 3 p.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image orthicon

YPE OF OPERATION: Local live and film, kinescopes.

FILM LIBRARY: Snider NEWS SERVICE: INS

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios, 30x60 ft. and 22x30 ft. Three studio cameras, three field cameras. Two film cameras; two film projectors. Two slide projectors: one opaque projector and one DuMont monochrome scanner. Two Halma motion picture cameras.

EXECUTIVES:

W. D. Rogers Jr., President and General Manager
Mike Shapiro, Commercial Manager
John Hicks, Program Director and Film Buyer
T. W. Kirksey, Chief Engineer

RATE INFORMATION: Class A hour rate—$24. Minute spot—$24. Participation per spot—$30. Rehearsals additional to 2:1 ratio of time purchased—$75 per hour. Frequency discounts start with 26 times at 5% up to 260 times at 20%.

WASHINGTON ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: McIntosh & Inglis

BROADCASTING • Telecasting

●KDUB-TV Lubbock, Texas, FIRST station to begin operation in West Texas’ $389,756,000 TV market! Here are 317,700 potential customers in a trade area containing 10,000 producing oil wells and harvesting 11% of the nation’s cotton production.

●Lubbock rated FIRST in retail sales ($150,465,000 - 1951) among the 12 metropolitan areas in its population bracket in 1950 and 1951.

●Lubbock rates third nationally in income and buying power per family and per capita with sales amounting to $4,777 per family.

●Lubbock is now the cotton-oil capital of the world; having replaced Memphis, Tennessee last year! Lubbock is the nation’s third largest inland cotton market!

●Lubbock was FIRST in total bank deposits for 1952 over all other West Texas metropolitan areas!

Estimates based upon figures from the 1951-1952 Sales Management Surveys.

AFFILIATES: DuMont • Paramount

1953 TELECASTING Yearbook • Page 229

www.americanradiohistory.com
TEXAS TELEVISION STATIONS

San Angelo—

**KGKL-TV**

LICENSEE: KGKL Inc.

ADDRESS: P.O. Box 850 PHONE: 6715

AM AFFILIATE: KGKL

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President H. C. Ragsdale (5%), Vice President Houston Harte (25.25%), Vice President Herbert Taylor (17.9%), Secretary-Treasurer Lewis O. Selbert (10%), Ed Harte, (26.75%) and Harriman Harte, (16.75%).

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Intersection of Texas Ave. and Santa Fe RR

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 6.4 kw Aural, 3.2 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 440 ft. Above ground, 473 ft.

EXECUTIVES:

H. C. Ragsdale, President
Lewis O. Selbert, General Manager
Franklin Rainey, Program Director
Bill Poteet, Chief Engineer

CONSULTING ENGINEER: Commercial Radio Equipment Co.

KTXL (TV)*

LICENSEE: Westex Television Co.

ADDRESS: 1901 W. Beauregard St.

AM AFFILIATE: KTXL

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners Armistead D. Rust, president of KTXL and mayor of San Angelo, and B. P. Bludworth, vice president of KTXL and 50% owner Mid-West Co., outdoor advertising.

* BEGINS OPERATION: Unknown (CP granted Nov. 26, 1952)

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Texas Avenue & Armstrong St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 11 kw Aural, 5.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 420 ft. Above ground, 443 ft.

STUDIO ADDRESS: Texas Ave. and Armstrong St.

WASHINGTON ATTORNEY: Welch, Matt & Morgan

CONSULTING ENGINEER: Craven, Lohnes & Culver

San Antonio—

**KEYL (TV)**

LICENSEE: San Antonio Television Co.

ADDRESS: Transit Tower Bldg. ZONE: 5 PHONE: Garfield 8151

TV NETWORK AFFILIATION: ABC, CBS and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Store Broadcasting Co., which owns and operates WJBA-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, WMNN Fairmont, W. Va., WAGA-AM-FM-TV Atlanta, WGBS-AM-FM Miami and WSAI-AM-FM Cincinnati. Mr. Storer is publisher of Miami Beach (Fla.) Florida Sun.

BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Transit Tower

MAKE OF TRANSMITTER: DuMont MODEL NO.: 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 35 kw Aural, 17.5 kw

MAKE OF ANTENNA: GE TYPE: TY-27F, 6-Bay

ANTENNA HEIGHT: Above average terrain, 445 ft. Above ground, 552 ft.

STUDIO ADDRESS: Transit Tower HOURS OF OPERATION: 8:45 a.m.-11:30 p.m

MAKE OF CAMERĂ CHAINS: DuMont DESCRIPTION: Studio, field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

Local Remotes.

FILM LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: Two studios: 35x40 ft., (seating 50) and 15x34 ft. (seating 25). Five interchangeable cameras for studio/field use. Two DuMont film cameras two Holmes 16mm film projectors. Two Golde projectors for 2x2-in. slides. One opaque projector for 3x4-in. cards. Mobile unit with two cameras, standard complement of lenses, plus 8", 14" and 20", RCA microwave relay equipment.

EXECUTIVES:

George B. Storer, President
George B. Storer Jr., General Manager
William E. Kelley, National Sales Manager
Hugh B. Higgins, Local Sales Manager
William B. Robb Jr., Program Director and Film Buyer
William J. Jackson, Chief Engineer

RATE INFORMATION: Class A hour rate—$500. Minute spot—$90. Frequency discounts start with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Aug. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

Page 230 • 1953 TELECASTING Yearbook
You get top TV ratings plus top TV merchandising on KEYL

Now ADDED SELLING IMPACT ON TV IN KEYL'S

Sponsored by oil-winter "Prestone" Anti-Freeze

BIG GILLETTE BONUS SPECIAL 193¢ 9¢
Pay NOTHING For 3¢ Tube Gillette Shaving Cream

Look! We have all the Beautiful New Parker Pens

san Antonio's

KEYL

Channel Five
TEXAS TELEVISION STATIONS

San Antonio—(Continued)

WOAI-TV

LICENSEE: Southland Industries Inc.
ADDRESS: 1031 Navarro St. ZONE: 6 PHONE: Garfield 4221
AM AFFILIATE: WOAI
TV NETWORK AFFILIATION: NBC (Interconnected)
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: TP-5A, 5-Boy
ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 572 ft.
STUDIO ADDRESS: 1031 Navarro St. HOURS OF OPERATION: 1 p.m.-11 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field
TYPE OF OPERATION: Local and network live, local and network film, kinescopes,
NEWS SERVICE: AP and INS
LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios (48x47 ft. and 22x24 ft.). Three RCA studio cameras and three RCA field cameras. Two RCA film cameras; Holmes 16mm film projectors. Two 35mm slide projectors; Projectall opaque projector for 3x4-in. cards. Mobile unit with three cameras, Raytheon microwave relay equipment.

EXECUTIVES:
Hugh A. L. Haff, President
Arden X. Pangborn, General Manager
Edward V. Chevlat, Commercial Manager
W. Perry Dickey, Program Director
Charles L. Jeffers, Chief Engineer
Edward D. Hyman, Production Manager
Dallas Wyant, Promotion Manager
Imogene Stanley, Publicity Director

RATE INFORMATION: Class A hour rate—$500. Minute spot—$90. Frequency discounts start with 52 times at 10% up to 312 times at 20%. (From Rate Card No. 7, July 15, 1952.)
WASHINGTON ATTORNEY: Hogan & Barton
CONSULTING ENGINEER: A. D. Ring & Assoc.

Page 232 • 1953 TELECASTING Yearbook

Temple—

KCEN-TV

LICENSEE: Bell Publishing Co.
ADDRESS: P. O. Box 419
AM AFFILIATE: KTEM FM AFFILIATE: KTEM-FM
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President Frank W. Mayborn (95%) who also is president and principal stockholder WMAK Nashville.
* BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)
CHANNEL: 6 (82-88 mc)
TRANSMITTER ADDRESS: N. 1st St. & City Limits
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 12.9 kw Aural, 6.5 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 465 ft. Above ground 403 ft.
STUDIO ADDRESS: 119 West Ave. A
WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd
CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

Texarkana—

KCMC-TV

LICENSEE: KCMC Inc.
ADDRESS: 37 Pine St.
AM AFFILIATE: KCMC FM AFFILIATE: KCMC-FM
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President C. E. Palmer (37%), Vice President W. E. Hussman (40%)
* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)
CHANNEL: 6 (82-88 mc)
TRANSMITTER ADDRESS: Summerhill Rd.
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 18.6 kw Aural, 9.4 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 405 ft. Above ground, 399 ft.
STUDIO ADDRESS: Summerhill Rd.
WASHINGTON ATTORNEY: Eugene L. Burke
CONSULTING ENGINEER: Commercial Radio Equipment Co.

Tyler—

KETX (TV)*

LICENSEE: Jacob A. Newborn Jr.
ADDRESS: P. O. Box 572
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Sole owner is Jacob A. Newborn Jr. also owner of WTVS (TV) Gadsden, Ala. and 10% of KBMT (TV) Beaumont, Tex.
* BEGINS OPERATION: June 1 (CP granted Jan. 29, 1953)
CHANNEL: 19 (500-506 mc)
TRANSMITTER ADDRESS: College at Erwin
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 2.4 kw Aural, 1.3 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain 376 ft. Above ground 308 ft.
STUDIO ADDRESS: College at Erwin

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1953 TELECASTING Yearbook • Page 233
TEXAS TV STATIONS

Waco—

KANG-TV*

LICENSEE: Central Texas Television Co.
ADDRESS: c/o R. K. Prescott, Room 1430 Life of America Bldg., Dallas
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Clyde Weatherby, owner of KCLW Hamilton, Tex.
* BEGINS OPERATION: July 1, 1953 (CP granted Nov. 13, 1952)
TRANSMITTER ADDRESS: Medical Arts Bldg., 9th & Austin Sts.
CHANNEL: 34 (590-596 mc)
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 5 kw  Aural, 3 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 350 ft. Above ground, 398 ft.
STUDIO ADDRESS: Medical Arts Bldg., 9th & Austin Sts.
LEGAL COUNSEL: Ross K. Prescott (Dallas)
CONSULTING ENGINEER: Weldon & Carr

Wichita Falls—

KFDX-TV*

LICENSEE: Wichte RKO & Television Co.
ADDRESS: 801 Scott St.
AM AFFILIATE: KFDX
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Darroll A. Canne (52.92%), Vice President W. P. Hood (33.33%), Vice President Howard H. Fry (6%), Secretary-Treasurer M. Kuhuffs (3.33%), Darroll A. Canne Jr. (12%), John Adams (3.67%), Matt Johnson (3.33%) and John White (1.67%).
* BEGINS OPERATION: March 18, 1953 (CP granted Dec. 18, 1952)
CHANNEL: 3 (60-66 mc)
TRANSMITTER ADDRESS: Old Seymour Rd.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 60 kw  Aural, 36 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 549.5 ft.
STUDIO ADDRESS: Old Seymour Road
LEGAL COUNSEL: Abe Herman (Fort Worth)
CONSULTING ENGINEER: George C. Davis

KTVW (TV)*

LICENSEE: White Television Co.
ADDRESS: 1507 Lamar St.
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is W. Earl Whitt, president and 16% owner of White's Auto Stores Inc.
* BEGINS OPERATION: April, 1953 (CP granted Nov. 6, 1952)
CHANNEL: 22 (518-524 mc)
TRANSMITTER ADDRESS: Seymour Road
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 18.5 kw  Aural, 9.3 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 485 ft.
STUDIO ADDRESS: Seymour Road
LEGAL COUNSEL: Ross K. Prescott (Dallas)
CONSULTING ENGINEER: W. D. Buford (Lawton, Okla.)
TEXAS TV STATIONS

Wichita Falls—(Continued)

KWFT-TV*

LICENSEE: Wichita Falls Television Inc.
ADDRESS: 917½ Scott St.
FM AFFILIATE: KWFT FM AFFILIATE: KWFT-FM
V NETWORK AFFILIATION: CBS
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Rowley-Brown Broadcasting Co. (50%) licensee of KWFT-AM-FM, and Texoma Broadcasting Co. (50%) licensee of KTRN. Rowley-Brown group also owns 50% of KRTV (TV) Little Rock, Ark.
BEGINs OPERATION: March 1953 (CP granted Jan. 23, 1953)
NATIONAL REPRESENTATIVE: Blair-TV
CHANNEL: 6 (82-88 mc)
TRANSmitter ADDRESS: West of Wichita Falls
MAKE OF TRANSmitter: GE
EFFECTIVE RADIATED POWERS: Visual 22.3 Aural: 11.3 kw
MAKE OF ANTENNA: GE
NTENNA HEIGHT: Above average terrain 495 ft. Above ground 495 ft.
WASHINGTON ATTORNEY: Dempsey & Keplovits
CONSULTING ENGINEER: Commercial Radio Equipment Co.

UTAH TV STATIONS

Salt Lake City—

KDYL-TV

LICENSEE: Intermountain Broadcasting & TV Corp.
ADDRESS: 143 S. Main St. ZONE: 1 PHONE: 5-2991
FM AFFILIATE: KDYL FM AFFILIATE: KDYL-FM
V NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: S. S. Fox is principal stockholder.
BEGINs OPERATION: April, 1948
NATIONAL REPRESENTATIVE: Blair-TV
TRANSmitter ADDRESS: Mount Vision, Oquirrh Mtn. Range
CHANNEL: 4 (66-72)
MAKE OF TRANSmitter: RCA MODEL NO.: FT-5A
EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural, 15 kw
MAKE OF ANTENNA: RCA TYPE: 6-Bay
NTENNA HEIGHT: Above average terrain, 3,080 ft. Above ground, 182 ft.
TRANSmitter ADDRESS: 143 S. Main St. HOURS OF OPERATION: 9:30 a.m.-12 midnight
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK20A
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: UP
TRANSmitter FACILITIES: Two studios: 635 sq. ft. and 2,100 sq. ft. Four camera chains; two 16mm film projectors, one 35mm slide projector. Mobile unit.
EXECUTIVES:
S. S. Fox, President & General Manager
John M. Baldwin, Vice President & Technical Director
George A. Provo, Commercial Manager
Don Rainer, Program Director
Connie Eckhardt, Film Buyer
RATE INFORMATION: Class A hour rate—$575 (studio rate—plus 30%). Minute spot—$100. Live studio camera rehearsal $33 per half hour. Frequency discounts start at 5% for 13 times to 25% for 31 times. (From Rate Card No. 8, effective Feb. 1, 1952.)
WASHINGTON ATTORNEY: Segal, Smith & Hennessey
CONSULTING ENGINEER: George C. Davis

1953 TELECASTING Yearbook • Page 235
UTAH TELEVISION STATIONS

Salt Lake City—

KSL-TV

LICENSEE: Radio Service Corp. of Utah
ADDRESS: 145 Motor Ave. ZONE: 1 PHONE: 5-4641
AM AFFILIATE: KSL FM AFFILIATE: KSL-FM
TV NETWORK AFFILIATION: ABC, CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Church of Jesus Christ of Latter Day Saints (also owns 20% of KGMB-AM-TV Honolulu). Bryant S. Stringham (Utah Woolen Mills), William M. Wallace, J. Sharp, Spencer Foltz (Foltz Media Corp.), Raddatz Corp. and KSL employees.

BEGAN OPERATION: June 1, 1949
NATIONAL REPRESENTATIVE: CBS-TV Spot Sales
CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Ceco Peak
MAKE OF TRANSMITTER: GE MODEL NO.: TT-10A

EFFECTIVE RADIATED POWERS: Visual, 17.8 kw Aural, 8.9 kw

MAKE OF ANTENNA: GE TYPE: TY-27C, 3-Bay Batwing

ANTENNA HEIGHT: Above average terrain, 3,840 ft. Above ground, 250 ft.

HOURS OF OPERATION: Neon-Midnight

STUDIO ADDRESS: 145 Motor Ave.
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Field
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Official, Sterling NEWS SERVICE: UP

MUSIC LIBRARY SERVICE: World

STUDIO FACILITIES: Auditorium seating 200, stage 80x50; two studios, 70x60 and 30x20 ft. Four cameras, interchangeable for field/studio use. Rear screen projector. Two DuMont film cameras. Three Holm 16mm film projectors. Two 35mm projectors; two opaque projectors for 31x6-in. cards. Bell & Howell 16mm motion picture camera. Mobile unit with four cameras, microwave relay equipment and power supply.

EXECUTIVES:
J. Reuben Clark Jr., President
Ivor Sharp, Executive Vice President
D. Lennex Murdoch, General Manager
Ted Kimball, Commercial Manager
Wayne Richards, Program Director
Vincent Clayton, Chief Engineer
Richard Thrilot, Film Buyer
Scott Clawson, Production Manager
A. Richard Robertson, Promotion & Publicity Director

RATE INFORMATION: Class A hour rate—$520, film rate, $400. Minute spot $104. Participation per spot—$46.67. Rehearsals—$50 per camera for each half-hour in excess of 3:1 ratio of air time allowed. Frequency discounts range from 21½ % to special 25 % discount. (From Rate Card No. 4, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Wilkinson, Boyd & Cregun

CONSULTING ENGINEER: A. D. Ring & Assoc.

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The KSL-TV fan club is sky-rocketing, too. According to ARB, KSL-TV is a knockout... weighing in on the rating scale with 10 out of the 15 top shows; 71 percent of the total afternoon audience and 52 percent of the total evening viewers.

Handled by CBS Television Spot Sales.
Charlottesville—

WCHV-TV*

**LICENSEE:** Barham & Barham
**ADDRESS:** P. O. Box 631

**AM AFFILIATE:** WCHV

**PRINCIPAL STOCKHOLDERS & OTHER INTERESTS:** Charles Barham and Emma Lou Barham are equal partners.

**BEGIN'S OPERATION:** Sept. 1, 1953 (CP granted Jan. 29, 1953)

**CHANNEL:** 64 (770-776 mc)

**TRANSMITTER ADDRESS:** Patterson Mt.

**MAKE OF TRANSMITTER:** DuMont

**EFFECTIVE RADIATED POWERS:** Visual, 118 kw; Aural, 63.3 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above average terrain, 781 ft. Above ground, 97 ft.

**CONSULTING ENGINEER:** A. K. King & Assoc.

Danville—

WBTM-TV*

**LICENSEE:** Piedmont Broadcasting Corp.
**ADDRESS:** Hotel Danville Bldg.

**AM AFFILIATE:** WBTM

**FM AFFILIATE:** WBTM-FM

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** L. N. Dibrell, president; Edward G. Gardner, vice president and general manager; James W. Ray, vice president.

**BEGIN'S OPERATION:** Unknown (CP granted Dec. 18, 1953)

**CHANNEL:** 24 (530-536 mc)

**TRANSMITTER ADDRESS:** White Oak Mountain

**MAKE OF TRANSMITTER:** RCA

**EFFECTIVE RADIATED POWERS:** Visual, 225 kw; Aural, 120 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above average terrain, 650 ft. Above ground, 273 ft.

**STUDIO ADDRESS:** White Oak Mountain

**WASHINGTON ATTORNEY:** John Midlin

**CONSULTING ENGINEER:** George C. Davis

Hampton—

WVEC-TV*

**LICENSEE:** Peninsula Broadcasting Corp.
**ADDRESS:** Box 481

**AM AFFILIATE:** WVEC

**PRINCIPAL STOCKHOLDERS & OTHER INTERESTS:** President Thomas P. Chism (28%); Secretary-Treasurer Julian W. W. Chism (28%); Vice President James E. Swafford (28%); Vice President Harrell A. Brauer Jr. (15%).

**BEGIN'S OPERATION:** Aug. 1, 1953 (CP granted Feb. 5, 1953)

**NATIONAL REPRESENTATIVE:** William G. Rembeau Co.

**CHANNEL:** 15 (476-482 mc)

**TRANSMITTER ADDRESS:** Highway 168

**MAKE OF TRANSMITTER:** RCA

**EFFECTIVE RADIATED POWERS:** Visual, 179 kw; Aural, 98.5 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above average terrain 482 ft. Above ground 500 ft.

**WASHINGTON ATTORNEY:** Cohn & Marks

**CONSULTING ENGINEER:** Lynne C. Smiley

Lynchburg—

WLVA-TV

**LICENSEE:** Lynchburg Broadcasting Corp.
**ADDRESS:** 925 Church St.

**PHONE:** 2-1242

**AM AFFILIATE:** WLVA

**FM AFFILIATE:** WLVA-FM

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Principal owners are Edward A. and Philip P. Allen.

**BEGIN'S OPERATION:** Feb. 8, 1953

**NATIONAL REPRESENTATIVE:** George H. Hollingbery Co.

**CHANNEL:** 13 (210-216 mc)

**TRANSMITTER ADDRESS:** High Peak, Amherst City.

**MAKE OF TRANSMITTER:** DuMont

**MODEL NO.:** SKW-8000

**EFFECTIVE RADIATED POWERS:** Visual, 28.2 kw; Aural, 14.1 kw

**MAKE OF ANTENNA:** RCA

**TYPE:** 6-Ray

**ANTENNA HEIGHT:** Above average terrain, 2,092 ft. Above ground, 120 ft.

**STUDIO ADDRESS:** 925 Church St.

**HOURS OF OPERATION:** 9 a.m.-1 p.m. & 5 p.m.-11:30 p.m.

**MAKE OF CAMERA CHAINS:** DuMont

**DESCRIPTION:** Image Orthicon

**TYPE OF OPERATION:** Local and network live, local film.

**FILM LIBRARY:** DuMont

**NEWS SERVICE:** AP

**STUDIO FACILITIES:** One studio, 171½x25ft., and one 12x14 ft. One studio camera. One film camera; two 16mm film projectors. One projector for 2x2-in. slides; DuMont monochrome 35mm scanner. Two Cine-Kodak 16mm motion picture cameras.

**EXECUTIVES:**

Edward A. Allen, President
Philip P. Allen, General Manager & Vice President
Joseph F. Wright Jr., Commercial Manager
Warren Utlst, Program Director & Film Buyer
John T. Orth, Chief Engineer

**RATON INFORMATION:** Class A hour rate—$250. Minute spot—$50. (From Rate Card No. 1, Dec. 5, 1952)

**WASHINGTON ATTORNEY:** George O. Sutton

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

1953 TELECASTING YEARBOOK • Page 237
VIRGINIA TELEVISION STATIONS

Lynchburg—(Continued)

WWOD-TV*

LICENSEE: Old Dominion Broadcasting Corp.
ADDRESS: P.O. Box 918 PHONE: 2-3441
AM AFFILIATE: WWOD FM AFFILIATE: WWOD-FM
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President, D. H. Dillard (42.2%); Vice President, P. G. Dillard (17.8%); E. S. Dillard (17.8%); W. H. Buruss (15.6%).
* BEGINS OPERATION: Unknown (CP granted Nov. 6, 1952)
CHANNEL: 16 (482-488 mc)
TRANSMITTER ADDRESS: Route 501
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 57 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 553 ft.
STUDIO ADDRESS: Route 501
WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd
CONSULTING ENGINEER: George E. Gaultney

Newport News—

WHYU-TV*

LICENSEE: Eastern Broadcasting Corp.
ADDRESS: 114 24th St.
AM AFFILIATE: WHYU
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President John Doley (23%); Vice President Stuart A. Smith (16%); Assistant Treasurer Margaret S. Doley (23).
* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)
CHANNEL: 33 (584-590 mc)
TRANSMITTER ADDRESS: 114 24th St.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 20.4 kw Aural, 10.2 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 315 ft. Above ground 319 ft.
STUDIA ADDRESS: 114 24th St.
WASHINGTON ATTORNEY: Eugene L. Burke
CONSULTING ENGINEER: George P. Adair

Norfolk—

WTAR-TV

LICENSEE: WTAR Radio Corp.
ADDRESS: 720 Boush St. ZONE: 10 PHONE: 5-6711
AM AFFILIATE: WTAR FM AFFILIATE: WTAR-FM
TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Norfolk Newspapers Inc., publisher of Norfolk Virginian-Pilot and Ledger-Dispatch.
BEGAN OPERATION: April 2, 1950
NATIONAL REPRESENTATIVE: Edward Petry & Co.
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: 720 Boush St.
MAKE OF TRANSMITTER: RCA MODEL NO.: TI-5A
EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 12 kw
MAKE OF ANTENNA: RCA TYPE: 5-Element Supertwistile
ANTENNA HEIGHT: Above average terrain, 367 ft. Above ground, 400 ft.
STUDIO ADDRESS: 720 Boush St.
HOURS OF OPERATION: 7 a.m.-Midnight, 11 a.m.-12:30 p.m. (Sat.); 11:30 a.m.-Midnight (Sun.)
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 4 studio, 2 film
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
FILM LIBRARY: Snider, Unity NEWS SERVICE: Telenews
LIBRARY SERVICE: Standard
STUDIO FACILITIES: Auditorium seating 120 with stage 25x40 ft., and studio 32x45 ft. Two image orthicon cameras in each studio; two RCA 16mm film projectors three Eastman 35mm slide projectors. One SuperProjector. Mobile unit with two RCA image orthicon cameras. Microwave relay equipment. VuGraph rear screen projector. One Bell & Howell and one Zeiss 16mm motion picture camera. Microwave equipment.
EXECUTIVES:
Campbell Arnoux, President & Manager
John C. Peffer, Operations Manager
Robert M. Lambe, General Sales Manager
Harold Seldinger, Production Manager
Richard L. Lindell, Chief Engineer
Winston Hope, Administrative Asst. for TV & Film Buyer
Joel F. Carlson, Public Relations Director
Fred N. Lowe, Promotion Manager
RATE INFORMATION: Class A hour rate—$585. Minute spot—$115. Participation per spot—$115. Rehearsals—$15 per 1/4 hour. Frequency discounts start with 52 times at 5% up to 312 times at 30%. (From Rate Card No. 5, July 1, 1952.)
WASHINGTON ATTORNEY: Eliot C. Lovett
CONSULTING ENGINEER: Jansky & Bailey

Page 238 • 1953 TELECASTING Yearbook
BROADCASTING • TELECASTING

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VIRGINIA TV STATIONS

Richmond—

WTVR (TV)

LICENSEE: Havens & Martin
ADDRESS: 3301 W. Broad St. PHONE: 5-8611
AM AFFILIATE: WMBG FM AFFILIATE: WCOJ
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 Mills Road
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10.2 kw
MAKE OF ANTENNA: RCA TYPE: Superturnstile
ANTENNA HEIGHT: Above average terrain, 840 ft. Above ground, 844 ft.
HOURS OF OPERATION: 7 a.m.-Midnight
STUDIO ADDRESS: 3301 W. Broad St.
MAKE OF CAMERA CHAINS: DuMont
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: UP

STUDIO FACILITIES: Two studios; 52x25x22 ft. and 29x17½x12 ft. Three DuMont studio cameras and three DuMont field cameras. Two Speed-Graphic film cameras; two 16mm film projectors. Four projectors for 2x2-in. slides; one for 35mm strip film. Balopticon opaque projector. Two 16mm and two 35mm motion picture cameras. Film processing unit for 16mm and 35mm film.

EXECUTIVES:
Wilbur M. Havens, President, General Manager & Commercial Manager
G. Conrad Rianhard, Program Director & Film Buyer
James W. Kyle, Chief Engineer
Walter A. Bowry Jr., Assistant General Manager

RATE INFORMATION: Class A, hour rate — $600. Minute spot — $100. Rehearsals — $2 per minute over basic air-time purchased. When 52 consecutive weeks are completed a 10% bonus discount will be allowed on the lowest weekly billing for time charges only.

WASHINGTON ATTORNEY: John H. Midian

CONSULTING ENGINEER: James C. McNary
Page 240 • 1953 TELECASTING Yearbook

IN FACT
Here is the Picture...
160,427 sets (2/1/53)
34 county coverage
18 hr. average operation daily
790,200 population
205,700 families
$631,092,000 retail sales
Of Greatness

In the halls of history are many of Virginia's sons—those pioneers who set forth our way of life, who lengthened and broadened this country by their vision.

America's coastal frontiers are now attained. Today, 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... next for WTVR will be Maximum Power at Maximum Height—1,049 foot antenna at 100,000 watts... beyond the next hill always a bigger hill... be it programming excellence, public service or mass moving of merchandise at lowest cost.

WTVR talks business with 790,200 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. WMBG represented nationally by The Bolling Company WTVR represented nationally by BLAIR TV, Inc.

FIRST STATIONS OF VIRGINIA
VIRGINIA TELEVISION STATIONS

Roanoke—

WROV-TV

LICENSEE: Radio Roanoke Inc.
ADDRESS: 600 Mountain Trust Bldg. ZONE: 5 PHONE: 3-4444
AM AFFILIATE: WROV FM AFFILIATE: WROV-FM
TV NETWORK AFFILIATION: ABC
BEGAN OPERATION: Feb. 23, 1953
NATIONAL REPRESENTATIVE: Burn-Smith Co.
CHANNEL: 27 (548-554 mc)
TRANSMITTER ADDRESS: Mill Mountain
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 104.7 kw Aural, 62.6 kw
MAKE OF ANTENNA: RCA TYPE: TFU-21BL
ANTENNA HEIGHT: Above average terrain, 674 ft. Above ground, 223 ft.
STUDIO ADDRESS: 600 Mountain Trust Bldg.
HOURS OF OPERATION: 4 p.m.-11 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio & Field
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: UP
MUSIC LIBRARY SERVICE: Lang-Worth
STUDIO FACILITIES: One studio 24x16 ft., seating 20. One studio/field camera. One RCA film camera; two 16mm film projectors. Slide projector for 2x2-in. slides. Opaque projector.
EXECUTIVES:
Frank E. Koehler, General Manager & Commercial Manager
Gordon R. Phillips, Assistant Manager & Film Buyer
John Clement, Production Director
James W. Robertson, Chief Engineer
RATE INFORMATION: Class A hour rate—$200. Minute spot—$40. Participation per spot—$40. Rehearsals—$10 per hour. Frequency discounts range from 5% for 26 times to 30% for 312 times.
WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky
CONSULTING ENGINEER: Jansky & Bailey

WSLS-TV

LICENSEE: Shenandoah Life Stations Inc.
ADDRESS: Shenandoah Bldg. ZONE: 7 PHONE: 9227
AM AFFILIATE: WSLS FM AFFILIATE: WSLS-FM
TV NETWORK AFFILIATION: NBC and CBS
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Shenandoah Life Insurance Co. 100%.
BEGAN OPERATION: Dec. 11, 1952
NATIONAL REPRESENTATIVE: Avery-Knoedl
CHANNEL: 10 (192-198 mc)
TRANSMITTER ADDRESS: Poor Mountain
EFFECTIVE RADIATED POWERS: Visual, 248 kw Aural, 124 kw
ANTENNA HEIGHT: Above average terrain, 1,973 ft. Above ground, 174 ft.
STUDIO ADDRESS: Shenandoah Building
HOURS OF OPERATION: 7-9 a.m. and 5-11 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Film
TYPE OF OPERATION: Local and network film, kinescopes.
STUDIO FACILITIES: One studio; two 16mm film projectors; one automatic slide projector for 2x2-in. slides.
EXECUTIVES:
Paul C. Buford, President
James H. Moore, Executive Vice President
Harace Fitzpatrick, Commercial Manager
George Chennault, Program Director
J. P. Briggs, Chief Engineer
RATE INFORMATION: Class A hour rate—$250. Minute spot—$50. Frequency discounts range from 5% for 26 times to 25% for 260 times. (From Rate Card No. 1)
WASHINGTON ATTORNEY: Elliott C. Lovett
CONSULTING ENGINEER: George C. Davis

WASHINGTON TV STATIONS

Bellingham—

KVOS-TV*

LICENSEE: KVOS Inc.
ADDRESS: 1221 Commercial St.
AM AFFILIATE: KVOS
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President Roger Jones (90%) * BEGINS OPERATION: April-June, 1953 (CP granted Jan. 23, 1953)
CHANNEL: 12 (204-210 mc)
TRANSMITTER ADDRESS: 2704 Yew Road
EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw
ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 305 ft.
STUDIO ADDRESS: 2704 Yew Road
TYPE OF OPERATION: Network live, local and network film, kinescopes.
EXECUTIVES:
Roger Jones, President
Jack Clarke, General Manager
Fred Else tougher, Commercial Manager
Dave Minto, Program Director
Ernest Harper, Chief Engineer
WASHINGTON ATTORNEY: Haley & Doty

Page 242 • 1953 TELECASTING Yearbook
WASHINGTON TV STATIONS

Seattle—

KING-TV

**SENSE**: KING Broadcasting Co.

**DRESS**: 2111 Smith Tower  **ZONE**: 4  **PHONE**: Mutual 1090

**AFFILIATE**: KING  **FM AFFILIATE**: KING-FM

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

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS**: Mrs. A. Scott Bullitt is principal stockholder. Licensee is 25% owned by Hearst Corp., which owns and operates 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.)

**JAN OPERATION**: November 25, 1948

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

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

**TRANSmitter ADDRESS**: 301 Caler St.

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

**ACTIVE RADIATED POWERS**: Visual, 19 kw  **Aural**, 10 kw

**KE OF ANTENNA**: RCA  **TYPE**: TF-3A, Superiumstile

**ANTENNA HEIGHT**: Above average terrain, 408 ft. Above ground, 170 ft.

**ADIO ADDRESS**: 302 West Second St.  **HOURS OF OPERATION**: 10:25 a.m.-Midnight

**KE OF CAMERA CHAINS**: RCA

**E OF OPERATION**: Local and network live, local and network film, kinescopes.

**LIBRARY**: Snader  **NEWS SERVICE**: UP, Telenews, Acme

**DIO FACILITIES**: Two studios (each 60x100 ft.). Four RCA TK-30A field/studio cameras. Two RCA TK-20A film cameras. Two RCA TP-168 and two Eastman No. 5 film projectors. Two 35mm Selectolight projectors. One GE Ballopticin projector (3x4-in.). One Auricon 16mm motion picture camera. Mobile unit with two field cameras, standard lenses; two complete microwave relay equipment units.

**EXECUTIVES**:

Mrs. A. Scott Bullitt, President

Ito P. Brandt, General Manager & Vice President

A. P. Hunter, Commercial Manager

E Schulman, Program Director & Film Buyer

James L. Middlebrooks, Director of Engineering

**INFORMATION**: Class A hour rate—$625 (plus $150 live studio charge and $80 rehearsal charge). Minute spot—$100 (plus $10 live studio charge and $15 rehearsal charge). Participations—$75-$170 per spot. Frequency discounts—begin with 13 times at 2 1/2% up to 260 times at 15% plus. (From Rate Card No. 0, Aug. 1, 1952.)

**WASHINGTON ATTORNEY**: Haley & Doty

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

**CASTING * Tele**

Television is **KING**

in the Pacific Northwest

• KING-TV, Seattle, is now in its 5th year of aggressively building SOLID local acceptance in one of America's top "quality" markets.

• Now more than 1,000,000 televicewers make KING-TV the best salesman in the booming Pacific Northwest.

SEATTLE

CHANNEL 5

1953 TELECASTING Yearbook  * Page 243
WASHINGTON TELEVISION STATIONS

Spokane—

**KHQ-TV**

LICENSEE: KHQ Inc.

ADDRESS: Radio Central Bldg. ZONE: 8 PHONE: Madison 5131

AM AFFILIATE: KHQ

TV NETWORK AFFILIATION: ABC and NBC (Non-interconnected)


BEGAN OPERATION: December 22, 1952.

NATIONAL REPRESENTATIVE: Katz Agency Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 4102 So. Regal St.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-22A

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: GE TYPE: TY-13E

ANTENNA HEIGHT: Above average terrain, 941 ft. Above ground, 792 ft.

HOURS OF OPERATION: 11 a.m.-midnight

STUDIO ADDRESS: Radio Central Bldg.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-31A

TYPE OF OPERATION: Local live, local and network film, kinescopes.

STUDIO FACILITIES: Two studios (each 40x60 ft.). Two RCA TK-31A interchangeable field/studio cameras. Two RCA TK-20B 16mm film cameras. Two Eastman 16mm film projectors. Two Selectroslide projectors (2x2-in.). One Gray Telop opaque projector. Mobile unit with one or two cameras, power supply and microwave relay equipment.

EXECUTIVES:
- R. O. Dunning, President & General Manager
- M. O. Fritsch, Secretary-Treasurer
- Robert H. Wesson, Commercial Manager
- William A. Nelson, Program Director
- Al Sparling, Engineering Director
- Barney Blair, Publicity Director

RATE INFORMATION: Class A hour rate—$200 (plus $120 live studio charge and $60 rehearsal charge). Minute spot—$40 (plus $15 live studio charge). Frequency discounts—Begin with 13 times at 5% up to 260 times at 20%. (From Rate Card No. 1, Dec. 22, 1952.)

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

CONSULTING ENGINEER: George C. Davis

Page 244 • 1953 TELECASTING Yearbook

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**KXLY-TV**

LICENSEE: KXLY-TV

ADDRESS: 315 W. Sprague ZONE: 4

AM AFFILIATE: KXLY

TV NETWORK AFFILIATION: CBS and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee half-owned by Symons Broadcasting Co., licensee of KXLY, and Harry L. (Bing) Crosby Jr. Symons Broadcasting Co. is owned by E. B. Craney and John L. and Lulu M. Wheeler. Mr. Craney has major or controlling interests in KXLF Butte, Mont.; KXL Portland, Ore.; KXLY Spokane, Wash.; KXLQ Helena, Mont.; KXLL Boise, Mont.; KXL Missoula, Mont., and KXLL Great Falls, Mont. Mr. Crosby has a 24% interest in KMB Monterey, Calif.

BEGAN OPERATION: Feb. 22, 1953

NATIONAL REPRESENTATIVE: Walker Representation Co. Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Mt. Spokane

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 55 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 3,070 ft. Above ground 140 ft.

STUDIO ADDRESS: 315 W. Sprague

STUDIO FACILITIES: Two studio cameras. Two film cameras. Two 16mm film projectors. Two 35mm slide projectors. Multiscope.

EXECUTIVES:
- E. B. Craney, President
- Norman Hawkins, Manager

RATE INFORMATION: Class A hour rate—$150 (plus $150 live studio charge with two cameras). Minute spot—$22.50.

WASHINGTON ATTORNEY: Wheeler & Wheeler

CONSULTING ENGINEER: George P. Adair

Page 244 • 1953 TELECASTING Yearbook
MT. SPOKANE
6,018 FT.

Channel 4 CBS
KXLY-TV

Highest TV Antenna in the Pacific Northwest
Serving Eastern Washington, North Idaho, Western Montana, N. E. Oregon
PURCHASABLE AT A SAVING WITH THE XL RADIO STATIONS

The XL Stations

<table>
<thead>
<tr>
<th>KXL</th>
<th>KXLY</th>
<th>KXLF</th>
<th>KXLJ</th>
<th>KXLK</th>
<th>KXLQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>PORTLAND</td>
<td>SPOKANE</td>
<td>BUTTE</td>
<td>MISSOULA</td>
<td>HELENA</td>
<td>GREAT FALLS</td>
</tr>
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New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

1953 TELECASTING Yearbook • Page 245
WASHINGTON TELEVISION STATIONS

Tacoma—

KMO-TV*

LICENSEE: KMO Inc.

ADDRESS: 914½ Broadway   ZONE: 2 PHONE: Market 4144

AM AFFILIATE: KMO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Carl E. Haymond, who also owns KIT-AM-TV Yakima, Wash.

* BEGINS OPERATION: June 1, 1953 (CP granted Dec. 10, 1952)

NATIONAL REPRESENTATIVE: Branham Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Dash Point

MAKE OF TRANSMITTER: RCA MODEL: TT-10A

EFFECTIVE RADIATED POWERS: Visual, 114 kw Aural, 57 kw

MAKE OF ANTENNA: RCA MODEL: 12-TH

ANTENNA HEIGHT: Above average terrain, 560 ft. Above ground, 400 ft.

STUDIO ADDRESS: 914½ Broadway

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local film and kinescopes.

FILM LIBRARY: Musi-Film & Snader NEWS SERVICE: UP

LIBRARY SERVICE: Capitol, RCA Thesaurus

STUDIO FACILITIES: Studio 30x40 ft. Two field & studio cameras. RCA film camera. Two Eastman 16mm projectors. Two slide projectors.

EXECUTIVES:
Carl E. Haymond, President
Jerry Geethan, Vice President and General Manager
John Boor, Chief Engineer

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Millard M. Garrison

Page 246 • 1953 TELECASTING Yearbook

KTNT-TV*

LICENSEE: Tribune Publishing Co.

ADDRESS: 1701 So. 11th St. ZONE: 6 PHONE: Fulton 2561

AM AFFILIATE: KTNT FM AFFILIATE: KTNT-FM

TV NETWORK AFFILIATION: CBS


* BEGINS OPERATION: March, 1953 (CP granted Dec. 10, 1952)

NATIONAL REPRESENTATIVE: Weed Television Inc.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: So. 11th & Grant Sts.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 29.5 kw Aural, 15 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 450 ft. Above ground, 287 ft.

STUDIO ADDRESS: So. 11th & Grant Sts.

EXECUTIVES:
Frank S. Baker, President
Len Higgins, Manager
Larry Carino, Commercial Manager
Burke W. Ormsby, Production Director & Film Buyer
Max H. Bice, Chief Engineer

RATE INFORMATION: Class A hour rate—$625. Minute spot—$135. Frequency di
counts—Begin at 13 times. (From Rate Card No. 1, March 1, 1953.)

WASHINGTON ATTORNEY: Dow, Lohnes & Alberson

CONSULTING ENGINEER: Alvin H. Barnard (Portland, Ore.)

BROADCASTING • Telecating
WASHINGTON TELEVISION STATIONS

Yakima—

KIMA-TV*

LICENSEE: Cascade Broadcasting Co.

ADDRESS: Terrace Hgts. Rd. PHONE: 6197

AM AFFILIATE: KIMA

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is A. W. Talbot

BEGIN OPERATION: March 1953 (CP granted Dec. 4, 1952)

NATIONAL REPRESENTATIVE: Weed Television Inc.

CHANNEL: 29 (560-566 mc)

TRANSMITTER ADDRESS: Ahtanum Ridge Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 55 kw Aural, 27.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 950 ft. Above ground, 143 ft.

STUDIO ADDRESS: East County Rd.

EXECUTIVES:
A. W. Talbot, President
R. Lee Block, General Manager

WASHINGTON ATTORNEY: Prince, Taylor & Crampton

CONSULTING ENGINEER: McIntosh & Inglis

KIT-TV*

LICENSEE: Kit Inc.

ADDRESS: 414½ E. Yakima Ave. PHONE: 8115

AM AFFILIATE: KIT

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Carl E. Haymond, who also owns KMO-AM-TV Tacoma, Wash.

BEGIN OPERATION: August 1953 (CP granted Dec. 4, 1952)

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: Ahtanum Ridge Rd.

MAKE OF TRANSMITTER: RCA

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

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 960 ft. Above ground, 150 ft.

STUDIO ADDRESS: 414½ E. Yakima Ave.

EXECUTIVES:
Carl E. Haymond, President
James A. Murphy, Vice President and General Manager

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Millard M. Garrison

1953 TELECASTING Yearbook * Page 247
WEST VIRGINIA TV STATIONS

Huntington—

WSAZ-TV

LICENSEE: WSAZ Inc.
ADDRESS: West Virginia Bldg. ZONE: 18 PHONE: 3-9441
AM AFFILIATE: WSAZ

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

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is 89% owned by Huntington Publishing Co. (Huntington Herald-Dispatch and Advertiser), and 11% by Mrs. Eugene Katz (The Katz Agency). Col. J. H. Long and family are the principal owners of Huntington Publishing Co.

BEGAN OPERATION: Nov. 15, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.
CHANNEL: 3 (66-72 mc)
TRANSMITTER ADDRESS: Eighth St. Hill
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-25AL
EFFECTIVE RADIATED POWERS: Visual, 84 kw Aural, 42 kw
MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Bay Supertumstille
ANTENNA HEIGHT: Above average terrain, 600 ft. Above ground, 350 ft.
STUDIO ADDRESS: West Virginia Bldg. HOURS OF OPERATION: 10 a.m.-12:30 a.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 3 image orthicon, 2 studio-field
TYPE OF OPERATION: Local and network live, local and network film, kinescopes, remotes.
NEWS SERVICE: AP
MUSIC LIBRARY SERVICE: Lang-Warth and Associated

STUDIO FACILITIES: One studio 18x37 ft. Two studios under construction—41x52 ft., seating 150; 25x34 ft., seating 50. Three RCA cameras, two are interchangeable for field use. Two RCA film cameras; two RCA 16mm film projectors. Two Eastman 35 mm slide projectors; one opaque projector for 4½x5-in. cards. Bolex 16mm motion picture camera. One fully equipped mobile unit, two cameras, microwave relay equipment, power supply, etc.

EXECUTIVES:
Col. J. H. Long, President
Lawrence H. Rogers II, Vice President & General Manager
Leroy E. Kilpatrick, Vice President & Technical Director
James H. Ferguson, Sales Director
Ted A. Eiland, Program Director
Thomas I. Bordenkircher, Production Manager
Ned R. Brooke, Film Director

RATE INFORMATION: Class A hour rate—$600. Minute spot—$84. Frequency discounts start with 26 times at 5% up to 260 times at 25%.

WASHINGTON ATTORNEY: Cohn & Marks

Page 248 • 1955 TELECASTING Yearbook

WISCONSIN TV STATIONS

Green Bay—

WBAY-TV*

LICENSEE: Norbertine Fathers
ADDRESS: Bellin Bldg. PHONE: Adams 1
AM AFFILIATE: WBAY

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Non-profit, non-stock religious order.

* BEGINS OPERATION: March 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: Weed Television Inc.
CHANNEL: 2 (54-60 mc)
TRANSMITTER ADDRESS: Glenmore Rd.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 450 ft. Above ground, 383 ft.
STUDIO ADDRESS: Bellin Bldg.
EXECUTIVES:
Rev. M. J. Beemster, Managing Director
Haydn R. Evans, General Manager
WASHINGTON ATTORNEY: Hogan & Hartson
CONSULTING ENGINEER: George C. Davis

Madison—

WMTV (TV)*

LICENSEE: Bartell Television Corp.
ADDRESS: 710 N. Plankinton Ave., Milwaukee, Wis.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President, Gerald A. Bartell (24 shares subscribed, 5 shares held); president WOKY Milwaukee and WAPL Appleton, Wis., 49% owner of WOKW Sturgeon Bay and other broadcast interests including: Gerald A. Bartell Assoc. (sales representatives for radio and television productions, Milwaukee; vice president, Earl W. Fessler [249 shares subscribed, 1 share held]) owner of WMMF (FM) Madison; secretary-treasurer, Lee K. Bezner (396 shares subscribed, 4 shares held), secretary-treasurer of WOKY and WAPL and Milwaukee attorney, and David Bezner (395 shares subscribed, 5 shares held), stockholder in WOKY and WAPL and Milwaukee attorney.

* BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)
TRANSMITTER ADDRESS: 3.5 m. 5W from downtown area.
CHANNEL: 33 (584-590 mc)
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 16.5 kw Aural, 9.3 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 430 ft. Above ground 494 ft.
ATTORNEY: Lee K. Bezner (Milwaukee)
CONSULTING ENGINEER: Ralph E. Evans (Milwaukee)

BROADCASTING • Telecasting

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For full details on rates and availabilities to stake out your claim in this rich, new market, wire, call or write Lawrence H. Rogers II, Vice-President and General Manager, or contact your nearest office of The Katz Agency.

MARKET DATA*

- POPULATION
  3,299,300

- FAMILIES
  812,000

- RETAIL SALES
  $1,828,557,000

- FOOD SALES
  $479,404,000

- DRUG SALES
  $48,506,000

- EFFECTIVE BUYING POWER
  $2,873,118,000

* SOURCE: S.M. “SURVEY OF BUYING POWER—1952”

HUNTINGTON, WEST VIRGINIA

WSAZ-TV

CHANNEL 3

1953 TELECASTING Yearbook • Page 249

www.americanradiohistory.com
WISCONSIN TELEVISION STATIONS

Madison—(Continued)

WKOW-TV*

LICENSEE: Manana Broadcasting Co.
ADDRESS: 215 W. Washington Ave. ZONE: 3
AM AFFILIATE: WKOW

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President, Stewart Watson (3.84%); first vice president, E. B. Rundell (8.33%); second vice president, George W. Icke (6%); treasurer, E. C. Severson (16.75%); and secretary, B. W. Hulskamp (7.97%).

* BEGINS OPERATION: July (CP granted Jan. 8, 1953)
CHANNEL: 27 (548-554 mc)
TRANSMITTER ADDRESS: 4 m. S.W. of Madison on Piper Rd.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 87 kw Aural, 47 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 610 ft. Above ground, 596 ft.
MAKE OF CAMERA CHAINS: RCA
WASHINGTON ATTORNEY: Fly, Shuebuck & Blume
CONSULTING ENGINEER: Walter F. Kean (Riverside, Ill.)

Milwaukee—

WCAN-TV*

LICENSEE: Midwest Broadcasting Co.
ADDRESS: 723 N. Third St.
AM AFFILIATE: WCN

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Lou Poller (1/3), owner of WPWA Chester, Pa., president and 51% owner of WARY-AM-FM Arlington, Va., and president and 27.1% owner of WCAN; Cy Blumenthal (1/3), sales manager, treasurer and 39% owner of WARL, and vice president and 27.1% owner of WCN, and Alex Rosenman (1/3), secretary-treasurer and 21.7% owner of WCAN.

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)
CHANNEL: 25 (536-542 mc)
TRANSMITTER ADDRESS: 11800 W. Grange Ave.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 56 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 430 ft. Above ground, 435 ft.
STUDIO ADDRESS: 723 N. Third St.
WASHINGTON ATTORNEY: Philip M. Baker
CONSULTING ENGINEER: Russell P. May

WTMJ-TV

LICENSEE: The Journal Co.
ADDRESS: 720 E. Capitol Dr. ZONE: 1 PHONE: Marquette 8-6000
AM AFFILIATE: WTMJ
TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee is publisher of Milwaukee Journal.

BEGAN OPERATION: December 3, 1947
NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.
CHANNEL: 3 (60-66 mc) (Must move to vhf Ch. 4)
TRANSMITTER ADDRESS: 720 E. Capitol Dr.
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 16.1 kw Aural, 10.2 kw
MAKE OF ANTENNA: RCA TYPE: TF-3A
ANTENNA HEIGHT: Above average terrain, 325 ft. Above ground, 349 ft.
STUDIO ADDRESS: 720 E. Capitol Dr.
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
FILM LIBRARY: Snader NEWS SERVICE: AP and Telenews
LIBRARY SERVICE: SESAC
STUDIO FACILITIES: Six studios (54x30x26 ft., 43x27x19 ft., 19x27x13 ft., 125x2 ft. outdoor, 29x36½x25¼ ft. auditorium, seating 336 persons). Four RCA TK-1L studio cameras. Four RCA TK-20A field cameras, interchangeable for studio use. Two RCA TK-20A field cameras. Two RCA TP-12V film projectors. One LaBell automatic, one Spindler and Sauppe Rotary, one Eri man (for 2x2-in. slides), one Galde (for 3½x4-in. slides), one Galde 35mm 5-in. strip film projectors. One Balop opaque projector. One RCA mobile unit, four ft. cameras, Zoomar and telephoto lenses, with three microwave units.

EXECUTIVES:
Walter J. Domm, Vice President & General Manager of Radio and Television, T Journal Co.
R. G. Winnie, Assistant General Manager
George Conte, Station Manager
George Nicoud, Assistant Station Manager
L. W. Herzog, Research & Development Co-ordinator
Neale V. Bekke, Sales Manager
James Robertson, Program Manager
Philip B. Loesser, Manager, Engineering
Bruce Wallace, Public Service & Promotion Manager
Frank Bignell, Traffic Manager
Jack Kruenger, News Editor
Wendell Palmer, Continuity Manager
Maurice Kipen, Musical Director

RATE INFORMATION: Class A hour rate—$960. Minute spot—$150. Participat. per spot—$100. Rehearsals—$50 per half-hour. (From Rate Card No. 12, Jan. 1953.)

WASHINGTON ATTORNEY: Hogan & Horton

Page 250 * 1953 TELECASTING Yearbook
WISCONSIN TELEVISION STATIONS

_Leenah—_

WNAM-TV*

LICENSEE: Neenah-Menasha Broadcasting Co.

ADDRESS: 101 E. Wisconsin Ave. PHONE: 2-2871

AM AFFILIATE: WNAM FM: WNAM-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Controlled by Samuel N. Pickard.

BEGINS OPERATION: Fall 1953 (CP granted Dec. 23, 1952)

NATIONAL REPRESENTATIVE: Thomas F. Clark Inc.

CHANNEL: 42 (638-644 m)

TRANSMITTER ADDRESS: 0.7 mi. S. of Neenah

EFFECTIVE RADIATED POWERS: Visual, 15.5 kw Aural, 8.3 kw

MAKE OF TRANSMITTER: RCA

MAKES OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 290 ft. Above ground, 300 ft.

STUDIO ADDRESS: 0.7 mi. S. of Neenah

CUTIVES:

Samuel N. Pickard, President
Don C. Wirth, Vice President and General Manager

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Walter F. Kean (Riverside, Ill.)

__Shkosh—__

WOSH-TV*

LICENSEE: Oshkosh Broadcasting Co.

ADDRESS: 1235 Bowen St. PHONE: Stanley 4580

AM AFFILIATE: WOSH

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Controlled by William F. Johns Jr. and family, which also controls WSHB Stillwater, Minn., and has minority interests in WMNE Menomonie, Wis.; KLIF Little Falls, Minn.; WTRW Two Rivers, Wis.; WPDR Portage, Wis., and WSPT Stevens Point, Wis. Myles H. Johns, brother of William F. Johns, owns KOBK Owatonna, Minn.

BEGINS OPERATION: April 15, 1953 (CP granted Nov. 26, 1952)

CHANNEL: 48 (674-680 mc)

TRANSMITTER ADDRESS: 1235 Bowen St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 1.31 kw Aural, 0.7 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 344 ft.

STUDIO ADDRESS: 1235 Bowen St.

EXECUTIVES:

William F. Johns Jr., President
Bill Jones, General Manager

LEGAL COUNSEL: Frederick A. Collatz (St. Paul)

CONSULTING ENGINEER: Nathan Williams (Oshkosh, Wis.)

WYOMING TV STATIONS

_Cheyenne—_

KFBC-TV*

LICENSEE: Frontier Broadcasting Co.

ADDRESS: Plains Hotel

AM AFFILIATE: KFBC

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President, Robert S. McCracken (32% owner of Cheyenne Newspapers Inc.); vice president, W. A. Corson, (18%), and treasurer, William C. Grove (16%). Cheyenne Newspapers Inc. (Cheyenne Wyoming Eagle and State Tribune) owns 66% of applicant.

BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Between Evans and Van Lennen on Third St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 5.25 kw Aural, 2.61 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 190 ft. Above ground, 343 ft.

STUDIO ADDRESS: Between Evans and Van Lennen on Third St.

1953 TELECASTING Yearbook • Page 251
HAWAII TELEVISION STATIONS

Honolulu—

KGMB-TV

LICENSEE: Hawaiian Broadcasting System

ADDRESS: 1534 Kapio0ani Blvd.

AM AFFILIATE: KGMB

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

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Consolidated Amusement Co. (55.55%); Honolulu Star-Bulletin (24.25%); Corp. of the President of the Church of Jesus Christ of Latter Day Saints (20.20%). Latter owns KSL-AM-FM-TV Salt Lake City. Licensee also owns KHBC Hilo, T. H.

BEGAN OPERATION: Dec. 1, 1952

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 1534 Kapio0ani Blvd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-500B

TRANSMITTER OUTPUT POWERS: Visual, 500 w Aural, 250 w

MAKE OF ANTENNA: RCA TYPE: Single Bay

ANTENNA HEIGHT: Above average terrain, 45 ft. Above ground, 332 ft.

HOURS OF OPERATION: 3 p.m.-10 p.m.

STUDIO ADDRESS: 1534 Kapio0ani Blvd.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local and network film, kinestopes.

NEWS SERVICE: UP

STUDIO FACILITIES: One studio 25x50 ft. Two studio cameras; two interchangeable field cameras. One RCA film camera; two 16mm film projectors. Two slide projectors; one opaque projector. Mobile unit with two cameras, microwave rel transmi0on equipment.

EXECUTIVES:
J. Howard Worrall, President
C. Richard Evans, Vice President & General Manager
Wayne Kearl, Commercial Manager
Robert Costa, Program Director & Film Buyer
Ernest Lindemann, Chief Engineer
K. C. Weng, Treasurer

RATE INFORMATION: Class A hour rate—$150. Minute spot—$30. Frequency divisions: Begins with 13 times at 5% up to 260 times at 25%. (From Rate Card No. Dec. 1, 1952).

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Vandivere, Cohen & Wearn

First in Hawaii

KGMB-TV

Channel 9*, Honolulu

MARKET FACTS, TV COVERAGE AREA:
Population: 316,300
Retail Sales: $331,800,000
Effective Buying Income: $505,105,000
Family Income, Cities of Hawaii: $6,504
Quality Index, Cities of Hawaii: 120

* Channel 9 holds affiliations with CBS, NBC and ABC networks.

NATIONAL REPRESENTATIVE: Free & Peters

J. Howard Worrall, President
C. Richard Evans, Vice President, General Manager
Wayne Kearl, General Sales Manager

Page 252 • 1953 TELECASTING Yearbook

BROADCASTING • Telecasting
HAWAII TV STATIONS

Honolulu—(Continued)

KONA-TV

LICENSEE: Radio Honolulu Ltd.

ADDRESS: 1071 Bishop St., P. O. Box 2727 ZONE: 13 PHONE: 6-2366

NETWORK AFFILIATION: DuMont (Non-interconnected)

INCIPIAL STOCKHOLDERS AND OTHER INTERESTS: Herbert M. Richards holds all voting stock.

GAIN OPERATION: Dec. 15, 1952

ATIONAL REPRESENTATIVE: Forjee & Co.

ANNEL: 11 (198-204 mc)

ANDER TRANSMITTER ADDRESS: Ala Moana Blvd. & Piikoi St.

KE OF TRANSMITTER: GE

ECTIVE RADIATED POWERS: Visual, 5.75 kw Aural, 2.87 kw

KE OF ANTENNA: GE TYPE: Single batwing

ENNA HEIGHT: (Under terms of STA granted Dec. 4, 1952): Above ground 325 ft.

OURS OF OPERATION: 6 a.m.—Midnight

KE OF CAMERA CHAINS: GE

YPE OF OPERATION: Local live, local and network film and kinescopes.

WS SERVICE: INS and UP

UDIO FACILITIES: Three studio cameras. Four interchangeable field cameras. Two 16mm film cameras. Two 16mm film projectors. Two slide projectors; two opaque projectors; two motion picture cameras. Completely equipped GE mobile unit.

ECUTIVES:
Herbert M. Richards, President
George H. Bowles, General Manager
Albert J. Cantrelle, Treasurer
Craig Maudsley, Commercial Manager
William Y. Ray, Program Director & Amt. Manager
Webley Edwards, Executive Producer
R. W. Clark, Chief Engineer
Margaret S. Bowles, Film Buyer
Vic Rawlison, Director Public Relations & Publicity
Jerry Nishiki, Director Japanese Dept.
George E. Moore, Director of Photography

TE INFORMATION: Class A hour rate—$150. Minute spot—$30. Rehearsals: $50 per hour over 2½ hr. Frequency discounts: Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Dec. 16, 1952.)

ASHINGTON ATTORNEY: Barnes & Neilson

CONSULTING ENGINEER: Bernard Assoc. and Robert Bird

RODCASTING • Telecasting

PUERTO RICO TV STATIONS

San Juan—

WKAQ-TV*

LICENSEE: El Mundo Broadcasting Corp.

ADDRESS: P. O. Box 1072 PHONE: 2-2023

AM AFFILIATE: WKAQ

INCIPIAL STOCKHOLDERS AND OTHER INTERESTS: Angel Ramos, President (99.9%), publisher of El Mundo.

* BEGINS OPERATION: 1954 (CP granted July 24, 1952)

ATIONAL REPRESENTATIVE: Inter-American

ANNEL: 2 (54-60 mc)

ANDER TRANSMITTER ADDRESS: Cerro Marqueso Mt.

MAKE OF TRANSMITTER: GE

ECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: GE

ENNA HEIGHT: Above average terrain, 1,279 ft. Above ground, 300 ft.

UDIO ADDRESS: Stop 11, Ponce de Leon Ave.

ASHINGTON ATTORNEY: Segal, Smith & Hennessy

CONSULTING ENGINEER: George C. Davis

1953 TELECASTING Yearbook • Page 253